

African American 2020 Voter Trends



Persuasion Risk 11%

These voters express some positive feelings toward Trump, but are not solidly pro-Trump, nor are they consistent Dem voters. They somewhat resemble Turnout Risk voters, in that they are more likely to be younger women who are politically independent. But this group also is comprised of younger men, gun owners, and the more religious as well.

Turnout Risk 13%

These voters are hesitant towards voting, do not express positive feelings towards Trump, and are not consistent Dem voters. Instead, they are more likely to be women who are below 44 years of age, politically independent, and rarely attend church.

Oppo 4%

Solid Trump supporters who are very unlikely to vote for a Democratic candidate.

Base Democrats 71%

This core constituency of the Democratic electorate is more likely to be aged 45 or above, have graduated from college, and is located in the Northeast of the country.

How to think about
the African
American electorate

Category	Percentage
Base Democrats	71%
Persuasion Risk	11%
Turnout Risk	13%
Oppo	4%

Key Finding #1

Money talks.

More than half of African American voters are concerned with the income disparity between whites and blacks, and about half are not satisfied with the economic situation of African Americans in the United States. To address these concerns, voters would much rather have potential candidates talk about jobs and the economy than social issues or crime.



Key Finding #2

Beware turnout risk.

Turnout-risk voters are aligned with base Democratic voters when it comes to key social issues like mass incarceration, abortion, gender discrimination, and police brutality. But this ideological similarity belies true political preferences, and they may require more independent-minded appeals to show up on Election Day.



Key Finding #3

Believe in progress.

Voters are more hopeful for the future of African Americans in the United States, than the United States as a whole.



Key Finding #4

It's not about labels.

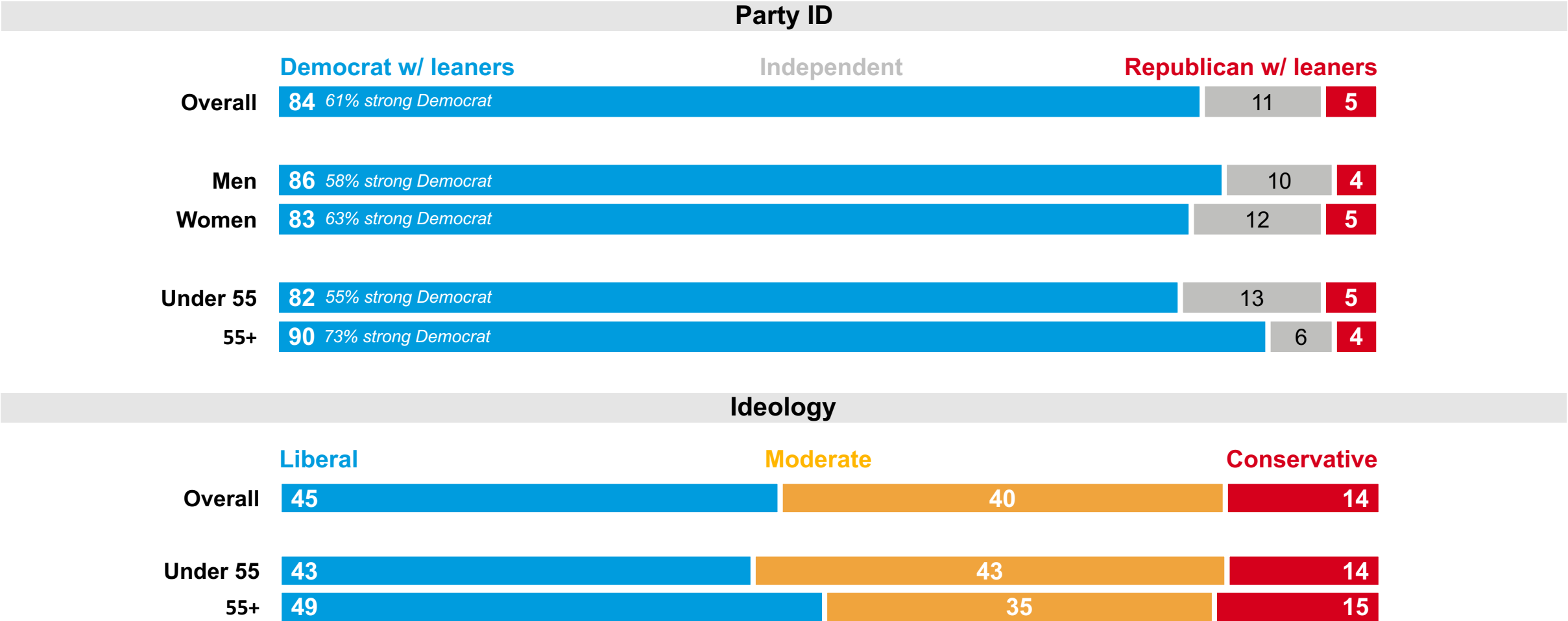
Voters do not express any real preference for African American or Black as the preferred race/ethnicity label; however, they do prefer the term “people of color” rather than “minorities.”



