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HOW THE POLL WAS CONDUCTED

The Kentucky Poll was conducted on behalf of the Lexington Herald-Leader, WKYT-TV and WAVE-TV by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 18 through October 19, 2010. A total of 625 registered Kentucky voters were interviewed statewide by telephone. All said they were likely to vote in the November general election.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender or regional grouping.

SAMPLE FIGURES:

Men 300 (48%) Women 325 (52%)
Whites 567 (91%) Blacks 48 (8%) Other/Refused 10 (1%)
Democrats 335 (54%) Republicans 242 (39%) Independents 48 (7%)

CONGRESSIONAL DISTRICT

1st Congressional District	100 interviews
2nd Congressional District	105 interviews
3rd Congressional District	120 interviews
4th Congressional District	105 interviews
5th Congressional District	85 interviews
6th Congressional District	110 interviews

QUESTION: Looking ahead, if the 2011 election for Governor and Lieutenant Governor were held today, who would you vote for if the choice were between:

- The Democratic ticket of Steve Beshear & Jerry Abramson,
- The Republican ticket of David Williams & Richie Farmer,
- The independent ticket of Gatewood Galbraith & Dea Riley?

	<u>STATE</u>	<u>SEX</u>		<u>PARTY</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
BESHEAR	45%	43%	47%	68%	16%	38%
WILLIAMS	30%	38%	23%	12%	56%	25%
GALBRAITH	5%	7%	3%	4%	6%	4%
UNDECIDED	20%	12%	27%	16%	22%	33%

QUESTION: If the 2011 election for Governor and Lieutenant Governor were held today, who would you vote for if the choice were between:

- The Democratic ticket of Steve Beshear & Jerry Abramson,
- The Republican ticket of Phil Moffett & Mike Harmon,
- or
- The independent ticket of Gatewood Galbraith & Dea Riley?

	<u>STATE</u>	<u>SEX</u>		<u>PARTY</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
BESHEAR	43%	42%	44%	63%	16%	46%
MOFFETT	24%	28%	21%	10%	44%	19%
GALBRAITH	6%	8%	5%	7%	5%	8%
UNDECIDED	26%	22%	30%	20%	35%	27%

QUESTION: Do you approve or disapprove of Steve Beshear's job performance as Governor?

	<u>STATE</u>	<u>SEX</u>		<u>PARTY</u>		<u>INDS</u>
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	
APPROVE	56%	55%	57%	69%	37%	60%
DISAPPROVE	26%	29%	23%	13%	42%	29%
NOT SURE	18%	16%	20%	18%	21%	11%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	335 (54%)
Republican	242 (39%)
Independent or Other	48 (7%)

AGE:	18-34	82 (13%)
	35-49	188 (30%)
	50-64	196 (31%)
	65+	159 (25%)

RACE/ETHNICITY:

White/Caucasian	567 (91%)
Black/African American	48 (8%)
Hispanic or Cuban	3 -
Other/Refused	7 (1%)

SEX:	Male	300 (48%)
	Female	325 (52%)

CONG DISTRICT:

1st Congressional District	100 (16%)
2nd Congressional District	105 (17%)
3rd Congressional District	120 (19%)
4th Congressional District	105 (17%)
5th Congressional District	85 (14%)
6th Congressional District	110 (18%)