

September 2023 Statewide Survey

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Methodology

- These findings are from a proprietary survey conducted by HIT Strategies on behalf of New Georgia Project.
- This survey consisted of 1,003 Black registered voters in Georgia.
- The survey was conducted via phone (83%) and text-to-web (17%).
- The survey was fielded September 21- October 1, 2022, and the margin of error is +/- 3.1% at 95% confidence interval. Margin of error may be higher among subgroups.

Voter Segments

POWER VOTER

- Voted in 3 or 4 of the last 4 General Elections.

HIGH OPPORTUNITY VOTER

- Voted in 1 or 2 of the last 4 General Elections.

REGISTERED VOTER

- Voted in 0 of the last 4 General Elections.

Key Findings

POLITICAL CLIMATE

- While satisfaction with the direction of the country (40%) only witnessed a 4% decline since 2022 (44%), Black women are less satisfied (36%) than Black men (45%). *[Q8 on slide 11]*
- Young, Black voters, on the other hand, are the least satisfied 36% reporting that they are very unsatisfied with the direction of the country. *[Q8 on slide 11]*
- Ahead of the December 2022 Georgia Senate runoff elections, Biden had a 78% job approval with 74% of Black 18-24-year-olds approving of Biden's job performance. *[Q10 on slide 14]*
- Currently, Biden's approval sits at 61% for Black Georgia voters, and only 45% of Black 18-24-year-olds approve of Biden's job performance. *[Q10 on slide 14]*

POLITICAL BEHAVIOR

- Black voters' perceptions of their power have decreased from 72% total powerful in 2022 to 59% in 2023. *[Q25 on slide 19]*
- While almost half of Black voters would choose Biden (49.7%), nearly a third of Black voters remain undecided (26.5%). *[Q19 on slide 25]*
- It is of note that 9.8% of Black voters would choose Trump irrespective of who's on the ballot. It's even more noteworthy that 20.3% of Black 18-24-year-olds indicated that they would vote for Trump. The same group includes 45.3% who indicated that they would vote for Biden, and 24.5% who are undecided. *[Q19 on slide 25]*

ISSUE PRIORITIES

- Black voters are not experiencing an improvement in their lives since this time in 2021. *[Q20 on slide 12]*
- 27% of Black voters say their lives have improved since Biden became President, compared to 29% in 2021, who said their lives had improved since the Democrats gained control of the Senate. *[Q20 on slide 12]*
- One quarter of Black voters under 50 report that their lives have gotten worse. *[Q20 on slide 12]*
- Nine out of 10 Black voters want Congress to prioritize the cost of living (92%); jobs and wages (92%); healthcare (91%); and crime and violence (90%) to improve their communities. *[Q21 on slide 27]*
- In 2021, 81% wanted Democrats to prioritize crime and violence; 84%, healthcare; and 80%, jobs and wages.

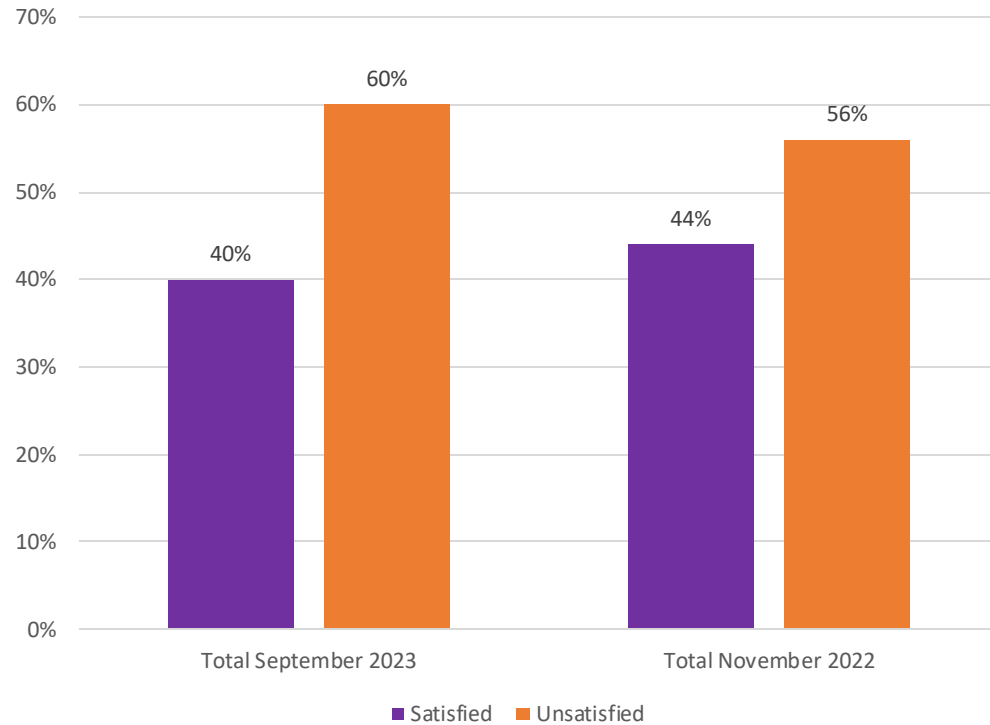
MESSAGING

- While all messages performed well with Black voters, the power message frame performs best with a mean of 7.5, and 74% of all voters finding this message extremely convincing to support a Biden/Harris ticket. *[Q24 on slide 37]*
- **After our messages were delivered, 41% of Black Georgia voters shifted towards feeling like their vote was more powerful than previously and 7% shifted to more likely to vote.** *[Q25 & Q26 on slide 39]*

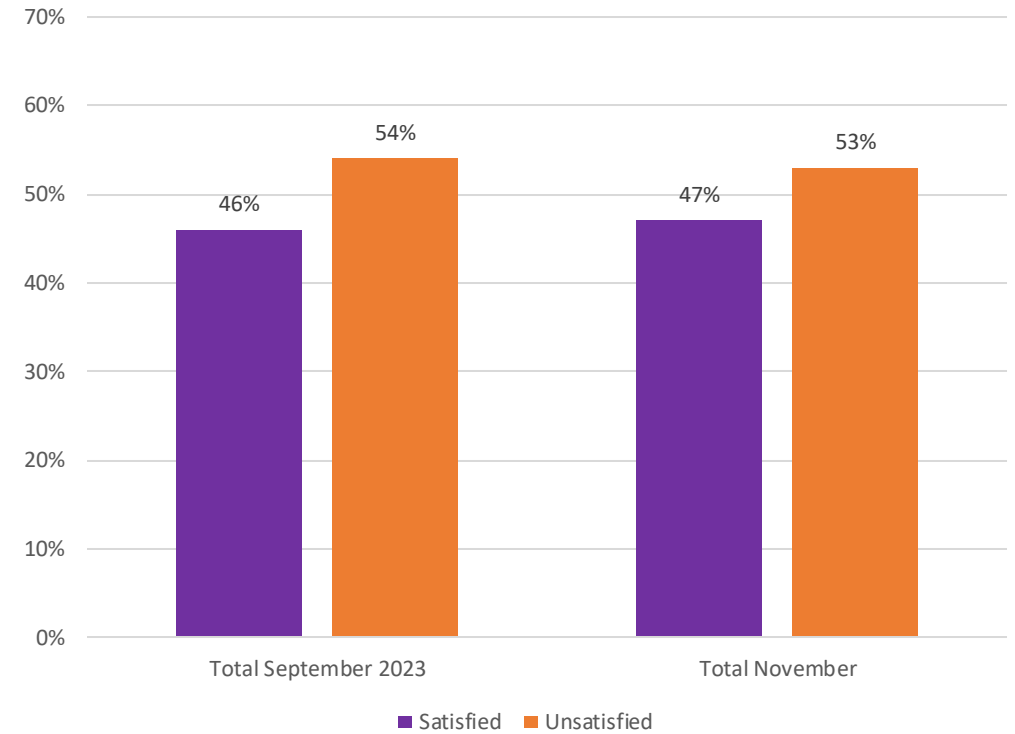
Direction of Country/Georgia

Direction of Country & Georgia

When thinking about the direction in which the country is headed, how satisfied are you?



