



Statewide Survey on Maternal Mortality in Georgia

October 2023

Highlights from a public opinion survey conducted in October 2023

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:

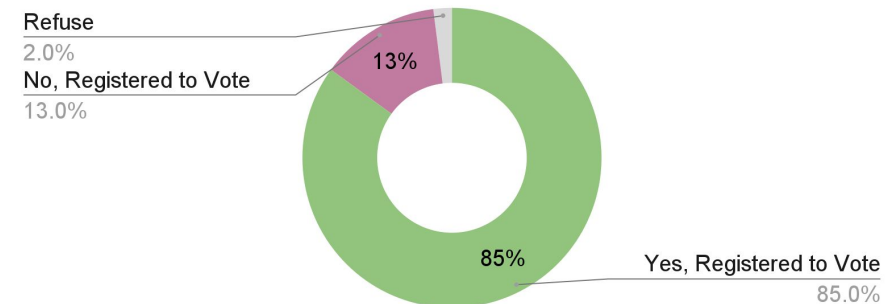
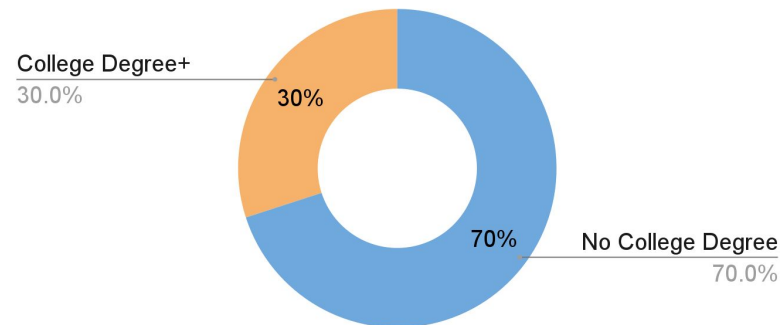
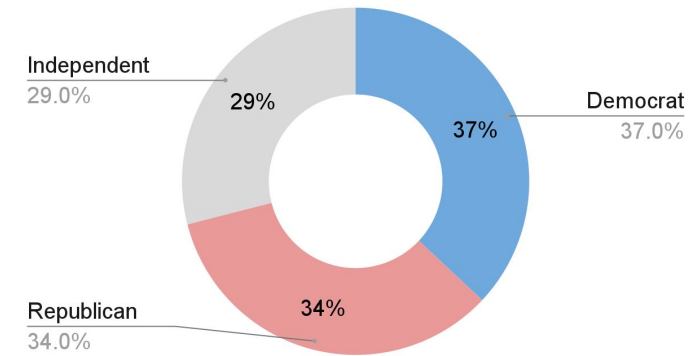
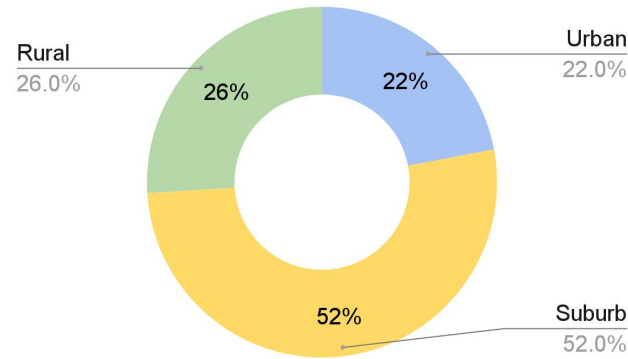
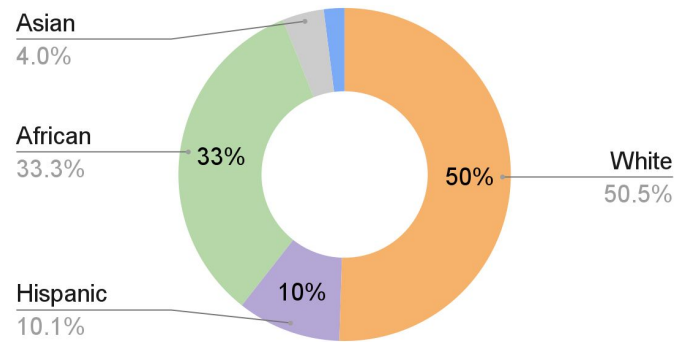
African Americans: sample size = 305, margin of error = +/-5.6 percentage points.

Hispanic: sample size = 201, margin of error = +/-6.9 percentage points.

Asian: sample size = 100, margin of error = +/- 9.8 percentage points.

