7th Congressional District Analysis

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Overview

The objective of this report is to understand voter demographics, trends and trajectories to best determine areas to support 7th district Republican candidates by increasing voter awareness and turnout.

Part I: US Congressional District 7 Boundaries

Table 1: Georgia Counties within US Congressional District 7

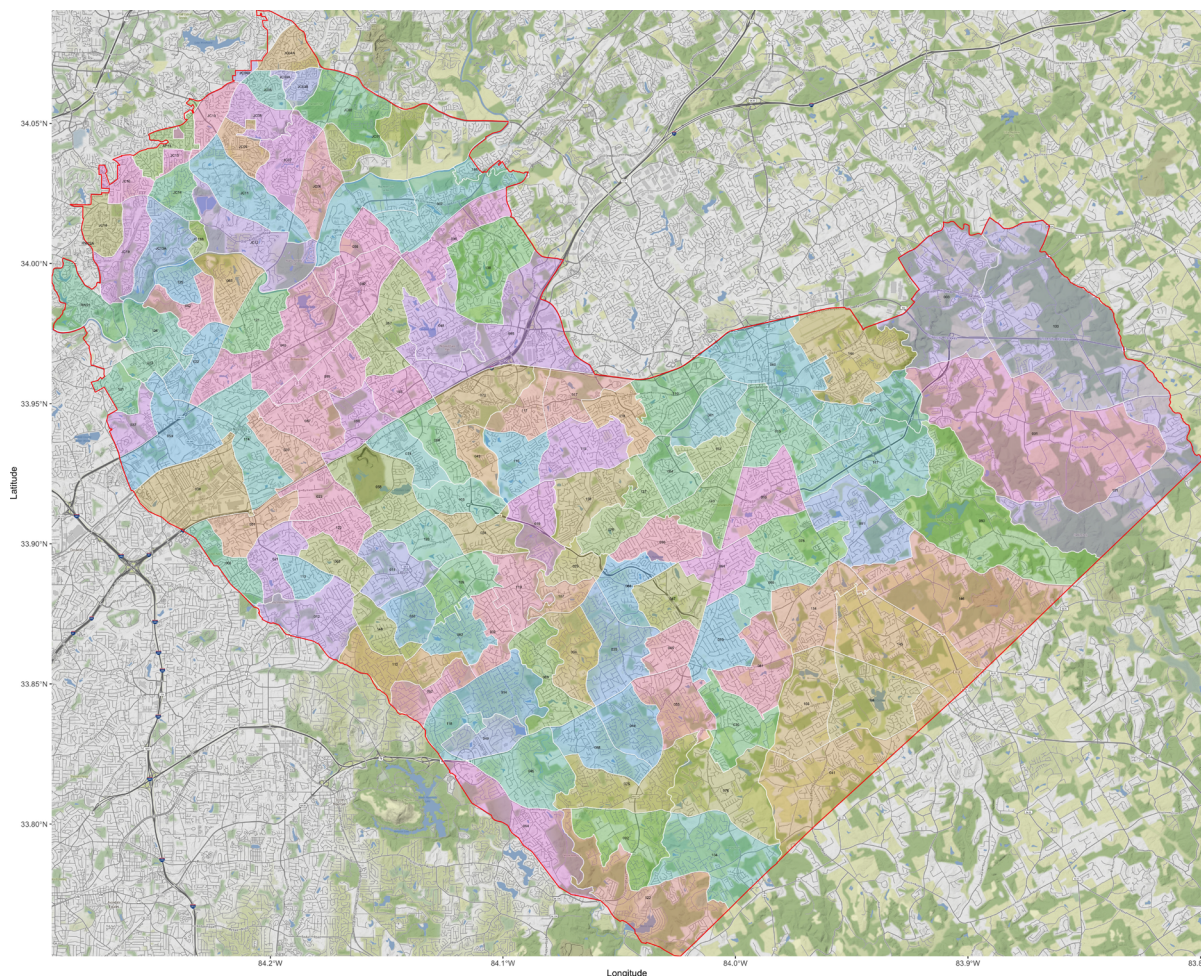| County	Population in District	Percent of Dist. Pop.	Percent of County in Dist.
FULTON	92,558	12%	8.7%
GWINNETT	672,579	88%	70.3%
TOTAL	765,137		

Figure 1: US Congressional District 7 Map

Part II: Voter Registration Growth

The descriptions of growth uses a voter list that was generated in June of 2021. The growth estimates are based on differences in registration dates for each *voter* rather than a voter list from each of the years 2014-2020. The voter growth estimate reflects when *voters*, who are residents of the *district*, entered the voting pool, which is a good estimate of *voter* registration changes.

It should be noted that automatic voter registration began in September 2016. Automatic voter registration occurs when folks get their licenses and is largely responsible for the explosive growth in voter registrations.

Figure 2 shows *voter* registration growth by generation in the *district*. Figure 2 shows *voter* registration growth by race in the *district*. Table 2 and 3 provides the average age and percent of the *voters* in the *district* 30 days prior to each general election since 2014. Table 3 includes only those *voters* that voted in the 2020 general election.

