

**B2F** BLACK TO  
THE FUTURE  
ACTION FUND

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# Black Voter Bulletin:

**Priorities and Satisfaction  
in North Carolina, Georgia,  
and California**

**October 2022 Results  
Executive Summary**



## California

In October 2022, [Black to the Future Action Fund](#) and [HIT Strategies](#) conducted the second of three polls of Black voters in three of our priority states – California, North Carolina, and Georgia. The priority states of the Black to the Future Action Fund were selected according to each state’s Black population density, alongside exciting opportunities to build the power of Black voters in the state, and increase the number of Black community members who participate in elections.



## North Carolina

These polls surveyed a total of 1,200 Black voters in Georgia, North Carolina, and California, including an oversample of 100 Black rural voters in Georgia and North Carolina. In this new polling project, we are taking a deeper dive into our priority states to learn about the top concerns of Black voters, and what is motivating them for the upcoming midterm election and beyond.



## Georgia



## Background & Polling Project




The *Black Voter Bulletin* takes a closer look at Black voters in B2F's priority states, looking specifically at their attitudes toward the upcoming midterm elections, their top issues and concerns, as well as their understanding of how the key government roles up for election – from Secretary of State to Governor to United States Senate – have an impact on the priorities they care about.

In the second set of a 3-part series of polls to be conducted through December 2022, we spoke to 400 Black voters in each state about what is motivating them to vote, how powerful they perceive their votes to be, and their understanding of what decisions the Governor, Secretary of State, United States Senator, and other key positions, make on the issues that impact their lives. Below, we examine the key findings from our October poll.



# Voter Enthusiasm and Motivation

**Black voters plan to flex their power at the ballot box.** 89% of Black voters polled in Georgia and North Carolina are likely to vote, and 76% of Black voters polled in North Carolina, and 76% in Georgia, were almost certain to vote in the upcoming midterm elections. In California, 84% of Black voters polled were likely to vote, and 72% were almost certain to vote.

	 <b>California</b>	 <b>Georgia</b>	 <b>North Carolina</b>
<b>Are you likely to vote?</b>	<b>84%</b>	<b>89%</b>	<b>89%</b>
<b>Are you certain you will vote?</b>	<b>72%</b>	<b>76%</b>	<b>76%</b>

When asked how motivated they were to vote, 82% of Black voters polled are highly motivated to make their voices heard. However, Black voter motivation does vary by state. 78% of the Black voters polled in Georgia are extremely motivated to vote, joining 75% of Black voters polled in North Carolina. By comparison, in California, just 65% of Black voters polled were extremely motivated to vote.




Some Black voters may not be as motivated to vote, because of the lack of power they perceive their votes to have. In California, the Governor’s race is likely to be decided in favor

of the current Governor Gavin Newsom, and the current Secretary of State and United States Senator are also expected to win – while in North Carolina and Georgia, the races for Governor, Senate and Secretary of State are hotly contested. In North Carolina and Georgia, the Black voters polled perceived their votes to have more power – with 68% of Black voters polled in North Carolina saying that their votes were powerful, 72% perceived the power of their votes in Georgia, while in California, 21% felt their votes were not powerful

# Issue Priorities

Economic issues – inflation, cost of living, housing – continue to be the highest priority amongst Black voters polled in North Carolina, Georgia and California. Inflation, combined with the cost of living, are the priority issues amongst Black voters polled. Inflation and the cost of living are twice as important for the Black voters polled than is crime and gun violence.

For Black voters polled, the top five priority issues include jobs and the economy, alongside discrimination and racism. Economic issues are particularly important for Black voters polled between the ages of 35 and 55 – 29% for inflation and the cost of living, 14% for the cost of housing, and 9% for jobs and the economy.

	 <b>California</b>	 <b>Georgia</b>	 <b>North Carolina</b>
<b>Inflation</b>	<b>21%</b>	<b>29%</b>	<b>29%</b>
<b>Cost of Housing</b>	<b>19%</b>	<b>8%</b>	<b>12%</b>
<b>Crime / Violence</b>	<b>12%</b>	<b>16%</b>	<b>13%</b>



# Voter Education and Information

Black voters polled are engaged, and believe their vote is powerful and can make a difference on the issues they care about – but are not as informed about key roles that can have an impact on their issue priorities. Black voters know what the Governor does, and the importance of a United States Senator on the issues they care about. However, they know less about the importance of Secretaries of State – specifically in California and Georgia.

The role of Secretary of State is important to the lives of Black voters who want their votes to have power. Former President Trump attempted to pressure the current Georgia Secretary of State, Brad Raffensberger, to change the vote totals in Georgia so that he could declare victory in his Presidential race against current President Joe Biden. In 2018, current Governor Brian Kemp was the Secretary of State in Georgia when he ran against Democratic challenger Stacey Abrams. He refused to recuse himself from the role, even though he was running for Governor – which meant that he was overseeing the rules about voting while also trying to win an election.

Georgia has also been ground zero for voter suppression bills and laws. From voter ID laws that keep Black voters from voting, to thousands of voters being purged from the voting rolls, to banning passing out water to voters while they stand in long lines while waiting to cast their ballots, the right to

participate is under attack not just in Georgia, but in states across the country – and these attacks disproportionately target Black voters.

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**In Georgia and California, 74% of Black voters polled were informed about the Governor's race, and 72% were informed about the US Senate race – but 40% were not informed about the Secretary of State race.**

**82% of Black voters polled in California and Georgia thought that voting for Governor was important to make a difference in their community – yet 22% thought voting for Secretary of State was somewhat important to making a difference in their community.**

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## Conclusion

Although there is a popular narrative of Black people being apathetic or not engaged, it is clear that Black voters in California, Georgia, and North Carolina are motivated to use their vote to be powerful in politics. Inflation and the cost of living, housing and jobs and the economy are top of mind for Black voters as they head to the polls to cast their votes. Though Black voters are informed about some of the races at the top of the ticket, and are engaged and energized about their participation, there is less information about

the importance of the role of Secretaries of State to address issues that are important to their communities. To be responsive to Black voters, elected officials and candidates in these states must prioritize economic recovery, racism and discrimination – and ensure that voters are educated about the importance of the role of the Secretary of State in their lives.



## Methodology

The Black to the Future Action Fund/HIT Strategies Poll was conducted in English among a sample of 1200 Black voters living in California, Georgia, and North Carolina. The survey was conducted in October 2022. The margin of error overall is  $\pm 2.8\%$  among the full sample, and  $\pm 4.9\%$  within each state.



### About Black to the Future Action Fund

The Black to the Future Action Fund works to make Black communities powerful in politics, so that we can be powerful in the entirety of our lives. We work to enact policies that improve the lives of Black communities and to elect Black and pro-Black legislators with progressive values who move progressive policies. Together we work to ensure that Black people have what all people deserve — dignity, safety, and power.

### About HIT Strategies

HIT Strategies uses research and data to understand and communicate with hard-to-reach and underrepresented voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.