

Sample 1000 U.S. Adult Citizens
 Conducted November 30 - December 4, 2022
 Margin of Error ±3.5%

1. Do you have a favorable or unfavorable opinion of the following person?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Herschel Walker	16%	21%	11%	27%	25%
Raphael Warnock	18%	14%	9%	21%	38%
Stacey Abrams	17%	17%	10%	24%	32%
Brian Kemp	9%	18%	14%	12%	48%
Jon Ossoff	12%	14%	10%	10%	55%
Joe Biden	23%	22%	11%	37%	8%
Donald Trump	18%	24%	11%	39%	7%

2. Would you describe the tone of the video you just watched as positive or negative?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

Very positive	8%
Somewhat positive	16%
Somewhat negative	24%
Very negative	38%
Not sure	14%

3. Would you describe the video you just watched as more honest or dishonest?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

More honest	31%
More dishonest	27%
Equally honest and dishonest	22%
Not sure	20%

4. Would you describe the video you just watched as more inspiring or uninspiring?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

More inspiring	16%
More uninspiring	50%
Equally inspiring and uninspiring	18%
Not sure	16%

5. Would you describe the tone of the video you just watched as positive or negative?

Asked after respondents watched the Herschel Walker advertisement 'Character'

Very positive	10%
Somewhat positive	12%
Somewhat negative	22%
Very negative	47%
Not sure	9%

6. Would you describe the video you just watched as more honest or dishonest?

Asked after respondents watched the Herschel Walker advertisement 'Character'

More honest	31%
More dishonest	26%
Equally honest and dishonest	21%
Not sure	22%

7. Would you describe the video you just watched as more inspiring or uninspiring?

Asked after respondents watched the Herschel Walker advertisement 'Character'

More inspiring	19%
More uninspiring	47%
Equally inspiring and uninspiring	18%
Not sure	16%

8. Do you have a favorable or unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Herschel Walker	14%	21%	14%	34%	17%
Raphael Warnock	17%	15%	15%	29%	25%

9. How much do you care about who wins the Georgia runoff election for U.S. Senate?

A great deal	36%
A moderate amount	21%
A little	21%
Not at all	21%

10. Who is your preference for the winner of this year's Georgia runoff election for U.S. Senate?

Herschel Walker, the Republican	32%
Raphael Warnock, the Democrat	36%
No preference	32%

11. Who do you expect will win this year's Georgia election for U.S. Senate?

Herschel Walker, the Republican	22%
Raphael Warnock, the Democrat	37%
Not sure	41%

Interviewing Dates	November 30 - December 4, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.288 to 5.651, with a mean of 1 and a standard deviation of 0.513.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.

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1A. Favorability of Politicians — Herschel Walker

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	16%	20%	12%	12%	12%	19%	17%	17%	9%	*	*
Somewhat favorable	21%	27%	15%	22%	26%	16%	22%	22%	22%	*	*
Somewhat unfavorable	11%	14%	9%	17%	13%	7%	9%	11%	7%	*	*
Very unfavorable	27%	24%	30%	14%	21%	31%	38%	25%	39%	*	*
Not sure	25%	16%	35%	35%	28%	26%	13%	26%	23%	*	*
Totals	100%	101%	101%	100%	100%	99%	99%	101%	100%	*	*
Unweighted N	(980)	(439)	(541)	(195)	(224)	(331)	(230)	(700)	(118)	(92)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	16%	11%	9%	31%	6%	35%	15%	16%	19%	11%	18%	18%	14%
Somewhat favorable	21%	13%	20%	31%	13%	32%	17%	23%	25%	21%	14%	24%	21%
Somewhat unfavorable	11%	9%	12%	12%	8%	10%	11%	11%	13%	16%	8%	9%	13%
Very unfavorable	27%	51%	23%	3%	60%	3%	26%	27%	29%	28%	26%	23%	34%
Not sure	25%	16%	36%	22%	14%	21%	32%	24%	15%	25%	33%	26%	18%
Totals	100%	100%	100%	99%	101%	101%	101%	101%	101%	101%	99%	100%	100%
Unweighted N	(980)	(318)	(393)	(269)	(366)	(325)	(403)	(253)	(220)	(176)	(201)	(369)	(234)