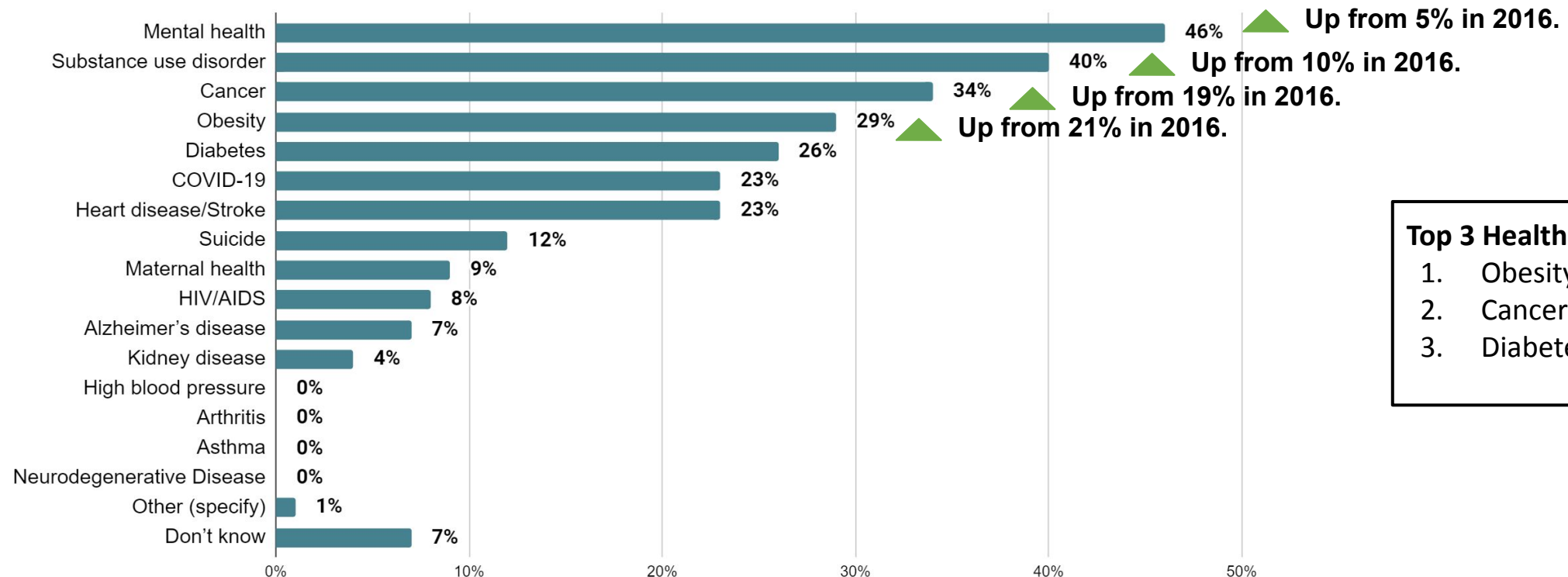
*Due to rounding, the total may not add up to 100 on some slides

Demographics of Survey Respondents Consistent with Census Data



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

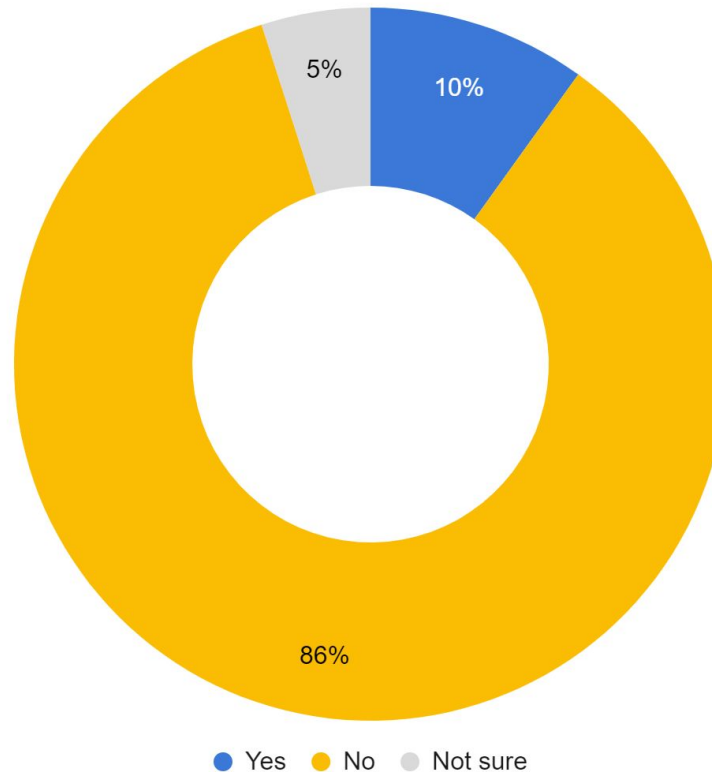
1. Obesity
2. Cancer
3. Diabetes

10% of Georgians know of someone who has died during pregnancy, at delivery, or soon after birth

Do you know of someone (friend or family) who has died during pregnancy, at delivery, or within 12 months after the end of the pregnancy where death was related to the pregnancy?



Urban respondents more likely (19%) to say yes.

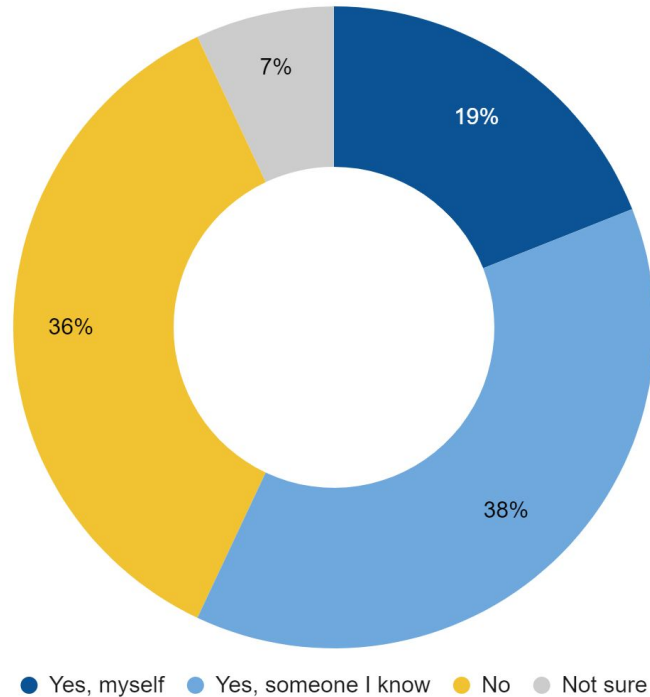


57% of Georgians have been or know someone who has experienced pregnancy complications

