

THE MELTING POT

GSG'S ONGOING LOOK
AT RACIAL POLITICS
IN AMERICA



INTRODUCTORY NOTE

Global Strategy Group surveyed a total of 602 Black registered voters nationwide. Sample sizes among key populations include 582 Black voters who say they are likely to vote in 2024. The survey was conducted March 29, through April 2, 2024.

Since 2020, there has been immense concern about the rising cost of living, across the board inflation, and the economy generally. Despite key metrics—like the inflation rate and unemployment—seeing steady improvement, many voters across the country are struggling and among Black voters, financial concerns are especially acute. With the upcoming Presidential election, there is tremendous unease that younger voters, Black voters, and voters of color generally are less motivated and enthusiastic than they were in 2020 and are more likely to sit this election out or vote for a third-party candidate.

To explore these prevailing themes, this annual pulse-check focuses on how Black 2024 Likely Voters are experiencing and assessing the economy, their issue priorities, and their attitudes toward voting ahead of the 2024 elections. We've also identified a group of Black voters who are particularly vulnerable for Democrats this year—dissatisfied with their financial condition, believe it doesn't matter who wins the presidential election, less enthusiastic this year compared to previous elections—an important group of Black voters to keep an eye on as November approaches.

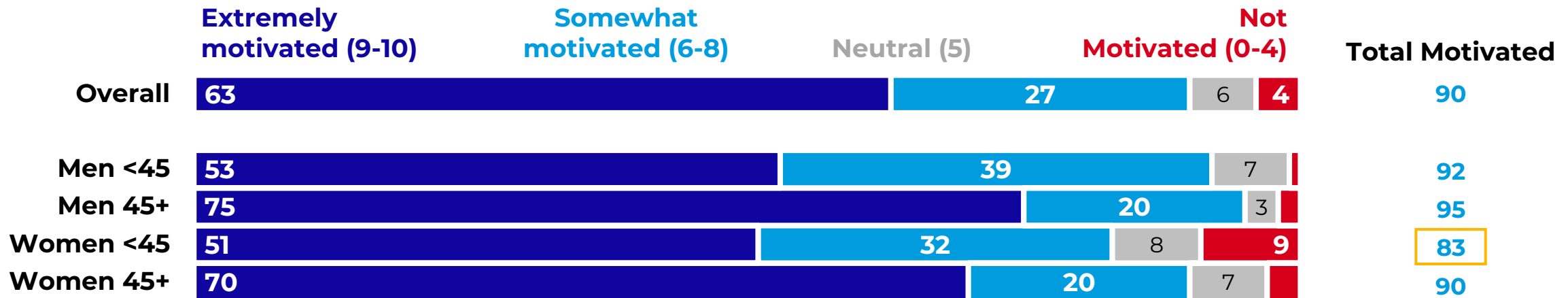
We find that most Black voters are motivated and enthusiastic about voting this year and a majority consider their vote to have power. However, there continue to be generational differences that are important in understanding the dynamics of this year's Black electorate. Young Black women are less motivated and enthusiastic than their young male and older counterparts. They are also less likely to believe their vote is important and more likely to prioritize abortion as a key issue. Younger Black men, while more enthusiastic and motivated to vote, are of concern too – they are the most likely to prioritize inflation and the cost of living (issues that are particularly weak points in the Democratic Party's brand). These findings underscore the reality that Democrats must pay greater attention to younger Black men *and* younger Black women and need to be especially thoughtful in their outreach to Black voters in order to minimize the potential for defection (voting for the GOP or third-party) and apathy (staying home in November altogether).

The Black Voter Landscape

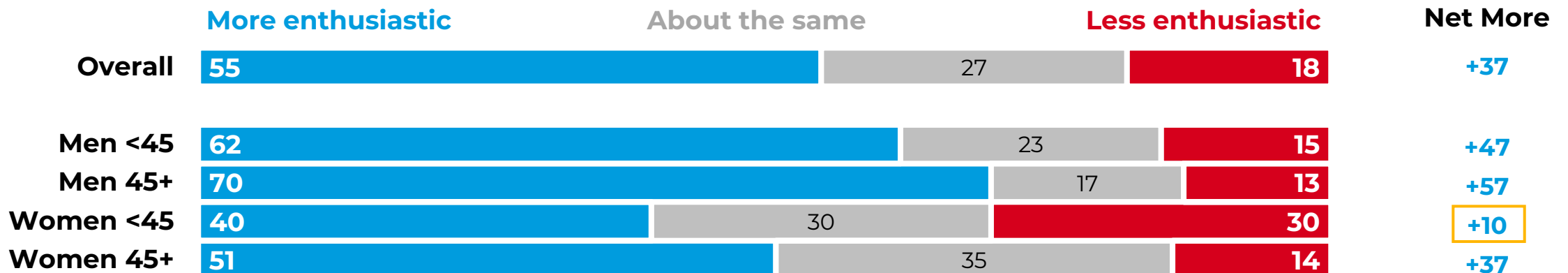


The vast majority of Black voters are motivated to vote and more enthusiastic – though, younger women lag in motivation and enthusiasm compared to their older and male counterparts