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1B. Favorability of Politicians — Raphael Warnock

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	17%	18%	14%	12%	18%	27%	17%	23%	*	*
Somewhat favorable	14%	18%	11%	22%	22%	7%	9%	12%	24%	*	*
Somewhat unfavorable	9%	11%	7%	11%	15%	6%	5%	9%	7%	*	*
Very unfavorable	21%	26%	17%	12%	14%	26%	30%	23%	13%	*	*
Not sure	38%	29%	47%	41%	37%	43%	30%	39%	32%	*	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	99%	*	*
Unweighted N	(979)	(440)	(539)	(196)	(224)	(329)	(230)	(698)	(118)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	38%	10%	4%	41%	4%	17%	16%	24%	24%	11%	16%	21%
Somewhat favorable	14%	20%	13%	9%	25%	6%	11%	14%	20%	15%	12%	13%	17%
Somewhat unfavorable	9%	8%	9%	10%	5%	9%	9%	9%	10%	8%	7%	10%	9%
Very unfavorable	21%	7%	22%	37%	5%	45%	17%	24%	21%	16%	21%	24%	20%
Not sure	38%	28%	47%	39%	25%	37%	46%	37%	25%	37%	49%	36%	33%
Totals	100%	101%	101%	99%	101%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(979)	(320)	(389)	(270)	(365)	(323)	(401)	(255)	(217)	(177)	(201)	(366)	(235)

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1C. Favorability of Politicians — Stacey Abrams

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	13%	20%	11%	15%	16%	26%	16%	29%	*	*
Somewhat favorable	17%	23%	12%	23%	28%	11%	10%	14%	24%	*	*
Somewhat unfavorable	10%	11%	9%	17%	12%	6%	6%	9%	10%	*	*
Very unfavorable	24%	29%	18%	10%	12%	32%	35%	27%	13%	*	*
Not sure	32%	24%	40%	38%	33%	35%	23%	34%	23%	*	*
Totals	100%	100%	99%	99%	100%	100%	100%	100%	99%	*	*
Unweighted N	(978)	(438)	(540)	(194)	(224)	(330)	(230)	(699)	(118)	(92)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	17%	37%	9%	4%	39%	4%	16%	14%	22%	21%	13%	15%	21%
Somewhat favorable	17%	22%	19%	10%	30%	4%	14%	18%	22%	17%	14%	18%	21%
Somewhat unfavorable	10%	9%	10%	10%	6%	9%	9%	10%	13%	13%	9%	9%	9%
Very unfavorable	24%	3%	25%	47%	4%	56%	18%	30%	23%	18%	24%	26%	24%
Not sure	32%	28%	38%	30%	20%	27%	43%	28%	20%	31%	41%	32%	25%
Totals	100%	99%	101%	101%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(978)	(317)	(391)	(270)	(365)	(325)	(402)	(252)	(220)	(175)	(201)	(368)	(234)

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1D. Favorability of Politicians — Brian Kemp

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	12%	6%	13%	8%	8%	8%	8%	9%	*	*
Somewhat favorable	18%	23%	13%	24%	20%	10%	20%	18%	20%	*	*
Somewhat unfavorable	14%	19%	10%	13%	20%	9%	16%	13%	13%	*	*
Very unfavorable	12%	11%	12%	9%	12%	14%	11%	11%	17%	*	*
Not sure	48%	36%	59%	41%	40%	59%	46%	50%	42%	*	*
Totals	101%	101%	100%	100%	100%	100%	101%	100%	101%	*	*
Unweighted N	(984)	(441)	(543)	(199)	(225)	(330)	(230)	(699)	(122)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	9%	3%	17%	4%	17%	8%	8%	12%	11%	6%	10%	7%
Somewhat favorable	18%	12%	20%	22%	13%	23%	14%	21%	19%	14%	13%	20%	20%
Somewhat unfavorable	14%	18%	13%	10%	20%	9%	12%	12%	19%	17%	9%	16%	13%
Very unfavorable	12%	19%	10%	4%	22%	4%	9%	13%	15%	10%	13%	9%	16%
Not sure	48%	41%	54%	47%	41%	48%	58%	46%	34%	47%	58%	45%	43%
Totals	101%	99%	100%	100%	100%	101%	101%	100%	99%	99%	99%	100%	99%
Unweighted N	(984)	(318)	(395)	(271)	(365)	(324)	(401)	(254)	(222)	(176)	(199)	(373)	(236)

