



# Black Voters' Perspectives on Top Economic Issues and Policy Proposals

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December 14, 2023

**BLACK**   
**ECONOMIC**   
**ALLIANCE**   
WORK • WAGES • WEALTH

# Methodology



Online survey of 1,602 registered voters (RVs)

- ✓ 801 nationally representative
- ✓ 801 representative of Black voters
- ✓ Conducted November 6-11, 2023
- ✓ The sample is demographically and geographically representative of the electorate and is consistent with the political dispositions of voters nationwide.



Our questions focused on six primary areas:

- ✓ Assessing the political context
- ✓ Taking the economic temperature
- ✓ Issue priorities
- ✓ Policy preferences
- ✓ Linking race and economic opportunities and outcomes
- ✓ Proof-point receptivity

**Support for an Economic  
Opportunity & Growth Agenda**

# Key Takeaways

1

**Economic concerns are the key issues Black voters want elected leaders to prioritize – above other important areas such as national security, abortion, and immigration.**

2

**The frame, “equal access to opportunities creates economic growth for all and improves the economy,” resonates strongly with Black voters and non-Black voters.**

3

**BEA’s policy agenda – focused on housing, entrepreneurship, and jobs and workforce development – performs extremely well with Black voters and is popular with voters across the board.**

4

**Black voters want elected leaders to prioritize closing the racial wealth gap above most other economic issues and other high-priority concerns.**

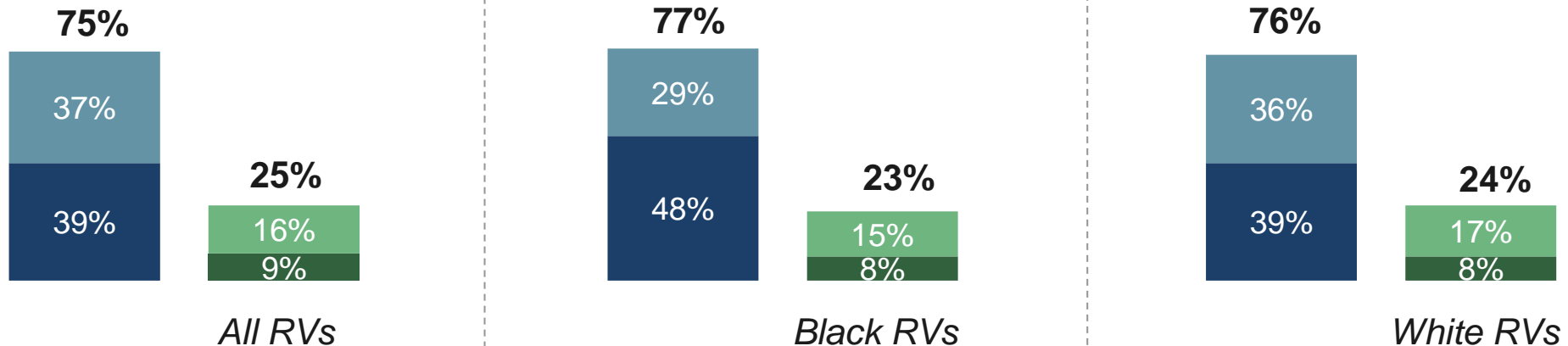
# There is broad consensus that enacting policies ensuring equal access to opportunities will foster economic growth and be good for the economy.

Here are two statements about the economy. Please indicate which one comes closest to your point of view, even if it isn't exactly how you feel.

STATEMENT A: Enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall.

STATEMENT B: Enacting policies that help ensure that everyone has access to the same opportunities will benefit some people at the expense of other people.

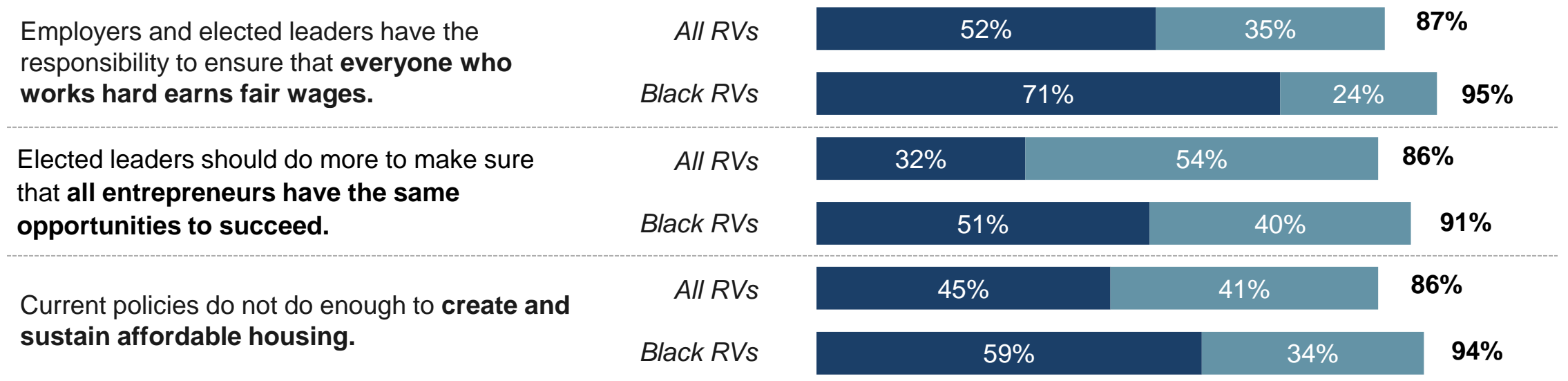
■ Statement A much more   ■ Statement A somewhat more   ■ Statement B somewhat more   ■ Statement B much more



# Huge majorities of voters believe elected leaders have a role to play in ensuring equal opportunity across economic issues and policies.

Please indicate whether you agree or disagree with each of the following...

