

# CBC PAC Battleground Poll

It's a lot more than just the economy for African American voters

A survey of African American voters in battleground districts

Presented by Cornell Belcher, October 2022

# Methodology

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These findings are from a proprietary survey conducted by brilliant corners Research & Strategies for CBC PAC.

This is a survey of 703 Black voters in battleground districts with an oversample of 100 sporadic voters. The survey was conducted by phone, using professional interviewers starting on September 23<sup>rd</sup> and ending on September 29<sup>th</sup>, 2022.

The survey's sample was drawn randomly from the voter file and geographically stratified for proportional representation. The data was weighted slightly to adhere to population demographics of voters in the voter file. The margin of error overall is +/- 3.7 percent, with a 95 percent confidence interval. The margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.



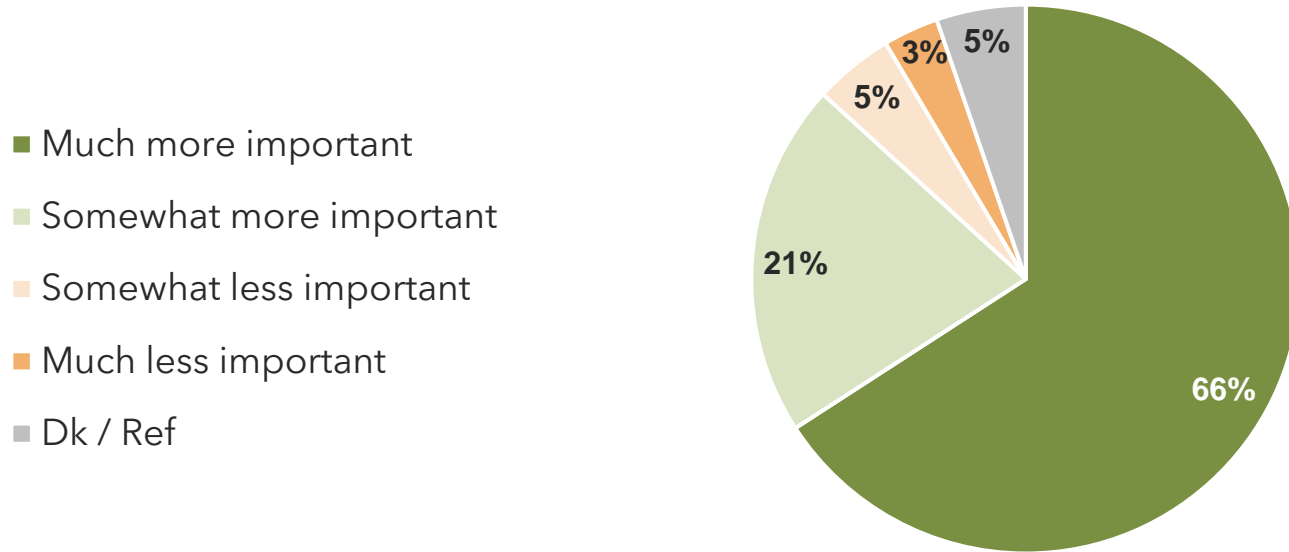
# Key Groups

Breakout	Percent	Definition
Sporadic	20%	Voters who voted in 2020 but not reliable midterm participants
Swing	30%	Voters who do not support a major party on generic ballot or are less than certain to support a generic candidate
Econ Dem	31%	Voters who prefer a Democrat with an economic focused message
Fight discrim Dem	53%	Voters who prefer a Democrat with a message focused on fighting discrimination
Gen Z/Millennials	18%	Voters between the ages of 18-41
Men under 50	7%	Men under 50
Non-college women (NCW)	34%	Women without a college degree
Conservatives	31%	Voters who identified their ideology as conservative

landscape

# The majority say that 2022's midterms are much more important than the usual midterm election

Relative Importance of the 2022 Elections



Generally speaking, would you say the upcoming elections in November of this year are more important than usual, less important than usual, or about the same as usual?