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1E. Favorability of Politicians — Jon Ossoff

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	12%	11%	13%	14%	13%	10%	13%	10%	20%	*	*
Somewhat favorable	14%	18%	10%	22%	25%	5%	7%	13%	19%	*	*
Somewhat unfavorable	10%	11%	8%	16%	12%	7%	5%	9%	6%	*	*
Very unfavorable	10%	12%	8%	8%	12%	9%	12%	9%	9%	*	*
Not sure	55%	48%	61%	40%	39%	70%	64%	59%	45%	*	*
Totals	101%	100%	100%	100%	101%	101%	101%	100%	99%	*	*
Unweighted N	(980)	(440)	(540)	(196)	(225)	(330)	(229)	(698)	(119)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	12%	23%	9%	4%	26%	3%	10%	11%	18%	14%	8%	11%	17%
Somewhat favorable	14%	23%	9%	9%	21%	3%	10%	14%	22%	17%	6%	14%	17%
Somewhat unfavorable	10%	5%	12%	12%	4%	11%	8%	10%	12%	7%	8%	12%	9%
Very unfavorable	10%	5%	11%	14%	4%	17%	9%	10%	9%	8%	8%	11%	11%
Not sure	55%	44%	60%	61%	44%	66%	63%	55%	40%	53%	69%	52%	47%
Totals	101%	100%	101%	100%	99%	100%	100%	100%	101%	99%	99%	100%	101%
Unweighted N	(980)	(317)	(394)	(269)	(364)	(325)	(401)	(253)	(219)	(177)	(199)	(371)	(233)

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1F. Favorability of Politicians — Joe Biden

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	23%	21%	25%	24%	22%	19%	30%	18%	43%	*	*
Somewhat favorable	22%	23%	20%	26%	27%	19%	15%	19%	29%	*	*
Somewhat unfavorable	11%	11%	11%	22%	14%	7%	3%	11%	8%	*	*
Very unfavorable	37%	38%	35%	15%	26%	50%	49%	45%	8%	*	*
Not sure	8%	7%	9%	13%	12%	5%	3%	7%	12%	*	*
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	*	*
Unweighted N	(984)	(443)	(541)	(200)	(224)	(330)	(230)	(700)	(121)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	23%	48%	13%	6%	50%	6%	24%	20%	26%	29%	18%	21%	26%
Somewhat favorable	22%	34%	20%	9%	37%	6%	22%	20%	23%	24%	19%	22%	21%
Somewhat unfavorable	11%	10%	13%	10%	6%	8%	13%	9%	11%	12%	10%	9%	15%
Very unfavorable	37%	4%	39%	72%	4%	79%	34%	44%	30%	26%	45%	40%	30%
Not sure	8%	4%	15%	3%	3%	1%	7%	6%	11%	9%	7%	8%	7%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	101%	100%	99%	100%	99%
Unweighted N	(984)	(320)	(393)	(271)	(367)	(324)	(403)	(254)	(221)	(177)	(201)	(370)	(236)

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1G. Favorability of Politicians — Donald Trump

