

# State Innovation Exchange

Key findings from a survey conducted among  
Georgia Registered Voters in December 2023

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# Objectives

- 1 Understand Attitudes:**  
Directly connect with Georgia voters to understand their values, priorities, and sentiments heading into 2024
- 2 Segment our Audience:**  
Upon understanding where voters stand, we can then segment our audience to determine who among our audience are our base, persuasion, and opposition voters.
- 3 Identify Issue Priorities:**  
Identify whether voters support or oppose potential progressive policies and legislation that could be introduced and/or passed in the upcoming 2024 legislative session in Georgia.

# Methodology

*Conducted December 14-21 , 2023*

## Survey Universe

Base N = 1,000 Registered Voters  
OS: 75 AAPI Registered Voters (89 total interviews)  
OS: 75 Latino Registered Voters (133 total interviews)

## Methodology

Survey was conducted through an online panel

## Overall Margin of Error

±3.36%

# Key Takeaways

1

Voters are generally satisfied with the direction of the state, and [inflation and cost of living is the most top of mind issue](#) for voters today. Voters would rather [see the state's \\$11 billion of unrestricted budget surplus invested in new services](#) for the people over tax rebates.

2

In thinking about the upcoming state budget, [voters strongly support priorities that will make their lives more affordable given high cost of living and inflation](#). These priorities include more affordable health care, prescription drug prices, housing, and childcare. They also support funding elderly and disability care and rural healthcare services.

3

Most Georgians feel that [abortion should be legal in most cases and the government should not interfere in a personal healthcare decision](#). Voters are concerned about getting access to abortions under the six-week ban and worry about potential legal implications for parents and healthcare providers.

4

[Medicare expansion is very popular in Georgia](#) as well as legalizing adult cannabis use. Given the high cost of living and rising rents, [voters strongly support rent control and tenant's rights on housing conditions](#).

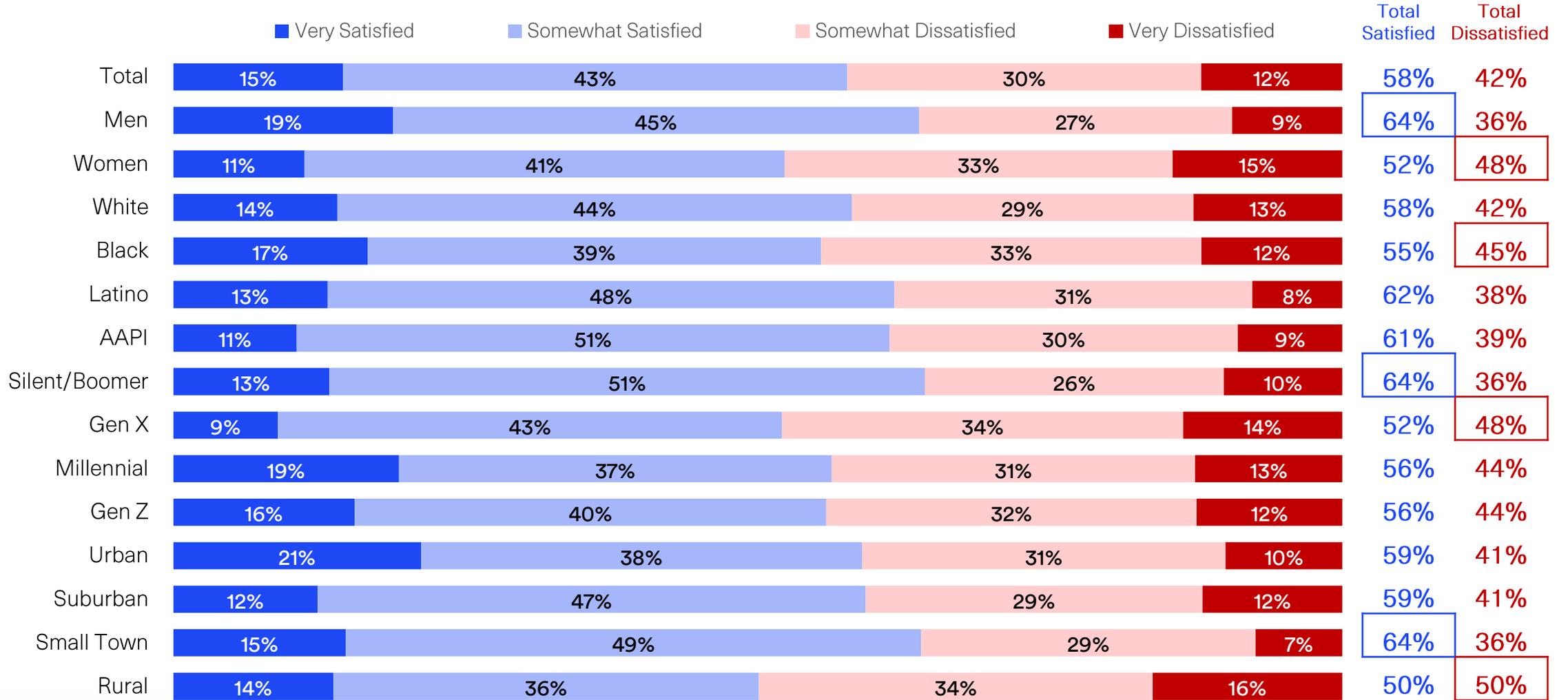


# General Sentiment and the Budget

# Most Georgia voters are satisfied with the direction of the state, though women, rural voters, Black voters, and middle-aged voters have more mixed sentiments.



Q10. When thinking about the direction in which Georgia is headed, generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the direction in which Georgia is headed?.



Inflation and the cost of living are the most important issues for Georgia voters. Affordable housing is especially concerning with Black and younger voters, while white and older voters are more concerned with crime and violence.



Q11. Below is a list of issues. Which TWO or THREE issues would you say are the most important issues facing Georgia? You may select up to THREE.

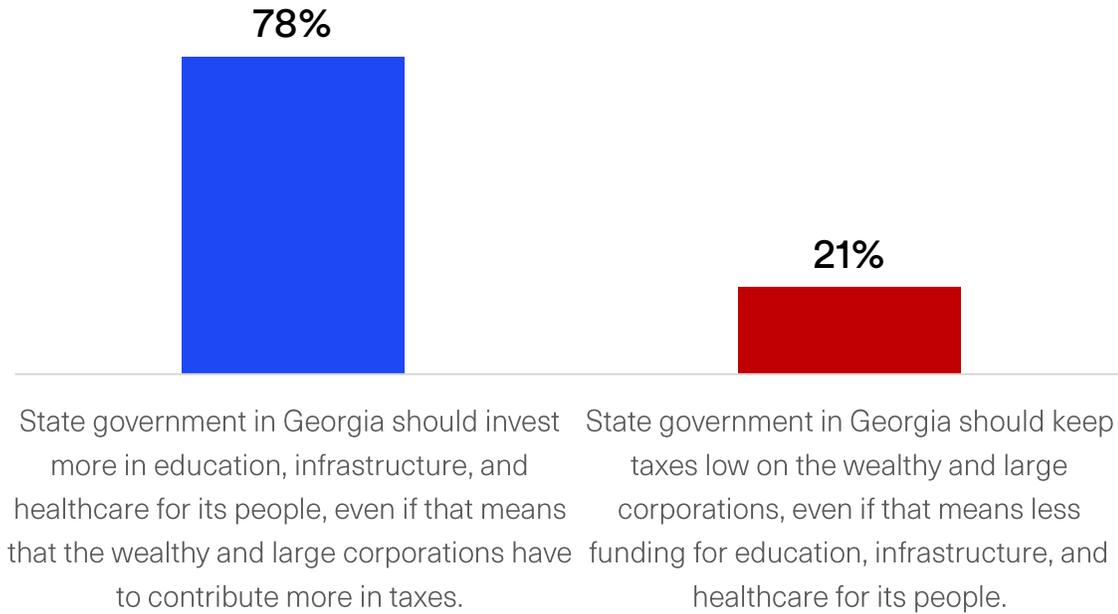
		White	Black	Latino	AAPI	18-49	50+
Inflation and the cost of living	<b>58%</b>	63%	49%	55%	76%	55%	63%
Crime and violence	<b>41%</b>	42%	38%	37%	37%	34%	49%
Affordable housing	<b>37%</b>	32%	45%	35%	35%	40%	34%
Jobs and the economy	<b>35%</b>	37%	30%	37%	40%	40%	29%
Healthcare	<b>27%</b>	29%	23%	25%	34%	26%	28%
Racism and discrimination	<b>19%</b>	14%	30%	21%	14%	18%	21%
Education	<b>18%</b>	20%	14%	20%	17%	21%	14%
Abortion access	<b>16%</b>	18%	14%	16%	13%	16%	16%
Climate change and the environment	<b>12%</b>	13%	11%	8%	10%	10%	15%
Criminal justice/police brutality	<b>11%</b>	8%	17%	10%	6%	12%	10%
Paid family leave	<b>3%</b>	2%	3%	6%	1%	4%	1%



# Voters across all backgrounds prefer investing in services for the people over keeping taxes low for the wealthy and big corporations. Most voters prefer to see the surplus invested in services over given as tax rebates.

