

# Results of SurveyUSA Election Poll #14625



Geography: Kentucky  
 Data Collected: 10/18/2008 - 10/20/2008  
 Release Date: 10/21/2008

Sponsors:  
 WHAS-TV (Louisville), WLEX-TV (Lexington)

**Kentucky -- Senate Minority Leader Now in Danger of Ending With a Minority of Votes in Bid for 5th Term:** In an election for US Senator from Kentucky today, 10/21/08, two weeks until votes are counted, incumbent Republican Mitch McConnell and Democrat Bruce Lunsford are tied, 48% each, according to a SurveyUSA poll conducted for WHAS-TV Louisville and WLEX-TV Lexington. In a SurveyUSA poll released in August, McConnell led by 12. Today he leads by zero. Women have rallied to Lunsford, who once trailed by 11 but now leads by 11. Among seniors, Lunsford had trailed by 14, now leads by 6. In Western KY, McConnell had led by 20, now by 4. In North Central KY, McConnell had led by 14, now by 1. In Eastern KY, McConnell had led by 26, now trails by 5.

**McCain Still Comfortably Ahead in KY, But as Race Tightens, Obama is Kicking Mud in Mitch McConnell's Eye:** In an election for President of the United States in Kentucky today, 10/21/08, Republican John McCain defeats Democrat Barack Obama 54% to 41%, according to a SurveyUSA poll conducted for WHAS-TV Louisville and WLEX-TV Lexington. Compared to a SurveyUSA poll 1 month ago, McCain is down 3 points, Obama is up 3 points. McCain remains well positioned to capture Kentucky's 8 electoral votes, but every additional percentage point that Barack Obama gets in this contest is an additional headwind that Kentucky's incumbent Republican Mitch McConnell must face in his battle for reelection to the US Senate. George Bush carried KY by 20 points in 2004 and by 15 points in 2000. If McCain materially underperforms those numbers, McConnell is in danger of being swamped by a rising Democratic tide.

**Filtering:** 1,350 Kentucky adults were interviewed 10/18/08 through 10/20/08. Of them, 1,228 were registered to vote. Of them, 535 were read this version of the questionnaire and determined by SurveyUSA to be likely to vote on or before election day.

**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Democrat Barack Obama? Or one of the other candidates?

535 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-4.3%																
McCain (R)	54%	59%	49%	52%	55%	55%	53%	54%	54%	53%	44%	57%	56%	19%	**	**
Obama (D)	41%	37%	45%	40%	42%	39%	44%	41%	41%	41%	50%	39%	39%	80%	**	**
Other	2%	1%	3%	3%	1%	2%	1%	2%	1%	3%	0%	2%	2%	1%	**	**
Undecided	3%	3%	3%	5%	1%	4%	3%	3%	3%	3%	6%	2%	3%	0%	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	28%	32%	24%	16%	59%	41%	54%	8%	38%	91%	7%	0%	2%

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**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Democrat Barack Obama? Or one of the other candidates?

535 Likely Voters	All	Party Affiliation			Ideology			College Grad		Income		Region				
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	< \$50K	> \$50K	Wester	Louisvill	North C	Eastern	
Margin of Sampling Error: +/-4.3%																
McCain (R)	54%	83%	30%	58%	83%	40%	24%	58%	51%	52%	57%	54%	49%	58%	54%	
Obama (D)	41%	13%	64%	37%	14%	54%	69%	39%	42%	43%	38%	42%	49%	37%	33%	
Other	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	0%	1%	3%	5%	
Undecided	3%	2%	4%	2%	2%	3%	3%	1%	4%	3%	3%	4%	1%	2%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	41%	51%	8%	36%	45%	12%	44%	56%	44%	56%	23%	29%	32%	16%	

