



ESSENCE

HITstrategies

9th Annual Black Women's Roundtable/ESSENCE "Power of the Sister Vote" Poll

Key findings from a survey conducted among Black women registered voters in February 2024

Methodology

Survey Universe	Methodology	Overall Margin of Error	Survey field dates
800 Black women registered voters nationwide	Survey was conducted through a self-opt in online panel. Data was weighted to ensure that the sample was representative of the population demographics.	±3.77 (higher for subgroups and split-sampled questions)	February 16-21, 2024

► Presentation also includes comparative data from a 2022 phone interview poll conducted by Brilliant Corners among 601 Black women registered voters between February 27-March 6, 2022.

- 1 **Economic anxieties are top of mind for Black women voters in 2024 with a particular focus on cost of living.**
- 2 **There is a clear generational gap within the Black women electorate: older Black women voters are locked in and motivated to vote while younger Black women voters are weighing their options.**
- 3 **While a slim majority of Black women voters (51%) support president Biden's re-election, 20% remain undecided about who to support in the upcoming presidential election.**
- 4 **Part of this generational gap comes from younger Black women voters feeling increasingly anxious about the upcoming elections and they don't see that their lives have gotten better in the last four years.**
- 5 **Biden has a clear lead in the 2024 presidential vote, but his greatest threats are potential Independent/Third Party voters and drop off voters, especially among young Black women.**

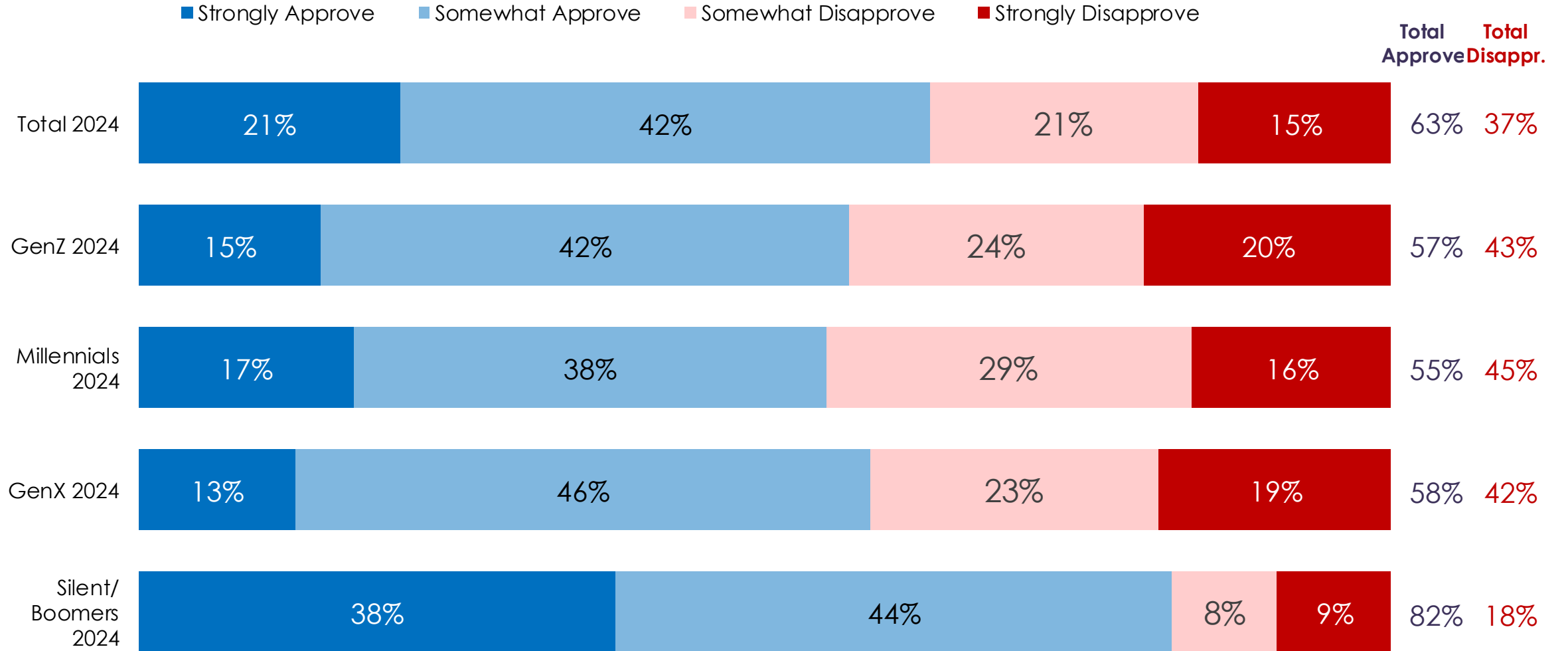
Key Takeaways



Baseline Attitudes

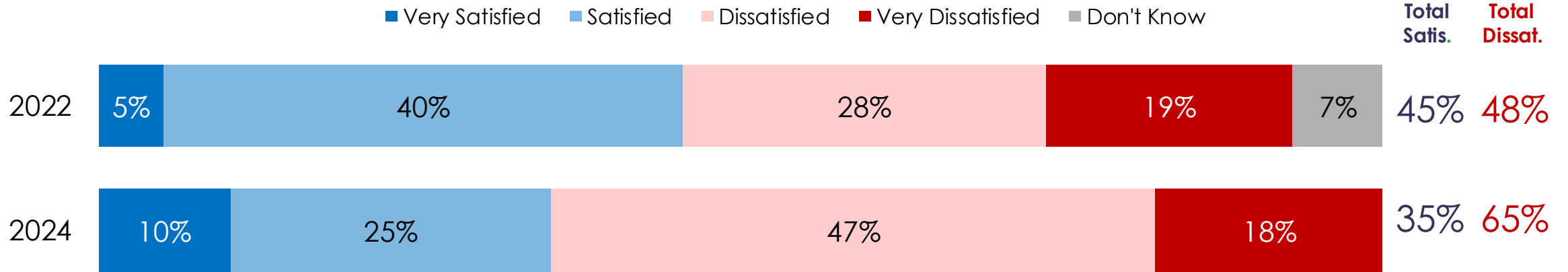
Silent Gen/Boomer Black women are much more likely to strongly approve of the job Biden is doing than younger generations.

