



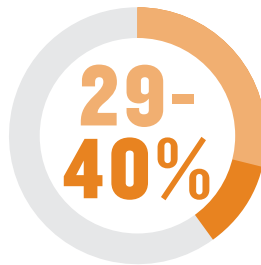
# THE POWER OF THE BLACK VOTE

Black voters can be the most powerful voters in America, accounting for 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. Black voters turned out in record numbers in the 2008 Presidential election, and we could see similarly historic participation this year if Black voters choose to make their voices heard.

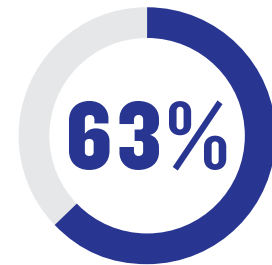
## Black voters are one of the most powerful voting blocs in America



Black voters make up **13% of the national electorate**, up from 11.5% in 2000



Young Black voters (ages 24 - 39) account for **29-40% of eligible Black voters** in 9 battleground states



**63% of registered Black voters** are planning to cast their ballot this year

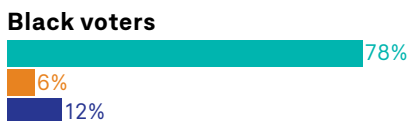
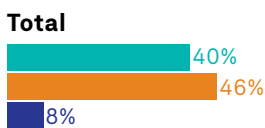
Black voters turned out in record numbers in the 2008 and 2012 Presidential elections, with Black voter turnout matching White voter turnout in 2008 and exceeding it in 2012.

\*Data source: [Pew Research Center](#)

## Three Black Senate Candidates Are Within Striking Distance of Winning

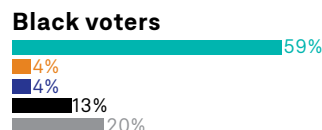
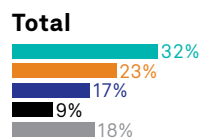
### SOUTH CAROLINA

- Jaime Harrison
- Lindsay Graham
- Undecided



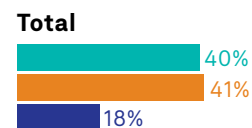
### GEORGIA

- Raphael Warnock
- Kelly Loeffler
- Doug Collins
- Other
- Undecided



### MISSISSIPPI

- Mike Espy
- Cindy Hyde-Smith
- Undecided

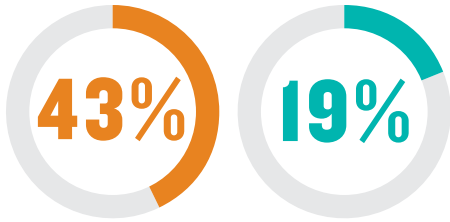


\*Data source: NYT/Sienna Polls conducted in mid-October 2020, and mixed polling research from Five Thirty-Eight/The Tyson Group

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

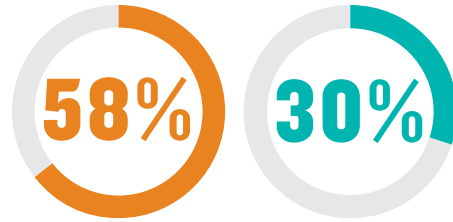
### SOUTH CAROLINA

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



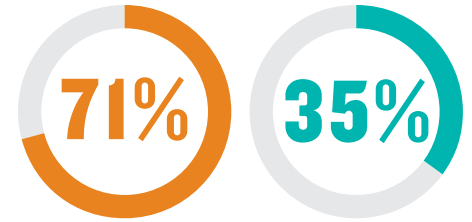
### GEORGIA

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**



\*South Carolina and Georgia data is based on a 2016 CNN General Election exit poll. Mississippi data is based on a 2016 CNN Primary Election exit poll.

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

- Extremely powerful
- Somewhat powerful
- Not very powerful
- Not powerful at all

### Total Black Voters



### Men



### Women



### Under 50



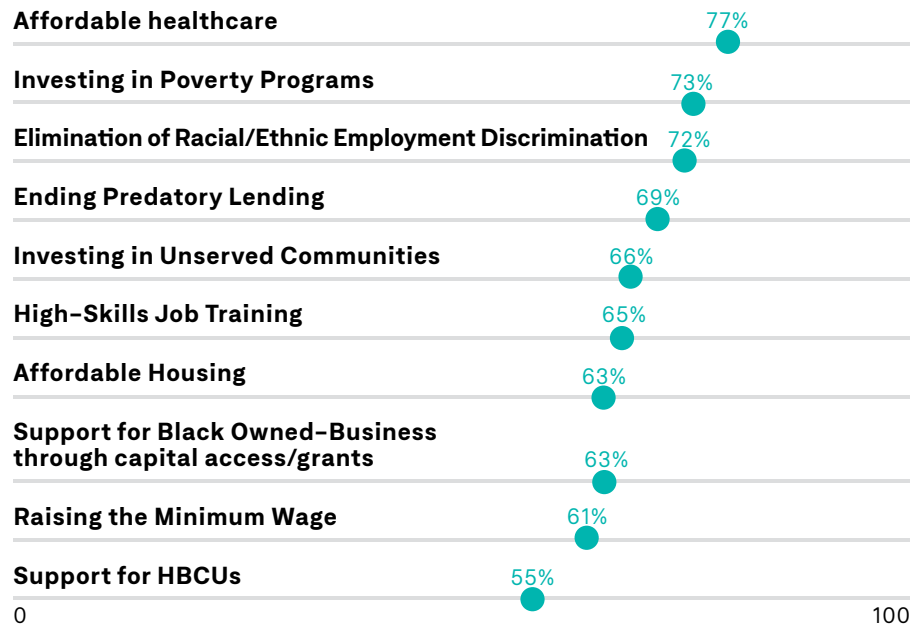
### Over 50



\*Data source: BEA PAC 2020 Black Voter Survey

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

Black Voters identified the following issues as the most important for the Black community to vote and organize around



\*Data source: BEA PAC 2020 Black Voter Survey

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.

[pac.blackeconomicalliance.org](http://pac.blackeconomicalliance.org)

