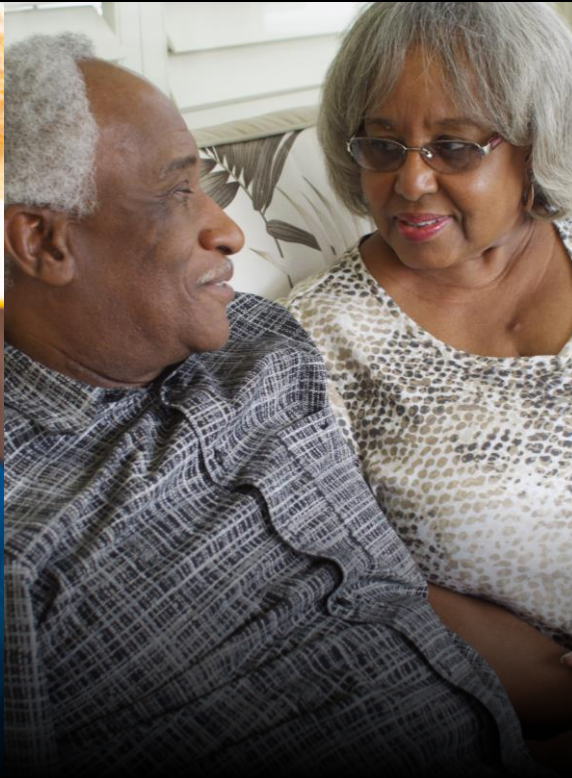


THE MELTING POT

GSG'S ONGOING LOOK
AT RACIAL POLITICS
IN AMERICA



INTRODUCTORY NOTE

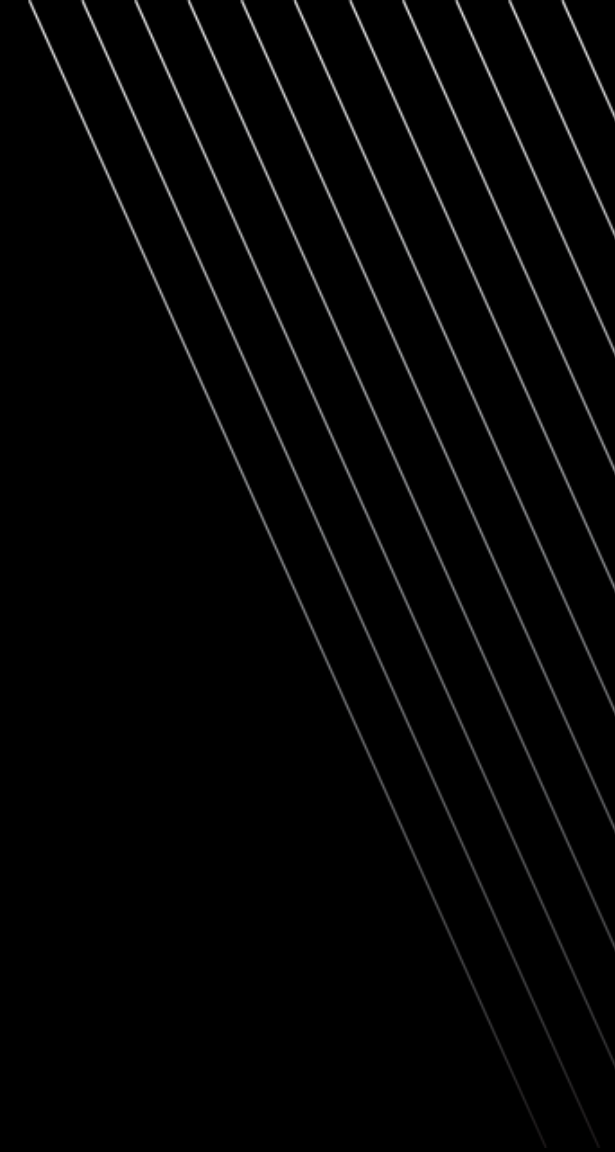
Global Strategy Group surveyed a total of 784 Black registered voters nationwide, including oversamples among men and Gen-Z voters. Sample sizes among key populations include 491 Black male voters, 285 Black female voters, and 100 Black Gen-Z voters. The survey was conducted March 9, through March 19, 2023.

Over the last few years there have been many Democrats who have voiced concerns about Black men – particularly younger Black men – and their seemingly growing openness to Republicans and GOP messaging. In 2020, exit polls showed that 12% of Black men voted for Donald Trump – compared to only 6% of Black women – and in important national (and local) elections where every vote matters there is a lot riding on keeping the Black electorate in the Democratic column.