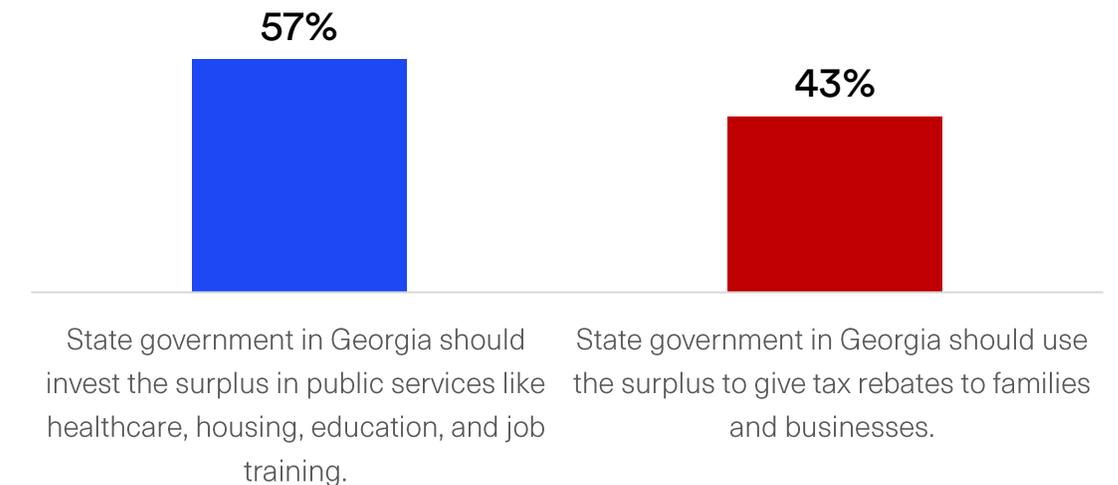


Q12. Which of these statements comes closer to your own view, even if neither of them is exactly right?



Q13. Which of these statements regarding Georgia's budget surplus comes closer to your own view, even if neither of them is exactly right?

Voters are more likely to feel positive or neutral toward the surplus. 41% of voters said they felt positive about the surplus, compared to 21% negative. 38% were neutral.



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Invest	71%	85%	79%	77%	74%	78%	85%	85%	74%	65%
Tax Cuts	29%	15%	21%	23%	26%	22%	15%	15%	26%	35%

	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Invest	52%	60%	54%	61%	61%	60%	53%	56%	57%	66%
Tax Rebates	48%	40%	46%	39%	39%	40%	47%	44%	43%	34%

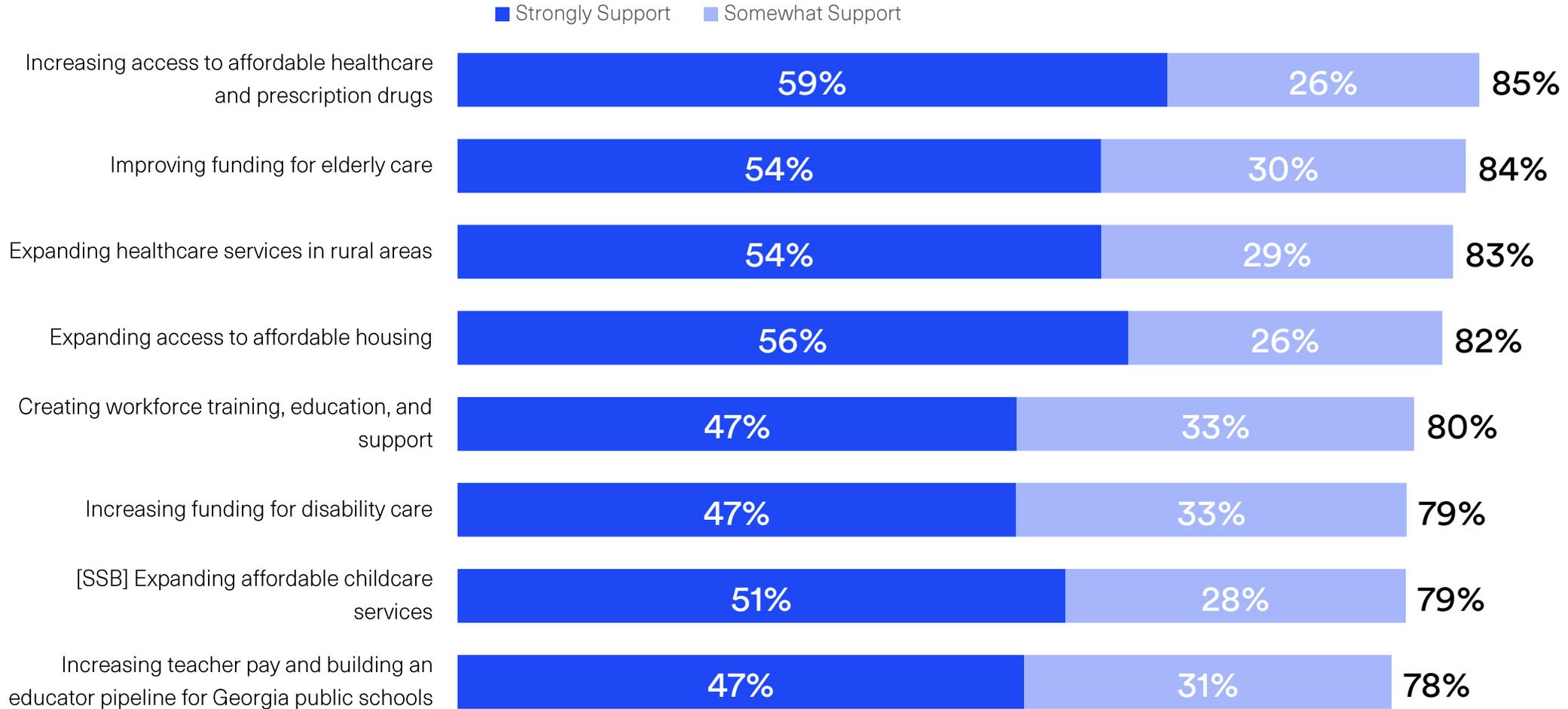
# Georgia voters want to see legislators prioritize funding for **affordable housing, healthcare, and education** in the state budget. Economic development and job creation/training are also priorities for voters of color.

Q16. Thinking about the Georgia State budget, which TWO or THREE of the following priorities do you think state legislators and the governor should prioritize funding in the state budget in the upcoming year? You may select up to THREE choices.

		White	Black	Latino	AAPI	18-49	50+
Affordable housing	 46%	38%	60%	51%	32%	49%	41%
Healthcare	 39%	36%	43%	33%	51%	37%	43%
Education	 26%	26%	23%	27%	26%	29%	22%
Job creation and training	 23%	22%	25%	22%	39%	26%	20%
Roads and highways	 22%	28%	12%	21%	20%	16%	30%
Economic development	 22%	24%	15%	35%	40%	21%	23%
Mental health services	 21%	23%	20%	14%	18%	20%	23%
Teacher pay	 20%	21%	21%	18%	13%	17%	24%
Medicaid expansion	 17%	16%	20%	18%	14%	16%	19%
Abortion and reproductive health services	 11%	10%	13%	14%	11%	12%	10%
Public transportation	 9%	7%	11%	10%	9%	10%	7%
[SSA] Police departments	 9%	13%	4%	8%	1%	6%	13%
[SSB] Fire and emergency services	 5%	6%	3%	5%	2%	4%	7%
Paid family leave	 5%	4%	6%	2%	8%	7%	2%
Maternal health services	 5%	3%	7%	10%	6%	7%	1%
None of the above	 2%	2%	1%	0%	2%	1%	2%

# Majorities of Georgia voters strongly support using surplus funding to increase access to affordable healthcare, affordable housing, and elderly care.

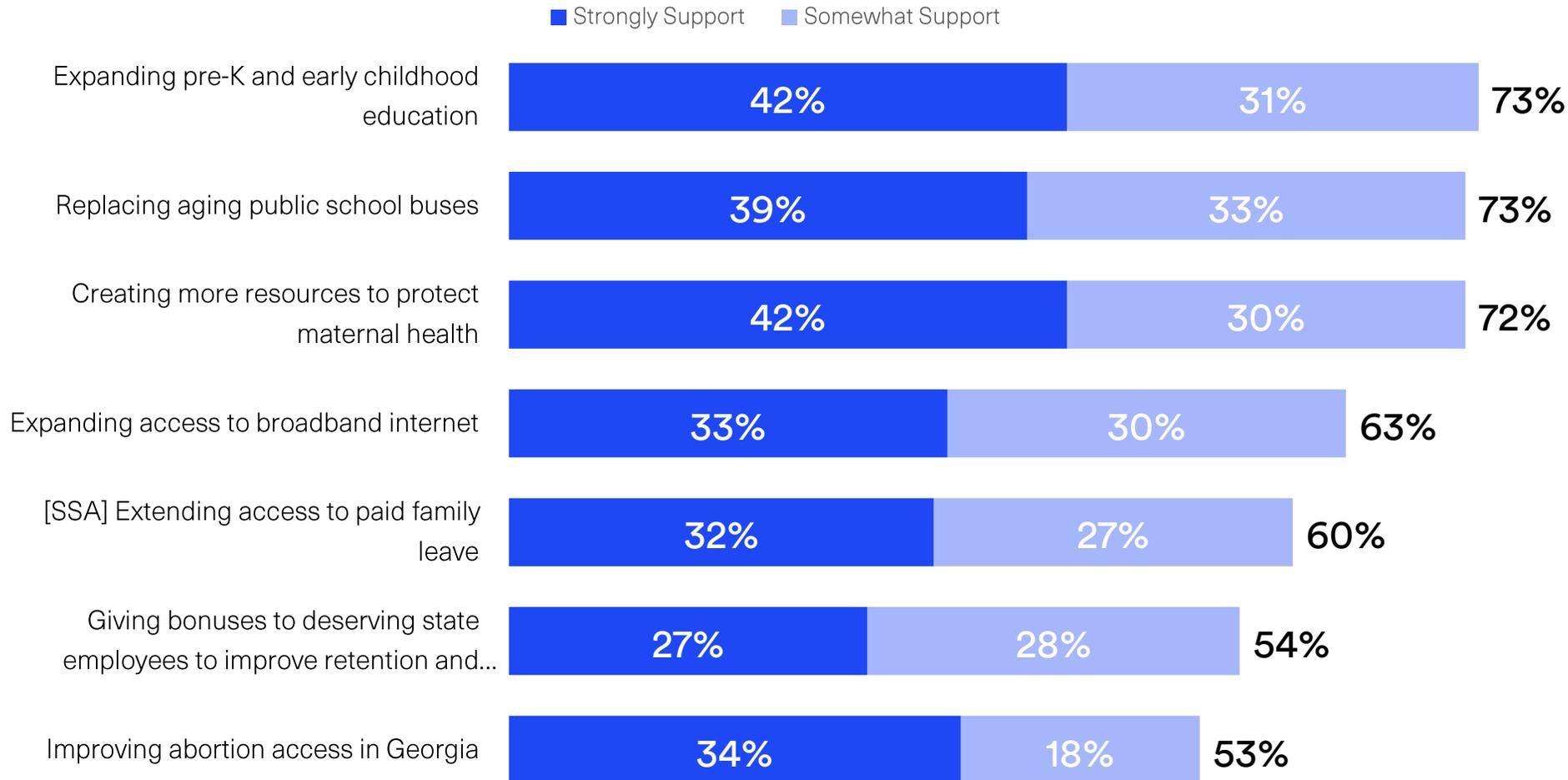
Q17. Here are several ways that the state of Georgia could use this \$11 billion surplus. Please indicate whether you support or oppose using surplus spending on each of the following items.