Table 2: All Voters Average Age and Percent

General Election Date	Average Age	White	Non-White
2014-12-04	47	47.9%	52%
2016-12-08	46	44.0%	55.7%
2018-12-06	45	39.5%	60.1%
2020-12-03	45	36.7%	62.8%

Table 3: 2020 General Election Voters Average Age and Percent

General Election Date	Average Age	White	Non-White
2014-12-04	49	50.5%	49.5%
2016-12-08	48	47.0%	53.0%
2018-12-06	48	43.7%	56.3%
2020-12-03	47	41.0%	58.9%

Table 4: Voter Growth Since the 2020 General Election

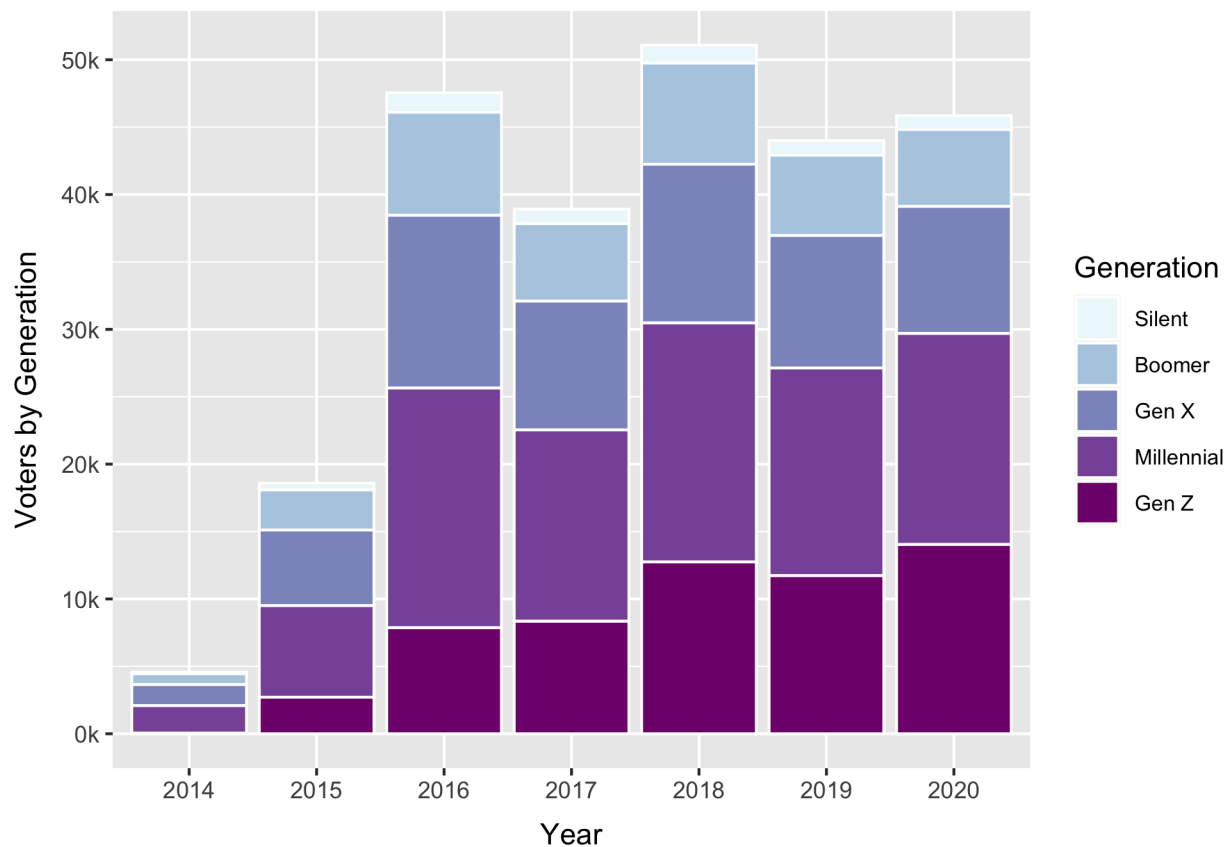|	Registered Voters as of the 2020 General Election			New Registered Voters as of March 14th, 2022			
Generation	White Voters	Non-White	Total	White Voters	Non-White	Total New Voters	Total
Silent	14,268	8,427	22,695	472	578	1,050	23,745
Boomer	56,553	55,161	111,714	1,677	3,646	5,323	117,037
Gen X	39,697	85,025	124,722	2,101	6,354	8,455	133,177
Millennial	36,321	87,950	124,271	4,276	9,818	14,094	138,365
Gen Z	14,793	41,682	56,475	2,552	7,617	10,169	66,644
Total	161,632		439,877	11,078		39,091	478,968

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Figure 1: *District* Voter Registration Growth by Generation

