

## InsiderAdvantage/Opinion Savvy

### Gubernatorial Poll – 06.26.14

<b>Target Population</b>	Likely 2014 general election voters in Georgia
<b>Sampling Method</b>	<p>The survey uses a blended sample, mixed mode.</p> <p>IVR: Registered voters in Georgia were selected randomly and surveyed on the evenings of June 24-25, 2014 using an interactive voice response system.</p> <p>Online: registered voters were selected randomly and surveyed using an identical poll online, June 24-25.</p>
<b>Integration &amp; Weighting</b>	The poll was weighted for age, race, and gender according to 2010 voter data (from GA Secretary of State) and US census data.
<b>Number of Respondents</b>	<p>1349</p> <p>(IVR: 1079)</p> <p>(Online: 270)</p>
<b>Margin of Error</b>	±2.67% (95% confidence)

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

	Age					Race				Gender		Political Affiliation		
	Total	18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1349)	(140)	(379)	(476)	(354)	(932)	(327)	(53)	(37)	(659)	(690)	(537)	(421)	(391)
	<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>
Nathan Deal	<b>46.5</b>	39.3	39.5	45.7	58.1	56.2	15.4	79.2	29.7	47.4	45.6	79.3	14.6	35.6
Jason Carter	<b>39.9</b>	40.7	45.5	41.7	31.3	29.9	72.0	9.4	51.4	42.4	37.6	9.5	75.8	43.3
Andrew Hunt	<b>3.1</b>	4.3	4.2	3.0	1.4	3.6	1.8	0.0	8.1	2.8	3.5	2.6	2.2	4.9
Undecided	<b>10.4</b>	15.7	10.8	9.6	9.1	10.3	10.8	11.3	10.8	7.5	13.3	8.6	7.4	16.2

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

	Age					Race				Gender		Political Affiliation		
	Total	18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1349)	(140)	(379)	(476)	(354)	(932)	(327)	(53)	(37)	(659)	(690)	(537)	(421)	(391)
	<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>
Approve	<b>28.9</b>	36.4	29.4	31.1	22.8	15.4	65.7	27.8	47.2	25.9	31.7	5.2	67.0	20.4
Somewhat approve	<b>11.6</b>	13.6	14.6	10.1	9.6	11.0	13.5	3.7	19.4	13.8	9.4	2.2	17.6	18.1
Somewhat disapprove	<b>7.7</b>	7.9	7.7	6.5	9.0	9.6	3.1	5.6	2.8	7.6	7.8	9.7	3.6	9.4
Disapprove	<b>50.3</b>	38.6	46.8	51.7	56.9	63.1	15.9	51.9	30.6	52.4	48.4	82.3	10.9	48.7
Undecided/no opinion	<b>1.5</b>	3.6	1.6	.6	1.7	.8	1.8	11.1	0.0	.3	2.6	.6	1.0	3.3

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3. Age

	Total	Race				Gender		Political Affiliation		
		White	Afr-Am	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1349)	(932)	(327)	(53)	(37)	(659)	(690)	(537)	(421)	(391)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
18-29	<b>10.4</b>	10.1	9.1	18.5	15.8	13.8	7.1	10.6	11.6	8.7
30-44	<b>28.1</b>	22.9	39.0	46.3	36.8	25.9	30.1	20.1	30.9	35.8
45-64	<b>35.3</b>	36.1	34.8	25.9	34.2	35.1	35.5	35.4	35.6	34.8
65 and over	<b>26.2</b>	30.9	17.1	9.3	13.2	25.2	27.2	33.8	21.9	20.7

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4. Race

	Total	Age				Gender		Political Affiliation		
		18-29	30-44	45-64	65+	Male	Female	Republican	Democrat	Independent
(Base)	(1349)	(140)	(379)	(476)	(354)	(659)	(690)	(537)	(421)	(391)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
White	69.1	67.1	56.1	70.4	81.4	72.2	66.0	90.3	36.7	74.9
African-American	24.2	21.4	33.7	23.9	15.8	22.0	26.4	3.0	55.7	19.4
Hispanic/Latino	3.9	7.1	6.6	2.9	1.4	2.4	5.4	5.0	4.0	2.3
Other	2.8	4.3	3.7	2.7	1.4	3.3	2.2	1.7	3.6	3.3

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5. Gender

	Total	Age				Race				Political Affiliation		
		18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Republican	Democrat	Independent
(Base)	(1349)	(140)	(379)	(476)	(354)	(932)	(327)	(53)	(37)	(537)	(421)	(391)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Male	<b>48.8</b>	65.0	45.1	48.5	46.9	51.1	44.3	30.2	59.5	47.7	43.2	56.5
Female	<b>51.2</b>	35.0	54.9	51.5	53.1	48.9	55.7	69.8	40.5	52.3	56.8	43.5

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6. Political Affiliation

	Total	Age				Race				Gender	
		18-29	30-44	45-64	65+	White	Afr-Am	Hispanic	Other	Male	Female
(Base)	(1349)	(140)	(379)	(476)	(354)	(932)	(327)	(53)	(37)	(659)	(690)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Republican	<b>39.8</b>	40.7	28.6	39.9	51.1	52.0	4.9	50.9	24.3	38.8	40.7
Democrat	<b>31.2</b>	35.0	34.4	31.5	26.0	16.5	71.8	32.1	40.5	27.6	34.6
Independent	<b>29.0</b>	24.3	37.0	28.6	22.9	31.4	23.3	17.0	35.1	33.5	24.6