



DATE: August 31, 2022

TO: Interested parties

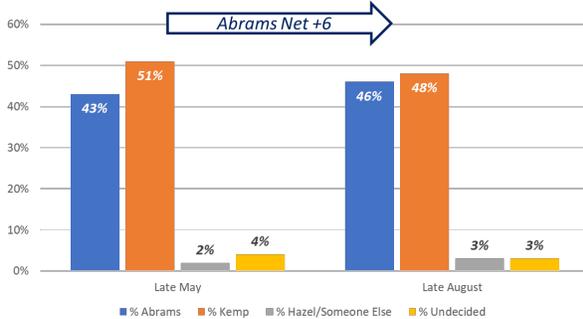
FROM: Ben Lazarus, TargetSmart

RE: Abrams and Kemp tied ahead of Labor Day

Ten weeks out, the race for governor in Georgia is statistically tied, based on the results of our recent large sample poll of likely midterm voters. Democrat Stacey Abrams captures 46 percent of the vote,

while incumbent Republican Governor Brian Kemp gets 48 percent, Libertarian Shane Hazel receives 3 percent, and 3 percent remain undecided. As shown in **Figure 1**, this poll represents significant improvement for Abrams relative to the last large-scale study we conducted right after the primary in May, when she trailed 43 to 51 percent. [Click here to view poll toplines.](#)

Figure 1: Governor Head-to-Head



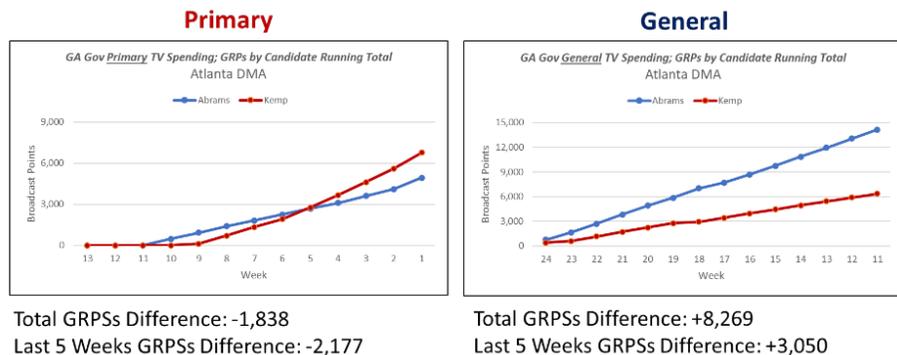
Notably, the movement we have measured towards Abrams has come in tandem with two key paradigm shifts in this contest. One, that cannot be understated, but is slightly harder to measure,

is the impact of the *Dobbs* decision on the political environment. From special election outcomes to voter registration trends, all signs point to the overturning of *Roe* as a key inflection point for partisan energy, motivation to vote, and women voters across the country fleeing GOP candidates like Brian Kemp.

Two, more simply quantified, is the paradigm shift in campaign spending since the primary. As shown in **Figure 2**, Kemp’s polling lead in May coincided with a spending advantage over Abrams in the final weeks leading up to the primary (illustrated with gross ratings points in the Atlanta broadcast media market).

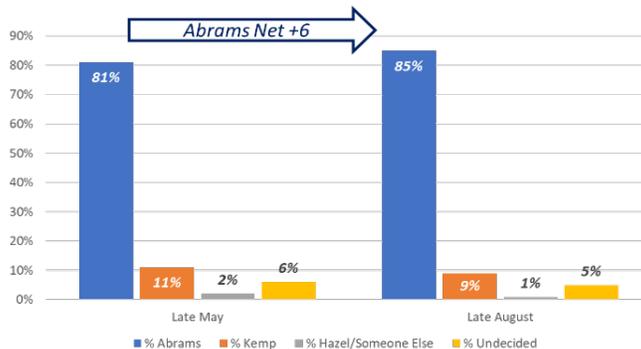
But since the primary, the Abrams campaign has been able to sustain a media buy that substantially outpaces Kemp. **With investment, her campaign can maintain this advantage on the airwaves and continue to move the needle.**

