

# HAS BUNNING STOPPED FREE-FALL? MONGIARDO REMAINS 14 PTS BACK



## NEW Q'S ABOUT BUNNING'S FITNESS FOR OFFICE HAVE NOT TRANSLATED INTO FURTHER GAINS FOR MONGIARDO

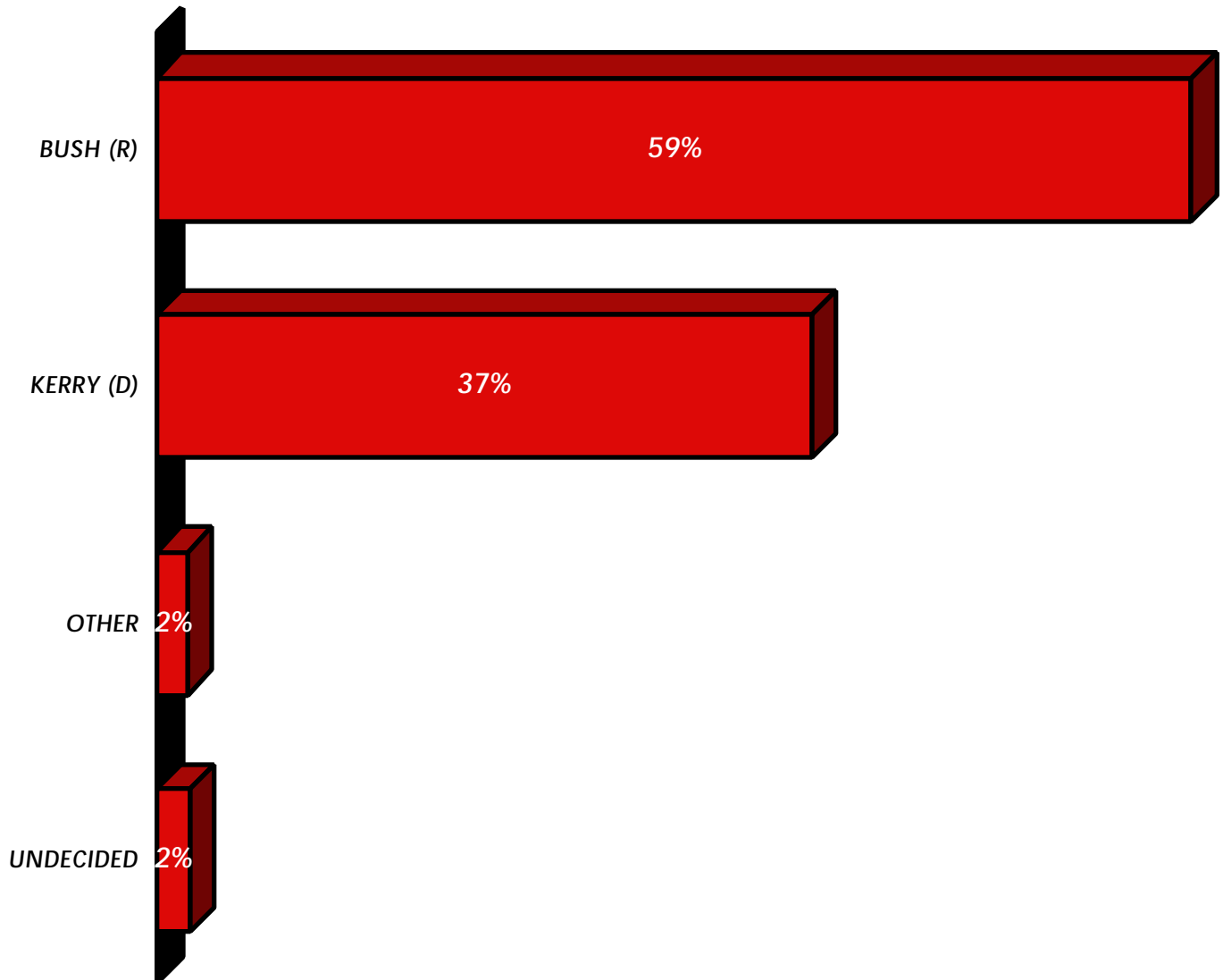
- ✦ IN AN ELECTION IN KY TODAY, GEORGE W BUSH DEFEATS JOHN KERRY 59% TO 37%, INCUMBENT GOP SENATOR JIM BUNNING DEFEATS DEMOCRATIC CHALLENGER DAN MONGIARDO 53% TO 39% & A KY CONSTITUTIONAL AMENDMENT TO DEFINE MARRIAGE AS BETWEEN 1 MAN & 1 WOMAN PASSES 73% TO 24%, ACCORDING TO SURVEYUSA POLL OF 629 LIKELY VOTERS CONDUCTED 10/17 - 10/19.
- ✦ MONGIARDO HAD CLOSED TO WITHIN 11 OF BUNNING IN SURVEYUSA TRACKING POLL 2 WKS AGO.
- ✦ SINCE THEN, THE NEWS HAS BEEN ALL BAD FOR BUNNING, BUT EROSION IN HIS SUPPORT HAS STOPPED (INTERVIEWS CONDUCTED BEFORE 10/19 TELEVISED DEBATE AT WHICH BUNNING DECLINED TO APPEAR). BUNNING HAD TRAILED BY 4 AMONG VOTERS AGE 65+, NOW LEADS BY 3.
- ✦ BUNNING HAS LOST GROUND IN LOUISVILLE, WHERE COURIER- JOURNAL EDITORIALIZED AGAINST HIM, BUT HAS PICKED UP SUPPORT, THOUGH MODEST, IN WEST, NORTH-CENTRAL & EASTERN KY.

