

Memorandum

To: Senator McConnell
From: Jan R. van Lohuizen
Date: 10/9/08
Re: Tracking update

Our tracking Sunday thru Wednesday of this week (10/5 to 10/8) shows you have regained a solid lead over Bruce Lunsford. In the 800 interviews we conducted this week 47% of the voters support you while Bruce Lunsford gets only 38%. What's more Lunsford's negatives have increased dramatically, and now show a net negative of -9%; only 31% of the voters have a favorable impression of him, while 40% have an unfavorable impression. In a state where Democrats have a significant edge on registration this is deeply problematic for him.

There is no doubt that the negative climate, specifically the bad news about the economy had an impact on the race, just as it did in other races around the country. It has been a tough couple of weeks. However, the introduction of Lunsford's management of Valor as an issue is having a clear impact on the voters' thinking. The reaction in the Louisville market in particular where voters are most familiar with Lunsford has been substantial. Since the introduction of that issue Lunsford's negatives have increased, his positives have dropped as has his share of the vote, both in the Louisville market and statewide.