

Sharing Perspectives of Likely Voters in Georgia around Health and Health Policy

Results of a Statewide Poll Conducted in June 2026

August 10, 2026





Our Mission

To inspire and promote collective action that advances health equity for all Georgians

Our Vision

A Georgia in which all people have the opportunity to attain their fullest potential for health

Our Values

Courageous Leadership • Trust • Equity • Partnership

Posing Questions to Spur Dialogue:

“What does a healthy Georgia mean to you?”



Presenting on Today's Webinar



Joann Yoon Kang

Vice President of Strategic Communications
Georgia Health Initiative



Cindy Zeldin

Vice President of Health Policy & Government Affairs
Georgia Health Initiative



M.V. (Trey) Hood III

*Professor of Political Science and
Director, School of Public & International Affairs
Survey Research Center
University of Georgia*

Project Overview

A Pivotal Moment

- 2026 is a pivotal moment for our state with several new leaders who will be elected in the fall
- In the context of this moment, bridge building is essential to invite input and share findings widely to spur on authentic dialogue between incoming leaders and their constituents

Statewide Poll

- There is no substitution for asking individual people across the state to share their perspectives, insights, and ideas
- We hope these findings will be used to spur on dialogue and collaboration in working toward change

Partners we Engaged

- We engaged a team from PerryUndem to facilitate a series of focus groups to help identify key themes that emerged that would help with the design of a statewide poll questionnaire
- Partnered with Dr. Trey Hood from the SRC

Overview of Statewide Poll Findings

Introduction to SRC, the Poll, and Methodology

- Live interview telephone poll conducted in English June 10-25, 2026
- Included a total of 1,003 likely voters in Georgia
 - 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
 - Who were definitely or probably going to vote in the 2026 general election
- Dual-frame statewide random sampling consisting of approximately 90% cell phone numbers and 10% landline numbers obtained through a sampling vendor
- Poll results were weighted using iterative proportional raking in order to ensure the sample was representative of the 2026 general electorate in terms of race, sex, age, education, and political party
- Calculated margin of error for the total sample is +/- 3.1 points at the 95% confidence level
- Polling began with a general assessment question posed of respondents and also asked a series of questions to collect demographic information



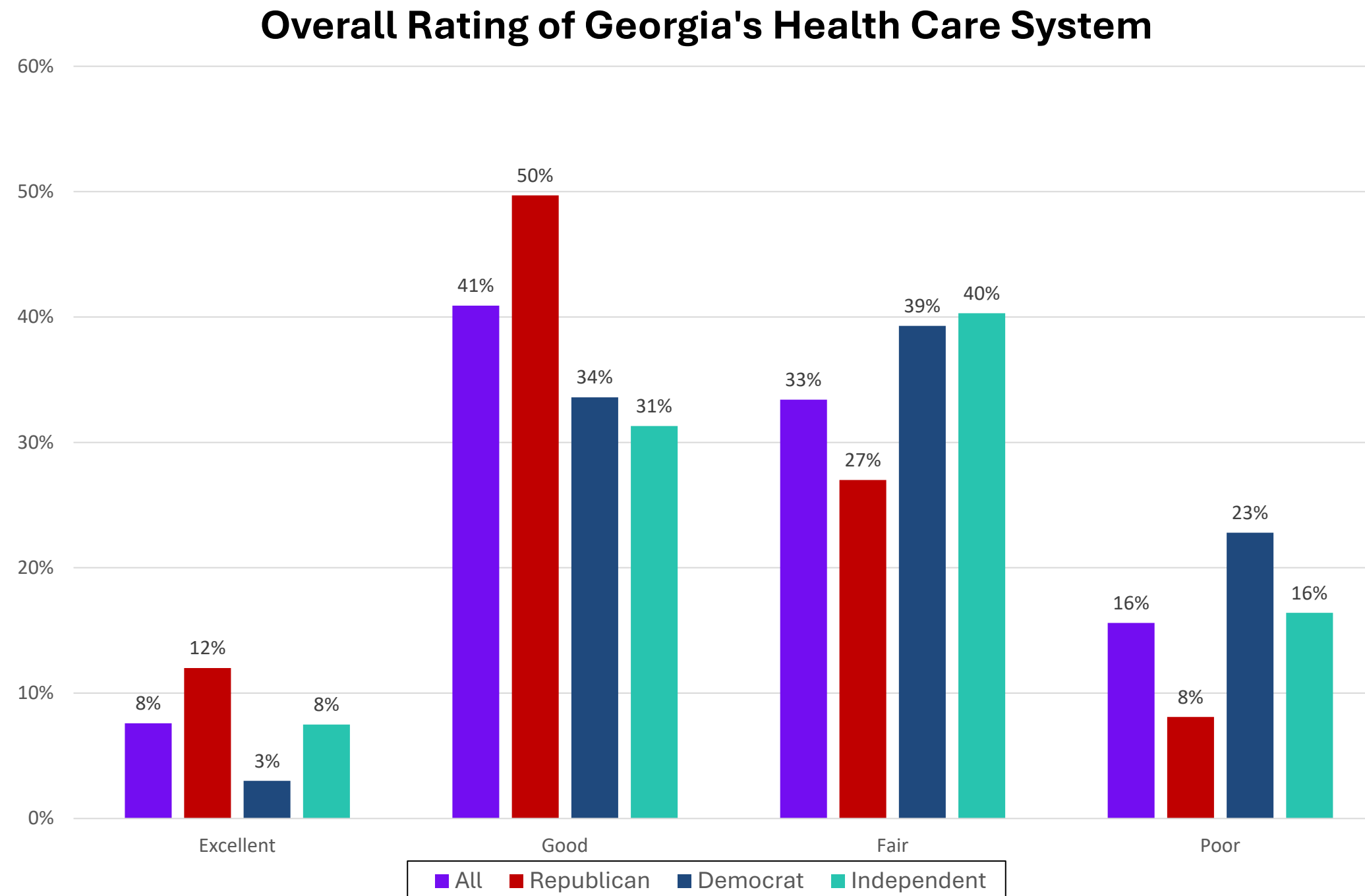
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International Affairs**
Survey Research Center
UNIVERSITY OF GEORGIA



Likely Voters' Experiences with Georgia's Health Care System

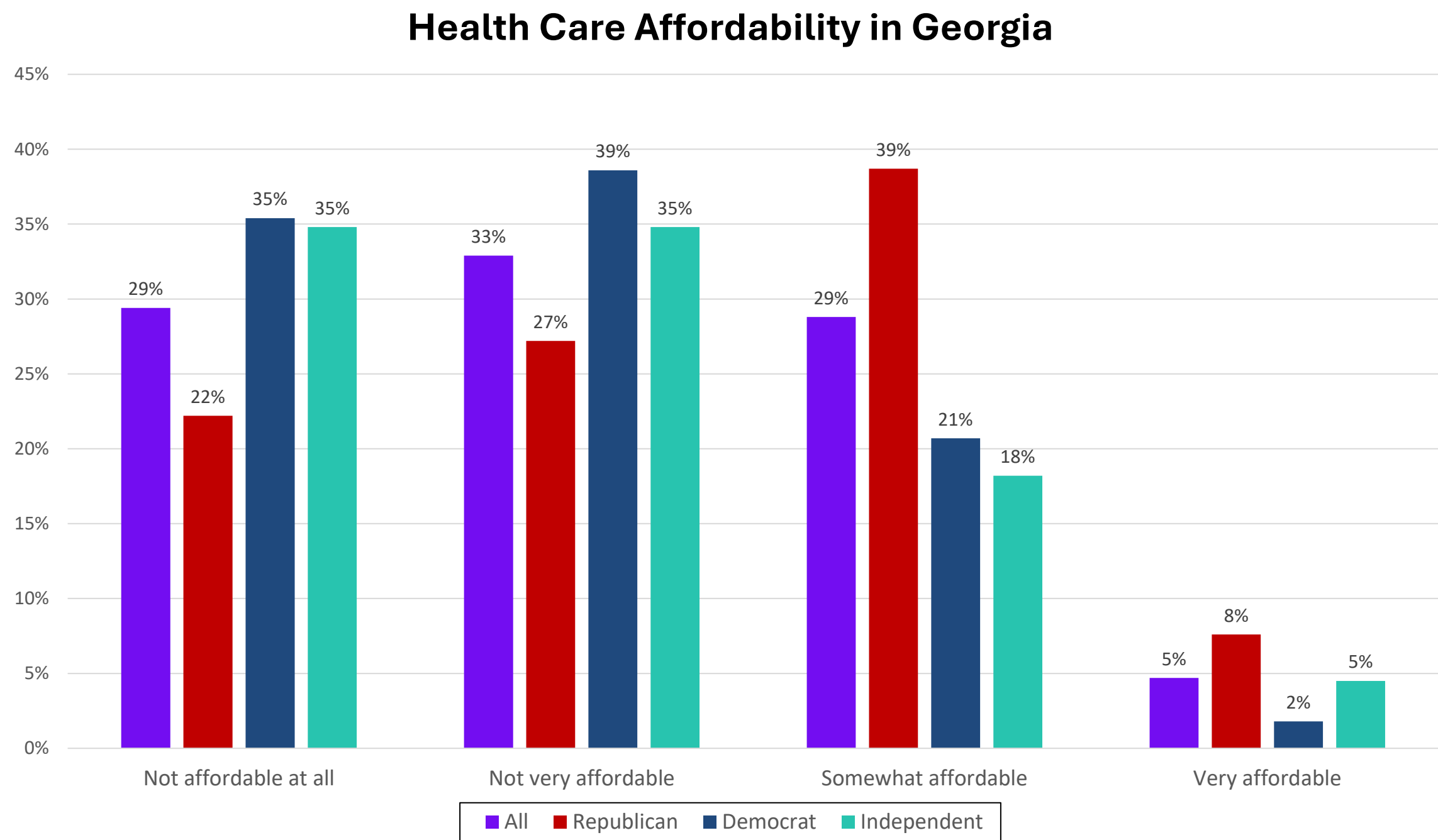
Georgia's Health Care System

Q5: How would you rate Georgia's health care system overall? By the health care system, we mean accessing and navigating health care services in Georgia. Would you say Georgia's health care system is excellent, good, fair, or poor?



