

**Kentucky US Senate  
Republican Primary Survey  
March 9<sup>th</sup>, 2010**



**David Flaherty  
CEO**

Magellan Data and Mapping Strategies



**Magellan Data and Mapping Strategies are pleased to present the results of a 1,477N autodial survey of likely Republican primary voters in Kentucky. The interviewing was conducted on March 9<sup>th</sup>, 2010. This survey has a margin of error of +/- 2.5% at the 95% confidence interval.**

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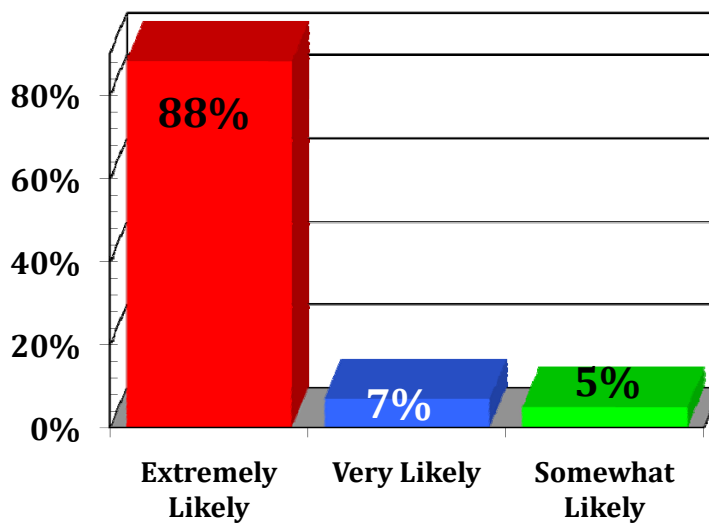


# Voter Frequency

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**How likely are you to vote in the May Republican primary election to choose a candidate for the US Senate?**



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# Magellan Kentucky Polling Regions

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**Legend**

**REGION**

- CD 1
- CD 2
- CD 3
- CD 4
- CD 5
- CD 6



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Magellan Polling Regions for Kentucky

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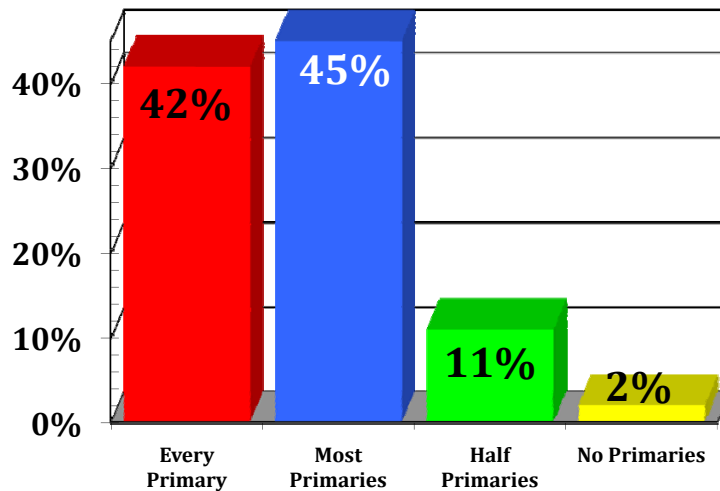


# Voter Turnout in Republican Primaries

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Thinking now about ALL the Republican primary elections since you have been registered to vote, would state records show that you voted in every Republican primary election, in most Republican primary elections, in about half of the Republican primary elections or in none of the Republican primary elections?



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# Grayson Image Rating

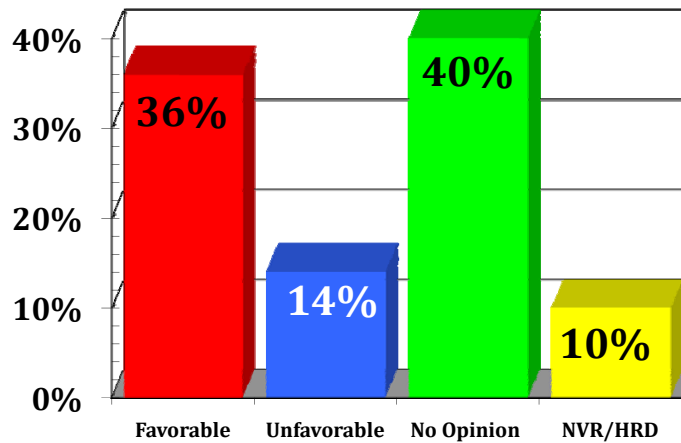
Slide 9

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## Trey Grayson Image Rating

Do you have a favorable or unfavorable opinion of  
Trey Grayson?

