

Georgia Statewide Poll - Spring 2024

Prepared for *Care in Action* by *TargetSmart Research Solutions*



Survey Methodology



TargetSmart designed and administered this multi-modal survey. The survey reached **1,000 adults**, age 18 or older, who indicated they were registered to vote in Georgia. The survey was conducted **May 20-23, 2024**, via live phones with trained operators and online via a link from a SMS.

The sample was randomly selected from TargetSmart's enhanced voter file. Fifty percent of respondents were reached on telephones. Seventy percent of the respondents who took the survey via phone were reached on a wireless phone (71 percent weighted). Fifty percent were reached via SMS and took the survey online.

Quotas were assigned to reflect the demographic distribution of registered voters in Georgia. The data were weighted by gender, age, race on file, TargetSmart Partisan Score, TargetSmart Presidential General Turnout Score, TargetSmart High School Only Score, region by media market by urbanicity, and self-identified race to ensure an accurate reflection of the population.

The **overall margin of error is +/- 3.1%**. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.



Breakdown of the Georgia Electorate:



Party Identification*

Democratic 42%
independent 14%
Republican 41%



Gender

Women 53%
Men 47%



Race

White 52%
Black 32%
Hispanic 4%
AAPI 2%
Other/refused to answer 10%



Region

South Georgia 28%
Suburban ATL 32%
Urban ATL 17%
North Georgia/Outer ATL 22%



Age

18-29 19%
30-39 18%
40-49 16%
50-64 24%
65+ 22%



Education

HS or Less 14%
Post-HS 33%
College + 52%

*Includes Independents who lean D/R as D/R



Key Findings

Key Findings



Independents and voters of color have swung sharply toward Trump

Per exit polls Biden won independents by +9 points in 2020, but now trails by -25 with them. Similar to what we saw in our NC polling, Biden has seen major erosion in his support with Black voters and voters of color more broadly.



Support for the Care Agenda is broad and intense in Georgia

46% of Georgia voters are much more likely to vote for a candidate who supports the Care Agenda and all the elements of the Care Agenda are overwhelmingly popular.



Care moves votes to Biden in Georgia and can help Biden close the gap in the state.

Joe Biden goes from -7 on the ballot to -3 after voters learn he supports the Care agenda. Care messaging is particularly effective in bringing wavering Democrats home and voters of color as well. In particular, voters of color in suburban Atlanta shift towards Biden.



Care advocates have a clear lane to play an important role in the 2024 elections.

Biden is performing worse with parents and those supporting elderly relatives and he has a clear path to improving his margins with them via the Care Agenda.



Care Can't Wait Action Model in GA, Top Tier Demographics:

The following groups over-index* among the top tier in our CCWA Model:

- ★ **Black Voters: +21**
- Suburban Atlanta Voters of Color: +13**
- Women: +11**

*The demographics and geographies displayed over index their statewide distribution among the voters most receptive to messaging around care. Numbers reflect that. For example, if Demographic X is 20% of the likely electorate but 31% of the top tier in the model, they would have +11 next to them.



Care in the 2024 Race in Georgia

1 Top Demographic Target: Voters of Color

2 Top Geographic Target: Atlanta Suburbs

3 Messaging Priority: Medicare and Medicaid covering more and making care more affordable, especially for seniors

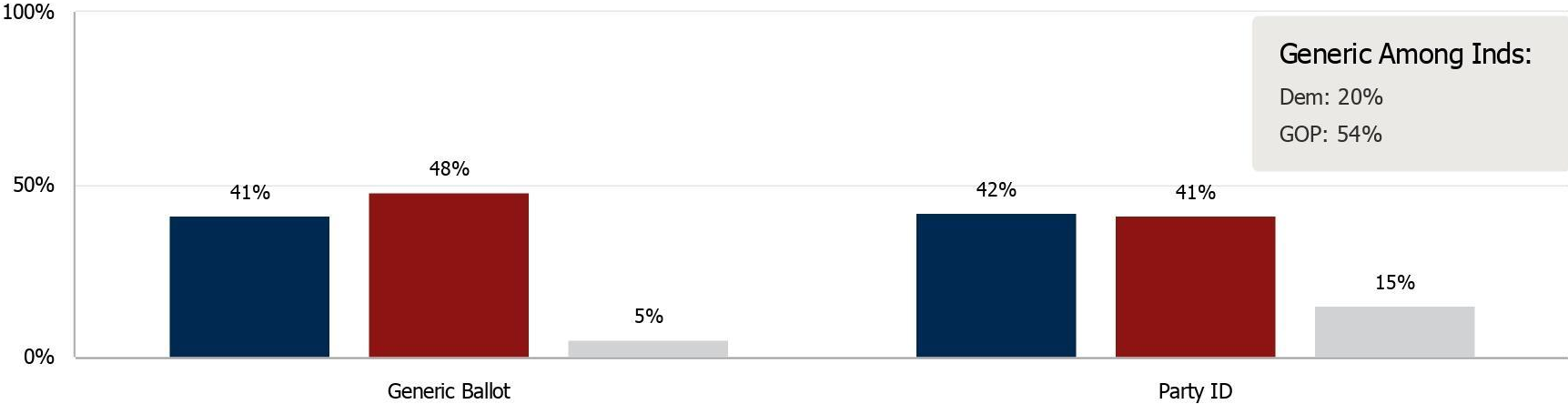


Political Context

Republicans lead on the generic ballot by +6 points; independents prefer Republicans by +34 points

Generic Ballot and Party ID*

Democrat Republican Other Candidate/Independent



Q.9 Thinking again about this November's election, if the election for Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district? AND

