

# *Black Voters in the 2024 Election: 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.



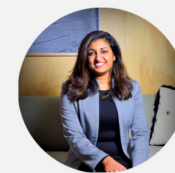
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# Black Voter Clusters

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# 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.

## Legacy Civil Rights



30%

“My ancestors sacrificed too much for me not to vote, so I’ll wait in line as long as it takes.”

- Age: 50+ (oldest cohort)
- Vote Power: 8:10 (highest power)
- Strong Black solidarity
- Strong Democrats
- High political information
- High political engagement
- 2022 Top Issue: Voting Rights

ACTIVATE

## Aspirational Activist



13%

“Black votes can only matter after Black lives matter.”

- Age: 18-49
- Vote Power: 5:10
- Income: \$100k - \$250k+
- Women and LGBTQ College+
- Strongest Black solidarity
- Democrats
- Moderate vote likelihood
- Urgency to fight injustice
- 2022 Top Issue: Abortion Rights

ACTIVATE

## NextGen Optimist



21%

“If I knew there was an election, I would have voted in it.”

- Age 18-49 (Millennials + Gen X)
- Vote Power: 7:10
- Trust most sources of info
- Strong Black solidarity
- Strong Democrats
- Ideologically moderate
- Lower vote likelihood
- 2022 Top Issue: Racial Violence

ORGANIZE

## Rightfully Cynical



29%

“My hood ain’t get no better under Obama and no worse under Trump. So why vote?”

- Age 18-49 (youngest cohort)
- Vote Power: 3:10 (lowest power)
- Some Black solidarity
- Lowest income and education
- Independents, lean Dem
- Disapprove of Dems and GOPs
- Lowest vote likelihood
- 2022 Top Issue: Economy

ORGANIZE

## Conservative Race Neutral



7%

“Democrats just want to keep us distracted with racism so we’re not paying attention to the \$\$.”

- Age 18-49
- Vote Power: 6:10
- Mostly married men
- College grads
- Low Black solidarity/identity
- Conservative Republicans highly approve of Trump
- 2022 Top Issue: Economy

NEUTRALIZE

POWERED BY



DEMOCRACY & POWER INNOVATION FUND



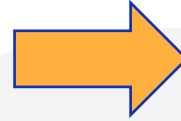
# 2022 Challenges

# 2024 Strategic Guidance



# 1

Black cynics and optimist express deep frustration with economic progress

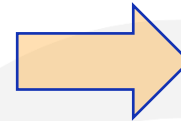


## Improve economic conditions, improve economic messaging

- 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**

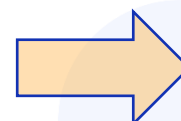


## Message progressive issues through Black values

- 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.