■ Strongly agree ■ Somewhat agree

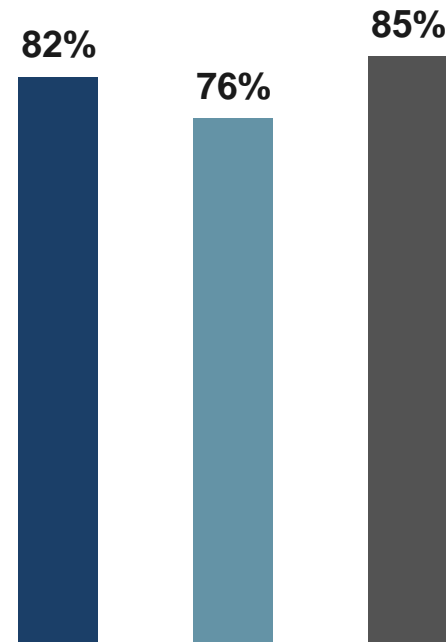


# **Black Voters' Priorities**

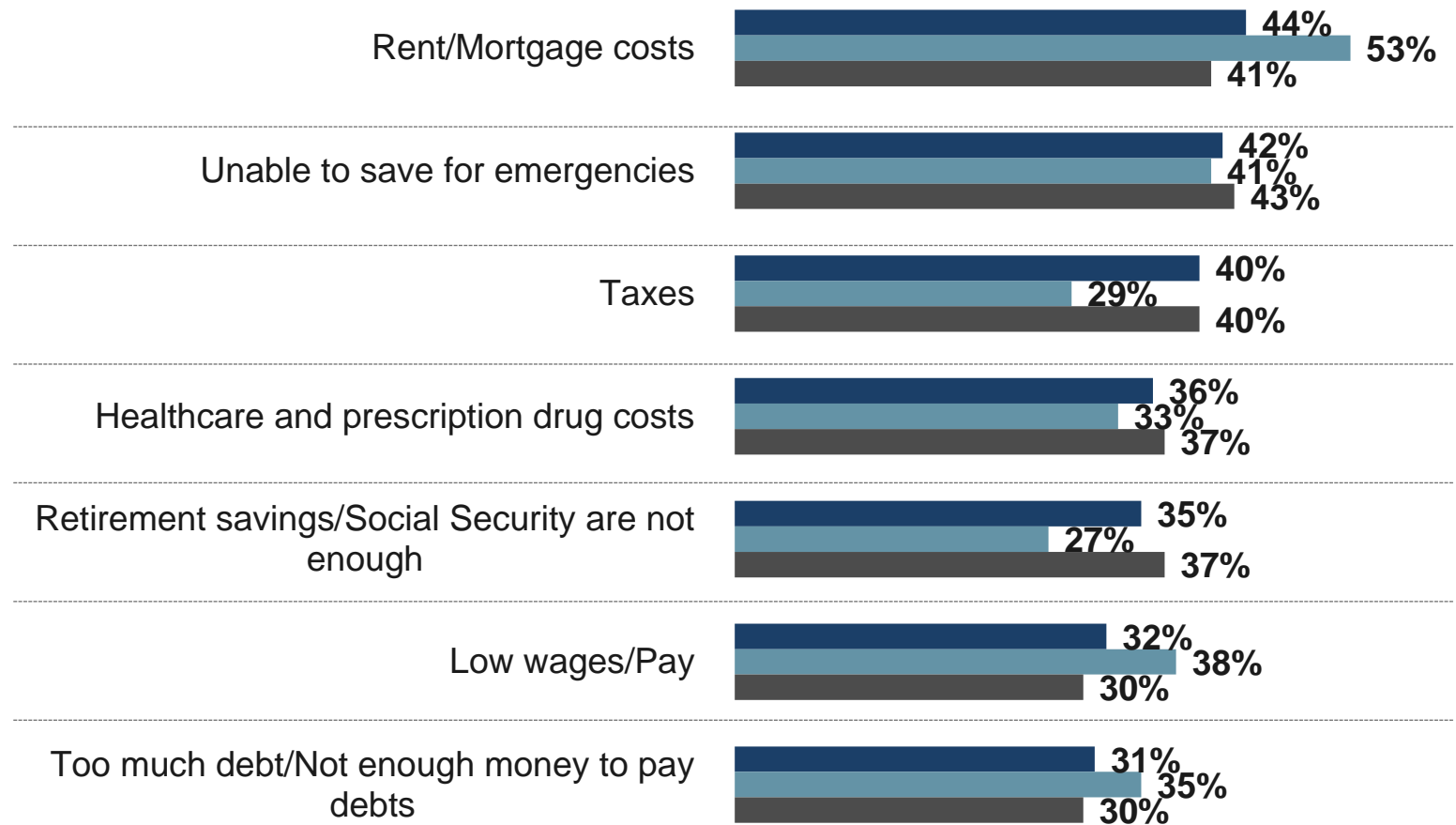
# Kitchen table economic issues are top-of-mind for Black voters.

Please rank the four that are the biggest financial challenges or problems facing your family today.

■ National RVs ■ Black RVs ■ White RVs



Cost of food/Groceries

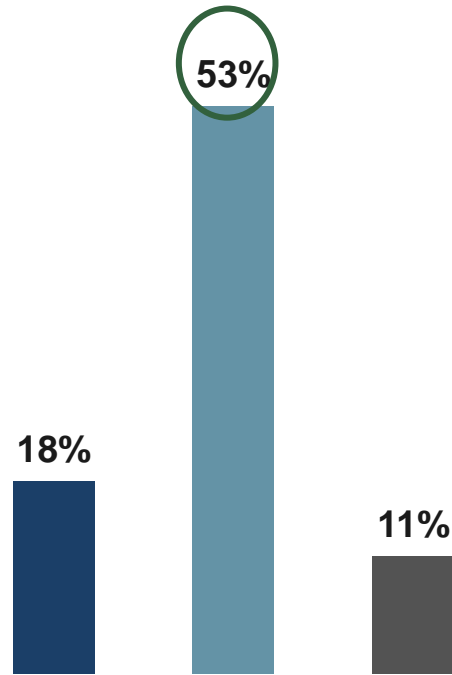




# Black voters want elected leaders to prioritize economic issues above others, and closing the racial wealth gap is a top priority.

Please rank the four that you think should be elected leaders' top priorities.

■ National RVs ■ Black RVs ■ White RVs



*Closing the racial wealth gap*

**Top 4 %**

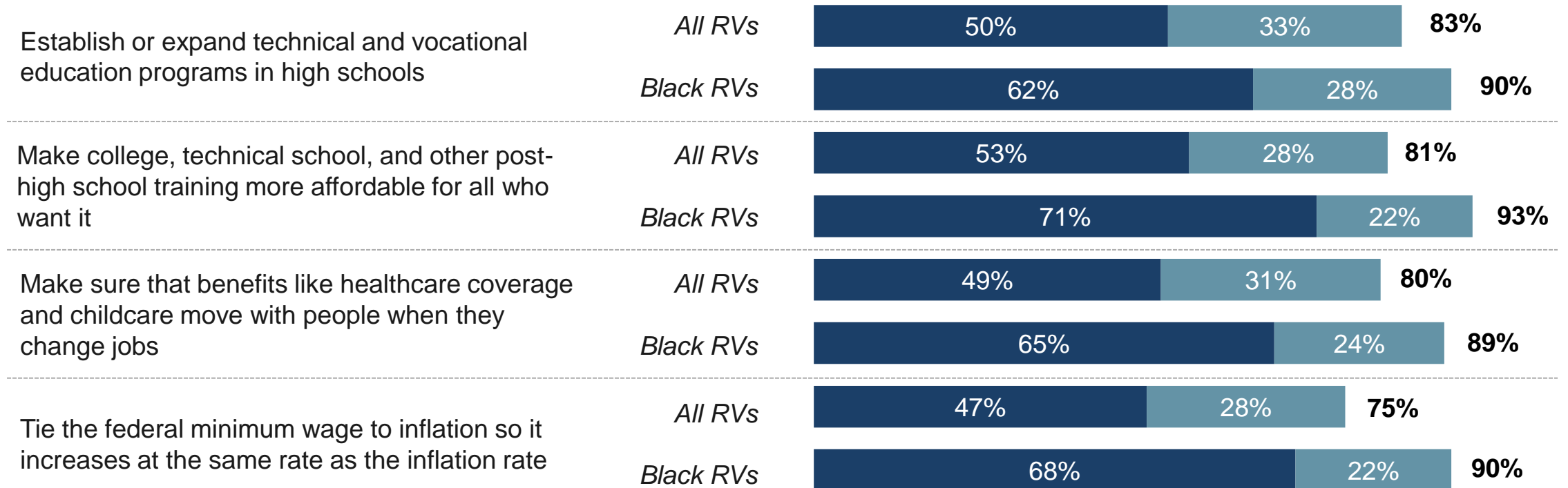
		Black RVs	White RVs
Lowering healthcare and prescription drug costs	53%	51	55
Reforming taxes in order to make the economy more fair	51%	41	52
Creating jobs and developing the workforce	47%	42	44
Increasing affordable housing	44%	58	43
Addressing immigration/Ensuring border...	44%	22	48
Combatting terrorism/Ensuring national security	40%	19	44
Protecting abortion rights	28%	27	27

