



## KENTUCKY POLL RESULTS – OCTOBER 2008

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The Research 2000 Kentucky Poll was conducted from October 19 through October 21, 2008. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect the voter registration of distribution by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4% percentage points. This means that there is a 95 percent probability that the “true” figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as for gender or party affiliation.

### SAMPLE FIGURES:

Men	285	(48%)
Women	315	(52%)
Democrats	274	(46%)
Republicans	226	(38%)
Other	100	(16%)
18-29	100	(17%)
30-44	193	(32%)
45-59	190	(32%)
60+	117	(19%)
White	523	(88%)
Black	55	(9%)
Other	22	(3%)

### U.S SENATE RACE:

	VERY FAV	FAV	UNFAV	VERY UNFAV	NO OPINION
Mitch McConnell	16%	32%	25%	23%	4%
Bruce Lunsford	15%	32%	32%	13%	8%

QUESTION: If the election for U.S. Senate were held today, would you vote for Bruce Lunsford, the Democrat or Mitch McConnell, the Republican?

	MCCONNELL	LUNSFORD	UNDECIDED
ALL	47%	43%	10%
MEN	51%	40%	9%
WOMEN	43%	46%	11%
DEMOCRATS	15%	75%	10%
REPUBLICANS	87%	6%	9%
INDEPENDENTS	46%	40%	14%
WHITE	53%	39%	8%
BLACK	5%	73%	22%
OTHER	5%	63%	32%
18-29	41%	50%	9%
30-44	51%	40%	9%
45-59	44%	45%	11%
60+	52%	37%	11%
DISTRICT 1	48%	42%	10%
DISTRICT 2	53%	39%	8%
DISTRICT 3	38%	55%	7%
DISTRICT 4	50%	37%	13%
DISTRICT 5	49%	42%	9%
DISTRICT 6	45%	41%	14%