Do you have a favorable or unfavorable opinion of the following person?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	22%	16%	13%	15%	24%	19%	21%	12%	*	*
Somewhat favorable	24%	27%	22%	31%	27%	20%	22%	27%	19%	*	*
Somewhat unfavorable	11%	13%	9%	16%	11%	10%	7%	11%	7%	*	*
Very unfavorable	39%	32%	45%	27%	35%	42%	49%	35%	55%	*	*
Not sure	7%	6%	9%	14%	11%	4%	4%	7%	7%	*	*
Totals	99%	100%	101%	101%	99%	100%	101%	101%	100%	*	*
Unweighted N	(976)	(437)	(539)	(195)	(224)	(329)	(228)	(694)	(119)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	5%	12%	44%	4%	36%	20%	20%	14%	9%	25%	22%	14%
Somewhat favorable	24%	13%	27%	35%	10%	44%	20%	30%	26%	27%	21%	27%	21%
Somewhat unfavorable	11%	10%	12%	9%	8%	10%	11%	10%	13%	15%	7%	9%	13%
Very unfavorable	39%	70%	35%	6%	76%	8%	42%	36%	36%	40%	42%	32%	47%
Not sure	7%	2%	14%	5%	2%	3%	8%	5%	11%	9%	5%	10%	5%
Totals	99%	100%	100%	99%	100%	101%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(976)	(318)	(392)	(266)	(364)	(321)	(398)	(253)	(221)	(175)	(200)	(369)	(232)

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2. Warnock Ad: Positive or Negative

Would you describe the tone of the video you just watched as positive or negative?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	8%	10%	6%	9%	10%	9%	3%	7%	12%	*	*
Somewhat positive	16%	18%	14%	28%	25%	7%	7%	15%	15%	*	*
Somewhat negative	24%	22%	26%	25%	26%	24%	20%	24%	23%	*	*
Very negative	38%	36%	41%	24%	26%	47%	54%	40%	38%	*	*
Not sure	14%	14%	13%	14%	13%	13%	16%	14%	12%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(990)	(447)	(543)	(206)	(224)	(331)	(229)	(700)	(127)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	8%	10%	7%	6%	10%	4%	7%	7%	13%	7%	10%	6%	10%
Somewhat positive	16%	18%	15%	13%	16%	13%	15%	13%	21%	20%	10%	20%	12%
Somewhat negative	24%	28%	21%	24%	27%	20%	22%	28%	23%	22%	20%	24%	30%
Very negative	38%	32%	39%	45%	36%	51%	38%	44%	33%	32%	45%	38%	38%
Not sure	14%	12%	17%	11%	11%	12%	17%	8%	10%	19%	16%	12%	10%
Totals	100%	100%	99%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(990)	(320)	(400)	(270)	(366)	(325)	(402)	(255)	(222)	(177)	(199)	(376)	(238)

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3. Warnock Ad: Honest or Dishonest

Would you describe the video you just watched as more honest or dishonest?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More honest	31%	33%	29%	23%	34%	35%	29%	31%	34%	*	*
More dishonest	27%	29%	25%	24%	21%	30%	32%	27%	23%	*	*
Equally honest and dishonest	22%	22%	22%	31%	31%	15%	15%	20%	28%	*	*
Not sure	20%	16%	24%	21%	14%	19%	25%	21%	15%	*	*
Totals	100%	100%	100%	99%	100%	99%	101%	99%	100%	*	*
Unweighted N	(989)	(447)	(542)	(204)	(225)	(330)	(230)	(701)	(125)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More honest	31%	46%	25%	21%	53%	17%	28%	27%	40%	29%	29%	32%	33%
More dishonest	27%	21%	24%	39%	18%	43%	27%	30%	24%	29%	29%	28%	23%
Equally honest and dishonest	22%	17%	27%	22%	14%	22%	23%	19%	28%	23%	18%	22%	25%
Not sure	20%	16%	24%	18%	15%	18%	22%	24%	9%	19%	24%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(989)	(319)	(399)	(271)	(366)	(325)	(403)	(255)	(221)	(177)	(200)	(375)	(237)

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4. Warnock Ad: Inspiring or Uninspiring

Would you describe the video you just watched as more inspiring or uninspiring?