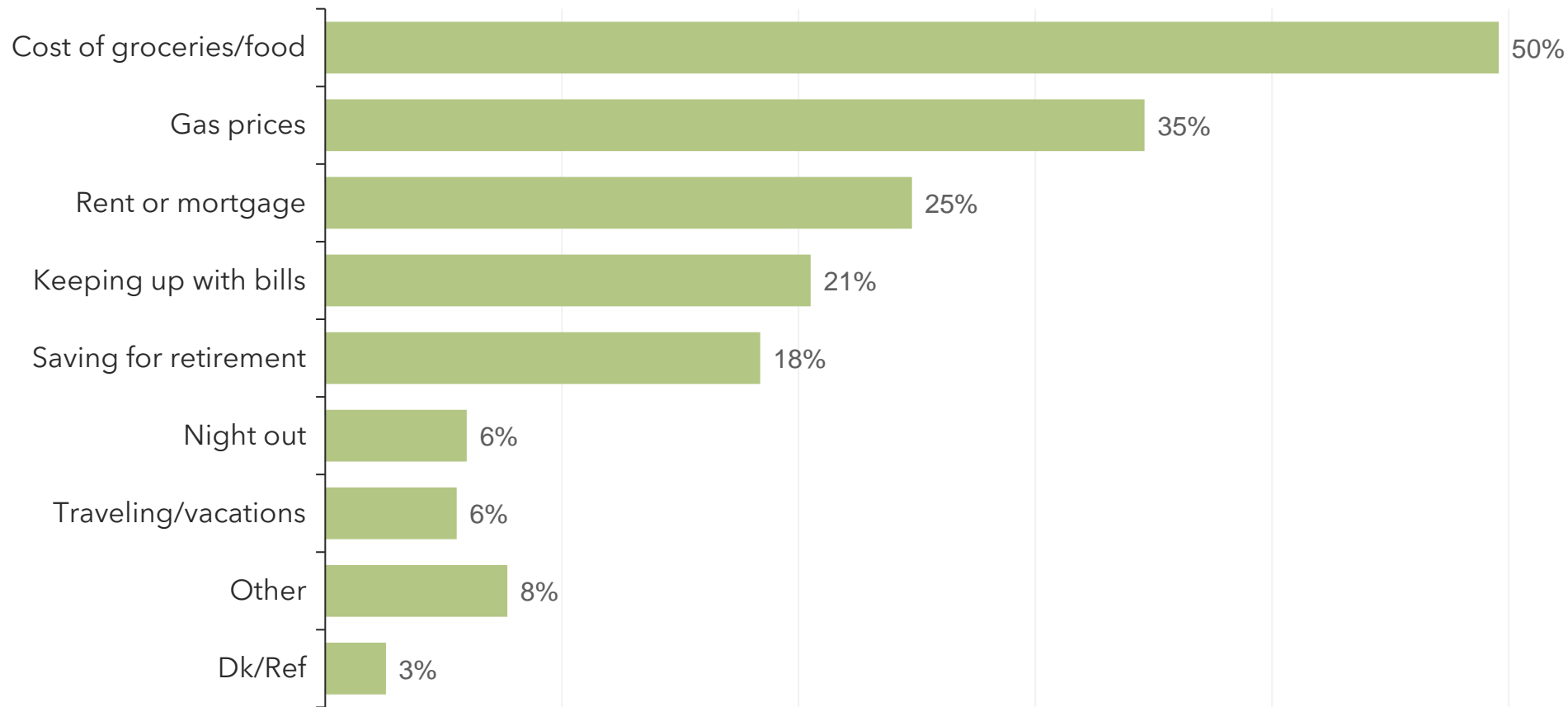
	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Total more important	87%	86%	82%	87%	87%	85%	84%	84%	84%
Total less important	8%	9%	10%	10%	7%	9%	6%	10%	10%
Much more important	66%	59%	52%	62%	68%	56%	59%	61%	66%
Somewhat more important	21%	26%	30%	25%	19%	29%	25%	23%	18%
Somewhat less important	5%	6%	5%	6%	4%	7%	0%	8%	6%
Much less important	3%	3%	5%	4%	3%	2%	6%	3%	4%
Dk/Ref	5%	5%	8%	3%	6%	5%	10%	6%	6%



