

Next-Gen Black Voters: Shaping Political Power and Policy

In a post-party political landscape, engaging the next generation of Black voters requires a shift from traditional messaging to focus on the issues that matter most to them—economic instability, cost of living, and political disillusionment. With one-third of young Black voters in battleground states like Georgia and Pennsylvania feeling politically homeless, it's clear that new, innovative communication approaches are critical. Although voter interest is high, like in 2008, traditional debate points aren't persuading these engaged yet undecided voters.

Key Voter Engagement Strategies



Community-Focused Economic Messaging

Prioritize long-term community investment, addressing systemic issues like housing and economic equity, which resonate with both working-class and younger Black voters.



Bridging Generational and Gender Gaps

Tailor messaging to acknowledge the growing gender divide, particularly among Black women 18-49, while uniting age groups on shared concerns like economic dissatisfaction.



Equitable Public Safety Messaging

Focus on preventive solutions and community investment, moving beyond traditional law enforcement to appeal to younger Black voters' desire for meaningful criminal justice reform.



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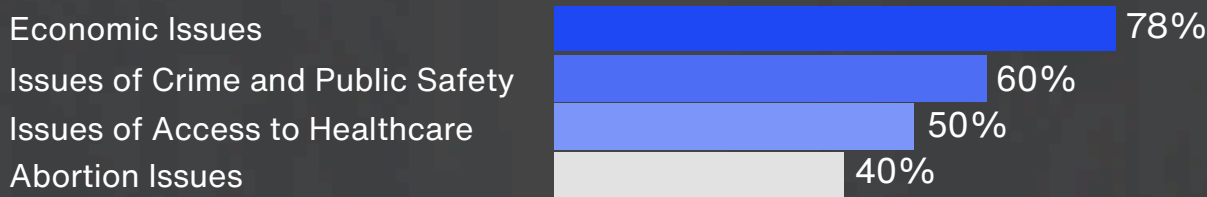
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Key Trends

What do you think are the most important issues facing the country today? Please select the top three (3) [Black Men]



Source: Black Men Vote/ HIT Strategies poll of Registered Black Voters in Key States MI, PA, WI, August 2024.

2024 Political Baseline for Black Voters (By Generation)

Survey Question	Total	18-34	35+
Life Satisfaction	Getting better: 41% Staying the same: 29% Getting worse: 28%	Getting better: 35% Staying the same: 29% Getting worse: 36%	Getting better: 45% Staying the same: 30% Getting worse: 25%
Direction of the Country	44% Satisfied 54% Dissatisfied	37% Satisfied 61% Dissatisfied	48% Satisfied 51% Dissatisfied
Power Perception	Individual: 7.4 Community: 7.2	Individual: 6.9 Community: 6.9	Individual: 7.6 Community: 7.4
Party ID	Democrat: 64% Independent: 24% Republican: 10%	Democrat: 56% Independent: 29% Republican: 13%	Democrat: 69% Independent: 21% Republican: 8%
Vote Likelihood	90% Very Likely Mean: 9.2	86% Very Likely Mean: 8.8	92% Very Likely Mean: 9.3

Source: Democracy and Power Innovation Fund / HIT Strategies poll of Registered Black Voters, aggregated unweighted average across Key States (GA, MI, PA), August 2024.

