

Research Methodology

This document outlines the mixed methods used to ask Georgians directly about their health care views and priorities. Georgia Health Initiative® (the Initiative) engaged PerryUndem to conduct a series of focus groups among Georgia voters. PerryUndem is a non-partisan public opinion research firm based in Washington, D.C. that conducts polling, focus groups, and qualitative research on health and other social issues. The Initiative also engaged the School of Public and International Affairs Survey Research Center at the University of Georgia (the SRC) to administer a statewide poll among likely voters in Georgia. The SRC is a non-partisan full-service research unit specializing in survey design, data collection, and applied research.

Focus Group Design and Facilitation

PerryUndem conducted six focus groups in April-May 2026 comprised of diverse voters across Georgia to learn about their experiences, concerns, and priorities on health and health care ahead of Georgia's 2026 Midterm Elections. Focus group participants were identified and vetted using a screening questionnaire to support demographic, geographic, and ideological diversity across the state. The Initiative and PerryUndem co-designed a standardized discussion guide used for focus group facilitation.

The first two groups were conducted in person in mid-April 2026 in metropolitan Atlanta. The remaining four focus groups were conducted virtually via Zoom in early May 2026. Each session lasted approximately one hour and 45 minutes and had eight participants each. Focus group participants varied in terms of gender; age; race / ethnicity; and urban, suburban, and rural communities across the state. Participation was entirely voluntary, and participants were informed of and provided consent to having all focus groups recorded for research purposes. To the extent that quotes are shared, they are not attributable to any specific individual. Participants were compensated for their time.

Following each round of focus groups, PerryUndem provided a summary of findings. After all sessions were completed, PerryUndem presented to the Initiative comprehensive findings about emergent themes consistent across the discussions. All transcripts were reviewed to identify and share verbatim quotations that reflected key themes identified.

Statewide Poll Design and Administration

The SRC conducted a statewide telephone poll among likely voters in Georgia from June 10 – 25, 2026. The poll was administered by live interviewers and included a total of 1,003 respondents. All interviews were conducted in English. Likely general election voters were defined as respondents who had voted in the 2024 general election and/or the 2022 general election and/or the 2026 statewide primary; who indicated they were currently registered to vote in Georgia; and who indicated they were definitely or probably going to vote in the 2026 general election. Poll results were weighted using iterative proportional raking to ensure the sample was representative of the 2026 general electorate across race, sex, age, education, and political party. The calculated margin of error for the total sample +/-3.1 percentage points at the 95% confidence level.

Limitations

Consistent with all qualitative research, focus group findings are not statistically representative of all Georgia voters and are subject to limitations due to sample size, participant self-selection bias, group dynamics, and time constraints. The focus group findings were and are not meant to be prescriptive, exhaustive, or fully representative of Georgia voters' views, but rather add a depth of understanding and important context that were used to inform development of statewide poll questions.

Specific to the statewide poll results, findings are subject to limitations including non-response bias, question wording effects, and the use of likely voter screening criteria, which may not fully capture the views of all Georgians. The dual-frame telephone methodology, while designed to maximize reach, may underrepresent populations with limited phone access. Conducting interviews exclusively in English may have excluded likely voters whose primary language is not English, which could limit the representativeness of findings. Weighting cannot fully account for all sources of variation between the sample and the broader electorate. Findings reflect the views of likely voters in Georgia at a specific point in time and should be interpreted within that context.