**Jobs/Workforce**  
 Black men 18-34: 54%  
 Black women 18-34: 51%

# The vast majority of Black voters believe BEA's proposed job and workforce policies will help people like them, as do a solid majority of all RVs.

Now you will see some specific ideas for job creation and workforce development. For each one, please indicate the extent to which it would help people like you.

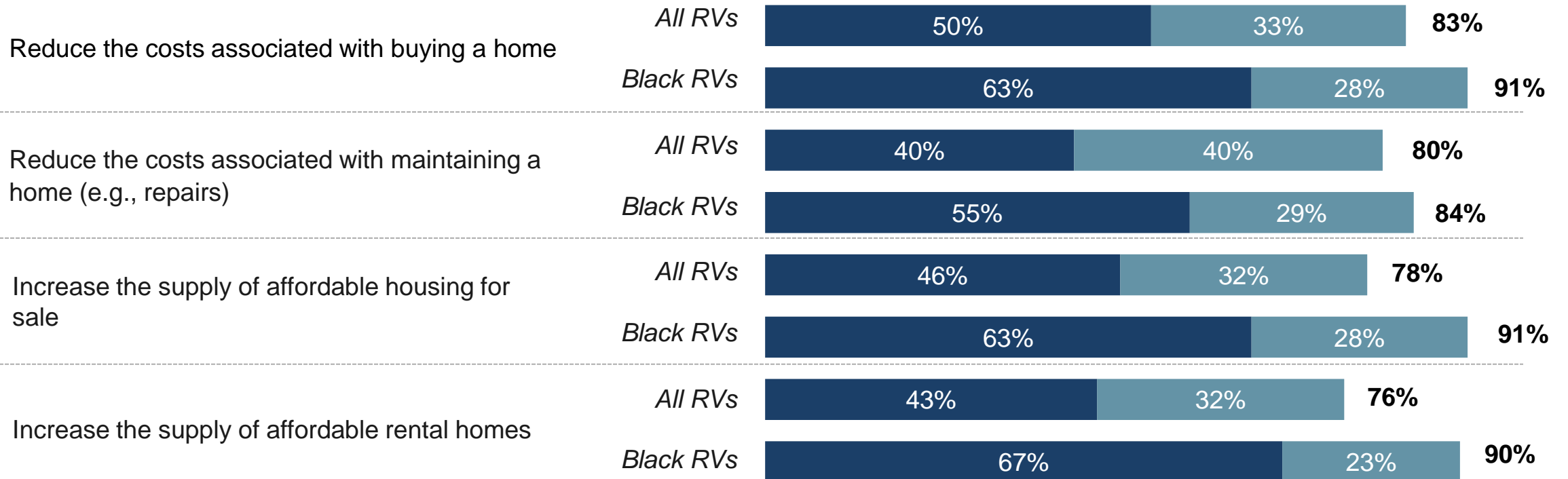
■ Would help a great deal ■ Would help a fair amount



# The vast majority of Black voters believe BEA's proposed housing policies will help people like them, as do a solid majority of all RVs.

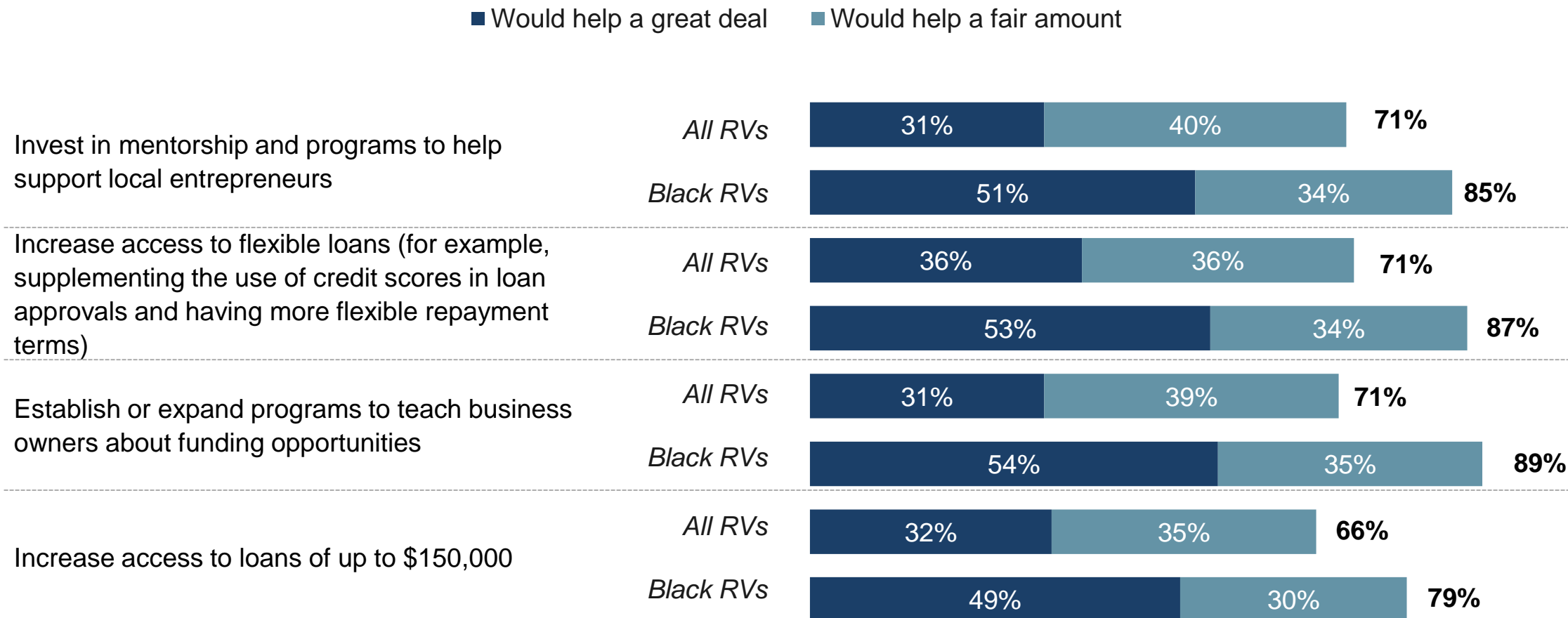
Now you will see some specific ideas for making housing more affordable and accessible.  
For each one, please indicate the extent to which it would help people like you.