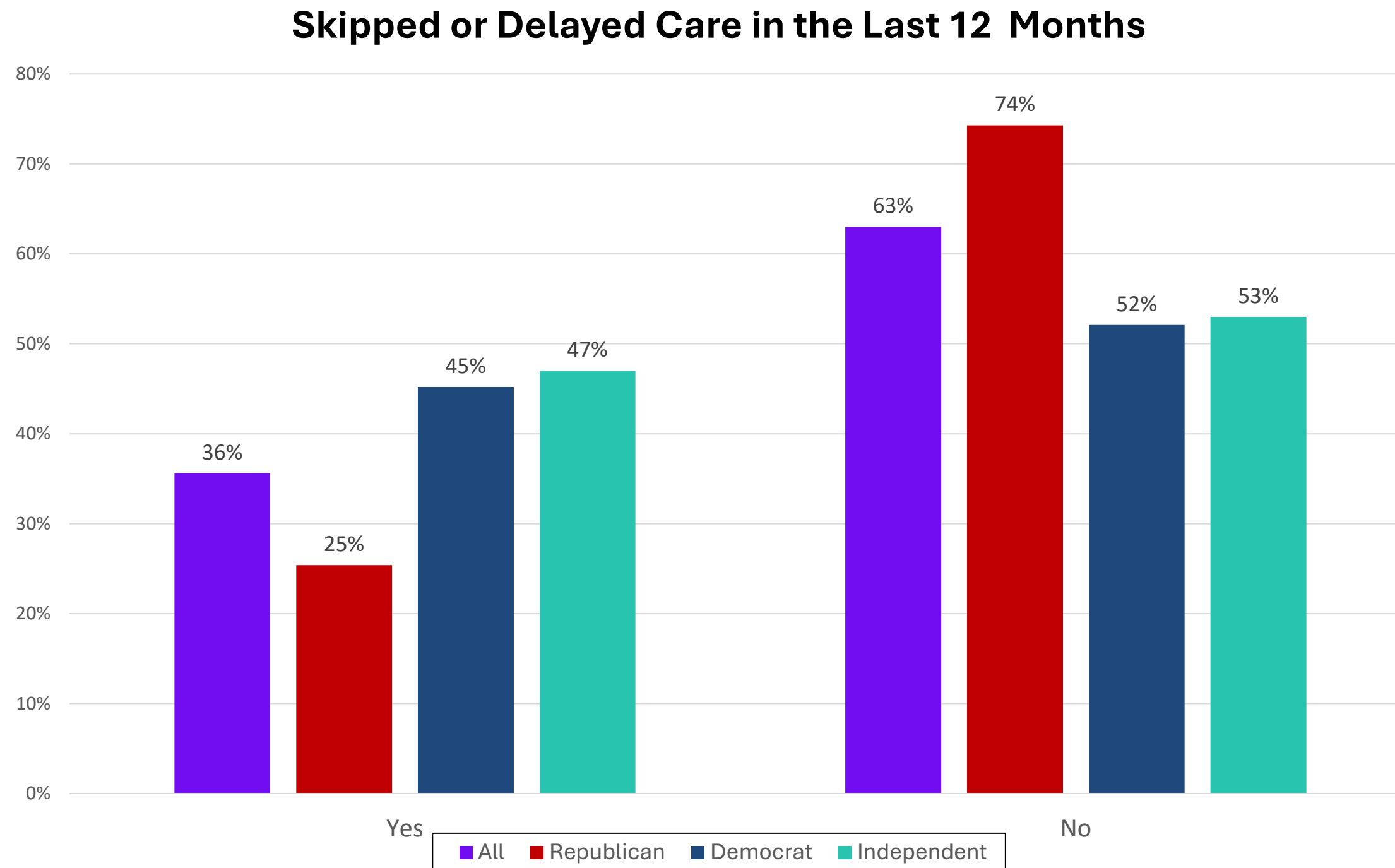
Health Care Affordability in Georgia

Q7: Do you think health care in Georgia is affordable or not affordable these days? Think about the cost of things like insurance, medications, doctor visits, and hospital bills. Would you say health care in Georgia is...

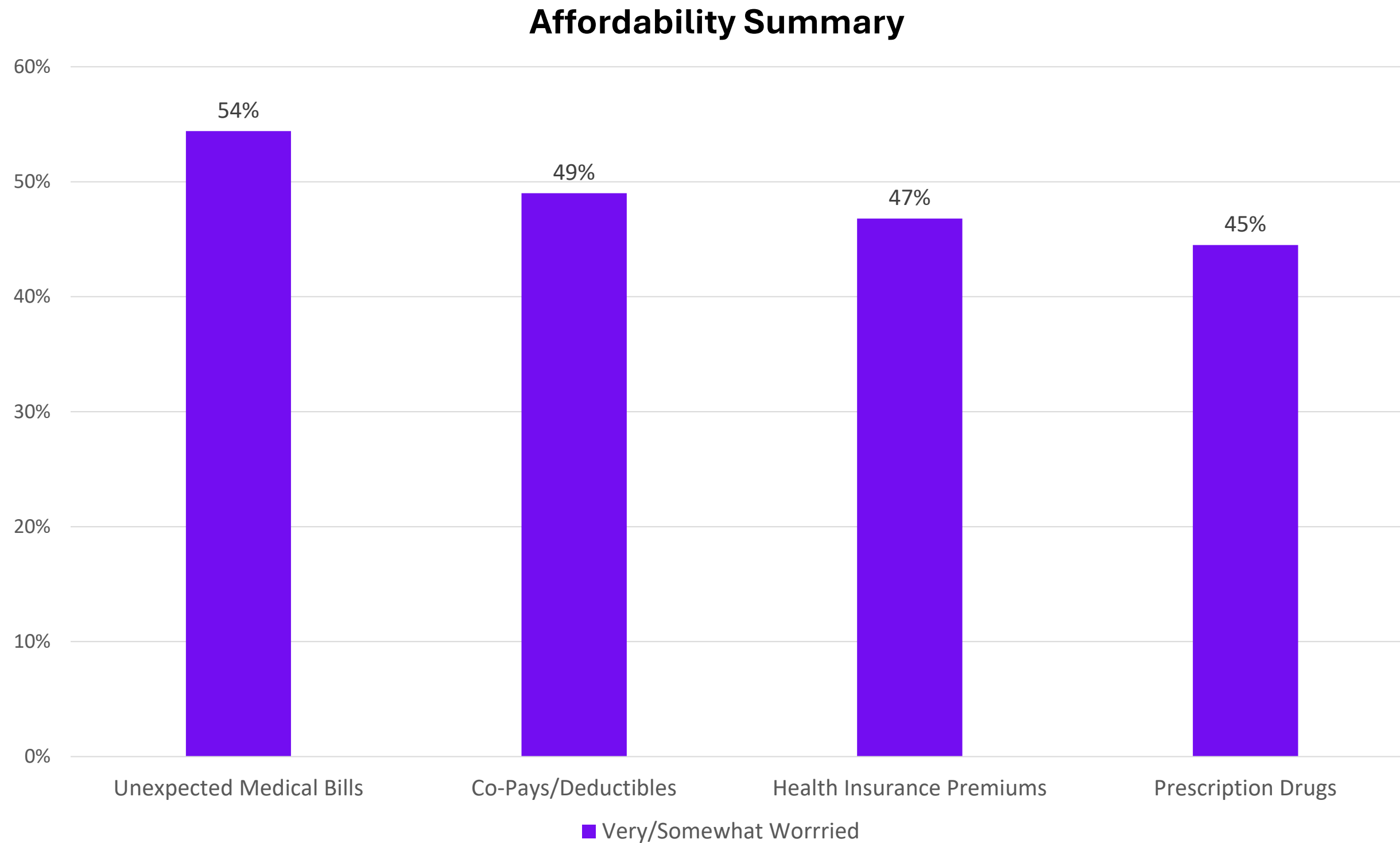


Skipped or Delayed Care Due to Cost

Q8: In the previous 12 months, have you or someone in your household skipped or delayed care because of the cost?

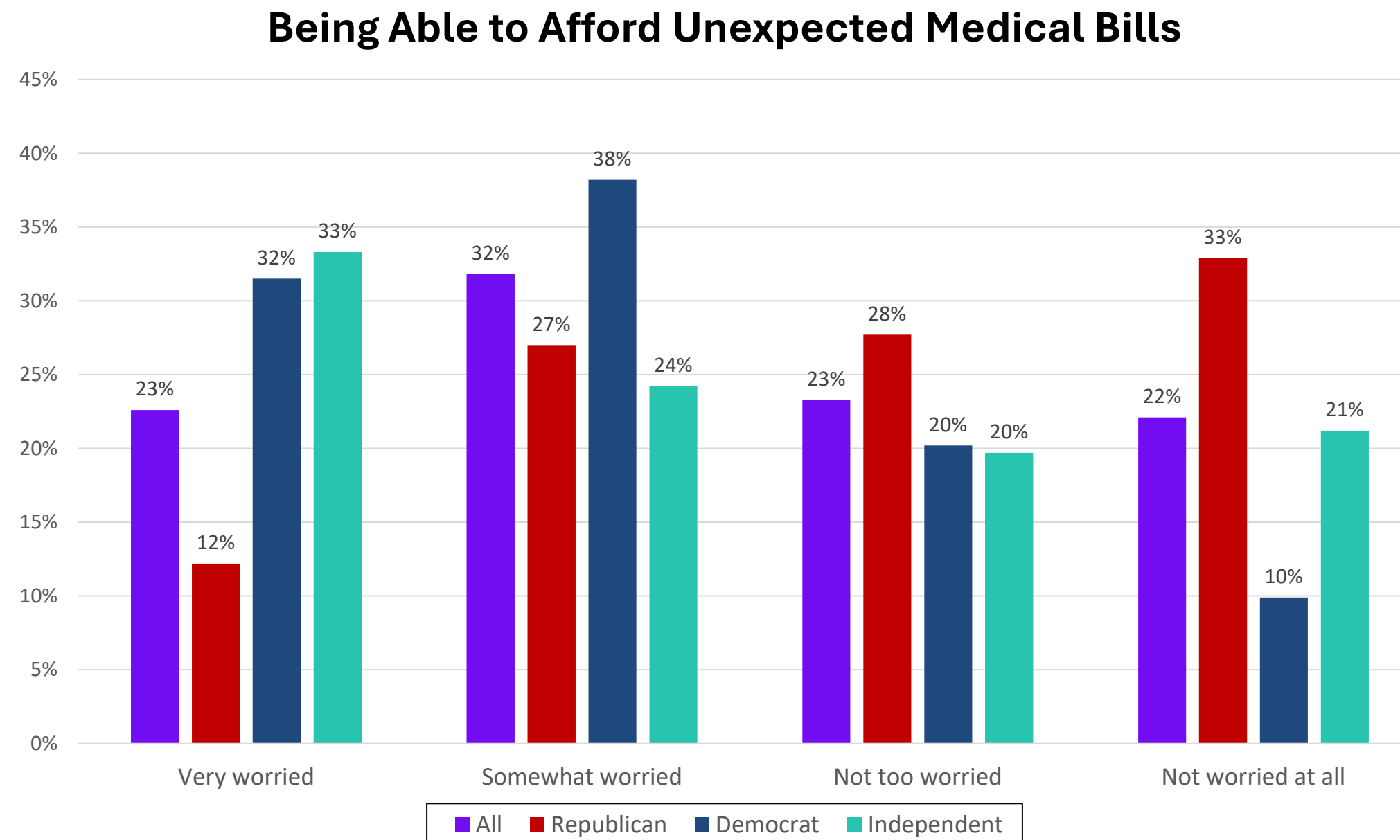


Worries about Affording Health Care



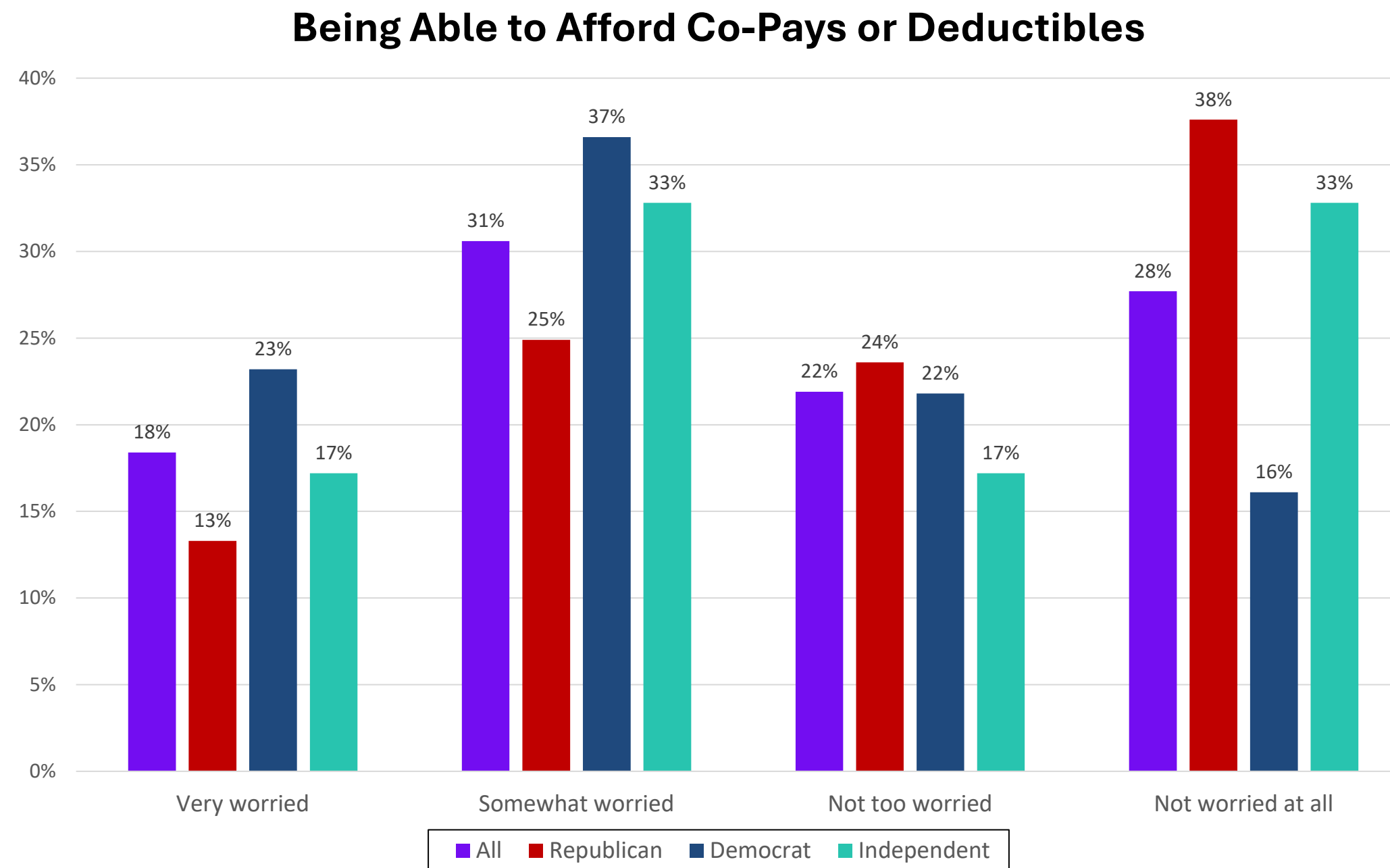
Worries about Affording Medical Bills

Q9: How worried are you about being able to afford medical bills for you or your family over the next year?



