



To: Georgians for Educational Excellence

From: HEG-GPS

Re: October 4-5 Charter School Amendment Survey

Our survey results are both positive and concerning for both sides of the Charter School Amendment campaign effort in Georgia.

1. For the first time in our polling on the issue, a majority of voters surveyed indicate that they definitely or are leaning towards voting against changing the constitution for Amendment 1.

- 34% of survey respondents say that they will definitely vote against changing the constitution for Amendment 1. Nearly 20% (18.06%) indicated that they will “probably” vote no. More than 20% (23%) remain undecided on the issue.
- Survey recipients were asked the following:

If the election were today, would you vote yes or no to the following question, "Shall the Constitution of Georgia be amended to allow state or local approval of public charter schools upon the request of local communities?"

- a. I will definitely vote no to changing the constitution
- b. I will probably vote no to changing the constitution
- c. Unsure
- d. I will probably vote yes to changing the constitution
- e. I will definitely vote yes to changing the constitution

Definitely no	34.20%
Probably no	18.06%
Unsure	23.12%
Probably Yes	15.32%
Definitely yes	9.30%



Key Crosstabs

Republicans

Definitely No	24.77%
Probably No	22.05%
Unsure	24.09%
Probably Yes	17.95%
Definitely Yes	11.14%

Republican Men

Definitely No	22.78%
Probably No	16.46%
Unsure	18.35%
Probably Yes	24.05%
Definitely Yes	18.35%

Democrats Overall

Definitely No	52.22%
Probably No	12.32%
Unsure	23.15%
Probably Yes	7.39%
Definitely Yes	4.93%

Democratic Women

Definitely No	51.75%
Probably No	11.19%
Unsure	26.57%
Probably Yes	6.99%
Definitely Yes	3.50%



2. In addition to the ballot question, voters who indicated they will probably vote no or are undecided were asked about the potential impact of the Preamble on their decision.
- While nearly 3 out of every 4 indicated the Preamble would **not** cause them to change their vote, slightly over 25% indicated that it would. Based on the 40+% of overall respondents who received this question, we estimate that the Preamble could impact the election results by up to 10 points in favor of passage.
 - Survey recipients were asked the following:

There is a preamble that will appear BEFORE the previous question. It reads "Provides for improving student achievement and parental involvement through more public charter school options."

- a. Yes, if I read this preamble I would be more likely to vote to change the Constitution
- b. No, this preamble does not make me more likely to vote to change the Constitution

Yes	26.25%
No	73.75%

3. Methodology. The poll of 1,216 likely voters was conducted October 4 and 5, 2012 by IVR/autocall. Recipients were randomly selected and dialed statewide. The data presented is **not** weighted to allow for personalized weighting. The survey poll consisted of:
- Women (53%)
 - Men (47%)
 - Republicans (61% self identified as strong or leaning Republicans)
 - Democrats (27% self identified as strong or leaning Democrats)
 - "Other" (12% self identified as something other than Republican or Democrat)
 - Margin of error +/- 2.81