# All the priorities we tested were supported by a majority of voters, but proposals about extending paid family leave, giving bonuses to state employees, and improving abortion access were less popular.



Q16. Here are several ways that the state of Georgia could use this \$11 billion surplus. Please indicate whether you support or oppose using surplus spending on each of the following items.





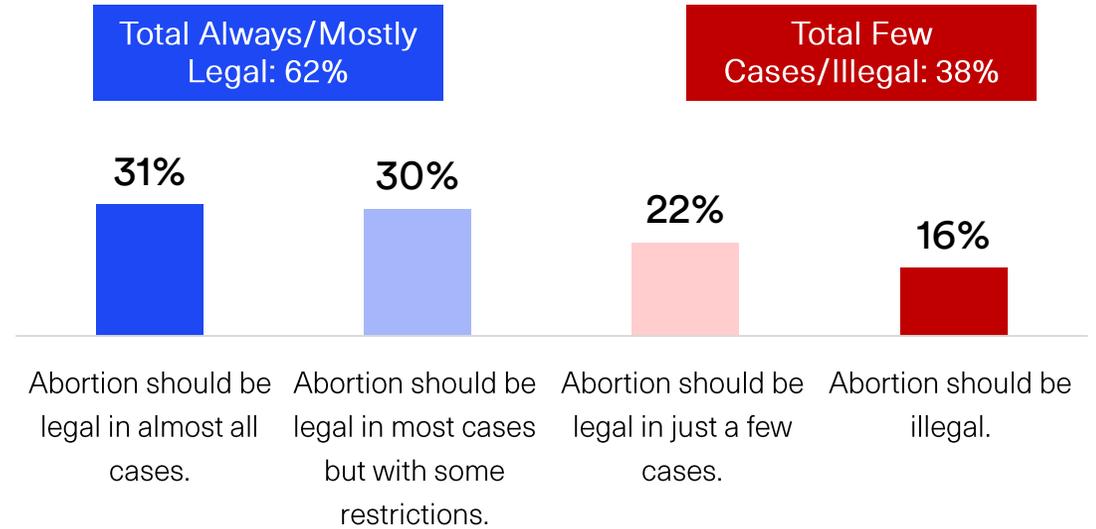
# Abortion Access



# Three-in-five Georgia voters think that abortion should be legal in most if not all cases. A strong majority believe abortion should be legal OR believe that the government should not interfere with people seeking an abortion.

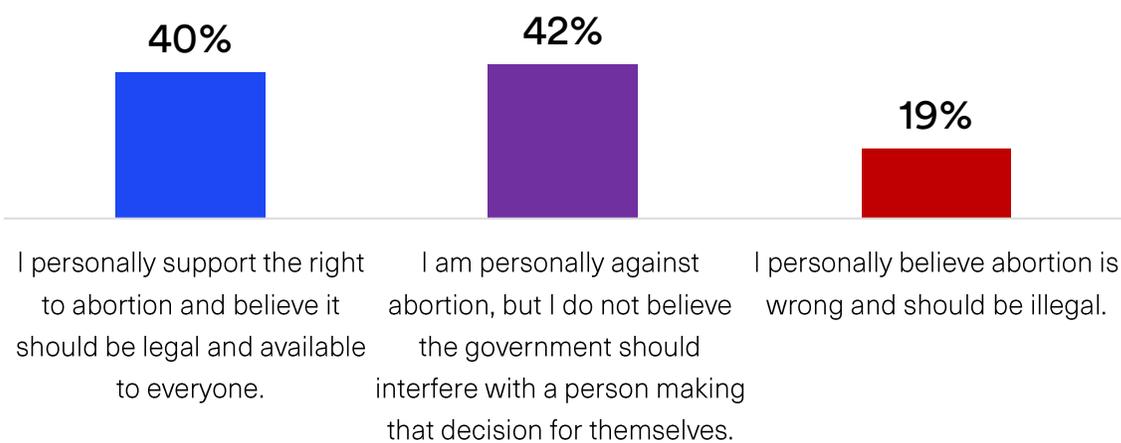
Q18. [SSA] Which of the following statements is closest to your view? In your opinion...

Black women are more likely (78%) to support legal abortion than Black Men (60%)



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Mostly/Always Legal	55%	67%	54%	69%	71%	80%	59%	69%	60%	59%
Total Few cases/Illegal	45%	33%	46%	31%	29%	20%	41%	31%	40%	41%

Q19. [SSB] Here are three statements. Please indicate which of them is closest to your own view.



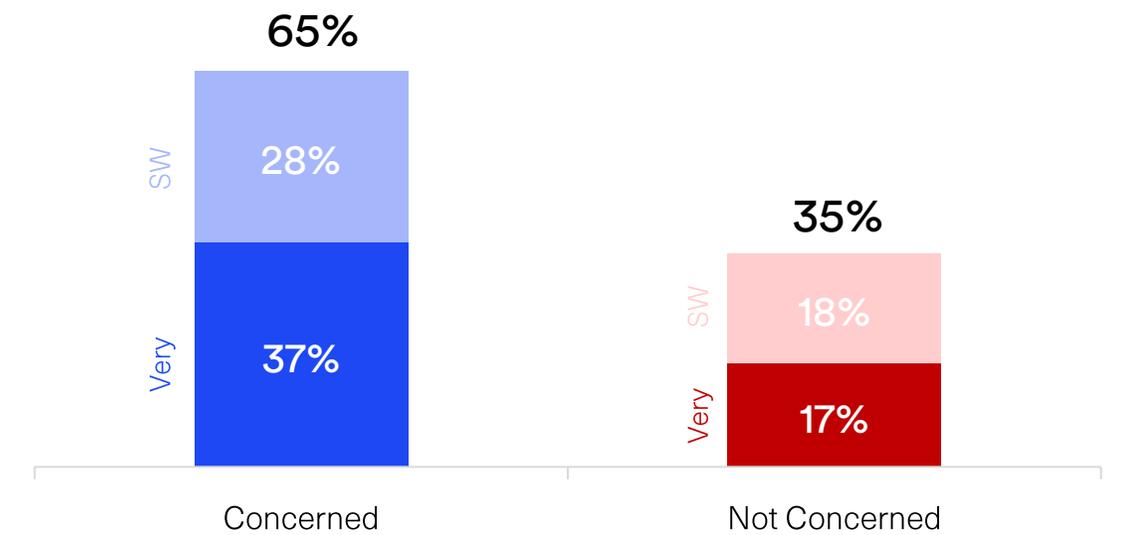
	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Support/Legal	40%	39%	34%	50%	32%	59%	34%	36%	44%	48%
Against/No Govt	39%	43%	40%	43%	49%	18%	46%	34%	42%	44%
Wrong/Illegal	21%	18%	26%	7%	19%	23%	20%	29%	15%	8%

# Georgia’s six-week abortion ban raises significant concern, particularly among Black, AAPI, and Gen Z voters. Fear of legal prosecution and intimidation at clinics rank as the biggest concerns for people seeking an abortion in GA.



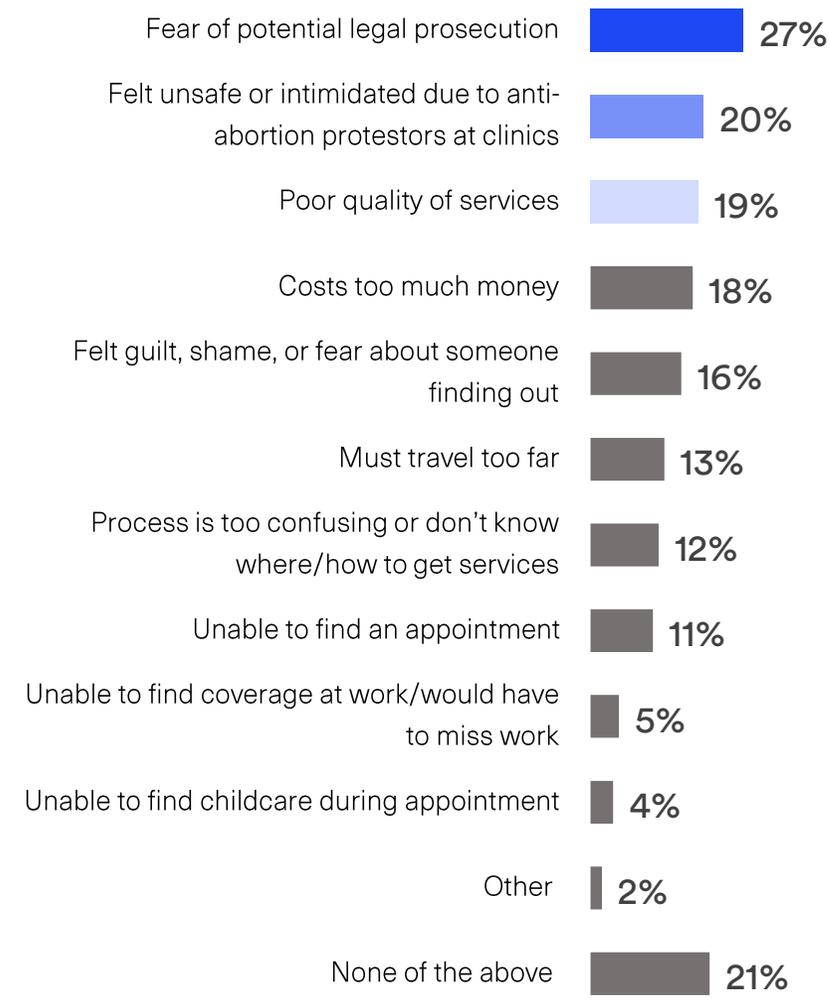
Q20. As you may know, Georgia bans abortion after six weeks of pregnancy. How concerned are you about you or someone you know who lives in Georgia being able to access an abortion should they need one?

