

November 1, 2018



Georgia Statewide

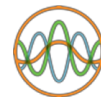
Survey of Likely General Election Voters

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.

Additional Data

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@cygn.al.



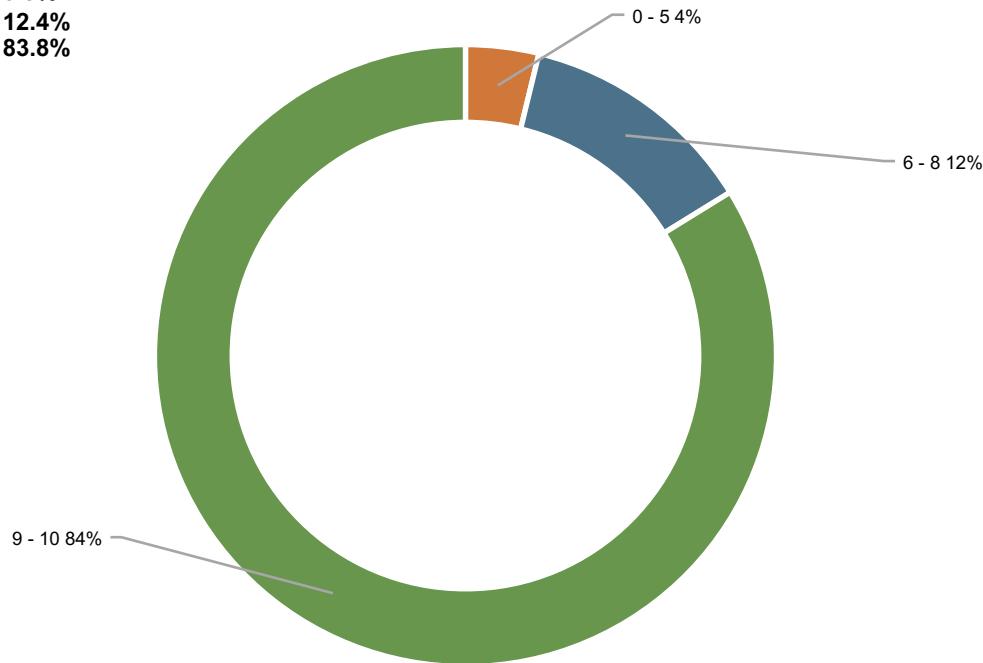
Geo Groupings – Based on Congressional District

Metro ATL	Surrounding ATL	South/East GA
GA-04	GA-03	GA-01
GA-05	GA-09	GA-02
GA-06	GA-10	GA-08
GA-07	GA-14	GA-14
GA-11		
GA-13		



