



**DATE:** March 9, 2022  
**SUBJECT:** Georgia GOP Gubernatorial Primary Landscape  
**FROM:** Brice Kornegay, BK Strategies  
**TO:** Interested Parties

### Executive Summary

*BK Strategies* recently fielded a survey of Republican Primary voters in the state of Georgia. The survey was conducted March 6-8 and surveyed 500 likely Republican Primary Election voters using live telephone callers on both landlines and cell phones. Data has a margin of error of (+/-) 4.4% at the 95% confidence level.

In the state's hotly contested GOP Gubernatorial Primary, Governor Brian Kemp leads Senator David Perdue by a substantial **48-33** margin, including a **32-19** lead among voters who will "definitely" support their chosen candidate.

**72 percent** of likely voters are aware of President Trump's support for Senator Perdue. Yet even among voters who are aware of the President's endorsement, Governor Kemp still leads Senator Perdue by a **48-38** margin.

President Trump remains extremely popular among Republican Primary voters with an **81 percent** favorable rating. However, voters identify other attributes as more important to their choice for Governor than the President's support. When given a menu of options and asked to choose the attribute they considered most important in deciding their vote, **42 percent** of respondents chose "honesty and integrity" and **27 percent** chose "being the best candidate to defeat Stacey Abrams," while only **7 percent** chose being endorsed by President Trump.

When asked specifically about how important President Trump's endorsement is to their vote, only **49 percent** said it was at least "somewhat important," while less than one quarter said it was either "very important" or the "most important" factor.

By a **46-33** margin, voters believe Brian Kemp is the best candidate to defeat Stacey Abrams.

### Candidate Image Ratings

	<b>Favorable (very favorable)</b>	<b>Unfavorable (very unfavorable)</b>
<b>Brian Kemp</b>	<b>70% (38%)</b>	<b>22% (9%)</b>
<b>David Perdue</b>	<b>62% (30%)</b>	<b>23% (14%)</b>

### Gubernatorial Ballot

	<b>Kemp / Perdue (total ballot)</b>	<b>Kemp / Perdue (definite ballot)</b>
<b>All Primary Voters</b>	<b>48% / 33% (+15%)</b>	<b>32% / 19% (+13%)</b>
<b>Definitely Voting</b>	<b>49% / 34% (+15%)</b>	<b>33% / 20% (+13%)</b>
<b>Fox News Viewers</b>	<b>54% / 31% (+23%)</b>	<b>33% / 18% (+15%)</b>

### Most Important Attribute in Gubernatorial Nominee

<b>Attribute</b>	<b>Percentage Top Priority</b>
<b>Highest Honesty and Integrity</b>	<b>42%</b>
<b>Best Chance to Defeat Abrams</b>	<b>27%</b>
<b>Independent Voice for Georgia</b>	<b>12%</b>
<b>Most Conservative Candidate</b>	<b>8%</b>
<b>Supported by President Trump</b>	<b>7%</b>

### Importance of President Trump's Endorsement

<b>Most Important Thing</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Very Important</b>	<b>Not Important at All</b>
<b>8%</b>	<b>17%</b>	<b>24%</b>	<b>20%</b>	<b>29%</b>

BK STRATEGIES  
GEORGIA STATEWIDE REPUBLICAN PRIMARY

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1	Q1. - ARE YOU REGISTERED TO VOTE AT YOUR CURRENT ADDRESS IN GEORGIA?
- 500	Total
- 500	100.0 YES
2	Q2. - HOW LIKELY ARE YOU TO VOTE IN THIS MAY'S REPUBLICAN PRIMARY ELECTION FOR GOVERNOR, US SENATE, AND OTHER OFFICES? WOULD YOU SAY YOU DEFINITELY WILL VOTE, PROBABLY WILL VOTE, MIGHT OR MIGHT NOT VOTE, PROBABLY WILL NOT VOTE, OR DEFINITELY WILL NOT VOTE IN THE MAY REPUBLICAN PRIMARY ELECTION?
- 500	Total
- 439	87.8 DEFINITELY VOTE
- 61	12.2 PROBABLY VOTE
3	Q3. - WITH WHICH POLITICAL PARTY DO YOU MOST CLOSELY AFFILIATE?
- 500	Total
- 447	89.4 REPUBLICAN PARTY
- 53	10.6 INDEPENDENT
4	Q4. - DO YOU MOST CONSIDER YOURSELF PART OF THE TRADITIONAL REPUBLICAN PARTY, DO YOU IDENTIFY MORE AS A TRUMP REPUBLICAN, DO YOU CONSIDER YOURSELF PRIMARILY A CHRISTIAN CONSERVATIVE, OR ARE YOU A LIBERTARIAN REPUBLICAN?
- 500	Total
- 165	33.0 CHRISTIAN CONSERVATIVE
- 152	30.4 TRADITIONAL GOP
- 102	20.4 TRUMP REPUBLICAN
- 40	8.0 LIBERTARIAN
- 41	8.2 DK/REFUSED