Level of motivation to vote in the 2024 election for President, Congress, and other offices

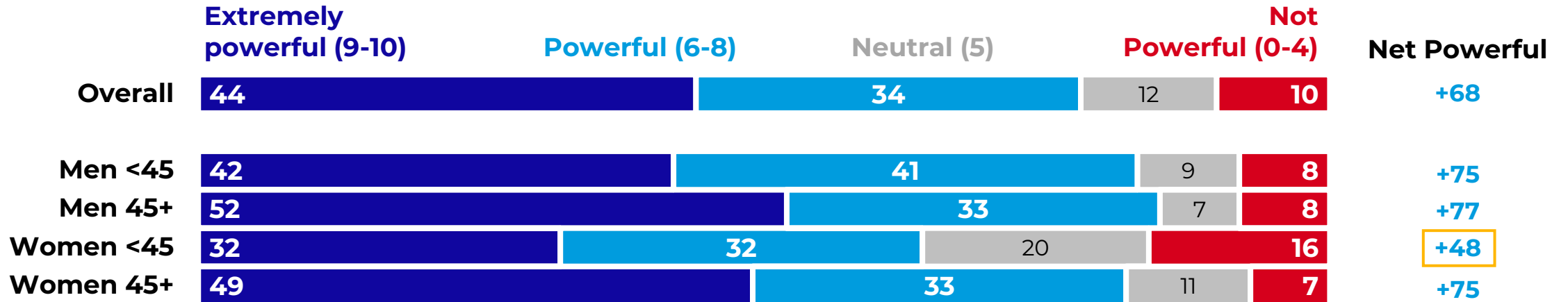


Compared to previous elections, do you feel more or less enthusiastic than usual about voting this year?



A majority of Black voters think their vote has power and believe it's important to cast a vote in the 2024 election though younger voters—especially women—are less likely to think so

How powerful would you say your vote is?



Do you agree or disagree with the following statement: *My vote will matter in the 2024 election for President, and it is important that I cast a vote*



Older voters want to see Democrats focus on protecting our democracy. Younger voters want Democrats to focus on combatting crime. Abortion is particularly important for younger women

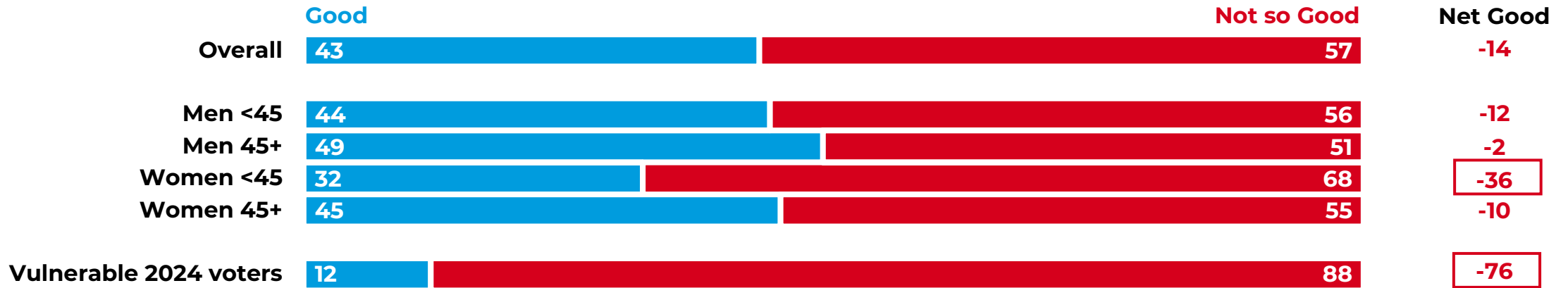
Top Non-Economic Issues Most Important for Democrats and Joe Biden to Focus On

		Men		Women		Personal finances		Double haters
		<45	45+	<45	45+	Satisfied	Dissatisfied	
Crime	22	24	21	25	18	25	17	13
Reducing gun violence and mass shootings	18	16	20	17	19	17	19	19
Protecting our democracy	18	11	23	11	24	22	13	6
Protecting abortion rights	14	10	15	23	9	16	13	20
Immigration and the situation at our southern border	14	13	22	10	12	14	13	13
Climate change and the environment	13	10	11	14	14	14	10	11
The increase in racial violence in the U.S.	10	9	9	12	10	10	9	14
Education	9	12	5	11	9	10	8	10
The war between Russia and Ukraine	7	8	10	8	5	10	5	5
The war between Israel and Hamas	6	7	5	7	3	5	6	8
The increase in political violence in the U.S.	5	5	6	5	3	5	4	5

