

InsiderAdvantage

GA General Election Poll – 10.22.14

Target Population

Likely 2014 Georgia general election voters

Sampling Method

The survey uses a blended sample, mixed mode.

IVR: Registered voters in Georgia were selected randomly and surveyed on the evenings of October 21st – 22nd, 2014 using an interactive voice response system.

Mobile: Registered voters in Georgia not otherwise reachable by landline telephone were surveyed on their mobile devices or personal computers, October 21st – 22nd, 2014.

Weighting

The poll was weighted for age, race, gender and political affiliation according to 2010 general election voter statistics (from GA Secretary of State), US census data and in-house turnout predictions.

Number of Respondents

704 (weighted)

Margin of Error

±3.7% (95% confidence)

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1. If the race for Governor of Georgia were held today, for whom would you vote?

	Percent	Frequency	Age				Race				Gender		Political Affiliation		
			18-29	30-44	45-64	65 and over	White	African-American	Hispanic/Latino	Other	Male	Female	Republican	Democrat	Independent
Jason Carter	43.9	309	45.8%	51.3%	43.8%	34.2%	25.2%	84.7%	38.5%	42.9%	37.7%	49.0%	7.4%	84.4%	40.4%
Nathan Deal	43.8	308	26.4%	31.6%	47.2%	59.5%	62.8%	2.8%	38.5%	42.9%	48.6%	40.0%	83.3%	4.7%	40.4%
Andrew Hunt	4.6	32	12.5%	7.5%	2.4%	1.9%	5.6%	2.3%	15.4%		6.4%	3.1%	3.0%	3.5%	9.0%
Undecided	7.7	54	15.3%	9.6%	6.6%	4.4%	6.4%	10.2%	7.7%	14.3%	7.3%	7.9%	6.3%	7.4%	10.1%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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2. If the race for United States Senator were held today, for whom would you vote?

	Percent	Frequency	Age				Race				Gender		Political Affiliation		
			18-29	30-44	45-64	65 and over	White	African-American	Hispanic/Latino	Other	Male	Female	Republican	Democrat	Independent
Michelle Nunn	47.3	333	56.9%	57.4%	44.8%	35.4%	25.6%	93.1%	69.2%	57.1%	42.5%	51.2%	9.3%	90.7%	42.7%
David Perdue	44.9	316	26.4%	31.9%	49.7%	60.1%	63.1%	6.0%	30.8%	42.9%	48.9%	41.7%	84.4%	7.8%	38.8%
Amanda Swafford	4.1	29	9.7%	7.4%	2.4%	.6%	6.2%				6.7%	2.0%	3.7%		10.7%
Undecided	3.7	26	6.9%	3.2%	3.1%	3.8%	5.1%	.9%			1.9%	5.1%	2.6%	1.6%	7.9%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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3. What is your opinion of the job performance of President Barack Obama?

	Percent	Frequency	Age				Race				Gender		Political Affiliation		
			18-29	30-44	45-64	65 and over	White	African-American	Hispanic/Latino	Other	Male	Female	Republican	Democrat	Independent
Approve	31.3	220	30.6%	42.8%	27.6%	24.8%	11.3%	73.5%	46.2%	37.5%	28.8%	33.6%	5.2%	66.9%	19.1%
Somewhat approve	14.8	104	23.6%	16.6%	14.3%	9.6%	13.4%	18.1%	15.4%	12.5%	10.2%	18.5%	3.0%	23.7%	19.7%
Somewhat disapprove	6.9	49	4.2%	5.3%	8.4%	7.6%	9.2%	1.4%	7.7%	12.5%	7.3%	6.7%	8.6%	3.5%	9.6%
Disapprove	45.9	323	41.7%	34.2%	49.0%	56.1%	65.2%	5.1%	30.8%	37.5%	52.7%	40.3%	82.5%	4.3%	50.6%
No opinion	1.1	8		1.1%	.7%	1.9%	.9%	1.9%			1.0%	1.0%	.7%	1.6%	1.1%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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4. What is your age?

	Percent	Frequency	Race				Gender		Political Affiliation		
			White	African-American	Hispanic/Latino	Other	Male	Female	Republican	Democrat	Independent
18-29	10.3	72	9.2%	12.5%	16.7%	14.3%	14.6%	6.9%	13.0%	10.1%	6.7%
30-44	26.6	187	19.9%	39.4%	58.3%	28.6%	25.2%	27.9%	19.3%	38.4%	20.8%
45-64	40.7	287	45.5%	31.0%	25.0%	42.9%	36.6%	44.0%	38.9%	34.1%	52.8%
65 and over	22.4	157	25.4%	17.1%		14.3%	23.6%	21.2%	28.9%	17.4%	19.7%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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5. What is your race?

	Percent	Frequency	Age				Gender		Political Affiliation		
			18-29	30-44	45-64	65 and over	Male	Female	Republican	Democrat	Independent
White	66.6	469	58.9%	49.7%	74.5%	75.8%	67.7%	65.8%	92.9%	27.5%	83.6%
African-American	30.6	216	37.0%	45.5%	23.4%	23.6%	29.4%	31.6%	5.2%	68.6%	13.6%
Hispanic/Latino	1.7	12	2.7%	3.7%	1.0%		1.6%	1.8%	1.1%	2.7%	1.1%
Other	1.1	7	1.4%	1.1%	1.0%	.6%	1.3%	.8%	.7%	1.2%	1.7%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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6. What is your gender?

	Percent	Frequency	Age				Race				Political Affiliation		
			18-29	30-44	45-64	65 and over	White	African-American	Hispanic/Latino	Other	Republican	Democrat	Independent
Male	44.6	314	63.0%	42.0%	40.1%	47.1%	45.3%	42.8%	41.7%	57.1%	45.0%	31.4%	62.9%
Female	55.4	390	37.0%	58.0%	59.9%	52.9%	54.7%	57.2%	58.3%	42.9%	55.0%	68.6%	37.1%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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7. What is your political affiliation?

	Percent	Frequency	Age				Race				Gender	
			18-29	30-44	45-64	65 and over	White	African-American	Hispanic/Latino	Other	Male	Female
Republican	38.2	269	47.9%	27.7%	36.6%	49.4%	53.3%	6.5%	25.0%	25.0%	38.5%	37.9%
Democrat	36.6	257	35.6%	52.7%	30.7%	28.5%	15.1%	82.3%	58.3%	37.5%	25.8%	45.3%
Independent	25.3	178	16.4%	19.7%	32.8%	22.2%	31.6%	11.2%	16.7%	37.5%	35.7%	16.9%
Total	100.0	704	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%