

Education Reform Now Advocacy: Georgia & North Carolina Brief

HIT Strategies conducted a statewide survey in Georgia and North Carolina of 800 voters (including oversamples of African Americans and parents).

1. Presidential Preferences.

	Total	GA	NC	AA	Parents
Democrat Joe Biden	46%	44%	47%	74%	40%
Republican Donald Trump	39%	40%	37%	8%	42%
3 rd Party Candidate	4%	4%	3%	4%	5%
Undecided	10%	10%	10%	11%	11%
Would Not Vote	2%	2%	1%	2%	2%
Don't Know/Ref	0%	0%	0%	0%	0%

2. US Georgia Senate Preferences.

	Total	GA	NC	AA	Parents
Republican David Perdue	39%	39%	0%	12%	41%
Democrat Jon Ossoff	42%	42%	0%	66%	43%
3 rd Party Candidate	3%	3%	0%	5%	3%
Undecided	14%	14%	0%	15%	12%
Would Not Vote	2%	2%	0%	2%	2%

3. US Georgia Senate Special Election Preferences.

	Total	GA	NC	AA	Parents
Republican Doug Collins	18%	18%	0%	6%	19%
Democrat Raphael Warnock	14%	14%	0%	28%	9%
Democrat Matt Liberman	14%	14%	0%	17%	17%
Republican Kelly Loeffler	22%	22%	0%	9%	22%
Democrat Ed Tarver	6%	6%	0%	10%	6%
3 rd Party Candidate	1%	1%	0%	0%	1%
Undecided	23%	23%	0%	25%	23%
Would Not Vote	3%	3%	0%	5%	3%

4. U.S. North Carolina Senate Preference.

	Total	GA	NC	AA	Parents
Republican Thom Tillis	32%	0%	32%	5%	34%
Democrat Cal Cunningham	48%	0%	48%	72%	46%
3rd Party Candidate	4%	0%	4%	3%	2%
Undecided	15%	0%	15%	18%	17%
Would not vote	2%	0%	2%	2%	1%

5. **Survey Methodology.** This 800-sample survey consisted of 400 registered voters each in Georgia and North Carolina from all political viewpoints with a 100-person oversample each of African American, and Parents. The survey was conducted via a double opt-in online panel. The survey fielded from July 23rd – July 31st, 2020, and the margin of error is +/- 4.9% within each state with a confidence level of 95%. MOE is higher within subgroups.

HIT Strategies is a firm of young, diverse, innovative social scientists who use research and data to understand and activate with young voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.