17. Generally speaking, do you approve or disapprove of the way **Joe Biden** is handling his job as President?



Majorities of Black women across generations are dissatisfied with the direction of the country, up 18-points since 2022. Dissatisfaction is driven by economic concerns around cost of living.

14. Thinking about the direction the country is headed in, are you...



15/16. Why are you satisfied/dissatisfied?

SATISFIED



DISSATISFIED

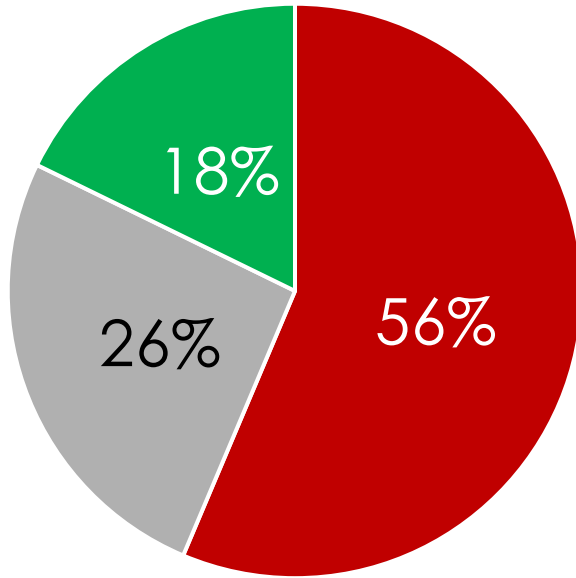


Data from a 2022 poll conducted by Brilliant Corners among 601 Black women registered voters between February 27-March 6, 2022

Most Black women voters report worsening economic conditions, including their wages falling behind the cost of living.

20. [SSA] In your opinion, are economic conditions in this country getting better, getting worse, or staying the same?

2022 Trend	
Getting worse	50%
Stayed the same	20%
Getting better	28%
Don't know	2%

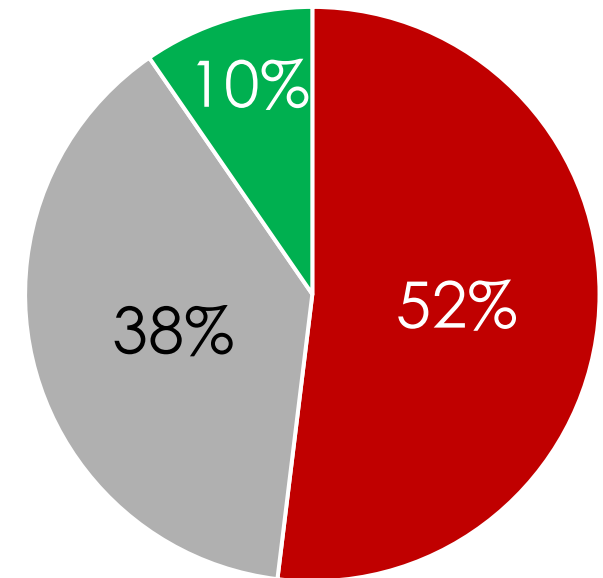


■ Getting worse ■ Stayed the same ■ Getting better

Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Better	14%	22%	16%	25%	15%
Same	21%	32%	27%	22%	26%
Worse	64%	46%	57%	53%	59%

21. [SSB] Would you say your wages or salary is just keeping up with the cost of living, falling behind, or rising to the point where you can really get ahead?

2022 Trend	
Fall behind	49%
Just keeping up	39%
Getting ahead	9%
Don't know	2%



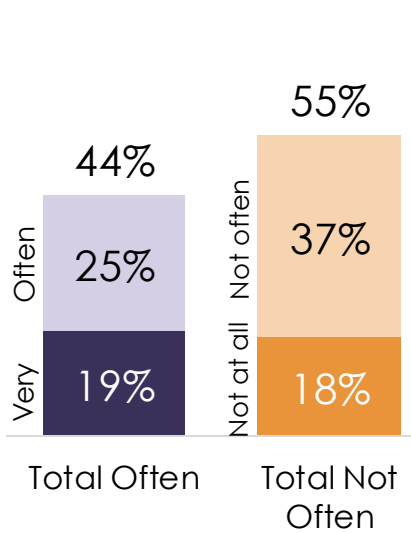
■ Falling behind ■ Just keeping up ■ Rising/getting ahead

Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Getting Ahead	7%	13%	9%	11%	8%
Keeping up	39%	38%	37%	43%	40%
Falling Behind	54%	49%	54%	46%	52%

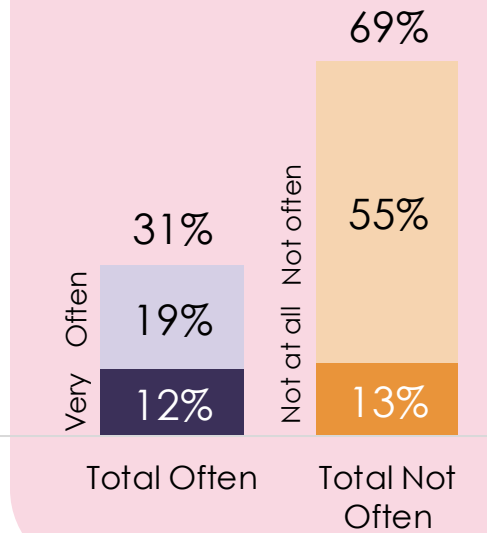
Majority of Black women voters say they do not experience racism and/or sexism in their daily lives (younger Black women voters are more likely to report these experiences.)

37. [SSA] How often would you say you experience racism in your daily life?