Q.23 Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

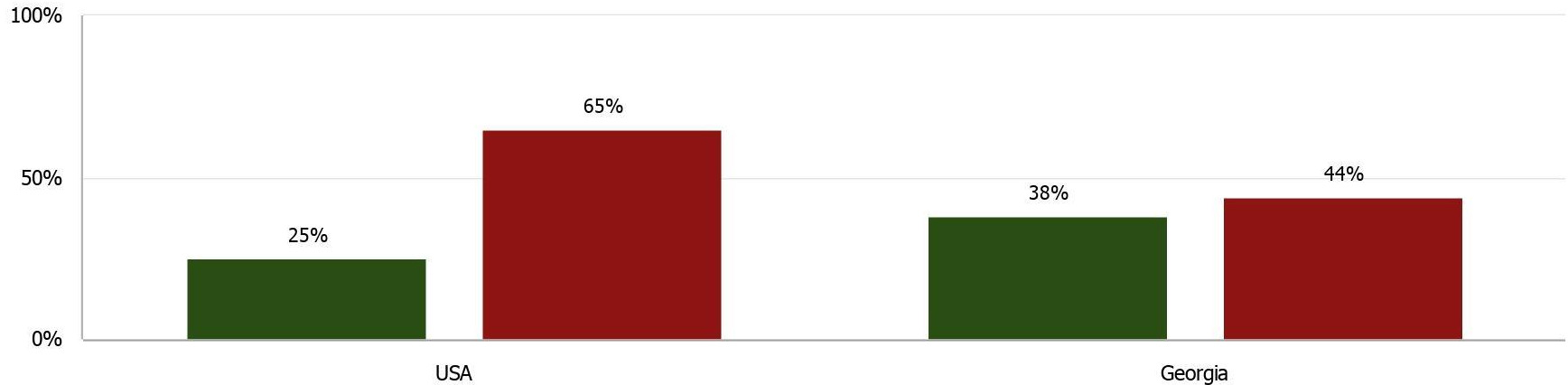
*Includes Independents who lean D/R as D/R



There is a big gap between the state of the nation and the state of the state

Right Track/Wrong Track

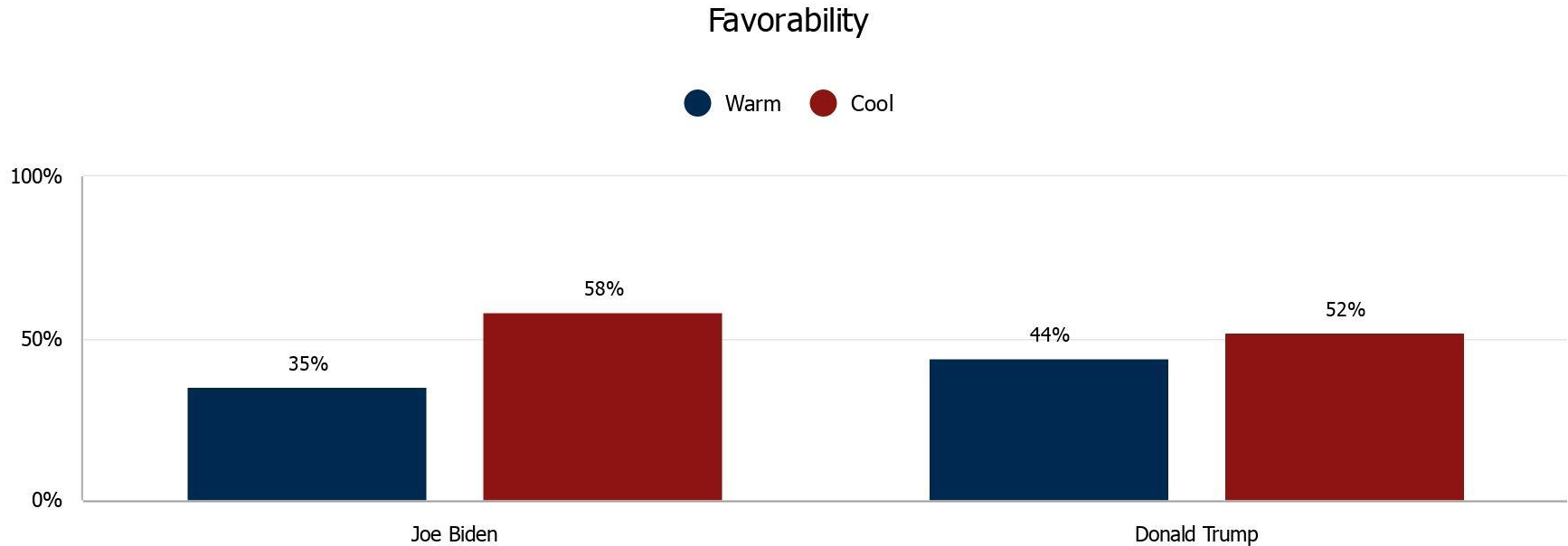
● Right Direction ● Wrong Track



Q.6 Generally speaking, do you think that things in the United States are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track? AND Q.7 And how about in Georgia? Generally speaking, do you think that things in Georgia are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



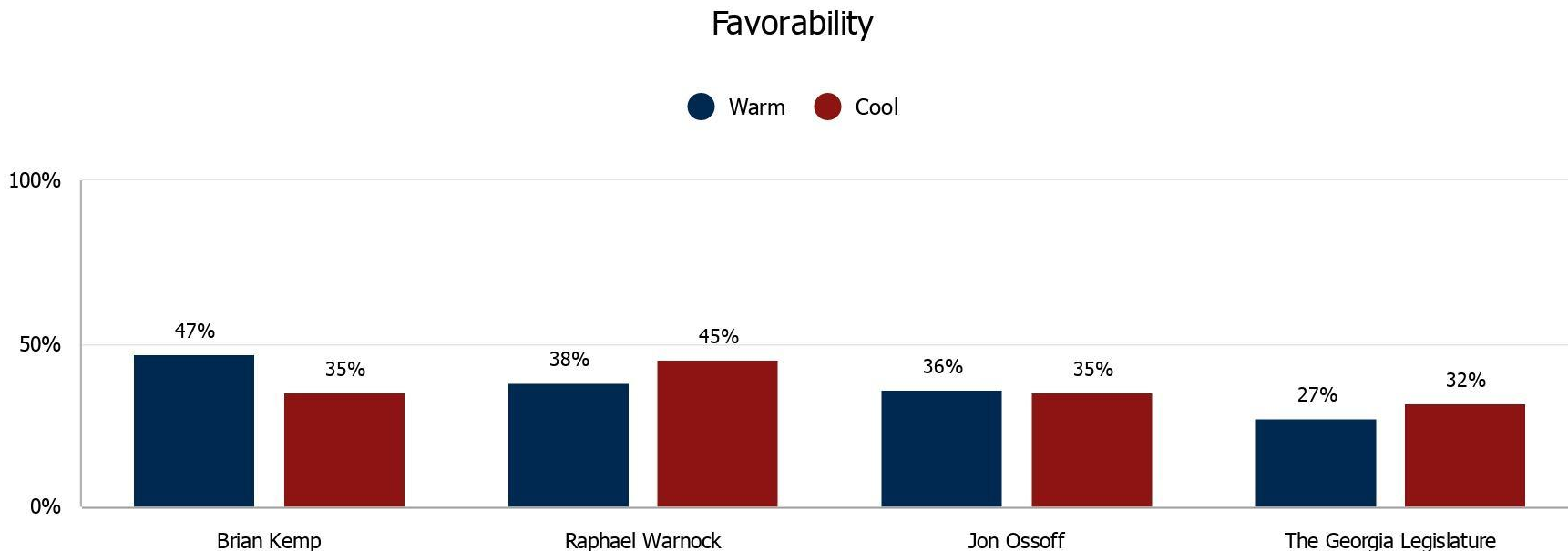
Donald Trump has a significant advantage over Joe Biden in terms of personal popularity



Q.11 I'd like to rate your feelings toward some people and groups using a scale of zero to one hundred. Zero means a very cold, unfavorable feeling, one hundred a very warm, favorable feeling, and fifty is neutral. Use any number from zero to one hundred, the higher the number the warmer your feeling. If you have no opinion or have never heard of them, please say so.



