

Attitudes among Voters in Georgia around Georgia Senate Runoff

Date: December 18, 2020

All in Together has teamed up with Lake Research and Emerson College Polling to study women voters in 2020. The third survey of the study looked at 332 registered women voters in Georgia from December 14 – 16th, 2020 with a +/-5.4% margin of error. The survey reached a total of 605 registered voters in Georgia, with a +/-4% margin of error.

Overview

The Republican Senate candidates are slightly ahead in both races. Women are evenly split in both races: 50% say they voted for or plan to vote for Ossoff, while 49% side with Perdue; 50% say they voted for or plan to vote for Loeffler, while 49% side with Warnock. Men are slightly more likely to say they will vote for or they already have voted for the Republican candidates: 53% choose Perdue to 47% for Ossoff; 53% choose Loeffler to 47% for Warnock. Suburban women are a battleground and split in both races. Independent voters lean toward the Democratic candidates in both races.

It is universally important to women voters, and voters overall, that this is the election that will determine which party controls the Senate: 87% of women say it is very important to them personally to vote in this Senate election. This is true among both Democratic (87%) and Republican (89%) women.

Nearly three-in-ten (29%) women voters say the ads or mail pieces they have seen about the Senate race have influenced their vote choice. Among the women voters who say they've been influenced, a solid majority (70%) are influenced to vote for the Democratic candidates.

Forty-five percent (45%) of women say the Presidential Election results make them much more interested in voting in these Senate races. Turnout of young people could make a huge difference, where only 17% are much more interested, and only 10% are very confident that the votes will be counted fairly.

In a forced choice, women are more likely to say that Republican control of the Senate is important for checks and balances on the Democratic President (43%) than they are to say that with Democratic control of both the Senate and the Presidency, we are more likely to get something done on COVID economic relief and getting the economy moving (34%).

Women voters' top priority in their vote for Senate is stopping the COVID-19 pandemic (26%). This is followed by getting the economy going (17%), moving ahead on economic relief (13%), balancing the Democratic President (11%), the candidate's views reflecting their own moral views on issues (10%), and helping working families (9%).

Nearly two-thirds of both Democratic (64%) and Republican women (63%) say they are encouraging friends and neighbors to vote. Far from being discouraged, Republican women are more likely to be encouraging friends and neighbors to vote in this Senate Runoff Election than they were in the Presidential Election.

*N size smaller than 75 cases. Sample sizes below 50 cases not shown.

On the Issues

To understand the context heading into these elections, it is important to understand voters' issue concerns. The most important issue on Georgia voters' minds is the economy (31% select this as their most important issue), followed by COVID-19 response (24%), and healthcare (15%). These are also the top issues among women voters, but women voters are slightly more likely to select the economy (34%), while 22% say the COVID-19 response is their most important issue, and 21% say healthcare.

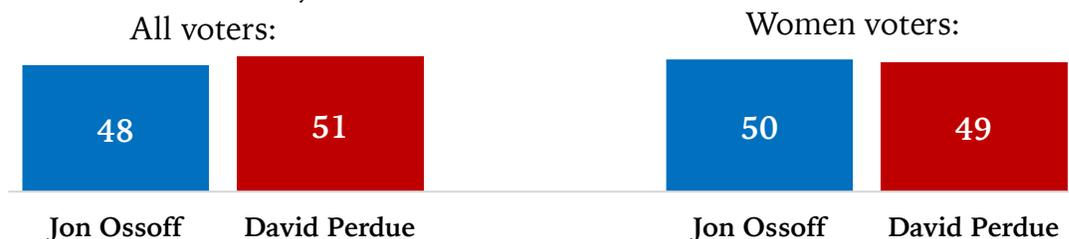
- There is a real partisan divide on voters' priorities:
 - Democratic women say that COVID-19 (32%), followed by healthcare (26%) and social justice (19%), are their most important issues.
 - On the other hand, Republican women say the economy is their most important issue (54%), followed distantly by healthcare (17%).
- Suburban women say the economy (39%) is their top issue, followed by healthcare (20%) and COVID-19 (19%).
- Breaking from other Republican cohorts, white non-college educated women* say that healthcare (46%) is the most important issue to them, followed by the economy (41%).
- Black women say COVID-19 (36%) is their most important issue, followed by the economy (20%), social justice (20%), and healthcare (14%).
- Senior women* resemble Republican women more than swing women, saying the economy is their most important issue by wide margins (43%), followed by COVID-19 (12%), healthcare (12%), and social justice (11%).
- Women under 30* say by wide margins that COVID -19 (45%), followed by the economy (32%), then healthcare (11%) are their most important issues.

