

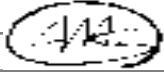
# NORTHUP FENDING OFF CONWAY CHALLENGE; LEADS BY 8 IN KY CD #3

\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE OR REPRINT THESE RESULTS IN WHOLE OR PART

## HERE ARE SOME OF THE KEY FINDINGS FROM THIS SURVEY

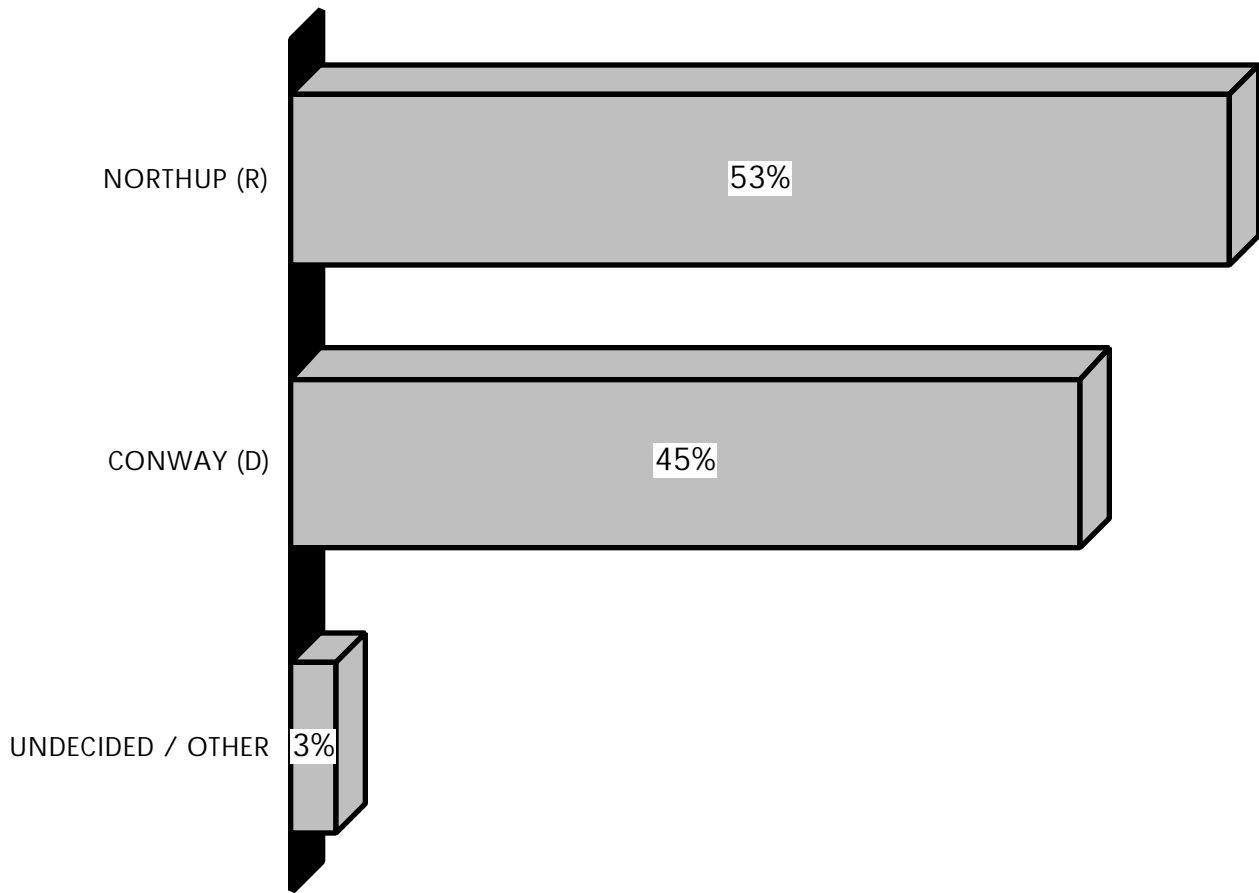
- IN AN ELECTION HELD TODAY IN KENTUCKY'S 3RD CONGRESSIONAL DISTRICT, INCUMBENT GOP ANNE NORTHUP LEADS DEM JACK CONWAY BY 53% TO 45%, ACCORDING TO THIS LATEST EXCLUSIVE WHAS-TV NEWS POLL OF 703 LIKELY VOTERS, CONDUCTED 10/15+10/16+10/17 BY SURVEYUSA.
- COMPARED TO AN IDENTICAL WHAS/SURVEYUSA POLL ON 10/3: NORTHUP IS UP 3 PTS TO 53%, CONWAY IS DOWN 1 PT TO 45%. HER 4-PT LEAD HAS DOUBLED TO 8 PTS. ELECTION DAY IS 11/5.
- MEN CHOOSE NORTHUP BY 22 PTS, UP FROM 6 PTS ON 10/3. WOMEN CHOOSE CONWAY BY 5 PTS.
- 18-34 YR OLDS ALSO MOVED TO NORTHUP: SHE LEADS THEM BY 9, BUT TRAILED BY 9 2 WKS AGO.
- REPUBLICANS SUPPORT NORTHUP BY 6:1 AND INDEPENDENTS SUPPORT HER BY 5:3.
- DEMOCRATS SUPPORT CONWAY BY 5:2. 29% OF DEMS CROSS OVER AND VOTE FOR NORTHUP.
- SURVEY OF 1,000 CD #3 ADULTS, INCLUDING 850 REGISTERED VOTERS AND 703 LIKELY VOTERS.

RESEARCH CONDUCTED E.T.	021015 17:03-21:00 021016 17:33-18:53 021017 15:17-18:00	APPROVED
RESPONDENTS DRAWN FROM	KENTUCKY'S 3RD CD	
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING, INC.	

