



Georgia Democratic Presidential Primary Poll 2/23/16

Sponsor(s)	Fox 5 Atlanta
Target Population	Georgia; likely presidential primary voters; Democrat
Sampling Method	<p>Blended sample; mixed mode:</p> <p>Likely Democratic primary voters were selected at random from a list of registered voters. Only voters determined likely to attend the 2016 Georgia Democratic primary were included in the sample.</p> <p>Landline: registered voters were contacted on the evening of February 22nd, 2016 using an interactive voice response system.</p> <p>Mobile: registered voters were contacted on the evening of February 22nd and the morning of February 23rd, 2016 on their mobile devices. Respondents answered an identical survey in visual form.</p>
Weighting	<p>Two questions served as selection variables. The first question asked whether the respondent plans to attend the primary on March 1st; all responses other than “definitely,” “considering,” or “voted early” were excluded from the dataset. The second question asked whether the respondent knew where their primary will be held (e.g. church, school); all responses of “I don’t know” (for those who did not vote early) were excluded from the dataset.</p> <p>The poll was weighted for age, race, gender, evangelism, and region using propensity scores. Weighting benchmarks were determined using a combination of primary voter turnout, external analysis and internal projections.</p>
Total Number of Respondents	491 (weighted)
Margin of Error	±4.4% (95% confidence)



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- 1) How likely are you to vote in the 2016 Georgia Democratic primary on Tuesday, March 1st to determine the Democratic nominee for president?
- a) I will definitely vote
 - b) I am considering voting
 - c) I have already voted
 - d) I have not decided, or I do not plan on voting [EXCLUDED]

Likely

	Frequency	Percent
Definitely	440	89.7
Might	32	6.5
Voted Early	19	3.8
Total	491	100.0

- 2) Where is your voting location?
- a) At a school
 - b) At a church
 - c) At a fire house
 - d) At a community center or government building
 - e) Other
 - f) I am unsure [EXCLUDED IF Q1 ≠ C]

Voting Location

	Frequency	Percent
School	124	26.2
Church	129	27.2
Fire House	34	7.2
Community Center	129	27.4
Other	39	8.2
Unsure	18	3.8
Total	472	100.0

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- 3) If the 2016 Georgia Primary to determine the Democratic nominee for President were held today, for whom would you vote?
- a) Hillary Clinton
 - b) Bernie Sanders
 - c) Undecided

Horse Race

	Frequency	Percent
Clinton	280	57.0
Sanders	140	28.6
Undecided	71	14.4
Total	491	100.0

- 4) How committed are you to your choice for the Democratic nomination?
- a) I am very committed and intend to vote for my candidate on March 1st
 - b) I might change my vote between now and the Tuesday primary
 - c) I have not yet decided

Commitment

	Frequency	Percent
Very committed	371	88.8
Might change	40	9.5
Undecided	7	1.7
Total	418	100.0

- 5) What is your age?
- a) 18-29
 - b) 30-44
 - c) 45-64
 - d) 65+

Age

	Frequency	Percent
18-29	54	10.9
30-44	147	30.0
45-64	216	44.0
65+	74	15.0
Total	491	100.0

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- 6) What is your race/ethnicity?
- a) White
 - b) African-American
 - c) Hispanic or Latino
 - d) Other

Race

	Frequency	Percent
White	196	40.0
African - American	280	57.1
Hispanic / Latino	5	1.0
Other	10	2.0
Total	491	100.0

- 7) What is your gender?
- a) Male
 - b) Female

Gender

	Frequency	Percent
Male	187	38.0
Female	304	62.0
Total	491	100.0

- 8) How would you describe your political ideology?
- a) Very conservative
 - b) Somewhat conservative
 - c) Moderate
 - d) Somewhat liberal
 - e) Very liberal
 - f) Unsure

Ideology

	Frequency	Percent
Very Conservative	63	12.8
Somewhat Conservative	75	15.2
Moderate	131	26.6
Somewhat Liberal	91	18.5
Very Liberal	88	17.8
Undecided / DK	45	9.1
Total	491	100.0



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- 9) Will this be your first time voting in a Democratic presidential primary?
a) Yes
b) No

First		
	Frequency	Percent
Yes	65	13.2
No	426	86.8
Total	491	100.0

- 10) In which region of Georgia do you live?
a) Metro Atlanta
b) North Georgia, such as Rome, Gainesville, or Athens
c) Middle Georgia, such as Columbus, Macon, or Augusta
d) South or Coastal Georgia, such as Albany, Valdosta, or Savannah

Region		
	Frequency	Percent
Metro	260	53.0
North GA	39	8.0
Middle GA	113	23.0
South GA	78	16.0
Total	491	100.0

- 11) Collection Mode
a) Landline
b) Mobile

Collection mode		
	Frequency	Percent
Landline	396	80.7
Mobile	95	19.3
Total	491	100.0