

**TO: Stacey Abrams for Governor**  
**FROM: Garin-Hart-Yang Research Group**  
**DATE: May 29, 2018**  
**RE: Just-completed general election survey shows Stacey Abrams in the lead**

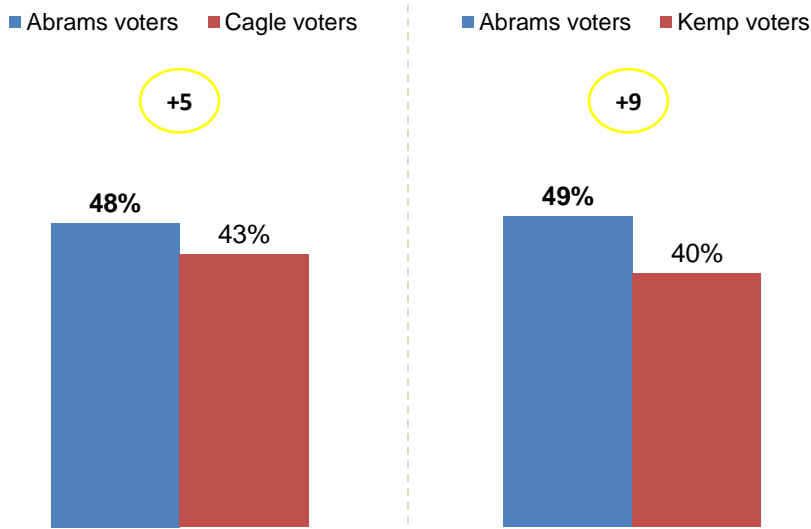
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Between May 23 and 25, 2018, Garin-Hart-Yang conducted a survey among a statewide sample of 601 likely general election voters (margin of error  $\pm 4\%$ ). This survey, which was conducted among landlines and cell phones, is fully representative of a Georgia electorate by region, race, and key demographics--for example, our sample yielded a party ID result of 40% Democratic and 42% Republican, and in the recalled 2016 presidential vote, Donald Trump was at 45% and Hillary Clinton at 43%.

The following presents the key survey findings:

Bolstered by her decisive victory in last Tuesday's Democratic primary, Stacey Abrams is now recognized by three-quarters (76%) of Georgia voters, eliciting strong personal ratings of 44% positive and 16% negative. While her potential Republican opponents have similar statewide name recognition, their profiles are less favorable (even though BOTH have previously been elected to statewide office). Brian Kemp is at 33% positive, 21% negative, while Casey Cagle's ratings are 28% positive, 21% negative. Reactions to the candidates vary not surprisingly by partisanship. But an encouraging sign for Stacey's ability to expand her support in the general election is that Stacey's image among Independents stands at better than two to one positive (39% positive, 15% negative), while her two GOP opponents have more polarizing images. (By the way, Independents report in our survey they voted for Donald Trump by 20%).

As a result of Stacey's solid profile and unified support from Democrats, she holds leads over both Republican candidates in the initial trial heat.



Stacey leads in the trial heats throughout the state of Georgia, and has quickly consolidated her base vote, garnering 90%+ of Democrats and nearly 90% of African-Americans. At the same time, Stacey has the advantage among Independent voters and leads by double-digit margins among white liberal/moderate voters (51% Abrams/37% Cagle, 57% Abrams/31% Kemp).

Finally, our initial testing of the choice facing Georgia voters in November provides encouraging news that the “dynamics” of the election favor a candidate with Stacey Abrams’ agenda focused on economic opportunity for EVERY part of the state.

A 54% majority of voters say they prefer a candidate for governor “focused on building a diverse economy with good-paying jobs and expanding opportunities for families to thrive,” compared to 36% who prefer a candidate “focused on cracking down on illegal immigrants, protecting Georgia values like the right to bear arms, and cutting government waste.” Not only do Independents strongly prefer the “building a diverse economy” candidate by better than four to one, but two-fifths of white voters also tell us they prefer the focus on economic opportunity.

In summary, the decisive nature of Stacey’s primary victory has boosted her support and name recognition beyond the Democratic base, with Stacey showing solid appeal across a wide swath of the Georgia electorate. We understand that once the nasty GOP run-off is over the GOP nominee will next focus his energy on running a negative campaign against Stacey and seek to polarize the electorate. But the initial reaction so far to Stacey among the broader Georgia electorate is favorable, and perhaps more important, the dynamics of the 2018 election--not just turnout differential but “message”--indicates Stacey Abrams’ ability to wage a competitive and WINNING campaign.