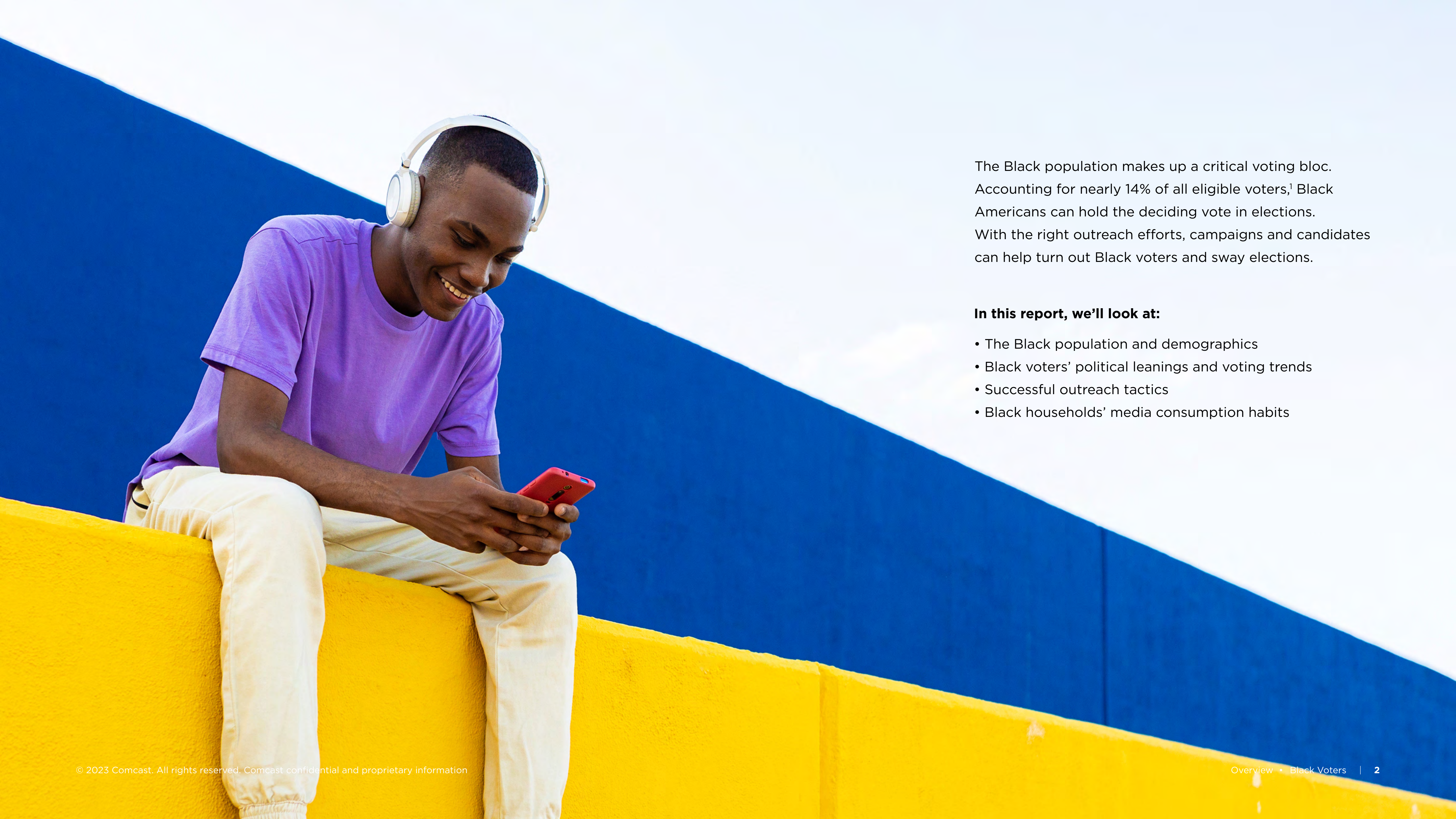




BLACK VOTERS REPORT



The Black population makes up a critical voting bloc. Accounting for nearly 14% of all eligible voters,<sup>1</sup> Black Americans can hold the deciding vote in elections. With the right outreach efforts, campaigns and candidates can help turn out Black voters and sway elections.

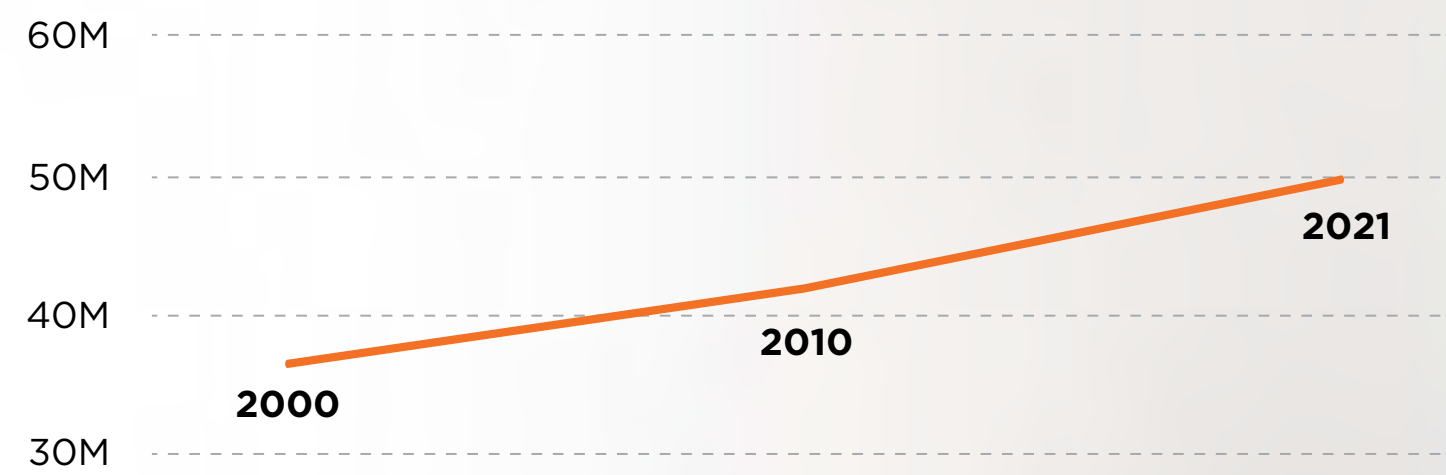
**In this report, we'll look at:**

- The Black population and demographics
- Black voters' political leanings and voting trends
- Successful outreach tactics
- Black households' media consumption habits

# Population

About 47.8 million Americans identify as Black, alone or in combination with another race, accounting for 15% of the total U.S. population.<sup>2</sup> From 2000 to 2021, the number of Black Americans rose 36%, far outpacing the total U.S. population growth of just 18%.<sup>2</sup>

