

# January 2022 Statewide Survey

New Georgia Project



# Methodology

## Universe

Black Registered  
Georgia Voters (18+)

## Sample Size

N = 1,000

## Party ID

50% Democratic  
5% Republican  
45% Other

These findings are from a proprietary survey conducted by HIT Strategies on behalf of New Georgia Project. This survey consisted of 1,000 Black voters in Georgia. The survey was conducted via phone (30%) and text-to-web (70%). The survey fielded January 22-27 and the margin of error is +/-3.1%. Margin of error is higher among subgroups.

# Demographic Snapshot

<b>Biden Approval (Total Approve)</b>	62%	57%	67%	53%	78%
<b>2022 Vote Likelihood (Total Likely)</b>	83% → 85% (+2)	82% → 84% (+2)	85% → 85% (0)	81% → 83% (+2)	87% → 87% (0)
<b>Vote Power (Extremely Powerful)</b>	55% → 59% (+4)	55% → 59% (+4)	54% → 60% (+6)	49% → 54% (+5)	64% → 68% (+4)
<b>Motivations to Vote in 2022</b>	50% Sacrifice 47% Make a difference 38% Elect Stacey Abrams	48% Sacrifice 44% Make a difference 41% Dems' control of Congress	53% Sacrifice 49% Make a difference 38% Elect Stacey Abrams	51% Make a difference 49% Sacrifice 40% Elect Stacey Abrams	52% Sacrifice 43% Make a difference 41% Dems' control of Congress
<b>Barriers to Vote in 2022</b>	54% Don't know cands 50% Harder to vote 41% Vote not counted properly	56% Don't know cands 50% Harder to vote 39% Don't like cands	54% Don't know cands 50% Harder to vote 46% Vote not counted properly	56% Don't know cands 48% Harder to vote 40% Vote not counted properly	53% Harder to vote 52% Don't know cands 42% Vote not counted properly
<b>Persuasive Messages (Extremely Important)</b>	81% [SSB] Sec of State 79% [SSA] Black Votes 76% CRT Opposition	77% [SSB] Sec of State 76% [SSA] Black Votes 73% CRT Opposition	84% [SSB] Sec of State 82% [SSA] Black Votes 79% CRT Opposition	78% [SSA] Black Votes 76% [SSB] Sec of State 73% CRT Opposition	88% [SSB] Sec of State 81% CRT Opposition 80% [SSA] Black Votes

# Information as motivation and persuasion

1

Information continues to be the main barrier to voting. Black voters need more **information about candidates** and why it is important for them to vote in elections. Additionally, with all of the changes to voting laws, Black voters need more **information on when, where, and how to vote** because they fear the new laws will have an impact on their ability to vote in the upcoming elections.

2

Messages that emphasize the **collective power of the Black vote** and lift up **attempts to limit the vote** resonate the most. Continuing to emphasize the small margins that determine the outcomes of Georgia elections and how suppressing the Black vote can greatly influence those small margins helps Black voters understand their power.

3

Black voters oppose bans on **Critical Race Theory** and overwhelmingly support teaching accurate and inclusive history. **Reproductive health care** resonates more with Black voters than abortion, and there is no support for a Texas-like law that allows ordinary people to sue others seeking reproductive healthcare. **Some student debt relief** is not a wedge issue for Black voters, and they think the Biden administration should make debt relief a priority.

## How much power does your vote have to make a change on issues that matter to you?

% of Black Georgians who increased their vote power post messaging

- 26% of all Black voters
- 31% of Black millennial men (25-39)
- 33% of Black Gen Z women (18-24)
- 35% of high opportunity voters (1 of 3 elections)
- 33% of Black fathers
- 28% with income less than \$30k

# Key Findings | Political Climate

The political climate in Georgia among Black voters has not shifted much since autumn 2021 when thinking about the direction of the country and approval of the President's job performance. With a primary election three months away, Democrats have high favorability with Black voters, and for those who do not, it is because they're unknown to these voters.

## 1 Dissatisfaction with Georgia is trending upward.

- Satisfaction with the direction of the country remains low but steady since late September 2021. Dissatisfaction with the direction of Georgia among Black voters is trending upward from 59% to 65%.

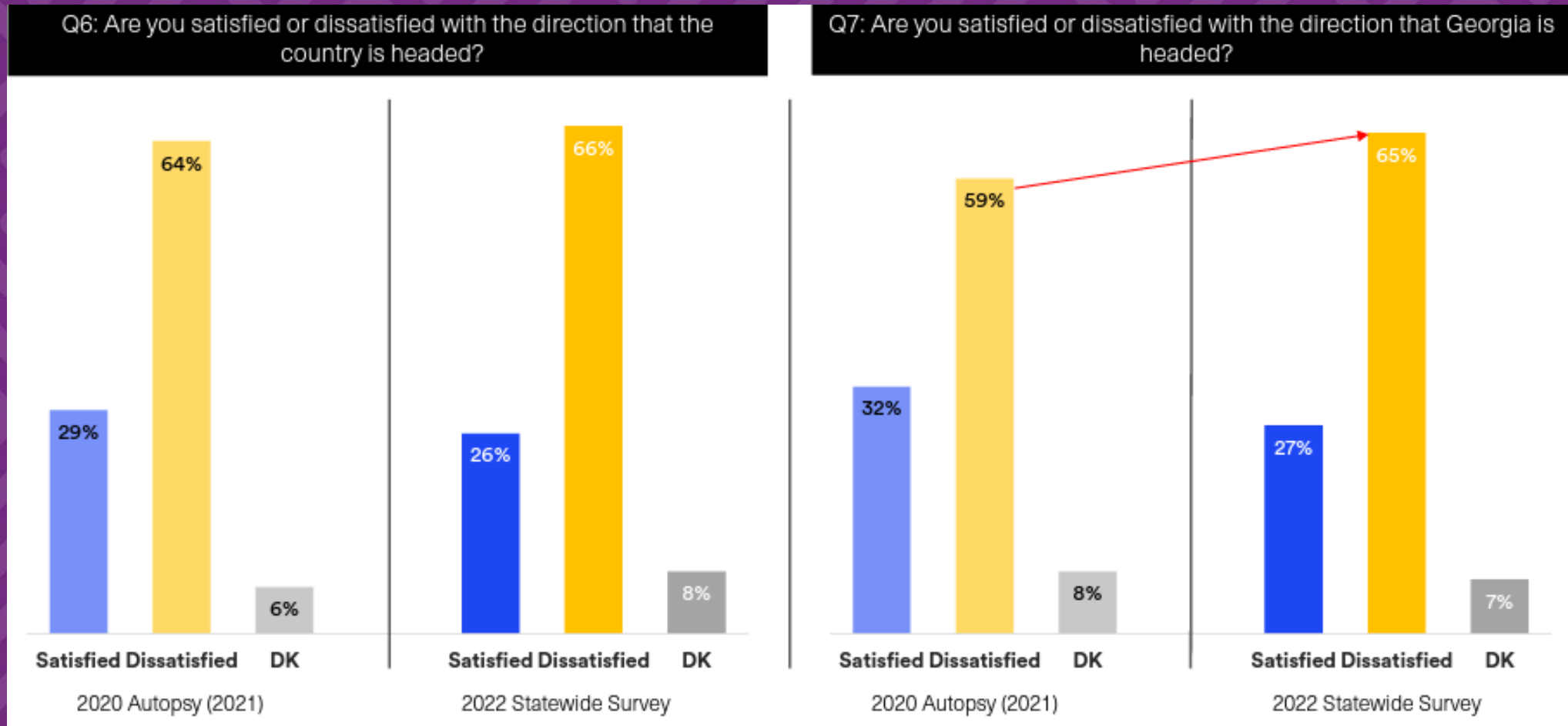
## 2 Biden is doing better addressing the needs of Black voters.

