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BE A  
HERO

# GEORGIA VOTERS SUPPORT PROGRESSIVE ISSUES

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**Gustavo Sanchez** *Senior Data Engineer, Data for Progress*  
**Ethan Winter** *Analyst, Data for Progress*

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# Executive Summary

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Data for Progress conducted a poll of likely Georgia runoff voters with Be a Hero. What follows is a summary of our key findings:

- ▶ In the Senate race between Raphael Warnock and Kelly Loeffler, Warnock has a slight lead of three percentage points.
- ▶ In the Senate race between Jon Ossoff and David Perdue, Ossoff trails Perdue by two percentage points.
- ▶ When it comes to issues, Georgia likely runoff voters are concerned about Senators using their power to profit off of a crisis, rather than doing their jobs.
- ▶ On policy, Georgia voters want to see more personal protective equipment distributed to first responders and at risk groups, additional coronavirus relief checks distributed, and a crackdown on white collar crime.

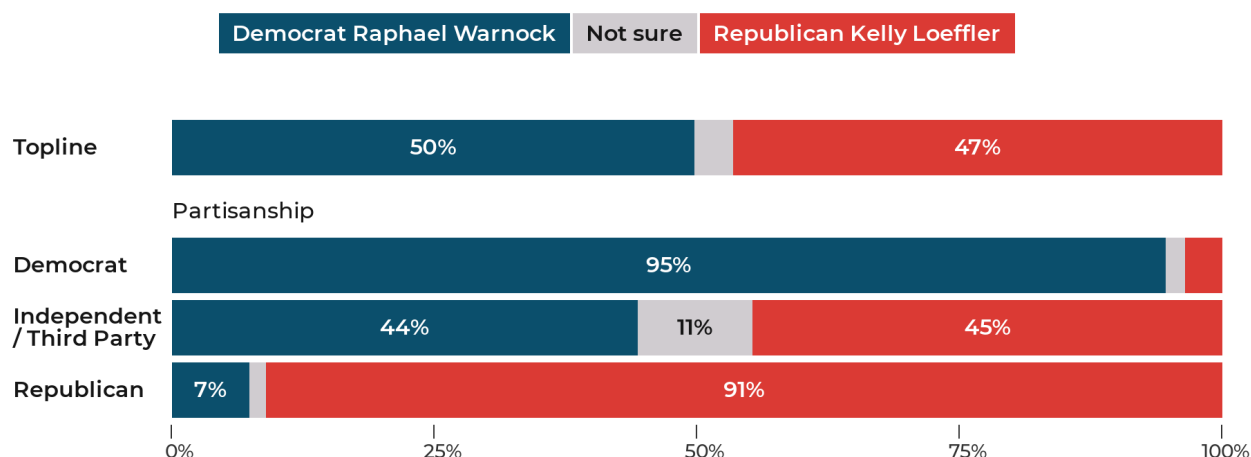
## State of the Race

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In the special election to fill the seat of retired Republican Senator Johnny Isakson, Reverend Raphael Warnock, the Democrat, leads Senator Kelly Loeffler by three-percentage points, the Republican appointed to the seat after Isakson retired. Current attitudes towards candidates, unsurprisingly, correlate with partisanship. Ninety-five percent of likely voters that self-identify as Democrats are backing Warnock, and 91 percent of likely voters that self-identify as Republicans are backing Loeffler. Likely voters that self-identify as Independents, meanwhile, are nearly evenly split between Warnock and Loeffler at 44 percent and 45 percent, respectively.

## Democrats Raphael Warnock Holds A Slight Lead Over Republican Kelly Loeffler

In the January 2021 runoff election for Senator from Georgia between Democrat Raphael and Republican Kelly Loeffler, who will you vote for?