Figure 2: Spending Paradigm Correlates with Polling Paradigm



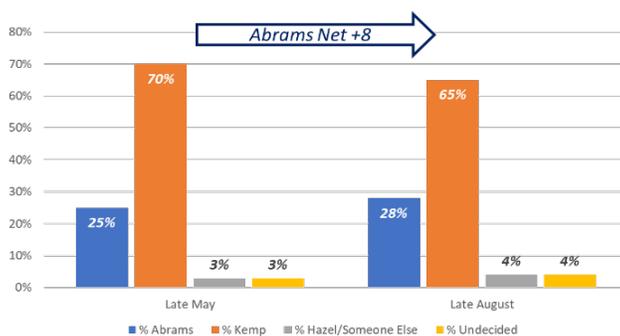
Abrams has made gains across the board over the summer, putting her in a strong position to turn out a winning coalition this fall. Abrams is approaching critical benchmarks among Black voters today, leading Kemp with them 85 to 9 percent, while 1 percent support the Libertarian candidate and 5 percent remain undecided. As shown in **Figure 3**, this represents improvement for Abrams relative to our poll post-primary, a consolidation trend that aligns with a recent history of polarization in Georgia in which it is rare for Black voters to split their ticket or vote for any Republicans on the ballot. Notably, while things are moving in the right direction for Abrams, there is work yet to do with Black voters to further consolidate undecided voters, continue to discredit Kemp, and generate enthusiasm. **With investment, her campaign will continue to scale historic expenditures in reaching out to Black voters across the state and across all channels.**

Figure 3: Abrams has consolidated Black voters



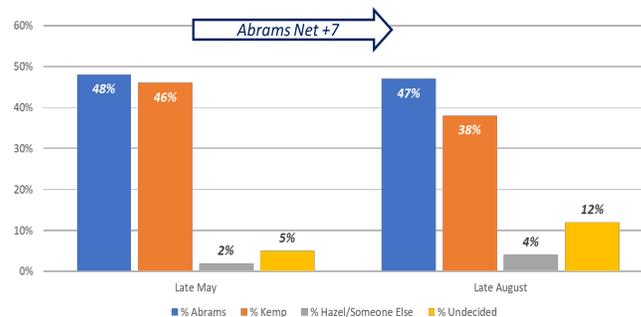
Kemp has lost ground among White voters across the state of Georgia, and today Abrams is polling above 2020 Biden/Warnock/Ossoff performance with them, getting 28 percent, while Kemp sits at just 65 percent, and the remaining 8 percent are evenly split between Hazel and undecided. As highlighted in **Figure 4**, Kemp's vote share has fallen by 5-points among White voters since the start of the general election campaign. **With investment, Abrams' campaign can maintain this momentum and block Kemp's path to victory by educating targeted blocs of White voters about his extreme record.**

Figure 4: Kemp has lost ground with White voters



Abrams narrowly leads Kemp among Hispanic voters, AAPI voters, and voters who volunteer a different race or ethnicity -- 47 to 38 percent, but 1-in-10 are undecided, and another 4 percent back Hazel. Notably, while these numbers remain soft for Abrams, they also represent movement in her direction relative to the poll we conducted after the primary, as shown in **Figure 5**. **With investment, her campaign will continue to target these communities with unprecedented outreach and communication to consolidate support and make Georgia's electorate mirror the multi-racial, multi-ethnic composition of Georgia's people.**

Figure 5: Kemp down with Hispanic/AAPI voters too, but work remains



Bottom Line

Stacey Abrams' powerhouse campaign appears to have weathered the worst of the political environment and is gaining momentum. And despite the myriad hurdles standing in her way – incumbency, misogyny, racism, and the “conventional wisdom” that she cannot win – she is within striking distance of beating Brian Kemp. She is here because she has outworked, outspent, and out-campaigned Kemp. She is here because voters are learning about her plan to fight for all Georgians and waking up the realities of Kemp's extreme agenda. **With the investment her campaign needs to execute its fall plans, Stacey Abrams has the opportunity to make history.**

Statement on Survey Methodology

[Click here to view poll toplines.](#)

TargetSmart designed and implemented this multi-mode public opinion research study that was in the field from August 22-29, 2022. The poll reached 2,327 registered Georgia voters who indicated their chances of voting in the November midterm are almost certain, probably, or 50-50. The poll was conducted with live telephone agents (n=1,158), on a voter-file matched online panel (n=408), and online through SMS-to-web solicitations (n=761), also matched back to the voter file.

A statewide representative base sample was augmented by substantial oversamples of various groups of Georgia voters. The margin of error on the statewide estimates (n=1,000) in this poll is +/- 3.1%. The margin of error on the Black voter estimates (n=702) is +/- 3.7%. The margin of error on the White voter estimates (n=1,217) is +/- 2.8%. The margin of error on the other race voter estimates (n=336) is +/- 5.3%.

The representative statewide sample is weighted to be reflective of a likely 2022 electorate in Georgia. The representative statewide sample is 59% White, 30% Black, 5% Hispanic/Latinx, 3% AAPI, 3% another race/multiracial, and 3% refused to answer. By partisan self-identification, it is 36% Democrat, 27% independent, and 37% Republican; 50% of the sample voted for Joe Biden in 2020, 49% voted for Donald Trump, and the balance voted 3rd party, didn't vote, or refused to answer.