2022 Racism Experience

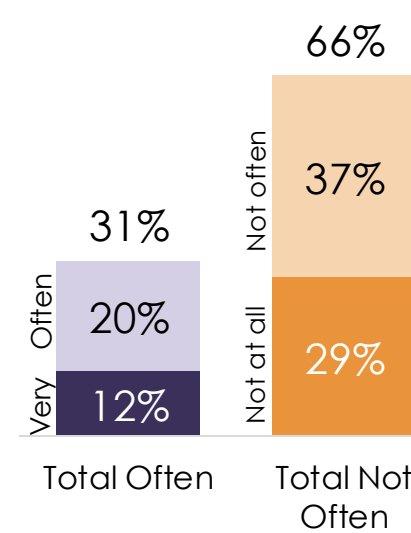


2024 Racism Experience

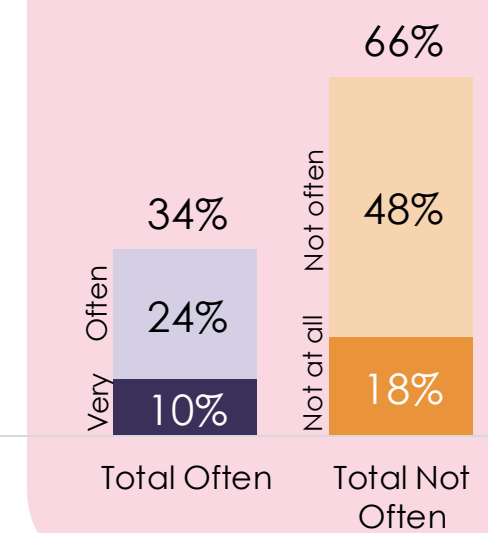


38. [SSB] How often would you say you experience sexism in your daily life?

2022 Sexism Experience



2024 Sexism Experience



Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Often	39%	21%	31%	34%	39%
Not Often	61%	79%	69%	66%	61%

Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Often	50%	13%	34%	35%	48%
Not Often	50%	87%	66%	65%	52%

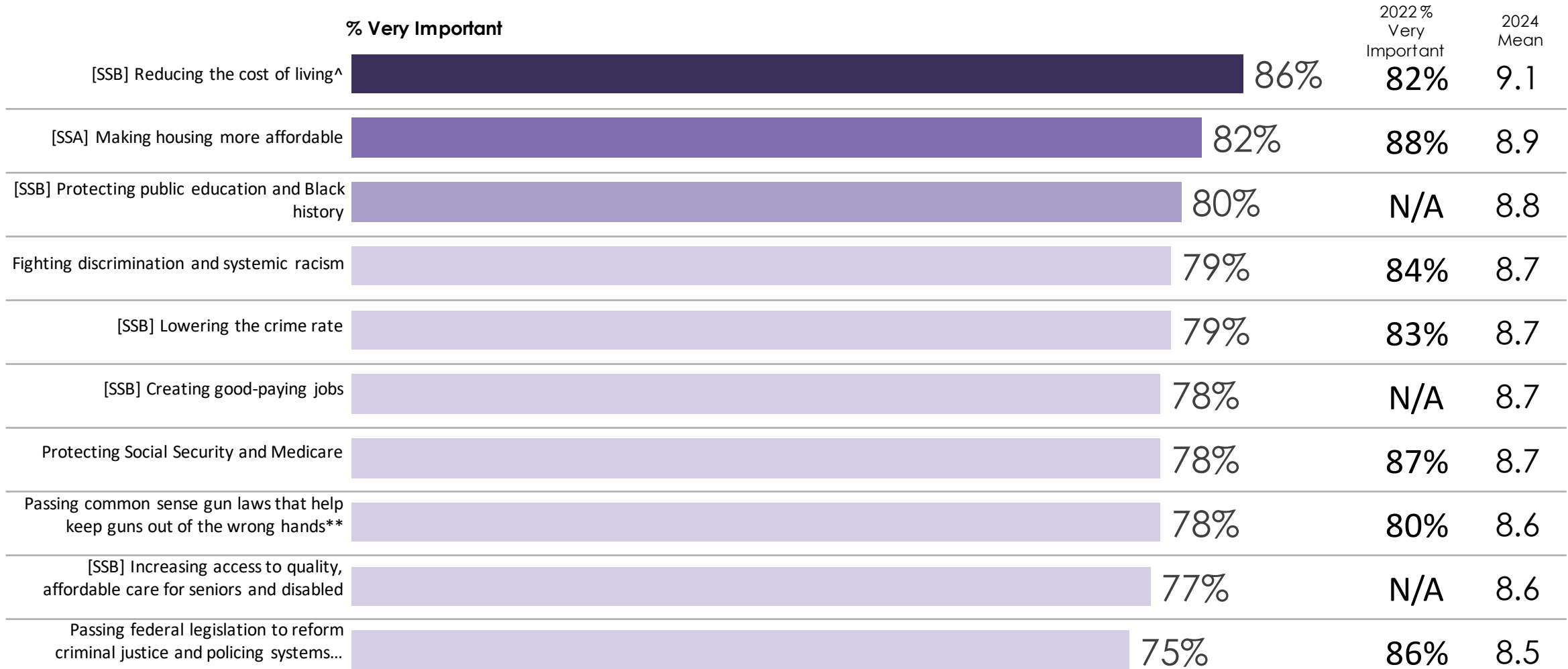
Data from a 2022 poll conducted by Brilliant Corners among 601 Black women registered voters between February 27-March 6, 2022

Issue Priorities



Black women voters have a long list of priorities for 2024, but affordability and discrimination are the most top of mind and need immediate attention.

36. On a scale of 0 to 10, please rate your level of importance or concern about each of the following issues or policies. Use a 10 if you think it is a very important issue or concern, a 5 if it is a somewhat important or concern, and a 0 if you think it's not at all an important issue or concern. **[SHOWING TOP 10]**



[^]asked as "Rising cost of living" in 2022

^{**}asked as "Gun violence and passing common sense gun laws that helps keep guns out of the wrong hands"

Data from a 2022 poll conducted by Brilliant Corners among 601 Black women registered voters between February 27-March 6, 2022

