

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 1,081 Kentucky Adults**

This survey of 1,081 adults was conducted October 27th through October 30th, 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. Respondents in the household were selected by asking for the youngest male. 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, race, and region. Results are statistically significant within  $\pm 3.0$  percentage points. There are 894 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. There are 556 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 4.2$  percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Kentucky

		Kentucky Adults	Kentucky Registered Voters	Kentucky Likely Voters
		Col %	Col %	Col %
Kentucky Adults		100%		
Kentucky Registered Voters		83%	100%	
Kentucky Likely Voters		51%	62%	100%
Early Voters		n/a	4%	7%
Party Registration	Democrat	n/a	49%	50%
	Republican	n/a	35%	36%
	Independent	n/a	16%	13%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	39%	39%
	Republican	n/a	31%	33%
	Independent	n/a	27%	26%
	Other	n/a	3%	3%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	16%	16%
	Moderate	n/a	31%	31%
	Conservative	n/a	34%	33%
	Very conservative	n/a	15%	15%
Past Participation**	Yes	n/a	85%	91%
	No	n/a	15%	9%
Gender	Men	49%	48%	47%
	Women	51%	52%	53%
Age	Under 45	46%	42%	37%
	45 or older	54%	58%	63%
Age	18 to 29	21%	17%	14%
	30 to 44	26%	25%	23%
	45 to 59	28%	29%	31%
	60 or older	26%	29%	32%
Race	White	88%	89%	89%
	African American	7%	7%	7%
	Latino	3%	3%	2%
	Other	2%	2%	2%
Region	Eastern Kentucky	23%	22%	21%
	Bluegrass Country	17%	18%	18%
	Northern KY-Louisville Suburbs	16%	16%	15%
	Jefferson County (Louisville)	17%	17%	19%
	Western Kentucky	27%	27%	27%
Household Income	Less than \$75,000	77%	74%	72%
	\$75,000 or more	23%	26%	28%
Education	Not college graduate	70%	66%	64%
	College graduate	30%	34%	36%
Marital Status	Married	51%	55%	56%
	Not married	49%	45%	44%
Marital Status and Gender	Married men	25%	26%	27%
	Not married men	23%	20%	20%
	Married women	26%	29%	29%
	Not married women	26%	25%	24%
Interview Type	Landline	52%	54%	57%
	Cell Phone	48%	46%	43%

NBC News/Marist Poll Kentucky Adults. Interviews conducted October 27th through October 30th, 2014, n=1081 MOE +/- 3.0 percentage points.

Kentucky Registered Voters: n=894 MOE +/- 3.3 percentage points. Kentucky Likely Voters: n=556 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables of Likely Voters

		Kentucky Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Kentucky Likely Voters		35%	60%	6%
Party Identification	Democrat	68%	27%	5%
	Republican	6%	93%	1%
	Independent	23%	65%	12%
Political Ideology	Very liberal-Liberal	69%	28%	3%
	Moderate	42%	51%	7%
	Conservative-Very conservative	15%	81%	4%
Region	Eastern Kentucky	22%	72%	7%
	Bluegrass Country	35%	59%	6%
	Northern KY-Louisville Suburbs	29%	65%	7%
	Jefferson County (Louisville)	54%	43%	3%
	Western Kentucky	34%	60%	6%
Household Income	Less than \$75,000	36%	57%	7%
	\$75,000 or more	29%	67%	3%
Education	Not college graduate	32%	62%	6%
	College graduate	39%	57%	4%
Age	18 to 29	40%	49%	11%
	30 to 44	32%	61%	7%
	45 to 59	30%	65%	5%
	60 or older	38%	58%	3%
Gender	Men	33%	61%	6%
	Women	36%	58%	6%
Marital Status	Married	29%	67%	4%
	Not married	41%	52%	7%
Marital Status and Gender	Married men	24%	71%	5%
	Not married men	43%	51%	6%
	Married women	33%	63%	4%
	Not married women	40%	53%	8%
Interview Type	Landline	32%	65%	3%
	Cell Phone	38%	53%	9%

