

**MEMO**

TO: Interested Parties  
 FROM: Justin Clark – Partner, National Public Affairs  
 DATE: October 31<sup>st</sup>, 2024  
 RE: Georgia – Presidential Election Survey

**Research Scope**

National Public Affairs recently completed a survey of 829 likely 2024 general election voters in the state of Georgia. Interviews were collected via live calls, online panel and SMS/text messaging to web. The margin of error is +/- 3.4% with a 95% confidence level. Interviews were conducted October 21<sup>st</sup> – October 24<sup>th</sup>, 2024. Percentages may not equal 100% due to rounding.

**Bottom Line:**

*The Presidential election is once again shaping up to be a close contest in Georgia, with former President Trump gaining ground over the last month and holding a 2-point lead heading into the final week of the Presidential election.*

2024 H2H Presidential Ballot



**October Poll Demographics:**

**Age:** What is your age?

18-34	21%
35-44	15%
45-54	17%
55-64	19%
65+	28%

**General Election Vote Intent:** How likely are you to vote in the 2024 general elections being held for President, U.S. House and other local offices?

Definitely voting	47%
Probably voting	3%
50/50 chance	2%
Already voted	48%

**Self-Identified Partisanship:** Do you consider yourself a Republican, Democrat or Independent/something else?

Republican	38%
Democrat	34%
Independent or something else	28%

**Sex:** Are you male or female?

Male	44%
Female	56%

**Race:** Which of the following best describes your race or ethnicity?

White or Caucasian	61%
Black or African American	29%
Hispanic or Latino	7%
Asian	1%
Other	2%

**2020 Vote:** Who did you vote for in the 2020 General Election for US President?

Donald Trump	44%
Joe Biden	46%
Someone else	2%
Did not vote	8%

**Marital Status:** What is your current marital status?

Single, never married	20%
Married or domestic partnership	59%
Widowed	7%
Divorced or separated	13%
Other	1%
Unsure/refused	<1%

**Education:** What is the highest level of education you have completed?

Some high school	2%
High school diploma / GED	20%
Some college/Associate's degree	37%
Four-year undergraduate or Bachelor's Degree	21%
Graduate Degree or further	19%
Unsure/refused	<1%

**Income:** What is your annual household income?

Less than \$30,000	15%
\$30,000 - \$49,999	14%
\$50,000 - \$74,999	16%
\$75,000 - \$99,999	13%
\$100,000 - \$124,999	12%
Greater than \$124,999	25%
Unsure/refused	5%