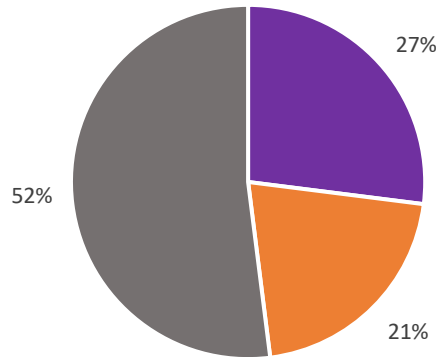
When thinking about the direction in which Georgia is headed, how satisfied are you?



Life Improvement

Has your life gotten better, gotten worse, or stayed about the same since Joe Biden became president?

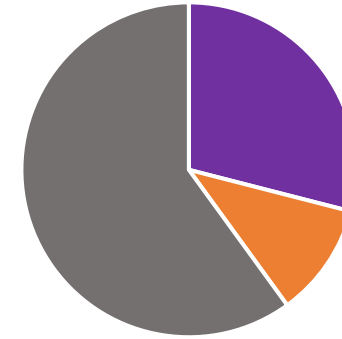
Total September 2023



■ Gotten better ■ Gotten worse ■ Stayed about the same

Has your life gotten better, gotten worse, or stayed about the same since the Democrats have a slight advantage in the Senate?

Total September 2021



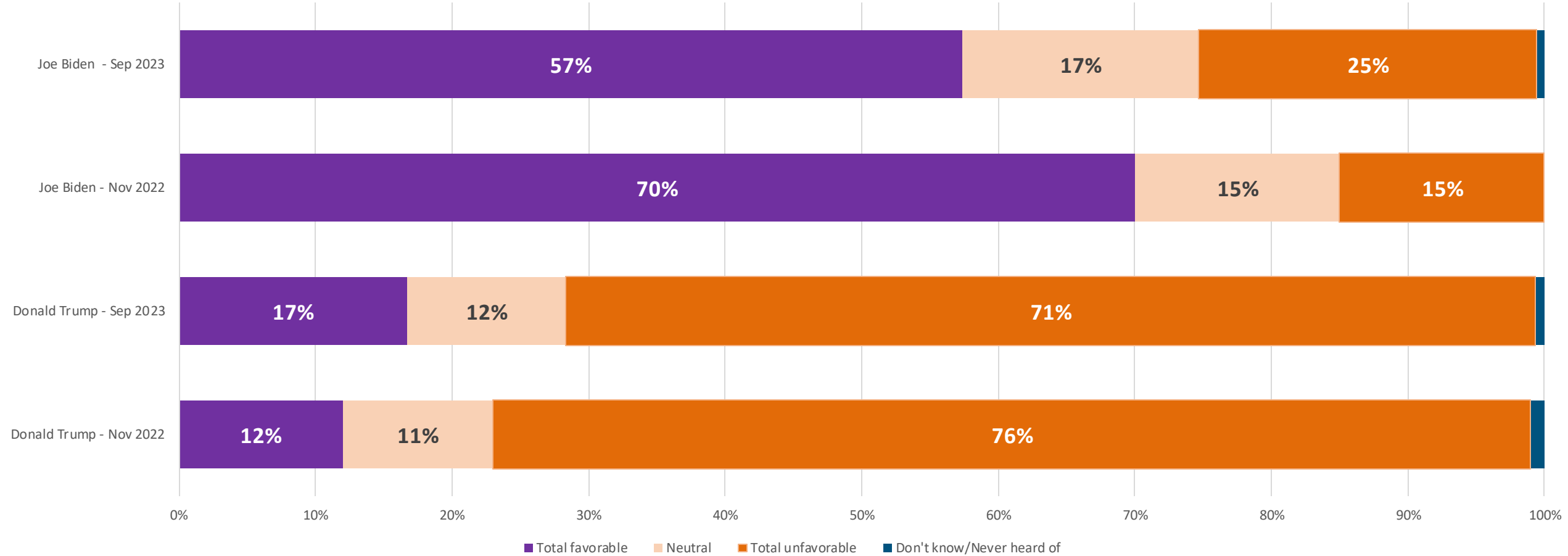
■ Gotten better ■ Gotten worse ■ Stayed about the same

	Total 2023	Male	Female	18 to 49	50 or Older
Gotten better		25%	27%	20%	36%
Stayed about the same		51%	53%	54%	48%
Gotten worse		23%	20%	25%	36%

Favorability/Approval

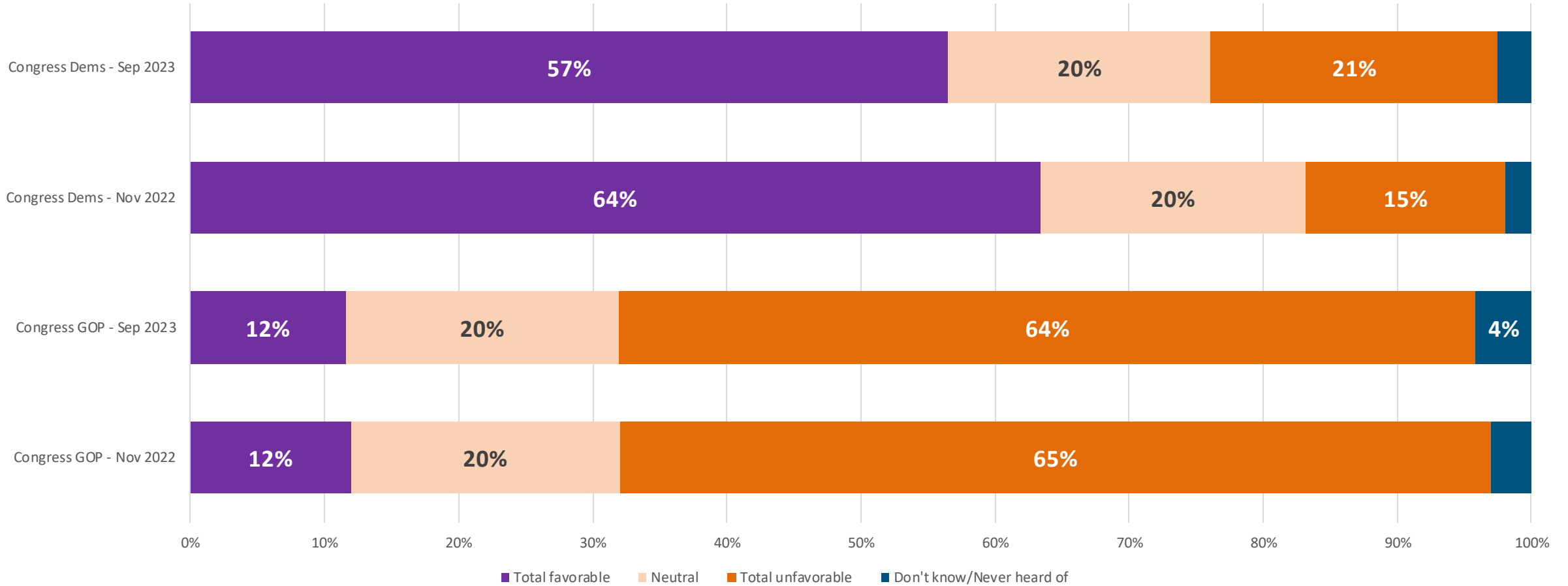
Favorability

How favorable or unfavorable are your opinions of each of the following?



