TO: INTERESTED PARTIES

FROM: BROOKS KOCHVAR, PARTNER GUIDANT POLLING AND STRATEGY

RE: GREATER GEORGIA STATEWIDE ISSUES RESEARCH

DATE: JANUARY 30, 2024

ABOUT THE RESEARCH

Guidant Polling and Strategy conducted survey research on behalf of Greater Georgia, examining key issues facing the state in 2024. The survey was comprised of 800 likely voters with an oversample of 821 likely Republican primary voters. The margin of error for the likely voter survey and the Republican primary oversample is +/-3.46%. Interviews were conducted January 2-11, 2024, live via cell phone and landline as well as using text-to-web.

Voters across Georgia are supportive of Governor Kemp and a Republican policy agenda for the state. The basic conservative principles of economic opportunity, safety, and freedom cut across party lines – resonating not only with traditional Republican primary voters, but also with moderates and independents. From education, to crime and immigration, to the economy, Republicans at the state level are winning on the issues – in contrast to the unpopular policies of Joe Biden and the Democratic Party.

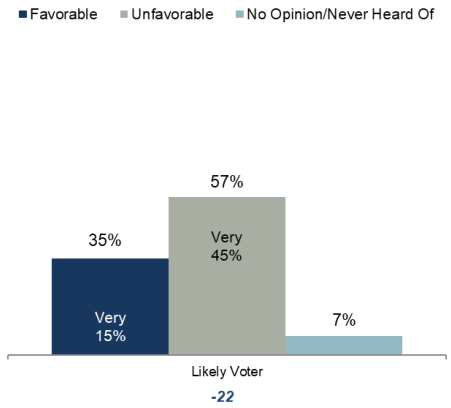
As we enter the 2024 election cycle, the good news for Republicans is that candidates on the ballot in Georgia will not have to compromise on their conservative values to win a broad coalition of voters. Primary and swing voters alike view Georgia's conservative leadership as a firewall to the chaos and big government policies of Washington – which means the path to victory relies on promoting the common-sense, conservative policies which are already a hallmark of this state.

The following are the key findings from the research.

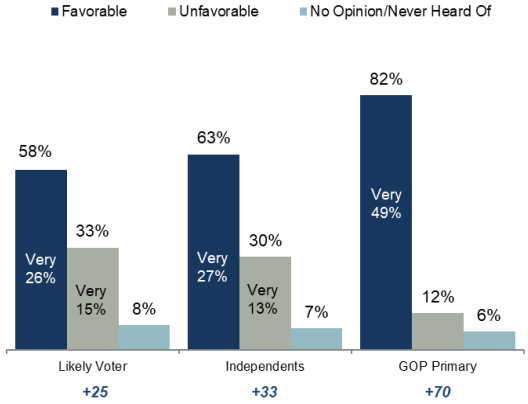
GEORGIA'S OVERALL ENVIRONMENT

While President Biden receives low marks—with 57% of voters having an unfavorable opinion of him and only 35% favorable—Governor Kemp is extremely favorable among Georgia voters with 58% of voters having a favorable opinion of Kemp and only 33% unfavorable. Republican primary voters give him high marks and 63% of independent voters are favorable of Kemp.

Do you have a favorable or unfavorable opinion of Joe Biden?

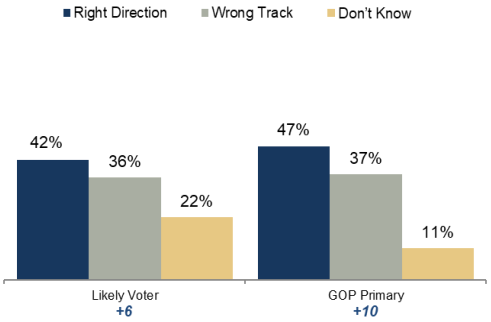


Do you have a favorable or unfavorable opinion of Brian Kemp?

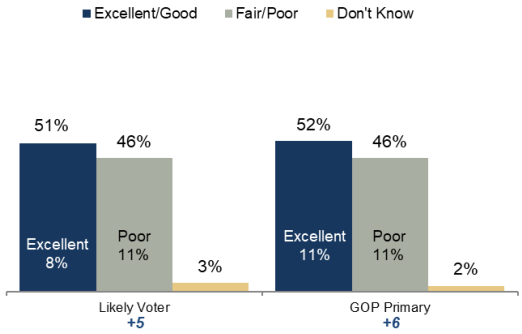


Despite overwhelming pessimism nationally about the direction of the country and the national economy, voters give Georgia higher ratings. A majority think the state's economy is excellent or good and, by a 42%/36% margin, voters in Georgia think the state is heading in the right direction.

Do you think things in Georgia are headed in the right direction or are they seriously off on the wrong track?



In general, how would you rate Georgia's economy?



They also have strong opinions on issues that need to be addressed. We asked voters in their own words what issues Georgia's leaders should focus on in the state, and education, election integrity, and crime topped the list – driven largely by concerns at the national level. Additionally, while election integrity was one of the top issues overall, a majority of Republicans would like Georgia to add more security to the state's elections. Notably, each of these top issues are issues that Governor Kemp and the legislature are poised to address.