FOR COMMENT, ADDITIONAL ANALYSIS OR ACTUALITY, CALL 1-800-786-8000

Q1: VOTE FOR WHOM / ALL LIKELY VOTERS

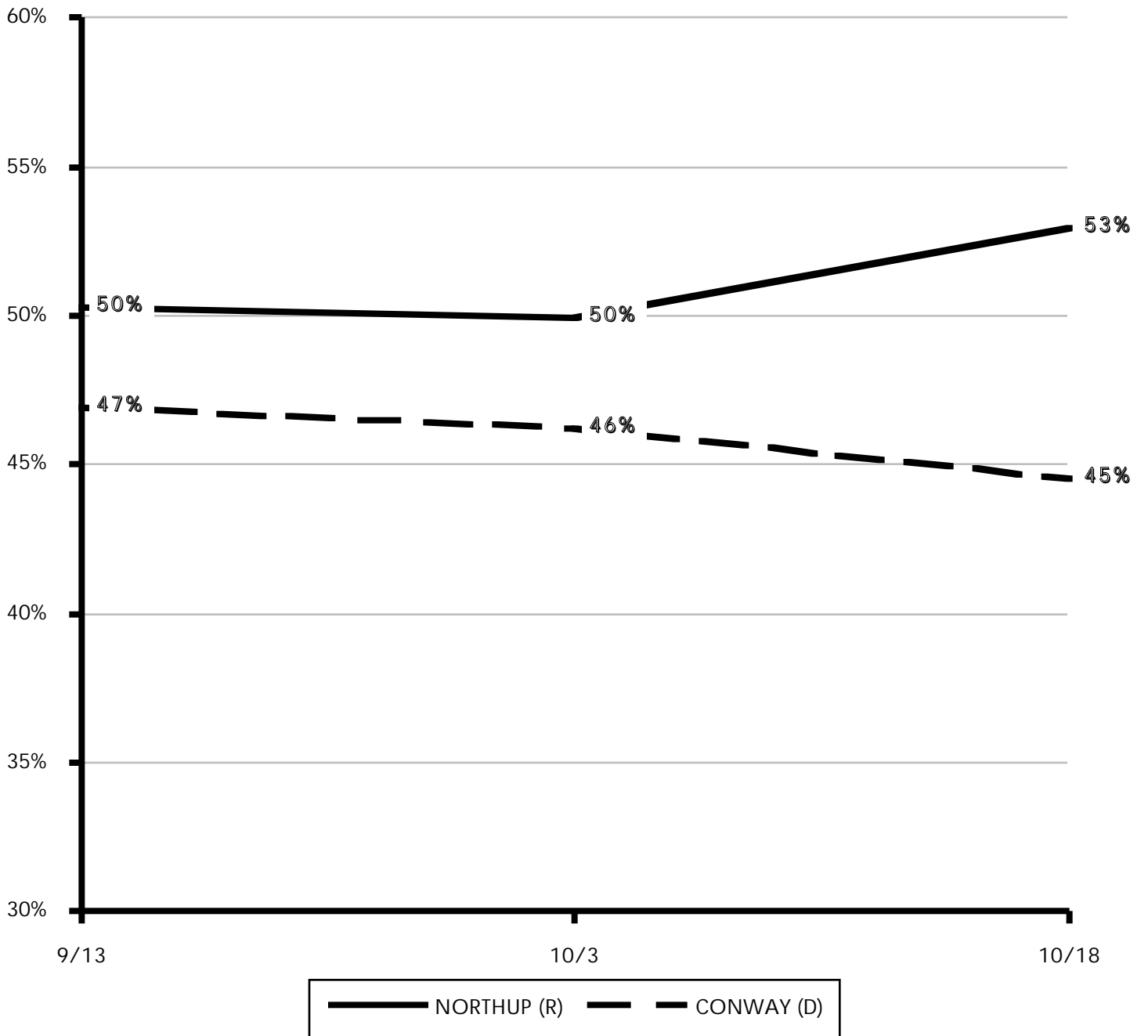
VOTERS IN THE 3RD CONGRESSIONAL DISTRICT WILL ELECT A MEMBER OF THE U. S. HOUSE OF REPRESENTATIVES IN A GENERAL ELECTION ON NOVEMBER 5TH. IF THE ELECTION FOR U. S. HOUSE OF REPRESENTATIVES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN ANNE NORTHUP? OR DEMOCRAT JACK CONWAY?



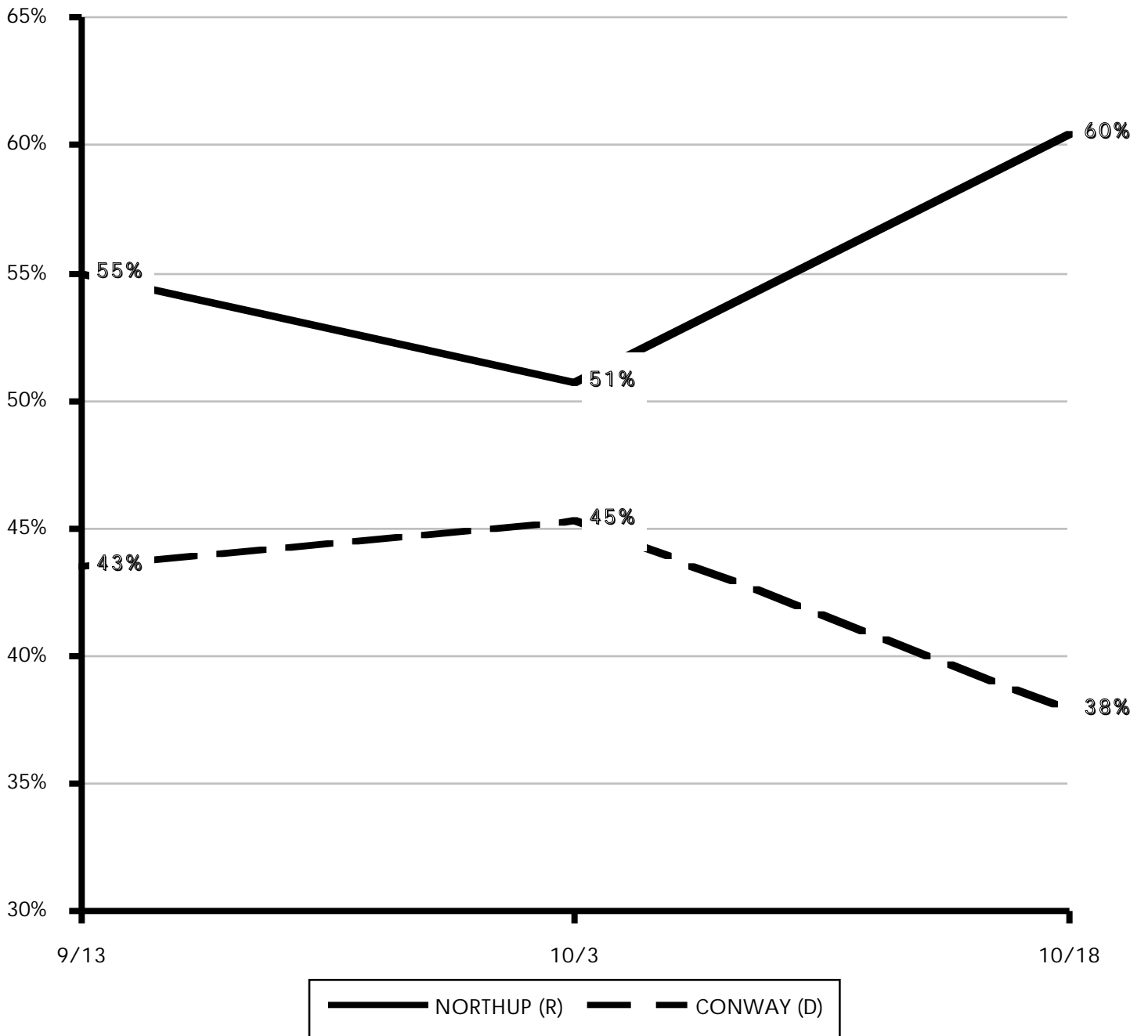
THIS IS A SURVEY OF	703	LIKELY VOTERS FROM KENTUCKY'S 3RD CD
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.8%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

