



# Georgia Survey Results

Conducted Jan 12-18, 2023

1,048 December 2022 runoff voters statewide

# Methodology

*On behalf of Rise Free, Change Research polled 1,048 December 2022 runoff voters in Georgia from January 12-18, 2023.*

*The modeled margin of error, which incorporates the design effect, is 3.2%.*

*Change Research reaches voters via targeted online ads & text messages that point people to an online survey. Our Dynamic Online Sampling establishes and continuously rebalances advertising targets across region, age, gender, race, and partisanship to dynamically deliver large samples that accurately reflect the demographics of a population.*

*Post-stratification weighting was done on gender, age, race, 2020 presidential vote choice and region.*

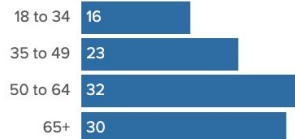
# Demographics



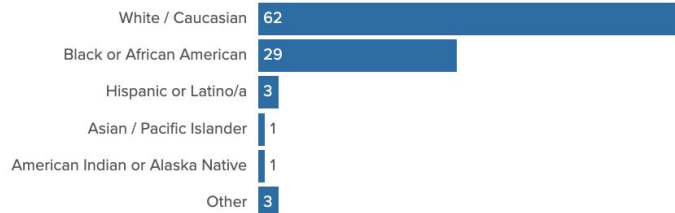
## Gender



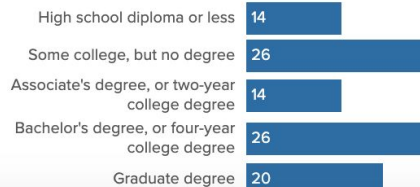
## Age Range



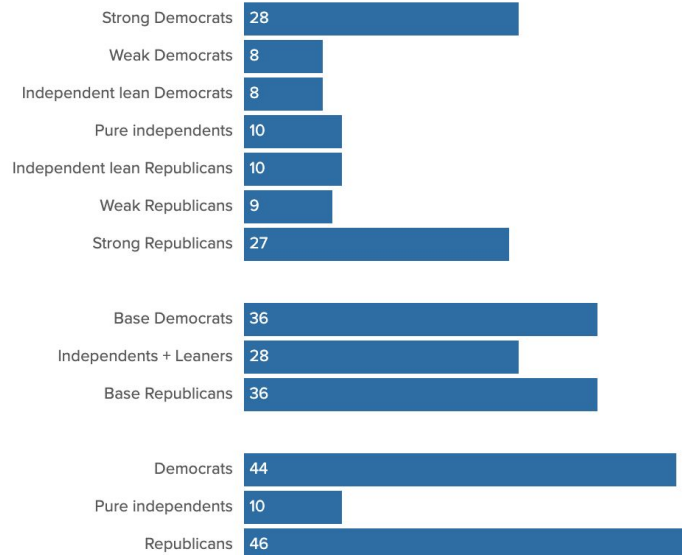
