

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 2,772 Kentucky Adults

This survey of 2,772 adults was conducted April 30th through May 6th, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Kentucky were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Kentucky from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 1.9 percentage points. There are 2,353 registered voters. The results for this subset are statistically significant within ± 2.0 percentage points. There are 760 potential Republican primary voters, that is, voters who are registered Republicans. The results for this subset are statistically significant within ± 3.6 percentage points. There are 408 likely Republican primary voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the May 2014 Republican primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Kentucky

		Kentucky Adults	Kentucky Registered Voters
		Col %	Col %
Kentucky Adults		100%	
Kentucky Registered Voters		85%	100%
Party Registration	Democrat	n/a	52%
	Republican	n/a	34%
	Independent	n/a	14%
	Other	n/a	<1%
Party Identification	Democrat	n/a	40%
	Republican	n/a	30%
	Independent	n/a	27%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	17%
	Moderate	n/a	34%
	Conservative	n/a	33%
	Very conservative	n/a	11%
Tea Party Supporters		n/a	25%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	45%	41%
	45 or older	55%	59%
Age	18 to 29	19%	17%
	30 to 44	25%	24%
	45 to 59	28%	30%
	60 or older	27%	29%
Race	White	88%	88%
	African American	7%	7%
	Latino	3%	3%
	Other	2%	2%
Region	Eastern Kentucky	23%	23%
	Bluegrass Country	17%	17%
	Northern KY-Louisville Suburbs	16%	17%
	Jefferson County (Louisville)	17%	17%
	Western Kentucky	27%	27%
Household Income	Less than \$75,000	76%	74%
	\$75,000 or more	24%	26%
Education	Not college graduate	73%	70%
	College graduate	27%	30%
White Evangelical Christians		31%	32%
Interview Type	Landline	61%	64%
	Cell Phone	39%	36%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points. Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Kentucky

		Kentucky Potential Republican Electorate*	Kentucky Likely Republican Primary Voters
		Col %	Col %
Kentucky Potential Republican Electorate*		100%	
Kentucky Likely Republican Primary Voters		54%	100%
Political Ideology	Very liberal	1%	1%
	Liberal	5%	4%
	Moderate	26%	25%
	Conservative	47%	47%
	Very conservative	20%	23%
Tea Party Supporters		41%	45%
Past Participation**	Yes	83%	91%
	No	17%	9%
Gender	Men	51%	51%
	Women	49%	49%
Age	Under 45	42%	38%
	45 or older	58%	62%
Age	18 to 29	15%	11%
	30 to 44	27%	27%
	45 to 59	33%	35%
	60 or older	25%	27%
Race	White	95%	95%
	African American	1%	1%
	Latino	2%	2%
	Other	2%	1%
Race	White	95%	95%
	Non-white	5%	5%
Region	Eastern Kentucky	28%	31%
	Bluegrass Country	15%	16%
	Northern KY-Louisville Suburbs	18%	17%
	Jefferson County (Louisville)	14%	14%
	Western Kentucky	25%	22%
Household Income	Less than \$75,000	68%	66%
	\$75,000 or more	32%	34%
Education	Not college graduate	66%	64%
	College graduate	34%	36%
White Evangelical Christians		42%	44%
Interview Type	Landline	64%	65%
	Cell Phone	36%	35%

NBC News/Marist Poll Kentucky Potential Republican Electorate. Interviews conducted April 30th through May 6th, 2014, n=760 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Kentucky includes all registered Republicans.

**Past participation refers to previous participation in a Kentucky Republican primary.

NBC News/Marist Poll Kentucky Tables

		Kentucky Registered Voters			
		If November's election for U.S. Senate in Kentucky were held today, whom would you support if the candidates are: (including those who are undecided yet leaning toward a candidate)			
		Alison Lundergan			
		Mitch McConnell, the Republican	Grimes, the Democrat	Other	Undecided
		Row %	Row %	Row %	Row %
Kentucky Registered Voters		46%	45%	1%	8%
Party Identification	Democrat	19%	75%	0%	6%
	Republican	83%	9%	1%	8%
	Independent	46%	41%	2%	11%
Political Ideology	Very liberal-Liberal	21%	74%	1%	5%
	Moderate	38%	52%	1%	9%
	Conservative-Very conservative	67%	25%	1%	7%
Tea Party Supporters		71%	22%	1%	6%
Obama Approval Rating	Approve	16%	79%	0%	5%
	Disapprove	66%	25%	1%	8%
Region	Eastern Kentucky	51%	40%	1%	7%
	Bluegrass Country	42%	49%	2%	7%
	Northern KY-Louisville Suburbs	48%	40%	1%	10%
	Jefferson County (Louisville)	38%	55%	0%	6%
	Western Kentucky	48%	41%	0%	10%
Household Income	Less than \$75,000	44%	48%	1%	8%
	\$75,000 or more	52%	42%	2%	5%
Education	Not college graduate	47%	44%	1%	9%
	College graduate	46%	47%	1%	5%
Race	White	49%	42%	1%	8%
	African American	20%	75%	1%	4%
	Other	43%	40%	0%	16%
Race	White	49%	42%	1%	8%
	Non-white	29%	62%	1%	9%
Age	18 to 29	53%	37%	1%	9%
	30 to 44	45%	46%	1%	8%
	45 to 59	48%	44%	1%	8%
	60 or older	42%	49%	1%	8%
Age	Under 45	48%	42%	1%	8%
	45 or older	45%	46%	1%	8%
Gender	Men	51%	40%	1%	8%
	Women	42%	49%	1%	8%
Religiosity	Practice a Religion	50%	40%	1%	8%
	Does not Practice a Religion	44%	49%	0%	7%
White Evangelical Christians		56%	35%	1%	8%
Interview Type	Landline	46%	45%	1%	8%
	Cell Phone	47%	44%	1%	8%

