

To: Ed Lindsey
From: John McLaughlin and Rob Schmidt
Re: Georgia Congressional District 11 Survey: GOP Primary Voters – Key Findings
Date: March 13th, 2014

Survey Summary: With no clear frontrunner in the Republican primary election for Georgia’s 11th Congressional District, this race appears to be headed to a run-off. While Bob Barr currently leads, it is now a head to head race between Ed Lindsey and Barry Loudermilk to get into the run-off.

- ✓ On the Republican primary ballot for Congress, Bob Barr leads with 25%, followed by Ed Lindsey who receives 15% and Barry Loudermilk who receives 13%. Tricia Pridemore is currently not a factor in this race, receiving only 4%. Two percent (2%) would vote for another candidate. The plurality (41%) remains undecided.

Vote: GOP Primary for Georgia C.D. 11	Total
Undecided	41%
VOTE Bob Barr	25%
VOTE Ed Lindsey	15%
VOTE Barry Loudermilk	13%
VOTE Tricia Pridemore	4%
VOTE Other	2%

- ✓ When looking at the opinion ratings, Ed Lindsey is in the best position to drive up his favorables precipitously.
 - Bob Barr has the highest name awareness, however, one in four Republican primary voters (25%) are unfavorable towards him. This demonstrates that Barr will be vulnerable in a head to head matchup.
 - Ed Lindsey is viewed favorably by 21% of voters, with only 2% holding an unfavorable opinion of him. This is the highest net positive favorable to unfavorable rating of all of the candidates.
 - Twenty-six percent (26%) are favorable to Barry Loudermilk, while 6% are unfavorable.
 - Tricia Pridemore is largely unknown, as 85% have either no opinion or have never heard of her.

Opinion Ratings	Barr	Lindsey	Loudermilk	Pridemore
Favorable	38%	21%	26%	9%
Unfavorable	25%	2%	6%	6%
No Opinion/Never Heard Of	37%	77%	68%	85%

Bottom Line: Ed Lindsey has leapfrogged his competition with a well run campaign so far. He now has the highest net positive opinion rating of all of the candidates and has the best opportunity to defeat Barr in a runoff election. The more that voters learn about Ed and his legislative record, the more they like him. With proper resources and a strong media effort, Ed Lindsey’s numbers will surge and he will be in position to win the Republican nomination for Congress.

Continued on Next Page:

Demographic Summary:

<u>Age</u>	<u>Total</u>	<u>County</u>	<u>Total</u>
Under 55	41%	Bartow County	15%
56 – 65	22%	Cherokee County	39%
Over 65	32%	Cobb County	39%
<u>Gender</u>	<u>Total</u>	Fulton County	7%
Male	50%		
Female	50%		

Methodology: This survey of political attitudes was conducted among 300 likely Republican primary election voters in Georgia Congressional District 11 on March 10th and 11th, 2014. All interviews were conducted by professional interviewers via telephone. Interview selection was at random within predetermined election units. To increase coverage, this sample was supplemented with 60 interviews of cell-phone users. These samples were then combined and structured to correlate with actual voter turnout in a Republican primary election. The accuracy of the sample of 300 likely Republican primary election voters is within +/- 5.7% at a 95% confidence interval. The error margin increases for cross tabulations.