MEMO
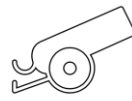
battleground
connect

TO: Doug Collins for Senate
From: Battleground Connect
Re: GA-Sen Statewide Survey
Date: Thursday, April 2, 2020

METHODOLOGY: The survey was conducted March 31 through April 1, 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. 1,035 likely voters were interviewed in the survey with 365 cell phone interviews. The survey has a margin of error of +/-3.01% with a 95% level of confidence.

KEY FINDINGS

Special Election Ballot

The latest survey conducted by Battleground Connect indicates that Doug Collins has further solidified his position as the Republican candidate best positioned to advance to a likely January runoff election. Collins leads his closest Republican rival, Kelly Loeffler, by 23 points, 36% to 13%. Previously Collins led Loeffler by 8 points.

Q: The candidates in the 2020 Special Election for United States Senate are the Republican Doug Collins, the Republican Kelly Loeffler, the Democrat Raphael Warnock, the Democrat Matt Lieberman the Democrat Ed Tarver, the Libertarian Brian Slowinski and the Independent Al Bartell. If the election were held today, for whom would you vote?

Doug Collins: 36%
Kelly Loeffler: 13%
Raphael Warnock: 16%
Matt Lieberman: 11%
Ed Tarver: 3%
Brian Slowinski: 1%
Al Bartell: 2%
Someone else: 1%
Undecided: 17%

Crosstabs by party identification show Collins growing his lead with GOP voters. He leads Loeffler 70-20 amongst Republicans with just 6% of Republicans still undecided. Collins' lead amongst Republican voters has become insurmountable. Previously Collins led Loeffler by eighteen points amongst Republicans, a growth of thirty-two points.

Column %	Republican	Democratic	Independent
Doug Collins	70%	5%	31%
Kelly Loeffler	20%	5%	13%
Raphael Warnock	2%	33%	14%
Matt Lieberman	1%	22%	12%
Other	1%	8%	10%
Undecided	6%	27%	20%

Possible Runoff Election Ballot

The data also show that Doug Collins is the candidate most capable of keeping this Senate seat in Republican hands.

Collins leads current Democratic frontrunner, Raphael Warnock, by thirteen points and is just shy of a majority at 49%. Conversely, Kelly Loeffler trails Warnock by a point, while her ballot share is just 40%.

Q: If the candidates in the runoff election for United States Senate were just the Republican Doug Collins and the Democrat Raphael Warnock, for whom would you vote?

Doug Collins: 49%
Raphael Warnock: 36%
Undecided: 15%

Q: If the candidates in the runoff election for United States Senate were just the Republican Kelly Loeffler and the Democrat Raphael Warnock, for whom would you vote?

Kelly Loeffler: 40%
Raphael Warnock: 41%
Undecided: 19%

Candidate Images

Overall, Collins' image amongst likely voters is a net 41 points more favorable than that of Loeffler. Collins' overall image is 35% favorable and 29% unfavorable, a NET +6 image. Loeffler's overall image is 20% favorable and 55% unfavorable, a NET -35 image.

Q: What is your opinion of Doug Collins?

Favorable: 35%
Unfavorable: 29%
No opinion: 36%

Q: What is your opinion of Kelly Loeffler?

Favorable: 20%
Unfavorable: 55%
No opinion: 25%

Amongst likely Republican voters, Collins' image is NET +58, at 65% favorable and 7% unfavorable. Loeffler's image amongst Republicans is NET -11 at 33% favorable and 44% unfavorable. Comparing the two candidate's image amongst Republicans shows Collins with a NET +69 better image than Loeffler. Loeffler is likely the only Republican incumbent up for election who is upside down with her own party's voters.

Collins also fares better than Loeffler amongst independents. With independents, Collins is NET -6 while Loeffler is NET -45. This is a significant difference of thirty-nine points.