And Brian Kemp is the most-popular politician tested in the poll

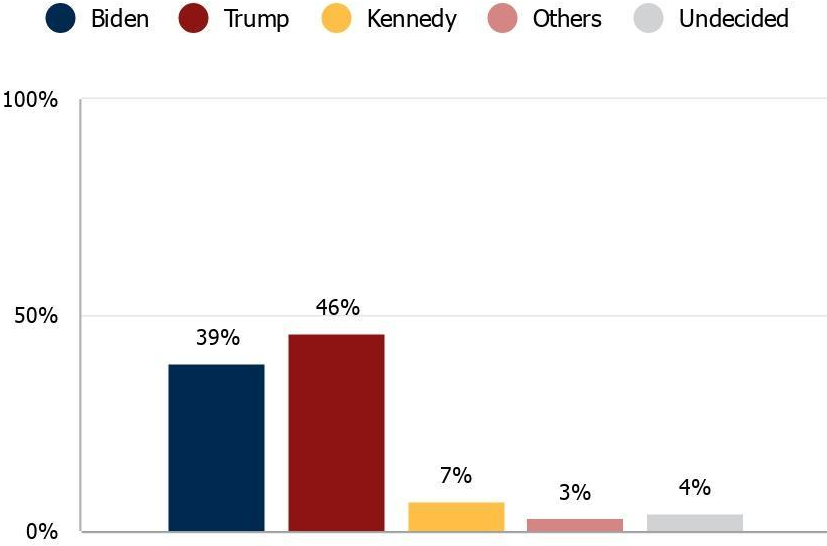


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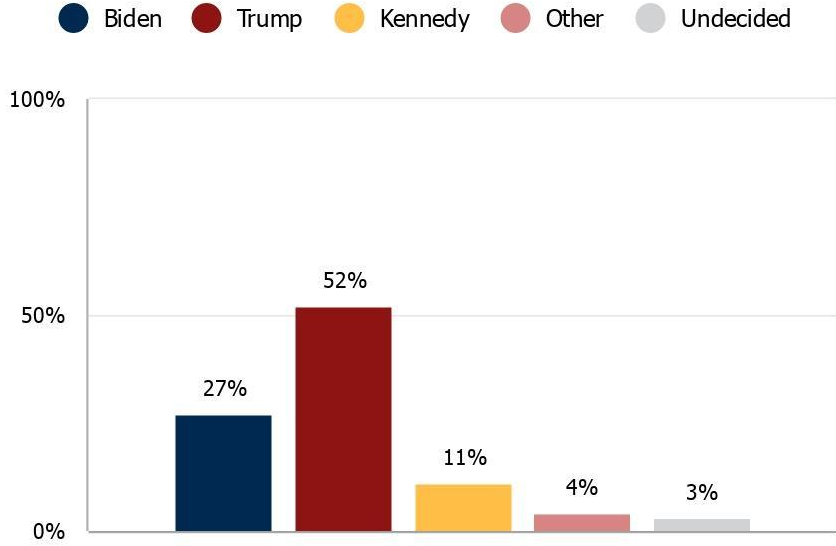


Trump leads by 7 points thanks to a dominant position with independent voters

Presidential Race



Presidential Race: Independent Voters*



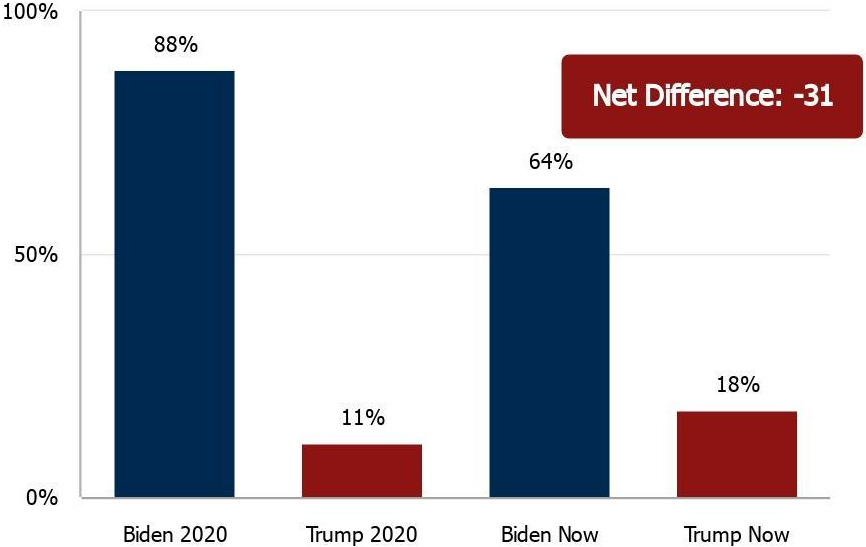
Q.12 Switching gears, if the 2024 election for President of the United States were held today and the candidates were Democrat Joe Biden, Republican Donald Trump, Green Party candidate Jill Stein, Libertarian Chase Oliver, independent* Robert F. Kennedy, Jr., and independent Cornel West, for whom would you vote?