# Food and groceries are the biggest inflation concern, with gas prices and housing costs rounding out the top three

## Inflation Concerns Ranked

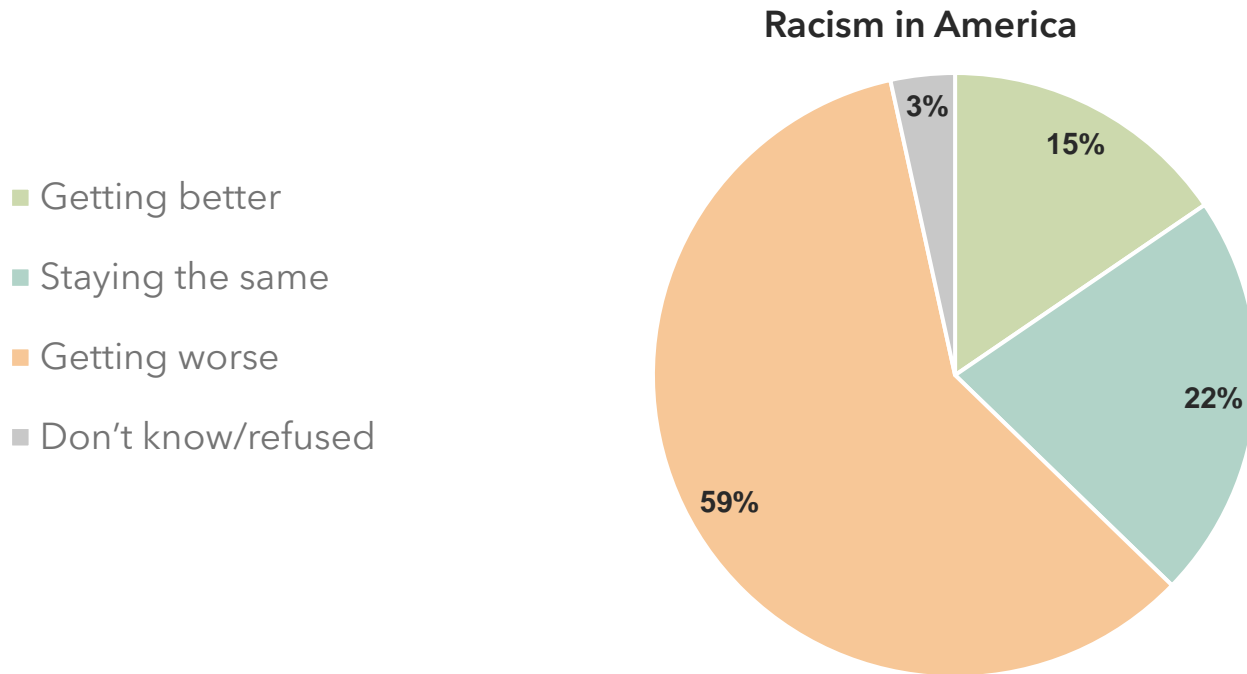
*(Two choices permitted)*



When thinking about the ongoing inflation and economic situation, which of these things would you say you're most concerned about or are being affected the most in your life?



# Most voters think racism in America is getting worse



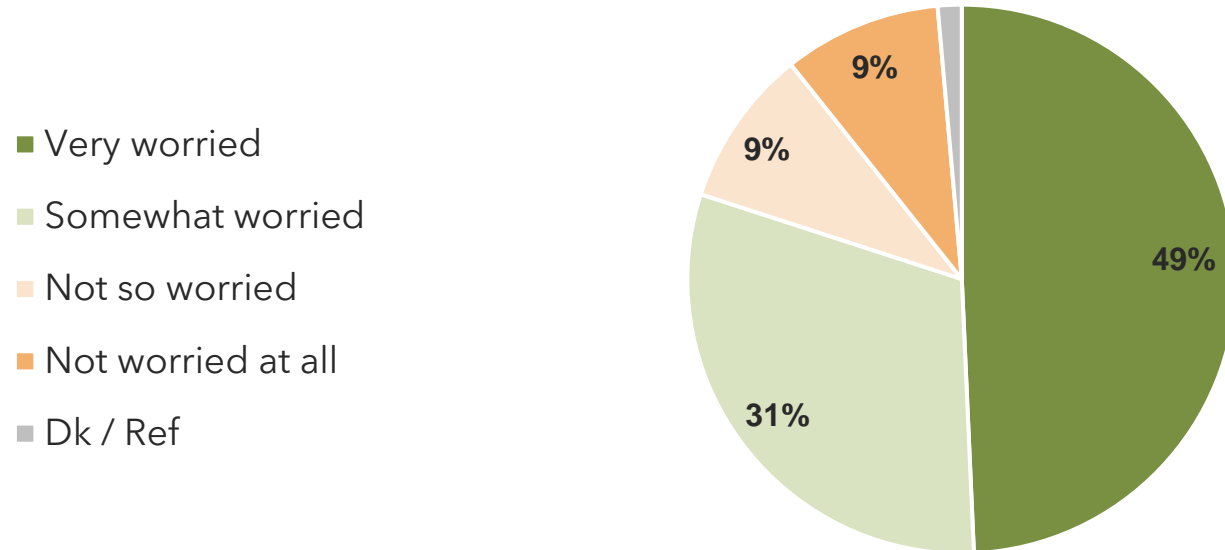
Now thinking about racism in America today - do you think it's getting better, staying about the same, or getting worse?