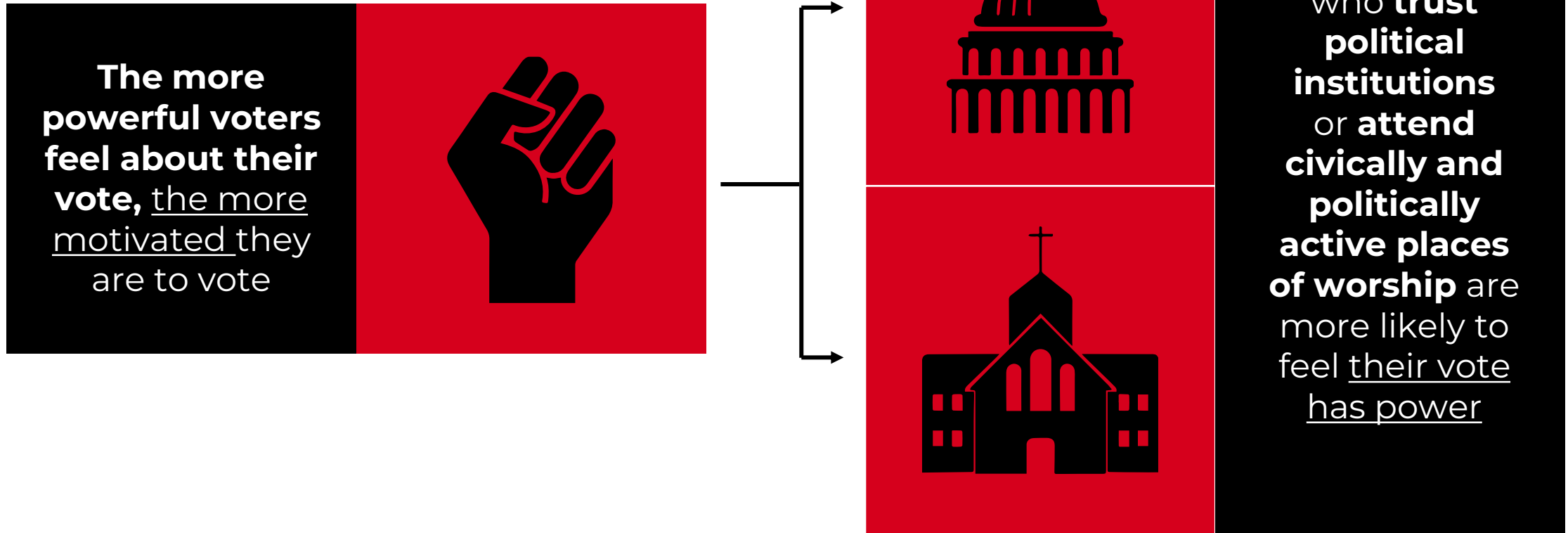
In order to explore this subject, we decided to oversample Black men for this survey, however the results of this poll strongly suggested that there wasn't very much difference between the attitudes of younger Black men and the attitudes of younger Black women when it comes to the two parties, their political perceptions and ballot box preferences. This poll points to the reality that Democrats need to be paying greater attention to both younger Black male *and* younger Black female voters. Differences across the Black electorate have much more to do with age and generation than with gender.

But even the differences across generations don't tell the full story of how or whether Black people will vote. In addition to age, there are two additional factors that highly correlate to Black voter turnout: feelings of efficacy as a voter and the degree of alignment with Democratic policies. In addition, while conducting this analysis we confirmed a new paradigm recently suggested by a Black academic from Stanford, Hakeem Jefferson, regarding how to think about political ideology in the Black community, we've unpacked the types of individual-level factors that impact Black voters' motivation to participate in the political process, and the data even reveals some fascinating findings about Black voters who use FOX News and other conservative media as one of their primary sources of news.

