



London, United Kingdom

2020 Presidential Election Research

Georgia

2 October 2020

Methodology

Sample Size: 789

Fieldwork Dates: 23.09.2020 to 26.09.2020

Interview Method: Online Web Survey (compatible with both computers & smartphones). Survey questions were available in English and Spanish.

Populations Sampled: Representative samples of *registered voters* in Georgia.

Sampling Method: Representative samples were selected through registered panel providers.

Weighting: Data weighted according to the profile of adults (18+) in each state. Data weighted by age, gender, region, education level, race, and 2016 Presidential Election Vote. Targets for age, gender, education, and race were derived from the 2018 American Community Survey 5-Year Estimates.¹ Targets for region based on the county-level estimates by the US Census; categorization of counties into regions our own.² Targets for past vote were derived from the official results of the 2016 Presidential Election.

Turnout Weighting: In order to best assess the current voting intention of the public, we asked respondents how likely they are to vote in the Presidential Election on November 3rd, based on a well-defined scale of 0 to 5, where each number is carefully defined as follows:

- 0 (Definitely will not vote)
- 1 (Probably will not vote)
- 2 (Leaning towards not voting, but could vote)
- 3 (Leaning towards voting, but might not vote)
- 4 (Probably will vote)
- 5 (Certain to vote)

Their likelihood to vote was then weighted to the subsequent answers they gave when asked whom they would vote for. The voting intention of those who responded '5' were weighted by a factor of 1.0, '4' by a factor of 0.8, '3' by a factor of 0.6, '2' by a factor of 0.4 and '1' by a factor of 0.2. Those who responded '0' were not asked at all whom they would vote, because it was considered that they would not vote.

For our voting intention questions for US Senate elections, we presented respondents with a separate likelihood to vote question for those specific races in order to weight appropriately.

It is important to note that our turnout weighting does not aim to predict turnout itself but only aims to marry respondents' actual enthusiasm for voting to their stated voting preferences. Those who said they are not registered to vote in the States surveyed were excluded.

¹ For age, gender, race and education estimates, see: data.census.gov

² For county-level data, see: <https://www.census.gov/data/tables/time-series/demo/popest/2010s-counties-total.html>

Methodology

Voting Intention: After being asked their likelihoods to vote, respondents were then asked for whom they will vote in November if they were to vote. The possible responses, presented in a randomized order, were "Donald J. Trump (Republican)", "Joseph R. Biden (Democrat)", "Jo Jorgensen (Libertarian)", "Howie Hawkins (Green)", "Other (Third Party/Write-In)", and "Don't Know". Those who said they were certain not to vote were not prompted and were counted as 'won't vote'

Our voting intention results presented here incorporate respondents' stated likelihood to vote.

Margin of Error: Because only a subset of the American population was surveyed for this research, all results are subject to a margin of error. By consequence, not all differences are statistically significant, *especially among subsamples*.

In this poll of 789, if 50.0% of respondents gave a particular answer to a question—the worse-case scenario from the perspective of margin of error—it is 95.0% certain that the true value falls within **3.49%** range from the sample result.

Subsample results from crosstabs are subject to a higher margin of error due to their lower sample sizes. Conclusions drawn from small subsamples should be treated with caution. *We particularly emphasize caution when reporting on any subsample figures where the base is below 100 respondents.*

* Due to rounding, some percentages presented below may add up to 99 or 101.

* Questions presented below are shown in the order that they were presented to respondents.

Additional information: Redfield & Wilton Strategies is a member of the **British Polling Council (BPC)**³ and the **American Association for Public Opinion Research (AAPOR) Transparency Initiative**⁴ and abides by both organisations' rules.

³ See: <http://www.britishpollingcouncil.org/officers-members/>

⁴ See: <https://www.aapor.org/Standards-Ethics/Transparency-Initiative/Current-Members.aspx>

Presidential Election

On a scale from 0 to 5, how likely are you to vote in the Presidential Election on 3 November 2020?

0 (I will definitely not vote)	6%
1 (I will probably not vote)	5%
2 (I will lean towards not voting, but I might still vote)	6%
3 (I will lean towards voting, but I might not vote)	3%
4 (I will probably vote)	9%
5 (I will certainly vote)	67%
I have already voted	5%

For whom will you vote in the Presidential Election on 3 November 2020?

(Answer codes were randomized.)

Donald J. Trump (Republican)	44%
Joseph R. Biden (Democrat)	45%
Jo Jorgensen (Libertarian)	2%
Howie Hawkins (Green)	1%
Other (Another Third Party/Write-In)	0%
Don't Know	8%

US Senate Election

How likely are you to vote in the US Senate Election on 3 November 2020?

0 (I will definitely not vote)	5%
1 (I will probably not vote)	3%
2 (I will lean towards not voting, but I might still vote)	10%
3 (I will lean towards voting, but I might not vote)	6%
4 (I will probably vote)	10%
5 (I will certainly vote)	63%
I have already voted	4%

If you are to vote in the US Senate Election on 3 November 2020, how will you vote? (Answer codes were randomized.)

David Perdue (Republican)	42%
Jon Ossoff (Democrat)	47%
Other (Another Third Party/Write-In)	3%
Don't Know	9%

If you are to vote in the US Senate Special Election in Georgia on 3 November 2020, how will you vote? (Answer codes were randomized.)

Kelly Loeffler (Republican)	25%
Doug Collins (Republican)	16%
Matt Liebman (Democrat)	16%
Raphael Warnock (Democrat)	26%
Other Democratic Candidate	2%
Other Republican Candidate	0%
Other (Third Party/Write-In)	1%
Don't Know	14%