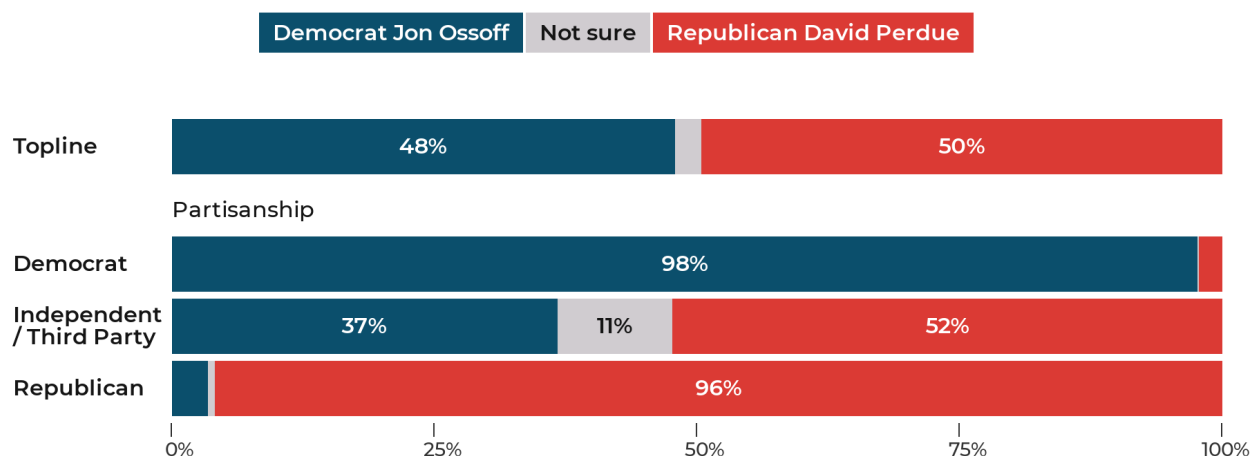
Nov 15 to Nov 20, 2020 survey of 1476 likely voters

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In Georgia's second Senate contest Democrat Jon Ossoff, who launched onto the national stage during the first special election of the Trump era in Georgia's 7th congressional district, and who is facing off against the incumbent Senator Republican David Perdue. Presently, Perdue leads Ossoff by two-points, and attitudes towards the candidates once again correlated with partisanship. While 98 percent of Democrats are backing Ossoff, Independents break towards Perdue preferring him to Ossoff by a 25-point margin (32 percent Ossoff, 57 percent Perdue).

## Republican David Perdue Holds A Slight Lead Over Democrat Jon Ossoff

In the January 2021 runoff election for Senator from Georgia between Democrat Jon Ossoff and Republican David Perdue, who will you vote for?



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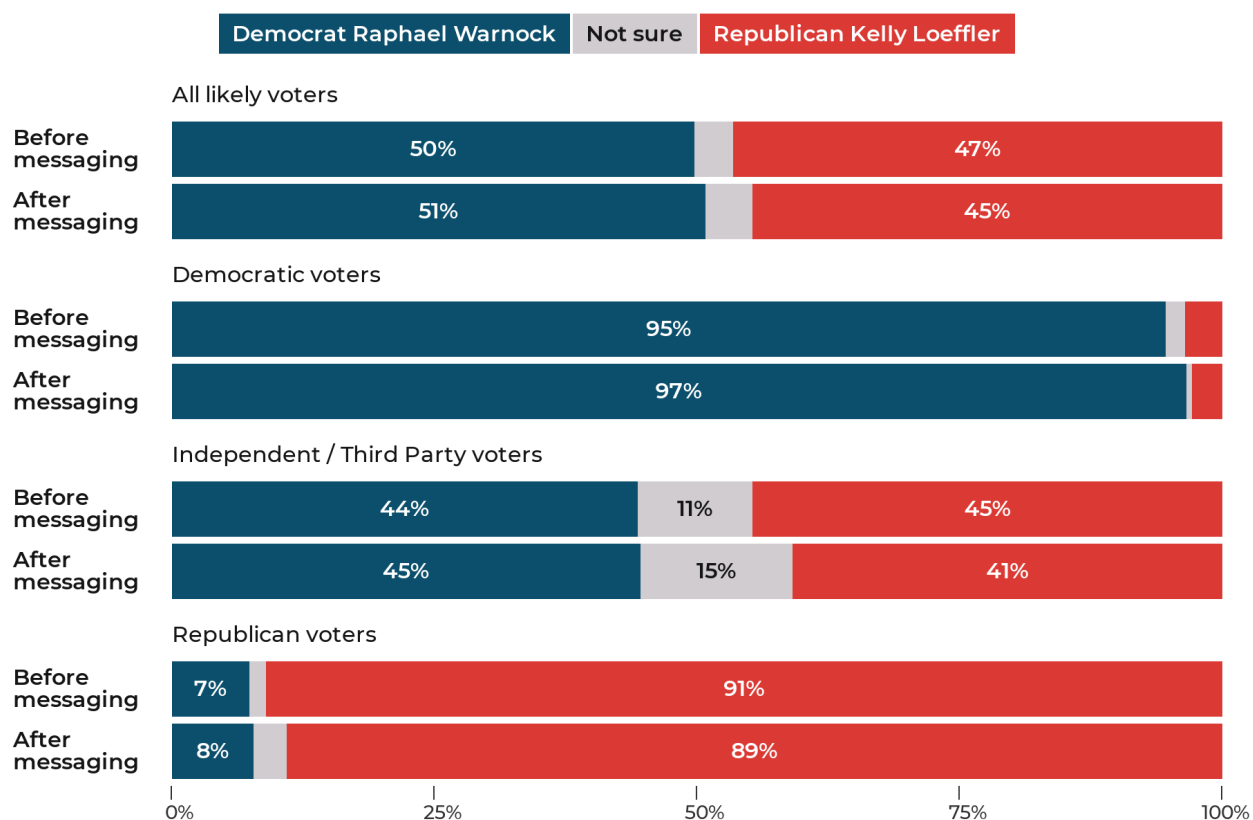
# Impact of Messaging

