



Capital B | CINC

Augusta, GA

Civic Information Needs Census

July 9 – 23, 2026

About Embold Research

Who We Are



Embold Research helps leaders better understand Americans' wants and needs. We have a fresh take on public opinion measurement. Our team brings expertise in methodological innovation, research design, public opinion, and strategic consulting. Embold is the nonpartisan business unit of Change Research and launched in 2021.

Our Unique Approach



All of our surveys are completed online. We recruit fresh participants for every survey using targeted advertisements on websites and social media platforms, text messaging, and selective online panels.

Our Products



In addition to custom polling, we offer:

- **Magnify** AI targeting (custom modeling)
- **Voices** qualitative research (in-depth interviews and text-based chats)
- **ReSpark** Renewable energy project viability and tracking (standardized and cost-effective polling)

METHODOLOGY

Embold Research conducted this research on behalf of Capital B and the Civic News Company to understand the local information needs of Black residents in Augusta, GA. The findings reveal where residents get their news, what topics matter most, which sources they trust, and where gaps in access and coverage remain.



Survey n=524 Black adults in Augusta, GA from July 9 to July 23, 2026.



Respondents were recruited via dynamic online sampling, text-to-web, and an online panel marketplace to obtain a sample reflective of the population.



Post-stratification weighting was performed on age, gender, and education.



The modeled margin of error is 4.9%

SAMPLE OVERVIEW



55% Women
45% Men
0% Other



29% High school or less
34% Some college
18% Associate degree
10% Bachelor's degree
7% Graduate degree



73% Democrat
6% Republican
21% Independent



26% 18-34
25% 35-44
15% 45-54
14% 55-64
19% 65+



47% <\$50k
18% \$50-75k
8% \$75-100k
10% \$100-150k
4% >\$150k

KEY FINDINGS

01

Residents report more difficulty getting neighborhood- and city-level information than national or global news. In particular, men and younger residents find it more difficult to get information in general.

02

Residents rate local emergency preparedness, weather, public safety, health, and the local environment as the most important local topics to stay informed about.

03

Importance consistently outpaces satisfaction for local news topics, revealing potential information gaps. The widest gaps are for local economic opportunities and local environment.

04

Residents rely on local TV, online search, and personal networks for local news. For news about Black life in Augusta, residents turn to social media. Younger residents rely on social media and online communities while older residents turn to local TV.

KEY FINDINGS

05

4 in 10 residents took no civic action in the past year, with volunteering the most common form of participation among those who did. Engagement is highest among college graduates and residents aged 35-54, and men are more civically active.

06

Asked in their own words what they want covered more, residents called for positive, success-focused stories of Black life, alongside coverage of local businesses, jobs, and everyday community life.

Information

ACCESS & SATISFACTION



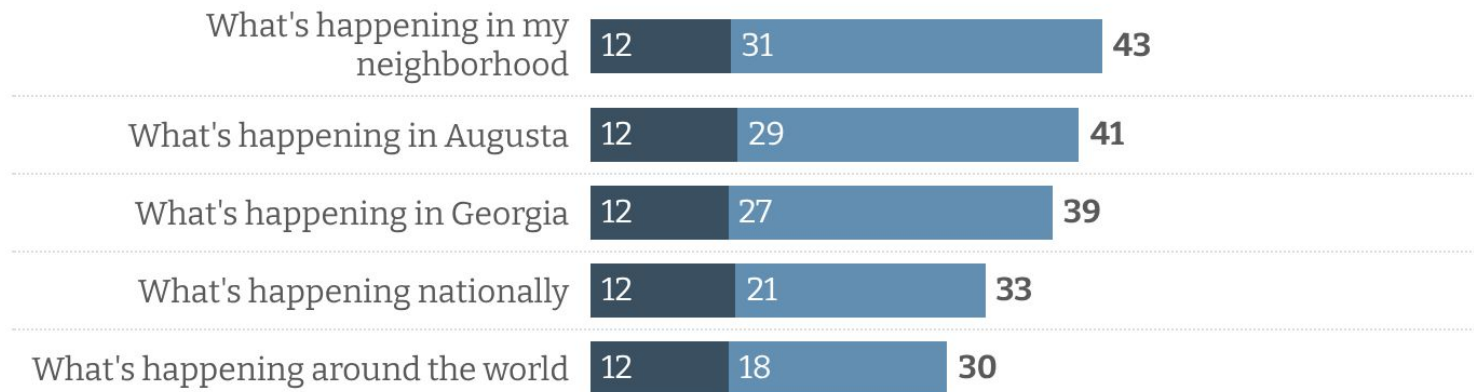
Black Augusta residents find it harder to get local news than national or global news

More than 4 in 10 find it very or somewhat difficult to find out what's happening in their neighborhood, while only 30% report difficulty accessing world news

EMBOLD research

How difficult is it for you to get information about each of the following in your day-to-day life?

