



Georgia Poll Results

Clinton 44%, Trump 37% (Others 8%, 10% undecided)
Isakson 39%, Barksdale 30% (Buckley 4%, 27% undecided)
Isakson re-elect: 37-30% (32% undecided)

POLLING METHODOLOGY

JMC Analytics and Polling chose a sample of likely households residing in Georgia for an automated poll, and there were 615 completed responses to five poll questions.

The survey was conducted August 6-7. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 61-29% white/black (10% “other”), and the geographic breakdown of the respondents was as follows: 66% from metro Atlanta, 13% from Central Georgia, 4% from North Georgia, and 16% from South Georgia (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: If the race for President were held today between Donald Trump and Hillary Clinton, which candidate would you support? (Party affiliations of candidates mentioned)

Clinton	44%
Trump	37%
Johnson	7%
Stein	1%
Undecided	10%

Question 2: Do you approve or disapprove of the job performance of President Barack Obama?

Approve	44%
Disapprove	48%
No Opinion	8%

Question 3: If the election for United States Senate were held today, which candidate would you support? (Party affiliations of candidates mentioned)

Isakson	39%
Barksdale	30%
Buckley	4%
Undecided	27%

Question 4: Do you support or oppose the re-election of Republican Senator Johnny Isakson?

Support	37%
Oppose	30%
Undecided	32%

Question 5: And finally, to ensure that our survey responses are most accurate, are you male or female?

Female	55%
Male	45%

SUMMARY

For the last two Presidential elections, Georgia has been competitive for a Deep South state, as robust population growth has introduced both geographic and ethnic variety into its electorate, particularly in the counties in and around Atlanta. This poll was recently conducted by JMC Analytics and Polling to gauge voter attitudes about both the Presidential and the U.S. Senate race.

Polls conducted since the Democratic convention have showed some movement towards Hillary Clinton, and this poll has shown similar movement: Clinton has a seven point (44-37%) lead over Trump, while 7% favor Libertarian Gary Johnson, 1% favor Green Jill Stein, and 10% are undecided. While robust black support (84-6% over Trump) helps Clinton, she's also pulling 25% of the white vote, while Johnson gets another 10%, and Trump can only get 52%. From a geographic standpoint, only the (nearly all white) counties in the Chattanooga TN and Greenville SC media markets are showing much affinity for Trump. It also helps Clinton that there is a 14-point gender gap: men favor Trump 41-40%, while women favor Clinton 48-35%.

While Clinton leads in Georgia, however, slightly more view Obama unfavorably than favorably. While blacks remain nearly unanimously favorable (84-10%) towards Obama, whites by a 67-24% margin view Obama unfavorably. There is a noticeable correlation between the Presidential vote and the Obama job approval numbers: those approving of President Obama's job performance support Clinton over Trump 90-1%, while those disapproving of Obama's performance favor Trump over Clinton 73-4%. Those undecided about Obama's performance favor Clinton over Trump 40-19%, while 28% are undecided. The gender gap of 13 points for this question is similar to the gender gap from the Presidential ballot test, although in this case, women only give Obama a 46-45% job favorability, while men are 53-41% unfavorable.

Senator Johnny Isakson also has a race on his hands, despite being a two term incumbent. He currently has a nine-point lead (39-30%) over Democrat Jim Barksdale, while Libertarian Allen Buckley polls at 4%, and 27% are undecided – since the percentages of white and black undecideds are similar, both candidates have room to grow. Unlike the Presidential and Obama approval questions, there is not substantial geographic polarization - Senator Isakson has plurality leads in all but north Georgia, where he leads with 56%. Similarly, there is only a two-point gender gap (men favor Isakson 43-32%, while women favor Isakson 37-28%).

The reason that the US Senate race has the potential to be competitive is that Senator Isakson's ballot test and re-elect numbers are similar: 37% want to re-elect him, 30% don't, and 32% have no opinion. In fact, those who want to re-elect Senator Isakson favor him 85-4% over Barksdale. Those who oppose his re-election favor Barksdale 68-9%, while those who are undecided favor Barksdale 22-15%, with 63% of this group being undecided.