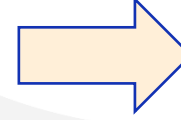


## We must be the heroes of our stories.

- 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



# Political Participation

## 2022 Election

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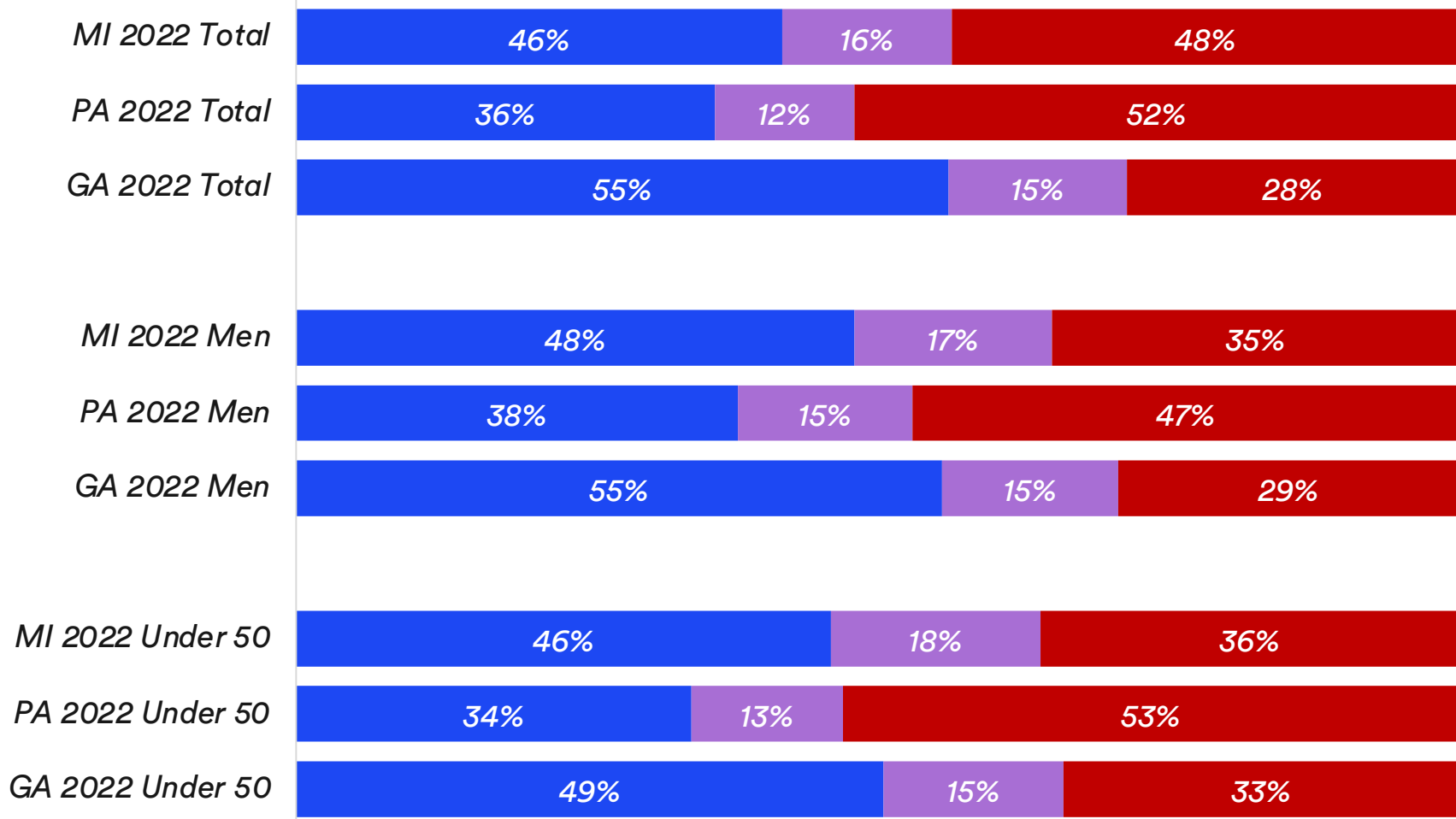
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# Black Political Power = Black Political Participation



Regardless of how often you vote, how much power do you think your vote has to make a difference in your community?