## Total U.S. Black Population<sup>2</sup>

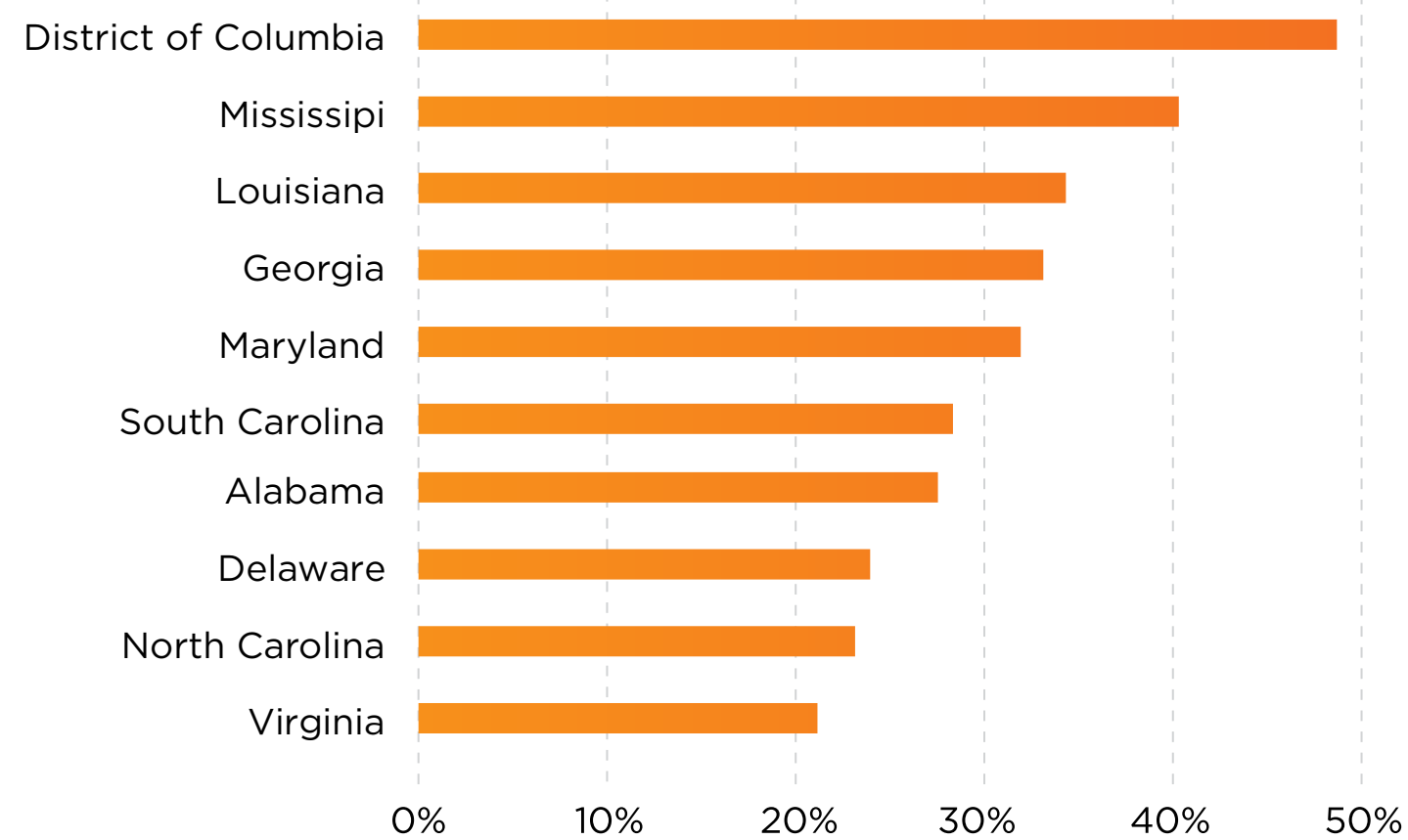


## Population Distribution

The U.S. Black population is spread throughout every state, but Southern states generally have the highest concentrations.<sup>3</sup>

### Percent of Population that Identifies as Black

Top 10 States with Highest Percentages of Black Populations<sup>3</sup>

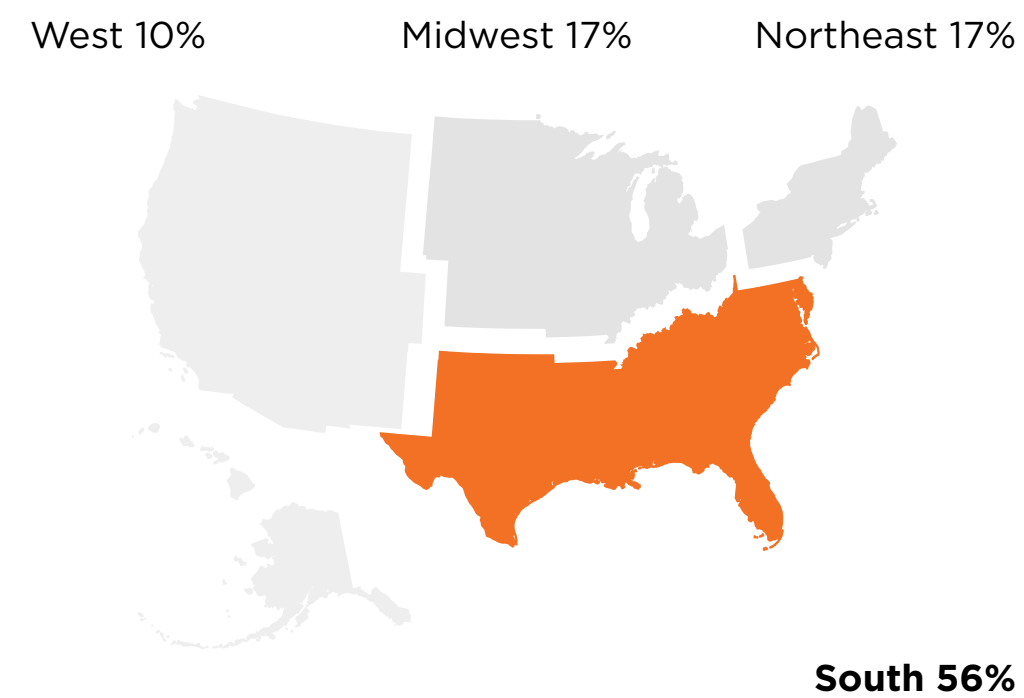


\*Note: Figures may not add to 100% due to rounding. "U.S. Black population" refers to anyone who self-identifies as Black, inclusive of single-race Black, multiracial Black, and Black Hispanic people.

In fact, the South accounts for more than half the total U.S. Black population.<sup>4</sup>