- Biden's job approval numbers show a slight gain since being measured in Georgia last year—up by 6 percentage points from 66% to 72%.
- Across all demographics, Biden has experienced gains in approval (62%) of the job he is doing addressing the needs of Black people compared to 2021 (51%). Biden witnessed the most gains with Black voters under 50 (53%) compared to 2021 (41%).

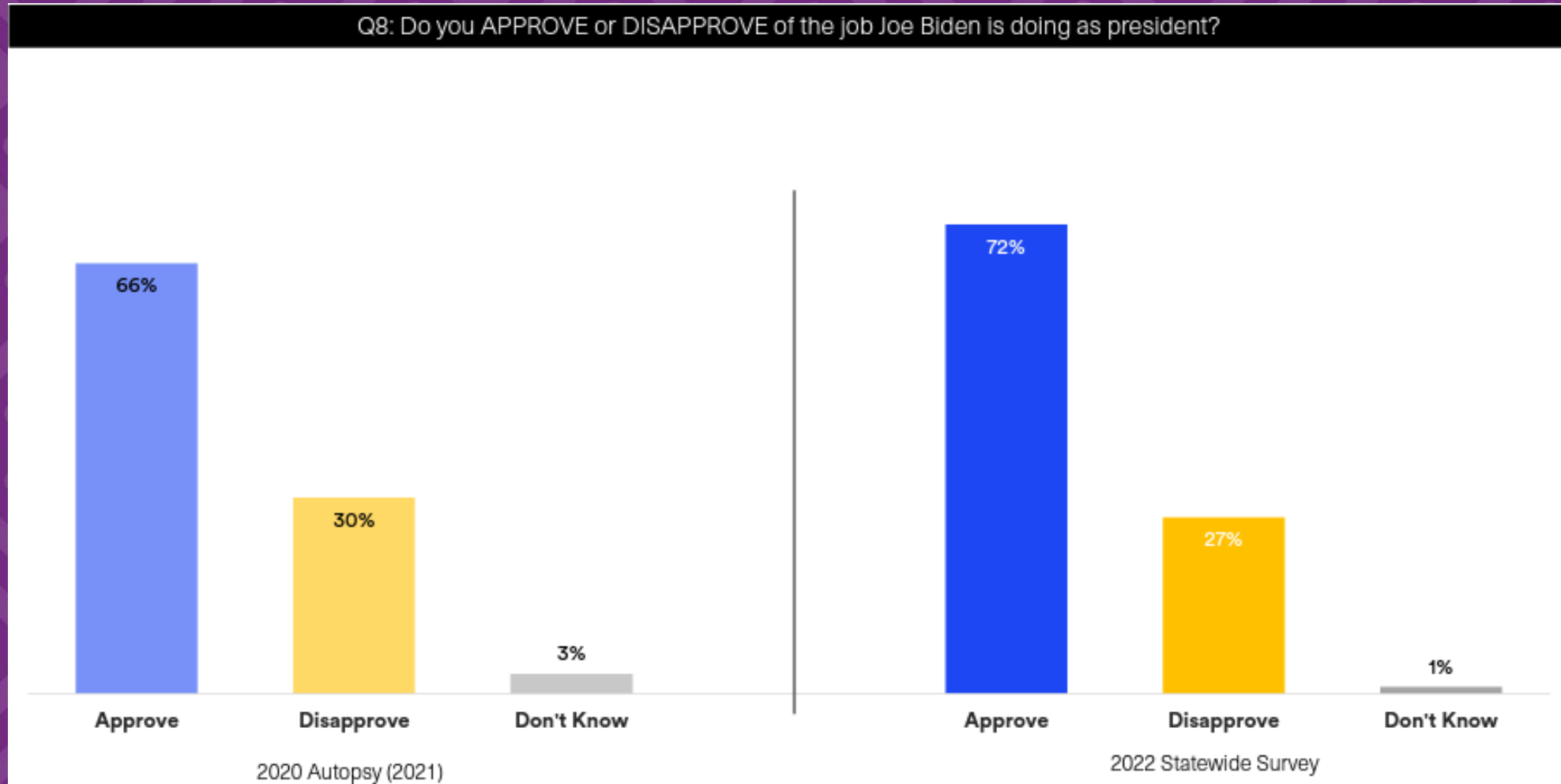
## 3 Abrams leads all democrats in favorability.

- Stacey Abrams' favorability (78%) is higher than any elected official, candidate, or governing body. This is true across all demographics.
- Secretary of State candidate, Bee Nguyen, has low favorability (8%), but she also has low name ID, (35%). It is a little nuanced with Republican incumbent, Brad Raffensperger, who has a 23% favorability rate and a name ID of 76% among Black voters.

# Dissatisfaction with the direction of Georgia is trending upward.



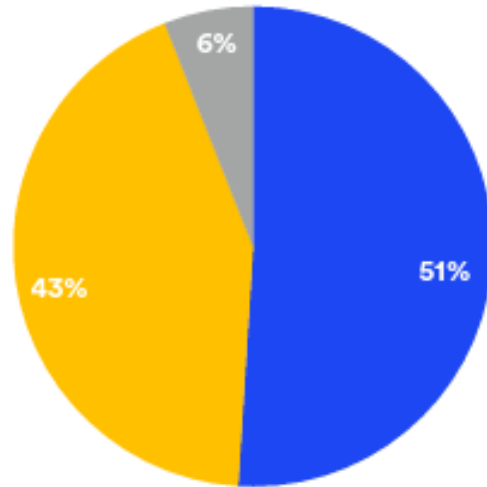
# Biden approval numbers are also ticking up with Black voters.



# More voters approve of the job Biden is doing for Black people.

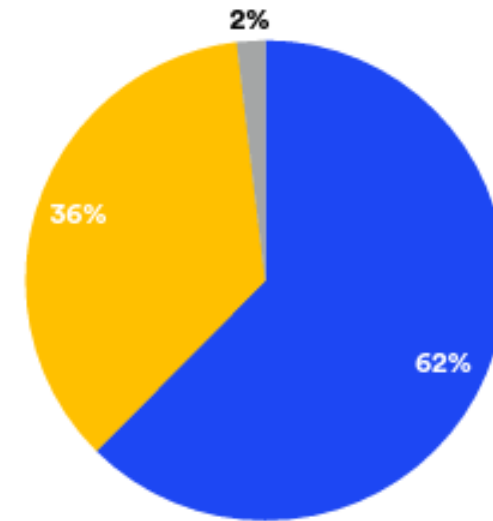
Q11: Do you APPROVE or DISAPPROVE of the job Joe Biden is doing in addressing the needs of Black people?

