



# Black Voters: Pain, Power, and Progress

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## The HIT Team

HIT Strategies is a firm of young, diverse, innovative social scientists that use research and data to understand and communicate with hard-to-reach and underrepresented voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.



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# Black Voter Clusters

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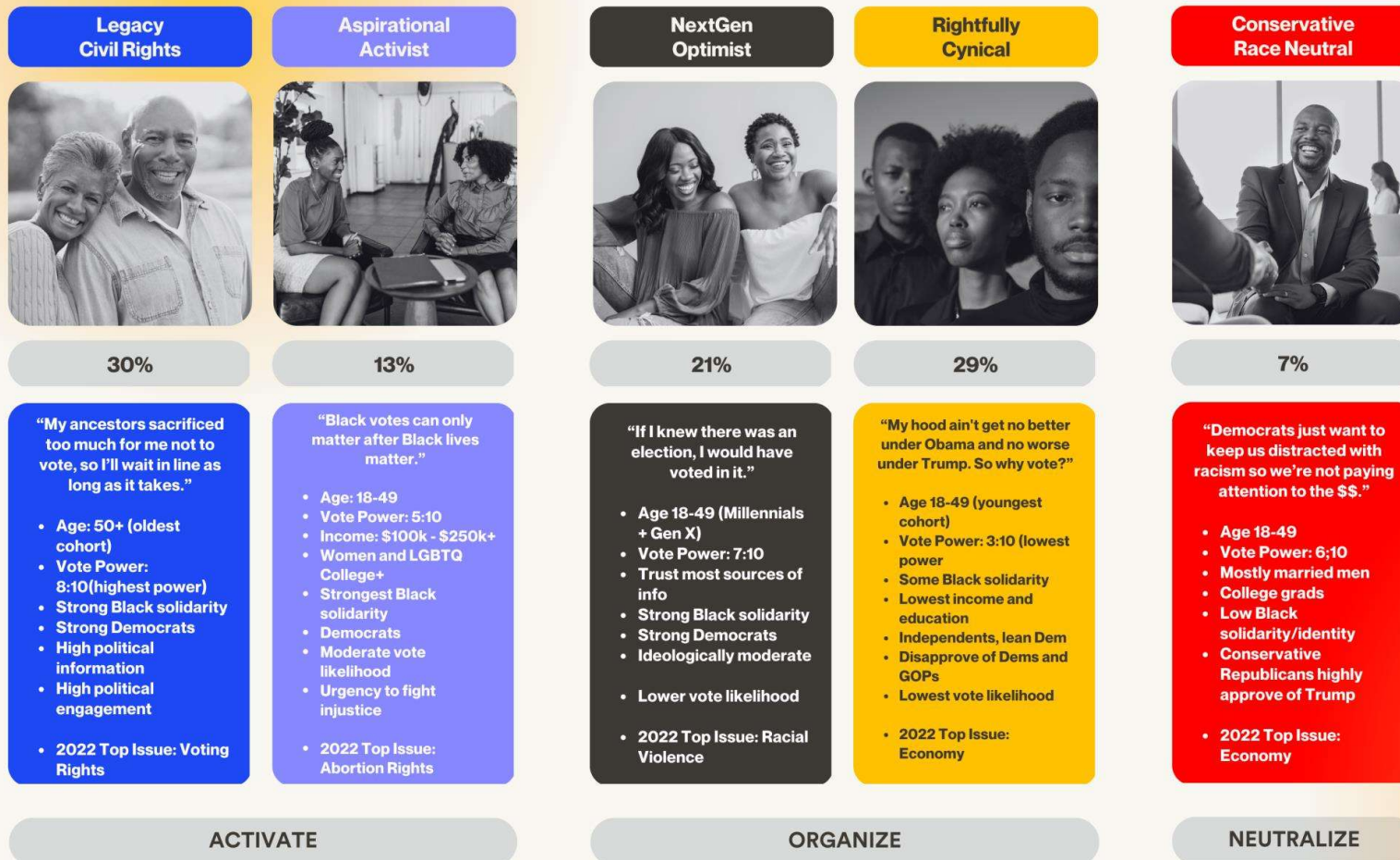
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# Black Voter Power Shift Clusters

Black voters are not a monolith but do share many deeply held values and perspectives. Understanding these values beyond simple demographics is the only way to meet them where they are and achieve a power shift that results in material progress for Black communities.