● Very difficult ● Somewhat difficult

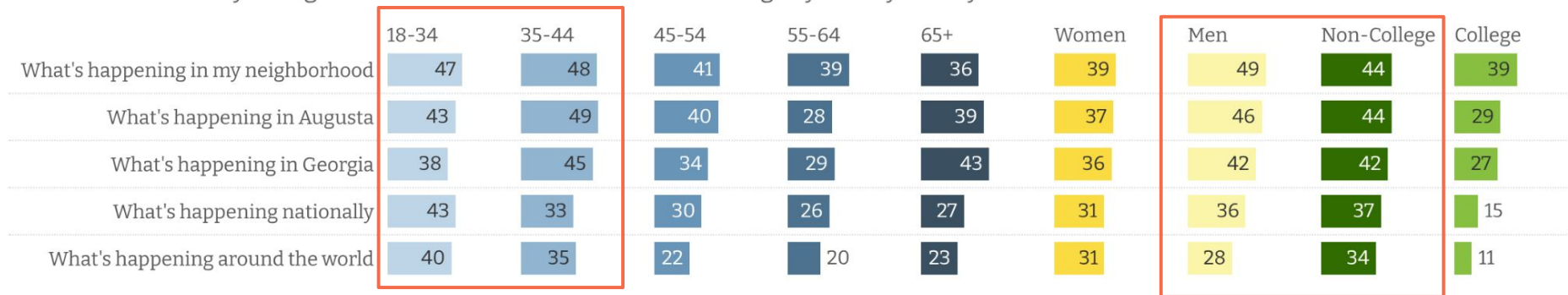


Difficulty accessing information varies by age, gender, and education

Difficulty getting local information is greatest for younger residents under 45, men, and those without a four-year degree

EMBOLD research

How difficult is it for you to get information about each of the following in your day-to-day life?



The bars represent the total of respondents who selected "Very difficult" or "Somewhat difficult." Some age subgroups have small sample sizes (45-54, n≈80; 55-64, n≈74), resulting in wider modeled margins of error. Estimates for these groups are directional and are intended to indicate general tendencies rather than precise values.



Local emergency preparedness, public safety, and the environment are the highest-priority local topics for Black Augustans

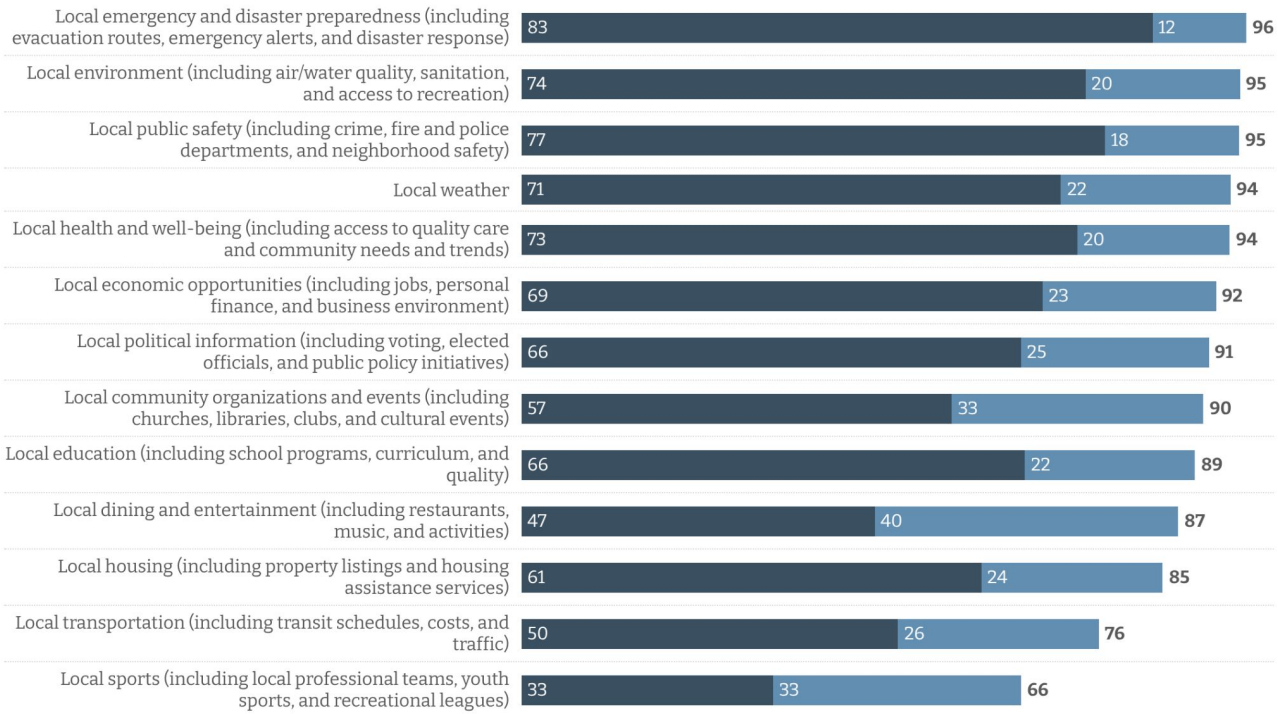
Residents find nearly every type of local information important, with over 90% rating 6 of the 13 topics important



EMBOLD research

How important is it for you to get information about each of the following topics in your everyday life?