<b>RESEARCH CONDUCTED E.T.</b>	041017 15: 03- 19: 34 041018 16: 33- 20: 47 041019 16: 32- 20: 49 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF KENTUCKY
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WHAS-TV LOUISVILLE AND WLEX-TV LEXINGTON

VOTE FOR PRESIDENT / ALL LIKELY VOTERS

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?

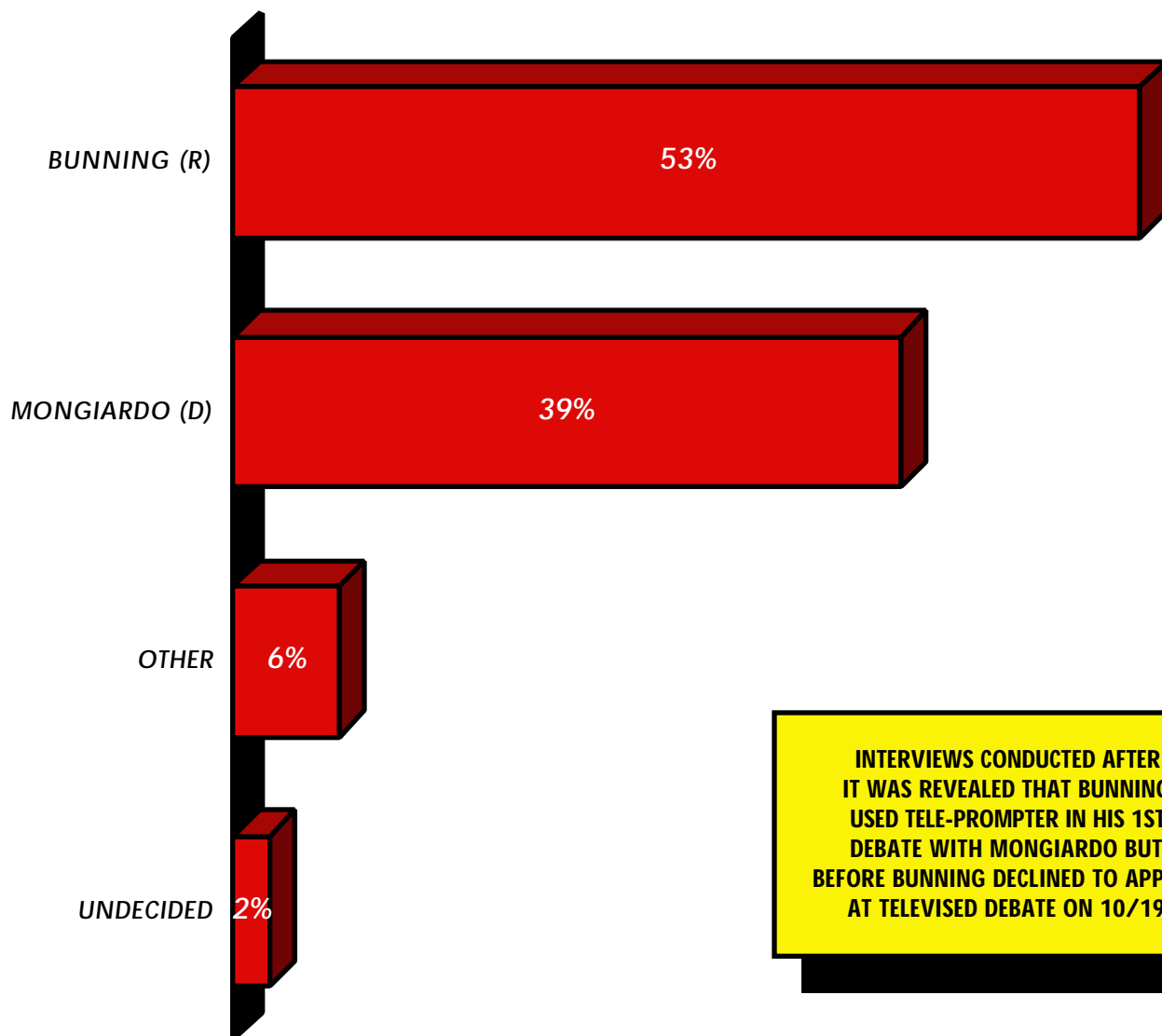


THIS IS A SURVEY OF	629	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR SENATOR / ALL LIKELY VOTERS