2020 Autopsy (2021)



■ Approve ■ Disapprove ■ DK

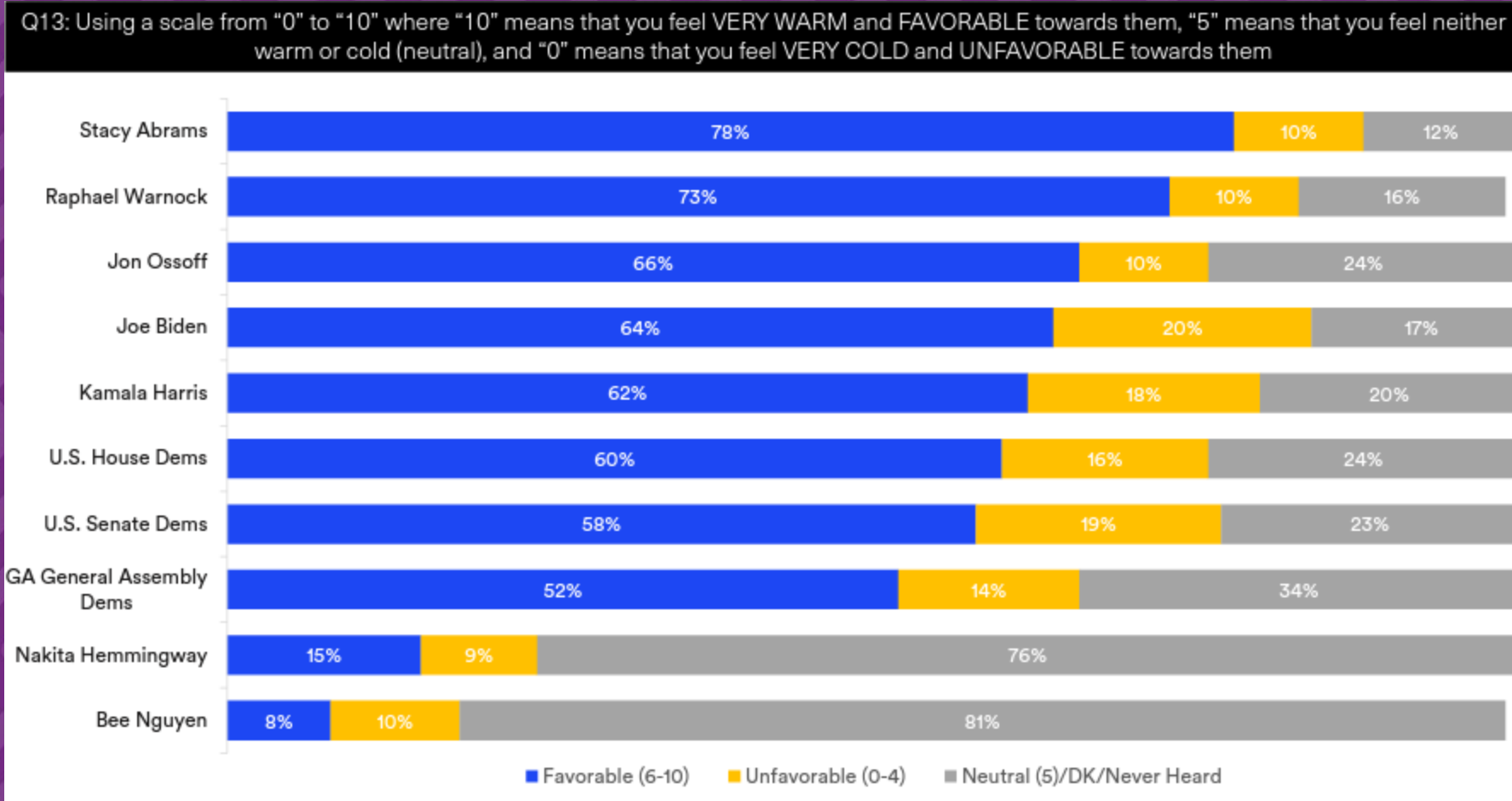
2022 Statewide Survey



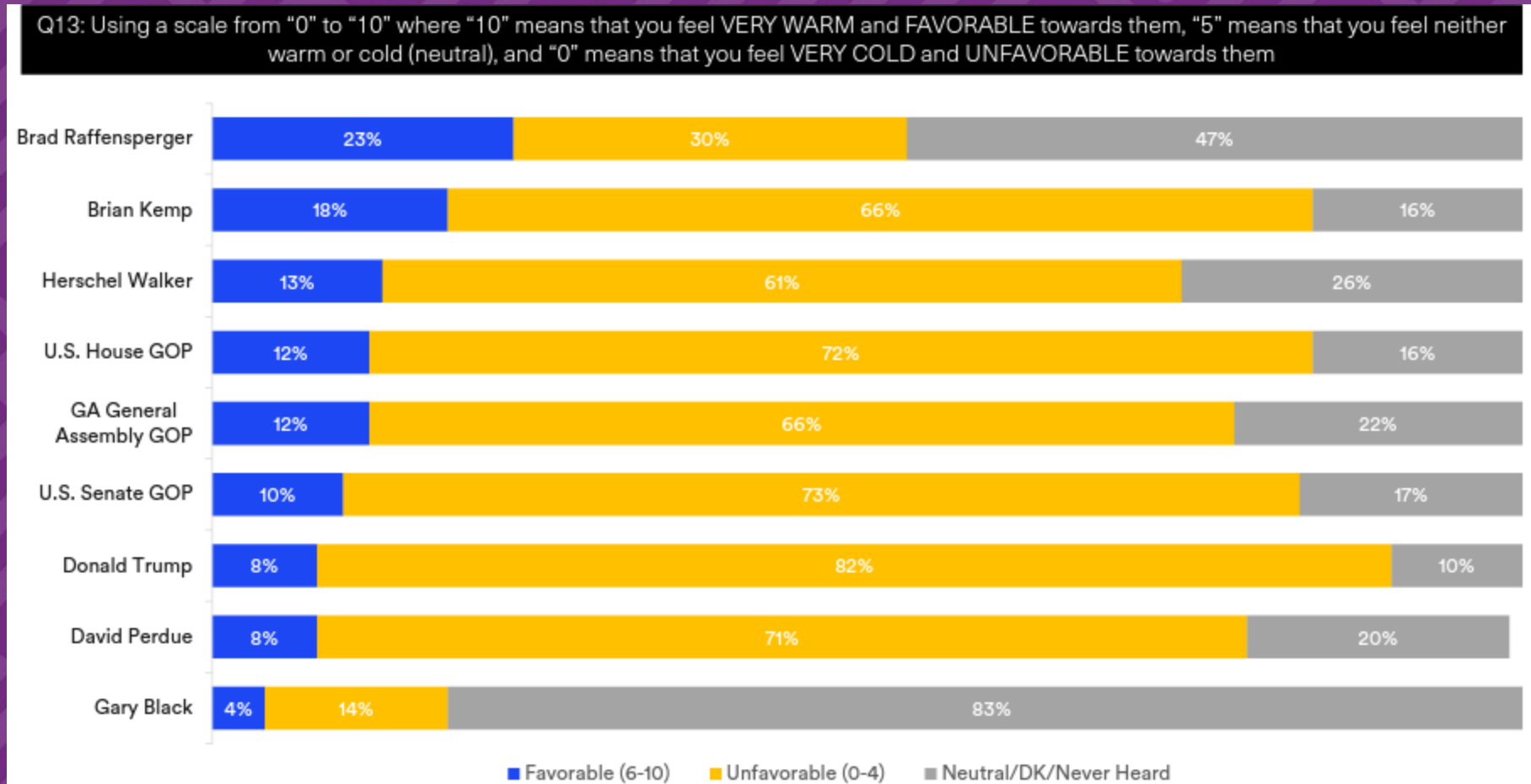
■ Approve ■ Disapprove ■ DK



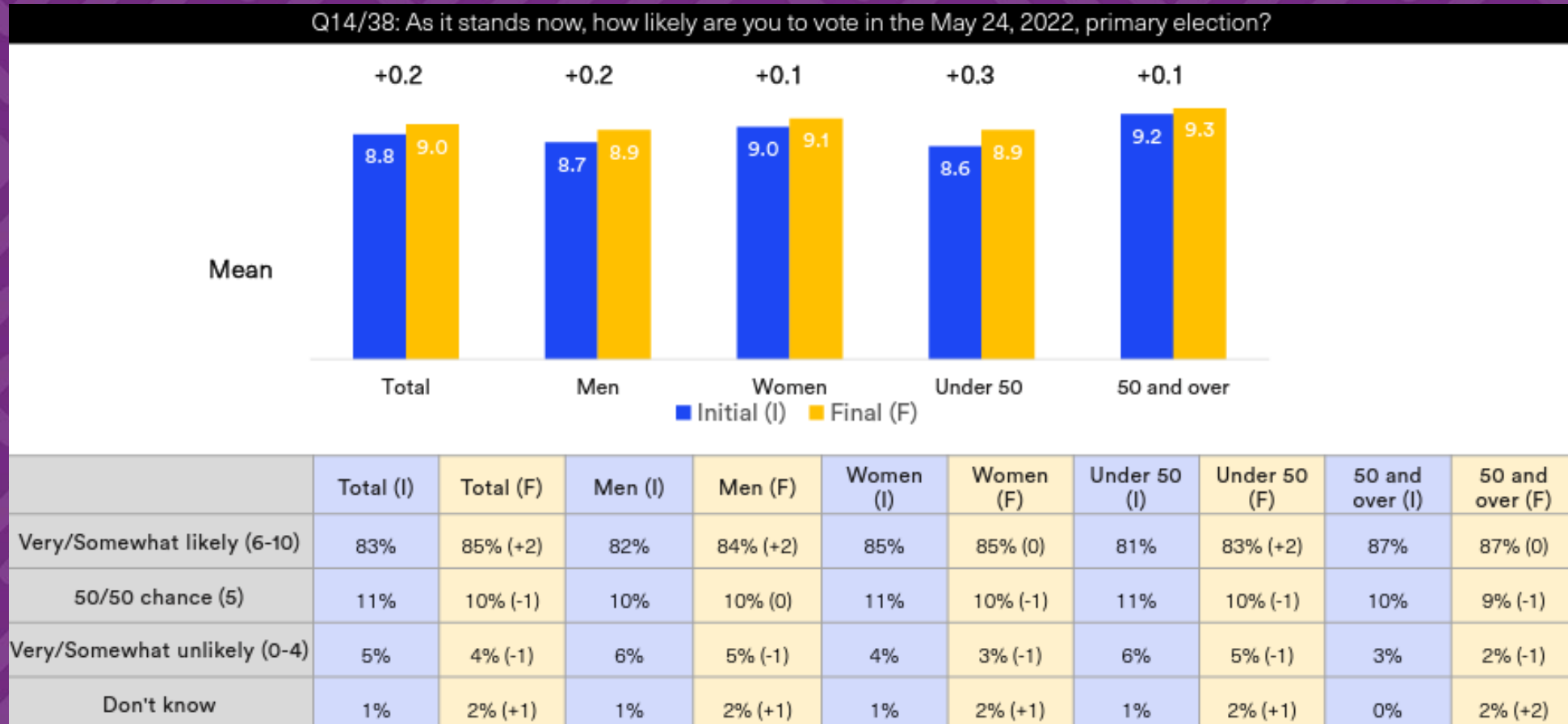
# Abrams leads all Democrats in favorability and name ID.



# Republicans suffer from low favorability with Black voters.



# Expressed vote likelihood high with Black voters with slight increases post messaging



# Key Findings | Political Behavior

Vote power is on the rise with Black Georgians since last measured in 2021, and the key rise can be seen most among Black men. And while historical sacrifice remains the top motivation for voting in the midterm elections, keeping Democrats in control of Congress to pass legislation that benefits Black communities is also an important motivation.