5 Q5. - WHAT IS THE MOST IMPORTANT ISSUE FACING THE COUNTRY TODAY THAT YOU MOST WANT YOUR ELECTED OFFICIALS IN WASHINGTON TO MAKE THEIR TOP PRIORITY?

-	500	Total
-	67	13.4 THE ECONOMY
-	67	13.4 INFLATION
-	57	11.4 IMMIGRATION
-	48	9.6 ENERGY/CRISIS/PIPELIN
-	38	7.6 JOE BIDEN
-	17	3.4 RUSSIA/UKRAINE
-	16	3.2 WAR/PEACE
-	11	2.2 CRIME
-	9	1.8 DEMOCRATS
-	8	1.6 ELECTIONS/INTEGRITY
-	7	1.4 RELIG/MORALS/VALUES
-	6	1.2 BUDGET/DEFICIT
-	6	1.2 BE FOR THE PEOPLE
-	5	1.0 GOVERNMENT SPENDING
-	5	1.0 TAXES
-	5	1.0 ABORTION
-	5	1.0 BIG GOVT/INTERFERE
-	5	1.0 CONSTITUTION/RGT/FREE
-	4	0.8 VOTER RGTS/SUPPRESS
-	4	0.8 LEADERSHIP
-	4	0.8 GUNS/GUN CONTROL
-	3	0.6 GOVERNMENT/POLITICIAN
-	3	0.6 CORRUPTION/HNSTY GOVT
-	3	0.6 TERM LIMITS
-	3	0.6 COST OF LIVING
-	3	0.6 BICKER/GRIDLOCK
-	2	0.4 NATL DEFENS/MILIT/VET
-	2	0.4 DOMESTIC ISSUES
-	2	0.4 ENVIRONMENT/GLOB WARM
-	2	0.4 COURT SYSTEM
-	2	0.4 EDUCATION/CURRICULUM
-	2	0.4 HEALTH CARE/INSUR
-	2	0.4 DONALD TRUMP
-	2	0.4 SOCIALISM
-	1	0.2 UNEMPLOYMENT/JOBS
-	1	0.2 COVID
-	1	0.2 SOCIAL SECURITY
-	1	0.2 PRESERVE DEMOCRACY
-	1	0.2 WAGES
-	1	0.2 DIVISIVENS/INTOLERAN
-	1	0.2 FISCAL SITUATION
-	68	13.6 DON'T KNOW

6 Q6. - IF YOU HAD TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

- 500		Total
- 35	7.0	LIBERAL
- 21	4.2	Very Liberal
- 14	2.8	Smwht Liberal
- 93	18.6	MODERATE
- 352	70.4	CONSERVATIVE
- 117	23.4	Smwht Conservative
- 235	47.0	Very Conservative
- 20	4.0	DK/REFUSED

7 Q7. - THINKING ABOUT THE WAY THINGS ARE GOING IN THE STATE OF GEORGIA, WOULD YOU SAY THINGS ARE GOING IN THE RIGHT DIRECTION, OR HAVE THINGS GOTTEN OFF ON THE WRONG TRACK?

- 500		Total
- 229	45.8	RIGHT DIRECTION
- 221	44.2	WRONG TRACK
- 50	10.0	DK/REFUSED

8 Q8. - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO "JOE BIDEN"

- 500		Total
- 28	5.6	FAVORABLE
- 9	1.8	Very Favorable
- 19	3.8	Somewhat Favorable
- 461	92.2	UNFAVORABLE
- 33	6.6	Somewhat Unfavorable
- 428	85.6	Very Unfavorable
- 11	2.2	NO OPINION

9 Q9. - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO "BRIAN KEMP"

- 500		Total
- 350	70.0	FAVORABLE
- 188	37.6	Very Favorable
- 162	32.4	Somewhat Favorable
- 108	21.6	UNFAVORABLE
- 65	13.0	Somewhat Unfavorable
- 43	8.6	Very Unfavorable
- 42	8.4	NO OPINION

