Governor: Gov. Brian Kemp leads Stacey Abrams 52% - 45% in a rematch of their closely fought 2018 race. Kemp holds a 56% - 41% advantage among Voters 50+. There is a huge gender gap, with Kemp leading by 27-points among men, but Abrams ahead by 11% among women. The gender gap is smaller, but still significant, among voters 50+. Both candidates are winning 95% of their party’s voters, but Kemp leads overall thanks to his 14-point edge with Independents. He is also overperforming typical Republican vote share among Black voters 50+. Kemp’s image is 50% favorable – 45% unfavorable, with Abrams the near inverse at 46% - 50%.

Senator: Sen. Raphael Warnock holds a 50% - 47% lead over Herschel Walker in a key race for control of the U.S. Senate. Walker is ahead narrowly (52% - 46%) among voters 50+. As in the governor’s race, there is a substantial gender gap, with Warnock’s 58% - 39% lead with women voters giving him the slight advantage overall. In a major contrast to the governor's race, Warnock leads by 3-points among Independents. Warnock’s image is evenly divided at 47% favorable – 47% unfavorable, while Walker is underwater at 41% - 49%.

Political Environment: Georgia voters are pessimistic about the direction of the country (12% right direction/ 88% wrong direction). President Biden’s job approval is negative at 34% - 65%, while fmr. President Trump’s recalled job approval is mixed (49/50). Just 1-in-3 voters say the U.S. economy is working well for them personally. The top two federal issues for GA voters 50+ are the economy (15%) and inflation (14%), and most voters say inflation rather than the Jan. 6th commission or overturning Roe will be more important to their vote in November. The economy and inflation are also most important in the governor’s race, where voters see the state headed in the wrong direction, but by a narrower margin (41% right direction/59% wrong direction).

![2022 Ballots Table](https://doi.org/10.26419/res.00550.006)
### Candidate Images

#### Brian Kemp

<table>
<thead>
<tr>
<th>Favorable</th>
<th>Unfavorable</th>
<th>All Likely Voters</th>
<th>Voters 50+</th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
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#### Stacey Abrams

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#### Herschel Walker

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#### Raphael Warnock

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<th>All Likely Voters</th>
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</table>
Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Senate.

<table>
<thead>
<tr>
<th>Issue</th>
<th>GOP</th>
<th>Dem</th>
<th>_ind</th>
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<tbody>
<tr>
<td>The economy</td>
<td>15%</td>
<td>18%</td>
<td>18%</td>
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<tr>
<td>Inflation &amp; rising prices</td>
<td>14%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Gun control/gun rights</td>
<td>11%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Immigration &amp; Border Security</td>
<td>10%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Taxes, government spending &amp; debt</td>
<td>9%</td>
<td>15%</td>
<td>15%</td>
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<tr>
<td>Voting rights</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security &amp; Medicare</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abortion</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law &amp; Order and Crime</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional family values</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health care</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Election Security</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environment &amp; climate change</td>
<td>2%</td>
<td></td>
<td></td>
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<tr>
<td>Drugs &amp; the opioid epidemic</td>
<td>1%</td>
<td></td>
<td></td>
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<tr>
<td>Jobs</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roads &amp; infrastructure</td>
<td>0%</td>
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Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the findings of the January 6th Commission*

<table>
<thead>
<tr>
<th>Inflation</th>
<th>Refused</th>
<th>Jan 6th Commission</th>
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<td>29</td>
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<tr>
<td>Democrats 50+</td>
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<td>Independents 50+</td>
<td>72</td>
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<td>Republicans 50+</td>
<td>93</td>
<td>4</td>
</tr>
<tr>
<td>Women 50+</td>
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<tr>
<td>Men 50+</td>
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<td>Black 50+</td>
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Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the Supreme Court overturning Roe v. Wade*

<table>
<thead>
<tr>
<th>Inflation</th>
<th>Refused</th>
<th>Roe v. Wade</th>
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</thead>
<tbody>
<tr>
<td>Voters 50+</td>
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<td>36</td>
</tr>
<tr>
<td>Democrats 50+</td>
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<td>Republicans 50+</td>
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<td>11</td>
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<td>Women 50+</td>
<td>59</td>
<td>37</td>
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<tr>
<td>Men 50+</td>
<td>60</td>
<td>34</td>
</tr>
<tr>
<td>Black 50+</td>
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<td>49</td>
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</table>

*Questions were split sampled

All data on slide is among Voters 50+
Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Governor.

Inflation & rising prices: 21%
The economy: 21%
Voting rights: 13%
Gun control/gun rights: 11%
Abortion: 9%
Election security: 7%
Immigration & border security: 5%
Health care: 5%
Education: 2%
Taxes: 2%
Jobs: 1%
State Spending: 1%
Environment & climate change: 1%

**GOP**
- Inflation (31%)
- The economy (28%)
- Election security (12%)

**Dem**
- Voting Rights (29%)
- Guns (20%)
- Abortion (13%)

**Ind**
- The economy (27%)
- Inflation (19%)
- Guns (11%)

Q: Would you say that things in Georgia are going in the right direction or would you say that they are seriously off on the wrong track?