Georgia Senate Runoff Election Ballot

A majority of voters in Georgia are voting early either by mail or in-person (52%), with 26% who say they already voted and 22% who are voting on election day. Of those who have already voted*, three-in-five say they voted for the Democratic candidate in both races.

- Women voters are even more likely to report they will vote early either by mail or in-person (61%). There are a lot of women voters still out there, as only 22% have already voted.
 - About four-in-ten (39%) senior women have already voted.
 - About a quarter (25%) of Black women have already voted.
 - Over a fifth (23%) of white non-college women* have already voted.
 - About a fifth (21%) of suburban women have already voted.
 - Only 5% of women ages 18-29 have already voted.

The two races are extremely close.

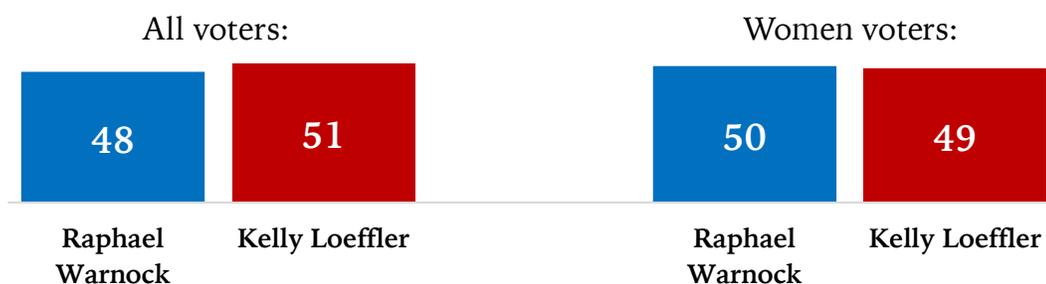


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In the race between Democrat Jon Ossoff and Republican David Perdue, 51% of voters say they are planning to vote for, or they already voted for, Republican David Perdue, and 48% say they are planning to vote for, or they already voted for, Democrat Jon Ossoff.

- Among women voters, the races are even closer. **Fifty percent (50%) of women voters say they are planning on voting for or they already voted for Democrat Jon Ossoff, and 49% say they are voting for or they already voted for Republican David Perdue.**
 - Ossoff and Perdue have consolidated their bases:
 - 100% of Republican women report they are voting for Perdue.
 - 98% of Democratic women report they are voting for Ossoff.
 - There are not enough independent women in the sample to report their views.
 - There is a great deal of overlap between how women voted for President in November and how they are planning to vote or have already voted in this Senate race:
 - 99% of women who reported voting for Trump are aligned with Perdue.
 - 97% of women who reported voting for Biden are aligned with Ossoff.
 - Suburban women are split – 49% are siding with Perdue and 50% with Ossoff.
 - White non-college educated women* are planning to vote for or voted for Perdue (76%), with 24% choosing Ossoff.
 - Black women are solidly planning to vote for or voted for Ossoff (85%), with 12% voting for Perdue and 3% undecided.
 - Senior (65+) women* say they are voting for or voted for Ossoff (53%), with 46% saying they are voting for or voted for Perdue.
 - Women under 30* are voting for or voted for Ossoff (66%), with 34% who voted for or are voting for Perdue.
 - Independents* are voting for or voted for Ossoff (52%), with 45% voting for David Perdue.

In the race for the seat currently held by Republican Kelly Loeffler, 51% of voters say they are voting for or voted for the incumbent, while 48% say they are voting for or voted for Democratic challenger Raphael Warnock.



- Again, women voters are in a dead heat, with 50% voting for or who voted for Republican Kelly Loeffler, and 49% voting for or who voted for Democrat Raphael Warnock.
 - Again, partisan women are voting lockstep with the candidate in their parties:
 - 100% of Republican women report they are voting for Loeffler.

