



Memorandum

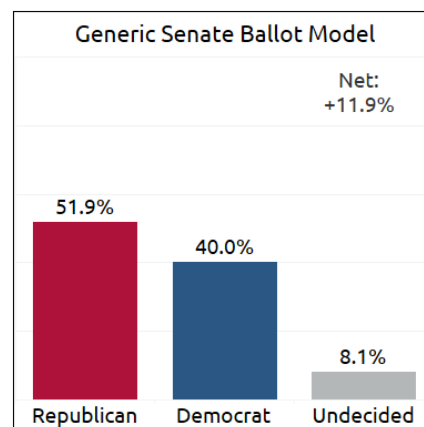
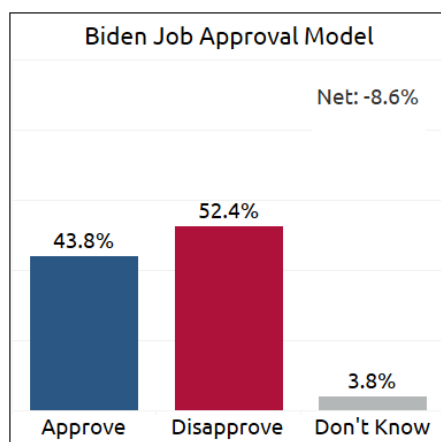
TO: 34N22
FROM: Blaise Hazelwood, Grassroots Targeting
DATE: April 25, 2022
SUBJECT: Georgia Senate State of the Race

Grassroots Targeting conducted a Georgia statewide microtargeting project with 2,500 interviews of registered voters across Georgia from April 3 – April 16, 2022, with 60% live landline interviews, 20% cell phone and 20% text (SMS to Web). The results were then modeled across the entire Georgia voter file of 7,653,371 voters.

Political Environment

Our Georgia statewide microtargeting project shows that the political environment is prime for Republican's success - and voters are increasingly and extremely dissatisfied with President Biden:

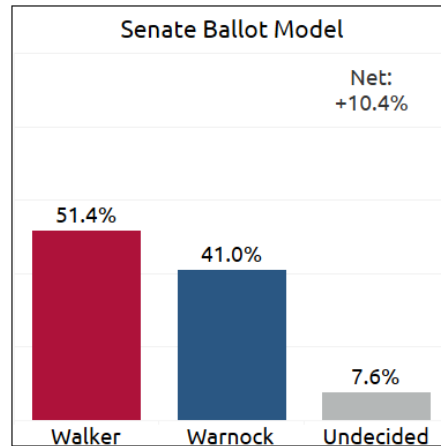
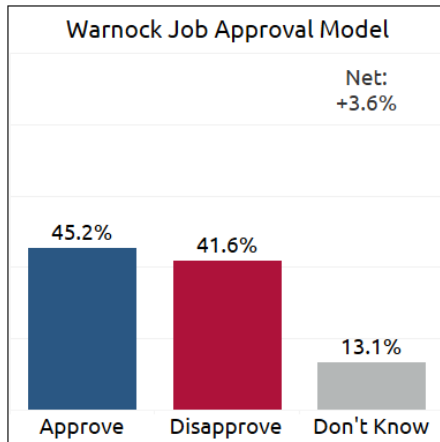
1. Amongst all registered voters, President Biden's job approval is down -8.6% (43.8% approve to 52.4% disapprove).
2. Amongst independent voters, President Biden's job approval is down -10.8% (41.9% approve to 52.7% disapprove).
3. On the generic U.S. Senate ballot, the Republican candidate is leading the Democrat candidate by +12 points (51.9% - 40%).



