



Young Black Voter Research: Grow Progress Audience Understanding Survey

OVERVIEW

The overarching goal of this research effort is to deeply investigate how eligible young Black voters participated in the 2024 election and their beliefs about voting moving forward in order to more effectively mobilize this audience in the future.

In February 2025, Grow Progress was utilized to conduct a brief audience understanding survey to give us initial insights that are lacking for this audience, as well as provide guidance for a more detailed survey effort later this year. This research allowed us to segment a nationally representative sample of Black respondents between the ages of 18–34 based on their response to the question: “Do you believe your vote matters?”

To this key question, 73% responded “Yes,” while 18% responded “No,” and 9% selected “I’m not sure.” The structure of this type of survey enables us to understand the attributes associated with each of the segments generated by the response to this key question, allowing for more thoughtful strategies and tactics to be deployed to mobilize each of them, as well as providing key insights for subsequent research efforts. The biggest distinctions between the segments are around demographic attributes such as education and income level, as well as religious observation and membership, level of political engagement, and identification with a specific political party.

METHODOLOGY

This survey was fielded to 597 respondents, ages 18–34 who identify as Black, on February 13–14, 2025 via Grow Progress’ audience understanding survey platform. To create a representative sample of this audience, the sample was weighted by age, education, gender, party, and race.

The key opinion question was: “Do you believe your vote matters?” In addition to probing and open-ended questions exploring respondents’ answers to the key question, respondents were also asked additional questions about their registration status, past voting behavior, the importance of voting, and their motivations for voting. Detailed demographic information was also available for respondents.

YOUNG BLACK VOTER SEGMENTS

Yes, My Vote Matters

73% of respondents

Compared to other segments, individuals who responded “Yes, my vote matters” are more likely to have higher levels of education, higher household income, and be religious, in addition to being more likely to identify with a political party.

However, while individuals in this segment believe that their vote matters, it is important to remember that not everyone in this group is registered (though the vast majority of them are), nor did they necessarily vote in the 2024 election (only 74% of them report that they did). Further, while 89% of respondents in this segment (strongly or somewhat) agree that “voting is important,” 10% didn’t agree or disagree.

For this segment, it is important to make the case for engagement in each and every election, as their participation is not guaranteed, despite their understanding of the value of their vote.

I Don’t Know If My Vote Matters

9% of respondents

Individuals who responded “I don’t know if my vote matters” may or may not vote, but are characterized by their general uncertainty and ambivalence about the role they play (or could play) in politics. At times, their characteristics put them on a spectrum between the “Yes” and “No” segments, but, at other times, they more closely resemble the “No” segment.

Despite this uncertainty, however, 63% report being registered to vote and 58% report voting in the past (although only 30% reported voting last November).

This segment is very small and more study is recommended before drawing strong conclusions (that can be operationalized into strategies and tactics) about the nature of this segment.

No, My Vote Doesn’t Matter

18% of respondents

Compared to the “Yes” segment, individuals who responded “No, my vote doesn’t matter” are more likely to be younger, less educated, have lower household income, and be less religious. They are also less politically engaged and more likely to consider themselves Independents than part of a political

party. However, 71% of this segment reports being registered and 56% report having voted before, so there is potential for mobilization.

Within this segment, there are two distinct subgroups: 1) the “conditional no’s” — those who can imagine the situation or condition in which their vote could matter; and 2) the “hard no’s” — those who cannot imagine any circumstance that would motivate them to vote.

For this segment, it is important to keep these subgroups in mind when strategizing and deploying tactics, as there are some individuals that are more likely to be easily mobilized than others. For the “conditional no’s,” it is likely that pursuing a similar strategy to what is utilized for the “Yes” segment makes sense (making the case for participation in each election), although the specific tactics and language may need to be distinct for this subgroup.