

CBC 2024 – Black Men Vote Presentation

Terrance Woodbury

FOUNDING PARTNER

Joshua Doss

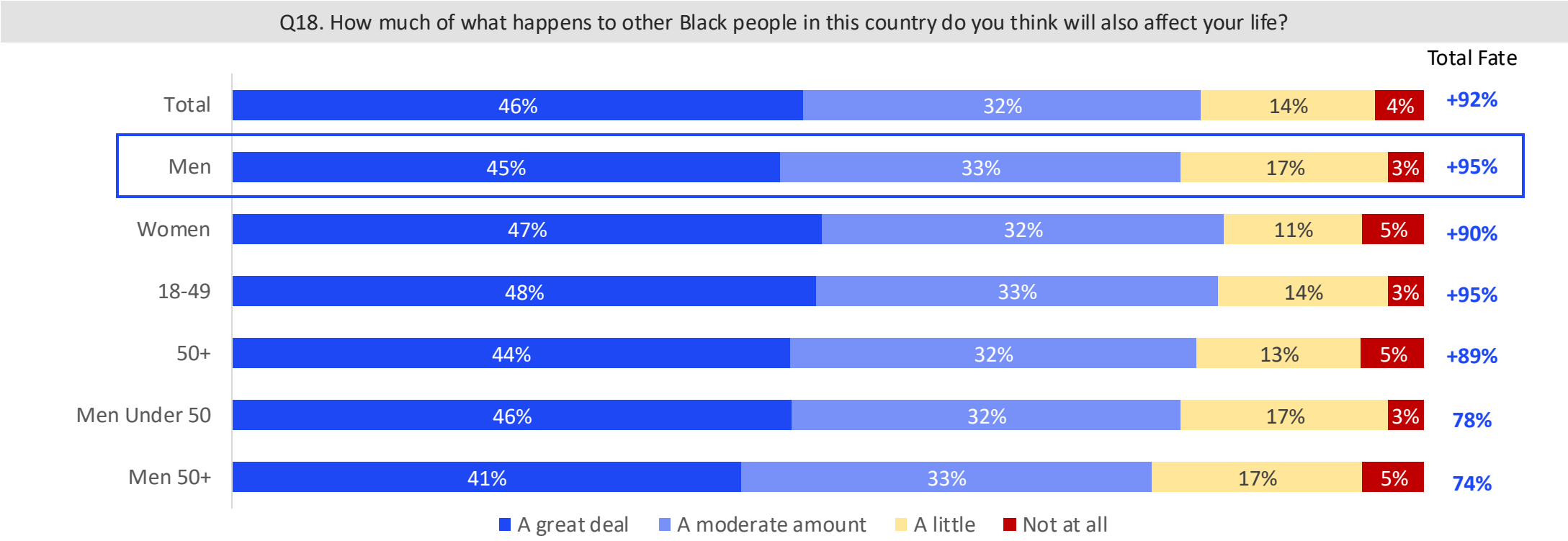
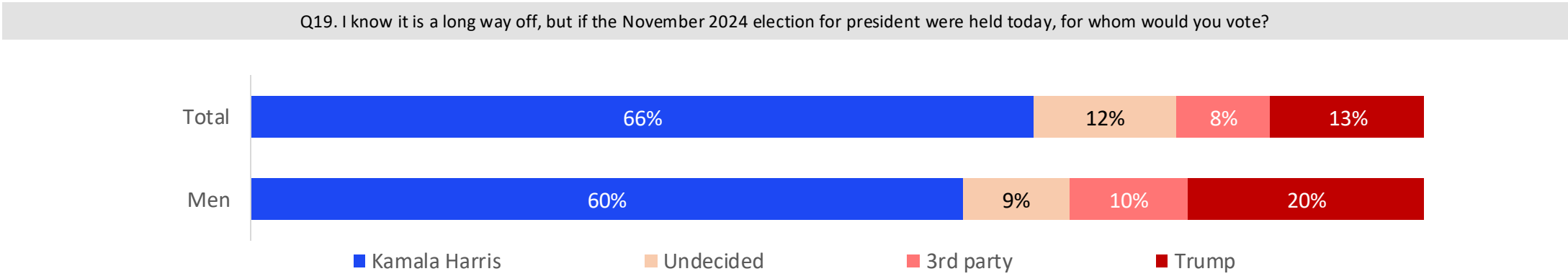
SENIOR RESEARCH MANAGER

HIT STRATEGIES
WASHINGTON, DC

Roshni Nedungadi

FOUNDING PARTNER

www.hitstrat.com



Perceptions that voting makes a difference and can get the country back on track are primary drivers of Black voters' sense of motivation