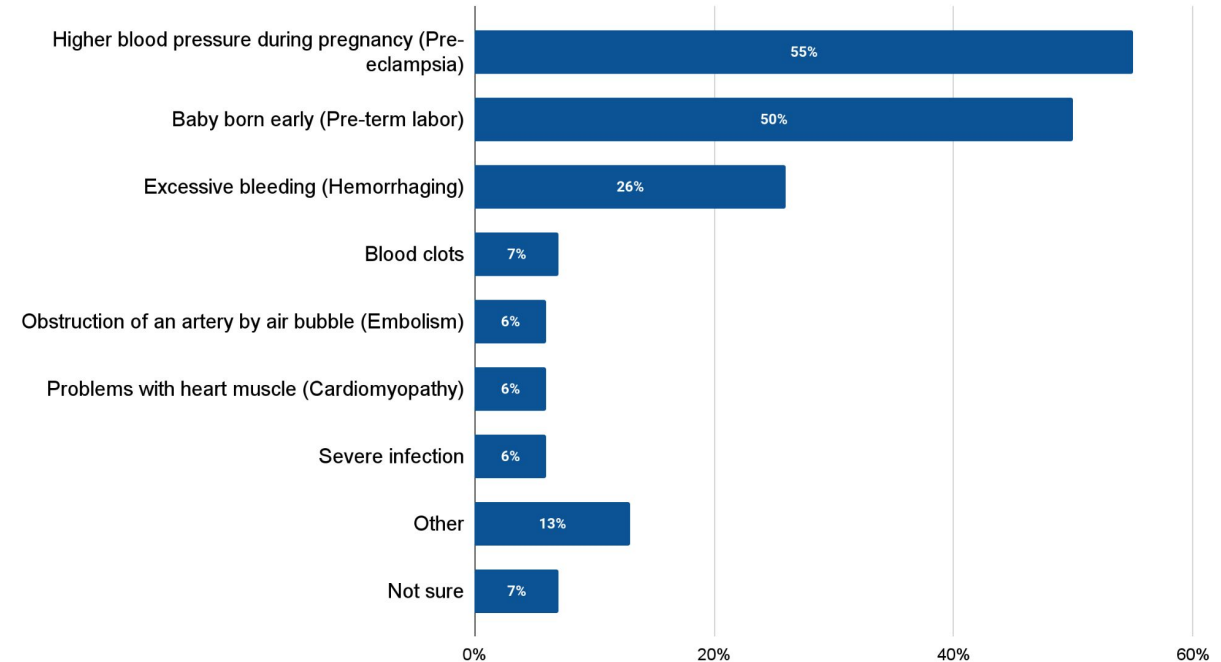
Have you or someone you know (friend or family) experienced complications during pregnancy?



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

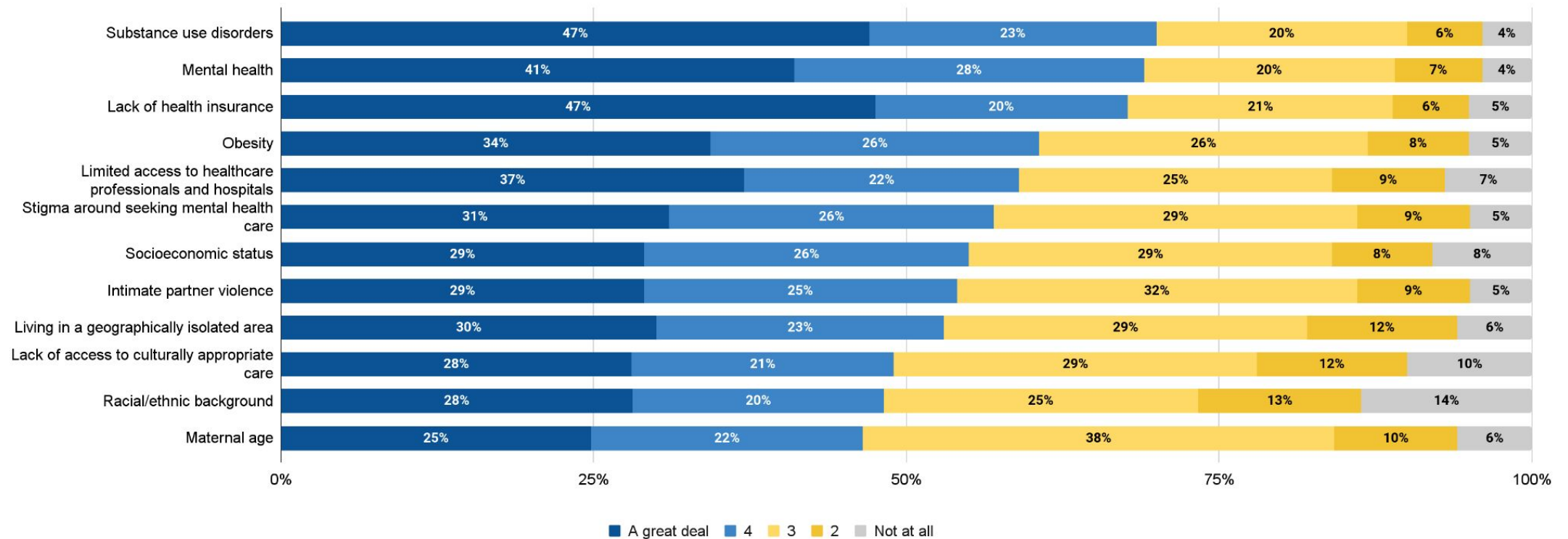


What pregnancy complication(s) did you or they experience?



Georgians say substance use, mental health, and lack of insurance are top factors increasing risk of maternal mortality

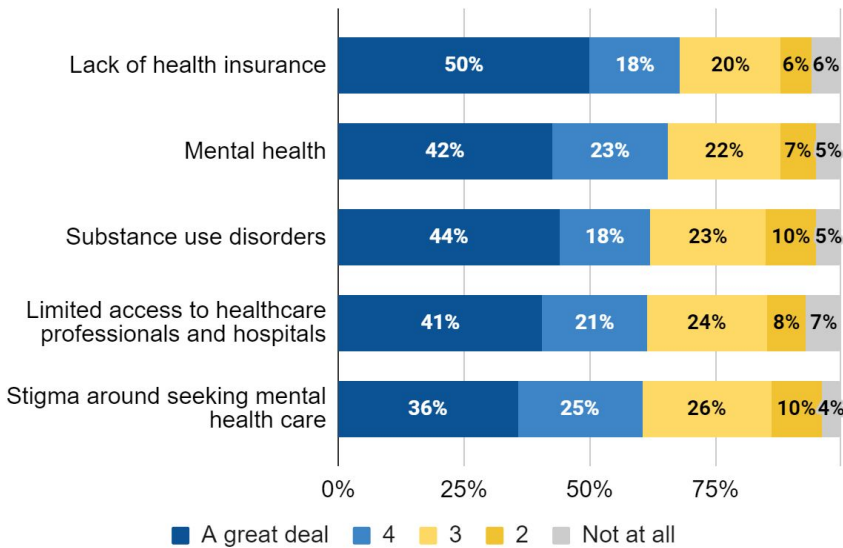
To what extent to do you think the following factors contribute to an increased risk of maternal mortality from 1 to 5, with 1 being 'not at all' and 5 being 'a great deal'



