



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

QUESTION: Opponents of gubernatorial candidate Mike McWherter are criticizing him for being a beer distributor. Does that make you more likely to vote for McWherter, less likely to vote for him or does it have no effect on your vote?

	<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>
MORE LIKELY	2%	2%	3%	2%	3%	3%	7%	1%	1%
LESS LIKELY	13%	9%	16%	9%	8%	23%	-	27%	7%
NO EFFECT	84%	88%	80%	88%	89%	73%	93%	71%	91%
NOT SURE	1%	1%	1%	1%	-	1%	-	1%	1%

QUESTION: Opponents of gubernatorial candidate Ron Ramsey are criticizing him for having voted for a 1% state sales tax increase, the largest in state history. Does that make you more likely to vote for Ramsey, less likely to vote for him or does it have no effect on your vote?

	<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>
MORE LIKELY	2%	2%	2%	-	4%	2%	1%	3%	3%
LESS LIKELY	52%	56%	48%	55%	54%	46%	42%	58%	54%
NO EFFECT	45%	41%	49%	44%	41%	50%	57%	38%	41%
NOT SURE	1%	1%	1%	1%	1%	2%	-	1%	2%

QUESTION: Opponents of gubernatorial candidate Bill Haslam are criticizing him for gasoline price gouging at Pilot Travel Centers of

which he is a co-owner. Does that make you more likely to vote for Haslam, less likely to vote for him or does it have no effect on your vote?

	<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>
MORE LIKELY	1%	1%	2%	2%	1%	-	1%	1%	1%
LESS LIKELY	46%	42%	49%	36%	58%	43%	51%	42%	46%
NO EFFECT	52%	56%	48%	62%	40%	55%	48%	56%	51%
NOT SURE	1%	1%	1%	-	1%	2%	-	1%	2%

QUESTION: Opponents of gubernatorial candidate Zach Wamp are criticizing him for voting in favor of the 2008 TARP bank bail-out bill. Does that make you more likely to vote for Wamp, less likely to vote for him or does it have no effect on your vote?

	<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>
MORE LIKELY	2%	2%	2%	2%	3%	2%	1%	3%	3%
LESS LIKELY	37%	43%	32%	39%	40%	31%	29%	39%	42%
NO EFFECT	59%	54%	64%	58%	55%	66%	68%	57%	53%
NOT SURE	2%	1%	2%	1%	2%	1%	2%	1%	1%