- The Silent generation were all born before 1946
- Boomers were born between 1946 and 1964
- Gen X was born between 1965 and 1980
- Millennials were born from 1981 - 1996
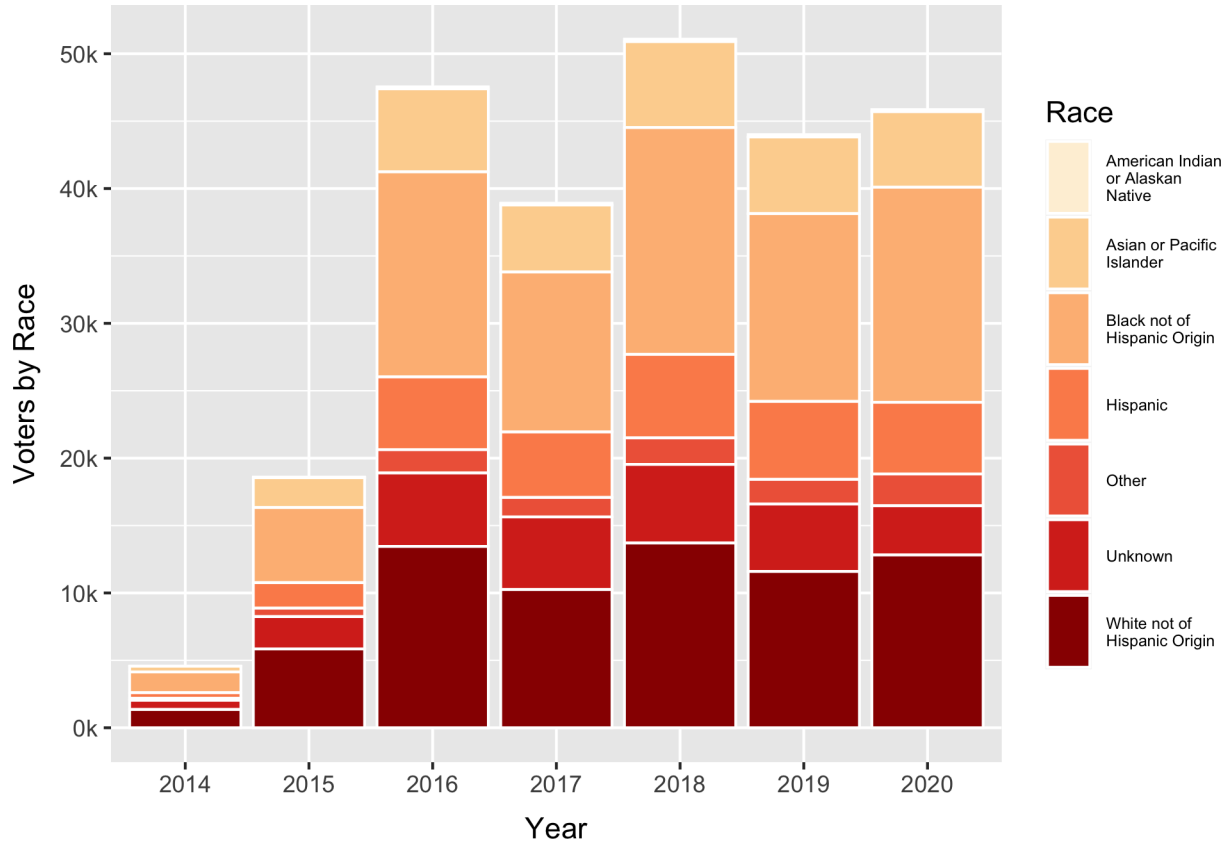- Gen Z were born in 1997 or after

Figure 2: *District* Voter Registration Growth by Race

Part III: Demographics

The *voters* within the *district* can be broken down into multiple groups using the voter history. Demographics for the following groups will be presented:

- *Voters* who cast ballots in the November 2020 General Election
- *Voters* who did not cast ballots in the November 2020 General Election
- *Voters* who did not cast ballots in any Party Primary between 2016 and 2020
- *Voters* who cast ballots in at least one Republican Party Primary and one Democratic Party Primary between 2016 and 2020
- *Voters* who cast ballots in any Republican Party Primary between 2016 and 2020
- *Voters* who cast ballots in any Democratic Party Primary between 2016 and 2020

Precinct level details are presented in a tabular format. A chart is used to summarize *district* level demographics.

Table 5: Trends in Voter Identification by Race and Generation

	White				Non-White			
Identification	Silent	Boomer	Gen X	Millennial	Silent	Boomer	Gen X	Millennial
Rep/Lean Rep	59%	53%	52%	41%	19%	22%	24%	18%
Dem/Lean Dem	36%	41%	41%	52%	75%	71%	64%	72%

- The Silent generation were all born before 1946
- Boomers were born between 1946 and 1964
- Gen X was born between 1965 and 1980
- Millennials were born from 1981 - 1996
- Gen Z were born in 1997 or after