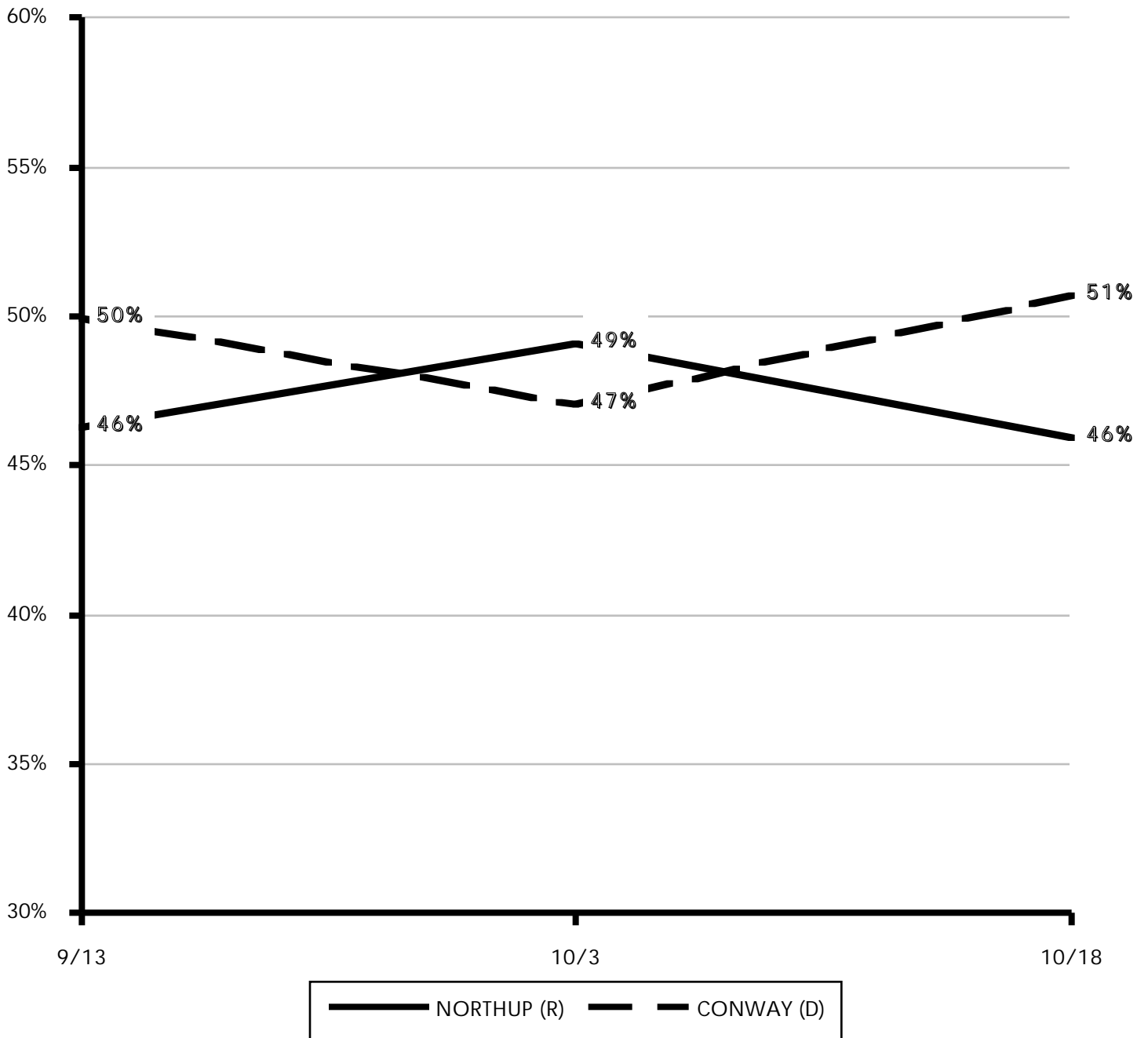
Q1: VOTE FOR WHOM / ALL LIKELY VOTERS, TRACKED OVER TIME



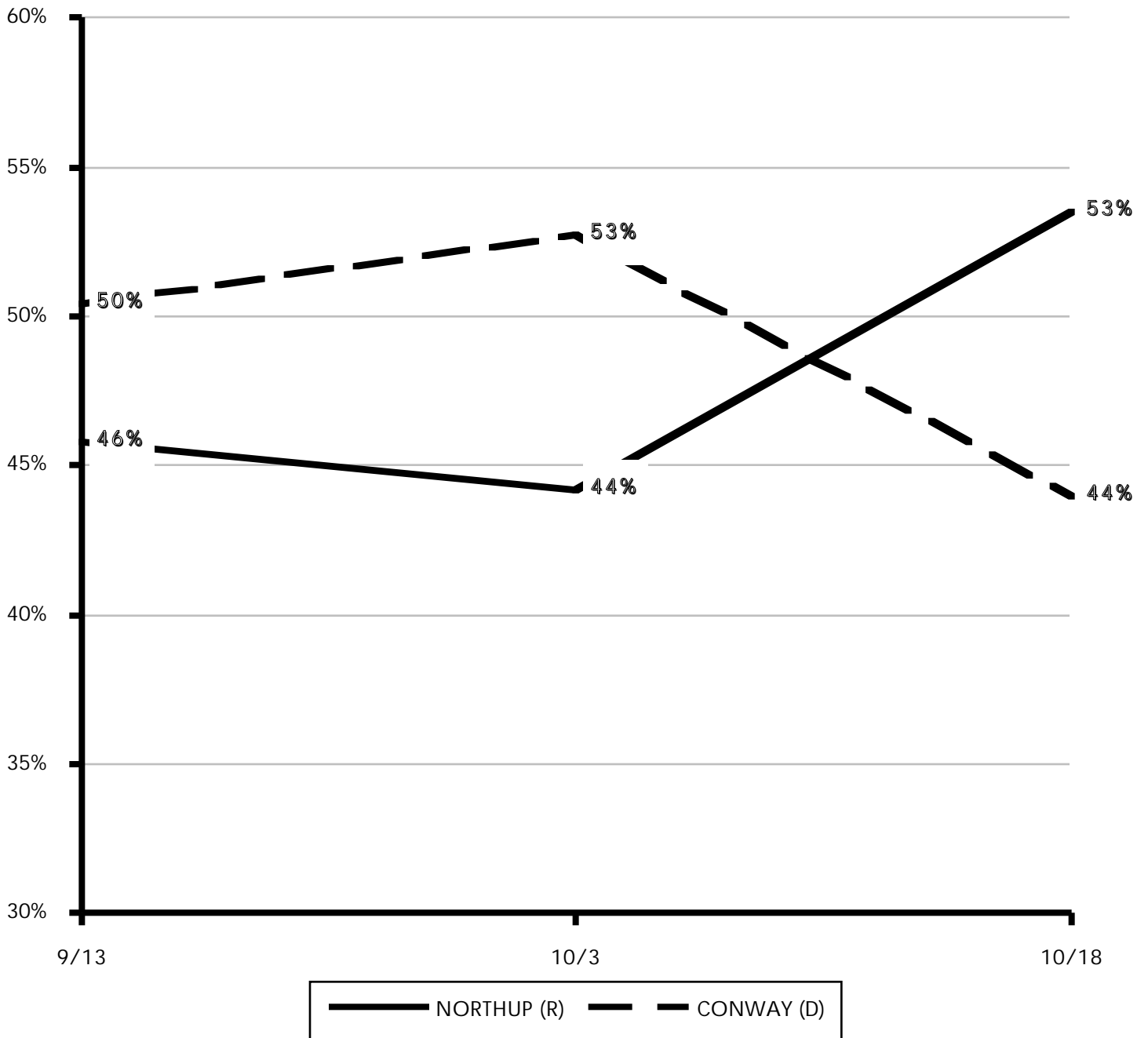
Q1: VOTE FOR WHOM / HOW MALES ANSWERED, TRACKED OVER TIME



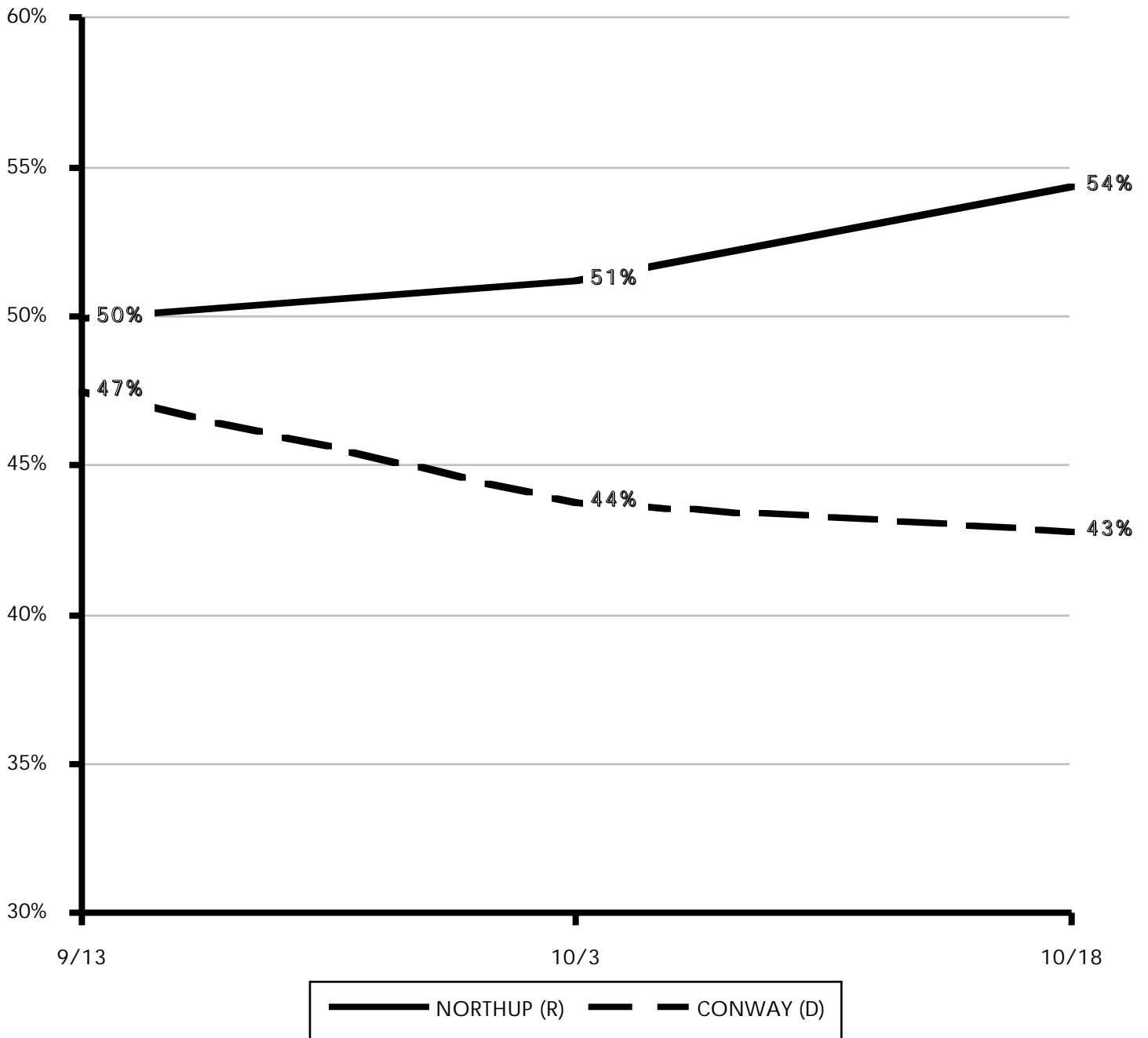
Q1: VOTE FOR WHOM / HOW FEMALES ANSWERED, TRACKED OVER TIME



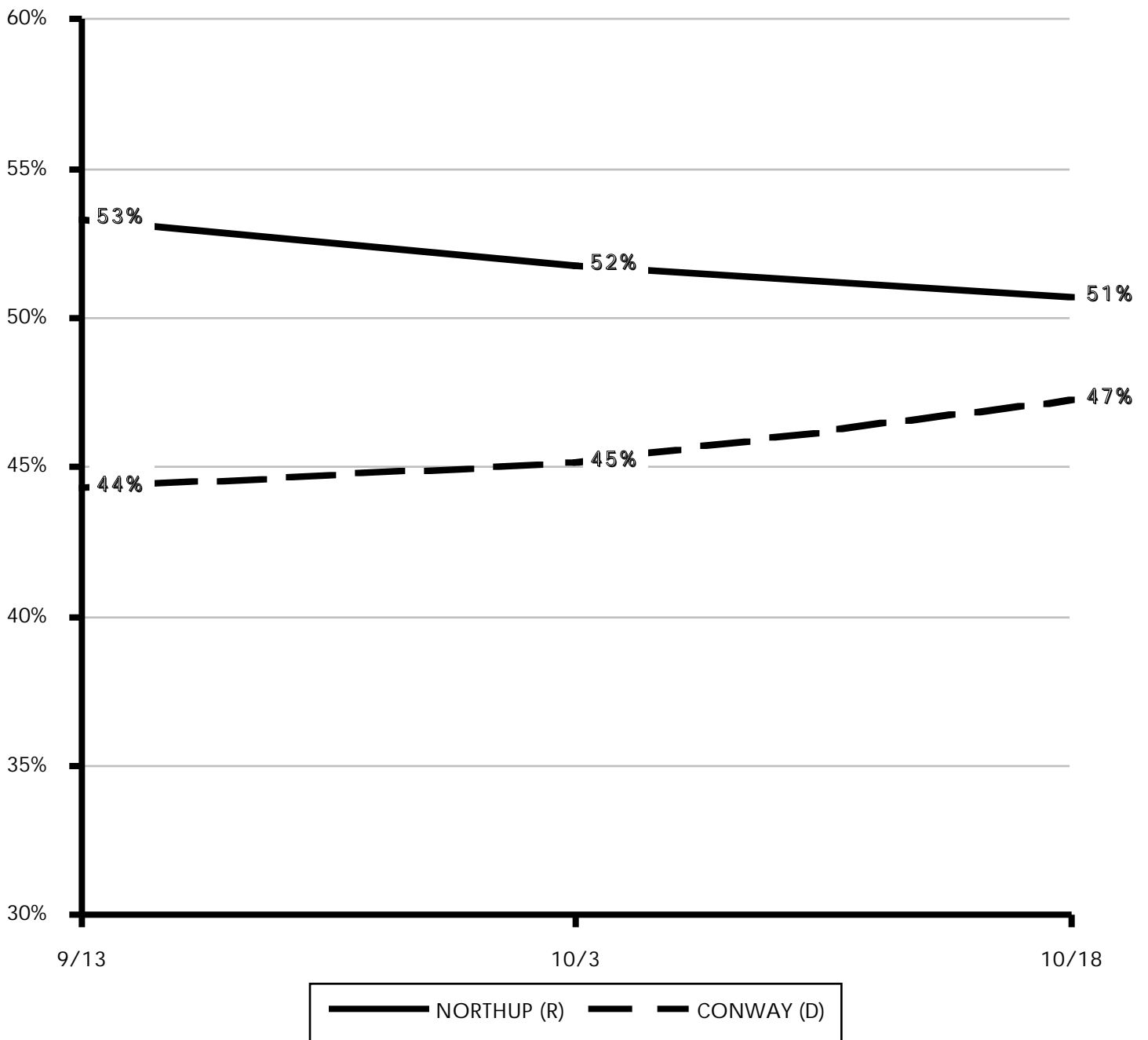
Q1: VOTE FOR WHOM / HOW THOSE AGE 18-34 ANSWERED, TRACKED OVER TIME



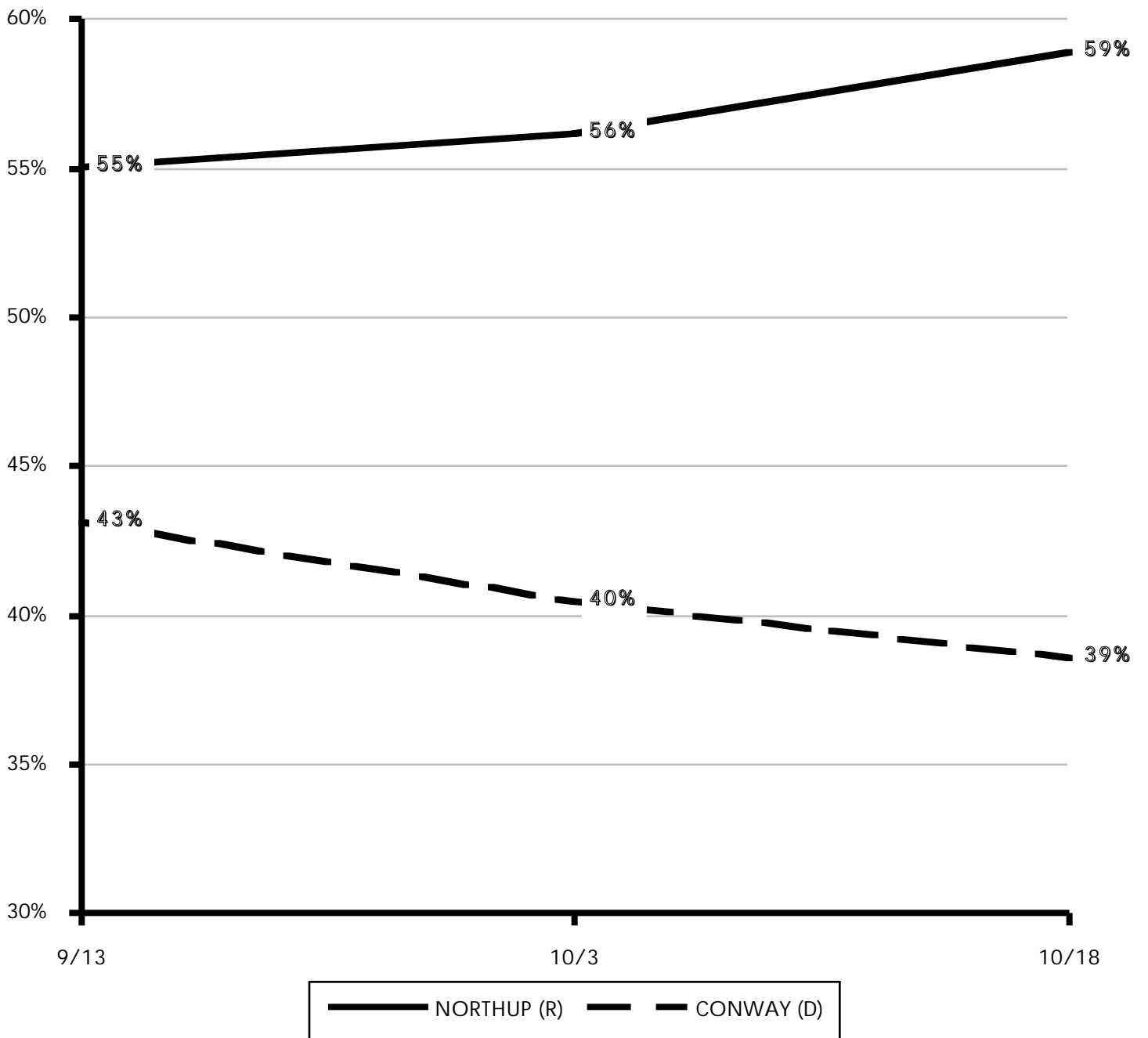
