



To: Interested Parties
 Fr: Pete Brodnitz
 Date: May 5, 2010
 Re: Conway leads in most recent Kentucky primary polling

The results of our recent early May survey of likely 2010 Democratic primary election voters in Kentucky show that the momentum in the race has swung in favor of Attorney General Jack Conway, who has taken the lead over Lieutenant Governor Dan Mongiardo.

Conway Now Leads Lt. Gov. Mongiardo By 4%

With less than two weeks until the primary, Jack Conway has taken a 4% lead over Lieutenant Governor Dan Mongiardo,- a 19% swing in the race in favor of Jack Conway:

	Initial Ballot		Change: March to May
	March 2010	May 2010	
Difference (Conway – Mongiardo)	-15	+4%	+19%
Jack Conway	22	32	+10%
Dan Mongiardo	37	28	-9%
Total Other Candidates	5	4	-1%
• Darlene Price	2	2	n/c
• Maurice Sweeney	2	1	-1%
• James Buckmaster	1	1	n/c
Don't Know	36	37	+1%

When we **ask undecideds if they lean toward a candidate** and count them accordingly, this ballot “with leaners” **Conway leads by 6%**: Conway 37%, Mongiardo 31%, Others 5%, Undecided 28%.

Conway Leads Lt. Gov. Mongiardo By 20% Among Voters Who Know Both Candidates

Among voters who are familiar with both candidates, Jack Conway leads Lieutenant Governor Dan Mongiardo by 20% (58% of voters can identify Conway while 72% can identify Mongiardo, showing that Conway’s support has significant room to grow):

	Know Both Candidates
Difference	+20
Jack Conway	50
Dan Mongiardo	30
Total others	2
Don't Know	17

And when we ask voters if they have an excellent, good, fair or poor view of the job Dan Mongiardo is doing as Lieutenant Governor and the job Jack Conway is doing as Attorney General, we again see voters taking an increasingly negative view of the Lieutenant Governor:

	Jack Conway			Dan Mongiardo		
	March '10	May '10	Shift	March '10	May '10	Shift
Difference	+11	+18	+7	+4	-3	-7
Total Exc+Good	43	48	+5	43	40	-3
Excellent	9	7	-2	6	6	n/c
Good	34	41	+7	37	35	-2
Total Fair+Poor	32	30	-2	39	43	+4
Fair	27	27	n/c	32	33	+1
Poor	4	3	-1	7	11	+4
Don't know	26	22	-2	17	16	-1

The Benenson Strategy Group conducted 400 interviews statewide with likely Democratic primary election voters May 2-4, 2010. The margin of error for overall results is $\pm 4.9\%$. BSG's clients include President Obama, Senator Merkley (D-OR), Senator Webb (VA), Senator Menendez (NJ) and the Democratic Senatorial Campaign Committee. Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants in 2007 for his work for Governor Kaine, Senator Webb and the Democratic Senatorial Campaign Committee.