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## 2022 Challenges

## 2024 Strategic Guidance



1

Black cynics and optimist express deep frustration with economic progress

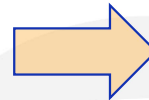


### Improve economic conditions, improve economic messaging

- Move from messages about how me improve their lives to tactics that actually do.
- Move from poverty reduction message to wealth creation message
- Move from how much government spent to how much [Black] people saved

2

Black men and younger Black voters are less motivated by attacks on social issues...  
**Except Abortion which is incredibly mobilizing**

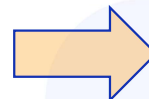


### Message progressive issues through Black values

- Black Values = Spirituality, Family, Justice, Masculinity, Resilience
- All masculinity is not toxic
- If God grants us all freedom of choice why should government grant women any less?
- As the head of my household I must protect my family from intrusive governments that tell them who they can, or cannot be

3

Black cynics and optimists do not believe their lives have improved under Biden and are oblivious to progress that has been made

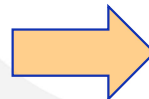


### 80% of the Black Policy Agenda has been initiated or achieved since 2020

- [Click HERE](#) messaging to connect them to the progress they need
- Progress = Power [only if they know progress happening]
- There is a right and wrong way to talk about progress

4

Black cynics and optimist do not believe promises of politicians, even the ones they like.

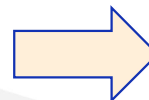


### We must be the heroes of our stories.

- We cannot put a cape on Biden and Democrats and make them black peoples saviors
- We need us to tell us how our votes are making our lives better.
- Because WE voted we have been able to improve [insert progress]

5

Defending democracy is not appealing to voters that have experienced mixed results from democracy.



### Fixing democracy acknowledges that it is broken and requires a very progressive reform agenda:

- Abolish the electoral college
- Vote by phone
- SCOTUS reform
- Automatic voter registration
- Universal statewide polling precincts



# Black Women: 2024 Election

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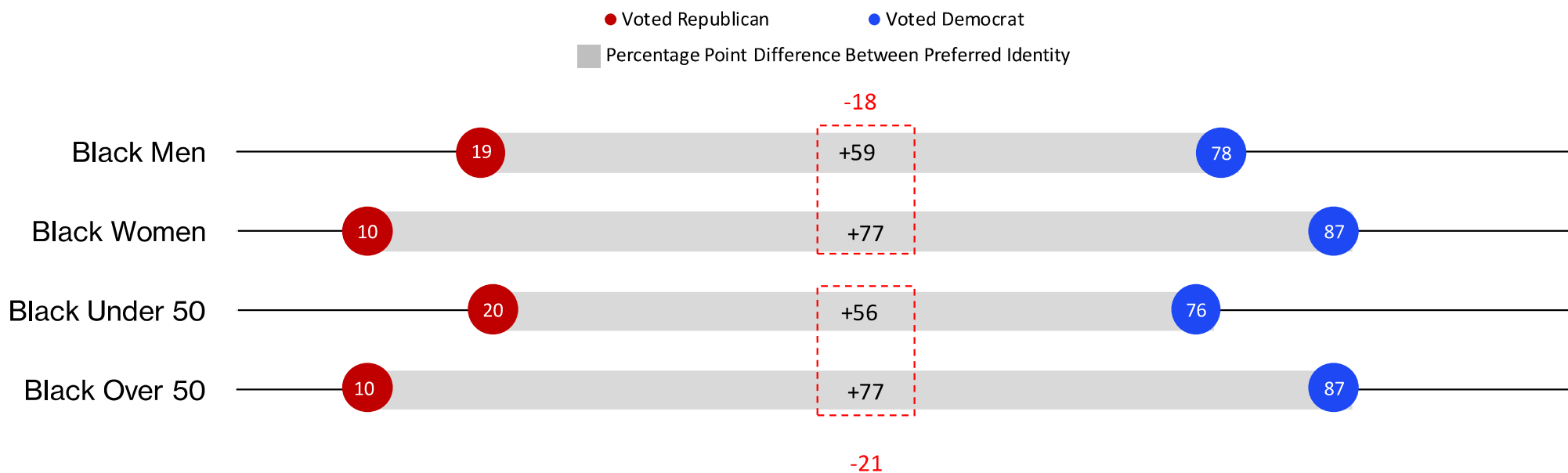
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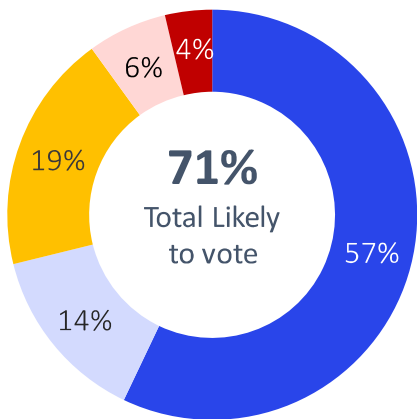
## Black gender and generational gap persisted in 2022



Most Black women plan on participating in the 2024 election and more than two-thirds believe their vote has at least some power to make change

Q14. As you may know, there will be elections for offices like President and U.S. Congress this November. How likely are you to vote in the November 2024 elections?