NBC News/Marist Poll Kentucky Registered Voters. Interviews conducted April 30th through May 6th, 2014, n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Registered Voters			
		If November's election for U.S. Senate in Kentucky were held today, whom would you support if the candidates are: (including those who are undecided yet leaning toward a candidate)			
		Alison Lundergan			
		Matt Bevin, the Republican	Grimes, the Democrat	Other	Undecided
		Row %	Row %	Row %	Row %
Kentucky Registered Voters		37%	46%	1%	15%
Party Identification	Democrat	7%	82%	1%	10%
	Republican	77%	9%	1%	13%
	Independent	39%	38%	3%	20%
Political Ideology	Very liberal-Liberal	15%	74%	1%	9%
	Moderate	28%	53%	1%	17%
	Conservative-Very conservative	58%	28%	1%	13%
Tea Party Supporters		66%	23%	1%	10%
Obama Approval Rating	Approve	9%	82%	1%	8%
	Disapprove	56%	27%	2%	15%
Region	Eastern Kentucky	43%	40%	2%	16%
	Bluegrass Country	35%	52%	1%	13%
	Northern KY-Louisville Suburbs	40%	43%	3%	15%
	Jefferson County (Louisville)	27%	60%	1%	12%
	Western Kentucky	39%	41%	1%	18%
Household Income	Less than \$75,000	33%	51%	2%	15%
	\$75,000 or more	47%	41%	1%	11%
Education	Not college graduate	36%	46%	1%	16%
	College graduate	41%	46%	1%	12%
Race	White	39%	44%	2%	16%
	African American	12%	78%	0%	9%
	Other	37%	43%	0%	20%
Race	White	39%	44%	2%	16%
	Non-white	22%	65%	0%	13%
Age	18 to 29	36%	46%	1%	18%
	30 to 44	40%	44%	1%	15%
	45 to 59	42%	43%	2%	14%
	60 or older	31%	51%	2%	15%
Age	Under 45	38%	45%	1%	16%
	45 or older	36%	47%	2%	14%
Gender	Men	42%	43%	2%	14%
	Women	33%	49%	1%	17%
Religiosity	Practice a Religion	42%	41%	1%	16%
	Does not Practice a Religion	35%	51%	1%	13%
White Evangelical Christians		47%	37%	2%	15%
Interview Type	Landline	38%	46%	2%	15%
	Cell Phone	36%	47%	1%	16%