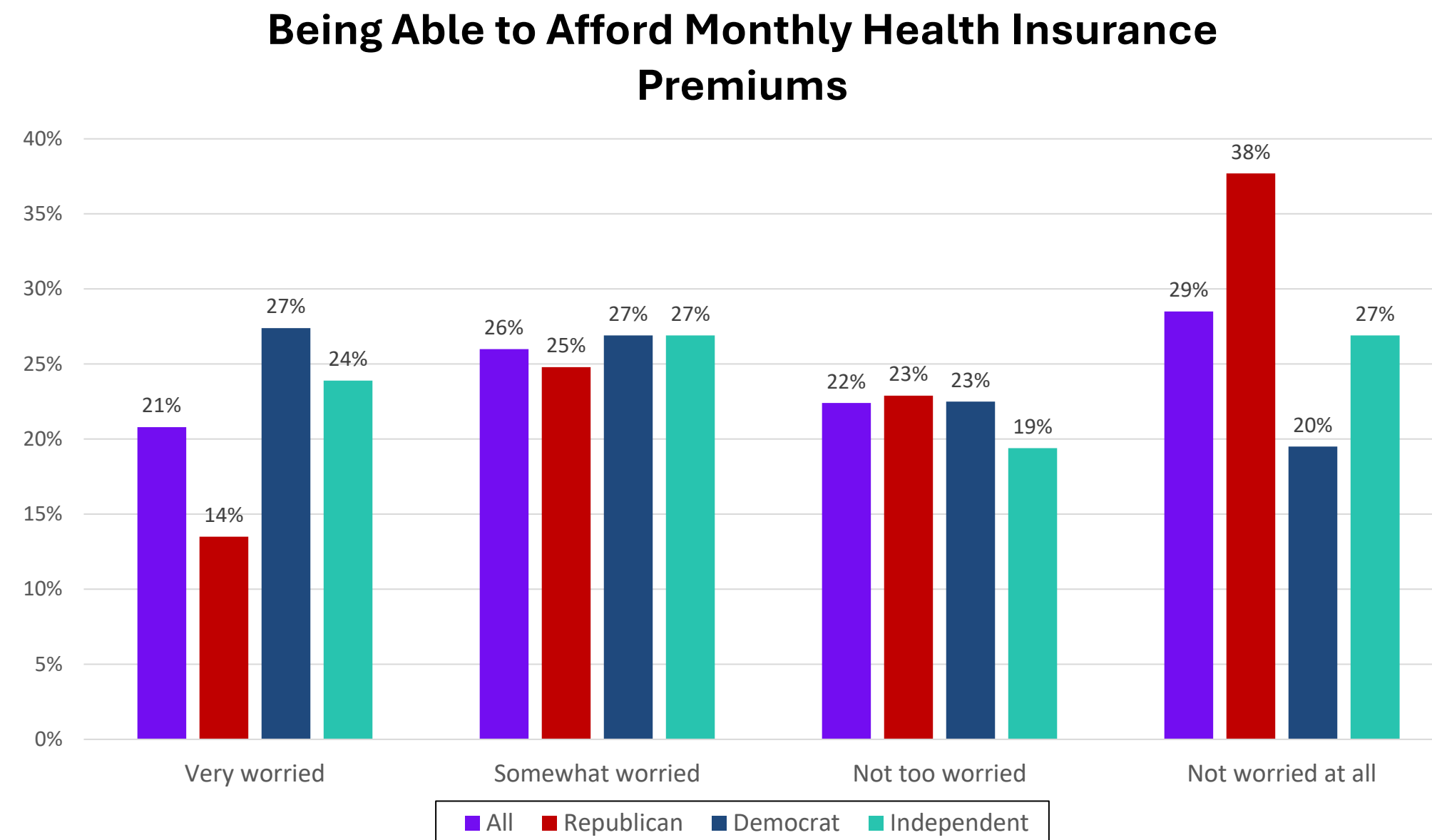
Worries about Affording Co-pays or Deductibles

Q10: How worried are you about being able to afford co-pays or deductibles for you or your family over the next year?



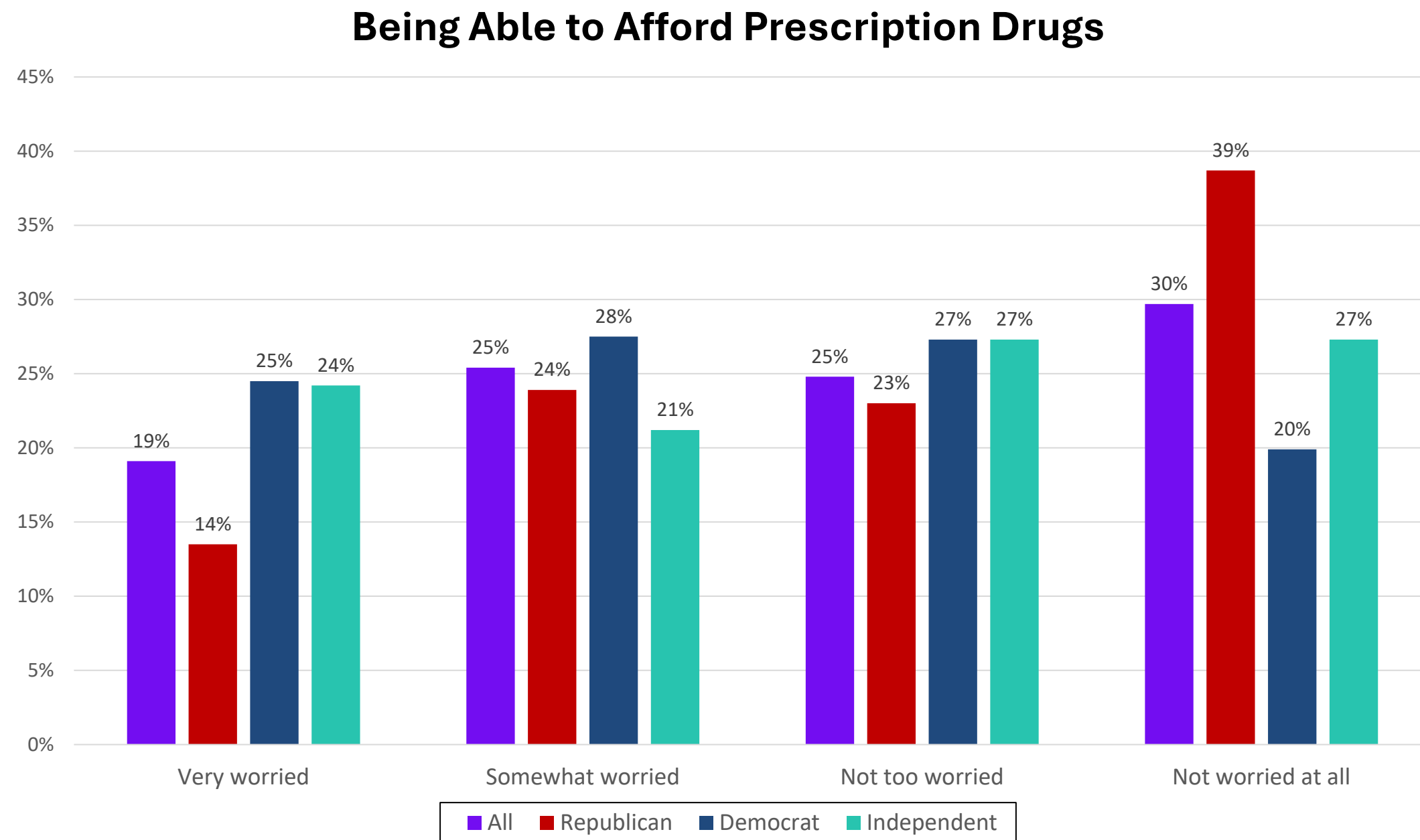
Worries about Affording Monthly Health Insurance Premiums

Q11: How worried are you about being able to afford monthly health insurance premiums for you or your family over the next year?



Worries about Affording Prescription Drugs

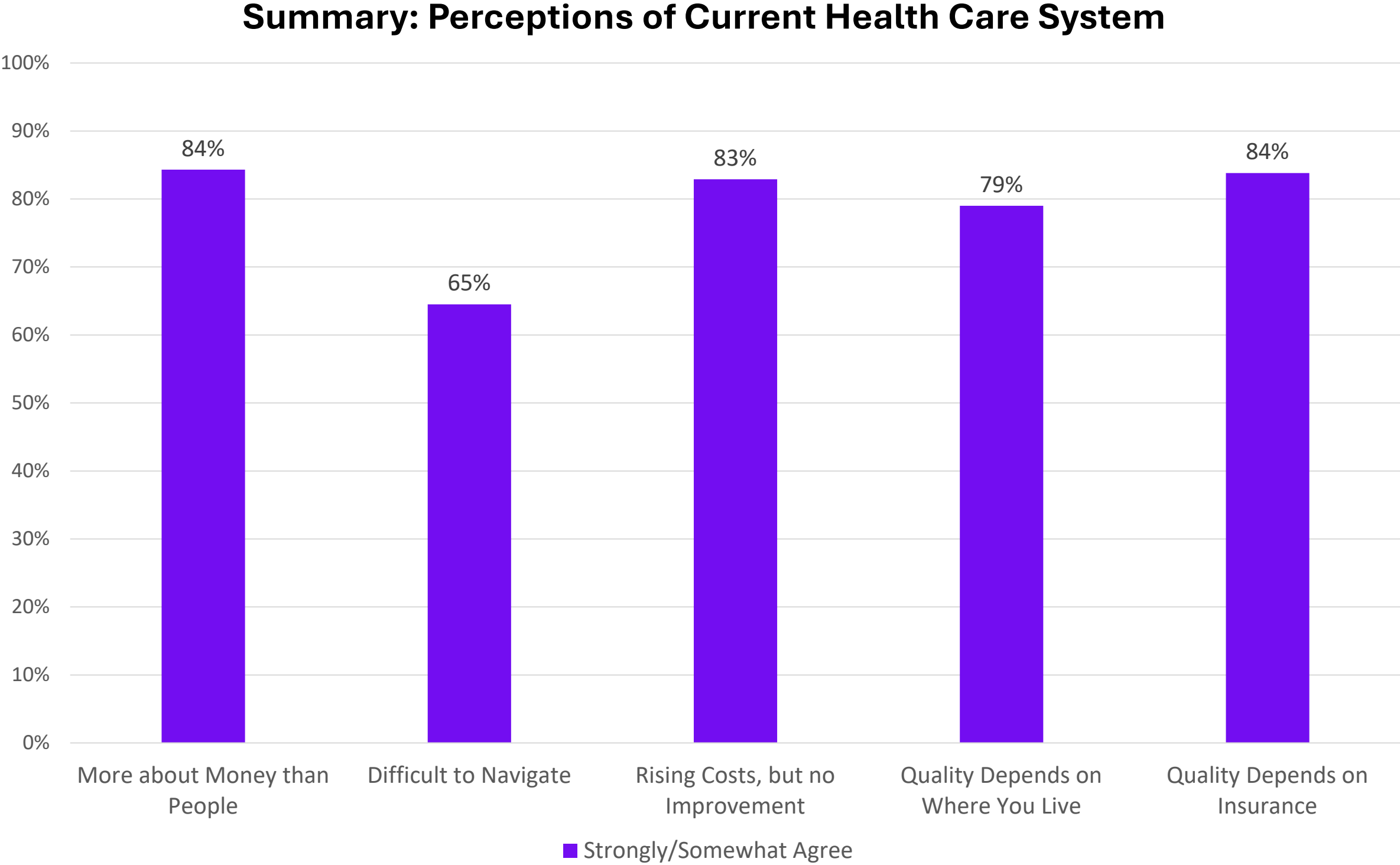
Q12: How worried are you about being able to afford prescription drugs for you or your family over the next year?