KENTUCKIANS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM KENTUCKY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN JIM BUNNING? DEMOCRAT DAN MONGIARDO? OR SOME OTHER CANDIDATE?



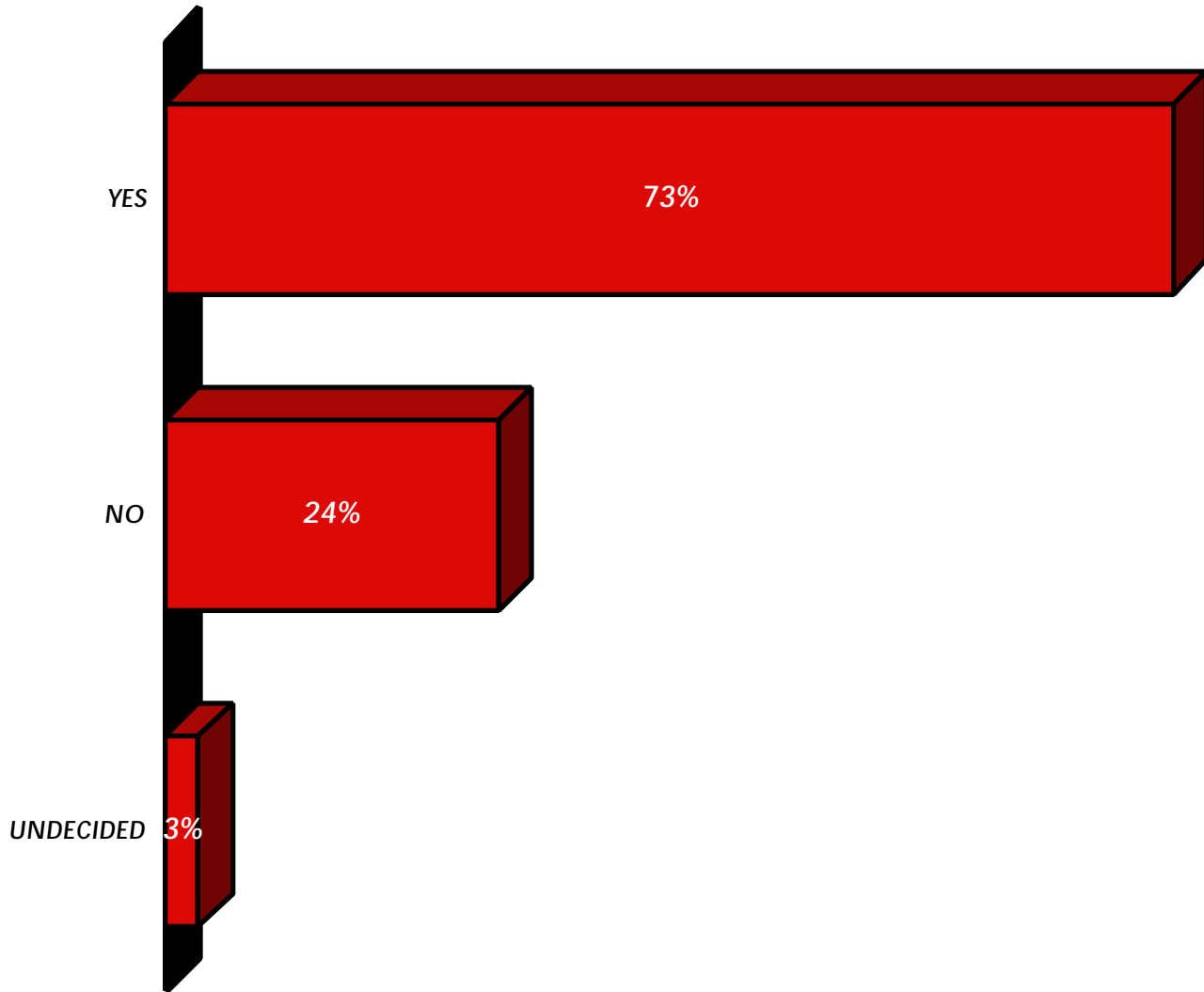
INTERVIEWS CONDUCTED AFTER IT WAS REVEALED THAT BUNNING USED TELE-PROMPTER IN HIS 1ST DEBATE WITH MONGIARDO BUT BEFORE BUNNING DECLINED TO APPEAR AT TELEVISED DEBATE ON 10/19

