


# GEORGIA


## 2022 ELECTION REPORT



WE WON!  
**RAPHAEL  
WARNOCK**  
SEN-D  
(GENERAL ELECTION  
AND RUNOFF)

### BY THE NUMBERS


**78,050**   
**NEW** Working America  
members recruited


**140,945**   
voter persuasion  
conversations held




**68%**

of Working America members  
voted for the endorsed  
Senate candidate

**2,457,143**   
voters contacted by digital  
and text communications

**607,425**   
voters contacted by email  
and letter communications

 **4** contests including: U.S. Senate (general election), U.S. Senate (runoff),  
governor and secretary of state

## ELECTION RESULTS

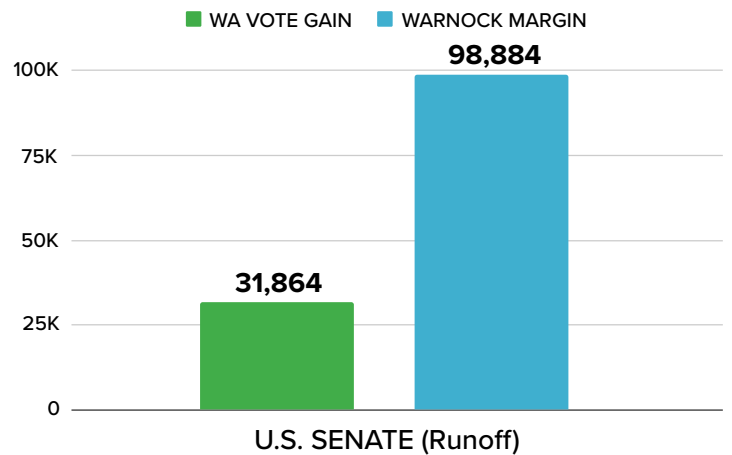
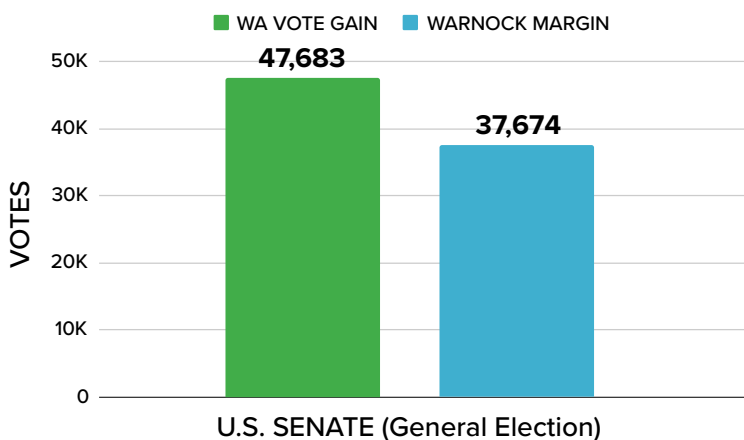
In 2022, we expanded our evidence-based approach to political organizing in Georgia considerably, using door-to-door deep canvassing, texts, emails and letters to **persuade** voters to choose Democratic candidates. We focus on a universe of persuadable voters essential to a winning coalition.

We used 309 randomized control trials to test and verify the effectiveness of our communications. Via these trials, we know with scientific precision that **our outreach added more votes in the Senate race than Raphael Warnock's November margin over Herschel Walker. While we are still analyzing data from Warnock's final win in the December runoff, initial estimates show that Working America contributed substantially there as well.**

RACE	CANDIDATE	RESULT	MARGIN	WA VOTE GAIN
U.S. SENATE (GENERAL ELECTION)	RAPHAEL WARNOCK	✓	+37,674	<b>47,683</b>
U.S. SENATE (RUNOFF)	RAPHAEL WARNOCK	✓	+98,884	<b>31,864</b>
GOVERNOR	STACEY ABRAMS	✗	-297,898	<b>1,504</b>
SECRETARY OF STATE	BEE NGUYEN	✗	-361,317	<b>5,058</b>

The vote gain estimates above do not include canvass impacts and assume 70% turnout of contacted voters.

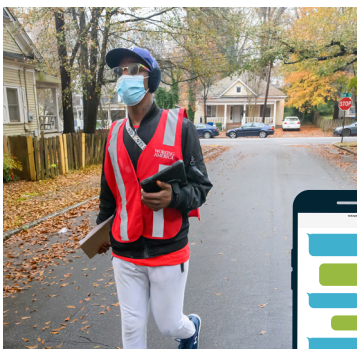
Margins as of 12/12/22



## TACTICS: HOW WE DID IT

Working America canvassers held **persuasion conversations with 140,945 working-class Georgia voters** at the doors from Labor Day through both the general election and the runoff, connecting with them on the issues they care about. We used messages driven by the data and from the doors, making repeated contact that has stretched across multiple years. This was our second, full, on-the-ground operation in Georgia since COVID, the first being the 2021 runoff, and we found people still eager to reconnect.