10 Q10. - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO  
"DAVID PERDUE"

- 500		Total
- 312	62.4	FAVORABLE
- 148	29.6	Very Favorable
- 164	32.8	Somewhat Favorable
- 117	23.4	UNFAVORABLE
- 46	9.2	Somewhat Unfavorable
- 71	14.2	Very Unfavorable
- 71	14.2	NO OPINION

11 Q11. - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO  
"DONALD TRUMP"

- 500		Total
- 405	81.0	FAVORABLE
- 296	59.2	Very Favorable
- 109	21.8	Somewhat Favorable
- 79	15.8	UNFAVORABLE
- 30	6.0	Somewhat Unfavorable
- 49	9.8	Very Unfavorable
- 16	3.2	NO OPINION

12 Q12. - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO  
"STACEY ABRAMS"

- 500		Total
- 47	9.4	FAVORABLE
- 27	5.4	Very Favorable
- 20	4.0	Somewhat Favorable
- 428	85.6	UNFAVORABLE
- 22	4.4	Somewhat Unfavorable
- 406	81.2	Very Unfavorable
- 25	5.0	NO OPINION

13 Q# . - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO  
(TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING FAVORABLE)

-	500	Total
-	405	81.0 DONALD TRUMP
-	350	70.0 BRIAN KEMP
-	312	62.4 DAVID PERDUE
-	47	9.4 STACEY ABRAMS
-	28	5.6 JOE BIDEN

14 Q# . - NOW I AM GOING TO READ YOU THE NAMES OF SOME PEOPLE AND GROUPS IN THE NEWS. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THEM. IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON OR GROUP, JUST SAY SO  
(TABLE ENTRY SHOWS THE PERCENTAGE OF PEOPLE SAYING UNFAVORABLE)

-	500	Total
-	461	92.2 JOE BIDEN
-	428	85.6 STACEY ABRAMS
-	117	23.4 DAVID PERDUE
-	108	21.6 BRIAN KEMP
-	79	15.8 DONALD TRUMP

15 Q13. - THINKING ABOUT THE JOB JOE BIDEN IS DOING AS PRESIDENT, WOULD YOU SAY YOU APPROVE OR DISAPPROVE OF HIS PERFORMANCE IN OFFICE?

-	500	Total
-	39	7.8 APPROVE
-	14	2.8 Strongly Approve
-	25	5.0 Somewhat Approve
-	454	90.8 DISAPPROVE
-	25	5.0 Somewhat Disapprove
-	429	85.8 Strongly Disapprove
-	7	1.4 DK/REFUSED

16 Q14. - THINKING ABOUT THE JOB BRIAN KEMP IS DOING AS GOVERNOR, WOULD YOU SAY HE IS DOING AS EXCELLENT, GOOD, FAIR, OR POOR JOB IN OFFICE?

-	500	Total
-	310	62.0 EXCELLENT/GOOD
-	93	18.6 Excellent
-	217	43.4 Good
-	182	36.4 FAIR/POOR
-	142	28.4 Fair
-	40	8.0 Poor
-	8	1.6 DK/REFUSED

17 Q15. - IF THE REPUBLICAN PRIMARY ELECTION FOR GOVERNOR WERE HELD TODAY, AND THE CANDIDATES WERE BRIAN KEMP AND DAVID PERDUE, FOR WHO WOULD YOU VOTE?

-	500	Total
-	242	48.4 COMBO KEMP
-	160	32.0 Definitely Kemp
-	55	11.0 Probably Kemp
-	27	5.4 only Leaning Kemp
-	167	33.4 COMBO PERDUE
-	96	19.2 Definitely Perdue
-	41	8.2 Probably Perdue
-	30	6.0 only Leaning Perdue
-	20	4.0 NEITHER/OTHER
-	71	14.2 DK/REFUSED



18 Q16. - WHEN THINKING ABOUT WHO TO SUPPORT IN THE RACE FOR GOVERNOR, WHICH ONE OF THE FOLLOWING ATTRIBUTES IS MOST IMPORTANT TO YOU?

1. BEING AN INDEPENDENT VOICE FOR GEORGIA
2. BEING THE MOST CONSERVATIVE CANDIDATE IN THE RACE
3. BEING THE CANDIDATE SUPPORTED BY PRESIDENT TRUMP
4. BEING A PERSON OF THE HIGHEST HONESTY AND INTEGRITY
5. BEING THE CANDIDATE WITH THE BEST CHANCE TO BEAT STACY ABRAMS

-	500	Total
-	212	42.4 HONESTY/INTEGRITY
-	136	27.2 BEST/BEAT ABRAMS
-	60	12.0 INDEPENDENT VOICE
-	38	7.6 MOST CONSERVATIVE
-	33	6.6 SUPPORTED BY TRUMP
-	21	4.2 DK/REFUSED