With Georgia's runoff roughly one month away, the state of the race is bound to change. The results shown above are based on initial impressions of candidates. We then reasked these questions after likely voters were shown messages about the candidates.

Before messaging, Warnock led by three-points. After likely voters are shown messages about Loeffler, Warnock extends his lead to six-points. While Warnock gains one-point from both Democrats, Independents, and Republicans, most of this increased lead comes from voters initially behind Loeffler moving to undecided.

## After Messaging Democrat Raphael Warnock's Lead Over Republican Kelly Loeffler Grows To Six Percentage Points

Comparison of the results before and after likely voters were shown messages about the candidates.



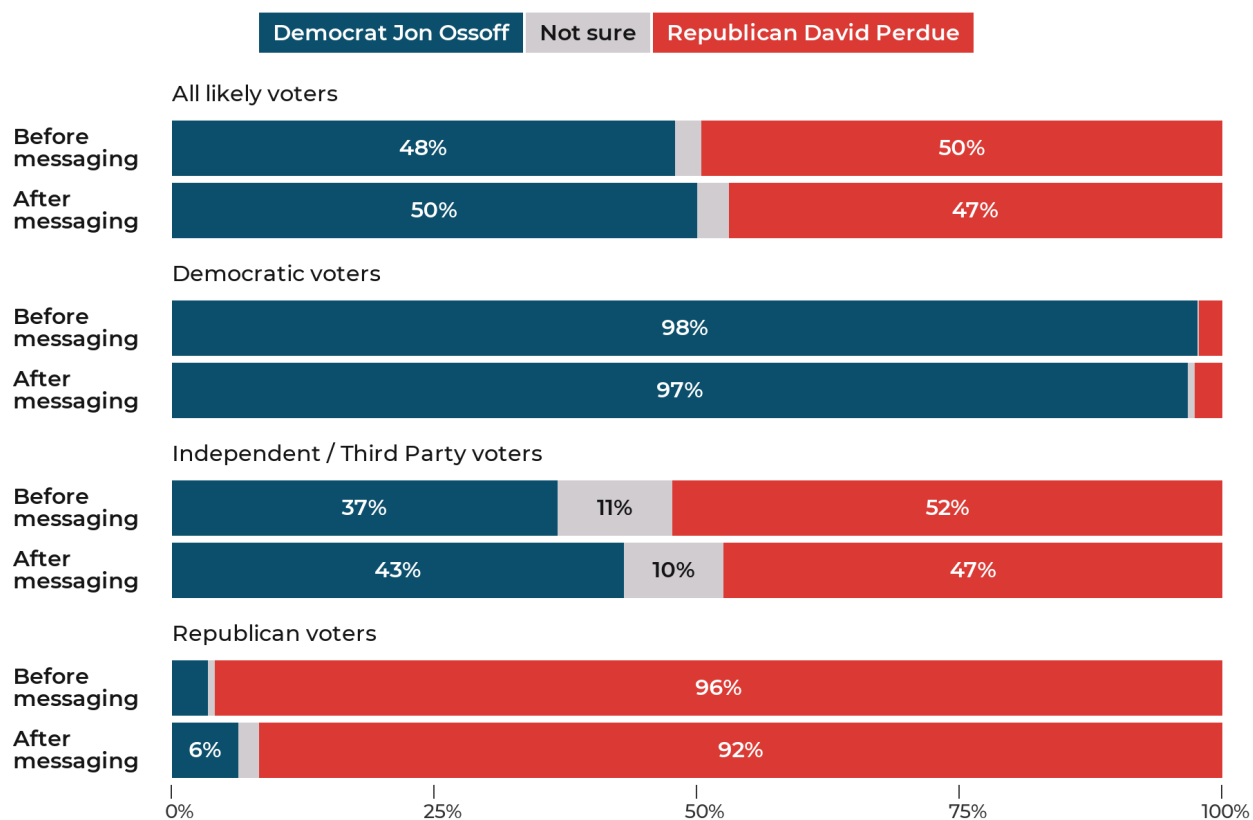
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The results of the Ossoff and Perdue race before and after messaging reveals a slightly different pattern. Initially, Ossoff trails by two-points, but after messaging leads by three-points. Interestingly, Ossoff loses one-point of support among Democrats after messaging — ticking from 98 percent down to 97 percent. Among Independents, meanwhile, he makes substantial gains, gaining six-points and rising from 37 percent to 43 percent among this group. Last, Perdue's position among Republicans erodes after messaging, dropping from 96 percent to 92 percent.