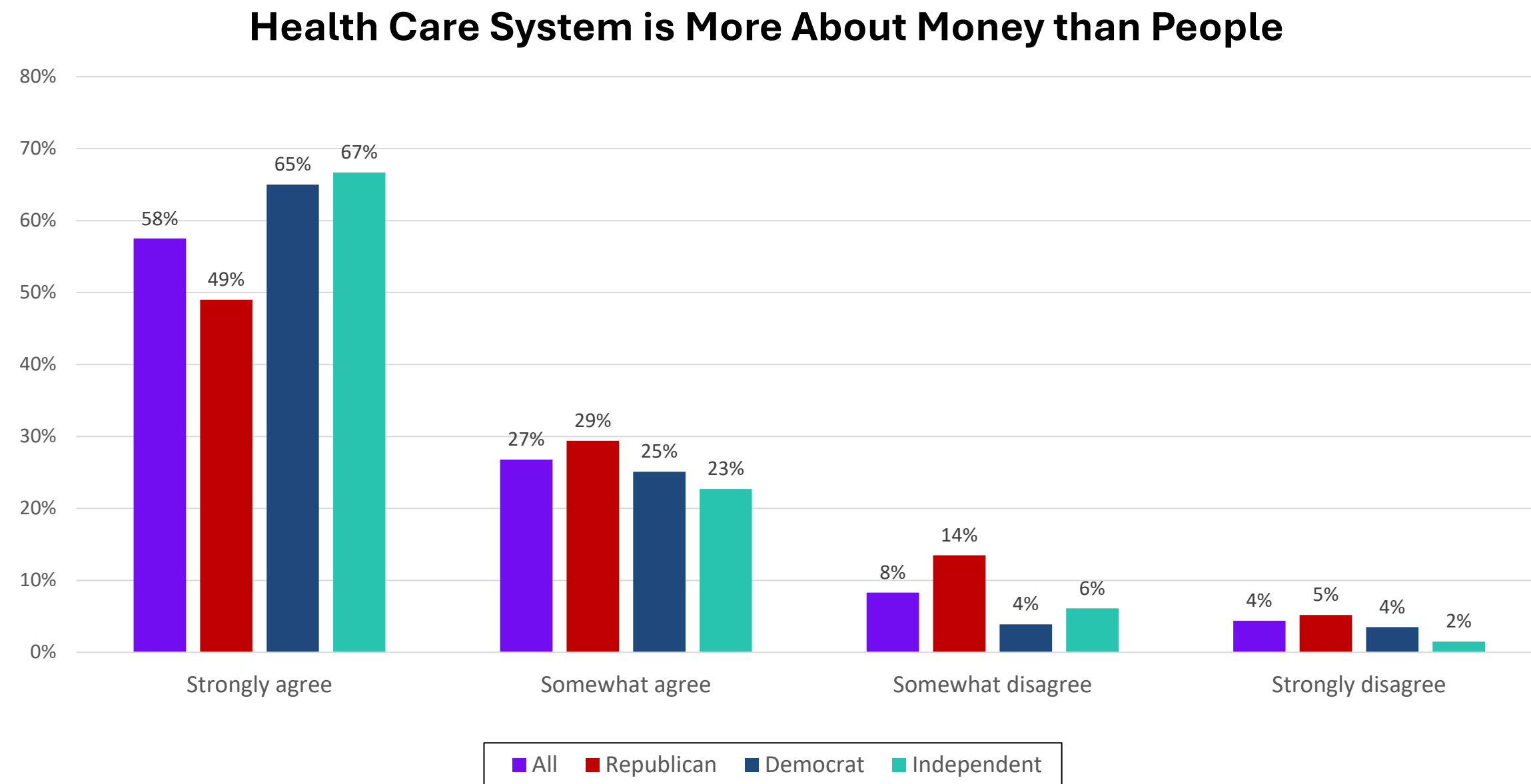
Likely Voters' Perceptions of the Current Health Care System

Perceptions of the Current Health Care System : Overview



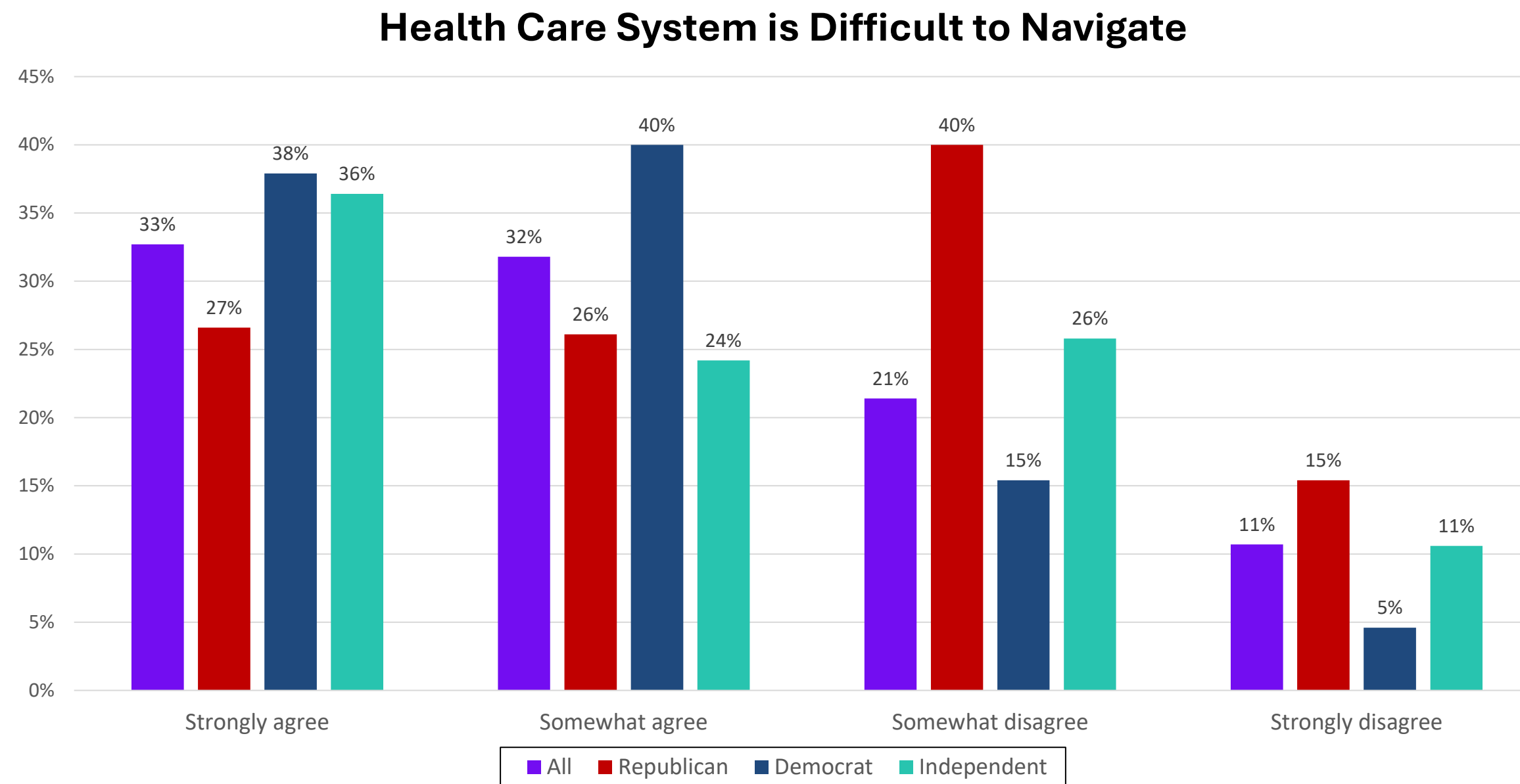
Perceptions of the Current System: Money vs. People

Q13: I'm going to read a set of statements concerning health care in Georgia and you tell me if you agree or disagree with each one: The health care system is more about money than people.



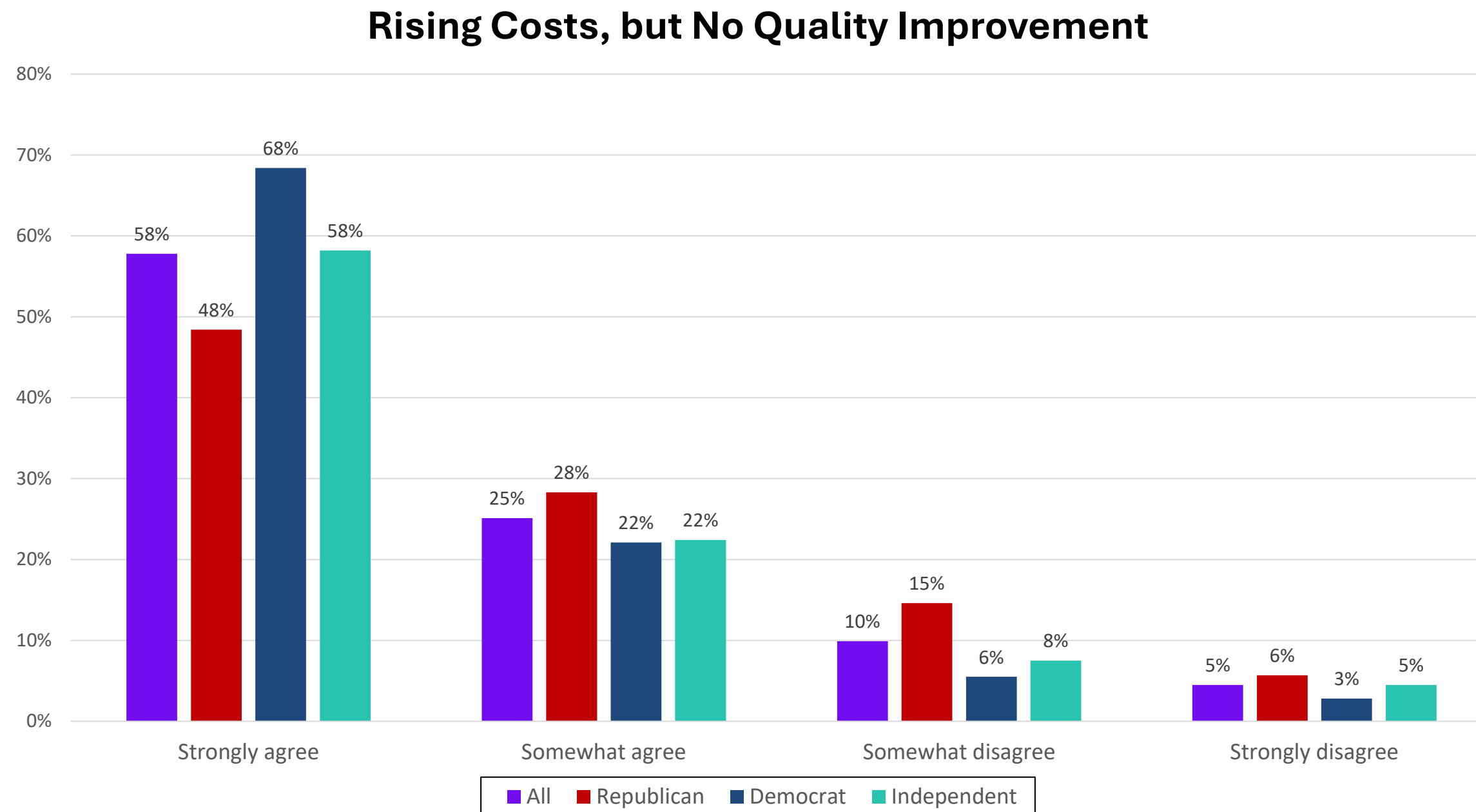
Perceptions of the Current System: Ease in Navigating

Q14: I'm going to read a set of statements concerning health care in Georgia and you tell me if you agree or disagree with each one: The health care system is difficult to navigate.