### Majority of the U.S Black population lives in the South

% of U.S. Black population by region

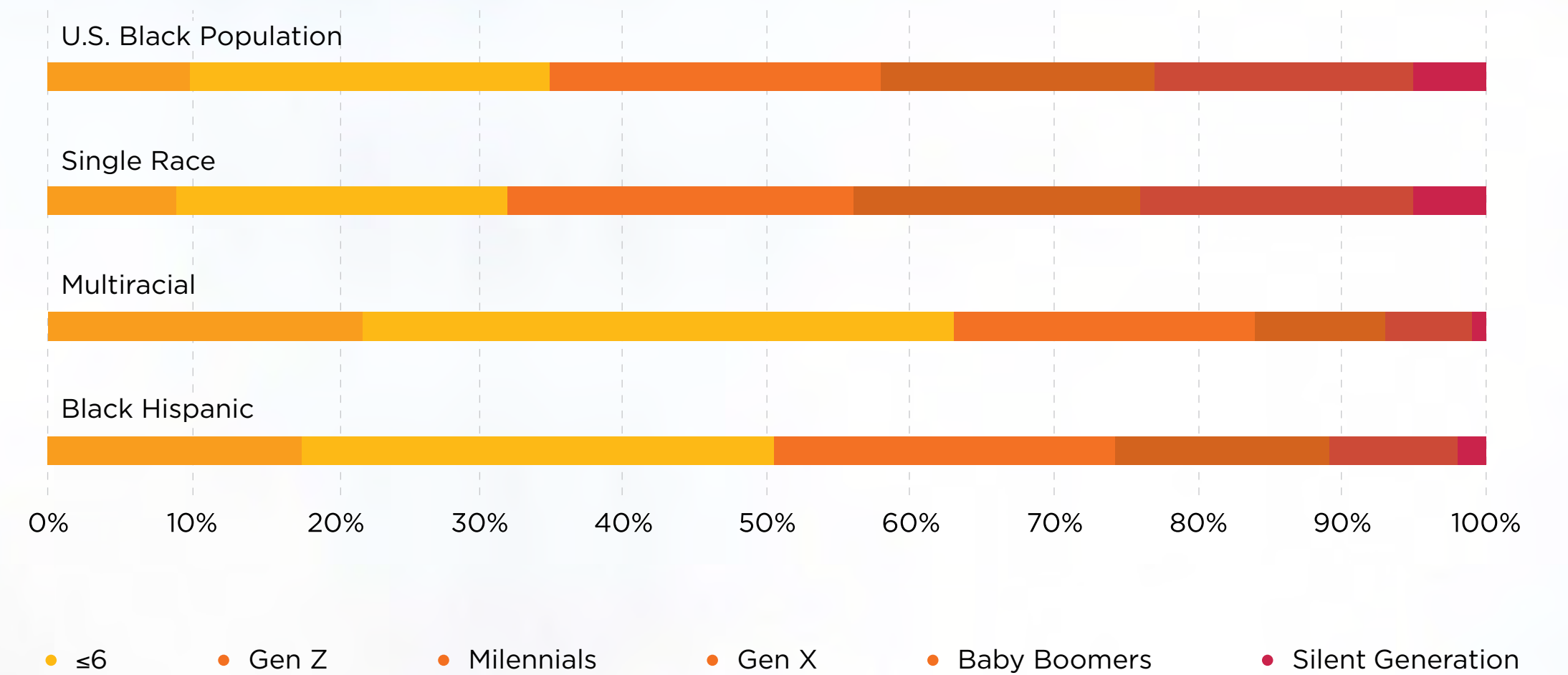




## Diversity

Diversity within this group is growing, and younger Black Americans are significantly more likely to identify as multiracial or Black Hispanic.<sup>4</sup>

