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HOW THE POLL WAS CONDUCTED

This poll was conducted on behalf of the Lexington Herald-Leader and WKYT-TV by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 15 through October 19, 2010. A total of 500 registered voters in Fayette County were interviewed by telephone. All said 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 county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4.5 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 gender or regional grouping.

SAMPLE FIGURES:

Men 235 (47%) Women 265 (53%)
Whites 428 (86%) Blacks 54 (11%) Other/Refused 18 (3%)
Democrats 261 (52%) Republicans 196 (39%) Independents 43 (9%)

NAME RECOGNITION

I am going to read you a list of names.

.

The first (next) 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>
Jim Gray	46%	19%	35%	-
Jim Newberry	44%	31%	25%	-

QUESTION: If the 2010 election for Lexington Mayor were held today, would you vote for Jim Gray or Jim Newberry?

	<u>GRAY</u>	<u>NEWBERRY</u>	<u>UNDECIDED</u>
COUNTY	44%	40%	16%

<u>SEX</u>	<u>GRAY</u>	<u>NEWBERRY</u>	<u>UNDECIDED</u>
Men	45%	43%	12%
Women	44%	37%	19%

<u>PARTY REG</u>	<u>GRAY</u>	<u>NEWBERRY</u>	<u>UNDECIDED</u>
Democrats	47%	43%	10%
Republicans	42%	38%	20%
Independents	39%	28%	33%

QUESTION: Do you approve or disapprove of Jim Newberry's job performance as Mayor?

	<u>COUNTY</u>	<u>SEX</u>		<u>PARTY</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
APPROVE	47%	50%	44%	54%	41%	30%
DISAPPROVE	34%	36%	33%	27%	39%	51%
NOT SURE	19%	14%	23%	19%	20%	19%

QUESTION: Do you approve or disapprove of Jim Gray's job performance as Vice Mayor?

	<u>COUNTY</u>	<u>SEX</u>		<u>PARTY</u>		
		<u>MEN</u>	<u>WOMEN</u>	<u>DEMS</u>	<u>REPS</u>	<u>INDS</u>
APPROVE	48%	48%	48%	57%	37%	42%
DISAPPROVE	24%	23%	25%	20%	30%	21%
NOT SURE	28%	29%	27%	23%	33%	37%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	261 (52%)
Republican	196 (39%)
Independent or Other	43 (9%)

AGE:	18-34	69 (14%)
	35-49	158 (32%)
	50-64	142 (28%)
	65+	130 (26%)
	Refused	1

RACE/ETHNICITY:

White/Caucasian	428 (86%)
Black/African American	54 (11%)
Other/Refused	18 (3%)

SEX:	Male	235 (47%)
	Female	265 (53%)