

## **Black Opinions & Voting Behavior** *Fast Facts & Background Sheet*

### **Background:**

- Franklin Delano Roosevelt (FDR) garnered strong black support in the 1936 election and blacks have voted for the Democrat presidential candidate in every subsequent election. In 1964, Republican presidential candidate Barry Goldwater opposed the Civil Rights Act and black American support for Democrat candidates became much more pronounced.
- However, black Democrats are ideologically atypical of overall Democrat voters in that blacks self-identify as less liberal on certain issues.
- On matters related to faith, religion, and morality, black Democrats poll more like white Republicans or Independents than white Democrats.
- On matters concerning perceived inequality and racism, and sympathies for large, activist government, blacks poll more closely with Democrats.
- Recent elections, however, show a weakening of the stronghold Democrats have had on black voter support for almost a century.

### **Fast Facts:**

- More than half of Democrats are liberal, yet only 30% of blacks describe themselves as liberal.
- 94% of Republicans are either conservative or moderate, 46% of Democrats are either conservative or moderate, and 68% of blacks are either conservative or moderate.

### **The Shifting Tide:**

- Under President Donald Trump, black Americans saw real median income grow by 7.9% in 2019 – a record one-year increase that brought the black income level to a new high. The black poverty rate fell by 2 percentage points to a record low.
  - There was a 35-point difference in how black men voted in 2024 compared to 2020. While black men voted for Kamala Harris by a 47-point margin (71% Harris – 24% Trump), it was significantly less than Biden who won the vote of black men by an 82-point margin over Trump in 2020.
  - Black women voted for Harris by a very large margin, 90% to 7% for Trump, an 83-point margin. Biden had an 85-point margin in 2020.
  - Moreover, Trump's gain in support from black men can be seen among black voters aged 18-54 (Biden's 83-point margin shrank to 54 points for Harris) and black non-college voters (Biden's 87-point margin shrank to 63 points for Harris).
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