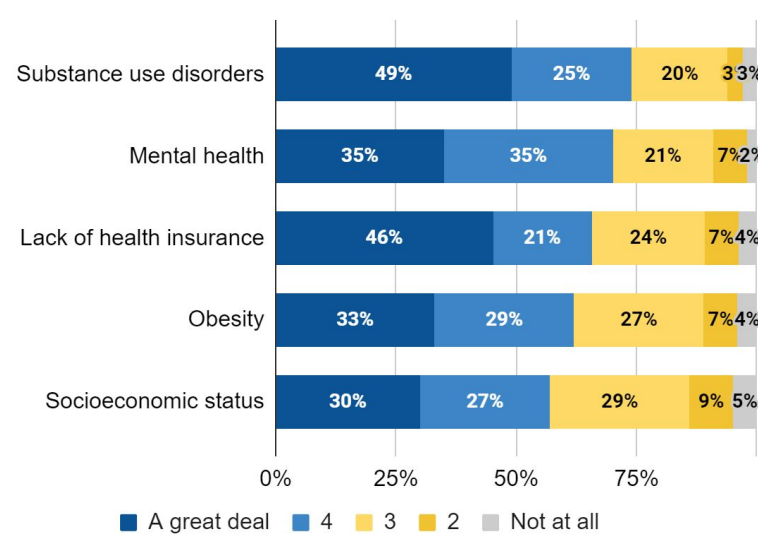
Substance use, mental health, and lack of insurance are top factors increasing risk of maternal mortality among African American, Non-Hispanic White, and Hispanic respondents

To what extent to 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'

