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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

STATEWIDE NAME RECOGNITION

I am going to read you a list of public officials

.
The first (next) name is _____. Do you recognize that name?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Rand Paul	42%	37%	21%	-
Mitch McConnell	40%	33%	27%	-
Jack Conway	31%	35%	33%	1%

QUESTION: Do you approve or disapprove of Mitch McConnell's job performance as Kentucky's U.S. Senator?

	<u>STATE</u>	<u>SEX</u>		<u>PARTY</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
APPROVE	52%	55%	48%	36%	69%	69%
DISAPPROVE	37%	35%	40%	52%	19%	27%
NOT SURE	11%	10%	12%	12%	12%	4%

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%)