*Inds who lean D/R kept as independent hereafter

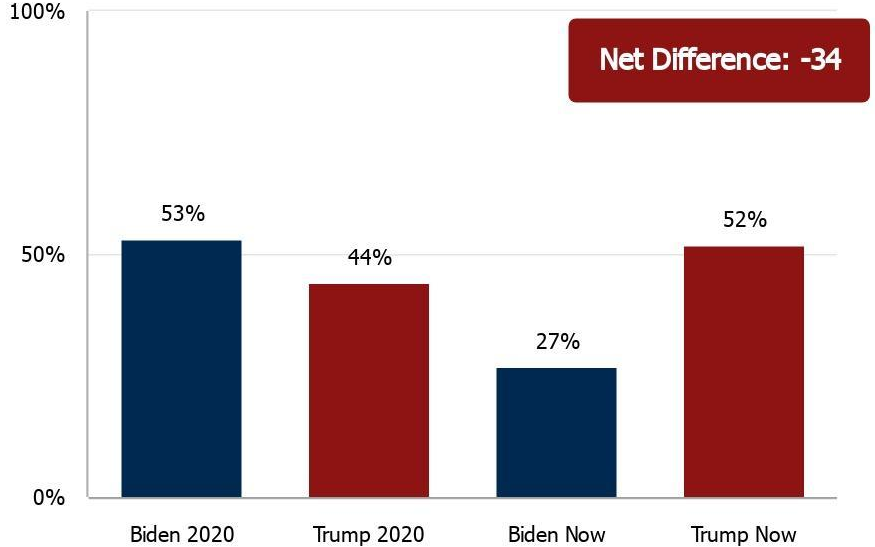


Biden is struggling with independent voters and Black voters, compared to 2020

2020* vs. 2024 Presidential Race: Black Voters



2020* vs. 2024 Presidential Race: Independent Voters



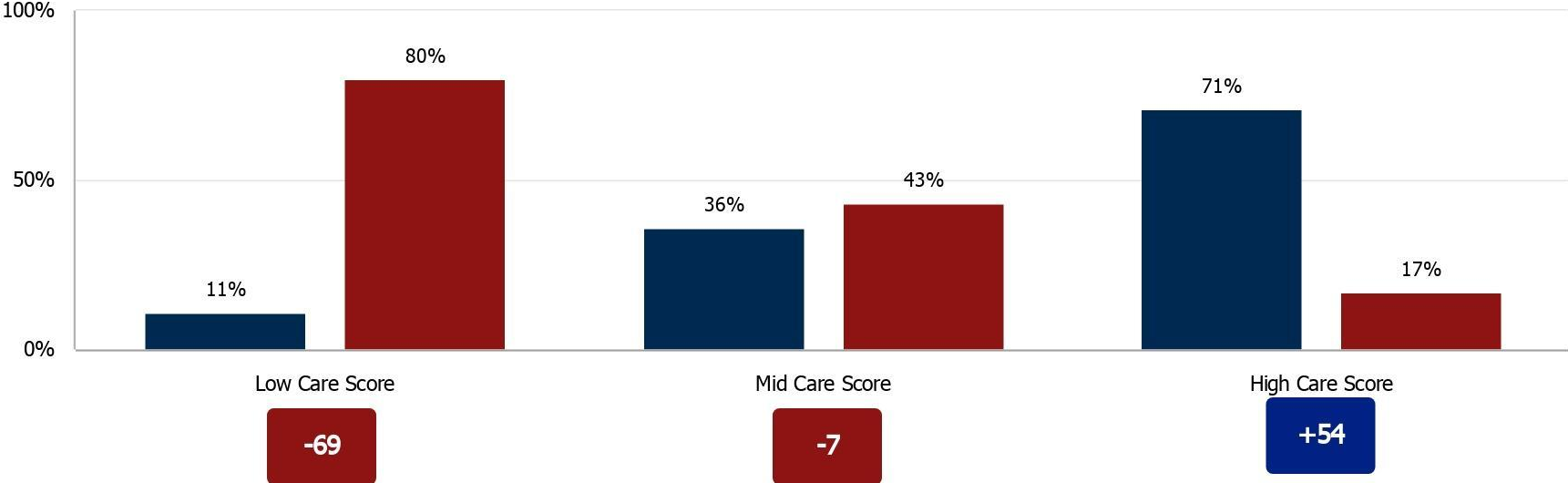
*Per NYT Exit Polls



Biden is not winning care-sensitive voters by as much as Trump is winning care-agnostic voters