Black men (74%) and Black women (79%) are both concerned about the six-week abortion ban, but Black women are MUCH more likely to say they are VERY concerned (52%) than Black men (39%)



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Concerned	63%	67%	58%	77%	65%	75%	61%	63%	67%	71%
Total Not Concerned	37%	33%	42%	23%	35%	25%	39%	37%	33%	29%

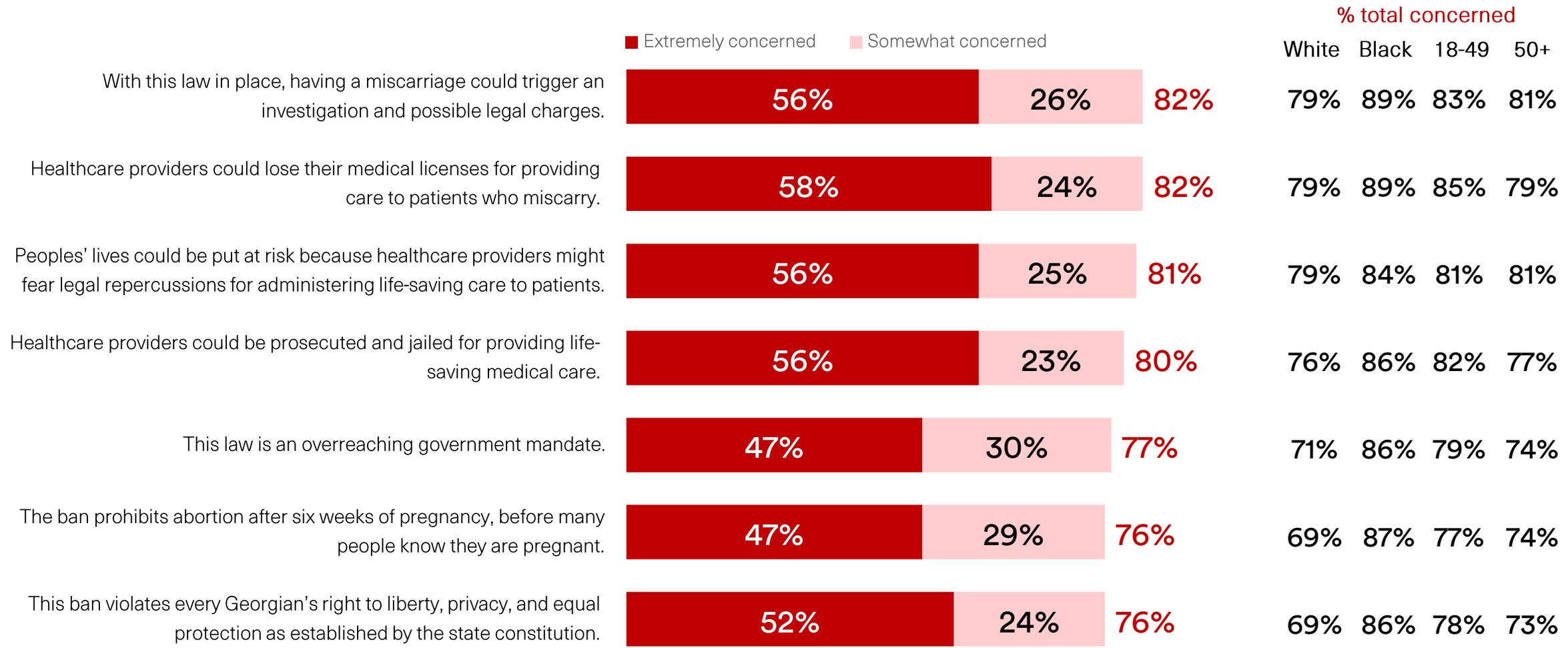
Q21. [SSA] Below is a list of some potential barriers that a person might face if they decided to obtain an abortion in Georgia. Please select the ONE or TWO items that would present the biggest challenge.



# Georgia voters are most concerned about potential legal consequences from having a miscarriage and healthcare providers potentially losing their medical license. However, all the proof points raise concerns among most voters.



Q22.[SSB] As you may know, a new law banning abortion in Georgia after six weeks of pregnancy went into effect earlier this year. Below is a list of concerns that people have expressed about the abortion ban. Please rate each item on a scale from 0 to 10, where “10” means that it is EXTREMELY concerning, “5” means that it is JUST SOMEWHAT concerning, and “0” means that it is NOT CONCERNING AT ALL.



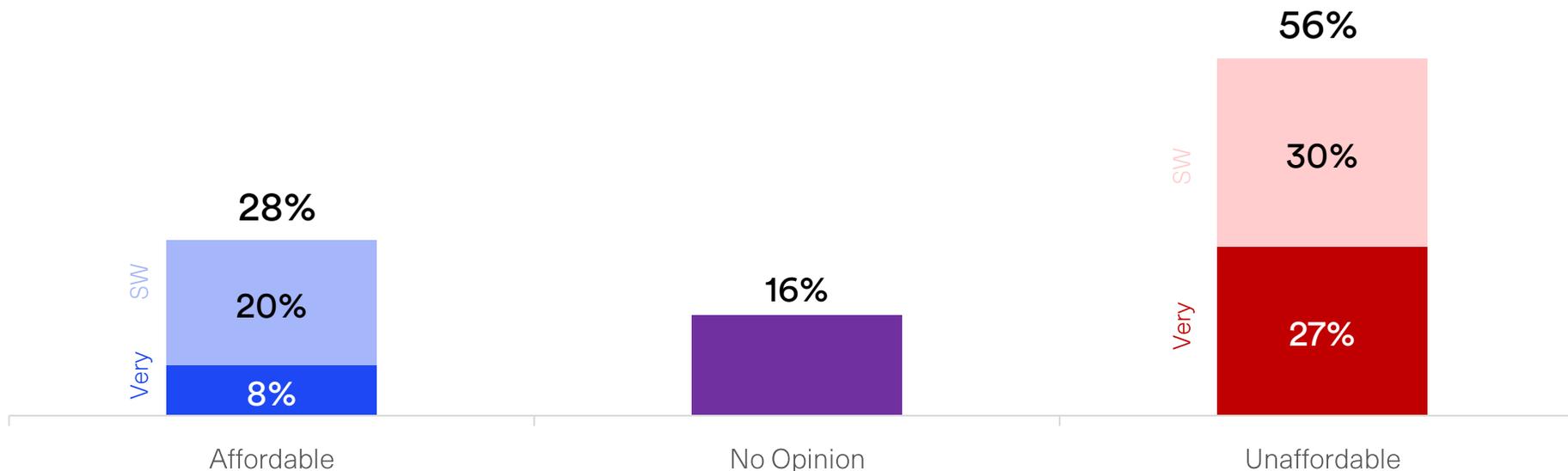


# Healthcare and Families

# Childcare is widely seen as unaffordable in Georgia. Women and middle-aged voters are most likely to say childcare is unaffordable.



Q23. Generally speaking, how affordable do you think childcare is in Georgia? If you have no opinion, you may indicate that.