Asked after respondents watched the Raphael Warnock advertisement 'Embarrassing'

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More inspiring	16%	18%	13%	22%	21%	13%	8%	15%	20%	*	*
More uninspiring	50%	48%	52%	44%	39%	52%	66%	50%	52%	*	*
Equally inspiring and uninspiring	18%	19%	17%	17%	25%	16%	12%	18%	18%	*	*
Not sure	16%	15%	17%	17%	15%	18%	15%	17%	9%	*	*
Totals	100%	100%	99%	100%	100%	99%	101%	100%	99%	*	*
Unweighted N	(986)	(444)	(542)	(203)	(222)	(331)	(230)	(699)	(124)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More inspiring	16%	22%	11%	14%	20%	13%	13%	14%	22%	13%	14%	15%	21%
More uninspiring	50%	48%	46%	60%	51%	60%	51%	56%	45%	52%	53%	51%	46%
Equally inspiring and uninspiring	18%	18%	20%	15%	15%	14%	16%	17%	24%	18%	14%	20%	17%
Not sure	16%	13%	23%	11%	13%	13%	20%	13%	8%	17%	19%	14%	17%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(986)	(319)	(396)	(271)	(366)	(325)	(402)	(256)	(219)	(176)	(201)	(372)	(237)

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5. Walker Ad: Positive or Negative

Would you describe the tone of the video you just watched as positive or negative?

Asked after respondents watched the Herschel Walker advertisement 'Character'

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	10%	12%	9%	17%	13%	6%	6%	8%	18%	*	*
Somewhat positive	12%	12%	11%	21%	16%	8%	4%	11%	10%	*	*
Somewhat negative	22%	24%	20%	20%	23%	23%	21%	23%	16%	*	*
Very negative	47%	43%	51%	30%	37%	56%	62%	49%	50%	*	*
Not sure	9%	9%	9%	11%	11%	8%	6%	10%	6%	*	*
Totals	100%	100%	100%	99%	100%	101%	99%	101%	100%	*	*
Unweighted N	(993)	(449)	(544)	(206)	(224)	(333)	(230)	(702)	(127)	(94)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	10%	11%	6%	15%	9%	12%	11%	10%	12%	8%	11%	11%	9%
Somewhat positive	12%	11%	13%	11%	6%	11%	12%	11%	13%	16%	10%	12%	10%
Somewhat negative	22%	15%	26%	25%	16%	29%	18%	28%	23%	19%	19%	26%	21%
Very negative	47%	59%	43%	40%	67%	39%	50%	44%	45%	45%	52%	43%	52%
Not sure	9%	4%	13%	9%	2%	9%	10%	7%	8%	13%	9%	9%	7%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	101%	101%	101%	101%	99%
Unweighted N	(993)	(320)	(402)	(271)	(368)	(327)	(404)	(256)	(221)	(178)	(201)	(375)	(239)

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6. Walker Ad: Honest or Dishonest

Would you describe the video you just watched as more honest or dishonest?

Asked after respondents watched the Herschel Walker advertisement 'Character'

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More honest	31%	36%	26%	32%	27%	32%	32%	31%	30%	*	*
More dishonest	26%	26%	27%	19%	28%	26%	31%	23%	36%	*	*
Equally honest and dishonest	21%	19%	23%	26%	28%	19%	13%	22%	19%	*	*
Not sure	22%	19%	24%	24%	17%	23%	24%	24%	14%	*	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	*	*
Unweighted N	(983)	(444)	(539)	(200)	(223)	(330)	(230)	(700)	(123)	(90)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More honest	31%	19%	29%	48%	17%	55%	30%	32%	37%	28%	30%	32%	32%
More dishonest	26%	43%	22%	13%	45%	11%	25%	23%	28%	25%	25%	26%	28%
Equally honest and dishonest	21%	19%	24%	18%	19%	16%	21%	20%	22%	19%	19%	23%	21%
Not sure	22%	19%	25%	21%	19%	18%	24%	26%	14%	27%	26%	19%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(983)	(317)	(395)	(271)	(365)	(325)	(400)	(256)	(221)	(177)	(201)	(369)	(236)

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7. Walker Ad: Inspiring or Uninspiring

Would you describe the video you just watched as more inspiring or uninspiring?