NBC News/Marist Poll Kentucky Registered Voters. Interviews conducted April 30th through May 6th, 2014, n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Adults			
		Overall, do you have a favorable or an unfavorable impression of Mitch McConnell?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Adults		39%	45%	3%	13%
Kentucky Registered Voters		42%	46%	1%	11%
Party Identification^	Democrat	24%	64%	1%	11%
	Republican	69%	23%	1%	8%
	Independent	40%	47%	2%	11%
Political Ideology^	Very liberal-Liberal	22%	68%	1%	9%
	Moderate	38%	50%	1%	10%
	Conservative-Very conservative	55%	34%	1%	10%
Tea Party Supporters^		59%	33%	1%	6%
Region	Eastern Kentucky	42%	39%	4%	15%
	Bluegrass Country	33%	52%	2%	13%
	Northern KY-Louisville Suburbs	44%	40%	2%	14%
	Jefferson County (Louisville)	34%	53%	2%	10%
	Western Kentucky	41%	42%	2%	14%
Household Income	Less than \$75,000	38%	43%	3%	15%
	\$75,000 or more	45%	51%	0%	4%
Education	Not college graduate	41%	42%	3%	15%
	College graduate	38%	53%	1%	8%
Race	White	41%	44%	2%	13%
	African American	27%	58%	3%	13%
	Latino	27%	40%	8%	25%
Race	White	41%	44%	2%	13%
	Non-white	29%	51%	4%	16%
Age	18 to 29	42%	34%	6%	17%
	30 to 44	39%	44%	2%	15%
	45 to 59	41%	48%	1%	10%
	60 or older	37%	49%	1%	12%
Age	Under 45	40%	40%	4%	16%
	45 or older	39%	49%	1%	11%
Gender	Men	43%	43%	3%	10%
	Women	36%	46%	2%	16%
Religiosity	Practice a Religion	42%	43%	2%	13%
	Does not Practice a Religion	38%	47%	2%	13%
White Evangelical Christians		48%	38%	2%	12%
Interview Type	Landline	40%	46%	2%	12%
	Cell Phone	39%	42%	4%	15%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults		
		Do you approve or disapprove of the job Mitch McConnell is doing as U.S. Senator?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Kentucky Adults		39%	45%	16%
Kentucky Registered Voters		41%	46%	13%
Party Identification^	Democrat	25%	64%	11%
	Republican	66%	23%	12%
	Independent	39%	47%	14%
Political Ideology^	Very liberal-Liberal	25%	65%	10%
	Moderate	37%	51%	12%
	Conservative-Very conservative	53%	35%	12%
Tea Party Supporters^		55%	35%	10%
Region	Eastern Kentucky	42%	40%	18%
	Bluegrass Country	34%	51%	16%
	Northern KY-Louisville Suburbs	41%	43%	16%
	Jefferson County (Louisville)	35%	51%	14%
	Western Kentucky	41%	42%	17%
Household Income	Less than \$75,000	39%	44%	18%
	\$75,000 or more	41%	51%	8%
Education	Not college graduate	40%	42%	18%
	College graduate	37%	52%	11%
Race	White	40%	44%	16%
	African American	29%	57%	13%
	Latino	45%	31%	23%
Race	White	40%	44%	16%
	Non-white	36%	50%	15%
Age	18 to 29	49%	32%	19%
	30 to 44	37%	45%	17%
	45 to 59	36%	49%	15%
	60 or older	37%	48%	15%
Age	Under 45	42%	40%	18%
	45 or older	37%	49%	15%
Gender	Men	42%	44%	14%
	Women	36%	45%	19%
Religiosity	Practice a Religion	42%	42%	17%
	Does not Practice a Religion	38%	48%	15%
White Evangelical Christians		47%	38%	15%
Interview Type	Landline	38%	46%	16%
	Cell Phone	41%	43%	17%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults			
		Overall, do you have a favorable or an unfavorable impression of Alison Lundergan Grimes?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Adults		36%	23%	14%	27%
Kentucky Registered Voters		39%	24%	10%	27%
Party Identification^	Democrat	60%	10%	8%	23%
	Republican	18%	44%	10%	29%
	Independent	37%	25%	10%	28%
Political Ideology^	Very liberal-Liberal	60%	11%	8%	21%
	Moderate	47%	20%	7%	27%
	Conservative-Very conservative	24%	37%	11%	28%
Tea Party Supporters^		24%	41%	11%	24%
Region	Eastern Kentucky	27%	27%	17%	29%
	Bluegrass Country	45%	23%	10%	22%
	Northern KY-Louisville Suburbs	34%	21%	16%	29%
	Jefferson County (Louisville)	45%	21%	12%	22%
	Western Kentucky	33%	22%	15%	31%
Household Income	Less than \$75,000	36%	21%	16%	27%
	\$75,000 or more	42%	29%	6%	23%
Education	Not college graduate	33%	22%	16%	29%
	College graduate	45%	25%	9%	21%
Race	White	35%	24%	14%	27%
	African American	52%	10%	11%	26%
	Latino	36%	23%	14%	27%
Race	White	35%	24%	14%	27%
	Non-white	46%	15%	12%	27%
Age	18 to 29	32%	20%	21%	27%
	30 to 44	36%	24%	15%	25%
	45 to 59	36%	26%	12%	26%
	60 or older	38%	20%	12%	29%
Age	Under 45	34%	22%	18%	26%
	45 or older	37%	23%	12%	28%
Gender	Men	35%	28%	12%	25%
	Women	37%	19%	16%	28%
Religiosity	Practice a Religion	34%	25%	14%	27%
	Does not Practice a Religion	38%	22%	14%	26%
White Evangelical Christians		30%	26%	14%	29%
Interview Type	Landline	36%	23%	13%	27%
	Cell Phone	35%	23%	17%	26%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Likely Republican Primary Voters						
		Kentucky Republican primary for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee						
		Mitch McConnell	Matt Bevin	Chris Payne	Shawna Sterling	Brad Copas	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Kentucky Likely Republican Primary Voters		57%	25%	3%	1%	1%	<1%	13%
Political Ideology	Moderate	61%	18%	4%	1%	2%	1%	12%
	Conservative-Very conservative	57%	29%	2%	1%	0%	0%	10%
Tea Party Supporters		53%	33%	3%	1%	1%	0%	9%
Intensity of Support	Strongly support	69%	31%	0%	0%	0%	0%	0%
	Somewhat support	65%	29%	3%	2%	1%	0%	0%
	Might vote differently	68%	22%	8%	1%	0%	0%	0%
Gender	Men	56%	27%	2%	1%	1%	0%	12%
	Women	59%	23%	3%	1%	1%	1%	13%
Age	Under 45	56%	27%	4%	1%	2%	0%	10%
	45 or older	59%	23%	2%	1%	0%	0%	14%
Household Income	Less than \$75,000	58%	24%	3%	2%	0%	0%	12%
	\$75,000 or more	59%	27%	3%	0%	1%	0%	11%
Education	Not college graduate	55%	26%	3%	2%	1%	0%	13%
	College graduate	64%	24%	1%	1%	1%	1%	9%
Religiosity	Practice a Religion	58%	25%	2%	1%	0%	0%	13%
	Does not Practice a Religion	57%	25%	3%	1%	2%	0%	11%
White Evangelical Christians		57%	27%	3%	0%	0%	0%	13%
Interview Type	Landline	61%	24%	2%	1%	0%	0%	12%
	Cell Phone	52%	27%	3%	2%	2%	0%	14%