NBC News/Marist Poll Kentucky Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=556 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Likely Voters				
		Kentucky tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Alison Lundergan				
		Mitch McConnell, the Republican	Grimes, the Democrat	David Patterson, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Kentucky Likely Voters		50%	41%	5%	<1%	3%
Party Identification	Democrat	17%	79%	3%	0%	2%
	Republican	89%	8%	1%	0%	2%
	Independent	49%	32%	13%	0%	6%
Political Ideology	Very liberal-Liberal	20%	74%	4%	0%	1%
	Moderate	38%	50%	7%	0%	5%
	Conservative-Very conservative	73%	22%	3%	0%	1%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	55%	38%	7%	0%	0%
	Might vote differently	44%	25%	30%	0%	0%
Top Issue	Job creation	55%	35%	5%	0%	5%
	Breaking gridlock in Washington	26%	67%	5%	0%	1%
	Social Security and Medicare	37%	52%	6%	1%	4%
Region	Eastern Kentucky	54%	32%	8%	0%	6%
	Bluegrass Country	43%	45%	7%	1%	4%
	Northern KY-Louisville Suburbs	62%	35%	2%	0%	2%
	Jefferson County (Louisville)	41%	56%	2%	0%	1%
	Western Kentucky	52%	40%	5%	0%	3%
Household Income	Less than \$75,000	45%	44%	6%	0%	5%
	\$75,000 or more	62%	34%	3%	0%	1%
Education	Not college graduate	51%	41%	4%	0%	4%
	College graduate	50%	43%	5%	0%	2%
Age	18 to 29	46%	40%	10%	0%	4%
	30 to 44	50%	39%	7%	0%	3%
	45 to 59	51%	40%	4%	0%	4%
	60 or older	50%	45%	2%	1%	3%
Gender	Men	52%	41%	5%	0%	3%
	Women	49%	42%	5%	0%	4%
Marital Status	Married	60%	33%	5%	0%	2%
	Not married	39%	52%	5%	0%	4%
Marital Status and Gender	Married men	62%	31%	5%	0%	2%
	Not married men	41%	52%	4%	1%	2%
	Married women	57%	35%	5%	0%	2%
	Not married women	37%	51%	5%	0%	6%
Interview Type	Landline	53%	40%	4%	0%	2%
	Cell Phone	46%	43%	6%	0%	5%

NBC News/Marist Poll Kentucky Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=556 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Likely Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Kentucky Likely Voters with a Candidate Preference for U.S. Senate including Early Voters		63%	30%	6%	1%
Party Identification	Democrat	69%	26%	5%	1%
	Republican	69%	27%	3%	1%
	Independent	43%	41%	14%	2%
Political Ideology	Very liberal-Liberal	71%	23%	5%	1%
	Moderate	53%	39%	8%	1%
	Conservative-Very conservative	66%	28%	5%	1%
Support for U.S. Senate in Kentucky	Alison Lundergan Grimes	69%	27%	4%	1%
	Mitch McConnell	62%	32%	5%	1%
Region	Eastern Kentucky	63%	25%	11%	2%
	Bluegrass Country	55%	40%	2%	3%
	Northern KY-Louisville Suburbs	54%	38%	7%	0%
	Jefferson County (Louisville)	72%	23%	5%	0%
	Western Kentucky	65%	29%	6%	1%
Household Income	Less than \$75,000	63%	28%	7%	1%
	\$75,000 or more	60%	36%	3%	1%
Education	Not college graduate	64%	28%	7%	1%
	College graduate	60%	34%	4%	1%
Age	Under 45	47%	44%	8%	1%
	45 or older	71%	22%	6%	1%
Gender	Men	61%	30%	7%	1%
	Women	64%	30%	5%	1%
Marital Status	Married	65%	29%	4%	1%
	Not married	59%	32%	8%	1%
Marital Status and Gender	Married men	66%	28%	5%	2%
	Not married men	55%	34%	10%	0%
	Married women	65%	30%	4%	1%
	Not married women	62%	31%	6%	1%
Interview Type	Landline	67%	26%	6%	1%
	Cell Phone	56%	36%	6%	2%