## 1

**As the primary election nears, perceptions of Black vote power is on the rise in Georgia.**

- Across all demographics, the perception of Black political power has increased since 2021 from 46% to 55%.
- The increase in perceptions of power is most evident with Black men where 43% reported that their vote was “extremely powerful” in 2021 compared to 55% who reported “extremely powerful” in 2022.

## 2

**Historical sacrifice remains the top motivation to vote.**

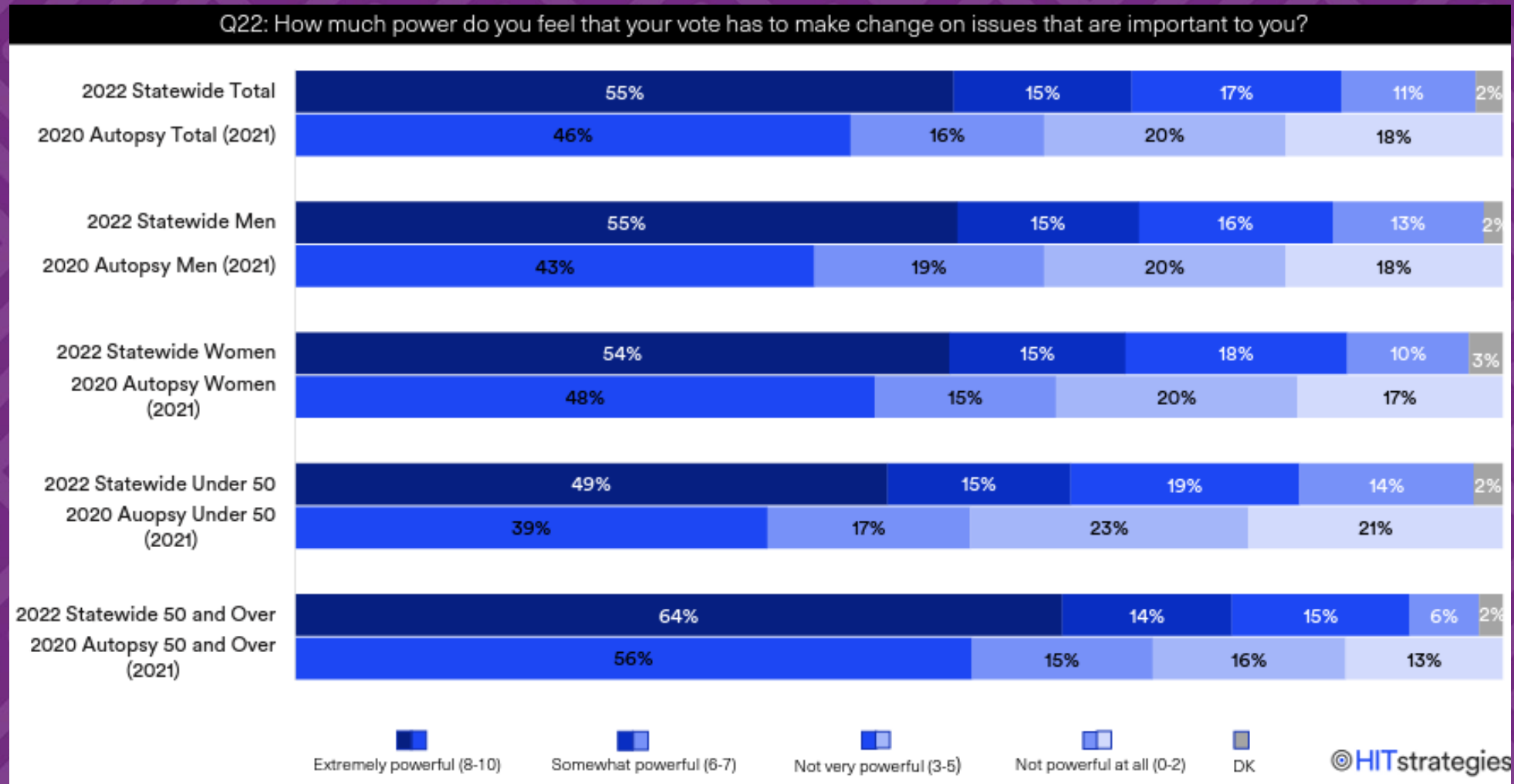
- While half of Black voters reported that “people have sacrificed too much for the right to vote” and 47% reported “voting for issues that matter to them” as key motivations to vote, a third of Black voters (38%) cluster around everything from electing Stacey Abrams as the first Black woman governor in America, to making sure the President can get his agenda passed (30%) as key motivations to vote

