

MEMO

TO: Interested Parties

FROM: Justin Clark – Partner, National Public Affairs

DATE: October 31st, 2024

RE: Georgia – Presidential Election Survey

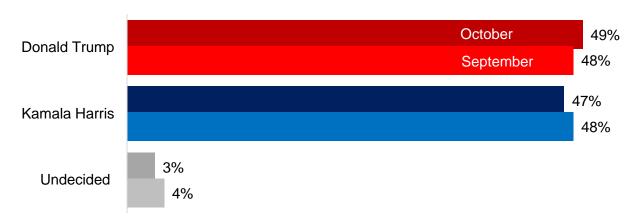
Research Scope

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 21st – October 24th, 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%