



HOW THE POLL WAS CONDUCTED

The Mason-Dixon Tennessee Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from July 19 through July 21, 2010. A total of 625 registered Tennessee voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

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.

This poll also includes an over-sampling of 400 likely Republican primary voters. These additional voters were only asked the questions relative to the GOP primary. The margin for error on the Republican primary sample is plus or minus 5%.

SAMPLE FIGURES:

Men 304 (49%)	Women 321 (51%)	
Whites 523 (84%)	Blacks 93 (15%)	Other/Refused 9 (1%)

REGION

East Tennessee	230 interviews
Middle Tennessee	225 interviews
West Tennessee	170 interviews

STATEWIDE NAME RECOGNITION

The first name is _____. Do you recognize that name?
(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Phil Bredesen	63%	7%	28%	2%
Zach Wamp	33%	18%	37%	12%
Bill Haslem	32%	13%	40%	15%
Mike McWherter	27%	16%	36%	21%
Ron Ramsey	24%	16%	35%	25%

***** 400 LIKELY REPUBLICAN PRIMARY VOTERS *****

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Bill Haslem	46%	13%	32%	9%
Zach Wamp	43%	13%	25%	9%
Ron Ramsey	29%	9%	42%	21%

QUESTION: If the 2010 Republican primary election for Governor were held today, which one of the following candidates would/did you vote for: (ORDER ROTATED)

	<u>STATE</u>	<u>SEX</u>		<u>REGION</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>EAST</u>	<u>MIDDLE</u>	<u>WEST</u>
Bill Haslam	36%	37%	35%	43%	31%	28%
Zach Wamp	25%	22%	29%	34%	12%	24%
Ron Ramsey	20%	26%	15%	13%	35%	16%
Basil Marceaux	1%	1%	-	-	1%	3%
Joe Kirkpatrick		1%	-	1%	-	2%
Undecided (NOT READ)	17%	14%	20%	10%	19%	29%

	<u>STATE</u>	<u>AGE</u>		<u>TEA PARTY MEMBER?</u>		
		<u><50</u>	<u>50+</u>	<u>YES</u>	<u>NO</u>	
Bill Haslam		36%	37%	35%	12%	40%
Zach Wamp	25%	28%	24%	16%	27%	
Ron Ramsey	20%	15%	24%	43%	16%	
Basil Marceaux	1%	1%	1%	-	1%	
Joe Kirkpatrick	1%	1%	-	-	1%	
Undecided (NOT READ)	17%	18%	16%	29%	15%	

QUESTION: If the 2010 general election for governor were held today, for whom would you vote if the candidates were Mike McWherter, the Democrat, and Zach Wamp, the Republican?

	<u>STATE</u>	<u>SEX</u>		<u>REGION</u>			<u>PARTY ID</u>			
		<u>MEN</u>	<u>WOMEN</u>	<u>EAST</u>	<u>MIDDLE</u>	<u>WEST</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>	
WAMP		45%	51%	40%	54%	44%	37%	5%	81%	40%
MCWHERTER	38%	30%	45%	30%	44%	40%	85%	5%	34%	
UNDECIDED	17%	19%	15%	16%	12%	23%	10%	14%	26%	

	<u>STATE</u>	<u>RACE</u>		<u>AGE</u>			
		<u>WHITES</u>	<u>BLACKS</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
WAMP	45%	54%	2%	43%	45%	48%	45%
MCWHERTER	38%	29%	84%	40%	38%	40%	33%
UNDECIDED	17%	17%	14%	17%	17%	12%	22%

QUESTION: If the 2010 general election for governor were held today, for whom would you vote if the candidates were Mike McWherter, the Democrat, and Bill Haslam, the Republican?

	<u>STATE</u>	<u>SEX</u>		<u>REGION</u>			<u>PARTY ID</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>EAST</u>	<u>MIDDLE</u>	<u>WEST</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
HASLAM	49%	54%	45%	57%	46%	44%	6%	83%	48%
MCWHERTER	31%	22%	40%	23%	38%	34%	80%	-	25%
UNDECIDED	20%	24%	15%	20%	16%	22%	14%	17%	27%

	<u>STATE</u>	<u>RACE</u>		<u>AGE</u>			
		<u>WHITES</u>	<u>BLACKS</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
HASLAM	49%	57%	5%	39%	52%	53%	48%
MCWHERTER	31%	23%	78%	39%	28%	34%	28%
UNDECIDED	20%	20%	17%	22%	20%	13%	24%

QUESTION: If the 2010 general election for governor were held today, for whom would you vote if the candidates were Mike McWherter, the Democrat, and Ron Ramsey, the Republican?

	<u>STATE</u>	<u>SEX</u>		<u>REGION</u>			<u>PARTY ID</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>EAST</u>	<u>MIDDLE</u>	<u>WEST</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
RAMSEY	43%	50%	37%	43%	46%	39%	5%	73%	42%
MCWHERTER	38%	29%	47%	32%	44%	39%	90%	5%	30%
UNDECIDED	19%	21%	16%	25%	10%	22%	5%	22%	28%

	<u>STATE</u>	<u>RACE</u>		<u>AGE</u>			
		<u>WHITES</u>	<u>BLACKS</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
RAMSEY	43%	50%	9%	34%	45%	46%	44%
MCWHERTER	38%	29%	86%	45%	37%	46%	26%

UNDECIDED 19% 21% 5% 21% 18% 8% 30%