NBC News/Marist Poll Kentucky Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 27th through October 30th, 2014, n=488 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Likely 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 Voters		44%	49%	<1%	7%
Party Identification	Democrat	19%	75%	0%	6%
	Republican	78%	18%	0%	4%
	Independent	34%	53%	0%	13%
Political Ideology	Very liberal-Liberal	19%	74%	0%	7%
	Moderate	32%	62%	0%	6%
	Conservative-Very conservative	64%	30%	0%	6%
Region	Eastern Kentucky	52%	38%	0%	10%
	Bluegrass Country	38%	55%	0%	7%
	Northern KY-Louisville Suburbs	42%	52%	0%	6%
	Jefferson County (Louisville)	39%	60%	0%	1%
	Western Kentucky	46%	44%	0%	10%
Household Income	Less than \$75,000	41%	50%	0%	10%
	\$75,000 or more	55%	43%	0%	2%
Education	Not college graduate	43%	49%	0%	8%
	College graduate	46%	49%	0%	5%
Age	18 to 29	41%	48%	0%	11%
	30 to 44	39%	47%	0%	13%
	45 to 59	46%	51%	0%	3%
	60 or older	46%	49%	0%	5%
Gender	Men	43%	52%	0%	6%
	Women	45%	46%	0%	9%
Marital Status	Married	52%	43%	0%	5%
	Not married	34%	56%	0%	10%
Marital Status and Gender	Married men	52%	43%	0%	5%
	Not married men	32%	62%	0%	5%
	Married women	52%	44%	0%	4%
	Not married women	36%	50%	0%	14%
Interview Type	Landline	49%	47%	0%	4%
	Cell Phone	37%	51%	0%	12%

NBC News/Marist Poll Kentucky Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=556 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		Kentucky Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Alison Lundergan Grimes?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Kentucky Likely Voters		42%	47%	1%	9%
Party Identification	Democrat	75%	17%	1%	6%
	Republican	16%	79%	0%	5%
	Independent	31%	49%	3%	17%
Political Ideology	Very liberal-Liberal	72%	18%	0%	9%
	Moderate	51%	41%	1%	7%
	Conservative-Very conservative	25%	65%	1%	9%
Region	Eastern Kentucky	34%	49%	4%	14%
	Bluegrass Country	39%	49%	0%	13%
	Northern KY-Louisville Suburbs	43%	50%	1%	6%
	Jefferson County (Louisville)	57%	42%	0%	1%
	Western Kentucky	41%	47%	1%	11%
Household Income	Less than \$75,000	43%	43%	2%	12%
	\$75,000 or more	39%	58%	0%	3%
Education	Not college graduate	42%	46%	2%	11%
	College graduate	44%	50%	0%	6%
Age	18 to 29	40%	49%	4%	8%
	30 to 44	41%	45%	2%	11%
	45 to 59	42%	49%	1%	8%
	60 or older	45%	46%	0%	9%
Gender	Men	40%	51%	1%	8%
	Women	44%	44%	1%	10%
Marital Status	Married	39%	54%	1%	7%
	Not married	47%	39%	1%	12%
Marital Status and Gender	Married men	36%	55%	1%	7%
	Not married men	46%	46%	0%	8%
	Married women	42%	52%	1%	6%
	Not married women	48%	34%	2%	16%
Interview Type	Landline	40%	52%	1%	8%
	Cell Phone	45%	41%	2%	11%

NBC News/Marist Poll Kentucky Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=556 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables of Likely Voters

