



Georgia
Newspaper
Partnership
Poll

Sept 2010

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
GOVERNOR				
Roy Barnes	35%	34%	29%	2%
Nathan Deal	34%	25%	34%	7%

QUESTION: If the 2010 general election for governor were held today would you vote for:

Roy Barnes, Democrat
Nathan Deal, Republican
John Monds, Libertarian

	<u>STATE</u>	<u>SEX</u>		<u>PARTY ID</u>			<u>RACE</u>	
		<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>	<u>WHITE</u>	<u>BLACK</u>
DEAL	45%	51%	40%	4%	78%	44%	58%	5%
BARNES	41%	37%	44%	85%	9%	35%	27%	83%
MONDS	5%	6%	4%	3%	4%	8%	5%	4%
UNDECIDED	9%	6%	12%	8%	9%	13%	10%	8%

	<u>STATE</u>	<u>ATLANTA METRO</u>	<u>NORTH GA</u>	<u>CENTRAL GA</u>	<u>SOUTH GA</u>
DEAL	45%	45%	55%	40%	41%
BARNES	41%	39%	37%	49%	46%
MONDS	5%	6%	2%	3%	5%
UNDECIDED	9%	10%	6%	8%	8%

QUESTION: What is the one single MOST important issue in determining your vote in the gubernatorial race? (NOT READ)

Economy/Jobs	47%
Education	15%
Government Spending/Taxes/State Budget	12%
Healthcare	9%
Social Issues/Family Values (abortion/gay rights)	6%
Immigration	2%
Water Resources/Shortage	1%
Environment/Growth & Sprawl	1%
Crime/Drugs/Law Enforcement	-
Roads/Bridges/Transportation	-
Other (NOT READ)	4%
Not Sure (NOT READ)	3%

QUESTION: Which one of the following do you feel is the most important thing the next governor can do to improve the climate for jobs creation and job growth in Georgia? (ORDER ROTATED)

13% - Eliminate the state income tax

38% - Give businesses more tax breaks and incentives

29% - Ensure quality education and job training

11% - Improve core infrastructure like transportation & water resources

9% - Not Sure (NOT READ)

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from September 13 through September 15, 2010. A total of 625 registered Georgia voters were interviewed statewide by telephone. All stated they were likely to vote in the November general election.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a regional or gender grouping.

DEMOGRAPHICS:

AGE:

18-34	82 (13%)
35-49	191 (31%)
50-64	211 (34%)
65+	140 (22%)
Refused	1

RACE/ETHNICITY:

White/Caucasian	443 (71%)
Black/African American	155 (25%)
Hispanic or Latino	14 (2%)
Asian or Other	9 (1%)
Refused	4 (1%)

SEX:

Male	309 (49%)
Female	316 (51%)

REGION:

Atlanta Metro	345 (55%)
North Georgia	85 (14%)
Central Georgia	70 (11%)
South Georgia	125 (20%)