



THE CITADEL

POLL

The Citadel Poll has introduced the Southern Battleground Poll ahead of the 2024 Election. The purpose of this poll is to be able to understand the attitudes and opinions of Georgians and South Carolinians, especially in ways that reflect the South. This follows The Citadel Poll's release prior to the First in the South primary in February 2024.

Press Contact Information:

Mark Owens, Ph.D
Assistant Professor of Political Science
Email: mowens6@citadel.edu

Zach Watson
Director of Communications
Phone: (843) 953-3722
Email: zwatson2@citadel.edu

About The Citadel's Southern Battleground Poll

The Citadel Poll surveyed 2,459 registered voters in South Carolina and Georgia between October 17, 2024 and October 25, 2024. The sample includes an over-sample of 466 Black voters in Georgia and Black voters in South Carolina. This additional effort created a sample of 976 Black voters in the South across two states.

Survey respondents were invited to take the survey through live-telephone calls and text messages to registered voters in the state. In addition, a small portion were invited by email to eligible participants in Verasight's panel.

The questions asked in the survey covered four broad themes.

- 1) Migration to the state and time of residence, with Q2.
- 2) The election, including candidate preference (Q5 as well as Q12-Q16), reason for preference (Q6h & Q6t), vote plan (Q8), and anticipated competitiveness of the campaign (Q11).
- 3) Trust in the government, specifically response to Hurricane Helene (Q17-Q19) and trust in elections (Q19c).
- 4) Preference of leadership style (Q27-Q29).

Details on Each State Sample

The Citadel Poll surveyed 1,218 registered voters in Georgia between October 17, 2024 and October 25, 2024. A margin of sampling error of the Georgia Sample is 3.8%. This accounts for differences in the sample and estimates of the population. The survey was designed to include 244 more registered voters who are Black than the sample would otherwise include. Therefore, we have a larger sample of Black voters to better understand differences within the population of Black voters in Georgia. The sample is adjusted with weights to ensure the over-sample does not bias any data. The additional interviews are most meaningful for the specific columns that are reported.

Georgia Sample				
	Registered	Likely	Black RV	Black LV
Total	1,218	1,126	528	481
MOSE	3.8	3.9	5.7	6.0
MOE	2.8	2.9	4.3	4.5

During the same time period The Citadel Poll also surveyed 1,241 registered voters in South Carolina. The South Carolina survey also included 222 more Black registered voters than the sample would otherwise include to reduce errors of comparisons within the population.

South Carolina Sample				
	Registered	Likely	Black RV	Black LV
Total	1,241	1,136	448	403
MOSE	3.6	3.7	5.7	6.3
MOE	2.8	2.9	4.6	4.9

Please reference the methodology statement at poll.citadel.edu for a description of how the data were collected, demographics of the sample, and how weights were calculated. The Citadel is a contributing member to iPoll at the Roper Center at Cornell University, which is where data from the survey is available to the public.

Tally of Surveys by mode, with response rate (rr)		
	Georgia (rr)	South Carolina (rr)
Telephone	368 (1%)	391 (1%)
Text	688 (0.5%)	782 (1%)
Online community	162 (9%)	68 (10%)
Total Sample	1,218	1,241

Topline Results for Georgia

Column percentages and may not add up to exactly 100 due to weighting and rounding.

Q2	Were you born in Georgia? Have you always lived in Georgia or did you move back to Georgia after living somewhere else? Or How long have you lived in Georgia?	Registered Voters	Black RV
	Born in Georgia, always lived in Georgia	41%	47%
	Born in GA, moved back in past 5 years	2	3
	Born in GA, moved back between 5 and 10 years ago	2	2
	Born in GA, moved back more than 10 years ago	6	5
	Not born in GA, moved to GA in past 5 years	7	6
	Not born in GA, moved to GA between 5 and 10 years ago	7	7
	Not born in GA, moved to GA more than 10 years ago	36	31

Q5	In the election for President this November between Vice President Kamala Harris and former President Donald Trump, who would you vote for?	Registered Voters	Likely Voters	Black RV	Black LV
	Kamala Harris, the Democrat	47%	47%	80%	82%
	Donald Trump, the Republican	48	49	13	13
	Jill Stein, Green Party candidate	1	1	1	0
	Chase Oliver, the Libertarian	0	0	0	0
	Cornel West, United Citizens Party candidate	1	0	1	1
	Someone else	2	1	3	1
	(v) Refused	2	2	2	2

