

METHODOLOGY

Embold Research surveyed 524 Black adults in Augusta, GA from July 9-July 23, 2026. We used the following sources to recruit respondents:

- Targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (112 respondents)
- Text messages sent, via the Echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (351 respondents)
- PureSpectrum, which aggregates participants from various online survey panel providers (61 respondents)

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted Black adults in Augusta, GA. Those who indicated that they were not Black or did not reside in Augusta were terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Civic News Company and conducted online by Embold Research. Post-stratification weighting was performed on age, gender, and education. Weighting parameters are based on the demographic composition of Black adults in Augusta, GA, derived from census data. That is, if x% of adults were women, then women would be weighted to x% of the sample.

The modeled margin of error* for this survey is 4.9%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Irene Kwon at irene@emboldresearch.com

REPORTED QUESTIONS:

Thank you for participating in our survey! Your response is important to us, and all answers you provide will be kept strictly confidential.

First we have some questions about you, purely for statistical purposes.

1. Are you:

- A man
- A woman
- Another identity

2. In what year were you born? **[TEXT BOX]**

3a. In what ZIP code do you currently live? **[TEXT BOX]**

3b. Do you currently live in Augusta?

- Yes
- No **[TERMINATE]**

4a. What is your race? **[MULTI-SELECT] [TERMINATE IF 'Black or African American' is NOT selected]**

- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): **[TEXT BOX]**

4b. **[IF HISPANIC/LATINO NOT SELECTED]** Are you from a Hispanic, Latino/a, or Spanish-speaking background?

- Yes
- No

5. What is the highest level of education you have completed?

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

6. Are you registered to vote in Augusta?

- Yes
- No
- Not sure

7. What is your annual household income?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Prefer not to say

8. How difficult is it for you to get information about each of the following in your day-to-day life? [Very difficult / Somewhat difficult / Not that difficult / Not difficult at all] **[RANDOMIZE]**

- What's happening in my neighborhood
- What's happening in Augusta
- What's happening in Georgia
- What's happening nationally
- What's happening around the world

9. How important is it for you to get information about each of the following topics in your everyday life? [Very important / Somewhat important / Not that important / Not important at all] **[RANDOMIZE]**

- Local weather
- Local sports (including local professional teams, youth sports, and recreational leagues)
- Local education (including school programs, curriculum, and quality)
- Local transportation (including transit schedules, costs, and traffic)
- Local health and well-being (including access to quality care and community needs and trends)
- Local economic opportunities (including jobs, personal finance, and business environment)
- Local political information (including voting, elected officials, and public policy initiatives)
- Local environment (including air/water quality, sanitation, and access to recreation)
- Local public safety (including crime, fire and police departments, and neighborhood safety)
- Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)
- Local community organizations and events (including churches, libraries, clubs, and cultural events)
- Local housing (including property listings and housing assistance services)
- Local dining and entertainment (including restaurants, music, and activities)

10.**[ONLY SHOW TOPICS MARKED AS VERY/SOMEWHAT IMPORTANT in Q9]** When you seek out news and information about each of the following topics, how satisfied or unsatisfied are you with the information you are able to get? [Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied] **[RANDOMIZE]**

- Local weather
- Local sports (including local professional teams, youth sports, and recreational leagues)
- Local education (including school programs, curriculum, and quality)
- Local transportation (including transit schedules, costs, and traffic)
- Local health and well-being (including access to quality care and community needs and trends)
- Local economic opportunities (including jobs, personal finance, and business environment)
- Local political information (including voting, elected officials, and public policy initiatives)
- Local environment (including air/water quality, sanitation, and access to recreation)
- Local public safety (including crime, fire and police departments, and neighborhood safety)
- Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)
- Local community organizations and events (including churches, libraries, clubs, and cultural events)
- Local housing (including property listings and housing assistance services)
- Local dining and entertainment (including restaurants, music, and activities)

11. Which of the following sources are the most useful when it comes to getting high quality, local information? Select up to THREE. **[RANDOMIZE]**

- Friends, family, colleagues and/or neighbors
- Government agencies (through their websites, phone services, offices, or social media)
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers
- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
- Online search (Google, Bing, etc)
- Local schools, parent-teacher associations, or parenting groups
- Other (please specify): **[ANCHOR]**

12. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations? [Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied | Not applicable] **[RANDOMIZE]**

- During an emergency weather situation
- When making decisions about choosing where to live
- When making decisions about choosing where to work
- When there are changes in local and state policies or laws
- When a crime occurs near you
- For local social or community events
- When making decisions about your health or accessing medical care
- Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage
- Navigating road closures, road construction projects, or traffic incidents

13. How are you most often seeing, hearing, or reading news about Black life in Augusta? Select all that apply.

[RANDOMIZE]

- Social media (including short videos and livestreams)
- Posts, emails, or updates from locally-based content creators or influencers
- Neighborhood or community groups (e.g. local Facebook groups, Nextdoor)
- Local print or digital news outlets
- Local TV news programs
- Posts or updates from local government agencies
- Conversations with friends, family, or neighbors
- From my church or faith community
- Other (please specify) **[ANCHOR]**
- None of the above **[SINGLE-SELECT, ANCHOR]**

14. In your own words, what is one topic or issue you wish local news outlets covered more when it comes to Black life in Augusta? **[TEXT BOX]**

15. Here is a list of some ways people get involved with and try to improve the community or state they live in. Which of the following, if any, have you done in the last 12 months? Select all that apply. **[RANDOMIZE]**

- Volunteered with an association or organization (including a child's school or youth organization)
- Attended a town hall or community forum
- Contacted an elected official (via email, phone call, letter, etc)
- Attended a demonstration for or against a candidate, person, or issue
- Participated in a community organizing meeting or effort (separate from a town hall)
- Participated in a mutual aid network or community support group
- Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- I have not done any of these **[EXCLUSIVE, ANCHOR]**

16. **[ASKED ONLY OF PEOPLE WHO SELECT "Advocated for or worked on..." in Q16]** Thinking about the ways you get involved in your city, county, or state, which of the following best describes you? **[FLIP]**

- Trying to improve local or state services, programs, or policies is a part of my job or career
- I often get involved in efforts to improve local or state services, programs, or policies, but it is not part of my job or career
- I sometimes get involved in efforts to improve local or state services, programs, or policies.
- I rarely get involved in efforts to improve local or state services, programs, or policies.

17. How did you vote in the 2024 election for President, or for some reason were you unable to vote?

- Kamala Harris, the Democrat
- Donald Trump, the Republican
- A third party candidate
- Not registered/Too young/Ineligible
- Did not vote