

To: American Cancer Society Cancer Action Network

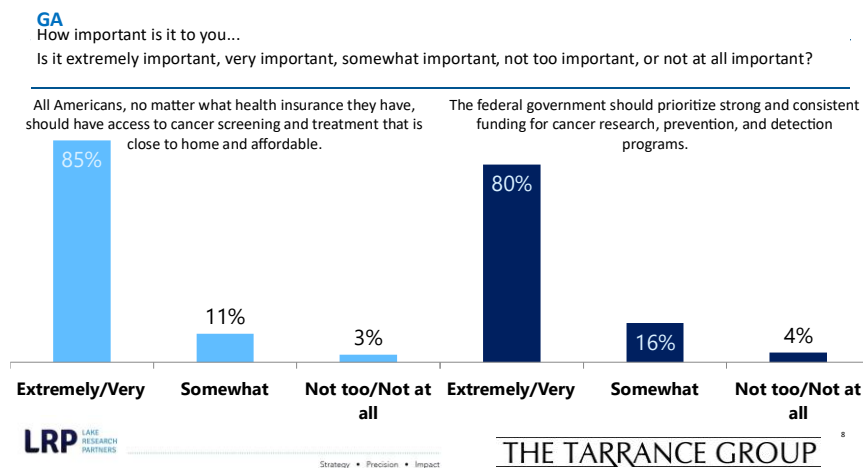
From: Lake Research Partners
The Tarrance Group

Re: Notable findings from a statewide survey of likely voters in Georgia¹

Key Findings on Access to Health Care and Cancer Research Funding

1. Likely voters in Georgia place a high level of importance on **access to cancer screening and treatment** as well as on **strong and consistent funding for cancer research, prevention, and detection programs**. In detail:

- 85% of likely voters in Georgia indicate that it is extremely (53%) or very (33%) important to them that all Americans, no matter what health insurance they have, should have access to cancer screening and treatment that is close to home and affordable.
 - This rating crosses the political spectrum, including Democrats (94% extremely/very important), Independents (87% extremely/very important), and Republicans (76% extremely/very important).
- 80% of likely voters in Georgia also indicate that it is extremely (45%) or very (34%) important to them that the federal government should prioritize strong and consistent funding for cancer research, prevention, and detection programs.
 - This rating also crosses the political spectrum, including Democrats (94% extremely/very important), Independents (86% extremely/very important), and Republicans (66% extremely/very important).



¹ Lake Research Partners and The Tarrance Group designed and administered this phone survey that was conducted June 30 to July 12, 2026, by phone (landlines and cell phones) using professional telephone interviewers and text to online (a portion of the sample received a text to their cell phone with a link to complete the survey online). The survey reached a total of 537 likely 2026 voters in Georgia. The margin of error is +/- 4.2%.

- These attitudes are driven by personal experience. Fully 67% of Georgia likely voters have either been diagnosed with cancer themselves (8%) or have a family member who has been diagnosed with cancer (51%) or have someone close to them who has been diagnosed with cancer (27%).
2. **Likely voters in Georgia are supportive of candidates who work to increase access to the healthcare people need.** Indeed, 68% of likely voters in Georgia indicate they would be more likely to vote (43% much more likely) to elect an official who was a leader in ensuring healthcare is affordable and accessible.
 - In addition, 59% of likely voters in Georgia say they would be more likely to vote (37% much more likely) to elect an official who was a leader in advocating for access to Medicaid insurance coverage.
 - This attitude is also seen when 96% of likely voters (77% strongly) agree with the statement: “When people’s health coverage is taken away because of paperwork or administrative barriers, they can miss screenings or delay treatment. Healthcare policies should make it easier—not harder—for people to get care.
 3. In simulated debates, **majorities of likely voters prioritize cancer and medical research funding over arguments in favor of reducing funding.** In detail:
 - 64% of likely voters in Georgia select: “The federal government should continue prioritizing cancer and medical research funding, even when there is pressure to reduce overall spending.” This includes 84% of Democrats, 66% of Independents, and 48% of Republicans.
 - Just 13% of likely voters in Georgia select “The federal government should prioritize reducing spending, even if that means reducing funding for cancer and medical research.”.
 - 63% of likely voters on Georgia select: “The federal government should continue prioritizing cancer and medical research funding, even when there is pressure to reduce overall spending. This includes 85% of Democrats, 78% of Independents, and 43% of Republicans.
 - Just 18% of likely voters in Georgia select “Because the debt and deficit are so high, the federal government should prioritize reducing spending, even if that means reducing funding for cancer and medical research.”.
 4. This supportive attitude toward federal funding for cancer research and for cancer prevention programs is also seen in vote likelihood, with **majorities saying they would be more likely to vote for candidates who are leaders for funding** and pluralities saying they would be much more likely to vote for these candidates. In detail:
 - 63% of likely voters in Georgia are more likely to elect an official who was a leader in advocating for robust funding for cancer research (38% much more likely).
 - 62% of likely voters in Georgia are more likely to elect an official who was a leader in advocating for robust funding for cancer screening and prevention programs (40% much more likely).

Key Findings on Tobacco Product Use and Prevention Programs

1. **Likely voters in Georgia also have a notable level of concern about young people in their community using tobacco products.** Fully 57% of likely voters in Georgia indicated they are very (34%) or somewhat (23%) concerned about this issue.
2. **This concern translates to likely voters in Georgia seeing a role for the government when it comes to kids and tobacco use prevention programs.** There is majority support for these efforts:

- 65% support for programs to protect our kids from the dangers of tobacco industry marketing,
 - 63% support for educating the public on the dangers of tobacco use, and
 - 56% support for funding programs to protect our kids from the dangers of tobacco products.
3. **Voters' concerns about tobacco use translate into support for raising revenue for programs that prevent tobacco use through a new tax on tobacco products.** In fact, 65% of likely voters in Georgia support a tobacco tax increase whose revenue would be dedicated to programs that prevent tobacco use (46% strongly favor). Similarly, 54% of likely voters in Georgia would be less likely to elect an official who had received large donations from tobacco companies (41% much less likely).

Final Thoughts

In sum, despite the increasing polarization across the public policy spectrum, likely voters in Georgia strongly support key concepts like cancer prevention programs, cancer screening programs, spending on funding for cancer research and prevention efforts as well as efforts to prevent young people from tobacco use. These voters stand ready to show their support for candidates who pursue these goals.