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UMass Lowell Survey of Georgia Likely Voters

Survey produced by Director of Survey Research Dr. John Cluverius,

Field Dates: Nov. 18 – Nov. 28, 2022

N=1,300 Georgia Likely Voters
Adjusted Margin of Error: +/- 3.2%

Margins of error have been adjusted to include for design effects
resulting from weighting and survey design features

Methodology in Brief

YouGov interviewed 1,322 Georgia-registered voters who were then matched down to a sample of 1,300 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education. The sampling frame is a politically representative "modeled frame" of Georgia-registered voters, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, presidential vote choice and home tenure. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The sample was post-stratified on political interest based on the 2020 CES validated voter sample. The November midterm voter portion of the dataset was post-stratified on Senate vote choice, and a two-way stratification of gender and age (4-categories), using benchmarks obtained from the voter file for 2018 midterm voters. For the registered voter weight, the full sample was post-stratified on a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories) to produce the final weight. For the likely voter model weight, several likely voter profiles were given slightly more weight than their unlikely voter counterparts to produce the final likely voter model weight.

UMass Lowell is a public institution and releases surveys as a source of public information. The university offers a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Its goal is complete transparency in the reporting of findings. If there is something you do not see here, but wish you did, please contact Director of Survey Research Dr. John Cluverius (john_cluverius@uml.edu; [@JohnCluverius](#)).



*indicates <.5%; some numbers do not sum to 100 due to rounding

ASKED OF ALL LIKELY VOTERS (N=1,300)

UML906a If the election for U.S. Senate were held today, and the candidates were [rotate] [the Republican, Herschel Walker], and [the Democrat, Raphael Warnock] for whom would you vote?

UML906b IF UNDECIDED: And who are you leaning toward for U.S. Senate?

46% Herschel Walker
 51 Raphael Warnock
 * Another candidate
 2 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Walker	3	45	90
Warnock	97	42	8
Another cand.	0	2	1
Undecided	1	10	2

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Walker	42	46	49	51	40	63	10	39
Warnock	55	52	49	47	57	35	88	51
Another cand.	0	1	1	0	1	0	0	2
Undecided	2	2	1	2	2	2	2	8

	Gender ¹		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Walker	52	42	36	52	5	32	88
Warnock	46	55	61	46	93	63	10
Another cand.	0	0	0	0	0	1	0
Undecided	2	2	3	2	1	4	1

¹ While our gender questions include non-binary options, the total number of respondents selecting “non-binary” or “other” in the sample is too small to report out separate crosstabs. Two respondents in the sample chose “Non-binary;” two respondents chose “other.”

UML905a If the election for president were held today and the candidates for president were [rotate] [the Democrat, Joe Biden] and [the Republican, Donald Trump], for whom would you vote?

UML905b IF UNDECIDED: Do you lean more towards [ROTATE NAME ORDER] [Joe Biden] or [Donald Trump]?

47% Joe Biden
 43 Donald Trump
 7 Another candidate
 3 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Biden	94	31	4
Trump	3	39	83
Another cand.	2	20	9
Undecided	1	10	4

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Biden	51	44	47	41	55	32	82	44
Trump	42	45	40	50	34	56	11	46
Another cand.	5	8	8	7	7	8	4	8
Undecided	2	3	5	2	4	3	3	2

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Biden	43	50	55	43	90	56	7
Trump	46	41	38	45	5	30	83
Another cand.	7	7	4	9	2	11	7
Undecided	4	2	3	3	2	3	4

UML905c If the election for president were held today and the candidates for president were [rotate] [the Democrat, Joe Biden] and [the Republican, Ron DeSantis], for whom would you vote?

UML905d IF UNDECIDED: Do you lean more towards [ROTATE NAME ORDER] [Joe Biden] or [Ron DeSantis]?

46% Joe Biden
 47 Ron DeSantis
 3 Another candidate
 4 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Biden	92	27	4
DeSantis	3	59	88
Another cand.	1	5	4
Undecided	4	9	3

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Biden	51	44	45	40	54	31	81	45
DeSantis	41	48	51	50	42	63	9	46
Another cand.	5	3	2	4	2	3	3	5
Undecided	4	5	2	5	2	3	6	5

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Biden	42	49	56	41	91	52	8
DeSantis	52	43	36	53	6	36	87
Another cand.	3	3	3	3	1	4	4
Undecided	3	5	6	3	2	8	1

UML907

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

32% Right Direction
68 Wrong Track

	Party ID Leaned		
	Democrat	Independent	Republican
Right direction	60	23	6
Wrong track	40	77	94

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Right direction	36	31	28	28	37	22	54	33
Wrong track	64	69	72	72	63	78	46	67

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Right direction	33	31	38	29	59	38	6
Wrong track	67	69	62	71	41	62	94

UML908a Do you approve or disapprove of the way Joe Biden is handling his job as president?