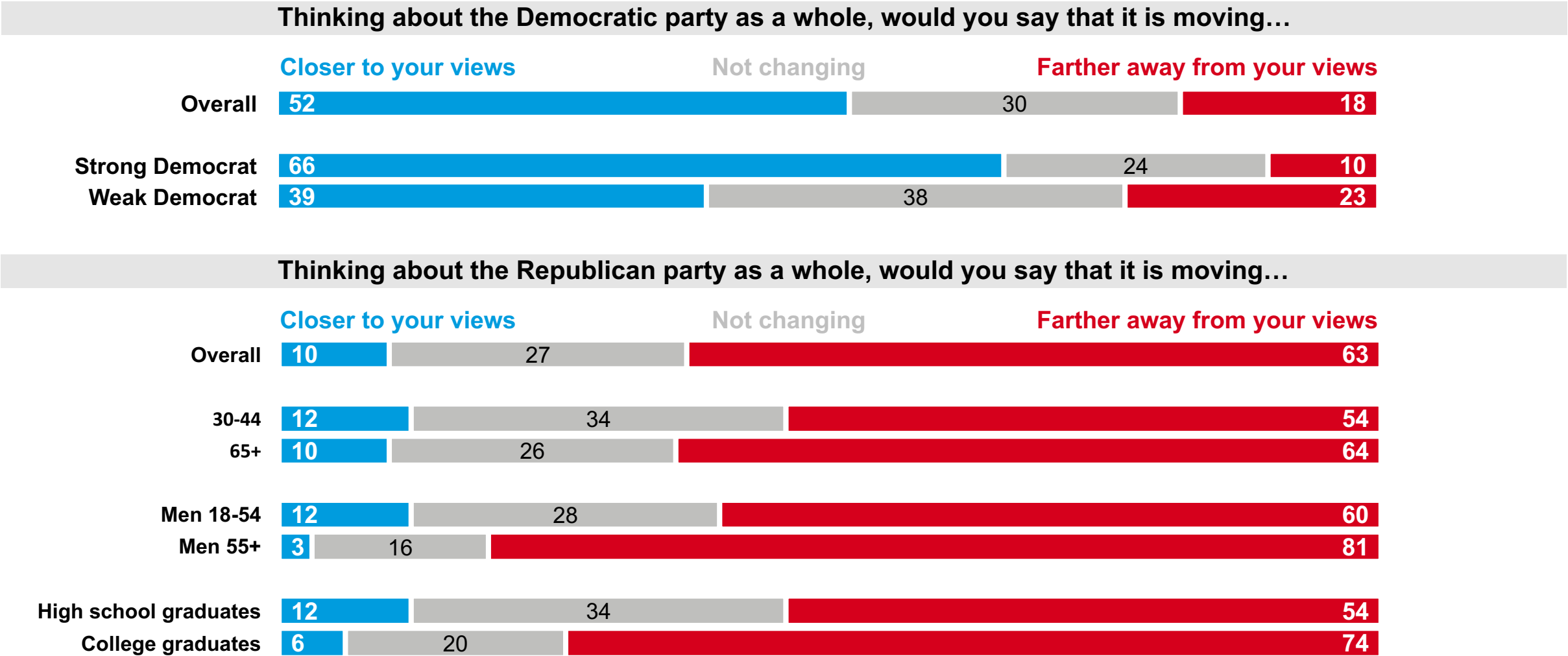


State of Play in 2020

Younger voters are less tethered to the party, but this generational shift is not necessarily linked to ideology

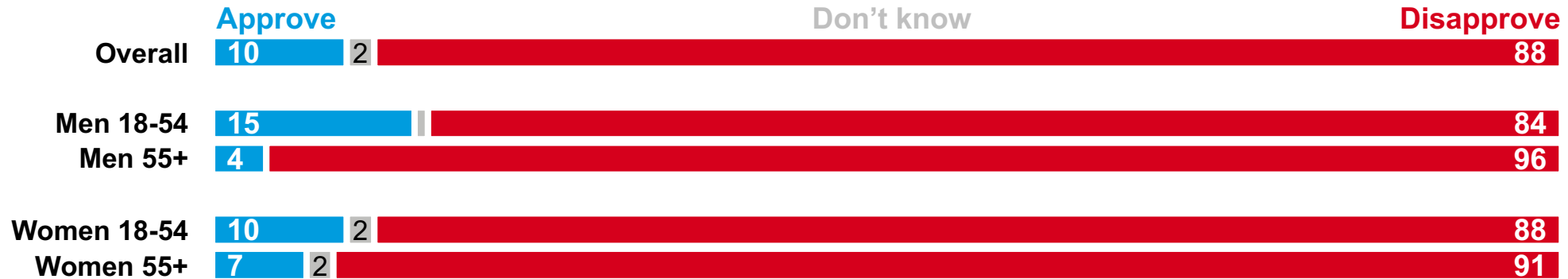


Weak Democrats find the party moving further away from their views, while thirty-somethings+ and men under 55 are the most likely to be open to GOP messaging

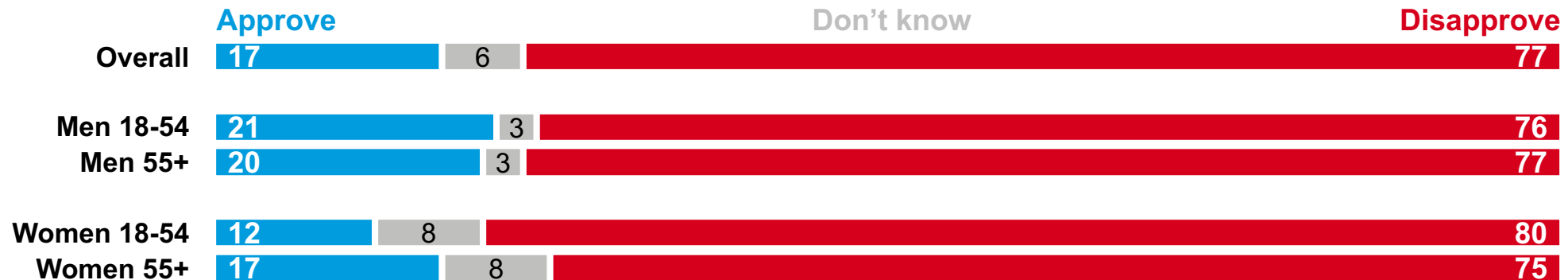


Overall, African American voters strongly disapprove of Trump – and are only slightly more generous when it comes to the economy

Trump Job Approval



Trump Economic Job Approval



Twenty-one percent of African American men ages 18-54 give Trump a positive approval rating on the economy.

