

# 2020 Black Voter Report

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**BLACK**   
**ECONOMIC**   
**ALLIANCE**   
**PAC**   
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 **HIT** STRATEGIES  
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# Overview

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Black voters can be the most powerful voters in America, accounting for almost 13% of the national electorate. We have seen time and again how the influence and power of the Black vote has directly impacted election turnouts across the country, especially in battleground states like Florida, Pennsylvania, and Georgia.

In 2008, Black voters made up 12.1% of the electorate and turned out in record numbers, with 65.2% of eligible Black voters casting their ballots in the General Election. We could see similarly historic participation this year if Black voters choose to make their voices heard.

This deck outlines findings from a Black voter survey conducted by HIT Strategies on behalf of the Black Economic Alliance PAC in September 2020, as well as publicly available data and exit polls. The biggest takeaways from the survey indicate that Black voters have the potential to change the current political makeup of the U.S. Senate and more if they mirror or exceed the historic turnout that turned the tide in the 2008 and 2012 General Elections.

# Key Findings

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## **1. Black voters are one of the most powerful voting blocs in America**

Black voters can be the most powerful voters in America. The influence and power of the Black vote has directly impacted election turnouts across the country, especially in battleground states like Florida, Pennsylvania, and Georgia.

## **2. Black Voters in SC, GA, and MI Can Flip and Diversify the U.S. Senate**

Three leading Black candidates are within striking distance of winning their competitive Senate races in South Carolina, Georgia and Mississippi if just a fraction of undecided Black voters cast their ballots for them.

## **3. Black Voters Make Up a Majority of Democratic Voters in GA and MS, and a Near Majority in SC**

Exit polls from the 2016 General Election and Primary indicate that Black Americans comprise more than 50% of the Democratic voters in Georgia and Mississippi, and they make up the near majority in South Carolina.

## **4. Most Black Voters in WI, NC & MI Feel Their Vote Has the Power to Make a Difference**

The vast majority of older, women Black voters in Wisconsin, North Carolina, and Michigan feel that their vote has the power to make a difference in their communities. However, there is a sizable percentage of younger, male Black voters that do not feel their vote has the power to make a difference.

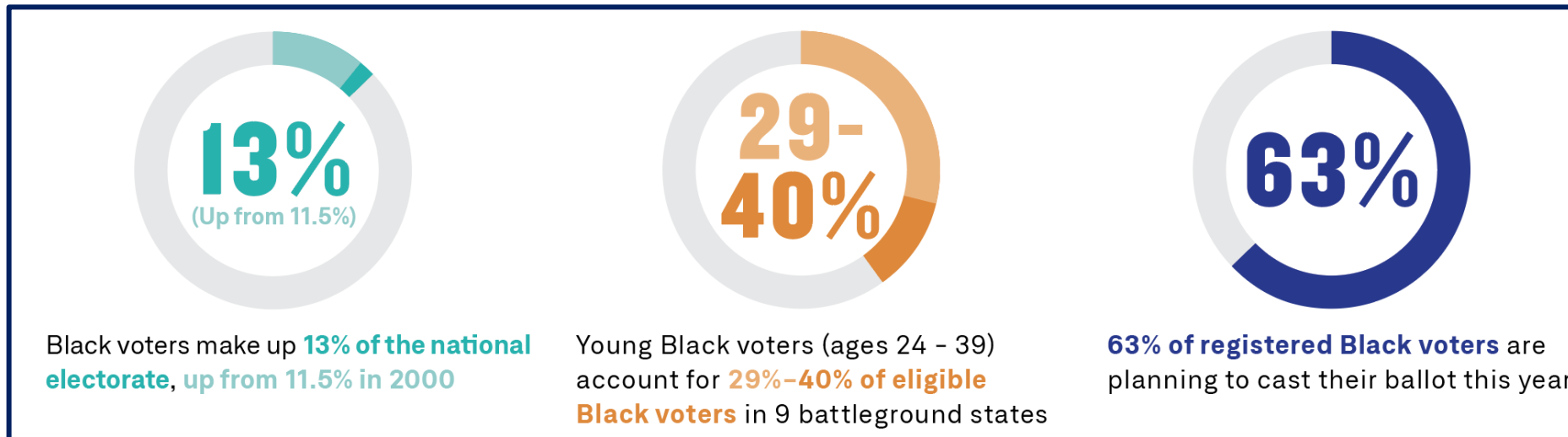
## **5. Affordable Healthcare, Helping Those in Poverty, and Elimination of Employment Discrimination Are the Top Issues for Black Voters**