THIS IS A SURVEY OF	623	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±4%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE ON AMENDMENT / ALL LIKELY VOTERS

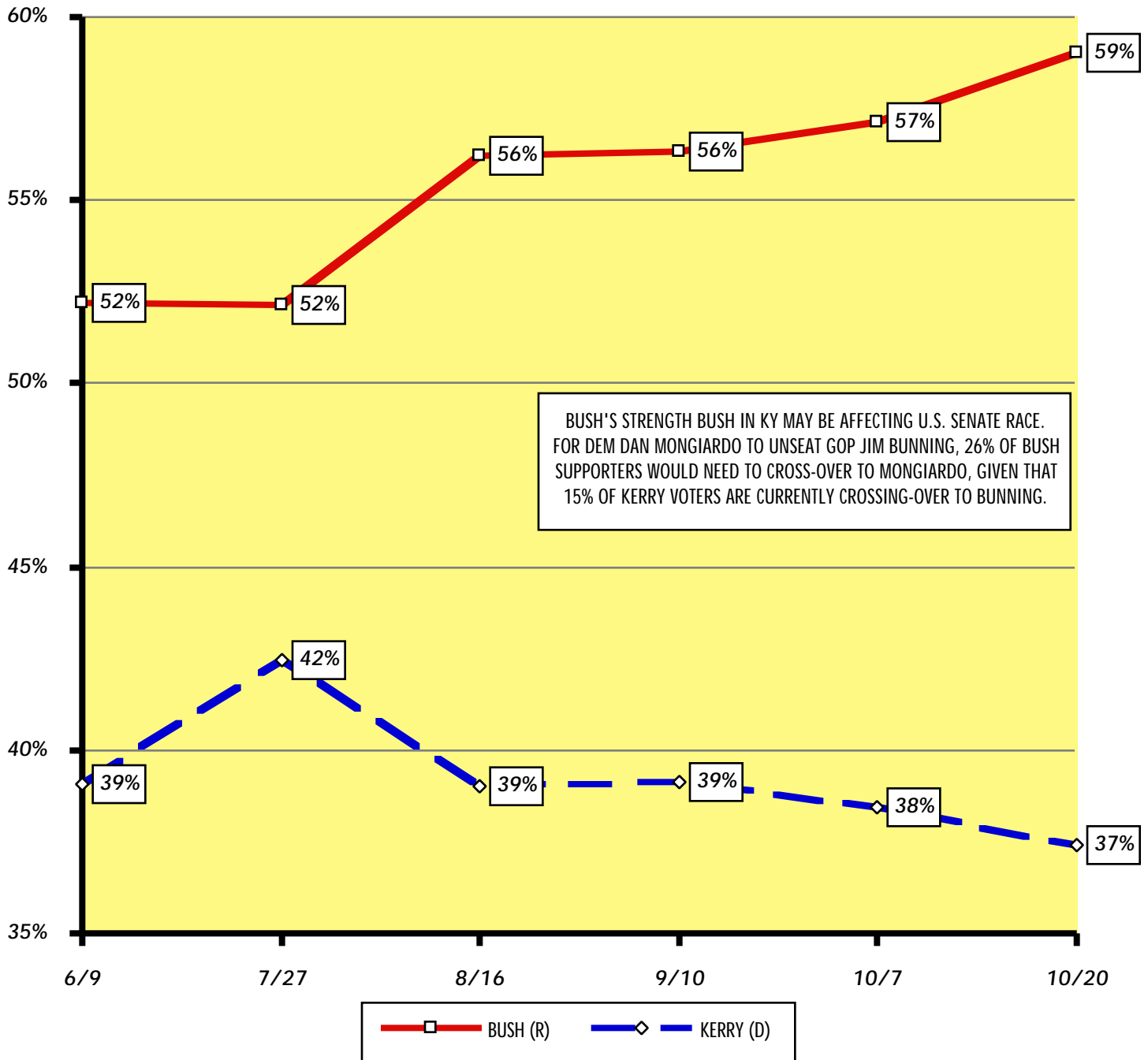
KENTUCKIANS WILL ALSO BE ASKED ABOUT A POSSIBLE AMENDMENT TO THE STATE CONSTITUTION. HERE IS THE EXACT LANGUAGE THAT WILL APPEAR ON THE BALLOT: ARE YOU IN FAVOR OF AMENDING THE KENTUCKY CONSTITUTION TO PROVIDE THAT ONLY A MARRIAGE BETWEEN ONE MAN AND ONE WOMAN SHALL BE A MARRIAGE IN KENTUCKY, AND THAT A LEGAL STATUS IDENTICAL TO OR SIMILAR TO MARRIAGE FOR UNMARRIED INDIVIDUALS SHALL NOT BE VALID OR RECOGNIZED?