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General Election Voters

In this section, demographics are presented for *voters* who voted in the November 2020 General Election. Figure 3 shows a *district* level summary.
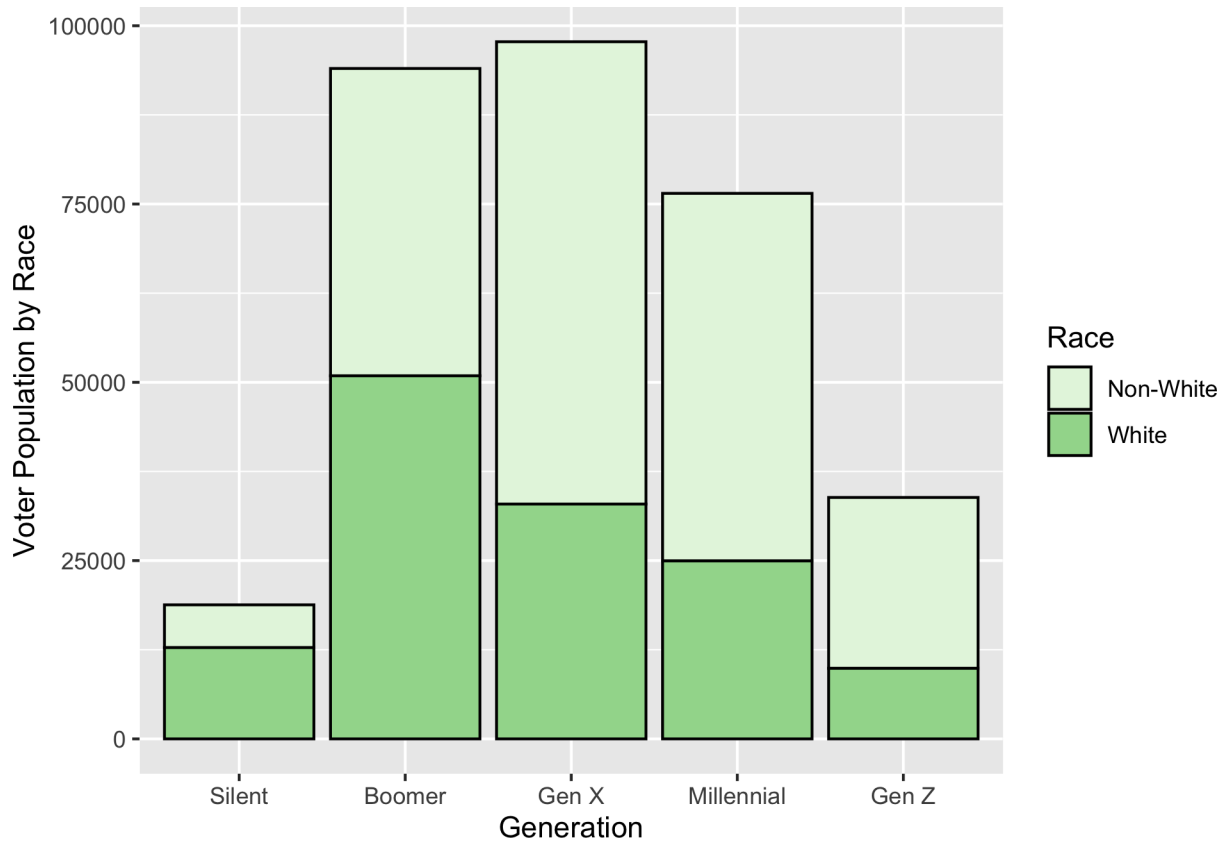

Figure 3: General Election Voters by Generation and Race

– The Silent generation were all born before 1946
– Boomers were born between 1946 and 1964
– Gen X was born between 1965 and 1980
– Millennials were born from 1981 - 1996
– Gen Z were born in 1997 or after

Missing General Election Voters

In this section, demographics are presented for *voters* who **did not** vote in the November 2020 General Election, but who were registered within 30 days of the election. Figure 6 shows a *district* level summary.
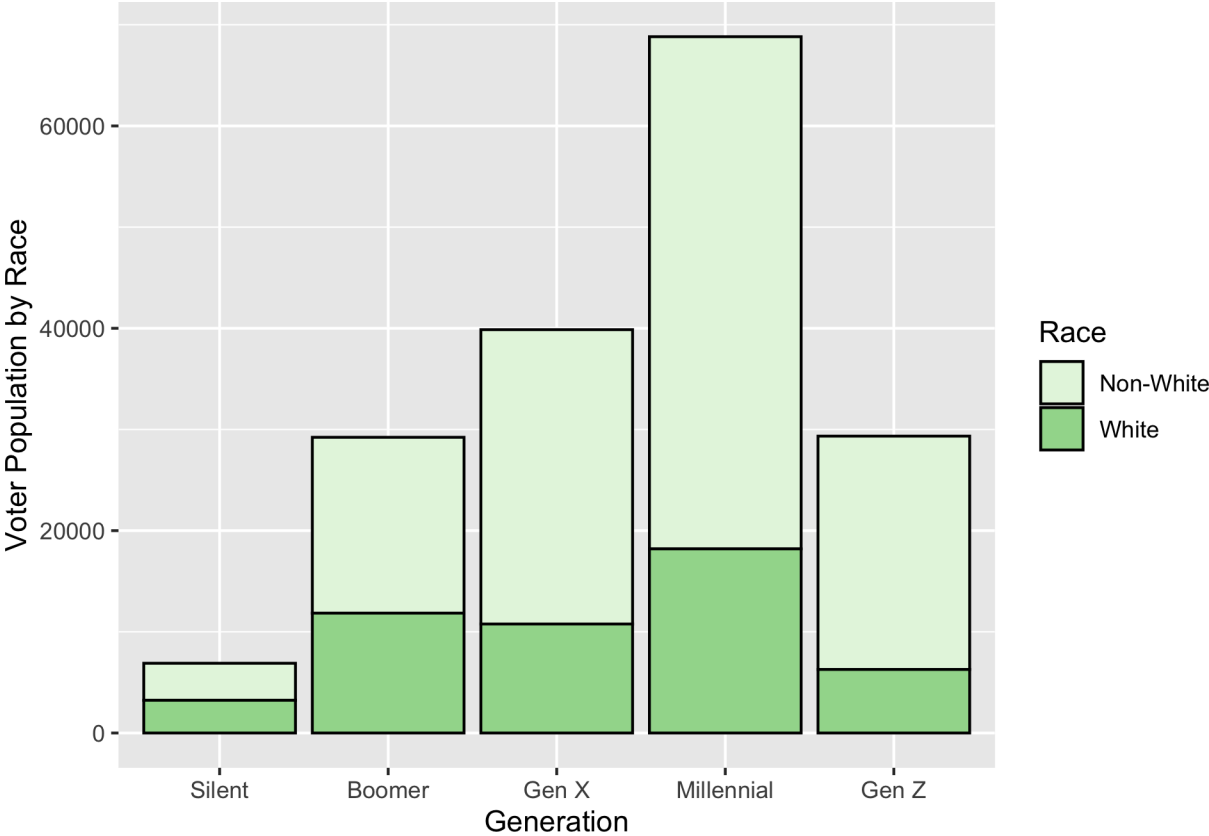