When asked to identify the issues of greatest importance to the Black community, Black voters surveyed in Wisconsin, North Carolina, and Michigan highlighted access to affordable healthcare, helping those in poverty, and eliminating employment discrimination as top policies of concern. Other top issues include, ending predatory lending, investment in high-skills job training, access to capital and grants for Black owned-businesses, and raising the minimum wage.

# The Power of the Black Vote

Black voters can be the most powerful voters in America. The influence and power of the Black vote has directly impacted election turnouts across the country, especially in battleground states like Florida, Pennsylvania, and Georgia.

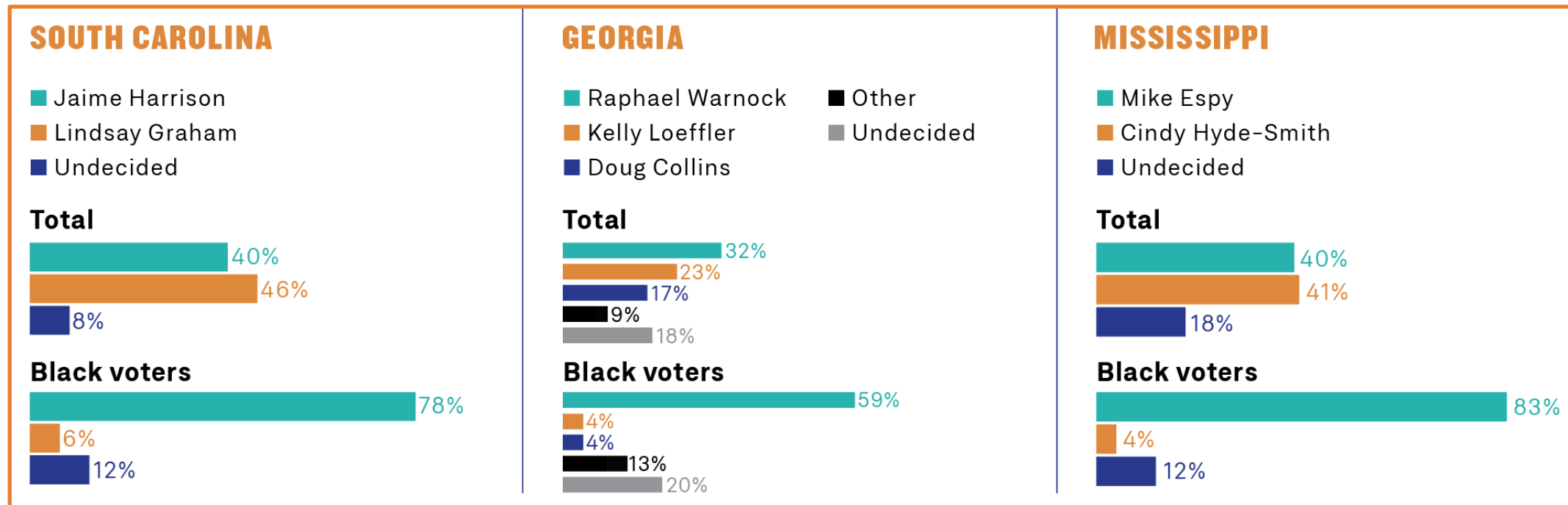
- According to the Pew Research Center, Black voters account for nearly 13% of the national electorate, that's up from 11.5% in 2000
- Young Black voters, ranging from ages 24 – 39, account for 29-40% of eligible Black voters in 9 battleground states: Georgia, Wisconsin, Florida, North Carolina, Michigan, Arizona, Pennsylvania, Ohio, and Iowa
- And 63% of Black voters are expected to cast their ballots this year, rivaling previous record turnouts in 2008 and 2012
- Black voters have had higher turnout rates in recent elections when compared to other racial and ethnic groups, with Black voter turnout matching White voter turnout in 2008 and exceeding it in 2012



# Flipping and Diversifying the U.S. Senate

According to a poll conducted by the New York Times and the Sienna College Research Institute in mid-October, and research from Five Thirty-Eight/The Tyson Group, undecided Black voters in South Carolina, Georgia and Mississippi have the power to make the U.S. Senate majority democratic.