Q1: VOTE FOR WHOM / HOW THOSE AGE 35-54 ANSWERED, TRACKED OVER TIME



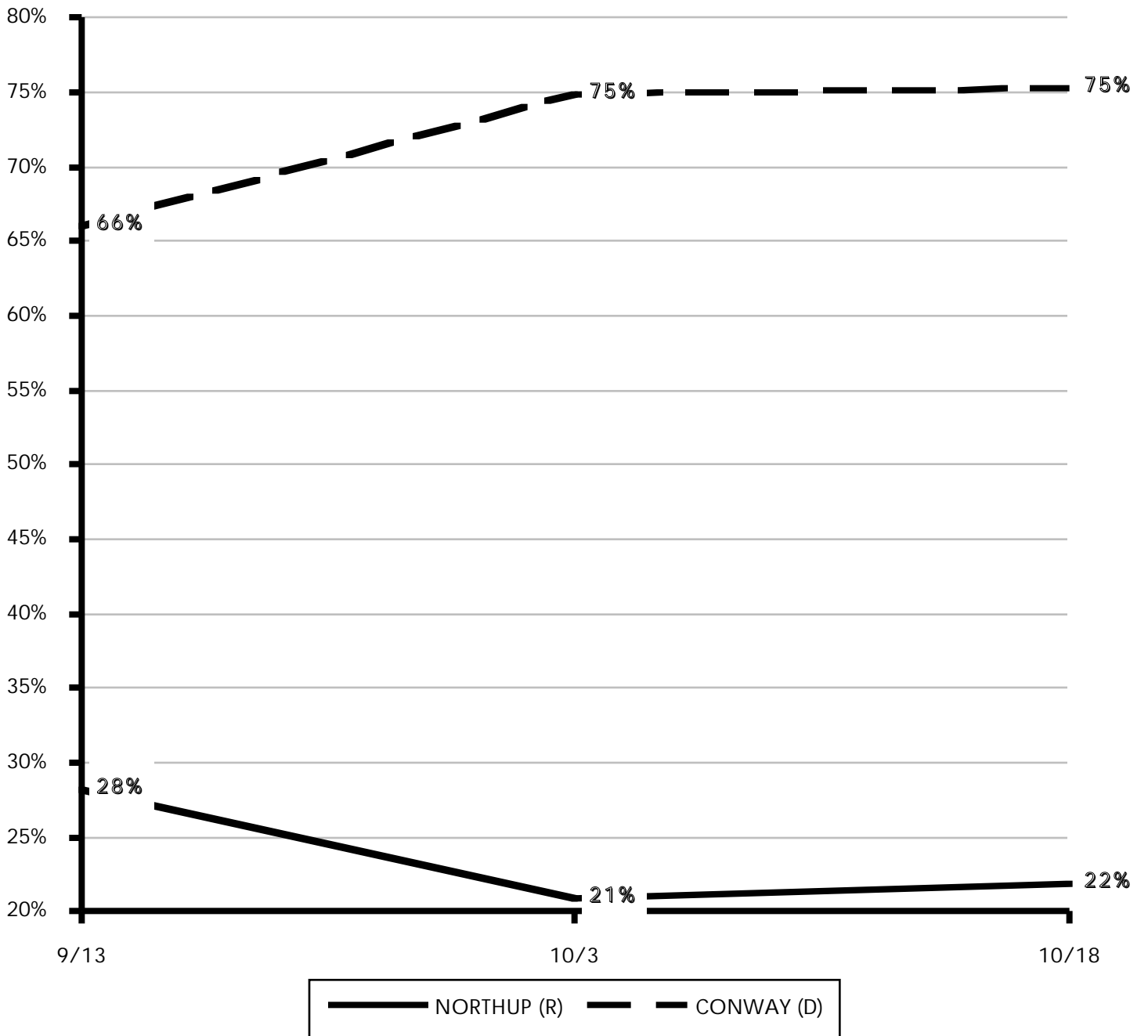
Q1: VOTE FOR WHOM / HOW THOSE AGE 55+ ANSWERED, TRACKED OVER TIME



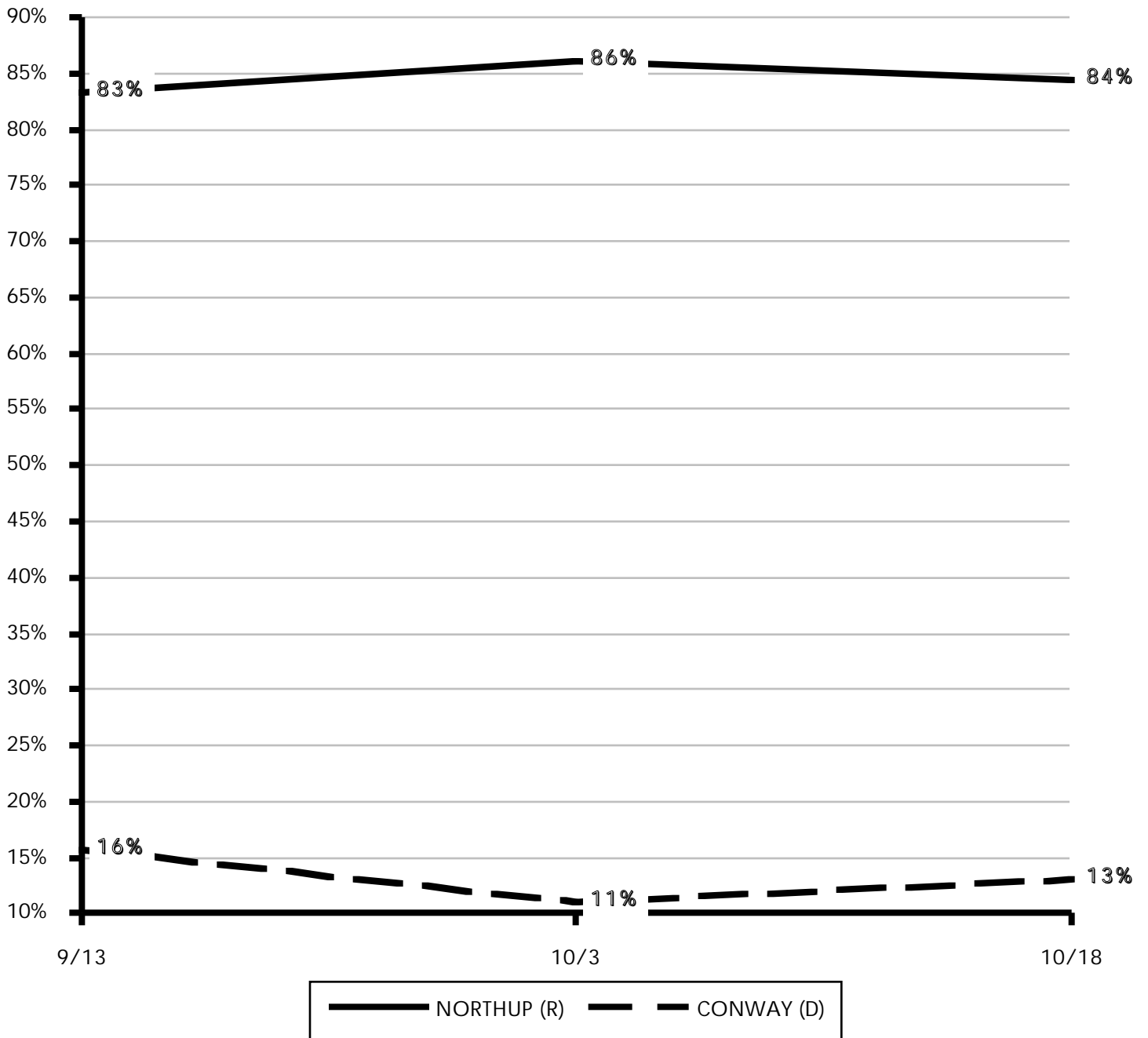
Q1: VOTE FOR WHOM / HOW WHITES ANSWERED, TRACKED OVER TIME



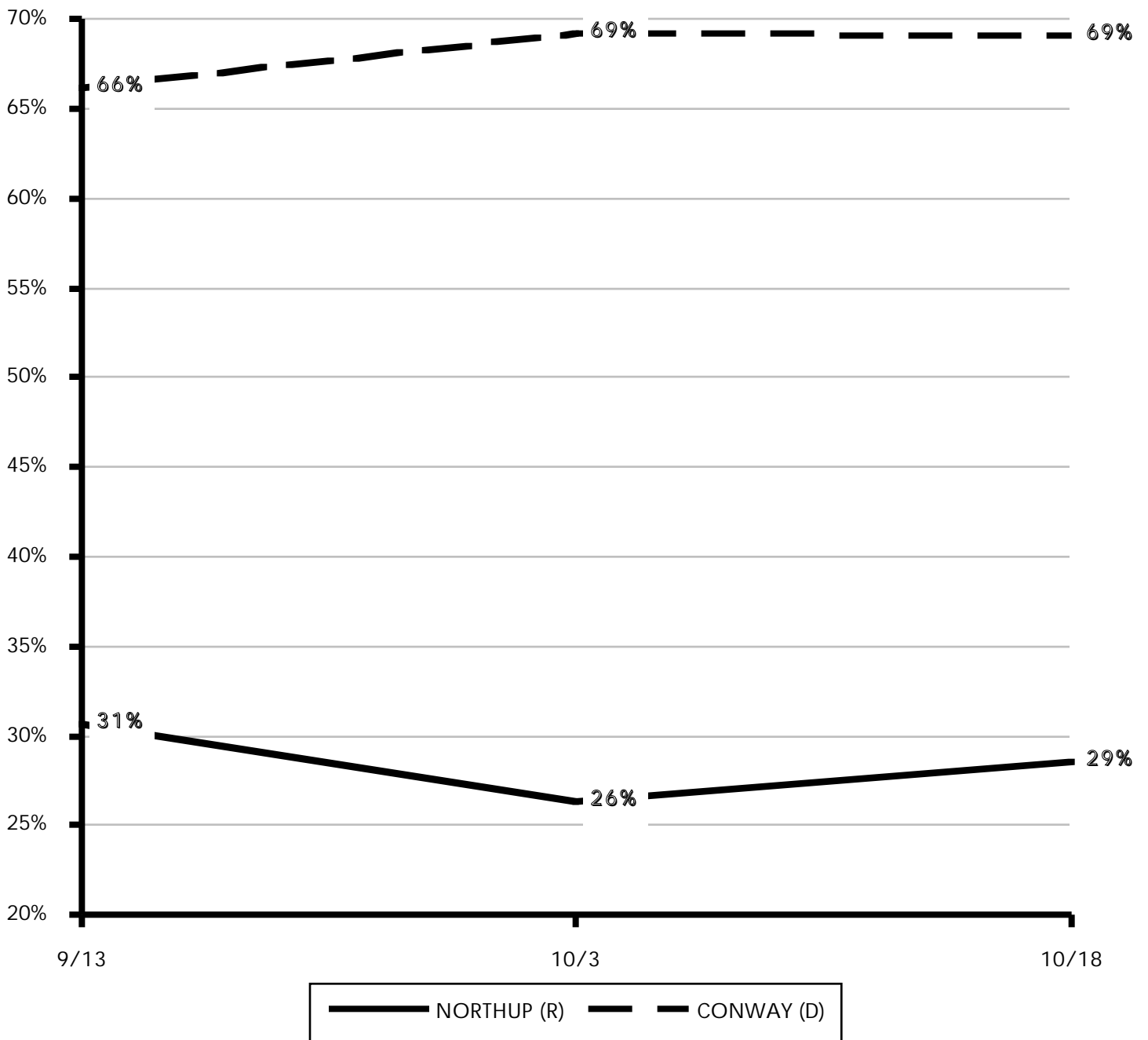
Q1: VOTE FOR WHOM / HOW AFRICAN-AMERICANS ANSWERED, TRACKED OVER TIME



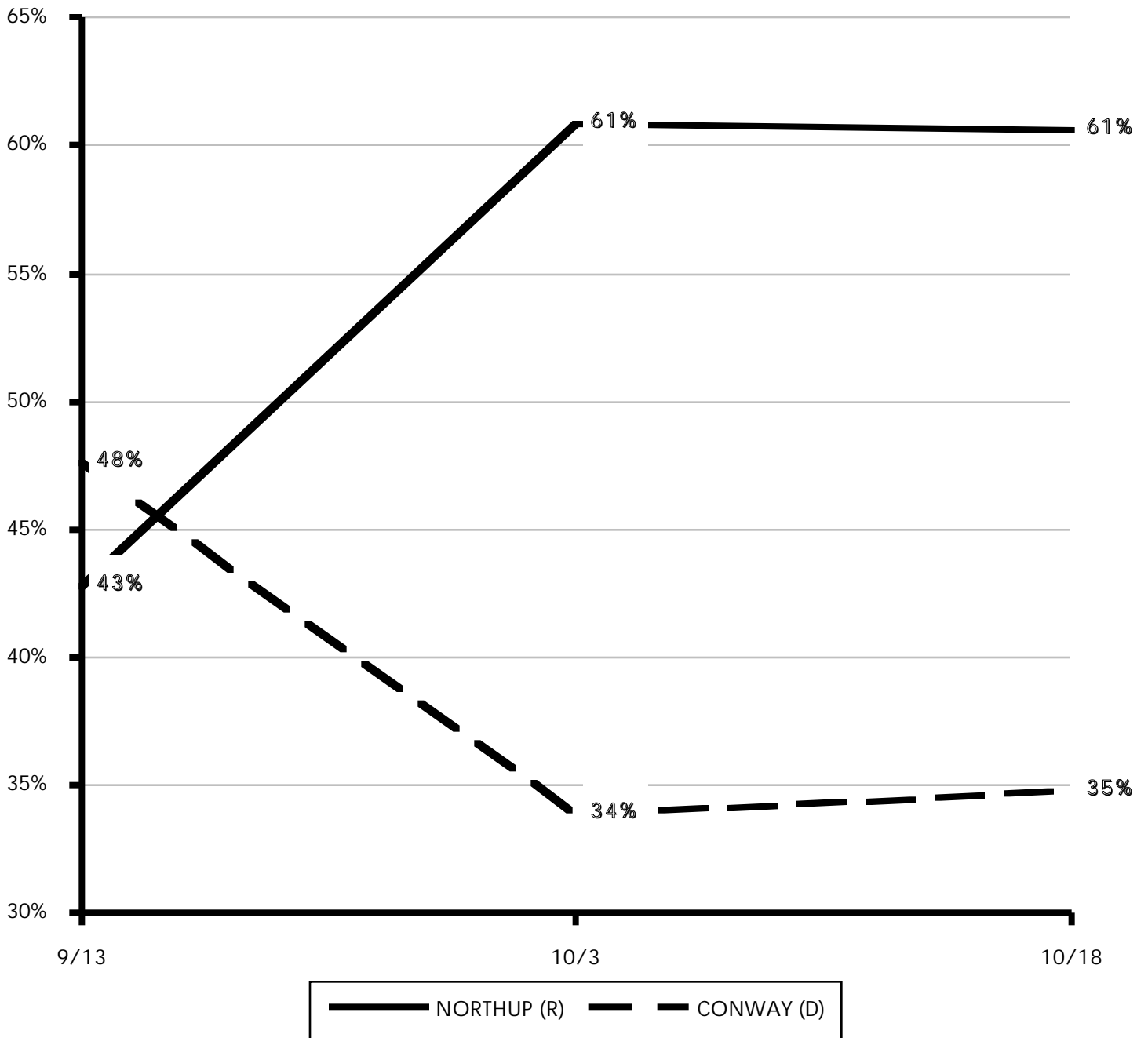
Q1: VOTE FOR WHOM / HOW REPUBLICANS ANSWERED, TRACKED OVER TIME



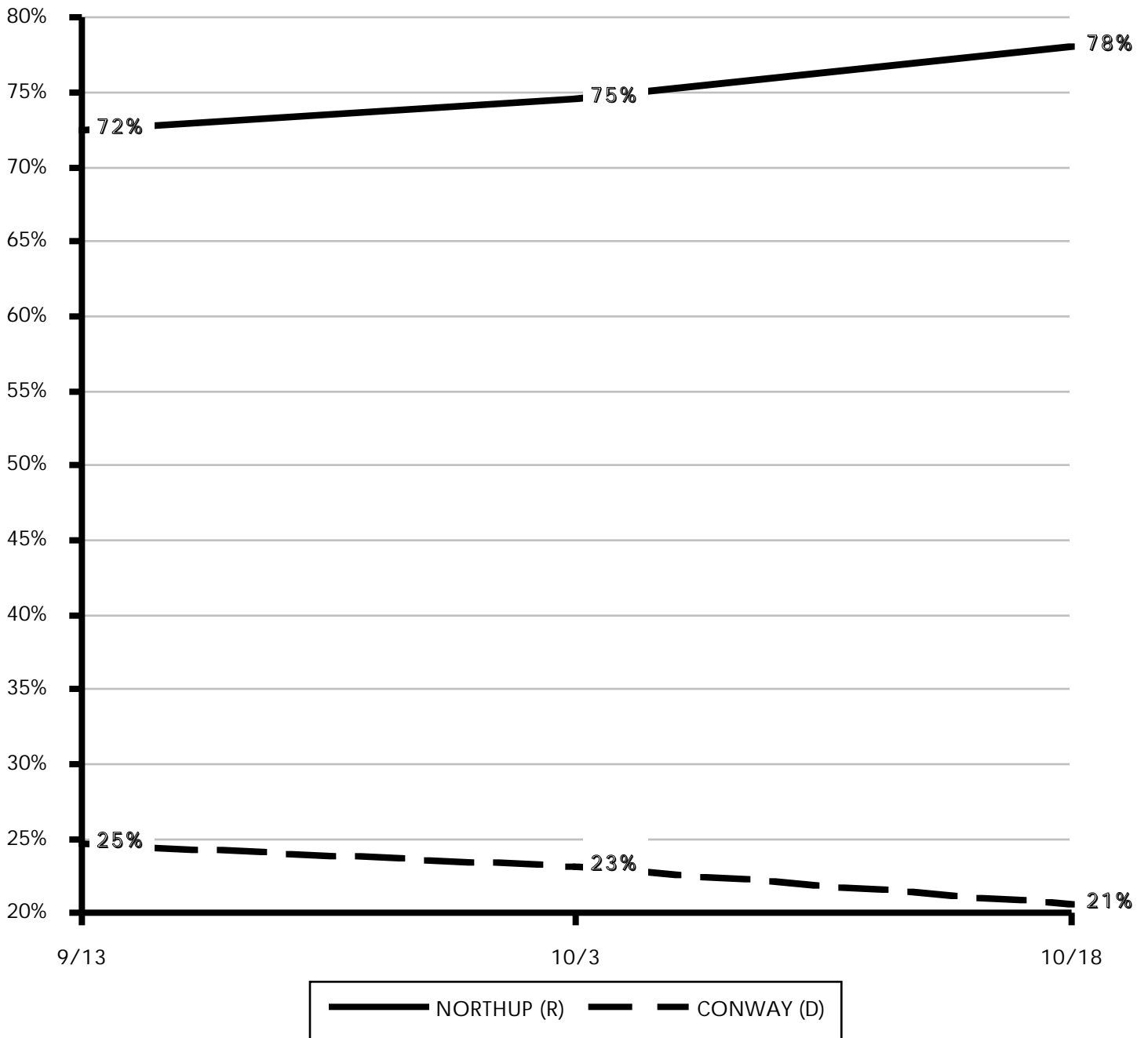