Q13. In a few words, please explain why you chose your level of motivation

	% Total	Men	
		Under 50	Men 50+
My vote makes a difference/my voice matters	18%	17%	23%
Need to change the country/get the country back on track	12%	13%	17%
Do not like the candidates/need more qualified candidates/do not agree with their policies	9%	9%	5%
Getting Trump out of office/Republicans can't win	7%	5%	16%
Need new leadership/right candidate/new Government	7%	9%	6%
High level of motivation/motivated to vote/politically active	6%	7%	3%
To save the democracy/preserve our rights/freedom	6%	4%	6%
Voting is a right/a civic responsibility/duty	4%	1%	8%



"I don't care about Trump, I didn't even notice when he was in office. My hood didn't get any worse under Trump or any better under Obama"

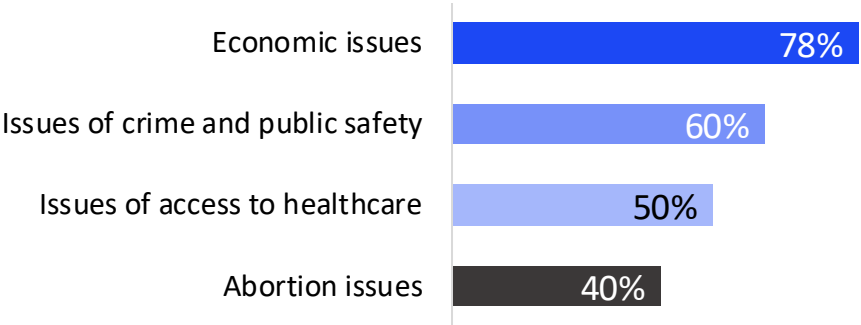
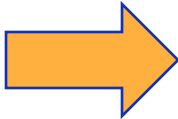
- Young Black man



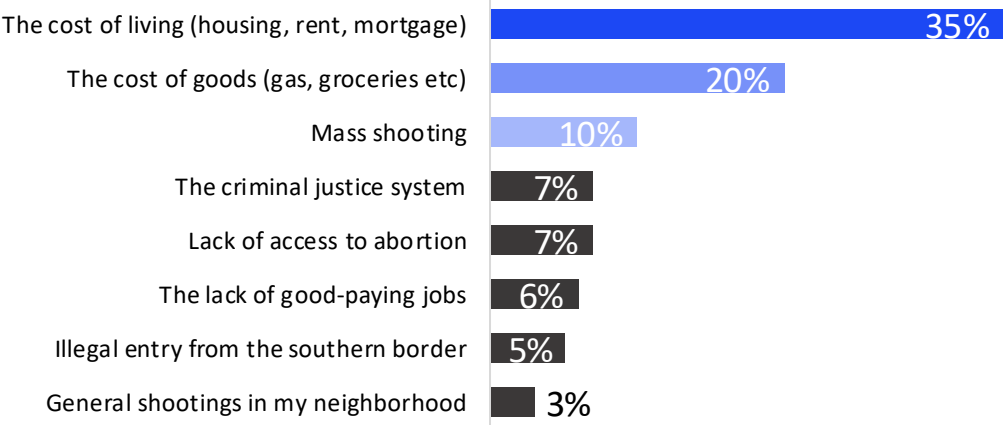
"It to the point where now when I hear a politician promise something I just be like yeah all right"

- Black man age 30

Q15. What do you think are the most important issues facing the country today? Please select the top three (3) [BLACK MEN]

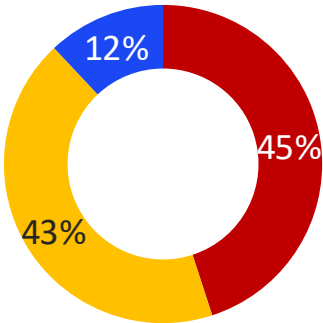


Q16. Given your answer [on the most important issues facing the country], which specific issue would you say concerns you the most?



