



Strategic Insights.
Successful Outcomes.

NATIONAL RESEARCH INC.

**Georgia CD 6
Healthcare Message
Polling Results**

Presented to



Methodology

National Research conducted telephone surveys in Georgia's 6th Congressional District. Each of the surveys was comprised of 400 Republican Women and 400 Independents. These cohorts had been selected for treatment as most likely to include a higher proportion of individuals who might be ambivalent or uncertain about health care facts and consequently health care policy. Polls were dialed to be demographically similar to each other, and to proportions in the district, for comparison.

Two Post-Campaign Phone Surveys were conducted June 21- June 25, 2017 among the following groups:

- Treatment Respondents: Those who were sent the messaging materials.
- Control Respondents: Those who were NOT sent the messaging materials.

Georgia's 6th Congressional District special election became the most expensive Congressional election in U.S. history with around \$55 million being spent on the district. What all this funding in the district meant was that households became quickly fatigued, receiving multiple phone calls per day from the campaigns, interest groups, and polling companies combined.

As far as polling companies were concerned, they were all polling multiple households, multiple times, for multiple companies. Voters were also receiving a multitude of mailings from all the same organizations. The massive barrage of campaign materials being passed through the district meant voters may not have been able to distinguish between all the information they had received.

This presentation aims to evaluate the effectiveness of the messaging materials by comparing the results of the polls. Effectiveness of the messaging materials (also called a "treatment") can be measured in terms of a "lift" to the correct answer in our questioning section. The higher the "lift," the more Treatment Respondents gave a certain answer, versus Control Respondents.

The unprecedented level of messaging households were receiving at this time may have resulted in some of the flat results and/or negative lifts we saw, while the fact that there were some substantial positive lifts shows that remarkably despite the clutter that the competitive messaging was able to successfully break through and affect perceptions.

Purpose of Research

In the summer of 2017, Congress was trying to pass its three-phase version of “Repeal and Replace” of the Affordable Care Act. Conservatives were largely silent on the benefits of doing so, while the left was aggressively promoting the idea that women, the elderly, and any and all with pre-existing conditions would be hurt, while millions more would lose coverage.

In the middle of this national focus on health care policy, Georgia’s 6th Congressional District held a Special Runoff Election for Congress on June 20th, 2017 between the two surviving run-off candidates: Republican, Karen Handel, and Democrat, Jon Ossoff.

This cluttered message environment presented a unique opportunity to test both if policy messages could break through, and particularly if new and different messages to promote policy might resonate.

Accordingly, the purpose of this research was to test ability to shift issue understanding and, consequently, policy preference. That there were candidates running with opposing views on the policy issue created an additional opportunity to evaluate the seriousness with which treated individuals had internalized any policy shift by noting if candidate preference had also shifted.

The treatment consisted of mail and phone messaging educating about health care policy. Candidates were NOT mentioned through the treatment, though there was one brief call at the conclusion of the treatment, with no advocacy for or against candidates, identifying where on the issue they stood, and letting people know that Handel had signed the Repeal Pledge and Ossoff had not.

In addition to evaluating policy knowledge and preference, attitudes toward candidates were assessed as an ancillary effect to further determine the degree to which policy preference had been internalized and as further possible evidence of any shift in issue understanding.

Summary Highlights

Republican Women

- As would be expected, Republican Women start off initially more favorable to Karen Handel and more likely to support repealing ObamaCare, regardless of if they receive messaging or not.
- They are also more likely to give more correct responses to the quiz questions.
- Due to this fact, there was less of a chance to see lift among this group, on a whole, as they were already “with us,” so to speak.
- That said, younger Republican Women and those who are not conservative did experience many lifts after receiving the messaging materials.

Independents

- A younger and more diverse group, many of whom start off less informed about policy.
- The control group, especially, had many misconceptions about the facts the quizzes were about.
- The messaging was much more outwardly successful at addressing these issues, as we saw more lifts among Independents on a whole.
- There were many significant lifts among millennials, Independents, Women and non-conservatives, which are all very important constituencies.

Summary Highlights (Continued)

Among the various questions we asked about policy preference regarding Repealing and Replacing ObamaCare, we helped increase support among:

- Independent women (63% vs 48% Control, a 15 point lift),
- Independents 18-44 years old: (54% vs 33% Control, a 21 point lift),
- Independents 45-54 years old (83% vs 40% Control, a 43 point lift),
- Moderate Independents (64% vs 26% Control, a 38 point lift),
- Conservative Independents (100% vs 80% Control, a 20 point lift),

Increased belief that the 3 step AHCA plan will be better than what they have today.

- GOP women overall (74% vs 67% Control, a 7 point lift).
- GOP women 45-54 years old: (80% vs 55% Control, a 25 point lift).
- GOP women over the age of 55 (76% vs 63% Control, a 13 point lift).
- Conservative GOP women (86% vs 81% Control, a 5 point lift).
- Non conservative GOP women (54% vs 43% Control, a 11 point lift).

Additionally, there was increased knowledge of Karen Handel's pledge to repeal ObamaCare, and willingness to vote for her due to that fact

- GOP Women knowing of the pledge overall (83% versus 68% control, a 15 point lift)
- GOP Women being more likely to vote for her based on it (74% versus 64% control, a 10 point lift)

Summary Highlights (Continued)

Additionally, without advocacy for or against candidates, improved policy understanding by itself seems to have shifted candidate preference:

Handel's ballot percentage improved among key voter groups.

- Non conservative GOP women (75% vs 62% Control, a 14 point lift),
- GOP women over the age of 55 (90% vs 78% Control, a 12 point lift),
- Independent women (41% vs 28% Control, a 13 point lift),
- Independents 18-44 years old (39% vs 13% Control, a 26 point lift),
- Independents 45-54 years old:(57% vs 40% Control, a 17 point lift).

Handel's Favorable score improved among:

- Non conservative GOP women (69% vs 61% Control, a 8 point lift),
- Independents 18-44 years old (18-44: (41% vs 31 % Control, a 10 point lift),
- Independents 45-54 years old:(30% vs 22% Control, an 8 point lift).

UNFAVORABLE opinion of Jon Ossoff increased among:

- GOP women 45-54 years old (91% vs 73% Control, a 18 point lift),
- Non conservative GOP women (61% vs 45% Control, a 16 point lift),
- Independent men (62% vs 44% Control, an 18 point lift),
- Independent women (40% vs 22% Control, an 18 point lift),
- Moderate Independents (43% vs 6% Control, a 37 point lift),