Results of SurveyUSA Election Poll #16876

Geography: Jefferson County
Data Collected: 07/29/2010 - 08/01/2010
Release Date: 08/02/2010
Percentages

Sponsor:
The Courier-Journal Bluegrass / WHAS-TV Poll, (Louisville, KY)

3 Months to Louisville Metro Mayor Election, Heiner and Fischer Are Even in Fight for Open Seat: In an election for Louisville Metro Mayor today, 08/02/10, Republican Hal Heiner and Democrat Greg Fischer tie, according to an exclusive Louisville Courier-Journal Bluegrass / WHAS-TV Poll conducted by SurveyUSA. Today, it's Heiner 45%, Fischer 45%. Among men, Heiner, a Metro Councilman, leads by 17 points; among women, Fischer, a 2008 candidate for US Senate, leads by 18 points -- a 35-point gender gap. Heiner leads 6:5 among whites; Fisher leads 4:1 among blacks. Twice as many Democrats cross over to vote Republican as Republicans who cross over to vote Democrat. Independents split.

Filtering: SurveyUSA interviewed 900 adults from Jefferson County KY 07/29/10 through 08/01/10. Of them, 787 were registered to vote. Of the registered voters, 538 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election. Incumbent mayor Jerry Abramson is running for Kentucky Lieutenant Governor in 2011 and is not seeking re-election as Metro Mayor.

1 [Candidate names rotated]
If the election for Louisville Metro Mayor were today, who would you vote for? Republican Hal Heiner? Democrat Greg Fischer? Independent Nimbus Couzin? Or Independent Jackie Green?

538 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Tea Party Movement				College Grad		Attend Religious Service			Own a Gun?	
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Regular	Occasi	Almost	Yes	No
Heiner (R)	45%	54%	36%	36%	48%	42%	49%	45%	45%	49%	18%	**	**	84%	21%	38%	78%	30%	16%	78%	11%	56%	27%	49%	41%	52%	39%	39%	55%	35%
Fisher (D)	45%	37%	54%	48%	43%	50%	42%	45%	46%	41%	75%	**	**	10%	69%	39%	16%	59%	72%	12%	77%	39%	65%	43%	48%	40%	52%	50%	37%	54%
Couzin (I)	2%	3%	1%	4%	2%	3%	1%	2%	2%	2%	1%	**	**	1%	1%	10%	1%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%
Green (I)	3%	3%	3%	9%	3%	2%	3%	4%	2%	4%	2%	**	**	2%	4%	6%	2%	3%	9%	3%	5%	1%	1%	3%	4%	2%	3%	7%	4%	3%
Undecided	4%	3%	5%	3%	4%	4%	6%	4%	5%	4%	4%	**	**	3%	4%	7%	3%	5%	1%	5%	4%	2%	6%	4%	4%	4%	4%	3%	3%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	51%	49%	12%	33%	29%	25%	45%	55%	85%	12%	1%	2%	35%	54%	11%	37%	44%	15%	34%	36%	22%	8%	50%	50%	51%	28%	21%	46%	52%

1 [Candidate names rotated]
If the election for Louisville Metro Mayor were today, who would you vote for? Republican Hal Heiner? Democrat Greg Fischer? Independent Nimbus Couzin? Or Independent Jackie Green?

538 Likely Voters	All	Income		Abortion	
Credibility Interval: +/-4.3 pct points		< $50K	> $50K	Pro-life	Pro-cho
Heiner (R)	45%	43%	46%	64%	28%
Fisher (D)	45%	47%	44%	29%	61%
Couzin (I)	2%	2%	2%	1%	3%
Green (I)	3%	3%	4%	2%	5%
Undecided	4%	5%	4%	4%	4%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	36%	64%	48%	49%

** 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.

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