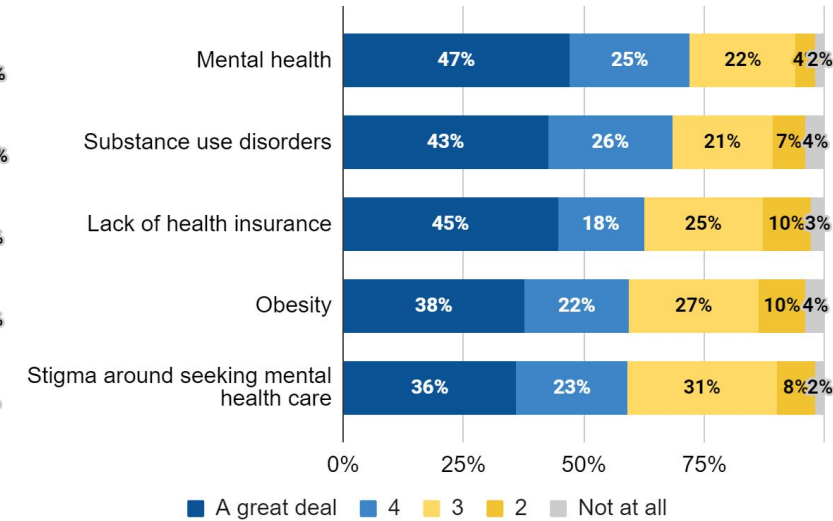
African American Respondents



Non-Hispanic White Respondents

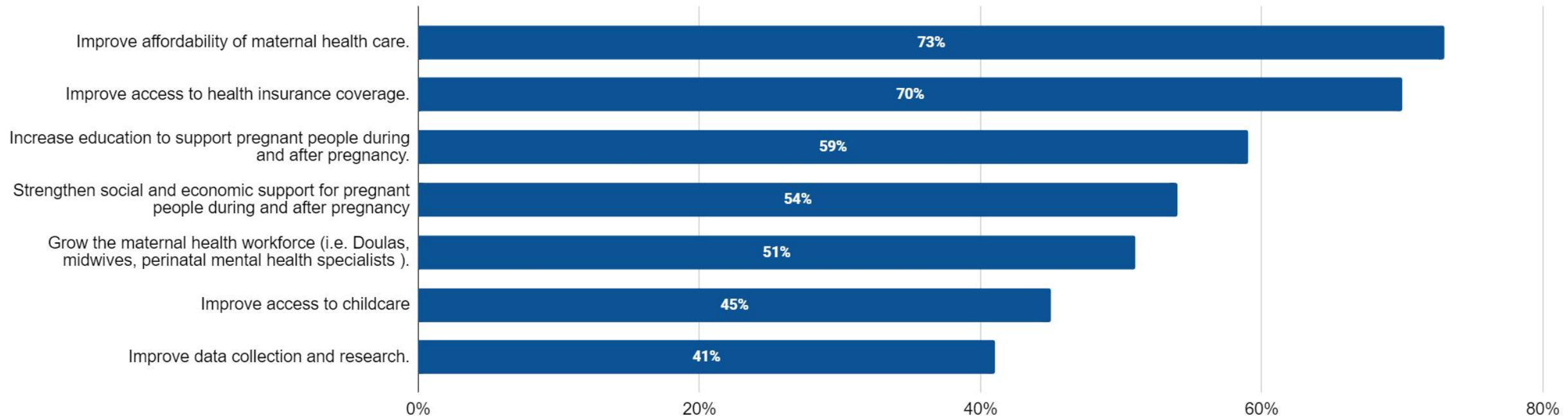


Hispanic Respondents



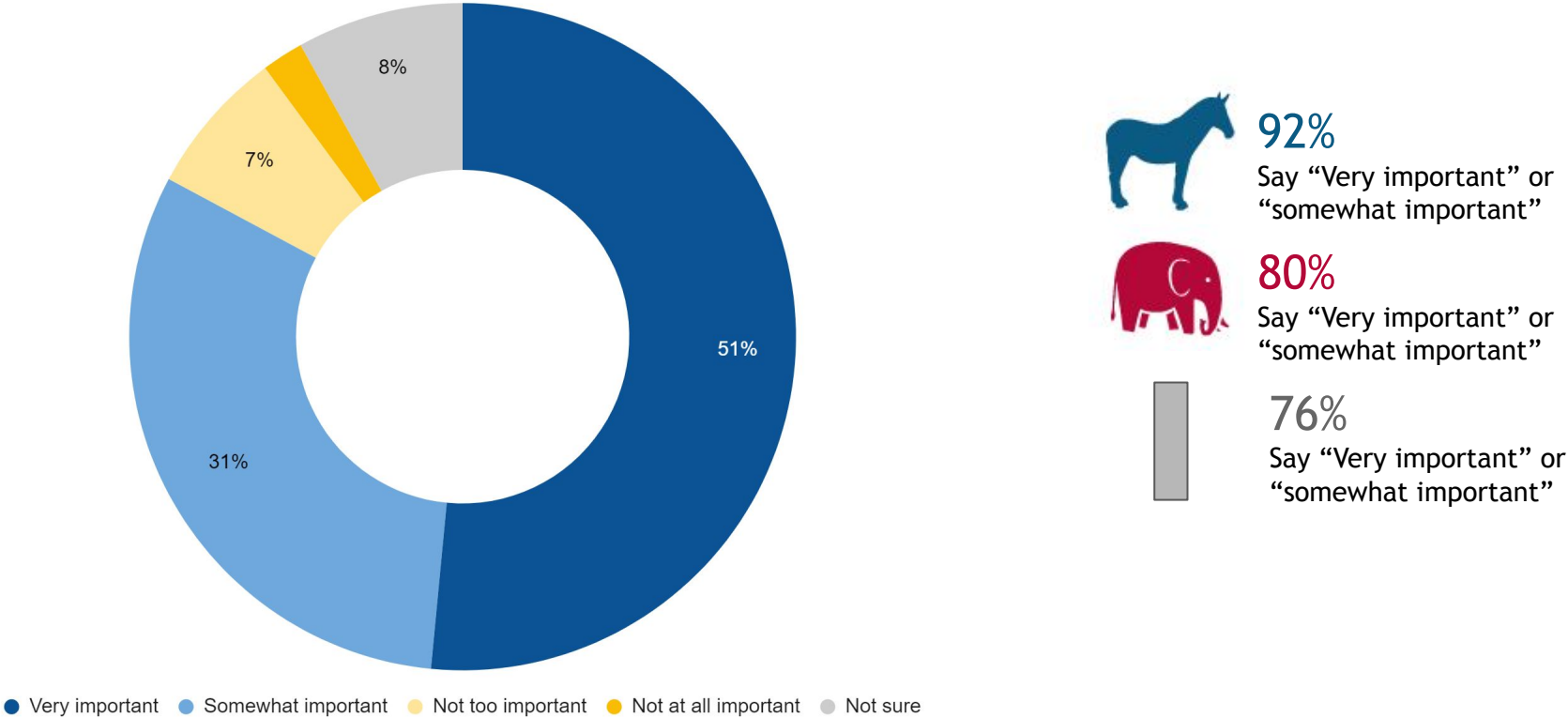
Georgians say affordability of care and access to insurance are top priorities to reducing maternal mortality

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



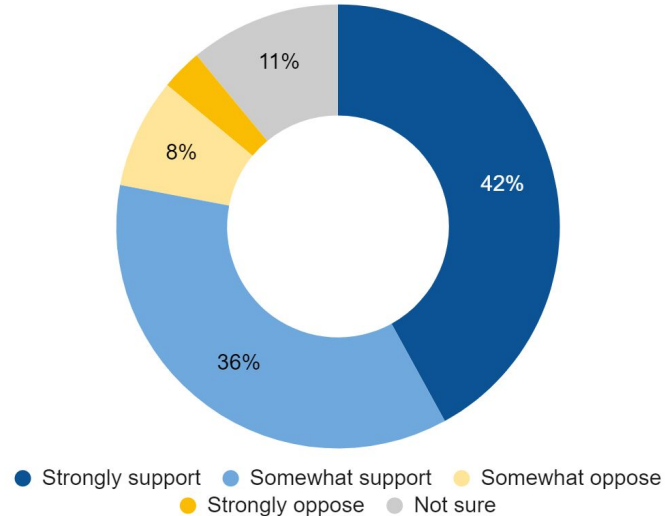
8 in 10 say it's important for Georgia to increase investment in initiatives to reduce maternal mortality


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



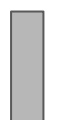
8 in 10 support including maternal mortality as a state budget line item