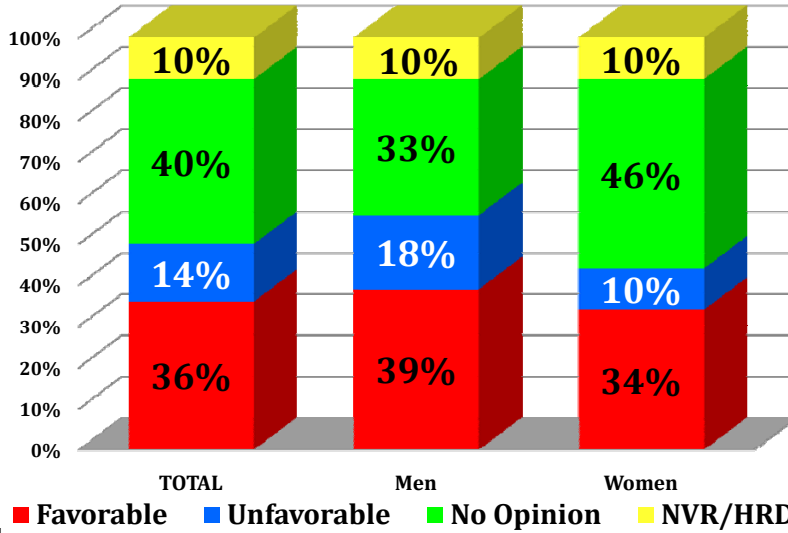
Name ID: 90%



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### Do you have a favorable or unfavorable opinion of Trey Grayson? (By Gender)

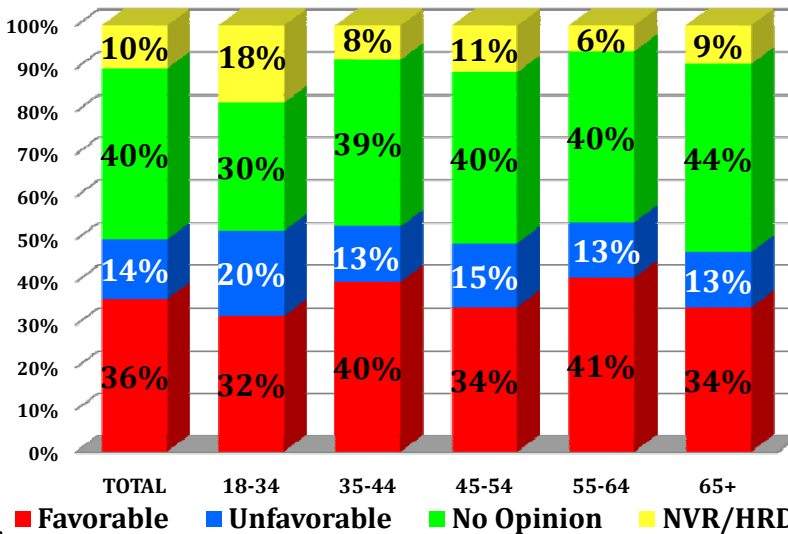


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### Do you have a favorable or unfavorable opinion of Trey Grayson? (By Age)

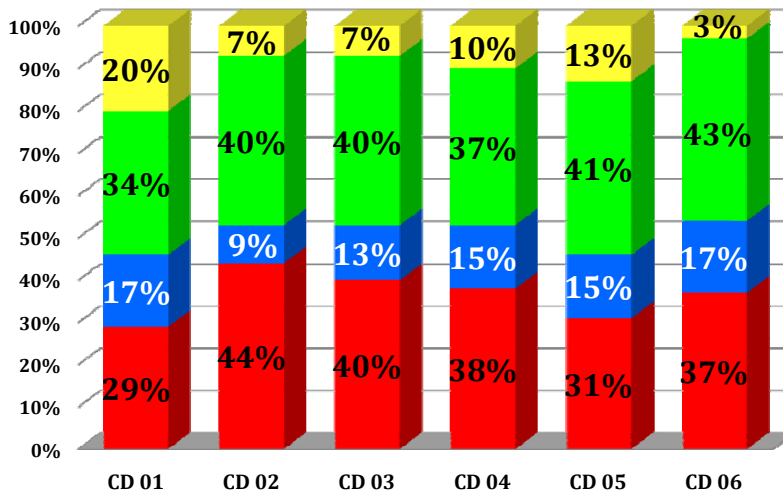


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**Do you have a favorable or unfavorable opinion of  
Trey Grayson? (By CD)**



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**Johnson Image Rating**

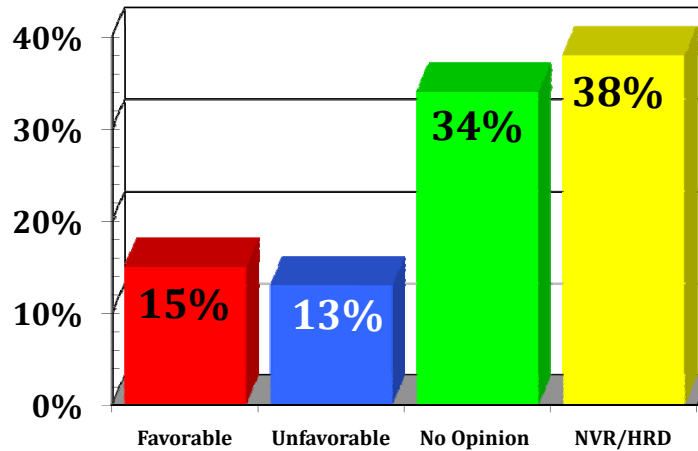
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## Bill Johnson Image Rating

Do you have a favorable or unfavorable opinion of Bill Johnson?

