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GEORGIA STATEWIDE PUBLIC POLL – MEMORANDUM

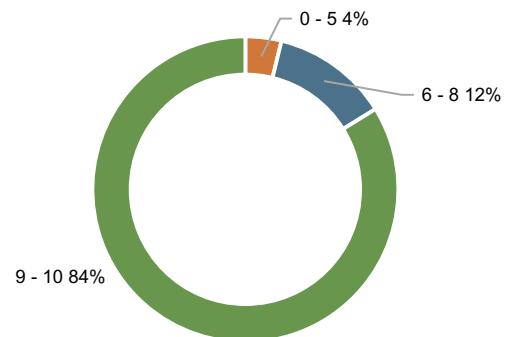
DATE: Thursday, November 1, 2018
TO: Interested Parties
FROM: Brent Buchanan, President & Brett Cowden, VP Client Strategy
RE: Key Findings: Survey of GA Likely General Election Voters

[Cygna](#) has completed a statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Georgia. The information below was gathered through a phone survey of likely general election voters conducted October 28 – October 30, 2018. This survey has a sample size of n504 and a margin of error of $\pm 4.36\%$ at a 95% confidence interval.

INTENSITY OF INTEREST

We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Of those surveyed 84% rated their interest in the election as either a 9 or a 10.
- This is underscored by 39% saying they have already voted and 57% saying they will definitely vote.
- 86% of voters who have a favorable opinion of President Trump and 82% of voters who have an unfavorable opinion of the president fell in the high interest range.
- 85% of Republicans, 83% of Democrats, and 82% of Independents fell in the high interest range.



GENERIC BALLOT

- Republicans trail the generic ballot 50%-48% (net D+2), outperforming the national average (D+8) by 6 points.
- On the generic ballot, Independents favored Democrats by 8 points (51%-43%).
- Male voters prefer Republicans by a 17-point margin (57%-40%), and female voters break for Democrats by a 10-point margin (54%-44%).
- 89% of voters who chose a generic Republican have a favorable opinion of President Trump, while 90% of those who chose a generic Democrat have an unfavorable opinion of the president.

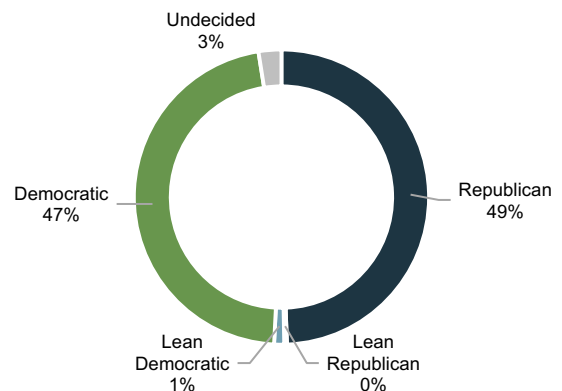
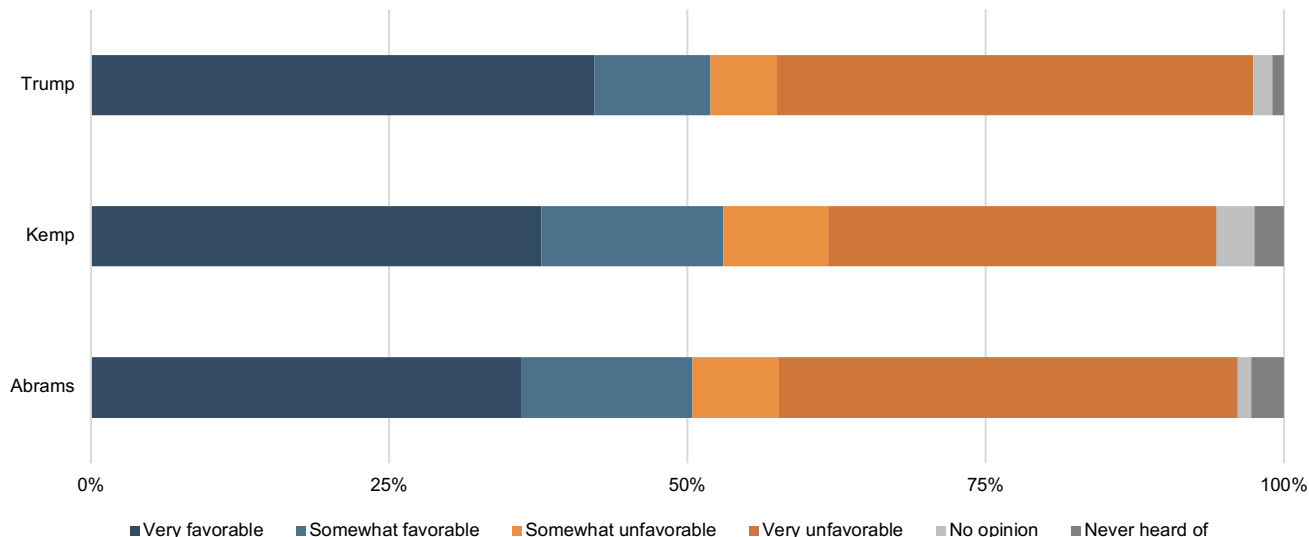