### Black Americans

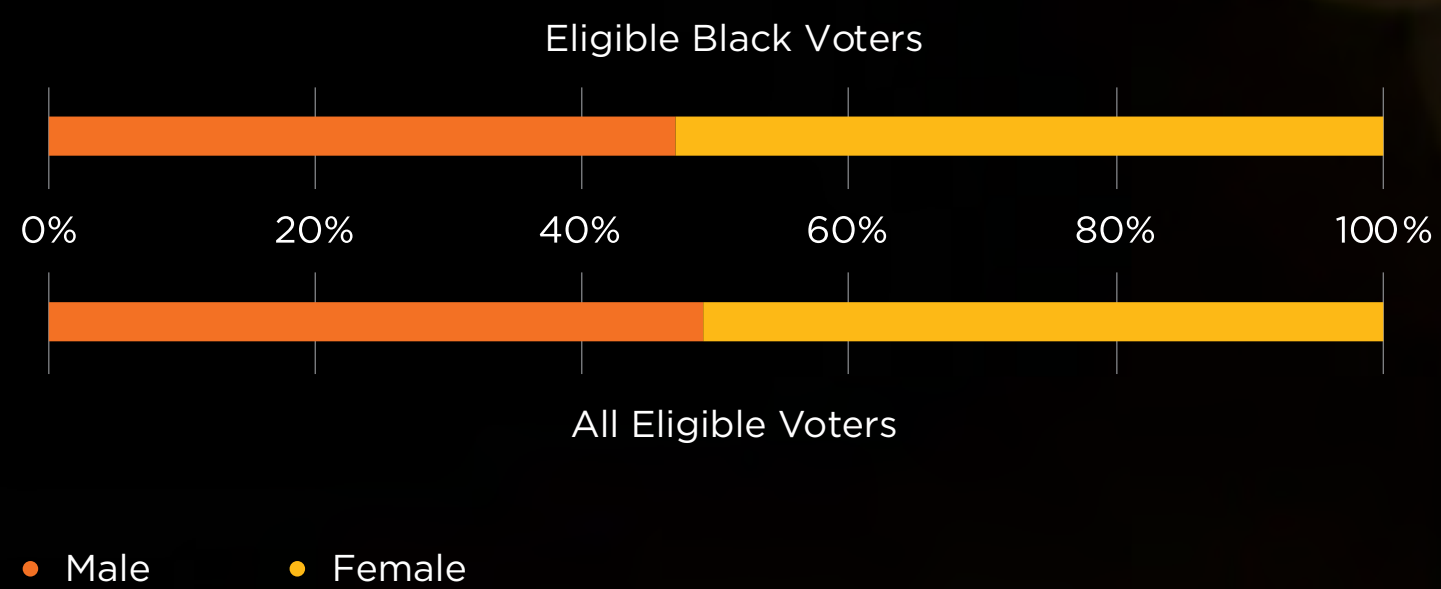


# Eligible Voters

**In 2022, there were 32.7 million eligible Black voters, comprising nearly 14% of all eligible voters.<sup>1</sup>**

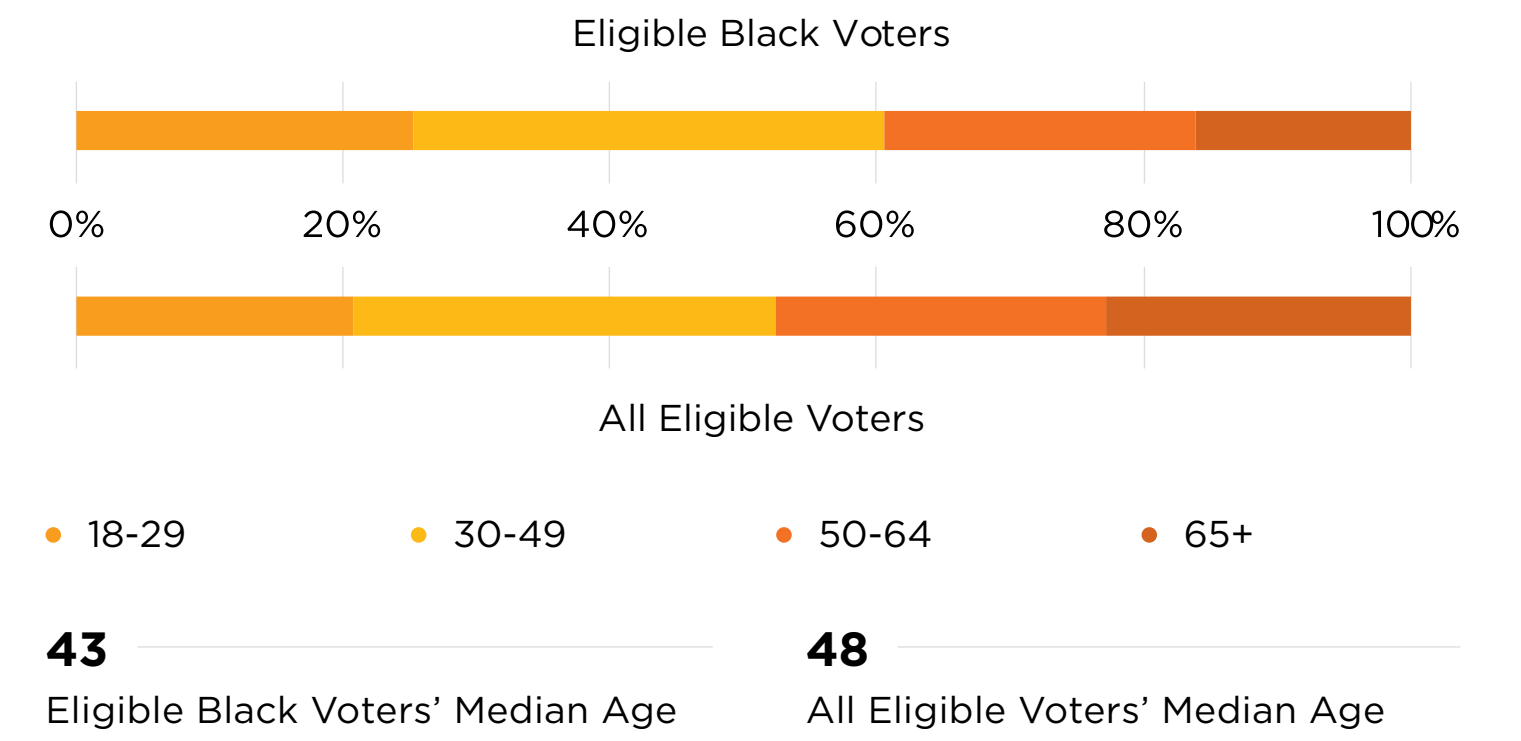
Compared to all eligible voters, there are distinct differences in the Black population across age, gender, and education levels.