		Kentucky Likely Voters											
		Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:											
		Job creation and economic growth	Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	Health care	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Kentucky Likely Voters		22%	20%	14%	10%	9%	7%	3%	3%	1%	8%	2%	1%
Party Identification	Democrat	21%	25%	18%	12%	1%	5%	2%	6%	0%	6%	2%	1%
	Republican	23%	9%	9%	12%	14%	13%	5%	3%	2%	9%	1%	1%
	Independent	18%	29%	14%	6%	12%	2%	4%	1%	1%	10%	2%	1%
Political Ideology	Very liberal-Liberal	23%	30%	9%	13%	2%	4%	2%	6%	1%	6%	2%	1%
	Moderate	21%	30%	16%	9%	5%	4%	3%	2%	0%	7%	2%	0%
	Conservative-Very conservative	24%	9%	14%	11%	13%	10%	4%	3%	1%	9%	1%	1%
Region	Eastern Kentucky	31%	13%	16%	10%	3%	4%	5%	3%	0%	12%	1%	1%
	Bluegrass Country	19%	27%	11%	10%	8%	9%	4%	3%	2%	6%	1%	2%
	Northern KY-Louisville Suburbs	19%	24%	11%	9%	12%	8%	2%	5%	0%	7%	3%	0%
	Jefferson County (Louisville)	18%	21%	12%	11%	11%	7%	3%	5%	3%	7%	2%	1%
	Western Kentucky	23%	17%	17%	10%	11%	7%	2%	1%	0%	9%	1%	1%
Household Income	Less than \$75,000	24%	18%	18%	10%	5%	8%	3%	3%	1%	8%	1%	1%
	\$75,000 or more	17%	25%	3%	12%	19%	6%	4%	4%	0%	7%	3%	1%
Education	Not college graduate	23%	15%	19%	8%	7%	8%	4%	4%	1%	9%	1%	1%
	College graduate	20%	27%	5%	15%	12%	5%	2%	2%	1%	7%	2%	0%
Age	18 to 29	36%	13%	6%	6%	6%	11%	1%	10%	4%	4%	3%	1%
	30 to 44	22%	17%	7%	12%	13%	10%	3%	3%	1%	10%	1%	0%
	45 to 59	21%	23%	14%	13%	10%	4%	5%	1%	1%	7%	1%	0%
	60 or older	17%	22%	22%	8%	7%	6%	3%	2%	1%	9%	2%	3%
Gender	Men	25%	21%	12%	6%	9%	8%	4%	2%	2%	8%	2%	1%
	Women	19%	18%	15%	14%	8%	6%	3%	4%	1%	9%	1%	1%
Marital Status	Married	23%	21%	10%	9%	12%	7%	4%	2%	1%	8%	2%	1%
	Not married	21%	18%	18%	12%	4%	6%	2%	5%	1%	9%	1%	1%
Marital Status and Gender	Married men	26%	21%	11%	3%	14%	8%	5%	0%	1%	7%	3%	1%
	Not married men	25%	21%	14%	9%	3%	9%	1%	4%	3%	9%	0%	2%
	Married women	20%	21%	10%	14%	10%	7%	4%	3%	1%	9%	1%	0%
	Not married women	18%	16%	22%	14%	6%	5%	3%	6%	0%	8%	2%	1%
Interview Type	Landline	22%	22%	16%	9%	8%	6%	4%	3%	1%	7%	2%	1%
	Cell Phone	23%	17%	12%	12%	10%	8%	2%	4%	1%	10%	1%	1%

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NBC News/Marist Poll Kentucky Tables of Adults & Registered Voters

		Kentucky Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Kentucky Adults		30%	61%	8%
Kentucky Registered Voters		32%	60%	7%
Party Identification^	Democrat	64%	31%	5%
	Republican	6%	91%	3%
	Independent	22%	65%	13%
Political Ideology^	Very liberal-Liberal	65%	33%	2%
	Moderate	37%	54%	8%
	Conservative-Very conservative	15%	79%	5%
Region	Eastern Kentucky	18%	73%	9%
	Bluegrass Country	31%	60%	9%
	Northern KY-Louisville Suburbs	26%	64%	10%
	Jefferson County (Louisville)	50%	44%	6%
	Western Kentucky	30%	61%	9%
Household Income	Less than \$75,000	31%	60%	9%
	\$75,000 or more	27%	69%	5%
Education	Not college graduate	28%	63%	10%
	College graduate	36%	59%	5%
Race	White	26%	66%	8%
	Non-white	61%	26%	13%
Age	18 to 29	29%	58%	13%
	30 to 44	27%	63%	10%
	45 to 59	27%	66%	7%
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Gender	Men	28%	63%	9%
	Women	33%	60%	8%
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	Not married	34%	57%	9%
Marital Status and Gender	Married men	23%	70%	8%
	Not married men	33%	57%	10%
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Interview Type	Landline	29%	65%	6%
	Cell Phone	32%	57%	11%

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^Kentucky Registered Voters: n=894 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables of Adults & Registered Voters