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

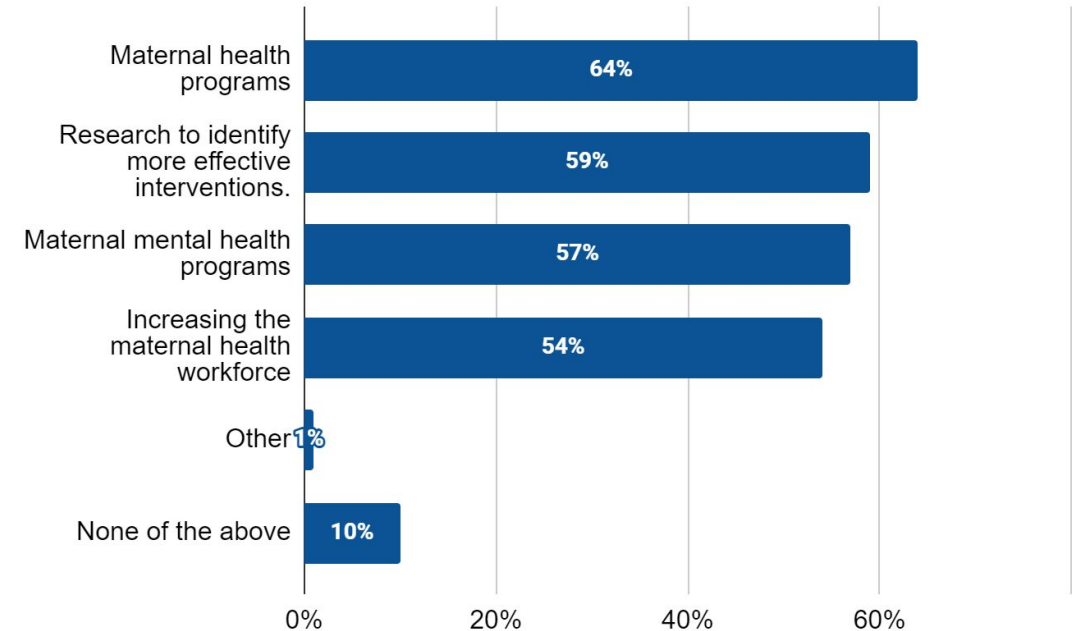


 **90%**
Say "Strongly or Somewhat Support"

 **72%**
Say "Strongly or Somewhat Support"

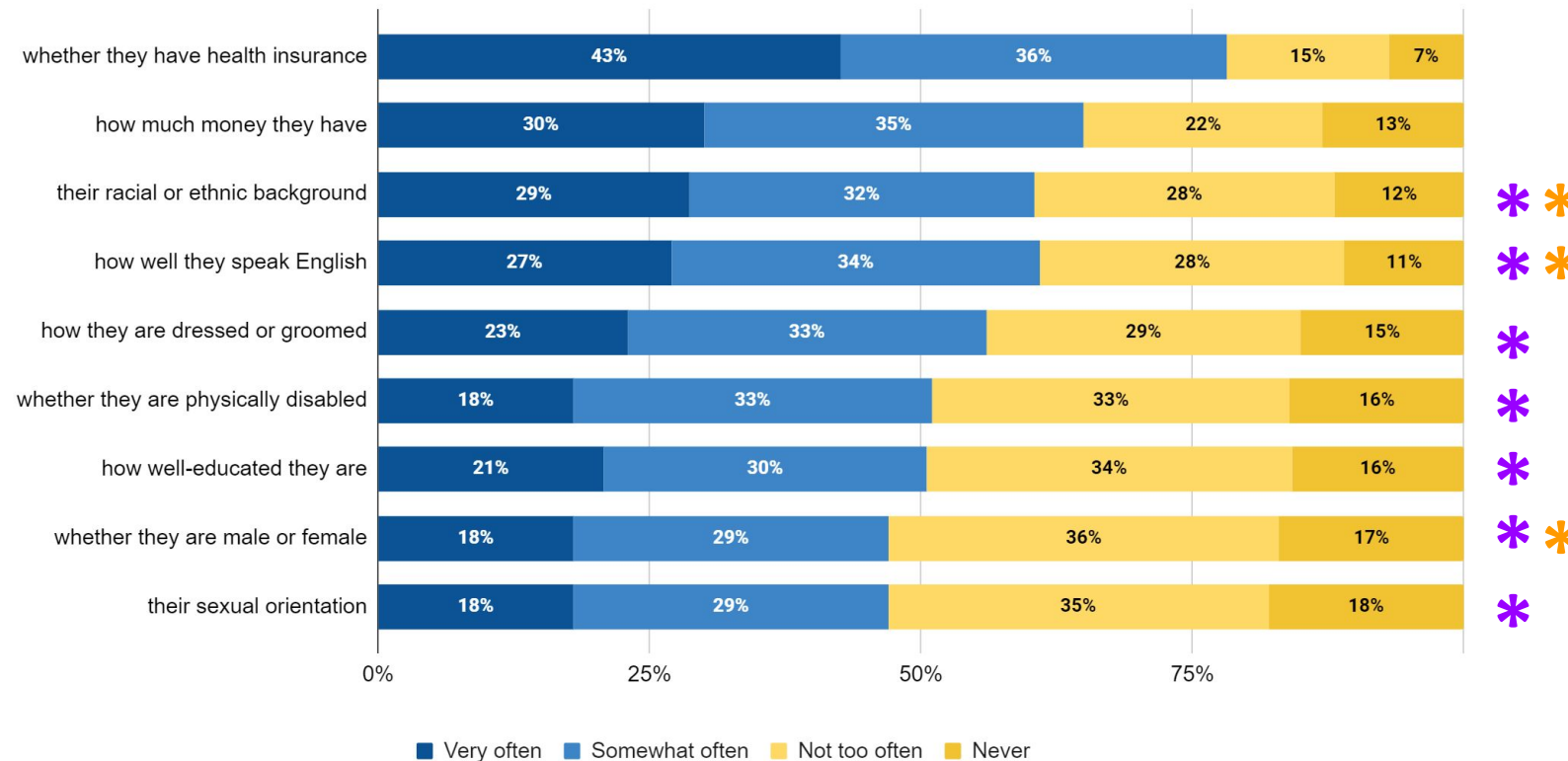
 **72%**
Say "Strongly or Somewhat Support"

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



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:

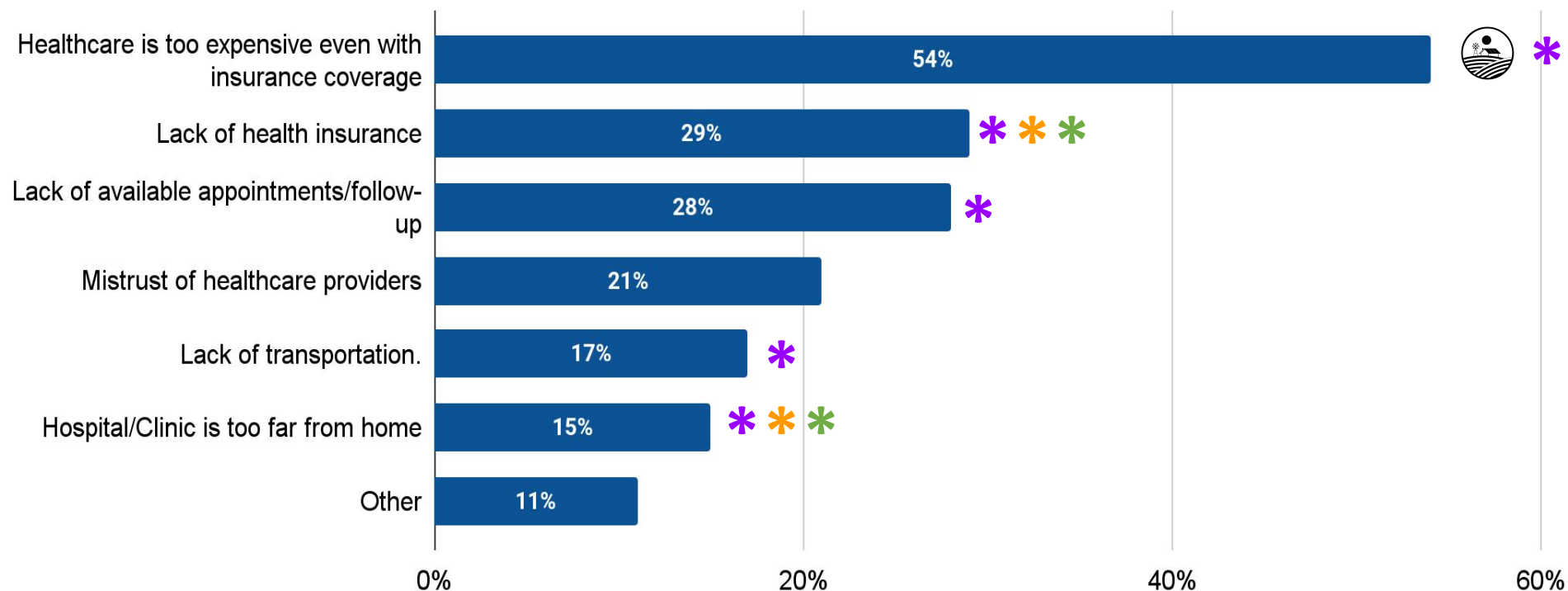


* African Americans more likely to say people are treated unfairly.

* Hispanics more likely to say people are treated unfairly.

Georgians say cost is biggest barrier for accessing quality care


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



* 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.

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 ?

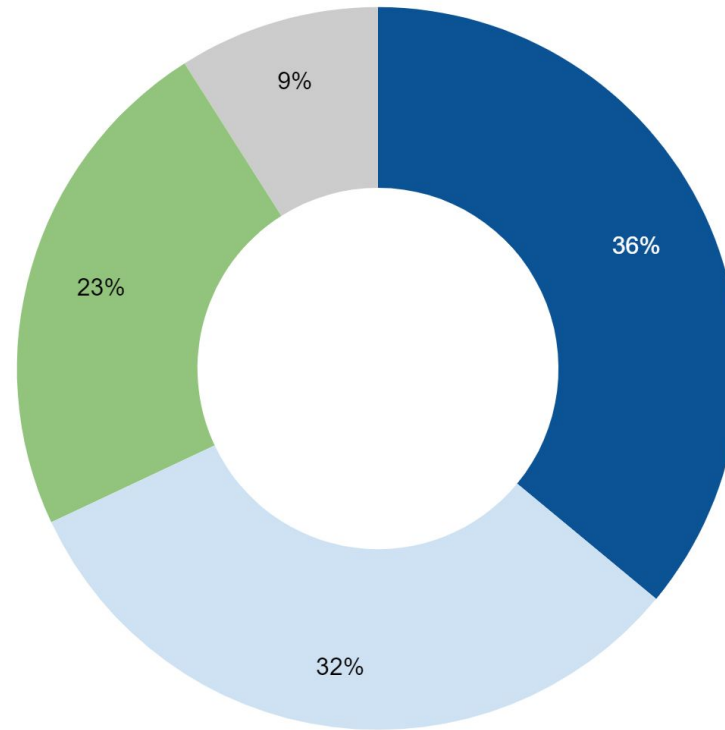


Urban more likely (44%) to say it is a major obstacle.



Rural less likely (28%) to say it is a major obstacle.

African Americans (49%) more likely to say it is a major obstacle.