Collins Image by Party ID:

Column %	Republican	Democratic	Independent
Favorable	65%	8%	30%
Unfavorable	7%	47%	36%
No opinion	28%	44%	34%

Loeffler Image by Party ID:

Column %	Republican	Democratic	Independent
Favorable	33%	9%	16%
Unfavorable	44%	61%	61%
No opinion	23%	30%	23%

Anecdotal evidence suggested that Loeffler would be a candidate that appealed to female voters. Survey data show this is not the case. Loeffler is currently NET -41 amongst women compared to NET -28 amongst men. To contrast Loeffler's weakness with women, Doug Collins is currently just NET -1 with women and NET +13 with men. Collins' image performs 40 points better than Loeffler's with women and 41 points better with men.

Loeffler Image by Gender:

Column %	Woman	Man
Favorable	16%	24%
Unfavorable	57%	52%
No opinion	27%	25%

Collins Image by Gender:

Column %	Woman	Man
Favorable	31%	40%
Unfavorable	32%	27%
No opinion	37%	33%

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 83% have heard 'a lot' plus 'just some.'

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

A lot: 52%
Just some: 31%
Nothing at all: 17%

Amongst those who have heard something, an overwhelming majority, 70%, 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: 15%
Less likely: 70%
No difference: 15%

Looking at the data at a granular level of just Republican voters, Loeffler is severely upside down on more likely vs. less likely at 23% to 59%. This represents a NET less likely of 36 points amongst Republican voters.

Column %	Republican	Democratic	Independent
More likely	23%	6%	14%
Less likely	59%	80%	72%
No difference	17%	13%	14%

Doug Collins' information flow reaction is significantly more positive than Loeffler's. With Republicans who have seen/read/heard something about Collins, 70% are more likely to vote for him vs. just 14% who are less likely. This represents a NET more likely amongst Republicans of +56, a 92-point increase over Loeffler's information-flow reaction.

Column %	Republican	Democratic	Independent
More likely	70%	10%	28%
Less likely	14%	66%	45%
No difference	16%	24%	27%

Doug Collins is an overwhelming favorite according to every data point in this survey. Kelly Loeffler's campaign has taken a severe hit, all without any paid negative voter contact. Across all significant viability metrics, candidate image, ballot and information flow, Doug Collins leads Kelly Loeffler by insurmountable margins.

Survey Data Report

Statewide Survey of Georgia

General Election

The survey was conducted March 31 through April 1, 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. 1,035 likely voters were interviewed in the survey with 365 cell phone interviews. 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	36%
Democratic	34%
Independent	30%

Table 2. Party ID

	%
Woman	53%
Man	47%

Table 3. Gender

	%
Conservative	42%
Moderate	34%
Progressive	24%

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: 48%
Unfavorable: 46%
No opinion: 6%

Q2: What is your opinion of Doug Collins?

Favorable: 35%
Unfavorable: 29%
No opinion: 36%

Q3: What is your opinion of Kelly Loeffler?

Favorable: 20%
Unfavorable: 55%
No opinion: 25%

Q4: What is your opinion of Brian Kemp?

Favorable: 50%
Unfavorable: 32%
No opinion: 18%

Q5: Possible candidates in the 2020 General Election for President of the United States are the Republican Donald Trump and the Democrat Joe Biden. If the election were held today, for whom would you vote?

Donald Trump: 48%
Joe Biden: 46%
Undecided: 6%

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.

Q6: The candidates in the 2020 Special Election for United States Senate are the Republican Doug Collins, the Republican Kelly Loeffler, the Democrat Raphael Warnock, the Democrat Matt Lieberman the Democrat Ed Tarver, the Libertarian Brian Slowinski and the Independent Al Bartell. If the election were held today, for whom would you vote?

Doug Collins: 36%
Kelly Loeffler: 13%
Raphael Warnock: 16%
Matt Lieberman: 11%
Ed Tarver: 3%
Brian Slowinski: 1%
Al Bartell: 2%
Someone else: 1%
Undecided: 17%

Q7: If the candidates in the runoff election for United States Senate were just the Republican Doug Collins and the Democrat Raphael Warnock, for whom would you vote?