		Kentucky Registered Voters				
		Kentucky tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Alison Lundergan				Undecided
		Mitch McConnell, the Republican	Grimes, the Democrat	David Patterson, the Libertarian	Other	
		Row %	Row %	Row %	Row %	Row %
Kentucky Registered Voters		49%	39%	6%	<1%	6%
Party Identification	Democrat	18%	74%	4%	0%	4%
	Republican	87%	9%	1%	1%	3%
	Independent	46%	29%	14%	0%	11%
Political Ideology	Very liberal-Liberal	23%	67%	6%	1%	3%
	Moderate	39%	47%	6%	1%	7%
	Conservative-Very conservative	70%	22%	4%	0%	3%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	55%	36%	9%	0%	0%
	Might vote differently	46%	28%	26%	0%	0%
Top Issue	Job creation	54%	33%	6%	0%	7%
	Breaking gridlock in Washington	26%	67%	5%	0%	2%
	Social Security and Medicare	40%	46%	5%	2%	7%
	Health care	46%	46%	4%	0%	4%
	The deficit	81%	6%	9%	0%	4%
Region	Eastern Kentucky	51%	29%	8%	0%	11%
	Bluegrass Country	41%	43%	8%	1%	6%
	Northern KY-Louisville Suburbs	61%	33%	2%	0%	4%
	Jefferson County (Louisville)	38%	57%	2%	1%	2%
	Western Kentucky	52%	37%	6%	0%	5%
Household Income	Less than \$75,000	44%	41%	7%	0%	8%
	\$75,000 or more	61%	33%	3%	1%	2%
Education	Not college graduate	50%	37%	5%	0%	7%
	College graduate	49%	43%	6%	0%	2%
Race	White	52%	36%	6%	0%	5%
	Non-white	19%	70%	1%	0%	10%
Age	18 to 29	44%	38%	12%	0%	6%
	30 to 44	48%	36%	7%	0%	8%
	45 to 59	50%	39%	4%	0%	6%
	60 or older	49%	44%	2%	1%	4%
Gender	Men	50%	39%	5%	1%	5%
	Women	48%	40%	6%	0%	7%
Marital Status	Married	59%	31%	5%	1%	4%
	Not married	38%	49%	6%	0%	7%
Marital Status and Gender	Married men	63%	28%	5%	1%	3%
	Not married men	38%	50%	5%	1%	5%
	Married women	55%	34%	5%	1%	5%
	Not married women	37%	47%	6%	0%	9%
Interview Type	Landline	53%	38%	4%	1%	4%
	Cell Phone	45%	40%	7%	0%	7%

NBC News/Marist Poll Kentucky Registered Voters. Interviews conducted October 27th through October 30th, 2014, n=894 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

Kentucky Voters with a Candidate Preference for U.S. Senate including Early Voters					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Kentucky Voters with a Candidate Preference for U.S. Senate including Early Voters		57%	33%	8%	2%
Party Identification	Democrat	64%	29%	6%	2%
	Republican	65%	31%	3%	1%
	Independent	38%	43%	17%	2%
Political Ideology	Very liberal-Liberal	63%	27%	8%	2%
	Moderate	49%	41%	10%	1%
	Conservative-Very conservative	60%	32%	6%	2%
Support for U.S. Senate in Kentucky	Alison Lundergan Grimes	65%	29%	5%	1%
	Mitch McConnell	57%	35%	7%	1%
Region	Eastern Kentucky	58%	28%	12%	2%
	Bluegrass Country	52%	42%	3%	3%
	Northern KY-Louisville Suburbs	50%	41%	9%	1%
	Jefferson County (Louisville)	69%	25%	5%	1%
	Western Kentucky	57%	33%	8%	1%
Household Income	Less than \$75,000	56%	32%	10%	2%
	\$75,000 or more	57%	39%	3%	1%
Education	Not college graduate	59%	32%	8%	1%
	College graduate	55%	38%	6%	1%
Race	White	57%	34%	8%	1%
	Non-white	59%	32%	5%	3%
Age	18 to 29	40%	45%	12%	3%
	30 to 44	43%	48%	7%	2%
	45 to 59	62%	28%	9%	1%
	60 or older	74%	20%	5%	1%
Gender	Men	56%	32%	10%	2%
	Women	59%	34%	6%	1%
Marital Status	Married	60%	33%	5%	1%
	Not married	54%	34%	10%	2%
Marital Status and Gender	Married men	60%	32%	6%	2%
	Not married men	51%	33%	14%	1%
	Married women	60%	35%	4%	1%
	Not married women	57%	35%	6%	2%
Interview Type	Landline	63%	28%	8%	1%
	Cell Phone	50%	40%	8%	2%

