

InsiderAdvantage/Majority Opinion Research

Atlanta Mayor's Poll – 10.30.09

1. If the race for the next Mayor of Atlanta were held today who would you vote for?

	Age					Race				Gender	
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female
(Base)	(704)	(141)	(204)	(197)	(162)	(296)	(380)	(21)	(7)	(338)	(366)
	%	%	%	%	%	%	%	%	%	%	%
Norwood	45.2	44.8	46.4	44.3	45.2	56.5	34.2	90.9	28.7	51.1	39.8
Reed	25.2	27.6	21.1	26.5	26.6	15.9	33.8	.0	24.0	21.4	28.7
Borders	15.5	15.9	19.3	15.2	10.6	18.6	13.8	.0	21.8	17.0	14.1
Spikes	2.3	.0	4.1	2.1	2.4	1.7	3.0	.0	.0	1.7	2.9
Other	1.3	3.8	1.2	.4	.6	.8	1.7	.0	4.6	.7	1.9
Undecided	10.5	7.9	7.9	11.5	14.7	6.4	13.5	9.1	21.0	8.0	12.7

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2. Age

	Age					Race				Gender	
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female
(Base)	(704)	(141)	(204)	(197)	(162)	(296)	(380)	(21)	(7)	(338)	(366)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
18-29	20.0	100.0	.0	.0	.0	17.0	23.5	.0	22.0	19.0	21.0
30-44	29.0	.0	100.0	.0	.0	37.7	19.4	80.0	25.4	34.2	24.2
45-64	28.0	.0	.0	100.0	.0	29.1	28.1	10.9	29.5	28.9	27.1
65+	23.0	.0	.0	.0	100.0	16.3	29.0	9.1	23.1	17.9	27.7

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3. Race

	Total	Age				Race				Gender	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female
(Base)	(704)	(141)	(204)	(197)	(162)	(296)	(380)	(21)	(7)	(338)	(366)
	%	%	%	%	%	%	%	%	%	%	%
White	42.0	35.6	54.7	43.7	29.7	100.0	.0	.0	.0	51.5	33.3
Black	54.0	63.3	36.2	54.1	68.1	.0	100.0	.0	.0	47.6	59.9
Hispanic	3.0	.0	8.2	1.2	1.2	.0	.0	100.0	.0	.0	5.7
Other	1.0	1.1	.9	1.0	1.0	.0	.0	.0	100.0	.9	1.1

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4. Gender

	Total	Age				Race				Gender	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female
(Base)	(704)	(141)	(204)	(197)	(162)	(296)	(380)	(21)	(7)	(338)	(366)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Male	48.0	45.5	56.6	49.6	37.4	58.8	42.3	.0	42.5	100.0	.0
Female	52.0	54.5	43.4	50.4	62.6	41.2	57.7	100.0	57.5	.0	100.0