

# Voter / Consumer Research

501 C St NE  
Washington DC, 20002  
o: (202) 546-8990  
f: (202) 546-8991

## Memorandum

**To:** Mitch McConnell Senate Campaign  
**From:** Jan R. van Lohuizen / Brenda Wigger  
**Date:** June 18, 2008  
**Re:** Recent Polling Results

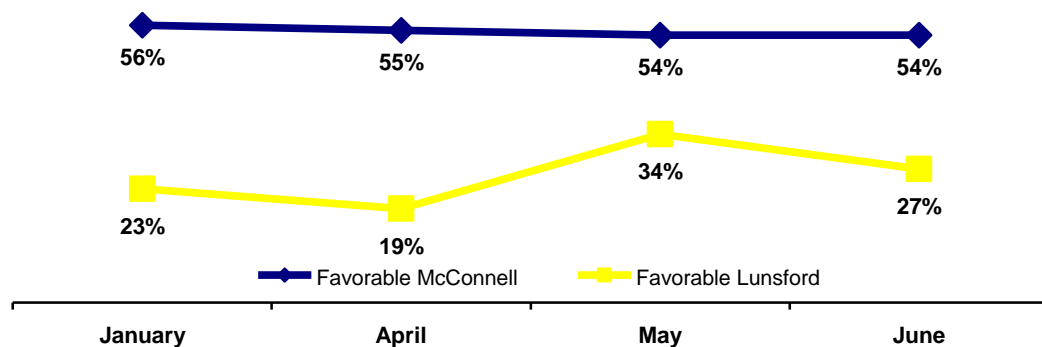
The following findings and observations are based on a survey of 601 registered voters in Kentucky. The survey fielded from Sunday, June 15<sup>th</sup> through Tuesday, June 17<sup>th</sup>, 2008. All voters with phones had an equal likelihood of being selected for participation, and responses were controlled by region for a representation proportionate to the population.

The margin of error on these findings is  $\pm 4.1\%$ .

### Summary of Findings

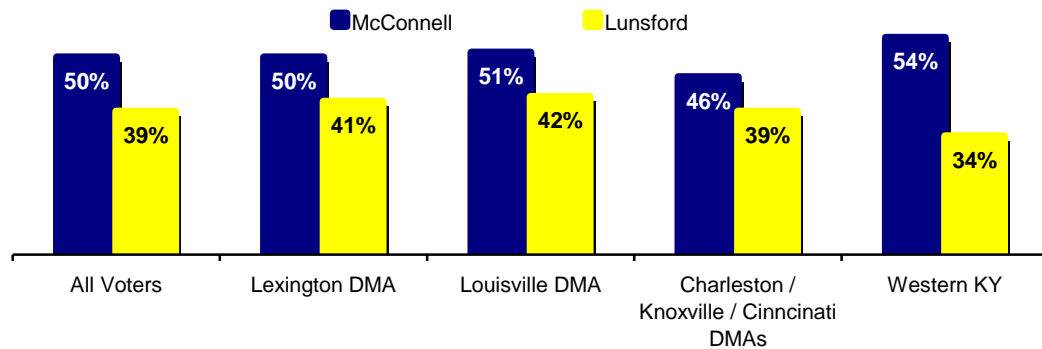
Senator McConnell's name ID held steady at 54% favorable. Overall, we've seen little change in voter's impression of Senator McConnell this year.

Comparatively, Bruce Lunsford's name ID has shifted as voters have become more aware of him and he has reintroduced himself as a statewide candidate. His ads appear to have limited effect so far, however, as over half (51%) of Kentucky voters are either not aware of him or have no impression of him to date. Voters in Western Kentucky and East of Lexington are the most likely to be unaware of Lunsford.



Job approval for Senator McConnell is higher than his overall image with Kentucky voters; 58% of voters approve of the job he's doing in the State. Senator McConnell's job approval is high across all regions and demographics, including among Democrats. Currently, more Democrats approve of the job he is doing than disapprove.

As of last night, the race stands at 50% Senator McConnell, 39% Bruce Lunsford, 7% undecided, and 3% that won't vote. McConnell's standing on the ballot reflects that of John McCain, who currently leads Barack Obama in Kentucky, winning 50% of statewide voters.



This regional comparison is important to note and highlights one of the problems we've seen in public polls. There has been public polling in Kentucky showing the Senate race to be very competitive, if not dead even. These polls have shown Senator McConnell underperforming in Louisville, but doing very well in the Eastern Kentucky counties that make up the Charleston and Knoxville DMAs. Similarly, public polling has shown Senator McConnell doing better in Eastern Kentucky than he is in Western Kentucky counties. Those findings run counter to election returns from the past two decades and are a primary flaw with some of the recently released data to the public.