Jaime Harrison, Raphael Warnock, and Mike Espy – three Black candidates – are within striking distance of winning their U.S. Senate races in South Carolina, Georgia, and Mississippi if just a fraction of undecided Black voters cast their ballots for them.

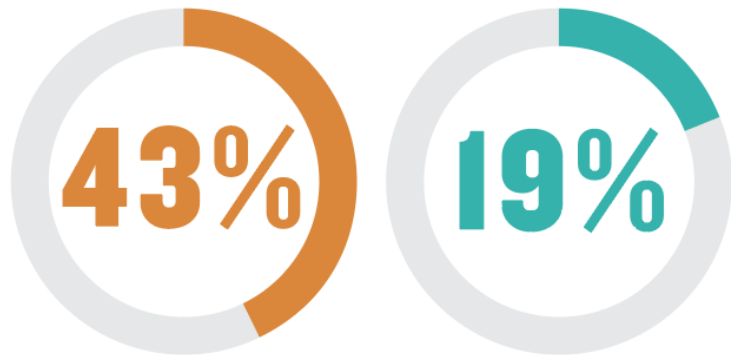


# The Majority of Democratic Voters in Georgia and Mississippi, and a Near-Majority in South Carolina are Black

CNN national and primary exit polls taken in 2016 indicate that Black Americans comprise more than 50% of Democratic voters in Georgia and Mississippi and make up a near majority of Democrats in South Carolina.

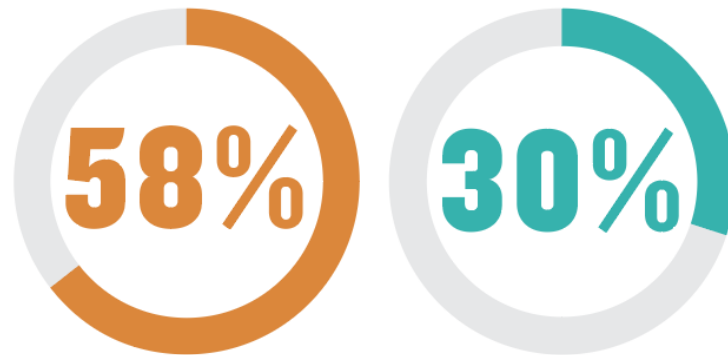
## SOUTH CAROLINA

Black voters cast **43% of all Democratic votes** statewide, and were **19% of the overall electorate**



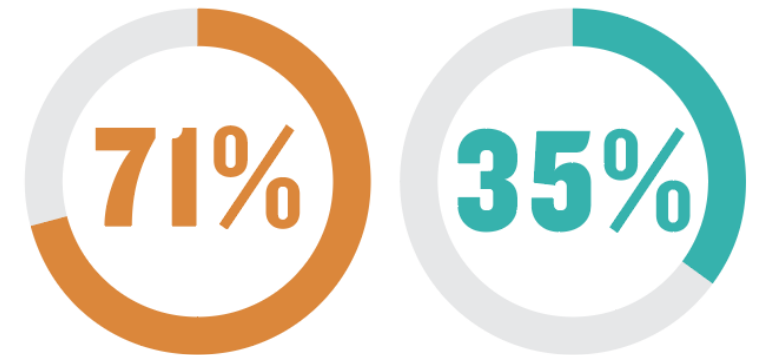
## GEORGIA

Black voters cast **58% of all Democratic votes** statewide, and were **30% of the overall electorate**



