

THE MELTING POT

GSG'S ONGOING LOOK
AT RACIAL POLITICS
IN AMERICA



IN THIS REPORT

LANDSCAPE



VIEWS ON THE TWO PARTIES



REPUBLICAN MESSAGING



BETWEEN NOW & NOVEMBER



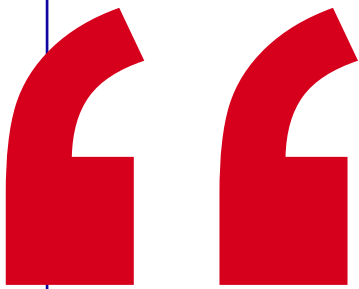
KEY FINDINGS

- **What keeps Black voters up at night?** Economic woes and personal safety are top-of-mind for Black voters. The rising cost of living and fears about being violently targeted because of the color of their skin are both tangible and real and they worry that elected officials aren't paying enough attention to either.
- **Economic progress will lead to social progress.** Overall, Black voters prefer candidates who focus on economic issues (both short-term solutions to inflation and the long-term emergence of a more equitable economy) – believing progress on such economic issues will result in positive changes on social issues broadly.
- **Values are the primary driver of party identification.** Democratic (big D) values are what distinguish the party, with many Black voters viewing Democrats as caring, equitable, and empathetic. Black Democrats in particular, relate to those core values and say that is why they are Democrats. On the other side of the aisle, Black voters (including many Black Republicans) say the Republican Party is motivated foremost by power and are obstructing critical legislative initiatives they believe would improve the lives of Black people and all Americans.
- **Radical? Socialist? Divisive? Really?** A wide range of Republican attacks that criticize Democrats as divisive radical socialists who push identity politics falls flat in the eyes of Black voters. In fact, even many independent Black voters recognize such attacks as scare tactics and mendacious rhetoric. Most Black voters want the Democratic party to continue to push for economic and social equity even if they face backlash for doing so.

LANDSCAPE



Economic and safety concerns are top-of-mind for Black voters



"Some things that might keep me up at night are the wellbeing of my mother. My mother has a lot of health issues and she is getting older. She is on disability and I know she does not have sufficient income that will be able to support her. **I worry about the continued growth of homelessness in my community and what the world will look like in 5-10 years given the rate that we are moving.**"

— Female Republican

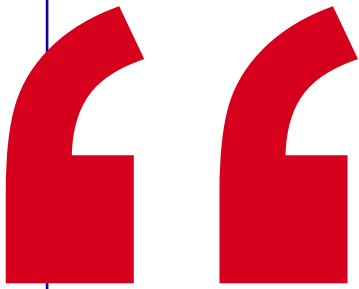
"I often think about the economy and the future of our next generation, so much is going on in the world and I am always thinking about what can I do to make a difference. **I am worried about the cost of living and how to stay afloat."**

— Female Independent

"I am very worried about the state of affairs in this country, especially with mass shootings. **I am worried about going to the supermarket and being a target because I am Black.** I have seen posts on social media where there are calls for "Trumps Army" and MAGA patriots. This is very concerning to me."

— Female Democrat

Most Black voters prefer candidates who focus on economic issues because they are hurting, but also because the unequal economic playing field is seen as the underlying driver of social ills. Others prefer a direct focus on issues of morality.



“The candidate that I feel more inclined to **vote for is a candidate that talks about economic issues like jobs, taxes and cost of living ...Those issues hit close to home** because I am always thinking about my finances.

— Female Independent

“I would be more inclined to **vote for a candidate that talks about economic issues** – taxes and the cost of living – because **those issues impact social issues.**”

