

ALABAMA VOTER SURVEY - NOVEMBER

CONFIDENTIAL DOCUMENT

Interview Schedule  
N equals 600 respondents  
Field Dates: November 13-15, 2017  
Margin of Error: +/- 4.0%

Hello, I am \_\_\_\_\_ of \_\_\_\_\_, a national survey research firm, and we're listening to voters in your area today to get their opinions and advice on issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other voters such as yourself.

- A. Are you registered to vote in Alabama?  
**If No, ask:** Is there someone else at home who is registered to vote in [name of state from sample]?  
100% Yes (**continue**)
- 
- B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?  
100% No (**continue**)
- 
- C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...  
**(Rotate first two choices)** [Note: Record libertarian, reform party or other parties as value 3]  
53% Republican (**to next Q**)  
36% Democrat (**to next Q**)  
11% Or do you vote independent of party (**to D**)  
1% Unsure / Refused (**vol**) (**to next Q**)
- 
- IF VALUE 3 (Independent) IN QUESTION C, ASK:**
- D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... (**Rotate choices**)  
**N63**  
48% The Republican candidate  
28% The Democrat candidate  
13% Other / won't vote for either (**vol**)  
12% Unsure / Refused (**vol**)
- 
- E. On most issues, do you consider yourself to be... (**Read list by rotating top-to-bottom / bottom-to-top**)  
**52% Total Conservative**  
**18% Total Liberal**  
29% Very conservative  
23% Somewhat conservative  
28% Moderate  
9% Somewhat liberal  
9% Very liberal  
2% Unsure / refused (**vol**)
- 
1. In politics today, do you generally consider yourself to be...(**Randomize first three options, then read fourth**)

49% a Republican  
34% a Democrat  
13% an Independent  
3% or something else  
1% Unsure / refused (vol)

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**IF VALUE 3 in PREVIOUS QUESTION, ASK:**

2. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

**N77**

49% Closer to Republican Party  
27% Closer to Democratic Party  
25% Purely Independent (vol)

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3. As you may have heard, there will be a special election for U.S. Senate in Alabama. Based on what you've heard, when will this special election be held? (Open-Ended, DO NOT READ RESPONSES)

61% December 12th  
22% In December  
4% In November  
1% Later this year  
0% Next year  
12% Don't Know  
0% Refused

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4. Now looking ahead to the December 12th Special Election for U.S. Senate....as you know, not everyone gets a chance to vote in all elections. With that said, how likely would you say you are to vote in the election this December? Would you say you are... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

89% Very Likely (CONTINUE)  
11% Somewhat Likely (CONTINUE)

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5. And on a scale of one to ten, how much attention have you been paying to the upcoming Special Election for U.S. Senate? One means you have not paid any attention at all, and ten means you are following it very closely. Remember you can use any number between one and ten. (RECORD NUMBER) (DK/REFUSED: 99)

0% 1  
1% 2  
2% 3  
2% 4  
8% 5  
5% 6  
8% 7  
16% 8  
12% 9  
46% 10

8.37 MEAN

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6. In the Presidential election last fall, please tell me who you voted for. As you'll recall, the candidates were... (Randomize choices)

54% Donald Trump, Republican

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37% Hillary Clinton, Democrat  
 2% Gary Johnson, Libertarian  
 1% Jill Stein, Green Party  
 2% Other names (vol)  
 3% Did not vote (vol)  
 2% Refused (vol)

For each one of the following, please (**Phone version:** tell me / **Web version:** indicate) whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just (**Phone version:** say so / **Web version:** indicate that). (**Phone version:** Here is the first name... **Wait for response, then ask:** Would that be a strong or just somewhat (positive/negative) impression?)  
**(RANDOMIZE LIST):**

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
7. Donald Trump	<b>53%</b>	37%	16%	<b>44%</b>	6%	37%	3%	0%
8. Jeff Sessions	<b>52%</b>	33%	20%	<b>39%</b>	12%	28%	6%	3%
9. Roy Moore	<b>39%</b>	21%	18%	<b>54%</b>	10%	44%	6%	1%
10. Doug Jones	<b>51%</b>	29%	22%	<b>33%</b>	12%	21%	9%	7%
11. Luther Strange	<b>36%</b>	10%	27%	<b>53%</b>	24%	30%	8%	2%
12. Richard Shelby	<b>54%</b>	22%	31%	<b>32%</b>	17%	16%	10%	4%
13. Mitch McConnell	<b>21%</b>	3%	18%	<b>60%</b>	28%	32%	13%	6%
14. Chuck Schumer	<b>21%</b>	8%	13%	<b>43%</b>	14%	29%	14%	22%
X1. Mo Brooks	<b>33%</b>	12%	21%	<b>36%</b>	18%	19%	18%	13%

**(End randomization)**

15. Do you approve or disapprove of the job Donald Trump is doing as President?  
**(Phone version: If choice made, ask: Is that strongly or somewhat (approve / disapprove)?)**

**55%** Total Approve  
**44%** Total Disapprove

37% Strongly Approve  
 18% Somewhat Approve

7% Somewhat Disapprove  
 37% Strongly Disapprove

2% Unsure / refused (vol)

**IF VALUE 3, 4 or 5 in PREVIOUS QUESTION, ASK:**

16. Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?

