



# MEMORANDUM

**TO: INTERESTED PARTIES**  
**FROM: NEIL NEWHOUSE & ROBERT BLIZZARD – PUBLIC OPINION STRATEGIES**  
**DATE: OCTOBER 30, 2014**  
**RE: RECENT KENTUCKY US SENATE POLLING RESULTS**

*On behalf of Crossroads GPS, Public Opinion Strategies conducted a statewide survey of 600 likely voters (margin of error ± 4.0%) October 25-27, 2014. Fully 30% of the interviews were conducted via cell phone, and the partisan breakdown of the poll is 39% Republican-54% Democrat-6% Independent, matching current registration statistics for Kentucky.*

- **Senator McConnell leads Alison Lundergan Grimes by seven points, 50%-43%.**  
 In our most recent statewide survey, McConnell leads Grimes by a 50%-43% margin, with Libertarian candidate David Patterson garnering 4% of the vote. McConnell leads among both white men (58%-35%) and white women (51%-42%), while he trails among African-Americans (6%-87%). The Senator captures 85% of the Republican vote and is winning 26% of the Democratic vote.
- **McConnell’s image is at one-to-one; Grimes’ image has moved underwater and is a net negative.**  
 While Senator McConnell’s image is 48% favorable-48% unfavorable, Secretary Grimes’ image has become increasingly more negative as she’s now strongly inverted:

Poll Date	Favorable	Unfavorable	Spread
<b>October 25-27</b>	43%	49%	-6
<b>October 13-15</b>	45%	47%	-2
<b>September</b>	42%	36%	+6
<b>June</b>	39%	31%	+8
<b>February</b>	35%	25%	+10