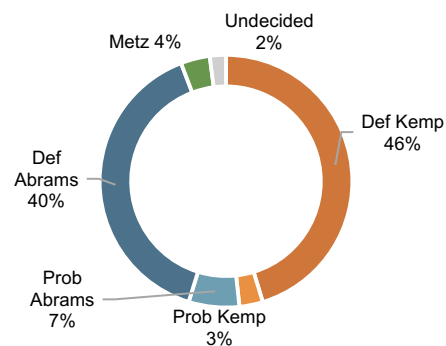
IMAGE TESTS



- 52% of Georgia voters have a favorable opinion of President Trump, versus 46% with an unfavorable opinion (net +6). This is considerably better than the national average of net -11.
- Voters' opinions of the president fall largely along party lines with 78% of Republicans having a favorable opinion and 78% of Democrats having an unfavorable opinion.
- Men have a net +18 favorable opinion of the president. Women have a net unfavorable opinion of -3.
- Republican gubernatorial candidate Kemp has a net favorability of +12, 53% favorable to 41% unfavorable. Only 6% have either no opinion of or have never heard of him.
- Democratic gubernatorial candidate Abrams has a net favorability of +4, 50% favorable to 46% unfavorable. Only 4% have either no opinion of or have never heard of Abrams.

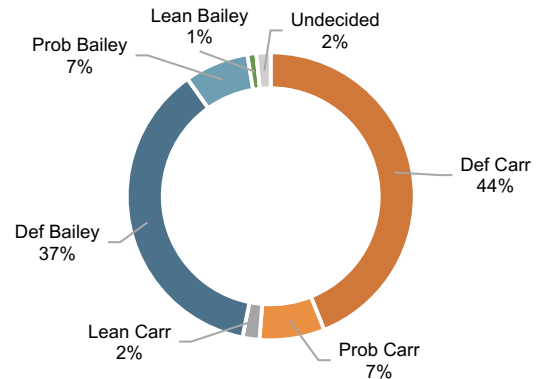
GUBERNATORIAL BALLOT

- This race is extremely tight. Kemp leads Abrams 49%-47%. 4% of voters prefer a third-party candidate.
- Kemp overperforms the generic ballot (+1), and Abrams underperforms (-3).
- Kemp retains 95% of Republican voters, while only 4% of Republicans prefer Abrams.
- Abrams retains 90% of Democratic voters, while 6% of Democrats prefer Kemp.
- Metz is pulling 5% of Democrats, 10% of Independents, and 1% of Republicans.
- Abrams leads with those who have already voted (53%-44%), while Kemp leads with those Definitely Voting (51%-45%). Probably Voting tilts heavily in Kemp's favor (69%-26%).
- 91% of voters with a favorable opinion of President Trump support Kemp, while 8% of those with a negative opinion support the Republican candidate.
- 84% of voters with an unfavorable opinion of President Trump support Abrams, while 12% of those with a positive opinion support the Democratic candidate.
- Men prefer Kemp 54%-43%. Women prefer Abrams 50%-45%.



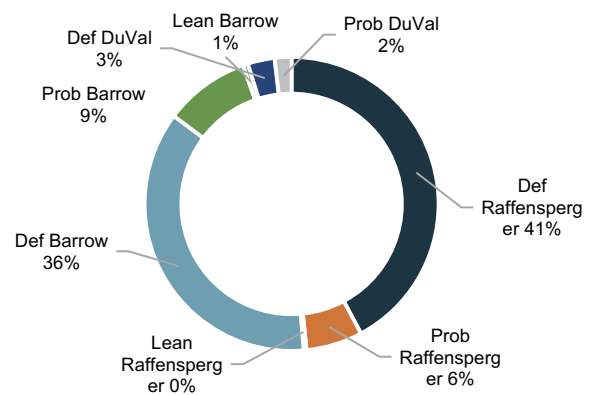
ATTORNEY GENERAL BALLOT

- Carr leads Bailey on the Attorney General Ballot 53%-45%. Only 2% of voters remain undecided.
- Carr overperforms the generic ballot (+5) and Bailey underperforms (-5).
- Carr retains 95% of Republican voters, while 5% of Republicans prefer Bailey.
- Bailey retains 87% of Democratic voters, while 12% prefer Carr.
- 50% of Independents choose Bailey, 47% Carr.
- Of those voters who have already voted, 50% support Bailey and 48% Carr.
- Of those Definitely Voting, 55% prefer Carr and 43% prefer Bailey.
- Men prefer Carr over Bailey 57%-40%. Women are closely split, 49% favoring Bailey and 50% favoring Carr.



