



Civic News / Capital B | Augusta, GA CINC | July 2026

524 Black adults in Augusta, GA from July 9-July 23, 2026

Margin of Error = +/- 4.9%

Q1. How difficult is it for you to get information about each of the following in your day-to-day life?

	Difficult				Total Difficult	Total Difficult
	Very	Smwlt	Not that	Not at all		
What's happening in my neighborhood	12	31	33	24	43	57
What's happening in Augusta	12	29	33	25	41	59
What's happening in Georgia	12	27	38	23	39	61
What's happening nationally	12	21	39	28	33	67
What's happening around the world	12	18	38	32	30	70

Polling was conducted online from July 9- July 23, 2026. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 524 Black adults in Augusta, GA. Post-stratification weighting was performed on age, gender, and education. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q2. How important is it for you to get information about each of the following topics in your everyday life?

	Important				Total	
	Very	Smwt	Not Too	At All	Important	Total Not
Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)	83	12	3	1	96	4
Local environment (including air/water quality, sanitation, and access to recreation)	74	20	2	3	95	5
Local public safety (including crime, fire and police departments, and neighborhood safety)	77	18	3	2	95	5
Local weather	71	22	4	2	94	6
Local health and well-being (including access to quality care and community needs and trends)	73	20	4	3	94	6
Local economic opportunities (including jobs, personal finance, and business environment)	69	23	6	3	92	8
Local political information (including voting, elected officials, and public policy initiatives)	66	25	6	4	91	9
Local community organizations and events (including churches, libraries, clubs, and cultural events)	57	33	8	2	90	10
Local education (including school programs, curriculum, and quality)	66	22	7	4	89	11
Local dining and entertainment (including restaurants, music, and activities)	47	40	10	3	87	13
Local housing (including property listings and housing assistance services)	61	24	10	5	85	15
Local transportation (including transit schedules, costs, and traffic)	50	26	16	8	76	24
Local sports (including local professional teams, youth sports, and recreational leagues)	33	33	24	10	66	34

Q2a. [ONLY SEEN BY SUBSET] 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?

	Satisfied		Neither	Unsatisfied		Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very		
Local weather	41	38	16	3	2	79	5
Local sports (including local professional teams, youth sports, and recreational leagues)	20	41	21	10	8	61	18
Local education (including school programs, curriculum, and quality)	23	33	22	14	8	56	22
Local transportation (including transit schedules, costs, and traffic)	17	37	23	13	10	54	23
Local health and well-being (including access to quality care and community needs and trends)	24	35	19	14	7	59	22
Local economic opportunities (including jobs, personal finance, and business environment)	16	35	20	15	13	51	28
Local political information (including voting, elected officials, and public policy initiatives)	21	38	17	14	10	59	24
Local environment (including air/water quality, sanitation, and access to recreation)	20	37	18	17	7	58	24
Local public safety (including crime, fire and police departments, and neighborhood safety)	23	42	17	9	9	65	18
Local emergency and disaster preparedness (including evacuation routes, emergency alerts, and disaster response)	26	37	18	10	8	63	19
Local community organizations and events (including churches, libraries, clubs, and cultural events)	20	37	24	15	5	56	20
Local housing (including property listings and housing assistance services)	17	33	24	16	11	49	27
Local dining and entertainment (including restaurants, music, and activities)	20	41	22	12	5	62	17

Q3. Which of the following sources are the most useful when it comes to getting high quality, local information? Select up to THREE.

41%	Local TV stations
35	Online search (Google, Bing, etc)
33	Friends, family, colleagues and/or neighbors
29	Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
26	Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
23	Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
21	Local radio stations
16	Government agencies (through their websites, phone services, offices, or social media)
8	Local print newspapers
8	Local schools, parent-teacher associations, or parenting groups
6	Your religious leaders or congregation
6	Email newsletters
4	Local podcasts
2	Local libraries or community centers
1	Other (please specify)

Q4. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations?

	Satisfied		Neither	Unsatisfied		N/A	Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very			
During an emergency weather situation	26	37	15	12	10	1	62	22
When making decisions about choosing where to live	20	31	19	14	11	5	51	25
When making decisions about choosing where to work	15	24	23	15	12	11	39	27
When there are changes in local and state policies or laws	13	33	18	14	21	0	46	36
When a crime occurs near you	23	34	14	12	17	1	56	29
For local social or community events	17	37	22	12	10	3	54	22
When making decisions about your health or accessing medical care	25	31	18	14	9	2	56	24
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	12	23	17	15	30	2	36	45
Navigating road closures, road construction projects, or traffic incidents	14	32	25	16	11	2	46	27

Q5. How are you most often seeing, hearing, or reading news about Black life in Augusta? Select all that apply.

- 61% Social media (including short videos and livestreams)
- 51 Conversations with friends, family, or neighbors
- 42 Neighborhood or community groups (e.g. local Facebook groups, Nextdoor)
- 34 Local TV news programs
- 26 Posts, emails, or updates from locally-based content creators or influencers
- 23 From my church or faith community
- 12 Local print or digital news outlets
- 11 Posts or updates from local government agencies
- 6 None of the above
- 3 Other ([please specify](#))

Q6. 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? See individual responses [here](#).

Q7. 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.

- 40% I have not done any of these
- 31 Volunteered with an association or organization (including a child's school or youth organization)
- 21 Contacted an elected official (via email, phone call, letter, etc)
- 18 Participated in a community organizing meeting or effort (separate from a town hall)
- 18 Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- 16 Attended a town hall or community forum
- 12 Attended a demonstration for or against a candidate, person, or issue
- 12 Participated in a mutual aid network or community support group

Q7a. [ONLY SEEN BY SUBSET] Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?

- 17% Trying to improve local or state services, programs, or policies is a part of my job or career.
- 32 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.
- 34 I sometimes get involved in efforts to improve local or state services, programs, or policies.
- 17 I rarely get involved in efforts to improve local or state services, programs, or policies.

D1. Are you:

45% A man
55 A woman
0 Another identity

D2. Age

26% 18 to 34
35 35 to 49
20 50 to 64
19 65+

D3. Race/ethnicity

100% Black or African American
0 White / Caucasian
0 Hispanic or Latino/a
0 Asian / Pacific Islander
0 American Indian or Alaska Native
0 Other

D4. What is the highest level of education you have completed?

29% High school diploma or less
34 Some college, but no degree
18 Associate's degree, or two-year college degree
10 Bachelor's degree, or four-year college degree
7 Graduate degree

D5. What is your annual household income?

17% Less than \$20,000
17 \$20,000 to \$34,999
13 \$35,000 to \$49,999
18 \$50,000 to \$74,999
8 \$75,000 to \$99,999
10 \$100,000 to \$149,999
2 \$150,000 to \$199,999
2 \$200,000 or more
12 Prefer not to say

D6. Party Identification

73% Democrats
21 Pure independents
6 Republicans

D7. How did you vote in the 2024 election for President, or for some reason were you unable to vote?

70% Kamala Harris, the Democrat
7 Donald Trump, the Republican
6 A third party candidate
4 Not registered/Too young/Ineligible
14 Did not vote