



Governor Nathan Deal Approval Rating for Job Growth and 2014 GOP Senate Nomination Survey Questions and Methodology

Script

The script was recorded by professional voice talent to ensure that the presentation of the questions, including intonation and emphasis would be consistent for all respondents. The actual voice files are available if you wish to hear them by emailing a request to todd@toddrehm.com.

1. Do you approve or disapprove of the job Governor Nathan Deal is doing in bringing new jobs to Georgia.

Press 1 if you approve of the job Governor Nathan Deal is doing.

Press 2 if you disapprove of the job Governor Nathan Deal is doing.

Press 3 if you are undecided.

2. If the Republican Primary for United States Senate were held today and the candidates were Paul Brown, Tom Graves, Karen Handel, Brian Kemp, Sonny Perdue, Tom Price, and Lynn Westmoreland, for whom would you vote.

Press 1 for Paul Brown

Press 2 for Tom Graves

Press 3 for Karen Handel

Press 4 for Brian Kemp

Press 5 for Sonny Perdue

Press 6 for Tom Price

Press 7 for Lynn Westmoreland

Press 8 if you are undecided

3. Press one if you are male. Press two if you are female.

4. Please tell us how old you are by pressing the number that corresponds to your age range.

Press. 1 if you are 18 to 35 years old.

Press 2 if you are 36 to 50 years old.

Press three if you are 51 to 64 years old.

Press 4 if you are 65 years or older.

Methodology

GaPundit.com conducted a survey on January 26-27, 2013, using the questions above. The survey was conducted using Interactive Voice Response, (“IVR”) in which a recorded question was played to respondents dialed randomly from a known universe, and their answers were submitted by using the touch-tone keys on their telephone. This is commonly termed a “robopoll”.

The universe of respondents was selected from Georgia registered voters who voted in a Republican General Primary or Primary Runoff Election in 2008, 2010, or 2012. Respondents were identified from data released by the Georgia Secretary of State, appended with commercially-available telephone matches.

Only respondents who completed the survey were used in the analysis. We recorded 1027 complete surveys. The margin of error for the entire sample is +/- 3.1 points at the 95% confidence interval. Weighting was applied to bring the observed proportion of each age group into line with known proportions derived from information released by the Secretary of State’s office.