

To: Interested Parties

From: GBA Strategies

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GA 06 Runoff Survey Analysis

The race to replace Republican Tom Price in Georgia’s 6th congressional district has already seen record fundraising, unprecedented voter outreach efforts, and millions of dollars in advertising that have saturated the district and produced a truly unique runoff election. We have never seen a race defined as clearly as this with more than six weeks to go until Election Day. Both candidates have name ID well over 90 percent, both partisan bases are almost completely consolidated, and only 2 percent of likely voters are undecided.

Our recent survey¹ of 400 likely voters shows Democrat Jon Ossoff enjoys a slim lead over Karen Handel in this historically Republican district – 50 to 48 percent. Ossoff enjoys unbelievable support within his partisan base, which remains highly engaged and likely to turn out on June 20th. At first glance, Handel has solid support among her base, but 1-in-5 Handel voters are less certain about their support for her. While she has an advantage among Independents, who represent 40 percent of likely voters, Handel is underperforming among this segment of the electorate since they lean Republican by 16 points in self-identification.

OSSOFF vs. HANDEL RUNOFF – PARTISAN BREAKDOWN				
	Total	Democrat	Independent	Republican
Ossoff	50	99	43	7
Handel	48	1	52	91
Undecided	2	0	5	2
<i>Ossoff – Handel</i>	+2	+98	-9	-84

While both candidates have consolidated their bases, it is clear that Ossoff voters are much more enthused about their candidate than Handel voters, a majority of whom voted for another candidate in the April special election. Nearly 70 percent of Ossoff voters cite his issue agenda or personal attributes when asked in an open-ended question why they support him, while a majority of Handel voters say their support is based primarily on her partisan affiliation.

In a race that seems destined to be determined by which candidate can mobilize their base of support and where every vote will count, Ossoff’s huge margins among non-white and

¹ GBA Strategies conducted a survey of 400 randomly selected likely voters April 29-May 1, 2017, with approximately 40 percent of interviews conducted via cell phone. Turnout data from the April 2017 special election was used to design the sample and likely voter model for the runoff election. This survey carries a margin of error of 4.9 percentage points at the 95 percent confidence level.

younger voters, especially younger women, could be the difference. A full 88 percent of Ossoff voters say they are certain to vote for him, and Ossoff voters overwhelmingly say they are certain to vote in June.

As mentioned above, Handel's voters are less solid or certain in their support. While weak Handel voters are unlikely to move to Ossoff in this highly polarized electorate, their determination to vote at all in the runoff election is lower than that of Ossoff voters.