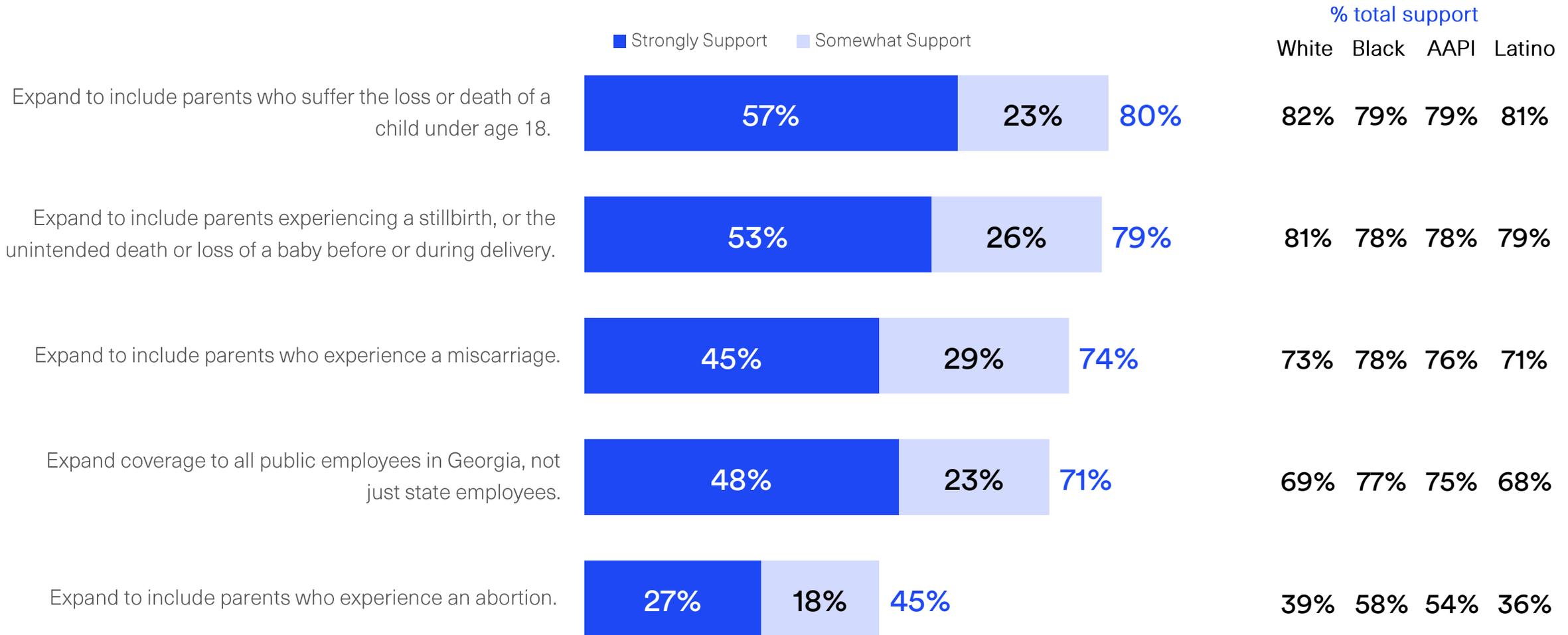


	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z	Parents	Non-Parents	White Parents	PoC Parents
Total Affordable	38%	19%	22%	34%	40%	42%	18%	17%	35%	44%	35%	23%	30%	40%
Total Unaffordable	47%	63%	57%	57%	49%	46%	55%	66%	54%	50%	59%	55%	61%	58%
No opinion	15%	18%	22%	9%	11%	12%	27%	17%	11%	6%	6%	22%	8%	3%

**Most proposals to expand parental leave are supported by a vast majority of voters, especially expanding parental leave to cover child death or stillbirth. Expanding paid leave to include people who experience an abortion is less likely to be supported by voters overall.**



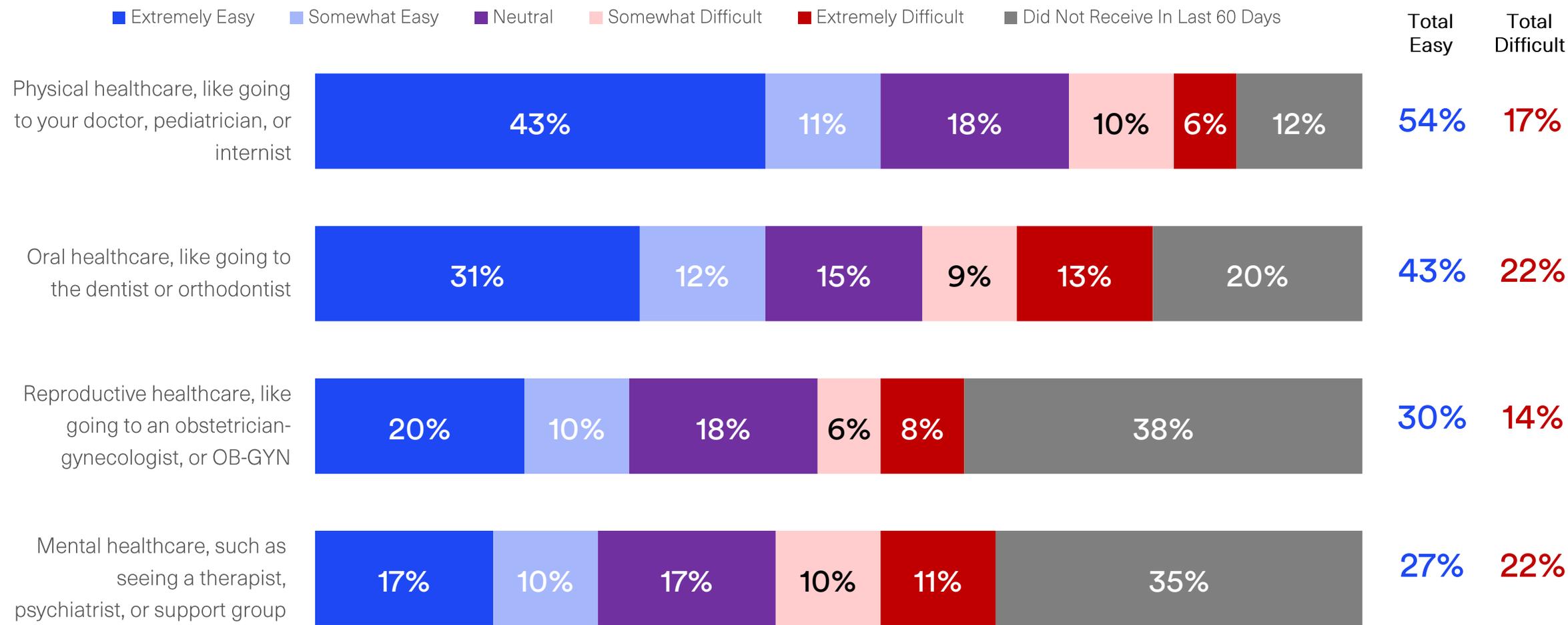
Q24. Georgia currently provides three weeks of paid parental leave to all state employees following the birth or adoption of a child. Here are several proposals that would expand the circumstances that state employees can take those three weeks of paid parental leave. Please indicate whether you would support or oppose each proposal.



# Respondents generally felt that medical care was easy to get, although substantial numbers of voters did not receive mental or reproductive care in the last 60 days. Those that did receive mental care found it less easy to receive than other kinds of medical care.



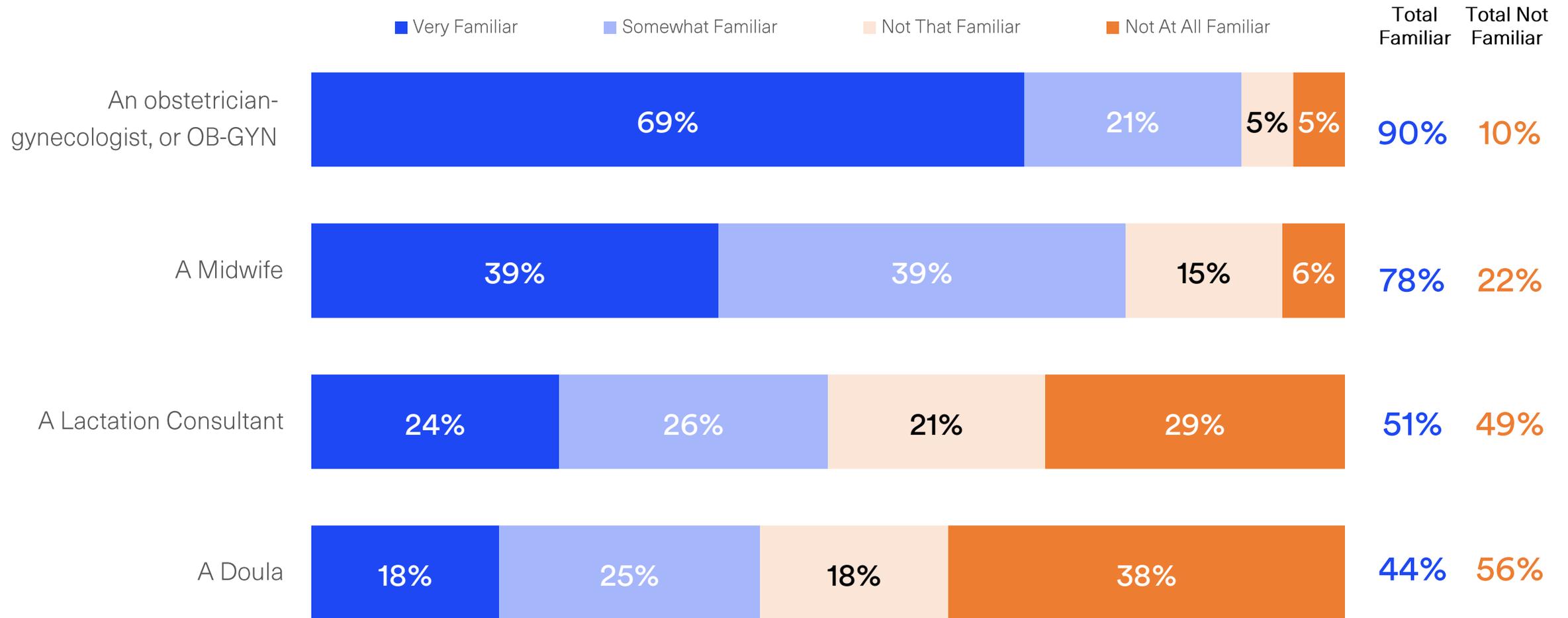
Q25. [SSA] Below is a list of medical treatments that people might receive. Thinking about the last 60 days, please rate on a scale from 0-10 the ease with which you were able to receive each treatment, where “10” means that it was EXTREMELY easy to get this treatment, “5” means that it was neither easy nor difficult, and “0” means that it was EXTREMELY DIFFICULT to get this treatment. You may select any number from 0-10. If you did not receive this treatment in the last 60 days, please indicate so.



# Voters are quite familiar with midwives and MDs specializing in reproductive or obstetric health. They are less familiar with medical professionals like Doulas or lactation consultants.



Q26. [SSB] Here is a list of some healthcare professionals. Please indicate how familiar you are with each of the following types of healthcare professionals.