## Gender

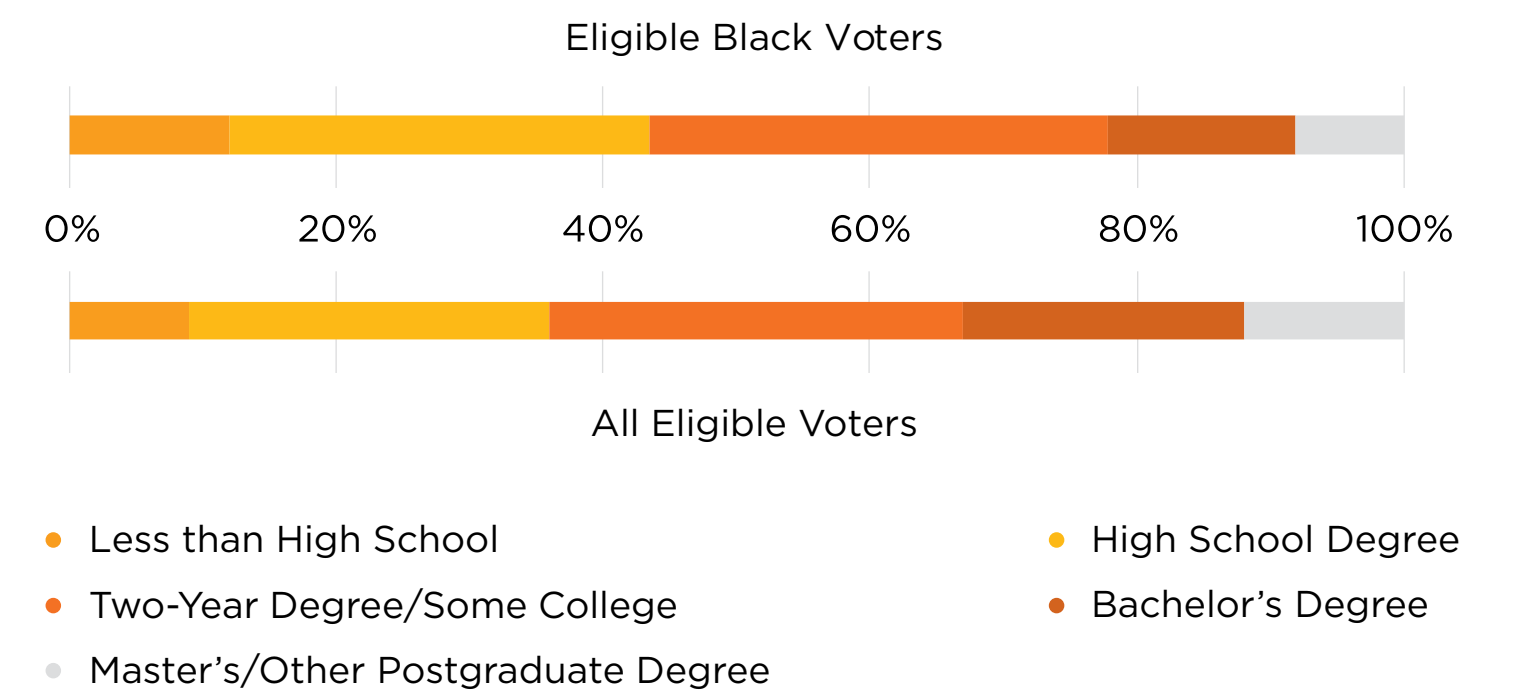




## Age



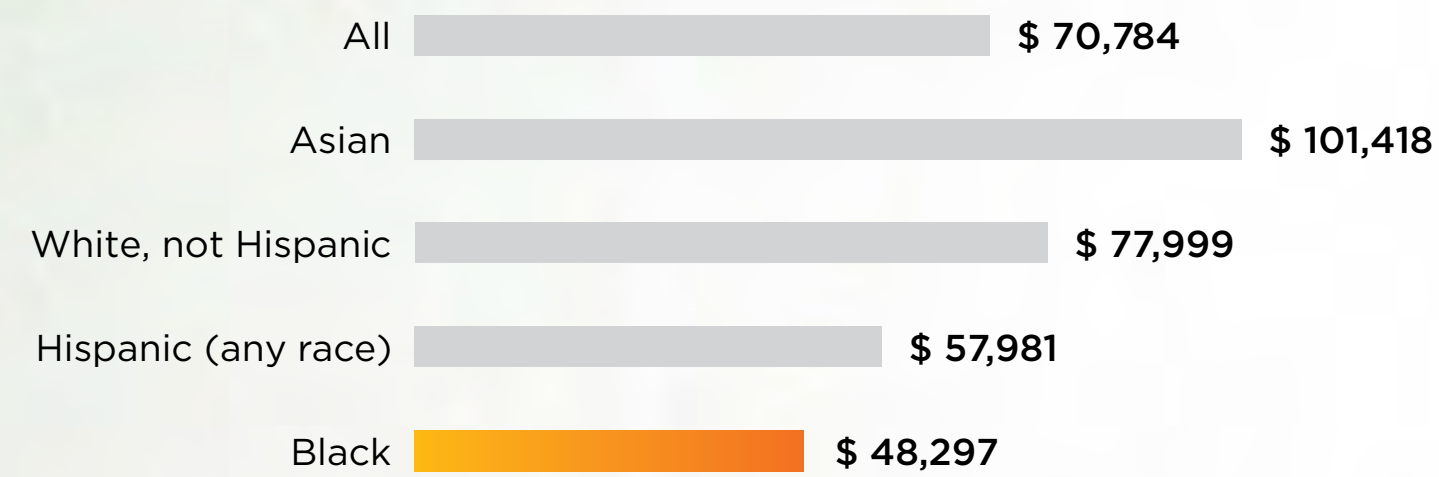
## Education Level



# Wealth

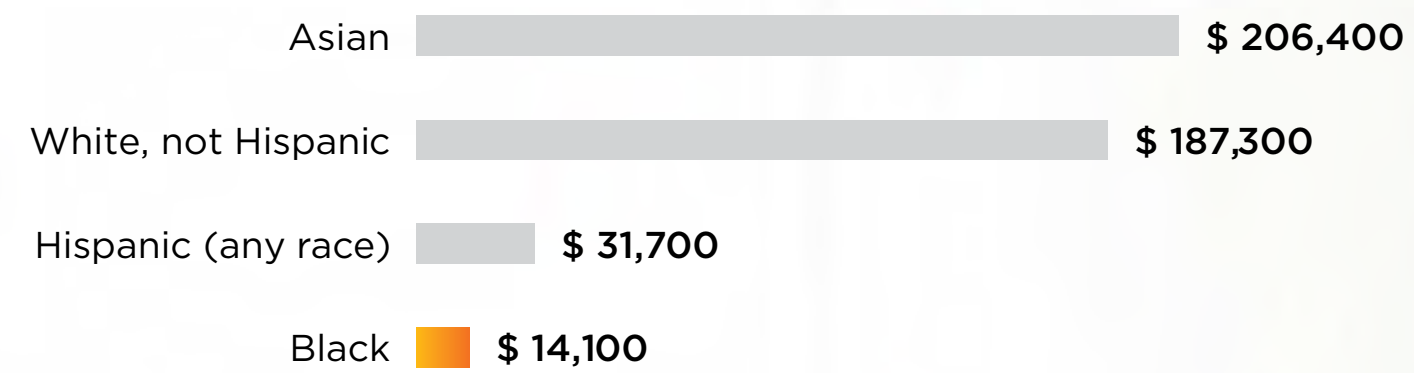
Economic inequality has had a long and disproportionate impact on Black Americans, a fact that's reflected in their political priorities.<sup>5</sup> The average Black household income is lower than that of any other racial or ethnic group: It's about a third lower than the national median and less than half the average for Asian Americans.<sup>6</sup>

## Median Household Income<sup>6</sup>

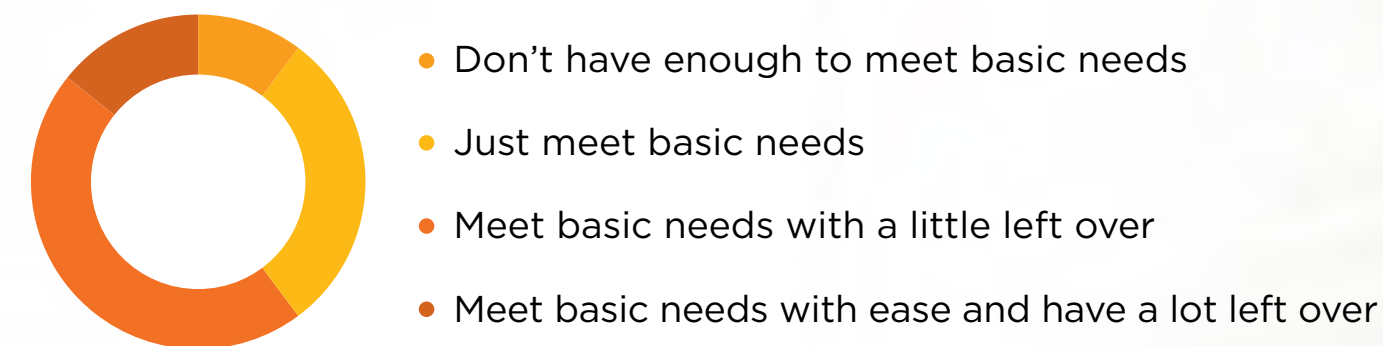


Likewise, the average wealth of Black households is just 7.5% that of white households, again lower than any other group's.<sup>7</sup>

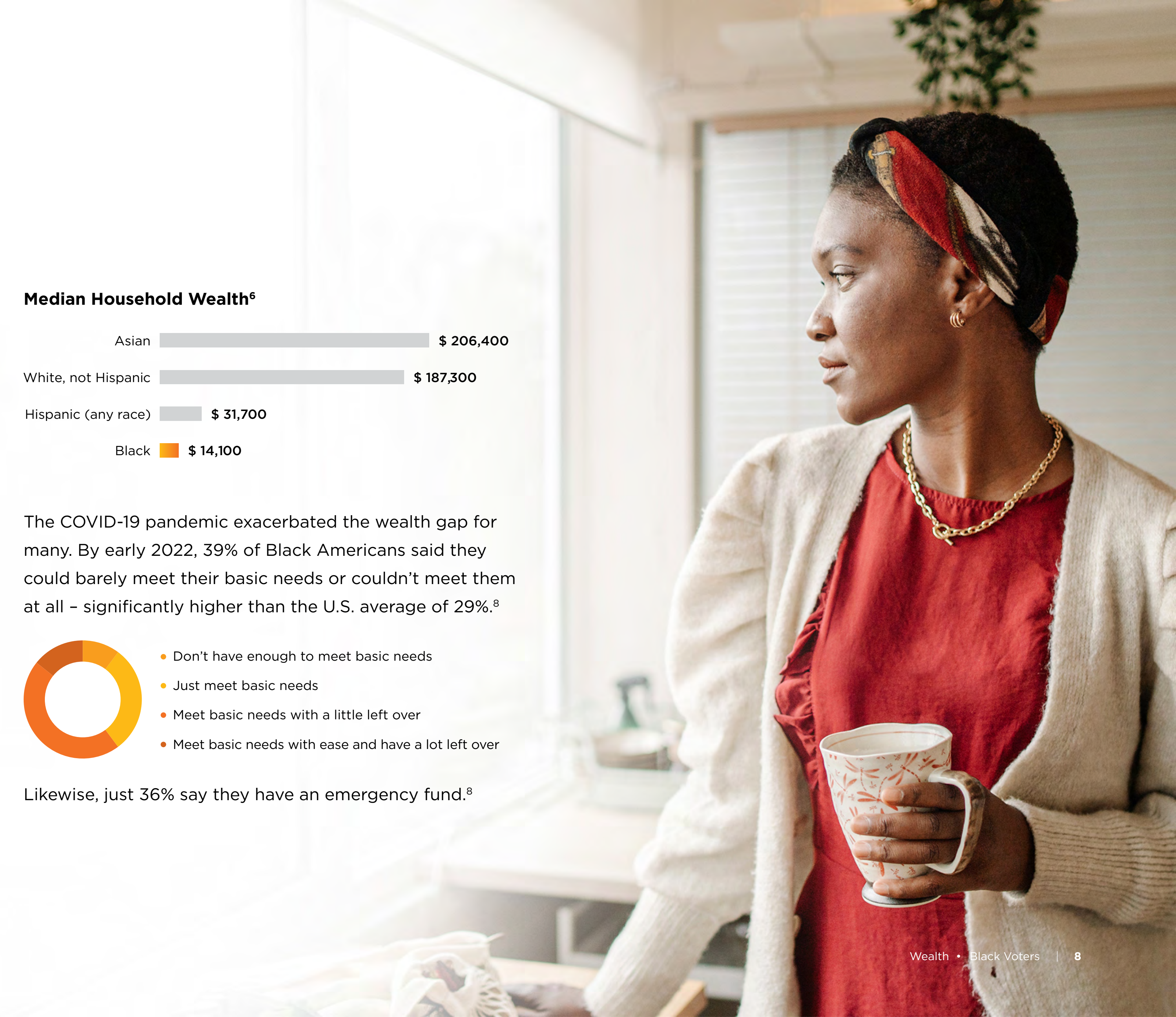
## Median Household Wealth<sup>6</sup>



The COVID-19 pandemic exacerbated the wealth gap for many. By early 2022, 39% of Black Americans said they could barely meet their basic needs or couldn't meet them at all – significantly higher than the U.S. average of 29%.<sup>8</sup>