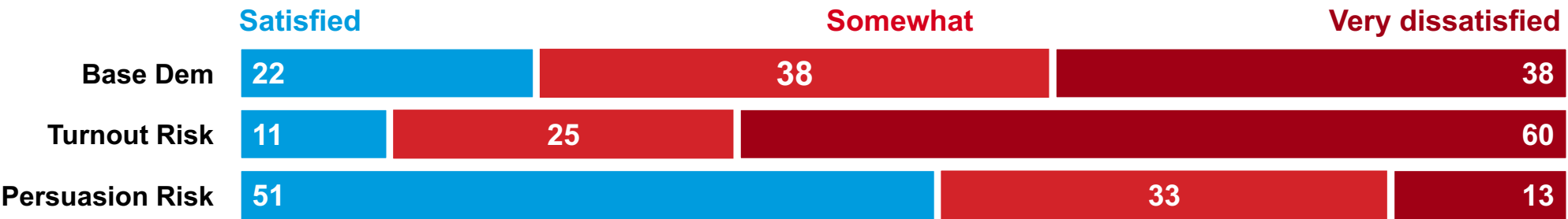
Black voters mostly want a candidate who talks about jobs and the cost of living

Which ONE of the following factors usually has the largest impact on why you decide to vote for one candidate?

		Dem Base	Turnout Risk	Persuasion Risk
The candidate talks about economic issues like jobs, taxes, and the cost of living in a way that I agree with	38	37	41	37
The candidate talks about social issues like a woman's right to choose, education, discrimination and mass incarceration in a way that I agree with	28	31	27	19
The candidate talks about issues of crime and violence like mass shootings, gun violence, terrorism and domestic violence in a way that I agree with	24	25	19	25
The candidate talks about issues of morality like ethics, values and religion in a way that I agree with	10	7	12	20

Base Dems and Turnout voters hold similar economic attitudes, while Persuasion-risk voters are simultaneously more satisfied and more likely to blame immigrants for taking jobs

How satisfied are you with the economic situation specifically for African Americans in this country today?



Which do you agree with more?





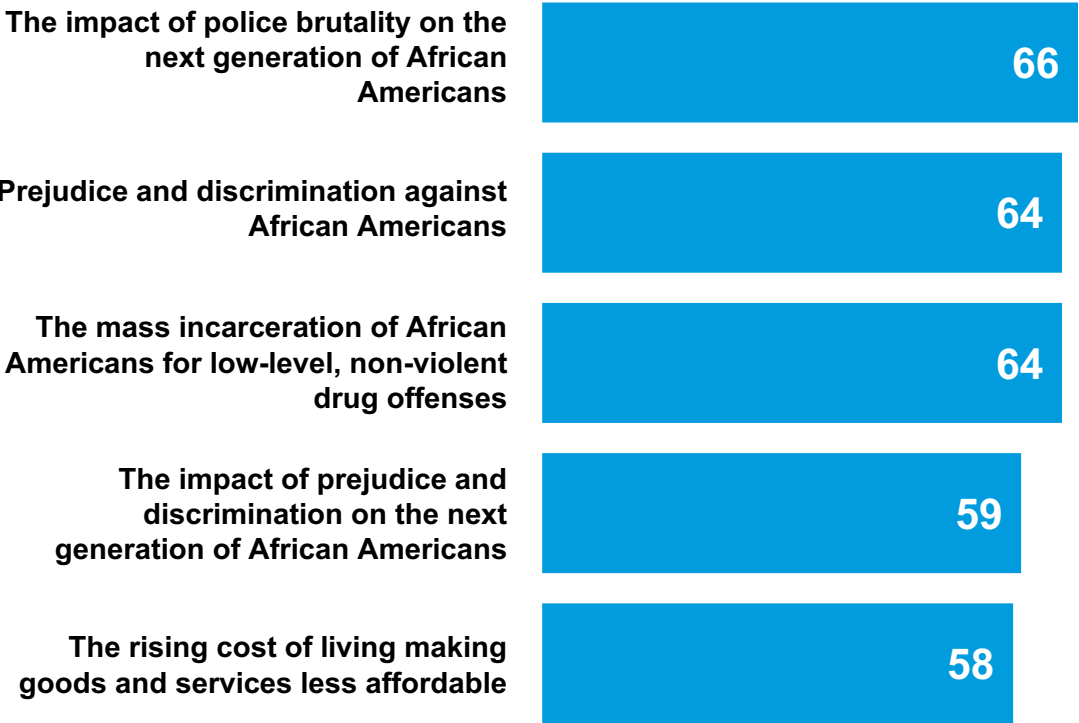
Outlook on the Future

The legalization of marijuana is the least of their worries, but black voters ARE worried about police brutality and mass incarceration