FRAMEWORKS FOR UNDERSTANDING MOBILIZATION AND POLITICAL IDEOLOGY

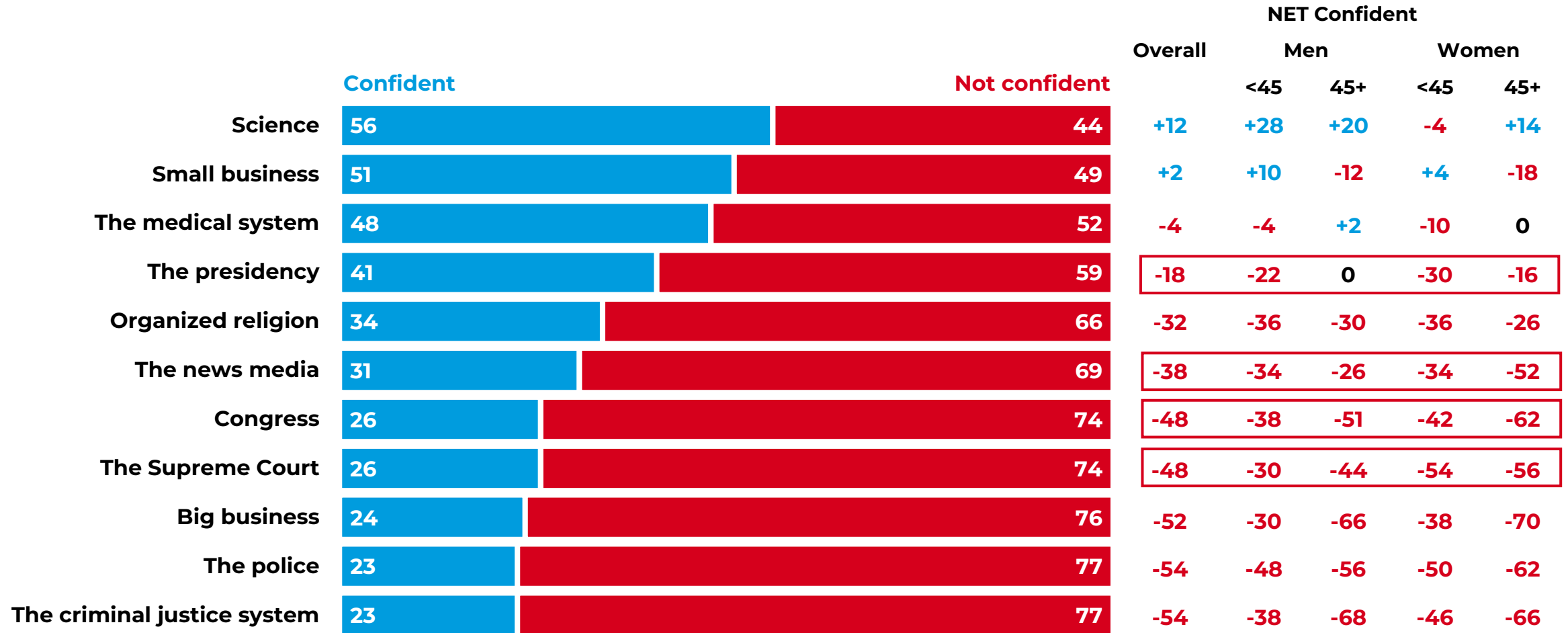


When it comes to voting, the term Black Power takes on a whole new meaning. Voters who feel their vote is powerful are more motivated to vote



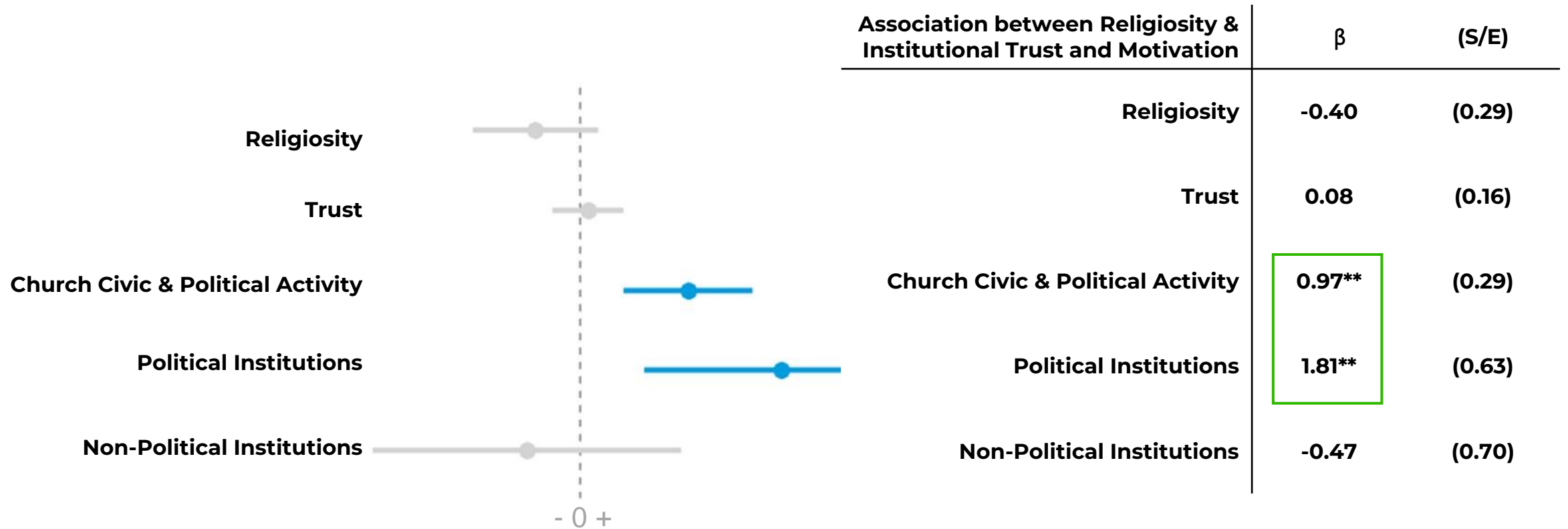
Black voters lack confidence in most American institutions, including our most prominent political institutions

Here a list of institutions in American society. Please indicate how much confidence you, yourself, have in each one



