

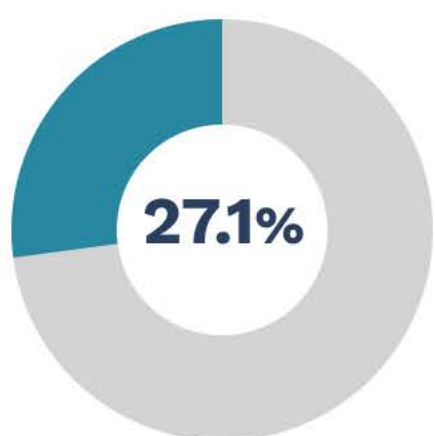
THE OVERLOOKED POWER OF THE OTHER SWING VOTER



In 2022, the Center for Antiracist Research, GenForward at the University of Chicago, and Black Voters Matter collaborated on a research project to explore how young people—and young people of color in particular—are thinking about our political system, voting, and power. This fact sheet represents findings from GenForward’s quarterly survey with an oversampling of young adults of color.

Young people are feeling frustrated and disillusioned by our political system

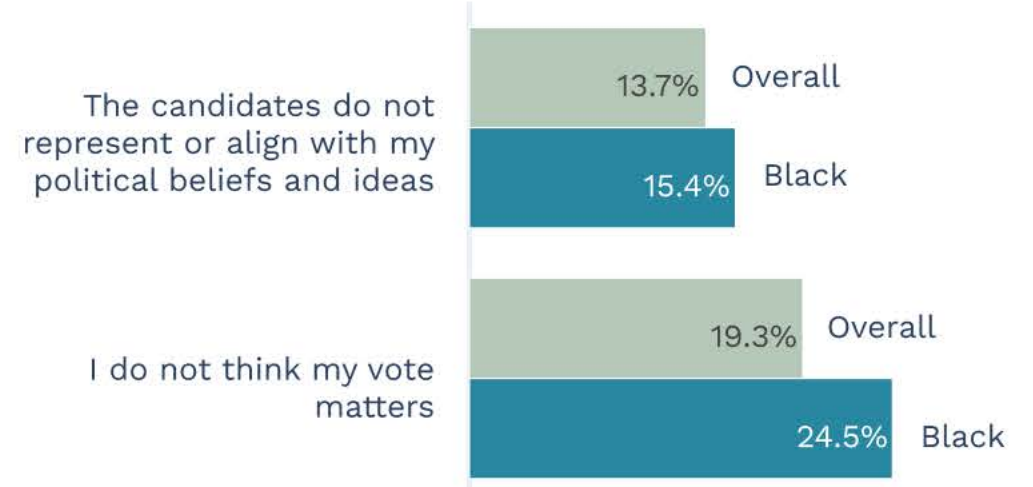
PEOPLE ARE FRUSTRATED



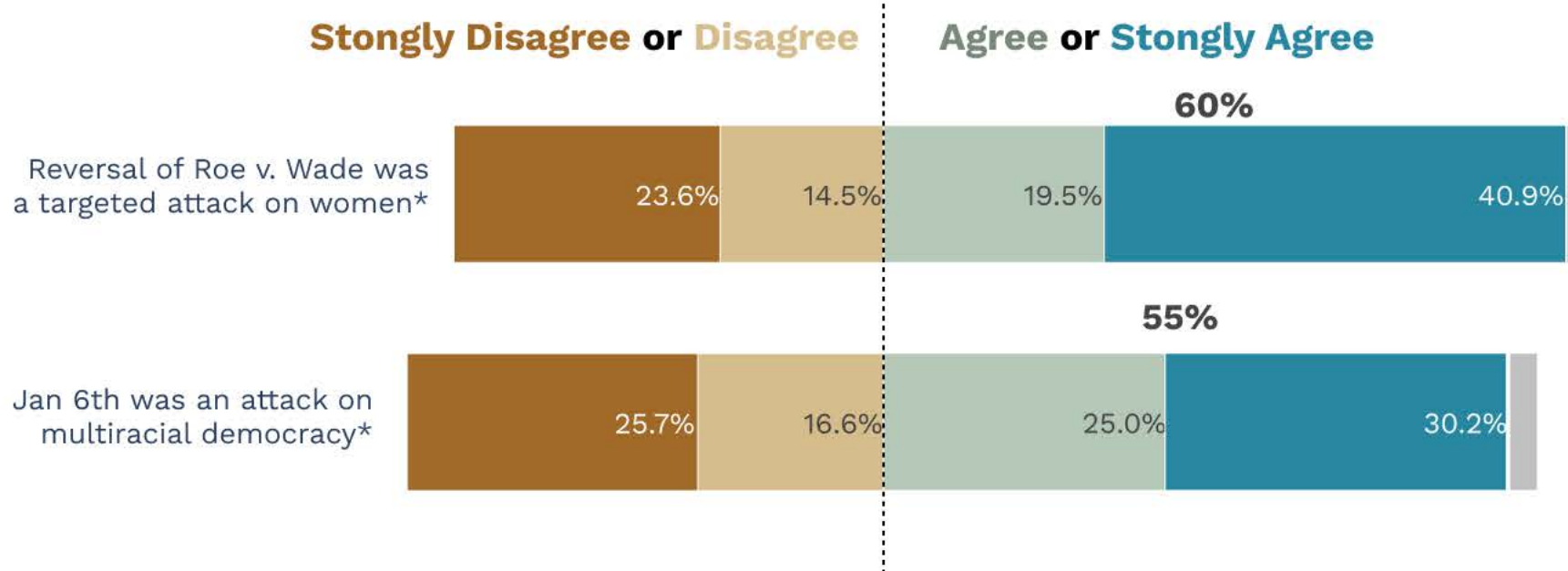
Among those who said they did not plan to vote in the midterms, 27.1% stated that they are “frustrated with the current political system”.