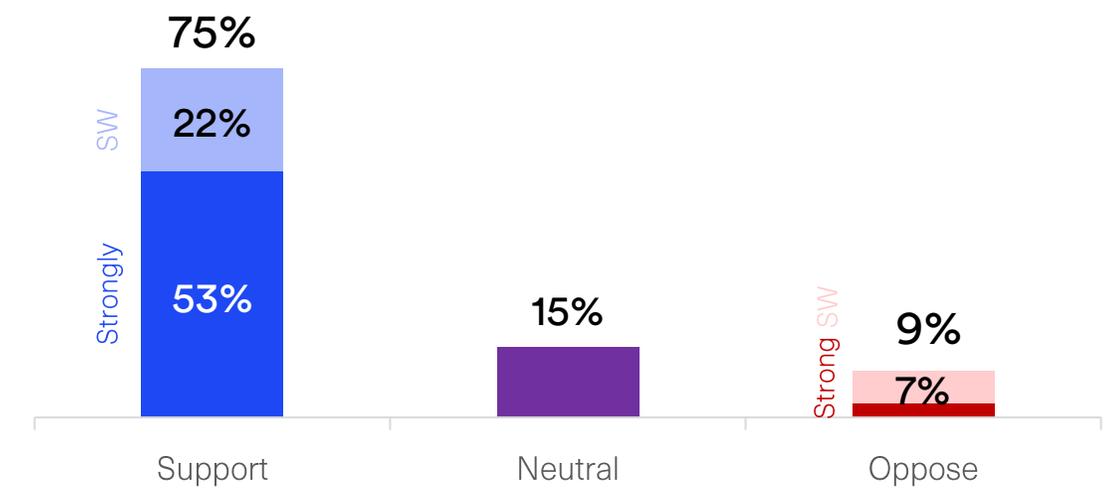




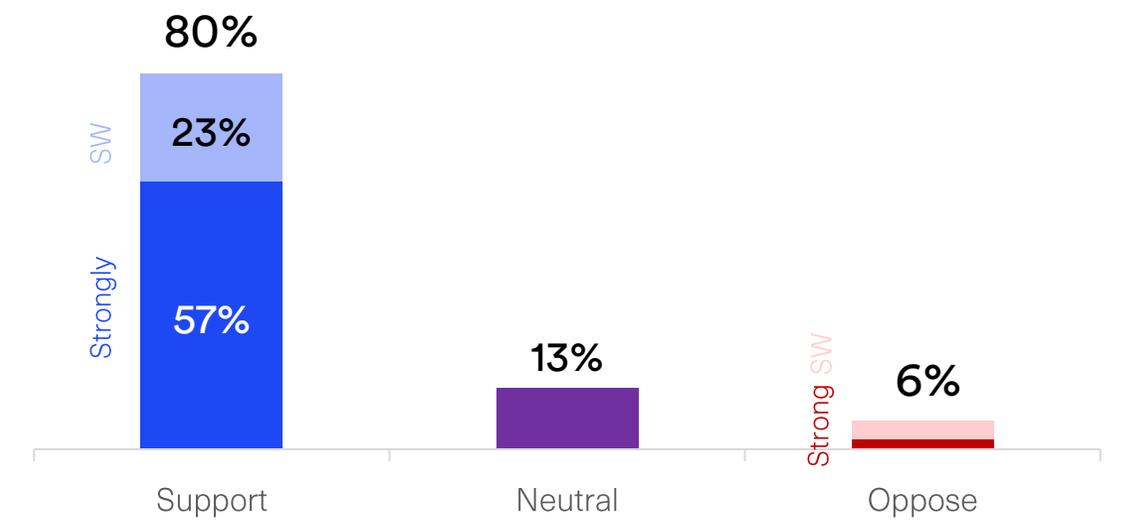
# Expanding Medicaid is very popular with Georgia voters. Offering some more information for the expansion increases support by about 10 points with women and white voters.

Q27. [SSA] The state legislature is considering whether or not to expand Medicaid eligibility and coverage in the next few years. Medicaid is the government health-insurance option for low-income people.  
 Would you support or oppose expanding Medicaid in Georgia?

Q27. [SSB] The state legislature is considering whether or not to expand Medicaid eligibility and coverage in the next few years. Medicaid is the government health-insurance option for low-income people. **Over the last decade, many states have expanded Medicaid services with existing grants from the federal government. Georgia is currently one of only 10 states that has refused to expand Medicaid coverage, which has left nearly 450,000 Georgians without health insurance.**  
 Would you support or oppose expanding Medicaid in Georgia?



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Support	76%	74%	68%	88%	68%	72%	72%	82%	74%	73%
Total Oppose	9%	10%	15%	1%	13%	3%	13%	7%	8%	9%

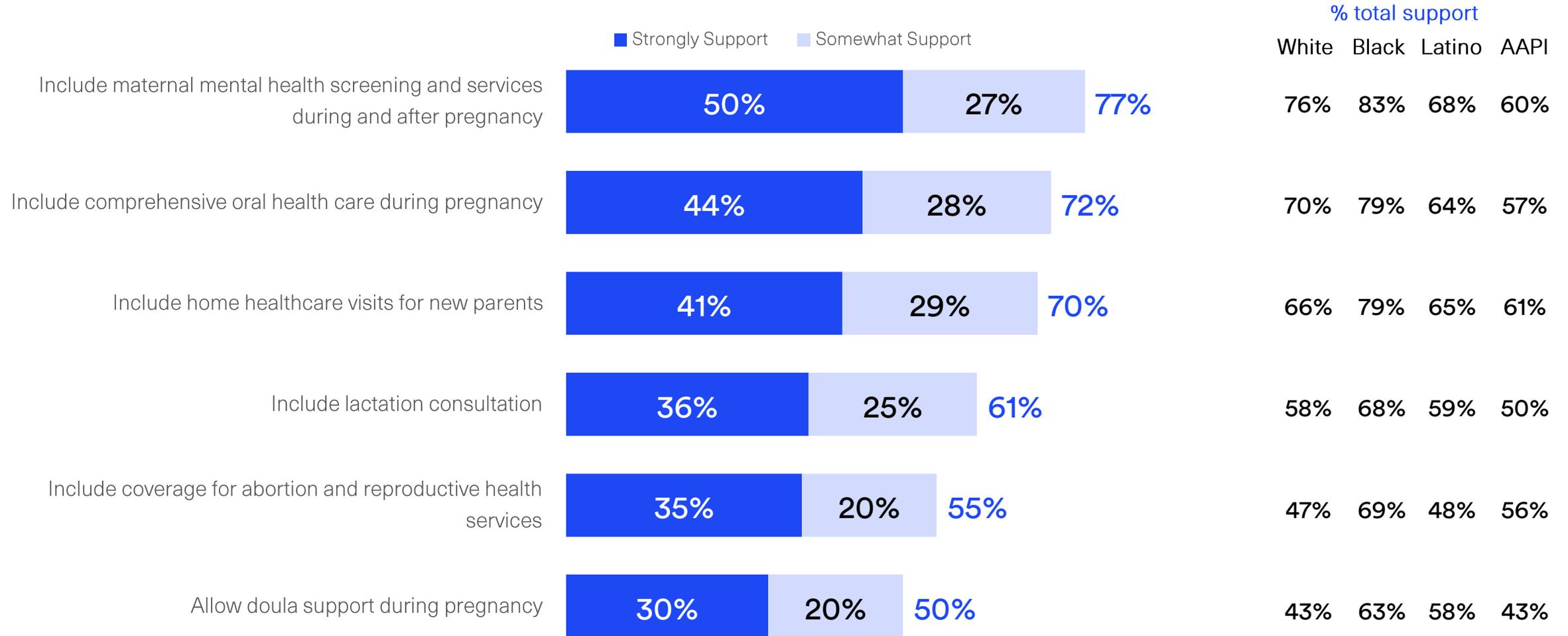


	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Support	78%	82%	78%	86%	82%	66%	78%	84%	81%	78%
Total Oppose	7%	6%	8%	2%	8%	13%	10%	6%	5%	3%

Allowing Medicaid to support maternal mental health, oral health, and in-home visits for new parents are highly popular – particularly mental health services. Doula support is less popular, likely due to lack of familiarity with doula work shown previously.



Q28. Here are several proposals that would expand the kinds of support that Medicaid, Georgia's public low-cost health insurance, would offer to people during their pregnancy. Please indicate whether you would support or oppose each proposal.

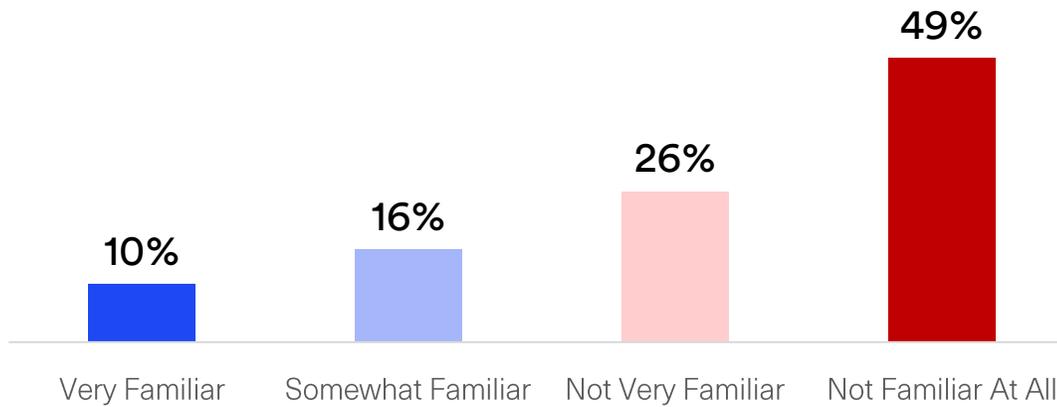


# Most Georgia voters are not familiar with CON laws. Voters are about evenly split on whether the CON laws limit healthcare or control costs.