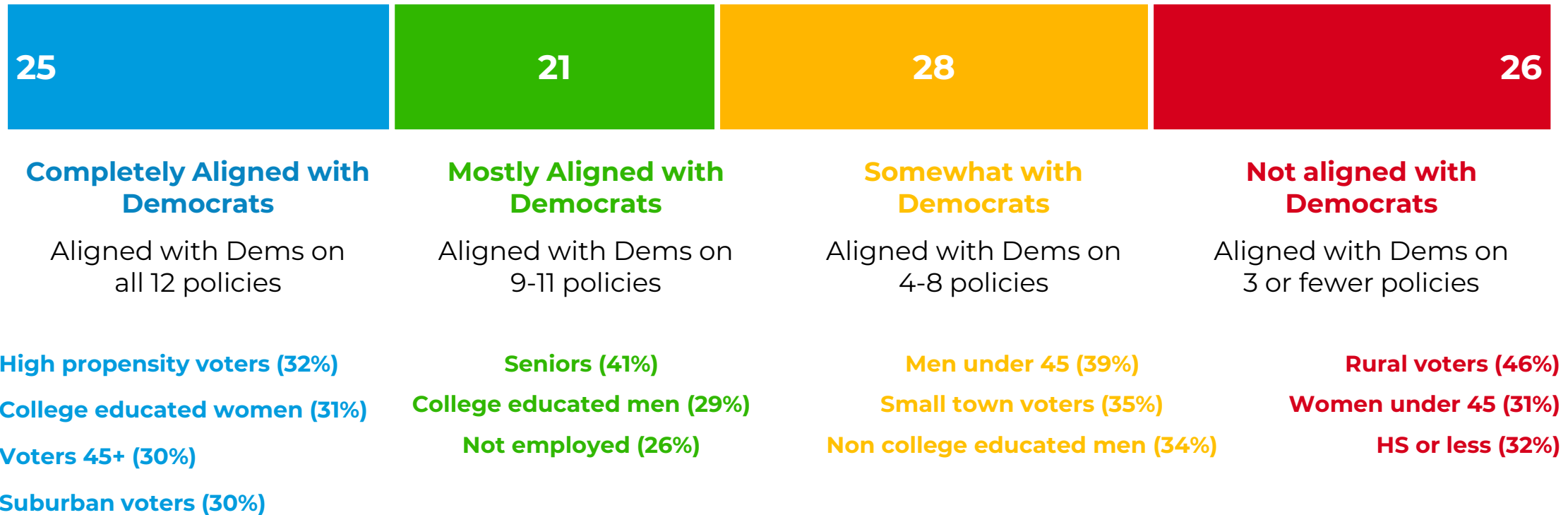
Political and civic activity of voter's church and trust in political institutions are correlated with motivation to vote

Regression Analysis: Association between Religiosity, Political Institutions and Vote Motivation



The traditional liberal-conservative scale may not adequately illustrate Black ideological preferences; alignment with Democratic policy positions is a better gauge of Black voters' ideological leanings*

Issue Alignment

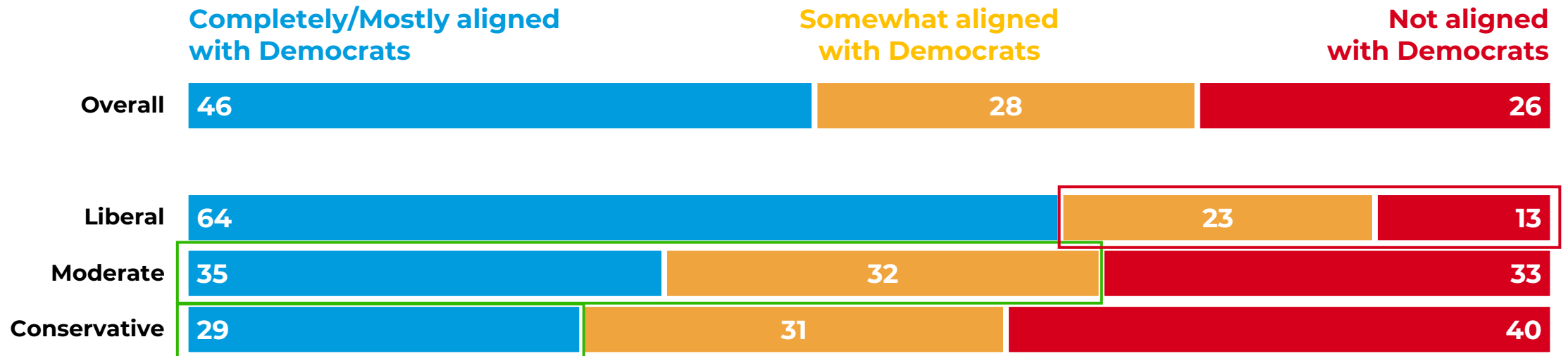


Just under half of Black voters completely or mostly align themselves with Democratic party policies, but a quarter are not aligned with the party on the issues

