



KENTUCKY POLL RESULTS – MAY 2008

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The Herald-Leader/WKYT Kentucky Poll was conducted by Research 2000 of Olney, Md., from May 7 through May 9, 2008. A total of 600 likely voters who vote regularly in state elections were interviewed statewide by telephone.

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 the voter registration of distribution 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 for gender or party affiliation.

SAMPLE FIGURES:

Men	288	(48%)
Women	312	(52%)
Democrats	276	(46%)
Republicans	233	(39%)
Other	91	(15%)
18-29	102	(17%)
30-44	186	(31%)
45-59	192	(32%)
60+	120	(20%)
White	534	(89%)
Black	48	(8%)
Other	18	(3%)

QUESTION: Thinking about the next 12 months, would you say you feel optimistic or pessimistic about your own family's financial situation?

	OPTIMISTIC	PESSIMISTIC	NOT SURE
ALL	25%	36%	39%
MEN	28%	34%	38%
WOMEN	22%	38%	40%
DEMOCRATS	21%	41%	38%
REPUBLICANS	31%	30%	39%
INDEPENDENTS	24%	37%	39%

QUESTION: Which of the following economic problems has impacted your family the most over the past 12 months: rising gas prices, rising food prices, rising unemployment, rising college tuition, declining home prices, or declining stock market values?

	ALL	DEM	REP	IND
Gas prices	34%	34%	33%	34%
Food prices	33%	33%	32%	34%
Home prices	16%	15%	17%	16%
College tuition	8%	9%	7%	8%
Unemployment	5%	5%	5%	6%
Stock market	2%	2%	3%	1%
Other/Not sure	2%	2%	3%	1%