

Results of SurveyUSA Election Poll #17015

Geography: Jefferson County
 Data Collected: 08/27/2010 - 08/30/2010
 Release Date: 08/31/2010

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

Some Movement in the Contest for Metro Mayor of Louisville, But Candidates Still Effectively Even: In an election for Louisville Metro Mayor today, 08/31/10, Republican Hal Heiner and Democrat Greg Fischer finish effectively even, according to this latest exclusive Louisville Courier-Journal Bluegrass / WHAS-TV Poll conducted by SurveyUSA. Today, it's Fischer 47%, Heiner 45%. Compared to a SurveyUSA poll released one month ago, the race is essentially unchanged, with Heiner flat and Fischer up a nominal 2 points. There is some movement among demographic subgroups, but most of the movement that does exist is offsetting, with gains for Heiner among the youngest voters offset by gains for Fischer among the oldest. Heiner, a Metro Councilman, continues to lead by double digits among men -- by 12 points today, down from a 17-point lead last month. Fischer, a 2008 candidate for US Senate, continues to lead among double digits among women -- by 16 points today, slightly down from an 18-point lead last month. Put together, it yields a significant 28-point gender gap. White voters continue to narrowly favor Heiner; black voters continue to strongly favor Fischer. One piece of movement does appear favorable toward Fischer: one month ago, Fischer led by 48 points among [Democrats](#), while Heiner led by 74 points among [Republicans](#). Today, Heiner's GOP lead has dipped ever-so-slightly, to 69 points, while Fischer's lead among Democrats has increased to 60 points. Turnout will be critical in determining the winner, and it is conceivable either candidate could be pulled into office by the coattails of the US Senate candidate from his party.

Filtering: SurveyUSA interviewed 1,000 adults from Jefferson County KY 08/27/10 through 08/30/10. Of them, 884 were registered to vote. Of the registered voters, 618 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? Independent Jackie Green? Or Independent Jerry Mills?

618 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-4%																
Heiner (R)	45%	52%	38%	52%	39%	45%	45%	44%	45%	51%	13%	**	**	81%	16%	49%
Fisher (D)	47%	41%	54%	38%	52%	49%	48%	46%	48%	42%	83%	**	**	12%	76%	39%
Couzin (I)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**	**	0%	0%	0%
Green (I)	2%	3%	1%	0%	3%	2%	3%	2%	2%	1%	2%	**	**	1%	2%	2%
Mills (I)	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	0%	**	**	0%	1%	1%
Undecided	5%	4%	6%	7%	6%	3%	5%	7%	4%	5%	2%	**	**	5%	4%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	17%	26%	31%	25%	44%	56%	81%	16%	1%	2%	40%	51%	8%

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618 Likely Voters	All	Ideology			Tea Party Movement				College Grad		Attend Religious Services			Own a Gun?		Income	
		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Regular	Occasio	Almost	Yes	No	< \$50K	> \$50K
Margin of Sampling Error: +/-4%																	
Heiner (R)	45%	78%	31%	5%	84%	8%	53%	27%	49%	41%	47%	47%	41%	55%	39%	41%	48%
Fisher (D)	47%	16%	62%	88%	10%	86%	35%	60%	45%	49%	45%	44%	55%	38%	54%	48%	48%
Couzin (I)	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Green (I)	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%	2%	3%	2%	3%	1%
Mills (I)	1%	1%	1%	0%	0%	0%	2%	1%	0%	1%	0%	2%	0%	1%	1%	2%	0%
Undecided	5%	3%	4%	6%	3%	4%	9%	8%	4%	6%	5%	6%	3%	4%	4%	6%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	42%	12%	33%	36%	22%	8%	54%	46%	58%	23%	19%	39%	58%	41%	59%

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? Independent Jackie Green? Or Independent Jerry Mills?

618 Likely Voters	All	Abortion	
		Pro-life	Pro-cho
Margin of Sampling Error: +/-4%			
Heiner (R)	45%	63%	27%
Fisher (D)	47%	30%	67%
Couzin (I)	0%	0%	0%
Green (I)	2%	2%	2%
Mills (I)	1%	1%	1%
Undecided	5%	4%	3%
Total	100%	100%	100%
Composition of Likely Voters	100%	52%	44%

** Too few respondents of this type were interviewed for this data to be meaningful.

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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.