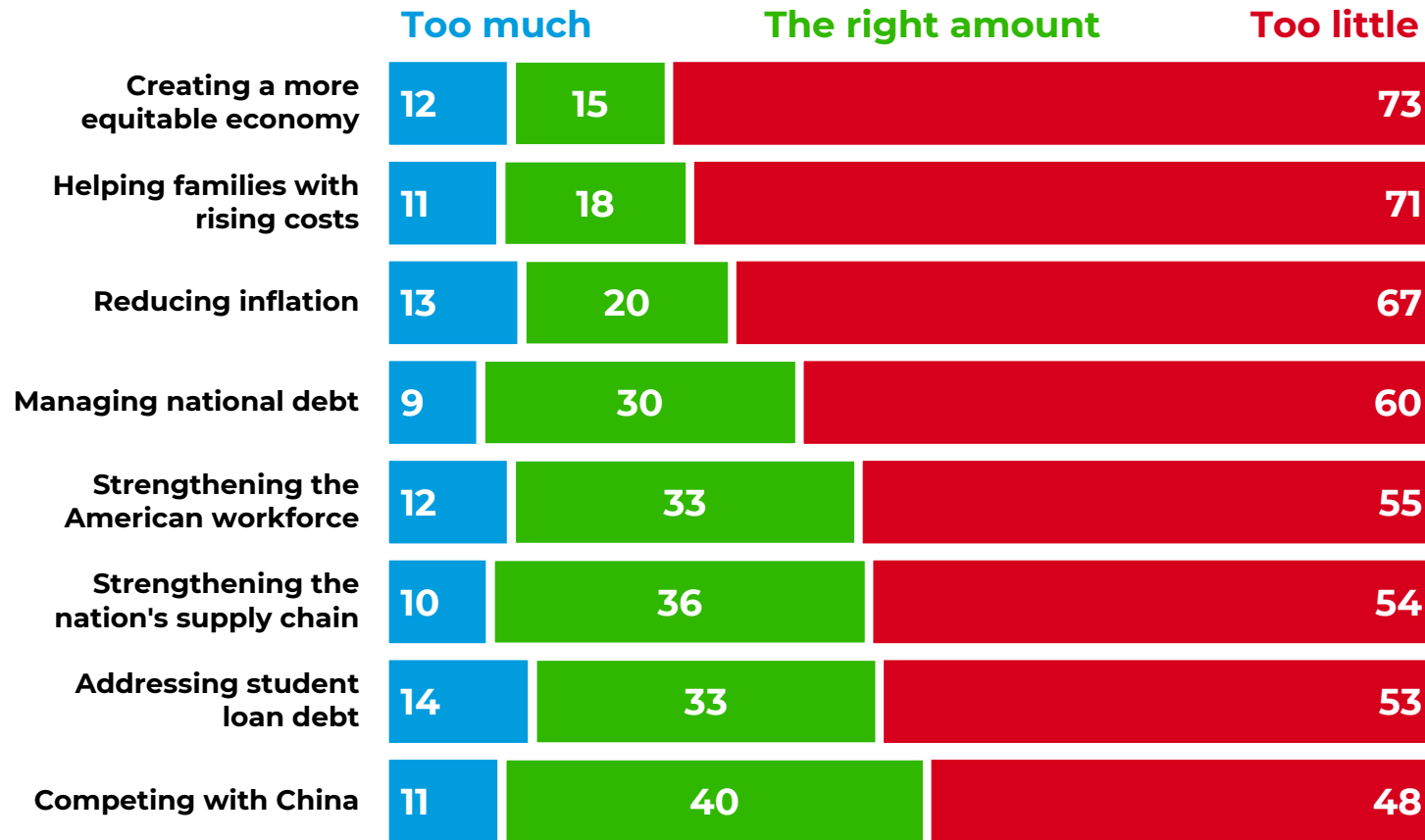
— Male Democrat

“I would be most inclined to **vote for a candidate who talks about issues of morality because I feel that this can influence all the other issues** ... I feel that we need to further the gap between church & state and adopt more rational fact-based thinking that can unite the country secularly.”

— Male Independent

While Black voters overwhelmingly see a need for more action on inflation and rising costs, they are most focused on creating a more equitable economy overall

[Among Black voters] Government doing too much or too little



“The pandemic, to certain levels, is over, however **they still seem to be focused on COVID instead of working to correct the direction of this inflation.** I guess they will let this country fall into a recession first. It concerns me because I have been through inflations but not at the level that we are in now on top of the deficit. **This should be the focus of the President** and his economic advisor [...] **I have never seen it this bad.**”

— Male Independent

GSG nationwide survey of 1,000 registered voters between June 2 – 6, 2022. This survey included 122 interviews with Black registered voters.

VIEWS OF THE TWO PARTIES



DEMOCRATS CARE. REPUBLICANS CARE ABOUT POWER.

Democrats' brand is empathetic and fair; Republicans' brand is one of ruthlessness and anxiety about change.

Democratic Party personified

"If they were an older brother they would fight and go to bat for their little sister. They would be innovative and look for ways to make situations better. I can see them being confident and empathetic to others."

— Female Democrat

Republican Party personified

"This person is **worried about being in the minority** and introducing voting policies and taking books out of schools (sort of how they didn't want slaves to learn to read), CRT and other policies which will continue to keep systemic racism alive."

— Female Democrat

"Although I feel they're both one in the same, **Republican beliefs are more stern and apathetic** to the American population. I do believe the **Democratic party is more likely to address the concerns of the American people**. Why? They seem to have a more empathetic approach towards the issues that we are facing today."

— Female Republican

Black voters who identify with the Democratic party relate to the party's values of humanity and community well-being, though candidates outside the party can be given the same consideration

“[Democrats] fight for what is fair and treat people with the respect they deserve.

Democrats are not afraid of changing old ways especially if the outcomes are **in the best interest of the people** ... They recognize they do have power, but that power would not be given to them if it weren't for the citizens that voted.”

— Female Democrat

“I believe the Democratic Party cares about the well-being of Black people and the community because

they create ways to provide better opportunities for us to be equal. They also recognize the challenges we face and provide assistance to help us get through that trouble. We can act like this country is fair, but if we are being honest, it's not. It takes work and that is work I feel Democrats are putting their best foot forward to fight for.”