## Race/Ethnicity



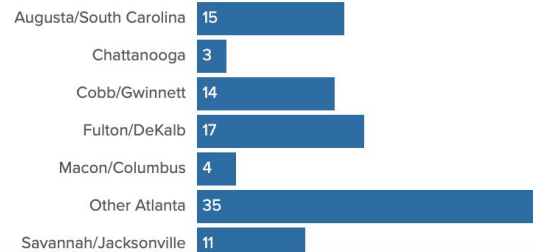
## Education



## Party ID



## Region



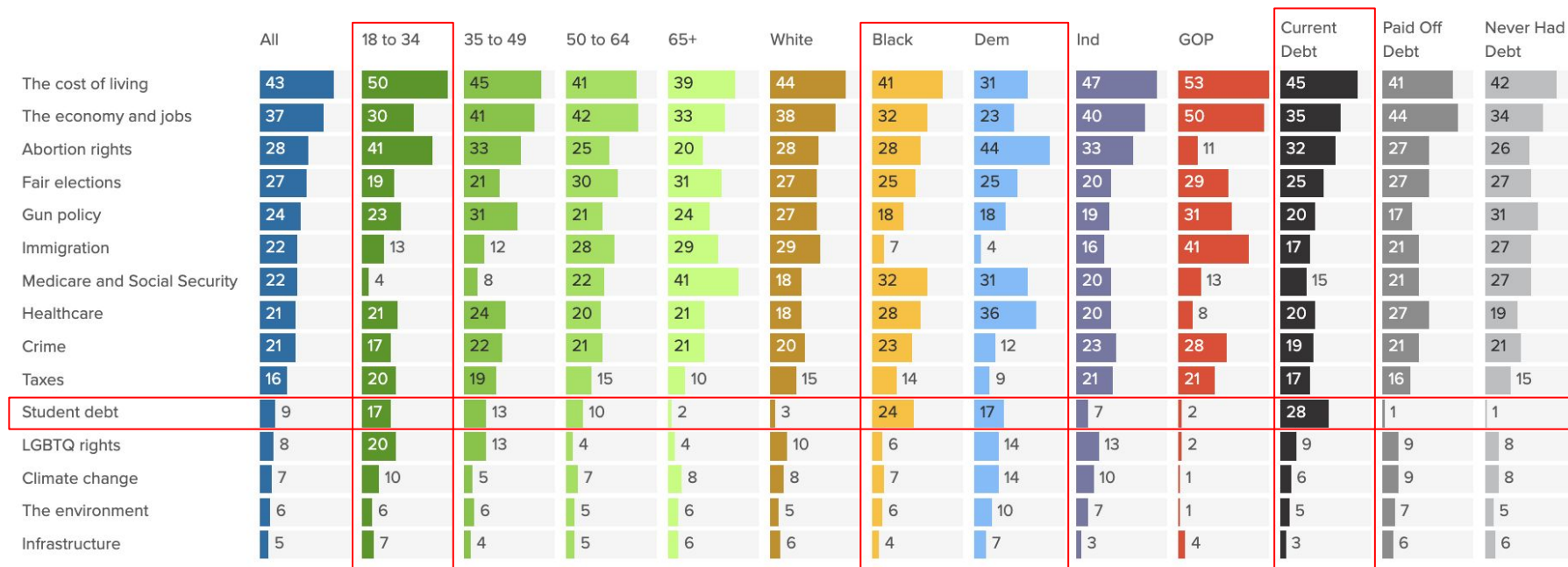
# Runoff & Debt Forgiveness

# Top Issues



- Debt was a major issue for young voters, African Americans, and Democrats; it mattered very little to Republicans
- It was also almost exclusively a top issue for those who currently hold debt
- Those who ranked student debt as a top 3 issue voted for Warnock by an 89-11 margin.

Which THREE of the following issues were the most important to your vote in last year's Senate election?

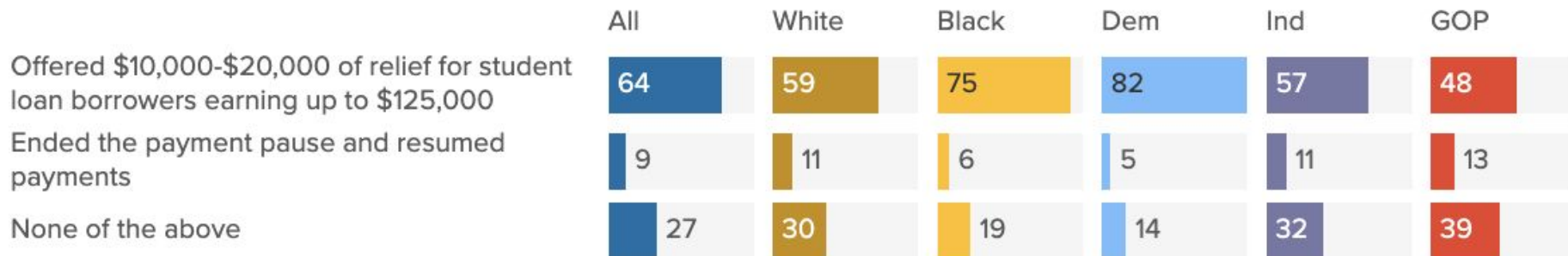


# Familiarity with Debt Relief



- Republicans are much less familiar with the Biden administration's action on debt relief than Democrats and Democratic-leaning groups such as African Americans and college-educated voters

*To the best of your knowledge, which of the following best describes the actions that the Biden administration has taken on student loans?*



