

Black Lives Matter 2020

November 24 – December 8, 2020

Post-election Survey of 484 African American voters

Margin of Error +/- 4.4%

TOPLINES

INTRODUCTION

1. What is your age?

18-24	8%
25-34	17%
35-44	17%
45-54	18%
55-64	19%
65+	21%

2. Are you registered to vote in Georgia?

Yes	98%
No	2%

3. What is your race?

African American or Black	94%
Mixed Race - AA or Black	5%
Afro Caribbean	1%
Haitian	0%

4. Many Americans chose not to vote in the November 4th general election. Did you vote in the November 4th general election?

Yes	88%
No	12%

5. Here is a list of reasons others have provided to explain why they did not vote in the general election. Please select the reason(s) that best describe why you did not vote in the general election. You can select up to 2 answers.

I didn't think my vote would be properly counted	7%
I didn't know enough about the candidates	2%
I didn't think voting changes things that matter to me	23%
I didn't think the candidates represented my values	22%
COVID-19 social distancing restrictions	42%
Lines were too long	3%
I didn't have proper voter identification	14%
I didn't know how to register to vote	2%
Intimidating presence at my polling place	0%
I didn't know where my polling location was	3%

POLITICAL CLIMATE

6. What are the THREE (3) most important issues facing the state of Georgia today?

Criminal Justice Reform	45%
Economic Inequality	69%
Health Care	71%
Racism and Discrimination	74%
Voter Suppression	40%

7. Now, please rate how you feel about some people or organizations using a scale from 0 to 10 where “10” means that you feel VERY WARM and FAVORABLE towards them, “5” means that you feel neither warm or cold (neutral), and “0” means that you feel VERY COLD and UNFAVORABLE towards them. You may use any number from 0 to 10 depending on how you feel. If you have no opinion or have never heard of a person or organization, please say so.

	Mean	Pro [6-10]	Name ID
Raphael Warnock	8.5	83%	96%
Jon Ossoff	8.2	82%	97%
David Perdue	1.4	6%	97%
Kelly Loeffler	1.4	5%	94%

RUN-OFF INFO TEST

8. No matter how frequently you vote in elections, how much power do you feel that your vote has to make a difference in your community? Please rate the amount of power you feel your vote has on a scale of 0-10, where “0” means your vote has no power at all, and a “10” means that your vote has a lot of power.

Extremely powerful – [8-10]	74%
Somewhat powerful – [6-7]	10%
Not very powerful – [3-5]	11%
Not powerful at all – [0-2]	5%

9. If the January 5, 2021, run-off election was held today, would you vote for Democrat Raphael Warnock or Republican Kelly Loeffler for U.S. Senate?

Democrat Raphael Warnock	90%
Republican Kelly Loeffler	2%
Undecided	6%
Will not vote	2%

10. If the January 5, 2021, run-off election was held today, would you vote for Democrat John Ossoff or Republican David Perdue for U.S. Senate?

Democrat John Ossoff	90%
Republican David Perdue	3%
Undecided	5%
Will not vote	2%

11. Would you say that you care a good deal about who wins the U.S. Senate race in Georgia, you care a little bit, you don't care that much, or you don't care at all?

Care a good deal	90%
Care a little bit	6%
Don't care that much	1%
Don't care at all	3%

VOTING PROCESS

12. Given the current Coronavirus pandemic, how do you plan on voting in the upcoming January 5, 2021 run-off election for U.S. Senate?

Voting in person early, before January 5 th	52%
Voting in person on January 5 th	10%
Voting absentee by mail	32%
Other	1%
Will not vote	2%
Don't know	4%

13. How confident are you that the Georgia general election was conducted fairly and accurately?

Very confident	74%
Somewhat confident	17%
Not very confident	3%
Not confident at all	4%
Don't know	2%

VOTING VALUES

14. Here is a list of bills that have passed the House of Representatives, but Mitch McConnell has refused to bring these bills to the Senate floor for a vote. How important are each of these bills for you when thinking about sending Democrats Warnock and Ossoff to the Senate to get this legislation passed?