Voter Intensity

0-5 – 3.8%
6-8 – 12.4%
9-10 – 83.8%

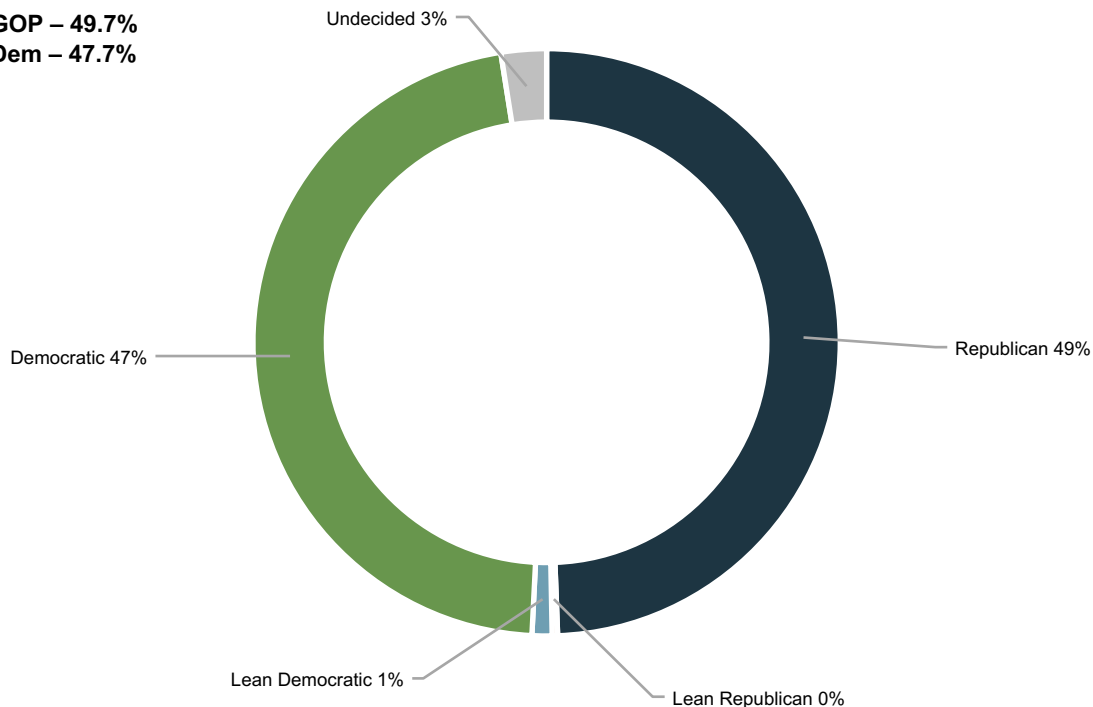


	0-5	6-8	9-10
Generic Repub.	3%	13%	85%
Generic Dem.	4%	11%	85%
Trump Fav	3%	11%	86%
Trump Unfav	4%	14%	82%
Kemp Unfav	4%	13%	84%
Abrams Unfav	4%	12%	84%
Gov Ballot - Kemp	4%	12%	85%
Gov Ballot - Abrams	3%	12%	85%
SoS - Raffensperger	3%	13%	84%
SoS - Barrow	4%	11%	85%
Men	4%	14%	82%
Women	4%	11%	85%
Under 50	6%	15%	78%
Over 50	2%	11%	87%
GOP	3%	11%	85%
Indep	7%	10%	82%
Dem	3%	14%	83%
Metro ATL	3%	13%	84%
Surrounding ATL	4%	12%	85%
South/East GA	6%	12%	82%
High Propensity	2%	8%	90%
Medium Propensity	3%	18%	80%
Low Propensity	7%	21%	73%



Generic Ballot

GOP – 49.7%
Dem – 47.7%



	GOP	DEM
