

# DANIEL CAMERON

## U.S. SENATE

**Fr:** Brandon Moody  
**To:** Interested Parties  
**Re:** Cameron Dominating Kentucky Senate Race

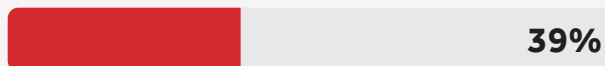
The Washington, DC and Frankfort establishment's thinking on the Kentucky Senate race is inverted. Andy Barr is not winning. Nate Morris is not winning. Daniel Cameron is dominating.

The question every pundit, donor and prognosticator should ask is how can Barr or Morris possibly raise the eye-popping sums needed to catch wildly popular Daniel Cameron?

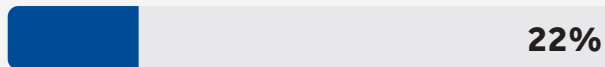
Our message to the Insider and donor class is that you have been BAMBOOZLED by two candidates who grossly misrepresented their political strengths. Barr and Morris are going to lose, have not grown, and in fact are heading in the opposite direction electorally. To the contrary, Daniel Cameron's image and ballot position has grown since he launched his campaign.

### TOPLINE

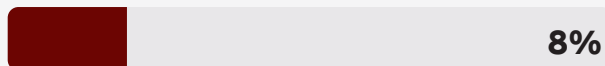
Daniel Cameron



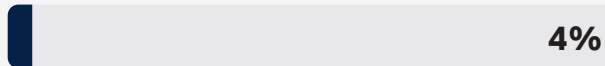
Andy Barr



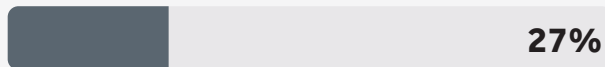
Nate Morris



Someone Else



Undecided



### KEY TAKEAWAYS:

- › Andy Barr's Poll has Daniel Cameron up 17 Points.
- › Daniel Cameron's Poll has Cameron up 17 Points.
- › Nate Morris is simply unlikeable - he sits at 8 percent and his image is upside down at negative 6, despite spending millions.
- › Daniel Cameron has a 4-1 positive image rating, and a 99 percent name ID.
- › Cameron is the most popular figure in Kentucky politics.
- › Cameron is outpacing the combined totals of Morris and Barr in almost every area of Kentucky.
- › Undecided Voters view Daniel Cameron Favorably at 33 favorable and 12 unfavorable.



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### **CAMERON'S POLLING ADVANTAGE IS STABLE AND GROWING**

Daniel's lead has been stable. \$7 million advertising dollars have already hit the airwaves, and Cameron's lead has not moved. If anything, it has grown. His image is 56 favorable to only 14 unfavorable, which is BETTER than when he launched his campaign earlier this year. Daniel's deep relationship with Republican voters in Kentucky is not easily shaken - it has actually grown.

### **CAMERON'S RECORD HAS BEEN FULLY VETTED**

Daniel Cameron has been fully vetted. He was outspent by \$15 million in a primary for Governor in 2023 much of it on attacks that didn't land. He won by almost 30%. He has been tried and tested and attacked by both the left and the right. There is almost no opposition research in a conservative primary against Daniel. He's a Christian, conservative family man who voters view as a Trump loyalist and tough fighter for their values. Contrast that with the Country Club Andy Barr and the Woke Nate Morris record, and you have two guys who have never talked to primary voters in a meaningful way. Barr has never had a primary, he has always taken GOP voters for granted. And Morris is a "woke" failed CEO who is trying to convince us his brand and beliefs that he held just a few short years ago are not his true beliefs.

### **THE MONEY ARGUMENT**

If money was the only thing that mattered in campaigns, then Kamala Harris would be President. The Cameron campaign will continue to aggressively raise money - and we will have millions to spend on TV, and direct voter contact by the time the May primary arrives. Daniel needs far less money to win since his massive ballot position and overwhelming image favorability is strongly in place.

The purpose of campaign spending is to achieve high name recognition, high favorability, and high ballot position. Daniel Cameron already has all three of those things right now - where he sits right now will cost his rivals somewhere between \$20 and \$25 million to even come close to parity.

