

Results of SurveyUSA Election Poll #14397



Sponsors:

All SurveyUSA clients in Kentucky

Geography: Kentucky

Data Collected: 09/21/2008 - 09/22/2008

Release Date: 09/23/2008

Bluegrass State Stays Red as McCain Holds Lead: In an election for President of the United States in Kentucky today, 09/23/08, six weeks from Election Day, Republican John McCain defeats Democrat Barack Obama, according to this SurveyUSA poll conducted exclusively for WHAS-TV Louisville, WLEX-TV Lexington, and WCPO-TV Cincinnati. Today, it's McCain 57%, Obama 38%. Compared to an identical SurveyUSA poll released six weeks ago, McCain is up 2 points; Obama is up 1. Compared to an identical SurveyUSA poll released 14 weeks ago, McCain is up 4; Obama is down 3. McCain today wins men by 22 points, women by 17 points. McCain leads among all age groups. 37% of Democrats cross over to vote for McCain, up slightly from six weeks ago. 13% of Republicans cross over to vote for Obama, also up slightly from six weeks ago. McCain leads among rich and poor, college educated and not college educated, and in all regions of the state.

Filtering: SurveyUSA interviewed 900 Kentucky adults 09/21/08 through 09/22/08. Of the adults, 835 identified themselves as registered voters. Of them, 672 were determined by SurveyUSA to be likely to vote in the general election on 11/04/08. Kentucky has 8 Electoral College votes. George W. Bush carried Kentucky by 20 points in 2004 and by 15 points in 2000.

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

672 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: +/-3.8%																	
McCain (R)	57%	58%	57%	56%	60%	56%	57%	58%	57%	58%	56%	57%	61%	19%	**	**	
Obama (D)	38%	36%	40%	40%	35%	41%	36%	38%	39%	37%	35%	40%	35%	81%	**	**	
Other	2%	4%	0%	4%	2%	2%	2%	3%	2%	3%	1%	2%	2%	0%	**	**	
Undecided	2%	2%	2%	0%	3%	2%	5%	2%	3%	2%	8%	1%	2%	1%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	48%	52%	23%	29%	27%	20%	53%	47%	46%	11%	43%	91%	6%	1%	2%	

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672 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	57%	85%	37%	55%	81%	54%	18%	58%	57%	63%	55%	43%	75%	36%	50%	59%
Obama (D)	38%	13%	58%	31%	14%	43%	80%	39%	37%	33%	40%	54%	21%	59%	39%	38%
Other	2%	2%	2%	6%	2%	1%	0%	2%	3%	2%	3%	2%	2%	3%	5%	2%
Undecided	2%	0%	3%	7%	2%	2%	2%	1%	3%	2%	3%	2%	1%	3%	6%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	38%	50%	9%	36%	31%	13%	39%	61%	56%	26%	17%	54%	43%	15%	83%

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672 Likely Voters	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Wester	Louisvill	North C	Eastern
Margin of Sampling Error: +/-3.8%															
McCain (R)	57%	51%	**	41%	53%	89%	**	**	**	54%	60%	61%	52%	56%	65%
Obama (D)	38%	43%	**	58%	42%	5%	**	**	**	42%	35%	35%	42%	41%	31%
Other	2%	2%	**	1%	3%	1%	**	**	**	2%	2%	2%	3%	2%	1%
Undecided	2%	3%	**	0%	2%	4%	**	**	**	1%	2%	2%	3%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	59%	2%	8%	6%	9%	4%	4%	4%	45%	55%	24%	28%	33%	15%

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

: WCPO-TV Cincinnati, WHAS-TV Louisville, WLEX-TV Lexington

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 Clifton, NJ.