## 3

**Information remains a persistent barrier to voting.**

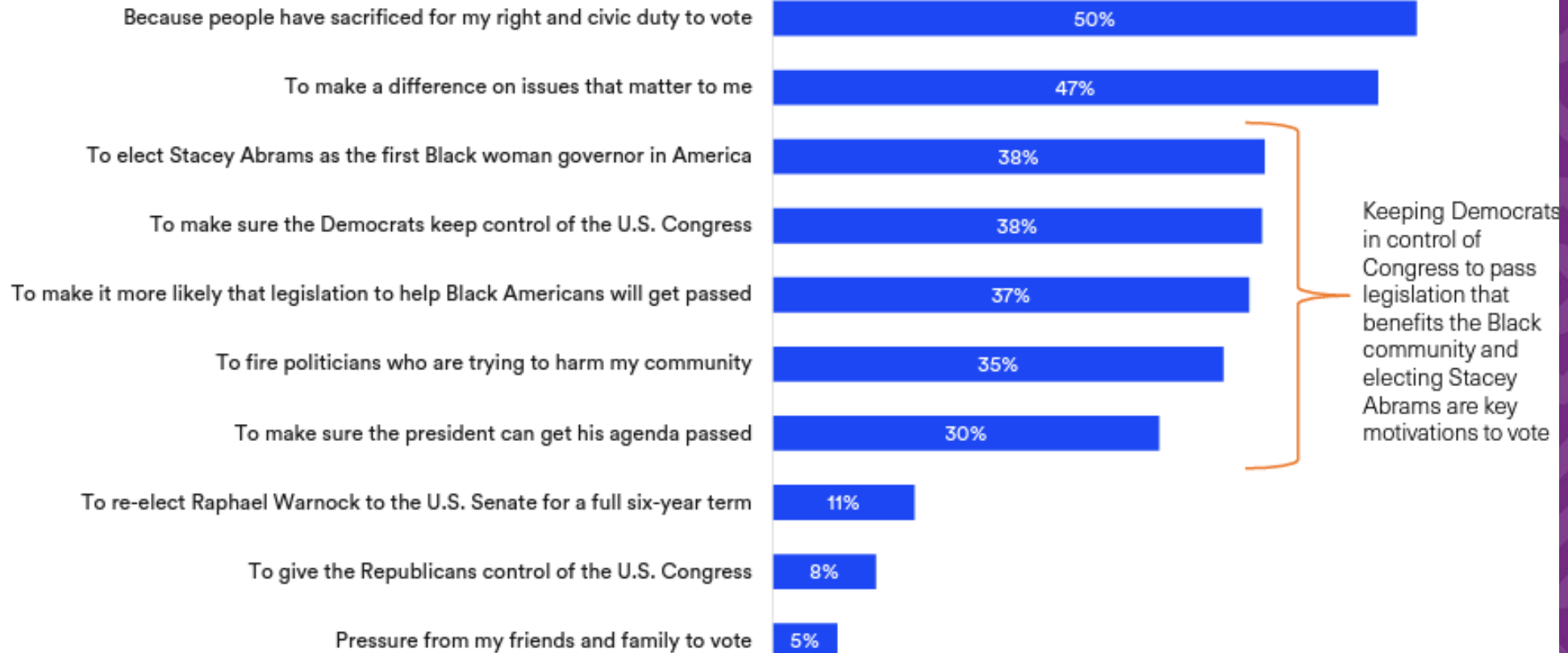
- Fifty-four percent of Black voters reported that not knowing enough about the candidates as a top barrier to voting, which is consistent with post-2020 election cycle focus group findings.
- Moreover, and especially with Black voters 50 and over, there is concern that the new Georgia voting laws will make it harder for them to vote (50%).

# Vote power is increasing among Black voters—especially with men.



# A third of voters want Democrats to stay in office to pass laws that help Black Americans.

Q24: [SSA] Here is a list of reasons others have provided to explain why they will vote in the November 2022 midterm elections. Please select the top three (3) reasons that would make you vote in the November 2022, midterm elections.



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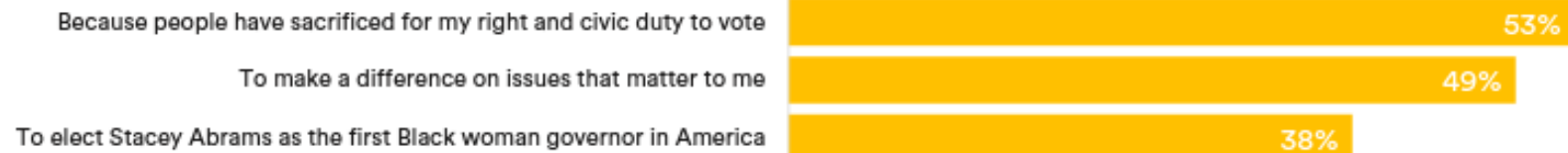
# Historical sacrifice is a top motivation to vote.

Q24: [SSA] Please select the top three (3) reasons that would make you vote in the November 2022, midterm elections.