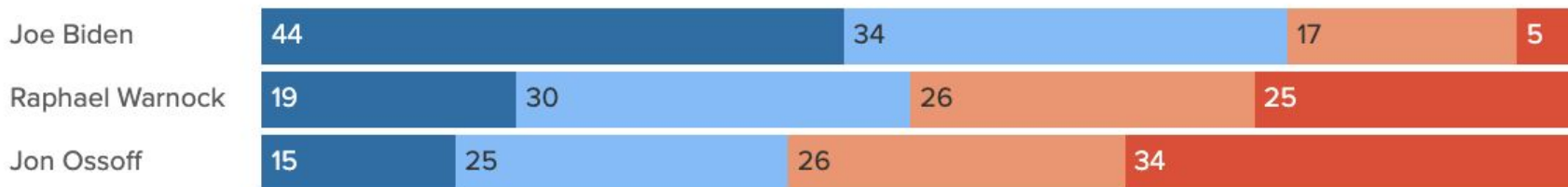
# Warnock Voters' Knowledge of His Work



- Warnock voters heard much more about President Biden's work on debt relief than they heard about Warnock's own – though they heard slightly more than they heard about Ossoff.

*How much did you hear about the work that each of the following people did to put the student loan debt forgiveness plan together? [WARNOCK VOTERS ONLY]*

● A lot   ● A decent amount   ● A little bit   ● None at all



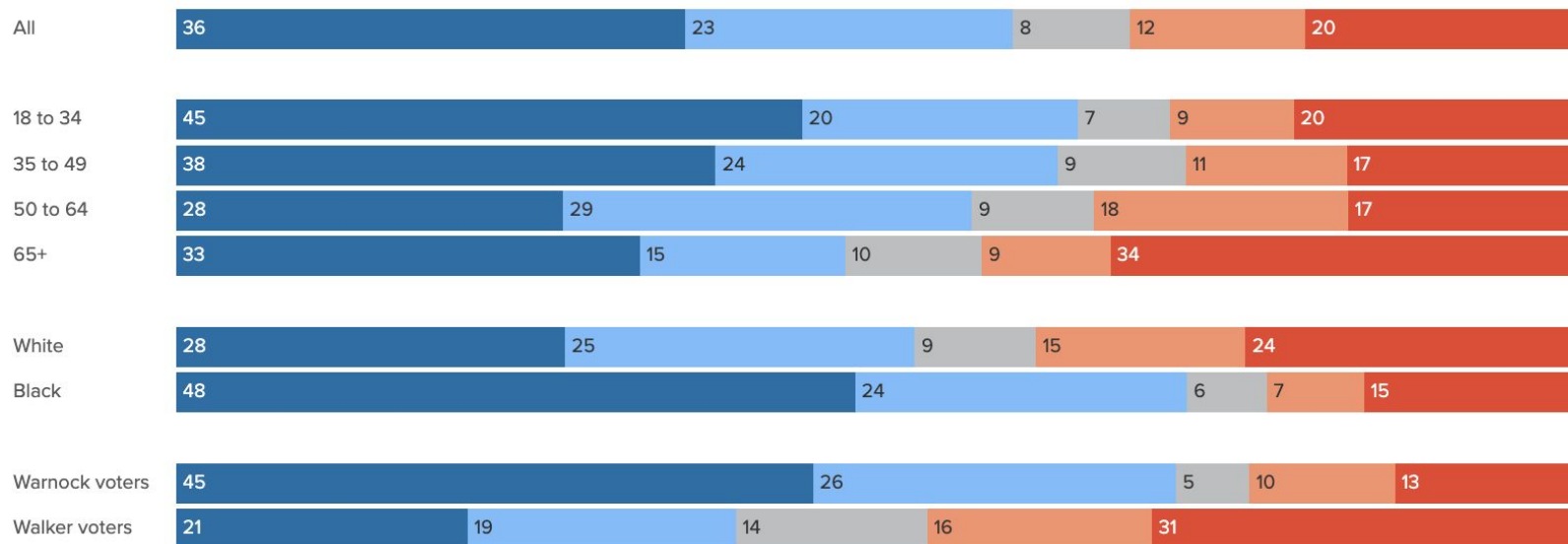
# Personal Benefit from Debt Forgiveness



- Young people, African Americans, and other members of Warnock's coalition are far likelier to say they or a family member will benefit from debt forgiveness than other groups

*Last year, the Biden Administration announced it will relieve \$10,000 in student loan debt for borrowers who make less than \$125,000 a year, and \$20,000 of debt for those who received a Pell grant in college. How much will you or a member of your family financially benefit from this decision?*

● Benefit a lot ● Benefit some ● Not sure ● Benefit a little ● Not benefit at all





# Open-Ended Responses on Benefits



- Those who said they'd be personally benefited by debt relief most frequently said it would help them pay the rest of their bills – with many mentioning the stresses of inflation.
- Others mentioned credit score. A few Republicans disapproved of the broader implications of debt relief, even though they themselves would benefit from it.