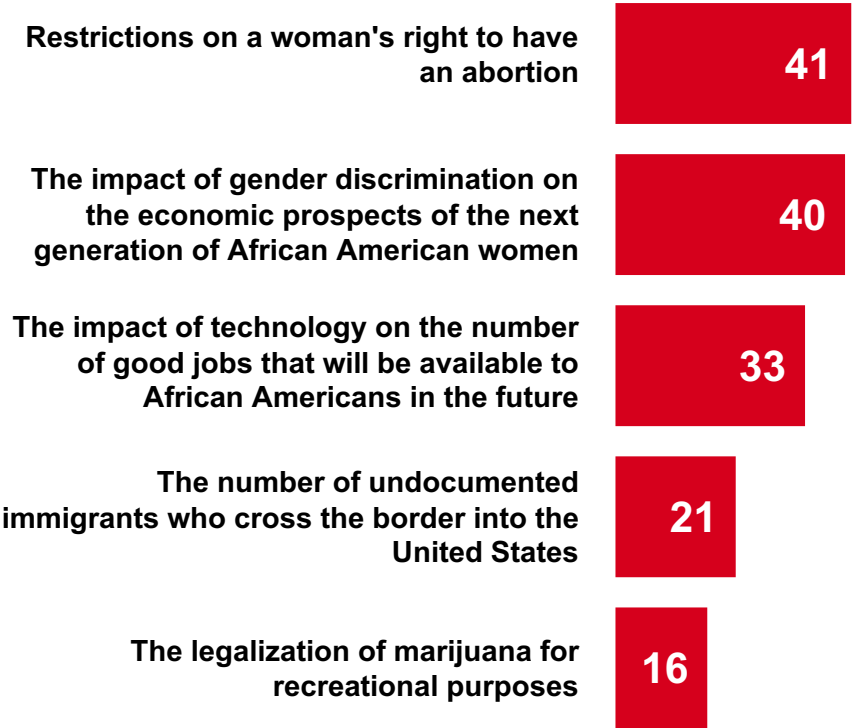
Thinking about the future of America, how worried are you about...?

