

Black Women Voters: Political Perceptions, Participation, and Power

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Objectives

- 1 Understand Black women voters' attitudes and values ahead of the 2024 elections to determine how to best mobilize them and increase voter turnout.
- 2 Determine how represented Black women voters feel in the political system and figure out how to increase feelings of representation and political power.

Methodology

Respondent Universe

Registered Black woman voters nationwide

Total sample Size

Base N = 852

Methodology

Survey interviews were collected online from February 14th– February 22nd, 2023.

Overall Margin of Error

±3.52%

Key Findings



1 **Though Black women voters strongly believe in the power of their vote, there is a clear concern for the direction of the country and the upcoming elections.** Over three-quarters of Black women voters describing their vote as powerful (76%), but 29% of Black women voters believe their voter power is decreasing as we get closer to the November 2024 election.

2 **Heading into the 2024 elections, Black women voters are most worried about inflation, the cost of living and affordable housing.** Despite public safety and gun violence rising to the top as a general concern for the country, Black women voters are most personally worried about how economic issues are impacting their families and communities. That said, racial profiling by police is a top non-economic concern.

3 **Abortion continues to be a galvanizing and mobilizing issue among Black women voters.** Over 40% of Black women (say that they are more likely to vote for a candidate who is “pro-reproductive freedom” (more than 35% who say it would not make a difference.) This finding holds true across age, education, and political party. More than 1 in 3 (35%) of self-identified Black Republican women voters state that a “pro-choice” label would make them more likely to vote for a candidate in the nearing elections.

4 **Though Black women voters clearly feel the increase in Black elected representation, there is a persistent feeling of underrepresentation that can decrease morale.** Despite the fact that 58% of Black women voters believe they are underrepresented in political power, most are still hopefully optimistic about the representational power they do have. Nearly 81% of Black women voters believe that Black women elected officials have the power to effect change in their communities.

5 **Generational divide among Black women could impact their political participation.** Voters age 18-49 are less trusting of institutions in general – they are less likely to feel they have political power, less likely to trust the Democratic Party will make a difference in their lives, and less likely to trust the media and news sources they see.