

Georgia Governor – Primary Runoff Polling Memo



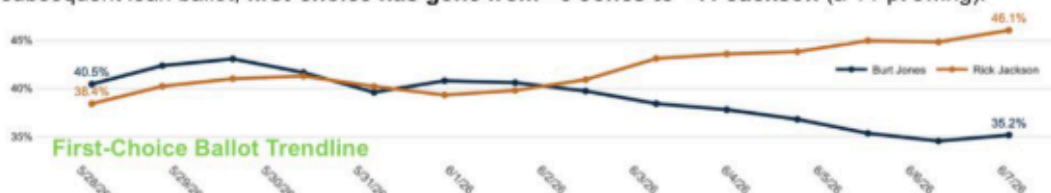
DATE: Monday, June 8, 2026
TO: Interested Parties
FROM: Brent Buchanan, CEO & Founder, Cygnal
RE: Jackson's Growing Advantage and Jones' Falling Behind

Executive Summary

The gubernatorial runoff has trended against **Burt Jones** since the first round closed. His information flow is weaker, his image is degraded, and his ballot share is dropping. On the inverse, **Rick Jackson** has greatly increased his image, holds a commanding dominance on the information flow voter are experiencing, and has opened up a **double-digit lead** on the ballot.

Jones' Come-Apart & Jackson's Growth

Burt Jones has everything moving against him. **The race has gone from +0 to a +12 Jackson lead** when accounting for first-ballot undecideds being forced to choose a candidate on a subsequent lean ballot; **first-choice has gone from +3 Jones to +11 Jackson** (a 14-pt swing).



Jones	May 28	June 7	Diff.
Net Image	+14	+6	-8
SRH Positive	5%	3%	-2
SRH Pos & Neg	42%	44%	+2
SRH Negative	29%	31%	+2
Combo Ballot	50%	44%	-6
Combo Lead	+0	-12	-12
First Choice	41%	35%	-6
FC Lead	+3	-11	-14

Jackson	May 28	June 7	Diff.
Net Image	+13	+25	+12
SRH Positive	27%	34%	+7
SRH Pos & Neg	43%	44%	+1
SRH Negative	23%	18%	-5
Combo Ballot	50%	56%	+6
Combo Ballot	+0	+12	+12
First Choice	38%	46%	+8
FC Lead	-3	+11	+14



Jones' Problem Moving Forward

Burt Jones has near-universal name ID throughout the state – hovering around 98%. Awareness isn't his issue. The problem is what voters think once they engage with what they've seen and heard. The content voters are seeing isn't helping him; if anything, maintaining SRH reach while the seen/read/hard description is negative just means more exposure to unfavorable information. It's not building anything.

The trajectory is one-directional. Jones has not had a single day where he closed the spread. Jackson has grown his combined ballot to 56%, his net favorable to +25, and his information flow net sentiment to +14.