<table>
<thead>
<tr>
<th>Right Direction</th>
<th>Refused</th>
<th>Wrong Track</th>
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<tbody>
<tr>
<td>40</td>
<td>60</td>
<td>-20 Voters 50+</td>
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<tr>
<td>17</td>
<td>83</td>
<td>-66 Democrats 50+</td>
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<td>40</td>
<td>60</td>
<td>-20 Independents 50+</td>
</tr>
<tr>
<td>58</td>
<td>41</td>
<td>+17 Republicans 50+</td>
</tr>
</tbody>
</table>

**Biggest Concern on Inflation/Costs**
- **Gasoline**: 41%
- **Food**: 32%
- **Housing**: 16%
- **Electricity**: 3%

All data on slide is among Voters 50+
Voting Issues: About 2-in-3 GA voters 50+ are comfortable with the state’s rules for this year’s election, with Republicans and Independents more comfortable than Democrats and Black voters 50+. There is high familiarity with new laws passed since the 2020 election, but partisan disagreement on whether they make voting more difficult or easier – Democrats 50+ overwhelmingly say more difficult, Republicans 50+ lean toward easier, and Independents are mixed. Majorities across each group are planning to vote early in person, with Republicans 50+ highest in planning to vote on Election Day itself.

Q: How comfortable are you with your state's voting process and rules for this year's elections?  

- Voters 50+: Comfortable 66, Refused 31, Not Comfortable +35
- Democrats 50+: Comfortable 56, Refused 42, Not Comfortable +14
- Independents 50+: Comfortable 71, Refused 25, Not Comfortable +46
- Republicans 50+: Comfortable 72, Refused 26, Not Comfortable +46
- Women 50+: Comfortable 66, Refused 31, Not Comfortable +35
- Men 50+: Comfortable 67, Refused 30, Not Comfortable +37
- Black 50+: Comfortable 58, Refused 39, Not Comfortable +19

Q: How familiar are you with new voting laws passed in Georgia since the 2020 election?  

- Voters 50+: Familiar 80, Refused 18, Not Familiar +62
- Democrats 50+: Familiar 82, Refused 17, Not Familiar +65
- Independents 50+: Familiar 75, Refused 23, Not Familiar +52
- Republicans 50+: Familiar 83, Refused 16, Not Familiar +67
- Women 50+: Familiar 81, Refused 19, Not Familiar +61
- Men 50+: Familiar 81, Refused 18, Not Familiar +63
- Black 50+: Familiar 81, Refused 17, Not Familiar +64

Q: Which of the following statements comes closest to your opinion: Laws passed in Georgia since the 2020 election:*  

- Voters 50+: More Difficult 33, No Impact 21, Easier 29, Other/Not Sure 16
- Democrats 50+: More Difficult 73, No Impact 6, Easier 10, Other/Not Sure 12
- Independents 50+: More Difficult 30, No Impact 25, Easier 25, Other/Not Sure 20
- Republicans 50+: More Difficult 5, No Impact 29, Easier 47, Other/Not Sure 18
- Women 50+: More Difficult 36, No Impact 19, Easier 26, Other/Not Sure 18
- Men 50+: More Difficult 30, No Impact 23, Easier 33, Other/Not Sure 15
- Black 50+: More Difficult 56, No Impact 11, Easier 17, Other/Not Sure 16

Q: For this November’s election, how will you be voting?  

- Voters 50+: Early In-Person 57, Mail 9, Election Day 29, Unsure
- Democrats 50+: Early In-Person 60, Mail 14, Election Day 22, Unsure
- Independents 50+: Early In-Person 55, Mail 9, Election Day 27, Unsure
- Republicans 50+: Early In-Person 55, Mail 6, Election Day 37, Unsure
- Women 50+: Early In-Person 55, Mail 11, Election Day 30, Unsure
- Men 50+: Early In-Person 58, Mail 8, Election Day 28, Unsure
- Black 50+: Early In-Person 59, Mail 8, Election Day 25, Unsure

*Asked if not completely unfamiliar

All data on slide is among Voters 50+
**Key Issues:** Georgia voters 50+ would be much more likely to back a candidate for U.S. Senate who supports protecting Social Security & Medicare from cuts, allows Medicare to negotiate for lower prescription drug prices, and expands access to affordable long-term care.

These issues are seen as important and broadly supported by Democrats, Republicans, and Independents.