(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

**N272**

**19% Total Agree**

**76% Total Disagree**

4% Strongly agree

15% Somewhat agree

14% Somewhat disagree

63% Strongly disagree

2% Depends / neutral (vol)

3% Unsure / refused (vol)

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17. Do you know anyone who approves of the job President Trump is doing, but would rather not say so publicly?

(Record only)

34% Yes

57% No

9% Unsure

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18. Generally speaking, would you say things in this country are heading in the right direction, or are they running off on the wrong track?

45% Right Direction

48% Wrong Track

8% Unsure (DNR)

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19. As you have heard, there is a special for the United States Senate in Alabama on December 12<sup>th</sup>. If the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

**41% Total Roy Moore**

**49% Total Doug Jones**

31% Definitely Roy Moore

7% Probably Roy Moore

4% Lean Roy Moore

44% Definitely Doug Jones

3% Probably Doug Jones

1% Lean Doug Jones

4% Firmly Undecided (Do Not Read)

2% Will Not Vote (Do Not Read)

1% Refused (Do Not Read)

3% Write-in Luther Strange (Do Not Read)

1% Write in Mo Brooks (Do Not Read)

0% Write in Jeff Sessions (Do Not Read)

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(Phone version:) Here is a list of statements people are saying for and against candidate Doug Jones. After I read each, please tell me if that fact would make you more likely or less likely to support him for Senate. (PROBE: and

would that be Much or Somewhat more/less likely?)

**(Web version:)** Here is a list of statements people are saying for and against candidate Doug Jones. Please read each and indicate if that fact would make you more likely or less likely to support him for Senate.

**(RANDOMIZE LIST):**

	<b>Total More Likely</b>	<b>Total Less Likely</b>	Much More	Smwt More	Smwt Less	Much Less	Depends/ Other <b>(vol)</b>	Unsure/ Refused <b>(vol)</b>
20. Doug Jones opposes any effort to repeal or replace Obamacare, saying that he is QUOTE "disturbed about repeated efforts to repeal the bill or weaken it." END QUOTE	<b>39%</b>	<b>51%</b>	30%	9%	11%	40%	4%	6%
21. Doug Jones has said that tax reform QUOTE "troubles me," and would likely vote against President Trump's tax reform.	<b>43%</b>	<b>49%</b>	33%	10%	11%	38%	3%	5%
22. Doug Jones opposes President Trump's immigration policies, and has said he will oppose building a wall along our southern border.	<b>43%</b>	<b>50%</b>	32%	10%	11%	39%	2%	5%
23. Doug Jones has received campaign contributions from a group that has called for President Trump's impeachment.	<b>37%</b>	<b>52%</b>	27%	10%	12%	41%	4%	7%
24. Doug Jones is a pro-choice candidate who opposes the 20-week pain-capable abortion ban because he is a strong supporter of abortion rights.	<b>36%</b>	<b>53%</b>	21%	15%	14%	39%	4%	7%
25. Doug Jones has publicly tweeted his support of NFL athletes who kneel in protest during the National Anthem.	<b>37%</b>	<b>52%</b>	26%	11%	11%	41%	5%	6%

**(End randomization)**

26. Have you recently seen, read or heard anything in the news about Roy Moore?

95% Yes  
4% No  
1% Don't Know/refused (DO NOT READ)

**(IF :1 IN LAST QUESTION, ASK)**

27. In your own words, what have you seen, read or heard about Roy Moore. (OPEN END)

**N568**

78% Involved in a sexual harassment/ Assaulted teenage girls/ Young women/ Pedophile  
17% False accusations about him/ Campaign smearing/ Negative things/ Attack ads about him  
5% General negative mentions about him (i.e. creepy, con man, won't vote for him, etc.)  
3% General positive mentions about him (i.e. vote for him, good, etc.)  
3% Just heard/ Seen/ Read on TV, news, signs, etc.  
2% Does not follow the Law/ Constitution  
2% He has been removed from the office couple of times  
2% He is a homophobic  
2% He was a District Attorney/ Lawyer  
2% He was banned from Gadsden Mall  
2% He is a Christian  
2% Has done a good job  
1% He is a liar/ Untrustworthy  
1% He is a racist  
1% He has wasted a lot of money for the state  
1% He is conservative/ Republican  
0% Nothing  
3% Other  
3% Don't know/Refused

**(IF ASKED LAST QUESTION, ASK)**

28. And how does what you have seen read or heard about Roy Moore impacted your vote for U.S. Senate. Has it made you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or has it had no impact on your vote?

(Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

**N568**

**14% Total More Likely**

**38% Total Less Likely**

12% Much More Likely  
2% Somewhat More Likely

8% Somewhat Less Likely  
30% Much Less Likely

45% No impact  
3% Unsure / refused (vol)

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29. Recent news articles have been reporting that in 1979, then 32-year-old Roy Moore may have initiated a sexual encounter with a 14-year-old girl. Does hearing this news make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or does it have no impact on your vote?

(Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

**6% Total More Likely**

**45% Total Less Likely**

5% Much More Likely  
1% Somewhat More Likely

8% Somewhat Less Likely  
37% Much Less Likely

45% No impact  
4% Unsure / refused (vol)

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30. If the recent sexual allegations are true, do you think Roy Moore should (rotate) withdraw from the Senate race, or continue running for Senate. (Probe: Would that be Definitely or just Probably)

**69% Total Withdraw from the Senate race**

**21% Total Continue running for Senate**

58% Definitely withdraw from the Senate race  
12% Probably withdraw from the Senate race

5% Probably continue running for Senate  
16% Definitely continue running for Senate

4% Depends / other (vol)  
6% Unsure / refused (vol)

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**Ask only among question C=1, AND question D=1**

31. Regardless if the sexual allegations against Roy Moore are true, do you think Roy Moore should (rotate) withdraw from the Senate race and let another Republican candidate run, or continue running for Senate. (Probe: Would that be Definitely or just Probably)

**N345**

**39% Total Withdraw from the Senate race and let another Republican candidate run**

**49% Total Continue running for Senate**

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27%	Definitely withdraw from the Senate race and let another Republican candidate run
12%	Probably withdraw from the Senate race and let another Republican candidate run
10%	Probably continue running for Senate
39%	Definitely continue running for Senate
4%	Depends / other <b>(vol)</b>
8%	Unsure / refused <b>(vol)</b>

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32. Mitch McConnell and other DC Republicans have suggested Roy Moore should withdraw from the race due to the reported sexual allegations. Does hearing this fact make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or has it had no impact on your vote?  
 (Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

<b>16%</b>	<b>Total More Likely</b>
<b>31%</b>	<b>Total Less Likely</b>
13%	Much More Likely
2%	Somewhat More Likely
5%	Somewhat Less Likely
25%	Much Less Likely
52%	No impact
2%	Unsure / refused <b>(vol)</b>

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X3. Recently, President Trump stated that Roy Moore should step out of the race amid the reported sexual allegations, do you agree or disagree with President Trump?  
 (Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

<b>50%</b>	<b>Total Agree</b>
<b>36%</b>	<b>Total Disagree</b>
39%	Strongly agree
11%	Somewhat agree
13%	Somewhat disagree
23%	Strongly disagree
7%	Depends / neutral <b>(vol)</b>
7%	Unsure / refused <b>(vol)</b>

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33. After hearing facts about candidates running for Senate in the Alabama special election, if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

<b>41%</b>	<b>Total Roy Moore</b>
<b>48%</b>	<b>Total Doug Jones</b>
33%	Definitely Roy Moore
6%	Probably Roy Moore
3%	Lean Roy Moore

43%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones
4%	Firmly Undecided (Do Not Read)
3%	Will Not Vote (Do Not Read)
1%	Refused (Do Not Read)
3%	Write-in Luther Strange (Do Not Read)
0%	Write-in Mo Brooks (Do Not Read)
0%	Write in Jeff Sessions (Do Not Read)

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**(RANDOMIZE Q34, X4, X5)**

34. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Luther Strange, for whom would you vote? (Probe: Definitely/Probably)

<b>31%</b>	<b>Total Roy Moore</b>
<b>43%</b>	<b>Total Doug Jones</b>
<b>21%</b>	<b>Total Luther Strange</b>
26%	Definitely Roy Moore
4%	Probably Roy Moore
1%	Lean Roy Moore
39%	Definitely Doug Jones
3%	Probably Doug Jones
1%	Lean Doug Jones
13%	Definitely Luther Strange
6%	Probably Luther Strange
3%	Lean Luther Strange
3%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
0%	Refused (Do Not Read)

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X4. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Mo Brooks, for whom would you vote? (Probe: Definitely/Probably)

<b>32%</b>	<b>Total Roy Moore</b>
<b>45%</b>	<b>Total Doug Jones</b>
<b>16%</b>	<b>Total Mo Brooks</b>
24%	Definitely Roy Moore
6%	Probably Roy Moore
2%	Lean Roy Moore
41%	Definitely Doug Jones
3%	Probably Doug Jones



1%	Lean Doug Jones
10%	Definitely Mo Brooks
4%	Probably Mo Brooks
2%	Lean Mo Brooks
5%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
0%	Refused (Do Not Read)