Q6H	What is the reason you most prefer Kamala Harris to be president? Is it because:	RV	LV	Black RV	Black LV
	Harris fights for people like me	19%	17%	29%	27%
	Trump should not be in power	42	46	29	31
	Harris is focused on the most important policies	24	25	27	29
	America needs a new direction	11	9	13	11
	Something else	3	4	2	2
	(v) Refused	0	0	0	0
	Total	686	653	430	408

Q6T	What is the reason you most prefer Donald Trump to be president? Is it because:	RV	LV	Black RV	Black LV
	Trump has a track record of success	34%	33%	39%	36%
	Harris should not be in power	10	10	9	10
	Trump is focused on the most important policies	38	38	44	45
	America needs a new direction	12	12	8	7
	Something else	6	6	1	1
	Total	455	424	55	45

Q6	Have you voted in Georgia before?	RV	LV	Black RV	Black LV
	Yes	92%	94%	89%	92%
	No	7	6	10	8
	Not sure	0	0	1	0

Q8	Do you plan to cast a ballot in-person early, on Election Day, or by absentee by mail?	RV	LV	Black RV	Black LV
	In-person early (voted)	32%	31%	30%	30%
(if voting)	In-person early	38	42	39	45
	In-person on Election Day	20	20	19	17
	Absentee by mail (voted)	3	2	5	4
	Absentee by mail	3	3	4	3
	Not sure/Refused	4	1	4	1

Q10	Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?	RV	LV	Black RV	Black LV
	Most of the time	69%	74%	57%	63%
	Some of the time	20	18	26	24
	Only now and then	7	5	11	11
	Hardly at all	4	3	5	2

Q11	Do you believe the presidential election in Georgia will be won in a close election or non-close election? Do you believe Kamala Harris or Donald Trump will win in Georgia?	RV	LV	Black RV	Black LV
	Kamala Harris will win a non-close election	7%	7%	15%	16%
	Kamala Harris will win a close election	31	32	52	56
	Kamala Harris will win, but not sure by how much	7	6	11	9
	Donald Trump will win, but not sure by how much	10	9	3	2
	Donald Trump will win a close election	26	26	9	8
	Donald Trump will win a non-close election	16	17	7	6
	Not sure/Someone else	4	4	3	3

Regardless of whom you might vote for, who do you trust to do a better job on each of the following?

Q12	Keeping our communities safe	RV	LV	Black RV	Black LV
	Kamala Harris	44%	45%	74%	80%
	Donald Trump	47	48	16	14
	Trust both equally	3	2	3	1
	Not confident in either	6	5	6	4

Q13	Protect American interests abroad	RV	LV	Black RV	Black LV
	Kamala Harris	44%	45%	74%	78%
	Donald Trump	49	50	15	14
	Trust both equally	2	1	4	3
	Not confident in either	5	4	6	4
Q14	Address rising costs of living	RV	LV	Black RV	Black LV
	Kamala Harris	44%	45%	77%	82%
	Donald Trump	48	50	15	13
	Trust both equally	2	1	2	2
	Not confident in either	6	4	5	2
Q15	Immigration & border security	RV	LV	Black RV	Black LV
	Kamala Harris	35%	37%	62%	68%
	Donald Trump	54	55	26	23
	Trust both equally	4	3	5	4
	Not confident in either	6	5	7	5
Q16	Unite the country	RV	LV	Black RV	Black LV
	Kamala Harris	44%	46%	76%	80%
	Donald Trump	37	39	9	10
	Trust both equally	4	3	3	2
	Not confident in either	14	12	11	7
Q17B	Hurricane Helene impacted much of the Southeast in late-September. Would you say that before the storm you saw, read, or heard more information than usual, less information than usual or about the same amount of information as usual about preparing for a major storm?	RV	LV	Black RV	Black LV
	Much more	18%	19%	24%	26%
	Somewhat more	19	20	19	19
	About the same	51	50	51	50
	Somewhat less	8	7	3	3
	Much less	4	3	4	2