	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Getting better	15%	19%	5%	13%	14%	21%	25%	15%	10%
Staying the same	22%	21%	21%	26%	19%	38%	21%	28%	24%
Getting worse	59%	56%	65%	58%	66%	36%	46%	55%	61%
Dk/Ref	3%	4%	8%	4%	2%	5%	8%	3%	5%



# Nearly half of voters are **very worried** about white supremacy and hate crimes

Worry about white supremacy



How worried are you about the threat of white supremacy and hate crimes to Black people in America today?

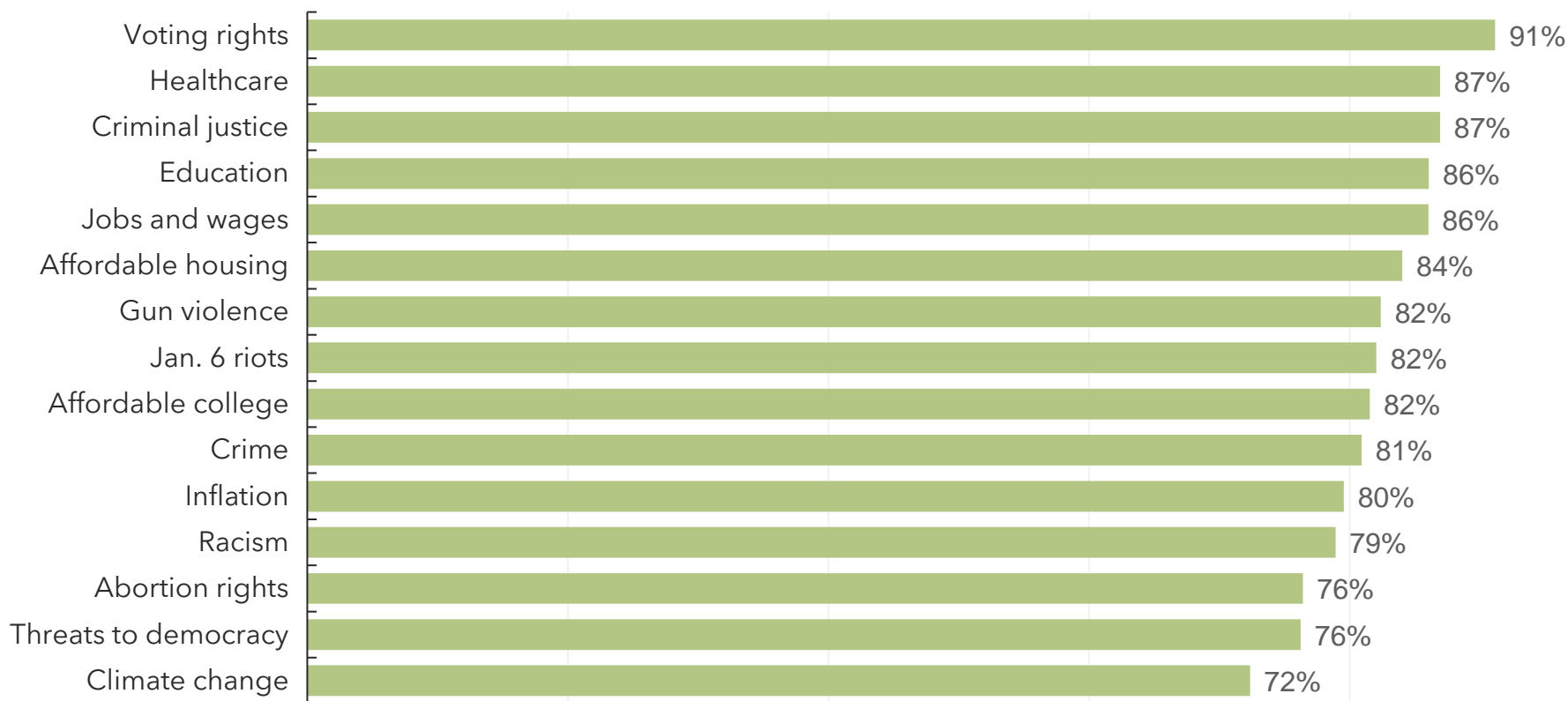
	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Total worried	80%	77%	71%	78%	83%	88%	89%	79%	70%
Total not worried	19%	23%	26%	22%	16%	12%	11%	20%	29%
Very worried	49%	45%	35%	44%	55%	52%	44%	48%	39%
Somewhat worried	31%	32%	35%	34%	28%	36%	44%	31%	30%
Not so worried	9%	14%	16%	12%	7%	4%	4%	9%	13%
Not worried at all	9%	9%	10%	9%	9%	7%	7%	12%	16%
Dk/Ref	1%	0%	4%	0%	2%	0%	0%	1%	1%