## *How will student loan relief affect your everyday life?*

***That's one less bill that I'll have to pay. I'm currently unemployed so I could use the relief. I can save that money towards a house.***

- Black woman age 18-34

***We are over 30 and put off having a family and purchasing new vehicles and other expensive items due to student loan debt.***

- White woman age 18-34

***I'll be able to invest that money into the economy instead of paying it to a shady loan servicer.***

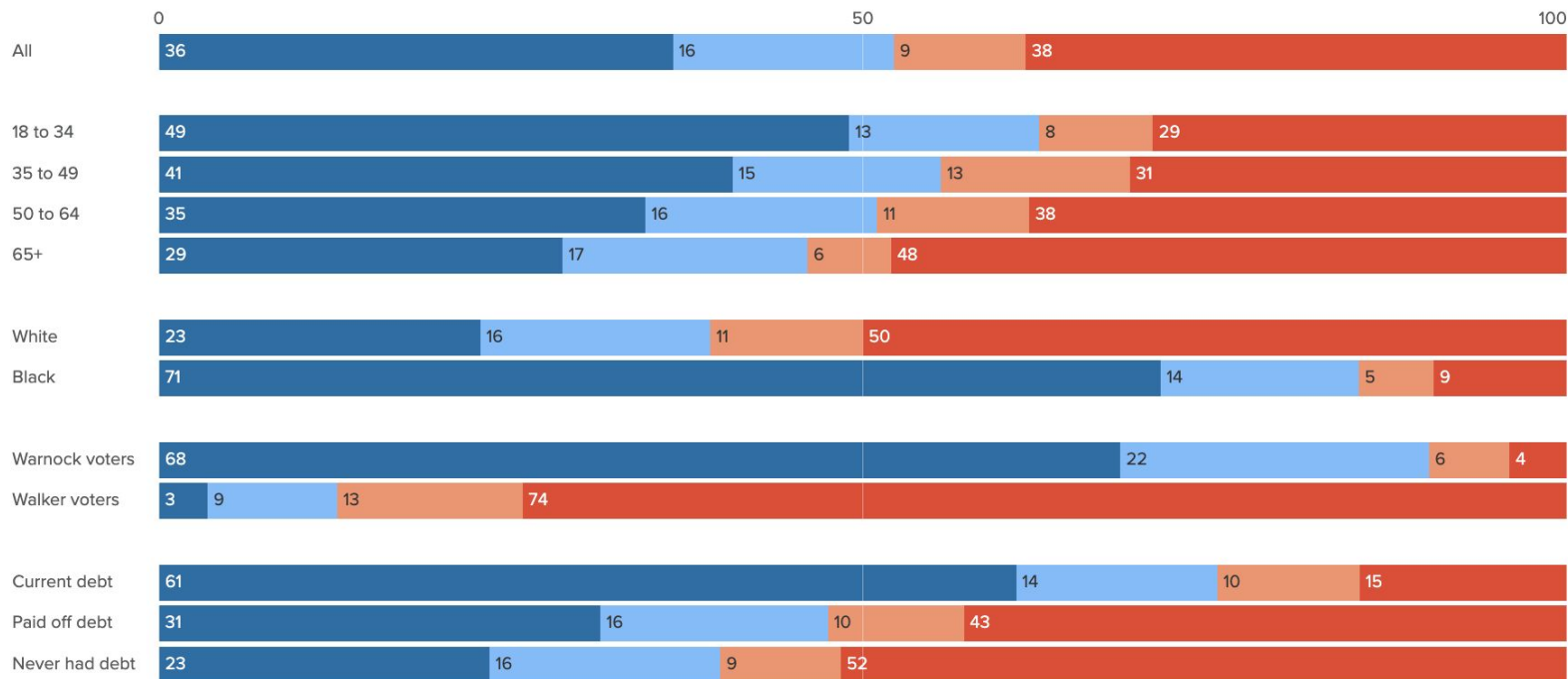
- White man age 35-49

# Approval of Debt Relief

- Slim majority approves of debt relief; feelings on both sides tend to be strong
- Partisanship is the biggest predictor of approval – though there is a bit of crossover on either side