Doug Collins: 49%
Raphael Warnock: 36%
Undecided: 15%

Q8: If the candidates in the runoff election for United States Senate were just the Republican Kelly Loeffler and the Democrat Raphael Warnock, for whom would you vote?

Kelly Loeffler: 40%
Raphael Warnock: 41%
Undecided: 19%

Q9: How much have you seen, read or heard about Doug Collins recently?

A lot: 32%
Just some: 40%
Nothing at all: 28% [GO TO Q12]

Q10: 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: 40%
Less likely: 38%
No difference: 22%

Q11: How much have you seen, read or heard about Kelly Loeffler?

A lot: 52%
Just some: 31%
Nothing at all: 19% [GO TO Q14]

Q12: 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: 15%
Less likely: 70%
No difference: 15%

Q13: Thinking about the coronavirus, do you think the country should re-open for business *OR* do you think business should remain shut down indefinitely until doctors say it is safe to resume?

Re-open for business: 10%
Remain shut down: 78%
Not sure: 12%

Q14: Who do you blame for the coronavirus pandemic? The Chinese government, the U.S. government, or is no one to blame?

Chinese government: 40%
U.S. government: 16%
No one: 36%
Not sure: 8%

DEMOGRAPHIC CROSSTAB TABLES

Column %	Atlanta DMA	Balance of DMAs
Favorable	45%	55%
Unfavorable	50%	38%
No opinion	5%	7%

Table 6. Q1 by Media Market

Column %	Republican	Democratic	Independent
Favorable	95%	7%	38%
Unfavorable	3%	85%	53%
No opinion	2%	8%	9%

Table 7. Q1 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	87%	28%	9%
Unfavorable	10%	65%	81%
No opinion	3%	7%	10%

Table 8. Q1 by Political Ideology

Column %	Woman	Man
Favorable	43%	54%
Unfavorable	50%	41%
No opinion	7%	5%

Table 9. Q1 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	35%	35%
Unfavorable	32%	23%
No opinion	32%	42%

Table 10. Q2 by Media Market

Column %	Republican	Democratic	Independent
Favorable	65%	8%	30%
Unfavorable	7%	47%	36%
No opinion	28%	44%	34%

Table 11. Q2 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	61%	22%	9%
Unfavorable	10%	39%	49%
No opinion	29%	39%	42%

Table 12. Q2 by Political Ideology

Column %	Woman	Man
Favorable	31%	40%
Unfavorable	32%	27%
No opinion	37%	33%

Table 13. Q2 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	19%	21%
Unfavorable	59%	46%
No opinion	23%	32%

Table 14. Q3 by Media Market

Column %	Republican	Democratic	Independent
Favorable	33%	9%	16%
Unfavorable	44%	61%	61%
No opinion	23%	30%	23%

Table 15. Q3 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	30%	14%	10%
Unfavorable	45%	60%	64%
No opinion	25%	26%	26%

Table 16. Q3 by Political Ideology

Column %	Woman	Man
Favorable	16%	24%
Unfavorable	57%	52%
No opinion	27%	25%

Table 17. Q3 by Gender

Column %	Atlanta DMA	Balance of DMAs
Favorable	48%	54%
Unfavorable	34%	28%
No opinion	18%	18%

Table 18. Q4 by Media Market

Column %	Republican	Democratic	Independent
Favorable	78%	25%	43%
Unfavorable	11%	52%	36%
No opinion	11%	23%	22%

Table 19. Q4 by Party ID

Column %	Conservative	Moderate	Progressive
Favorable	74%	39%	21%
Unfavorable	14%	38%	56%
No opinion	12%	22%	23%

Table 20. Q4 by Political Ideology

Column %	Woman	Man
Favorable	47%	53%
Unfavorable	35%	29%
No opinion	19%	18%

Table 21. Q4 by Gender

Column %	Atlanta DMA	Balance of DMAs
Donald Trump	46%	53%
Joe Biden	49%	40%
Undecided	6%	7%