NBC News/Marist Poll Kentucky Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 27th through October 30th, 2014, n=772 MOE +/- 3.5 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%	47%	1%	13%
Kentucky Registered Voters		42%	49%	0%	9%
Party Identification <sup>^</sup>	Democrat	20%	73%	0%	7%
	Republican	76%	19%	0%	6%
	Independent	32%	52%	0%	16%
Political Ideology <sup>^</sup>	Very liberal-Liberal	19%	70%	0%	11%
	Moderate	33%	60%	0%	7%
	Conservative-Very conservative	61%	32%	0%	8%
Region	Eastern Kentucky	44%	38%	3%	15%
	Bluegrass Country	36%	52%	1%	11%
	Northern KY-Louisville Suburbs	37%	47%	0%	16%
	Jefferson County (Louisville)	35%	59%	0%	6%
	Western Kentucky	40%	44%	0%	15%
Household Income	Less than \$75,000	36%	48%	1%	16%
	\$75,000 or more	54%	41%	1%	5%
Education	Not college graduate	37%	46%	1%	16%
	College graduate	45%	47%	1%	7%
Race	White	42%	45%	1%	12%
	Non-white	15%	64%	1%	20%
Age	18 to 29	36%	44%	1%	19%
	30 to 44	31%	46%	2%	21%
	45 to 59	43%	49%	0%	8%
	60 or older	44%	49%	0%	6%
Gender	Men	40%	48%	1%	12%
	Women	38%	46%	1%	15%
Marital Status	Married	48%	42%	1%	9%
	Not married	30%	52%	1%	17%
Marital Status and Gender	Married men	51%	39%	1%	9%
	Not married men	30%	55%	1%	15%
	Married women	45%	44%	1%	9%
	Not married women	31%	50%	0%	19%
	Interview Type	Landline	45%	46%	1%
	Cell Phone	33%	48%	1%	18%

NBC News/Marist Poll Kentucky Adults. Interviews conducted October 27th through October 30th, 2014, n=1081 MOE +/- 3.0 percentage points.

<sup>^</sup>Kentucky Registered Voters: n=894 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		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%	44%	4%	15%
Kentucky Registered Voters		40%	47%	2%	12%
Party Identification^	Democrat	70%	20%	3%	7%
	Republican	16%	77%	0%	6%
	Independent	28%	48%	2%	22%
Political Ideology^	Very liberal-Liberal	66%	21%	0%	13%
	Moderate	48%	42%	2%	8%
	Conservative-Very conservative	25%	64%	1%	11%
Region	Eastern Kentucky	31%	42%	7%	19%
	Bluegrass Country	34%	45%	3%	18%
	Northern KY-Louisville Suburbs	36%	45%	4%	15%
	Jefferson County (Louisville)	54%	38%	2%	6%
	Western Kentucky	31%	49%	2%	17%
Household Income	Less than \$75,000	36%	42%	5%	18%
	\$75,000 or more	37%	55%	1%	6%
Education	Not college graduate	34%	42%	5%	19%
	College graduate	42%	49%	1%	8%
Race	White	34%	47%	3%	16%
	Non-white	55%	22%	10%	14%
Age	18 to 29	33%	42%	8%	17%
	30 to 44	33%	43%	5%	19%
	45 to 59	37%	48%	2%	13%
	60 or older	42%	44%	2%	13%
Gender	Men	34%	48%	4%	14%
	Women	38%	41%	4%	17%
Marital Status	Married	34%	52%	4%	11%
	Not married	39%	37%	4%	20%
Marital Status and Gender	Married men	31%	55%	5%	10%
	Not married men	37%	42%	3%	19%
	Married women	36%	49%	3%	12%
	Not married women	42%	32%	5%	21%
Interview Type	Landline	36%	50%	3%	11%
	Cell Phone	37%	38%	5%	20%

NBC News/Marist Poll Kentucky Adults. Interviews conducted October 27th through October 30th, 2014, n=1081 MOE +/- 3.0 percentage points.

