

MEMO



TO: Doug Collins for Senate
From: Battleground Connect
Re: GA-Sen Statewide Survey
Date: Fri, Feb 28, 2020

METHODOLOGY: The survey was conducted February 26-February 27, 2020. The sample for the General Election consisted of registered voters who indicated they were likely to vote in the election. The data sets were weighted based on a forecasted 2020 turnout model. Data was collected by telephone to landlines and cell phones. 1,050 likely voters were interviewed in the survey. The survey has a margin of error of +/-3.01% with a 95% level of confidence.

{FULL SURVEY RESULTS AND CROSSTABS ATTACHED AND LISTED BELOW}

KEY FINDINGS

Ballot

The latest survey conducted by Battleground Connect indicates that Doug Collins has solidified his position as the Republican candidate best positioned to advance to a likely January runoff election. Collins leads his closest rival, Kelly Loeffler, by 8 points, 28% to 20%.

Q: Possible candidates in the 2020 Special Election for United States Senate are Doug Collins, Kelly Loeffler, Raphael Warnock, Matt Lieberman and Ed Tarver. If the election were held today, for whom would you vote?

Doug Collins: 28%

Kelly Loeffler: 20%

Raphael Warnock: 13%

Matt Lieberman: 5%

Ed Tarver: 3%

Undecided: 31%

Crosstabs by party identification show Collins performing extremely well with GOP voters. He leads Loeffler 50-32 among Republicans with just 13% of Republicans still undecided. The low number of undecided Republican voters leaves Loeffler a limited window to close the gap.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>Doug Collins</i>	50%	8%	21%
<i>Kelly Loeffler</i>	32%	9%	17%
<i>Raphael Warnock</i>	2%	24%	15%
<i>Matt Lieberman</i>	2%	7%	7%
<i>Ed Tarver</i>	1%	4%	6%
<i>Undecided</i>	13%	48%	35%

Collins overall strength is with self-identified conservative voters. Conservatives prefer Collins to Loeffler 49-28 with just 17% undecided.

<i>Column %</i>	<i>Conservative</i>	<i>Moderate</i>	<i>Progressive</i>
<i>Doug Collins</i>	49%	13%	9%
<i>Kelly Loeffler</i>	28%	19%	6%
<i>Raphael Warnock</i>	4%	19%	22%
<i>Matt Lieberman</i>	1%	8%	9%
<i>Ed Tarver</i>	0%	5%	6%
<i>Undecided</i>	17%	37%	47%

Candidate Images

Overall, Collins’ image amongst likely voters is a net 13 points more favorable than that of Loeffler. Collins’ overall image is 32% favorable and 34% unfavorable, a NET -2 image. Loeffler’s overall image is 27% favorable and 42% unfavorable, a NET -15 image.

Q: What is your opinion of Doug Collins?

- Favorable: 32%**
- Unfavorable: 34%**
- No opinion: 34%**

Q: What is your opinion of Kelly Loeffler?

- Favorable: 27%**
- Unfavorable: 42%**
- No opinion: 31%**

Amongst likely Republican voters, Collins' image is NET +48 at 60% favorable and 12% unfavorable. Loeffler's image amongst Republicans is NET +26 at 49% favorable and 23% unfavorable. Comparing the two candidate's image amongst Republicans shows Collins with a NET +22 better image than Loeffler.

Collins also fares better than Loeffler amongst independents. With independents, Collins is NET -15 while Loeffler is NET -27.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>Favorable</i>	60%	6%	26%
<i>Unfavorable</i>	12%	54%	41%
<i>No opinion</i>	28%	40%	34%

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>Favorable</i>	49%	9%	20%
<i>Unfavorable</i>	23%	59%	47%
<i>No opinion</i>	29%	32%	34%

Information Flow

The information flow question, asking voters how much they've seen, read or heard about each candidate shows most voters have heard 'a lot' about Loeffler and a total of 82% have heard 'a lot' or 'just some.'

Q: How much have you seen, read or heard about Kelly Loeffler?

A lot: 50%

Just some: 32%

Nothing at all: 18%

Amongst those who have heard something, almost half, 49%, say what they've seen read or heard makes them less likely to support Loeffler.

Q: Thinking more about what you've seen, read or heard, did the information make you more likely or less likely to vote for Kelly Loeffler?

More likely: 28%

Less likely: 49%

No difference: 23%

Amongst Republican voters, Loeffler is just +13 on more likely vs. less likely at 46% to 33%.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>More likely</i>	46%	14%	17%
<i>Less likely</i>	33%	62%	58%
<i>No difference</i>	21%	23%	26%

Doug Collins' information flow reaction is significantly more positive than Loeffler's. With Republicans who have seen/read/heard something about Collins, 58% are more likely to vote for him vs. just 21% who are less likely. This represents a NET more likely amongst Republicans of +37%, a +24% increase over Loeffler's information-flow reaction.