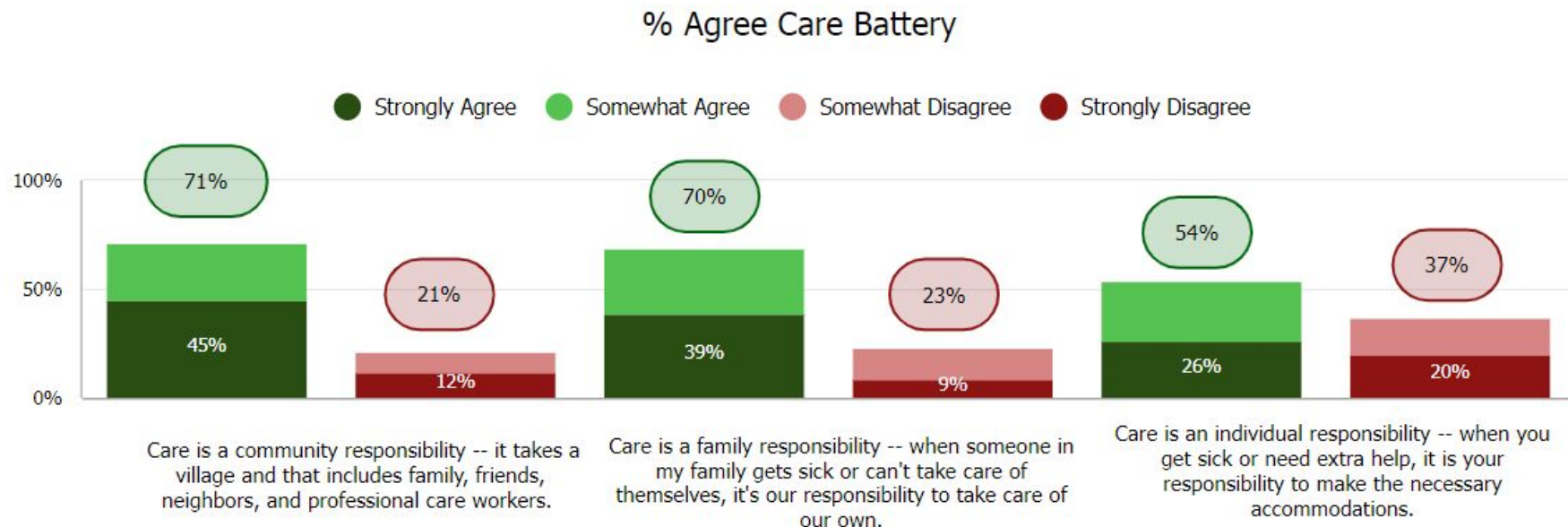
Presidential Race by Care Score Tier

● Biden ● Trump



The Care Agenda in Georgia

Georgians view care mostly as a community responsibility

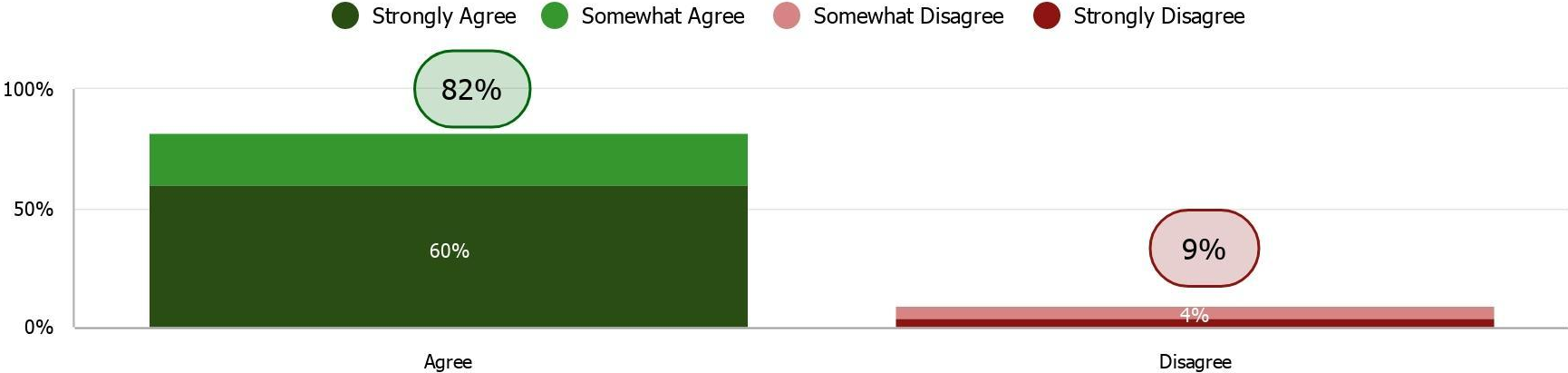


Q.18 Please tell me whether you agree or disagree with each of the following statements about care workers and care work.



Homecare for seniors and the disabled is widely and intensely viewed as unaffordable

% Agree Care Battery



In-home care for elders and for those living with disabilities is unaffordable for most people.

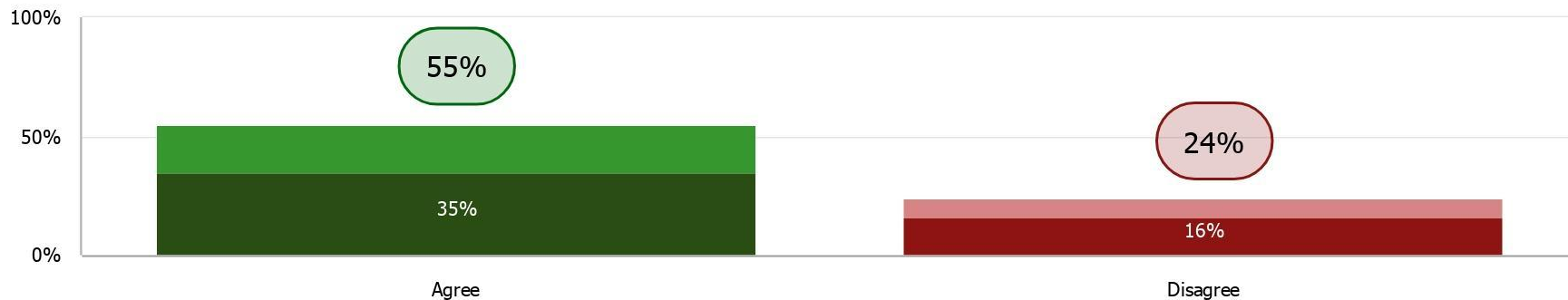


Q.18 Please tell me whether you agree or disagree with each of the following statements about care workers and care work.

A majority of Georgians consider home care costs a major stressor for their family

% Agree Care Battery

● Strongly Agree ● Somewhat Agree ● Somewhat Disagree ● Strongly Disagree

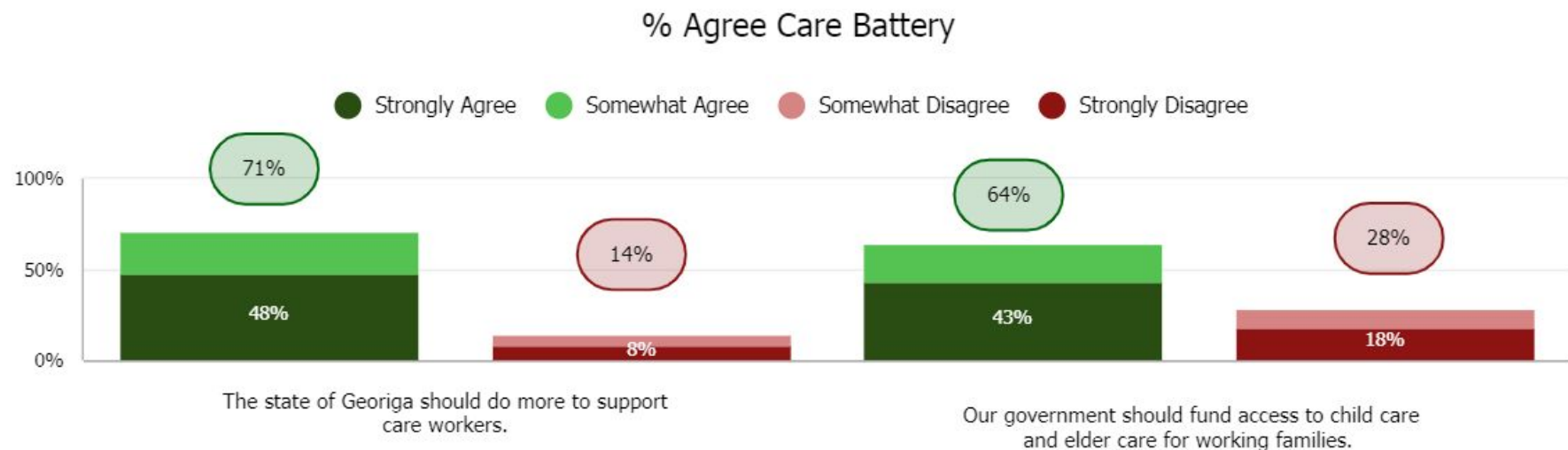


Home care costs are a major stressor for my family.

Q.18 Please tell me whether you agree or disagree with each of the following statements about care workers and care work.