0 - 5 Intensity	34%	51%
6 - 8 Intensity	50%	41%
9 - 10 Intensity	50%	49%
Trump Fav	89%	10%
Trump Unfav	6%	90%
Kemp Unfav	4%	94%
Abrams Unfav	88%	11%
Gov Ballot - Kemp	96%	3%
Gov Ballot - Abrams	3%	94%
SoS - Raffensperger	94%	6%
SoS - Barrow	7%	90%
Men	57%	40%
Women	44%	54%
Under 50	50%	47%
Over 50	50%	48%
GOP	95%	4%
Indep	1%	3%
Dem	4%	93%
Metro ATL	41%	57%
Surrounding ATL	59%	38%
South/East GA	56%	41%
High Propensity	55%	44%
Medium Propensity	46%	50%
Low Propensity	45%	51%

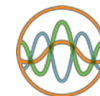


IMAGE TESTS

cygnal
audio

Image Tests – Overall

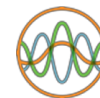
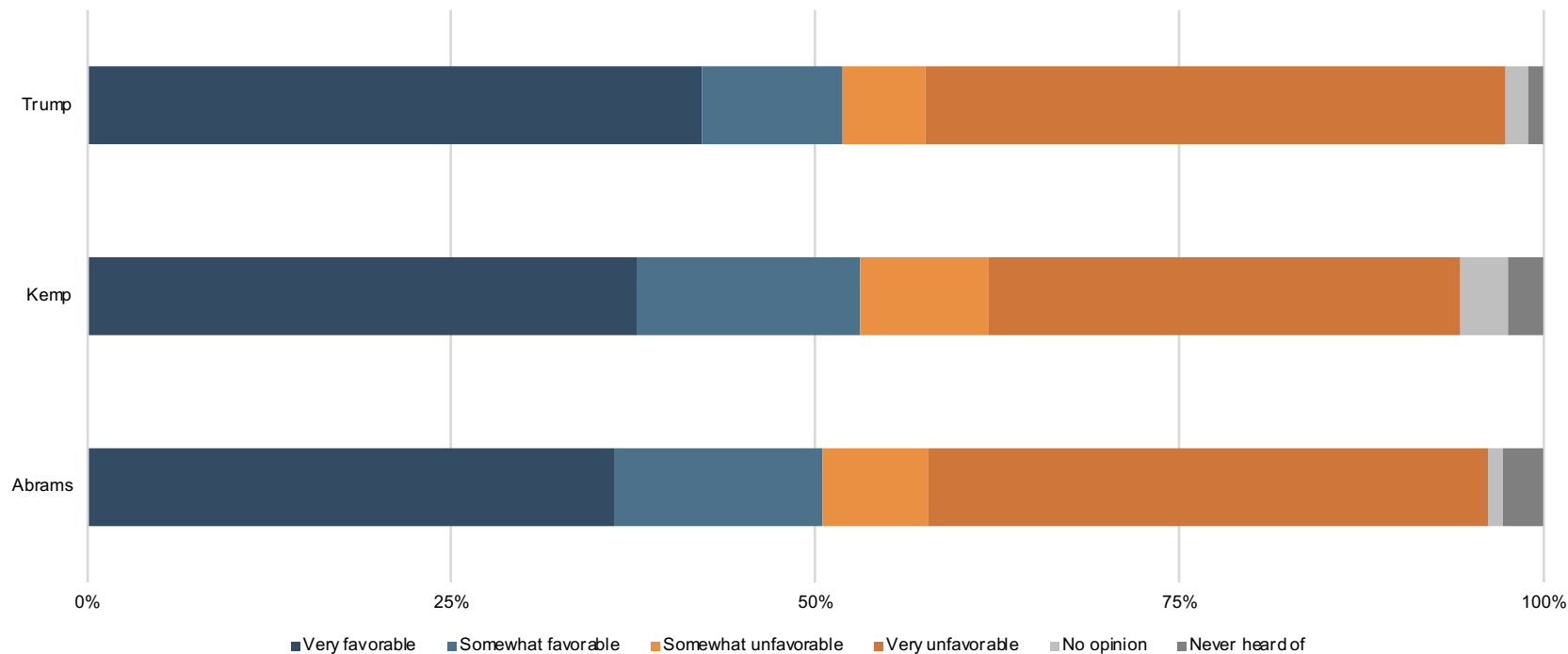
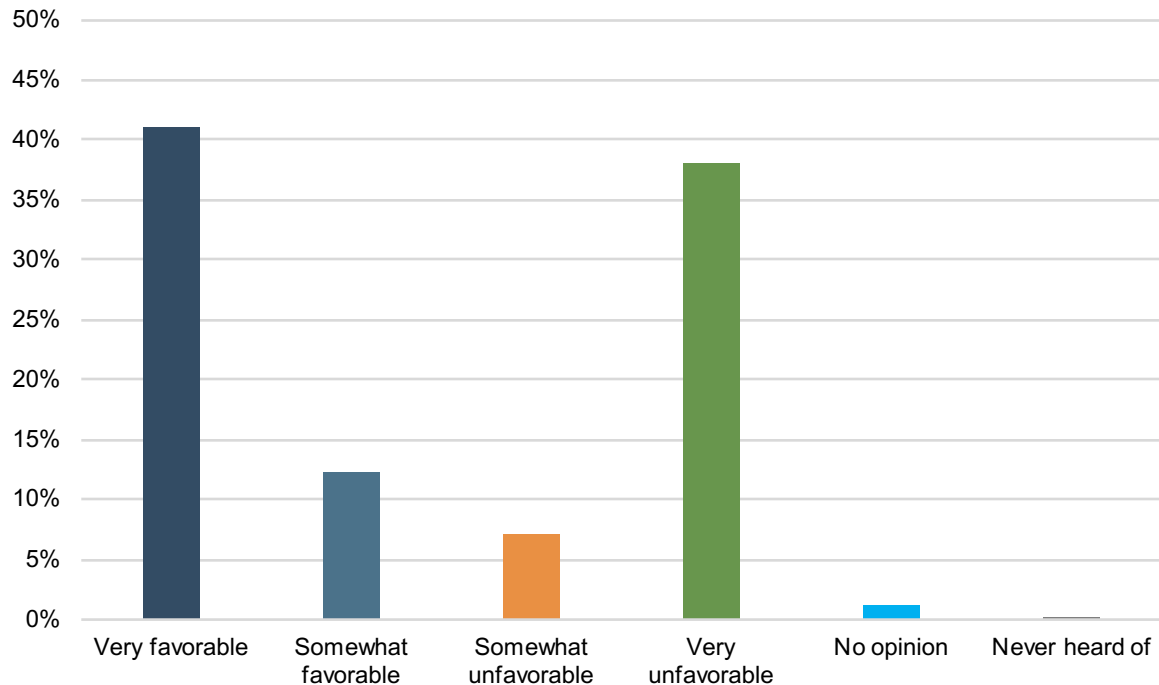