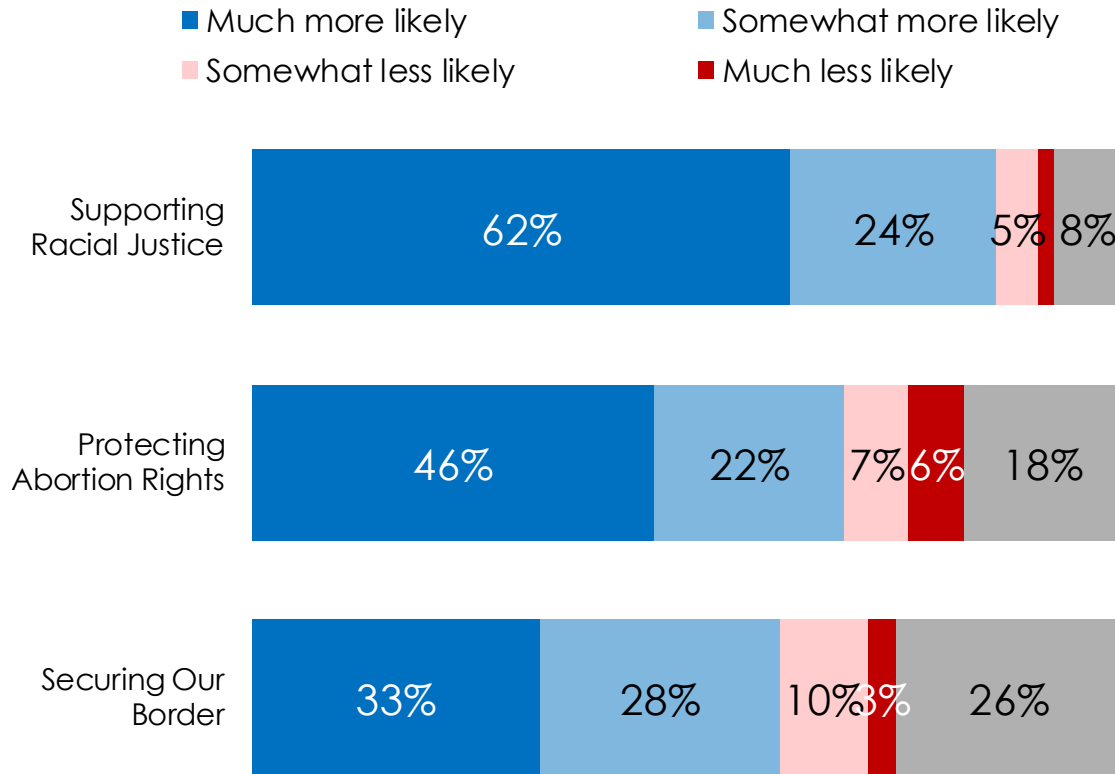
But when we boil it down, Black women voters think that the 2024 elections should be most about tackling inflation, improving the economy, and reducing gun violence.

34. Thinking about the upcoming 2024 elections, what do you think the elections should be most about? Select your top two choices

		Age <50	Age 50+	Moms
Tackling inflation and bringing down costs	39%	43%	32%	42%
Improving the economy and increasing wages	35%	35%	35%	40%
Reducing gun violence and expanding gun safety laws	29%	26%	33%	28%
Protecting the social safety net (Medicaid, Medicare, Social Security)	21%	15%	29%	15%
Combatting discrimination and systemic racism	14%	18%	10%	16%
Changing the country's direction	13%	13%	12%	14%
Protecting access to reproductive healthcare, including abortion	12%	13%	11%	12%
Protecting voting rights and saving our democracy	12%	7%	18%	8%
Lowering the cost of healthcare and prescription medications	12%	12%	11%	13%
Addressing climate change and pollution	7%	8%	5%	7%

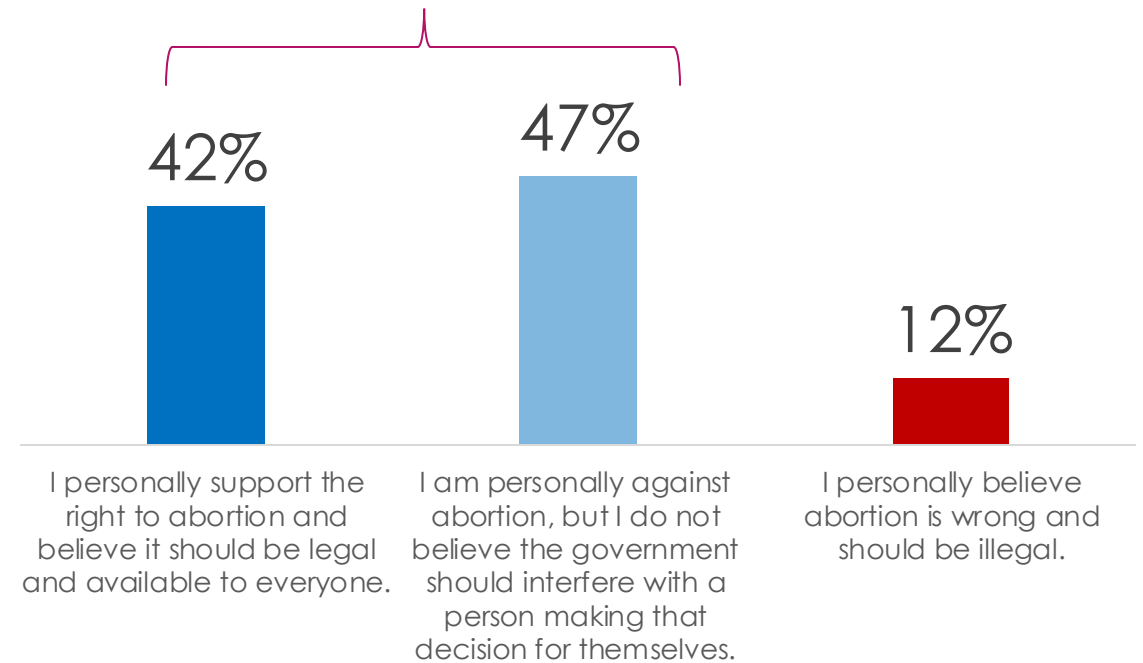
Racial justice and abortion remain incredibly mobilizing issues for Black women voters.

42. Are you more or less likely to support a candidate running for office if they are committed to each of the following?



