



PUBLIC OPINION STRATEGIES

M E M O R A N D U M

TO: INTERESTED PARTIES

FROM: GLEN BOLGER/JIM HOBART

RE: KEY FINDINGS FROM A RECENT STATEWIDE SURVEY IN GEORGIA

DATE: FEBRUARY 22, 2020

Methodology

Public Opinion Strategies completed a statewide survey in Georgia. The survey was conducted February 17-20, 2020, among 600 likely voters. The survey included 300 interviews with cell phone respondents and has a margin of error of +4.0% in 95 out of 100 cases.

Key Findings

1. ***Kelly Loeffler has picked up a net six points on the special election ballot and now leads Doug Collins by one point.***

After trailing Doug Collins by five points in January (15% Loeffler/20% Collins), Kelly Loeffler now leads by one point (20% Loeffler/19% Collins). Democratic candidates combine to receive 31% of the vote, with Matt Lieberman leading the way at 18%. Republican candidate Wayne Johnson garners 2% of the vote and Independent candidate Al Bartell receives 5%.

Twenty-one percent (21%) of voters are undecided.

2. ***Even more important than Loeffler moving into the lead over Collins is who she has gained ground with.***

While Loeffler gained a net six points overall, she improved by a larger margin with important Republican subgroups. Loeffler's vote share grew by double-digits among Republicans, very conservative voters, religious conservatives, and voters who approve of President Trump.

These gains mean that Loeffler now leads Collins with each of these key Republican subgroups, indicating that Republicans are coalescing around their incumbent Senator.

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<i>Key Republican Subgroup</i>	<i>Loeffler Vote Share Jan 21-23, 2020</i>	<i>Loeffler Vote Share Feb 17-20, 2020</i>
Republicans	28%	40%
Very Conservatives	26%	42%
Religious Conservatives	20%	35%
Approve of President Trump	22%	32%

3. *Loeffler’s campaign information flow is also significantly better than Collins’, suggesting that she has the clear momentum in the race and will continue to make gains.*

Movement on the ballot often lags behind other key measures, and the respective campaign information flows of Loeffler and Collins suggest the incumbent Senator is poised to continue to improve her vote share.

<i>Key Republican Subgroup</i>	<i>Loeffler Campaign Info Flow</i>	<i>Collins Campaign Info Flow</i>	<i>Net Loeffler Advantage</i>
Republicans	52% More Favorable/ 9% Less Favorable	35% More Favorable/ 17% Less Favorable	+23
Very Conservatives	61% More Favorable/ 6% Less Favorable	40% More Favorable/ 15% Less Favorable	+30
Religious Conservatives	47% More Favorable/ 12% Less Favorable	30% More Favorable/ 23% Less Favorable	+28
Approve of President Trump	50% More Favorable/ 11% Less Favorable	37% More Favorable/ 15% Less Favorable	+17

4. ***Finally, Loeffler also has the advantage over Collins on several key attributes among the electorate overall and with Republicans.***

We tested a series of attributes and asked voters if it better described Loeffler or Collins. On several important measures, Loeffler had a decided edge over Collins with both voters overall and with GOPers.

<i>Attribute</i>	<i>Overall</i>	<i>Among Republicans</i>
Is a political outsider	51% Loeffler/ 11% Collins	58% Loeffler/ 12% Collins
Will stand up for the rights of the unborn	36% Loeffler/ 20% Collins	40% Loeffler/ 26% Collins
Will cut wasteful spending in Washington	33% Loeffler/ 19% Collins	42% Loeffler/ 22% Collins
Is focused on what is best for Georgia, not themselves	30% Loeffler/ 26% Collins	41% Loeffler/ 30% Collins

The Bottom Line

As Georgia voters have learned more about Kelly Loeffler, she has quickly erased Doug Collins' initial advantage. There is no doubt that she currently has the momentum in this race. Given Loeffler's conservative record in Washington, as well as her significant resource advantage, it is very difficult to see how Collins can prevent Loeffler from continuing to grow her vote with both the general electorate and with Republican voters.