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- 97% of Democratic women report they are voting for Warnock.
- As we see in the other Senate race, how women voted for President in November correlates with how they are planning to vote or voted in this Senate race:
 - 100% of women who reported voting for Trump are voting for Loeffler.
 - 96% of women who reported voting for Biden are voting for Warnock.
- Suburban women are split in this race as well – 49% are siding with Warnock and another 49% with Loeffler.
- Three-quarters (76%) of white non-college educated women* are voting for or voted for Loeffler, with another 24% choosing Warnock.
- Over eight-in-ten (84%) Black women are planning to vote for or voted for Warnock with 14% choosing Loeffler and 2% undecided.
- Senior women* are split – with 50% saying they are voting for each candidate.
- Two-thirds (66%) of women under 30* are voting for Warnock, with 34% voting for Loeffler.
- Independents* are voting for or voted for Warnock (55%), with 44% choosing Loeffler.

These close Senate races reflect the results of the Presidential Election in Georgia, with 49.5% of these voters having voted for Biden, and 49.3% of voters having voted for Trump. Women were slightly more likely to have voted for Biden (50%) than Trump (49%).

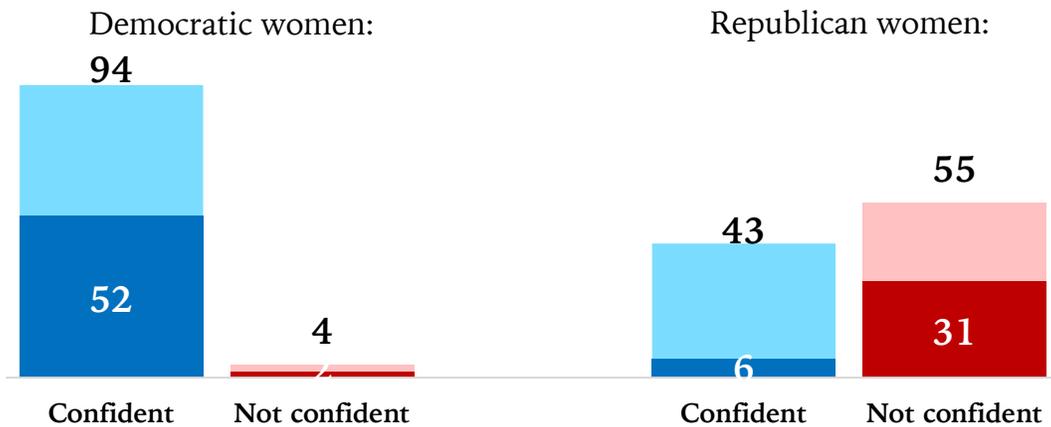
Attitudes around the Georgia Senate Runoff Elections

Women say that the Presidential Election results make them more interested in voting in the Georgia Senate races – 45% much more interested, 72% total more interested.

- Men are more likely to say they are much more interested (61%).
- Democratic women and Republican women react similarly (47% and 44% much more interested, respectively).
- Suburban women say they are more interested (66%), and 41% are much more interested.
- White non-college educated women* are much more interested (57%).
- Black women are more interested (79%), with 43% much more interested.
- Senior women* are more interested (82%), with 70% much more interested.
- Women under 30* are more interested (86%), but only 17% are much more interested.

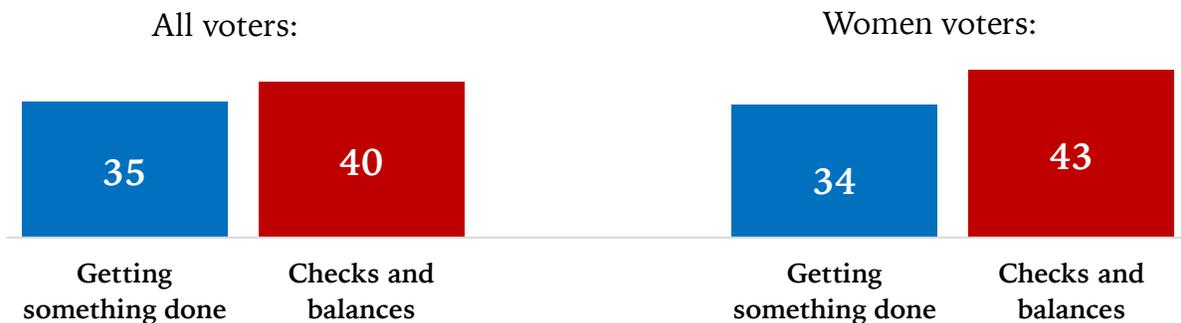
Over two-thirds (68%) of Georgia women, and voters overall, are confident that the results of the Georgia Senate runoff elections will be counted fairly. However, men are more likely than women to say they feel very confident (40% and 30%, respectively).