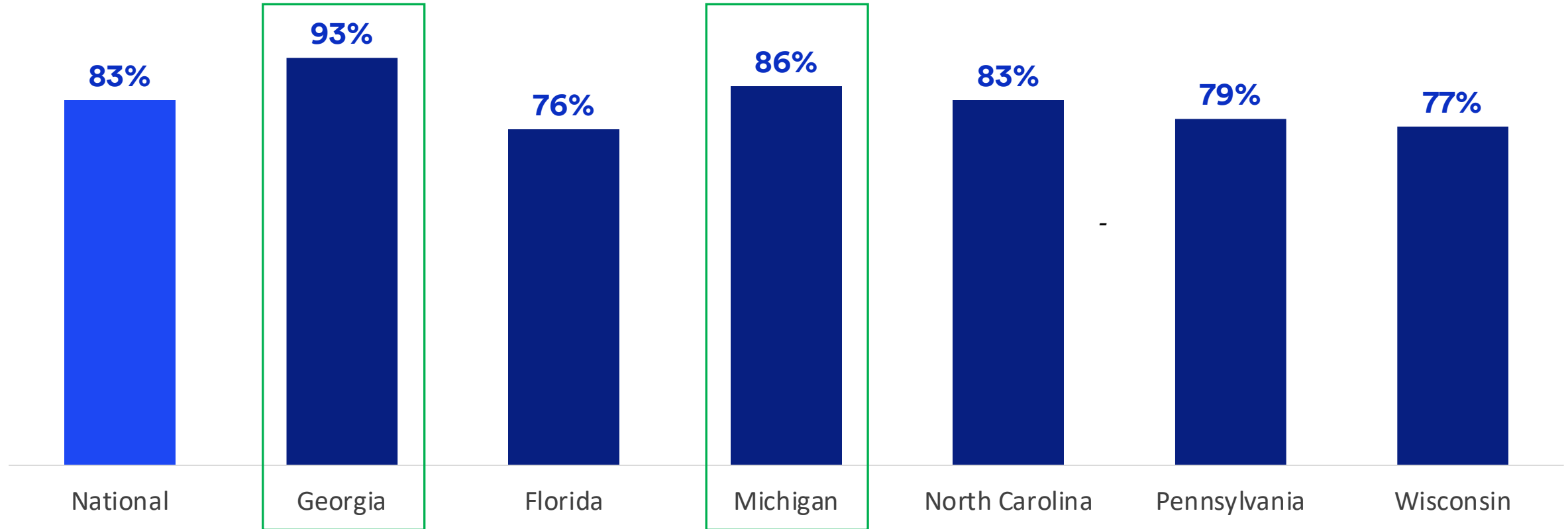
- Perceptions of Black political power directly correlate with political participation. The less powerful Black voters feel, the less likely they are to vote.
- Perceptions of power are lowest among Black men and Black adults under 50 years old – the two groups most likely to drop off in midterm elections.



■ Extremely powerful (8-10) ■ Somewhat powerful (6-7) ■ Not powerful (0-5)

Black turnout in six key battleground states decreased relative to the 2018 high water mark. However, Georgia saw by far the smallest decline – turning out a significant number of Black voters and limiting the dropoff to primarily younger Black men.