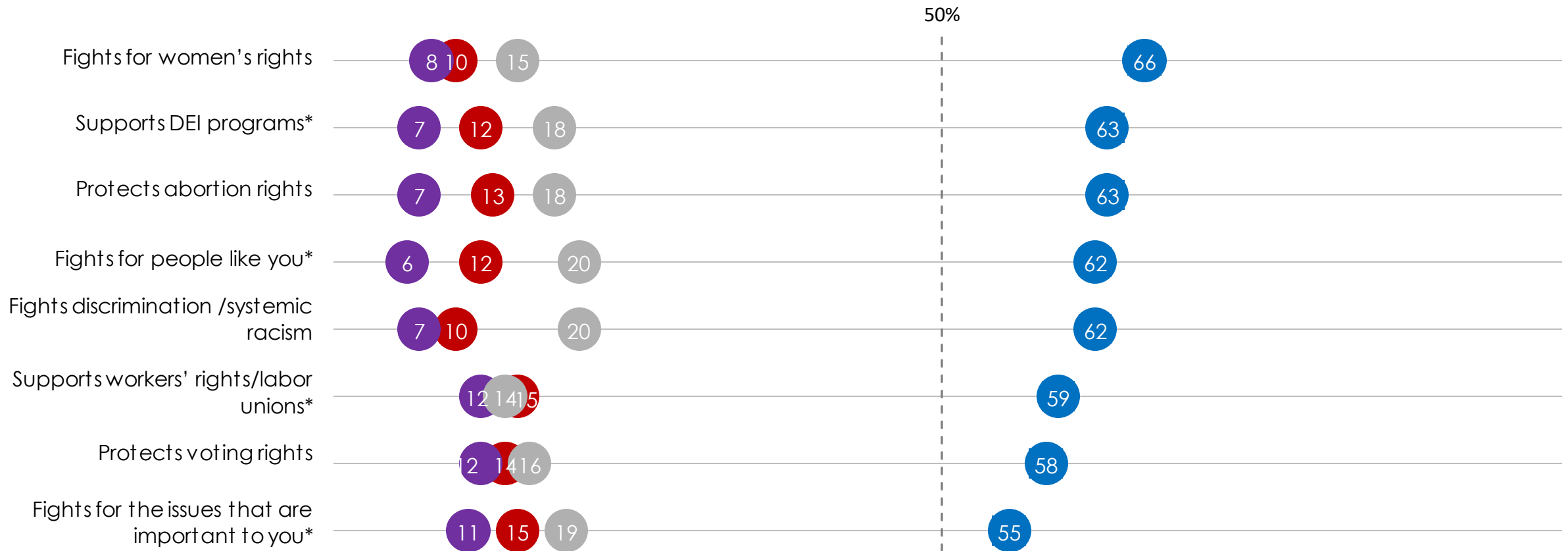
39. [SSA] Here are three statements. Please indicate which of them is closest to your own view.

88% of Black women support abortion rights



Black women voters think the Democratic Party is much better than the Republican Party on a host of issues, especially when it comes to protecting their rights, freedoms, and equality.

41. Next, you will see some issues or characteristics that people might consider when thinking about comparing the two major political parties. For each one, indicate whether it best describes the Democratic Party, the Republican Party, neither or both.

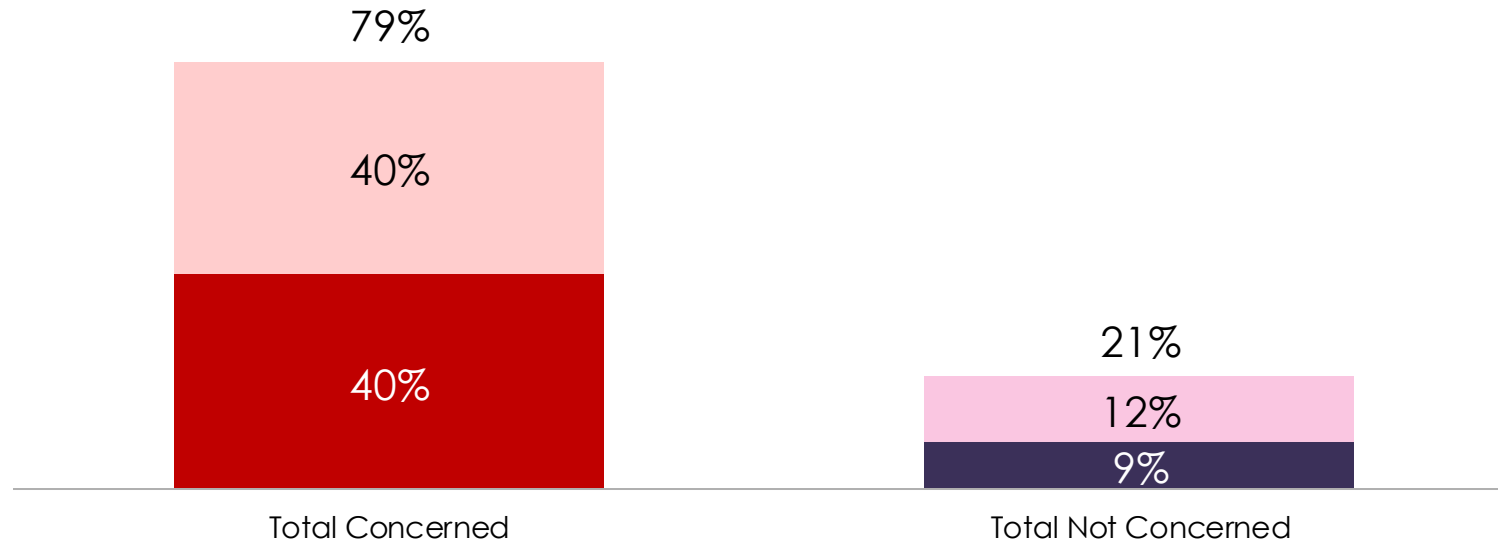


* Asked of half the sample

● Democrats Better ● Republicans Better ● Both ● Neither

Black women voters are concerned about the Israel-Palestine conflict.

32. [SSA] How concerned are you about each of the following foreign wars or conflicts?
Israel-Palestine



Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Total Concerned	81%	77%	76%	90%	75%
Total Not Concerned	19%	23%	24%	10%	25%