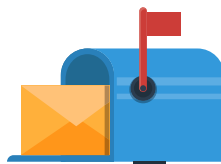
With similar data-driven messaging, **we also sent text messages to more than 1.2 million voters, reached more than 1.6 million voters about 42 million times with digital ads and sent more than 1.1 million pieces of mail** to connect with voters in Georgia. That mail included thousands of personal letters written by a legion of dedicated activists that aren't about candidates or campaigns, but instead share a personal experience about their own concerns and the need for a strong working-class agenda.



✓ **CANVASSING**



✓ **TEXTING**



✓ **LETTERS**



✓ **EMAILS**



✓ **DIGITAL ADS**

### VOTE BY DEMOGRAPHIC

With over 99,000 in-depth conversations with voters at the doors in Georgia from Labor Day to Election Day, and another 41,000 in the runoff, we have unique insight into which voters made up Democrats' winning coalitions and what issues drove their vote.

The canvassing data shown at right reveals that in the general election, Warnock lagged slightly behind Democratic gubernatorial candidate Stacey Abrams among Black voters, although both candidates had the highest margins in the nation with these voters in our canvass data. The difference between the two campaigns is most stark when looking at white voters, where Abrams, who faced incumbent governor Brian Kemp, fared much worse than Warnock.

Importantly, Warnock's support among Black voters grew 5.7 points in the runoff, and grew even more among other voters of color. (The large change among white voters in the runoff is a function of which voters we targeted in the runoff canvass.)

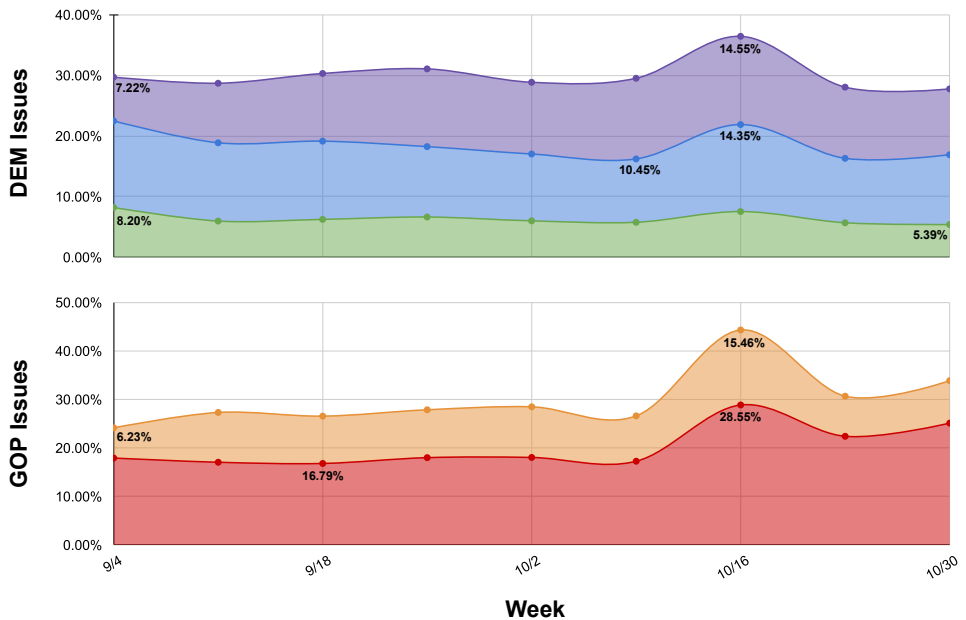
### VOTER ISSUE PRIORITIES

Voters' top issue of concern also drives their vote, often despite the voter's partisan leanings. Voters focused on health care, education or women's rights historically favor Democrats, while voters concerned about the economy and inflation are more likely to vote for Republicans. In Georgia as in many states, the field appeared tilted against Democrats going into the November election, with Republican-issue voters beating Democratic-issue voters by a 6-point margin.

CANDIDATE (GENERAL ELECTION)	BLACK n=67,148	HISPANIC n=1,744	ASIAN n=801	WHITE n=23,408
RAPHAEL WARNOCK (SEN-D)	84.83%	68.06%	63.67%	58.36%
HERSCHEL WALKER (SEN-R)	3.17%	5.85%	8.49%	23.92%
CANDIDATE (GENERAL ELECTION)	BLACK n=37,151	HISPANIC n=1,750	ASIAN n=806	WHITE n=22,755
STACEY ABRAMS (GOV-D)	86.79%	69.49%	63.52%	57.31%
BRIAN KEMP (GOV-R)	3.13%	7.60%	12.53%	27.94%
CANDIDATE (RUNOFF)	BLACK n=29,303	HISPANIC n=1,247	ASIAN n=588	WHITE n=6,591
RAPHAEL WARNOCK (SEN-D)	89.27%	76.90%	74.36%	83.93%
HERSCHEL WALKER (SEN-R)	1.94%	5.05%	5.01%	7.60%

Share of Issue Priorities Among Georgia Voters Control for VCI

● Women's Rights ● Health Care ● Education ● Inflation/Costs ● Jobs and the Economy

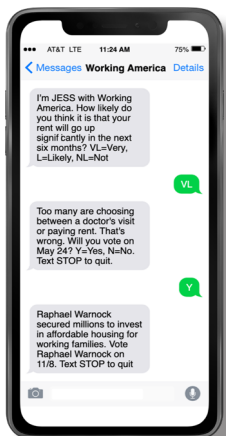


This issue landscape was driving much of the pre-election narrative about a “red wave” in Georgia and elsewhere. **With our canvassing and digital organizing work, we were able to counteract that, flipping the vote of tens of thousands of people** by building long-term relationships with them, grounded in issues like employment, housing and other core pieces of the working-class agenda. We use data-driven messaging to blunt traditional Republican advantages on issues like inflation and the economy, helping voters reframe these issues so that they understand what's really happening and who is really fighting for them.