### **THE EXPENSIVE ADVERTISING FIGHT FOR SECOND**

All the recent firepower has been focused on who can get to second place - Barr or Morris - and that remains an open question. The two have been locked in a heated battle for the remaining up for grab voters, while essentially ceding 50% of the vote to Daniel Cameron.

This strategy is reminiscent of Nikki Haley and Ron Desantis attacking each other ruthlessly in the 2024 Presidential Primary while leaving Trump and his vote share alone. How did that work out? Just look at the TV spending:

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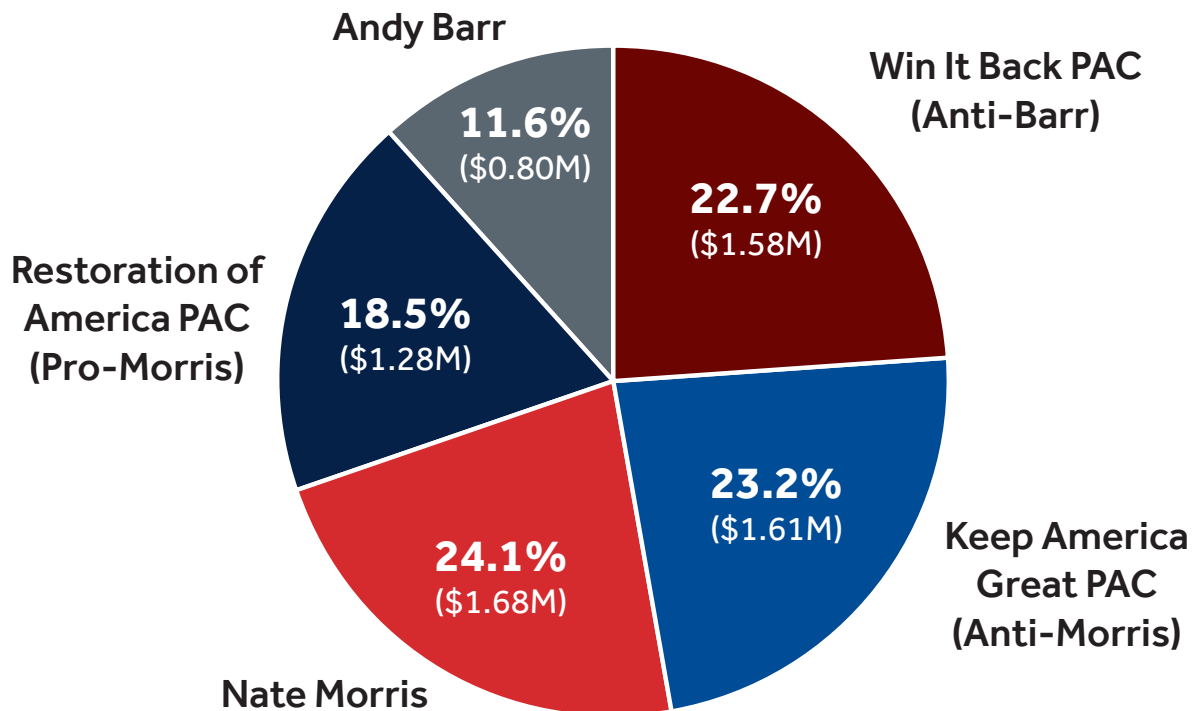
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### KY GOP Senate Primary Spending Share (as of Oct. 13, 2025)

**Total Spending: \$6.95M**



Bottomline: The recent spending has had ZERO effect on Daniel Cameron. His image is fantastic with voters and they have already made their choice. Andy Barr will need 10x the money he has on hand right now to come close to Daniel Cameron's numbers. Nate Morris will need some sort of a miracle as his campaign is upside down and unlikeable.

Voters know Cameron. Voters love Daniel Cameron. Andy Barr and Nate Morris can fake their momentum all they want, but it won't change the fact that voters just aren't buying what they're selling.

**Daniel Cameron is inevitably going to win this campaign. It's time to get on board.**