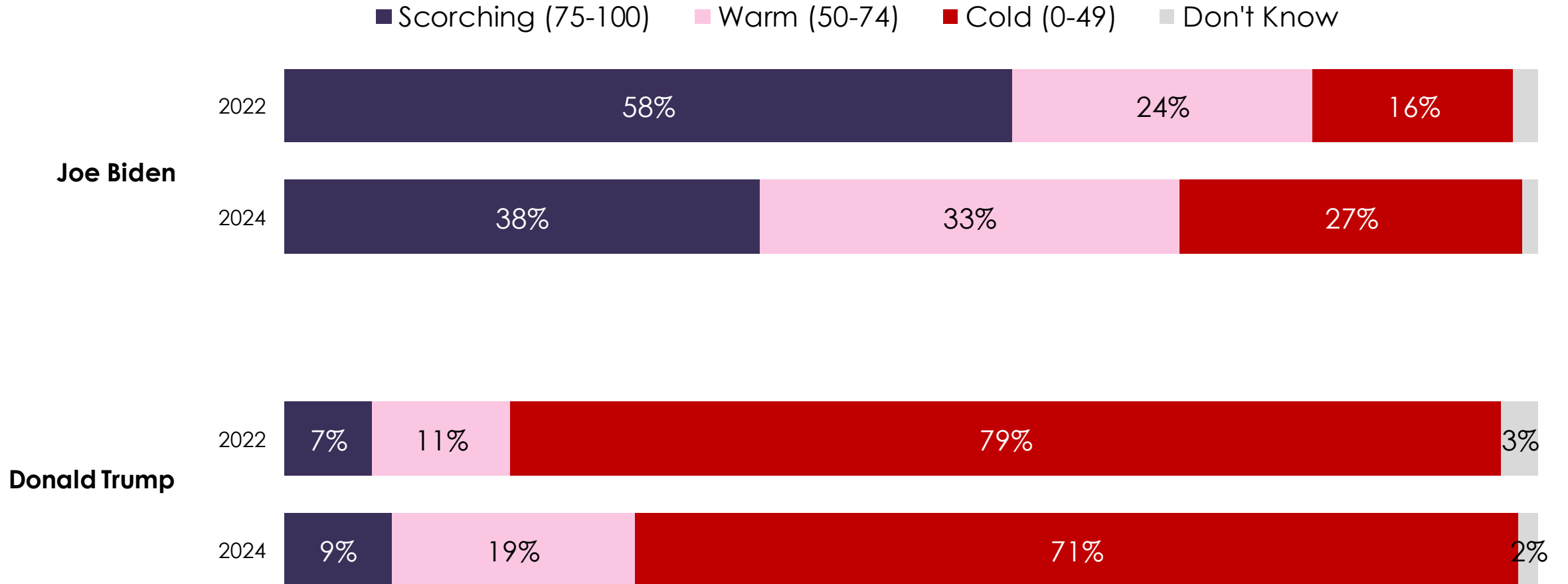
* Margin of error higher on subgroups due to split-sampling



2024 Elections

Feelings towards President Biden have gotten colder since 2022. Trump remains a disliked figure by most Black women voters.

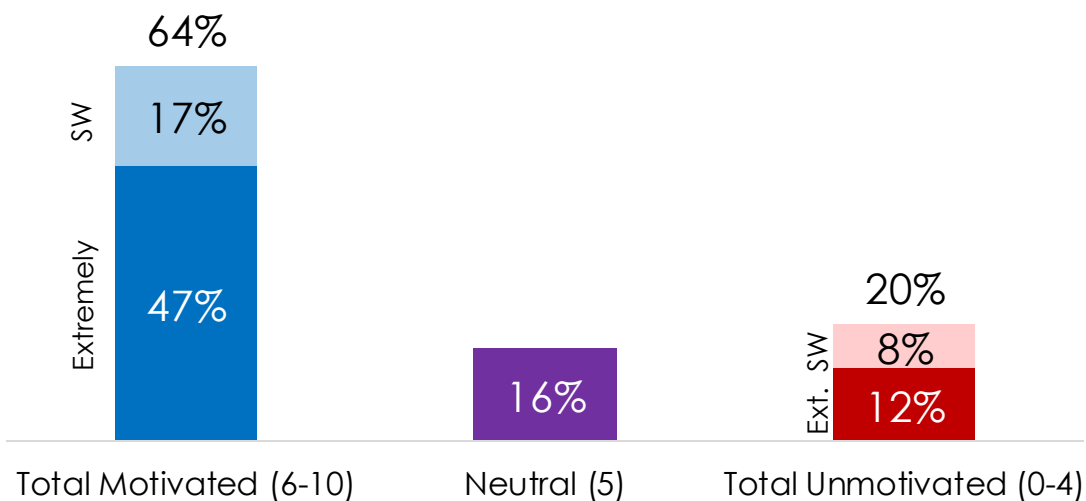
22. Please rate your feelings toward the following people and organizations using a scale from zero to one hundred, on which a "100" means that you feel very warm and favorable towards them, a "0" means that you feel very cold and unfavorable, and a "50" means that you do not feel particularly warm or cold.



Data from a 2022 poll conducted by Brilliant Corners among 601 Black women registered voters between February 27-March 6, 2022

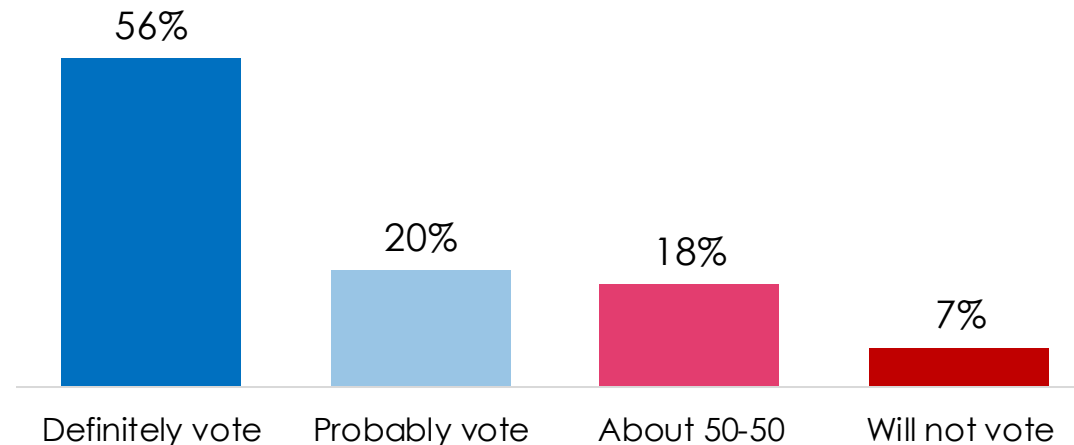
Most Black women voters are motivated and plan to vote this election cycle, particularly older Black women voters and college-educated Black women voters.

24. Please rate your level of motivation for voting in this year's election for President, Congress, state and local offices on a scale of 0-10.



Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Total Motivated	59%	71%	61%	72%	64%
Neutral	18%	13%	17%	13%	17%
Total Unmotivated	23%	15%	22%	16%	19%

23. How likely are you to vote in the November 2024 elections – will you definitely vote, probably vote, are the chances 50-50, or will you probably not vote?