### 2022 Black Turnout as % of 2018 Black Turnout





# Different paths to maintain Black voting coalitions

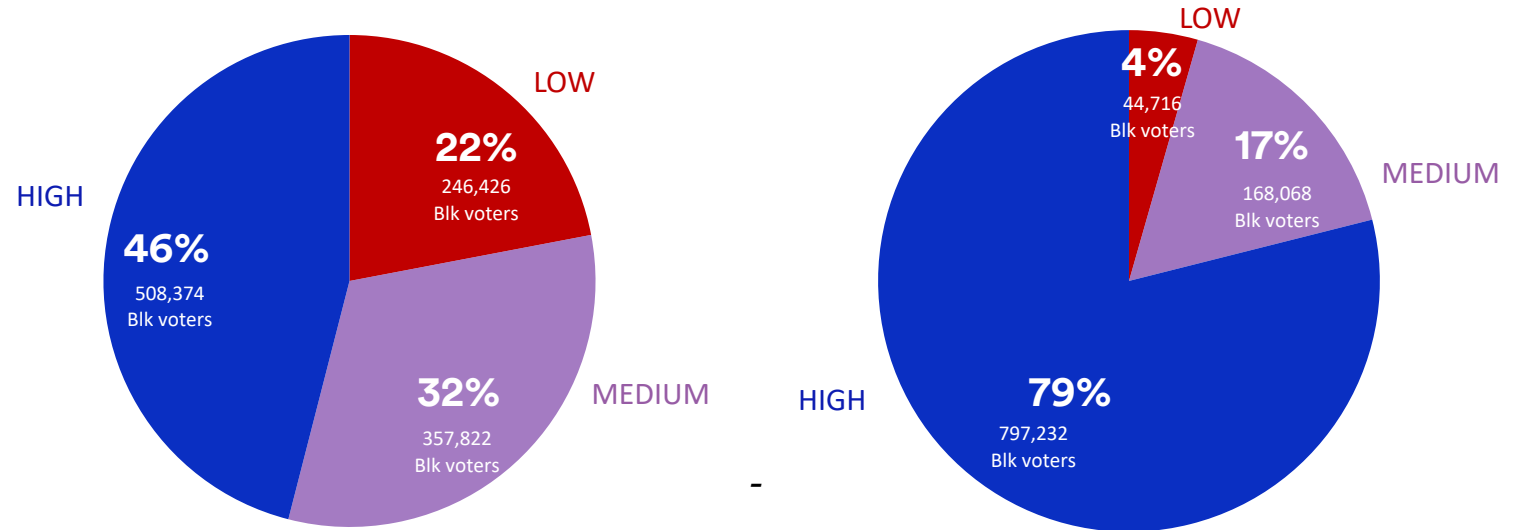


## 2018 and 2022 Share of Black Vote in by Vote Propensity

### GEORGIA

From 2018-2022 the number of high propensity Black voters in Georgia increased from ~500k Black super voters to ~800k Black super voters. **How?**

- ✓ Political Empowerment
- ✓ Constant Contact
- ✓ Proof of Progress



## 2018 and 2022 by Vote Propensity Black Turnout Change

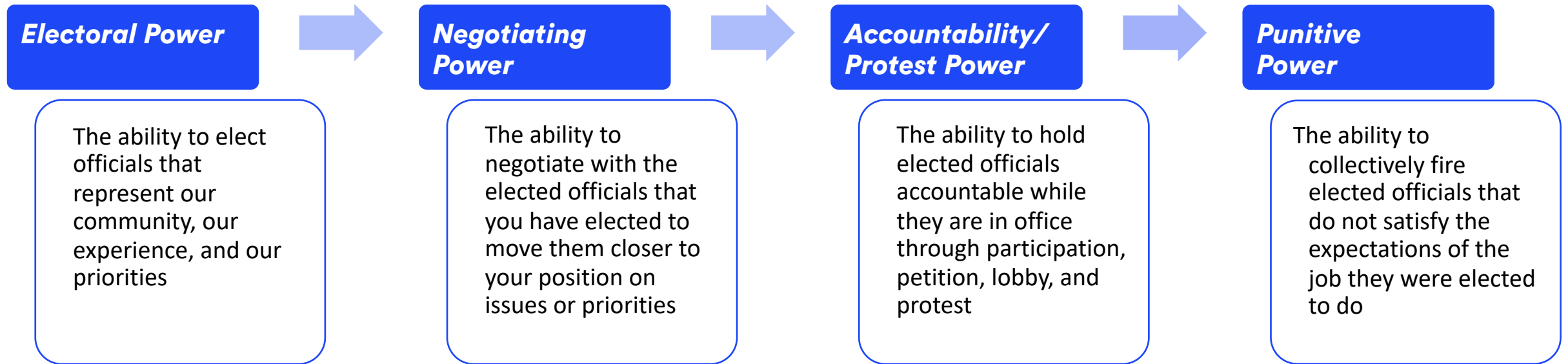
### MICHIGAN

In 2022 Black voters in Michigan under the age of 30 maintained 96% of their 2018 turnout rate. Far exceeding Black youth turnout anywhere in America. **How?**

- ✓ Abortion
- ✓ Abortion
- ✓ Abortion

Age	2018 to 2022 Black Turnout Change					
	18-29	30-39	40-49	50-64	65-74	75+
<b>State</b>	<b>18-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-64</b>	<b>65-74</b>	<b>75+</b>
<b>Battlegrounds</b>	<b>64.05%</b>	<b>67.38%</b>	<b>75.60%</b>	<b>90.29%</b>	<b>107.46%</b>	<b>106.09%</b>
AZ*	93.53%	94.59%	98.20%	106.91%	110.13%	107.52%
FL	43.72%	49.52%	65.23%	81.79%	100.86%	97.13%
GA	71.84%	76.39%	85.30%	100.21%	113.48%	115.91%
MI	<b>96.25%</b>	84.71%	76.73%	90.40%	101.29%	97.87%
NV*	77.96%	81.63%	86.51%	97.60%	113.75%	109.83%
NC	60.24%	64.48%	70.46%	88.25%	112.44%	121.01%

Understanding the correlation between perceptions of power and political participation AND how quickly that power erodes post election day, how can we make election day the beginning of their power rather than the end of their power