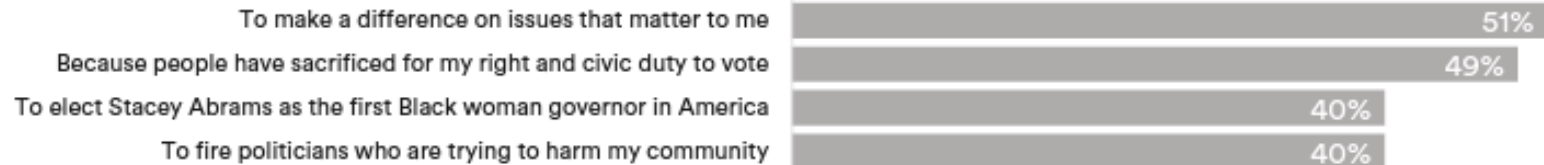
## MEN



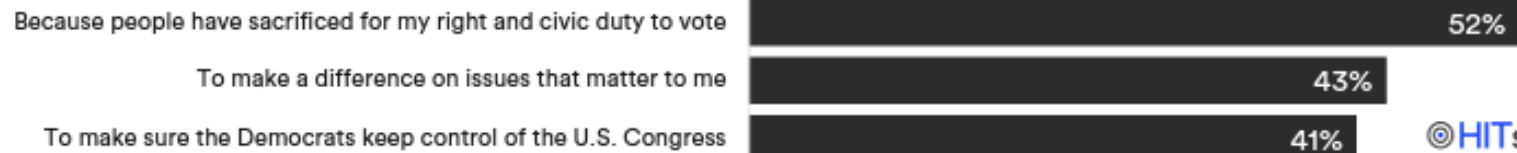
## WOMEN



## UNDER 50



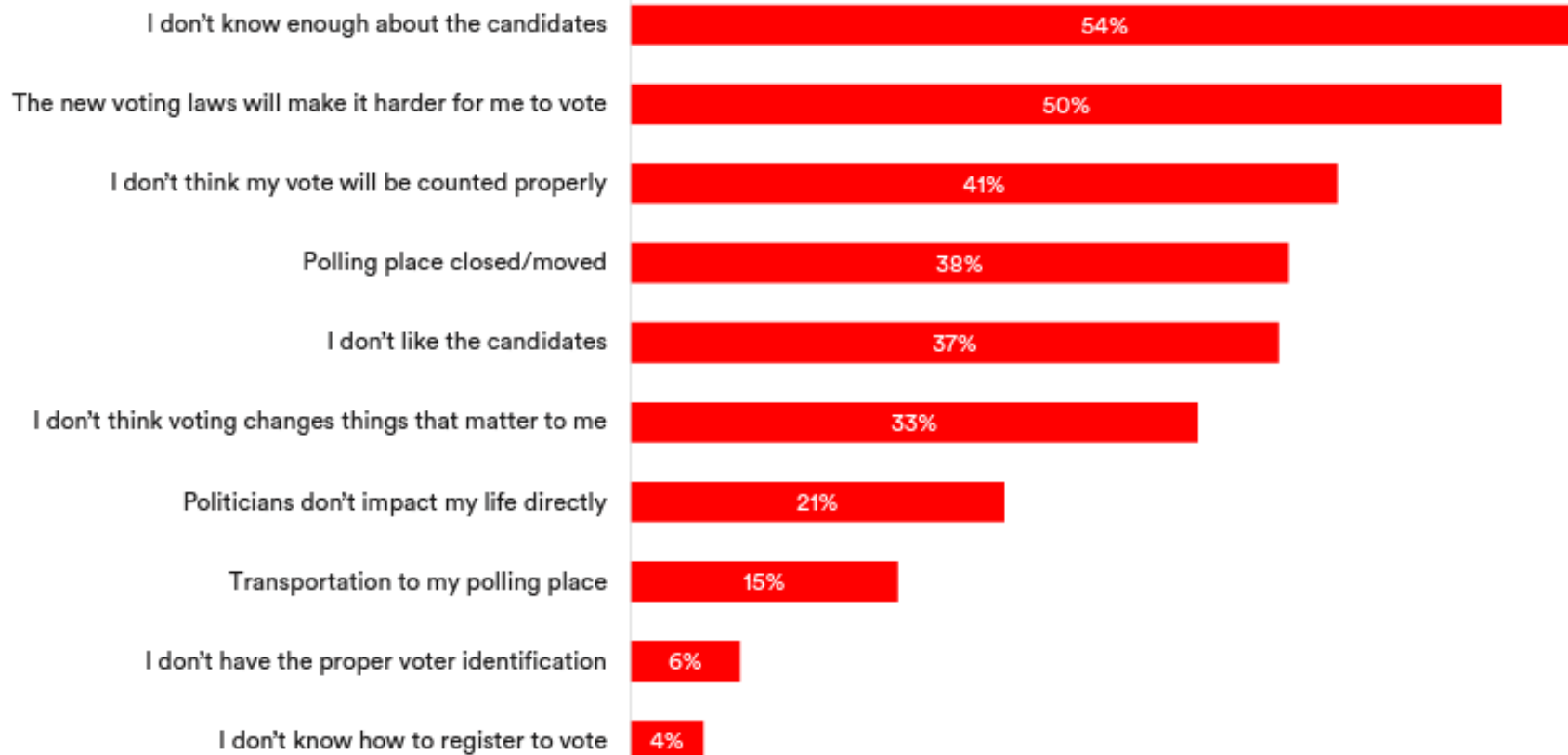
## 50 AND OVER



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# Information about candidates and voter suppression are top barriers to voting for Black Georgians.

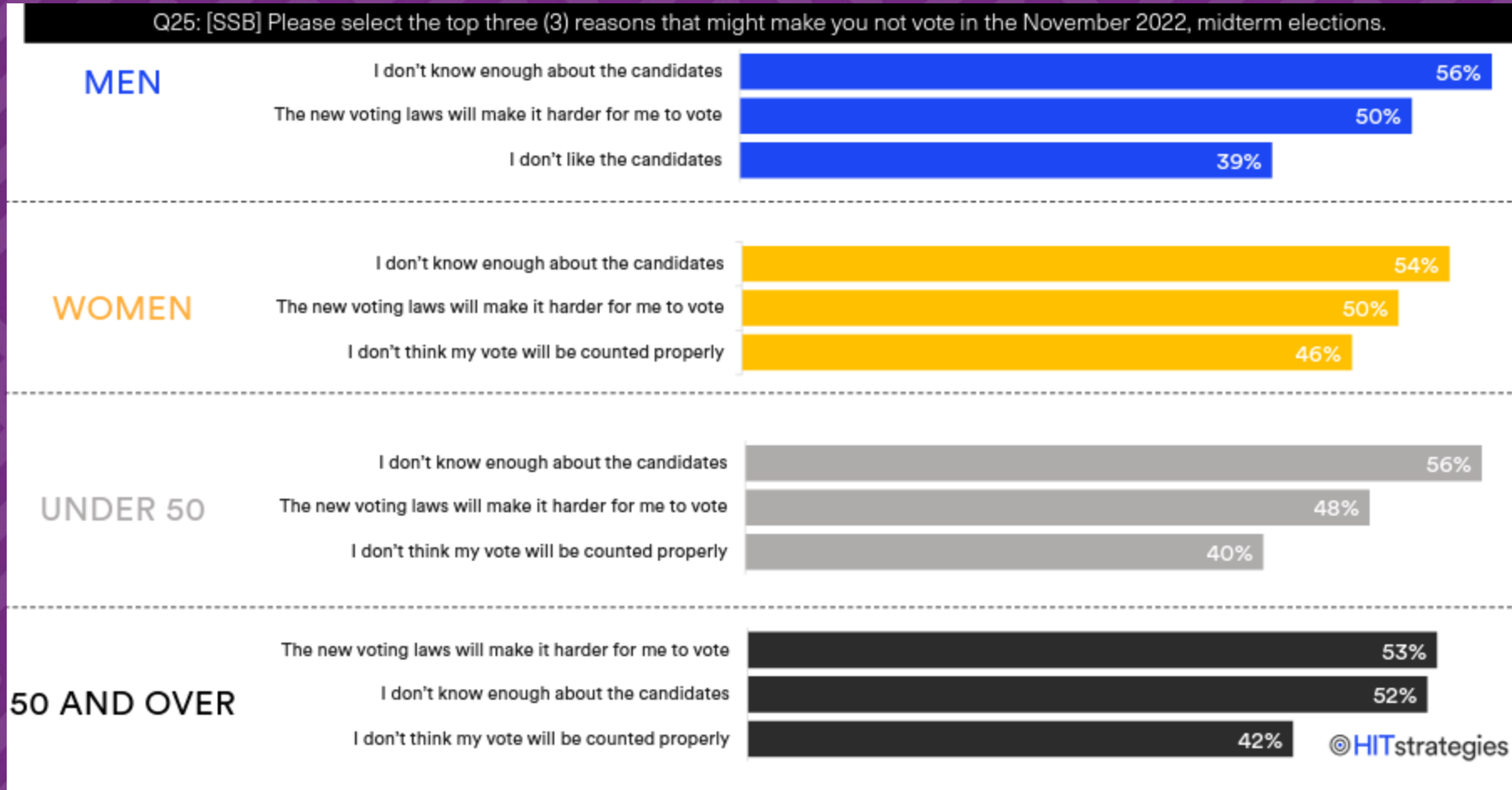
Q25: [SSB] Here is a list of reasons that others have provided to explain why they might not vote in the November 2022, midterm elections. Please select the top three (3) reasons that might make you not vote in the November 2022, midterm elections.



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# Over half of all Black voters do not have enough candidate information.



# Key Findings | Issue/Policy Diagnostic

Black voters in Georgia strongly support passing voting legislation in Congress because they believe that Georgia's new voting laws will negatively impact their ability to vote in upcoming elections. Further, a majority of Black voters support teaching Critical Race Theory in schools, a person's right to reproductive health, and forgiving some to all of student loan debt.

## 1 Black voters want action on voting rights laws now instead of later.

- Seventy-seven percent of Black voters want the John Lewis Voting Rights Advancement and the Freedom to Vote Acts passed now instead of later.
- And 64% believe that Georgia's new voting laws will have a great deal/fair amount of impact on their ability to vote.

