

Results of SurveyUSA Election Poll #17015

Geography: Jefferson County
 Data Collected: 08/27/2010 - 08/30/2010
 Release Date: 09/01/2010

Republican Challenger Lally Close-On-Heels of Democratic Incumbent Yarmuth in KY-03: In an election for United States House of Representatives in Kentucky's 3rd Congressional District today, 09/01/10, two months till votes are counted, Democratic incumbent John Yarmuth and Republican Todd Lally finish effectively even, according to this latest exclusive Louisville Courier-Journal Bluegrass / WHAS-TV Poll conducted by SurveyUSA. A Republican take-away in this district would increase the Republican chances of recapturing control of the U.S. House of Representatives. Today, Yarmuth gets 47% of the vote; Lally gets 45%, a result within the survey's theoretical margin of sampling error. Among men, Lally leads by 13 points; among women, Yarmuth leads by 18 -- a 31-point gender gap. Lally leads among the youngest, least reliable voters. Yarmuth leads among older, more reliable voters. Lally leads 5:4 among whites; Yarmuth leads 5:1 among blacks. If black turnout is higher than the 15% of likely voters that SurveyUSA shows here, the Democrat will out-perform these numbers. If black turnout is lower, the Democrat will under-perform these numbers. Each candidate holds roughly 8 of 10 partisan votes; Independents favor the Republican. Yarmuth, first elected in 2006 with 51% of the vote, is seeking a third term. He won with 59% in 2008. Lally is a commercial pilot and Lieutenant Colonel in the Kentucky Air National Guard.

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, 776 were identified as living in the 3rd Congressional District, which is entirely contained within Jefferson County. Of the KY-03 registered voters, 541 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election.

1 [Candidate names rotated]-
If the election for US House of Representatives were today, who would you vote for? Republican Todd Lally? Democrat John Yarmuth? Libertarian Ed Martin? Or Independent Michael Hansen?

541 Likely KY-3 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: +/-4.3%																
Lally (R)	45%	53%	37%	58%	46%	39%	43%	51%	41%	51%	14%	**	**	81%	16%	51%
Yarmuth (D)	47%	40%	55%	33%	49%	53%	49%	42%	51%	42%	77%	**	**	11%	78%	36%
Martin (L)	1%	1%	1%	0%	0%	2%	1%	0%	2%	1%	1%	**	**	1%	1%	0%
Hansen (I)	1%	1%	1%	0%	1%	2%	1%	1%	2%	1%	3%	**	**	1%	2%	3%
Undecided	5%	4%	6%	9%	4%	3%	6%	6%	4%	5%	5%	**	**	6%	3%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely KY-3 Voters	100%	51%	49%	18%	25%	30%	27%	43%	57%	81%	15%	1%	3%	40%	50%	8%

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541 Likely KY-3 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: +/-4.3%																	
Lally (R)	45%	78%	30%	4%	83%	6%	56%	35%	50%	42%	49%	49%	36%	54%	41%	40%	50%
Yarmuth (D)	47%	16%	64%	92%	10%	91%	35%	47%	46%	48%	45%	44%	56%	41%	52%	48%	47%
Martin (L)	1%	1%	1%	1%	0%	0%	3%	1%	1%	1%	1%	0%	1%	1%	0%	2%	0%
Hansen (I)	1%	2%	1%	1%	1%	1%	0%	4%	0%	2%	1%	2%	2%	1%	1%	3%	0%
Undecided	5%	3%	4%	3%	6%	1%	6%	13%	3%	7%	5%	4%	5%	2%	5%	8%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely KY-3 Voters	100%	40%	41%	12%	36%	36%	20%	8%	54%	46%	58%	23%	19%	41%	56%	41%	59%

1 [Candidate names rotated]-
If the election for US House of Representatives were today, who would you vote for? Republican Todd Lally? Democrat John Yarmuth? Libertarian Ed Martin? Or Independent Michael Hansen?

541 Likely KY-3 Voters	All	Abortion	
		Pro-life	Pro-cho
Margin of Sampling Error: +/-4.3%			
Lally (R)	45%	65%	24%
Yarmuth (D)	47%	29%	69%
Martin (L)	1%	1%	1%
Hansen (I)	1%	1%	2%
Undecided	5%	5%	4%
Total	100%	100%	100%
Composition of Likely KY-3 Voters	100%	53%	42%

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

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.