---

Q: Please tell me if you would be more likely or less likely to support a candidate for Senate that advocated this position?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Democrats</th>
<th>Republicans</th>
<th>Independents</th>
<th>Much More Likely</th>
<th>Total More Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support protecting Social Security from cuts to workers’ earned benefits.</td>
<td>91%</td>
<td>84%</td>
<td>81%</td>
<td>69</td>
<td>90</td>
</tr>
<tr>
<td>Support protecting Medicare from cuts and ensure America’s seniors get the healthcare they need.</td>
<td></td>
<td></td>
<td></td>
<td>67</td>
<td>90</td>
</tr>
<tr>
<td>Support allowing Medicare to negotiate for lower prescription drug prices</td>
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<td></td>
<td>64</td>
<td>89</td>
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<tr>
<td>Expand access to quality, affordable long-term care for the elderly, from home care to nursing homes.</td>
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<td></td>
<td></td>
<td>51</td>
<td>83</td>
</tr>
</tbody>
</table>

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**Importance of Social Security**

- **Democrats:** 91%
- **Republicans:** 84%
- **Independents:** 81%

**Importance of Medicare**

- **Democrats:** 88%
- **Republicans:** 73%
- **Independents:** 71%

---

**Protect S.S. Funding**

- **Democrats:** 92%
- **Republicans:** 88%
- **Independents:** 88%

**Protect Medicare**

- **Democrats:** 96%
- **Republicans:** 87%
- **Independents:** 87%

**Medicare Rx Prices**

- **Democrats:** 97%
- **Republicans:** 84%
- **Independents:** 88%

**Affordable LTC**

- **Democrats:** 93%
- **Republicans:** 77%
- **Independents:** 82%
**Persuadable voters** are the 15% of the 50+ segment of the electorate who are not definitely voting for one of Warnock or Walker. 5% are Probably/Leaning toward voting for Warnock, 8% are Probably/Leaning toward voting for Walker, while the rest are Undecided. They are more likely to be Independents or Republicans than Democrats and are much more likely to be a self-described conservative than a liberal. They are very pessimistic about the direction of the country and more focused on economic issues for their vote.

53% Women / 47% Men

65% White / 27% Black / 8% Other

38% GOP / 47% Ind / 15% Dem

46% Cons / 33% Moderate / 11% Liberal

---

**Definitely Walker**

**44%**

**Definitely Warnock**

**41%**

**Persuadable Voters**

15%

---

**Direction of Country**

- Right Direction: 7%
- Wrong Direction: 93%

**Economy Working for You**

- Well: 28%
- Not Well: 71%

---

**Top Issue for Sen Vote**

- The economy: 23%
- Inflation & rising prices: 23%
- Gun control/gun rights: 12%
- Immigration & Border Security: 9%
- Taxes, gov't spending & debt: 10%
- Voting rights: 0%
- Social Security & Medicare: 5%
- Abortion: 6%
- Law & Order and Crime: 6%
- Traditional family values: 1%
- Health care: 2%
- Election Security: 1%

---

**Biggest Concern on Inflation/Costs**

- Gas: 37%
- Food: 37%
- Housing: 18%

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**Sen Candidate: Protect Social Security**

- More Likely: 90%

**Sen Candidate: Protect Medicare from Cuts**

- More Likely: 88%

**Sen Candidate: Allow Medicare to Negotiate**

- More Likely: 88%

**Sen Candidate: Expand LTC Access**

- More Likely: 84%

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All data on slide is among Voters 50+
**Persuadable voters** are the 15% of the 50+ segment of the electorate who are not definitely voting for one of Kemp or Abrams. 6% are Probably/Leaning toward voting for Kemp, 6% are Probably/Leaning toward voting for Abrams, while the rest are Undecided. They are much more likely to be an Independent and Moderate than voters 50+ overall. They are concerned about the state’s direction, and inflation and the economy are the two top issues for their vote.

54% Women / 46% Men

54% White / 40% Black / 6% Other

22% GOP / 54% Ind / 24% Dem

32% Cons / 46% Moderate / 12% Liberal

### Direction of State

- **Right Direction**: 24%
- **Wrong Direction**: 76%

### Economy Working for You

- **Well**: 39%
- **Not Well**: 59%

### Top Issue for Gov Vote

- Inflation & rising prices: 21%
- The economy: 20%
- Voting rights: 7%
- Gun control/gun rights: 15%
- Abortion: 9%
- Election security: 8%
- Immigration & border: 4%
- Health care: 8%
- Education: 3%
- Taxes: 2%
- Jobs: 1%
- State Spending: 2%
- Enviro & climate change: 1%

### Biggest Concern on Inflation/Costs

- **Gas**: 31%
- **Food**: 38%
- **Housing**: 19%
- **Electricity**: 3%

*Issues similar to Voters 50+ overall*

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AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,197 likely Georgia voters, which includes a statewide representative sample of 500 likely voters, with an oversample of 550 likely voters age 50 and older and an additional oversample of 147 Black likely voters age 50 and older, between July 5-11, 2022. The interviews were conducted via landline, cellphone, and SMS-to-web. The margin of sampling error for the 500 statewide sample is ±4.4%; for the 815 total sample of voters 50+ is ±3.4%; for the 400 total sample of Black voters 50+ is ±4.9%.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are modeled on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Matthew Holmes at mholmes@aarp.org.
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