Q17P	Would you say that after the storm you saw, read, or heard more information than usual, less information than usual or about the same amount of information as usual about preparing for a major storm?	RV	LV	Black RV	Black LV
	Much more	27%	28%	30%	32%
	Somewhat more	22	22	24	25
	About the same	28	26	32	31
	Somewhat less	9	9	8	7
	Much less	13	13	4	3
Q18	Was the information you saw, read, or heard positive or negative, regarding the response and assistance provided by the government after Hurricane Helene?	RV	LV	Black RV	Black LV
	All positive	7%	7%	13%	14%
	Mostly positive	22	21	32	33
	Mix of positive and negative	33	32	37	37
	Mostly negative	30	31	13	13
	All negative	9	9	4	2
Q19A	Has your perception of the federal government's performance providing assistance to communities impacted by Hurricane Helene made you more likely, less likely, or just as likely (than before) to vote for the current Vice President Kamala Harris?	RV	LV	Black RV	Black LV
	Much more likely	22%	23%	41%	44%
	Somewhat more likely	8	7	14	13
	Somewhat less likely	6	5	4	3
	Much less likely	28	28	9	9
	Just as likely as before	36	35	32	32
	(v) Not sure/Refused	1	1	0	0
Q19B	Has your perception of the federal government's performance providing assistance to communities impacted by Hurricane Helene made you more likely, less likely, or just as likely (than before) to vote for former President Donald Trump?	RV	LV	Black RV	Black LV
	Much more likely	31%	33%	11%	12%
	Somewhat more likely	8	7	7	5
	Somewhat less likely	6	5	9	9
	Much less likely	26	28	45	50
	Just as likely as before	28	26	27	23
	(v) Not sure/Refused	1	1	2	2

Q19C	How confident are you that Georgia and its counties will run a fair and accurate election this November?	RV	LV	Black RV	Black LV
	Very confident	34%	36%	45%	49%
	Somewhat confident	37	37	36	35
	Not too confident	17	16	10	9
	Not confident at all	9	9	5	4
	Do not know enough to say	3	3	4	3
Q23	Is there public art connected to your community - like a mural of local history - or related to a recognizable product - like Coca-cola near your courthouse square?	RV		Black RV	
	Yes, mural of local history honoring a time or event		20%		17%
	Yes, an advertisement for a major company (like Coca-cola)		8		8
	Yes, an advertisement of a local business		5		5
	No, there is no public art like this		37		39
	Not sure		30		31
Q24	Is your historic courthouse square important to the identity of your community?	RV		Black RV	
	Yes		43%		42%
	No		33		36
	Unsure		23		22
Q25	Is there a prominent monument, memorial or statue on your courthouse square?	RV		Black RV	
	Yes, a Confederate monument or memorial		14%		13%
	Yes, another sort of monument or memorial		19		21
	No		31		27
	Not sure		36		39
Q26	Do you agree or disagree with the following statement: The courthouse square is a source of local pride and unity in our community?	RV		Black RV	
	Yes, it is a source of pride		19%		18%
	Yes, it is a source of unity		10		15
	Yes, a source of pride and unity		29		25
	No, not a source of pride or unity		41		41
	(v) Refused		1		1

Q27	Do you agree or disagree that the President of the United States should respect the public's feelings?	RV	LV	Black RV	Black LV
	Strongly agree	65%	67%	74%	77%
	Somewhat agree	23	23	12	12
	Somewhat disagree	3	2	4	1
	Strongly disagree	6	6	6	7
	Unsure	2	2	3	2
Q28	Do you agree or disagree that the President of the United States should accomplish tasks efficiently?	RV	LV	Black RV	Black LV
	Strongly agree	83%	84%	78%	81
	Somewhat agree	9	8	13	12
	Somewhat disagree	2	2	3	3
	Strongly disagree	4	4	2	2
	Unsure	2	1	4	3
Q29	Do you agree or disagree that the President of the United States should project calm?	RV	LV	Black RV	Black LV
	Strongly agree	70%	71%	72%	76%
	Somewhat agree	18	18	15	13
	Somewhat disagree	3	2	2	1
	Strongly disagree	5	5	4	4
	Unsure	4	3	7	6
Q30	In general do you approve or disapprove of the way Joe Biden has handled his job as President?	RV	LV	Black RV	Black LV
	Strongly approve	20%	22%	38%	42%
	Somewhat approve	20	21	33	35
	Somewhat disapprove	10	8	9	6
	Strongly disapprove	46	47	15	13
	Neither	3	2	4	2
Q31	In general do you approve or disapprove of the way Kamala Harris has handled her job as Vice-President?	RV	LV	Black RV	Black LV
	Strongly approve	26%	28%	48%	53%
	Somewhat approve	18	16	28	27
	Somewhat disapprove	6	5	6	6
	Strongly disapprove	46	47	12	11
	Neither	3	3	5	4