Likewise, just 36% say they have an emergency fund.<sup>8</sup>







# Top Political Issues

Black Americans' financial situations play a strong role in determining the political issues most important to them. Black Americans tend to prioritize kitchen-table issues and urgent priorities, especially those related to their personal finances.<sup>5</sup>

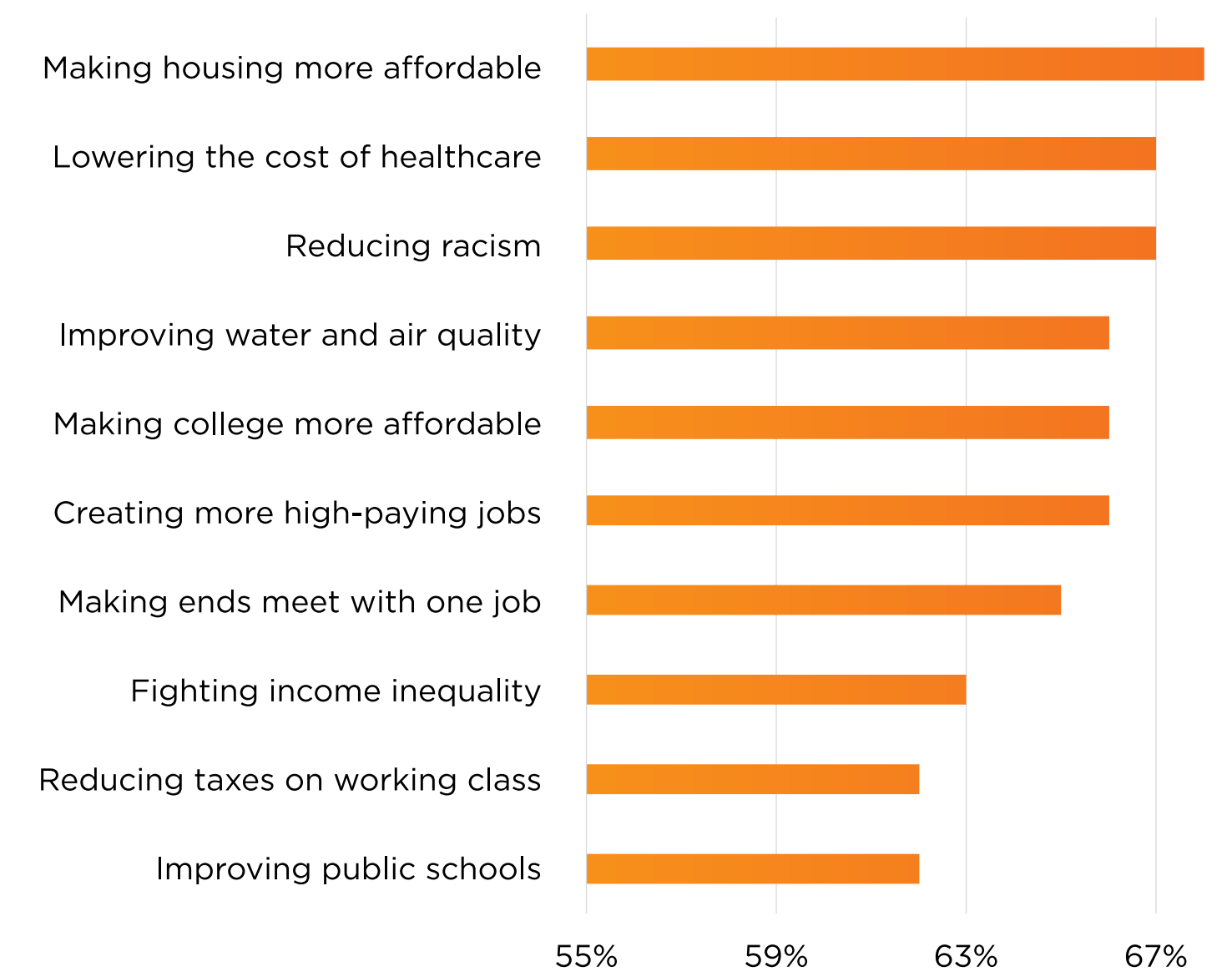
The top-cited issue overall is affordable housing. Those Black Americans most likely to state this as their top issue are women, non-Democrats, those 18-34 and 35-54, and those without college diplomas.

The second most important issue for Black Americans is healthcare costs. This is the top priority for men, those leaning strongly Democratic, and those over 55.

Other top issues include college affordability (especially for those identifying as “weak Democrats”) and air and water quality (particularly among college grads).

## Top 10 Priorities

% saying they'd personally benefit “a great deal”