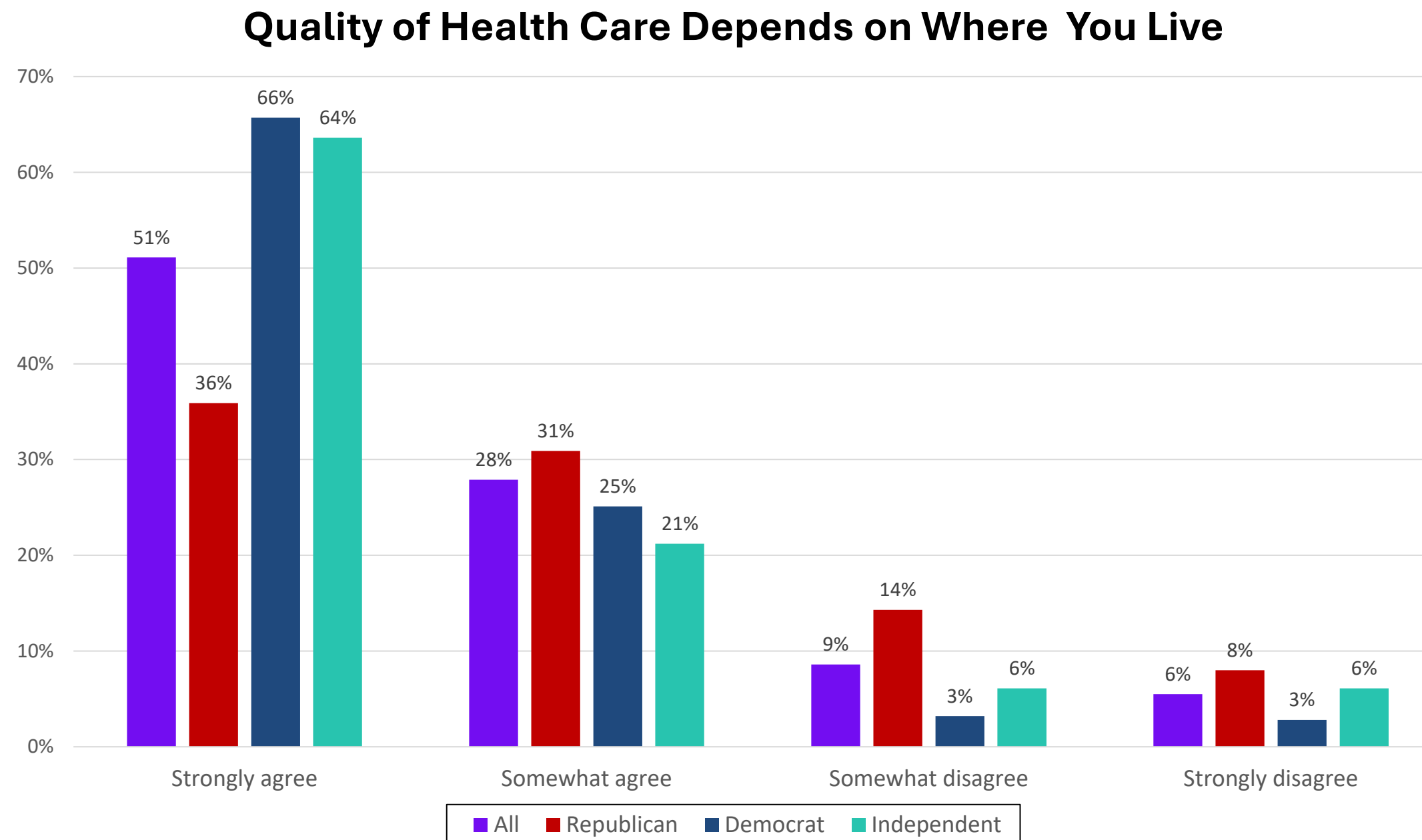
Perceptions of the Current System: Cost vs. Quality

Q15: I'm going to read a set of statements concerning health care in Georgia and you tell me if you agree or disagree with each one: The cost of health care keeps going up, but quality has not improved.



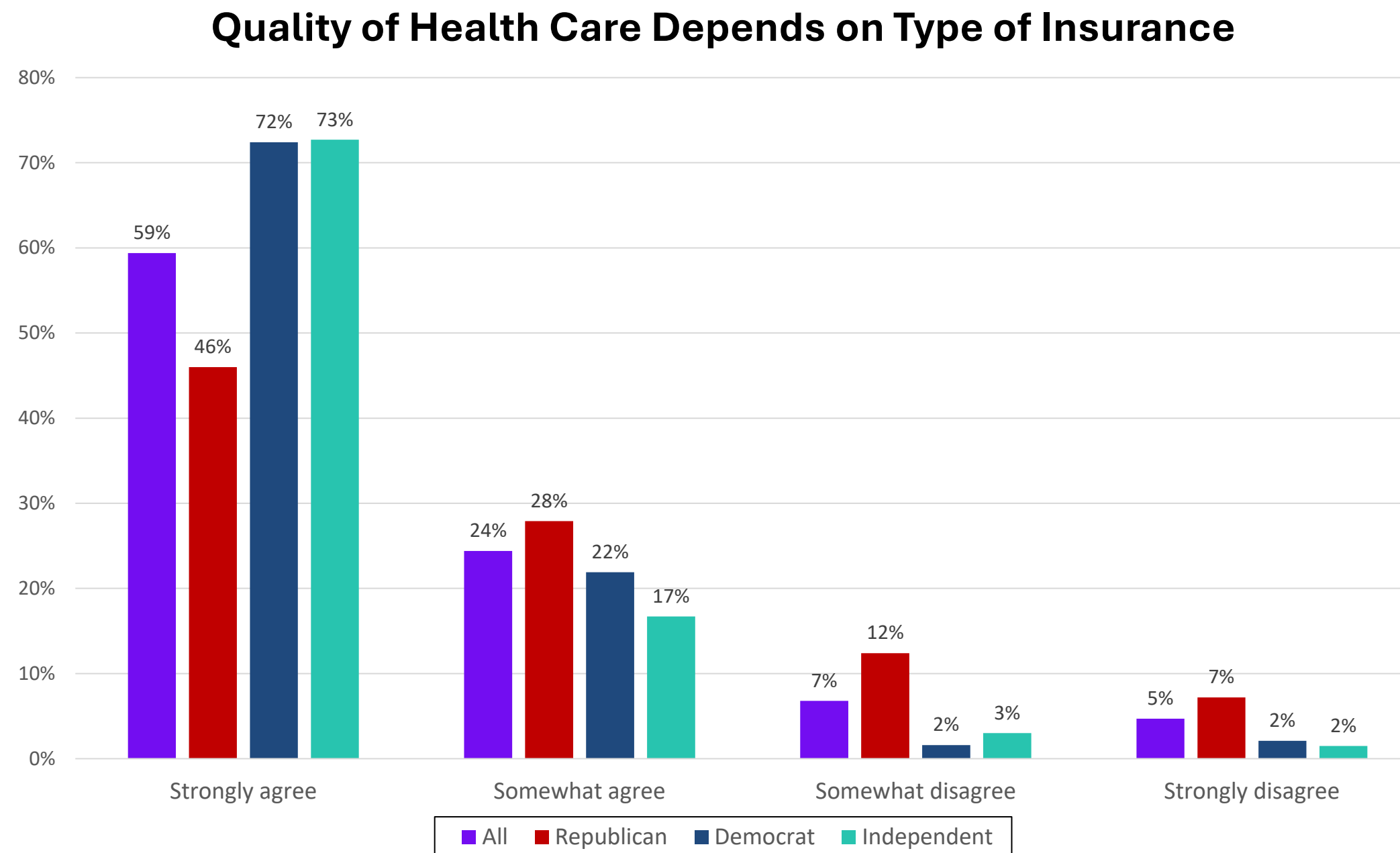
Perceptions of the Current System: Quality of Care

Q16: I'm going to read a set of statements concerning health care in Georgia and you tell me if you agree or disagree with each one: The quality of health care you receive depends on where you live.



Perceptions of the Current System: Quality of Care

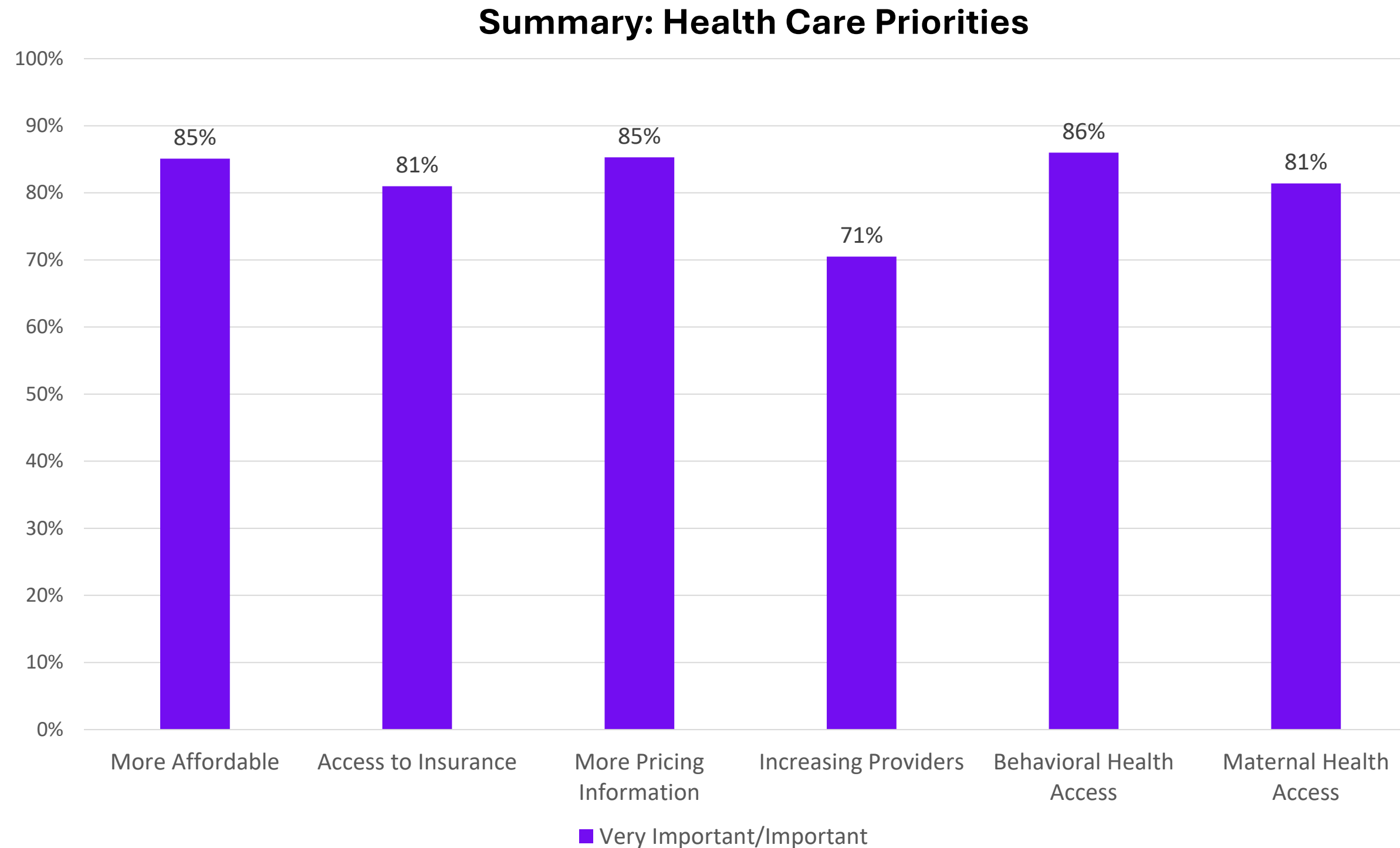
Q17: I'm going to read a set of statements concerning health care in Georgia and you tell me if you agree or disagree with each one: The quality of health care you receive depends on what kind of insurance you have.