## 2 There is strong support for teaching CRT in schools as well as freedom to seek reproductive health care.

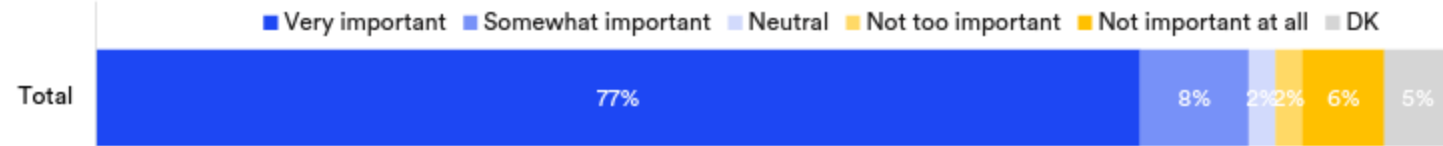
- A strong majority of Black voters (79%) support teaching Critical Race Theory in K-12 schools, and a majority oppose (78%) the Georgia General Assembly banning the teaching of accurate and inclusive history.
- Fifty percent of Black voters believe that abortions should be legal under any circumstances and 92% believe that a person should be able to get the reproductive health care they need without worrying about laws restricting their freedom.

## 3 Two-thirds of Black voters want student loan debt forgiveness.

- Sixty-two percent of Black voters want to see some (27%) or all (35%) of student loan debt erased. Moreover, almost a third (27%) of these voters believe that student loan debt negatively impacts Black people most, and student loan debt relief should be a top priority of the Biden administration.

# Black voters want voter protections now, with two-thirds worried about the new laws impacting their ability to vote.

Q27: [SSB] How important, if at all, is it to you that Congress passes the John Lewis Voting Rights Advancement Act and the Freedom to Vote Act now instead of later?



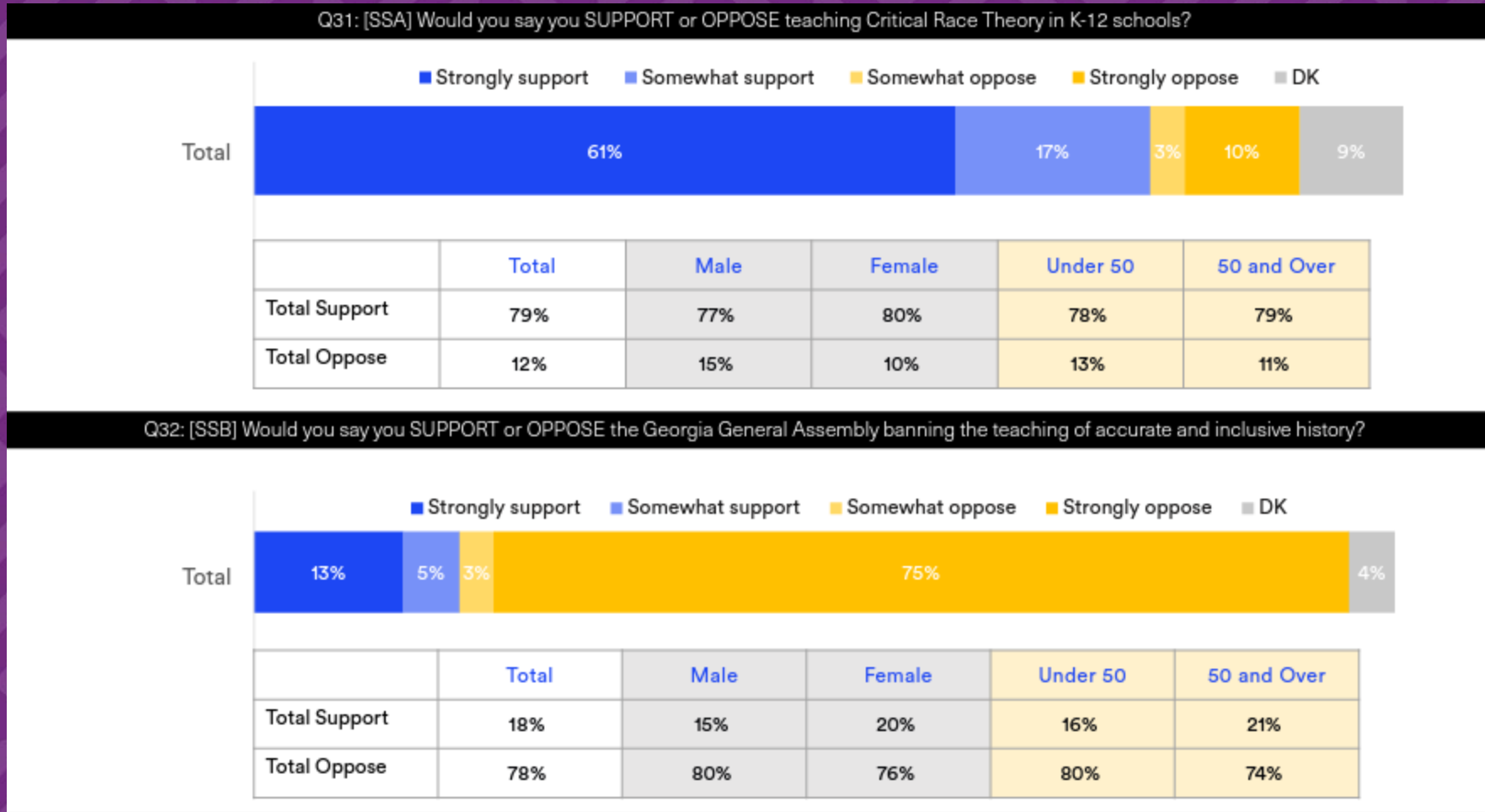
	Total	Male	Female	Under 50	50 and Over
Total Important	84%	84%	85%	82%	89%
Total Not Important	8%	10%	6%	9%	6%

Q28: How much impact do you believe these new voting laws will have on your ability to cast your vote in the November 2022 midterm election?