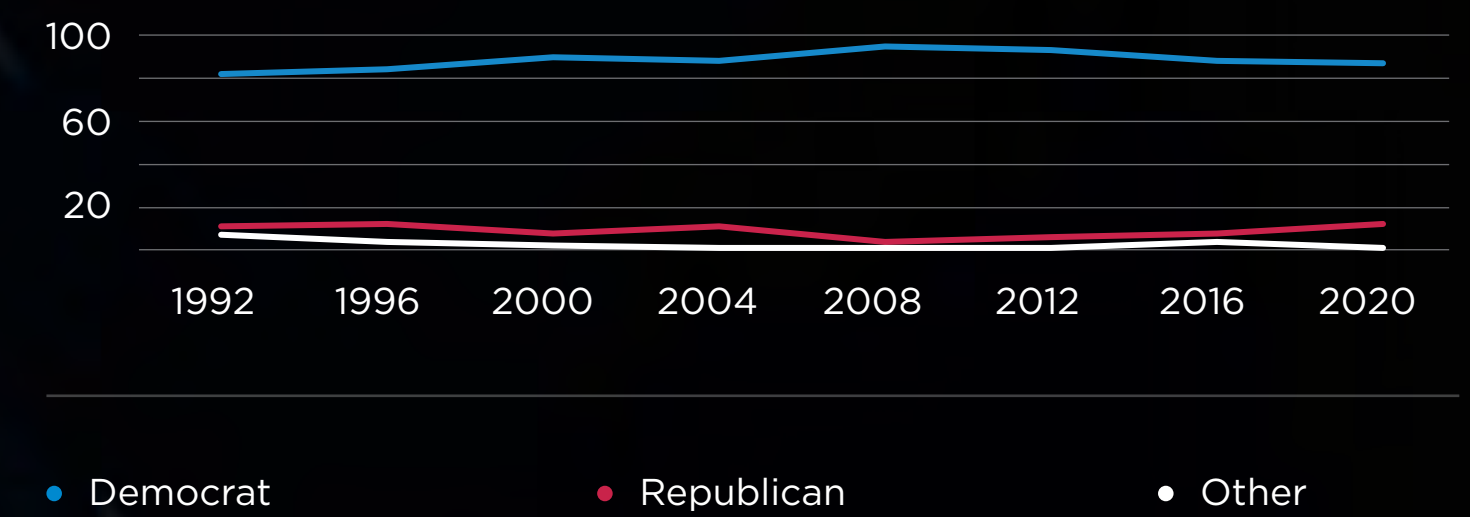




# Voting Trends

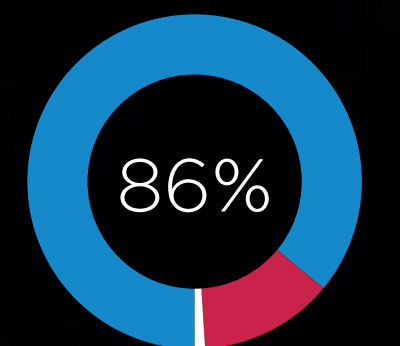
Black Americans tend to vote resoundingly Democratic. This trend has held true for decades, with as much as 95% of Black voters going blue in presidential elections.<sup>9</sup>

## Black Americans' Presidential Votes<sup>9</sup>



## Black Americans' 2022 Midterm Votes<sup>10</sup>

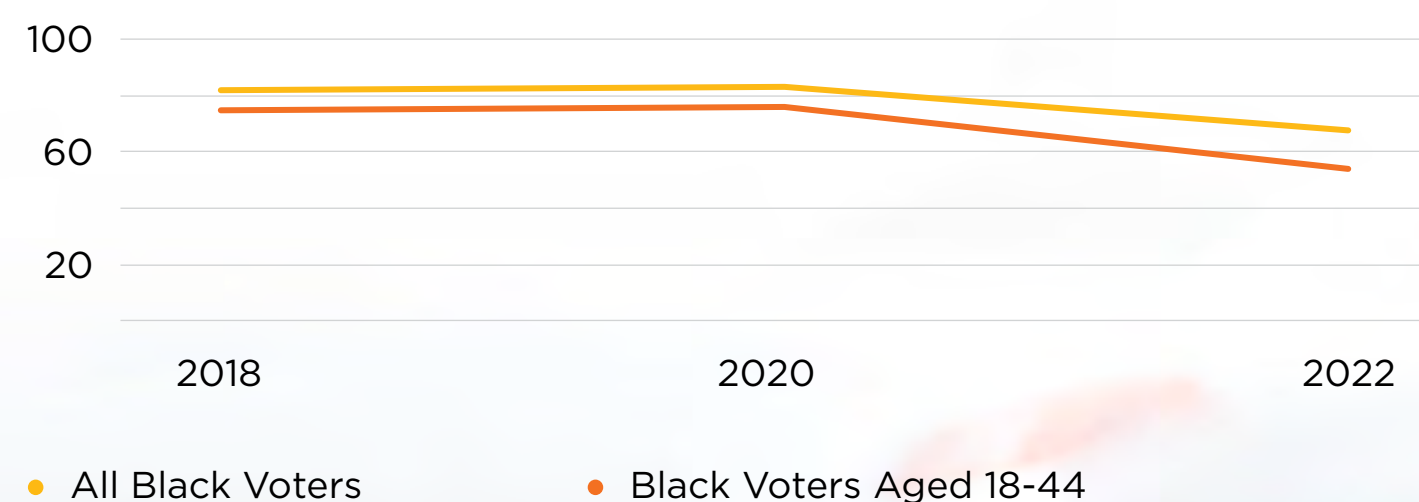
The 2022 midterms were no different, with 86% voting Democratic.<sup>10</sup>



## Where the Trend Differs

While Black constituents tend to vote blue, the GOP is making gains among this group, especially down-ballot. Republican House candidates in 2022 earned 14% of the Black vote, a significant jump from the 8% earned in both 2020 and 2018. Republicans were down 68 points in 2022, dramatically less than the 83- and 82-point differences in 2020 and 2018, respectively. And younger voters are closing the gap even faster. Among Black voters aged 18 to 44, Democrats led by 54 points, down from 76 in 2020 and 75 in 2018.

### Democrat/Republican Point Difference in House Races<sup>11</sup>

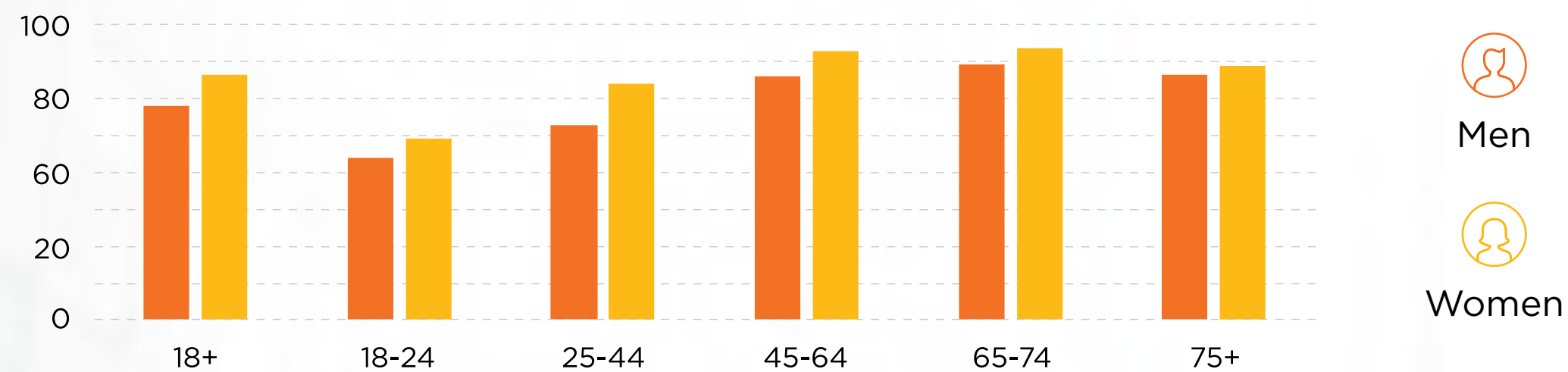


# Turnout

## 2020 Turnout

Turnout among Black voters is consistently below average. In the 2020 election, 62% of Black citizens voted, compared to the U.S. average of 67%. Overall, Black women were more likely to vote than Black men, and turnout rates generally increased with age. In fact, young men were the least likely to vote, while older women were the most likely.<sup>2</sup>

### 2020 Black Turnout by Age and Gender<sup>2</sup>



## 2022 Turnout

While overall turnout for the last two midterm cycles has been significantly higher than in previous years,<sup>14</sup> Black turnout still lagged - the Black share of the electorate was at its lowest since 2006.<sup>15</sup> In close races, the level of Black voter turnout may have made the difference.