This view is held most strongly by people in the 18-26 age group.

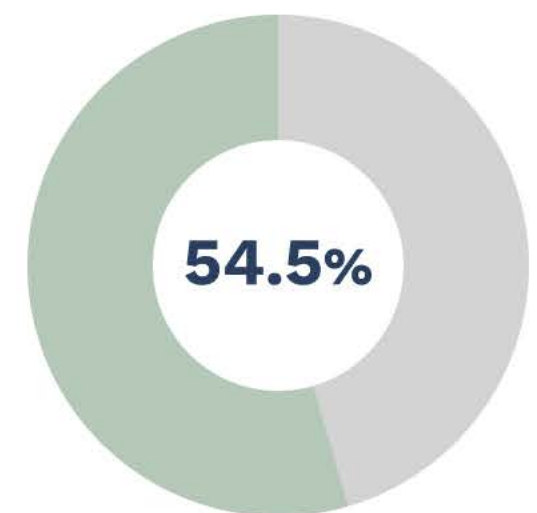
BLACK VOTERS ARE MORE FRUSTRATED THAN OTHERS



PEOPLE FEEL THAT THEIR RIGHTS ARE UNDER ATTACK



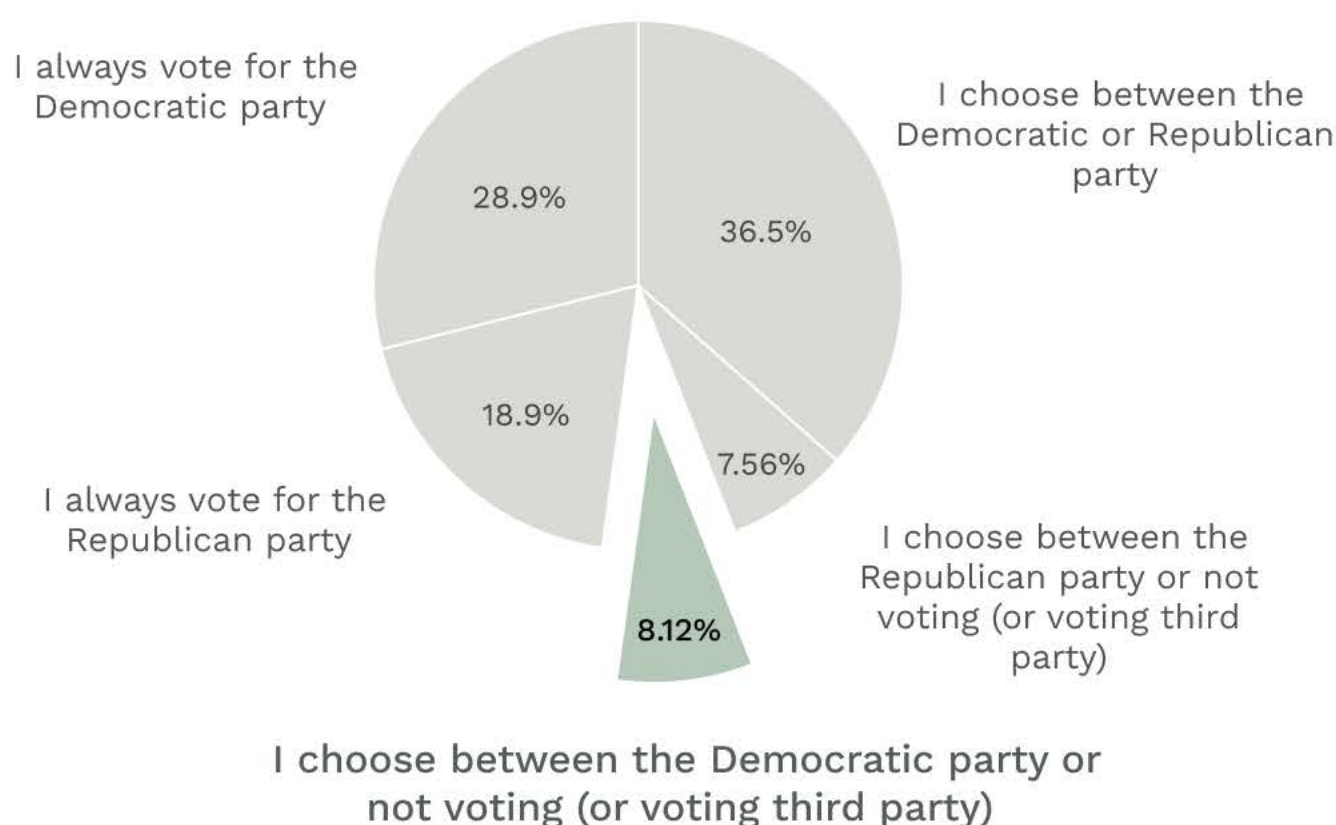
PEOPLE STILL THINK THE 2022 MIDTERMS ARE IMPORTANT DESPITE FRUSTRATIONS



Voting in the 2022 midterms is more important than in past midterm elections

Other Swing Voters are a critical group that if authentically engaged and represented in our political system have the power to transform our democracy

WHO ARE THE OTHER SWING VOTERS



THE POWER OF OTHER SWING VOTERS

68

Out of 435 house elections in 2020, 68 seats (15.6%) of house elections were decided with a Margin of Victory of less than 8%.