Figure 4: Missing Voters by Generation and Race

- The Silent generation were all born before 1946
- Boomers were born between 1946 and 1964
- Gen X was born between 1965 and 1980
- Millennials were born from 1981 - 1996
- Gen Z were born in 1997 or after

Non-Primary Voters

In this section, demographics are presented for *voters* who voted in the November 2020 General Election, but did not vote in any party primary after 2016. Figure 5 shows a *district* level summary.
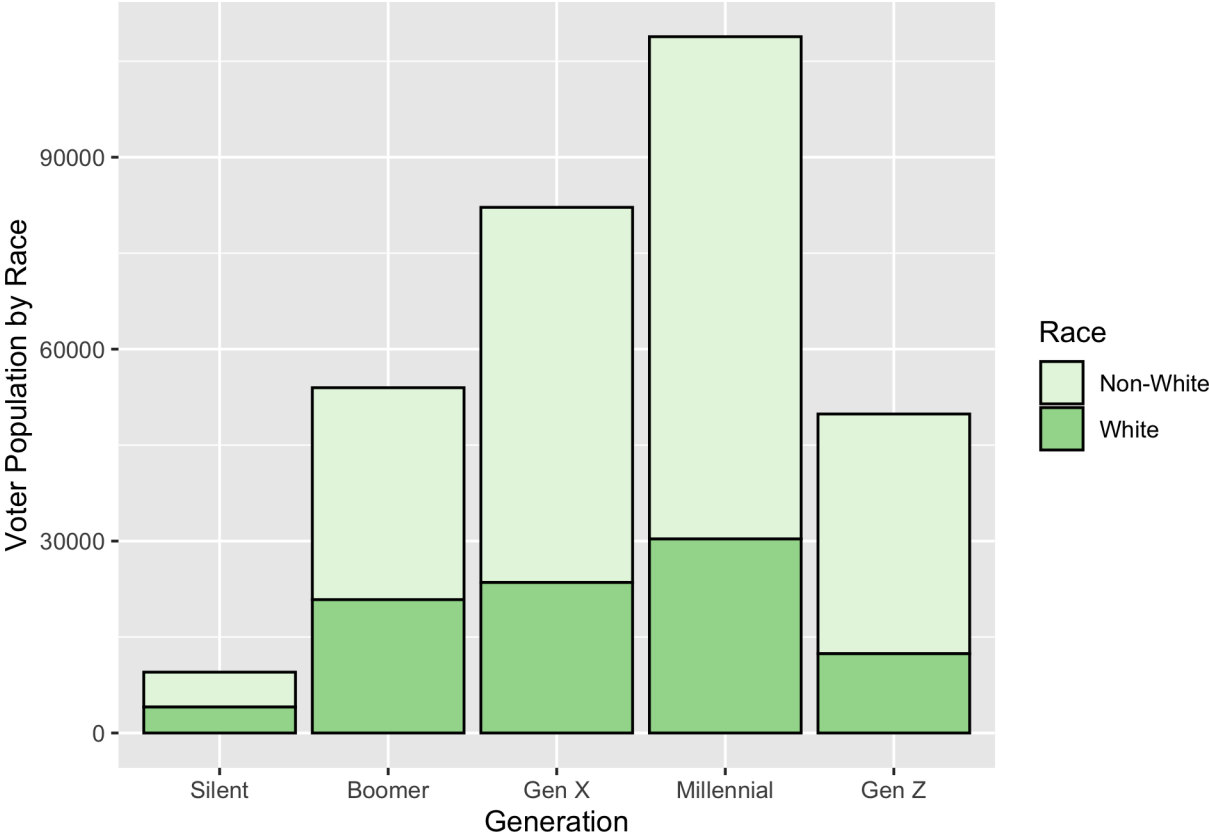

Figure 5: Non-Primary Voters by Generation and Race

- – The Silent generation were all born before 1946
- – Boomers were born between 1946 and 1964
- – Gen X was born between 1965 and 1980
- – Millennials were born from 1981 - 1996
- – Gen Z were born in 1997 or after