^Kentucky Registered Voters: n=894 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Kentucky Tables of Adults & Registered Voters

Kentucky Registered Voters													
Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:													
		Job creation and economic growth	Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	Health care	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Kentucky Registered Voters		22%	18%	15%	11%	8%	7%	4%	3%	1%	8%	2%	2%
Party Identification	Democrat	21%	23%	17%	13%	1%	5%	4%	6%	0%	6%	2%	2%
	Republican	23%	8%	10%	12%	13%	14%	4%	3%	2%	9%	1%	1%
	Independent	19%	26%	17%	6%	12%	1%	3%	1%	1%	9%	2%	2%
Political Ideology	Very liberal-Liberal	22%	29%	11%	12%	4%	5%	2%	6%	1%	6%	3%	1%
	Moderate	21%	27%	16%	10%	5%	4%	4%	2%	1%	6%	2%	0%
	Conservative-Very conservative	25%	9%	15%	11%	12%	9%	4%	3%	1%	9%	1%	1%
Region	Eastern Kentucky	30%	12%	16%	11%	3%	4%	6%	2%	0%	11%	1%	3%
	Bluegrass Country	20%	24%	12%	12%	8%	8%	4%	2%	2%	5%	1%	2%
	Northern KY-Louisville Suburbs	19%	22%	12%	10%	12%	9%	2%	5%	0%	8%	2%	0%
	Jefferson County (Louisville)	17%	19%	15%	11%	10%	6%	5%	6%	3%	5%	2%	2%
Household Income	Western Kentucky	24%	17%	18%	10%	10%	7%	2%	1%	1%	9%	2%	1%
	Less than \$75,000	24%	17%	19%	11%	5%	7%	4%	3%	1%	7%	1%	1%
Education	\$75,000 or more	17%	24%	3%	12%	18%	6%	3%	4%	1%	8%	3%	0%
	Not college graduate	24%	14%	20%	8%	6%	8%	5%	3%	1%	9%	1%	2%
Race	College graduate	20%	27%	5%	16%	12%	5%	2%	3%	1%	6%	2%	0%
	White	23%	18%	15%	11%	9%	7%	4%	2%	1%	8%	1%	2%
Age	Non-white	26%	17%	15%	10%	2%	8%	4%	8%	1%	7%	1%	2%
	18 to 29	30%	14%	8%	9%	5%	9%	3%	9%	3%	3%	3%	3%
Gender	30 to 44	25%	16%	6%	12%	12%	10%	3%	3%	1%	11%	1%	1%
	45 to 59	21%	21%	16%	13%	9%	4%	5%	1%	1%	7%	1%	0%
	60 or older	17%	20%	24%	8%	6%	5%	3%	2%	1%	9%	2%	3%
Marital Status	Men	26%	21%	13%	5%	9%	8%	4%	2%	2%	7%	1%	2%
	Women	19%	16%	16%	15%	8%	5%	4%	4%	1%	8%	2%	2%
Marital Status and Gender	Married	24%	19%	11%	9%	11%	7%	5%	2%	2%	9%	1%	1%
	Not married	21%	18%	19%	13%	4%	6%	2%	5%	1%	7%	1%	3%
Marital Status and Gender	Married men	26%	20%	11%	4%	13%	9%	5%	1%	1%	7%	2%	1%
	Not married men	26%	22%	16%	8%	3%	8%	1%	3%	2%	8%	0%	3%
	Married women	22%	18%	11%	13%	10%	6%	4%	3%	2%	11%	1%	0%
	Not married women	16%	14%	22%	18%	5%	4%	3%	6%	0%	6%	2%	3%
Interview Type	Landline	22%	20%	17%	9%	7%	6%	4%	3%	1%	7%	2%	1%
	Cell Phone	23%	16%	12%	13%	9%	8%	3%	4%	1%	9%	1%	2%

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