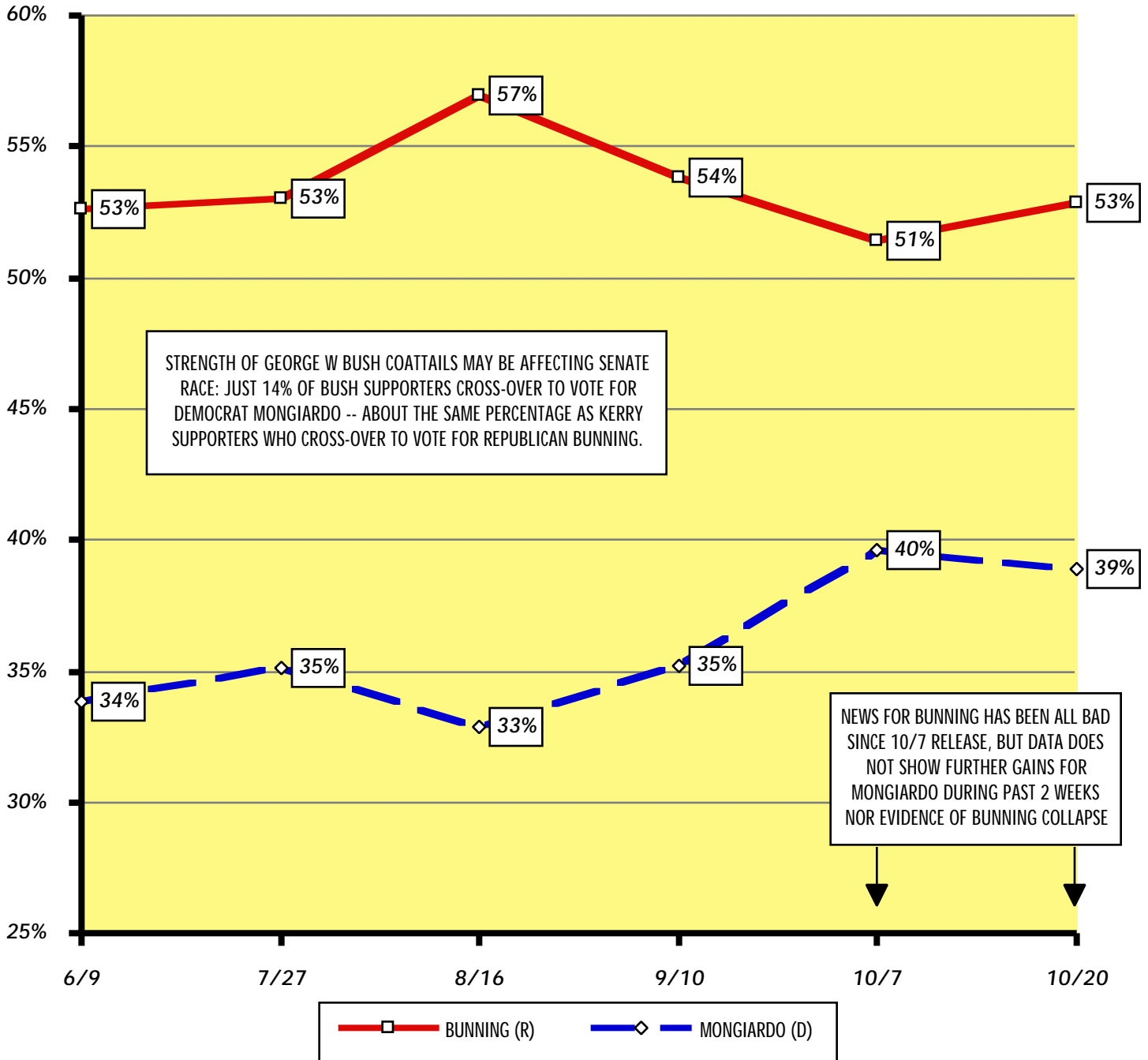
THIS IS A SURVEY OF	613	LIKELY VOTERS FROM THE ENTIRE STATE OF KENTUCKY
OVERALL RESULTS CONSIDERED SIGNIFICANT	±3.6%	A LARGER ± APPLIES TO SUBPOPULATIONS

