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MEETING STREET
RESEARCH

MEMORANDUM

TO:	**DREW FERGUSON FOR CONGRESS CAMPAIGN**
FROM:	**ROB AUTRY**
DATE:	**JULY 13, 2016**
RE:	**GEORGIA CD 3 REPUBLICAN PRIMARY RUNOFF SURVEY FINDINGS**

Meeting Street conducted a live operator telephone survey of 300 likely Republican primary runoff voters, July 11-12, 2016. This survey includes both landline and cell phone interviewing and has a margin of error of +/- 5.66%.

KEY FINDINGS

Drew Ferguson starts the homestretch of this race with an image advantage over Mike Crane. Since June, Ferguson's image rating has improved to 49% favorable – 13% unfavorable (+36 net favorable rating, compared to +31 in June). Meanwhile, Crane's image stands at 40% favorable – 21% unfavorable (+19 net favor able rating, compared to +21 in June). Since our June survey, Crane's unfavorables have increased more than his favorables have.

■ Ferguson has an even stronger image rating edge among Base Republican voters (51% fav – 13% unfav), compared to Crane (35% fav – 23% unfav).

The race is trending Drew Ferguson's way. Back in June, the runoff ballot was deadlocked at 38% Ferguson – 36% Crane. Today, Ferguson has pulled ahead to a nine-point advantage on the head-to-head ballot (45% to 36%). Our ballot support has increased by nine points, while Crane's hasn't moved at all.

■ Ferguson's ballot edge expands among key voter groups. Ferguson's lead jumps to 18 points among Base Republican voters (51% Ferguson – 33% Crane).

■ Ferguson also holds a 15-point advantage on the runoff ballot among the voters who say they are "extremely interested" in the runoff election (rate their interest as a 10 on a 1-to-10 scale: 51% Ferguson – 36% Crane).

■ Despite the Crane Campaign's attacks, conservatives are rallying around Ferguson's candidacy. We lead 52% to 33% among very conservative voters and 50% to 32% among religious conservatives.

THE BOTTOM LINE

The month has seen Drew Ferguson's image improved, while Crane's hasn't. We've also seen Ferguson's ballot score increase, while Crane's hasn't. And, when you look at the voter groups that are most likely to turnout, it's clear we're in the driver's seat heading in to the homestretch.

Rob Autry is the founder of Meeting Street Research and one of the nation's leading Republican pollsters. He's the pollster for 14 Members of Congress and two U.S. Senators.