

# Results of SurveyUSA Election Poll #14204



Geography: Kentucky  
 Data Collected: 08/09/2008 - 08/11/2008  
 Release Date: 08/12/2008

Sponsors:  
 All SurveyUSA clients in Kentucky

**12 Weeks Out, McCain Gathering Steam in Kentucky:** Republican John McCain defeats Democrat Barack Obama by 18 points in an election for President held in Kentucky today, 08/12/08, according to this SurveyUSA poll conducted exclusively for WHAS-TV Louisville, WLEX-TV Lexington, and WCPO-TV Cincinnati. Today, it's McCain 55%, Obama 37%. Compared to an identical SurveyUSA poll released eight weeks ago, McCain is up 2 points; Obama is down 4. Then, McCain led by 16 points among men; today, he leads by 24. Then, McCain led by 8 points among women; today, he leads by 13. Among voters younger than Barack Obama, McCain had led by 5, now leads by 12. Among voters older than John McCain, McCain had led by 27, now leads by 9. Among voters in-between the two candidates' ages, McCain had led by 14, now leads by 27. There is little or no change in partisan breakdowns over the past eight weeks: McCain today takes 86% of Republican votes; Obama takes 59% of Democratic votes; Independents favor McCain by 5 points. Among voters with household incomes under \$50,000 a year, McCain had led by 4; today, the candidates tie. Among voters with incomes greater than \$50,000, McCain had by 19, now leads by 30. Obama leads by 4 points in greater Louisville, down from 12 points eight weeks ago; McCain continues to lead in the rest of the state.

**Filtering:** SurveyUSA interviewed 950 Kentucky adults 08/09/08 through 08/11/08. Of the adults, 854 identified themselves as registered voters. Of them, 636 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?

636 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.9%																	
McCain (R)	55%	58%	53%	50%	56%	60%	53%	54%	57%	53%	47%	60%	60%	7%	**	**	
Obama (D)	37%	34%	40%	45%	38%	34%	34%	41%	34%	41%	38%	33%	33%	90%	**	**	
Other	4%	5%	2%	4%	4%	4%	3%	4%	4%	3%	4%	4%	3%	2%	**	**	
Undecided	3%	3%	4%	2%	2%	2%	10%	2%	5%	2%	11%	3%	4%	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%	20%	32%	29%	20%	51%	49%	45%	11%	44%	91%	7%	1%	2%	

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636 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.9%																
McCain (R)	55%	86%	34%	43%	84%	50%	19%	60%	53%	63%	50%	41%	69%	41%	46%	60%
Obama (D)	37%	10%	59%	38%	11%	45%	79%	31%	42%	30%	43%	52%	23%	55%	35%	38%
Other	4%	3%	3%	9%	3%	2%	0%	4%	4%	4%	5%	3%	4%	2%	11%	2%
Undecided	3%	2%	3%	9%	2%	3%	2%	4%	2%	3%	2%	3%	3%	2%	8%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	50%	9%	32%	36%	12%	43%	57%	57%	26%	17%	54%	42%	26%	72%

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636 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: +/-3.9%															
McCain (R)	55%	54%	**	51%	34%	85%	34%	**	89%	46%	62%	59%	45%	57%	64%
Obama (D)	37%	41%	**	43%	52%	12%	48%	**	9%	46%	32%	31%	49%	37%	28%
Other	4%	2%	**	4%	12%	3%	14%	**	1%	5%	3%	6%	3%	3%	5%
Undecided	3%	3%	**	1%	2%	0%	5%	**	1%	3%	3%	4%	4%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	5%	9%	7%	9%	5%	4%	7%	42%	58%	23%	27%	34%	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 Verona, NJ.