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

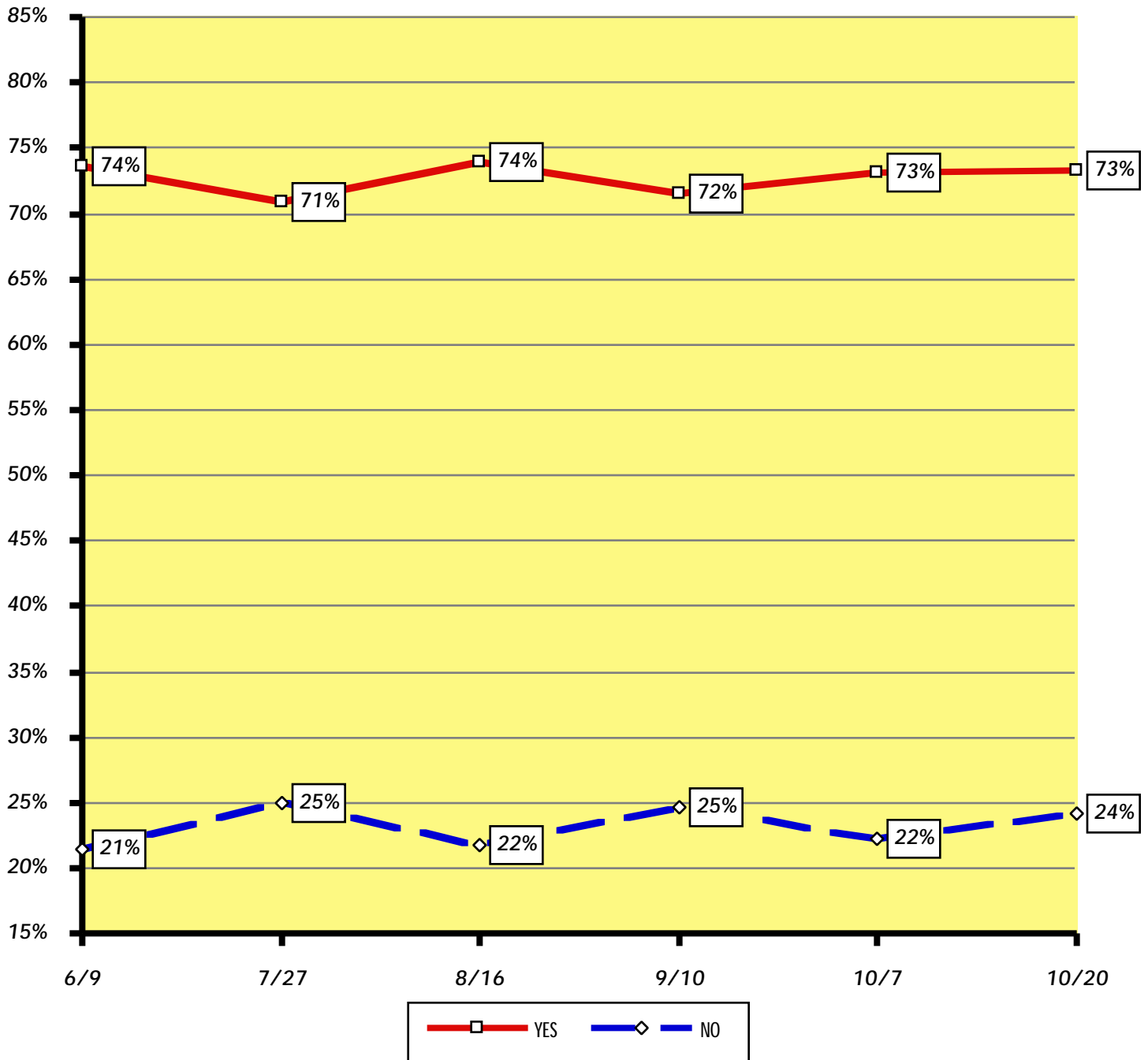
VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR SENATOR / ALL LIKELY VOTERS