- Partisanship matters.
 - Democratic women are likely to say they are very confident (52%), and 94% say they are confident overall.
 - On the other hand, Republican women are less confident, with 31% who are not confident at all, and 55% who are not confident at all or not too confident. Only 6% of Republican women say they are very confident, and 37% say they are somewhat confident.



- Suburban women are confident (66%), but only 35% are very confident.
- White non-college educated women*, who lean Republican in their partisanship, are split in their confidence (49% not confident, 51% confident).
- Black women are confident (87%), with 41% who are very confident.
- Senior women* are confident (65%), with 42% who are very confident.
- Women under 30* are confident (77%), but only 10% are very confident, and 67% are somewhat confident.

Voters in Georgia narrowly fall on the side of believing that “with a Democratic President, Republican control of the Senate is important for checks and balances in government” (40%) over believing “we are more likely to get something done on COVID economic relief and getting the economy going again if Democrats have control of both the Senate and the Presidency” (35%). Women are more likely than men to believe that checks and balances are more important (43% and 34%, respectively), and men are more divided between checks and balances and getting things done.



	We are more likely to get something done on COVID economic relief and getting the economy going again if Democrats have control of both the Senate and the Presidency	With a Democratic President, Republican control of the Senate is important for checks and balances in government	Both/ don't know	Margin
Voters overall	35	40	17	-5
Men	37	36	13	1

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Women	34	43	20	-9
Democratic women	67	1	28	66
Republican women	1	85	11	-84
Suburban women	35	46	14	-11
Black women	47	10	39	37
Ages 18-29 women*	33	32	35	1
Ages 65 and over women*	32	42	19	-10
White non-college women*	24	69	7	-45

Voters say the issues that are most important to their vote for Senate are stopping the COVID-19 pandemic, getting the economy going, and moving ahead on economic relief, followed by the candidate's views reflecting their own moral views on issues, and balancing the Democratic President. Women are more likely than men to say that stopping COVID-19 is most important to their vote.

Most important to Senate vote	Stopping COVID-19	Getting economy going	Moving ahead on economic relief	Candidate's views	Balancing Democrat President	Helping working families	Investing in healthcare and schools
Voters overall	24	19	14	11	11	7	5
Men	21	22	15	12	10	6	5
Women	26	17	13	10	11	9	5
Democratic women	43	5	17	10	4	9	8
Republican women	11	26	9	12	19	9	1
Suburban women	23	20	12	16	12	7	3
Black women	47	4	10	4	5	16	5
Ages 18-29 women*	30	12	8	4	14	13	12
Ages 65 and over women*	27	22	8	10	4	7	5
White non-college women	7	19	19	18	20	0	0

Getting the economy going is also uniquely important to Republicans overall (29%), men (22%), seniors overall (29%), and suburban voters overall (23%).

Among those who say that stopping COVID-19 and moving ahead on economic relief is most important to their vote, the Democratic candidates for Senate are their top choice. Among those who say that getting the economy going and balancing the Democratic President is most important to their vote, the Republican candidates for Senate are their top choice.

Issue	Senate Vote
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	Raphael Warnock	Kelly Loeffler	Jon Ossoff	David Perdue
Stopping COVID-19	75	23	76	23
Getting economy going	18	82	19	81
Moving ahead on economic relief	77	23	73	25
Candidate's views	44	56	44	56
Balancing the Democratic President	14	86	13	86

Influence of Ads and 2020 Presidential Candidates

Over half (57%) of voters say that the ads or mail pieces they have seen about the Senate races have not influenced their choice of whom to vote for, but nearly a third (32%) say this has influenced their choice. Women voters are slightly less likely to have been influenced, with 29% who say this has influenced their choice, and 59% who say it has not influenced their choice. Over one-in-ten women (12%) say they have not seen any ads or mail pieces.