Ideology

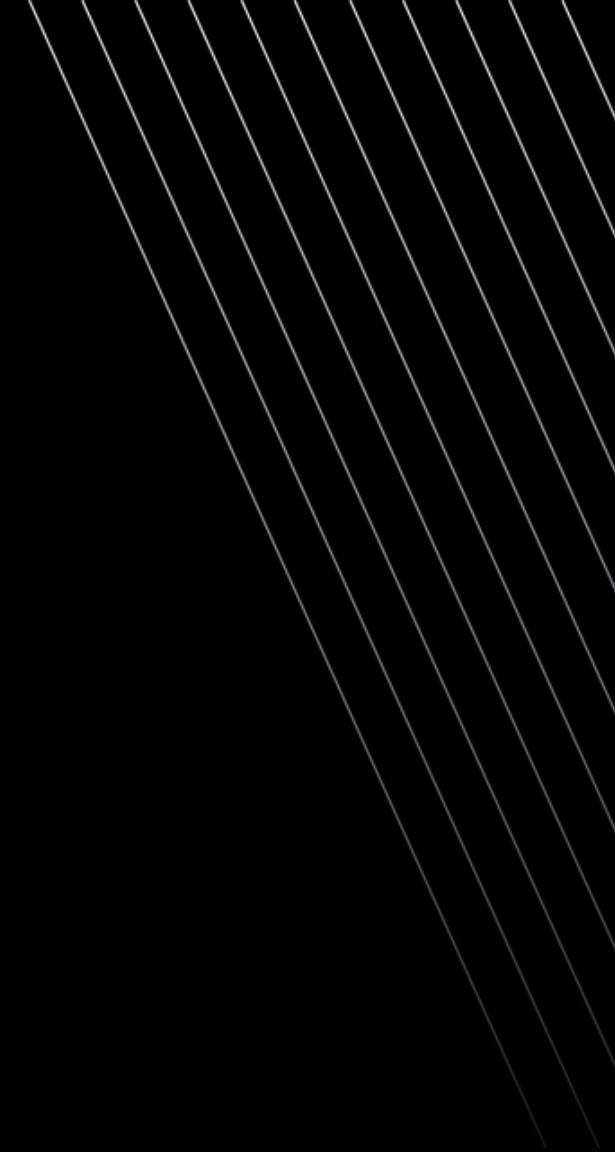


Democratic Party Alignment*



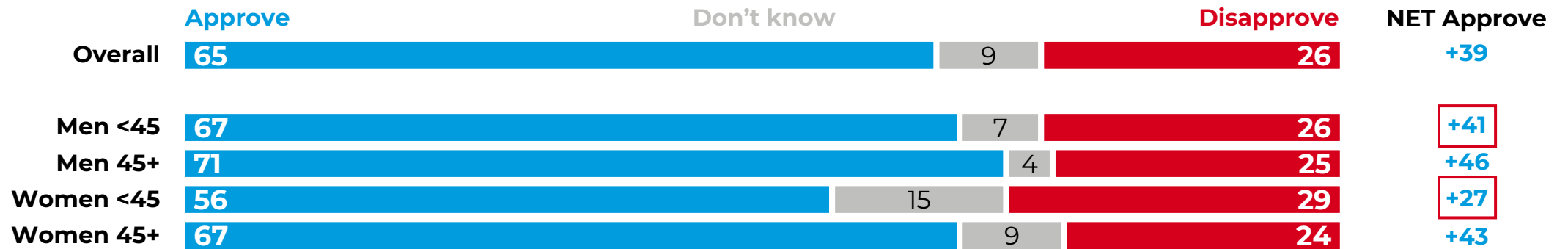
Democratic Party Alignment is a scale determined through respondents' reporting which party they feel most aligned with on 12 different issues. The scale ranges from "Completely aligned with the Democratic Party" which means the respondent said they felt more aligned with the Democratic party on all 12 issues, to "Mostly aligned" meaning they felt more aligned with the Democratic party on 9 to 11 issues, to "Somewhat aligned" meaning the respondents felt more aligned with Democrats on 4-8 issues, and finally ending with "Not aligned" meaning the respondent felt aligned with the Democratic party on 3 or fewer issues.

THE DEMOCRATS' BLACK POLITICAL LANDSCAPE

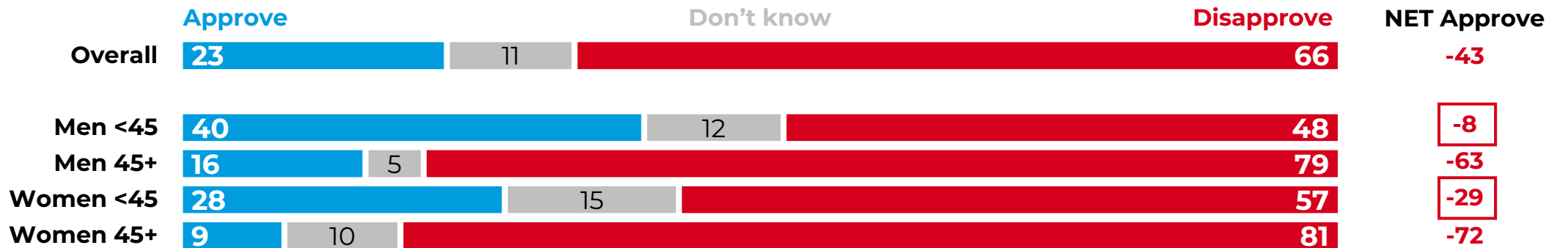


Younger Black voters are less approving than older voters of the job Democrats are doing handling the issues most important to them, and more approving of the job Republicans are doing on their issues