NBC News/Marist Poll Kentucky Likely Republican Primary Voters. Interviews conducted April 30th through May 6th, 2014, n=408 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Potential Republican Electorate*						
		Kentucky Republican primary for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee						
		Mitch McConnell	Matt Bevin	Chris Payne	Shawna Sterling	Brad Copas	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Kentucky Potential Republican Electorate*		55%	22%	3%	2%	1%	<1%	16%
Political Ideology	Moderate	55%	17%	5%	1%	3%	1%	18%
	Conservative-Very conservative	56%	26%	3%	2%	1%	0%	13%
Tea Party Supporters		53%	30%	4%	2%	1%	0%	9%
Intensity of Support	Strongly support	70%	29%	0%	1%	0%	0%	0%
	Somewhat support	66%	27%	4%	2%	1%	0%	0%
	Might vote differently	64%	18%	12%	3%	3%	0%	0%
Past Participation**	Yes	57%	24%	3%	1%	0%	0%	15%
	No	46%	15%	5%	6%	6%	1%	22%
Gender	Men	54%	25%	3%	1%	2%	0%	15%
	Women	56%	19%	4%	2%	1%	1%	17%
Age	18 to 29	58%	16%	5%	5%	4%	0%	12%
	30 to 44	51%	26%	5%	1%	2%	0%	16%
	45 to 59	52%	24%	3%	1%	1%	0%	19%
	60 or older	65%	17%	1%	2%	0%	1%	14%
Age	Under 45	54%	22%	5%	2%	3%	0%	14%
	45 or older	57%	21%	2%	1%	0%	1%	17%
Region	Eastern Kentucky	56%	21%	5%	3%	1%	0%	13%
	Bluegrass Country	49%	25%	4%	1%	4%	1%	16%
	Northern KY-Louisville Suburbs	54%	27%	2%	0%	2%	0%	15%
	Jefferson County (Louisville)	63%	22%	1%	1%	0%	0%	12%
	Western Kentucky	54%	18%	4%	2%	0%	0%	22%
Household Income	Less than \$75,000	55%	20%	4%	3%	1%	0%	16%
	\$75,000 or more	55%	26%	3%	0%	1%	0%	14%
Education	Not college graduate	53%	22%	4%	2%	1%	0%	17%
	College graduate	62%	23%	2%	0%	2%	1%	11%
Religiosity	Practice a Religion	56%	23%	2%	1%	1%	0%	16%
	Does not Practice a Religion	55%	21%	4%	2%	2%	0%	15%
White Evangelical Christians		56%	23%	3%	0%	1%	0%	17%
Interview Type	Landline	58%	21%	3%	2%	0%	0%	15%
	Cell Phone	50%	23%	4%	2%	3%	0%	18%

NBC News/Marist Poll Kentucky Potential Republican Electorate. Interviews conducted April 30th through May 6th, 2014, n=760 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Kentucky includes all registered Republicans.

**Past participation refers to previous participation in a Kentucky Republican primary.

		Kentucky Likely Republican Primary Voters with a Candidate Preference including Absentee and Early Voters			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Kentucky Likely Republican Primary Voters with a Candidate Preference including Absentee and Early Voters		50%	37%	11%	2%
Political Ideology	Very liberal-Liberal	51%	45%	4%	0%
	Moderate	39%	44%	17%	0%
	Conservative-Very conservative	54%	34%	10%	2%
Tea Party Supporters		57%	30%	11%	2%
Top Tier Republican Candidates for U.S. Senate in Kentucky	Mitch McConnell	51%	36%	11%	2%
	Matt Bevin	53%	37%	8%	1%
Gender	Men	52%	39%	8%	1%
	Women	47%	36%	15%	3%
Age	Under 45	38%	48%	12%	2%
	45 or older	57%	31%	10%	2%
Household Income	Less than \$75,000	46%	40%	14%	1%
	\$75,000 or more	56%	33%	9%	2%
Education	Not college graduate	49%	36%	14%	1%
	College graduate	52%	39%	6%	3%
Religiosity	Practice a Religion	50%	36%	13%	2%
	Does not Practice a Religion	50%	40%	9%	2%
White Evangelical Christians		48%	38%	12%	2%
Interview Type	Landline	54%	35%	10%	1%
	Cell Phone	42%	42%	14%	3%