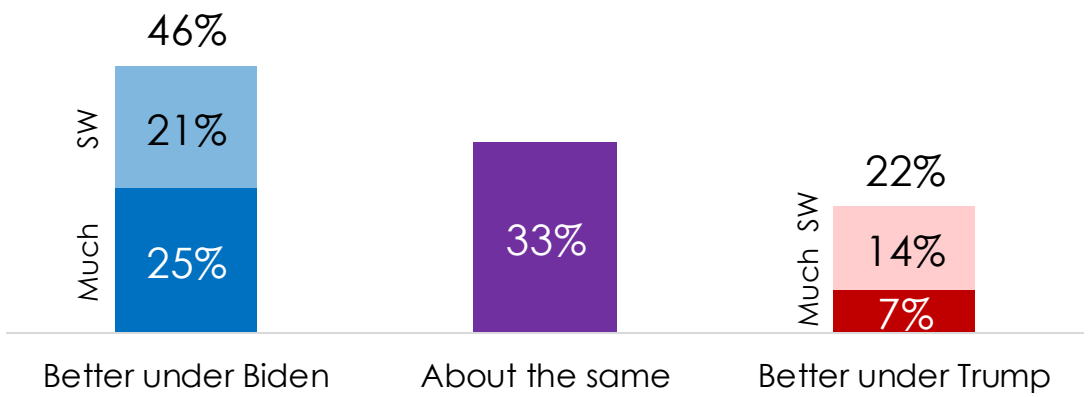
Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Definitely vote	50%	64%	52%	67%	55%
Probably vote	23%	16%	20%	19%	23%
About 50-50	20%	14%	20%	10%	16%
Will not vote	8%	6%	8%	4%	6%

Only a third of Black women voters say Biden has kept most or all of his 2020 campaign promises. Forty-six percent of Black women voters say their lives were better under Biden, 33% about the same, 22% better under Trump.



30. [SSA] Would you say your life was better under President Biden, better under President Trump, or about the same under both presidents?

- Much better under Biden
- Somewhat better under Biden
- About the same
- Somewhat better under Trump
- Much better under Trump



Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Better Under Biden	37%	57%	43%	53%	42%
About the Same	36%	29%	35%	25%	32%
Better Under Trump	27%	14%	22%	21%	26%

31. [SSB] When it comes to the campaign promises that President Biden made to Black people during this 2020 election, would you say that he has...?

- Kept all his promises
- Kept most of his promises
- Kept some of his promises
- Kept few of his promises
- Kept none of his promises

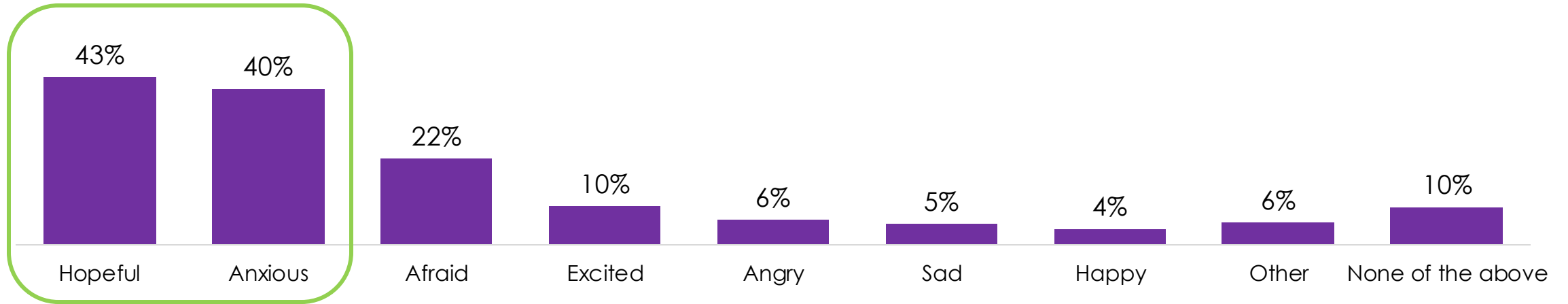


Data from 2024	Age <50	Age 50+	Non-College	College+	Moms
Kept all/most promises	23%	41%	29%	37%	26%
Kept some promises	30%	32%	33%	27%	35%
Kept few/no promises	47%	27%	39%	36%	39%



However, there are complicated feelings heading into the 2024 elections with a mix of hope and anxiety.

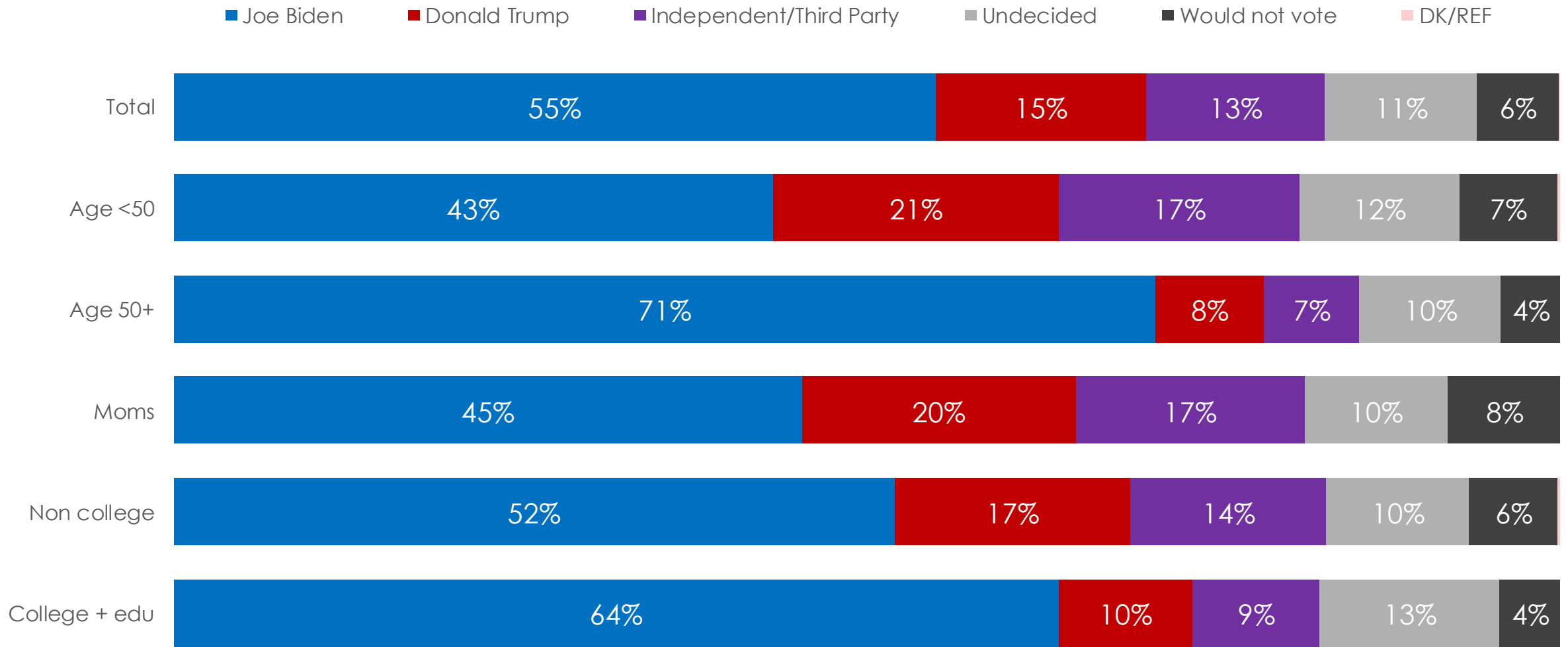
35. Which of the following emotions best describes how you are feeling when it comes to the upcoming 2024 elections? Select up to two.