% Very Worried

Top Five

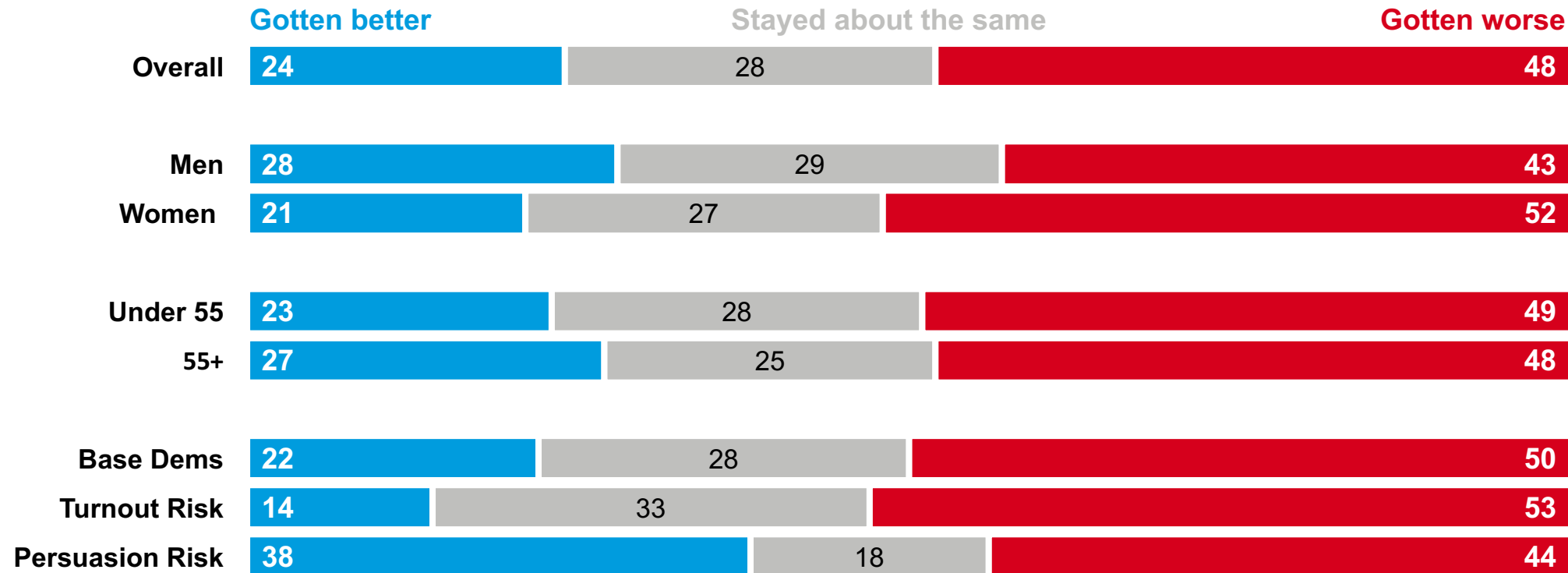


Bottom Five



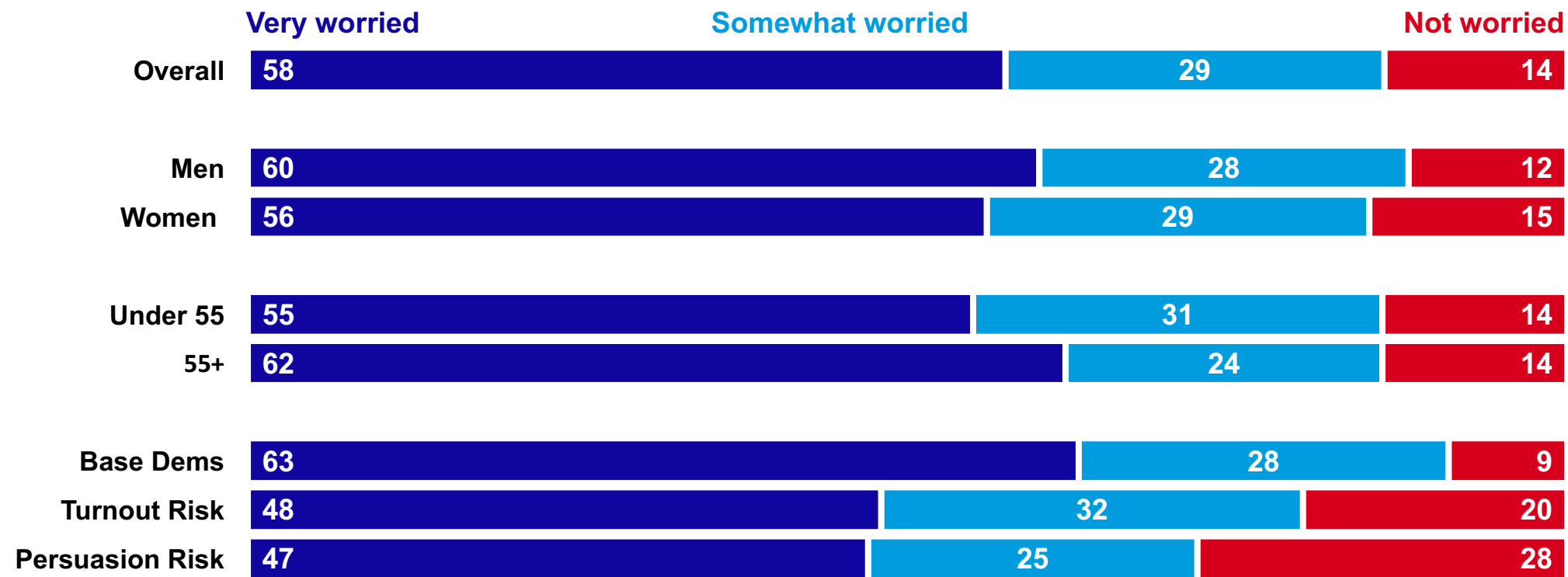
Most African Americans believe that race relations have deteriorated during their lifetimes. Persuasion-risk voters are more evenly split.

Over your lifetime, have race relations in America...



While income inequality is top-of-mind for most black voters, the income disparity between the races is a rallying cry for core Democrats

The income disparity between African Americans and whites in America...



Despite all this, African Americans are optimistic about the future of the country. Persuasion-risk voters are the most optimistic.

Thinking about the future of the United States as a whole, would you say you are...



These voters are even more optimistic about the future of African Americans

Thinking about the future of African Americans in the United States, would you say you are...



Job and educational opportunities, along with the expectation of shifting racial attitudes among younger Americans account for a large part of that optimism

What makes you optimistic about the future of African Americans in the United States?

African Americans have made **significant strides in business and positions in government** that will allow African Americans to advance their position in the United States. – **Male**

More **educational opportunities** are available. We just have to somehow make the African American population aware of those opportunities. – **Male**



Slowly but surely, **the older generation's racism and discrimination are dying out**, and the question of race will slowly be dissolved. – **Male**

African Americans are smart and hard working. They are **making strides** and hopefully, these attributes will create new opportunities. – **Female**

While I still have some reservations, I'm hopeful that over the next 30 years we'll see a new generation come into power. We still have a lot of people in power who were alive and living in times where racial prejudice was the standard, but as the **younger generation comes up and takes control I think things will get much better**. – **Female**

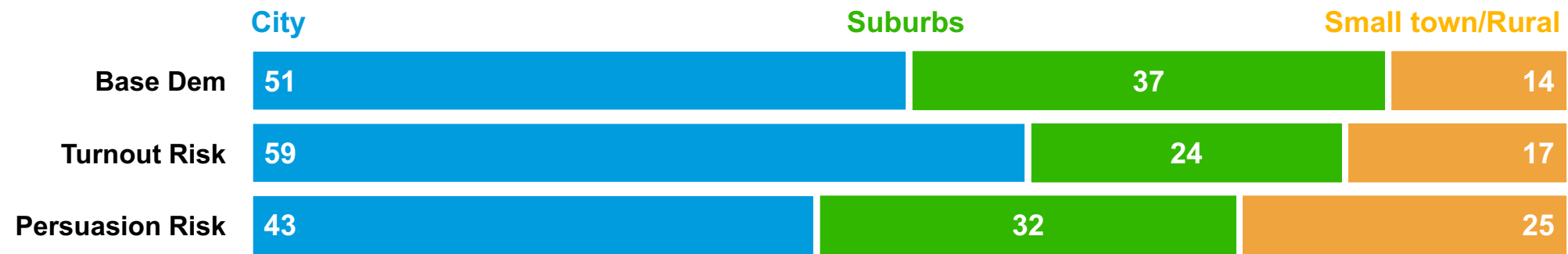
I feel that **African Americans are doing a good job in society** now-a-days. I have a lot of friends who want better for their life and better for their families lives, and with the economy the way it is now I am hopeful that the majority of African Americans will continue to rise and succeed. – **Male**



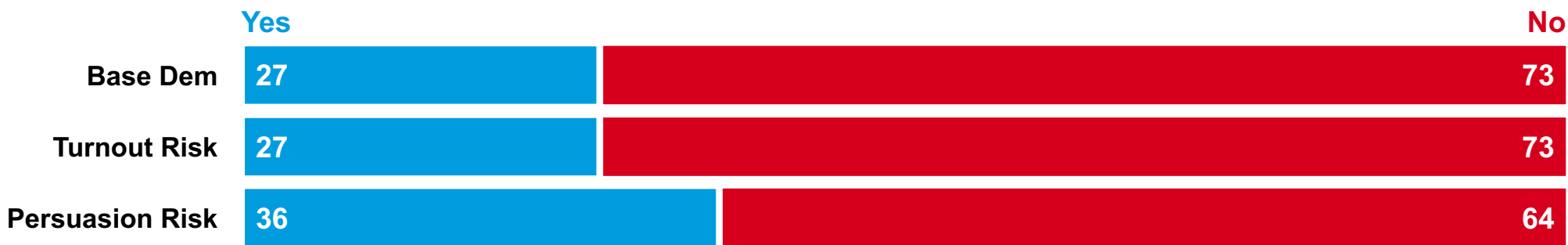
Key Differences among African American Voter Groups

Persuasion-risk voters are less likely to live in cities and are more likely to own a gun

Which of the following descriptions best describes where you live?