UML908b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Joe Biden is handling his job as president?

25% Strongly approve
 20 Somewhat approve
 11 Somewhat disapprove
 43 Strongly disapprove

	Party ID Leaned		
	Democrat	Independent	Republican
Strongly approve	52	7	2
Smwht. approve	37	25	2
Smwht. disapprove	8	9	15
Strongly disapprove	2	59	81

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Strongly approve	31	20	28	22	30	16	47	26
Smwht. approve	17	23	18	17	25	16	32	15
Smwht. disapprove	13	13	7	13	9	10	14	17
Strongly disapprove	39	43	46	48	37	59	8	42

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Strongly approve	23	27	27	25	50	30	4
Smwht. approve	18	21	25	17	38	24	3
Smwht. disapprove	10	13	16	9	9	14	10
Strongly disapprove	49	39	32	49	4	32	83

UML982a Do you approve or disapprove of the way Brian Kemp is handling his job as governor of Georgia?

UML982b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Brian Kemp is handling his job as governor of Georgia?

- 37% Strongly approve
- 23 Somewhat approve
- 18 Somewhat disapprove
- 22 Strongly disapprove

	Party ID Leaned		
	Democrat	Independent	Republican
Strongly approve	10	25	66
Smwht. approve	15	36	28
Smwht. disapprove	32	21	5
Strongly disapprove	44	17	2

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Strongly approve	36	33	42	39	34	47	14	34
Smwht. approve	18	26	24	23	23	25	16	27
Smwht. disapprove	19	19	16	17	20	13	30	20
Strongly disapprove	26	22	18	21	23	15	40	20

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Strongly approve	42	33	31	40	10	30	64
Smwht. approve	25	21	25	22	10	28	27
Smwht. disapprove	17	19	19	18	34	21	6
Strongly disapprove	16	27	25	20	47	22	4

UML920

Do you think that a current COVID-19 vaccine should be required or should not be required for a child to attend public school in Georgia?

- 24% Definitely required
- 21 Probably required
- 15 Probably not required
- 40 Definitely not required

	Party ID Leaned		
	Democrat	Independent	Republican
Definitely required	40	15	9
Probably required	34	17	10
Probably not req.	14	18	16
Definitely not req.	11	50	66

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Definitely required	25	24	25	19	31	20	31	27
Probably required	22	20	20	21	21	17	31	22
Probably not req.	16	15	17	15	15	15	18	11
Definitely not req.	37	42	38	45	32	48	20	41

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Definitely required	22	25	26	23	46	23	8
Probably required	20	23	22	21	29	28	9
Probably not req.	17	14	15	15	15	15	16
Definitely not req.	42	38	37	41	9	34	67

UML917a

In the last month, have you had serious problems paying for any basic expenses like housing, utilities, food, medical care, car payments, or other regular monthly necessities?

34% Yes, had serious problems
 66 No, have not had serious problems

	Party ID Leaned		
	Democrat	Independent	Republican
Yes	34	27	34
No	66	73	66

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Yes	51	31	14	41	23	28	44	41
No	49	69	86	59	77	72	56	59

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Yes	32	35	48	26	34	37	31
No	68	65	52	74	66	63	69

UML917c Do you think rising costs of regular monthly necessities is more the fault of politicians and their policies or circumstances beyond their control?

- 33% Definitely fault of politicians
- 27 Probably fault of politicians
- 29 Probably circumstances beyond their control
- 11 Definitely circumstances beyond their control

	Party ID Leaned		
	Democrat	Independent	Republican
Def. politicians	12	38	53
Prob. politicians	23	33	31
Prob. circumstances	46	24	12
Def. circumstances	19	6	4

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Def. politicians	32	35	29	38	27	40	17	38
Prob. politicians	28	25	29	28	26	28	28	23
Prob. circumstances	27	32	31	25	34	24	39	30
Def. circumstances	13	8	11	9	13	9	16	9

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Def. politicians	36	31	21	39	10	25	57
Prob. politicians	27	28	33	24	26	28	28
Prob. circumstances	25	31	34	26	44	36	11
Def. circumstances	12	10	12	10	21	12	3

UML921a

As you know, some voting irregularities occur in every election that can change some votes here and there. Who do you think was the legitimate winner of the 2016 presidential election, [rotate] [Hillary Clinton] or [Donald Trump]?