Georgians agree that the state government should do more for care workers and that government should help make child and elder care more affordable



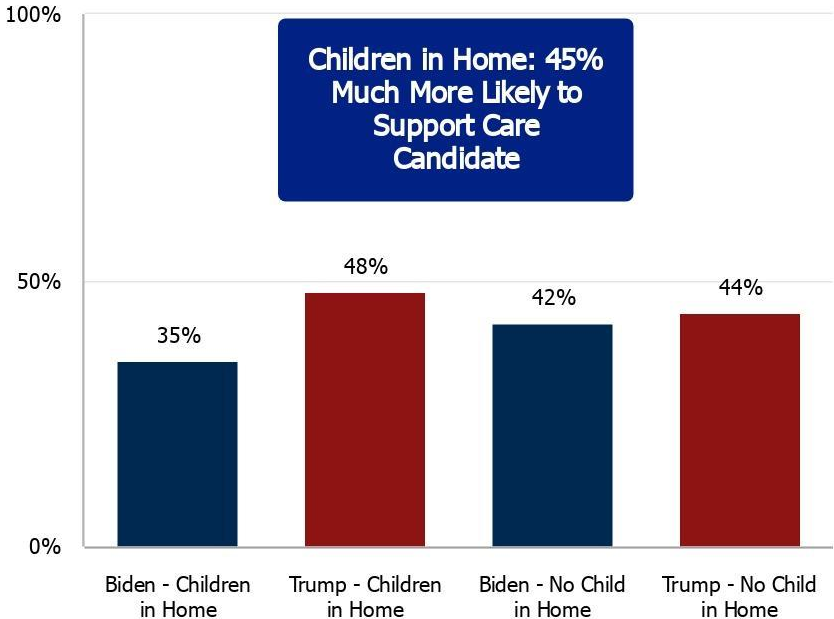
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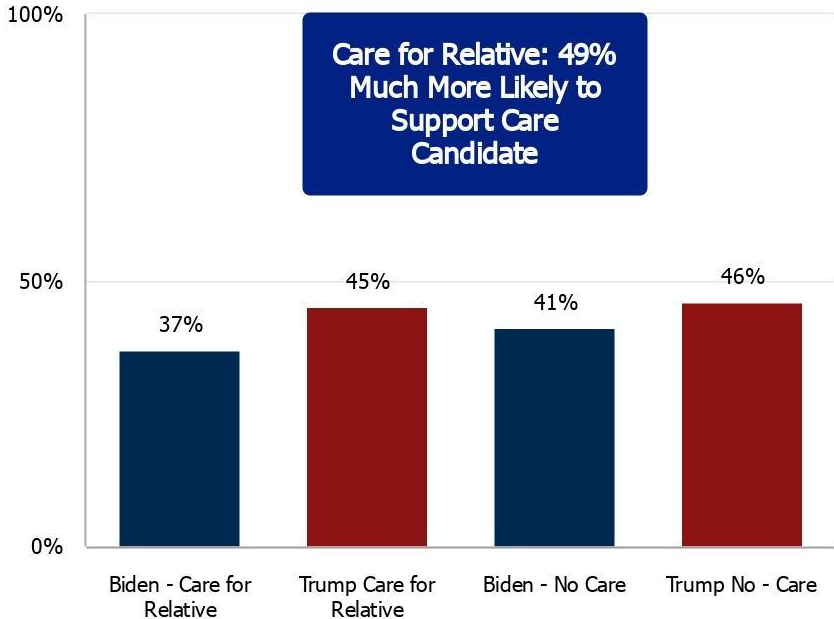
The Care Agenda and the 2024 Election

Biden is doing worse among voters with children

Presidential Race by Children in the Home



Presidential Race by Care for Relative



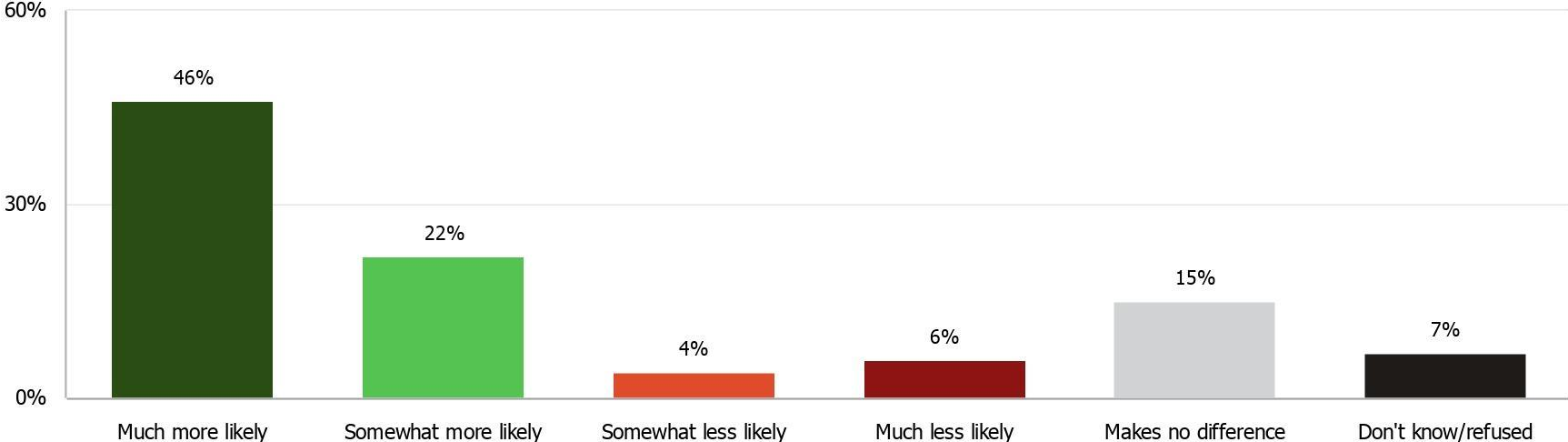
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Nearly half of Georgia voters are much more likely to support a candidate who supports the Care agenda