## After Messaging Democrat Jon Ossoff Opens Up A Three Percentage Point Lead Over Republican David Perdue

Comparison of the results before and after likely voters were shown messages about the candidates.



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# On the Issues

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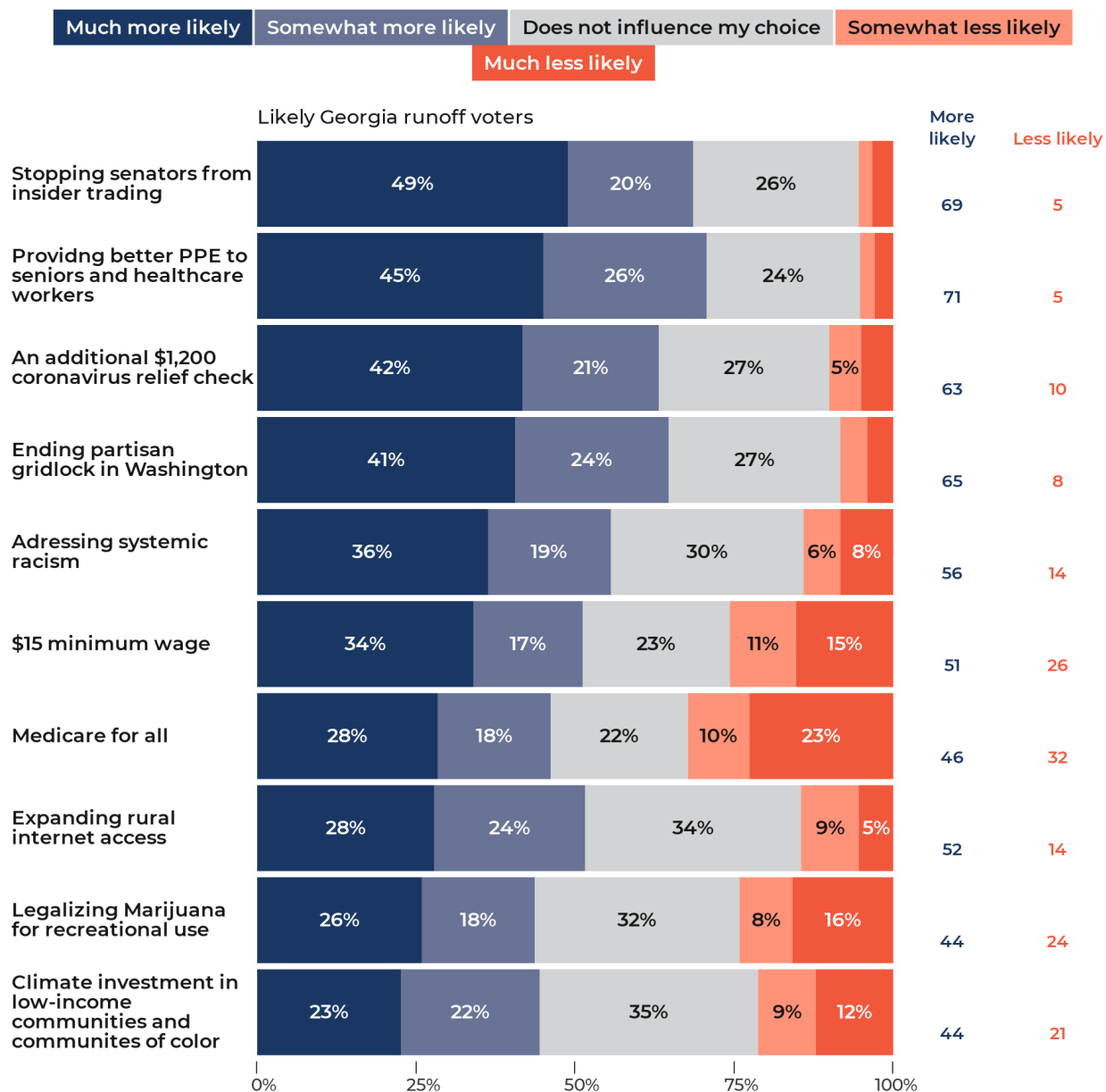
In our survey we also asked likely voters in the state of Georgia which issues would make them more or less likely to support one of the Senate candidates currently in the running.

