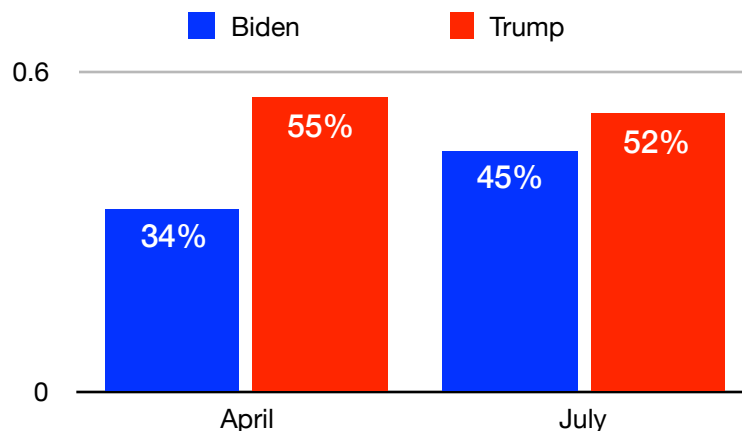


TO: Ditch Mitch Fund
FROM: Bluegrass Data
DATE: August 5, 2020
RE: Latest Kentucky statewide polling

Between July 25th and July 29th, 2020, Bluegrass Data interviewed a representative sample of 3,020 registered voters in Kentucky. The survey found a highly competitive Senate race and a narrowing lead for Donald Trump in the state. Key findings and the full methodology behind the survey are below:

1. While Donald Trump continues to hold a sizable lead in the presidential race, his advantage over Joe Biden in Kentucky has steadily and dramatically shrunk over the past few months.

In our April 2020 survey, Donald Trump held a 21-point lead over Joe Biden in Kentucky. But in our latest July 2020 survey, the strength of that lead has seemingly evaporated to a single digit 7-point lead in the state.

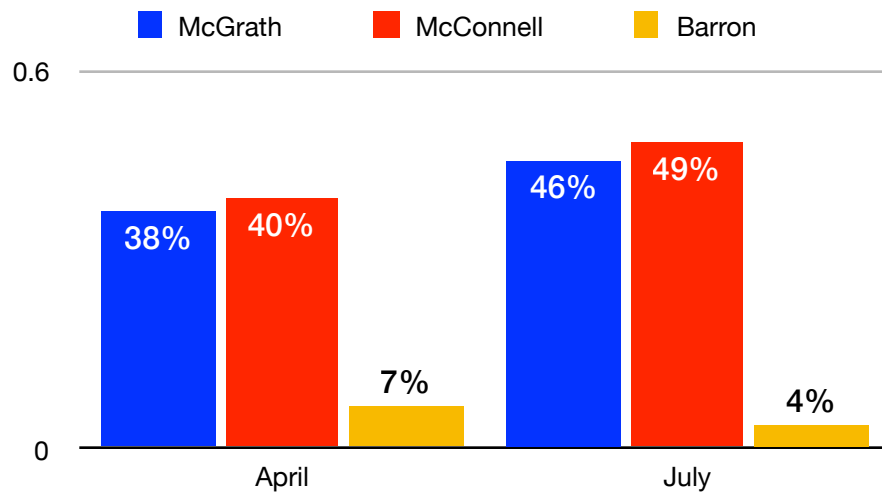


In particular, among women, voters of color, and even young, rural men, the president is struggling to maintain his support.

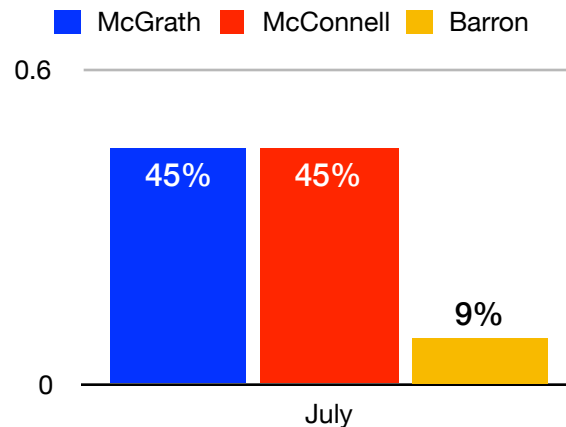
Our survey's findings track with the trends shown in [a Garin-Hart-Yang Research Group polling memo](#) released by the Amy McGrath campaign last month that also showed a tightening reelection race for Donald Trump in Kentucky, giving further confidence to our results.

2. The general election race for U.S. Senate between Senate Majority Leader Mitch McConnell and Democrat Amy McGrath remains highly competitive, despite candidates becoming increasingly well-defined.

In our April 2020 survey, Mitch McConnell held a 2-point lead over Amy McGrath in Kentucky. Our latest July 2020 survey shows the race remains as close as it was then, despite candidates having become much more well-defined with voters (McGrath's name recognition has increased from 88% to 98% since April, with McConnell's name recognition at 100% in July).



After hearing positive and negative messages about the Senate candidates, the race further tightens to a tie.



In reviewing the data from this latest July 2020 survey, it is clear that the nearly \$20 million in advertising that has already been spent by the McConnell and McGrath campaigns, as well as the Ditch Mitch Fund, has helped further define both candidates for voters – but that the race continues to remain highly competitive in the general election.

Kentucky Statewide Survey Methodology: n = 3020, Margin of Error: +/- 2%,
Text to Web: 1,420 IVR Landline: 1,600

This survey was conducted July 25th - 29th, 2020, and interviewed a total of 3,020 registered voters in Kentucky. The respondents were reached on their cell phones and landline phones via SMS text message (n=1420) and Interactive Voice Response (IVR) calls (n=1600) respectively. Respondents reached via SMS were asked to click on a web link to initiate the survey.

The sample was weighted to match the composition of registered voters in the voter file by age, sex, ethnicity, party registration, census block group level of educational attainment, density, and metropolitan statistical area. Density was obtained at the census-tract level from 2010 Rural-Urban Commuting Area (RUCA) Codes issued by the U.S Department of Agriculture. The margin of error at the 95% confidence interval for 3,020 voters is $\pm 2\%$.

Bluegrass Data is a progressive data analytics firm based in New York City. They provide quality and affordable modeling and analytics to Democrats and progressive organizations in traditionally red states. Previous work includes much of the data and modeling efforts supporting the independent expenditure program responsible for electing Gov. Andy Beshear in Kentucky in 2019.