NBC News/Marist Poll Kentucky Likely Republican Primary Voters with a Candidate Preference. Interviews conducted April 30th through May 6th, 2014, n=316 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Potential Republican Electorate with a Candidate Preference including Absentee and Early Voters*			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Kentucky Potential Republican Electorate with a Candidate Preference including Absentee and Early Voters*		45%	40%	13%	2%
Political Ideology	Moderate	35%	47%	18%	0%
	Conservative-Very conservative	50%	37%	11%	2%
Tea Party Supporters		54%	31%	13%	3%
Top Tier Republican Candidates for U.S. Senate in Kentucky	Mitch McConnell	47%	39%	12%	2%
	Matt Bevin	49%	40%	9%	2%
Past Participation**	Yes	49%	39%	10%	2%
	No	26%	46%	26%	2%
Gender	Men	47%	42%	10%	1%
	Women	43%	38%	16%	3%
Age	18 to 29	17%	58%	25%	0%
	30 to 44	42%	45%	10%	3%
	45 to 59	50%	37%	12%	1%
	60 or older	59%	29%	9%	3%
Age	Under 45	33%	50%	15%	2%
	45 or older	54%	33%	11%	2%
Region	Eastern Kentucky	40%	44%	13%	3%
	Bluegrass Country	37%	52%	10%	1%
	Northern KY-Louisville Suburbs	55%	32%	12%	2%
	Jefferson County (Louisville)	44%	44%	12%	0%
	Western Kentucky	50%	33%	16%	2%
Household Income	Less than \$75,000	41%	42%	16%	1%
	\$75,000 or more	53%	35%	9%	3%
Education	Not college graduate	43%	39%	16%	1%
	College graduate	49%	41%	6%	3%
Religiosity	Practice a Religion	46%	38%	14%	2%
	Does not Practice a Religion	45%	42%	12%	1%
White Evangelical Christians		43%	42%	13%	2%
Interview Type	Landline	49%	37%	12%	2%
	Cell Phone	38%	46%	14%	2%

NBC News/Marist Poll Kentucky Potential Republican Electorate with a Candidate Preference. Interviews conducted April 30th through May 6th, 2014, n=558 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Kentucky includes all registered Republicans.

**Past participation refers to previous participation in a Kentucky Republican primary.

		Kentucky Likely Republican Primary Voters			
		Overall, do you have a favorable or an unfavorable impression of Mitch McConnell?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Likely Republican Primary Voters		66%	26%	<1%	8%
Political Ideology	Very liberal-Liberal	61%	31%	0%	8%
	Moderate	62%	31%	1%	7%
	Conservative-Very conservative	68%	25%	0%	7%
Tea Party Supporters		67%	28%	0%	5%
Gender	Men	66%	27%	0%	6%
	Women	66%	25%	0%	9%
Age	Under 45	66%	23%	1%	10%
	45 or older	67%	27%	0%	6%
Household Income	Less than \$75,000	65%	26%	0%	9%
	\$75,000 or more	70%	26%	0%	4%
Education	Not college graduate	66%	25%	0%	9%
	College graduate	67%	28%	0%	5%
Religiosity	Practice a Religion	66%	25%	0%	9%
	Does not Practice a Religion	66%	28%	0%	6%
White Evangelical Christians		68%	24%	0%	8%
Interview Type	Landline	68%	25%	0%	6%
	Cell Phone	61%	28%	1%	10%

NBC News/Marist Poll Kentucky Likely Republican Primary Voters. Interviews conducted April 30th through May 6th, 2014, n=408 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Potential Republican Electorate*			
		Overall, do you have a favorable or an unfavorable impression of Mitch McConnell?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Potential Republican Electorate*		64%	27%	<1%	9%
Political Ideology	Moderate	59%	33%	1%	7%
	Conservative-Very conservative	67%	25%	0%	8%
Tea Party Supporters		67%	27%	1%	5%
Gender	Men	66%	27%	1%	7%
	Women	63%	27%	0%	10%
Age	18 to 29	68%	16%	2%	14%
	30 to 44	64%	28%	0%	8%
	45 to 59	62%	31%	0%	7%
	60 or older	67%	25%	0%	8%
Age	Under 45	65%	24%	1%	10%
	45 or older	64%	28%	0%	7%
Region	Eastern Kentucky	65%	25%	0%	10%
	Bluegrass Country	60%	30%	0%	9%
	Northern KY-Louisville Suburbs	65%	26%	0%	9%
	Jefferson County (Louisville)	67%	22%	0%	11%
	Western Kentucky	63%	31%	1%	5%
Household Income	Less than \$75,000	63%	27%	0%	10%
	\$75,000 or more	67%	28%	0%	5%
Education	Not college graduate	64%	26%	0%	10%
	College graduate	65%	29%	0%	6%
Religiosity	Practice a Religion	64%	25%	1%	10%
	Does not Practice a Religion	64%	29%	0%	7%
White Evangelical Christians		67%	24%	1%	9%
Interview Type	Landline	67%	26%	0%	7%
	Cell Phone	59%	28%	1%	11%

