

TO: Casey Cagle for Governor Campaign Team - CONFIDENTIAL
FROM: John McLaughlin & Rob Schmidt
RE: Georgia Statewide Survey Results – Republican Primary Voters
Date: October 23rd, 2017

SURVEY SUMMARY:

Casey Cagle is very well-positioned in the Republican primary election for Governor, receiving 41% of the vote, which is more than three times his next closest opponent. Cagle is much better known and liked than all of his opponents, as he holds a nearly six to one net positive opinion rating.

➤ **Political Environment**

- ✓ Republican primary voters in Georgia have an optimistic outlook for the state, as 69% say things are headed in the “right direction,” compared to 18% who say “wrong track.”
- ✓ President Trump is extremely popular, holding an 86% job approval rating, including 65% who “strongly approve.” Just 12% disapprove of the job the President is doing.
- ✓ Governor Nathan Deal is also very well-liked, as 81% are favorable to him and only 9% are unfavorable.

➤ **Casey Cagle has a greater than three to one lead over his nearest opponent, Brian Kemp, 41% to 12%, with 39% undecided. All of the other candidates receive low single digit support.**

Now, thinking ahead for a moment to the 2018 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *(Candidates Rotated)*

	Total
Casey Cagle	41%
Brian Kemp	12%
Hunter Hill	4%
Michael Williams	3%
Clay Tippins	2%
Undecided	39%

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➤ **The majority, 52%, hold a favorable opinion of Cagle, while only 9% are unfavorable to him. Cagle also has a very strong job rating, at 63% approve to only 7% disapprove. This well exceeds the familiarity and favorability of all other candidates.**

Image Ratings (Rotated)	Casey Cagle	Brian Kemp	Hunter Hill	Michael Williams	Clay Tippins
Favorable	52%	32%	10%	7%	5%
Unfavorable	9%	4%	2%	3%	1%
No Opinion	22%	29%	23%	21%	22%
Never Heard Of	17%	35%	65%	69%	72%
NET (FAV.-UNFAV.)	+43	+28	+8	+4	+4

Do you approve or disapprove of the job that Casey Cagle is doing as Lieutenant Governor?

Cagle Job Rating	Total
Approve	63%
Disapprove	7%
Unsure	31%
NET (APPR.-DISAPR.)	+56

CONCLUSION:

At this time, Casey Cagle receives a high approval rating for the job that he has done as Lieutenant Governor; is the only Republican in the field who is viewed favorably by a majority of Republican primary voters and has a very strong lead over the field of contenders for Governor. Casey Cagle begins the race for the Republican nomination in a very strong position that with the proper resources and conservative message makes him the leader to win the primary.

Methodology: McLaughlin & Associates conducted a survey of 600 likely 2018 Republican primary voters in the state of Georgia from September 28th to October 1st, 2017. All interviews were conducted via telephone by professional interviewers. Interview selection was random and interviews were stratified by county, race, age and gender to correlate with actual voter turnout from previous statewide Republican primary elections. To increase coverage, 30% of the interviews were conducted on cell phones. This poll of 600 likely Republican primary voters has an accuracy of +/- 4.0% at a 95% confidence interval. The error margin increases for cross-tabulations. Totals may not add up to exactly 100% due to rounding.

Demographic Summary:

Ideology	Total	Area	Total	Born Again	Total
Liberal/Moderate	23%	ATL Metro	31%	Yes	67%
Conservative	74%	R. of North	40%	No	28%
Somewhat Cons.	31%	Central Mkts.	13%		
Very Cons.	44%	South. Mkts.	16%		
Party Affiliation	Total	Gender	Total	Age	Total
Republican	73%	Male	50%	Under 55	40%
Non-Republican	27%	Female	50%	Over 55	59%

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