● Very important ● Somewhat important



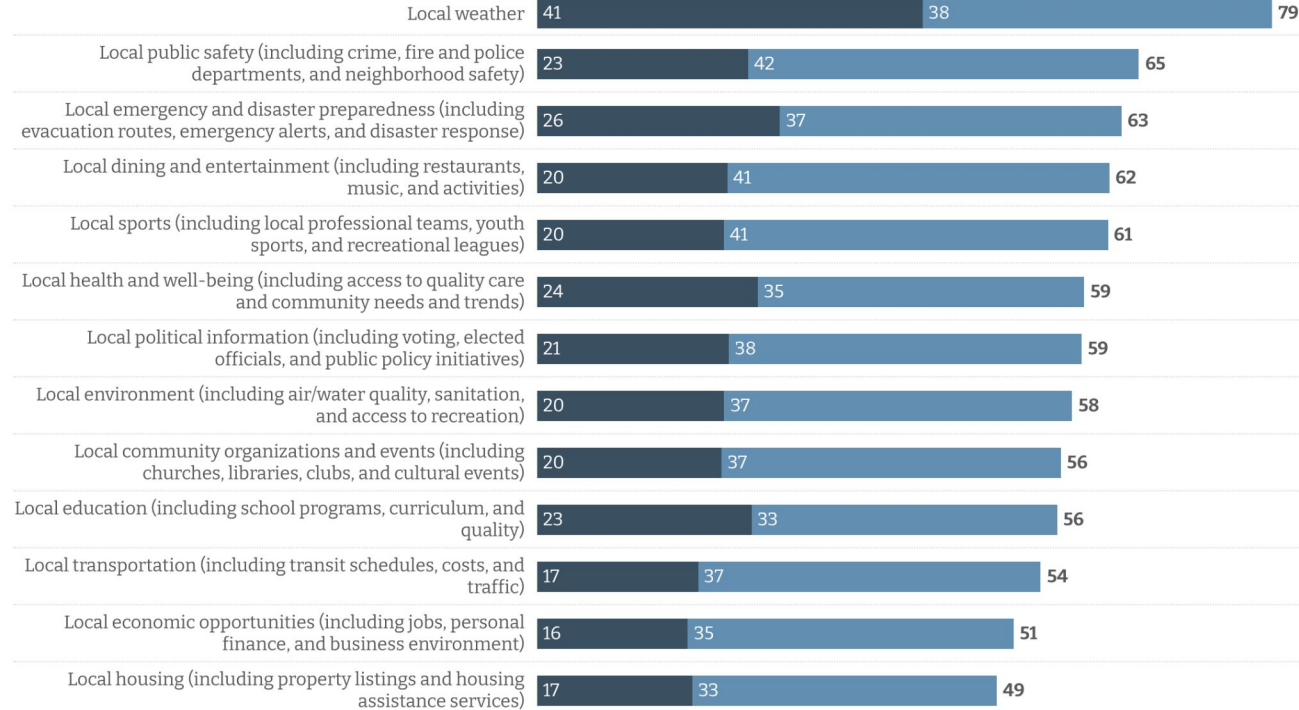
Residents report moderate levels of satisfaction with available local news across topics

Residents are most satisfied with information on local weather, while local housing and economic opportunities are the weakest areas

EMBOLD research

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



Men and younger residents are the least satisfied with the local information they can get

EMBOLD research

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?



Some age subgroups have small sample sizes (45-54, n=80; 55-64, n=74), resulting in wider modeled margins of error. Estimates for these groups are directional and are intended to indicate general tendencies rather than precise values.



The gap between the information Black Augusta cares about and their satisfaction with what's available is largest in the areas of local economic opportunities and local environment

EMBOLD research



Satisfaction with level of information is based on the share of respondents who report to be "Very satisfied" or "Somewhat satisfied" regarding the information about each topic. Importance of information is based on the share who reported that it is "Very important" or "Somewhat important" to stay informed about each topic.