<i>Column %</i>	<i>Republican</i>	<i>Democratic</i>	<i>Independent</i>
<i>More likely</i>	58%	9%	27%
<i>Less likely</i>	21%	68%	47%
<i>No difference</i>	21%	23%	26%

Survey Data Report

Statewide Survey of Georgia

General Election

The survey was conducted February 26-February 27, 2020. The sample for the General Election consisted of registered voters who indicated they were likely to vote in the election. The data sets were weighted based on a forecasted 2020 turnout model. Data was collected by telephone to landlines and cell phones. 1,050 likely voters were interviewed in the survey. The survey has a margin of error of +/-3.01% with a 95% level of confidence.

DEMOGRAPHIC TABLES

	%
CD-01	6%
CD-02	6%
CD-03	8%
CD-04	7%
CD-05	7%
CD-06	8%
CD-07	7%
CD-08	7%
CD-09	8%
CD-10	8%
CD-11	8%
CD-12	6%
CD-13	7%
CD-14	7%

Table 1. Congressional District

	%
Republican	38%
Democratic	33%
Independent	29%

Table 2. Party ID

	%
Woman	53%
Man	47%

Table 3. Gender

	%
Conservative	44%
Moderate	34%
Progressive	22%

Table 4. Political Ideology

	%
White	63%
African-American	30%
Other	7%

Table 5. RACE

TOPLINE MQ

Q1: What is your opinion of Donald Trump?

Favorable: 47%
Unfavorable: 47%
No opinion: 6%

Q2: What is your opinion of Doug Collins?

Favorable: 32%
Unfavorable: 34%
No opinion: 34%

Q3: What is your opinion of Kelly Loeffler?

Favorable: 27%
Unfavorable: 42%
No opinion: 31%

Q4: What is your opinion of Brian Kemp?

Favorable: 44%
Unfavorable: 35%
No opinion: 21%

The 2020 General Election ballot will also include a special election for United States Senate. Both Democrats and Republicans will appear on the same ballot.

Q5: Possible candidates in the 2020 Special Election for United States Senate are Doug Collins, Kelly Loeffler, Raphael Warnock, Matt Lieberman and Ed Tarver. If the election were held today, for whom would you vote?

Doug Collins: 28%
Kelly Loeffler: 20%
Raphael Warnock: 13%
Matt Lieberman: 5%
Ed Tarver: 3%
Undecided: 31%

Q6: How much have you seen, read or heard about Doug Collins recently?

A lot: 38%
Just some: 34%
Nothing at all: 28% [GO TO Q8]

Q7: Thinking more about what you've seen, read or heard did the information make you more likely or less likely to vote for Doug Collins?

More likely: 35%
Less likely: 42%
No difference: 23%

Q8: How much have you seen, read or heard about Kelly Loeffler?

A lot: 50%
Just some: 32%
Nothing at all: 18% [GO TO END]

Q9: Thinking more about what you've seen, read or heard, did the information make you more likely or less likely to vote for Kelly Loeffler?

More likely: 28%
Less likely: 49%
No difference: 23%

DEMOGRAPHIC CROSSTAB TABLES

Column %	Atlanta DMA	Balance of DMAs
Favorable	46%	50%
Unfavorable	49%	43%
No opinion	5%	7%

Table 6. Q1 by Media Market

Column %	Republican	Democratic	Independent
Favorable	92%	4%	37%
Unfavorable	7%	87%	54%
No opinion	1%	9%	9%

Table 7. Q1 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	85%	23%	9%
Unfavorable	13%	70%	80%
No opinion	3%	7%	11%

Table 8. Q1 by Political Ideology

Column %	Woman	Man
Favorable	44%	51%
Unfavorable	51%	42%
No opinion	5%	7%

Table 9. Q1 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	30%	37%
Unfavorable	39%	24%
No opinion	31%	39%

Table 10. Q2 by Media Market

Column %	Republican	Democratic	Independent
Favorable	60%	6%	26%
Unfavorable	12%	54%	41%
No opinion	28%	40%	34%

Table 11. Q2 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	56%	17%	7%
Unfavorable	14%	50%	50%
No opinion	30%	33%	43%

Table 12. Q2 by Political Ideology

Column %	Woman	Man
Favorable	27%	38%
Unfavorable	32%	37%
No opinion	41%	26%

Table 13. Q2 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	25%	31%
Unfavorable	45%	33%
No opinion	29%	36%

Table 14. Q3 by Media Market

Column %	Republican	Democratic	Independent
Favorable	49%	9%	20%
Unfavorable	23%	59%	47%
No opinion	29%	32%	34%

Table 15. Q3 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	43%	16%	11%
Unfavorable	23%	55%	56%
No opinion	33%	28%	33%