■ Would help a great deal ■ Would help a fair amount



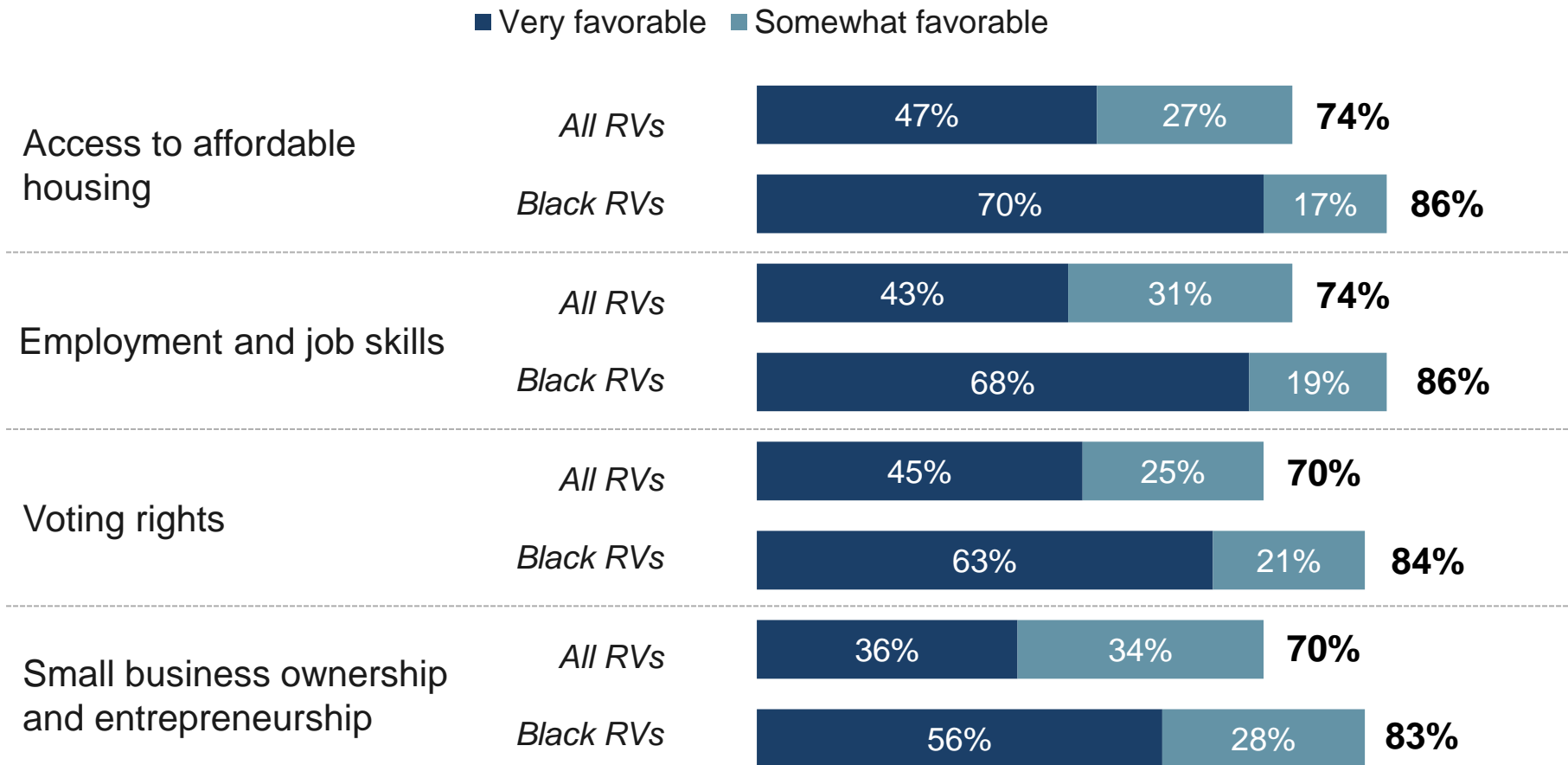
# The vast majority of Black voters believe BEA's proposed entrepreneurship policies will help people like them, as do a solid majority of all RVs.

Now you will see some specific ideas for supporting small businesses. For each one, please indicate the extent to which it would help people like you.



# Prioritizing reducing racial inequality in key policy areas will increase elected leaders' favorability across the electorate, and at especially high rates among Black voters.

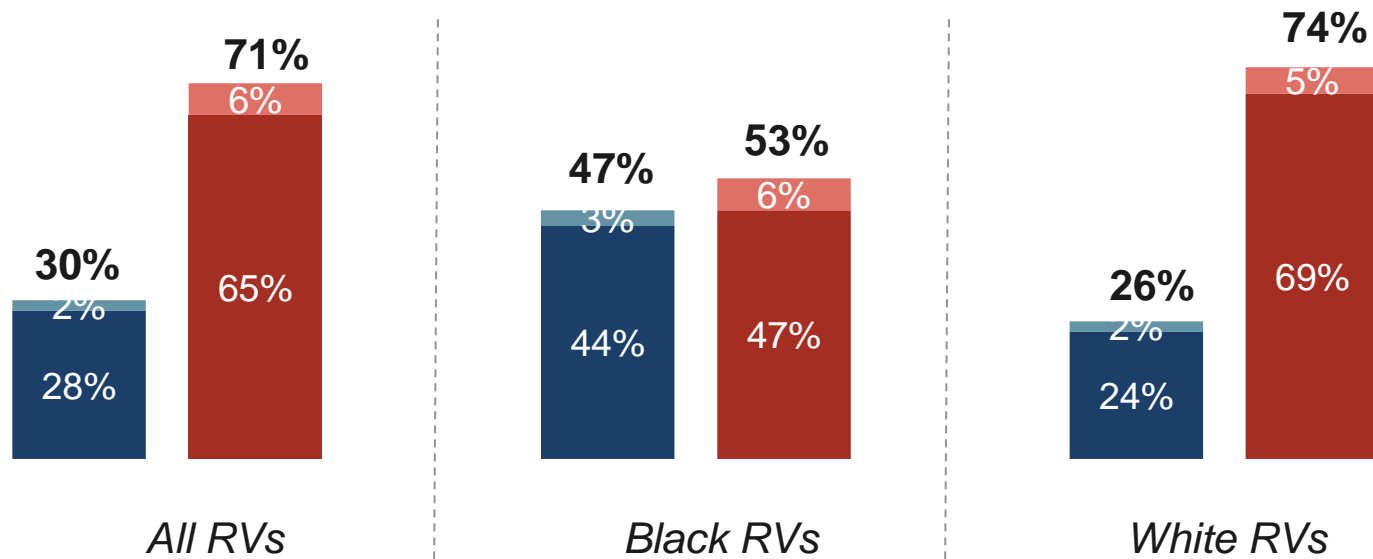
*Imagine you learned that an elected leader prioritized reducing racial inequality in the following areas.  
How would you feel about that leader?*



# A solid majority of RVs are intensely pessimistic about the current and future state of the economy; about half of Black RVs are optimistic, and optimism increases with age.

