

InsiderAdvantage/Opinion Savvy

GA Senate Republican Runoff Poll – 07.10.14

Target Population

Likely 2014 Republican primary runoff voters in Georgia

Sampling Method

The survey uses a blended sample, mixed mode.

IVR: 2014 Primary voters in Georgia were selected randomly and surveyed on the evenings of July 8-9, 2014 using an interactive voice response system.
Online: registered voters were selected randomly, prescreened for 2014 primary voter status and surveyed using an identical poll online, July 7-9, 2014.

Weighting

The poll was weighted for age, race, and gender according to 2010 voter data (from GA Secretary of State) and US census data.

Number of Respondents

1278

Margin of Error

±2.74% (95% confidence)

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1. In the runoff for the Republican nomination for the United States Senate between Jack Kingston and David Perdue, if the election were held today for whom would you vote?

	Total	Age				Race				Gender		Political Affiliation		
		18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1278)	(94)	(215)	(395)	(573)	(1229)	(15)	(20)	(14)	(626)	(652)	(928)	(39)	(297)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Kingston	41.9	44.7	43.5	47.2	37.2	41.2	73.3	52.6	50.0	43.8	40.0	43.5	42.1	35.9
Perdue	41.1	34.0	32.9	36.5	48.5	42.6	6.7	0.0	7.1	41.9	40.5	41.9	47.4	38.6
Undecided	17.0	21.3	23.6	16.2	14.3	16.2	20.0	47.4	42.9	14.3	19.5	14.6	10.5	25.4

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2. Age

	Total	Race				Gender		Political Affiliation		
		White	Afr-Am	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1278)	(1229)	(15)	(20)	(14)	(626)	(652)	(928)	(39)	(297)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
18-29	7.4	5.9	66.7	40.0	30.8	9.4	5.4	5.4	17.9	12.8
30-44	16.8	16.2	13.3	45.0	46.2	19.6	14.3	15.5	15.4	20.2
44-64	30.9	31.5	13.3	10.0	15.4	28.9	32.8	31.5	17.9	31.6
65+	44.9	46.3	6.7	5.0	7.7	42.0	47.5	47.6	48.7	35.4

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3. Race

	Total	Age				Gender		Political Affiliation		
		18-29	30-44	45-64	65+	Male	Female	Republican	Democrat	Independent
(Base)	(1278)	(94)	(215)	(395)	(573)	(626)	(652)	(928)	(39)	(297)
	%	%	%	%	%	%	%	%	%	%
White	96.2	76.8	92.1	98.5	99.5	96.6	95.9	98.7	72.5	91.6
African-American	1.2	10.5	.9	.5	.2	.8	1.5	.1	22.5	1.7
Hispanic/Latino	1.5	8.4	4.2	.5	.2	1.4	1.5	.6	5.0	4.0
Other	1.1	4.2	2.8	.5	.2	1.1	1.1	.5	0.0	2.7

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4. Gender

	Total	Age				Race				Political Affiliation		
		18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Republican	Democrat	Independent
(Base)	(1278)	(94)	(215)	(395)	(573)	(1229)	(15)	(20)	(14)	(928)	(39)	(297)
	%	%	%	%	%	%	%	%	%	%	%	%
Male	49.0	62.8	56.9	45.8	45.9	49.2	33.3	47.4	50.0	44.1	20.5	69.0
Female	51.0	37.2	43.1	54.2	54.1	50.8	66.7	52.6	50.0	55.9	79.5	31.0

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5. Political Affiliation

	Total	Age				Race				Gender	
		18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Male	Female
(Base)	(1278)	(94)	(215)	(395)	(573)	(1229)	(15)	(20)	(14)	(626)	(652)
	%	%	%	%	%	%	%	%	%	%	%
Republican	73.4	52.6	68.6	74.4	78.1	75.3	6.7	30.0	38.5	65.8	80.8
Democrat	3.1	7.4	2.9	1.8	3.4	2.4	60.0	10.0	0.0	1.3	4.8
Independent	23.5	40.0	28.6	23.9	18.6	22.4	33.3	60.0	61.5	33.0	14.4