



**To:** Interested Parties

**From:** Global Strategy Group, Everytown for Gun Safety Victory Fund, Rolling Sea Action Fund

**Date:** September 2024

**Re:** NEW POLL RESULTS: Black Voters are Highly Motivated to Vote in November, Prioritizing Rising Costs, Abortion and Gun Safety

New research from Global Strategy Group among 1,000 Black registered voters in Atlanta, Detroit, Milwaukee, Las Vegas, and Philadelphia for Everytown for Gun Safety Victory Fund and Rolling Sea PAC shows that after Kamala Harris's ascension to the top of the ticket, Black voters in these parts of the battleground are highly motivated to vote in November. Like the broader electorate, Black voters' chief concerns ahead of November are the cost of living and inflation and protecting access to abortion, and many will break from candidates whose views don't align with theirs on these subjects. Black voters are also highly concerned about gun violence and almost universally support a range of common-sense gun safety policies. Messages highlighting candidates' support for gun safety policies and protecting access to abortion are the most motivating among this part of the electorate.

## Key Findings

**Black voters are highly motivated to vote in November, buoyed by excitement about Kamala Harris—but there's still work to do.** An overwhelming majority of Black voters are highly motivated to vote in November (85% motivated, 74% *very* motivated). The ascension of Kamala Harris to the top of the Democratic ticket has boosted enthusiasm among the Black electorate, with more than half (53%) saying they are more enthusiastic to vote now that Harris is the nominee. Black voters are also motivated by the prospect of having a Black President and Black Speaker working in tandem to solve their most pressing issues (76% more motivated, 52% *much* more motivated). Harris is well-liked (81% favorable/14% unfavorable), and a significant majority of Black voters approve of the job she's done as Vice President (79% positive/18% negative). In the two-way race for president, Harris has a commanding 71-point lead over Trump (82% Harris to 11% Trump).

The data suggests that Kamala Harris has been able to consolidate Black voters around her candidacy in a way that Joe Biden was unable to do – while Harris's overall favorability with Black battleground voters is about 10 points higher than Biden's, the proportion who say they are *very* favorable toward her is almost 20 points higher than those who say the same about Biden (Harris 81% favorable/62% *very* favorable, Biden 70% favorable/45% *very* favorable).

Despite increased enthusiasm and motivation among the Black electorate now that Harris is the Democratic nominee, 14% of Black battleground voters are currently undecided or planning to vote third party in the presidential race, suggesting there is still work to be done to move these voters into her column.

**Black voters have deep-seated distaste for MAGA Republicans.** MAGA Republicans are deeply unpopular with this audience (6% favorable/77% unfavorable), as are JD Vance (10% favorable/63% unfavorable) and Trump (10% favorable/84% unfavorable). Only 8% of Black voters in these cities overall self-identify as Republicans. Not surprisingly, 9 out of 10 Black voters (85%) would overwhelmingly prefer if the House of Representatives is controlled by Democrats next year.

**Voters are satisfied with their Congressional Representatives and are on track to reward them in November's elections.** Black voters are very favorable toward the Congressional Black Caucus (68% fav/11% unfav), and they are poised to vote in large numbers for the Democratic congressional candidate in their districts (82% Democratic candidate/9% Republican candidate). Overall, voters strongly approve of the job their Representative is doing in Congress (68%). This is especially true in districts represented by CBC members. Almost 3-in-4 Black voters in these districts (71%) rate the job their Representative is doing in Washington positively.

**Key issues for Black voters include inflation, the high cost of living, abortion access, and gun violence prevention.** Black voters in these cities say inflation and the cost of living is the most important issue for Congress and the President to address (46%). It is also the issue voters most frequently identify as a dealbreaker for them – meaning if they disagreed with a candidate on this issue, they would never vote for them (34% say inflation/cost of living is a dealbreaker). Inflation and the rising cost of living are especially salient in Las Vegas, where 61% of Black voters rank this as the most important issue for elected leaders to address.

Though abortion does not break into the top tier when it comes to issues (25% say abortion is one of their most important issues), it very much rises to the top as a dealbreaker issue among Black battleground voters (31% dealbreaker).

A quarter of Black battleground voters (26%) say gun safety and preventing gun violence is the most important issue for Congress and the President to address. A similar share (24%) considers this issue to be a dealbreaker for them when deciding which candidates to support. Voters in Atlanta and Detroit are more concerned about gun safety and preventing gun violence compared to their peers in other cities. Almost 4-in-10 Black voters in Atlanta (37%) and fully a third of voters in Detroit (33%) rank gun safety and preventing gun violence as their top issue.

- An overwhelming majority of Black battleground voters—over 90%—support commonsense gun violence prevention policies such as background checks on all gun sales, requiring gun owners to store their firearms securely, and increasing funding for community violence intervention programs.
- Support for commonsense gun safety policies is broad. Regardless of gender, age, educational attainment, and political ideology, Black battleground voters support these policies by large margins. Black women 45 and over are the most likely Black cohort to strongly support gun safety policies.
- A majority of these voters are favorable toward Everytown (57% fav/10% unfavorable/+47% NET fav), while the NRA specifically (-38% NET fav) and the gun lobby more broadly (-17% NET favorable) are solidly underwater.

**Top reasons to vote against MAGA Republicans include their desire to repeal the ACA, getting common-sense gun safety policies passed, and MAGA Republicans' efforts to pass a national abortion ban.** MAGA Republicans' desire to repeal the Affordable Care Act and make cuts to Social Security and Medicare emerges as the top reason to vote against Republicans this fall (79% extremely strong reason).

In addition, 7-in-10 voters (70%) are motivated to vote for the Democratic candidate for Congress by messages that highlight the need to keep Black children and Black communities safe from gun violence with common-sense gun safety policies. In Detroit, this theme is particularly salient where 80% of voters say it is a *very* motivating reason to vote for Democrats in November. Three-quarters of Black voters overall (74%) say Republicans' opposition to common-sense gun safety laws – like universal background checks, red flag laws and banning assault weapons – is an extremely strong reason to vote against them in November.

Lastly, reminding voters about Congressional Democrats' support for abortion access is particularly motivating for these Black battleground voters, with 73% saying it is an extremely motivating reason to vote for the Democratic candidate for Congress this year.

#### **ABOUT THE POLL**

*Global Strategy Group conducted a survey of 1,000 Black registered voters in Atlanta, Detroit, Milwaukee, Las Vegas, and Philadelphia from August 27 to September 5, 2024. GSG interviewed 200 Black voters in each metropolitan area, and the overall survey results have a margin of error of +/- 3.1%. Care has been taken to ensure the geographic, political, and demographic divisions of the universe of Black battleground general election voters are properly represented.*