54% Definitely Trump
 17 Probably Trump
 12 Probably Clinton
 18 Definitely Clinton

	Party ID Leaned		
	Democrat	Independent	Republican
Definitely Trump	20	59	86
Probably Trump	21	24	11
Probably Clinton	23	9	1
Definitely Clinton	36	7	1

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Definitely Trump	45	56	59	55	52	69	20	47
Probably Trump	15	16	17	15	19	17	15	21
Probably Clinton	13	12	12	12	12	6	25	18
Definitely Clinton	26	15	12	18	17	8	41	15

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Definitely Trump	61	48	44	59	24	45	84
Probably Trump	15	18	19	15	20	23	10
Probably Clinton	8	15	16	10	20	14	2
Definitely Clinton	16	19	21	16	36	18	4

UML921b

As you know, some voting irregularities occur in every election that can change some votes here and there. Who do you think was the legitimate winner of the 2020 presidential election, [rotate] [Joe Biden] or [Donald Trump]?

49% Definitely Biden
 14 Probably Biden
 14 Probably Trump
 23 Definitely Trump

	Party ID Leaned		
	Democrat	Independent	Republican
Definitely Biden	89	46	12
Probably Biden	9	23	17
Probably Trump	1	20	25
Definitely Trump	2	12	46

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Definitely Biden	52	48	51	42	60	39	75	46
Probably Biden	10	15	17	15	13	14	15	10
Probably Trump	12	14	13	13	15	18	4	17
Definitely Trump	26	23	19	31	12	30	6	27

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Definitely Biden	47	51	50	49	88	58	14
Probably Biden	14	14	15	13	6	17	18
Probably Trump	16	11	11	15	3	10	24
Definitely Trump	22	24	24	22	3	15	44

UML922a Do you think that there should or should not be a right to get an abortion in every state in the United States?

44% Definitely should be
 19 Probably should be
 15 Probably should not be
 22 Definitely should not be

	Party ID Leaned		
	Democrat	Independent	Republican
Definitely should	75	30	16
Probably should	15	32	20
Probably not	7	12	24
Definitely not	3	25	40

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Definitely should	44	46	44	40	51	37	61	45
Probably should	18	20	21	19	18	17	23	16
Probably not	14	15	15	17	12	17	9	18
Definitely not	24	19	20	24	19	28	7	20

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Definitely should	36	51	50	42	80	49	15
Probably should	22	17	19	19	10	29	18
Probably not	18	13	15	15	7	12	23
Definitely not	24	20	16	25	3	11	45

UML959-UML988 We'd like to ask you about how you feel about a number of political figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Joe Biden	45	50	5	*
Barack Obama	51	43	5	*
Hillary Clinton	38	52	9	*
Donald Trump	40	54	5	*
Bernie Sanders	40	45	13	1
Kamala Harris	40	50	9	1
Ron DeSantis	45	33	15	6
Jon Ossoff	44	41	13	3
Elon Musk	35	37	24	4
Brian Kemp	52	39	8	*
Stacey Abrams	46	48	5	1
Raphael Warnock	49	45	6	*
Herschel Walker	39	51	9	1
Brad Raffensberger	30	27	32	11
Anthony Fauci	39	42	14	6
Jimmy Carter	54	23	21	2
Larry Hogan	10	9	29	53
Marco Rubio	34	32	26	8

UML989-UML1002 We'd like to ask you some questions about other people and things. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about them, and "never heard of" if you've never heard of them.

	Favorable	Unfavorable	No Opinion	Never heard of
Kroger	77	8	14	*
Food Lion	37	11	45	6
Publix	83	6	11	1
Zaxby's	72	12	16	*
Chick-fil-A	80	12	7	*
Popeye's	62	17	21	*
Coca-Cola	71	18	11	*
Pepsi	54	28	18	*
Waffle House	75	11	13	*
QuikTrip	67	3	21	9
Roasted peanuts	73	10	15	2
Boiled peanuts	52	30	16	2