Survey Methodology

This online survey was conducted by Zogby Analytics on behalf of Research!America and Emory University in October 2023, among 803 adults plus 606 additional adults for minority oversampling. Subsets of the data have a larger margin of error than the full data set. The sample is weighted to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

This survey has a theoretical sampling error of +/- 3.5 percentage points.* For minority oversampling groups, group sizes are as follows:
African Americans: sample size = 305, margin of error = +/-5.6 percentage points.
Hispanic: sample size = 201, margin of error = +/-6.9 percentage points.
Asian: sample size = 100, margin of error = +/- 9.8 percentage points.

*Due to rounding, the total may not add up to 100 on some slides

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Demographics of Survey Respondents Consistent with Census Data

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Mental health named as top health issue facing Georgians

What are the most important health issues facing people in Georgia today? (Choose top three)

Top 3 Health Issues in 2016
1. Obesity
2. Cancer
3. Diabetes

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
10% of Georgians know of someone who has died during pregnancy, at delivery, or soon after birth.
57% of Georgians have been or know someone who has experienced pregnancy complications

Have you or someone you know (friend or family) experienced complications during pregnancy?

- Yes, myself: 38%
- Yes, someone I know: 19%
- No: 36%
- Not sure: 7%

What pregnancy complication(s) did you or they experience?

- Higher blood pressure during pregnancy (Preeclampsia): 55%
- Baby born early (Pre-term labor): 50%
- Excessive bleeding (Hemorrhaging): 26%
- Blood clots: 7%
- Obstruction of an artery by air bubble (Embolism): 6%
- Problems with heart muscle (Cardiomyopathy): 6%
- Severe infection: 6%
- Other: 13%
- Not sure: 7%

Rural respondents more likely (65%) to say they or someone they know experienced complications.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians say substance use, mental health, and lack of insurance are top factors increasing risk of maternal mortality

To what extent do you think the following factors contribute to an increased risk of maternal mortality from 1 to 5, with 1 being 'not at all' and 5 being 'a great deal'

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Substance use, mental health, and lack of insurance are top factors increasing risk of maternal mortality among African American, Non-Hispanic White, and Hispanic respondents.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians say affordability of care and access to insurance are top priorities to reducing maternal mortality

Which of the following areas should be prioritized in order to reduce maternal mortality? (Choose all that apply)

- Improve affordability of maternal health care: 73%
- Improve access to health insurance coverage: 70%
- Increase education to support pregnant people during and after pregnancy: 59%
- Strengthen social and economic support for pregnant people during and after pregnancy: 54%
- Grow the maternal health workforce (i.e. Doulas, midwives, perinatal mental health specialists): 51%
- Improve access to childcare: 45%
- Improve data collection and research: 41%

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
8 in 10 say it’s important for Georgia to increase investment in initiatives to reduce maternal mortality

How important is it for the state of Georgia to increase investment in initiatives to reduce maternal mortality?

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
8 in 10 support including maternal mortality as a state budget line item

Would you support or oppose including research to prevent maternal mortality as a line item in the Georgia state budget?

Which of the following would you support including in the Georgia state budget for reducing maternal mortality.

90% Say “Strongly or Somewhat Support”
72% Say “Strongly or Somewhat Support”
72% Say “Strongly or Somewhat Support”

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians note health insurance, socioeconomic status, and race/ethnicity as top reasons for unfair treatment.

Generally speaking, how often do you think our health care system treats people unfairly based on:

- Whether they have health insurance
- How much money they have
- Their racial or ethnic background
- How well they speak English
- How they are dressed or groomed
- Whether they are physically disabled
- How well-educated they are
- Whether they are male or female
- Their sexual orientation

* African Americans more likely to say people are treated unfairly.
* Hispanics more likely to say people are treated unfairly.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians say cost is biggest barrier for accessing quality care

What are biggest barriers to you accessing quality healthcare? (Choose all that apply)

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare is too expensive even with insurance coverage</td>
<td>54%</td>
</tr>
<tr>
<td>Lack of health insurance</td>
<td>29%</td>
</tr>
<tr>
<td>Lack of available appointments/follow-up</td>
<td>28%</td>
</tr>
<tr>
<td>Mistrust of healthcare providers</td>
<td>21%</td>
</tr>
<tr>
<td>Lack of transportation</td>
<td>17%</td>
</tr>
<tr>
<td>Hospital/Clinic is too far from home</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

* African Americans more likely to indicate as a barrier.  
* Hispanics more likely to indicate as a barrier.  
* Asians more likely to indicate as a barrier. 
* Rural respondents less likely to indicate as a barrier.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
1 in 3 think racism is a major obstacle in achieving equal health outcomes

Do you think racism is an obstacle to people achieving equal health outcomes?

- Urban more likely (44%) to say it is a major obstacle.
- Rural less likely (28%) to say it is a major obstacle.
- African Americans (49%) more likely to say it is a major obstacle.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
9 in 10 say it is important to conduct research on health disparities

Studies show that some health problems such as cancer, diabetes, heart disease, and maternal mortality happen more often among certain groups of people like those with lower incomes, those that lack health insurance, and those that live in rural areas. How important do you feel it is to conduct research to combat health disparities?

Hispanics (94%) more likely to say it is important.

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians are hopeful about maternal mortality, but concerns remain.

Please select from the following the top five words that best reflect your attitudes toward the future of maternal health in Georgia:

- **Hopeful**: 74%
- **Concerned**: 70%
- **Open-minded**: 55%
- **Optimistic**: 54%
- **Cautious**: 50%
- **Curious**: 42%
- **Engaged**: 33%
- **Worried**: 29%
- **Hesitant**: 26%
- **Uniformed**: 25%
- **Excited**: 17%
- **Pessimistic**: 13%
- **Uninterested**: 13%

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.
Georgians are hopeful about maternal mortality, but concerns remain

Please select from the following the top five words that best reflect your attitudes toward the future of maternal health in Georgia:

### African American Respondents

- **Concerned**: 75%
- **Hopeful**: 59%
- **Open-Minded**: 43%
- **Optimistic**: 41%
- **Uninformed**: 41%
- **Engaged**: 40%
- **Curious**: 39%
- **Excited**: 34%
- **Cautious**: 33%
- **Worried**: 29%
- **Uninterested**: 20%
- **Pessimistic**: 7%

### Non-Hispanic White Respondents

- **Hopeful**: 77%
- **Concerned**: 68%
- **Open-Minded**: 62%
- **Optimistic**: 56%
- **Curious**: 52%
- **Engaged**: 40%
- **Worried**: 27%
- **Hesitant**: 25%
- **Uninformed**: 24%
- **Pessimistic**: 15%
- **Excited**: 14%
- **Uninterested**: 13%

### Hispanic Respondents

- **Hopeful**: 85%
- **Optimistic**: 74%
- **Concerned**: 67%
- **Curious**: 52%
- **Engaged**: 41%
- **Open-Minded**: 38%
- **Uninformed**: 34%
- **Hesitant**: 29%
- **Uninterested**: 18%
- **Excited**: 17%
- **Worried**: 16%
- **Pessimistic**: 14%

Source: A Research!America survey of adults in Georgia conducted in partnership with the Emory University and Zogby Analytics in October 2023.