Q1: VOTE FOR WHOM / HOW DEMOCRATS ANSWERED, TRACKED OVER TIME



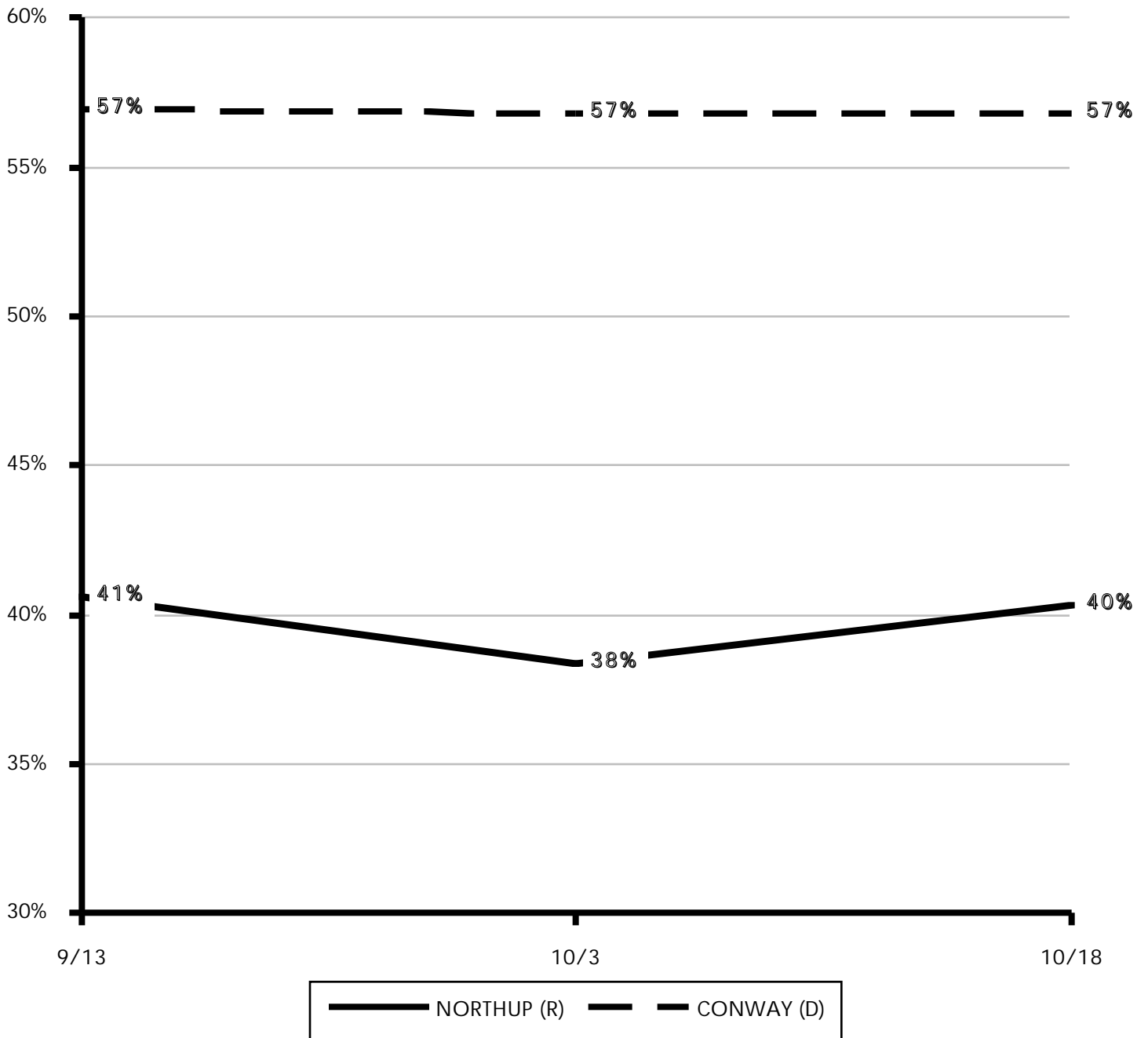
Q1: VOTE FOR WHOM / HOW INDEPENDENTS ANSWERED, TRACKED OVER TIME



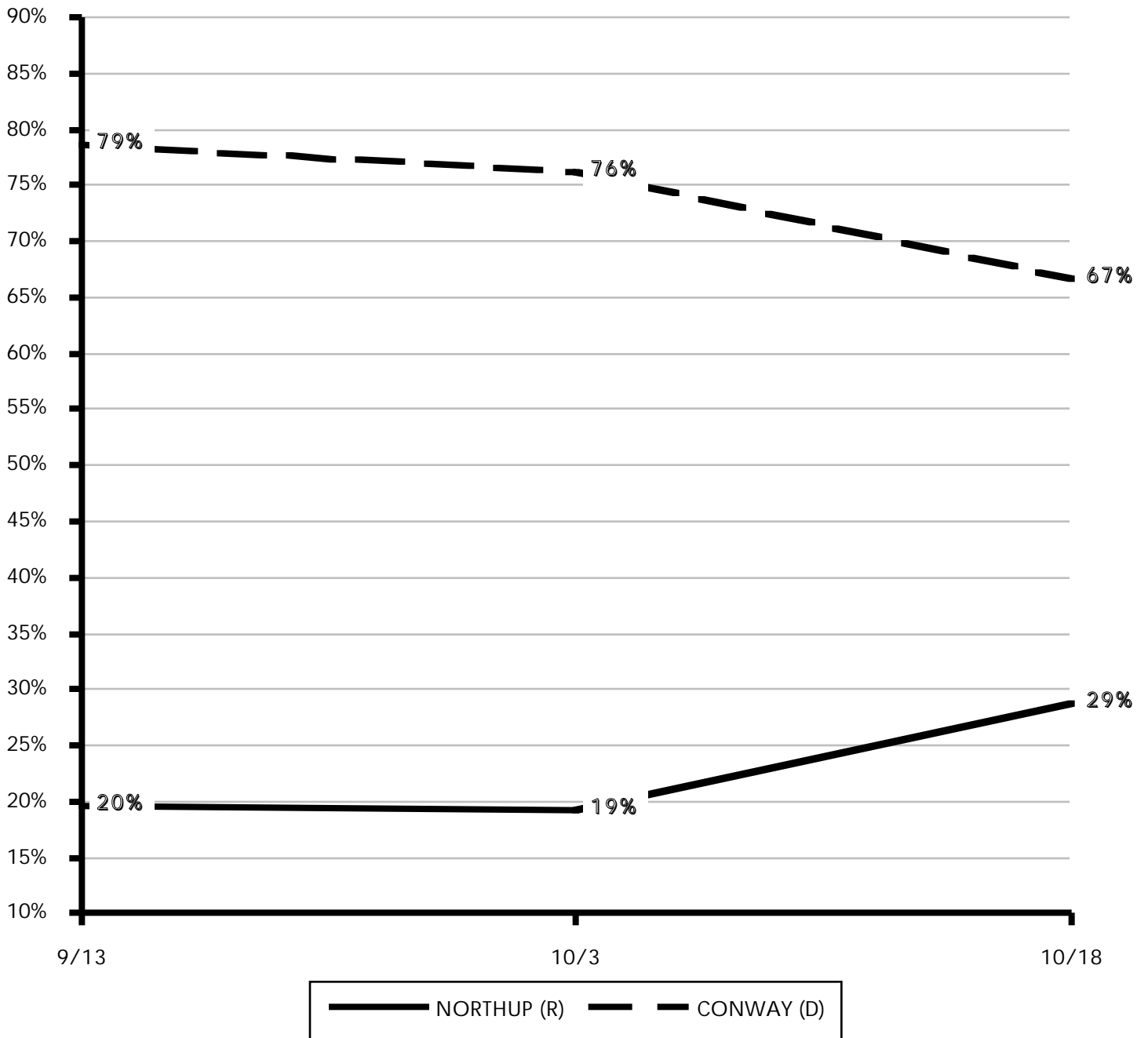
Q1: VOTE FOR WHOM / HOW CONSERVATIVES ANSWERED, TRACKED OVER TIME



Q1: VOTE FOR WHOM / HOW MODERATES ANSWERED, TRACKED OVER TIME



Q1: VOTE FOR WHOM / HOW LIBERALS ANSWERED, TRACKED OVER TIME



Q1: VOTE FOR WHOM / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 MALE  