Independent Voters

In this section, demographics are presented for *voters* who voted in the November 2020 General Election and also voted in at least one Republican Party primary and Democratic Party Primary after 2016. Figure 6 shows a *district* level summary.
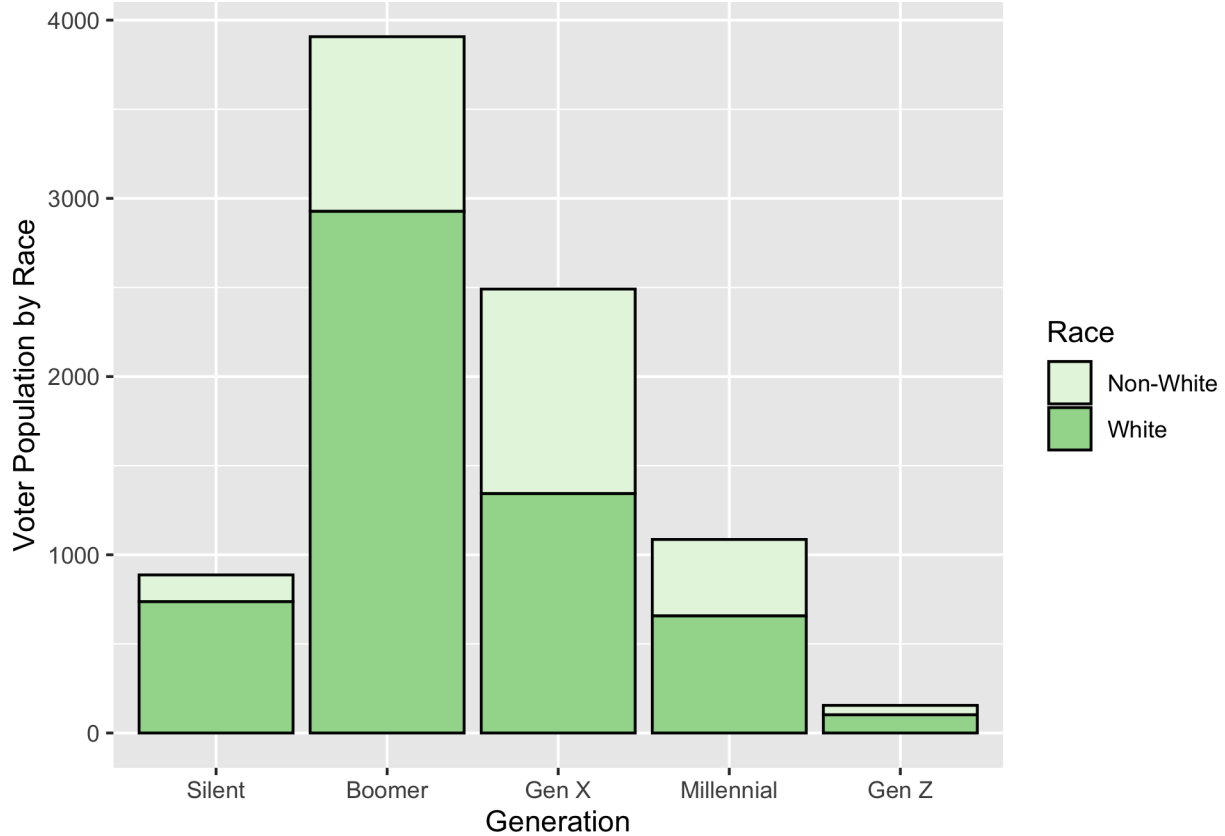

Figure 6: Independent Voters by Generation and Race

> – The Silent generation were all born before 1946
> – Boomers were born between 1946 and 1964
> – Gen X was born between 1965 and 1980
> – Millennials were born from 1981 - 1996
> – Gen Z were born in 1997 or after

Republican Primary Voters

In this section, demographics are presented for *voters* who voted in the November 2020 General Election and also voted in one or more Republican Party primaries and no Democratic Party Primary after 2016. Figure 7 shows a *district* level summary.
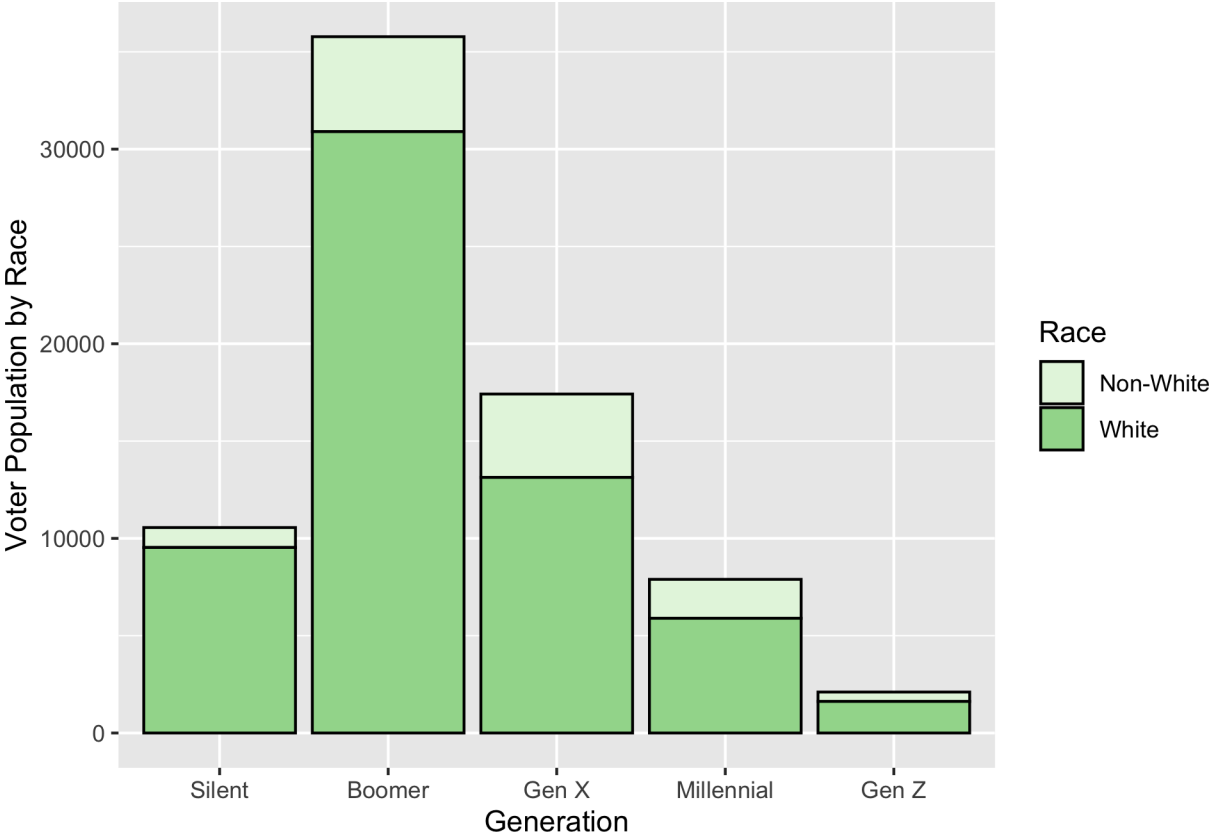
Figure 7: Republican Party Primary by Generation and Race

