

# CONFIDENTIAL MEMO

**To: Senator David Perdue**

**From: Taylor Brown, Campaign Manager**

**Date: May 10, 2022**

**Re: MAGA is turning up**

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## **Conclusion:**

Our Trump-endorsed campaign is experiencing a surge in early-voting MAGA voters that the public polls aren't picking up - voters that will propel us into a runoff. Applying our modeling to ballots cast shows a MAGA surge that is keeping Kemp below the required 50% + 1 of votes cast to avoid a runoff. Our internal ABEV models have shown our position strengthening with each day of Early Voting. If these early voting trends continue, we will face Kemp in a runoff that he can't win. Kemp's recent failures over the past few weeks have done nothing to help his performance with voters:

- Refused to commit to calling a Special Session if Roe v Wade is overturned,
- Announced a \$1.5 billion giveaway to Rivian while its stock is in freefall with George Soros's \$2 billion investment now worth 25 cents on the dollar,
- This week's crime data showed rapes and murders up almost 60% Year-to-Date in Atlanta,
- His decision to largely take last week off and instead announcing he will fly to Texas to campaign with Bush while we campaign with Trump.

## **Reasoning:**

Over 124,000 Georgians have cast Republican primary ballots through May 9<sup>th</sup>, vastly outpacing the Kemp 2018 Gubernatorial Primary, where just over 33,000 had cast Republican ballots through the same period. If the turnout trend holds, Republicans will surpass the total number of ABEV ballots cast during the 2018 Kemp Primary within the next 48 hours.

Non-typical voters are leading this tremendous growth that the polls are missing. First, 46% of Republicans who have cast ballots did not vote in the 2018 Kemp Gubernatorial Primary. Almost 18,000 of these voters have voted every time Trump was on the ballot in both Trump Generals and Trump Presidential Preference Primaries, but crucially not in the 2018 Kemp Primary. These MAGA voters are being driven by President Trump's support for us.

Another 18,000 of these voters have not voted in a single primary in the last four election cycles and would not typically be picked up in mainstream polling models. Over 3,000 Republican voters who voted in the 2020 General, but not in the Senate Runoff have cast ballots. Previous surveys indicate that 80% of these voters didn't turn back out in January 2021 due to

Kemp and Raffensperger's failure to assure voters that they would secure Georgians' votes from voter fraud. Additionally, over 1,000 new voters who registered to vote since the Senate Runoff have cast ballots. Our models show that the majority of these voters have rejected Kemp and support our campaign.

Pro-Trump areas are outpacing squishy moderate areas. Congressional District 9 (R+46), represented by Trump-endorsed Andrew Clyde, and formerly Doug Collins, who has endorsed us, is leading the congressional districts with over 14,000 ballots cast. Congressional District 10 (R+41), represented by Trump-endorsed Jody Hice, is in a close second place with over 13,000 ballots cast with Trump-endorsed Vernon Jones on the ballot. Congressional District 3 (R+38), the newly-created Congressional District 6 (R+24), with Trump-endorsed Jake Evans on the ballot, and Congressional District 14 (R+45), represented by Trump-endorsed Marjorie Taylor Greene round out the top five districts in Republican Turnout.

Kemp isn't getting the surge in Absentee Voting that he needs to avoid a runoff. So far, over 30,000 Republican Absentee by Mail Ballots have been mailed out. Over 8,000 voters have returned Republican Absentee by Mail Ballots, with over 22,000 still outstanding. The deadline to request Absentee Ballots by mail is May 13<sup>th</sup>. We are currently slightly under our model's initial prediction of 35,000 total Absentee by Mail Ballots. This indicates that voters want to secure their ballot in person. Further, our internal modeling shows us neck-and-neck with Kemp with these voters.

It's clear that our Trump-endorsed campaign is surging, and we are headed to a runoff with Kemp that he cannot win. If Kemp couldn't convince the remaining undecided voters to vote for him over the past three years, he won't be able to do it in the final two weeks of this campaign.