*How satisfied are you with the state of the U.S. economy today? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?*

- Optimistic now/Optimistic for the future
- Optimistic now/Pessimistic for the future
- Pessimistic now/Optimistic for the future
- Pessimistic now/Pessimistic for the future



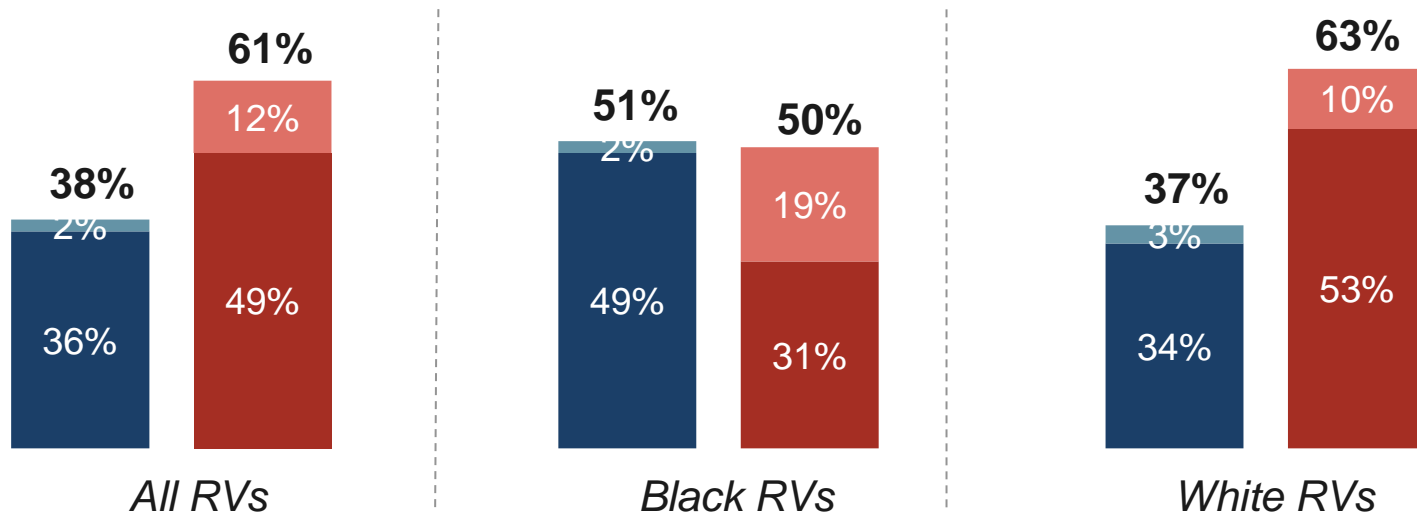
## Optimistic now/ Optimistic future %

	Black RVs
Men	49
Women	40
18-34	35
35-49	39
50-64	44
65+	58

# RVs are somewhat less pessimistic about the current and future state of their personal economic situation; about half of Black RVs are optimistic, and optimism increases with age.

*How satisfied are you with the economic situation for you and your family today? And over the course of the next year, do you think the state of the economy for you and your family will get better, stay about the same, or get worse?*

- Optimistic now/Optimistic for the future
- Optimistic now/Pessimistic for the future
- Pessimistic now/Optimistic for the future
- Pessimistic now/Pessimistic for the future



## Optimistic now/ Optimistic future %

	Black RVs
Men	52
Women	46
18-34	41
35-49	44
50-64	47
65+	63

Total Pessimistic Now/Optimistic Future  
 Black men 18-34: **29%**  
 Black women 18-34: **30%**

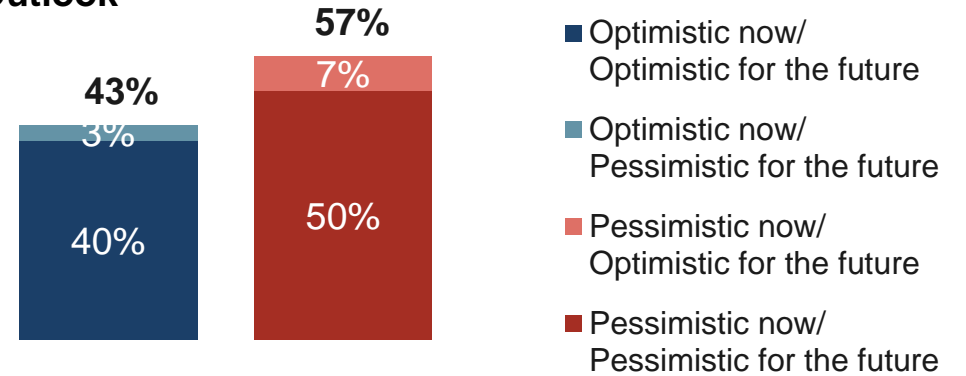
# Black Male RVs Age 18-34

## Economic framing

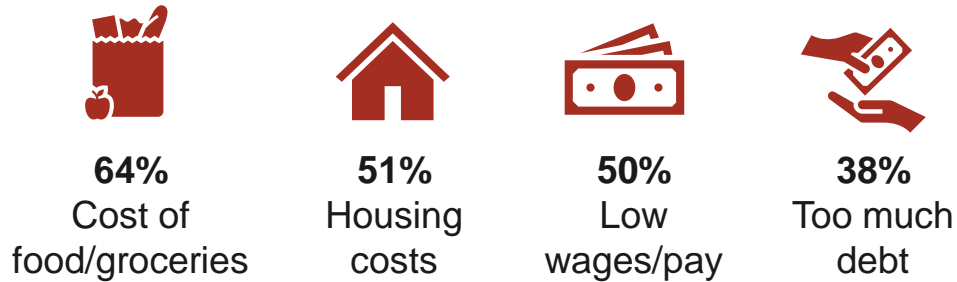
Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