The results show that this kind of relationship-based, sustained contact is **more successful** at influencing voters than transient paid ads and other hot-button issue messaging.



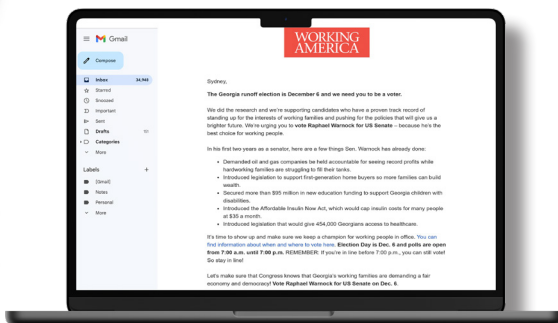
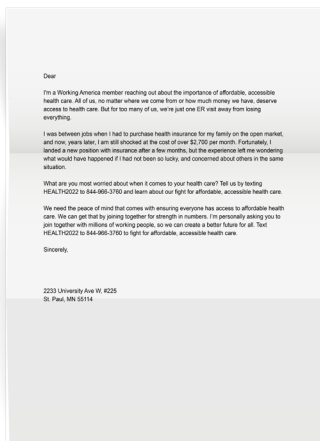
TEXTING & DIGITAL ADS



Working America is a year-round operation. We always show up for game time when elections roll around, and we were one of the **biggest independent field operations in Georgia this cycle.**

But we are talking to our **123,714 Georgia members all year, using smart texting, localized digital ads, issue-focused direct mail, constant digital communication and, of course, conversations with canvassers at the doors.** We connect with our members and millions of other voters over values, and we show them how we can work together to advance policy that helps working-class people.

LETTERS & EMAILS

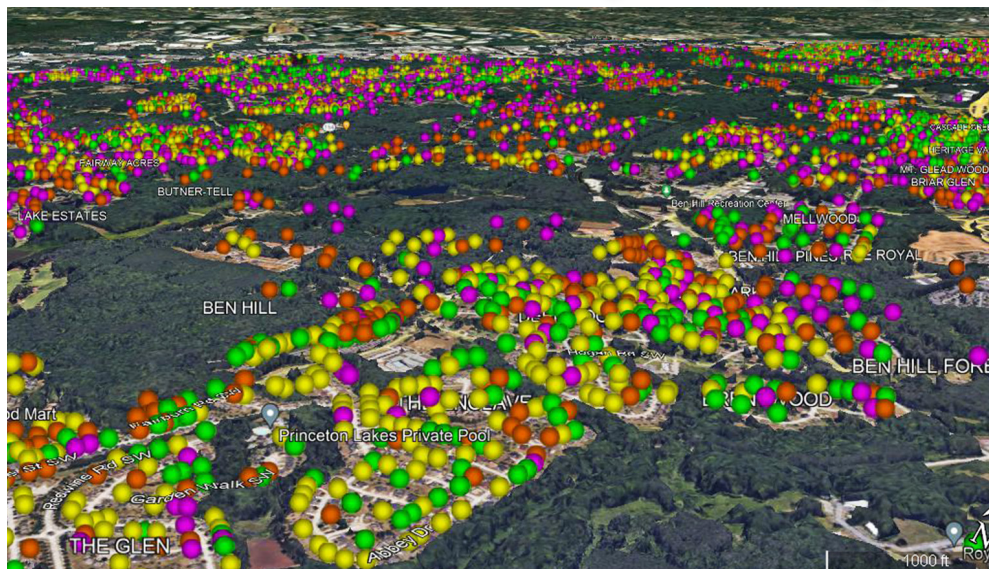


These persistent relationships are a big part of why our members trust us when it comes time to vote. This is how we were able to stand in the way of the red wave that was predicted. **Our members and voters know we care about them, not just the candidates.**

Over the next two years, we'll be bringing more members into our organization and building the power we need for **victory in 2024 in Georgia and swing states around the country.**

DENSITY OF OUR PROGRAMS: FULTON COUNTY

- MEMBERS
- VOTER CONTACT CONVERSATIONS
- LETTERS & EMAIL
- TEXTING & DIGITAL ADS



# Warnock beats Walker in Ga. runoff, growing Democrats' Senate majority

By Sabrina Rodriguez, Dylan Wells, Matthew Brown and Hannah Knowles

Updated December 7, 2022 at 12:22 a.m. EST | Published December 6, 2022 at 11:00 p.m. EST



**WORKING AMERICA**  
COMMUNITY AFFILIATE OF THE AFL-CIO