Initial Support for Care Candidates

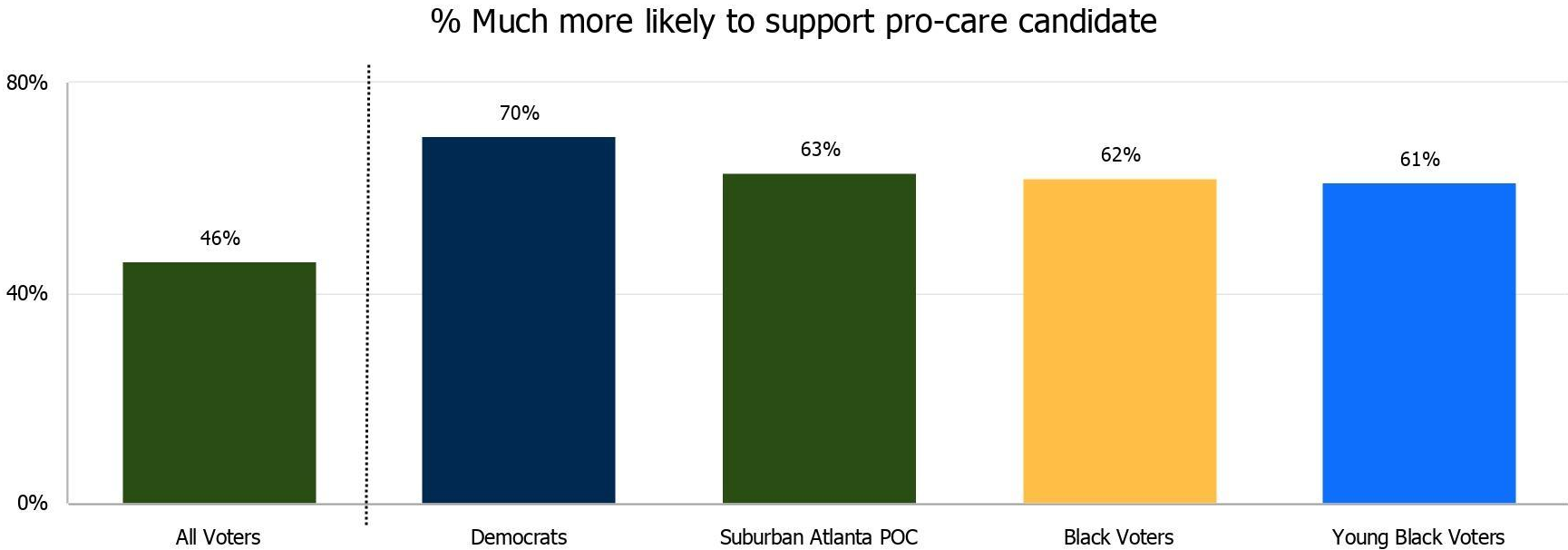
Total More likely: 67%, Total Less likely: 10%



Q.17 As you may know, care work often refers to child care and home- and community-based services assisting seniors and people with disabilities, whether in health care or residential settings. Would you be more or less likely to support a candidate for political office who prioritizes ensuring these kinds of services are accessible and affordable for families who need them and improving working conditions and pay for care workers, or does it not make a difference either way?



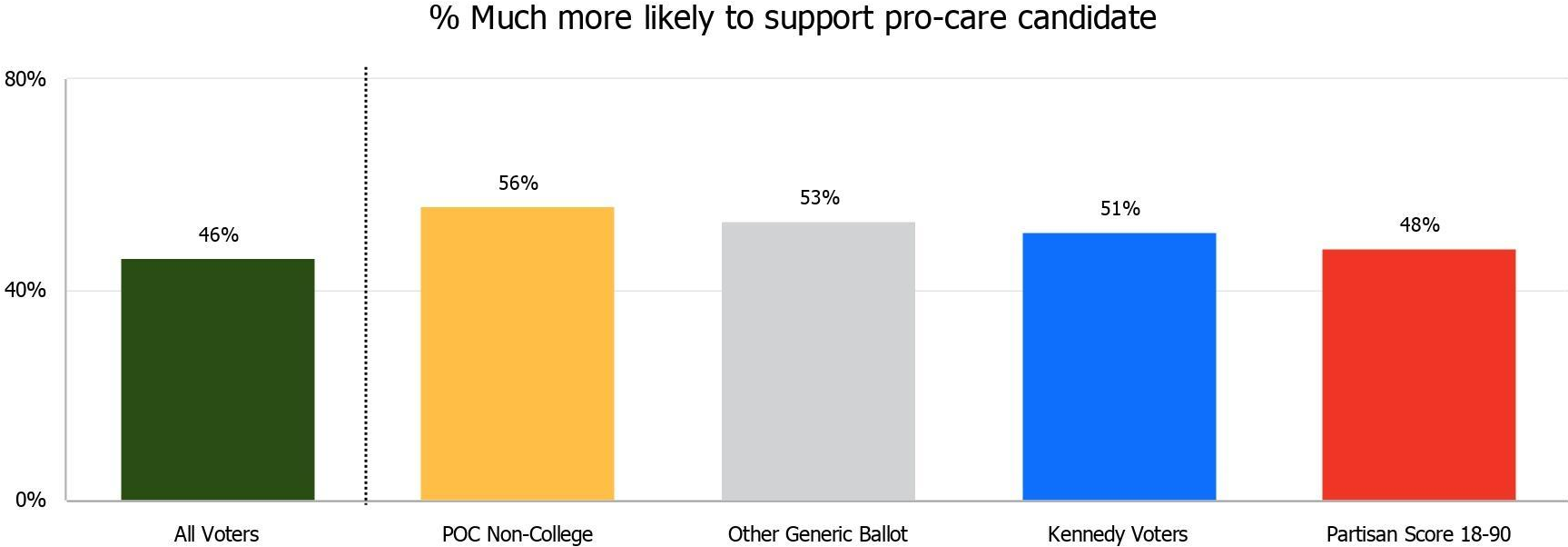
The impact of Care agenda is particularly high among suburban VOC and younger Black voters



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Intensity of impact of the Care agenda is also strong among various swing constituencies