<i>Data from 2024</i>	Age <50	Age 50+	Non-College	College+	Moms
Hopeful	40%	48%	43%	45%	44%
Anxious	44%	36%	38%	47%	42%
Afraid	22%	23%	24%	17%	17%

Biden has a clear lead in the 2024 presidential vote, but his greatest threats are potential Independent/Third Party voters and drop off voters, especially among young Black women.

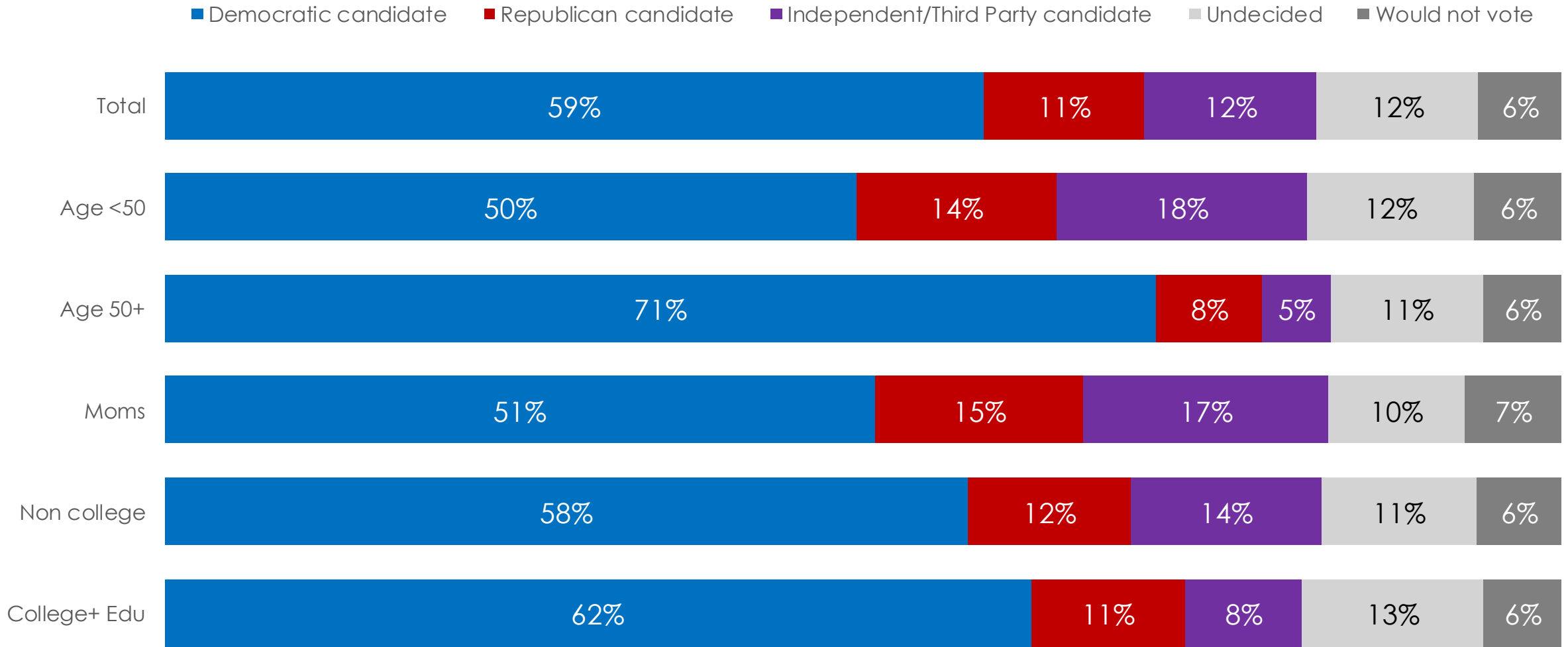
26/27. If the November 2024 election for president were held today, for whom would you vote: Democrat Joe Biden, Republican Donald Trump, the third party or independent candidate, or would you not vote? [AMONG INITIAL UNDECIDEDS] If you had to choose, for whom would you vote?



Biden has work to do to consolidate the Black women voters who made up his 2020 base into his 2024 base. Per CNN exit polls, 90% of Black women voted for Biden in the 2020 presidential election.

A generic Democrat on a congressional ballot runs a few points ahead of Biden among Black women voters, with the base of support for Democrats continuing to come from older Black women.

28/29. And if the election for Congress were held today, for whom would you vote: the Democratic candidate, the Republican candidate, the third party or independent candidate or would you not vote? [AMONG INITIAL UNDECIDEDS] If you had to choose, for whom would you vote?



In March 2022, 65% of Black women voters said they already planned to vote for the Democratic congressional candidate.

Thank You



A signature program of the National Coalition on Black Civic Participation

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