65%

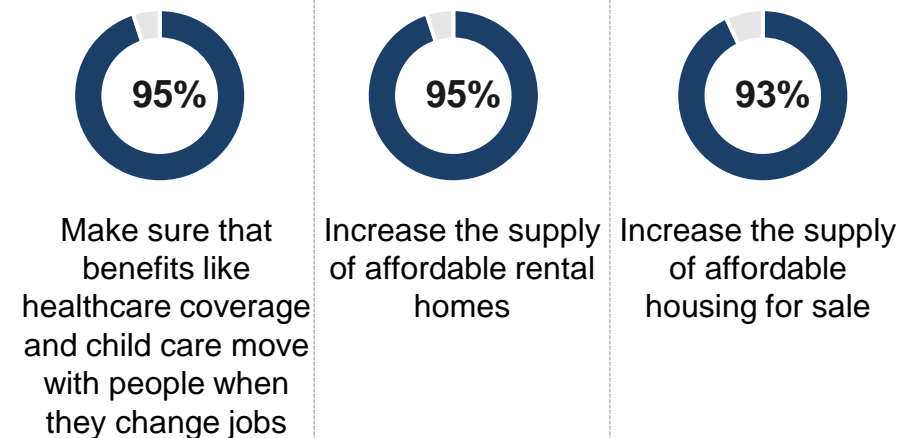
## National Economic Outlook



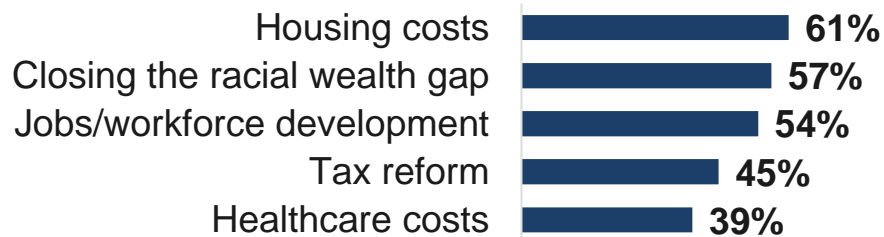
## Top Financial Challenges



## Policy Preferences



## Issue Priorities



< 39%: Addressing immigration, Terrorism/national security, Protecting abortion



# Battleground States

# Black RVs in Battleground States\*

## Economic framing

Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

72%

## Top Financial Challenges



78%  
Cost of food/groceries



56%  
Housing costs

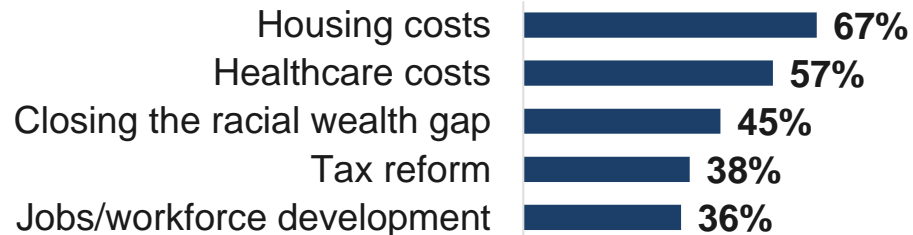


40%  
Unable to save



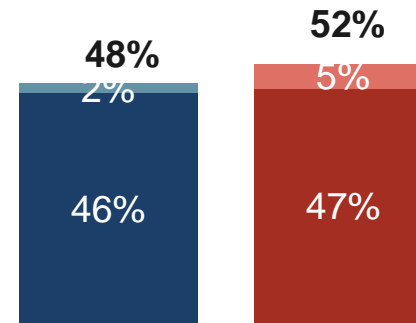
35%  
Low wages/pay

## Issue Priorities



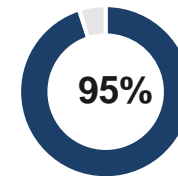
<36%: Addressing immigration, Terrorism/national security, Protecting abortion.

## National Economic Outlook

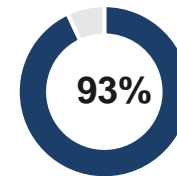


- Optimistic now/ Optimistic for the future
- Optimistic now/ Pessimistic for the future
- Pessimistic now/ Optimistic for the future
- Pessimistic now/ Pessimistic for the future

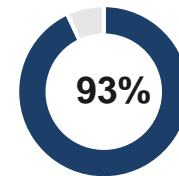
## Policy Preferences



Increase the supply of affordable housing for sale



Increase the supply of affordable rental homes



Make college, technical school, and other post-high school training more affordable for all who want it

# Appendix

# Sample Characteristics

	All RVs %	Black RVs %	White RVs %
Men	48	45	49
Women	51	54	50
18-34	24	26	16
35-49	24	26	25
50-64	26	24	27
65+	26	24	32
White	70	-	100
Black	12	100	-
Latino	11	-	-
Other	7	-	-
Democrat	46	83	37
Independent	12	10	9
Republican	42	6	52

	All RVs %	Black RVs %	White RVs %
Northeast	20	22	20
South	34	51	34
Midwest	22	17	23
West	23	10	23
Urban	25	49	18
Suburban	49	37	51
Rural/Small town	26	14	30
High school/Less	28	35	28
Some college	31	36	32
4-year college	25	19	25
Postgrad	15	11	15
< \$50k	38	56	36
\$50-75k	37	33	37
\$75k+	24	11	27

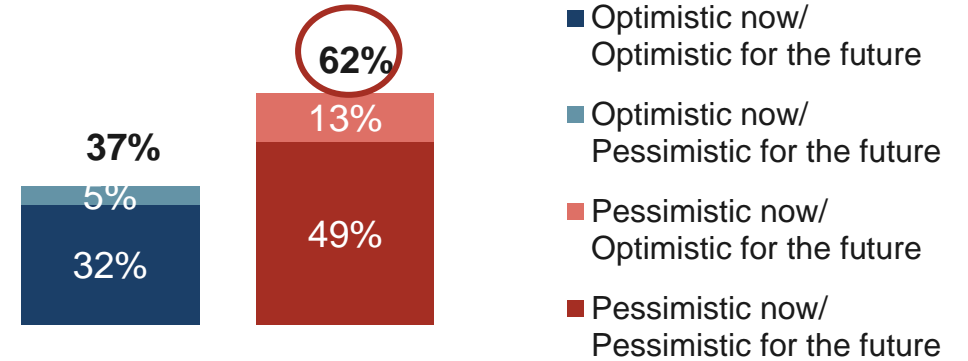
# Black Female RVs Age 18-34

## Economic framing

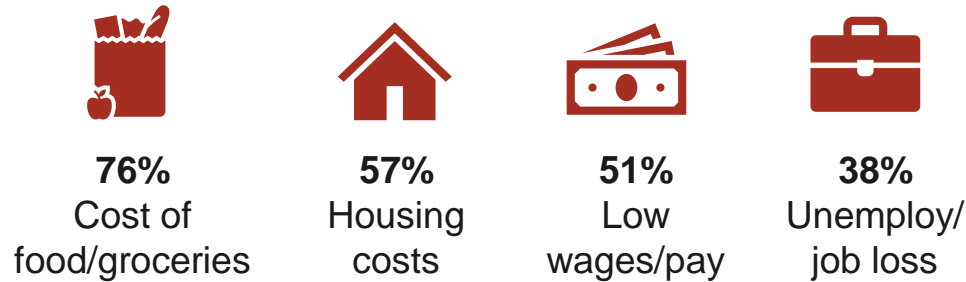
Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