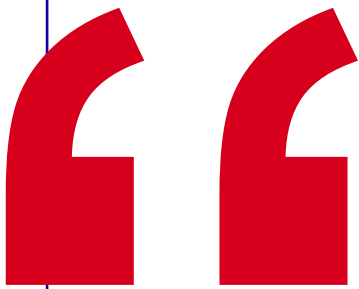
— Female Democrat

“I've been a Democrat because **it's a more inclusive party and they're way more open to helping everyone, not just their particular interests.**

However, as I've gotten older and wiser, **if I see someone of another party actually doing the things I stand for, then they will get some consideration.**”

— Female Democrat

Black voters (including Black Republicans) still believe Republicans are the party of “NO” and are clear-eyed about their obstructionism



“The Republican Party has done nothing but say ‘NO’ to everything and has not even tried to work with President Biden at all. Some Republicans are even calling to impeach him if they win in November. This stalemate of not moving forward on important issues has gone on for far too long.”

— Female Democrat

“I believe that Republicans wake up feeling that they can conquer the world. (Literally) **They have no care about how anyone feels about them and they can challenge anyone or anything. Power motivates them.** They too are strong in what they believe in and they are going to get things their way by any means necessary.”

— Female Republican

“The policy positions that the Republican party has taken and continues to take have not created a feeling that they care about the issues in the Black community. **The continued blocking of legislation** dealing with voting rights, police reform, hate crimes, domestic terrorism are all examples of the impression that **the Republican party doesn't care about the well-being of Black people.**”

— Male Democrat

REPUBLICAN MESSAGING



Black voters largely dismiss the standard Republican attacks against Democrats as fearmongering and outright lies

Below are some statements that Republican candidates might make about Democrats this year. Please read through them and answer the questions that follow.

- A. **[RADICAL]** The Democrat Party is pushing a woke, radical agenda – it wants to defund the police during a crime wave, put an end to traditional energy sources while gas prices are rising, and give everyone handouts through “universal basic income.”
- B. **[SOCIALIST]** The Democrat Party has become a party of socialists. They are focused on raising taxes and penalizing successful individuals and businesses instead of strengthening the economy so it benefits everyone, rich and poor alike.
- C. **[IDENTITY POLITICS]** Democrats are pushing identity politics in order to divide us by race and gender, instead of treating everyone like individuals
- D. **[INDOCTRINATE]** Democrats are trying to use public schools to indoctrinate children by teaching critical race theory and allowing teachers to talk to students about sexual orientation and gender identity.

“None of them concern me because **I don’t believe the hype.**” — Female Independent

“Nothing but a tactic to conjure up hate from the Republican party. These statements give me no concern about voting Democrat because these statements are false. **The Republican party is scared to grow up and change their views. I feel more likely to vote for the Democrats this November.**”

— Male Democrat

“Just goes to show how little Republicans care about their citizens. To say Democrats are pushing a racial agenda just goes to show they don't take what is happening in the world seriously. ... **I still feel more likely to vote for the Democratic Party this November because I believe they have the citizens true interests at heart.**”

— Female Democrat

“This is a scare tactic on the part of Republicans. It has no merit, but some ill-informed voters might take the bait. **I feel more likely this November to cast my vote against these scare tactics.**”

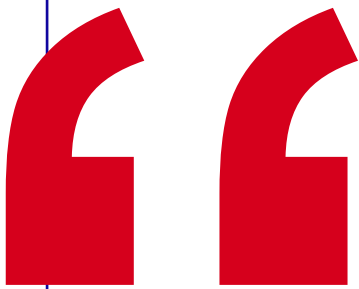
— Male Independent



BETWEEN NOW & NOVEMBER



Keep Fighting: In simulated letters to Congress, Black voters call for Democratic leaders to continue their push for progress, underscoring the continuing faith and hope Black voters have for this country



“I would tell them not to let their foot off that gas pedal. There are going to be people that talk negatively and have their opinions, but all that doesn't matter if you believe what you are doing is right. I would say to **continue to fight for what is right even if there is backlash.** Keep prioritizing racial inequalities and other issues that are preventing individuals from living their lives. **Demand change and fight for it.** Never stop speaking up for individuals affected by the pandemic and the ongoing crisis with inflation. Be the voice of the people who are struggling every day to provide for their families while the rich get richer. **I know it is not an overnight process, but change will come as long as we are persistent and deliberate with our actions.**

— Female Democrat

THANK YOU

We are interested in your feedback! Please send questions or comments to:



Mario Brossard
Senior Vice President
mbrossard@globalstrategygroup.com



Alex Ivey
Vice President
aivey@globalstrategygroup.com

New York | Washington, DC | Chicago | Denver | Hartford | Los Angeles | Nashville | Seattle

THE MELTING POT

GSG'S ONGOING LOOK
AT RACIAL POLITICS
IN AMERICA

METHODOLOGY

Global Strategy Group conducted an online discussion board with **Black registered voters** between May 31 – June 2, 2022.

This report also includes data from a recent Global Strategy Group online survey about economic issues among **1,000 registered voters nationwide** between June 2 – 6, 2022 and has a confidence interval of +/- 3.1%. The survey included 122 interviews with Black registered voters. Margin of error on subgroups is greater.

ABOUT THIS STUDY

Global Strategy Group's bi-annual research series, ***The Melting Pot: GSG's Ongoing Look at Racial Politics in America***, is intended to take the temperature of Black America on political issues, social attitudes, and voting behavior.