

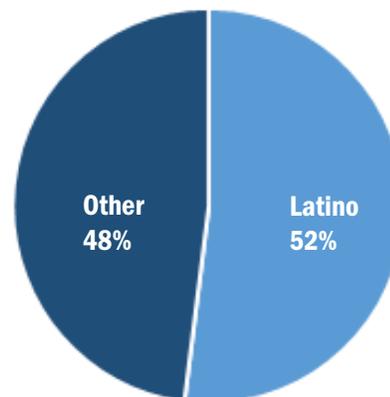


Georgia is at a critical tipping point for progressive change. While Georgia is typically seen as a conservative stronghold, **Democrats have actually been within reach of victory** in several recent major elections. 2014 holds great promise for Democrats in Georgia, as an open Senate seat provides an opportunity **to prevent Republican takeover of the Georgia House.**

Victory Within Reach

- Barack Obama was supported by an astonishing **98% of voters of color** in the 2008 election. His margin of defeat in the state overall was just 204,000 voters.
- Democratic Gubernatorial candidate Roy Barnes was defeated in 2010 by a margin of about **258,000 votes.**
- In a state of 6.5 million eligible voters, these results show that **Republican victories are growing increasingly narrow.** A new era of Democratic success in Georgia is close at hand.

NEW ELIGIBLE VOTERS IN GEORGIA, 2016 PROJECTION



Untapped Votes

- The rapidly expanding Latino electorate is **transforming Georgia politics**. There currently are 220,000 eligible Latino voters in Georgia—the 15th largest Latino electorate nationally. This rising Latino electorate will only continue to grow, with Latinos projected to account for over **half of new eligible voters by the next election cycle**.
- Three in ten registered voters in Georgia are black, totaling 1.8 million voters statewide.
- People of color combined with progressive white voters now account for a new multiracial majority in Georgia that could drastically change the political balance of power. However, this new opportunity hinges upon the Democrats' ability to **engage voters of color**.
- In both the 2008 and 2012 presidential elections, Obama's margin of defeat in Georgia was much smaller than the number of eligible non-voters of color.

What We Can Do

- Implement a more interpersonal, hands-on approach to voter engagement, particularly for the new multiracial majority of African American, Latino, and progressive white voters.
- Educate voters about the importance of non-presidential elections years like 2014. The drop-off in Democratic Georgia voters in non-presidential years is over 600,000 voters – well over the margin of GOP victory in several recent elections. The Georgia Democratic Party has an edge over Republicans in terms of voter registration increase, but Republican leaders have done a far better job of promoting midterm elections to constituents, allowing them to continue racking up narrow victories.

PowerPAC+ is working closely with House Minority Leader Stacey Abrams, along with the diverse group of grassroots activists she leads, to rally behind the Democratic Senate campaign of Michelle Nunn and **to power civic engagement efforts in Georgia**.

"More than mail and phone calls, voters must be met on the doorstep, particularly the Rising American Electorate. This is a population so frequently ignored by politicians that we must meet them where they are." – Georgia House Minority Leader & PowerPAC+ Board Member Stacey Abrams

GOP MARGIN OF VICTORY/ELIGIBLE NON-VOTERS OF COLOR