Asked after respondents watched the Herschel Walker advertisement 'Character'

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More inspiring	19%	21%	17%	28%	19%	16%	14%	17%	23%	*	*
More uninspiring	47%	43%	50%	29%	43%	53%	56%	45%	53%	*	*
Equally inspiring and uninspiring	18%	19%	18%	21%	23%	15%	15%	20%	13%	*	*
Not sure	16%	17%	16%	22%	15%	15%	14%	17%	10%	*	*
Totals	100%	100%	101%	100%	100%	99%	99%	99%	99%	*	*
Unweighted N	(984)	(443)	(541)	(202)	(222)	(330)	(230)	(699)	(123)	(92)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More inspiring	19%	14%	12%	33%	12%	29%	17%	18%	24%	18%	18%	21%	17%
More uninspiring	47%	59%	41%	39%	64%	39%	50%	47%	40%	48%	46%	45%	49%
Equally inspiring and uninspiring	18%	14%	24%	16%	14%	18%	14%	18%	27%	12%	20%	17%	22%
Not sure	16%	13%	22%	12%	10%	14%	18%	17%	10%	22%	16%	17%	12%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(984)	(319)	(397)	(268)	(366)	(322)	(402)	(255)	(221)	(176)	(201)	(371)	(236)

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8A. Post Ad: Favorability of Politicians — Herschel Walker

Do you have a favorable or unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	17%	10%	12%	10%	16%	16%	15%	9%	*	*
Somewhat favorable	21%	27%	15%	22%	24%	18%	20%	21%	19%	*	*
Somewhat unfavorable	14%	16%	13%	20%	15%	11%	13%	16%	9%	*	*
Very unfavorable	34%	28%	40%	19%	30%	41%	44%	32%	41%	*	*
Not sure	17%	12%	21%	27%	21%	14%	8%	16%	22%	*	*
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(981)	(441)	(540)	(199)	(224)	(329)	(229)	(698)	(121)	(91)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	14%	7%	7%	30%	6%	30%	13%	14%	14%	10%	15%	16%	12%
Somewhat favorable	21%	17%	19%	28%	13%	32%	17%	24%	27%	18%	18%	21%	25%
Somewhat unfavorable	14%	10%	17%	15%	9%	15%	15%	13%	15%	18%	14%	14%	12%
Very unfavorable	34%	56%	30%	14%	65%	10%	37%	32%	31%	39%	36%	30%	37%
Not sure	17%	9%	27%	13%	8%	12%	18%	17%	13%	15%	18%	19%	13%
Totals	100%	99%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(981)	(320)	(392)	(269)	(367)	(321)	(400)	(255)	(219)	(177)	(200)	(369)	(235)

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8B. Post Ad: Favorability of Politicians — Raphael Warnock

Do you have a favorable or unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	16%	17%	15%	12%	17%	22%	15%	29%	*	*
Somewhat favorable	15%	17%	12%	20%	19%	10%	11%	15%	14%	*	*
Somewhat unfavorable	15%	17%	13%	17%	24%	10%	13%	14%	18%	*	*
Very unfavorable	29%	32%	26%	13%	17%	40%	39%	33%	14%	*	*
Not sure	25%	18%	31%	35%	27%	23%	15%	23%	25%	*	*
Totals	101%	100%	99%	100%	99%	100%	100%	100%	100%	*	*
Unweighted N	(981)	(443)	(538)	(198)	(223)	(330)	(230)	(699)	(121)	(91)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	17%	34%	8%	7%	37%	4%	14%	13%	28%	16%	13%	16%	22%
Somewhat favorable	15%	23%	14%	5%	28%	3%	13%	13%	18%	16%	12%	15%	16%
Somewhat unfavorable	15%	14%	15%	17%	10%	15%	16%	19%	10%	20%	9%	18%	13%
Very unfavorable	29%	12%	27%	52%	11%	58%	27%	32%	27%	24%	35%	31%	24%
Not sure	25%	16%	36%	19%	14%	19%	29%	23%	17%	24%	31%	21%	24%
Totals	101%	99%	100%	100%	100%	99%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(981)	(317)	(393)	(271)	(365)	(324)	(401)	(255)	(218)	(176)	(201)	(370)	(234)

