

Survey of Georgia Registered Voters



Conducted by 20/20 Insight, LLC

August 15-18, 2012

1500 Registered Voters (2.5% Margin of Error) = RV

1158 Likely November Voters (2.9% Margin of Error) = LV

Some questions are subsamples - size and margin of error noted

Q1 Thinking about the direction of things in [area] right now, would you say they are headed in the right direction or have they gotten off on the wrong track?

		Right Direction	Wrong Track	Not Sure	Right - Wrong
A The Nation (759 RV/3.6%; 582 LV/4.1%)	RV	33	62	5	-29
	LV	33	62	5	-29
B The State of Georgia (741 RV/3.6%; 576 LV/4.1%)	RV	27	62	12	-35
	LV	27	61	12	-34

Q2 Generic State Ballot

RV	LV	
45	45	Democratic Candidate
45	48	Republican Candidate
9	8	Not Certain
47	46	Democratic Total/Includes Leaners
47	49	Republican Total/Includes Leaners
0	-3	Democratic - Republican margin

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Q3 And now I'm going to ask you about a few people and things. For each one, if you've heard of them and have an opinion, I will ask you to rate them on a scale of 1-5, just like how restaurants are reviewed in the newspaper, with 1 being the worst rating and 5 being the best. If you've heard of them, but have no opinion, that's fine and if you haven't heard of them that's ok too. [Names Rotated]

			1	2	3	4	5	Can't Rate	Not Heard	Temperature	Total Rate	Total Heard
A Barack Obama (1031 RV/3.1%; 795 LV/3.5%)	RV		45	5	5	8	33	1	2	45	97	98
	LV		47	4	5	8	33	1	2	44	97	98
B Mitt Romney (1034 RV/3.0%; 801 LV/3.5%)	RV		34	10	9	13	27	3	4	47	93	96
	LV		34	10	10	13	28	3	3	48	94	97
C Nathan Deal (1014 RV/3.1%; 784 LV/3.5%)	RV		20	15	22	15	11	6	12	44	82	88
	LV		21	14	23	16	11	5	10	45	85	90
D Saxby Chambliss (489 RV/4.4%; 375 LV/5.1%)	RV		19	16	18	13	13	8	13	46	79	87
	LV		19	16	18	13	15	7	10	47	82	90
E Johnny Isakson (507 RV/4.4%; 394 LV/4.9%)	RV		16	12	18	14	12	9	18	48	73	82
	LV		18	13	18	15	14	8	15	48	77	85
F Georgia State Legislature (483 RV/4.5%; 368 LV/5.1%)	RV		15	19	27	9	6	12	13	41	76	87
	LV		15	19	28	10	6	10	12	41	78	88
G Casey Cagle (460 RV/4.6%; 357 LV/5.2%)	RV		14	15	19	9	4	14	26	39	60	74
	LV		15	16	19	10	4	13	24	39	63	76
H Sam Olens (502 RV/4.4%; 385 LV/5.0%)	RV		6	6	8	4	4	9	64	45	27	36
	LV		6	5	9	4	5	9	62	46	29	38
I Kasim Reed (327 RV/5.4%; 252 LV/6.2%)	RV		14	7	16	8	12	11	33	49	57	67
	LV		14	8	16	8	12	10	32	49	58	68

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Q3 (Continued)

			1	2	3	4	5	Can't Rate	Not Heard	Temperature	Total Rate	Total Heard
J	Paul Ryan (521 RV/4.3%; 407 LV/4.9%)	RV	32	5	7	8	29	5	14	49	82	86
		LV	31	5	7	8	32	4	13	51	83	87
K	Joe Biden (477 RV/4.5%; 361 LV/5.2%)	RV	40	5	9	13	21	5	8	41	87	92
		LV	43	5	8	12	21	4	6	40	90	94
L	Your local public schools (480 RV/4.5%; 374 LV/5.1%)	RV	11	14	26	19	13	6	11	53	83	89
		LV	11	15	25	20	13	6	11	52	84	89

Q4 Presidential Vote

RV	LV	
45	44	Barack Obama, the Democrat (Certain to vote for)
45	47	Mitt Romney, the Republican (Certain to vote for)
10	9	Not Certain at this time
47	46	Obama Total w/Lean
47	49	Romney Total w/Lean
1	1	Some Other Candidate
1	0	Probably Won't Vote in this race
4	4	Completely Undecided at this time



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Q5 Congress has been debating the future of the Medicare program. Some members of Congress say that the federal government can't afford to keep Medicare the same in coming years, and want to change the program so it gives seniors vouchers to pay for part of the cost of private insurance. Others say that Congress should prioritize saving Medicare in its current form by working to reduce the cost of healthcare overall and if necessary raising taxes on the wealthiest Americans. What do you think?

(406 RV/4.9%; 318 LV/5.5%)

RV	LV	
30	31	Voucher
57	57	Keep Current Program
13	12	Not Sure

Q6 Under the new health care reform law, Georgia has the option to expand its Medicaid program to add more people who are working and don't qualify for welfare, but don't make enough to buy private health insurance. The law requires the federal government to pay at least 90% of the cost. Do you support expanding Medicaid or not?

(427 RV/4.7%; 323 LV/5.5%)

RV	LV	
52	51	Support
36	38	Oppose
12	11	Not Sure

Q7 The Republicans have been in complete control of Georgia government for almost a decade. Some people say that one party control leads to corruption and extreme decisions, so voters should give Democrats some power, while others say that Republicans should remain in total control. What do you think?

RV	LV	
52	51	Give Democrats some power
36	38	Republicans should remain in total control
12	11	Not Sure

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

Q8 Age

RV	LV	
17	16	18-29
30	30	30-44
38	38	45-64
11	12	65 & Older
4	4	Refused To Say

Q9 Gender

RV	LV	
51	51	Female
45	45	Male
4	3	Rather Not Say

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Q10 And do you come from a Hispanic or Spanish speaking background, or not?

RV	LV	
4	4	Yes
92	93	No
1	1	Not Sure
3	3	Rather Not Say

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

RV	LV	
58	60	White
29	29	Black/African American
1	1	American Indian/Alaska Native
1	0	Asian
0	0	Native Hawaiian/Other Pacific Islander
2	2	Some Other Race
3	3	More Than One Race
0	0	Not Sure
5	5	Rather Not Say

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Q11 Thinking about the political parties, can you tell me what party you consider yourself to be a member of?

RV	LV	
39	38	Democrat
31	32	Republican
25	25	Independent
2	2	Third Party
4	3	Not Sure

[D/R combined with followup for others about what party they usually choose in two way race, not read option also included depends on the person]

45	44	Total Democratic Base Vote
42	44	Total Republican Base Vote

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

Q12 DMA: CODED NOT ASKED

RV	LV	
5	5	Albany
63	63	Atlanta
4	4	Augusta
3	3	Columbus
8	8	Macon
7	8	Savannah
4	4	Tallahassee/Thomasville
6	6	Fringe/Out of State

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Statement of Methodology: 20/20 Insight, LLC surveyed 1,654 Georgia Registered Voters from Aug 15-18, 2012. These 1,654 interviews were then weighted to 1,500 representative Georgia Registered voters. The survey's margin of error is +/-2.5% at a confidence level of 95%. From these interviews, a modeled likely voter subset of 1,158 interviews (+/- 2.9% @ 95%) was created. 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".

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 12 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 1,500 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 87% 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. The likely voter weighting was a two-step weighting done first by age and then self-reported (Q1207) previous turnout frequency.