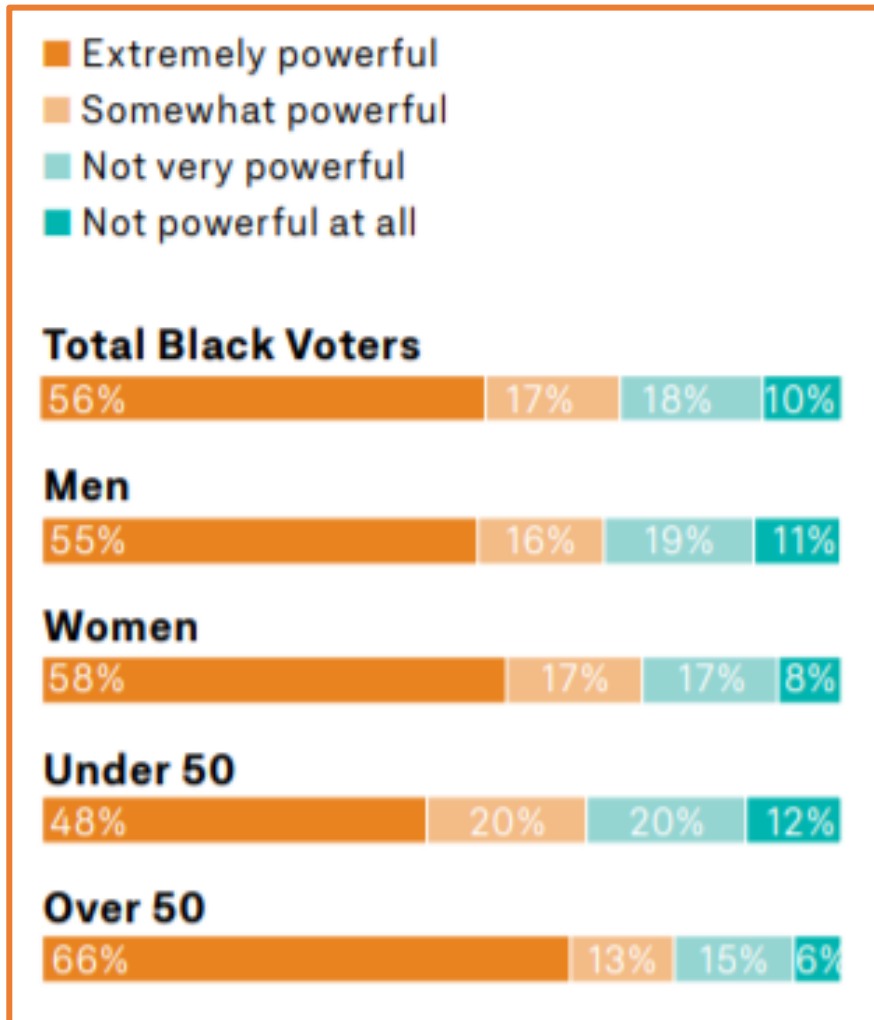
## MISSISSIPPI

Black voters cast **71% of all Democratic votes** statewide, and were **35% of the overall electorate**



# The Power to Make A Difference

In a BEA PAC poll conducted at the end of September, Black voters in Wisconsin, North Carolina, and Michigan said they feel their vote has the power to make a real difference.