- The Silent generation were all born before 1946
- Boomers were born between 1946 and 1964
- Gen X was born between 1965 and 1980
- Millennials were born from 1981 - 1996
- Gen Z were born in 1997 or after

Democratic Primary Voters

In this section, demographics are presented for *voters* who voted in the November 2020 General Election and also voted in one or more Democratic Party primaries and no Republican Party Primary after 2016. Figure 8 shows a *district* level summary.
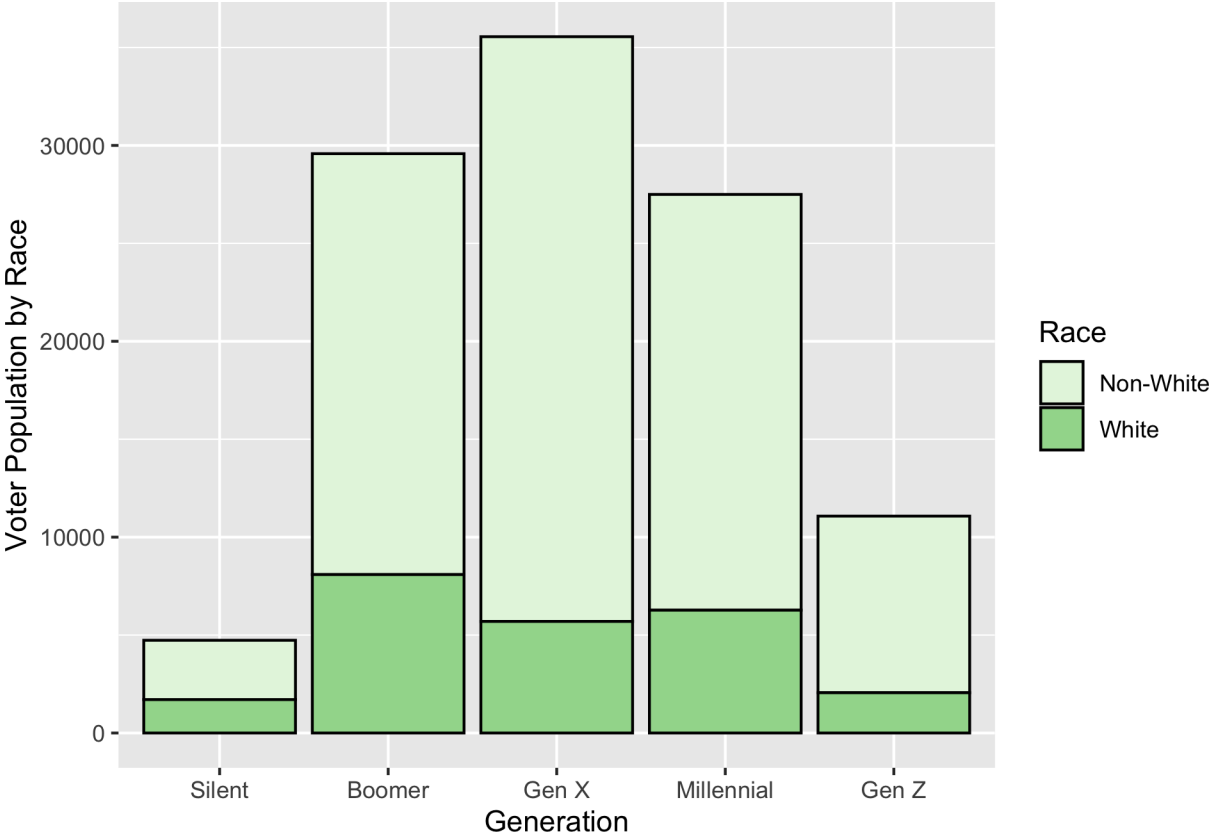

Figure 8: Democratic Party Primary by Generation and Race

- – The Silent generation were all born before 1946
- – Boomers were born between 1946 and 1964
- – Gen X was born between 1965 and 1980
- – Millennials were born from 1981 - 1996
- – Gen Z were born in 1997 or after

