



MEMORANDUM

TO: THAYER FOR SENATE CAMPAIGN

FROM: NEIL NEWHOUSE – PUBLIC OPINION STRATEGIES

SUBJECT: RECENT POLL DATA

DATE: JULY 24, 2008

As you know, we recently completed a poll of 300 likely voters in Kentucky's 17th State Senate District on behalf of the Thayer campaign. The poll was conducted July 22-23, 2008 and has a margin of error of +/- 5.66% in 95 out of 100 cases.

The purpose of this memo is to briefly outline the survey's key findings.

Key Findings

- ✓ ***Forget the party registration here, this district's going Republican.***
While the party registration of the voters polled was 38% Republican and 53% Democrat, the results show this district is strongly tilted to the GOP.

Senator McCain defeats Barack Obama by a 57%-29% margin – almost doubling the Democrat's support.

Senator Mitch McConnell has a wide 57%-36% lead over Bruce Lunsford.
- ✓ ***Thayer has a two-to-one name ID lead over Democrat Robert Powell.***
While Damon Thayer's name ID in the district is 60%, Powell's is just 23%. Further, while 34% of voters have a favorable impression of Senator Thayer, just 7% share positive feelings about Powell.
- ✓ ***Thayer has a wide 53%-33% lead over Powell.***
Damon not only holds Powell to single digits among Independents, but he pulls one-third of the Democratic vote in the district to beat Powell by a wide 53%-33% margin.

Bottom Line

There's little question that this district is going to stay in Republican hands. It's tilted GOP from top to bottom, and Damon Thayer's ID and image advantage over Robert Powell is all that's needed to keep this safely in GOP control in the Fall.