NBC News/Marist Poll Kentucky Potential Republican Electorate. Interviews conducted April 30th through May 6th, 2014, n=760 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Kentucky includes all registered Republicans.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults		
		Do you approve or disapprove of the job Steve Beshear is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Kentucky Adults		61%	22%	17%
Kentucky Registered Voters		63%	22%	14%
Party Identification^	Democrat	73%	15%	12%
	Republican	55%	30%	14%
	Independent	61%	24%	16%
Political Ideology^	Very liberal-Liberal	73%	16%	11%
	Moderate	71%	18%	11%
	Conservative-Very conservative	56%	29%	15%
Tea Party Supporters^		54%	32%	14%
Region	Eastern Kentucky	57%	24%	20%
	Bluegrass Country	61%	24%	15%
	Northern KY-Louisville Suburbs	63%	18%	18%
	Jefferson County (Louisville)	67%	20%	13%
	Western Kentucky	59%	23%	18%
Household Income	Less than \$75,000	61%	21%	18%
	\$75,000 or more	67%	24%	9%
Education	Not college graduate	60%	22%	18%
	College graduate	66%	22%	12%
Race	White	60%	22%	17%
	African American	75%	16%	9%
	Latino	52%	23%	25%
Race	White	60%	22%	17%
	Non-white	66%	19%	15%
Age	18 to 29	58%	21%	21%
	30 to 44	57%	25%	18%
	45 to 59	62%	24%	14%
	60 or older	66%	18%	16%
Age	Under 45	58%	23%	20%
	45 or older	64%	21%	15%
Gender	Men	60%	24%	16%
	Women	62%	20%	18%
Religiosity	Practice a Religion	61%	24%	16%
	Does not Practice a Religion	62%	21%	17%
White Evangelical Christians		62%	23%	15%
Interview Type	Landline	62%	22%	16%
	Cell Phone	59%	22%	19%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults			
		Overall, do you have a favorable or an unfavorable impression of Obamacare?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Adults		33%	56%	<1%	11%
Kentucky Registered Voters		33%	57%	0%	10%
Party Identification^	Democrat	55%	33%	0%	11%
	Republican	10%	83%	1%	6%
	Independent	27%	64%	0%	9%
Political Ideology^	Very liberal-Liberal	60%	27%	1%	12%
	Moderate	36%	53%	0%	11%
	Conservative-Very conservative	18%	75%	0%	7%
Tea Party Supporters^		13%	82%	0%	5%
Region	Eastern Kentucky	24%	65%	0%	11%
	Bluegrass Country	43%	49%	0%	8%
	Northern KY-Louisville Suburbs	27%	56%	0%	16%
	Jefferson County (Louisville)	47%	43%	0%	10%
	Western Kentucky	28%	61%	1%	11%
Household Income	Less than \$75,000	35%	53%	0%	11%
	\$75,000 or more	27%	67%	0%	6%
Education	Not college graduate	30%	58%	1%	12%
	College graduate	40%	51%	0%	9%
Race	White	29%	60%	1%	11%
	African American	64%	23%	0%	12%
	Other	49%	41%	0%	10%
Race	White	29%	60%	1%	11%
	Non-white	58%	30%	0%	11%
Age	18 to 29	34%	53%	0%	13%
	30 to 44	35%	57%	1%	8%
	45 to 59	28%	62%	1%	10%
	60 or older	34%	51%	1%	14%
Age	Under 45	34%	55%	0%	10%
	45 or older	31%	57%	1%	12%
Gender	Men	30%	60%	0%	10%
	Women	35%	52%	1%	12%
Religiosity	Practice a Religion	31%	57%	0%	12%
	Does not Practice a Religion	34%	55%	1%	11%
White Evangelical Christians		22%	66%	1%	11%
Interview Type	Landline	35%	54%	1%	11%
	Cell Phone	29%	59%	0%	12%

NBC News/Marist Poll Kentucky Adults Split Sample. Interviews conducted April 30th through May 6th, 2014, n=1368 MOE +/- 2.6 percentage points.