73%

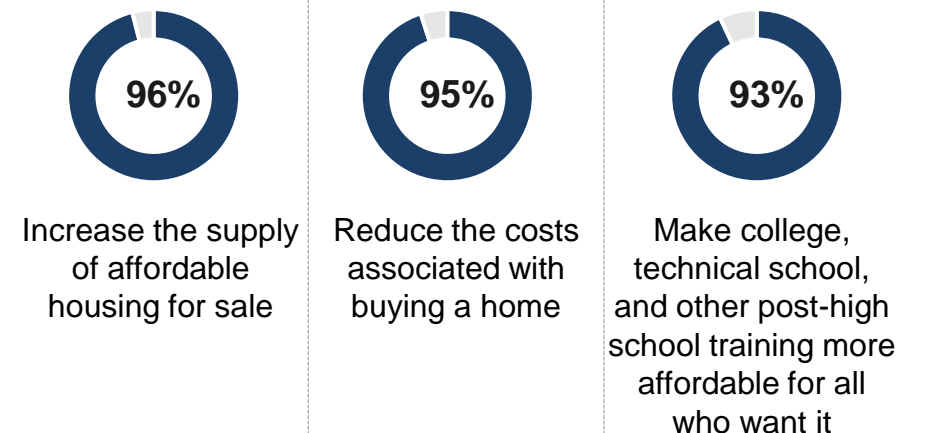
## National Economic Outlook



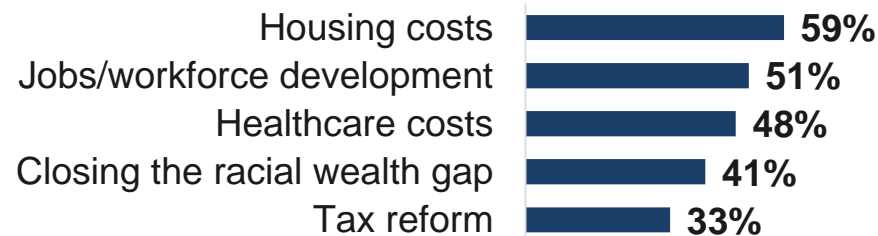
## Top Financial Challenges



## Policy Preferences



## Issue Priorities



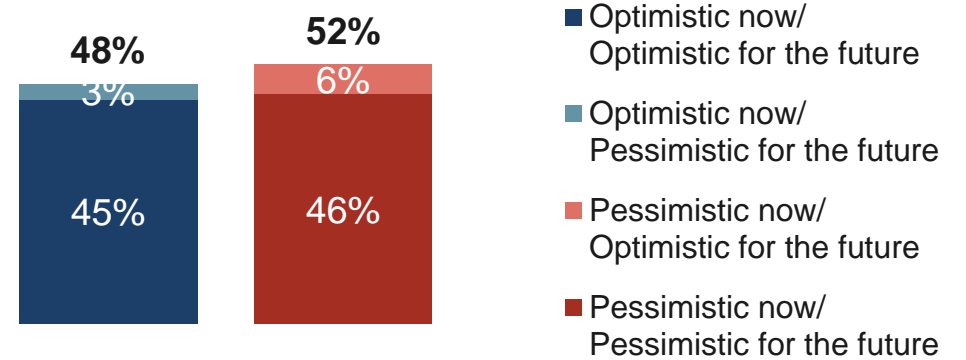
# Black RVs in the Suburbs

## Economic framing

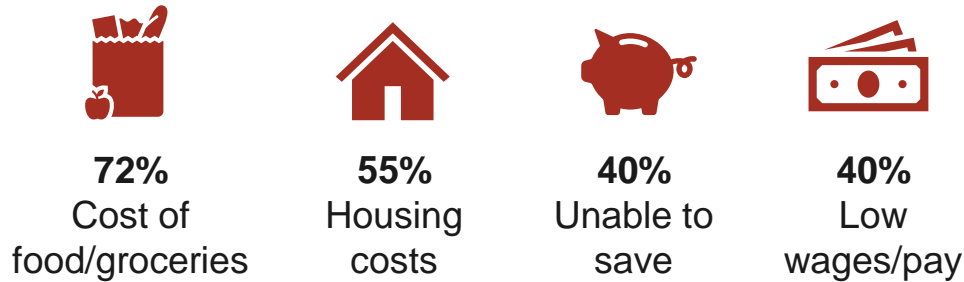
Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