In general, we find that addressing concerns over the continued fallout of the coronavirus pandemic — as well as putting measures in place to prevent Senators from profiting off of future crises — to be winning issues with the Georgia electorate. Specifically, 69 percent of likely voters said that they would be more likely to vote for a candidate who supports stopping Senators from insider trading — something Loeffler and Perdue have both been accused of. Similarly, 71 percent of likely voters say that a candidate committing to providing better Personal Protective Equipment (PPE) to seniors and healthcare workers would increase their chances of voting for that candidate. Next, 63 percent of likely runoff voters report that if a candidate commits to supporting an additional \$1,200 relief check, this would increase their chances to vote for that candidate. These three policies all show the most potential to move voters to a candidate without generating electoral backlash, that is, making a significant portion of the electorate *less* likely to support that candidate.

Many other progressive issues performed well in our testing. Among these include a \$15 minimum wage, expanding rural internet access, addressing systemic racism, Medicare for All, legalizing marijuana for recreational use, and increasing climate investments in low-income communities and communities of color. For example, 56 percent of voters said that addressing systemic racism would make them much more likely or somewhat more likely to support a candidate, with only 14 percent saying it would make them somewhat less likely or much less likely to support a candidate. Similarly, when asked whether they would support candidates who backed expanding rural internet access 52 percent of voters said it would make them more likely to support a candidate while only 14 percent saying it would make them less likely to support a candidate.

# Top Issues that Influence Senate Candidate Support

Would you be more likely or less likely to vote for a candidate for Senate who supports each of the following?



