



**PUBLIC OPINION**  
**STRATEGIES**

**Memorandum**

**To: John Gard for Congress – Wisconsin's 8<sup>th</sup> Congressional District**  
**Fr: Gene Ulm**  
**Date: July 16, 2008**  
**Re: Recent survey results**

*The following memorandum is based on a survey of 400 likely voters completed July 8-9, 2008 by Public Opinion Strategies on behalf of John Gard's Congressional campaign. The margin of error on the survey is plus or minus 4.9 percent.*

**Key points**

- John Gard trails Steve Kagen by only four points (42%-46%) and the race is a statistical dead-heat. Eleven percent are undecided.
- Undecided voters are pre-disposed to vote against Kagen; they prefer a new person over re-electing him by a three-to-one margin (standard vote-to-re-elect question).
- John McCain will win this district and aid John Gard's cause. McCain leads Barack Obama 46% to Obama's 41%. Twelve percent are undecided.
- John Gard is starting off the campaign near-universally known; he has 88% total name identification among district voters – prior to any money being spent on media.

**About Wisconsin's 8<sup>th</sup> Congressional District:**

- This is a re-match of one of 2006's closest open-seat races.
- Democrats have only represented Wisconsin's 8<sup>th</sup> Congressional District eight out of the last 100 years (including Kagen). And, only ONE Democrat has EVER been re-elected in the 8<sup>th</sup> (Fr. Robert Cornell, a Roman Catholic priest re-elected once during the Watergate era).
- Bush won the district twice at the presidential level, defeating Gore with 52% and Kerry with 54%.

Please do not hesitate to call with any questions.