Image Test – Trump

Fav – 51.9%
Unfav – 45.5%

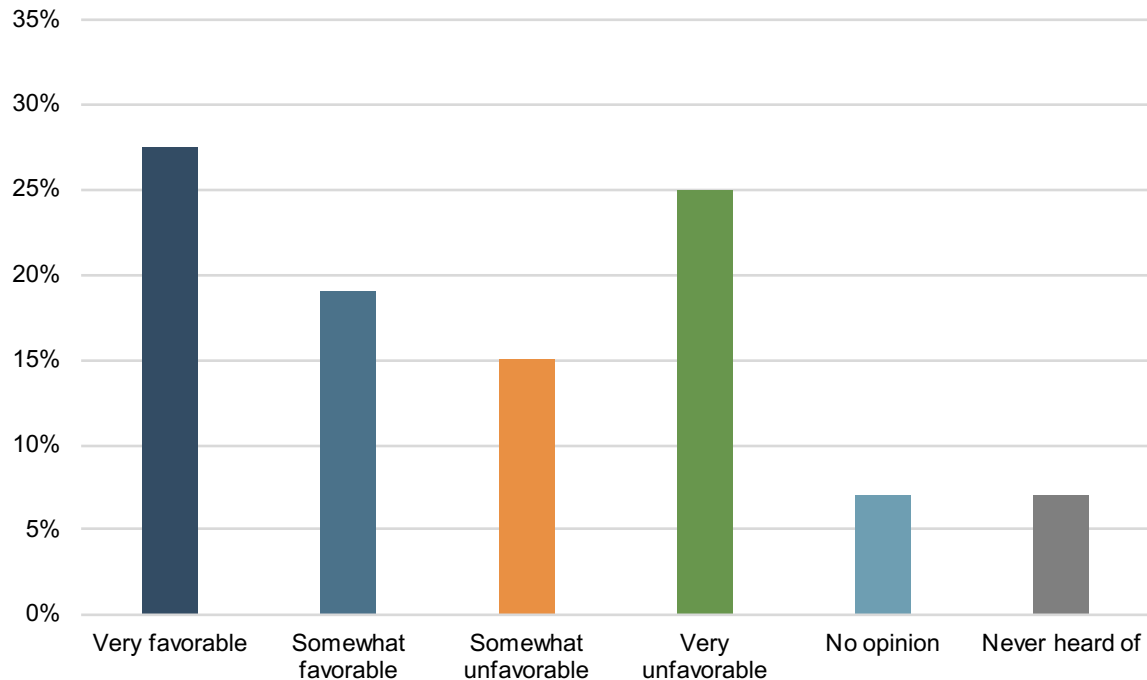


	Fav	Unfav
0 - 5 Intensity	42%	48%
6 - 8 Intensity	46%	51%
9 - 10 Intensity	53%	45%
Generic Repub.	93%	6%
Generic Dem.	11%	86%
Kemp Unfav	9%	88%
Abrams Unfav	87%	12%
Gov Ballot - Kemp	91%	8%
Gov Ballot - Abrams	12%	84%
SoS - Raffensperger	91%	8%
SoS - Barrow	15%	82%
Men	58%	40%
Women	47%	50%
Under 50	53%	44%
Over 50	51%	46%
GOP	93%	6%
Indep	48%	46%
Dem	9%	87%
Metro ATL	41%	57%
Surrounding ATL	61%	35%
South/East GA	60%	37%
High Propensity	56%	43%
Medium Propensity	52%	42%
Low Propensity	44%	53%



Image Test – Kemp

Fav – 53.0%
Unfav – 41.3%



	Fav	Unfav	None
0 - 5 Intensity	39%	40%	21%
6 - 8 Intensity	47%	43%	10%
9 - 10 Intensity	55%	41%	4%
Generic Repub.	94%	3%	3%
Generic Dem.	12%	81%	7%
Trump Fav	89%	7%	4%
Trump Unfav	14%	80%	6%
Abrams Unfav	87%	11%	3%
Gov Ballot - Kemp	92%	4%	4%
Gov Ballot - Abrams	14%	78%	8%
SoS - Raffensperger	90%	6%	3%
SoS - Barrow	16%	76%	8%
Men	60%	34%	6%
Women	48%	47%	5%