# Black voters have a very full plate of issue concerns but voting rights remain on top along with criminal justice reform and healthcare

Level of importance for issues  
(Showing % saying issue is "very important")



Now, I am going to read a list of different issues and concerns some people say they most want their elected officials to focus on. For each, I want you to rate on a scale from 0 to 10 how important of an issue it is for you to have your elected officials focused on. Use a ten if it is the most important, a five if it's somewhat important, and 0 if it isn't important at all. You can use any number between 0 and 10.



# Voting rights, jobs, and racism are some of the most important issues to our less engaged groups

	Mean (0-10)	Total Top Box (8-10)	Sporadic	Swing	Movers	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Voting rights	9.4	91%	88%	87%	93%	86%	94%	84%	84%	89%	87%
Healthcare	9.2	87%	80%	83%	74%	81%	90%	88%	91%	86%	84%
Criminal justice	9.2	87%	83%	80%	74%	83%	90%	82%	81%	91%	86%
Education	9.1	86%	83%	82%	79%	84%	86%	86%	84%	84%	84%
Jobs and wages	9.1	86%	91%	84%	85%	83%	87%	93%	95%	92%	86%
Affordable housing	9.0	84%	86%	81%	83%	77%	88%	86%	89%	90%	82%
Gun violence	8.9	82%	80%	71%	76%	80%	86%	76%	72%	84%	80%
Jan. 6 riots	8.7	82%	80%	72%	76%	74%	87%	79%	74%	79%	77%
Affordable college	8.8	82%	79%	77%	74%	79%	82%	80%	81%	79%	83%
Crime	8.9	81%	78%	79%	76%	78%	82%	84%	84%	83%	85%
Inflation	8.8	80%	80%	77%	74%	76%	80%	82%	78%	86%	83%
Racism	8.7	79%	83%	76%	83%	71%	82%	84%	68%	83%	75%
Abortion rights	8.5	76%	73%	64%	68%	75%	79%	77%	72%	76%	70%
Threats to democracy	8.7	76%	74%	62%	67%	65%	83%	71%	76%	73%	70%
Climate change	8.2	72%	69%	66%	59%	66%	79%	66%	79%	75%	64%

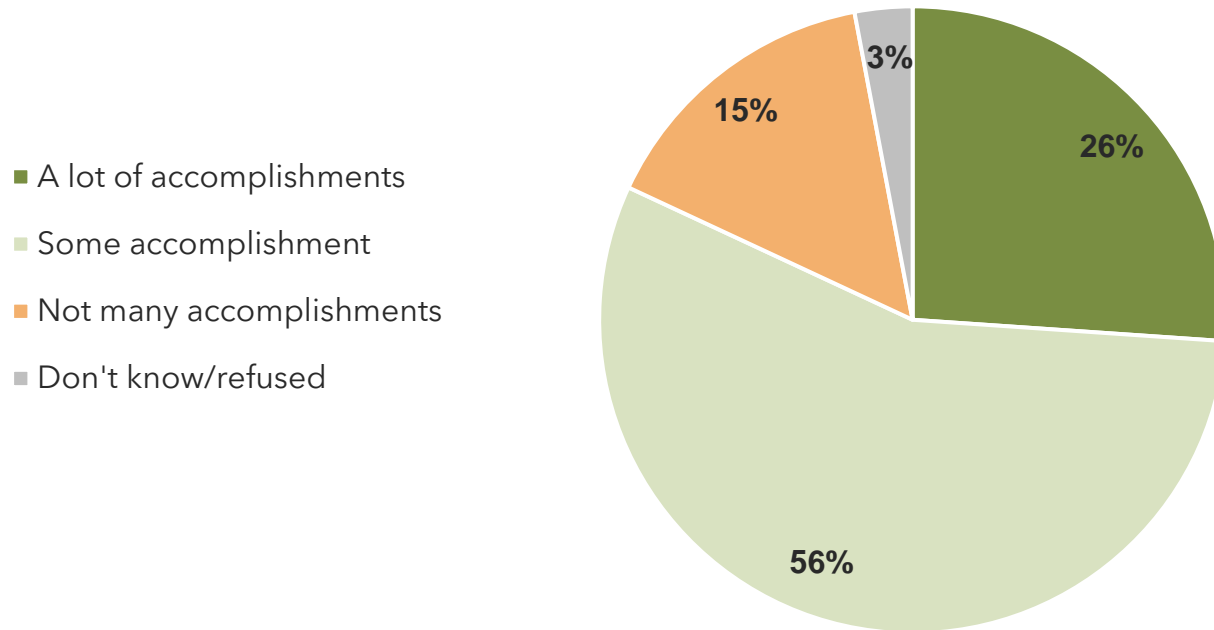
Q18-32. Now, I am going to read a list of different issues and concerns some people say they most want their elected officials to focus on. For each, I want you to rate on a scale from 0 to 10 how important of an issue it is for you to have your elected officials focused on. Use a ten if it is the most important, a five if it's somewhat important, and 0 if it isn't important at all. You can use any number between 0 and 10.