Do you approve or disapprove of the job Democrats in Congress are doing handling the issues most important to you?

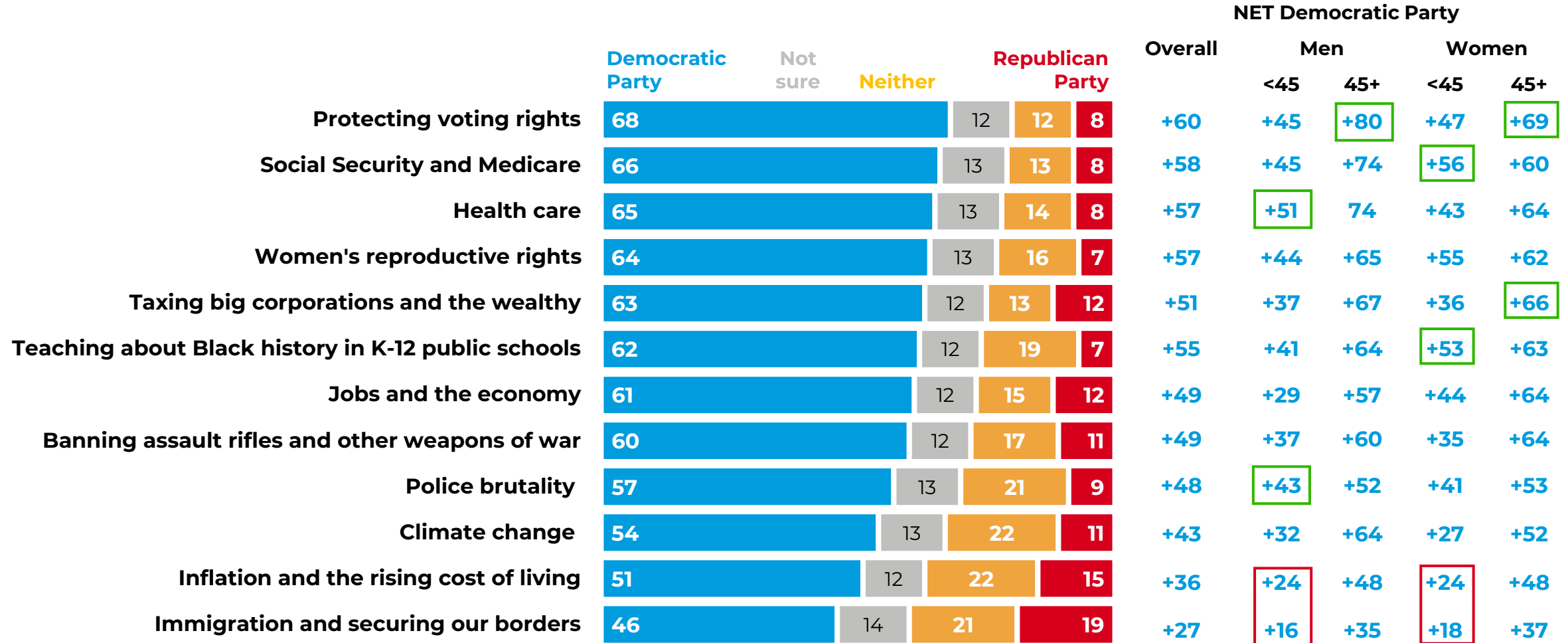


Do you approve or disapprove of the job Republicans in Congress are doing handling the issues most important to you?



Voters are most aligned with Democrats on voting rights, Social Security & Medicare, and health care, but fall off on inflation and immigration – particularly among younger Black voters

Do your views generally align with the Democratic Party or Republican Party on these issues?