	Very important	Somewhat important	Not very important	Not important at all
Strengthening Health Care and Lowering Prescription Drug Costs Act	89%	7%	2%	2%
Paycheck Fairness Act	77%	15%	2%	6%
Protecting Americans with Preexisting Conditions Act	90%	6%	2%	3%
Heroes Act (Coronavirus relief)	87%	8%	2%	3%
Bipartisan Background Checks Act	66%	24%	4%	5%
Climate Action Now Act	69%	22%	5%	4%
Violence Against Women’s Act	91%	5%	2%	2%
George Floyd Justice in Policing Act	87%	8%	2%	3%
John Lewis Voting Rights Advancement Act	87%	7%	2%	4%

15. Here is a list of reasons others have provided to explain why it is important for them to vote in the upcoming run-off election. Please select the reason(s) that best describe why you might vote in the run-off election.

To fire Republican Senator David Purdue	17%
To fire Republican Senator Kelly Loeffler	15%
To elect Rev. Raphael Warnock to the U.S. Senate	33%
To elect John Ossoff to the U.S. Senate	23%
To elect the first Black Senator from Georgia	7%
To advance a Black agenda	7%
To continue the process of turning Georgia blue	13%
It is our civic duty to vote/Our ancestors fought for the right to vote	28%
To give Democrats control of the United States Senate	28%
To strip Republicans control of the United States Senate	14%

POSITIVE MESSAGES

16. Here are some messages that some people have said would make them show up on January 5, 2021, to vote in the U.S. Senate run-off election. Rate the message on a scale of 0 - 10, where "10" means it is an extremely convincing message to make you vote in the run-off election, a "5" means it's a somewhat convincing reason, and a "0" means it is not at all a convincing reason to vote.

Messaging	Mean	Extremely convincing [8-10]
A. [POSITIVE MESSAGE – POWERFUL VOTER] – Black voters are the most powerful voters in Georgia. Because we stood together in historic turnout in this election, Georgia voted for a Democrat for president for the first time since 1992, delivering the defeating blow that ended Donald Trump’s presidency. Now we have a chance to finish the job in the run-off election by electing Raphael Warnock and Jon Ossoff to the U.S. Senate and flip control to Democrats so that our communities can finally get the resources we need.	8.1	72%

<p>B. [POSITIVE – MESSAGE – REPRESENTATION] The United States Senate is the most powerful law-making body in America and yields incredible power over the lives of every American. That is why it is so important for us to elect more Senators that reflect the diversity of America. As one of the most diverse states in America with one of the youngest populations, Georgia is uniquely positioned to send the 3rd Black man and the 2nd millennial ever elected to the United States senate. Black voters in Georgia have the power to make the United States Senate look a lot more like America.</p>	8.1	70%
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DEMOGRAPHICS

17. What are the most common ways you get your political and election news?

Radio	25%
Local print newspaper or magazines	17%
National print newspaper or magazines	16%
Local television	48%
National network television	59%
Social media	34%
News website or app	34%
Don't know	2%

18. What is your gender?

Male	47%
Female	52%
Nonbinary	1%
Other	0%
Refused	0%

19. Do you personally identify as lesbian, gay, bisexual, queer, or transgender?

Yes	6%
No	91%
Refused	3%

20. Thinking about your approach to political issues, would you describe yourself as very progressive, somewhat progressive, moderate, somewhat conservative, or very conservative?

Very progressive	21%
Somewhat progressive	18%
Moderate	36%
Somewhat conservative	12%
Very conservative	8%
Refused	5%

21. Including everyone who lives in your household, in which range does your total household yearly income fall?

Under \$10,000	7%
\$10,000 to \$30,000	11%
\$30,000 to \$50,000	12%
\$50,000 to \$75,000	18%
\$75,000 to \$100,000	16%
\$100,000 to \$250,000	21%
More than \$250,000	4%
Refused	10%

22. What is the last year of schooling that you have completed?

1-11 th grade	3%
High school graduate	16%
Some college – up to 2 years/ AA degree	24%
College graduate/ bachelor’s degree/ BA/ BS	32%
Postgraduate degree	23%
Refused	2%

23. Are you married, unmarried living with a partner, single, separated, divorced or widowed?

Married	44%
Unmarried with partner	6%
Single	26%
Separated/divorced	14%
Widowed	6%
Refused	3%

24. Do you have any children 18 years of age or younger living in your household?

Yes	31%
No	66%
Refused	2%

25. Which one of the following best describes your work situation — are you employed, retired, disabled, unemployed, a student, or a homemaker?

Employed Full-time	46%
Employed Part-time	7%
Retired	27%
Disabled	4%
Unemployed	4%
Unemployed due to COVID-19	1%
Student	1%
Homemaker	6%
Refused	3%

26. Do you live in a...?

Big city	26%
Small city	18%
Suburb	36%
Small town	11%
Rural area	7%
Refused	2%