



## **Kemp Has Opportunities with Minority Voters, Significantly Overperforms with Key Groups Compared to 2020 Election**

**DATE:** Monday, July 18, 2022  
**TO:** Interested Parties  
**FROM:** Brent Buchanan, President & Founder

### ***Abrams is losing and isn't moving despite a multi-million-dollar spending advantage***

- President Biden is only 40% favorable with Georgia voters (58% unfavorable)
- On a head-to-head ballot, Kemp leads by 5% (Kemp 50% / Abrams 45%)
- Since late February, Kemp has increased his "definite" vote by 5 points
- Abrams has only increased her ballot position overall by 1% since late February
- The current political environment is the best it's going to get for Democrats and Abrams is losing by nearly double the margin of error of this large-sample-size poll

### ***Hispanic and Asian voters are shifting toward Kemp***

- Governor Kemp is winning 60% of Hispanic women aged 50 and older
- With Hispanic men, Kemp is winning 57% of those age 35 – 64
- Similar trends exist among Asian voters where Kemp is winning women age 50+ and men aged 35 – 64 while older Asian men are split between Kemp, Abrams, with 20% undecided

### ***African-American voters are not a homogenous voter block for Abrams***

- One-quarter of African-American voters under the age of 35 are supporting Kemp
- These younger African-American Georgians are overwhelmingly concerned about the cost of gas and rising costs without a pay increase
- They also are more likely to blame Biden for inflation because one-third of them have an unfavorable opinion of the President
- Around 10% of African-American men aged 35+ are supporting Kemp for Governor

### ***Compared to 2020, Kemp is doing better with key voter groups***

- In the 2020 presidential election, Biden won 53% of Georgia Independents compared to 44% for Trump according to CNN exit polling (a -9 margin for the Republican)
- Kemp leads Independents aged 50+ with 54% compared to 41% for Abrams (a +13 margin for the Republican); Kemp is only down by 6 points with Independents under the age of 50
- On the head-to-head ballot, Abrams is only winning 92% of Democrats while Kemp enjoys the support of 94% of Republicans
- Since mid-February, Kemp has increased his "very favorable" image by 10%
- Abram's image is upside down by 5 points (more unfavorable than favorable) compared to Kemp's image being right-side-up by 5 points – a massive 10-point difference
- Kemp is winning white college-educated voters by a 16% margin compared to 2020 exit of 11%; he's winning this group of women by 3 points and this group of men by 30 points

*This probabilistic survey was conducted July 5 – 7, 2022, with 1200 likely general election voters. It has a margin of error of  $\pm 2.65\%$ . Oversamples of minority voters were fielded from July 5 – 11, 2022, among 700 African-American voters at a margin of error of  $\pm 3.20\%$ , 336 Hispanic voters at a margin of error of  $\pm 5.26\%$ , and 218 Asian voters at a margin of error of  $\pm 6.56\%$ .*

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