



Atlanta Municipal Runoff Poll 11/28/17

Sponsor(s)	WAGA Fox 5 Atlanta served as the sponsoring organization. Opinion Savvy, LLC conducted the survey on behalf of the sponsor.
Target Population	Likely voters; Atlanta, Georgia; municipal runoff election
Sampling Frame & Methodology	<p>Frame: The sample frame includes registered voters with either a landline telephone or internet-enabled mobile smartphone. Registered voters without access to either a landline telephone or an internet-enabled smartphone are excluded from the frame.</p> <p>Methodology Blended sample; mixed mode</p> <p>Contacted voters of both modes were selected randomly from a list of registered Atlanta, Georgia voters purchased by Opinion Savvy from Aristotle, Inc.. Only voters determined likely to vote in the municipal runoff election were selected to participate in the survey, based on past election participation. Voters without a valid landline telephone number were selected for the mobile sample.</p> <p>Landline: selected voters were contacted on November 26th - 27th, 2017 using an automated interactive voice response system. The survey was presented in English.</p> <p>Mobile: selected voters not available by landline telephone were contacted on November 26th - 27th, 2017 on their mobile devices. Using voter data, selected voters were first matched to online and mobile application profiles electronically, using IP verification to ensure accurate selection and to prevent duplicate results. Selected voters were shown a brief message, push notification, or mobile advertisement requesting their participation in the survey. Respondents were offered a small, non-monetary prize for survey participation. Respondents answered a web-based survey instrument identical to that of landline respondents in written form. The survey was presented in English.</p>





Atlanta Municipal Runoff Poll
11/28/17

Weighting	The blended sample was weighted for age, race, and gender using propensity scores. Weighting benchmarks were determined using 2014 and 2016 primary and general election turnout data with voter turnout figures provided by the Georgia Secretary of State.
Total Number of Respondents	500
Margin of Error*	± 4.4% (95% confidence; not adjusted for weighting)

*The reported margin of sampling error is calculated using multiple assumptions that modern surveys rarely fit. The estimate assumes that, insofar as probability-based sampling is possible under real-world conditions, this model conforms to these parameters. Disregarding response rates, each individual within the studied population is equally likely to be selected for survey participation.



**Atlanta Municipal Runoff Poll
11/28/17**

1. How likely are you to vote in the December 5th runoff election to determine the next Mayor of the City of Atlanta?
 - a. I will definitely vote
 - b. I am considering voting
 - c. I have already voted
 - d. I am unsure, or I do not plan on voting [TERMINATE]

Likely

	Frequency	Percent
Definitely	472	94.3
Considering	24	4.7
Voted early	5	1.0
Total	500	100.0

2. If the election to determine the next Mayor of the City of Atlanta were held today and your choices were: Atlanta City Council member Keisha Lance Bottoms and Atlanta City Council member Mary Norwood, for whom would you vote?
 - a. Keisha Lance Bottoms
 - b. Mary Norwood
 - c. I am undecided

Mayor HR

	Frequency	Percent
Bottoms	208	41.5
Norwood	193	38.7
Undecided	100	19.9
Total	500	100.0

3. If the election to determine the next Atlanta City Council President were held today and your choices were: Atlanta City Council member Felicia Moore and Atlanta City Council member Alex Wan, for whom would you vote?
 - a. Felicia Moore
 - b. Alex Wan
 - c. I am undecided

CCP HR

	Frequency	Percent
Moore	94	31.4
Wan	114	38.3
Undecided	90	30.3
Total	298	100.0

*Margin of Error = ± 5.7%

**Atlanta Municipal Runoff Poll
11/28/17**

4. What is your age?
- a. 18-29
 - b. 30-44
 - c. 45-64
 - d. 65 or over

Age

	Frequency	Percent
18-29	65	13.0
30-44	150	30.0
45-64	185	37.0
65+	100	20.0
Total	500	100.0

5. What is your race or ethnicity?
- a. African-American
 - b. White
 - c. Other

Race

	Frequency	Percent
African-American	250	50.0
White	235	47.0
Other	15	3.0
Total	500	100.0

6. What is your gender?
- a. Male
 - b. Female

Gender

	Frequency	Percent
Male	225	45.0
Female	275	55.0
Total	500	100.0



**Atlanta Municipal Runoff Poll
11/28/17**

7. What is your political affiliation?
- a. Democrat
 - b. Republican
 - c. Independent or another party

Party		
	Frequency	Percent
Democrat	301	60.2
Republican	57	11.3
Independent/other	143	28.5
Total	500	100.0