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9. Care About Georgia Senate Race

How much do you care about who wins the Georgia runoff election for U.S. Senate?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	36%	36%	36%	14%	24%	42%	60%	40%	27%	*	*
A moderate amount	21%	24%	19%	30%	19%	19%	19%	23%	24%	*	*
A little	21%	21%	22%	27%	33%	16%	12%	19%	23%	*	*
Not at all	21%	19%	24%	29%	24%	23%	9%	19%	26%	*	*
Totals	99%	100%	101%	100%	100%	100%	100%	101%	100%	*	*
Unweighted N	(975)	(436)	(539)	(194)	(225)	(327)	(229)	(695)	(117)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	36%	43%	26%	42%	47%	50%	34%	33%	43%	27%	34%	39%	40%
A moderate amount	21%	23%	20%	21%	26%	20%	19%	23%	23%	23%	18%	22%	21%
A little	21%	17%	27%	19%	16%	17%	18%	22%	26%	29%	20%	19%	21%
Not at all	21%	17%	28%	18%	11%	13%	29%	22%	8%	22%	28%	20%	18%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(975)	(316)	(390)	(269)	(364)	(322)	(401)	(252)	(217)	(176)	(199)	(366)	(234)

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10. Preferred 2022 Georgia Senate Outcome

Who is your preference for the winner of this year's Georgia runoff election for U.S. Senate?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Herschel Walker, the Republican	32%	38%	27%	22%	24%	36%	43%	38%	19%	*	*
Raphael Warnock, the Democrat	36%	34%	38%	36%	38%	33%	39%	31%	48%	*	*
No preference	32%	28%	35%	42%	38%	31%	17%	31%	33%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(978)	(436)	(542)	(195)	(222)	(331)	(230)	(699)	(117)	(91)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Herschel Walker, the Republican	32%	8%	27%	68%	6%	74%	26%	39%	36%	23%	29%	39%	30%
Raphael Warnock, the Democrat	36%	72%	26%	8%	77%	7%	36%	36%	44%	43%	32%	32%	41%
No preference	32%	20%	47%	24%	17%	19%	39%	25%	19%	34%	39%	29%	29%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(978)	(319)	(389)	(270)	(366)	(322)	(402)	(255)	(219)	(174)	(201)	(366)	(237)

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11. Expected 2022 Georgia Senate Outcome

Who do you expect will win this year's Georgia election for U.S. Senate?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Herschel Walker, the Republican	22%	27%	17%	22%	24%	21%	22%	24%	13%	*	*
Raphael Warnock, the Democrat	37%	38%	37%	35%	36%	36%	42%	35%	49%	*	*
Not sure	41%	35%	46%	43%	40%	43%	35%	41%	38%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(976)	(436)	(540)	(196)	(224)	(327)	(229)	(697)	(117)	(91)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Herschel Walker, the Republican	22%	12%	15%	45%	9%	42%	24%	21%	20%	16%	19%	26%	23%
Raphael Warnock, the Democrat	37%	61%	28%	21%	66%	23%	32%	39%	48%	46%	33%	36%	36%
Not sure	41%	27%	57%	34%	25%	35%	44%	40%	31%	38%	48%	38%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(976)	(318)	(391)	(267)	(365)	(319)	(400)	(255)	(218)	(175)	(200)	(364)	(237)

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Interviewing Dates	November 30 - December 4, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.288 to 5.651, with a mean of 1 and a standard deviation of 0.513.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.