- Democratic women are more likely than Republican women to say yes, they have been influenced by these ads (40% and 16%, respectively). A slim majority of Democratic women say their choice for whom to vote has not been influenced (52%), compared to 68% of Republican women.
- Suburban women are more likely to say they have not been influenced (59%), with 27% who have been.
- White non-college educated women* have also not been influenced (57%), with 23% who have been. A larger percentage of white non-college educated women* have not seen any ads or mail pieces (20%).
- Black women are somewhat split, with 47% who say they have not been influenced, and 41% who say they have been. Among the Black women who say they were influenced*, 98% say they were influenced to vote for the Democrat.
- Senior women* have been influenced (43%), with 33% who say they have not been. Senior women are more likely to say they have not seen any ads or mail pieces (24%).
- Women under 30* have been influenced (50%), with 44% who say they have not been influenced.

Among the voters who say that have been influenced by the ads or mail pieces, they are more influenced to vote for the Democratic candidates (55%) than the Republican candidates (45%), but this is very gendered. **Among the women voters who say they have been influenced by the ads or mail pieces, they are heavily influenced to vote for the Democratic candidates (70%) over the Republican candidates (30%).** Among the men voters who say they have been influenced by the ads or mail

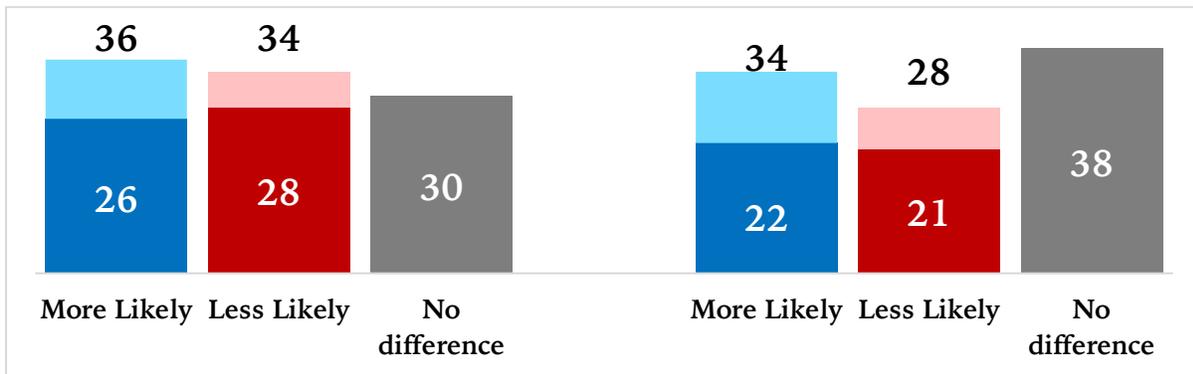
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pieces, 60% say they are influenced to vote for the Republican candidates and 40% say they are influenced to vote for the Democratic candidates.

The influence of Biden and Trump’s campaigning on behalf of candidates is diffuse.

Does Trump campaigning on behalf of Republican candidates make you more or less likely to vote for them?

Does Biden campaigning on behalf of Democratic candidates make you more or less likely to vote for them?



Voters are split on if Donald Trump campaigning on behalf of the Republican candidates for Senate makes them more likely (36%) or less likely (34%) to support them, or if it makes no difference to them (30%). Among women voters, 33% are more likely, 33% are less likely, and 34% say it makes no difference. Men are slightly more likely to say that they are more likely to support them (39%), and less likely than women to say it makes no difference (25%).

- Republican women respond to Trump’s campaigning, over half (51%) says they are more likely to support Perdue and Loeffler as a result.
- Suburban women split between saying they are more (35%) or less likely (32%) to vote for the Republicans due to Trump campaigning on their behalf, and 33% say it makes no difference.
- White non-college educated women* are more likely to vote for the Republicans (51%), or they say it makes no difference 33%.
- Black women say this makes them much less likely (55%) to vote for the Republicans, and 60% less likely overall.
- Senior women* say this makes them more likely to support the Republicans (47% more likely, 39% much more likely), and 31% say this makes them less likely, while 22% say it makes no difference.
- Women under 30* say this makes them less likely (56% much less likely) to support the Republican candidates.