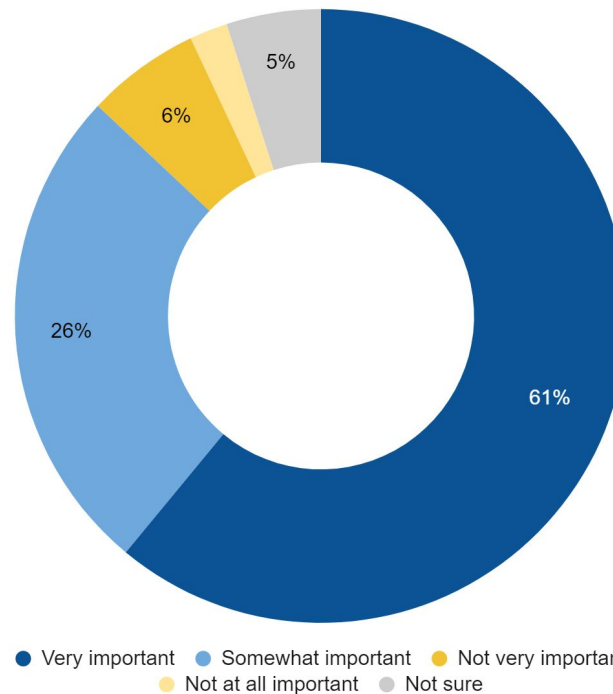


● Major obstacle ● Minor obstacle ● Not an obstacle ● Don't know

9 in 10 say it is important to conduct research on health disparities

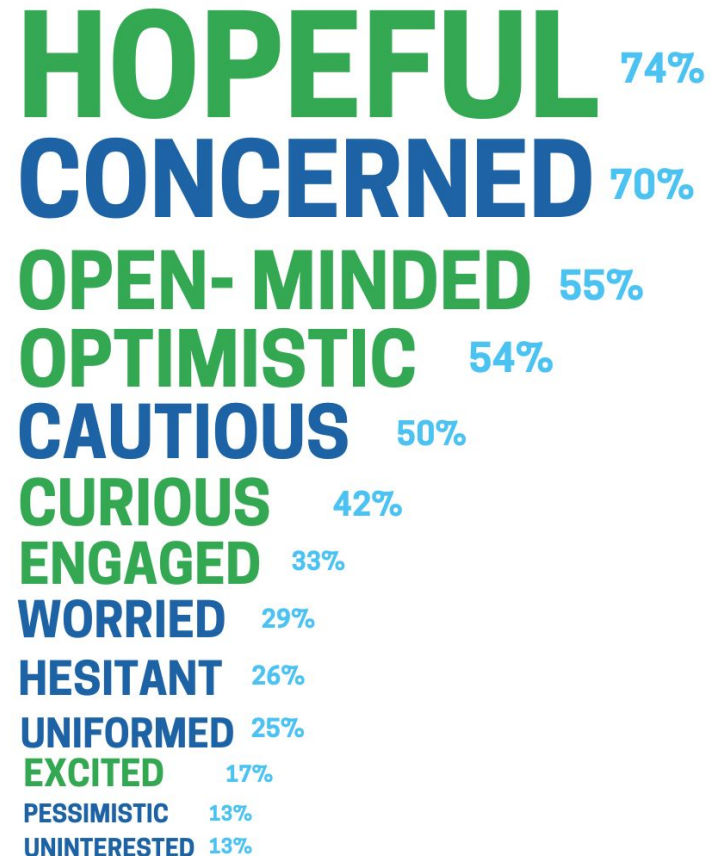
Studies show that some health problems such as cancer, diabetes, heart disease, and maternal mortality happen more often among certain groups of people like those with lower incomes, those that lack health insurance, and those that live in rural areas. How important do you feel it is to conduct research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

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



Georgians are hopeful about maternal mortality, but concerns remain

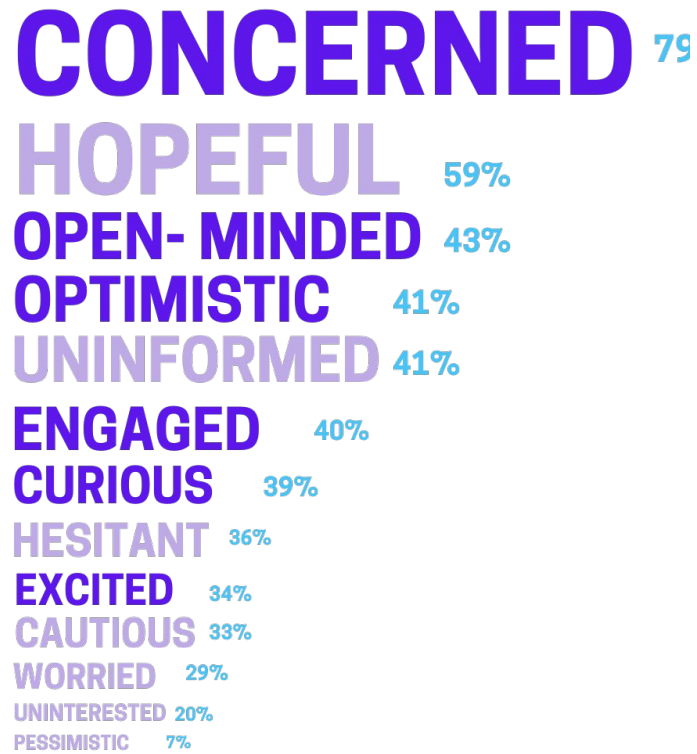
Please select from the following the top five words that best reflect your attitudes toward the future of maternal health in Georgia:



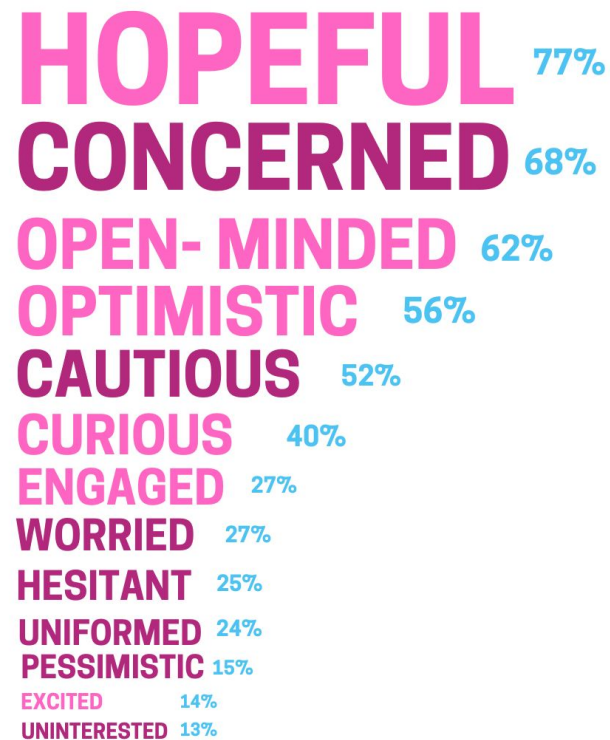
Georgians are hopeful about maternal mortality, but concerns remain

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



Non-Hispanic White Respondents



Hispanic Respondents