Do you or any member of your household own a gun?

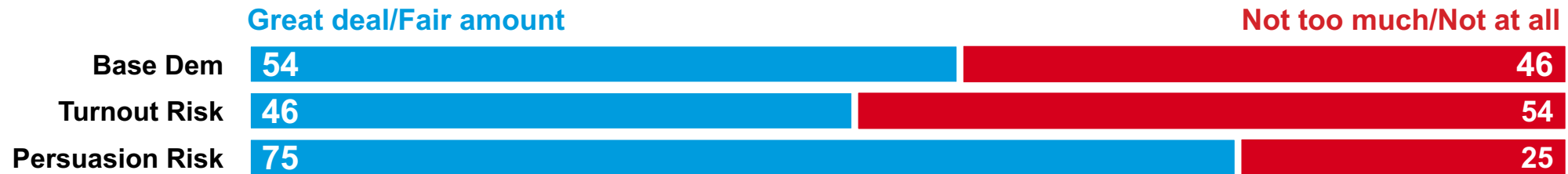


Persuasion-risk voters are also more likely to be religious than base Democrats and Turnout-risk voters

Do you consider yourself a born again or evangelical Christian?



Are your political ideology and vote choices influenced by your religious beliefs and your church's teachings?

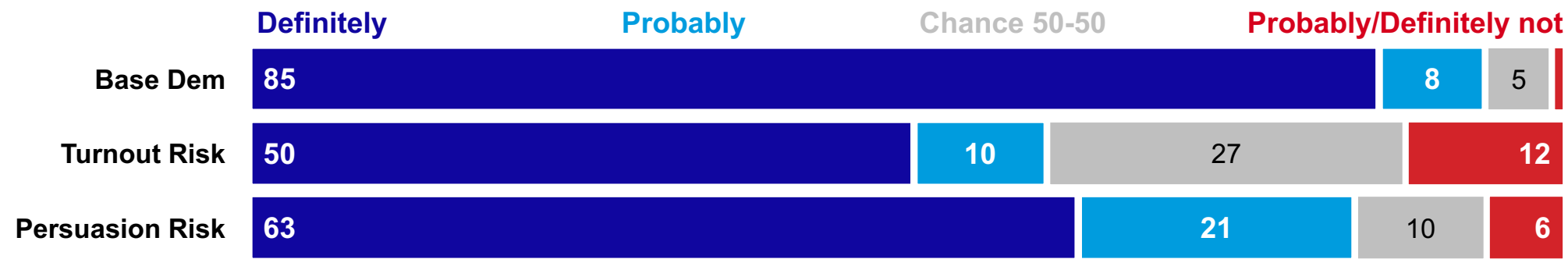


When it comes to attending religious services, how often do you attend?

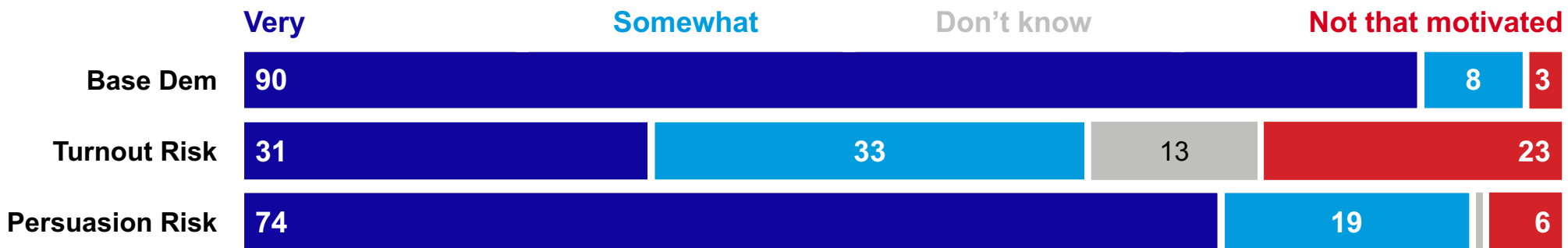


Base Democrats and Persuasion-risk voters are motivated to vote, Turnout-risk voters are not