Q17. Since last month, in your opinion, are economic conditions in the country getting better, staying the same, or getting worse? [BLACK MEN]

■ Getting worse ■ Stayed the same



	Men Under 50	Men 50+	Men
Getting Worse	51%	34%	45%
Getting Better	10%	15%	12%

Messaging suggestions

1. Connect Black men to the economic progress BEFORE asking them for their votes: (Click here messaging)

2. Talk about Black men gaining, not a government spending

3. Wealth creation, not poverty reduction

Important questions to answer before talking to Black voters:

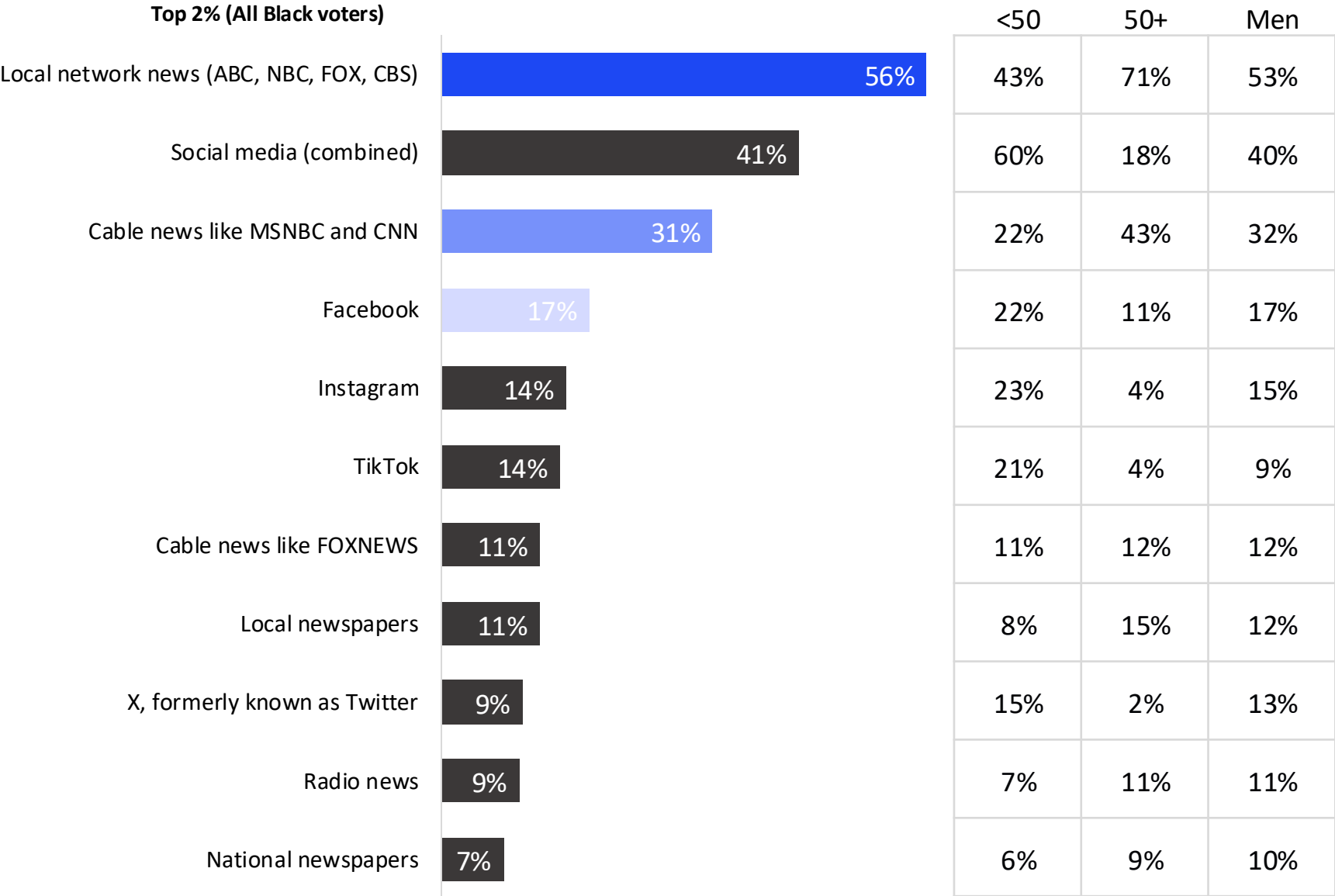
1.What progress resonates?

2.What values resonate?

