

MEMORANDUM

TO: Committee to Elect David Boswell to Congress
FROM: Garin-Hart-Yang Research Group
DATE: October 16, 2008
RE: Recent KY 2nd C.D. Survey

Our recent survey conducted last week (October 8 to 9) shows that the race between David Boswell and Brett Guthrie is headed for a photo finish, with Senator Boswell currently holding a slight edge and having the momentum with Election Day less than three weeks away.

The trial heat standings for Congress follow:

	All Voters
	%
David Boswell voters	41
Brett Guthrie voters	40
Undecided voters	19

Both candidates have increased their name recognition as each campaign (and its allies) has increased mass communications: Brett Guthrie has 51% name recognition and David Boswell has 55% name recognition.

Yet, to know a candidate does not translate into a strong image. For example, 2nd CD voters view Senator Boswell positively by better than two to one, whereas Brett Guthrie's image is barely favorable.

In addition, the survey findings show that Senator Boswell's core message of being a mainstream Kentucky Democrat is cutting through to the electorate. David Boswell holds leads over Brett Guthrie when it comes to standing up to the special interests (+5 Boswell advantage), bringing change and a fresh approach to Washington (+4 Boswell advantage), and looking out for average families (+3 Boswell advantage).

Our poll shows that David Boswell is poised to win back this Republican House Seat, but that he and his opponent have yet to reach critical mass with a substantial proportion of the 2nd district. We are confident that with the resources to mount an aggressive effort in the next two weeks, David Boswell has solid prospects of victory.

GARINHARTYANG RESEARCH GROUP

This memo is based on a representative sample of 402 likely voters in Kentucky's 2nd C.D. This survey, which was conducted from October 8 to 9, 2008, has a margin of error of ± 5 percentage points.