Likelihood of voting in Democratic primary election for President in 2020

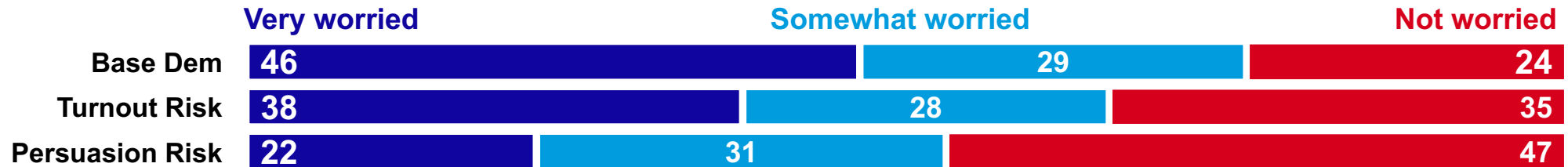


Motivation to vote for President of the United States in November

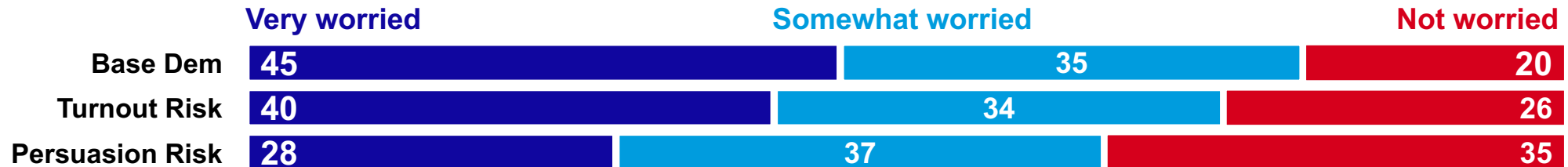


Persuasion and Turnout voters are focused on different concerns

Restrictions on a woman's right to have an abortion



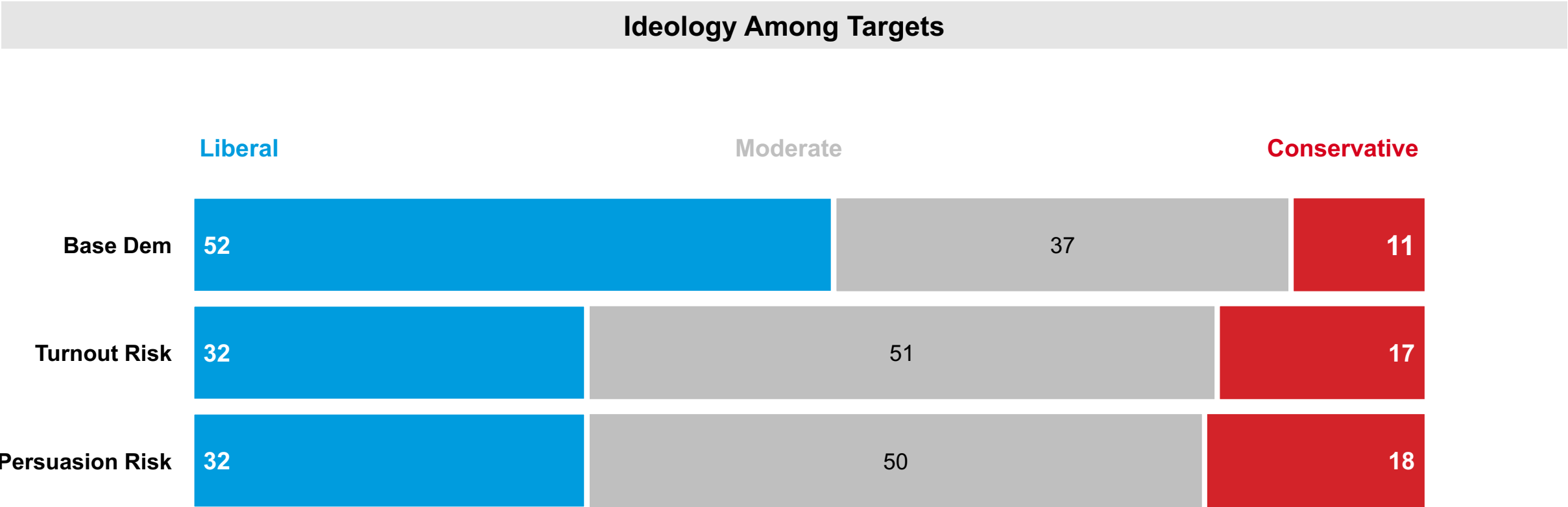
The impact of gender discrimination on the economic prospects of the next generation of Af-Am women