Likely Voters' Health Care Priorities

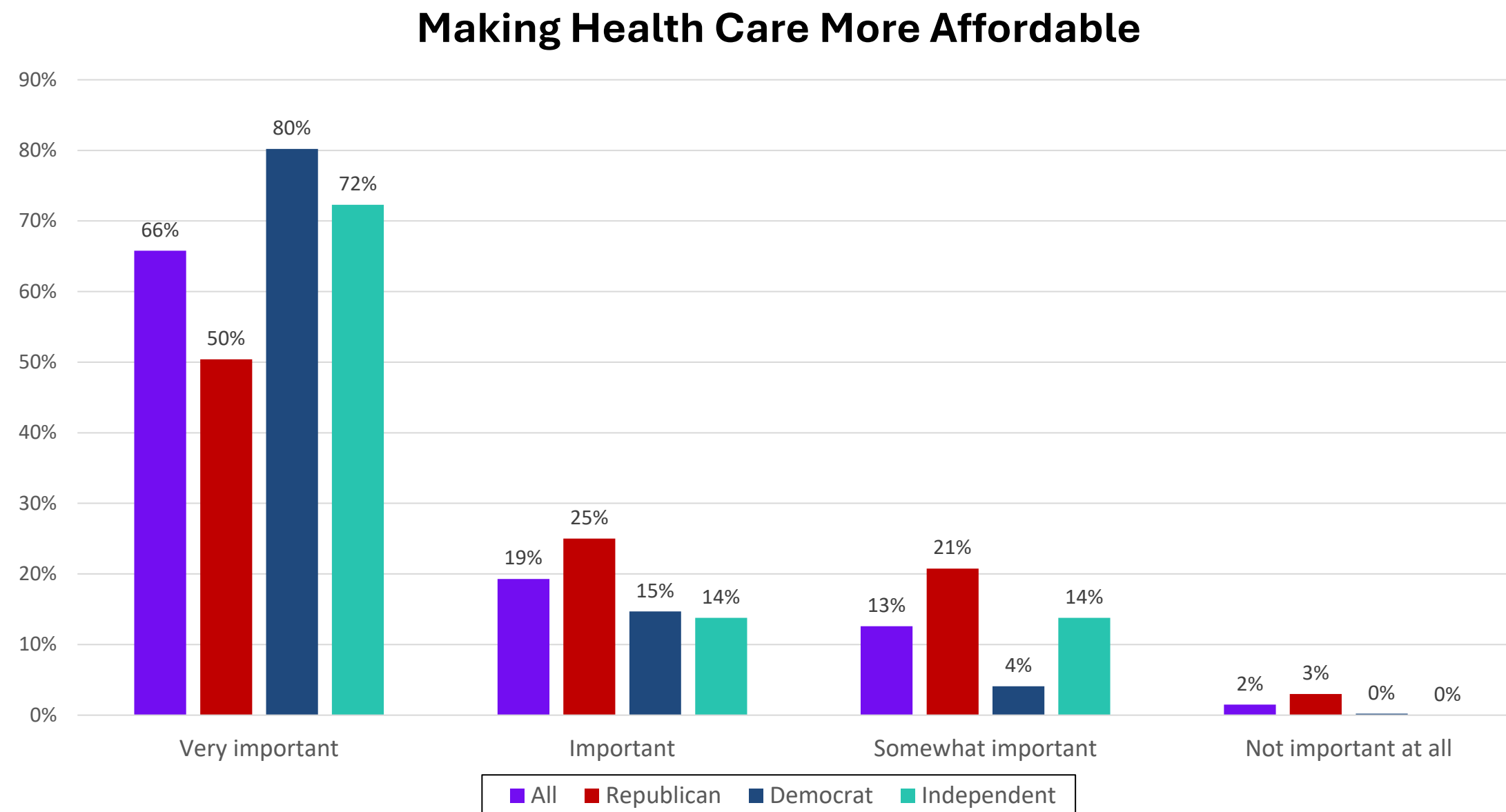


Prioritization of Health Care Issues: Overview



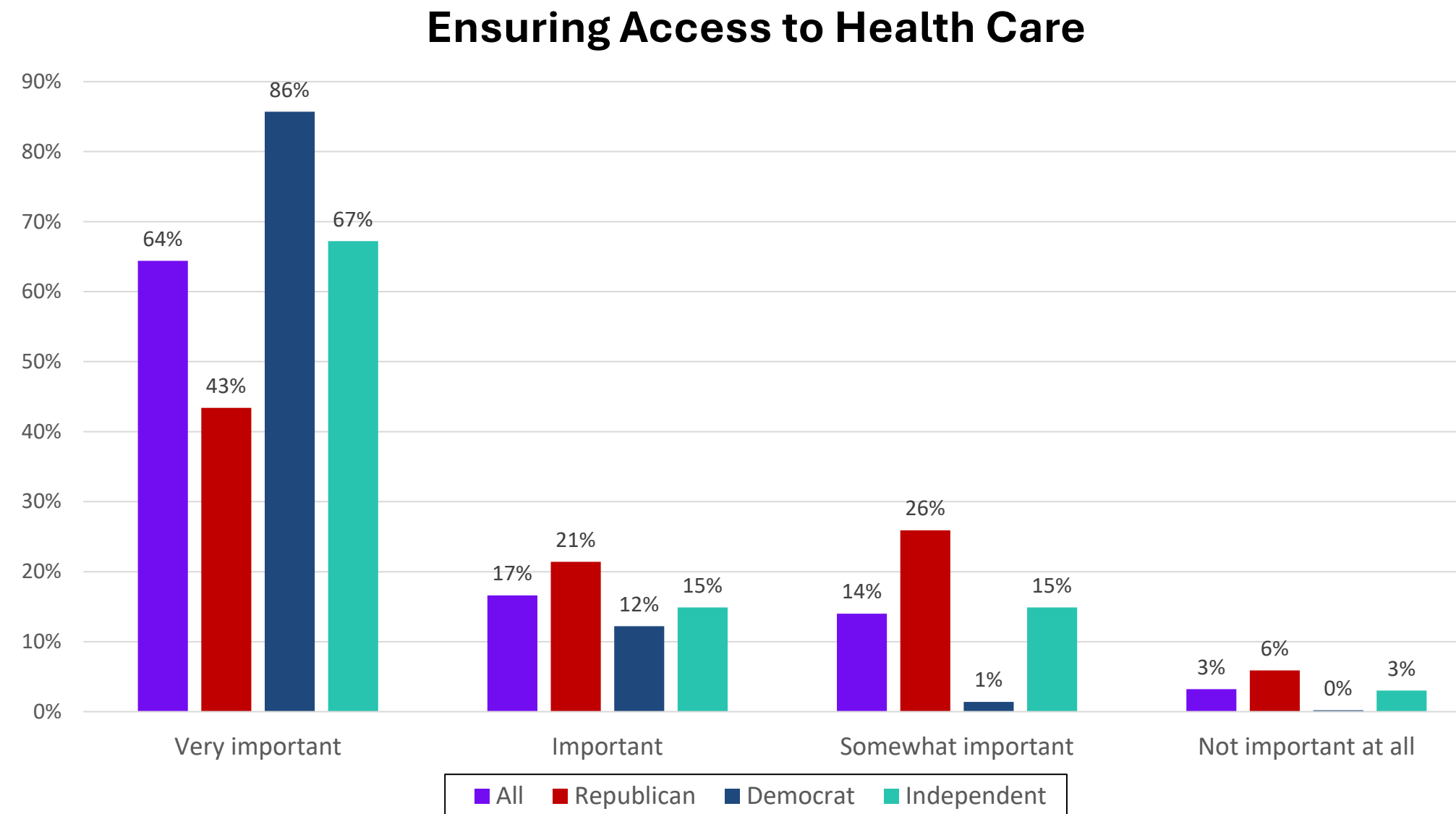
Prioritization of Health Care Issues: Affordability

Q19: I'm going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia's next governor to focus on:
Making health care more affordable.



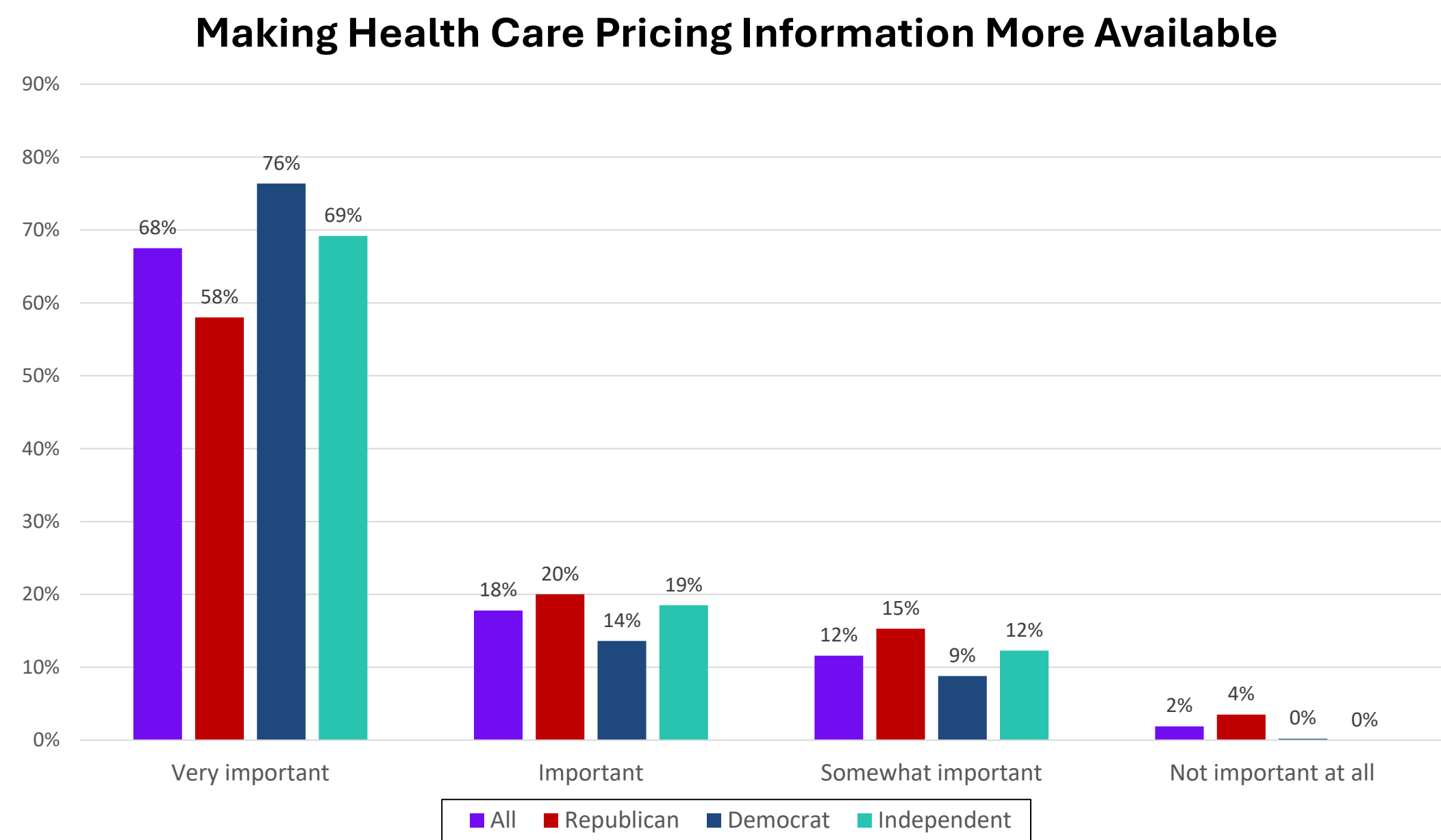
Prioritization of Health Care Issues: Access to Health Coverage

Q20: I'm going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia's next governor to focus on:
Making sure everyone has access to health insurance coverage.