VOTE ON AMENDMENT / ALL LIKELY VOTERS





VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**      **REPUBLICAN**      **DEMOCRAT**      **INDEPENDENT/OTHER**      **GRAD SCHOOL**      **COLLEGE GRAD**      **SOME COLLEGE**      **NO COLLEGE**      **MILITARY/VET**      **NON-MILITARY/VET**      **NEVER RELIGIOUS SERVICES**      **OCCASIONAL RELIGIOUS SERVICES**      **REGULAR RELIGIOUS SERVICES**      **BUSH (R)**      **KERRY (D)**

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

<b>BUSH (R)</b>	59%	93%	25%	54%	58%	59%	56%	63%	60%	58%	39%	56%	67%		
<b>KERRY (D)</b>	37%	6%	70%	39%	41%	38%	42%	31%	37%	39%	54%	41%	30%		
<b>OTHER</b>	2%	0%	3%	4%	0%	1%	1%	4%	2%	2%	5%	1%	1%		
<b>UNDECIDED</b>	2%	1%	2%	3%	1%	2%	1%	3%	2%	2%	2%	2%	2%		
<b>VOTED 'FOR' CANDIDATE</b>															81%
<b>'AGAINST' OTHER CAND.</b>															18%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>BUSH (R)</b>	100	158	42	92	98	100	95	107	102	98	66	95	114		
<b>KERRY (D)</b>	100	15	188	105	110	101	113	82	98	103	144	111	79		
<b>OTHER</b>	100	0	177	218	0	82	38	208	91	98	298	43	63		
<b>UNDECIDED</b>	100	60	84	148	76	106	66	147	88	119	126	97	97		

**OVERALL**      **REPUBLICAN**      **DEMOCRAT**      **INDEPENDENT/OTHER**      **GRAD SCHOOL**      **COLLEGE GRAD**      **SOME COLLEGE**      **NO COLLEGE**      **MILITARY/VET**      **NON-MILITARY/VET**      **NEVER RELIGIOUS SERVICES**      **OCCASIONAL RELIGIOUS SERVICES**      **REGULAR RELIGIOUS SERVICES**





VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEXED

**OVERALL**     
 **REPUBLICAN**     
 **DEMOCRAT**     
 **INDEPENDENT/OTHER**     
 **GRAD SCHOOL**     
 **COLLEGE GRAD**     
 **SOME COLLEGE**     
 **NO COLLEGE**     
 **MILITARY/VET**     
 **NON-MILITARY/VET**     
 **NEVER RELIGIOUS SERVICES**     
 **OCCASIONAL RELIGIOUS SERVICES**     
 **REGULAR RELIGIOUS SERVICES**

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

<b>BUNNING (R)</b>	53%	81%	26%	51%	51%	53%	49%	60%	54%	52%	43%	52%	58%		
<b>MONGIARDO (D)</b>	39%	13%	68%	38%	45%	42%	45%	31%	39%	40%	46%	41%	37%		
<b>OTHER</b>	6%	5%	6%	11%	4%	6%	7%	8%	6%	7%	10%	7%	4%		
<b>UNDECIDED</b>	2%	1%	1%	0%	1%	0%	0%	2%	1%	1%	1%	0%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>BUNNING (R)</b>	100	152	49	96	96	100	92	113	102	99	81	98	109		
<b>MONGIARDO (D)</b>	100	33	174	97	115	107	115	79	101	103	118	106	94		
<b>OTHER</b>	100	87	92	187	63	90	107	127	99	107	167	113	71		
<b>UNDECIDED</b>	100	52	39	0	44	0	0	95	35	41	54	0	58		

