



## 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>





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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.

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1. How likely are you to vote in the December 5<sup>th</sup> 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	<b>94.3</b>
Considering	24	<b>4.7</b>
Voted early	5	<b>1.0</b>
<b>Total</b>	<b>500</b>	<b>100.0</b>

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	<b>41.5</b>
Norwood	193	<b>38.7</b>
Undecided	100	<b>19.9</b>
<b>Total</b>	<b>500</b>	<b>100.0</b>

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	<b>31.4</b>
Wan	114	<b>38.3</b>
Undecided	90	<b>30.3</b>
<b>Total</b>	<b>298</b>	<b>100.0</b>

\*Margin of Error = ± 5.7%

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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



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

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