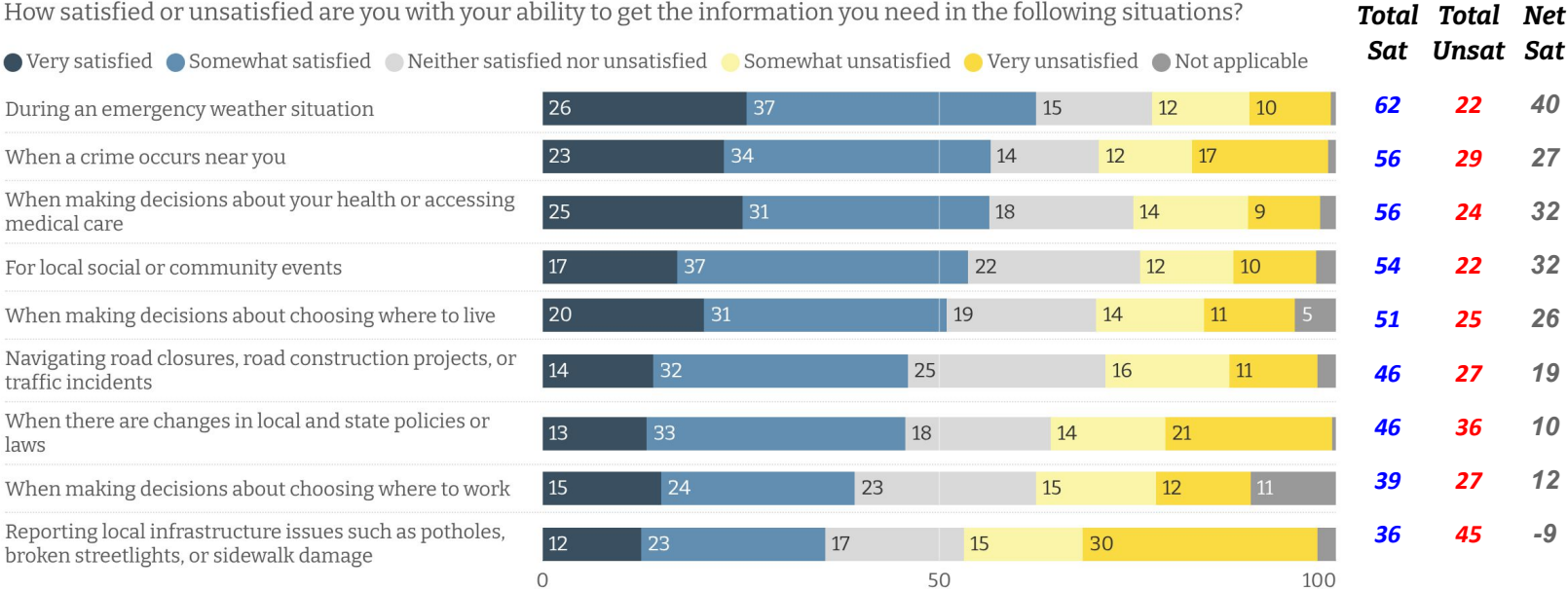


Residents are most satisfied with information about weather emergencies, and most unsatisfied with information related to reporting local infrastructure issues