The legalization of marijuana for recreational purposes



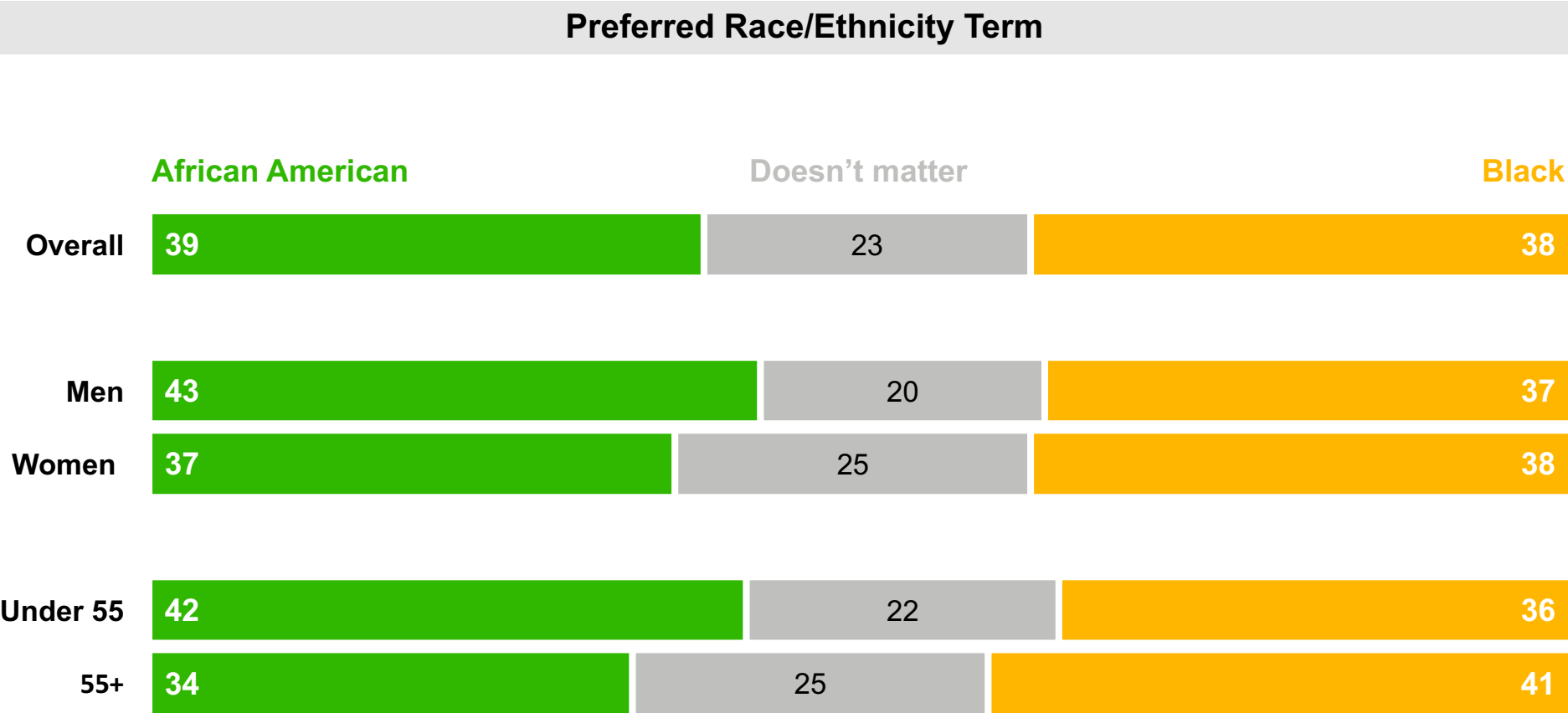
Both Persuasion- and Turnout-risk voters are more politically moderate than base Democratic voters





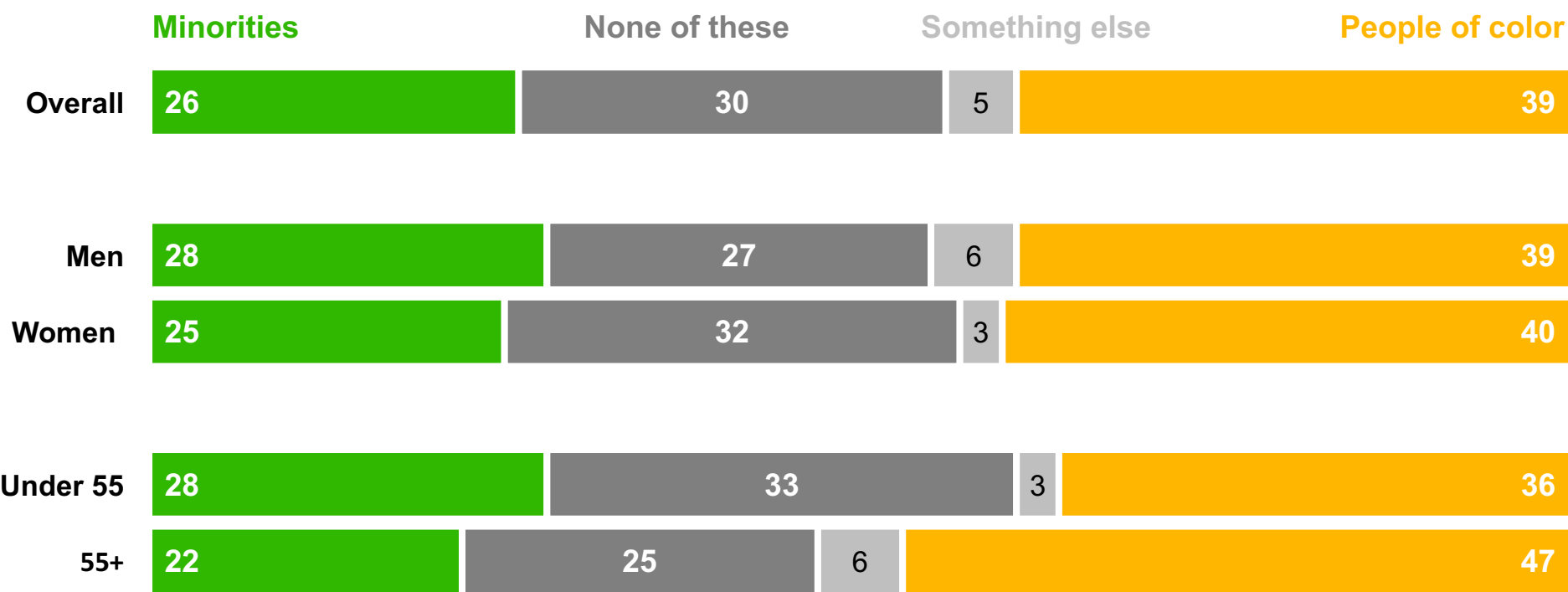
What should you call us?

Voters do not express a strong preference between “African American” and “Black”



Voters do express a preference for being called a “person of color” instead of “minority.” For many, neither term does the trick.

Labels Used To Describe Non-White People



Registered Voters

National sample of **802 African American registered voters**

Conducted January 28 - 31, 2020

Margin of error

The margin of error at the 95% confidence level is +/- 3.5%.

The margin of error on sub-samples is greater.



Thank you