

TO: Jim Gray for Congress
FROM: The Mellman Group
DATE: April 5, 2018
RE: Gray Is Strongly Positioned To Win The KY-06 Primary

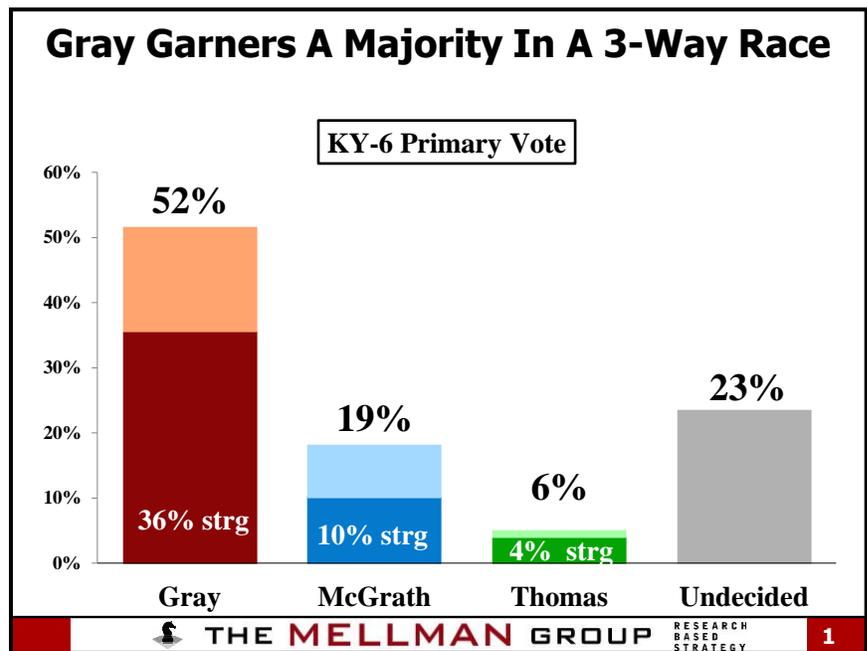
This analysis represents the findings of a survey of 400 voters representing the likely May 2018 Democratic primary electorate in Kentucky's 6th Congressional District. Interviews were conducted by telephone March 3-6, 2018, using a registration-based sample of cellphones and landlines. The margin of error for this survey is +/-4.9 percentage points at a 95% level of confidence. The margin of error is higher for subgroups.

Mayor Jim Gray holds substantial advantages in the Democratic primary in Kentucky's 6th Congressional District. He is known by nearly all primary voters—and liked by nearly all of those who know him. By contrast, his opponents are only known by a minority. Voters also give Mayor Gray exceptionally high ratings for his performance in office. Moreover, Gray holds a large lead in the horserace, garnering a majority of the vote in a three-person contest.

GRAY HOLDS A SIGNIFICANT LEAD IN THE HORSERACE

Gray's extraordinary strength is reflected in the horserace. He earns support from a 52% majority of voters, while McGrath is well behind at 19% and Thomas garners only 6%. From this starting point, even if McGrath were to win all of the currently undecided voters she would not catch Gray.

GRAY IS VERY WELL LIKED AND MUCH BETTER KNOWN THAN HIS OPPONENTS



Gray's large lead is based on the extremely strong image he enjoys with primary voters: 77% hold a favorable opinion of him (and a near-majority, 46%, are very favorable) while only 10% have an unfavorable view and 12% don't know him.

Amy McGrath is much less well-known. Whereas the Mayor has hard name identification of 88%, McGrath—who moved to the 6th District for the first time only months ago to run for this seat—is known by less than half as many voters, with hard ID of 41%.

Reggie Thomas is somewhat less well-known than McGrath with hard ID of 32%.

MAYOR GRAY RECEIVES EXCEPTIONALLY STRONG JOB RATINGS

Voters also overwhelmingly approve of the job Mayor Gray has done in office. Seventy-four percent (74%) of primary voters offer positive evaluations of Gray's performance as Mayor of Lexington, while a much smaller 15% give him negative ratings.

CONCLUSION

Mayor Gray is the clear frontrunner in Kentucky's 6th Congressional District Democratic primary. He is widely known among primary voters and enjoys an image that would make most elected officials envious. Given the Mayor's standing, his opponents will likely wage a scorched-earth negative campaign to catch up, but even that effort will almost certainly fail to take the nomination from Gray.