electoral  
environment

# Voters overall see Democrats in Congress as having some, but not a lot, of accomplishments

Dem accomplishments



Thinking more about what Democrats in Congress have or haven't been able to accomplish, would you say they have a lot of accomplishments, some accomplishments, or not many accomplishments at all so far?

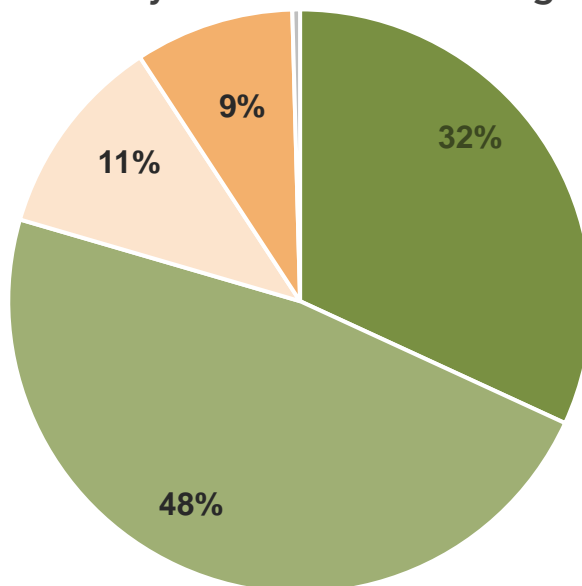
	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
A lot of accomps	26%	21%	7%	21%	28%	24%	35%	22%	22%
Some accomps	56%	61%	59%	56%	56%	58%	49%	58%	54%
Not many accomps	15%	13%	28%	21%	14%	18%	16%	19%	21%
Other/Dk/Ref	3%	5%	6%	1%	2%	1%	0%	1%	2%



# We need to grow awareness of our candidates

Familiarity with member of Congress

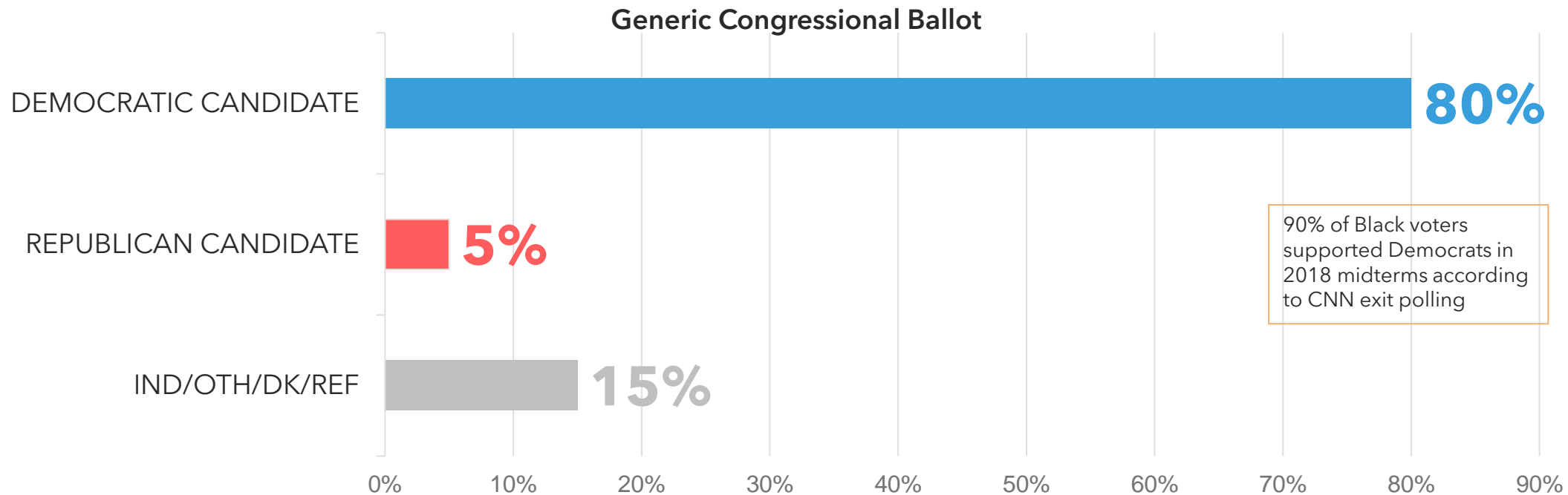
- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all
- Don't know/ refused



