

CASE STUDY

Senator David Perdue



The Challenge

Public polling in the 2014 Georgia Senate race showed David Perdue with a small yet consistent lead over Michelle Nunn. However, the public polling also showed Perdue short of the 50 percent mark that would avoid a run-off. As a result, the campaign needed to decide on whether to make a push to win the race in the general election or to save resources for a run-off.

The Key to Victory

Based on our polling, the Perdue campaign made the decision to pursue victory in the general election. By having an accurate understanding of where the race stood, including the ballot and the make-up of undecided voters, the Perdue campaign was able to confidently make a difficult strategic decision.

The Outcome

While other polls predicted a runoff between Perdue and Michelle Nunn, Chris Perkins and Daniel Narvaiz were able to accurately forecast the final runoff-avoiding margin and secure a win for Senator Perdue.