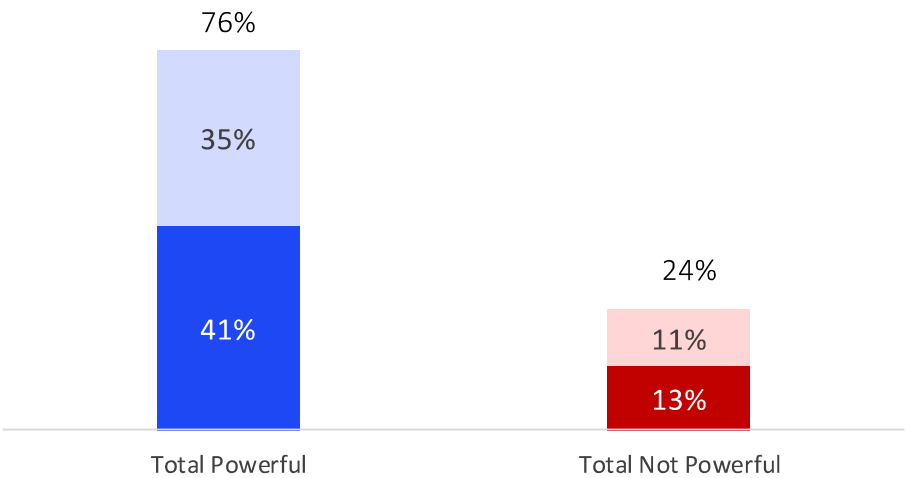
Definitely Probably 50-50 Probably not Definitely not



	Under 50	50+	Non-College	College+	Dem	Ind	GOP	2020 voters	2020 non-voters
Total Likely	65%	79%	68%	79%	79%	43%	72%	80%	42%
Total Not likely	11%	9%	11%	6%	6%	25%	9%	5%	26%

Q16. No matter how often you vote, how much power do you feel your vote has to create change in your community?

A lot of power Some power Little power Very little/no power at all



	Under 50	50+	HS or less	Some College	College degree	Post-grad	Dem	Ind	GOP
Total Powerful	72%	81%	69%	79%	77%	80%	82%	52%	80%
Total Not Powerful	28%	19%	30%	21%	23%	20%	18%	48%	20%



## Cost, not economy, are driving Black women's issue priorities

Q29. What do you think are the most important issues facing the country today? Please select the top three (3)

% Top 3		Under 50	50+	Non-College	College+	Dem	Ind	GOP
Rising cost of living	58%	59%	56%	60%	51%	56%	59%	64%
Public safety, including gun violence	35%	32%	39%	35%	35%	36%	32%	38%
Affordable quality housing	35%	41%	28%	37%	29%	34%	39%	32%
Reducing racism and discrimination	27%	23%	33%	26%	32%	31%	23%	15%
Affordable quality healthcare	27%	26%	30%	26%	32%	28%	29%	19%
Immigration	23%	17%	31%	24%	22%	20%	27%	33%
Criminal justice and police reform	19%	18%	19%	19%	18%	19%	19%	20%
Abortion	18%	19%	17%	18%	19%	19%	15%	19%
Climate change and the environment	15%	16%	13%	15%	14%	17%	12%	9%
Access to good jobs	15%	21%	7%	15%	15%	14%	19%	19%
Protecting and expanding voting rights	9%	6%	13%	7%	14%	11%	5%	4%
Access to quality education	8%	11%	5%	8%	9%	7%	11%	98%