The same is true regarding Joe Biden campaigning on behalf of the Democratic candidates for Senate – 34% are more likely to vote for them, 28% are less likely to vote for them, and 38% say it doesn’t make a difference to them. Women are more likely than men to say it does not make a difference to them (43% and 31%, respectively).

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- Democratic women respond to Biden even more than Republican women respond to Trump. A solid majority (61%) say that Joe Biden campaigning on behalf of Warnock and Ossoff makes them more likely to support them.
- Suburban women are most likely to say this makes no difference to them (52%), with 26% who say they are more likely and 22% who say they are less likely to vote for the Democratic candidates.
- White non-college educated women* say that this does not make a difference to them (65%) or they are less likely to support the Democrats due to Biden's campaigning on their behalf (27%).
- Black women say this makes them more likely (63%, 46% much more likely) to vote for the Democratic candidates.
- Senior women* say that this makes them more likely (40%, 36% much more likely) or makes no difference (33%).
- Women under 30* narrowly say this makes them more likely to support the Democratic candidates, with 52% who say this makes them more likely to support the Democratic candidates, 25% who say this makes them less likely, and 23% who say this does not make a difference to them.

All voters say it is very important that the Senate race will decide which political party controls the Senate. It is very important to both men (84%) and women (87%) alike.

- Democratic women (87%) and Republican women (89%) say this is very important.
- Suburban women say this is very important (91%).
- All white non-college educated women* (100%) say this is very important.
- Black women say this is very important (82%), 94% total important.
- Senior women* nearly universally say this is very important (97%).
- Women under 30* say this is very important (87%).

Taking Action

A solid majority of women voters say they are likely to encourage friends and neighbors to vote in the Senate runoff elections in Georgia (62%), and they are more likely to say so than men voters (49%). Men voters, however, are more than twice as likely as women voters to say they will donate to candidates (14% and 6%, respectively). Over one-in-ten (15%) voters say they have not done anything, including 17% of women voters. Across subgroups of women, suburban women were the least likely, comparatively, to take action.

- Democratic women and Republican women say they are most likely to encourage friends and neighbors to vote, and at similar levels (64% and 63%, respectively).
- Suburban women say they have been encouraging friends and neighbors to vote (58%), followed by donating (8%). A fifth (20%) say they have not done anything.
- White non-college educated women* say they are most likely to be encouraging friends and family to vote (79%), although 20% say they have not done anything.
- Black women say they are most likely to encourage friends and neighbors to vote (68%), followed by making calls and sending texts (9%).
- Senior women* say they are most likely to encourage friends and neighbors to vote (68%), followed by making phone calls or sending texts (8%).

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- Women under 30* are most likely to encourage their friends and neighbors to vote (71%), followed by donating (11%).

However, when thinking back to the Presidential Election, women and men say they donated at similar rates (12% of men and 10% of women). Encouraging friends and neighbors to vote was also the action most taken in that election, with 62% of women and 56% of men who say this was the action they did most often to support the Presidential Election. Across subgroups of women, Republican women and suburban women were the least likely, comparatively, to have taken action.

- Democratic women say they were most likely to encourage friends and neighbors to vote (70%).
- Republican women were also most likely to encourage friends and neighbors to vote (56%), but less so than Democratic women, and now Republican women are more engaged in the Senate races than they were in the Presidential.
- Suburban women also say they encouraged friends and neighbors to vote (58%), followed by donated to candidates (14%).
- White non-college educated women* encouraged friends and family to vote (74%).
- Notably, Black women are more likely to have encouraged friends and neighbors to vote in the Presidential (74%) than the Senate runoffs.
- Senior women* are most likely to have encouraged their friends and neighbors to vote (71%), followed by donated to candidates (8%).
- Women under 30* are most likely to have encouraged their friends and neighbors to vote (71%), followed by donated to candidates (10%).

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