Name ID: 62%

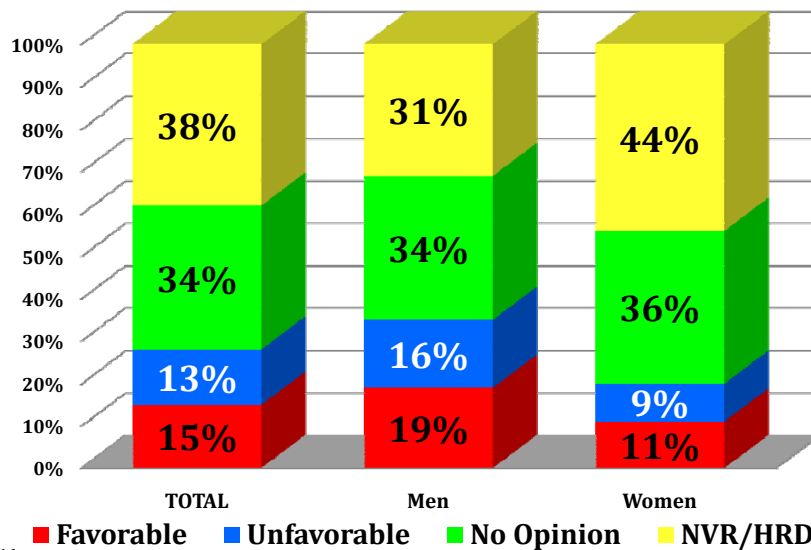


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Do you have a favorable or unfavorable opinion of Bill Johnson? (By Gender)

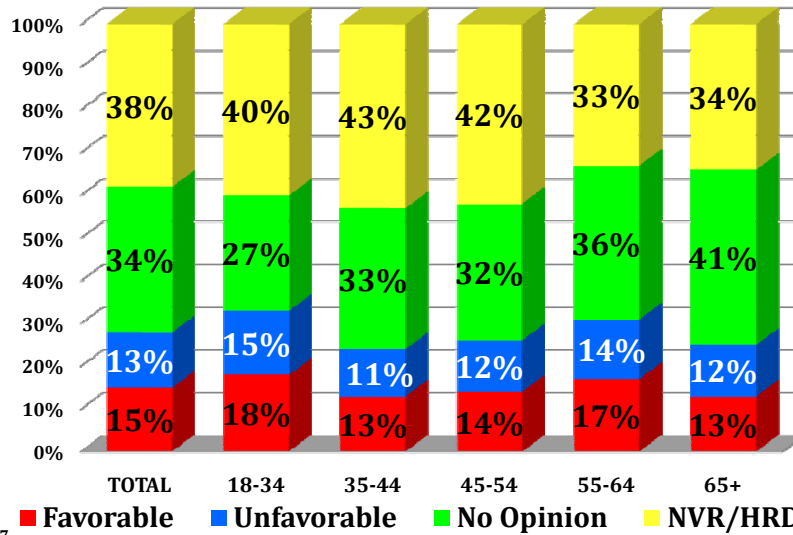


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### Do you have a favorable or unfavorable opinion of Bill Johnson? (By Age)

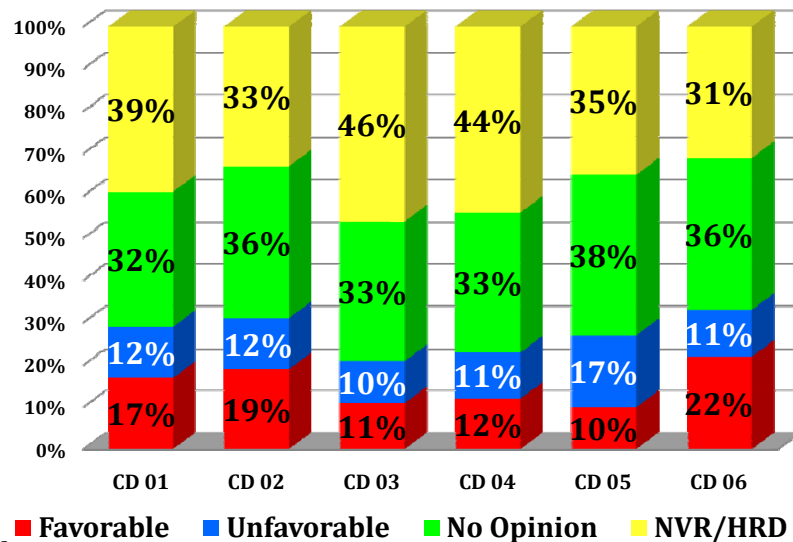


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### Do you have a favorable or unfavorable opinion of Bill Johnson? (By CD)



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## Paul Image Rating

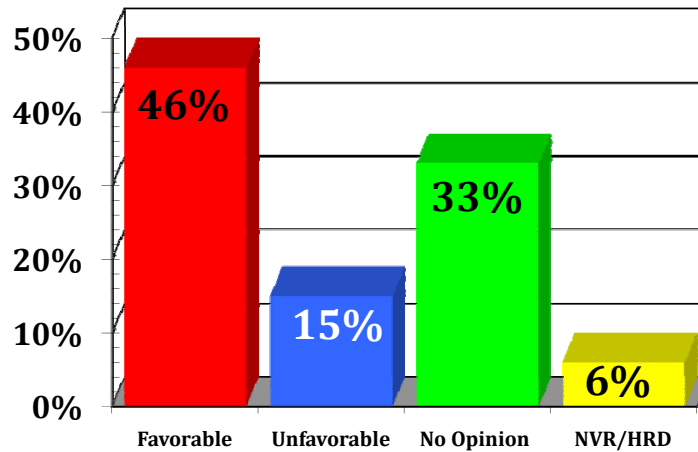
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### Rand Paul Image Rating

Do you have a favorable or unfavorable opinion of  
Rand Paul?