EMBOLD research

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



News

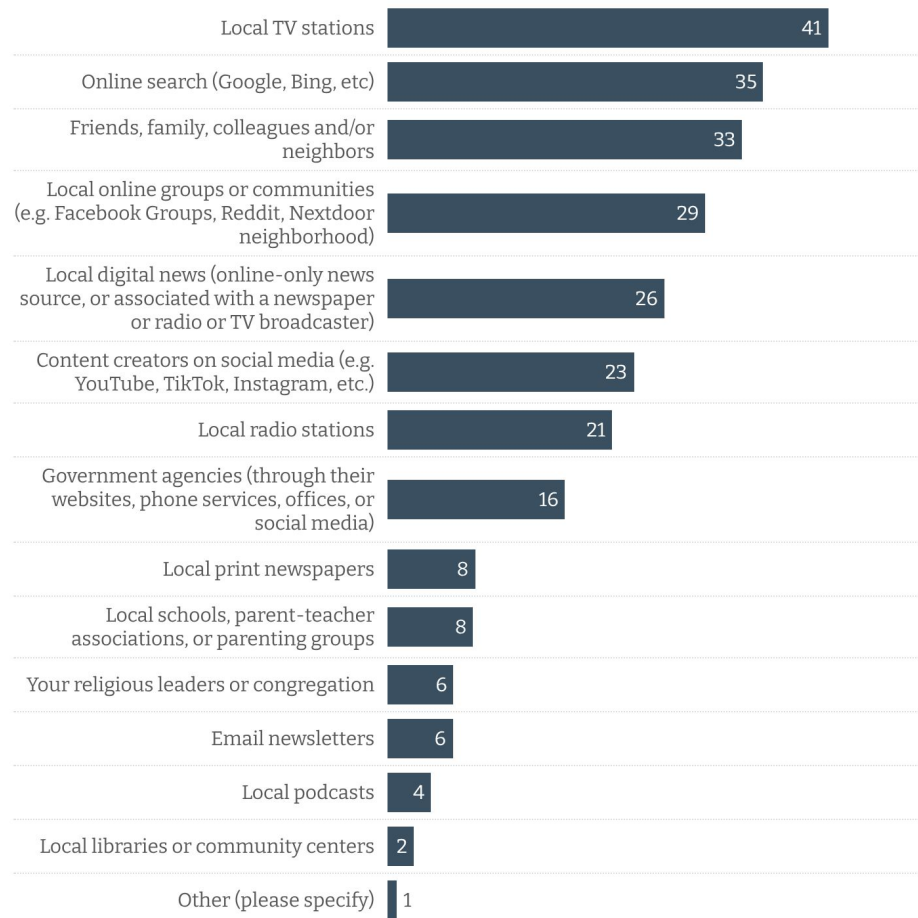
SOURCES

• • • • •

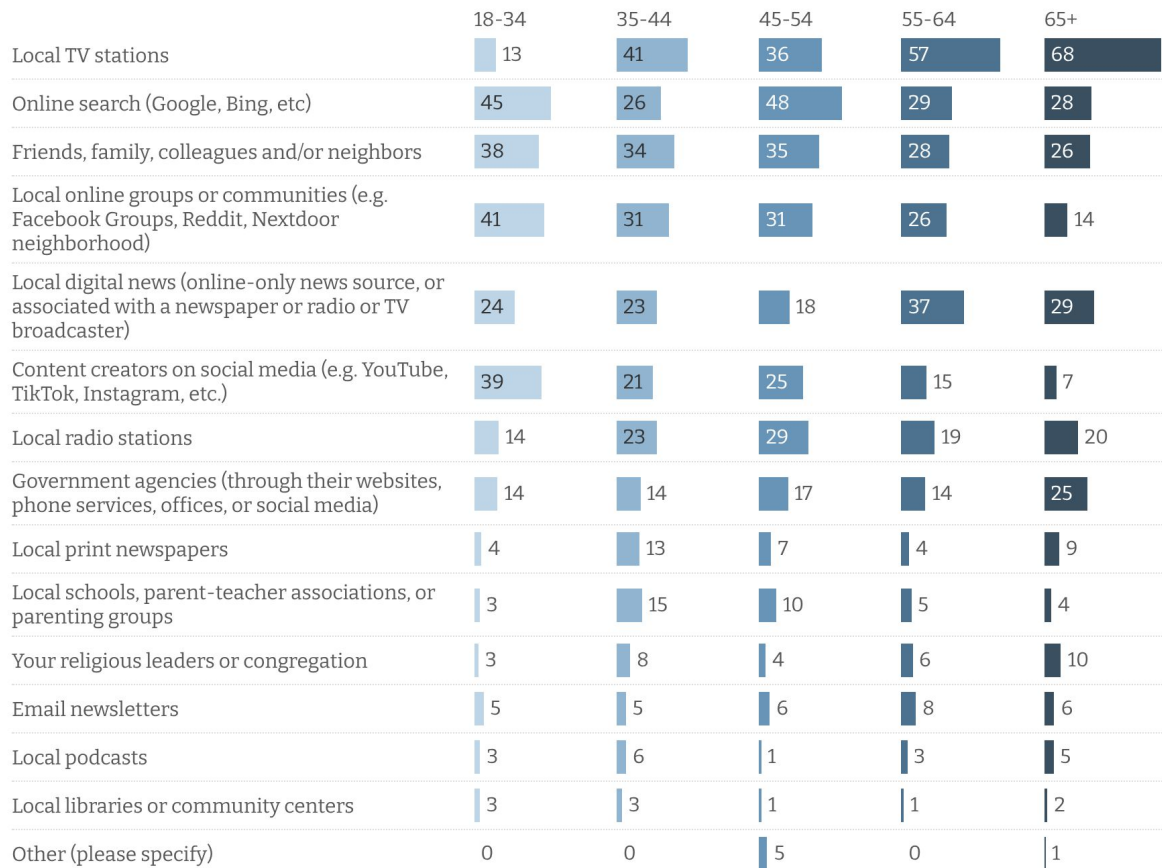
Local TV, online search, and friends, family and neighbors top the list of most useful source of quality information, trailed by digital and social channels

EMBOLD research

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



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



Some age subgroups have small sample sizes (45-54, n=80; 55-64, n=74), resulting in wider modeled margins of error. Estimates for these groups are directional are intended to indicate general tendencies rather than precise values.

The most useful sources split by age: digital and social for younger residents, local TV for older

Local TV is named useful by 68% of residents 65+ but only 13% of under 35, who instead turn to online searches, local online groups, and social media content creators