*Do you approve or disapprove of the decision to relieve student loan debt?*

● Strongly approve ● Somewhat approve ● Somewhat disapprove ● Strongly disapprove



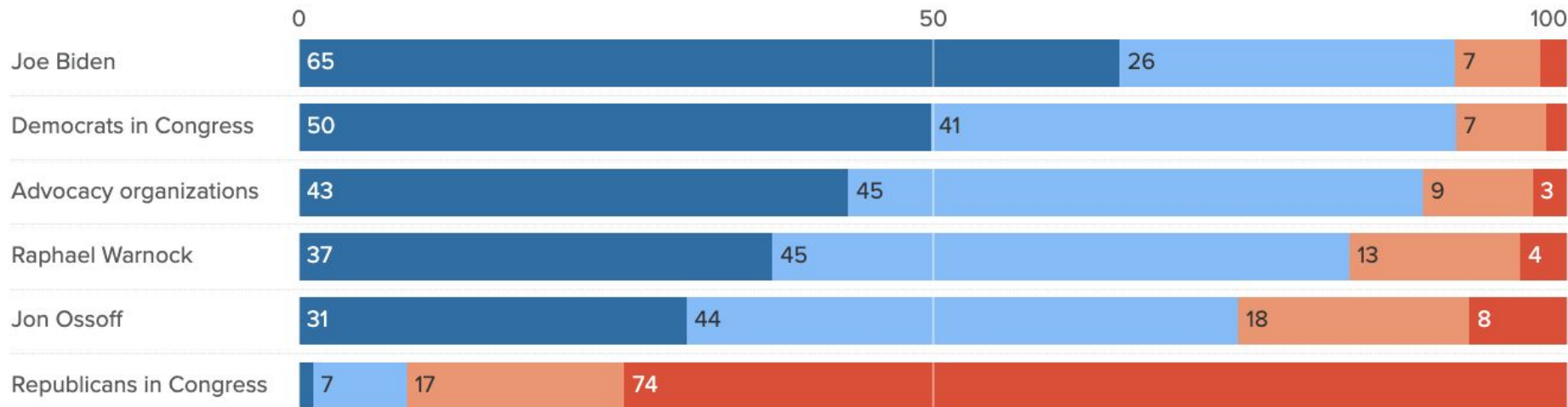
# Credit for Debt Relief



- Warnock voters who approve of debt relief give the most credit to Biden, and credit “Democrats in Congress” and advocacy organizations more than Warnock
- But Warnock is given more credit than Ossoff

*How much credit do each of the following individuals deserve for student debt forgiveness? [WARNOCK VOTERS WHO APPROVE OF DEBT FORGIVENESS]*