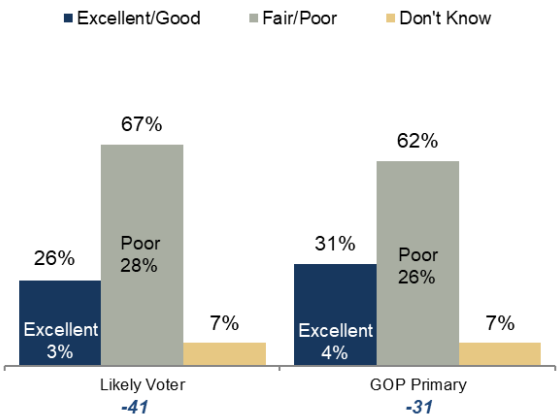
If you could direct Georgia's legislature to focus on addressing just one issue facing the state, what would it be? TOP OPEN ENDED RESPONSES

	Likely Voter	GOP Primary
• Education	9%	8%
• Election integrity	8%	9%
• Crime/corruption	8%	7%

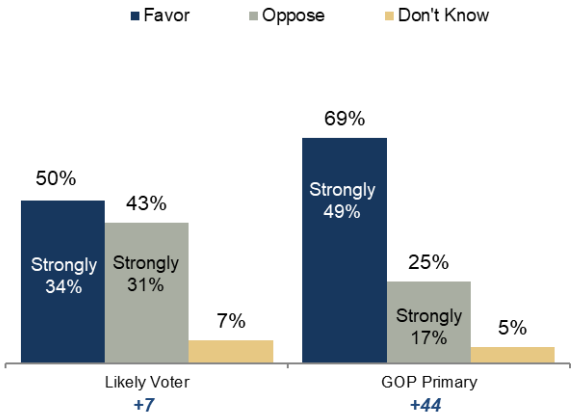
EDUCATION

Voters in Georgia have concerns about education quality in Georgia with only 26% rating public education as excellent/good. A majority of voters support a school choice plan that would allow parents to take their allotted $6,000 for public school to enroll their child in the school of their choice. Republican primary voters support school choice by a 69:25 margin.

How would you rate the quality of education in Georgia's K-12 public schools?



Right now, Georgia spends about $6,000 per student to pay for K-12 public schools. Would you favor or oppose a school choice plan to allow Georgia parents to take that $6,000 out of the public school system and use it to enroll their child in a charter, private, or religious school?

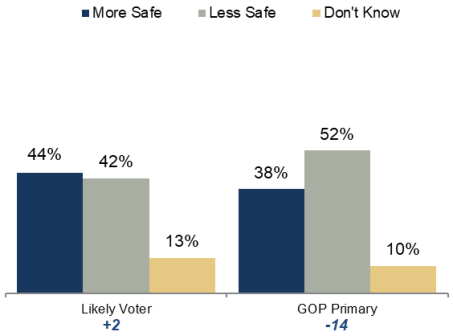


CRIME AND SAFETY

Voters are very concerned about crime and their safety. Just 44% of likely voters feel safer in their own neighborhood today than years past and it dips down to just 38% among Republican primary voters. A plurality of voters and a majority of Republican primary voters believe crime rates have increased throughout the state and is not isolated to Atlanta. With another 28% saying crime has increased in the Atlanta area and not the rest of the state. Only 18% of votes think crime has stayed the same as it has always been.

Voters overwhelmingly support Atlanta Public Safety Training Center with 67% saying they think it is a good thing to build the new police and firefighting training center. Support for the new training center grows to 85% among Republican primary voters.

Over the past couple of years would you say you feel more safe or less safe in your neighborhood?



When it comes to crime in Georgia, which of the following comes closer to your opinion:

	Likely Voter	GOP Primary
• Crime rates have increased throughout the entire state	45%	54%
• Crime rates have increased in the Atlanta area but stayed about the same in other areas	28%	31%
• Crime rates have stayed about the same as they have always been	18%	9%
• Don't know	9%	6%

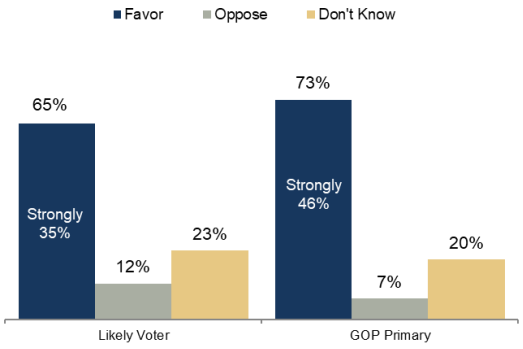
In 2021 the Atlanta City Council approved building a new police and firefighting training center. Based on what you know, which of the following comes closer to your opinion?

	Likely Voter	GOP Primary
• Building the training center is a good thing because it would replace inadequate training facilities,and would help address difficulties in hiring and retaining police officers.	67%	85%
• Building the training center is a bad thing because it will train officers to become more militarized and quell dissent, all while hundreds of trees are cut down, worsening flooding and climate change.	18%	6%
• Don't know	15%	9%

LAWSUIT ABUSE

By large margins, voters support reforming Georgia's tort system to reduce the number of frivolous lawsuits in the state. Georgians believe frivolous lawsuits are driving up the costs of things in Georgia and think the state should crack down on junk lawsuits.

When it comes to the topic of tort reform Georgia, do you favor or oppose reforming the civil justice system to reduce the number of frivolous lawsuits?



When it comes to the topic of tort reform in Georgia, which comes closest to your opinion?

	Likely Voter	GOP Primary
• We should reduce the number of lawsuits in Georgia because frivolous lawsuits are driving up the costs of things in Georgia. Businesses, insurance companies, and doctors are limited in their ability to serve customers and patients because they are afraid of frivolous lawsuits.	57%	76%
• Georgia citizens should be allowed to sue businesses for unlimited amounts of money as a way to protect victims.	24%	8%
• Don't know	19%	16%