Table 22. Q5 by Media Market

Column %	Republican	Democratic	Independent
Donald Trump	96%	5%	39%
Joe Biden	3%	89%	48%
Undecided	1%	6%	13%

Table 23. Q5 by Party ID

Column %	Conservative	Moderate	Progressive
Donald Trump	87%	27%	9%
Joe Biden	10%	67%	79%
Undecided	3%	6%	11%

Table 24. Q5 by Political Ideology

Column %	Woman	Man
Donald Trump	43%	54%
Joe Biden	51%	40%
Undecided	6%	6%

Table 25. Q5 by Gender

Column %	Atlanta DMA	Balance of DMAs
Doug Collins	35%	38%
Kelly Loeffler	11%	16%
Raphael Warnock	19%	9%
Matt Lieberman	13%	8%
Other	5%	10%
Undecided	16%	20%

Table 26. Q6 by Media Market

Column %	Republican	Democratic	Independent
Doug Collins	70%	5%	31%
Kelly Loeffler	20%	5%	13%
Raphael Warnock	2%	33%	14%
Matt Lieberman	1%	22%	12%
Other	1%	8%	10%
Undecided	6%	27%	20%

Table 27. Q6 by Party ID

Column %	Conservative	Moderate	Progressive
Doug Collins	65%	20%	8%
Kelly Loeffler	19%	11%	6%
Raphael Warnock	4%	22%	29%
Matt Lieberman	2%	15%	23%
Other	3%	8%	9%
Undecided	8%	23%	24%

Table 28. Q6 by Political Ideology

Column %	Woman	Man
Doug Collins	31%	42%
Kelly Loeffler	13%	13%
Raphael Warnock	18%	14%
Matt Lieberman	13%	10%
Other	5%	7%
Undecided	20%	14%

Table 29. Q6 by Gender

Column %	Atlanta DMA	Balance of DMAs
Doug Collins	48%	52%
Raphael Warnock	40%	28%
Undecided	12%	21%

Table 30. Q7 by Media Market

Column %	Republican	Democratic	Independent
Doug Collins	92%	7%	36%
Raphael Warnock	4%	74%	39%
Undecided	4%	19%	25%

Table 31. Q7 by Party ID

Column %	Conservative	Moderate	Progressive
Doug Collins	85%	27%	16%
Raphael Warnock	7%	57%	58%
Undecided	8%	17%	27%

Table 32. Q7 by Political Ideology

Column %	Woman	Man
Doug Collins	47%	51%
Raphael Warnock	37%	35%
Undecided	16%	14%

Table 33. Q7 by Gender

Column %	Atlanta DMA	Balance of DMAs
Kelly Loeffler	39%	42%
Raphael Warnock	44%	35%
Undecided	17%	22%

Table 34. Q8 by Media Market

Column %	Republican	Democratic	Independent
Kelly Loeffler	71%	6%	35%
Raphael Warnock	6%	80%	47%
Undecided	22%	14%	18%

Table 35. Q8 by Party ID

Column %	Conservative	Moderate	Progressive
Kelly Loeffler	68%	24%	12%
Raphael Warnock	9%	61%	71%
Undecided	22%	15%	17%

Table 36. Q8 by Political Ideology

Column %	Woman	Man
Kelly Loeffler	35%	46%
Raphael Warnock	46%	36%
Undecided	20%	17%

Table 37. Q8 by Gender

Column %	Atlanta DMA	Balance of DMAs
A lot	34%	27%
Just some	38%	43%
Nothing at all	28%	30%

Table 38. Q9 by Media Market

Column %	Republican	Democratic	Independent
A lot	37%	27%	30%
Just some	44%	32%	44%
Nothing at all	19%	41%	26%