Name ID: 94%

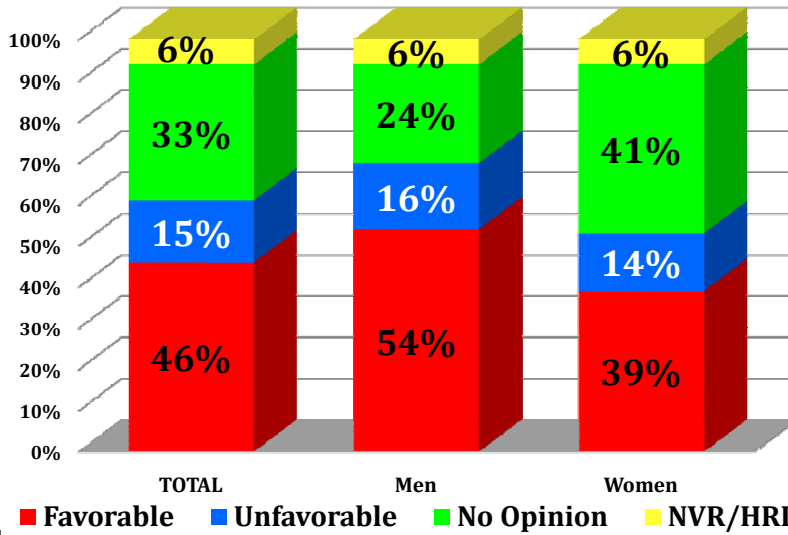


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### Do you have a favorable or unfavorable opinion of Rand Paul? (By Gender)

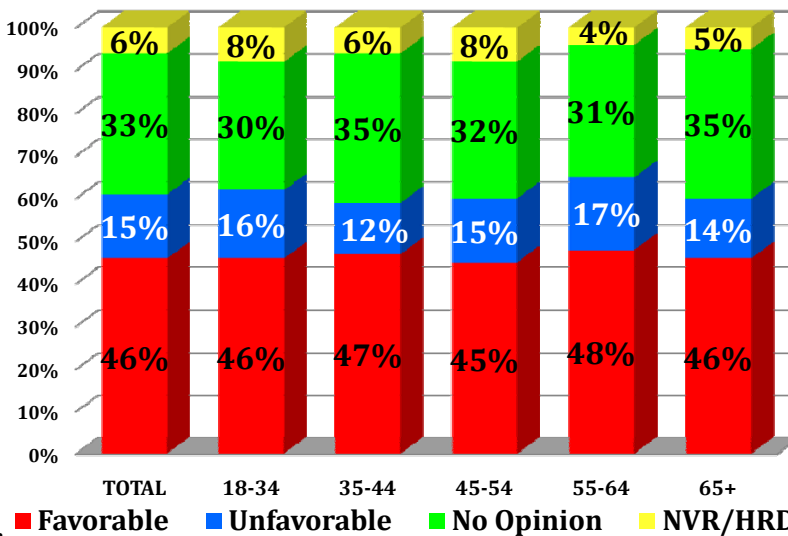


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### Do you have a favorable or unfavorable opinion of Rand Paul? (By Age)

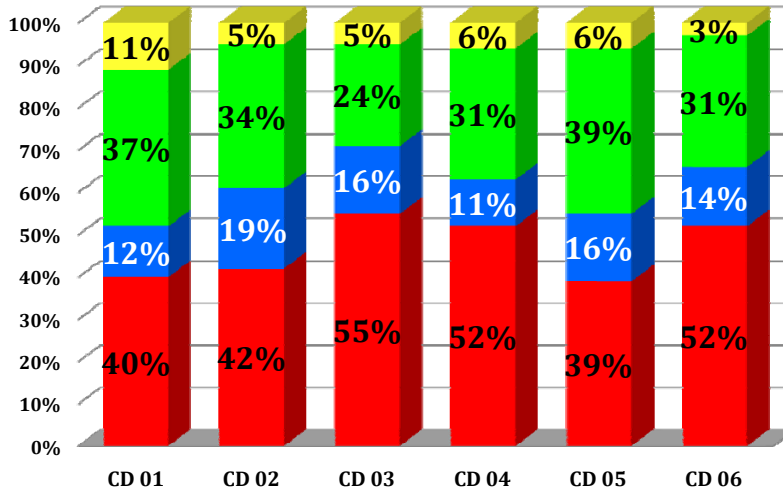


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**Do you have a favorable or unfavorable opinion of Rand Paul? (By CD)**



Slide 23 **Favorable Unfavorable No Opinion NVR/HRD** Magellan Data and Mapping Strategies

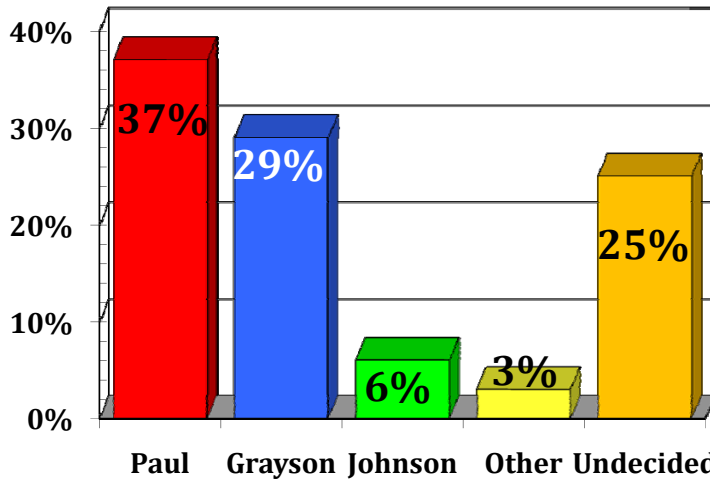
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**US Senate Ballot Test**

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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Trey Grayson, Bill Johnson, or Rand Paul?**

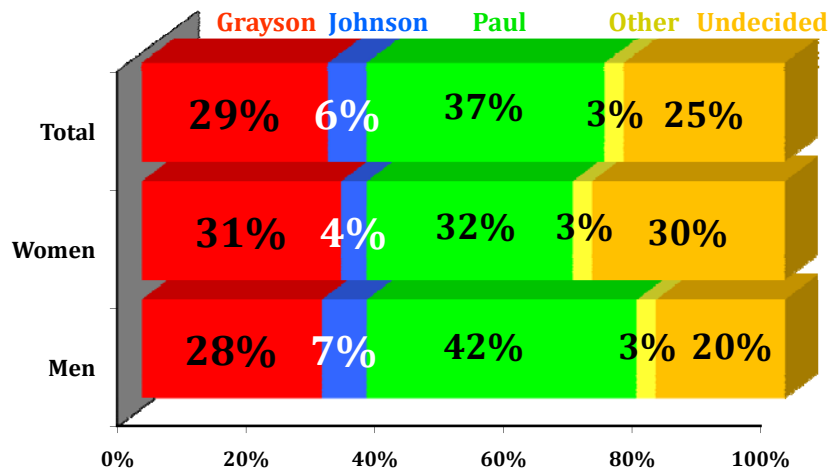


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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Trey Grayson, Bill Johnson, or Rand Paul? (By Gender)**

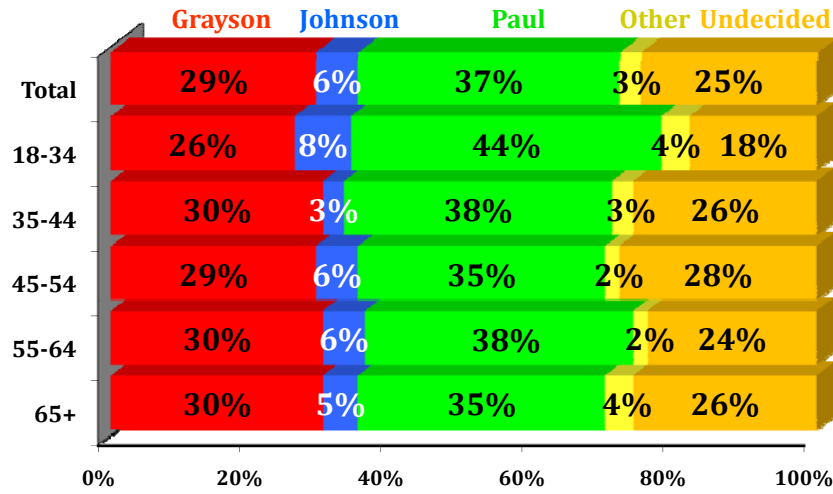


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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Trey Grayson, Bill Johnson, or Rand Paul? (By Age)**

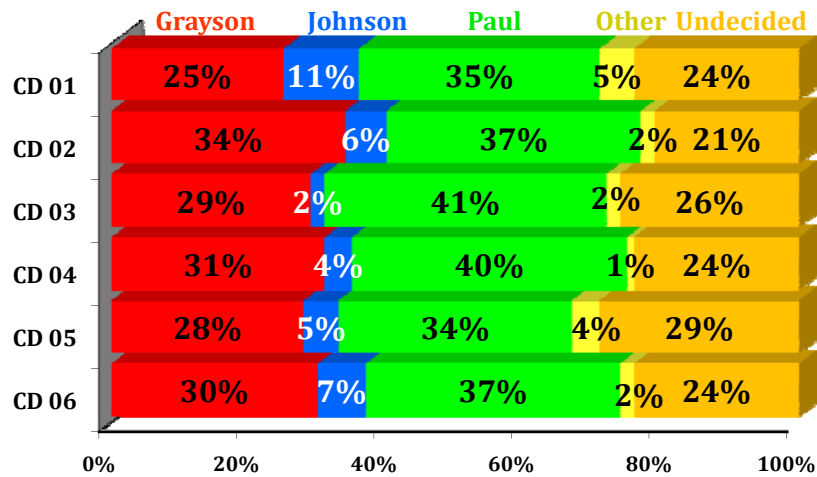


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**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Trey Grayson, Bill Johnson, or Rand Paul? (By CD)**



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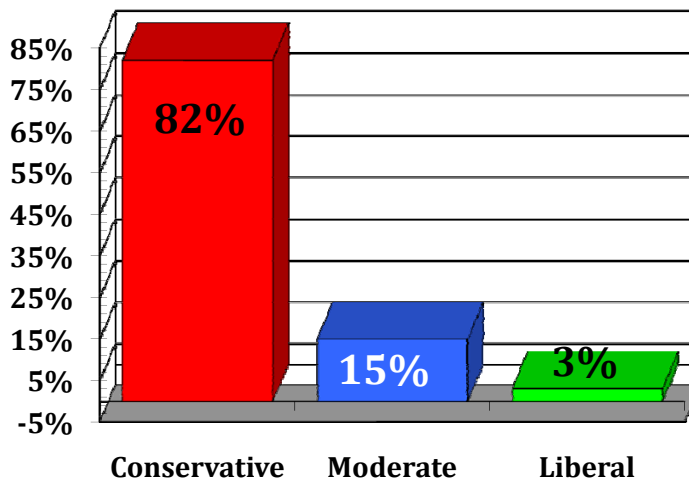


## Social Ideology

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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion?**

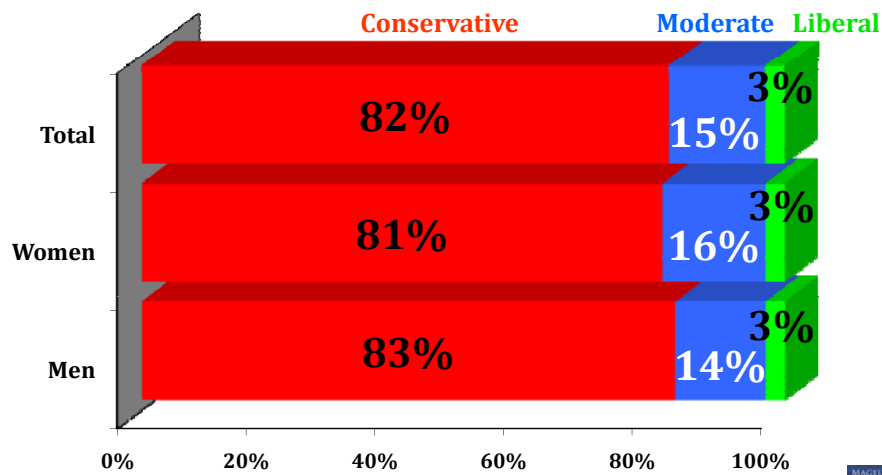


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By Gender)**

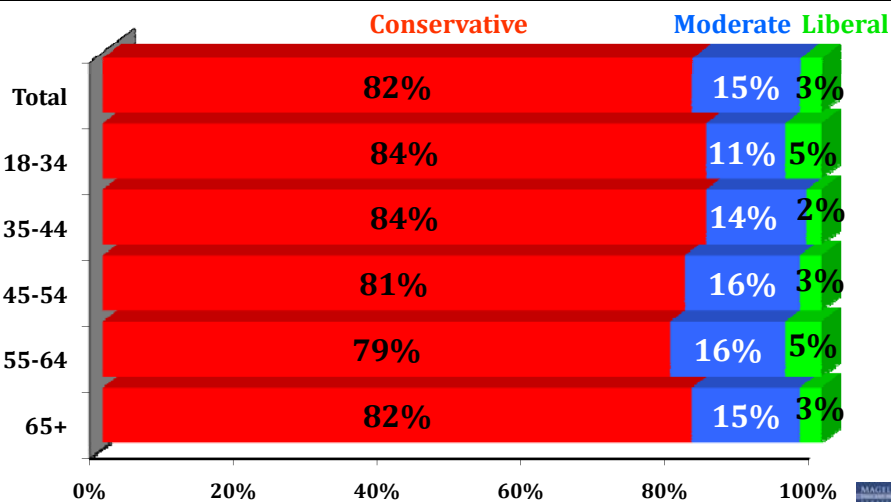


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By Age)**

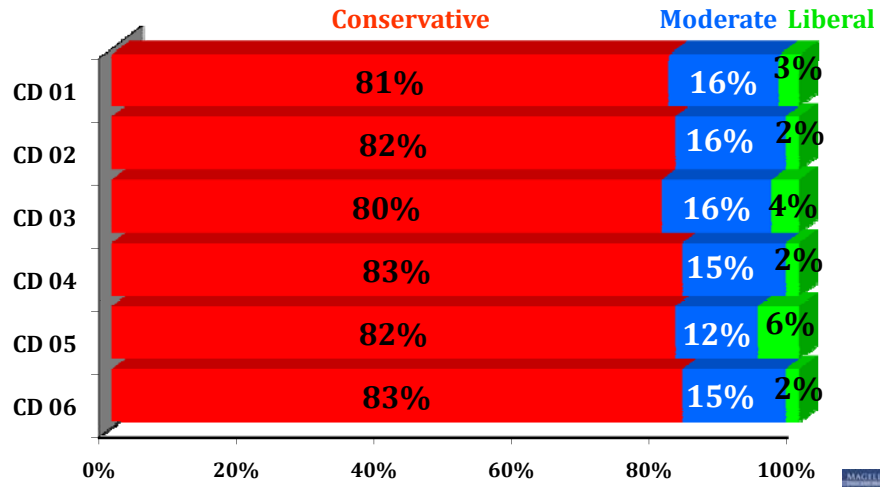


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your social beliefs such as same sex marriage, stem-cell research and abortion? (By CD)**



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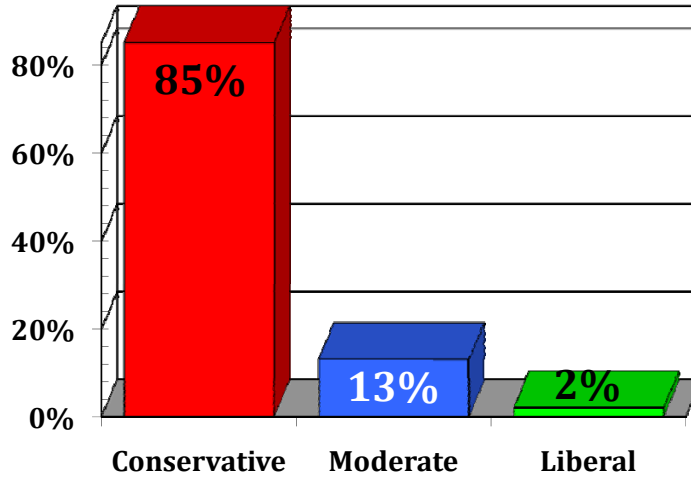


**Fiscal Ideology**

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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending?**

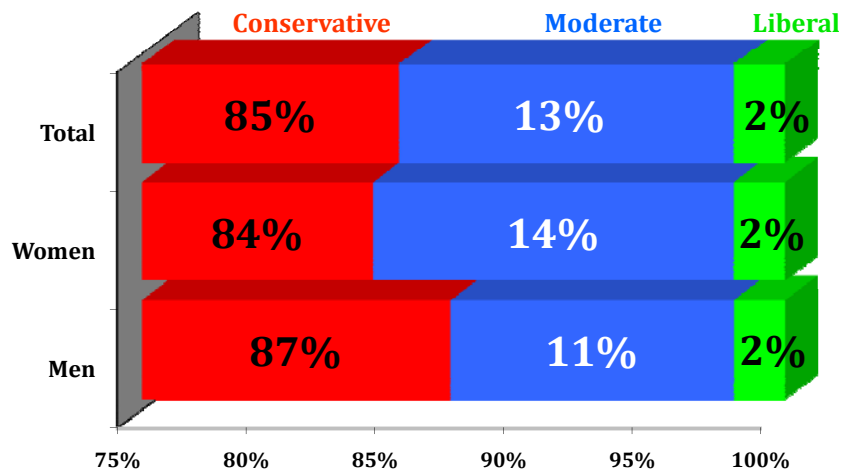


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By Gender)**

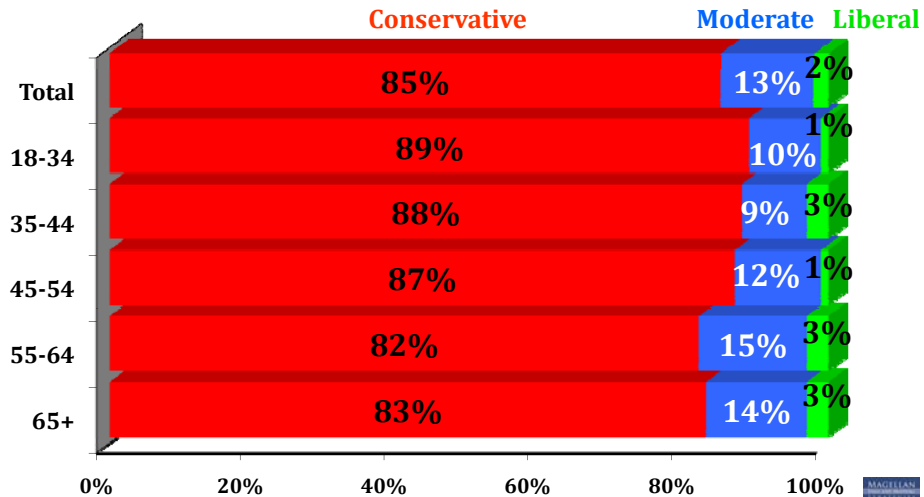


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By Age)**

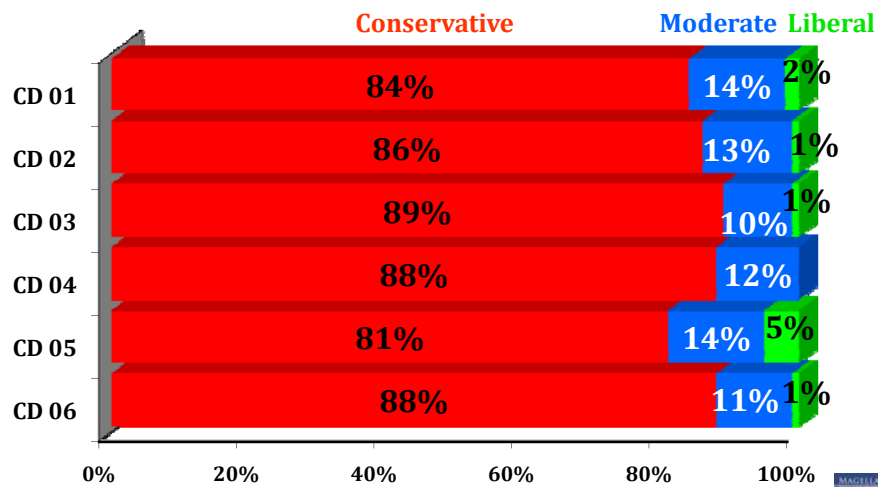


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**Do you consider yourself to be a conservative, a moderate, or a liberal in your fiscal beliefs such as taxes and government spending? (By CD)**



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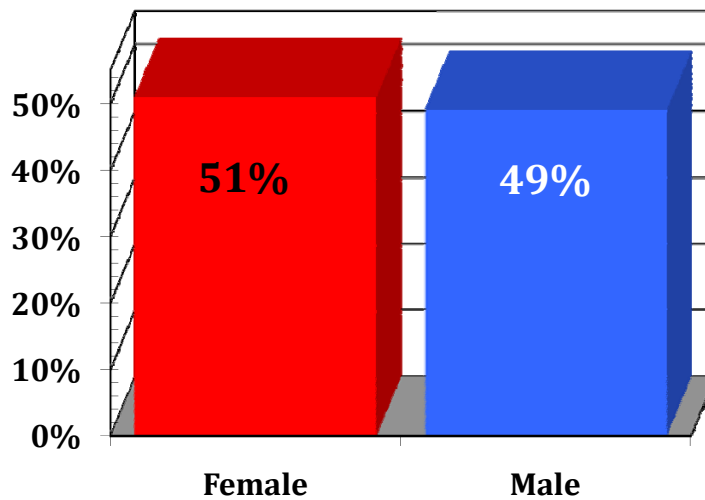


# Survey Demographics

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## Gender Demographics

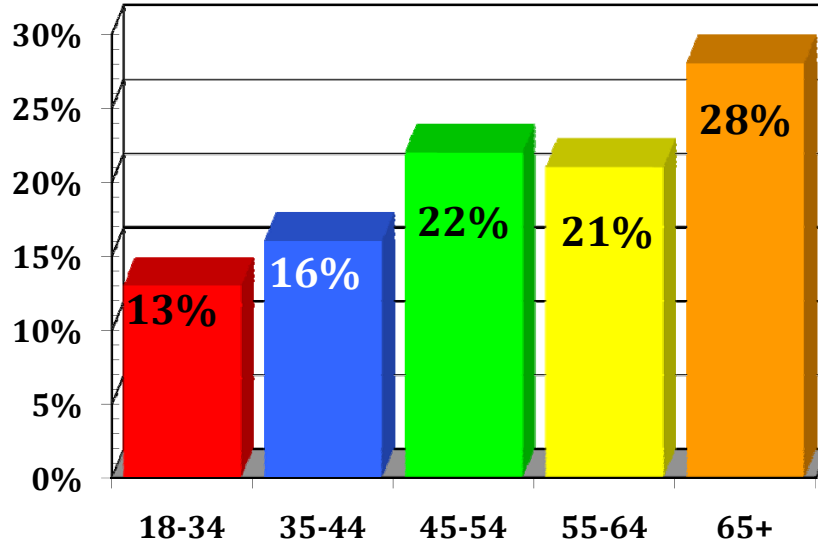


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## Age Group Demographics

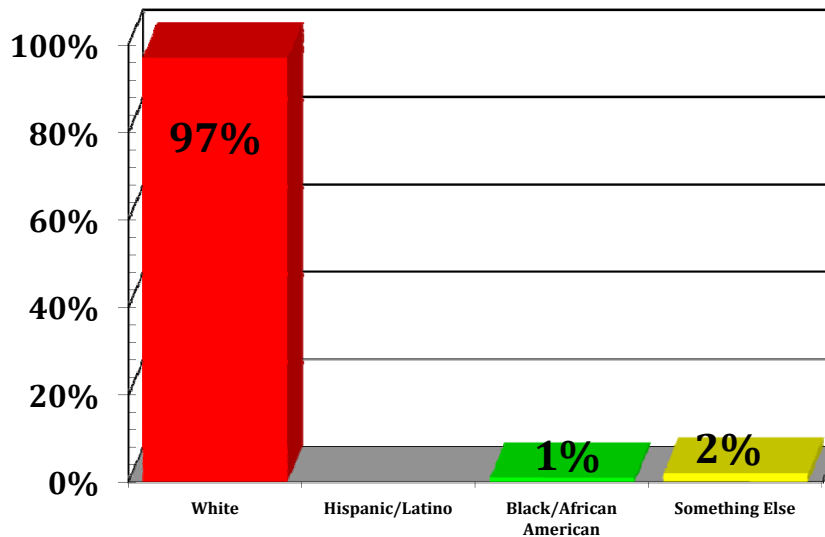


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## Race Demographics

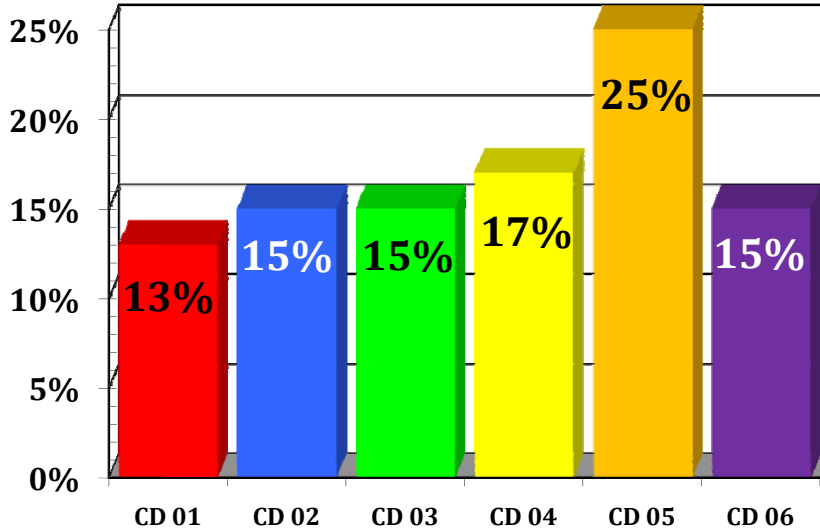


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# CD Demographics



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