79%

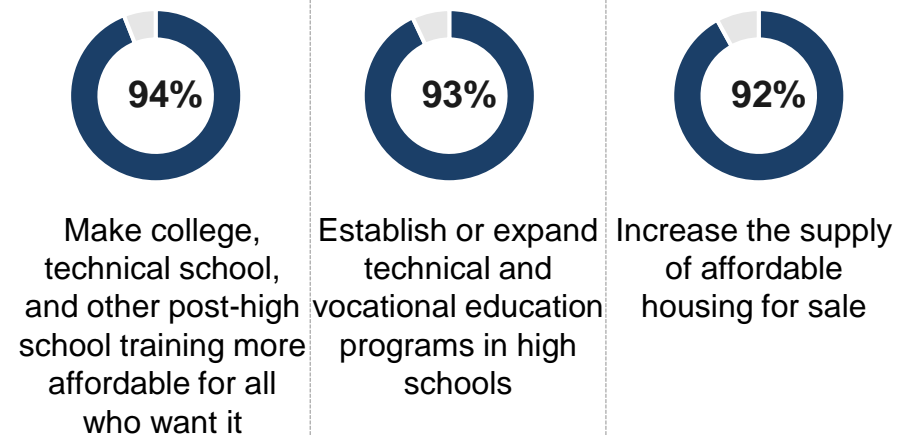
## National Economic Outlook



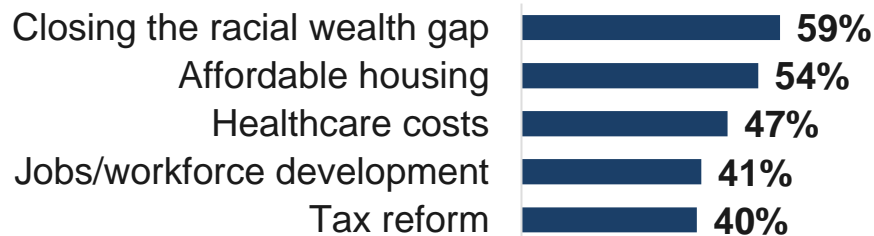
## Top Financial Challenges



## Policy Preferences



## Issue Priorities



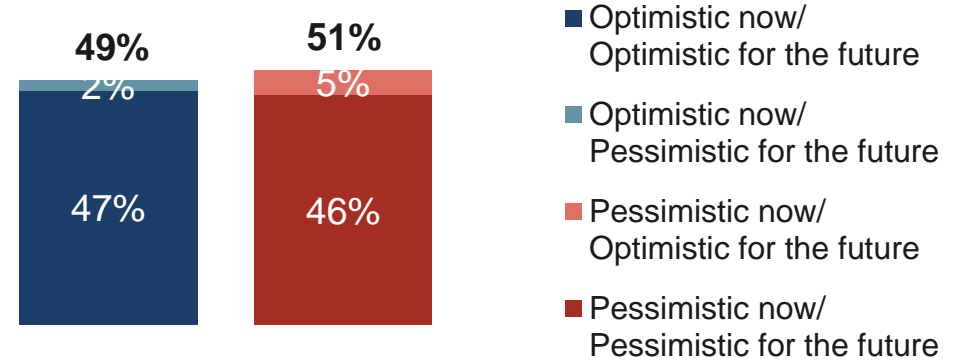
# Middle Class Black RVs\*

## Economic framing

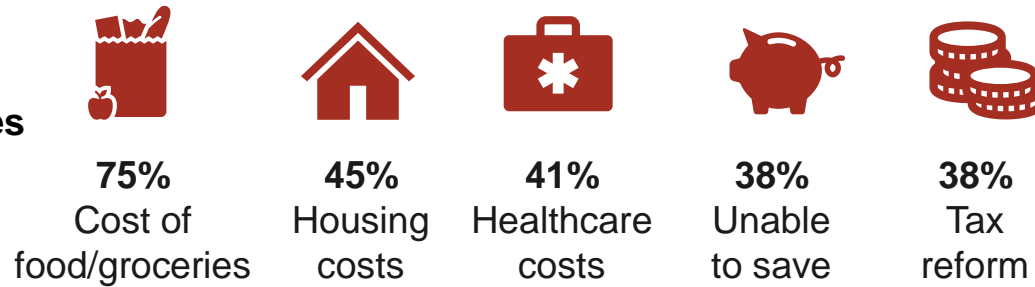
Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

83%

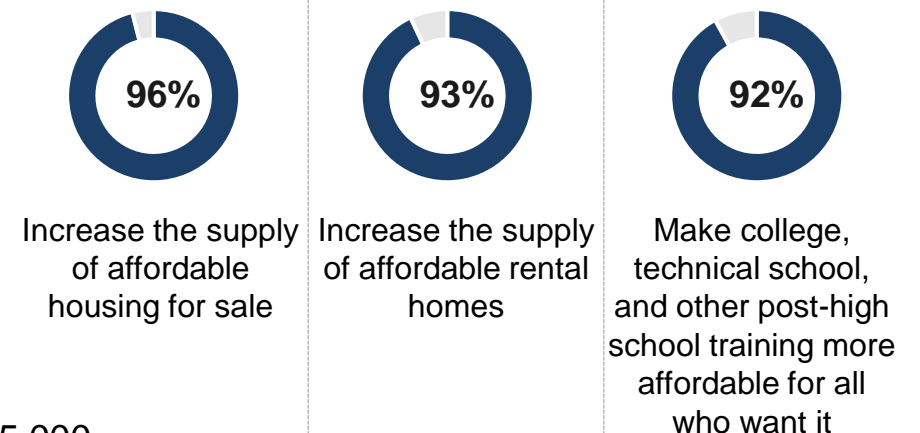
## National Economic Outlook



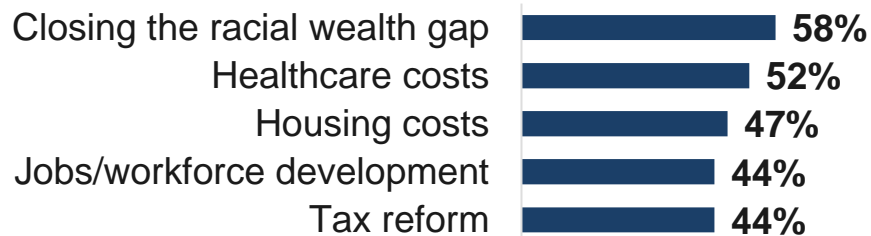
## Top Financial Challenges



## Policy Preferences



## Issue Priorities



\* Household income of \$50,000-\$75,000

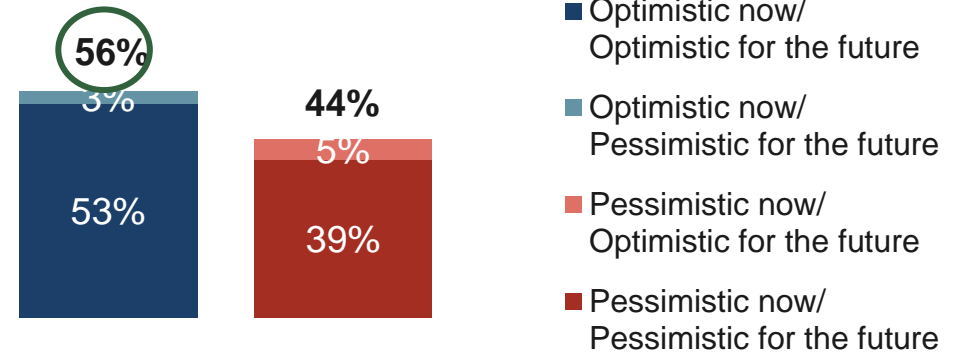
# Black RVs Who Own Homes

## Economic framing

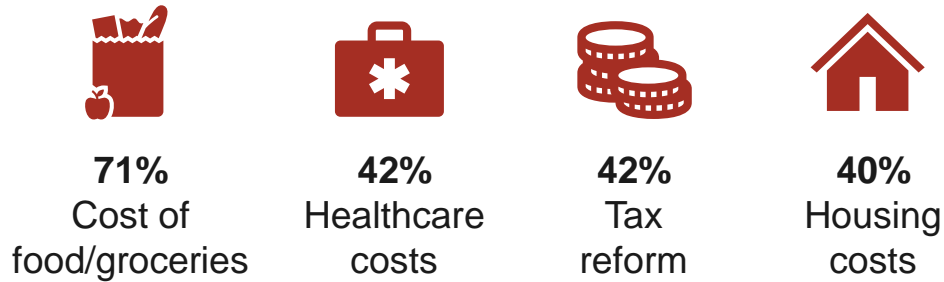
Believes enacting policies that help ensure that everyone has access to the same opportunities will create economic growth and be good for the economy overall:

79%

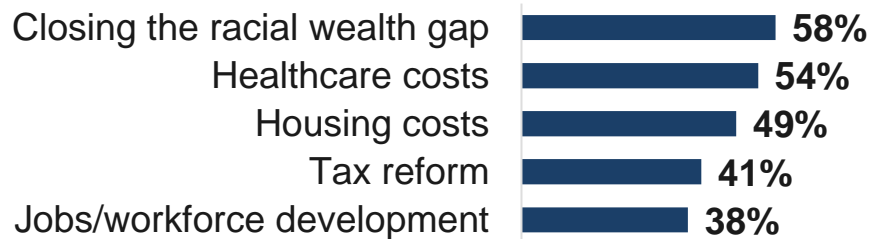
## National Economic Outlook



## Top Financial Challenges



## Issue Priorities



## Policy Preferences