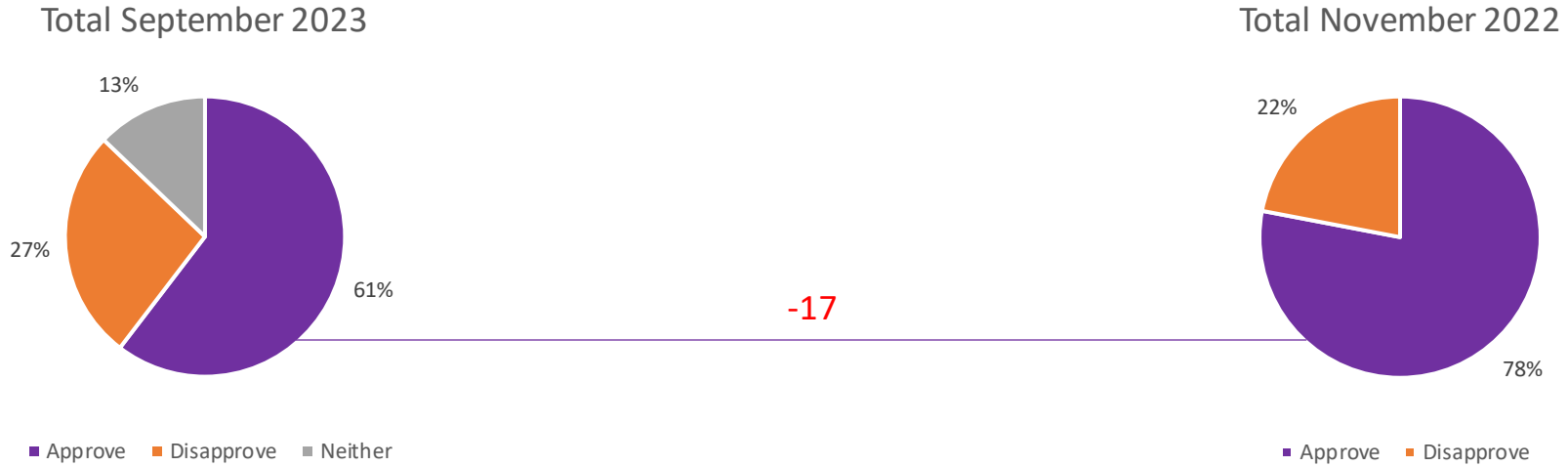
Favorability

How favorable or unfavorable are your opinions of each of the following?



Joe Biden Approval

Do you approve or disapprove of the job Joe Biden is doing as president?

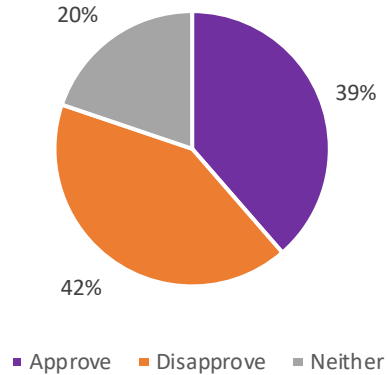


	Total 2023	Male	Female	18 to 49	50 and older
Strongly approve		30%	31%	26%	39%
Somewhat approve		30%	30%	27%	35%
Neither approve nor disapprove		11%	14%	17%	5%
Somewhat disapprove		9%	12%	13%	8%
Strongly disapprove		20%	13%	18%	14%

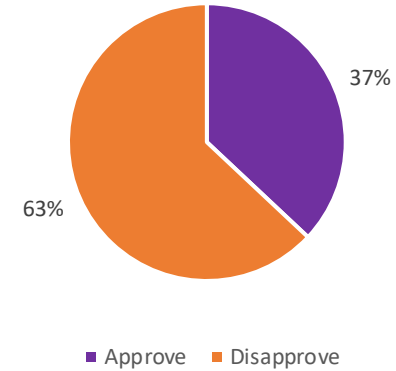
Gov. Kemp Approval

Do you approve or disapprove of the job Brian Kemp is doing as governor?

Total September 2023



Total November 2022

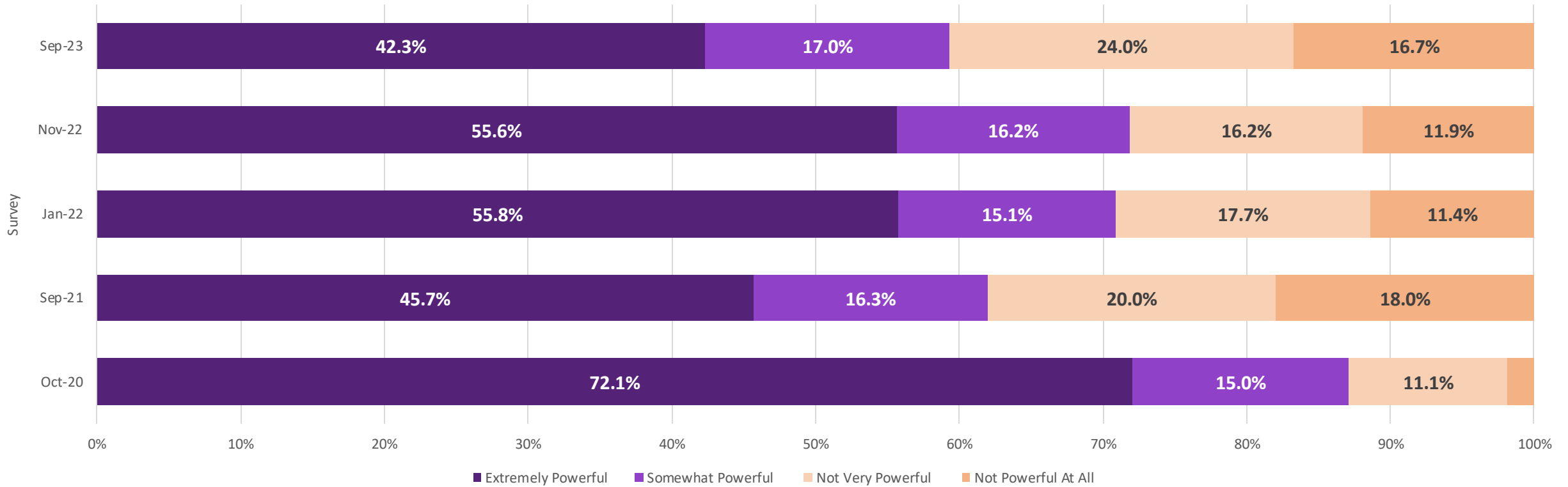


	Total 2023	Male	Female	18 to 49	50 and older
Strongly approve		12%	6%	10%	7%
Somewhat approve		29%	31%	29%	31%
Neither approve nor disapprove		22%	19%	22%	16%
Somewhat disapprove		17%	19%	17%	20%
Strongly disapprove		20%	26%	22%	26%