Under 50	54%	41%	5%
Over 50	52%	42%	6%
GOP	93%	4%	4%
Indep	52%	42%	6%
Dem	11%	81%	7%
Metro ATL	44%	51%	5%
Surrounding ATL	61%	34%	5%
South/East GA	61%	31%	7%
High Propensity	58%	39%	3%
Medium Propensity	51%	38%	11%
Low Propensity	46%	49%	5%

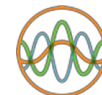
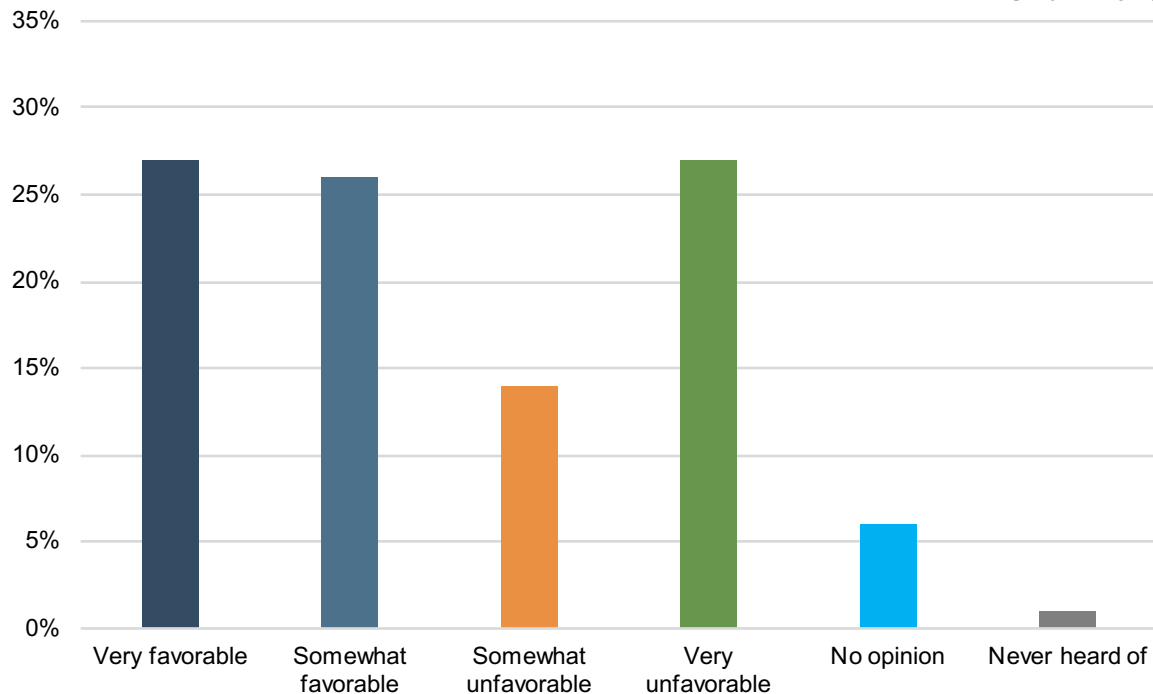
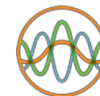


Image Test – Abrams

Fav – 50.4%
Unfav – 45.7%



	Fav	Unfav	None
0 - 5 Intensity	47%	47%	6%
6 - 8 Intensity	45%	44%	11%
9 - 10 Intensity	51%	46%	3%
Generic Repub.	14%	82%	5%
Generic Dem.	89%	9%	2%
Trump Fav	20%	77%	4%
Trump Unfav	84%	12%	4%
Kemp Unfav	86%	12%	2%
Gov Ballot - Kemp	15%	81%	4%
Gov Ballot - Abrams	88%	9%	3%
SoS - Raffensperger	15%	80%	5%
SoS - Barrow	86%	12%	2%
Men	41%	55%	4%
Women	58%	39%	4%
Under 50	51%	44%	5%
Over 50	50%	47%	3%
GOP	14%	81%	5%
Indep	51%	41%	9%
Dem	90%	10%	1%
Metro ATL	59%	39%	3%
Surrounding ATL	44%	54%	3%
South/East GA	44%	50%	7%
High Propensity	49%	48%	2%
Medium Propensity	49%	46%	4%
Low Propensity	52%	41%	7%