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X5. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Jeff Sessions, for whom would you vote? (Probe: Definitely/Probably)

<b>26%</b>	<b>Total Roy Moore</b>
<b>44%</b>	<b>Total Doug Jones</b>
<b>25%</b>	<b>Total Jeff Sessions</b>
21%	Definitely Roy Moore
4%	Probably Roy Moore
1%	Lean Roy Moore
39%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones
18%	Definitely Jeff Sessions
5%	Probably Jeff Sessions
2%	Lean Jeff Sessions
3%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
1%	Refused (Do Not Read)

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**(END RANDOMIZATION)**

**(RANDOMIZE Q35, X6, X7)**

35. And if the election were held today and the candidates were (RANDOMIZE) Republican Luther Strange and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

<b>43%</b>	<b>Total Luther Strange</b>
<b>46%</b>	<b>Total Doug Jones</b>
33%	Definitely Luther Strange
6%	Probably Luther Strange
4%	Lean Luther Strange
41%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones

5% Firmly Undecided (Do Not Read)  
5% Will Not Vote (Do Not Read)  
1% Refused (Do Not Read)

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X6. And if the election were held today and the candidates were (RANDOMIZE) Republican Mo Brooks and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

**41%**    **Total Mo Brooks**  
**47%**    **Total Doug Jones**

31%    Definitely Mo Brooks  
7%    Probably Mo Brooks  
4%    Lean Mo Brooks  
42%    Definitely Doug Jones  
4%    Probably Doug Jones  
2%    Lean Doug Jones

6%    Firmly Undecided (Do Not Read)  
4%    Will Not Vote (Do Not Read)  
1%    Refused (Do Not Read)

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X7. And if the election were held today and the candidates were (RANDOMIZE) Republican Jeff Sessions and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

**50%**    **Total Jeff Sessions**  
**44%**    **Total Doug Jones**

42%    Definitely Jeff Sessions  
6%    Probably Jeff Sessions  
2%    Lean Jeff Sessions  
41%    Definitely Doug Jones  
3%    Probably Doug Jones  
1%    Lean Doug Jones

4%    Firmly Undecided (Do Not Read)  
1%    Will Not Vote (Do Not Read)  
1%    Refused (Do Not Read)

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**(END RANDOMIZATION)**

Now just a few questions to make sure we have a representative sample --

D1.    In what year were you born? (Make REFUSED into 9 9 9 9)

\_\_\_ \_\_\_ \_\_\_

D1\_1. IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age? **Read choices**

6%    18 to 34  
15%    35 to 44  
19%    45 to 54  
30%    55 to 64  
30%    65 or older  
0%    Refused

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D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

10% Yes  
90% No  
1% Unsure (vol)  
0% Refused (vol)

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D3. Are you or is anyone in your household a military veteran or current member of the armed services?

26% Yes  
73% No  
0% Unsure (vol)  
0% Refused (vol)

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D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

1% Yes  
98% No  
0% Unsure (vol)  
1% Refused (vol)

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D5. And is your race Anglo, African-American, Asian, or some other race?

68% Anglo / White  
23% African-American / Black  
1% Asian  
0% Hispanic (vol)  
1% American Indian (vol)  
5% Other (vol)  
0% Unsure (vol)  
1% Refused (vol)

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D6. Do you consider your religious background to be... **(Read and randomize first three options)**

43% Protestant  
6% Fundamentalist / Pentecostal  
6% Catholic  
13% Other Christian denomination  
1% Jewish  
1% Atheist  
1% Agnostic  
20% Baptist (vol)  
6% Other (vol)  
1% Unsure (vol)  
3% Refused (vol)

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D7. Would you say that you attend church services or religious activities... **(Read top-to-bottom)**

27% More than once a week  
35% Once a week  
8% Once a month  
20% A few times a year  
8% Never  
1% Unsure (vol)  
1% Refused (vol)

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D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

26% Below \$40,000  
32% Between \$40,000 and \$79,999  
20% Between \$80,000 and \$124,999  
13% Above \$125,000  
1% Unsure (vol)  
9% Refused (vol)

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D9. Gender (**By observation**) **Ask of everyone:** Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

**48% Total Male**  
**52% Total Female**

30% Male / employed  
18% Male / not-employed - homemaker - retired  
1% Male / unsure - refused to say  
21% Female / employed  
30% Female / not-employed - homemaker - retired  
1% Female / unsure - refused to say

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D10. What is the highest level of formal education that you have completed?

1% Less than high school  
15% High school graduate  
23% Some college  
9% College graduate with Associates or 2 year degree  
27% College graduate with a Bachelors or 4 year degree  
21% Post-graduate degree  
2% Technical or vocational school graduate  
2% Don't Know/ Refused (vol)

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