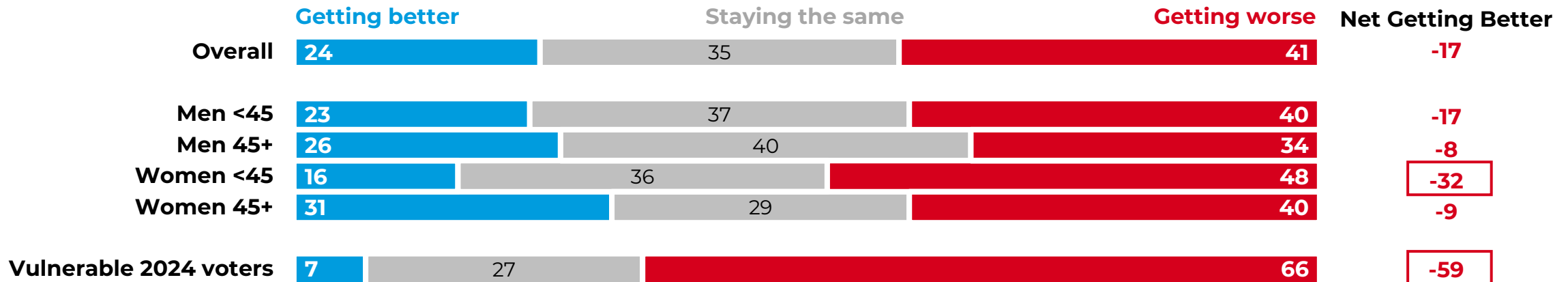
Black Voters and the Economy

Black voters, especially younger women, are displeased with the economy and a plurality believe that it's getting worse

How would you rate the U.S. economy today?

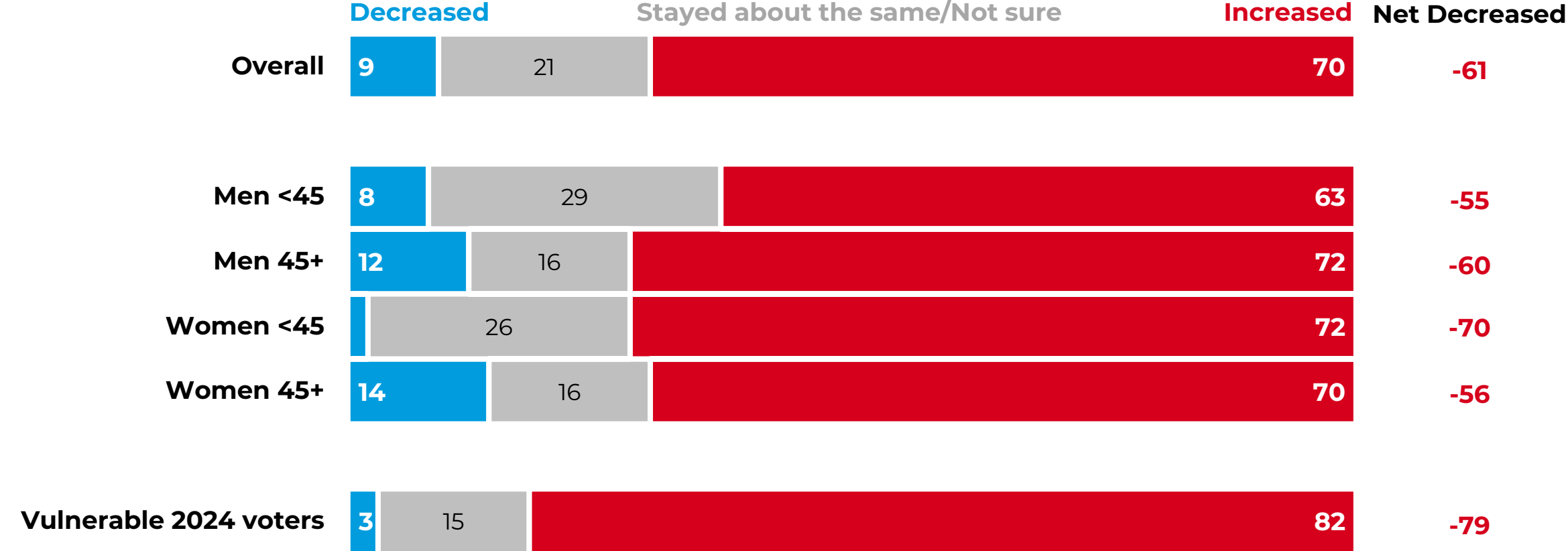


Which of the following best describes the current state of the U.S. economy?



Despite economic evidence to the contrary, the vast majority of Black voters believe that inflation has increased over the past year

Over the past year, do you think the inflation rate has...