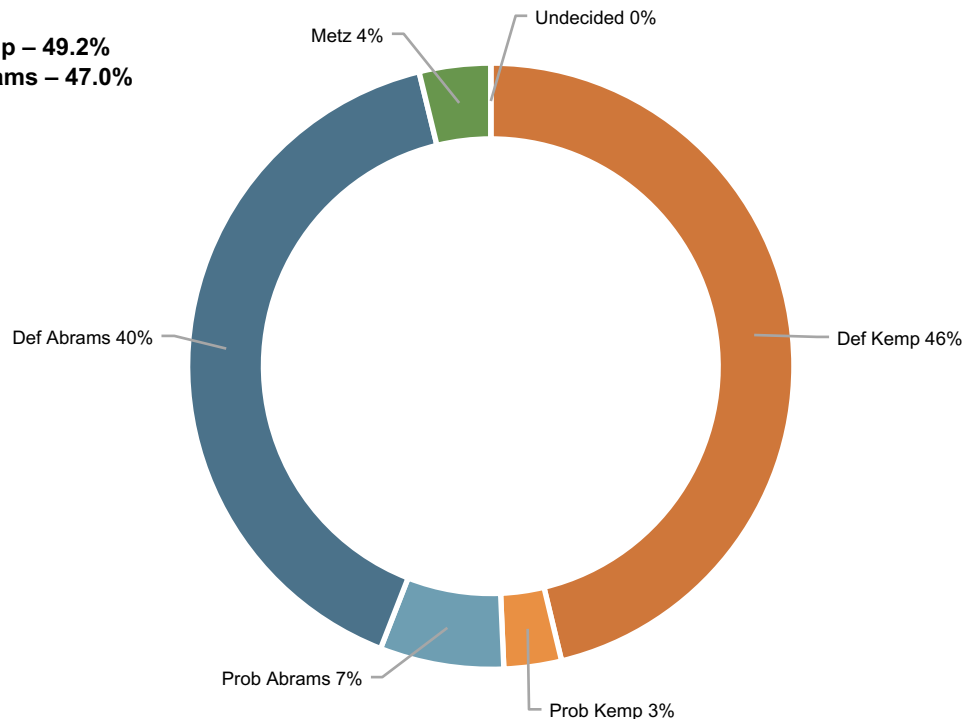


BALLOT TESTS

cygnal

Governor Ballot

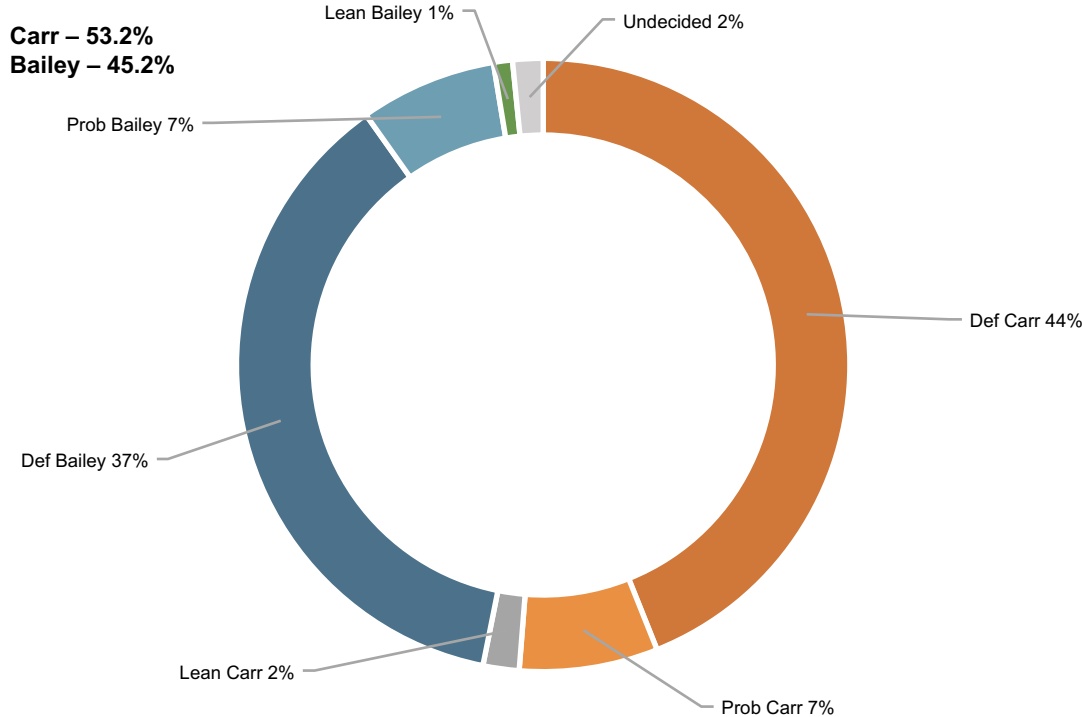
Kemp – 49.2%
Abrams – 47.0%



	Kemp	Abrams	Metz
0 - 5 Intensity	46%	40%	14%
6 - 8 Intensity	47%	46%	8%
9 - 10 Intensity	50%	48%	3%
Generic Repub.	95%	3%	2%
Generic Dem.	3%	93%	4%
Trump Fav	87%	11%	2%
Trump Unfav	8%	87%	5%
Kemp Unfav	5%	89%	7%
Abrams Unfav	87%	9%	4%
SoS - Raffensperger	92%	7%	2%
SoS - Barrow	7%	90%	4%
Men	54%	43%	3%
Women	45%	50%	4%
Under 50	50%	47%	4%
Over 50	49%	47%	4%
GOP	95%	4%	1%
Indep	36%	54%	10%
Dem	6%	90%	5%
Metro ATL	40%	55%	4%
Surrounding ATL	57%	40%	4%
South/East GA	56%	40%	3%
High Propensity	54%	43%	4%
Medium Propensity	49%	48%	4%
Low Propensity	42%	54%	4%



Attorney General Ballot



	Carr Bailey	
0 - 5 Intensity	53%	47%
6 - 8 Intensity	53%	42%
9 - 10 Intensity	54%	46%
Generic Repub.	93%	6%
Generic Dem.	14%	84%
Trump Fav	89%	10%
Trump Unfav	15%	84%
Kemp Unfav	12%	86%
Abrams Unfav	84%	13%
Gov Ballot - Kemp	93%	6%
Gov Ballot - Abrams	15%	84%
SoS - Raffensperger	93%	7%
SoS - Barrow	14%	85%
Men	57%	40%
Women	50%	49%
Under 50	55%	44%
Over 50	52%	46%
GOP	95%	5%
Indep	47%	50%
Dem	12%	87%
Metro ATL	47%	52%
Surrounding ATL	60%	39%
South/East GA	57%	40%
High Propensity	59%	40%
Medium Propensity	51%	46%
Low Propensity	44%	55%