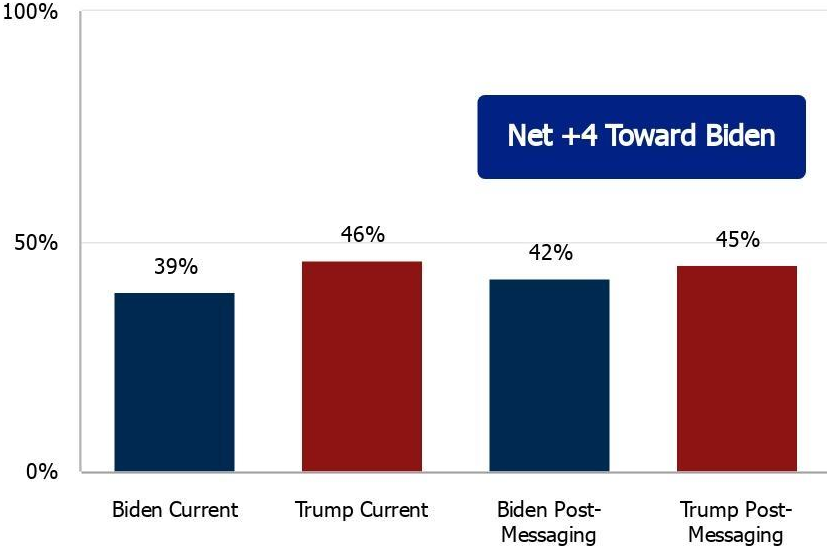


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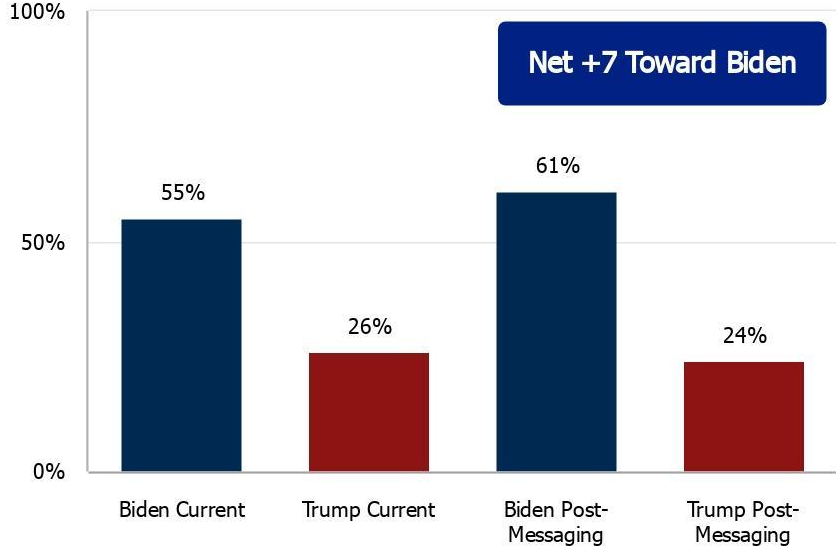


The Care agenda moves voters toward Biden; shift more pronounced among voters of color in suburban Atlanta

Care Agenda Effect on Presidential Ballot



Suburban Atlanta VOC



Q.12 Switching gears, if the 2024 election for President of the United States were held today and the candidates were Democrat Joe Biden, Republican Donald Trump, Green Party candidate Jill Stein, Libertarian Chase Oliver, independent Robert F. Kennedy, Jr., and independent Cornel West, for whom would you vote? / Q.21 And after hearing this, if the 2024 election for President of the United States were held today and the candidates were Democrat Joe Biden, Republican Donald Trump, Green Party candidate Jill Stein, Libertarian Chase Oliver, independent Robert F. Kennedy, Jr., and independent Cornel West, for whom would you vote?



Messaging

Expanding what Medicare and Medicaid cover as well as senior care and tax credits are all strong pro-care messages for candidates to carry

Candidate Description Battery - % Much More Likely

Medicaid and Medicare - 52%

A candidate who supports Medicare and Medicaid covering more of the costs of home care than they currently cover

Affordable Care for Seniors - 49%

A candidate who supports policies to expand the availability of affordable home care options that allow seniors and people with disabilities to get needed care in their homes

Tax Credits - 49%

A candidate who will advocate for tax credits and other policies to help family caregivers who stay at home to take care of elderly parents and family members with disabilities

Affordable Care - 46%

A candidate who supports policies that help care workers and those who depend on them by ensuring affordable child care, affordable in-home care for elders, and affordable care for those living with disabilities

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



But other aspects of the agenda also prove to be strong credentials for pro-Care candidates

Candidate Description Battery - % Much More Likely

Better Wages - 45%

A candidate who will prioritize good jobs and wages for those providing care service

Child Care - 45%

A candidate who understands the burden the rising cost of child care puts on working parents, and will be focused on helping make child care more affordable

Paid Sick Leave - 45%

A candidate who will expand paid leave and sick leave

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



With the most Care-focused voters, all the messages are very strong

	% Much More Likely	
	All	High Care Model Tier
Medicaid and Medicare Cover More	52%	69%
Affordable Care for Seniors and People with Disabilities	49%	69%
Tax Credits to Caregivers	49%	66%
Affordable Care	46%	69%
Good Jobs and Wages for Care Workers	45%	65%
Affordable Child Care	45%	64%
Expand Paid Sick Leave	45%	63%

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



Voters of color in the Atlanta suburbs also respond to panoply of pro-Care messages

	% Much More Likely	
	All	Suburban ATL VOC
Medicaid and Medicare Cover More	52%	68%
Affordable Care for Seniors and People with Disabilities	49%	70%
Tax Credits to Caregivers	49%	67%
Affordable Care	46%	67%
Good Jobs and Wages for Care Workers	45%	62%
Affordable Child Care	45%	68%
Expand Paid Sick Leave	45%	71%

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



Expanding what Medicare and Medicaid cover pops as a message among Black voters across the state

	% Much More Likely	
	All	Black Voters
Medicaid and Medicare Cover More	52%	70%
Affordable Care for Seniors and People with Disabilities	49%	66%
Tax Credits to Caregivers	49%	62%
Affordable Care	46%	64%
Good Jobs and Wages for Care Workers	45%	62%
Affordable Child Care	45%	63%
Expand Paid Sick Leave	45%	66%

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



Voters with children in the home respond best to Medicare/Medicaid and affordable child care

	% Much More Likely	
	All	Children in Home
Medicaid and Medicare Cover More	52%	47%
Affordable Care for Seniors and People with Disabilities	49%	43%
Tax Credits to Caregivers	49%	44%
Affordable Care	46%	41%
Good Jobs and Wages for Care Workers	45%	41%
Affordable Child Care	45%	45%
Expand Paid Sick Leave	45%	44%

Q.19 Now I'm going to read you some descriptions of a candidate for political office. After each, please tell me if you would be more or less likely to vote for this kind of candidate.



Medicare/Medicaid is also the top message for those who care for a relative

	% Much More Likely	
	All	Care for Relative
Medicaid and Medicare Cover More	52%	55%
Affordable Care for Seniors and People with Disabilities	49%	52%
Tax Credits to Caregivers	49%	54%
Affordable Care	46%	49%
Good Jobs and Wages for Care Workers	45%	49%
Affordable Child Care	45%	47%
Expand Paid Sick Leave	45%	46%

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Questions?



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