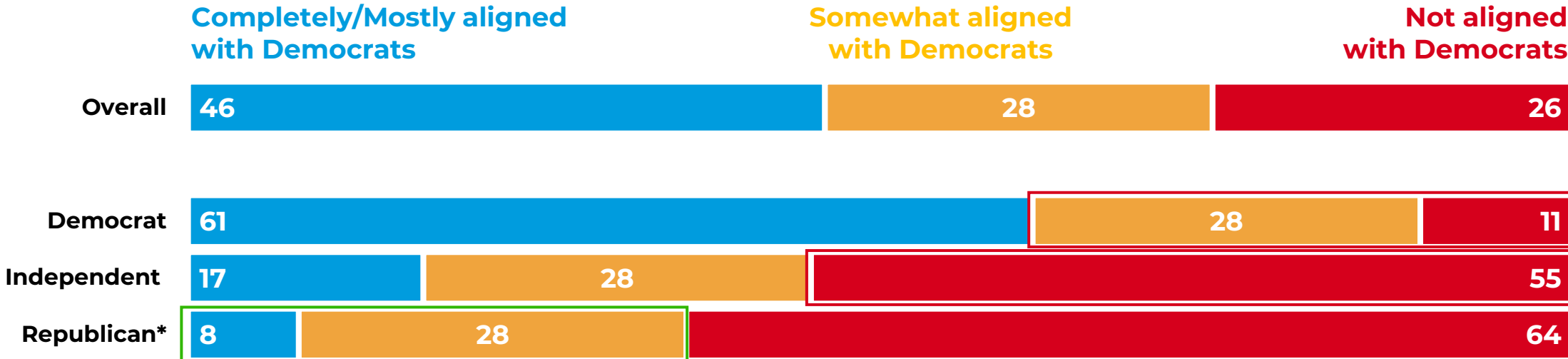


More than half of self-identified Black independents are not aligned with Democrats on the issues, but more than a third of self-identified Republicans are at least somewhat aligned with Democratic policies