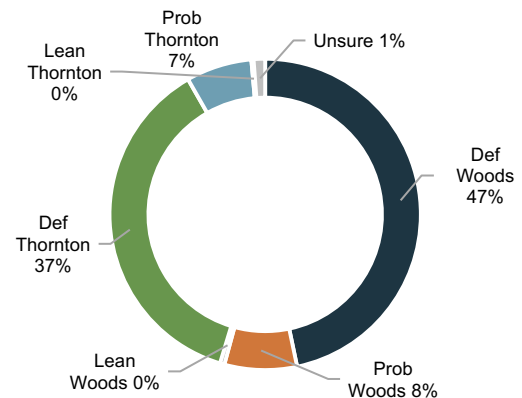
SECRETARY OF STATE BALLOT

- Raffensperger leads Barrow on the Secretary of State Ballot 47%-45%, well inside the margin of error. Only 1% of voters remain undecided.
- Raffensperger overperforms the generic ballot (+6), while Barrow underperforms (-8).
- Raffensperger retains 90% of Republican voters, while 7% of Republicans prefer Barrow.
- Barrow retains 86% of Democratic voters, while 6% prefer Raffensperger.
- Of those voters who have already voted, 50% support Barrow and 46% Raffensperger. Of those Definitely Voting, 48% prefer Raffensperger versus 44% Barrow.
- Men prefer Raffensperger over Barrow 53%-39%. Women prefer Barrow over Raffensperger 51%-43%.



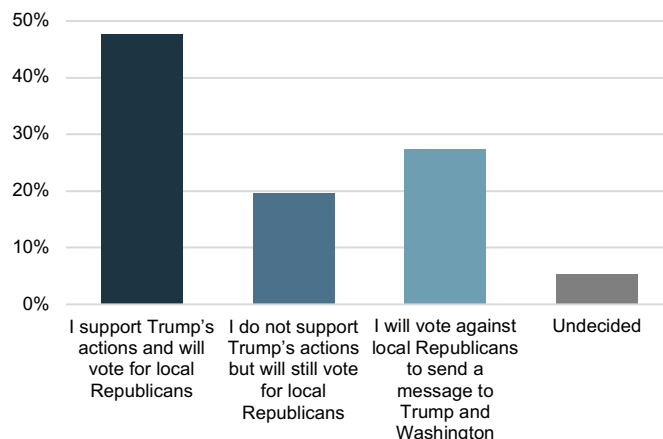
SUP. SCHOOLS BALLOT

- Woods leads Thornton on the Sup. Schools Ballot 55%-44%. 1% of voters remain undecided.
- Woods overperforms the generic ballot (+7), and Thornton underperforms (-6).
- Woods retains 97% of Republican voters, while 2% of Republicans prefer Barrow.
- Thornton retains 90% of Democratic voters, while 8% prefer Woods.
- Of those voters who have already voted, 52% support Woods and 48% Thornton. Of those Definitely Voting, 55% prefer Woods versus 43% Thornton.
- Men prefer Woods over Thornton 61%-36%. Women prefer Thornton over Woods 51%-49%.



TRUMP IMPACT ON VOTE

- Trump's popularity in Georgia appears to have a positive effect for Republican candidates, as 67% of voters say they will support local Republicans either because of their support of or despite their dislike of the president.
- Only 27% of the vote is an anger or protest vote against the president.
- Supporters of the president are more likely to vote for Republican candidates than those who do not support the president are to vote for Democratic candidates.
- 85% of voters who support President Trump prefer a generic Republican.
- 87% of Republicans, 11% of Democrats, and 37% of Independents say they will vote for local Republican candidates because of their support for the president.
- 54% of Democrats say they will vote against local Republicans to send a message to the president.
- 29% of Democrats and 10% of Republicans say they do not support the president's actions but will still support local Republicans.
- 30% of women and 25% of men say they will not vote for Republicans to send the president a message.
- 44% of women and 53% of men say they support the president and will vote for Republicans.



METHODOLOGY

This probabilistic live telephone survey was conducted October 28 – 30, 2018, with 504 likely general election voters. It has a margin of error of $\pm 4.36\%$. Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 65% of the sample, while 35% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

ACCESS TO COMPLETE SMART TABLES & CROSSTABS

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email info@cygnal.al for more details.

ABOUT THE FIRM

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Georgia and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling and survey data in state-wide, congressional, legislative, and local geographies.

