

Rosetta Stone Communications
 Metro Atlanta Ten County Tsplost Region
 May 20th 2012
 Margin of Error - **3.5%**

(1) As you may know, the Republican primary and the Democratic primary are both being held in July.
 How likely would you say you are to vote in one of the primary elections in July?

	Base	Total (850) %	Gender		Age			
			Male (378) %	Female (472) %	18-35 (55) %	36-50 (186) %	51-64 (285) %	Over 64 (324) %
Republican Primary		48.9	55.7	43.4	40	49.7	46	52.4
Democrat Primary		41.0	33.7	47.1	38.2	41.2	44.2	38.6
Undecided		10.1	10.6	9.5	21.8	9.1	9.8	9

	Region		Race			Party Primary		
	DeKalb/Fulton (368) %	Suburbs (482) %	Black (317) %	White (488) %	Other (45) %	Republican (416) %	Democrat (348) %	Undecided (86) %
Republican Primary	27.4	65.4	7.6	77.4	30.4	100.0	0.0	0.0
Democrat Primary	60.4	26.1	81.3	15.0	41.3	0.0	100.0	0.0
Undecided	12.2	8.5	11.1	7.6	28.3	0.0	0.0	100.0

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(2) As you may know, a voter referendum on transportation will be on all ballots in July. If passed, the referendum, which is sometimes called the TSPLOST, would create a new one-cent sales tax for all counties in the Metro Atlanta region. All revenue collected will be dedicated to regional transportation projects in Metro Atlanta.

Generally speaking, if the election were held today, would you vote yes to support this referendum or no to oppose this referendum?

	<u>Total</u>	<u>Gender</u>		<u>Age</u>			
		<u>Male</u>	<u>Female</u>	<u>18-35</u>	<u>36-50</u>	<u>51-64</u>	<u>Over 64</u>
Base	(850)	(378)	(472)	(55)	(186)	(285)	(324)
	%	%	%	%	%	%	%
Support the referendum	41.5	43.5	40	29.1	44.7	41.9	41.7
Oppose the referendum	45	45.9	44.3	49.1	37.6	49.6	44.4
Undecided	13.5	10.6	15.7	21.8	17.7	8.5	13.9

	<u>Region</u>		<u>Race</u>			<u>Party Primary</u>		
	<u>DeKalb/Fulton</u>	<u>Suburbs</u>	<u>Black</u>	<u>White</u>	<u>Other</u>	<u>Republican</u>	<u>Democrat</u>	<u>Undecided</u>
	(368)	(482)	(317)	(488)	(45)	(416)	(348)	(86)
	%	%	%	%	%	%	%	%
Support the referendum	52	33.4	55.1	33.4	33.3	27.8	58.6	38.5
Oppose the referendum	33.3	53.9	27.2	56.5	46.7	62.7	26.7	33.9
Undecided	14.7	12.7	17.7	10.1	20	9.5	14.7	27.6

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(3) How familiar would you say you are with the transportation sales tax voter referendum that will be on all ballots?

	Total	Gender		Age			
		Male	Female	18-35	36-50	51-64	Over 64
Base	(850)	(378)	(472)	(55)	(186)	(285)	(324)
	%	%	%	%	%	%	%
Familiar	33.1	43.1	24.9	31.5	32.8	38	29
Somewhat familiar	42.4	39.4	44.8	50	43.5	41.6	41.4
Not too familiar	19.3	13.8	23.7	18.5	19.4	16.2	22.2
Not at all familiar	5.2	3.7	6.6	0	4.3	4.2	7.4

	Region		Race			Party Primary		
	DeKalb/Fulton	Suburbs	Black	White	Other	Republican	Democrat	Undecided
	(368)	(482)	(317)	(488)	(45)	(416)	(348)	(86)
	%	%	%	%	%	%	%	%
Familiar	30.6	34.9	25.9	37.1	42.2	39.6	27.3	25
Somewhat familiar	42.9	42.1	45.1	41.6	31.1	40.7	46.7	33.1
Not too familiar	22.2	17	24	16.4	17.8	14.7	21.5	32.4
Not at all familiar	4.3	6	5	4.9	8.9	5	4.5	9.5

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(4) Have you received mailings from any groups regarding the referendum?

	Base	Gender		Age			
		Total (850) %	Male (378) %	Female (472) %	18-35 (55) %	36-50 (186) %	51-64 (285) %
Have received mailings regarding the referendum	31.9	38.4	26.8	34.5	29.7	33.1	31.5
Have not received mailings regarding the referendum	59.8	56	62.6	54.6	63.8	59.9	58.3
Unsure whether you have received mailings	8.3	5.6	10.6	10.9	6.5	7	10.2

	Region		Race			Party Primary		
	DeKalb/Fulton (368) %	Suburbs (482) %	Black (317) %	White (488) %	Other (45) %	Republican (416) %	Democrat (348) %	Undecided (86) %
Have received mailings regarding the referendum	26.9	35.8	27.1	35.5	26.1	36.4	28.0	26.6
Have not received mailings regarding the referendum	64.1	56.3	63.4	56.7	67.4	57.0	62.2	62.6
Unsure whether you have received mailings	9.0	7.9	9.5	7.8	6.5	6.6	9.8	10.8

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(5) Have you seen any television ads from any groups regarding the referendum?

	Base	Gender		Age				
		Total (850) %	Male (378) %	Female (472) %	18-35 (55) %	36-50 (186) %	51-64 (285) %	Over 64 (324) %
Have seen television ads regarding the referendum	39.6		47.0	33.7	25.6	42.5	43.7	36.7
Have not seen television ads regarding the referendum	44.7		41.9	47.0	50.8	46.7	42.6	44.2
Unsure whether you have seen television ads	15.7		11.1	19.3	23.6	10.8	13.7	19.1

	Region		Race			Party Primary		
	DeKalb/Fulton (368) %	Suburbs (482) %	Black (317) %	White (488) %	Other (45) %	Republican (416) %	Democrat (348) %	Undecided (86) %
Have seen television ads regarding the referendum	37.7	41.1	41.3	38.9	34.8	38.5	42.5	32.9
Have not seen television ads regarding the referendum	43.9	45.2	38.5	48.4	47.8	50.6	39.3	38.3
Unsure whether you have seen television ads	18.4	13.7	20.2	12.7	17.4	10.9	18.2	28.8