



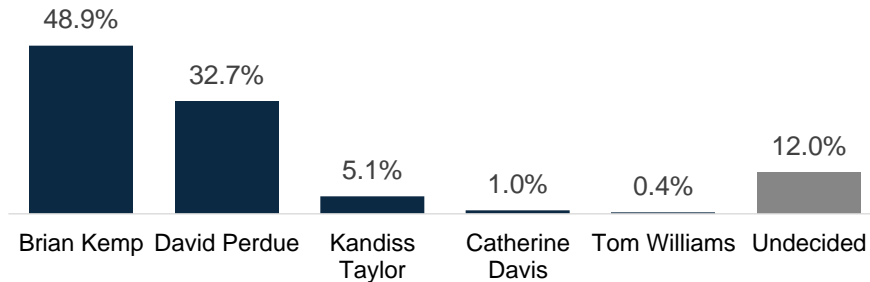
BRIAN KEMP ON THE CUSP OF AVOIDING A RUNOFF IN GEORGIA

DATE: Wednesday, April 6, 2022
TO: Interested Parties
FROM: John Rogers, Director of Client Strategy
RE: Survey of 825 Republican Primary Voters, conducted March 30-31

Kemp leads Perdue by 16 points on the ballot and has a much stronger image

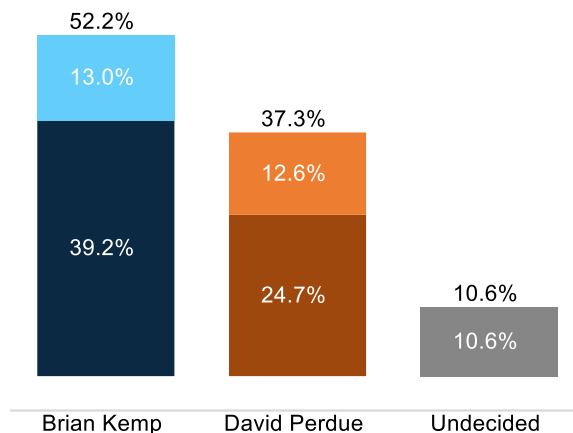
Brian Kemp’s net favorability is +33—double digits ahead of Perdue’s, whose net image is a relatively soft +20. More than a third of Republican voters in Georgia (35%) have a very favorable view of the incumbent Governor, compared to only 26% who say the same about Perdue.

Kemp is on the cusp of avoiding a runoff, sitting at 49% on the full ballot. Crucially, Kemp is garnering 51% of the ballot among high-propensity Republican primary voters.



On the head-to-head ballot against Perdue, Kemp passes 50%

It is likely that most undecided voters on the full Governor’s ballot will default to either Kemp or Perdue in the voting booth, and on the head-to-head ballot, Kemp surges to 52%, with 39% saying they are *definitely* voting Kemp, compared to only 25% who say the same about Perdue. Kemp also hits 56% on the head-to-head ballot with high-propensity voters.



Kemp has the wind at his back—a strong final push can avoid a costly runoff

A costly runoff would be devastating for the Republican Party ahead of what will surely be a bruising general election versus Stacey Abrams. While Perdue lost the Senate seat to Jon Ossoff, Kemp is the only candidate who has beaten Abrams—and he is on the verge of winning the GOP primary without a runoff. The Trump effect is baked in, too: 87% of Republican voters in Georgia are aware of the Trump endorsement. If Kemp gets enough air support in the final six weeks of the primary, he will win without a runoff and allow the Party to quickly pivot to beating Abrams and retaining the Governor’s office for the GOP.

METHODOLOGY: This probabilistic survey was conducted March 30-31, 2022, with 825 likely Republican primary election voters. It has a margin of error of ±3.36%. Known registered voters were interviewed via IVR, and SMS. This survey was weighted to a likely Republican primary voter universe.

ABOUT CYGNAL: [Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal’s ability to create intelligence for action. Its team members have worked in 48 states and 17 countries on more than 2,700 corporate, public affairs, and political campaigns.