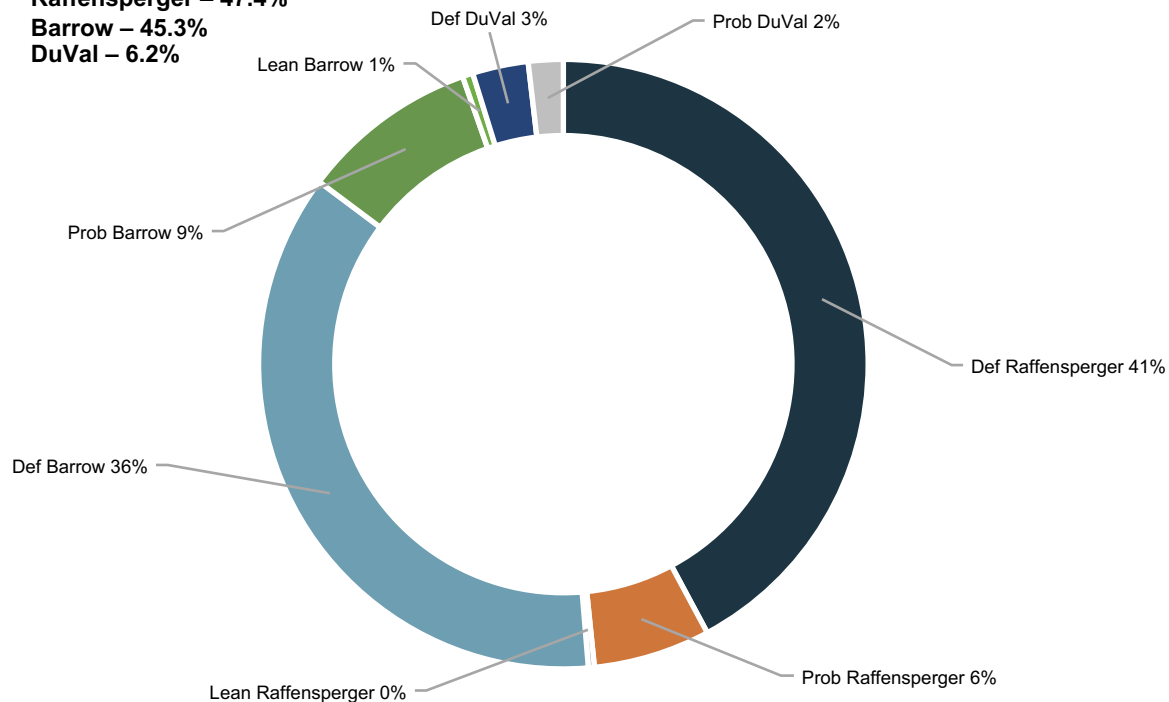


Secretary of State Ballot

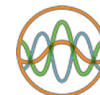
Raffensperger – 47.4%

Barrow – 45.3%

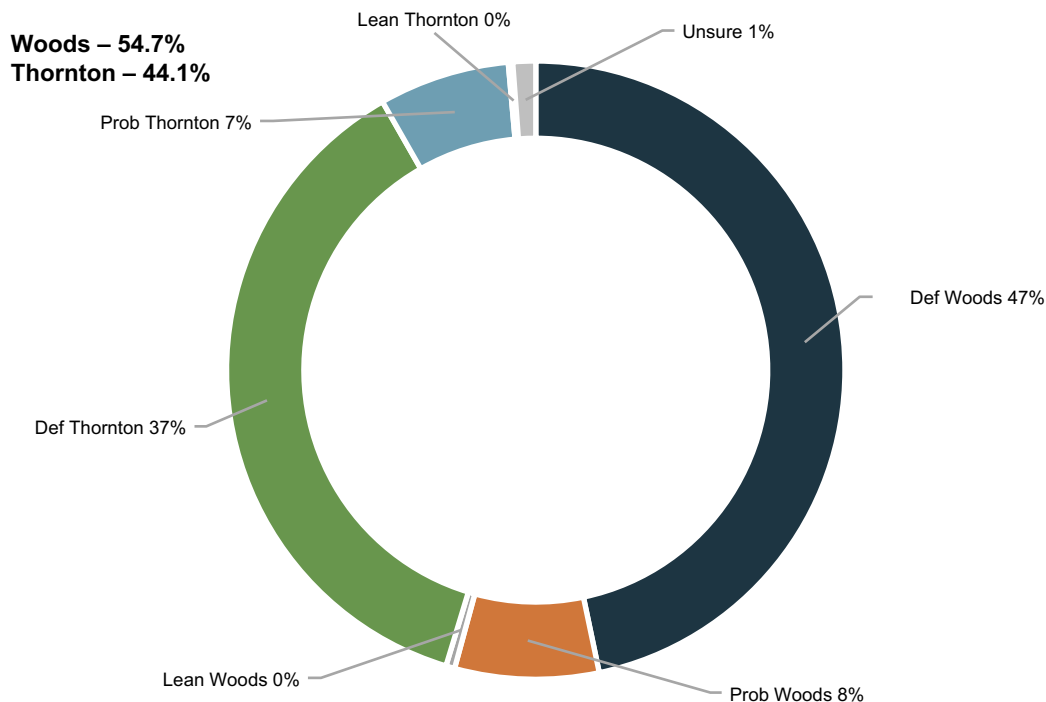
DuVal – 6.2%



	Raffensperger	Barrow	DuVal
0 - 5 Intensity	37%	44%	15%
6 - 8 Intensity	50%	40%	8%
9 - 10 Intensity	48%	46%	6%
Generic Repub.	89%	6%	4%
Generic Dem.	6%	86%	7%
Trump Fav	83%	13%	4%
Trump Unfav	9%	82%	8%
Kemp Unfav	7%	84%	9%
Abrams Unfav	83%	12%	4%
Gov Ballot - Kemp	89%	6%	5%
Gov Ballot - Abrams	7%	86%	6%
Men	53%	39%	7%
Women	43%	51%	5%
Under 50	45%	45%	9%
Over 50	49%	45%	5%
GOP	90%	7%	2%
Indep	37%	45%	15%
Dem	6%	86%	7%
Metro ATL	41%	52%	6%
Surrounding ATL	56%	38%	5%
South/East GA	50%	41%	7%
High Propensity	54%	40%	4%
Medium Propensity	41%	48%	11%
Low Propensity	39%	56%	4%



