



MEMORANDUM

TO: Interested Parties
FROM: Jeffrey Pollock & Joe Hickerson
RE: Kentucky Democratic Primary Survey Results
DATE: March 4, 2008

The Kentucky Democratic primary for the United States Senate is currently anyone's ballgame, with a plurality of voters (41%) undecided about whom to support.

While Bruce Lunsford receives the support of 37% of Democratic primary voters, and Greg Fischer gets 22%, it is clear that Fischer's support has much greater potential for growth than Lunsford's once the campaigns start paid communications, and voters begin to learn more about the candidates. Indeed, 25% of those who do not currently support Lunsford say they definitely never will.

Vote Support			
	CURRENT	POST PROFILES	CHANGE
Greg Fischer	22%	44%	+22
Bruce Lunsford	37%	39%	+3
Undecided	41%	17%	-24

At this point, Lunsford's lead is based entirely on name identification. Because of his two past unsuccessful campaigns for governor, Lunsford is familiar to 57% of primary voters. However, of those familiar enough with Lunsford to offer an opinion of him, 38% view him favorably, while 19% view him unfavorably, a 2:1 favorable to unfavorable ratio. Fischer, however, is familiar to just 25% of voters but is viewed favorably by 20% – and just 5% view him unfavorably, a 4:1 favorable to unfavorable ratio that is much better than Lunsford's.

Once voters are provided with brief positive profiles of both candidates, the race's dynamics change completely in favor of Fischer. Following the brief positive profiles of both candidates, Fischer's support jumps 22 points to 44%, while Lunsford's support increases by just 2 points to 39%. Positive information alone – without drawing any contrasts between the candidates – catapults Fischer into a 5 point lead.

With adequate resources, Fischer is strongly positioned to win the Kentucky Democratic Primary for United States Senate.

PROFILES TESTED:

Greg Fischer is a dedicated family man and successful entrepreneur and businessman who created thousands of jobs and provided good benefits for his employees. Born and raised in Kentucky, Fischer co-invented the ice and beverage dispenser found in most convenient stores, started the company in his garage and took it worldwide. Fischer comes from a long line of progressive Democrats committed to volunteer service and will fight for reform to finally improve our economy, lower the cost of health care and fix our crumbling schools. Fischer will fight for change to clean up the broken political system, eliminate special interest influence, and get our troops out of Iraq.

Bruce Lunsford is a successful entrepreneur and business executive. Lunsford grew up on a small Northern Kentucky farm, and served in the army reserves before starting a hospital group in Kentucky that he built from just three employees to over sixty thousand employees. Lunsford is a professional problem solver with the real-world experience to help get the country back on track. Lunsford will be an independent voice in Washington, working to provide health insurance to the five hundred thousand uninsured Kentuckians, making college more affordable, and bringing the troops home from Iraq.

METHODOLOGICAL NOTE: This memorandum summarizes results from a telephone poll of 609 randomly selected likely voters in Kentucky for the Democratic primary on May 22, 2008. Interviewing was conducted February 28-March 2, 2008. Special care was taken to ensure that the geographic and demographic divisions of the actual electorate are properly represented. The estimation error associated with a sample of 609 is 4.0 percent at the 95 percent confidence interval. This means that in 95 of 100 cases, the results of this poll are within 4.0 points, plus or minus, of the results that would have been obtained if all probable voters in the Democratic primary in Kentucky had been interviewed.