State of the US Senate Race

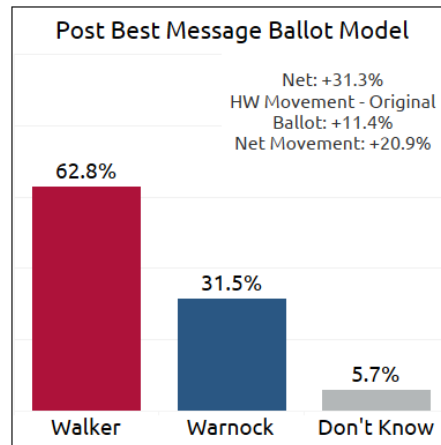
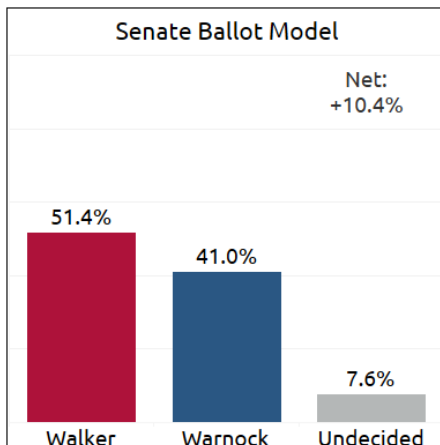
The microtargeting project further illuminates that Incumbent Senator Warnock is in an extremely vulnerable position - with a job approval and ballot position below 50%.

1. Raphael Warnock's approval rating is at 45.2%
2. Herschel Walker leads Raphael Warnock in the Senate Ballot by 10.4% with all registered voters (51.4% - 41.0%)



Issues

The Biden Administration and Senator Warnock have supported legislation that is in direct opposition to Georgians interests. We presented a multitude of issues to voters and asked after each issue a Senate ballot question. Among the issues tested were voter's opinions on crime, inflation, and current economic conditions. Georgia voters had a net movement of +21% towards Herschel Walker after hearing the issue that they cared about most.

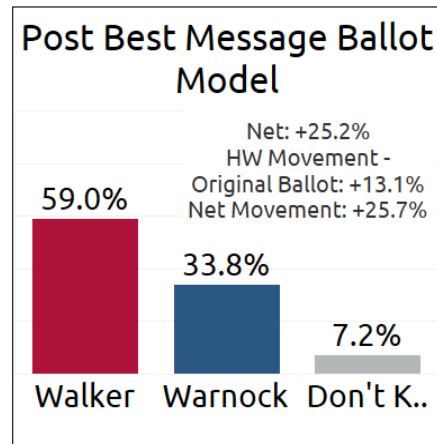
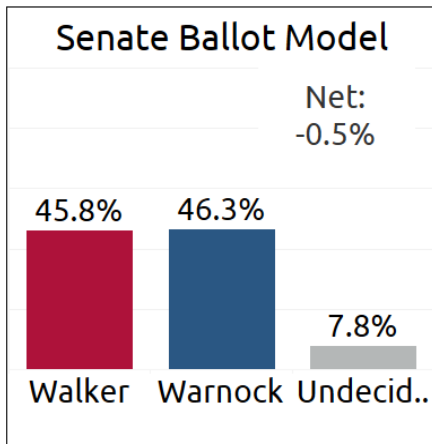


Issue Example

In one issue tested, we were able to model 924,121 Georgia voters who would be disappointed to learn about Warnock's vote to give our tax dollars to convicted felons currently in jail.

"Senator Raphael Warnock voted to give convicted criminals serving time in prison covid relief funds, like the convicted Boston Marathon Bomber who received \$1,400 dollars."

These voters ballot position started with Warnock slightly ahead (45.8% Walker / 46.3% Warnock). After voters learned about Warnock's vote, they had a net movement of +26% to Walker (59% Walker / 34% Warnock).



Conclusion

The microtargeting project, which is likely the most expansive and detailed survey conducted in Georgia so far this cycle, shows the dominant position that Herschel Walker maintains over Raphael Warnock in the race for U.S. Senate. Voters will see the clear dichotomy between Raphael Warnock and Herschel Walker; one who only does what he is told by his Democrat leaders at the detriment to Georgians, while the other who understands Georgian's struggles and will work to bring normality back into their lives.

To make matters worse for Warnock, his campaign has spent over \$7 million to date this year on paid television advertisement alone- and remains double digits down in a hypothetical race with Herschel Walker (51.4% - 41.0%) before any of the tested issue messages are employed. Barring a monumental shift in the political landscape, Herschel Walker is in prime position to be the next United States Senator from the state of Georgia.