Table 39. Q9 by Party ID

Column %	Conservative	Moderate	Progressive
A lot	35%	27%	32%
Just some	45%	42%	27%
Nothing at all	20%	31%	41%

Table 40. Q9 by Political Ideology

Column %	Woman	Man
A lot	30%	34%
Just some	41%	39%
Nothing at all	30%	28%

Table 41. Q9 by Gender

Column %	Atlanta DMA	Balance of DMAs
More likely	38%	45%
Less likely	41%	33%
No difference	22%	22%

Table 42. Q10 by Media Market

Column %	Republican	Democratic	Independent
More likely	70%	10%	28%
Less likely	14%	66%	45%
No difference	16%	24%	27%

Table 43. Q10 by Party ID

Column %	Conservative	Moderate	Progressive
More likely	66%	23%	7%
Less likely	18%	50%	67%
No difference	16%	27%	26%

Table 44. Q10 by Political Ideology

Column %	Woman	Man
More likely	36%	44%
Less likely	41%	35%
No difference	23%	21%

Table 45. Q10 by Gender

Column %	Atlanta DMA	Balance of DMAs
A lot	55%	44%
Just some	29%	35%
Nothing	16%	21%

Table 46. Q11 by Media Market

Column %	Republican	Democratic	Independent
A lot	52%	45%	58%
Just some	36%	28%	28%
Nothing	12%	27%	14%

Table 47. Q11 by Party ID

Column %	Conservative	Moderate	Progressive
A lot	51%	54%	50%
Just some	36%	29%	24%
Nothing	13%	17%	26%

Table 48. Q11 by Political Ideology

Column %	Woman	Man
A lot	51%	52%
Just some	31%	31%
Nothing	18%	17%

Table 49. Q11 by Gender

Column %	Atlanta DMA	Balance of DMAs
More likely	13%	20%
Less likely	73%	62%
No difference	14%	18%

Table 50. Q12 by Media Market

Column %	Republican	Democratic	Independent
More likely	23%	6%	14%
Less likely	59%	80%	72%
No difference	17%	13%	14%

Table 51. Q12 by Party ID

Column %	Conservative	Moderate	Progressive
More likely	22%	13%	6%
Less likely	62%	71%	82%
No difference	16%	16%	12%

Table 52. Q12 by Political Ideology

Column %	Woman	Man
More likely	15%	15%
Less likely	71%	69%
No difference	14%	16%

Table 53. Q12 by Gender

Column %	Atlanta DMA	Balance of DMAs
Re-open	10%	12%
Remain shut down	79%	76%
Not sure	11%	12%

Table 54. Q13 by Media Market

Column %	Republican	Democratic	Independent
Re-open	16%	3%	12%
Remain shut down	70%	88%	77%
Not sure	14%	9%	11%

Table 55. Q13 by Party ID

Column %	Conservative	Moderate	Progressive
Re-open	17%	7%	4%
Remain shut down	69%	83%	87%
Not sure	14%	10%	9%

Table 56. Q13 by Political Ideology

Column %	Woman	Man
Re-open	8%	13%
Remain shut down	79%	77%
Not sure	12%	11%

Table 57. Q13 by Gender

Column %	Atlanta DMA	Balance of DMAs
Chinese govt	38%	44%
U.S. govt	16%	15%
No one	38%	33%
Not sure	8%	8%

Table 58. Q14 by Media Market

Column %	Republican	Democratic	Independent
Chinese govt	71%	14%	32%
U.S. govt	2%	29%	17%
No one	23%	45%	43%
Not sure	4%	13%	8%

Table 59. Q14 by Party ID

Column %	Conservative	Moderate	Progressive
Chinese govt	66%	25%	16%
U.S. govt	4%	21%	27%
No one	25%	43%	46%
Not sure	5%	10%	11%

Table 60. Q14 by Political Ideology

Column %	Woman	Man
Chinese govt	36%	44%
U.S. govt	17%	14%
No one	38%	34%
Not sure	9%	7%

Table 61. Q14 by Gender