



Kentuckians' views on presidential race

On Nov. 6, Kentuckians will vote in the 2012 presidential election. The 2012 *Kentucky Health Issues Poll (KHIP)* asked several questions about the leading candidates and the issues to better understand the views of Kentucky voters. This report presents responses from Kentucky adults polled between Sept. 20 and Oct. 14 who said they are registered to vote.¹

What do you think would be the most/second most important issue in deciding your vote for president (N=1,160)?²

Economy	65%
Healthcare/health insurance	42%
Foreign Policy	21%
Education	8%
Taxes	6%
Candidate's positions/characteristics	6%
Medicare	5%
Abortion	3%
Women's rights	3%
Some other issue	17%

Economy, healthcare are the most important issues

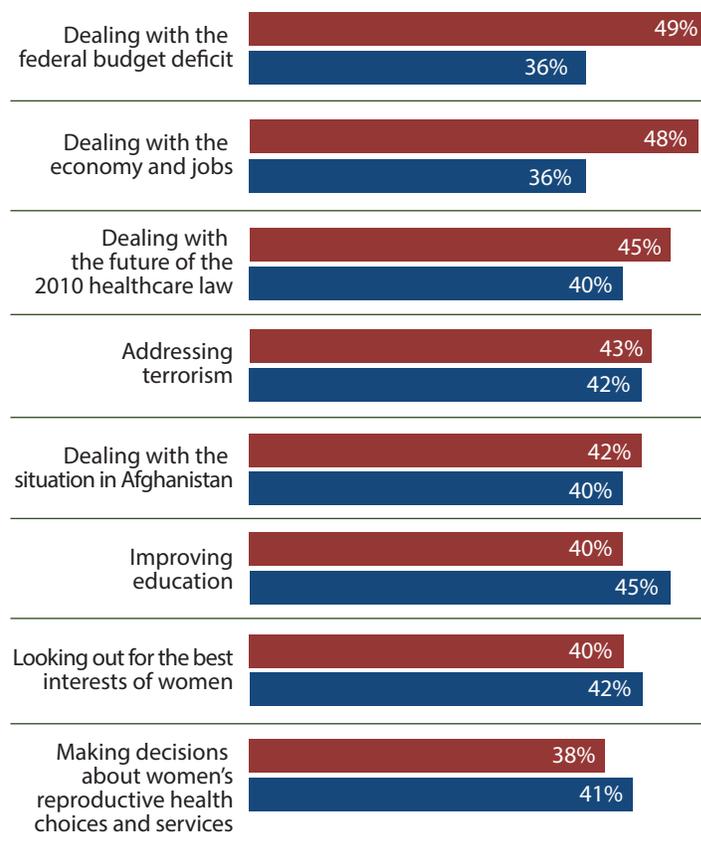
Registered voters were asked what they thought were the two most important issues for the 2012 presidential election.² Nearly 2 in 3 respondents (65%) indicated the economy was either the first or the second most important issue in deciding their vote. More than 4 in 10 (42%) said that healthcare was one of the two most important issues, and 1 in 5 (21%) said that foreign policy was one of the two most important issues.

Romney more trusted on federal budget, economy; Obama more on education

Registered voters were asked which of the two leading candidates they trusted to do a better job on various

Continued on back

Percentage of registered voters in Kentucky who trust Barack Obama (blue) or Mitt Romney (red) to do a better job on various issues (N=1,160).³



¹ Of the registered voters surveyed, nearly half (49%) identified as Democrats, more than 4 in 10 (43%) identified as Republicans, and almost 1 in 10 (8%) identified themselves Independents.

² Percentages for this question do not add to 100% because individuals could list both the most and second most important issue.

³ Respondents who indicated they trusted the candidates equally or they trusted neither candidate are not included in this chart.

These findings unless otherwise noted are from the Kentucky Health Issues Poll, funded by the Foundation for a Healthy Kentucky and The Health Foundation of Greater Cincinnati. The Kentucky Health Issues Poll was conducted Sept. 20-Oct. 14, 2012, by the Institute for Policy Research at the University of Cincinnati. A random sample of 1,680 adults from throughout Kentucky was interviewed by telephone. This included 1,360 landline interviews and 320 cell phone interviews with cell phone users. In 95 of 100 cases, the statewide estimates will be accurate to ± 2.5%. There are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias.

For more information about the Kentucky Health Issues Poll, please visit www.healthy-ky.org or www.healthfoundation.org/kentucky-health-issues-poll.

issues. Kentuckians were more likely to trust former Massachusetts Governor Mitt Romney to do a better job with the federal budget deficit (49%), the economy and jobs (48%) and the future of the 2010 healthcare law (45%). Kentuckians were more likely to trust President Barack Obama to improve education (45%).

Kentuckians were split on who they trusted more to address terrorism (43% Romney/42% Obama), to deal with the situation in Afghanistan (42% Romney/40% Obama), to look out for the best interests of women (40% Romney/42% Obama), and to make decisions about women's reproductive health choices and services (38% Romney/41% Obama). In these cases, the differences between the candidates are not statistically significant.