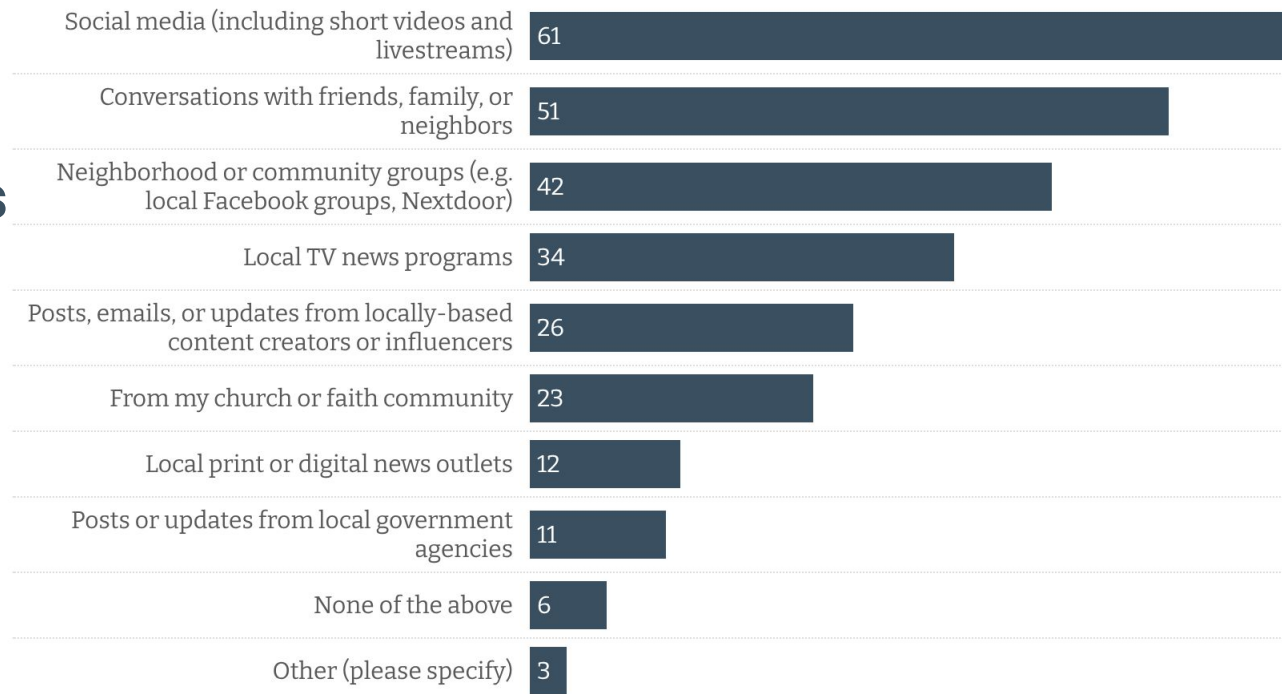


News about Black life in Augusta travels mainly through social media and personal networks

6 in 10 get it from social media and 1 in 2 from conversations with friends, family, and neighbors, well ahead of local TV news and traditional print or digital outlets

EMBOLDresearch

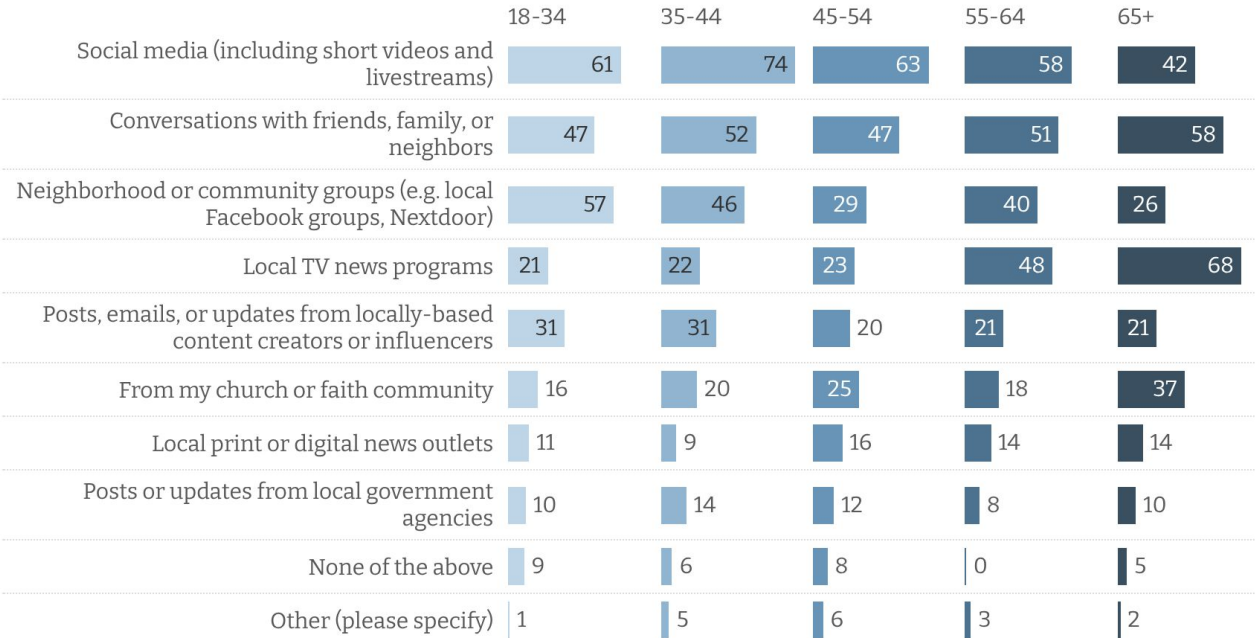
How are you most often seeing, hearing, or reading news about Black life in Augusta? Select all that apply.



Social media dominates among residents under 65, while the older generation relies on local TV news and their church or faith community

EMBOLD research

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



Some age subgroups have small sample sizes (45-54, n=80; 55-64, n=74), resulting in wider modeled margins of error. Estimates for these groups are directional and intended to indicate general tendencies rather than precise values.