3.What are the barriers to access of progress

Social media has eclipsed TV for younger Black voters as a source of news. Younger Black voters report relying on Facebook, Instagram, TikTok, and X for news at nearly double the rate of TV news – and over 70% of those age 18-34 are spending multiple hours on the platforms per day

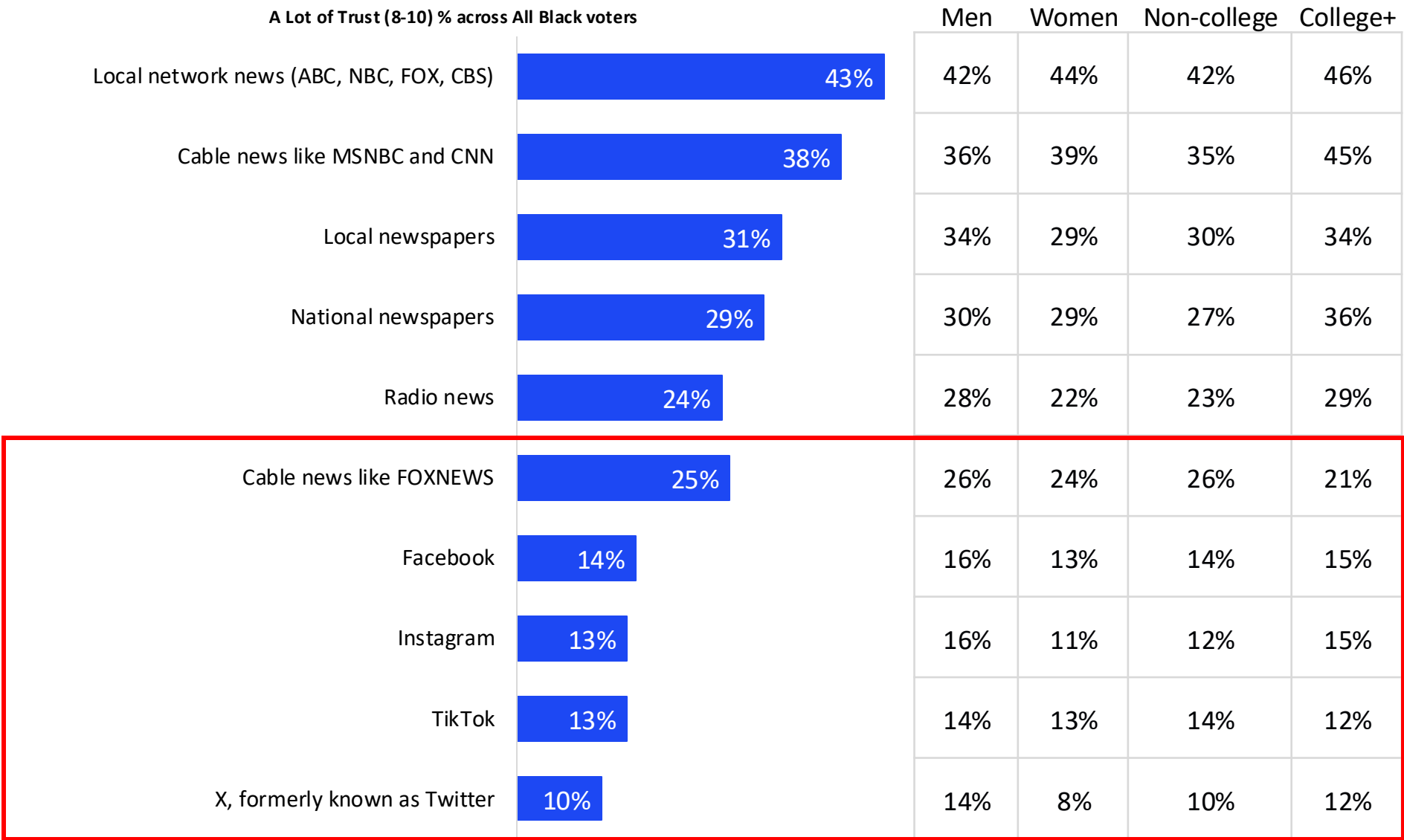
Q25. What are your main sources of information and news? Please select the two (2) sources of information and news you rely on the most.



