



FOR IMMEDIATE RELEASE

May 6, 2010

INTERVIEWS AND QUESTIONS: DAVID FLAHERTY 303-861-8585

**RAND PAUL LEADS TREY GRAYSON BY 15 POINTS AMONG LIKELY
REPUBLICAN PRIMARY VOTERS 43% TO 28%, 21% REMAIN UNDECIDED**

Louisville, CO – Among likely Republican primary voters in Kentucky, Rand Paul leads Secretary of State Trey Grayson 43% to 28%. “Other” candidates have 8% support and 21% remain undecided. These results are based on a 611N automated survey conducted May 4th. The survey results are weighted to reflect past Republican primary voter demographics from the 2008, 2007, 2006 and 2004 election cycles. The sample for this survey was randomly drawn from a Kentucky voter file. This survey was paid for by Magellan Data and Mapping Strategies who does not have a business relationship with any campaign, organization or independent expenditure group.

Since our last survey on March 9th, Rand Paul has grown his support by 6 points, Trey Grayson has dropped one point, the “other” candidate percentage has increased 5 points (without candidate Bill Johnson), and the percentage of undecided voters has decreased by 4 points. Trey Grayson’s strongest base of support is among self identified social and fiscal moderates. The tables below show the ballot test results by gender, age group, Congressional District and ideology.

<u>Candidate</u>	<u>State Ballot Test</u>	<u>Men</u>	<u>Wom</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
Paul Lead	+15	+18	+11	+21	+16	+11	+8	+17
Paul	43%	45%	41%	43%	46%	40%	40%	44%
Grayson	28%	27%	30%	22%	30%	29%	32%	27%
Other	8%	10%	7%	12%	11%	11%	6%	4%
Undecided	21%	18%	22%	23%	13%	20%	22%	25%

<u>Candidate</u>	<u>State Ballot Test</u>	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>	<u>CD4</u>	<u>CD5</u>	<u>CD6</u>	<u>Soc Cons</u>	<u>Soc Mod</u>	<u>Fisc Con</u>	<u>Fisc Mod</u>
Paul Lead	+15	+6	+27	+9	+10	+11	+23	+20	-13	+16	+4
Paul	43%	32%	53%	43%	44%	37%	48%	47%	25%	45%	31%
Grayson	28%	26%	26%	34%	34%	26%	25%	27%	38%	29%	27%
Other	8%	14%	4%	6%	4%	11%	10%	5%	15%	7%	15%
Undecided	21%	28%	17%	17%	19%	26%	17%	21%	22%	19%	27%

Image ratings among all voters for Rand Paul and Trey Grayson are similar, with Rand Paul having a slightly better image ratio. A solid image ratio for a candidate is 3 to 1, meaning a candidate's image would be 60% favorable and 20% unfavorable. What is surprising is that neither candidate has high negative image ratings considering the intensity of the campaign. Looking at image ratio numbers by gender and subgroup, it is clear where each candidate can improve. With 12 days until the election, these numbers will be difficult to move for both campaigns.

Republican Primary US Senate Candidate Image Ratings

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
Paul Image Ratio	2	2.4	1.7	3.3	2	1.9	1.7	2.2
Paul Favorable	50%	57%	44%	60%	50%	48%	48%	50%
Paul Unfavorable	24%	23%	25%	18%	25%	25%	27%	22%
Grayson Image Ratio	1.7	1.8	1.6	2.3	1.3	1.7	1.9	1.7
Grayson Favorable	45%	51%	40%	52%	41%	41%	50%	44%
Grayson Unfavorable	26%	27%	24%	22%	31%	23%	26%	26%

The survey topline follows in this document. The survey crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the survey archives section of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at MagellanStrategies.com for more information.





May 6, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: KENTUCKY REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 611N autodial survey of likely Republican primary voters in the state of Kentucky. The interviews were conducted May 4th, 2010. This survey has a margin of error of +/- 3.96% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2004, 2006, and 2008 Republican primary elections.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....100%

T2. How likely are you to vote in the May 18th primary election to choose a Republican nominee for the US Senate?

Extremely Likely..... 85%
Very Likely 9%
Somewhat Likely 6%

Thinking now about people active in government.....

T3. Do you have a favorable or unfavorable opinion of Rand Paul?

Favorable 50%
Unfavorable 24%
No Opinion 24%

Name ID..... 98%
Hard Name ID 74%
Never Heard Of..... 2%

T4. Do you have a favorable or unfavorable opinion of Trey Grayson?

Favorable 45%
Unfavorable 26%
No Opinion 26%

Name ID 97%
Hard Name ID 71%
Never Heard Of..... 3%

T5. If the primary election to choose a Republican nominee for the US Senate was being held today, for whom would you vote if the candidates were Rand Paul, Trey Grayson or another candidate?

Rand Paul..... 43%
Trey Grayson..... 28%
Another Candidate..... 8%
Undecided..... 21%

T6. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage and abortion?

Conservative..... 81%
Moderate 14%
Liberal 5%

T7. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

Conservative..... 86%
Moderate 12%
Liberal 2%

T8. For statistical purposes, are you a man or a woman?

Female 51%
Male 49%



T9. Which of the following age groups applies to you?

18-34.....	13%
35-44.....	16%
45-54.....	22%
55-64.....	21%
65+	28%

T10. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White	97%
Hispanic/Latino	0%
Another Ethnic Group	1%
Black/African American.....	2%