^Kentucky Registered Voters Split Sample: n=1160 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Adults					
		From what you have heard about the new health care law, do you think it is:					
		Good idea Strongly	Good idea Not so strongly	Bad idea Not so strongly	Bad idea Strongly	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Kentucky Adults		26%	8%	8%	42%	11%	5%
Kentucky Registered Voters		27%	8%	7%	43%	11%	4%
Party Identification^	Democrat	48%	10%	5%	22%	11%	4%
	Republican	8%	5%	8%	69%	6%	3%
	Independent	23%	10%	9%	44%	11%	3%
Political Ideology^	Very liberal-Liberal	54%	9%	5%	20%	10%	2%
	Moderate	29%	11%	9%	36%	11%	4%
	Conservative-Very conservative	14%	5%	7%	61%	9%	4%
Tea Party Supporters^		13%	3%	5%	70%	7%	3%
Region	Eastern Kentucky	21%	8%	9%	46%	10%	5%
	Bluegrass Country	27%	9%	8%	37%	14%	5%
	Northern KY-Louisville Suburbs	25%	8%	7%	44%	12%	3%
	Jefferson County (Louisville)	36%	11%	6%	33%	10%	4%
	Western Kentucky	25%	7%	7%	45%	12%	5%
Household Income	Less than \$75,000	28%	8%	7%	39%	12%	5%
	\$75,000 or more	28%	8%	8%	49%	6%	1%
Education	Not college graduate	24%	8%	8%	42%	14%	5%
	College graduate	35%	9%	7%	40%	5%	4%
Race	White	23%	9%	8%	44%	12%	5%
	African American	63%	5%	2%	15%	13%	2%
	Latino	27%	17%	11%	27%	13%	4%
Race	White	23%	9%	8%	44%	12%	5%
	Non-white	50%	8%	7%	21%	12%	3%
Age	18 to 29	24%	11%	14%	32%	14%	4%
	30 to 44	27%	10%	5%	44%	10%	4%
	45 to 59	26%	7%	7%	48%	8%	4%
	60 or older	27%	7%	5%	40%	15%	6%
Age	Under 45	26%	10%	9%	39%	12%	4%
	45 or older	27%	7%	6%	44%	11%	5%
Gender	Men	25%	8%	9%	44%	10%	4%
	Women	28%	9%	7%	39%	13%	5%
Religiosity	Practice a Religion	24%	6%	8%	46%	10%	4%
	Does not Practice a Religion	28%	10%	7%	38%	12%	5%
White Evangelical Christians		19%	5%	8%	51%	11%	5%
Interview Type	Landline	26%	9%	6%	43%	11%	5%
	Cell Phone	27%	8%	10%	40%	11%	4%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults			
		Overall, do you have a favorable or an unfavorable impression of Kynect?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Adults		29%	22%	29%	21%
Kentucky Registered Voters		29%	22%	27%	21%
Party Identification^	Democrat	39%	15%	25%	22%
	Republican	16%	32%	29%	23%
	Independent	31%	22%	29%	18%
Political Ideology^	Very liberal-Liberal	44%	13%	24%	18%
	Moderate	33%	22%	23%	22%
	Conservative-Very conservative	21%	28%	30%	21%
Tea Party Supporters^		21%	33%	25%	22%
Region	Eastern Kentucky	30%	22%	27%	22%
	Bluegrass Country	25%	28%	30%	17%
	Northern KY-Louisville Suburbs	28%	18%	35%	19%
	Jefferson County (Louisville)	36%	18%	26%	21%
	Western Kentucky	26%	22%	28%	24%
Household Income	Less than \$75,000	29%	23%	28%	21%
	\$75,000 or more	38%	20%	25%	17%
Education	Not college graduate	26%	22%	29%	22%
	College graduate	38%	20%	26%	16%
Race	White	29%	22%	28%	21%
	African American	34%	11%	31%	24%
	Other	29%	23%	32%	16%
Race	White	29%	22%	28%	21%
	Non-white	32%	16%	31%	20%
Age	18 to 29	26%	30%	26%	19%
	30 to 44	38%	21%	26%	15%
	45 to 59	30%	22%	27%	21%
	60 or older	21%	16%	36%	27%
Age	Under 45	33%	25%	26%	17%
	45 or older	26%	19%	31%	24%
Gender	Men	28%	25%	30%	18%
	Women	30%	19%	28%	24%
Religiosity	Practice a Religion	26%	21%	29%	23%
	Does not Practice a Religion	32%	22%	28%	18%
White Evangelical Christians		27%	24%	27%	23%
Interview Type	Landline	27%	20%	29%	23%
	Cell Phone	30%	24%	28%	18%

NBC News/Marist Poll Kentucky Adults Split Sample. Interviews conducted April 30th through May 6th, 2014, n=1347 MOE +/- 2.7 percentage points.

