



FOR IMMEDIATE RELEASE
MARCH 11, 2008

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ATLANTA VOTERS CONCERNED ABOUT DROUGHT'S IMPACT ON ECONOMY

City of Atlanta residents think the worst part of Georgia's water shortage is its negative impact on the state's economy. The water war among Southeastern states also concerns them, as does the impact of the drought on their daily lives.

When asked in a recent telephone survey to identify the worst part of Georgia's water shortage, Atlanta voters responded as follows:

The negative impact on the state's economy	32%
The water war among Southeastern states	19%
Having to be extra cautious of how much water you use on a daily basis	17%
Having to move festivals and events out of Piedmont Park	7%
Not being able to water your lawn	6%
The possibility of not being able to fill swimming pools this summer	5%
Not being able to wash your own car	3%
Don't know/Refused	10%

"Atlanta voters have a macro view of our water shortage," said Dr. Beth Schapiro, President of The Schapiro Group and longtime political strategist. "They are far more concerned about the big picture than the impact on their daily lives," she continued.

The questions were included on a survey conducted by The Schapiro Group. The poll of 400 registered Atlanta voters was conducted by phone February 18-19, 2008. The margin of sampling error for the entire sample is 4% at a 95% confidence level.

The Schapiro Group is a data-driven strategic consulting firm based in Atlanta. The firm provides services in the areas of communications, workforce performance, and campaigns for a variety of clients, including corporate, advocacy, and nonprofit clients.