In their own words, residents want coverage that shows the fullness of Black life in Augusta

Residents want to hear more positive, success-focused stories, crime and safety, and local opportunities (jobs, housing, programs for all ages, etc)

"I wish there was a stronger emphasis on African-American businesses in the community that are doing well. As well as any other African-American owned business in the area." – Man, 35-49, Post-Grad, Independent leaning Democrat

"I desire more positive stories and uplifting content when covering black people in Augusta. Black people seem to only be featured when a crime is being investigated." – Woman, 50-64, Associate Degree, Strong Democrat

"Cultural events, resources for families, small business owners and moms" – Woman, 35-49, Associate Degree, Weak Democrat

"More job opportunities and apprenticeships for low-income people." – Woman, 18-34, College, Strong Democrat

"Local events and health concerns, resources for more than just SNAP TANF, ETC. What's out there for elder parents that could be safe and fun? How can we make sure our elders have a good quality of life? The Augusta Standard should be something the entire nation looks up to. Not because it'll make Augusta look good but because the greatness is here.." – Woman, 35-49, Associate Degree, Pure Independent



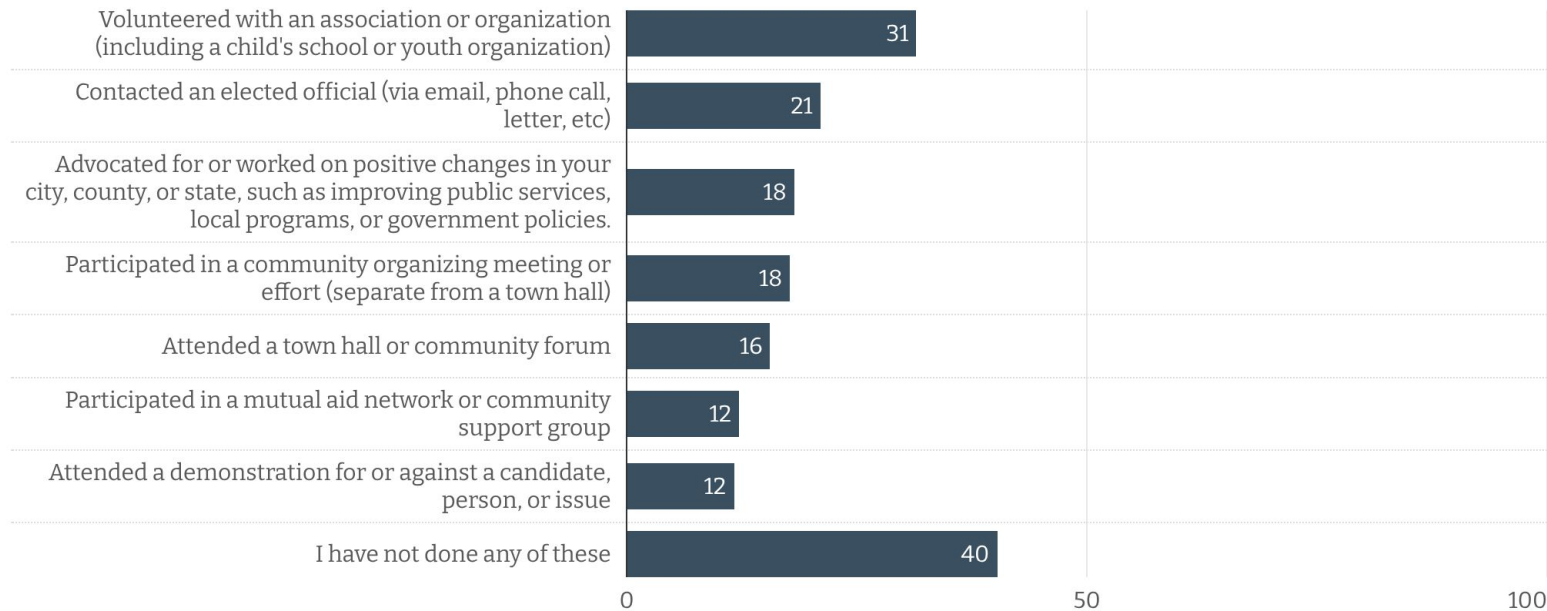
News &
CIVIC LIFE

• • • • •

4 in 10 residents have not taken part in civic activities in the past year; volunteering is the most common among those who have

EMBOLDresearch

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.



Civic participation is highest among college graduates and 35-44 year olds, with men being more active than women

EMBOLD research

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.

