

**HOW THE POLL WAS CONDUCTED**

The Mason-Dixon Tennessee Poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from September 22 through September 24, 2008. A total of 625 registered Tennessee 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.

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**SAMPLE FIGURES:**

Men 307 (49%)	Women 318 (51%)	
Whites 527 (84%)	Blacks 91 (15%)	Other/Refused 7 (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>
John McCain	58%	26%	16%	-
Barack Obama	38%	44%	18%	-
Sarah Palin	59%	20%	19%	2%
Joe Biden	34%	38%	21%	7%

**QUESTION: If the 2008 presidential election were held today, would you vote for: (ORDER ROTATED)**

- the Democratic ticket of Barack Obama & Joe Biden, or
- the Republican ticket of John McCain & Sarah Palin?

	<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>
MCCAIN	55%	59%	51%	60%	54%	49%	16%	89%	59%
OBAMA	39%	36%	42%	33%	41%	45%	78%	9%	32%
UNDECIDED	6%	5%	7%	7%	5%	6%	6%	2%	9%

	<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>
MCCAIN	55%	64%	4%	40%	55%	59%	61%
OBAMA	39%	30%	91%	54%	40%	35%	32%
UNDECIDED	6%	6%	5%	6%	5%	6%	7%