Q32	In general do you approve or disapprove of the way Donald Trump handled his job as President?	RV	LV	Black RV	Black LV
	Strongly approve	36%	38%	10%	9%
	Somewhat approve	16	14	14	12
	Somewhat disapprove	7	6	11	12
	Strongly disapprove	38	40	59	63
	Neither	2	1	5	3
Q33	In general do you approve or disapprove of the way Brian Kemp is handling his job as Governor?	RV	LV	Black RV	Black LV
	Strongly approve	27%	29%	15%	15%
	Somewhat approve	35	35	31	32
	Somewhat disapprove	15	15	22	22
	Strongly disapprove	17	16	24	25
	Neither	6	5	7	6
Q34	In general do you approve or disapprove of the way Raphael Warnock is handling his job as Senator?	RV	LV	Black RV	Black LV
	Strongly approve	29%	31%	54%	59%
	Somewhat approve	23	22	25	25
	Somewhat disapprove	11	11	5	4
	Strongly disapprove	26	28	8	7
	Neither	11	8	8	5
Q35	In general do you approve or disapprove of the way Jon Ossoff is handling his job as Senator?	RV	LV	Black RV	Black LV
	Strongly approve	29%	31%	49%	54%
	Somewhat approve	24	23	31	30
	Somewhat disapprove	13	14	4	4
	Strongly disapprove	20	21	6	6
	Neither	13	10	10	6
Q36	In American Politics do you agree or disagree that electing officials from the Republican Party in 2024 would result in lasting harm to the United States?	RV	LV	Black RV	Black LV
	Strongly agree	32%	33%	48%	53%
	Somewhat agree	12	12	17	17
	Somewhat disagree	7	6	8	7
	Strongly disagree	41	43	14	13
	Not sure	8	5	12	10

Q37	In American Politics do you agree or disagree that electing officials from the Democratic Party in 2024 would result in lasting harm to the United States?	RV	LV	Black RV	Black LV
	Strongly agree	38%	39%	17%	17%
	Somewhat agree	12	11	13	11
	Somewhat disagree	14	13	15	15
	Strongly disagree	30	33	43	48
	Not sure	7	4	11	8

Measure	RV	LV	Black RV	Black LV
Female	52%	52%	58%	59%
Male	47	47	41	41
Non-Hispanic White	51	54		
Black	31	30		
All other	18	16		
18-24	12	10	19	16
25-44	37	35	39	37
45-64	31	32	28	31
65 plus	21	22	14	16
No college degree	64	64	64	61
College degree	36	36	36	39
Never voted in GA before	7	6	10	8
Biden in 2020	46	46	79	83
Trump in 2020	45	46	11	10
Did not vote/Someone else '20	1	1	1	1
Strong Democrat	24	25	51	53
Not strong Democrat	9	9	16	17
Leans Democratic	10	11	11	11
Independent	9	7	10	7
Leans Republican	16	15	6	5
Not strong Republican	7	6	1	1
Strong Republican	26	27	5	6
Extremely Liberal/Progressive	7	7	10	10
Liberal/Progressive	9	10	14	14
Slightly Liberal/Progressive	10	11	11	12
Moderate	24	22	30	29
Slightly conservative	12	12	11	11
Conservative	18	18	7	7
Extremely conservative	15	17	9	10
Active duty	4	4	7	7
Veteran	7	8	6	7
Parent	32	32	40	40
Living comfortably	38	40	41	45
Just getting by	44	43	44	41
Struggling to make ends meet	19	17	15	14
Born-again Christian	41	44	45	49