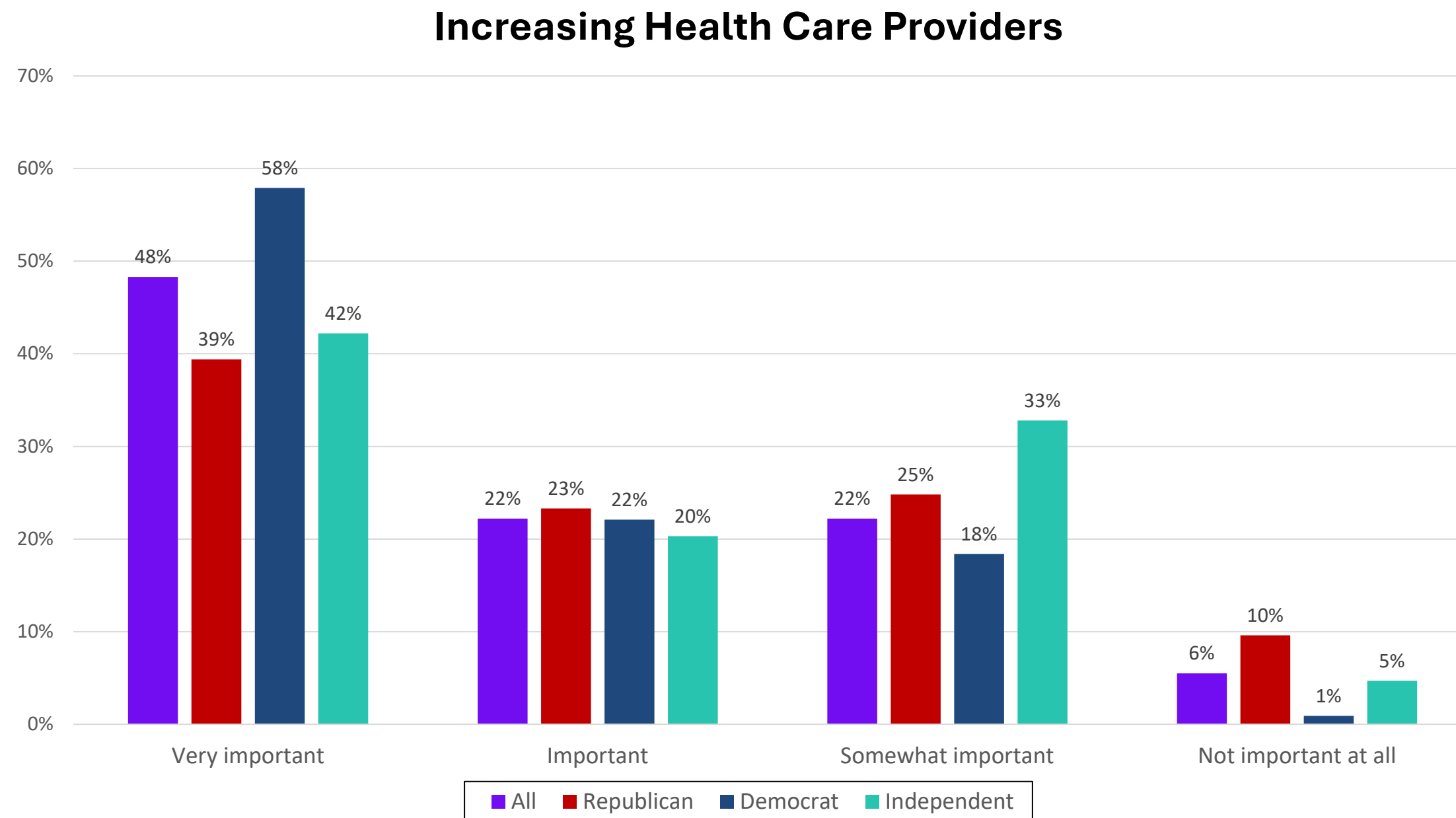
Prioritization of Health Care Issues: Pricing Information

Q21: I’m going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia’s next governor to focus on:
Making information about the price of health care more available to patients.



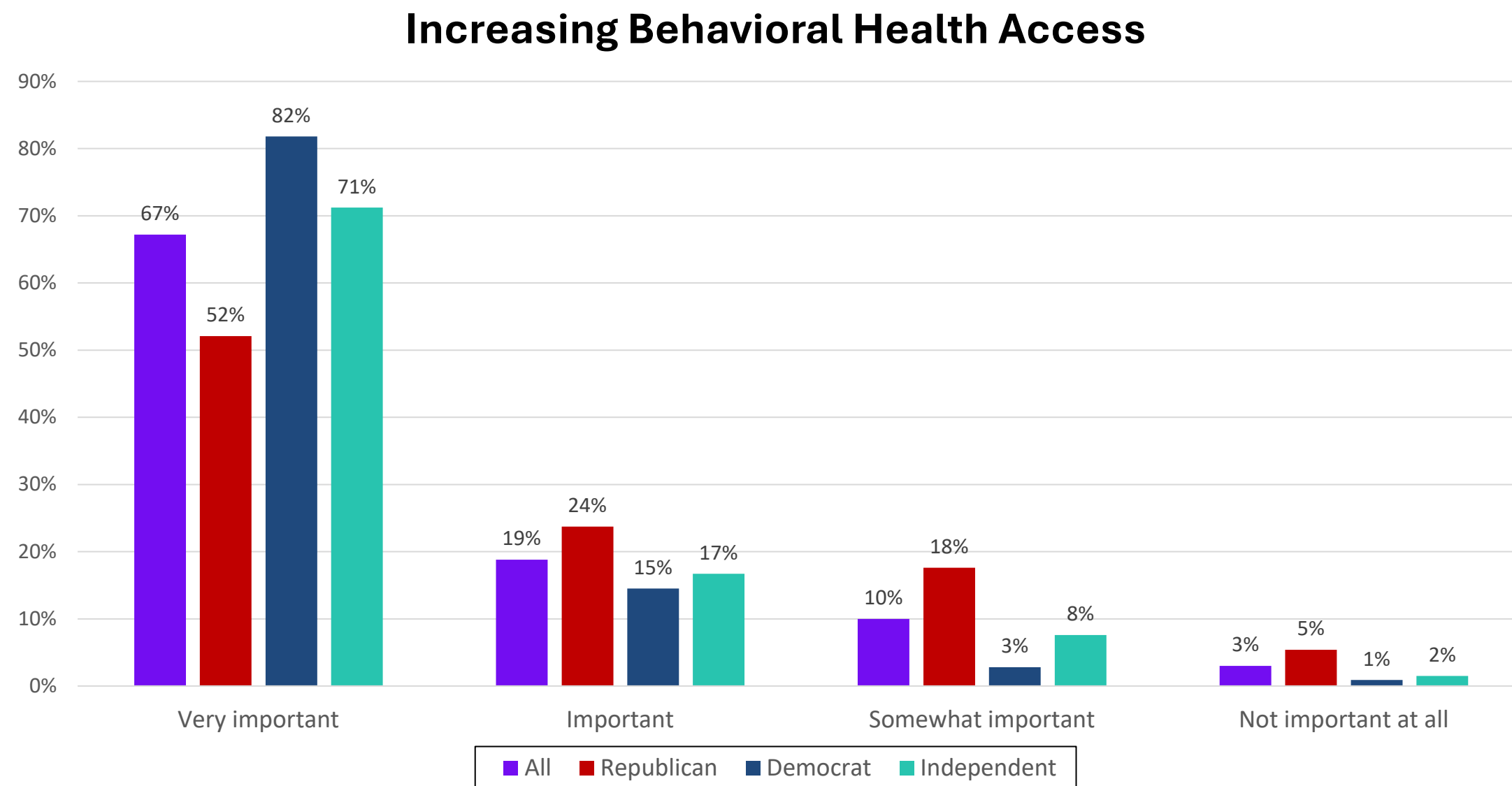
Prioritization of Health Care Issues: Provider Access

Q22: I'm going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia's next governor to focus on:
Increasing the number of health care providers across Georgia.



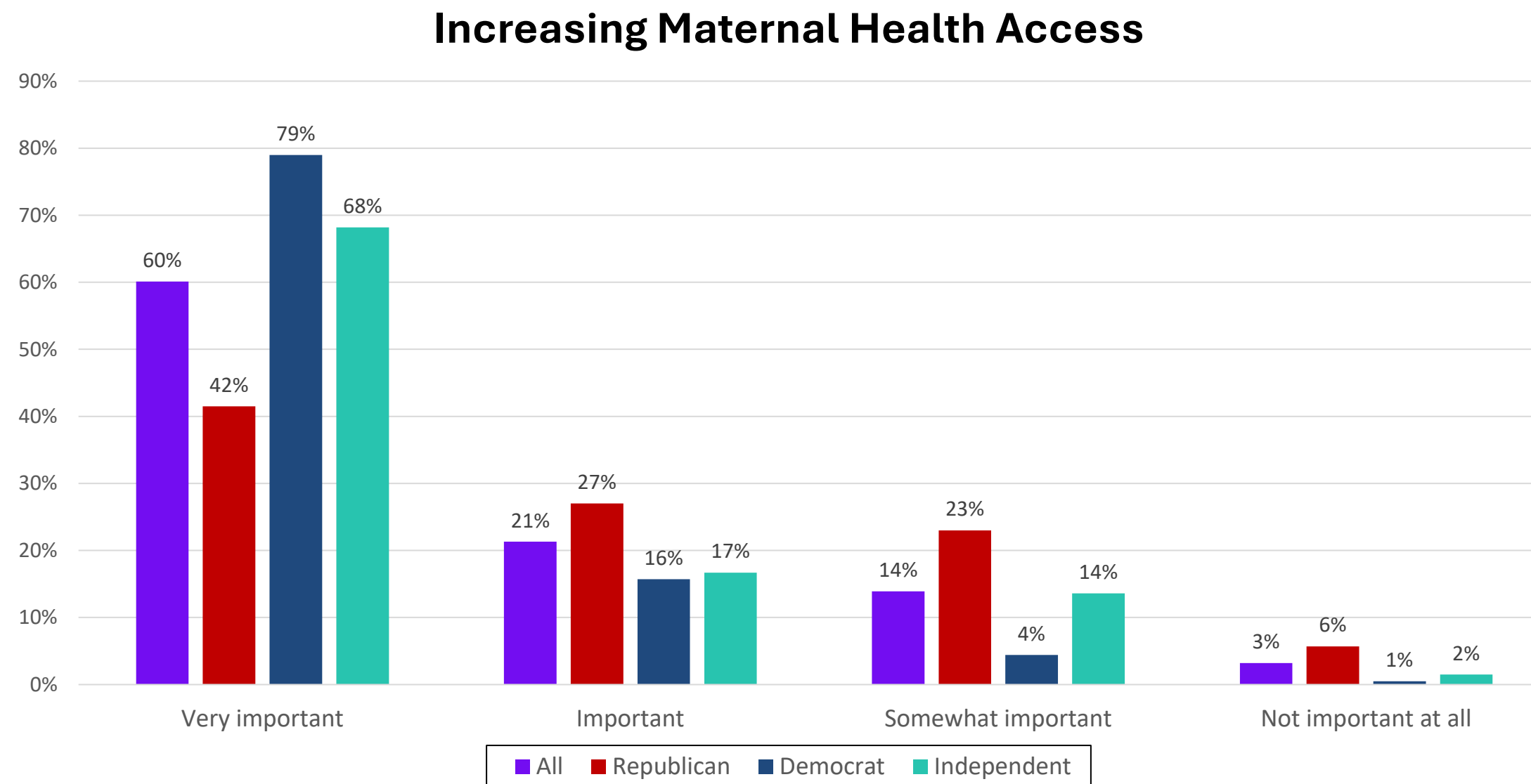
Prioritization of Health Care Issues: Behavioral Health Services

Q23: I'm going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia's next governor to focus on:
Increasing access to behavioral health services including mental health counseling and addiction treatment.