**2** Is that a firm choice? Or could you change your mind?

507 Who Vote Mccain or Obama	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-2.5%																
Firm Choice	92%	91%	92%	92%	90%	92%	92%	91%	92%	91%	92%	92%	91%	96%	**	**
Could Change Your Mind	8%	9%	8%	8%	10%	8%	8%	9%	8%	9%	8%	8%	9%	4%	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Vote Mccain or	100%	50%	50%	27%	32%	24%	17%	59%	41%	53%	8%	38%	91%	7%	0%	2%

**2** Is that a firm choice? Or could you change your mind?

507 Who Vote Mccain or Obama	All	Party Affiliation			Ideology			College Grad		Income		Region			
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	< \$50K	> \$50K	Wester	Louisvill	North C	Eastern
Margin of Sampling Error: +/-2.5%															
Firm Choice	92%	92%	91%	95%	92%	91%	94%	90%	93%	92%	91%	91%	93%	90%	92%
Could Change Your Mind	8%	8%	9%	5%	8%	9%	6%	10%	7%	8%	9%	9%	7%	10%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Vote Mccain or	100%	42%	50%	8%	36%	45%	12%	45%	55%	44%	56%	23%	30%	32%	15%

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**3** If the election for United States Senator were today, would you vote for (choices rotated) Republican Mitch McConnell? Or Democrat Bruce Lunsford?

535 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-4.3%																	
Mitch McConnell (R)	48%	53%	43%	46%	51%	48%	45%	48%	47%	48%	34%	50%	50%	26%	**	**	
Bruce Lunsford (D)	48%	43%	54%	48%	47%	48%	51%	48%	49%	47%	62%	47%	47%	74%	**	**	
Undecided	4%	4%	3%	6%	2%	4%	4%	4%	4%	4%	4%	3%	3%	0%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	49%	51%	28%	32%	24%	16%	59%	41%	54%	8%	38%	91%	7%	0%	2%	

**3** If the election for United States Senator were today, would you vote for (choices rotated) Republican Mitch McConnell? Or Democrat Bruce Lunsford?

535 Likely Voters	All	Party Affiliation			Ideology			College Grad		Income		Region				
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	< \$50K	> \$50K	Wester	Louisvill	North C	Eastern	
Margin of Sampling Error: +/-4.3%																
Mitch McConnell (R)	48%	77%	25%	44%	77%	33%	26%	52%	45%	45%	51%	51%	46%	48%	46%	
Bruce Lunsford (D)	48%	17%	73%	50%	21%	62%	69%	46%	50%	50%	46%	47%	50%	47%	51%	
Undecided	4%	6%	2%	6%	2%	5%	5%	2%	5%	5%	3%	2%	5%	4%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	41%	51%	8%	36%	45%	12%	44%	56%	44%	56%	23%	29%	32%	16%	

**4** Is that a firm choice? Or could you change your mind?

514 Who Vote For Mcconnell or Luns	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-3.3%																
Firm Choice	84%	84%	83%	75%	82%	89%	91%	79%	90%	79%	93%	89%	83%	84%	**	**
Could Change Your Mind	16%	16%	17%	25%	18%	11%	9%	21%	10%	21%	7%	11%	17%	16%	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Vote For Mccon	100%	49%	51%	27%	32%	24%	16%	59%	41%	54%	8%	38%	92%	7%	0%	1%

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## 4 Is that a firm choice? Or could you change your mind?

514 Who Vote For McConnell or Luns	All	Party Affiliation			Ideology			College Grad		Income		Region				
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	< \$50K	> \$50K	Wester	Louisvill	North C	Eastern	
Margin of Sampling Error: +/-3.3%																
Firm Choice	84%	82%	87%	69%	86%	80%	94%	82%	84%	83%	84%	82%	89%	80%	83%	
Could Change Your Mind	16%	18%	13%	31%	14%	20%	6%	18%	16%	17%	16%	18%	11%	20%	17%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Who Vote For Mccon	100%	40%	52%	7%	37%	45%	12%	44%	56%	43%	57%	23%	28%	32%	16%	

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.