

Survey of Georgia Likely Voters

Conducted by 20/20 Insight, LLC
October 29-31, 2012



1,316 Likely Voters (2.7% Margin of Error) = LV

450 Congressional District 12 Voters (4.6% Margin of Error) = W1

300 Senate District 6 Voters (5.7% Margin of Error) = W2

Q1 Generic State Ballot

LV

45 Democratic Candidate

51 Republican Candidate

5 Not Certain

45 Democratic Total/Includes Leaners

52 Republican Total/Includes Leaners

-7 Democratic - Republican margin

Q2 Vote For President

LV

45 Certain for Barack Obama, the Democrat

52 Certain for Mitt Romney, the Democrat

3 Not Certain

46 Total for Barack Obama, including Leaners

52 Total for Mitt Romney, including Leaners

1 Total for Some Other Candidate

0 Probably Won't Vote In This Race

1 Completely Undecided

-6 Democratic - Republican margin

W1=CD12

42

54

4

43

54

1

0

1

-11

W2=SD6

46

52

2

46

53

0

0

1

-6

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Q3 Vote for Public Service Commissioner

- LV**
- 39 Certain for Steve Oppenheimer, the Democrat
 - 44 Certain for Chuck Eaton, the Republican
 - 6 Certain for Brad Ploeger, the Libertarian
 - 11 Not Certain

 - 41 Total for Oppenheimer, including Leaners
 - 47 Total for Eaton, including Leaners
 - 7 Total for Ploeger, including Leaners
 - 5 Completely Undecided

 - 6 Democratic - Republican margin

Q4 [SPLIT SAMPLE ASKED OF HALF SAMPLE: ACTUAL BALLOT LANGUAGE] Your ballot will include a vote on a state constitutional amendment. The description says: "Provides for improving student achievement and parental involvement through more public charter school options. Shall the Constitution of Georgia be amended to allow state and local approval of public charter schools upon the request of local communities?"

Will you vote "yes" to pass the amendment, or "no," against passing the amendment.
(659 LV/3.8%)

- LV**
- 52 Certain to vote Yes
 - 40 Certain to vote No
 - 8 Not Certain at this time

 - 54 Yes Total
 - 41 No Total
 - 5 Undecided

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Q5 [SPLIT SAMPLE ASKED OF HALF SAMPLE: DESCRIPTION OF AMENDMENT] This fall, your ballot will have a question about whether to pass an amendment to the state constitution allowing the state government to create charter schools, even if the locally elected school boards are opposed.

Will you vote "yes" to pass the amendment, or "no," against passing the amendment?

(657 LV/3.8%)

LV

45 Certain to vote Yes
44 Certain to vote No
11 Not Certain at this time

48 Yes Total
46 No Total
6 Undecided

Q6 CD 12 Only: Vote for Congress

W1

48 Certain for John Barrow, the Democrat
42 Certain for Lee Anderson, the Republican
10 Not Certain

50 Total for Barrow, including Leanners
44 Total for Anderson, including Leanners
6 Completely undecided at this time

6 Barrow - Anderson Margin

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Q7 SD 6 Only: Vote for State Senate

W2

- 44 Certain for Doug Stoner, the Democrat
- 49 Certain for Hunter Hill, the Republican
- 7 Not Certain

- 46 Total for Stoner, including leaners
- 49 Total for Hill, including leaners
- 5 Completely undecided at this time

- 4 Stoner - Hill Margin

Q8 Now I am going to read you the names of a few people and things. For each one, I will ask you to rate them on a scale of 1 to 5, just like how restaurants are reviewed in the newspaper, with 1 being the worst rating and 5 being the best. If you have heard of the person or thing, but have no opinion, that's fine, and if you haven't heard of them that is fine too.

		1 (Worst)	2	3	4	5 (Best)	Can't Rate	Not Heard	Temperature	Total Rate	Total Heard
A	Barack Obama	LV 44	6	3	5	35	6	1	45	93	99
B	Mitt Romney	LV 32	6	7	12	35	3	5	53	92	95
C	Nathan Deal	LV 20	12	22	14	12	6	13	46	81	87
D	Local Public Schools	LV 9	9	23	17	18	10	13	59	77	87
E	Charter Schools	LV 14	7	17	16	25	12	9	60	79	91
F	School Vouchers	LV 18	9	12	9	20	13	19	52	68	81

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Q9 You may have heard recent debate about whether abortion should be permitted, and in what circumstances. Which of the following comes closest to your view on when abortion should be permitted?