● A lot   ● Some   ● Only a little   ● None

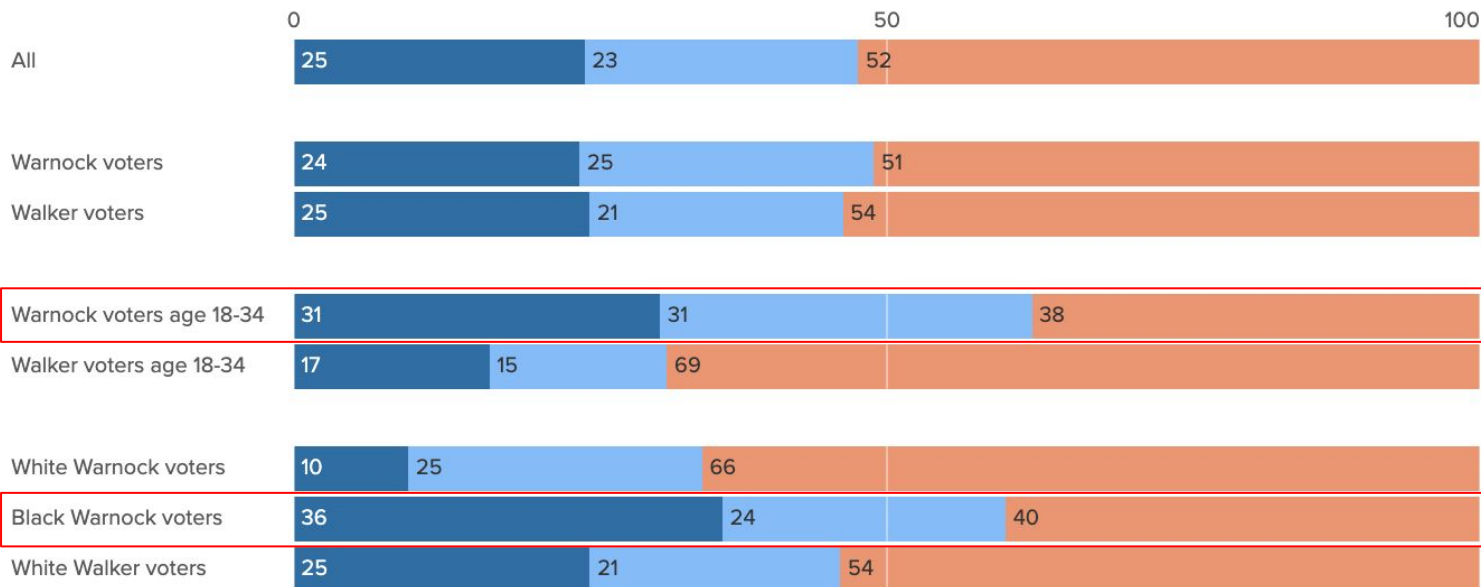


# Influence on Decision to Vote

- Overall, Walker and Warnock voters report a similar influence on their decision to vote
- But young and Black Warnock voters were influenced much more than any other group.
- The older white Walker voters who say they were influenced have much higher turnout rates than these other groups.

*When thinking about your vote in the December runoff election for Senate, how much did the Biden administration's actions on student loan relief influence your decision to vote in the runoff?*

● A large influence ● A small influence ● No influence

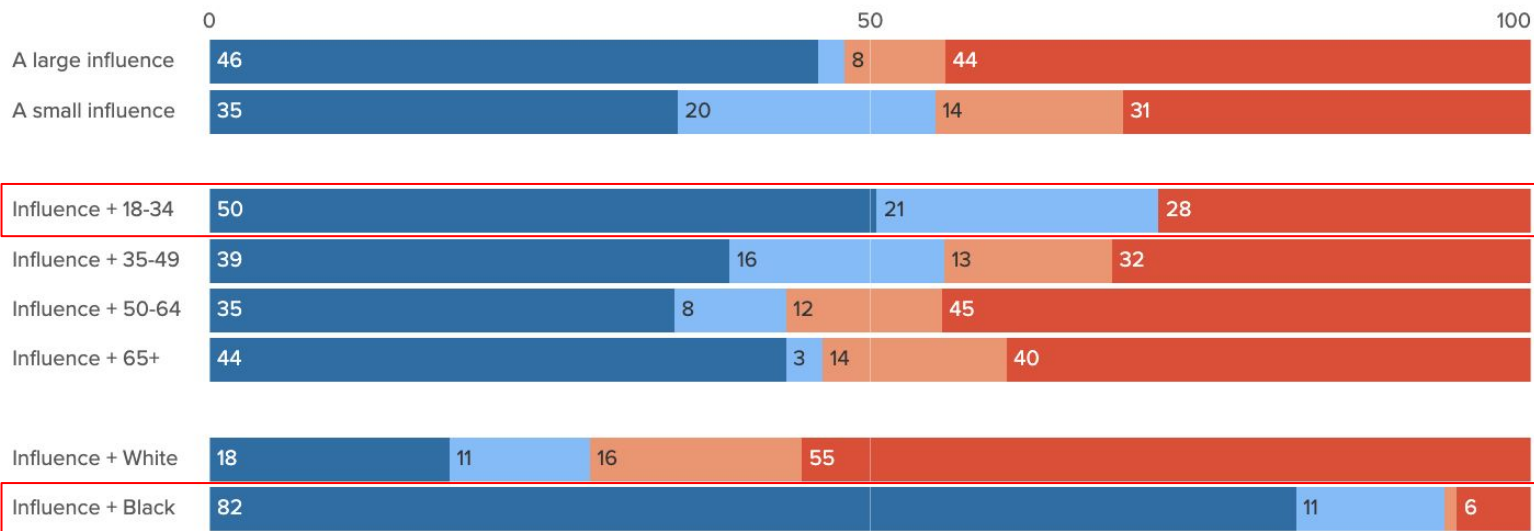


# Influence on Vote Choice

- Among those whose decision to vote was influenced, young and Black voters were disproportionately pushed toward Warnock.