Absentee Voters

In this section, demographics are presented for *voters* who voted absentee or in in advance in the November 2020 General Election Voters are filtered using the voting history, which indicates whether a voter cast their ballot on election day or cast it absentee. Voting history treats in advance voting as if it were absentee. Figure 9 shows a *district* level summary.
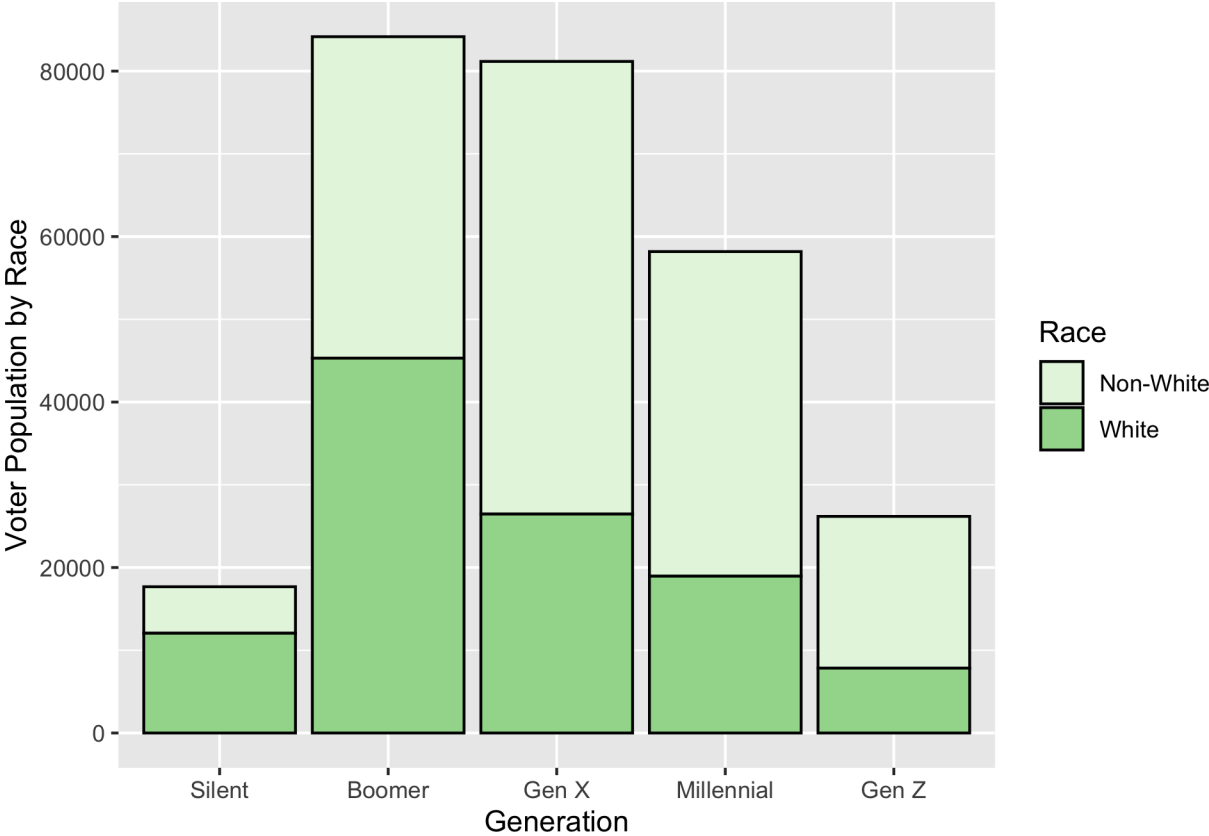

Figure 9: Advance and Absentee Voting by Generation, Race, and Precinct

Table 6: US Congressional District 7 Contest Details

Choice	Party	Inc.	Election Day	Advance	Absentee	Prov.	Total	%
Carolyn Bourdeaux	Dem	No	27,346	97,284	66,005	265	190,900	51.4%
Rich Mccormick	Rep	No	32,735	104,945	42,709	175	180,564	48.6%

Part IV: Past Elections

Table 6 shows the results from the most recent election. The remainder of the exploration aims to examine the elections in a manner that is independent of the performance or suitability of a specific candidate within the *district*. This is accomplished by looking at several contests for 2018 and 2020. The contests that are used in this analysis are: State House, State Senate, US House, and US Senator. There was no US Senate contest in 2018. Only *precincts* within the *district* are considered. These contests were chosen because they represented a mix of local, state and national priorities.

Table 7 shows an estimate of the number of votes the *candidate* would need to flip in order to win the *district*. Performance is reported in terms of both votes and the share of votes.

Table 7: Optimistic, Likely, and Pessimistic Vote Flip Targets

Year	Optimistic	Likely	Pessimistic	Optimistic %	Likely %	Pessimistic %
2018	18,030	24,289	31,792	7.2%	9.7%	12.7%
2020	28,702	34,371	42,658	8.8%	10.6%	13.1%

Part V: Conclusion

Over the last several elections, the voter age is decreasing. The fastest growth is with the Millennials and Gen Z generations. We must be responsive to the changes in the voter demographics. 7th District Republicans must determine methods to engage younger voters while keeping our reliable voting block excited about our party.

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