Vote Power

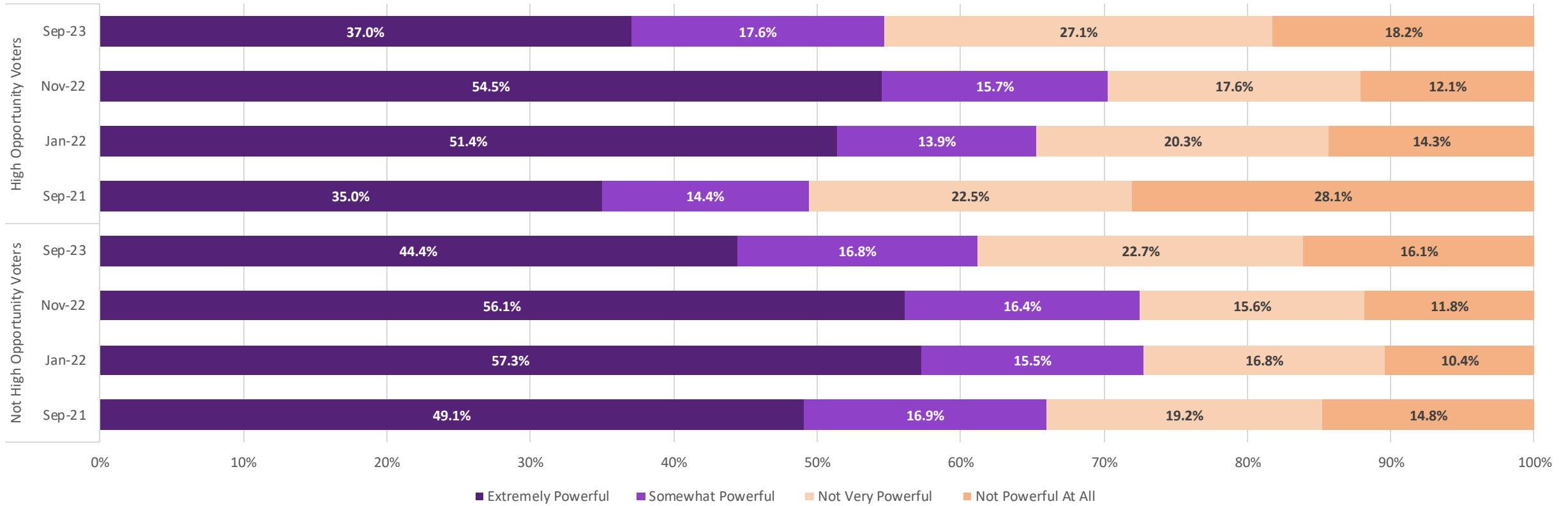
Vote Power

No matter how frequently you vote in elections, how much power do you feel that your vote has to make on issues that matter to you?



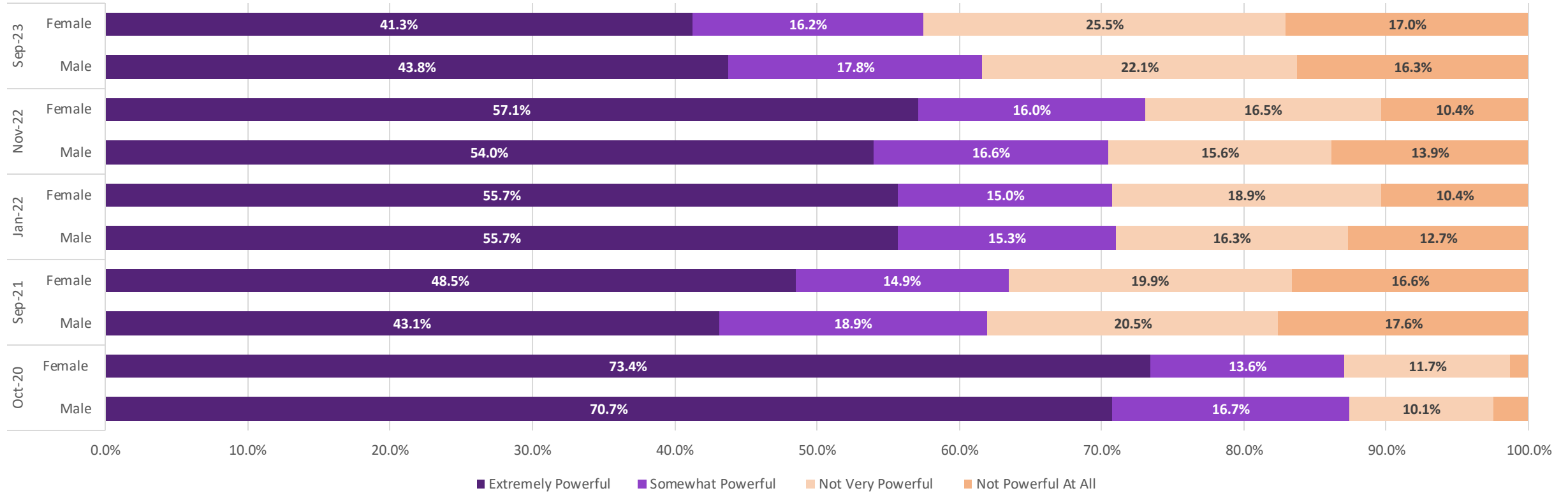
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Vote Power

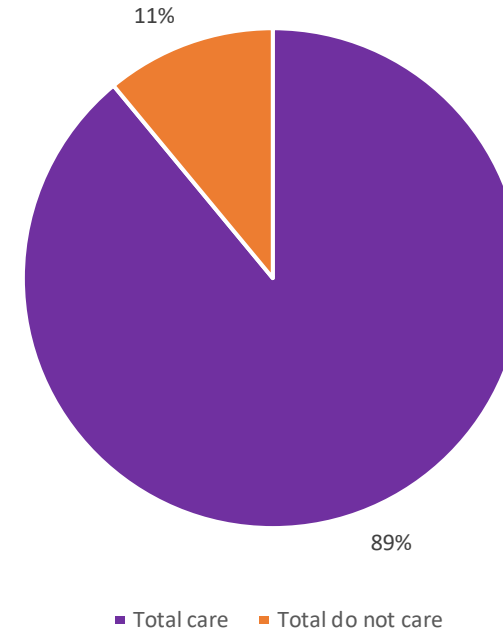
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Voting in 2024

Care Who is Elected President

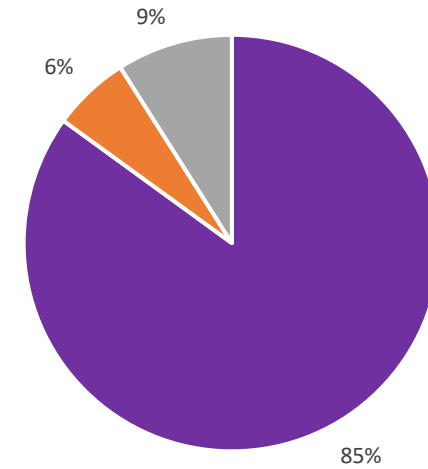
Would you say you care a great deal, a little bit, not that much, or you don't care at all who is elected president in 2024?



	Male	Female	18 to 49	50 and older
A great deal	76%	77%	73%	83%
A little bit	13%	12%	15%	8%
Not that much	6%	6%	7%	5%
Not at all	5%	5%	6%	4%

Likelihood To Vote in 2024

How likely are you to vote in the November 5, 2024, general election for president, Congress, and other state and local officials? Rate on a scale of 0 to 10.

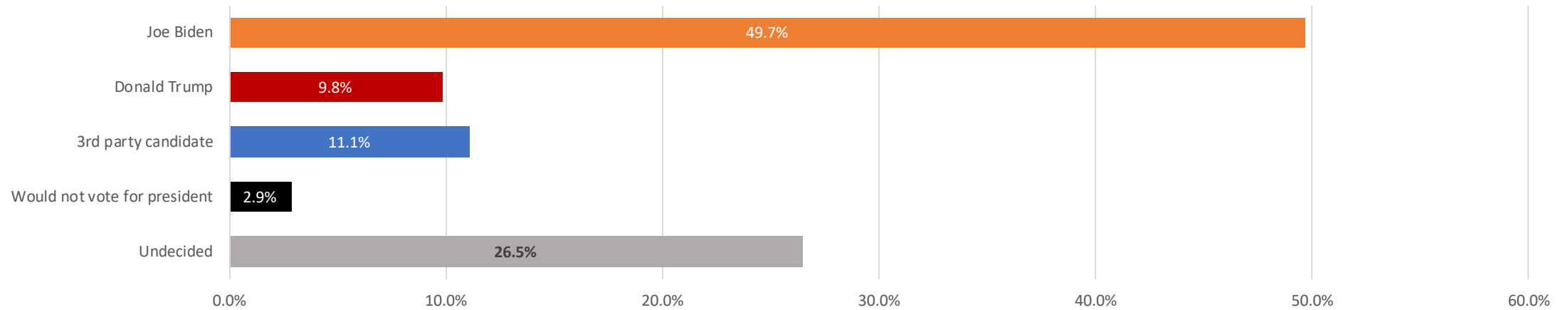


■ Total will vote (10-6) ■ Total will not vote (4-0) ■ 50/50 chance (5)

	Male	Female	18 to 49	50 and older
Definitely will vote (10)	78%	77%	72%	85%
Probably will vote (9-6)	8%	8%	9%	6%
50/50 chance (5)	10%	9%	11%	6%
Probably will vote (4-1)	2%	3%	3%	1%
Definitely will not vote (0)	3%	4%	4%	2%

2024 Presidential Horserace

If the November 5, 2024, general election for president, Congress, and other state and local officials were held today, would you vote for Joe Biden, Donald Trump, a 3rd party candidate, would you not vote for president, or are you undecided?