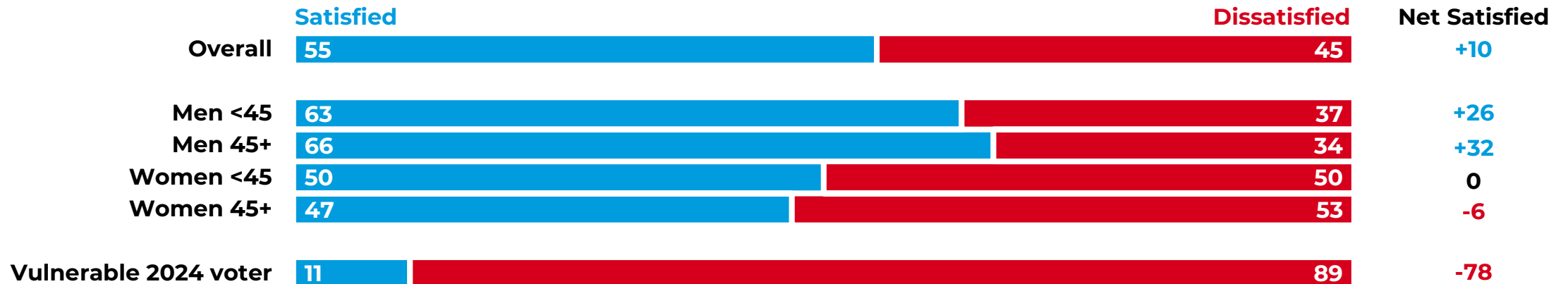
The cost of living is the biggest problem facing Black voters. Older voters are also concerned about being on a fixed income, and vulnerable voters are plagued by a lack of savings and low wages

What are the three most important financial problems facing your family today?

	% Top 3 Most Important	Men		Women		Vulnerable voters
		<45	45+	<45	45+	
High cost of living/inflation	43	41	49	44	40	47
Lack of savings	22	24	20	21	24	35
Lack of money/low wages	21	22	16	33	15	35
Cost of owning/renting a home	19	19	15	22	20	21
Too much debt/not enough money to pay debts	17	12	13	16	24	23
Social Security/on a fixed income	16	8	24	3	27	14
Taxes	16	20	21	13	11	8
Energy costs/oil and gas prices	15	12	17	12	18	16
Unemployment/loss of job	14	19	10	22	9	20
Health care costs	14	17	15	12	14	12
High interest rates	13	12	15	12	13	6
Insufficient retirement savings	12	8	15	8	16	14
Controlling spending	10	15	11	8	7	7
Student loan debt	8	9	5	10	9	7
Supporting parents/children/grandchildren	5	5	3	9	4	5
Transportation/commuting costs	5	9	2	6	3	3
College expenses		4	6	5	2	4
Childcare/daycare costs		4	0	6	1	2

Despite general economic negativity, a majority of Black voters are satisfied with their current financial situation and are more confident than uneasy about the next few months

How satisfied are you with your personal financial situation?



Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



Black voters want to see Democrats focus on tackling inflation, jobs and affordable housing. The wealth gap and student debt are lower tiered economic issues this year

Top Economic Issues Most Important for Democrats in Congress and Joe Biden to Focus On

	% Top 3 Most Important	Men		Women		Vulnerable voters
		<45	45+	<45	45+	
Inflation and the cost of living	40	40	38	42	40	46
Jobs and the economy	32	44	32	33	23	40
The cost of housing	24	32	19	22	22	31
Protecting Social Security and Medicare	22	13	29	7	38	15
Making health care more affordable	17	14	10	15	28	15
Closing the racial wealth gap	13	13	14	15	10	18
Student debt and the cost of higher education	7	9	1	12	5	10
Lowering the federal budget deficit	5	6	5	6	4	7

Black voters say the price of food, groceries and rent as well as the availability of jobs are the best indicators to judge the economy's performance

Of the following list, pick the three that you think are the best ways to judge how the economy is doing today:

	% 3 Best Ways to Judge	Men		Women		Vulnerable voters
		<45	45+	<45	45+	
The price of food and groceries	52	43	55	53	56	60
Rent prices	33	30	43	28	33	38
Unemployment rate	33	30	44	37	24	24
Job growth	33	34	19	39	38	21
Value of the U.S. dollar	29	32	30	31	25	36
Wage growth	28	28	23	33	29	32
Interest rates	23	24	26	17	26	23
The stock market	14	15	12	15	16	9
Home and real estate prices	14	20	12	13	11	15
Consumer confidence	14	12	19	13	12	15
GDP or Gross Domestic Product	8	10	10	7	8	10

THANK YOU

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



Mario Brossard
Senior Vice President
mbrossard@globalstrategygroup.com



Ana Robinson
Manager
arobinson@globalstrategygroup.com

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