435

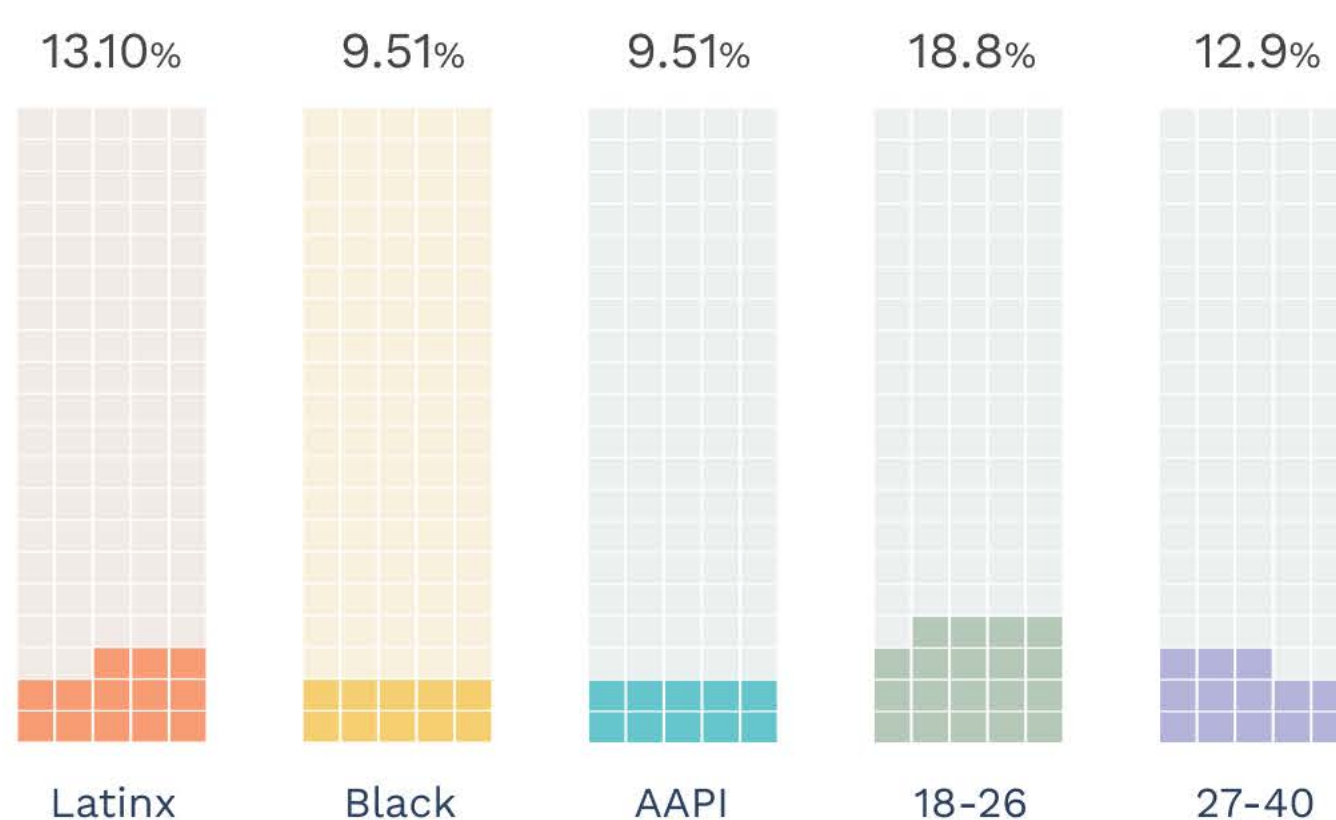
8

Out of the 33 senate seats up for re-election in 2020, 8 seats (24.2%) of the senate swere decided with a Margin of Victory of less than 8%.

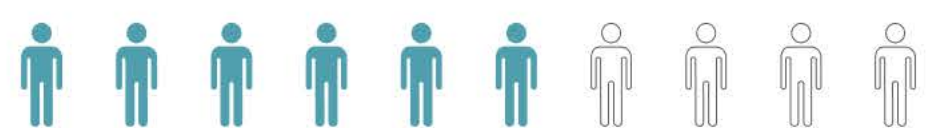
33

Source: https://ballotpedia.org/Election_results_2020:_Congressional_margin_of_victory_analysis

WHO ARE MORE LIKELY TO BE THE OTHER SWING VOTERS



OTHER SWING VOTERS VALUE CIVIC ENGAGEMENT