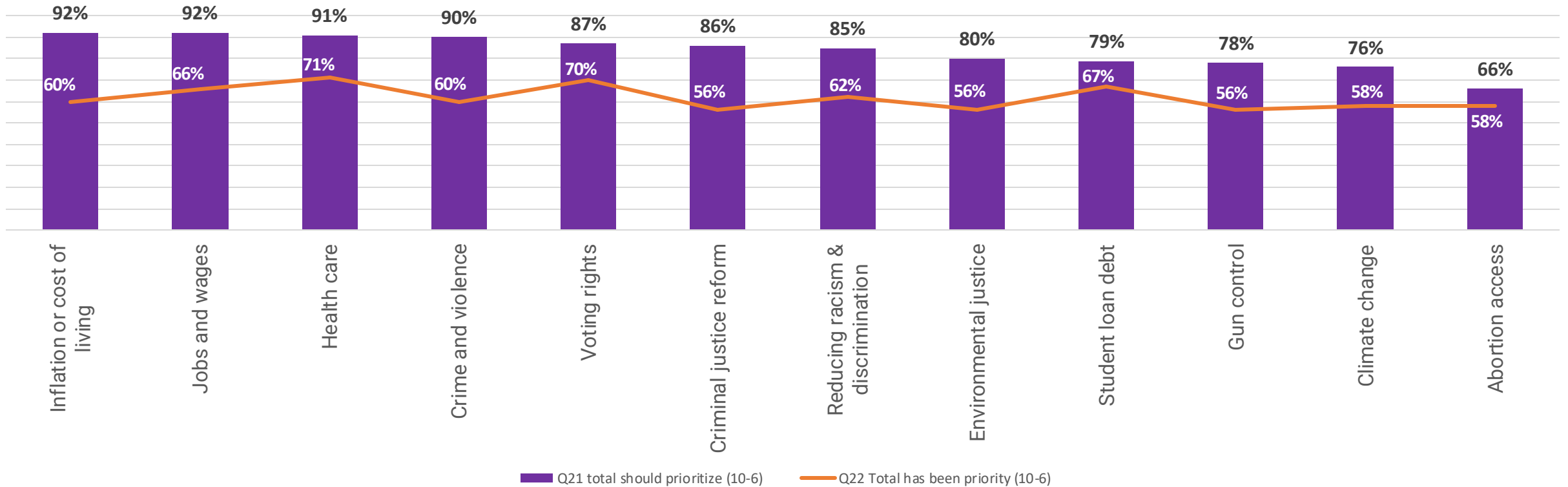


Column %	Male	Female	18 to 49	50 or Older
Joe Biden	51%	49%	39%	66%
Donald Trump	13%	8%	14%	4%
3rd party candidate	11%	11%	13%	9%
Would not vote for president	3%	3%	3%	2%
Undecided	21%	30%	32%	18%

Issue Priorities

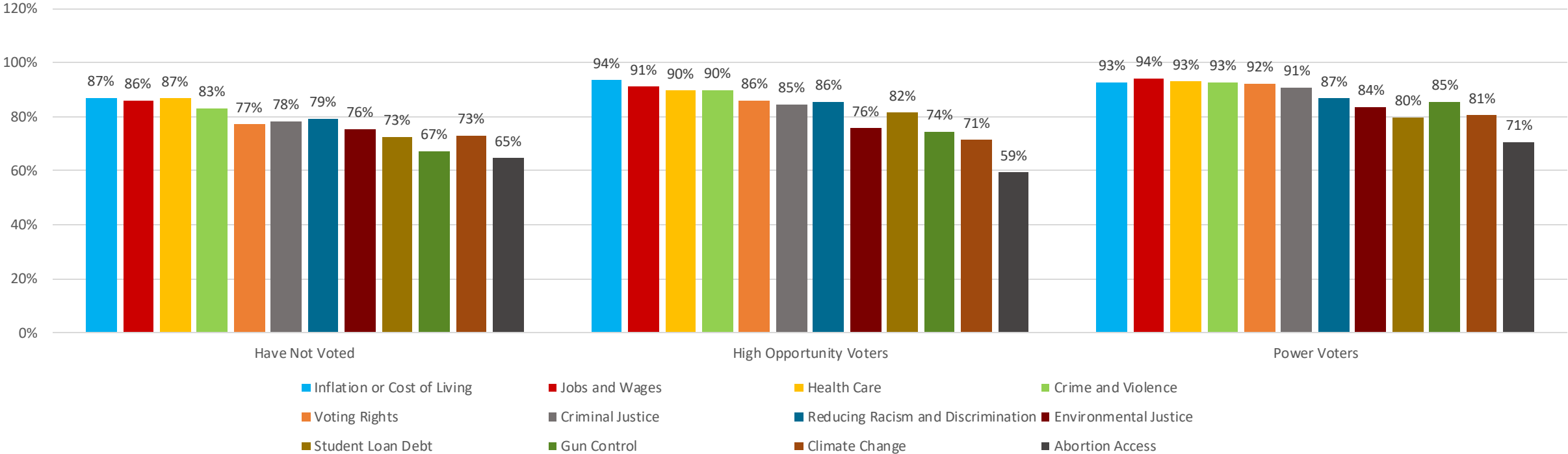
Issue Priorities

One a scale of 0 to 10, where “10” means it definitely SHOULD BE one of Democrats’ top priorities to improve your community, and a “0” means it definitely SHOULD NOT BE one of the Democrats’ top priorities to improve your community.