19 Q17. - WHEN THINKING ABOUT YOUR VOTE FOR GOVERNOR THIS YEAR, HOW IMPORTANT A FACTOR IS IT TO YOU THAT YOUR CANDIDATE BE ENDORSED BY PRESIDENT TRUMP? WOULD YOU SAY IT IS THE SINGLE MOST IMPORTANT FACTOR; A VERY IMPORTANT FACTOR, BUT NOT THE MOST IMPORTANT FACTOR; A SOMEWHAT IMPORTANT FACTOR; NOT THAT IMPORTANT A FACTOR; OR NOT AN IMPORTANT FACTOR AT ALL.

-	500	Total
-	244	48.8 IMPORTANT
-	38	7.6 Most Important
-	85	17.0 Very Important
-	121	24.2 Somewhat Important
-	246	49.2 NOT IMPORTANT
-	101	20.2 Not That Important
-	145	29.0 Not Important At All
-	10	2.0 DK/REFUSED

20 Q18. - WHO DO YOU THINK PRESIDENT TRUMP IS SUPPORTING IN THE RACE FOR GOVERNOR, BRIAN KEMP OR DAVID PURDUE?

-	500	Total
-	46	9.2 BRIAN KEMP
-	359	71.8 DAVID PERDUE
-	14	2.8 OTHER/NEITHER
-	81	16.2 DK/REFUSED

21 Q19. - BETWEEN BRIAN KEMP AND DAVID PERDUE, WHO DO YOU THINK HAS THE BEST CHANCE OF DEFEATING STACEY ABRAMS?

-	500	Total
-	232	46.4 BRIAN KEMP
-	166	33.2 DAVID PERDUE
-	23	4.6 OTHER/NEITHER
-	79	15.8 DK/REFUSED

22 Q20. - WHAT IS THE HIGHEST LEVEL YOU COMPLETED IN SCHOOL? IS IT...

-	500	Total
-	268	53.6 LESS COLLEGE GRAD
-	13	2.6 Less H.S. Graduate
-	88	17.6 High School Graduate
-	167	33.4 Some College/2 Yr
-	224	44.8 COLLEGE GRADUATE
-	144	28.8 4-Yr College Degree
-	80	16.0 More/4-Yr Degree
-	8	1.6 DK/REFUSED

23 Q21. - FROM WHICH ONE OF THE FOLLOWING SOURCES ARE YOU MOST LIKELY TO GET YOUR NEWS AND INFORMATION ABOUT POLITICAL CAMPAIGNS AND CANDIDATES?

-	500	Total
-	328	65.6 TELEVISION
-	180	36.0 Fox News
-	78	15.6 Local TV News
-	57	11.4 Other Cnstrv Cable
-	13	2.6 Other Cable News
-	69	13.8 THE INTERNET
-	33	6.6 NEWSPAPERS
-	31	6.2 TALK RADIO
-	14	2.8 YOUR FRIENDS/FAMILY
-	25	5.0 DK/REFUSED

24 Q22. - HOW OFTEN DO YOU ATTEND CHURCH OR OTHER RELIGIOUS WORSHIP SERVICES?  
WOULD YOU SAY YOU NEVER ATTEND, ATTEND A FEW TIMES A YEAR, ONCE OR  
TWICE A MONTH, WEEKLY, OR MORE THAN ONCE A WEEK?

-	500		Total
-	64	12.8	NEVER ATTEND
-	416	83.2	ATTEND CHURCH
-	147	29.4	Not Regularly
-	77	15.4	A Few Times A Year
-	70	14.0	Once/Twice A Month
-	269	53.8	Attend Regularly
-	199	39.8	Weekly
-	70	14.0	More/Once A Week
-	20	4.0	DK/REFUSED

25 Q23. - WHAT IS YOUR AGE?

-	500		Total
-	28	5.6	18 - 34
-	57	11.4	35 - 44
-	107	21.4	45 - 54
-	139	27.8	55 - 65
-	84	16.8	66 - 75
-	75	15.0	OVER 75
-	10	2.0	REFUSED

26 Q24. - GENDER:

-	500		Total
-	250	50.0	MALE
-	250	50.0	FEMALE

27 Q25. - AREA:

-	500		Total
-	322	64.4	ATLANTA M.M.
-	106	21.2	Atlanta Metro
-	216	43.2	Rest of Atlanta
-	35	7.0	MACON M.M.
-	61	12.2	AUGUSTA/SAVANNAH
-	82	16.4	REST OF STATE