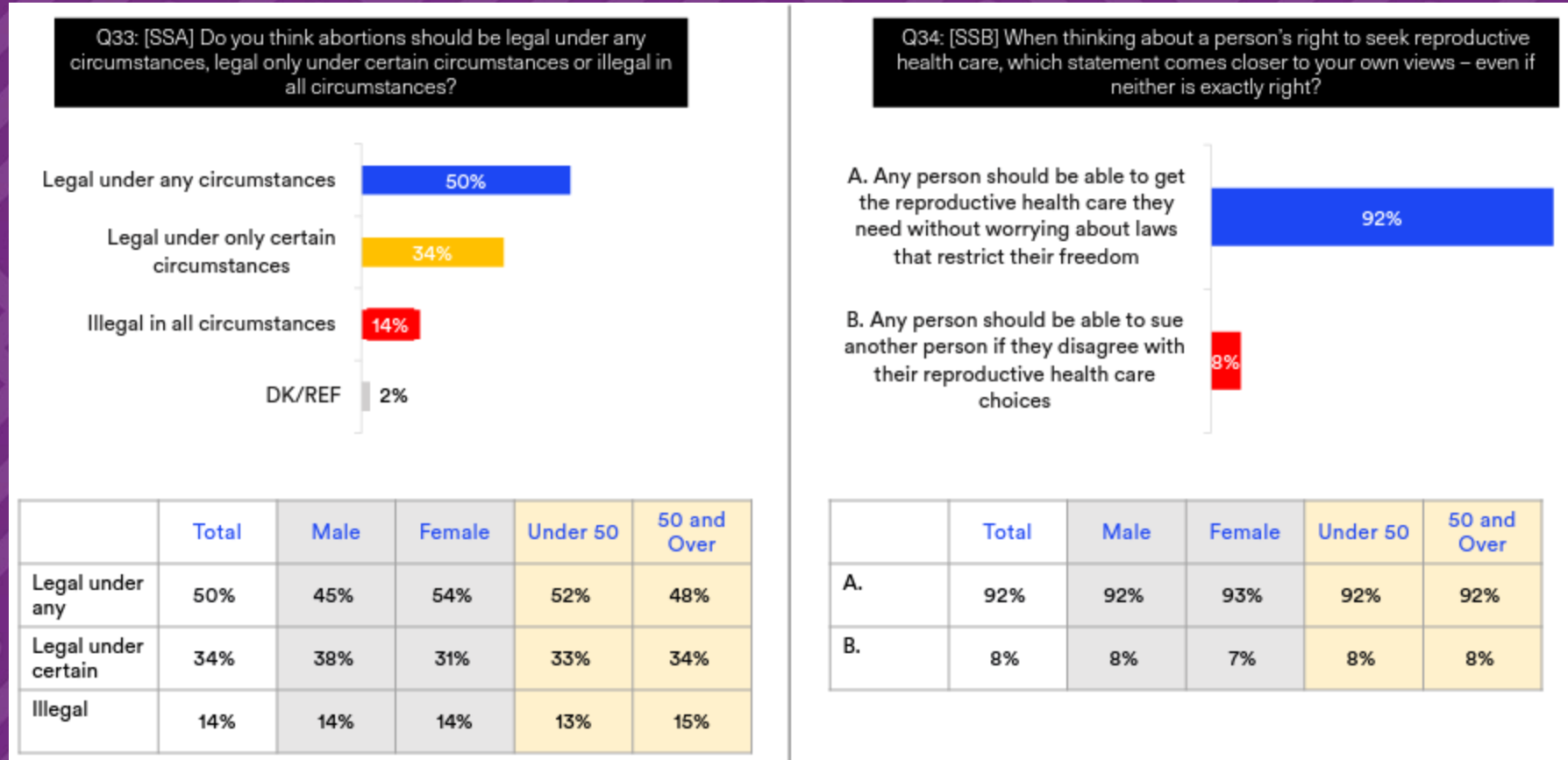


	Total	Male	Female	Under 50	50 and Over
Total Impact	64%	65%	63%	61%	69%
Total No Impact	36%	35%	37%	39%	31%

# There is strong support for teaching CRT in K-12 schools.

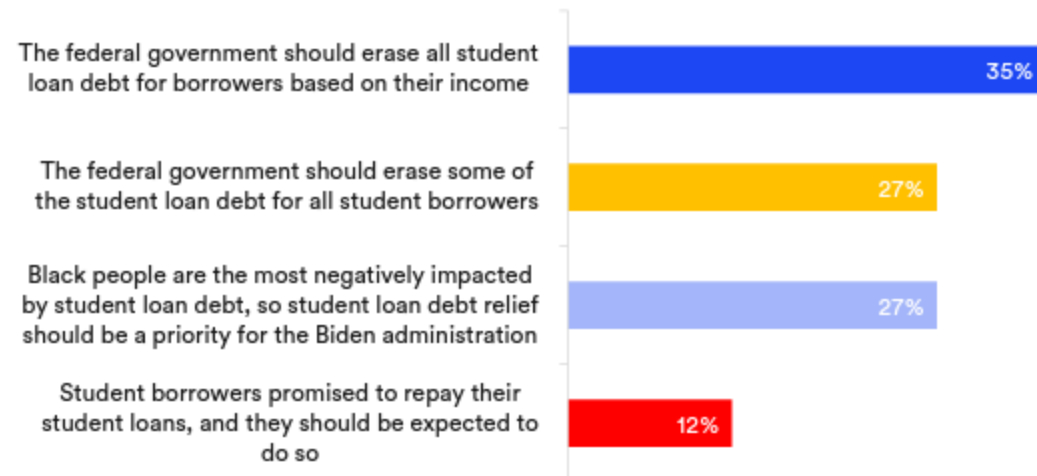


# Black voters overwhelmingly support a person's right to seek reproductive health care.



# Two-thirds of Black voters want to see “some” to “all” of student loan debt forgiven.

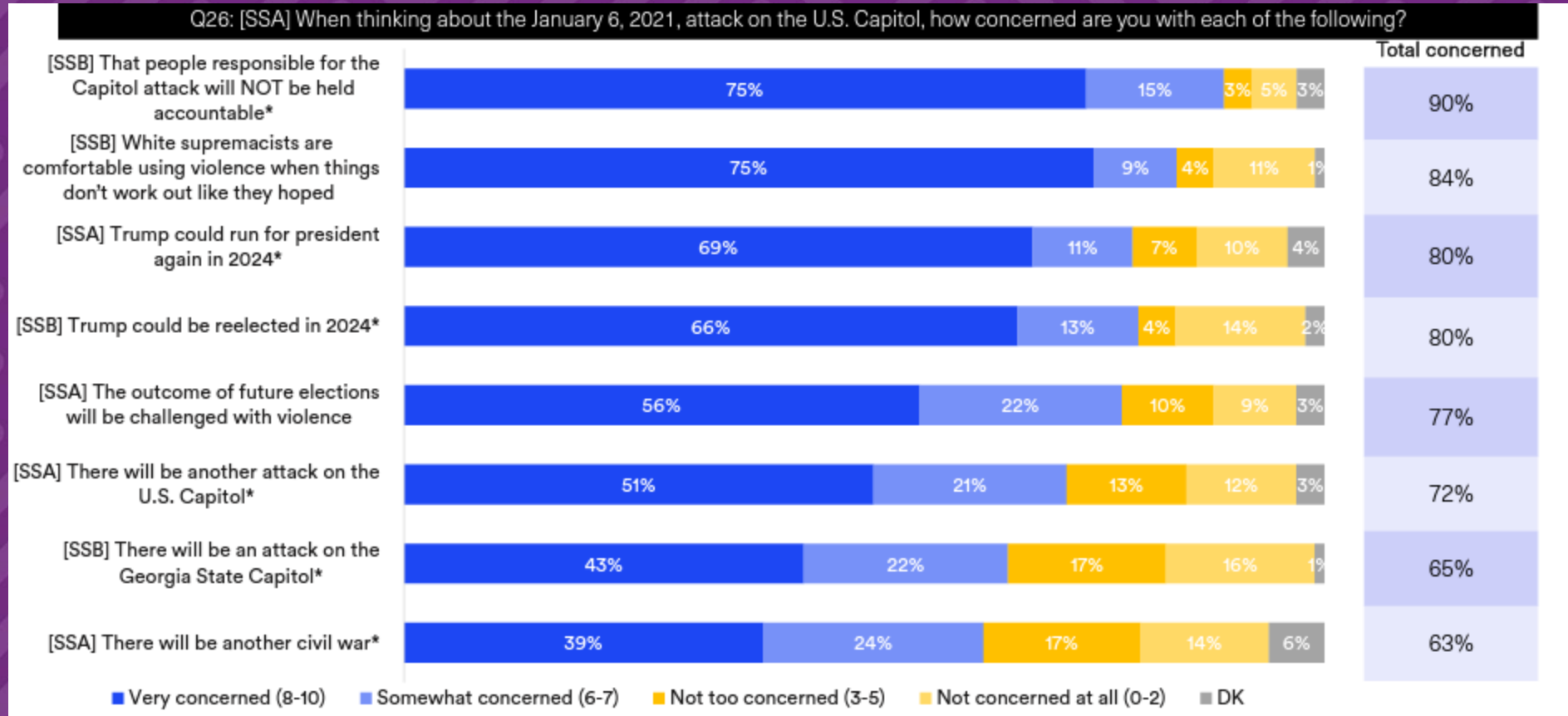
Q35: When thinking about the debt that millions of student borrowers are facing, which statement comes closer to your own views – even if neither is exactly right?



	Total	Male	Female	Under 50	50 and Over
Erase all	35%	34%	36%	37%	31%
Erase some	27%	27%	27%	25%	29%
Impact on Black people	27%	26%	27%	25%	29%
Expected to pay	12%	14%	10%	13%	11%

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# Black voters are both concerned about the lack of accountability of the Capitol rioters and emboldened white supremacists.



# THANK YOU!



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