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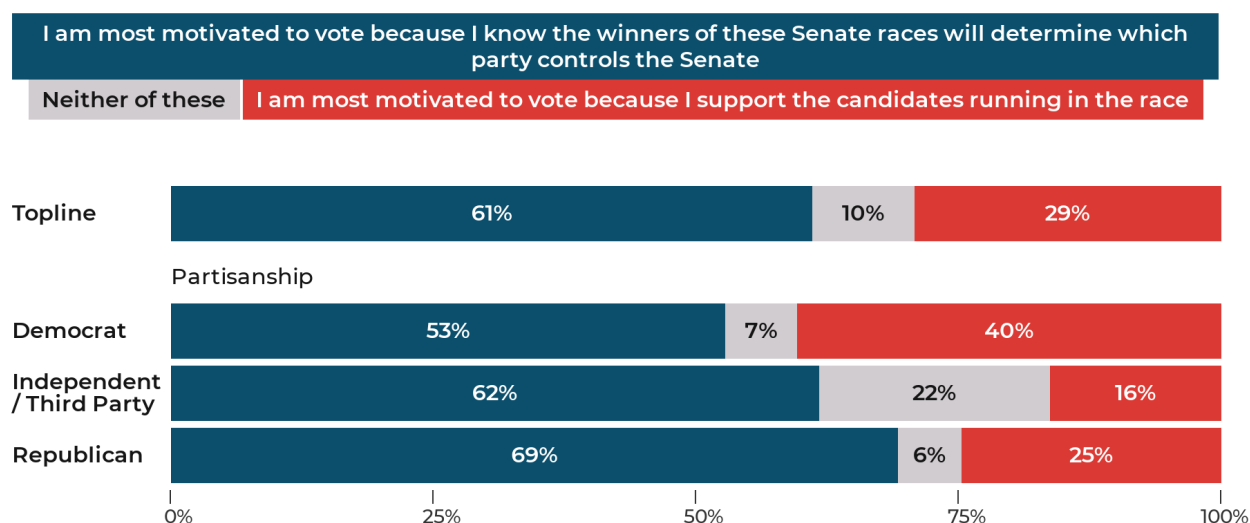
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Likely voters, regardless of partisanship, are aware that they are not only voting for individual candidates, but are also voting for which party will control the Senate — which will determine whether the Democrats will enjoy a “trifecta,” that is control of the House, Senate and White House, or if President-elect Biden will be forced to preside over divided government.

When we asked if likely voters are more motivated by specific candidates or by control of the Senate, a majority of likely voters say they are most motivated to vote because of control of the Senate. There are some noteworthy patterns related to partisanship, particularly that Republicans are more motivated than Democrats by control of the Senate by a 13-point margin. There is an intuitive logic to this: Republican-control of the Senate can provide a massive check to Biden’s legislative agenda.

## Voters In Georgia Are Motivated To Vote Because They Know These Races Could Determine Partisan Control Of The Senate

Which of the following best describes your reason for voting in the January 2021 runoff for Senate?



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# Methodology

Data for Progress conducted a poll of likely Georgia runoff voters with Be a Hero from November 15 to November 20, 2020, using SMS and web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is  $\pm 2.6$  percentage points.

[Toplines](#)

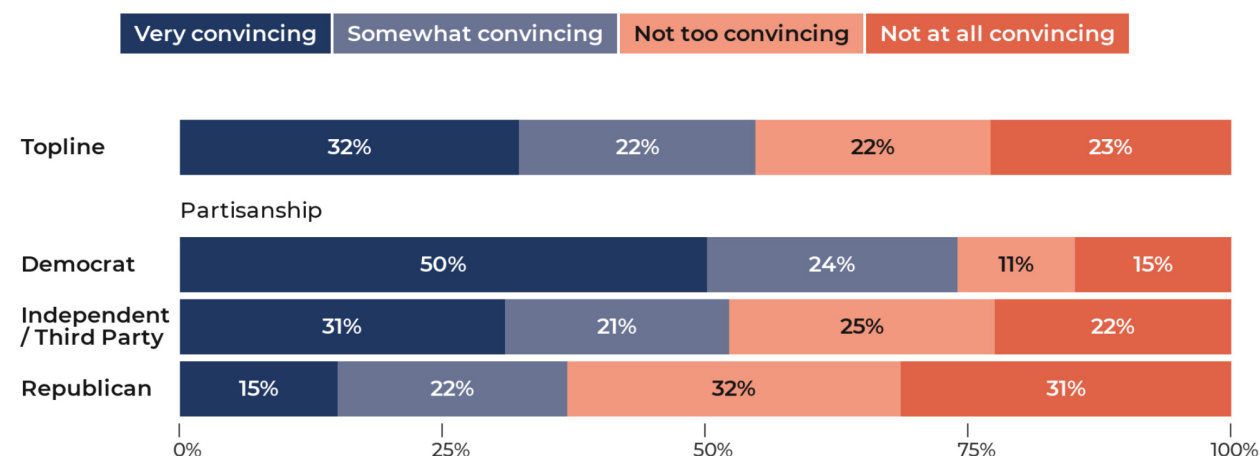
[Crosstabs](#)

# Appendix

## Additional results from the message test

Below are the negative messages shown to likely voters in the state of Georgia and the results of whether or not they found them convincing.