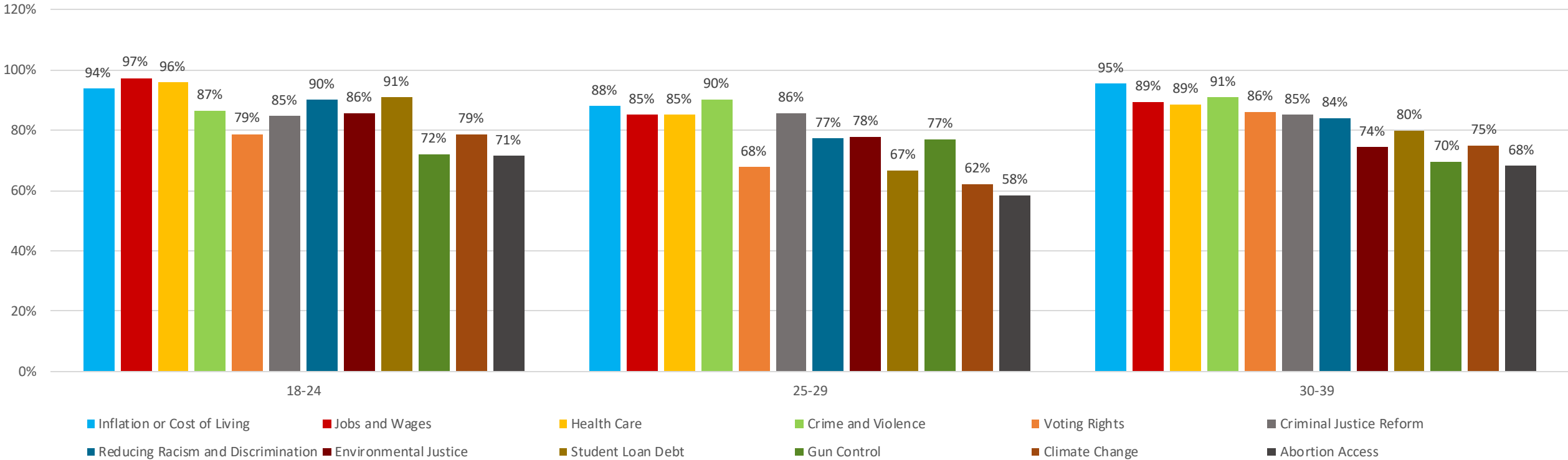
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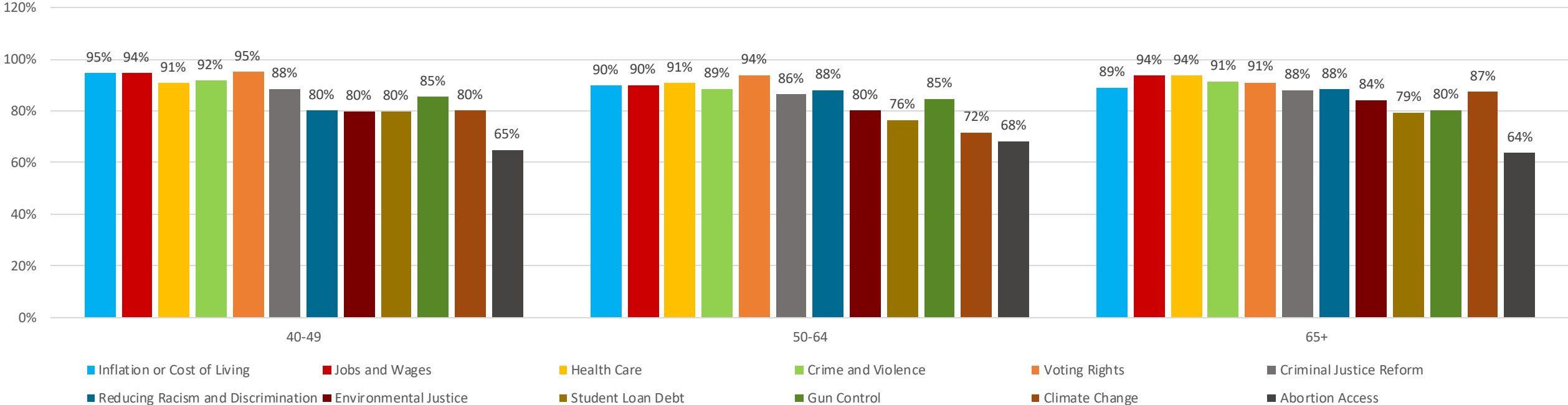
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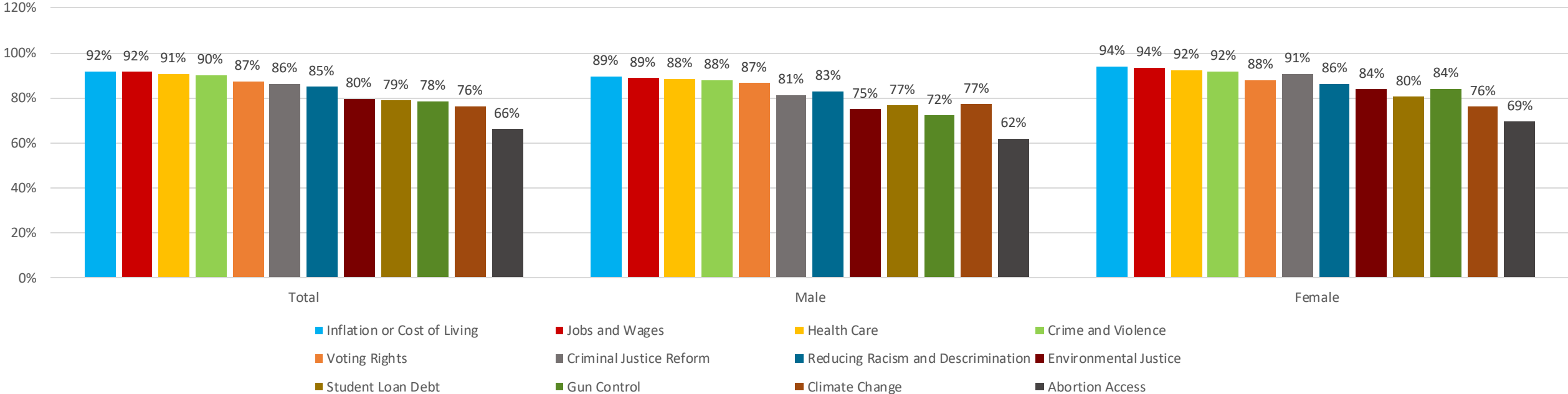
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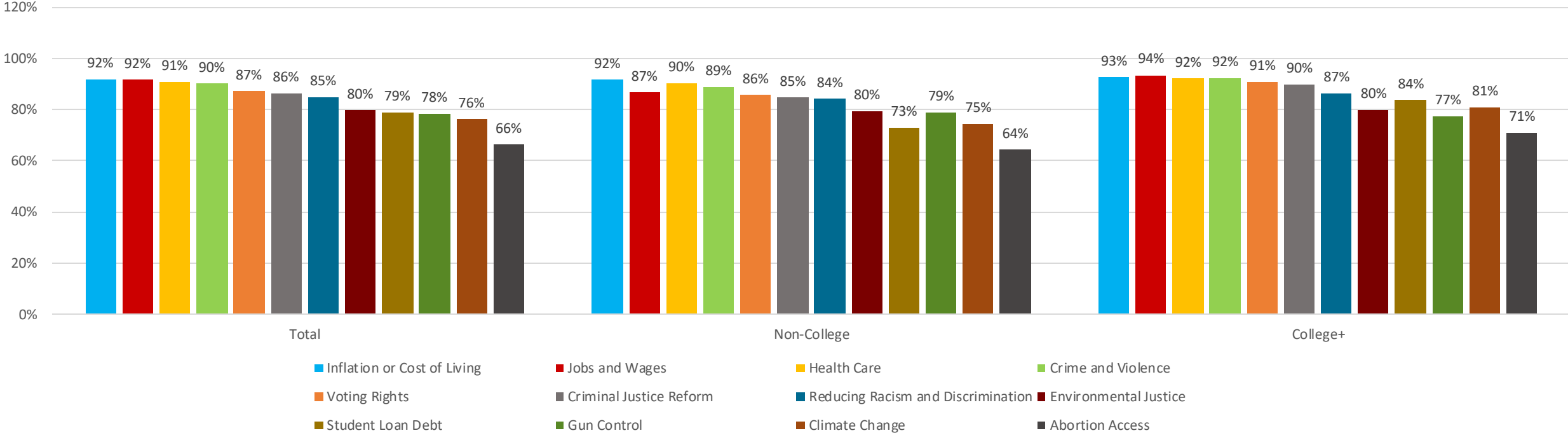
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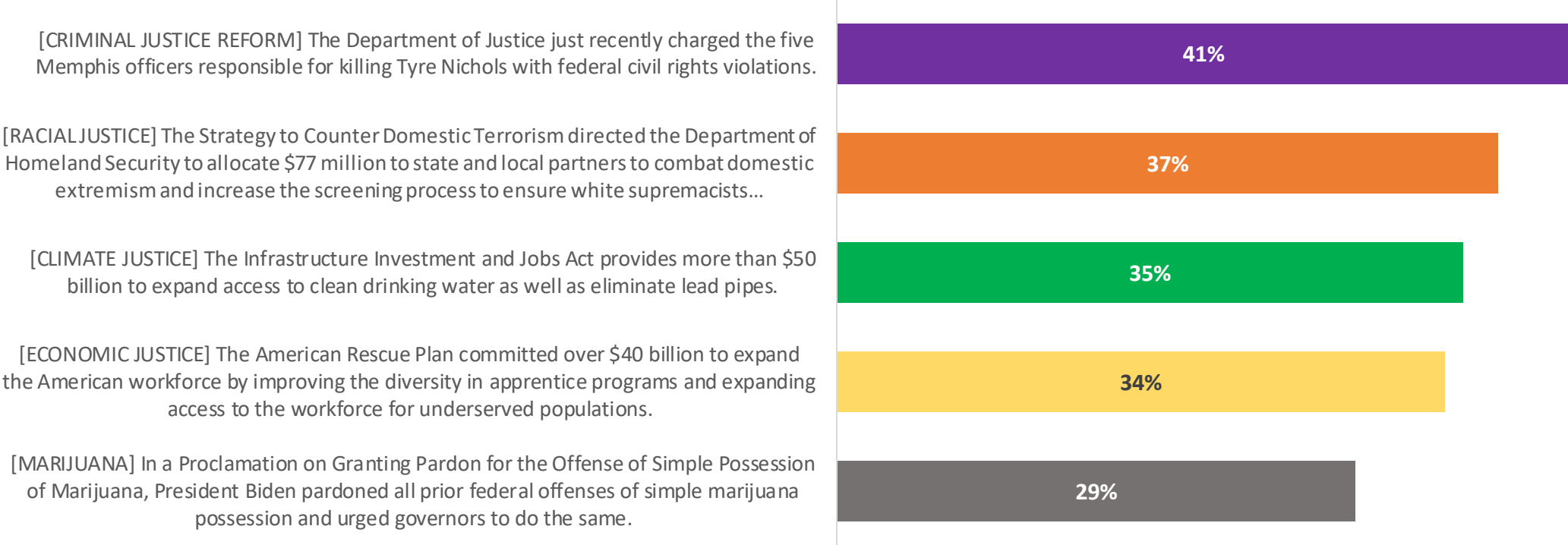