Party Identification

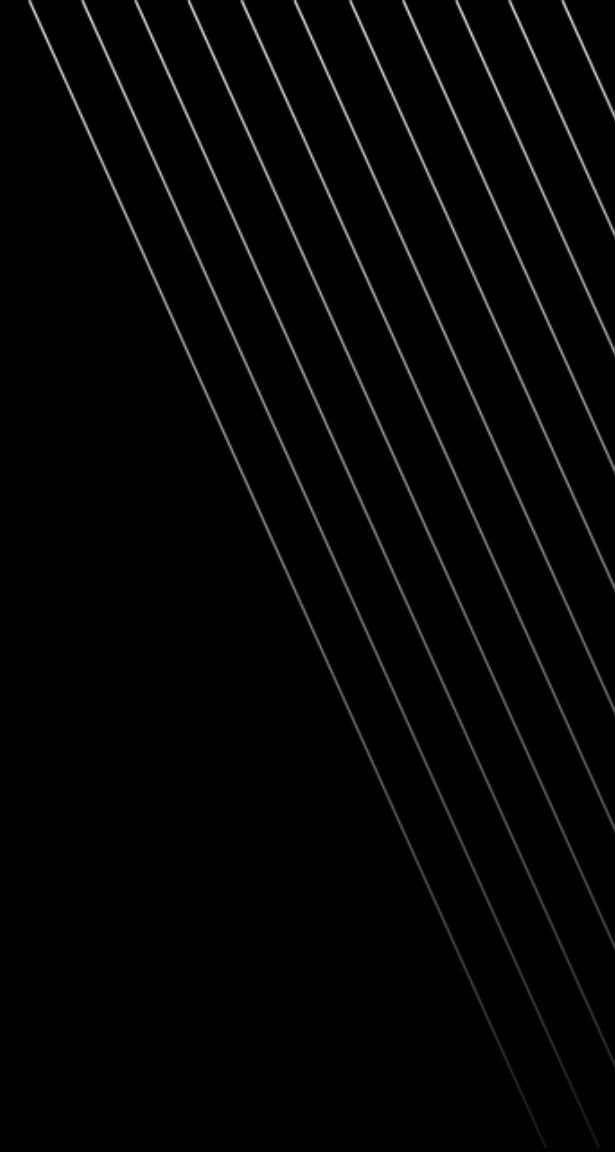


Democratic Party Alignment



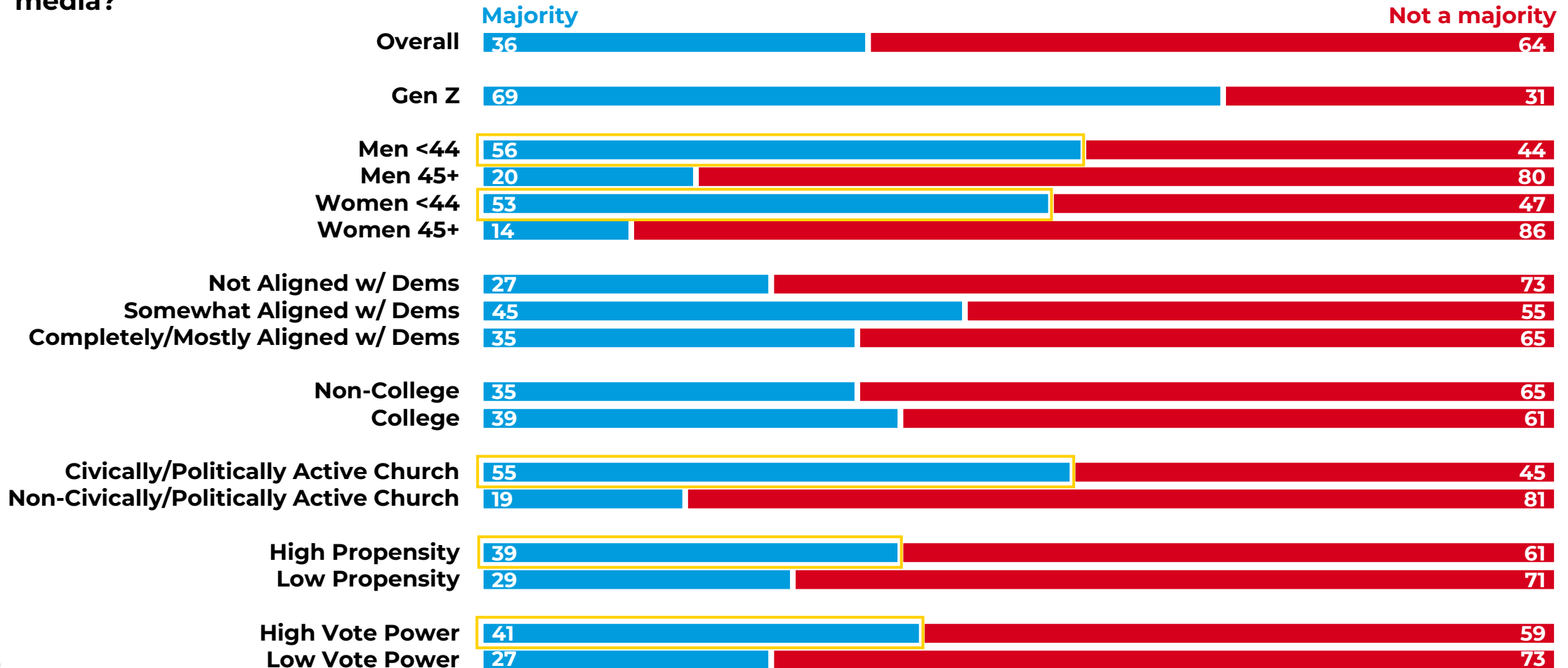
*Small sample size

MEDIA CONSUMPTION



A majority of younger Black voters rely heavily on social media for news about government and current events

How much of your news and information about government and current events in the U.S. do you get from social media?



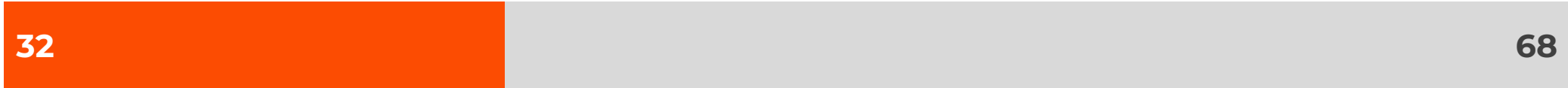
CNN and broadcast TV are the most common sources, though YouTube, Facebook, and even FOX News are also popular

Thinking about the various sources of news available today, which of the following would you say are your main sources of news about current events in the U.S.?

		Gen Z	Men		Women		Oct '21	Mar '21
			<45	45+	<45	45+		
Broadcast television news	38	23	28	41	32	49	29	31
CNN	38	35	33	47	34	39	39	49
Local television	37	16	33	43	25	49	29	31
YouTube	33	52	47	29	39	18	-	-
Facebook	26	26	38	23	27	17	-	-
FOX News	26	26	31	26	27	20	26	21
MSNBC	25	11	18	33	23	26	26	30
Your local newspaper	21	11	16	22	19	26	17	13
Instagram	18	35	33	10	25	5	-	-
Twitter	17	40	29	7	26	6	-	-
New York Times	16	27	23	16	18	10	19	14
Radio	15	6	16	17	14	14	11	13
TikTok	15	34	20	8	27	5	-	-
BET	14	15	16	9	19	10	15	13

Although exposed to conservative media, these voters still heavily lean Democratic, suggesting that right-leaning media sources may be another effective way to communicate with part of our Black base of voters

Black Voters who Expose Themselves to Conservative Media



32%

Voters who expose themselves to conservative media

Age

18 -29 year olds	22
30-44 year olds	32
45-64 year olds	31
Seniors 65+	15

Education

High School or Less	44
Some College	33
College Graduates	23

Party Identification

Democrat	72
Independent	15
Republican	13

Vote Propensity

High propensity	72
Middle propensity	11
Low propensity	17

2020 Vote Recall

Joe Biden	73
Donald Trump	11
Other/Did not vote	16

Democratic Party Fav

Favorable	76
Unfavorable	17

Republican Party Fav

Favorable	24
Unfavorable	66

Joe Biden Fav

Favorable	69
Unfavorable	26

Donald Trump Fav

Favorable	23
Unfavorable	72

THANK YOU

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



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