Prioritization of Health Care Issues: Maternal Health Services

Q24: I'm going to read you a list of statements about different health care priorities. For each one, let me know if you think it is very important, important, somewhat important, or not important at all for Georgia's next governor to focus on:
Increasing access to maternal health services.



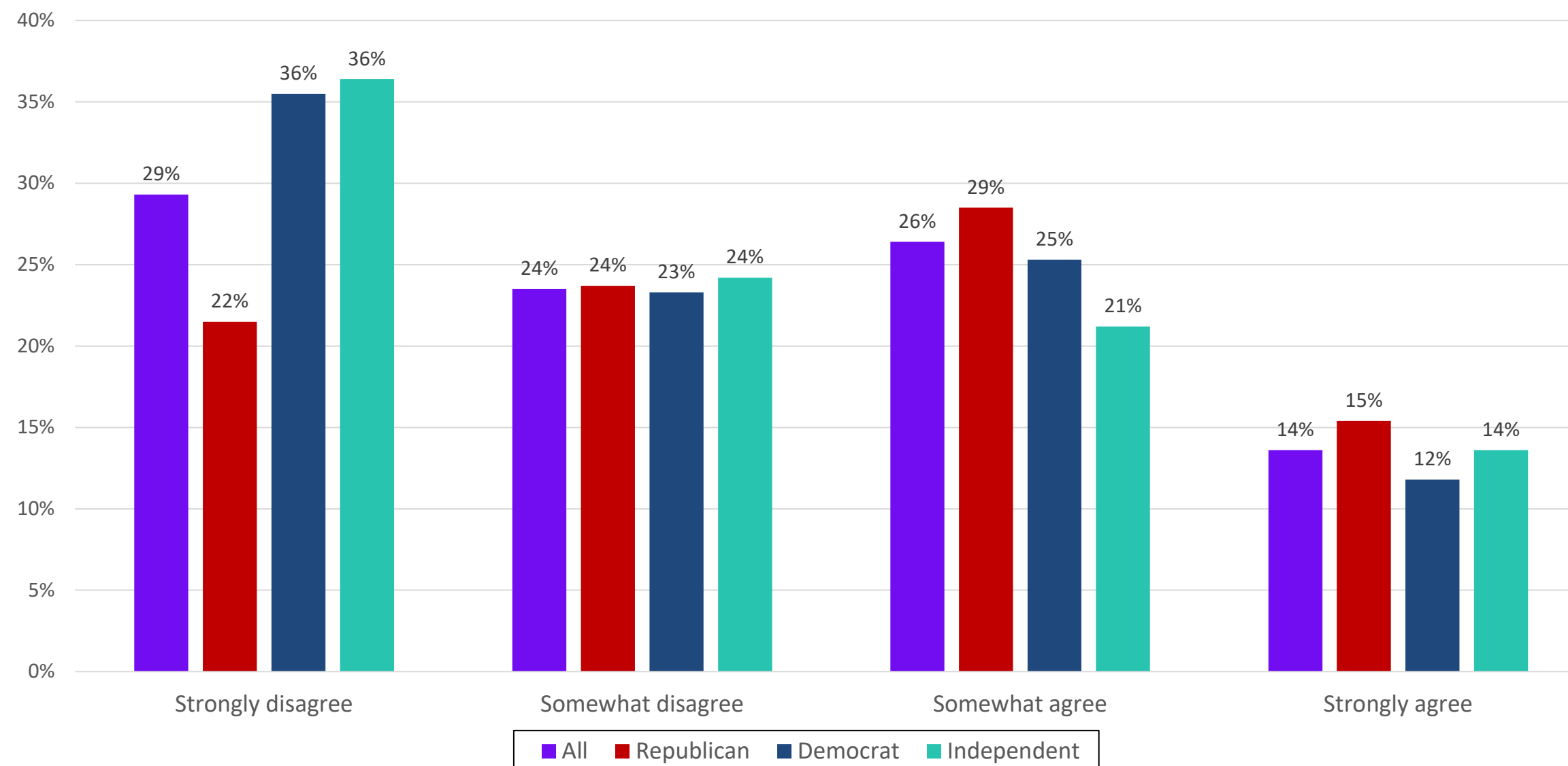


Likely Voters' Views on Candidates and Elected Officials

Listening to Constituents

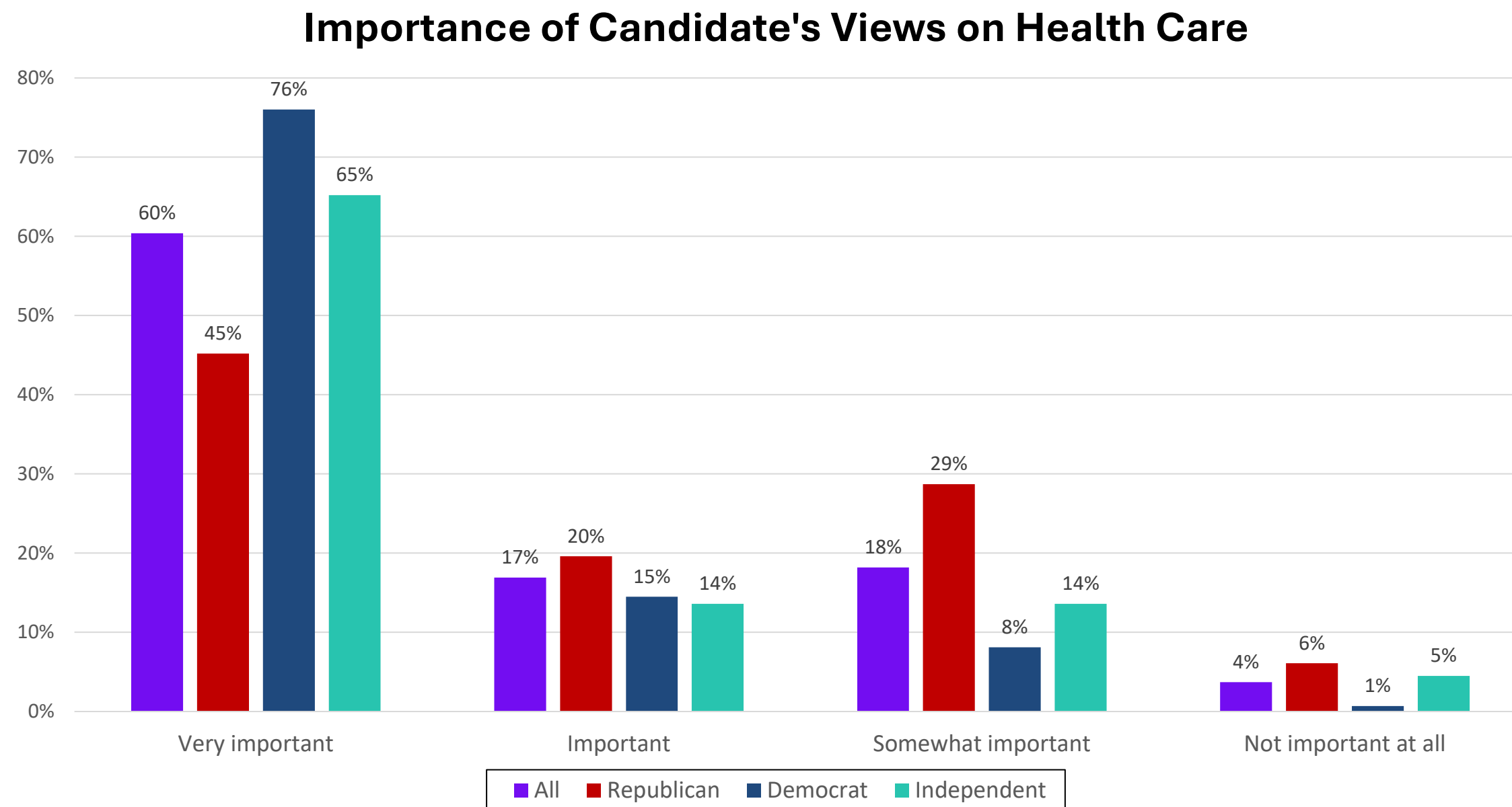
Q25: Do you agree or disagree with the following statement: When it comes to addressing health care policy, elected officials in Georgia listen to what their constituents have to say.

**Elected Officials Listen to Their Constituents
about Health Care Policy**



Factoring in a Gubernatorial Candidate's Views on Health Care

Q18: As you may know, Georgia will be electing a new governor in the midterm election this coming November. In deciding who you will vote for, how important are a candidate's views on health care?



Themes

Georgia voters say health care costs too much and is an ongoing source of financial worry

- More than 3 in 5 Georgia voters say that health care is not affordable, and the cost of care is a strong factor in how Georgia voters experience the health care system
- About half of Georgia voters are worried about paying for health care in the next 12 months
- A large majority (84%) of Georgia voters agree that the health care system is more about money than people

**“I make decent money,
but it seems like the
goalpost keeps getting
moved.”**

– Voter from Kingsland

**“[A big unexpected
medical bill] would
break me”**

– Voter from Warner Robins

Georgia voters identify cost, provider shortages, and systems navigation issues as barriers in accessing care

- More than 1 in 5 (22%) voters said they found it difficult to access needed care within the past year
- Georgia voters are split on how they view the overall health care system, but large majorities agree that quality of care depends on insurance type (84%) and where you live (79%)
- Georgia voters identified high costs, lack of specialty and behavioral health providers, and gaps in service provision in rural areas as challenges for accessing care

“The system that’s broken in the state of Georgia is the mental health system...if you do find anybody that you can afford, they’re not taking new patients...”
– Voter from Warner Robins

“I was supposed to get a mammogram. And it was going to be a few thousand dollars, and [so] I didn’t get it...by the time I got it, it was a year after. And it’s like, oh, you have a tumor...”
– Voter from Atlanta

“It seems like rural doctors have gone away”
– Voter from Pine Mountain

Georgia voters want the next governor to prioritize health care and to listen to constituent concerns

- Only 2 in 5 Georgia voters feel that elected officials listen to what their constituents have to say in addressing health care policy
- More than three-quarters (77%) of Georgia voters say a gubernatorial candidate's views on health care are important when it comes to determining their vote
- Georgia voters across the political spectrum say the next governor should prioritize health care
- There is majority support among Republicans, Democrats, and Independents for a range of health policy priorities

“I would like to see a lot more bipartisanship when it comes to things such as health care...there should be more teamwork...for something as serious as health care”

– Voter from Atlanta

“I would like to hear the next candidate for governor say that [they] will be running for the people of Georgia...”

–Voter from Dacula

Resources Newly Available on Our Website

<https://georgiahealthinitiative.org/our-work/publications-and-releases>



ISSUE BRIEF

Perspectives on Health and the Health Care System: Views of Likely Voters in Georgia



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UNIVERSITY OF GEORGIA

GEORGIA VOTERS' PERCEPTIONS AND PRIORITIES ON HEALTH CARE:
2026 POLLING RESULTS

CONDUCTED BY THE SPIA SURVEY RESEARCH CENTER

JUNE 30, 2026

Issue Brief: Overview of Methodology

This document outlines the mixed methods used to ask Georgians directly about their health care experiences 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 [University of Georgia School of Public and International Affairs Survey Research Center \(the SRC\)](#) to administer a statewide survey 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

“

The governor's race [is] a big deal, because that's going to change the trajectory of the state of Georgia for the next [few] years.

– Voter from Athens

”



Questions?

Thank you

georgiahealthinitiative.org



Scan the QR code to access the Issue Brief and
additional resources and visit our website at:

