



To: Interested Parties
 Fr: Pete Brodnitz
 Date: September 10, 2010
 Re: New Kentucky statewide poll of likely 2010 voters

New BSG Poll Shows Conway and Paul in Statistical Dead Heat

Our recent September 2010 poll of likely 2010 general election voters shows the race for Kentucky’s U.S. Senate seat is statistically tied, with the results within the margin of error.

If the November election for U.S. Senate was held today and the candidates were...for whom would you vote?	
	Sept. 2010
Difference	-2
Democrat Jack Conway	45
Republican Rand Paul	47
Don’t know	8

BSG Poll Is Now Third Poll This Month to Show the KY Senate Race Statistically Tied

In addition, BSG’s poll marks the third publicly-released poll of registered voters in the past week that shows the race for Kentucky’s U.S. Senate seat to be highly competitive:

- A poll of likely general election voters by [John Anzalone of Anzalone-Liszt Research](#) found the race for Senate to be a statistical dead heat: Paul 48%, Conway 45%.
- A poll of registered Kentucky voters by [Opinion Research Corp.](#) on behalf of CNN and Time and was released this week showed the race tied at 46%.

	BSG	Anzalone	CNN
Difference	-2	-3	0
Jack Conway	45	45	46
Rand Paul	47	48	46
Undecided	8	7	8

With the race continuing to be competitive despite Rand Paul’s increasingly high public profile, it suggests Conway is well positioned to win in November because Rand Paul doesn’t understand Kentucky.



Why All Polls are Not Alike

The BSG poll was conducted using a sample of registered voters who were screened to ensure that they are likely to vote on Election Day.

Recently, a series of public polls have been released that either fail to interview registered voters (Rasmussen and SurveyUSA) or that interview registered voters but fail to screen to ensure that voters are likely to vote (CNN). Both approaches are flawed – particularly this close to Election Day.

In addition, we use live interviewers to ensure that we have a qualified respondent (i.e. registered voter) on the phone. That is not the case with polls that use automated interviewing (Rasmussen and SurveyUSA).

The only recent poll that also called registered voters and screened to ensure that they are likely to vote was Anzalone-Liszt. Their results mirror the results of the BSG survey.

The data below shows why a poll in a state such as Kentucky should draw from a sample of registered voters.

As the chart below shows, the number of adults 18 years or older in Kentucky is nearly 14% larger than the number of registered voters (outnumbering them by about 400,000), and is almost double the average number of voters in the last three federal elections:

There is about a 400,000 person drop between the number of adults there are in Kentucky and the number of adults who are registered. And the number of adults who typically vote in Kentucky represents less than half of the adult population. A poll that surveys adults therefore has the potential to include a large number of people who are not really going to vote and whose attitudes may be different than those found in the voting population.