## Did you know?

Black voter turnout can increase by up to 3 points for each Black candidate on the ballot.<sup>16</sup>



### Georgia: Black Voters Propel Warnock to Victory

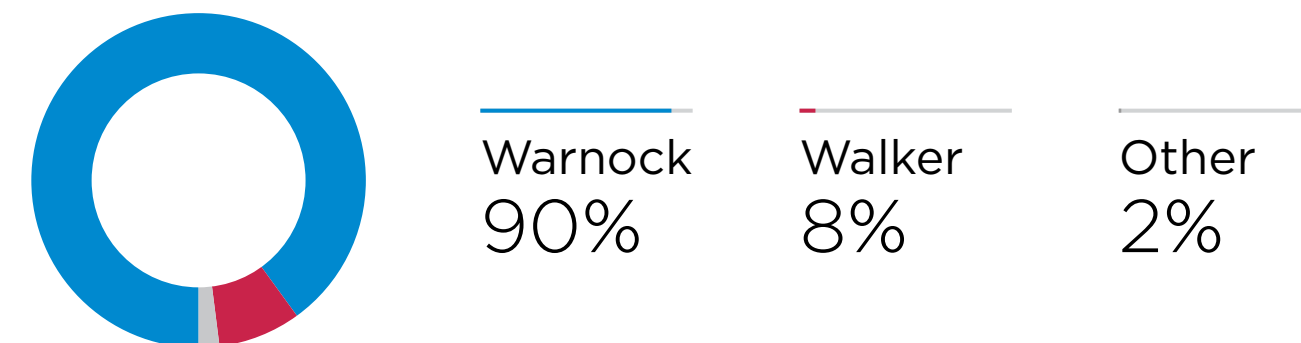
Georgia's midterms gained national attention due to the anticipated closeness of the race between incumbent Democratic Senator Raphael Warnock and Republican challenger Herschel Walker. All eyes were on Black voter turnout for two key reasons:

- The Black population accounts for nearly a third of the total Georgia population.<sup>3</sup>
- For the first time in the state's history, voters had a choice between two Black candidates for Senate.<sup>17</sup>

Warnock narrowly received more votes in the November election, garnering 49.4% compared to Walker's 48.5%.<sup>18</sup> Since no candidate received 50% of the votes, they went to a December runoff.

Black voters made up 28% of all voters in the runoff,<sup>19</sup> and they overwhelmingly voted blue. Warnock received 90% of the Black vote, while Walker received just 8%.<sup>19</sup> Ultimately, this made a difference. Warnock secured 50.7% of the total vote, beating out Walker by 1.4 points.<sup>20</sup>

#### Black Votes<sup>19</sup>



### Wisconsin: Low Black Turnout Results in Republican Win

Similarly close was the Wisconsin race for Senate between incumbent Republican Senator Ron Johnson and Black Democratic challenger Mandela Barnes. Barnes was hoping to secure a win by mobilizing Black constituents, using campaign and ad strategies focused on reaching them.<sup>21</sup> In the end, this bloc simply didn't turn out in high enough numbers. Only about 160,000 Black residents cast votes,<sup>22,23</sup> down from more than 210,000 in 2018.<sup>24,25</sup> Experts say this drop was the deciding factor of the election.<sup>15</sup> Johnson won by a single point, about 26,000 votes out of more than 2.6 million.<sup>22</sup>



# Messaging and Outreach

As with any subsection of the total population, there's no one-size-fits-all approach for reaching Black potential voters. Campaigns need to pay attention to the local constituents, understand what's important to them, and cater political outreach to resonate with potential supporters. However, there are some tried and true outreach approaches.

## Prioritize Voter Engagement

First and foremost, be sure to reach out to this often-overlooked group. During the 2016 election cycle, just 42% of Black citizens said they were directly contacted by political parties.<sup>26</sup> Additionally, outreach is often focused on swaying those who already have high levels of political activity, rather than focusing on achieving greater reach to engage additional constituents.<sup>27</sup> **A voter's level of political involvement strongly correlates to the amount of campaign outreach they receive** leading up to an election,<sup>27</sup> so delivering messaging to a broader audience of Black Americans can be a powerful strategy.

## Tailor Your Messaging

While Black Americans overall prioritize kitchen-table issues,<sup>5</sup> this group cannot be treated homogenously. Get to know the issues most important to the local constituents and focus your messaging on how your candidate or campaign would address those issues. Take advantage of the targeted advertising opportunities available today to customize your outreach, delivering different messages to different audience segments.

## Use Various Platforms - Including TV

Multi-channel marketing is a must for anyone trying to gain support. Combining mediums like TV, streaming, direct mail, social media, and more can ensure greater reach, reinforce your message, and lead to greater recall.<sup>28</sup>

Perhaps the most important element of a holistic outreach approach is TV advertising, which has been found to affect election outcomes:<sup>29</sup>

- It has a greater influence than most other strategies, including canvassing and direct mail.
- Its effects are even stronger in down-ballot races than in presidential ones.
- Its power to affect election outcomes has stayed steady over the years.

TV is even more effective when used early and consistently. Effectv analyzed more than 8,000 political TV campaigns that ran in the 60 days before the 2022 election, accounting for differences in investment levels. The analysis found that the campaigns with the greatest reach ran for an average 16 days longer than those with the lowest reach.<sup>30</sup> This 16-day duration difference correlated to 2.5 times greater reach with 86% higher frequency.<sup>30</sup>



# High Multiscreen Viewing Time

Among Comcast subscriber households, those with Black residents spend 25% more time with TV than the average household. This equates to 7 hours and 43 minutes daily, or more than 54 hours a week, on live and time-shifted TV alone. Most of this time is spent on cable (65%) and outside of primetime (68%).<sup>31</sup>

## Daily Time Spent with TV



On average, these households watch 11 ad-insertable cable networks per month. And the top five networks with the highest reach account for just 15% of all viewing. This means an effective TV ad strategy should deliver advertising based on audiences, rather than inserting on specific networks.





## ⚽ Sports

Black Comcast households are significantly more likely than average to include sports fans. These households are:<sup>32</sup>

- 90% more likely to be heavy NBA viewers.
- 22% more likely to be heavy NFL viewers.
- 22% more likely to be heavy NCAA basketball viewers.

In fact, about 10% of their TV viewing time goes to sports, with ESPN alone reaching more than half of in-audience households.<sup>33</sup> Layering high-value programming like sports onto an audience-targeted ad campaign can help advertisers make the greatest impact.

## 📺 Streaming

Although Black households spend the most time viewing linear TV,<sup>34</sup> more than 70% use streaming services.<sup>35</sup> Now, 39% of all video time in these households is spent with streaming content.<sup>34</sup>

And with the rise of free ad-supported streaming TV (FAST), there's even more reason for them to tune in.

Some of the most popular FAST services are increasingly catering to Black audiences;<sup>36</sup> six in 10 Black viewers say they watch content specifically geared to Black audiences.<sup>34</sup>

**Streaming advertising can help increase reach** and is a valuable part of a campaign strategy targeting Black audiences. Among political advertiser campaigns leading up to the 2022 election, 55% of Black households reached by streaming were incremental to those reached by TV, meaning a TV-only campaign would not have reached them.<sup>37</sup>

For campaigns and candidates, this means there's an ideal opportunity to reach Black audiences across screens. Campaigns can use targeting to ensure they're reaching the right households wherever, whenever, and however they choose to consume content. They can use strategies like targeting by audience segment, targeting geographically, and inserting advertising during high-value programming like sports to help sway viewers and turn out the vote.



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