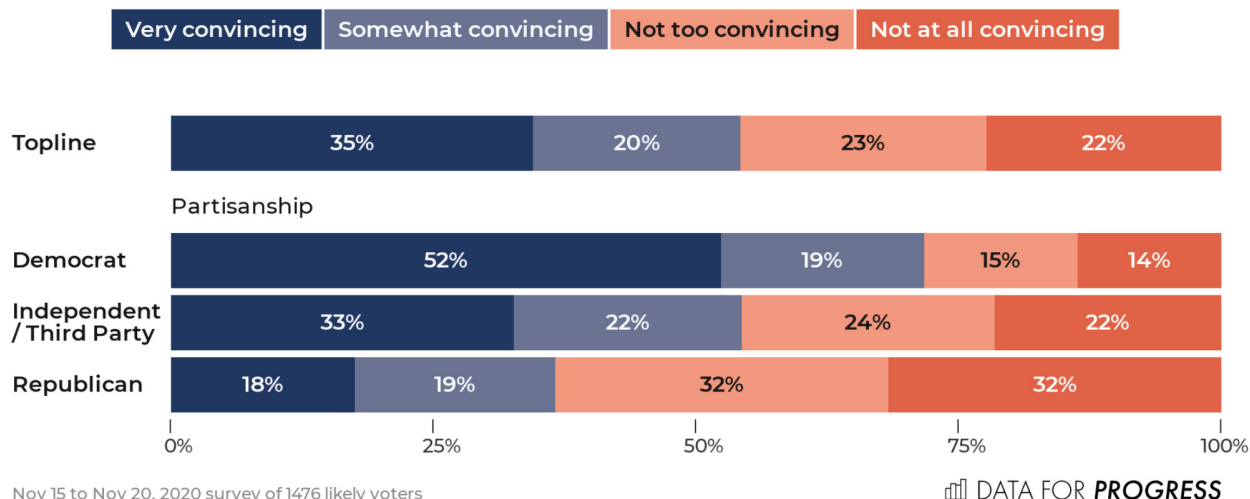
Next you'll read some statements from people who **oppose Kelly Loeffler**. After each one, please indicate how convincing the statement is as a reason **to vote against Kelly Loeffler**. -- In the last year, **Kelly Loeffler** has taken over \$55,000 from the pharmaceutical industry, including more than \$20,000 from pharmaceutical PACs. She has taken money from pharma companies which are facing lawsuits for conspiring to drive up the cost of lifesaving drugs like insulin and pushing opioids which have led to overuse, addiction and death.