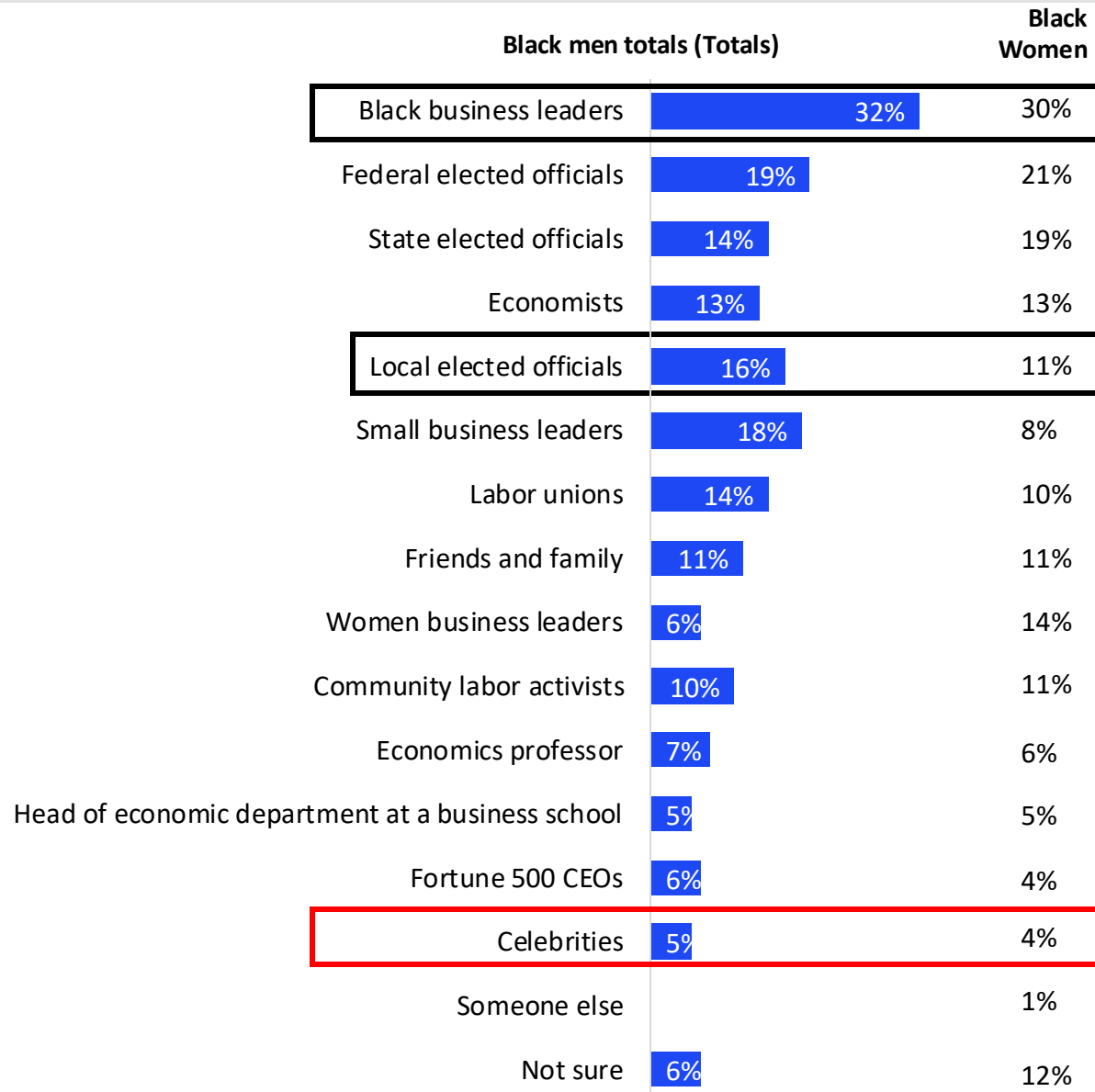
Even among younger voters and those who report using social media as a main source of news, only around two-in-ten have a lot of trust that social media provides news that is accurate and free of misinformation

7

Q29. How much do you trust each of the following sources of news to be accurate and free of misinformation? For each one, please rate how much you trust that source on a scale of 0 to 10, where 0 means you do not trust it at all, 5 means you somewhat trust it, and 10 means you trust it a lot.



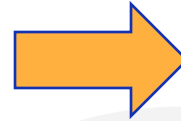
MESSENGER





1

Black men and young Black voters are less motivated to participate in the 2024 election

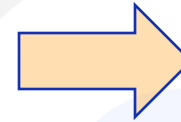


Focus on connecting them with them on the issues that matter most to them

Focus on connecting them to the progress before asking them to participate in the civic process

2

Though the concept of “the economy” can be amorphous, Black voters are communicating economic pain

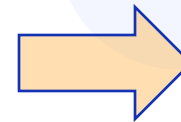


Focus primary economic messages on housing costs, particularly renting cost (over 54% of Black voters are renters)

- Connect their turnout to the fight to reclaim an economy that protects renters
- Secondary economic messages can lean into gas, groceries and lowering everyday costs

3

Black cynics do not believe promises of politicians, even the ones they like



Evidence of progress > Goal > Contrast > Future

- **Evidence of progress:**Because of Black people’s votes in 2020 legislators were able to secure child tax credits that reduced Black poverty by 50%...
- **Goal:**We wanted to make those child tax credits permanent..
- **Contrast:**... But extremist politicians stopped that from happening...
- **Goal:** ...With your vote this year, we will get it done

Get the messenger right and put the message where it belongs