Q51. And how familiar would you say you are with your current member of Congress?

	Total	Sporadic	Swing	Movers	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
More familiar	80%	67%	62%	69%	76%	81%	67%	80%	70%	75%
Less familiar	20%	33%	37%	28%	24%	19%	33%	20%	30%	24%
Very familiar	32%	25%	15%	23%	25%	32%	31%	47%	25%	27%
Somewhat familiar	48%	42%	46%	47%	51%	49%	36%	33%	45%	48%
Not very familiar	11%	15%	22%	20%	13%	11%	17%	10%	16%	11%
Not familiar at all	9%	18%	15%	8%	10%	8%	16%	10%	14%	13%
Dk/Ref	0%	0%	1%	3%	0%	0%	0%	0%	1%	1%

# Democrats have room to grow, still a lot are undecided

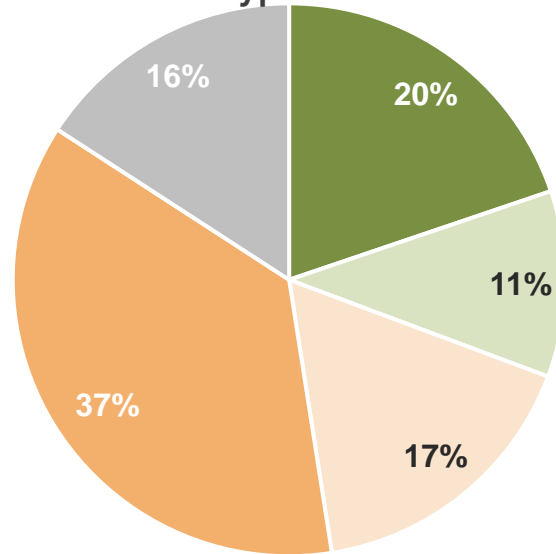


Q49. I know it's still a long way off, but if the election for Congress were held today would you vote for the Democratic candidate or the Republican candidate?

	Total	Sporadic	Swing	Movers	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Democratic candidate	80%	74%	43%	0%	69%	87%	82%	86%	82%	70%
Republican candidate	5%	10%	6%	17%	9%	3%	5%	2%	5%	13%
Ind/Oth/Dk/Ref	15%	16%	51%	83%	22%	9%	14%	12%	13%	17%

# Most voters prefer candidates who are focused on fighting discrimination and injustice

Preferred type of candidate



- Much more candidate A (econ)
- Somewhat more candidate A (econ)
- Somewhat more candidate B (fight)
- Much more candidate B (fight)
- Both/Neither/Dk/Ref

And now suppose there were two different candidates running for office. All other things being equal, please tell me which candidate you are more likely to support:

Candidate A, who says that, if elected to Congress, they will fight to make healthcare more affordable, relieve student debt, invest in our infrastructure by fixing roads and expanding broadband, create jobs, and grow the economy,

or

Candidate B, who says that, if elected to Congress, they will fight against racism and discrimination in America, protect voting rights, stop Republicans from trying to rig elections, and reform policing to outlaw racial profiling and hold bad cops accountable.