^Kentucky Registered Voters Split Sample: n=1157 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Adults				
		Which comes closest to your view on abortion:				
		Abortion should always be legal	Should be legal most of the time	Should be made illegal except in cases of rape, incest and to save the mother's life	Abortion should be made illegal without any exceptions	Unsure
		Row %	Row %	Row %	Row %	Row %
Kentucky Adults		18%	10%	46%	21%	4%
Kentucky Registered Voters		19%	11%	46%	21%	4%
Party Identification^	Democrat	26%	15%	38%	15%	5%
	Republican	9%	7%	52%	29%	2%
	Independent	18%	10%	52%	17%	2%
Political Ideology^	Very liberal-Liberal	38%	17%	31%	11%	4%
	Moderate	21%	14%	46%	15%	3%
	Conservative-Very conservative	9%	5%	54%	29%	2%
Tea Party Supporters^		10%	6%	56%	26%	1%
Region	Eastern Kentucky	12%	6%	54%	24%	5%
	Bluegrass Country	24%	18%	39%	18%	2%
	Northern KY-Louisville Suburbs	16%	12%	47%	21%	4%
	Jefferson County (Louisville)	25%	11%	45%	17%	3%
	Western Kentucky	17%	9%	45%	25%	4%
Household Income	Less than \$75,000	18%	9%	49%	20%	3%
	\$75,000 or more	19%	16%	45%	18%	3%
Education	Not college graduate	16%	7%	49%	24%	3%
	College graduate	23%	19%	41%	14%	3%
Race	White	17%	11%	47%	22%	3%
	African American	27%	11%	39%	18%	5%
	Latino	20%	6%	47%	23%	4%
Race	White	17%	11%	47%	22%	3%
	Non-white	25%	10%	41%	20%	5%
Age	18 to 29	21%	7%	46%	24%	2%
	30 to 44	17%	13%	45%	23%	2%
	45 to 59	18%	11%	49%	18%	4%
	60 or older	18%	9%	46%	22%	5%
Age	Under 45	19%	11%	45%	23%	2%
	45 or older	18%	10%	48%	20%	5%
Gender	Men	19%	12%	48%	18%	4%
	Women	17%	9%	45%	25%	3%
Religiosity	Practice a Religion	11%	7%	48%	30%	4%
	Does not Practice a Religion	24%	13%	45%	15%	3%
White Evangelical Christians		9%	5%	55%	28%	3%
Interview Type	Landline	18%	11%	46%	22%	4%
	Cell Phone	19%	10%	47%	21%	3%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Kentucky Adults		33%	55%	13%
Kentucky Registered Voters		32%	56%	12%
Party Identification^	Democrat	58%	31%	11%
	Republican	7%	87%	6%
	Independent	27%	57%	16%
Political Ideology^	Very liberal-Liberal	64%	25%	11%
	Moderate	34%	52%	14%
	Conservative-Very conservative	15%	77%	8%
Tea Party Supporters^		13%	82%	5%
Region	Eastern Kentucky	25%	65%	10%
	Bluegrass Country	37%	49%	14%
	Northern KY-Louisville Suburbs	29%	58%	13%
	Jefferson County (Louisville)	46%	41%	12%
	Western Kentucky	30%	56%	14%
Household Income	Less than \$75,000	34%	52%	13%
	\$75,000 or more	33%	61%	6%
Education	Not college graduate	30%	57%	13%
	College graduate	38%	51%	11%
Race	White	28%	59%	13%
	African American	78%	12%	10%
	Latino	47%	41%	12%
Race	White	28%	59%	13%
	Non-white	63%	25%	12%
Age	18 to 29	33%	48%	19%
	30 to 44	31%	57%	12%
	45 to 59	30%	60%	10%
	60 or older	37%	52%	11%
Age	Under 45	32%	53%	15%
	45 or older	33%	57%	10%
Gender	Men	30%	58%	12%
	Women	35%	52%	14%
Religiosity	Practice a Religion	29%	60%	12%
	Does not Practice a Religion	35%	52%	14%
White Evangelical Christians		20%	69%	11%
Interview Type	Landline	33%	56%	11%
	Cell Phone	32%	53%	15%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables

		Kentucky Adults		
		All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Kentucky Adults		24%	66%	9%
Kentucky Registered Voters		25%	67%	9%
Party Identification^	Democrat	43%	46%	11%
	Republican	8%	88%	4%
	Independent	20%	71%	9%
Political Ideology^	Very liberal-Liberal	45%	45%	10%
	Moderate	26%	63%	11%
	Conservative-Very conservative	14%	82%	4%
Tea Party Supporters^		12%	85%	3%
Region	Eastern Kentucky	15%	76%	9%
	Bluegrass Country	30%	62%	8%
	Northern KY-Louisville Suburbs	25%	65%	9%
	Jefferson County (Louisville)	37%	54%	8%
	Western Kentucky	21%	68%	11%
Household Income	Less than \$75,000	25%	66%	9%
	\$75,000 or more	27%	68%	5%
Education	Not college graduate	22%	69%	10%
	College graduate	30%	62%	8%
Race	White	22%	69%	9%
	African American	54%	33%	13%
	Latino	36%	57%	7%
Race	White	22%	69%	9%
	Non-white	46%	43%	11%
Age	18 to 29	30%	56%	14%
	30 to 44	24%	67%	9%
	45 to 59	22%	73%	5%
	60 or older	24%	65%	10%
Age	Under 45	27%	62%	11%
	45 or older	23%	69%	8%
Gender	Men	26%	66%	9%
	Women	23%	67%	10%
Religiosity	Practice a Religion	22%	70%	9%
	Does not Practice a Religion	26%	64%	9%
White Evangelical Christians		16%	78%	7%
Interview Type	Landline	22%	69%	9%
	Cell Phone	28%	62%	10%

NBC News/Marist Poll Kentucky Adults. Interviews conducted April 30th through May 6th, 2014, n=2772 MOE +/- 1.9 percentage points.

^Kentucky Registered Voters: n=2353 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.