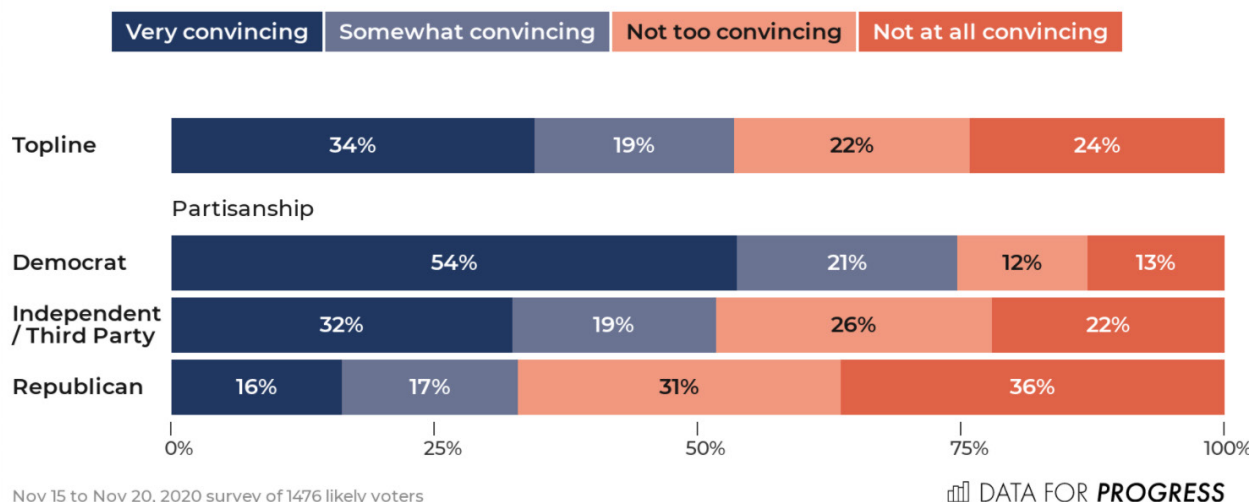
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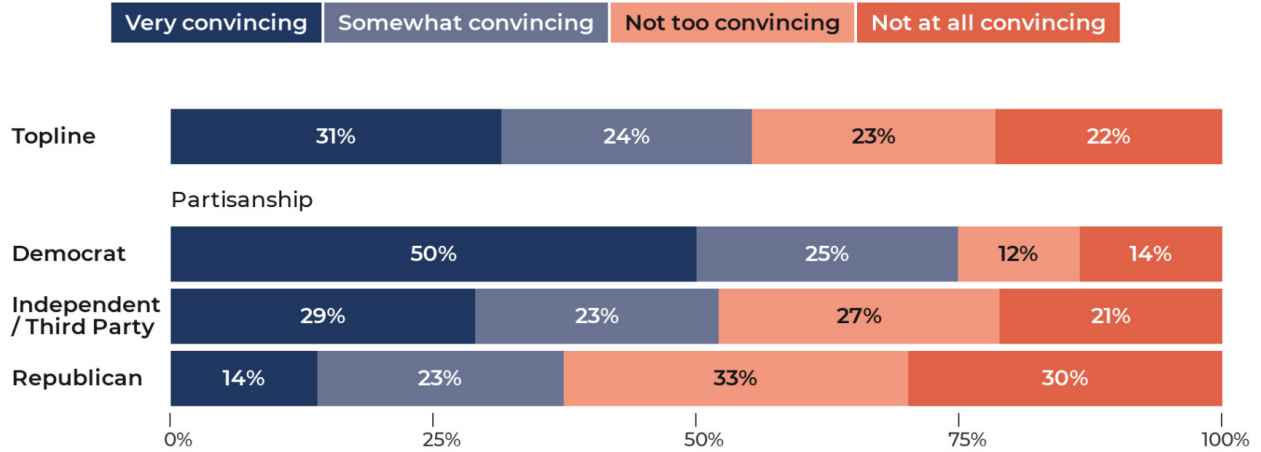
Next you'll read some statements from people who **oppose Kelly Loeffler**. After each one, please indicate how convincing the statement is as a reason **to vote against Kelly Loeffler**. -- Just weeks after being sworn into the U.S. Senate, **Kelly Loeffler** and her husband sold off up to over \$3 million dollars in stocks after a private U.S. Senate briefing on the spread of the coronavirus threat. They also bought stock in a company that is a major supplier of PPE, which has been in short supply. Instead of worrying about public health and safety, Loeffler used her short time in the Senate primarily for personal gain.



Next you'll read some statements from people who **oppose David Perdue**. After each one, please indicate how convincing the statement is as a reason **to vote against David Perdue**. -- **David Perdue** used his position as Senator to try to profit off of the coronavirus pandemic. After a private U.S. Senate briefing on the spread of the coronavirus threat, Perdue purchased Pfizer stock, a pharmaceutical company developing a COVID vaccine. He also invested in another company that produces PPE ahead of the impending shortage.



Next you'll read some statements from people who **oppose David Perdue**. After each one, please indicate how convincing the statement is as a reason **to vote against David Perdue**. -- **David Perdue** has taken over \$300,000 from the pharmaceutical industry and voted to give them tax breaks. He has taken money from pharma companies which are facing lawsuits for conspiring to drive up the cost of lifesaving drugs like insulin and pushing opioids which have led to overuse, addiction and death.



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