President Biden's Laws

Biden's Laws

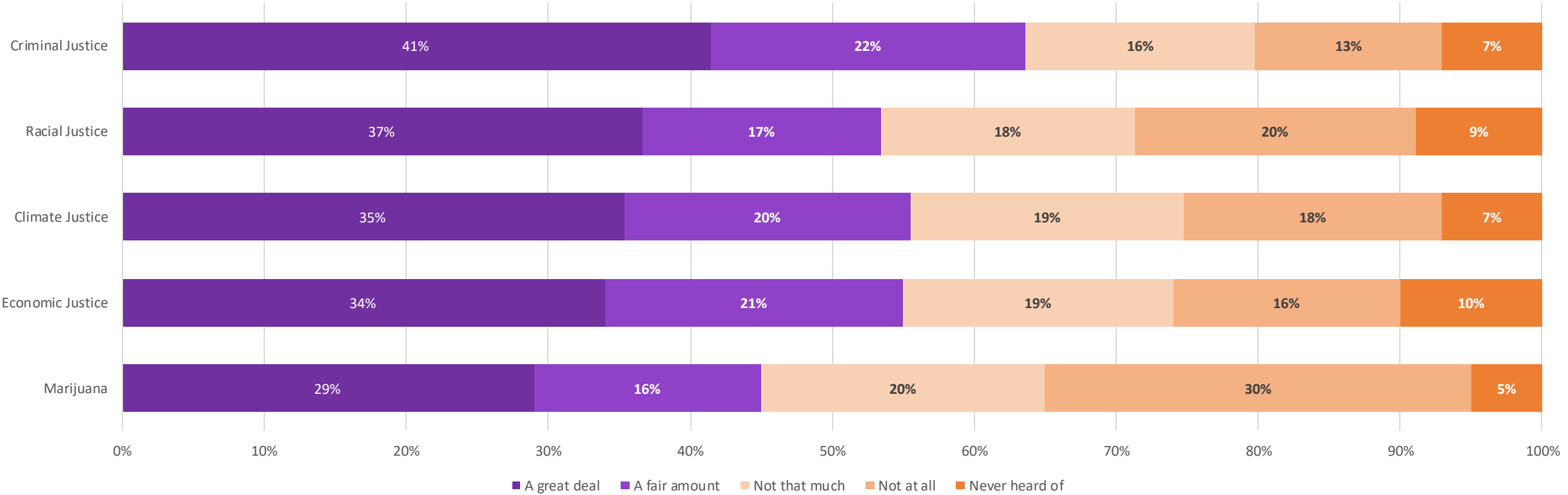
Here is a list of laws the Biden Administration and Democrats in Congress have passed over the past three (3) years. How much impact, if any, have each of these laws had (or will have) on your life?

Percent who believe policies have helped "a great deal"



Biden's Laws

Here is a list of laws the Biden Administration and Democrats in Congress have passed over the past three (3) years. How much impact, if any, have each of these laws had (or will have) on your life?



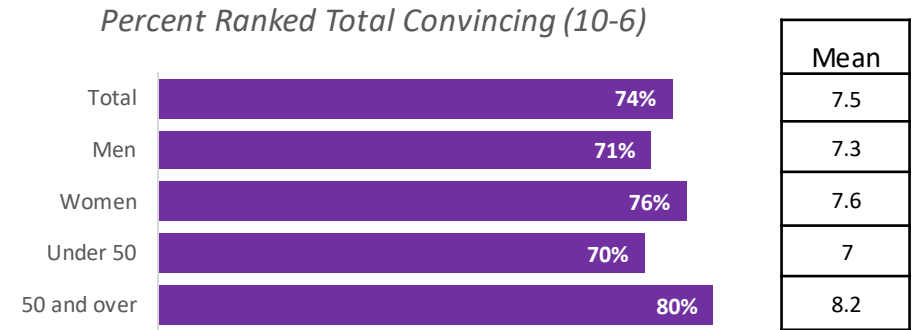
This survey was conducted for informational purposes only. The results reported here are solely for informational purposes and do not constitute an endorsement of any kind, or an approval by the New Georgia Project of any candidate platform, political party, or political affiliation.

Messaging

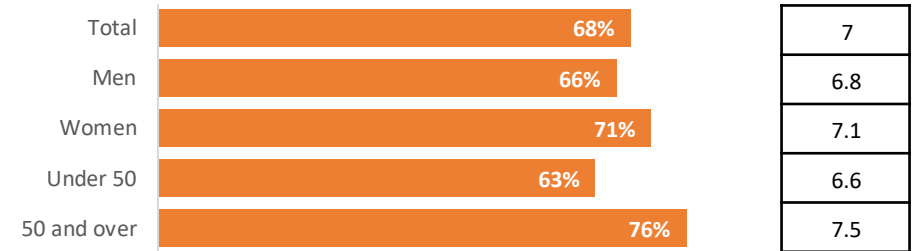
Message Testing

Here are some reasons that others have said are important reasons to vote in the May 24, 2022, primary election. Please rate each reason on a scale of 0 – 10

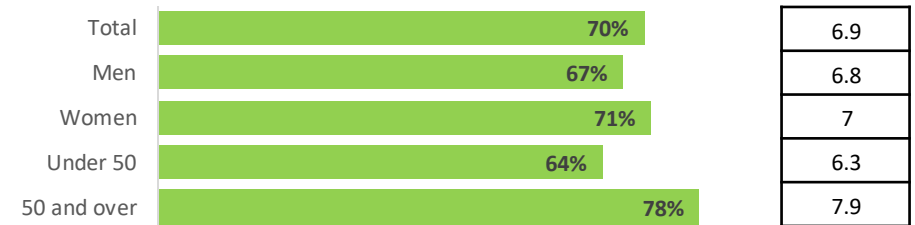
[POWER] Black Georgians have the power to determine our futures by electing who represents us in government. When it comes to electing our next president in 2024, we have a clear choice. Will we continue to move forward, or will we go backwards? Will we fight for a future that includes the right to make decisions about our own health, or will we let politicians who want to destroy our freedom succeed? The choice is clear. This is our Georgia; this is our time. In 2024, it's up to us to decide our future.



