

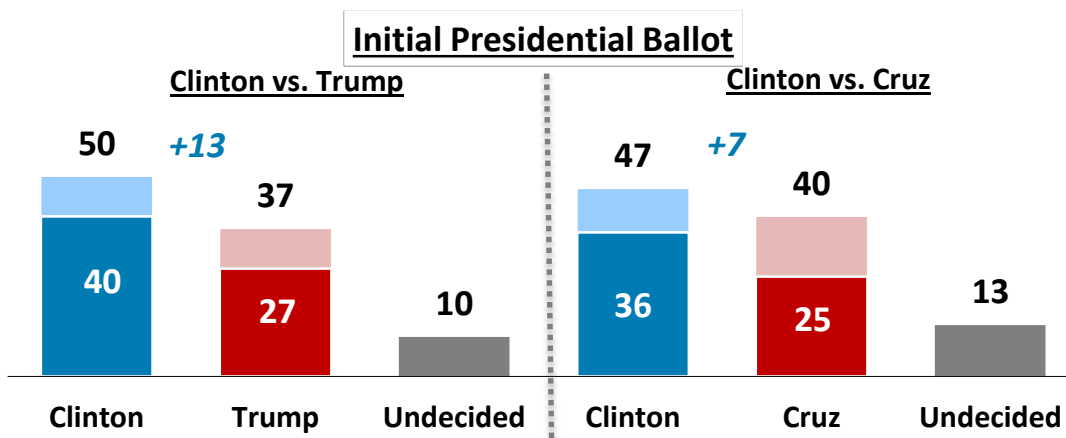
To: *Interested Parties*
 From: Celinda Lake, David Mermin, and Kristy Pultorak, *Lake Research Partners*
 Re: Recent Research among Likely 2016 General Election Voters
 Date: April 11th, 2016

Lake Research Partners (LRP) recently conducted a telephone survey of likely November general election voters in Georgia to understand the political dynamics in the state and gauge the competitiveness of the presidential race.¹ The results of the survey show the promising nature of Georgia as the next emerging swing state in the South, following North Carolina and Virginia.

Currently, the race for president is very competitive, with Hillary Clinton leading both potential opponents, Donald Trump and Ted Cruz. Former President Bill Clinton is an asset in Georgia as voters overall and independents like him. Voters are also open to a progressive economic agenda and are far more likely to support a candidate who runs on such a platform. However, not all the data is positive. Voters have mixed reactions to Clinton and Republican enthusiasm remains high. Resources—including both time and money—will be needed to see these positive figures come to fruition for Georgia to be a swing state in 2016 and beyond.

Key Findings

The presidential race is competitive in both scenarios with Clinton facing either Trump or Cruz. The path to victory for Clinton is easier with Trump as the nominee rather than Cruz, although Clinton leads both potential opponents. Only a small portion of voters are undecided, underscoring the need for a strong turnout operation supported by a persuasion communications strategy.



While the ballot highlights the promise within Georgia, Trump’s negative ratings outweigh his positive ones by a margin of more than 2:1, with a slight majority intensely disliking him. A majority of voters have a negative impression of Ted Cruz with only a third viewing him

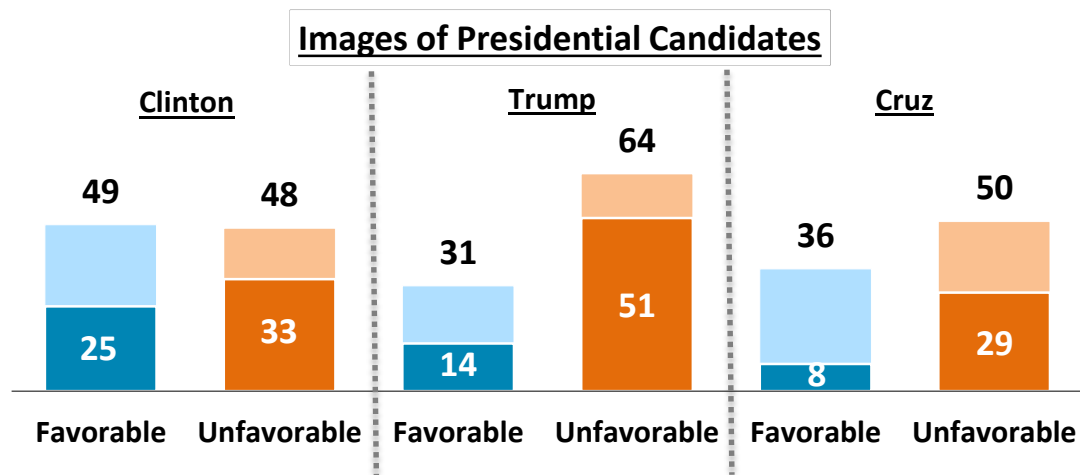
¹ Lake Research Partners designed and administered this survey that was conducted by telephone using professional interviewers. The survey reached a total of 400 likely 2016 general election voters in Georgia. The survey was conducted March 31st – April 3rd, 2016. The margin of error for this poll is +/- 4.9%.

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positively. At the same time, voters have mixed views of Hillary Clinton (49% favorable, 48% unfavorable) who is over 20 points more popular than Trump among independents.



Potential surrogates for the Clinton campaign—former President Bill Clinton, President Barack Obama, and First Lady Michelle Obama—are all assets to the campaign. Michelle Obama has the highest popularity (61% favorable, 27% unfavorable) while President Obama could be helpful in mobilizing Democratic voters (among Democrats: 94% favorable, 5% unfavorable; overall: 56% favorable, 41% unfavorable). Former President Bill Clinton can be helpful persuading independents (61% favorable, 29% unfavorable) as well as voters overall (53% favorable, 39% unfavorable).

Georgia voters are also highly supportive of a progressive economic issue agenda for the next president. More than seven-in-ten voters (72% rate '10' on a scale from 0-10) believe protecting Social Security and Medicare benefits is extremely important for the next president. This crosses all party lines and is an extremely important priority for Democrats (78%), independents (69%), and Republicans (68%). Georgia voters also want the next president to focus on tough enforcement of equal pay for women (53% rate '10') and closing corporate tax loopholes and making the wealthy, big corporations pay their fair share (48% rate '10').

Georgia voters are also much more likely to vote for a candidate that supports the progressive economic agenda. Fully 75% of voters are more likely, including a near majority (47%) who are much more likely, to support a candidate for president who runs on this set of issues. Support also crosses party lines with a solid majority of Republicans (61%) more likely to support such a candidate and Democrats (93%) and independents (70%) being even more supportive. These issues can also help mobilize voters – fully 81% of African Americans want the next president to protect Social Security and Medicare benefits and 72% want tough enforcement of equal pay for women.

Please do not hesitate to contact Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) should you have any questions or comments about this memo.