

GARIN HART YANG

RESEARCH GROUP

TO: Jon Ossoff for U.S. Senate

FROM: Garin-Hart-Yang Research Group

DATE: July 22, 2020

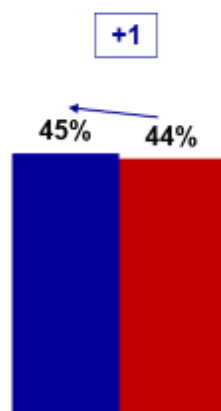
RE: Ossoff Edges Perdue in Dead Heat Georgia Senate Race

Between July 9 and 15, Garin-Hart-Yang interviewed a representative sample of 800 likely general election voters in Georgia. The survey, which was conducted on both landlines and cell phones, was fully representative of an expected November 2020 general election by key factors such as gender, age, geography, partisan affiliation, and race. For example, whites comprise 61% of our sample and African-Americans comprise 30%. The survey's margin of error is $\pm 3.5\%$. The following are the key findings:

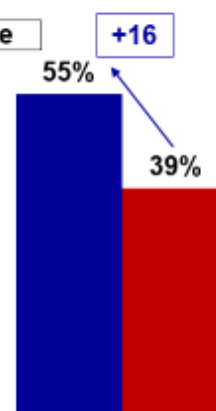
1. Joe Biden currently leads Donald Trump in Georgia. The Vice President is supported by 47% of voters, President Trump garners 43%, and 10% are undecided. Both candidates win overwhelmingly among their respective parties, with Biden's overall advantage coming from his fifteen-point advantage among Independents.

2. Jon Ossoff has a 45% to 44% advantage over Republican Senator David Perdue, as the race starts in essentially a dead heat. Because Ossoff currently has a name ID deficit with the incumbent, his lead is larger among Georgia voters who know *both* candidates--an encouraging sign as Ossoff will increase his profile.

Initial Trial Heat



Know Both Candidates



There are two key survey findings which indicate the momentum is with the challenger.

1. **First, somewhat atypical for a challenger, Jon Ossoff's vote is slightly more committed to him than the incumbent's.** Two-thirds (66%) of Ossoff voters say they support him strongly, compared to 61% of Perdue's voters with a similar commitment level. It is unusual for a challenger to have more committed support than the incumbent.
2. **Second, Jon Ossoff clearly has more room to grow as he increases his name recognition.** Currently, Ossoff is recognized by 64% of the electorate, while Perdue has higher name ID at 85%. Among voters who recognize both candidates (61% of the electorate) Jon Ossoff leads by 55% to 39%, which is a strong indication of Ossoff's ability to grow his positives and thus his vote once he gets better known.