Q32. How familiar are you with Certificate of Need laws, or CON laws?

75% of voters are unfamiliar with CON laws

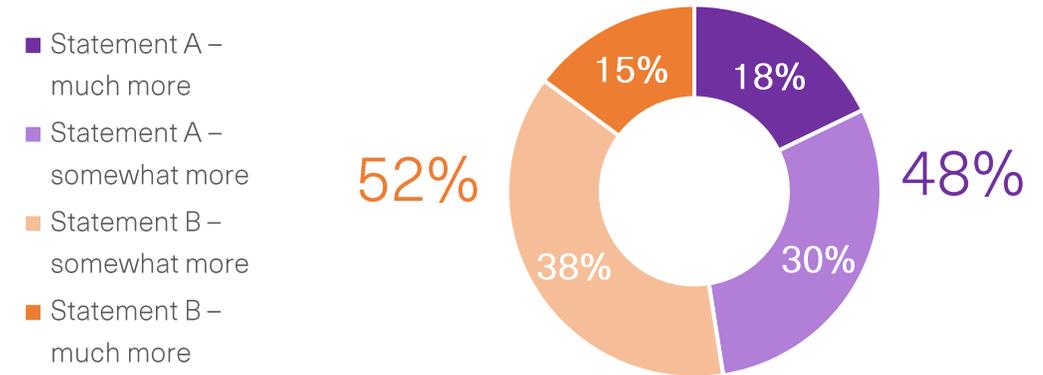


	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Familiar	30%	23%	21%	34%	33%	25%	13%	18%	35%	45%
Total Unfamiliar	70%	77%	79%	66%	67%	75%	86%	82%	65%	55%

Q33. Current laws in Georgia require that healthcare providers that want to open or expand services in a geographic area provide a "certificate of need" that demonstrates a demand for more services. Which of the following statements do you agree with more?

Statement A: Certificate of need laws unfairly limit access to critical healthcare services, like new hospitals and nursing homes

Statement B: Certificate of need laws are critical to controlling costs and ensuring that new healthcare services go where they're needed most.



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Statement A	44%	51%	48%	46%	57%	44%	44%	48%	50%	50%
Total Statement B	56%	49%	52%	54%	43%	56%	56%	52%	50%	50%



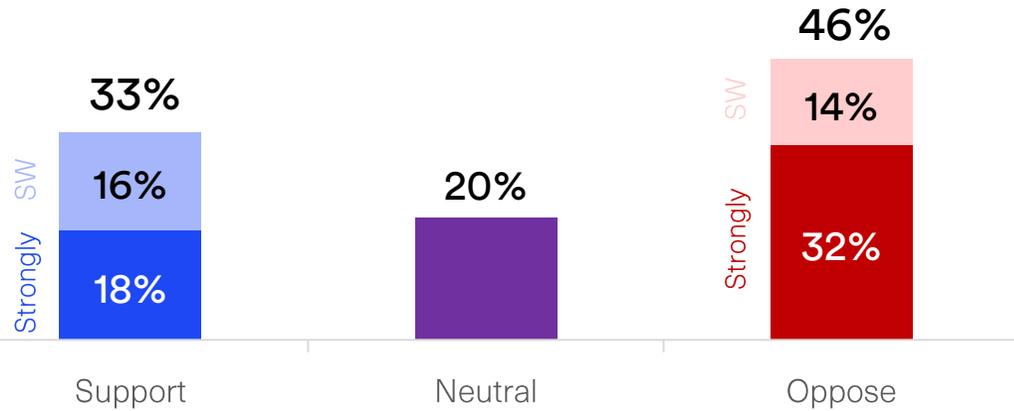
# Potential Proposals

# A plurality of voters in Georgia oppose the book bans. Two-thirds of voters believe that the book bans deny the truth of racial oppression in Georgia’s history, particularly younger voters and voters of color.



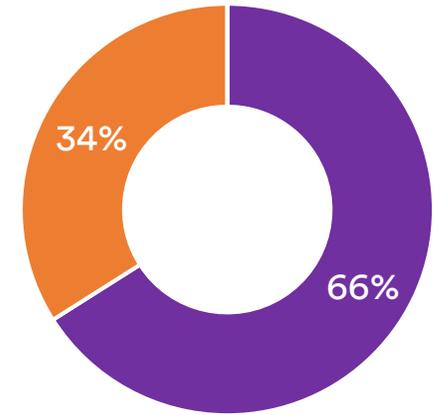
Q29. Do you support or oppose state governments passing laws that ban certain books from school classrooms and libraries?

Q30. Which of these statements comes closer to your own view, even if neither of them is exactly right?



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Support	38%	30%	35%	30%	38%	29%	33%	25%	37%	42%
Total Oppose	41%	50%	47%	47%	32%	43%	51%	52%	38%	42%

- Georgia’s schoolbook bans are bad because they deny the truth of racial oppression in the history of our state, giving an inaccurate view of history to future generations.
- Georgia’s schoolbook bans are good because they protect children from sexualization and woke ideology.

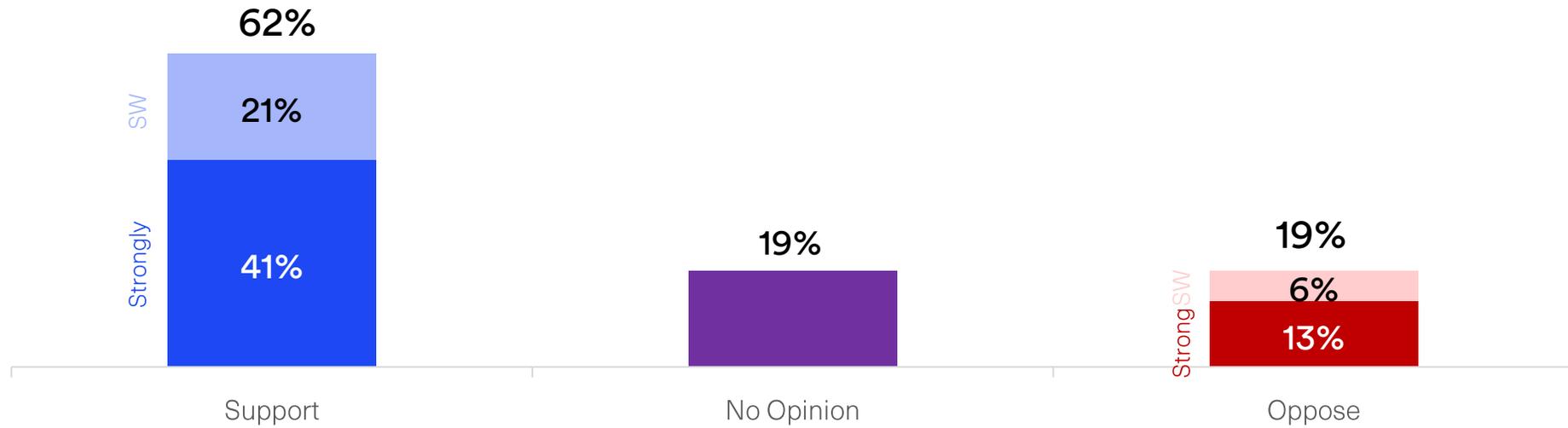


	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z
Total Bans Bad	60%	70%	57%	81%	62%	64%	56%	70%	68%	75%
Total Bans Good	40%	30%	43%	19%	38%	36%	44%	30%	32%	25%

# Adult cannabis use has majority support in Georgia. Young voters have much stronger support than the Silent and Boomer generations.



Q31. Would you support or oppose legalizing marijuana for adult use in Georgia?



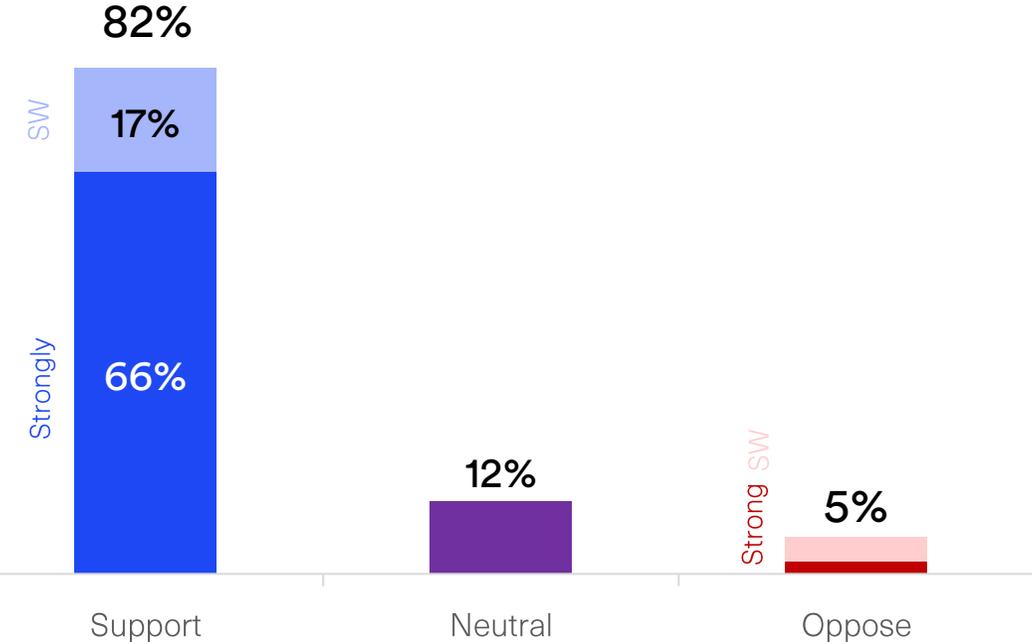
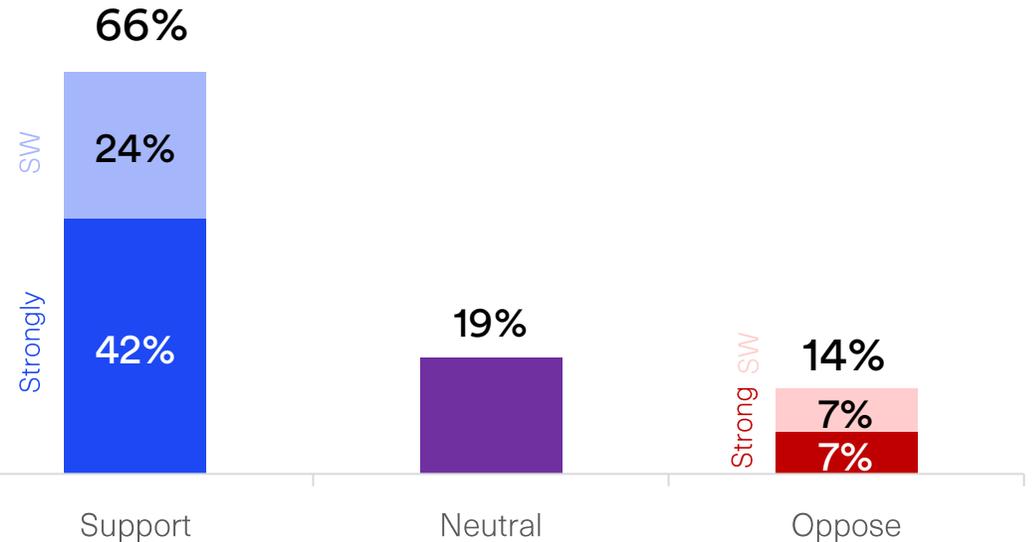
	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z	Black Under 50	Black Over 50	White Under 50	White Over 50
Total Support	63%	62%	62%	66%	56%	33%	45%	67%	71%	70%	73%	55%	72%	53%
Total Oppose	19%	20%	22%	14%	17%	30%	32%	16%	12%	11%	10%	20%	12%	30%