**Progress as Power**

**Information as Power**



# Black Agenda Progress

## 2022 Election

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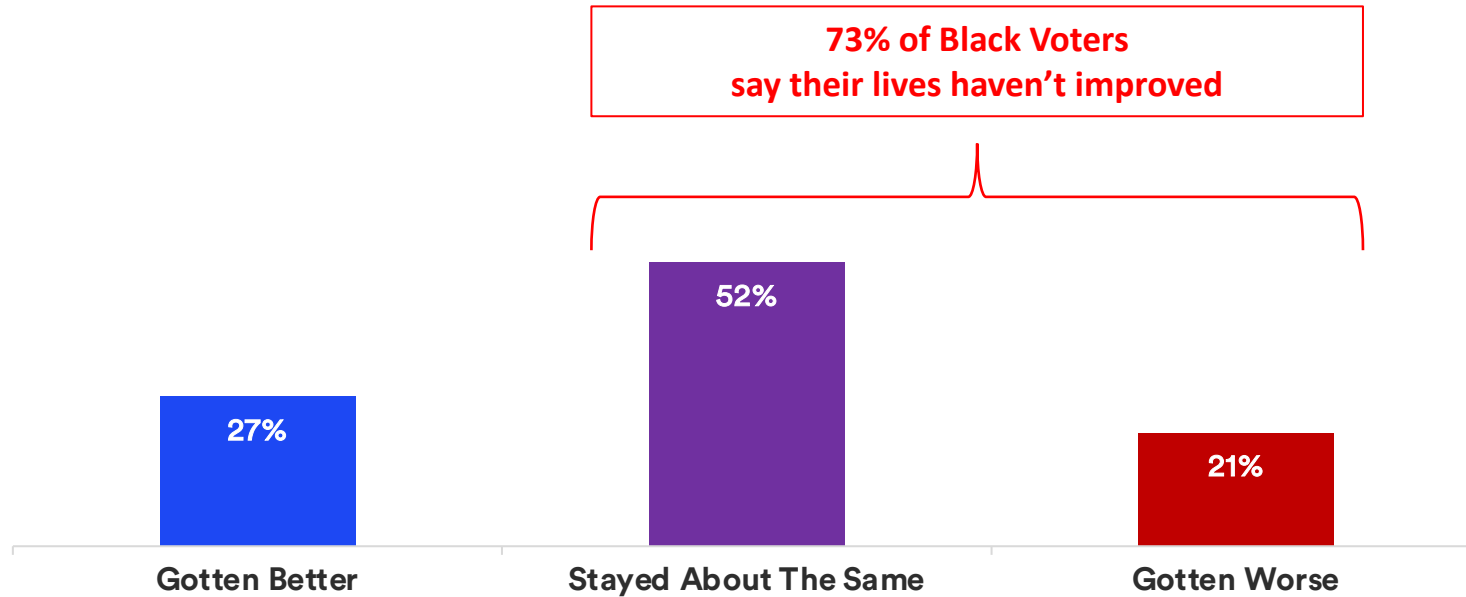
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# Despite progress on Black agenda, Black voters say their lives have not improved since Biden became POTUS



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?



	Total	Demos			
		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%

1

Progress Playbooks (p/ issue)	<ol style="list-style-type: none"><li>1. What values/frames make progress points resonate?</li><li>2. Which proof of progress resonates with which voters?</li><li>3. Trusted messengers to deliver progress messages?</li></ol>

2

Disqualify Trump/GOP	<ol style="list-style-type: none"><li>1. Which voters are most likely to defect to Trump/GOP?</li><li>2. What are their motivations for voting Trump/GOP?</li><li>3. Which proof points of [Trump's] pain decrease support for Trump?</li></ol>
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3

3 <sup>rd</sup> Party Defection	<ol style="list-style-type: none"><li>1. What are their motivations for voting 3<sup>rd</sup> Party?</li><li>2. What are the barriers to supporting Democrats?</li><li>3. What is the most persuasive message to prevent 3<sup>rd</sup> party defection?</li></ol>
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**Never Enough Research:**

- 4. PALESTINE
- 5. Mis/Disinformation
- 6. Agenda setting
- 7. Economic Messaging
- 7. 3<sup>rd</sup> Party Defection
- 8. Public Safety
- 9. Political Home



# Questions + Discussions