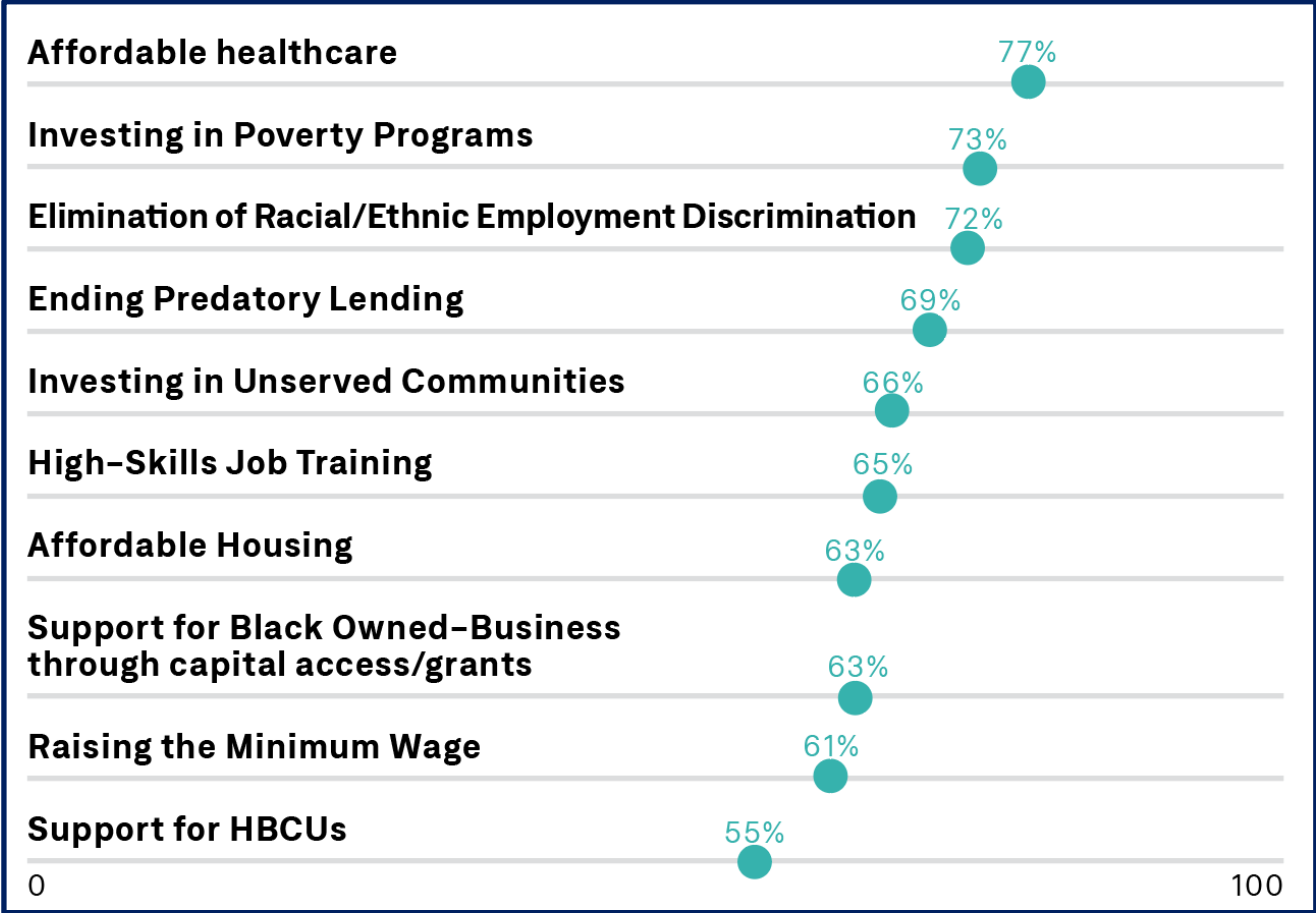


However, younger Black voters do not perceive their vote to be as powerful as older Black voters do

# Top Economic Issues

Black voters that participated in the BEA PAC 2020 Black Voter Survey highlighted access to **affordable healthcare**, **helping those in poverty**, and **eliminating employment discrimination** as their top policy concerns.

Other top issues include ending predatory lending, investment in high-skills job training, access to capital and grants for Black owned-businesses and raising the minimum wage.





# Methodology & Data Sources

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This report was compiled using information from the following sources:

- **BEA PAC 2020 Black Voter Survey** – The survey was commissioned by BEA PAC and conducted by HIT Strategies. The findings are based on input from 1,528 Black registered voters across North Carolina, Wisconsin, and Georgia and was conducted from September 16 - 26, 2020.
- **Publicly Available Data Sources:**
  - Pew Research Center: “Key facts about Black eligible voters in 2020 battleground states,” published on October 21, 2020 ([link](#))
  - CNN’s [2016 general election](#) and [primary](#) exit polls
  - New York Times/Sienna College Poll conducted in South Carolina between October 9 - 14, 2020 ([link](#))
  - New York Times/Sienna College Poll conducted in Georgia between October 13-19, 2020 ([link](#))
  - Research by The Tyson Group on Mississippi voters ([link](#))

# About BEA PAC & HIT Strategies

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The Black Economic Alliance PAC is the federal political action committee of the Black Economic Alliance, a nonpartisan coalition of business leaders and supporters focused on driving economic progress for the Black community through public policy, advocacy, and engagement with public and private sector leaders. <https://pac.blackeconomicalliance.org/>



HIT Strategies is a messaging and strategy firm that uses innovative research methods to understand, communicate with, and mobilize some of the hardest to reach communities in society. Above all, we are translators. We use research to understand the priorities, values, and behaviors of all voters and consumers.