Georgia voters overwhelmingly support laws allowing counties and cities to enact rent control ordinances. Nearly two-thirds of votes support rent control, while supermajority of voters support anti-slum ordinances requiring landlords to maintain their properties in safe, livable, and sanitary condition.

Q34. Would you support or oppose allowing cities, counties, or the state to enact rent control, or limits on the amount of rent that landlords can increase on tenants every year?

Q34. Would you support or oppose allowing cities, counties, or the state to enact requirements that landlords maintain their rental properties in livable, safe, and sanitary conditions?



	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z	Home owner	Renter
Total Support	64%	69%	67%	67%	63%	63%	65%	72%	64%	66%	63%	72%
Total Oppose	17%	12%	16%	12%	12%	14%	16%	14%	14%	12%	16%	12%

	Men	Women	White	Black	Latino	AAPI	Silent/Boomer	Gen X	Millennial	Gen Z	Home owner	Renter
Total Support	81%	84%	87%	77%	68%	72%	94%	84%	73%	74%	85%	79%
Total Oppose	6%	5%	4%	7%	12%	6%	2%	4%	7%	11%	4%	7%

# Key Takeaways



1

Voters are generally satisfied with the direction of the state, and [inflation and cost of living is the most top of mind issue](#) for voters today. Voters would rather [see the state's \\$11 billion of unrestricted budget surplus invested in new services](#) for the people over tax rebates.

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In thinking about the upcoming state budget, [voters strongly support priorities that will make their lives more affordable given high cost of living and inflation](#). These priorities include more affordable health care, prescription drug prices, housing, and childcare. They also support funding elderly and disability care and rural healthcare services.

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Most Georgians feel that [abortion should be legal in most cases and the government should not interfere in a personal healthcare decision](#). Voters are concerned about getting access to abortions under the six-week ban and worry about potential legal implications for parents and healthcare providers.

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[Medicare expansion is very popular in Georgia](#) as well as legalizing adult cannabis use. Given the high cost of living and rising rents, [voters strongly support rent control and tenant's rights on housing conditions](#).

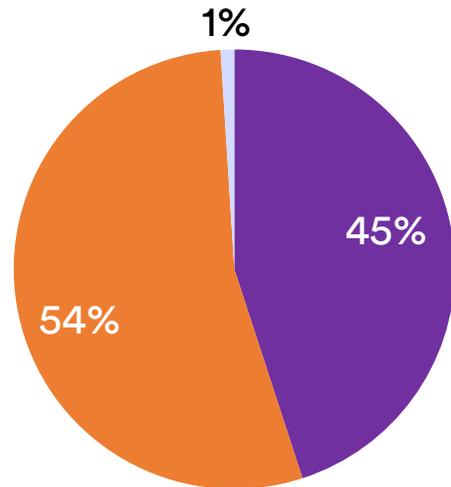


# Appendix

# Demographic Profile of Sample

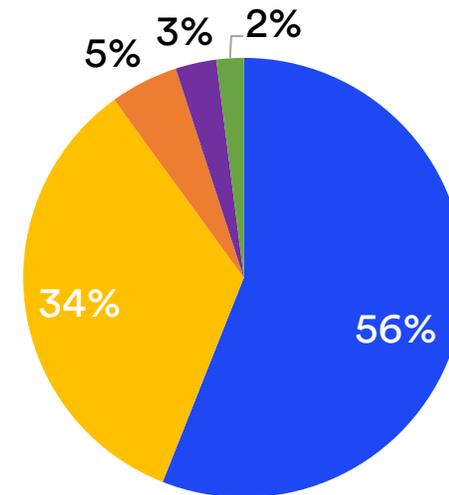


## GENDER



- Men
- Women
- Gender Non-Conforming/Other

## RACE

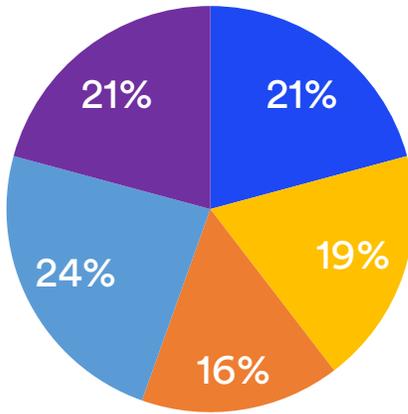


- White
- Black
- Latino
- AAPI
- Other



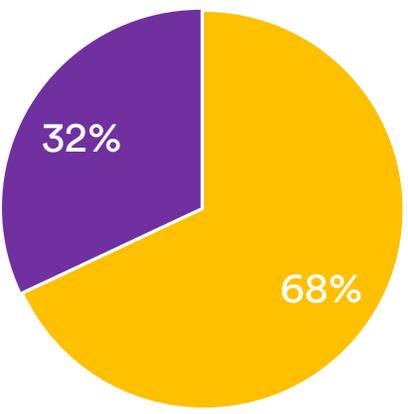
# Demographic Profile of Sample - Continued

## AGE



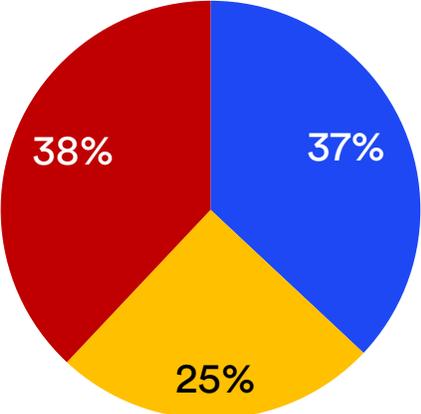
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 64
- 65+

## EDUCATION



- Non-College Graduate
- College or Grad School

## PARTY ID

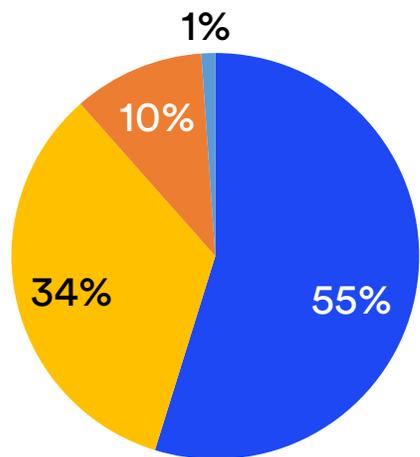


- Democrat
- Independent
- Republican

# Demographic Profile of Sample - Continued

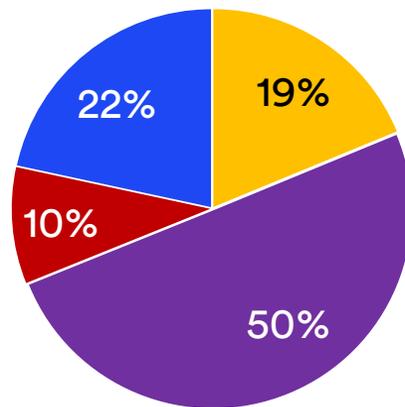


## HOMEOWNERSHIP



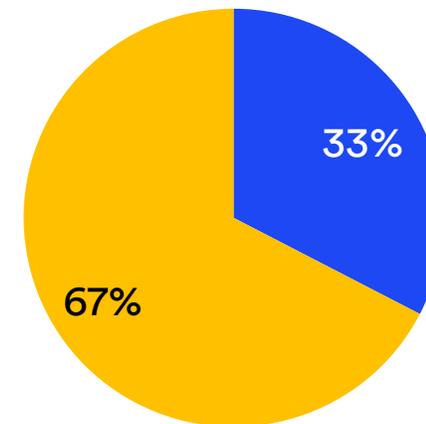
- Homeowner
- Rent
- Live with friend/family member
- Something else

## URBANICITY



- Urban
- Suburban
- Small town
- Rural

## PARENTAL STATUS



- Parent
- Not Parent