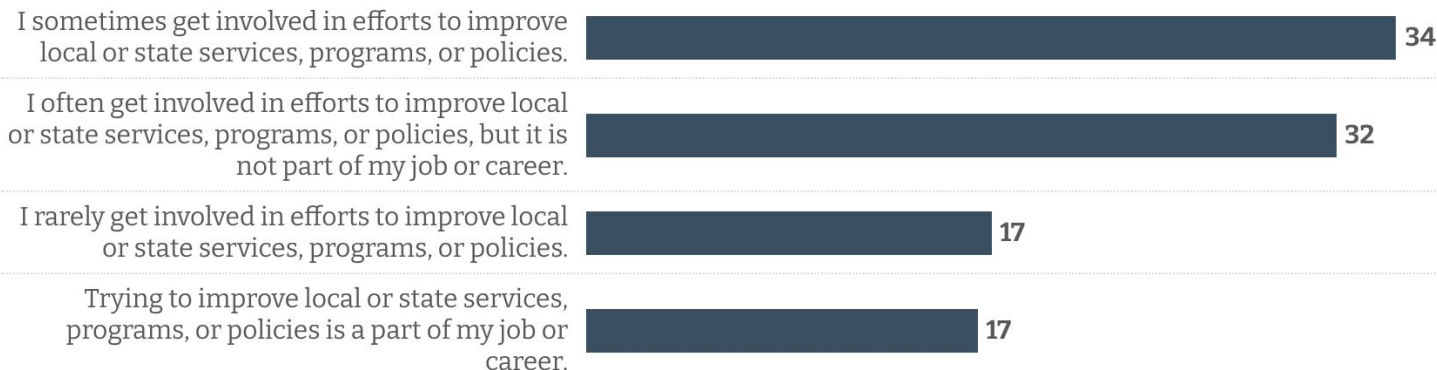
	Women	Men	18-34	35-44	45-54	55-64	65+	Non-College	College
I have not done any of these	46	32	44	31	32	47	51	43	27
Volunteered with an association or organization (including a child's school or youth organization)	32	31	23	42	42	29	20	28	47
Contacted an elected official (via email, phone call, letter, etc)	18	25	15	24	20	24	25	20	27
Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.	14	24	21	19	14	14	19	18	19
Participated in a community organizing meeting or effort (separate from a town hall)	18	18	11	27	18	17	13	16	23
Attended a town hall or community forum	15	17	8	15	22	18	20	14	24
Participated in a mutual aid network or community support group	11	14	10	9	24	8	12	11	16
Attended a demonstration for or against a candidate, person, or issue	11	13	14	13	19	7	4	11	15



Among those who engage in advocacy or public improvement efforts, more than 8 in 10 advocates get involved at least sometimes – often, occasionally, or as part of their job

EMBOLD research

Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?



This question was only shown to respondents who indicated they had advocated for or worked on positive changes in their city, county, or state, such as improving public services, local programs, or government policies. This subset represents roughly 18% of those who answered the previous question; given the small base, its modeled margin of error is meaningfully larger than the survey overall, so differences between groups should be read as approximate.



RECOMMENDATIONS

Build local journalism that delivers what matters to people. Economic-need topics (local economic opportunities, housing) score high on importance especially among residents under 45, but sit at the bottom in terms of satisfaction, producing one of the widest importance-satisfaction gaps in the survey. Open-ended responses echoed this directly: residents repeatedly asked for coverage of jobs and the local job market, the cost of living, affordable and available housing, and practical resources for those who are struggling (from homelessness services to help for seniors and veterans). Closing this gap by covering the topics residents most need but feel least served on is where a new, Black-led newsroom can add the most value.

Cover the full picture of Black life in Augusta – including success stories, Black-owned businesses, and resources for the community. In their own words, residents asked for more coverage of local businesses, community events, and the people and achievements that rarely make the news. In addition, residents also wanted crime and safety reported more and better: useful, contextual reporting on what's happening and why, and coverage of Black victims and missing persons they feel is routinely absent. The opportunity is a newsroom that tells the stories currently missing while covering crime as one part of community life rather than its defining narrative.

Reach residents through the channels they already use. Currently, residents piece together local information from local TV, online search, and personal networks. For news about Black life specifically, social media leads, followed by conversations with friends, family, and neighbors. A new outlet can build on these patterns with a social- and community-first strategy (especially for younger audiences), partnerships with churches, community organizations, and other trusted local institutions to reach residents 55 and older.

MAGNIFY AI TARGETING

Magnify AI Targeting allows you to turn the results from **this poll** into action.

Magnify AI Targeting combines the latest AI and Change's database of 250M data points to build custom targeting scores with as few as 500 survey responses. Magnify achieves better accuracy polling 500 respondents than the industry standard of 1,500 respondents.



Identify

Find the exact individuals who belong to your target audience



Contact

Target your ads, mail and field to your target audience



Maximize Resources

Avoid wasting money and time trying to target the wrong people



In Reach

Target voters in both big and small geographies



See these results and explore more [here](#):



What do you want to know?

What do young people think about clean energy?

Search



Perceptions of the economy



What people want in news



Wind v. solar popularity



Young men news consumption

Broad Support: Young adults (18–34) show overwhelming support for clean energy—68% net support for solar farms and 81% for rooftop solar (Mar 2025); 76% support local renewable projects (Oct 2024).

Urgency for Transition: Gen Z leads in urgency, with 35% calling for a rapid shift to renewables and 96% supporting at least some transition away from fossil fuels (Oct 2024).

Economic Framing Resonates: Arguments about job creation, economic development, and energy independence resonate strongly—persuasiveness levels of 74–77% in a Texas poll (Jan 2024).

Not Without Concerns: Despite strong backing, 18–34-year-olds express concerns about cost, reliability, and whether their communities benefit from renewable energy investments (Aug 2023).

Embold Research Data Portal

Millions of data points at your fingertips—giving you instant access to your complete polling archive, a massive dataset of survey responses on policy and politics, and an AI-powered search tool that surfaces insights and trends in seconds.

THANK YOU

QUESTIONS?

GET IN TOUCH

Andrea Everett

andrea@emboldresearch.com

Irene Kwon

irene@emboldresearch.com

www.emboldresearch.com