In conclusion, Georgia is likely to be competitive in November both in the Presidential and the U.S. Senate race.

CROSSTABS

Question 1 – President (ballot test)

		Race Name			Total
		Black	Other	White	
President (Ballot Test)	1 Clinton	84%	45%	25%	44%
	2 Johnson	3%	6%	10%	7%
	3 Stein		2%	1%	1%
	4 Trump	6%	39%	52%	37%
	5 Undecided	7%	8%	12%	10%
Total		100%	100%	100%	100%

		Region				Total
		Georgia-Atlanta	Georgia-Central	Georgia-North	Georgia-South	
President (Ballot Test)	1 Clinton	45%	49%	12%	44%	44%
	2 Johnson	8%	6%	4%	6%	7%
	3 Stein	1%	1%			1%
	4 Trump	35%	38%	56%	41%	37%
	5 Undecided	10%	6%	28%	10%	10%
Total		100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
President (Ballot Test)	1 Clinton	40%	48%	44%
	2 Johnson	9%	6%	7%
	3 Stein	1%	1%	1%
	4 Trump	41%	35%	37%
	5 Undecided	10%	10%	10%
Total		100%	100%	100%

Question 2 – Obama job approval

		Race Name			Total
		Black	Other	White	
Obama job approval	1 Approve	84%	50%	24%	44%
	2 Disapprove	10%	47%	67%	48%
	3 No Opinion	6%	3%	9%	8%
Total		100%	100%	100%	100%

		Region				Total
		Georgia-Atlanta	Georgia-Central	Georgia-North	Georgia-South	
Obama job approval	1 Approve	46%	46%	16%	42%	44%
	2 Disapprove	47%	45%	80%	48%	48%
	3 No Opinion	7%	9%	4%	11%	8%
Total		100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Obama job approval	1 Approve	41%	46%	44%
	2 Disapprove	53%	45%	48%
	3 No Opinion	6%	9%	8%
Total		100%	100%	100%

Question 3 – US Senate (ballot test)

		Race Name			Total
		Black	Other	White	
US Senate (Ballot Test)	1 Barksdale	57%	31%	16%	30%
	2 Isakson	11%	42%	53%	39%
	3 Buckley	1%	8%	4%	4%
	4 Undecided	31%	19%	27%	27%
Total		100%	100%	100%	100%

		Region				Total
		Georgia-Atlanta	Georgia-Central	Georgia-North	Georgia-South	
US Senate (Ballot Test)	1 Barksdale	31%	29%	12%	27%	30%
	2 Isakson	40%	39%	56%	34%	39%
	3 Buckley	3%	4%	4%	5%	4%
	4 Undecided	26%	28%	28%	35%	27%
Total		100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
US Senate (Ballot Test)	1 Barksdale	32%	28%	30%
	2 Isakson	43%	37%	39%
	3 Buckley	5%	2%	4%
	4 Undecided	20%	33%	27%
Total		100%	100%	100%