LV

- 52 Abortion is a choice that usually should be left to the pregnant woman to decide
- 30 Abortion should only be permitted in cases of rape, incest and when the life of the pregnant woman is in danger
- 8 Abortion should only be permitted when the life of the pregnant woman is in danger
- 6 Abortion should never be permitted, even when the life of the pregnant woman is in danger
- 4 Not Sure/Refused

And now we have a few final questions to make sure a representative sample of all voters has been called.

Q10 Age

LV

- 13 18-29
- 19 30-44
- 42 45-64
- 23 65 & Older
- 3 Refused To Say

Q11 Gender

LV

- 52 Female
- 45 Male
- 3 Rather Not Say

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Q12 And do you come from a Hispanic or Spanish speaking background, or not?

LV

3 Yes
93 No
0 Not Sure
4 Rather Not Say

And can you tell me what you consider to be your main race

LV

62 White
29 Black/African American
1 American Indian/Alaska Native
1 Asian
0 Native Hawaiian/Other Pacific Islander
2 Some Other Race
2 More Than One Race
0 Not Sure
3 Rather Not Say

Q13 Thinking about the political parties, can you tell me what party you consider yourself to be a member of?

LV

38 Democrat
37 Republican
20 Independent
1 Third Party
4 Not Sure

[D/R combined with followup about what party they usually choose in two way race]

44 Total Democratic Base Vote
47 Total Republican Base Vote

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Q14 Have you...

LV

- 46 Already Voted Early
- 23 Planning to Vote Early
- 29 Will Wait Until Election Day To Vote
- 3 Not Sure

And what is the first description that applies to you?

- 48 Voted in either TSPLOST or Presidential Primary this year
- 19 Voted Last in 2010 Race Between Nathan Deal and Roy Barnes
- 25 Voted Last in 2008 Race Between Barack Obama and John McCain
- 2 Newly Registered and Too Young for Prior Elections
- 1 Registered, but Haven't Gotten Around to Voting in Last Five Years
- 5 Not Sure

Thank you for your time today. That concludes our survey.

Q15 DMA: CODED NOT ASKED

LV

- 4 Albany
- 67 Atlanta
- 6 Augusta
- 3 Columbus
- 6 Macon
- 6 Savannah
- 3 Tallahassee/Thomasville
- 5 Fringe/Out of State

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Statement of Methodology: 20/20 Insight, LLC surveyed 1,316 Georgia Likely Voters from Oct 29-31, 2012. These interviews were then weighted to representative Georgia Likely voters. The survey's margin of error is +/-2.7% at a confidence level of 95%. 20/20 Insight, LLC conducts surveys using automated interactive voice response (IVR) technology. This is what is often referred to in the media as a "robo poll". Oversamples were conducted in CD 12 and SD 6, those interviews were separated from the full poll and reported on separately.

No live human operators spoke to respondents, who used their touch-tone phones to answer questions. Every respondent heard the exact same prompt for each question, except where noted a computer randomized the order in which they heard questions, ballot choices or names. To keep the average call length to a reasonable amount of time, some questions were read only to a sub-sample or split-sample of respondents. Respondents had up to 5 seconds to answer each question after the full prompt was read, and could answer early at any time once they heard their choice. On average for this survey, respondents spent more than 7 minutes on the phone, and slightly more than 30% of those called who initially agreed to take the survey did not complete it due to dropoff or some other factor.

The frequencies reported in this survey include the weighted results from ONLY the 1,316 modeled respondents who answered every question including the demographic profile.

Additional demographic weighting was applied to the survey using statistical information available from the Georgia Secretary of State and the 2008 Exit Poll for the Georgia General Election available on www.cnn.com. More than 93% of poll respondents had a final weight applied of less than 1.5. A weighting of 1 would mean no weighting was applied. This weighting, and other factors such as refusal to be interviewed may introduce additional error that is more difficult to quantify. 20/20 Insight, LLC employed multiple callbacks over successive days and at different hours during the day and also attempted to convert those who initially decline to participate in order to reduce any respondent bias introduced by only interviewing the subset of the general population that answers a call on any random night. A "raking" weighting methodology was used - first the survey was raked to match Georgia's racial and ethnic population, then the survey was adjusted for age and finally the survey was adjusted for gender.