

MEMORANDUM

To: All Interested Parties
 From: John McLaughlin
 Re: Georgia Statewide Polling Results
 Date: July 23, 2010

Major Findings:

I. Conservative Experienced Leader Nathan Deal leads Karen Handel in the Republican primary run-off race for Governor.

On the Republican primary run-off ballot for Governor of Georgia, Nathan Deal leads Karen Handel 39% to 38%. Another 23% of voters are undecided. By a margin of 38% to 33%, voters say Nathan Deal is a better candidate to beat Roy Barnes and the Democrats in November.

If the election were held today, which one of the following best describes how you would vote in the Republican primary RUN-OFF election for Governor of Georgia, between Nathan Deal and Karen Handel?

	Total
Nathan Deal	39%
Karen Handel	38%
Undecided	23%

Between Nathan Deal and Karen Handel who is better able to handle each of the following issues? "Is the better candidate to beat Roy Barnes and the Democrats in November."

	Total
Nathan Deal	38%
Karen Handel	33%
Both	6%
Neither	7%
Don't Know/Refused	16%

II. Karen Handel has higher negatives than Nathan Deal.

The majority of voters (54%) has a favorable opinion of Nathan Deal, while only 17% have an unfavorable opinion of him. In comparison, 58% of voters have a favorable opinion of Karen Handel, while 21% have an unfavorable opinion of her.

Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

	Nathan Deal	Karen Handel
Favorable	54%	58%
Unfavorable	17%	21%

III. Voters view Nathan Deal as the more conservative candidate.

The majority of voters (56%) says Nathan Deal is a conservative in his political beliefs. In comparison, only 35% of voters say Karen Handel is a conservative, while a significant percentage of voters say she is a moderate (30%).

Would you say that Nathan Deal is a liberal, moderate or conservative in his political beliefs?

	Total
Liberal	2%
Moderate	17%
Conservative	56%
Don't Know/Refused	25%

Would you say that Karen Handel is a liberal, moderate or conservative in her political beliefs?

	Total
Liberal	11%
Moderate	30%
Conservative	35%
Don't Know/Refused	25%

Conclusions:

The Republican primary run-off election for Governor of Georgia although a close race, has Nathan Deal with the momentum and a 39% to 38% lead on the ballot. The voters view Nathan Deal as the better candidate for the general election, and he is viewed as the more conservative candidate in the race.

Methodology:

McLaughlin & Associates conducted a statewide survey of 400 likely Republican primary run-off voters in Georgia on July 22, 2010. All interviews were conducted via telephone by professional interviewers. Respondents were randomly selected within predetermined geographic units structured to correlate with actual voter turnout. The survey of 400 likely Republican primary run-off voters has an accuracy of +/- 4.9% at a 95% confidence interval.