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To: Interested Parties
Fr: Pete Brodnitz
Date: November 30, 2012
Re: Recent Polling Results

The results of our recent 2012 general election polling show the One Bermuda Alliance Party in a strong position ahead of next month's elections.

Economic concerns are the dominant issue for voters (46% cite the economy as the most important issue for their next government to address) and 70% say the country is on the wrong track. In addition, 75% of voters say the country should not continue the economic policies of the last five years. Other issues important issues that voters want their next government to address include gang warfare, crime, and youth unemployment. These data points indicate there is a strong case to make on that the country needs to make a change in leadership and a change in economic policies.

What one issue or problem would you say is the most important issue for the next government to address?	
	All Respondents
The economy	46
Gang warfare	10
Crime	9
Youth Unemployment	8

In general, do you think things in Bermuda are headed in the right direction or are they on the wrong track?	
	All
Difference	-50
Right direction	20
Wrong track	70
Don't know	10

BSG conducted 400 interviews across the island of Bermuda between November 20-23, 2012. The margin of error for overall results is $\pm 4.90\%$. BSG's international clients include President Juan Manuel Santos (Colombia), President Danilo Medina (Dominican Republic), and the Jamaica Labour Party. Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants in 2007 for his work for Governor Kaine (D-VA), Senator Jim Webb and the Democratic Senatorial Campaign Committee.