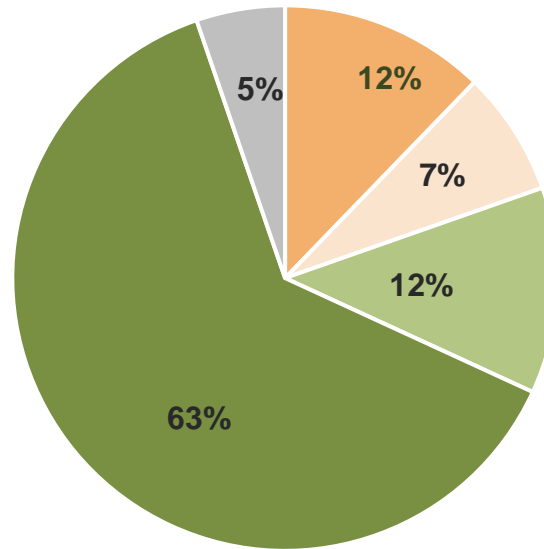
	Total	Sporadic	Swing	Gen Z/ Mill	Men<50	NCW	Cons
Total candidate A (econ Dem)	31%	43%	40%	34%	31%	33%	37%
Total candidate B (fight discrim dem)	53%	42%	41%	47%	43%	50%	50%
Much more candidate A	20%	26%	22%	21%	24%	21%	23%
Somewhat more candidate A	11%	17%	18%	13%	8%	12%	14%
Somewhat more candidate B	17%	19%	15%	20%	16%	15%	13%
Much more candidate B	37%	24%	26%	27%	27%	35%	38%
Both/Neither/Dk/Ref	16%	15%	18%	20%	26%	17%	13%



# An overwhelming majority oppose Roe being overturned across all groups, even more religious voters

Overturing Roe v. Wade

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know/ refused



Regular Churchgoers:  
59% strongly oppose  
71% total oppose

Infrequent Churchgoers:  
62% strongly oppose  
79% total oppose

Rarely/never attend:  
73% strongly oppose  
80% total support

Switching gears a bit, as you may have heard, the Supreme Court has overturned Roe v Wade, ending a woman's right to have an abortion. Generally speaking, do you support or oppose the Supreme Court's decision to overturn Roe vs Wade and thus end a woman's right to have an abortion?

	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Total support	20%	29%	28%	29%	17%	21%	16%	24%	31%
Total oppose	75%	64%	64%	62%	81%	74%	82%	70%	63%
Strongly support	12%	21%	16%	19%	9%	10%	6%	15%	19%
Somewhat support	7%	9%	12%	10%	8%	11%	10%	9%	12%
Somewhat oppose	12%	12%	14%	13%	12%	18%	16%	15%	13%
Strongly oppose	63%	52%	50%	50%	69%	55%	67%	56%	50%
Dk/Ref	5%	6%	8%	9%	2%	5%	2%	6%	6%

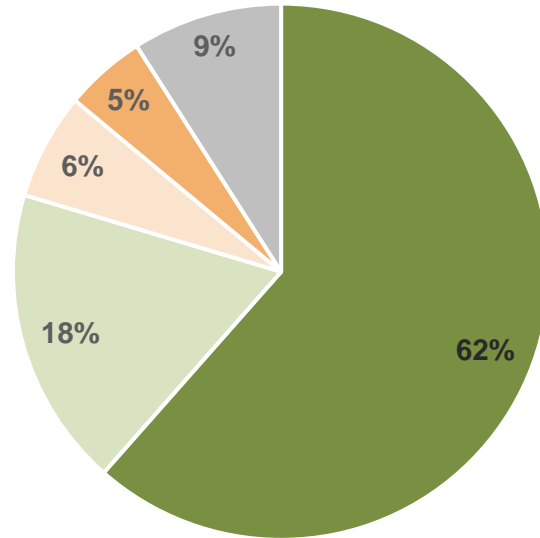




# Roe being overturned is a vote motivator across demographics

Roe Decision and Motivation to Vote

- Much more motivated
- Somewhat more motivated
- Somewhat less motivated
- Much less motivated
- Don't know/refused



And does the Supreme Court striking down Roe v Wade make you more or less motivated to vote in the upcoming elections in November?

	Total	Sporadic	Swing	Econ Dem	Discrim Dem	Gen Z/ Mill	Men<50	NCW	Cons
Total more motiv	80%	83%	64%	77%	84%	80%	83%	80%	81%
Total less motiv	11%	10%	16%	13%	9%	10%	10%	10%	10%
Much more motiv	62%	63%	37%	57%	66%	60%	70%	62%	58%
Smwht more motiv	18%	21%	27%	19%	18%	20%	13%	18%	22%
Smwht less motiv	6%	6%	9%	9%	5%	4%	7%	6%	4%
Much less motiv	5%	4%	7%	4%	4%	6%	3%	4%	6%
Dk/Ref	9%	6%	20%	10%	7%	10%	7%	11%	9%



brilliant corners