[OBSTRUCTION] President Biden's administration has accomplished a lot, but those policies aren't well-known because our Republican-controlled state government blocks these federal investments that are supposed to help our communities. Medicaid expansion is a clear example of the Georgia legislature leaving many in need of health care uninsured while hospitals continue to close in our communities. It is time for us to understand the real reason Georgians are not seeing the impact of President Biden's policies

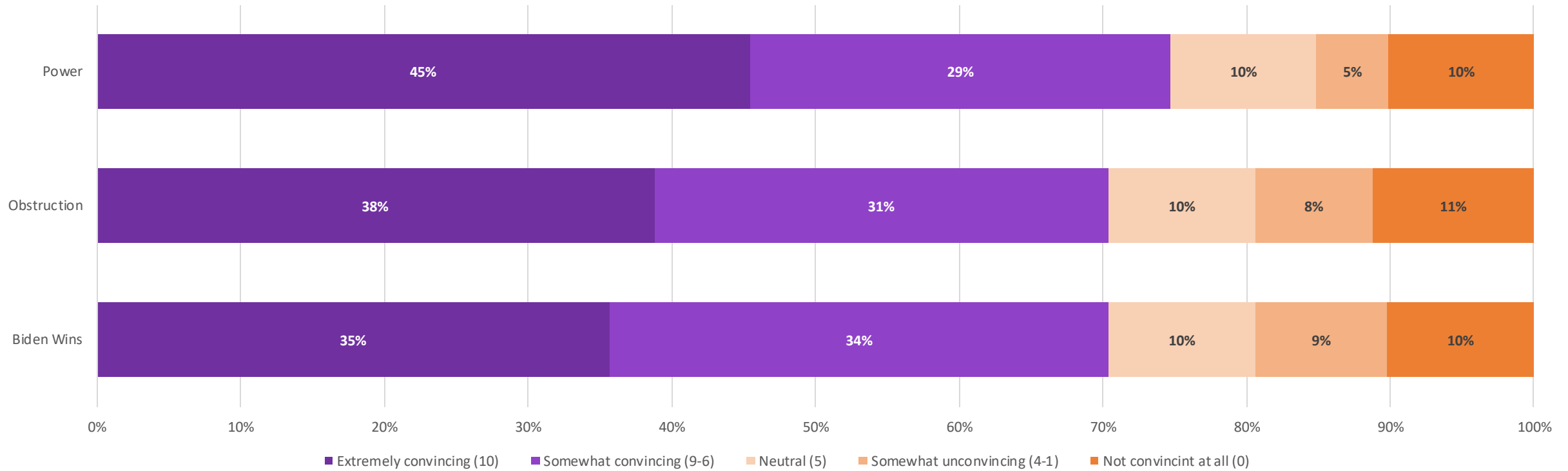


[BIDEN WINS] Black Georgians helped elect President Biden in 2020. Since then, he's accomplished a lot that will help our communities. He's passed policies that supported us during the pandemic, that will expand our internet access, and that lowers the cost of critical prescription drugs. In 2024, we can vote again for the President and get even greater investments for ourselves, our families, and our communities.



Message Testing

Now, I would like for you to read some reasons that Black voters have said are convincing reasons to support the Biden/Harris ticket in 2024.



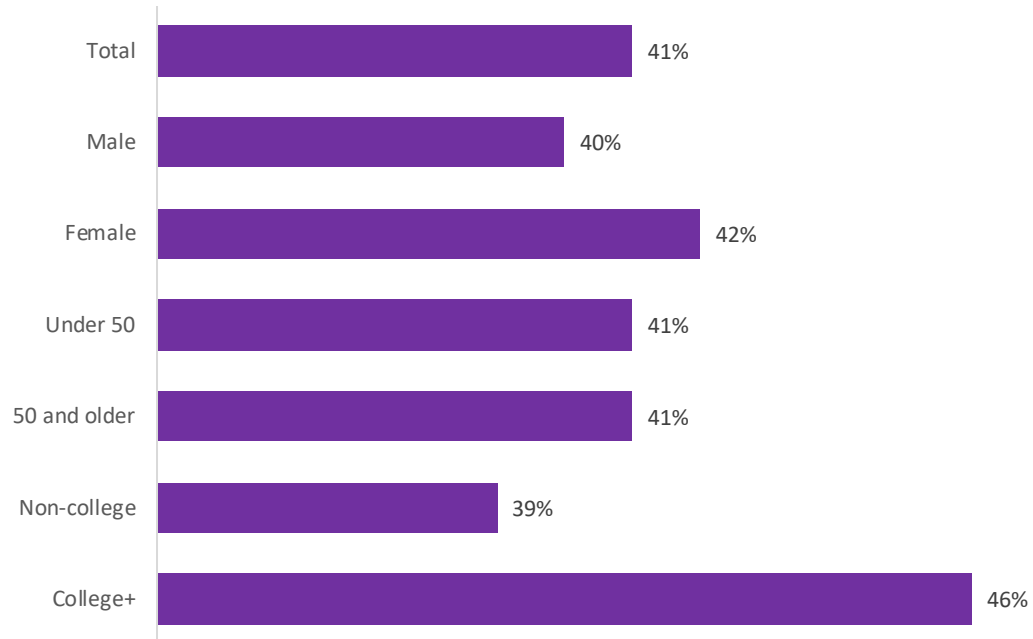
Message Formula

Message Element	Critical Components	Example
1. Lead	Lead with POWER	Black Georgians have the power to determine our futures by electing who represents us in government.
2. Demonstrate what Black voters will be choosing between	Show that there are politicians who will continue to set us back	When it comes to electing our next president in 2024, we have a clear choice. Will we continue to move forward, or will we go backwards?
3. Demonstrate that there are things we still need to fight for	Draw connections between the power of our vote and what we have yet to accomplish	Will we fight for a future that includes the right to make decisions about our own health, or will we let politicians who want to destroy our freedom succeed?
4. Call to action	Name our discrete ask/call to action	The choice is clear. This is our Georgia; this is our time. In 2024, it's up to us to decide our future.

Vote Power Shift

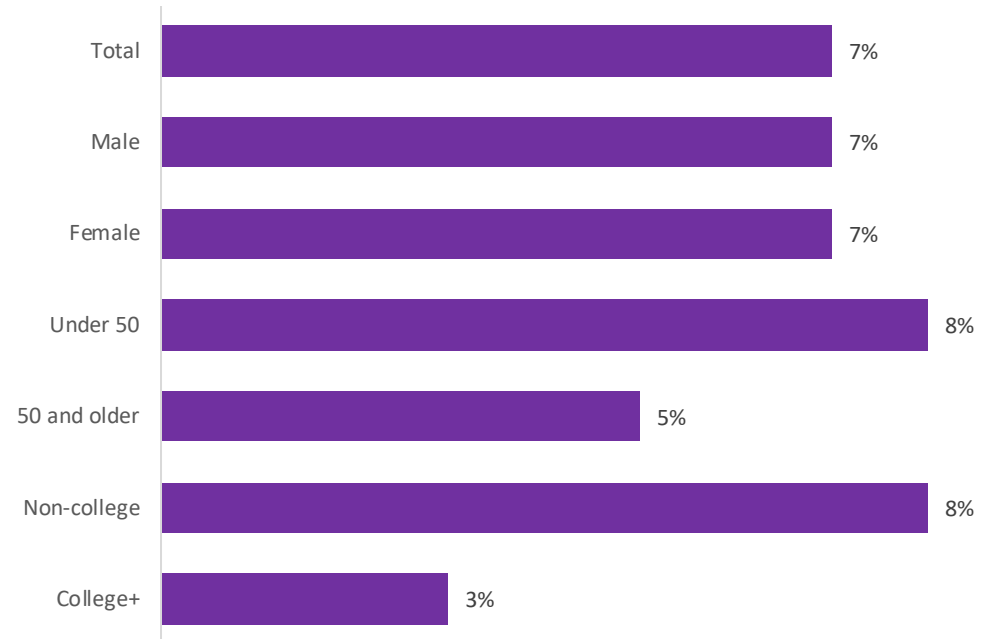
How much power do you feel that your vote has to make change on issues that matter to you? Rate on a scale of 0 to 10

% Shifted to More Powerful



How likely are you to vote in the November 5, 2024, general election for president, Congress, and other state and local officials? Rate on a scale of 0 to 10

% Shifted to More Likely to Vote



THANK YOU!

Ranada Robinson, NGP Research Director



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