*Did it make you more likely to vote for Reverend Raphael Warnock or Herschel Walker? [AMONG THOSE WHO SAID IT HAD AN INFLUENCE ON THEIR DECISION TO VOTE]*

● Much more likely to vote for Reverend Raphael Warnock ● Somewhat more likely to vote for Reverend Raphael Warnock ● Somewhat more likely to vote for Herschel Walker ● Much more likely to vote for Herschel Walker



# Runoff Takeaways

- Debt was especially key to the decision to vote and the candidate choices of young and Black voters – key members of Warnock’s coalition
- Debt was a central issue almost exclusively for those who approved of it; it was not top of mind for those who opposed it
- Personal benefit was also closely associated with people’s feelings on debt relief
- Those who opposed it and *claim* it mattered tended to belong to groups that have high turnout and vote Republican – suggesting that Walker gained few votes from any backlash
- Voters were largely unaware of Warnock’s role, but they did associate debt relief with Democrats, so it helped motivate them to vote for Warnock

# Upcoming Fights + The Larger Politics of Debt

# More vs. Less Action on Loan Relief



- Plurality wants to see more action on student loans
- Democrats lean more heavily toward “more action” than Republicans lean toward less

*Would you like to see President Biden take more action to relieve the cost of student loans, less action to relieve the cost of student loans, or has he taken enough action?*

● More action ● Enough has been taken ● Less action





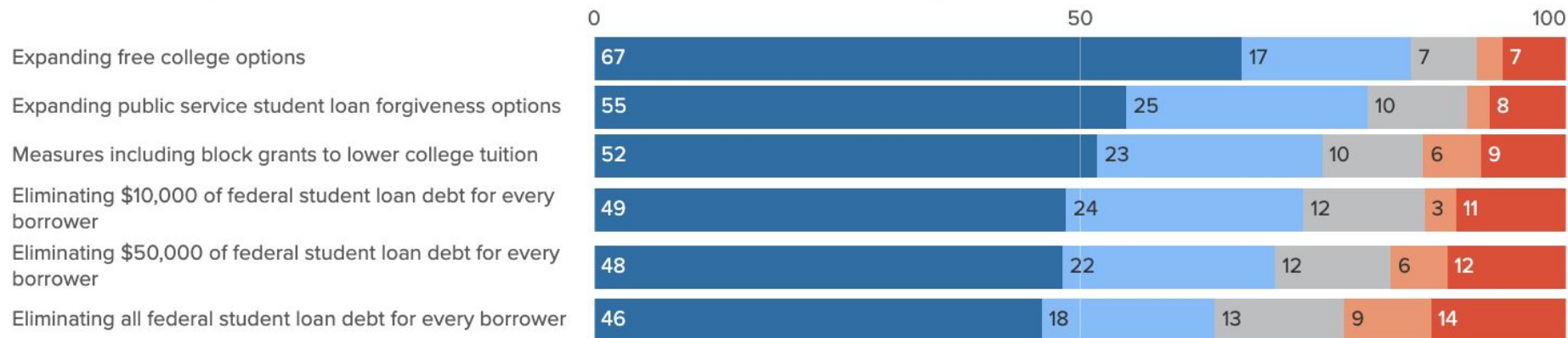
# Likelihood of Supporting Candidates (Dems + Inds)



- As is true among all voters, expanding free college and PSLF are more popular than eliminating debt
- Block grants' popularity is more similar to debt elimination
- As with all voters, support decreases as the amount of debt to be eliminated gets higher

*Are you more or less likely to vote for a candidate for U.S. Congress who supports:*

● Much more likely   ● Somewhat more likely   ● Makes no difference   ● Somewhat less likely   ● Much less likely



# Strategic Recommendations

- **Telling the runoff story**

- Stress that debt was key to Warnock voters' vote, but not an issue for Walker voters
- Stress that debt was most important to the young voters and African Americans whose turnout was key to Warnock's margin
- Those who disapprove of the Biden administration's actions were 1) disproportionately likely to turn out anyway and 2) unlikely to say that it was key to their vote

- **SCOTUS**

- If SCOTUS strikes down the Biden administration's actions, there is an opportunity to capitalize on voters' anger. Voters are positioned to blame both SCOTUS itself and Republican officials.

# POLLING for the PEOPLE



## Contact:

**Ben Greenfield**

[ben@changeresearch.com](mailto:ben@changeresearch.com)

**Anna Pokrovsky**

[anna@changeresearch.com](mailto:anna@changeresearch.com)

**Andy Jarrin**

[andy@changeresearch.com](mailto:andy@changeresearch.com)