# Black Agenda Progress

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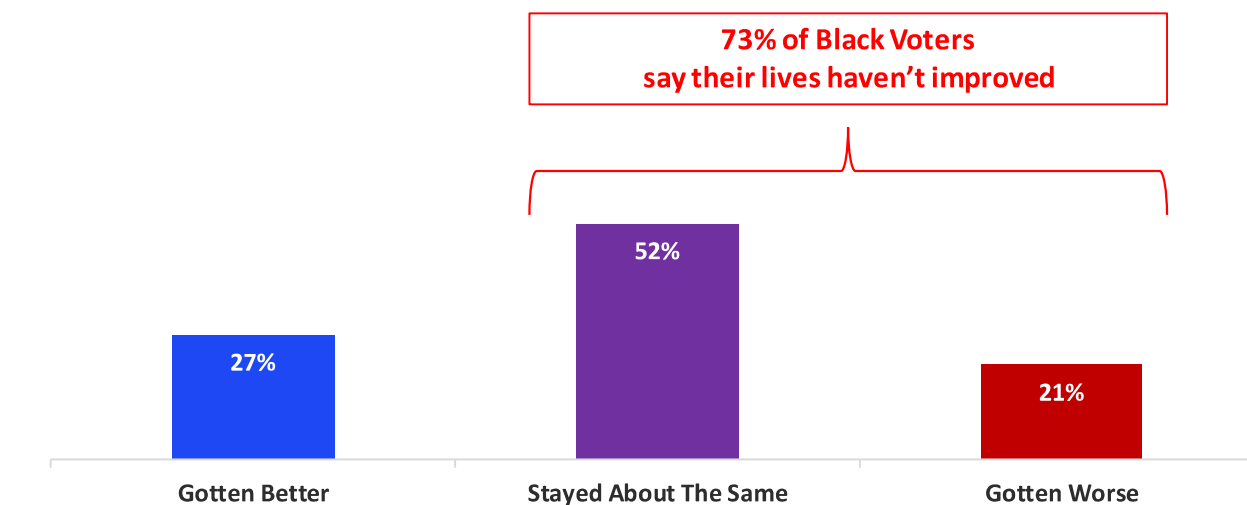
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## Despite progress on Black agenda, Black voters say their lives have not improved since Biden became POTUS



Q.16 [SSA] Has the quality of your life gotten better, stayed the same, or gotten worse since Joe Biden became president of the United States?



		Demos			
	Total	Men	Women	Under 50	50 and Over
Gotten better	27%	28%	27%	19%	39%
Stayed about the same	52%	53%	51%	53%	51%
Gotten worse	21%	20%	22%	28%	11%

# Black Policy Progress Report

1

<b>Economic Sustainability</b>	<ol style="list-style-type: none"> <li>1. <b>Child Tax Credits reduced Black youth poverty by 50%</b></li> <li>2. Black unemployment the lowest it has been in 50 years</li> <li>3. CHIPS Act invested more than \$100m to recruit and train people of color into high paying STEM jobs</li> <li>4. Raised federal minimum wage to \$15 p/hour</li> </ol>
<b>Criminal Justice Reform</b>	<ol style="list-style-type: none"> <li>1. <b>Appointed more Black women as Federal Judges than all previous presidents including the first Black SCOTUS</b></li> <li>2. Signed George Floyd Executive Order banning the choke holds (that killed George Floyd) and no knock warrants (that killed Breyana Taylor)</li> <li>3. Launched more pattern and practice investigations into police misconduct against Black people resulting in the removal of several Police chiefs and bad actors</li> <li>4. Used hate crime statutes to prosecute and convict George Floyd murderer, Breyana Taylor's murderer, Amad Albury's murderer, Tops grocery murderer,</li> </ol>
<b>Student Loans</b>	<ol style="list-style-type: none"> <li>1. <b>Student debt cancellation of \$132 billion for more than 3.6 million Americans.</b></li> <li>2. Extended emergency student loan repayment moratorium so that nobody had to pay student loan since he has been POTUS</li> <li>3. Executive order forgiving \$10k of federal student loans and \$20k for Pell Grant recipients (70% of POC loan borrowers)</li> <li>4. In response to SCOTUS decision blocking student loan forgiveness he initiated a new income based repayment plan that has continued forgiving billions of student loans</li> </ol>
<b>Combatting Racism</b>	<ol style="list-style-type: none"> <li>1. Very first act as POTUS was establishing a racial justice task force and making the largest investment in DOJ Civil Rights Division in history.</li> <li>2. Removed BLM from terrorist watch list, added Proud Boys to terrorist watch and convicted the oath Keepers on sedition charges</li> <li>3. Secured over 1000 years of federal hate crime convictions including (Amaad Arbury's murders in GA, TOP grocery murderer in Buffalo, Tree of Life murderer, etc.</li> </ol>

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# Thank You

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