 FEMALE  
 AGE 18 - 34  
 AGE 35 - 54  
 AGE 55+  
 WHITE  
 BLACK  
 HISPANIC  
 OTHER

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

NORTHUP (R)  
 CONWAY (D)  
 UNDECIDED / OTHER

53%	60%	46%	53%	54%	51%	59%	22%	53%	73%					
45%	38%	51%	44%	43%	47%	39%	75%	46%	25%					
3%	2%	3%	3%	3%	2%	3%	3%	0%	2%					
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

NORTHUP (R)  
 CONWAY (D)  
 UNDECIDED / OTHER

100	114	87	101	103	96	111	41	101	137					
100	85	114	99	96	106	87	169	104	57					
100	64	134	101	113	82	99	113	9	78					

OVERALL  
 MALE  
 FEMALE  
 AGE 18 - 34  
 AGE 35 - 54  
 AGE 55+  
 WHITE  
 BLACK  
 HISPANIC  
 OTHER

Q1: VOTE FOR WHOM / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

NORTHUP (R)  
 CONWAY (D)  
 UNDECIDED / OTHER

53%	84%	29%	61%	78%	40%	29%								
45%	13%	69%	35%	21%	57%	67%								
3%	3%	2%	5%	1%	3%	5%								
100%	100%	100%	100%	100%	100%	100%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

NORTHUP (R)  
 CONWAY (D)  
 UNDECIDED / OTHER

100	159	54	114	147	76	54								
100	29	155	78	46	128	150								
100	99	90	181	55	113	180								

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT  
 CONSERVATIVE  
 MODERATE  
 LIBERAL





The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. 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 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. These statements conform to the principles of disclosure of the National Council of Public Polls.