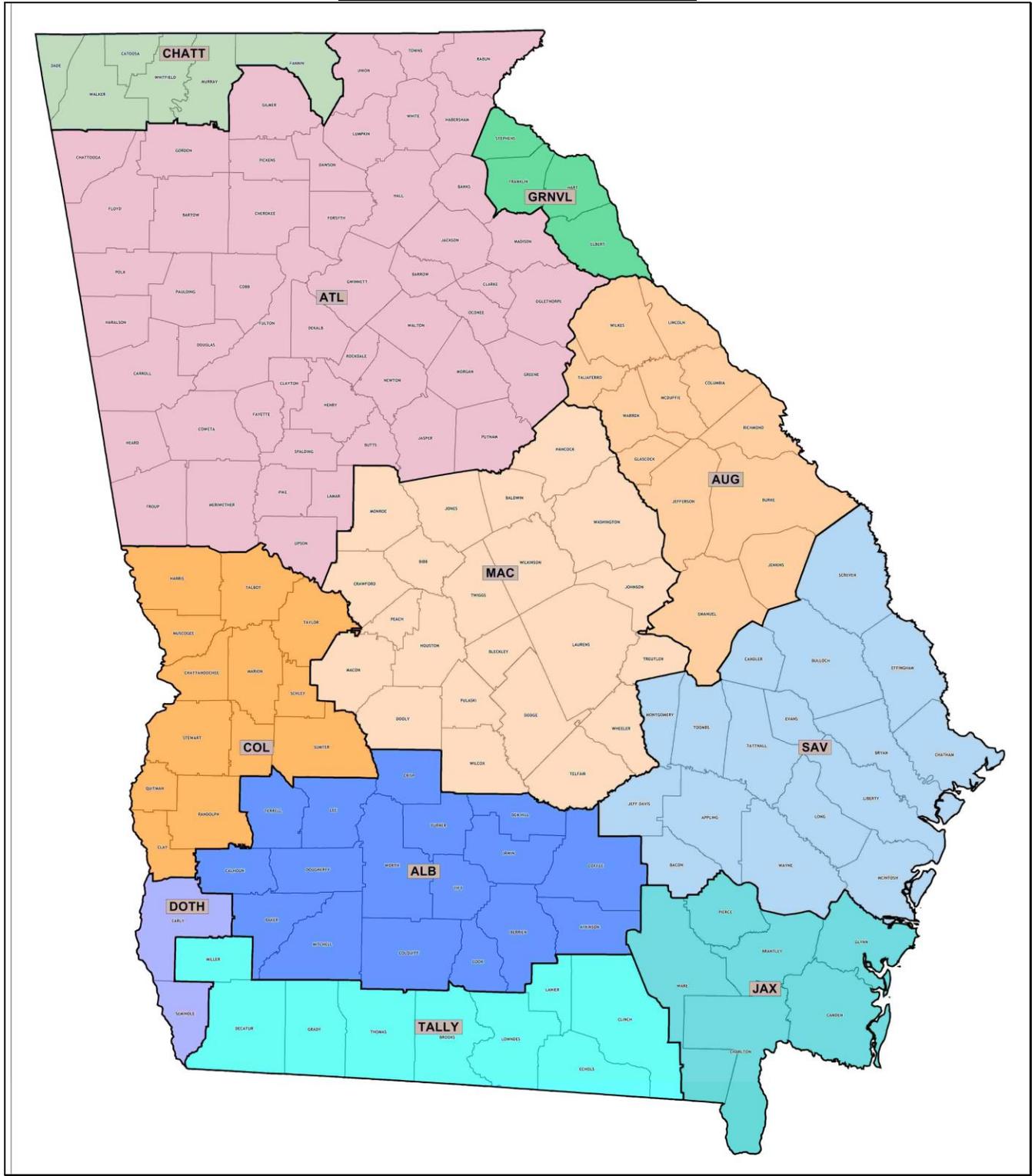
Question 4 – Isakson re-elect

		Race Name			Total
		Black	Other	White	
Isakson Re-elect	1 Support	13%	40%	49%	37%
	2 Oppose	49%	35%	21%	30%
	3 No Opinion	38%	24%	31%	32%
Total		100%	100%	100%	100%

		Region				Total
		Georgia-Atlanta	Georgia-Central	Georgia-North	Georgia-South	
Isakson Re-elect	1 Support	37%	39%	48%	36%	37%
	2 Oppose	33%	23%	16%	28%	30%
	3 No Opinion	30%	38%	36%	37%	32%
Total		100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Isakson Re-elect	1 Support	41%	35%	37%
	2 Oppose	32%	29%	30%
	3 No Opinion	27%	37%	32%
Total		100%	100%	100%

Appendix A: Georgia regions



(ALB = Albany, ATL=Atlanta, AUG=Augusta, CHATT=Chattanooga (TN), COL=Columbus, DOTH=Dothan (AL), GRNVL=Greenville (SC), JAX=Jacksonville (FL), MAC=Macon, SAV=Savannah, TALLY=Tallahassee (FL))

Note: The following media markets were aggregated for reporting purposes: (1) “Georgia-Central”=Augusta, Columbus, and Macon; (2) “Georgia-North” = Chattanooga (TN) and Greenville (SC); and (3) “Georgia-South” = Albany, Dothan (AL), Jacksonville (FL), Savannah, and Tallahassee (FL)