

# Results of SurveyUSA Election Poll #16949

Geography: KS 4th CD  
 Data Collected: 08/09/2010 - 08/11/2010  
 Release Date: 08/12/2010  
 Percentages

**KS-04: Democrat Goyle and Republican Pompeo Square-Off for Tiahrt's Open Seat:** In an election for the open US House of Representatives seat in Kansas' 4th Congressional District today, 08/12/10, Republican Mike Pompeo has an early jump on Democrat Raj Goyle 49% to 42%, according to this latest SurveyUSA poll conducted exclusively for KWCH-TV Wichita. Pompeo is strong among men and younger voters. Goyle is strong among older voters. 1 in 5 Republicans cross over to vote Democrat; 1 in 17 Democrats cross over to vote Republican. Independents split. More affluent voters back Pompeo. Less affluent voters back Goyle. Gun owners back Pompeo. Pro-choice voters back Goyle. Incumbent Republican Todd Tiahrt, first elected in 1994, did not run for re-election to the US House in order to run in the Republican primary for US Senate, where he was defeated by KS-01 Representative Jerry Moran.

**Filtering:** SurveyUSA interviewed 1,000 adults from Kansas' 4th Congressional District 08/09/10 through 08/11/10. Of them, 845 were registered to vote. Of the registered voters, 604 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election.

**1** [Candidate names rotated] <br>If the election for U.S. House of Representatives were today, who would you vote for? Republican Mike Pompeo? Democrat Raj Goyle? Libertarian David Moffett? Or Reform Party candidate Susan Ducey?

604 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Credibility Interval: +/-4.1 pct points																
Mike Pompeo (R)	49%	53%	44%	48%	63%	44%	38%	59%	41%	48%	**	**	69%	69%	6%	44%
Raj Goyle (D)	42%	38%	46%	26%	29%	49%	54%	28%	51%	42%	**	**	25%	22%	84%	46%
David Moffett (L)	4%	6%	2%	14%	4%	2%	2%	6%	2%	4%	**	**	0%	3%	6%	3%
Susan Ducey (RP)	1%	1%	2%	4%	0%	1%	1%	1%	1%	1%	**	**	5%	1%	1%	2%
Undecided	5%	3%	7%	7%	4%	4%	5%	5%	4%	5%	**	**	1%	5%	3%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	9%	32%	31%	28%	41%	59%	88%	3%	4%	5%	57%	27%	16%

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604 Likely Voters	All	Ideology			Tea Party Movement				College Grad		Attend Religious Services			Abortion		Own a Gun?	
		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No
Credibility Interval: +/-4.1 pct points																	
Mike Pompeo (R)	49%	73%	29%	8%	76%	5%	44%	37%	54%	42%	56%	39%	35%	67%	25%	52%	38%
Raj Goyle (D)	42%	18%	61%	86%	14%	89%	48%	45%	39%	46%	37%	50%	52%	26%	65%	39%	52%
David Moffett (L)	4%	4%	5%	1%	4%	5%	2%	0%	3%	4%	3%	3%	7%	1%	6%	3%	5%
Susan Ducey (RP)	1%	1%	1%	2%	2%	0%	1%	0%	0%	2%	1%	2%	1%	1%	1%	1%	2%
Undecided	5%	4%	4%	4%	4%	1%	4%	17%	4%	5%	4%	6%	5%	5%	3%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	37%	10%	44%	23%	23%	11%	52%	48%	60%	21%	19%	54%	44%	59%	39%

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Sponsor:

KWCH-TV (Wichita)

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604 Likely Voters	All	Income	
		< \$50K	> \$50K
Credibility Interval: +/-4.1 pct points			
Mike Pompeo (R)	49%	34%	54%
Raj Goyle (D)	42%	51%	39%
David Moffett (L)	4%	7%	2%
Susan Ducey (RP)	1%	2%	1%
Undecided	5%	6%	4%
Total	100%	100%	100%
Composition of Likely Voters	100%	38%	62%

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

**Statement of Methodology:** About the Poll: This 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. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, 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 with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.