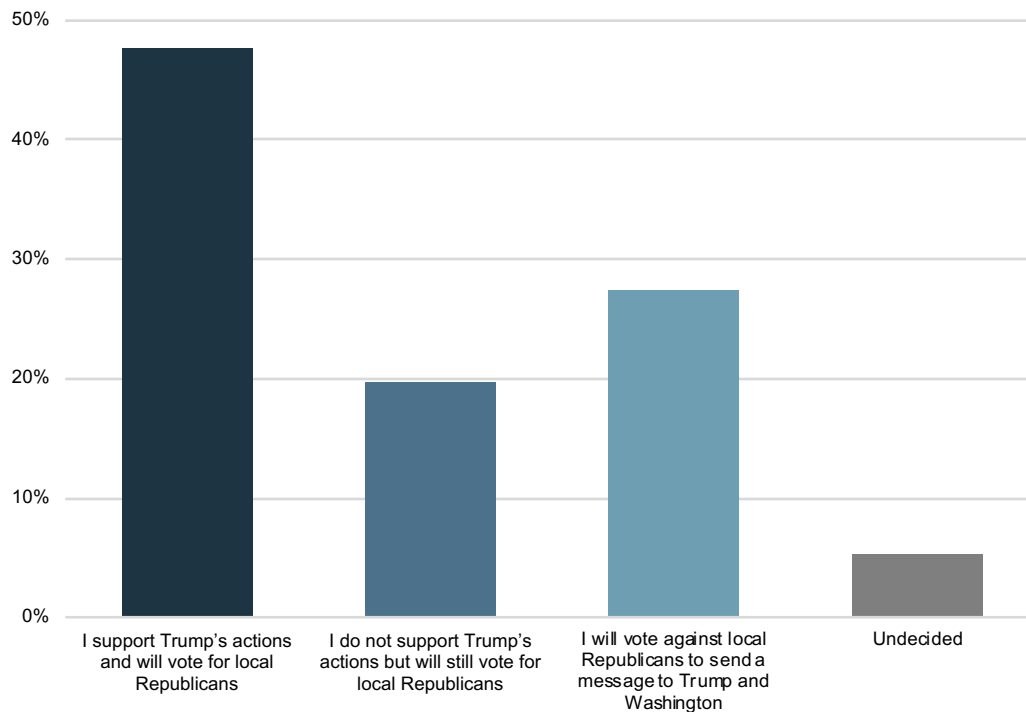
State Superintendent Ballot



	Woods Thornton	
0 - 5 Intensity	72%	28%
6 - 8 Intensity	50%	45%
9 - 10 Intensity	55%	45%
Generic Repub.	96%	4%
Generic Dem.	13%	86%
Trump Fav	91%	8%
Trump Unfav	14%	86%
Kemp Unfav	89%	9%
Abrams Unfav	9%	89%
Gov Ballot - Kemp	95%	4%
Gov Ballot - Abrams	13%	86%
SoS - Raffensperger	96%	4%
SoS - Barrow	13%	86%
Men	61%	36%
Women	49%	51%
Under 50	55%	43%
Over 50	53%	47%
GOP	97%	2%
Indep	57%	40%
Dem	8%	90%
Metro ATL	42%	57%
Surrounding ATL	70%	29%
South/East GA	61%	37%
High Propensity	60%	40%
Medium Propensity	53%	45%
Low Propensity	45%	54%



Trump's Impact

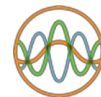


	Support Trump & GOP	Oppose Trump & GOP
0 - 5 Intensity	33%	34%
6 - 8 Intensity	42%	28%
9 - 10 Intensity	49%	27%
Generic Repub.	85%	1%
Generic Dem.	11%	55%
Trump Fav	82%	4%
Trump Unfav	11%	54%
Kemp Unfav	11%	55%
Abrams Unfav	80%	3%
Gov Ballot - Kemp	85%	2%
Gov Ballot - Abrams	11%	54%
SoS - Raffensperger	84%	2%
SoS - Barrow	13%	53%
Men	53%	25%
Women	44%	30%
Under 50	47%	27%
Over 50	48%	28%
GOP	87%	1%
Indep	37%	33%
Dem	11%	54%
Metro ATL	38%	35%
Surrounding ATL	57%	19%
South/East GA	55%	23%
High Propensity	54%	22%
Medium Propensity	44%	25%
Low Propensity	37%	40%



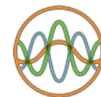
Conclusions

- Voter enthusiasm is high with 84% at a 9 or 10 interest level.
- Republicans trail the generic ballot 50%-48% (net D+2), which outperforms the national average (D+8) by 6 points.
- Male voters prefer Republicans by a 17-point margin (57%-40%). Female voters break for Democrats by a 10-point margin (54%-44%)
- Republicans lead in the Surrounding ATL geo (59%-39%) and the South/East Georgia geo (56%-41%), but trail in Metro Atlanta (57%-41%), which is 46% of the state.
- Republicans lead with college-educated voters 53%-45%, and trail with voters with no college 51%-46%. There is a stark contrast, however, between college-educated males (R+25) and females (D+8). Females with no college are the biggest issue for Republicans as they trail with them by 18 points (58%-40%).
- President Trump has a net +6 favorable rating (52%-46%), much better than his national average of -11. Men have a net +18 favorable opinion of the president. Women have a net unfavorable opinion of -3.



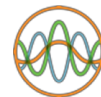
Conclusions (cont.)

- The race for governor is extremely tight, with Kemp leading Abrams at 49%-47%.
- 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 her.
- Higher turnout favors Kemp, with Abrams leading among those who have already voted (53%-44%), and Kemp leading with those Definitely Voting (51%-45%) and Probably Voting (69%-26%). Low-propensity voters, however, break for Abrams by 12 points.
- Kemp retains 95% of Republican voters, while Abrams retains 90% of Democratic voters. Metz is pulling 5% of Democrats, 10% of Independents, and 1% of Republicans.
- 18% of Conservatives support Abrams, while only 6% of Liberals support Kemp. Abrams also wins 64% of moderates.
- Men prefer Kemp 54% to 43%, while women prefer Abrams 50% to 45%.



Conclusions (cont.)

- Carr leads Bailey on the attorney general Ballot 53%-45%.
- Carr retains 95% of Republican voters, while Bailey retains 87% of Democratic voters.
- The race for Secretary of State is extremely tight, where Raffensperger leads Barrow 47%-45%
- Of those voters who have already voted, 50% support Barrow and 46% Raffensperger. Of those Definitely Voting, 48% prefer Raffensperger versus 44% Barrow.
- Woods leads Thornton on the Sup. Schools Ballot 55%-44%.
- 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.



Summary of Demographics

AGE

18 - 34	35 - 49	50 - 64	65+
11.1%	25.0%	33.9%	30.0%

GENDER

Female	Male
55.6%	44.4%

POLITICAL PARTY

Republican	Independent	Democratic
43.3%	16.0%	40.7%

ETHNICITY

White	Black	Hispanic	Other
60.5%	30.2%	3.6%	5.8%



Summary of Demographics

GEO

Metro ATL	Surrounding ATL	South/East GA
45.7%	27.5%	26.8%

EDUCATION

College

No College

55.4%

44.6%

INCOME

<\$25k-\$49k

\$50k-\$99k

\$100k+

31.7%

41.5%

26.8%

PHONE TYPE

Landline

Cell

65.5%

34.5%



November 1, 2018



Georgia Statewide

Survey of Likely General Election Voters