Table 16. Q3 by Political Ideology

Column %	Woman	Man
Favorable	25%	30%
Unfavorable	43%	40%
No opinion	33%	30%

Table 17. Q3 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	43%	45%
Unfavorable	37%	31%
No opinion	19%	24%

Table 18. Q4 by Media Market

Column %	Republican	Democratic	Independent
Favorable	74%	13%	40%
Unfavorable	12%	60%	37%
No opinion	14%	27%	23%

Table 19. Q4 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	70%	32%	10%
Unfavorable	15%	44%	63%
No opinion	15%	24%	27%

Table 20. Q4 by Political Ideology

Column %	Woman	Man
Favorable	41%	47%
Unfavorable	38%	32%
No opinion	20%	21%

Table 21. Q4 by Gender

Column %	Atlanta DMA	Balance of DMAs
Doug Collins	26%	33%
Kelly Loeffler	19%	23%
Raphael Warnock	17%	4%
Matt Lieberman	7%	2%
Ed Tarver	2%	5%
Undecided	29%	34%

Table 22. Q5 by Media Market

Column %	Republican	Democratic	Independent
Doug Collins	50%	8%	21%
Kelly Loeffler	32%	9%	17%
Raphael Warnock	2%	24%	15%
Matt Lieberman	2%	7%	7%
Ed Tarver	1%	4%	6%
Undecided	13%	48%	35%

Table 23. Q5 by Party ID

Column %	Conservative	Moderate	Progressive
Doug Collins	49%	13%	9%
Kelly Loeffler	28%	19%	6%
Raphael Warnock	4%	19%	22%
Matt Lieberman	1%	8%	9%
Ed Tarver	0%	5%	6%
Undecided	17%	37%	47%

Table 24. Q5 by Political Ideology

Column %	Woman	Man
Doug Collins	24%	32%
Kelly Loeffler	18%	23%
Raphael Warnock	16%	9%
Matt Lieberman	5%	6%
Ed Tarver	2%	4%
Undecided	35%	25%

Table 25. Q5 by Gender

Column %	Atlanta DMA	Balance of DMAs
A lot	43%	28%
Just some	33%	37%
Nothing at all	24%	35%

Table 26. Q6 by Media Market

Column %	Republican	Democratic	Independent
A lot	42%	29%	44%
Just some	38%	33%	31%
Nothing at all	19%	39%	25%

Table 27. Q6 by Party ID

Column %	Conservative	Moderate	Progressive
A lot	41%	40%	31%
Just some	39%	32%	29%
Nothing at all	21%	28%	40%

Table 28. Q6 by Political Ideology

Column %	Woman	Man
A lot	34%	43%
Just some	35%	33%
Nothing at all	30%	24%

Table 29. Q6 by Gender

Column %	Atlanta DMA	Balance of DMAs
More likely	31%	45%
Less likely	45%	32%
No difference	23%	23%

Table 30. Q7 by Media Market

Column %	Republican	Democratic	Independent
More likely	58%	9%	27%
Less likely	21%	68%	47%
No difference	21%	23%	26%

Table 31. Q7 by Party ID

Column %	Conservative	Moderate	Progressive
More likely	57%	19%	8%
Less likely	19%	62%	64%
No difference	24%	20%	28%

Table 32. Q7 by Political Ideology

Column %	Woman	Man
More likely	34%	37%
Less likely	40%	43%
No difference	26%	20%

Table 33. Q7 by Gender

Column %	Atlanta DMA	Balance of DMAs
A lot	54%	43%
Just some	32%	34%
Nothing at all	15%	23%

Table 34. Q8 by Media Market

Column %	Republican	Democratic	Independent
A lot	55%	39%	57%
Just some	33%	37%	26%
Nothing at all	12%	24%	17%

Table 35. Q8 by Party ID

Column %	Conservative	Moderate	Progressive
A lot	52%	50%	47%
Just some	34%	35%	24%
Nothing at all	14%	15%	28%

Table 36. Q8 by Political Ideology

Column %	Woman	Man
A lot	49%	52%
Just some	33%	31%
Nothing at all	18%	17%

Table 37. Q8 by Gender

Column %	Atlanta DMA	Balance of DMAs
More likely	27%	31%
Less likely	50%	46%
No difference	23%	23%

Table 38. Q9 by Media Market

Column %	Republican	Democratic	Independent
More likely	46%	14%	17%
Less likely	33%	62%	58%
No difference	21%	23%	26%

Table 39. Q9 by Party ID

Column %	Conservative	Moderate	Progressive
More likely	41%	19%	12%
Less likely	35%	59%	65%
No difference	24%	21%	24%

Table 40. Q9 by Political Ideology

Column %	Woman	Man
More likely	27%	29%
Less likely	51%	47%
No difference	22%	24%

Table 41. Q9 by Gender