**OVERALL**     
 **REPUBLICAN**     
 **DEMOCRAT**     
 **INDEPENDENT/OTHER**     
 **GRAD SCHOOL**     
 **COLLEGE GRAD**     
 **SOME COLLEGE**     
 **NO COLLEGE**     
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 **NON-MILITARY/VET**     
 **NEVER RELIGIOUS SERVICES**     
 **OCCASIONAL RELIGIOUS SERVICES**     
 **REGULAR RELIGIOUS SERVICES**

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

**OVERALL**      **CONSERVATIVE**      **MODERATE**      **LIBERAL**      **PRO-LIFE**      **PRO-CHOICE**      **WESTERN KENTUCKY**      **LOUISVILLE AREA**      **NORTH-CENTRAL KENTUCKY**      **EASTERN KENTUCKY**      **URBAN**      **SUBURBAN**      **RURAL**

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

<b>BUNNING (R)</b>	53%	73%	40%	23%	64%	31%	61%	47%	53%	51%	44%	55%	54%		
<b>MONGIARDO (D)</b>	39%	19%	53%	69%	28%	60%	30%	44%	41%	39%	46%	36%	38%		
<b>OTHER</b>	6%	7%	5%	8%	6%	7%	4%	8%	4%	9%	8%	7%	5%		
<b>UNDECIDED</b>	2%	2%	2%	0%	2%	1%	4%	2%	2%	0%	2%	1%	2%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

<b>BUNNING (R)</b>	100	138	75	44	121	59	116	89	100	97	84	105	102		
<b>MONGIARDO (D)</b>	100	48	137	177	71	155	78	112	105	101	118	93	99		
<b>OTHER</b>	100	106	81	131	98	113	72	129	72	145	127	116	82		
<b>UNDECIDED</b>	100	104	99	0	111	66	203	74	94	17	103	69	117		

**OVERALL**      **CONSERVATIVE**      **MODERATE**      **LIBERAL**      **PRO-LIFE**      **PRO-CHOICE**      **WESTERN KENTUCKY**      **LOUISVILLE AREA**      **NORTH-CENTRAL KENTUCKY**      **EASTERN KENTUCKY**      **URBAN**      **SUBURBAN**      **RURAL**







RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100.

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER	VOTED 'FOR' CANDIDATE	'AGAINST' OTHER CAND.
REGISTERED	703	578	051	335	368	200	205	172	126	639	042	010	012		
CERTAIN	578	578	000	277	300	155	179	144	100	531	034	004	009		
PROBABLE	051	000	051	021	031	013	018	013	008	048	004	000	000		
LIKELY	629	578	051	298	331	168	196	157	108	579	038	004	009		
BUSH (R)	371	344	027	178	193	098	117	098	059	357	010	000	004	302	066
KERRY (D)	235	218	017	108	127	060	075	054	046	201	026	004	004	124	104
OTHER	011	005	006	005	006	004	002	003	002	010	001	000	000	000	000
UNDECIDED	012	010	001	007	005	006	003	002	001	011	000	000	001	000	000
BUNNING (R)	330	306	024	170	160	085	109	083	053	315	011	000	004		
MONGIARDO (D)	242	224	018	101	141	064	066	063	049	213	022	004	003		
OTHER	038	032	006	019	020	012	014	008	005	035	003	000	001		
WON'T VOTE	006	005	000	004	002	001	003	001	001	005	001	000	000		
UNDECIDED	013	011	002	005	009	006	004	002	001	011	001	000	001		
YES	449	411	038	216	233	117	138	116	078	421	024	000	004		
NO	148	139	009	070	078	044	050	033	022	129	011	004	005		
WON'T VOTE	016	014	002	006	010	002	005	003	007	016	000	000	000		
UNDECIDED	015	013	002	005	010	005	003	005	002	013	002	000	000		
TOTAL	800	578	051	384	416	249	234	182	136	722	054	010	014		
COMPOSITION OF ADULTS	100%	72%	6%	48%	52%	31%	29%	23%	17%	90%	7%	1%	2%		
COMP. OF REGISTERED	100%	82%	7%	48%	52%	28%	29%	25%	18%	91%	6%	1%	2%		
COMP OF LIKELY VOTERS	100%	92%	8%	47%	53%	27%	31%	25%	17%	92%	6%	1%	1%		

800 KENTUCKY ADULTS INTERVIEWED BY TELEPHONE 10/17 - 10/19. OF THEM, 703 WERE REGISTERED TO VOTE. OF THEM, 629 WERE JUDGED TO BE 'LIKELY' VOTERS. GRAPHS REFLECT 'LIKELY' VOTERS.





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 on Public Polls.