62.7% of Other Swing Voters agree with the statement “My individual vote matters for political change.”

* This question was shown to half the respondents, who were selected randomly. We did this to examine whether differences in how questions are worded affect responses. Data Source: The GenForward July 2022 Survey.

THE OVERLOOKED POWER OF THE OTHER SWING VOTER



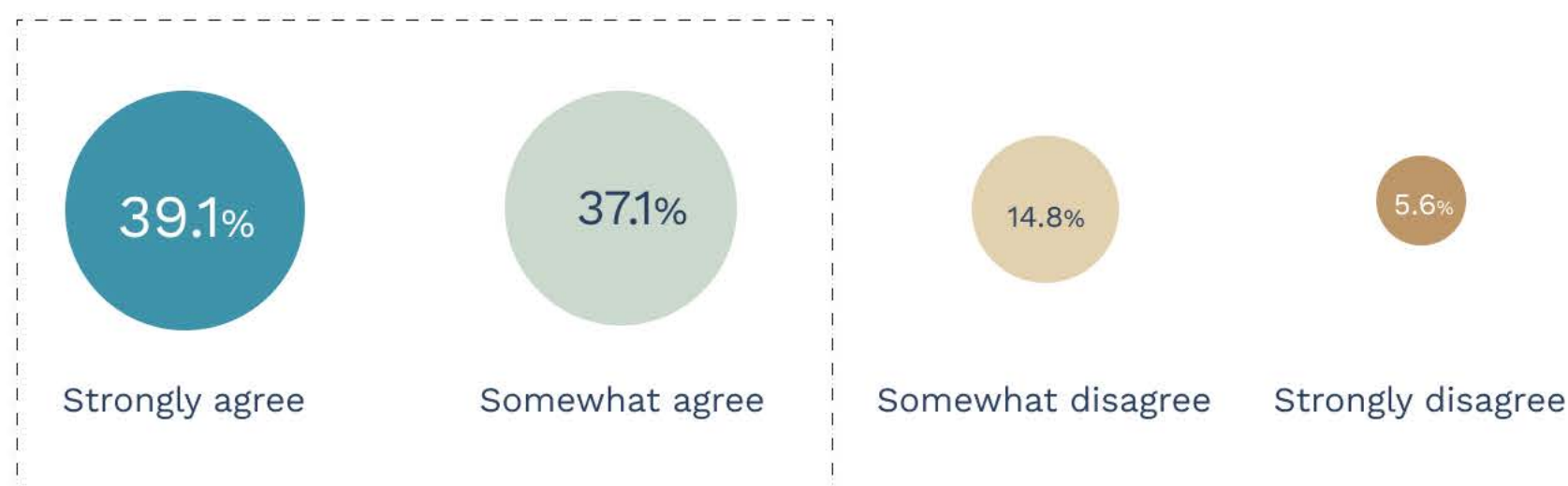
genFORWARD

BU Center for Antiracist Research

Black voters matter for political change

MOST PEOPLE AGREE THAT BLACK VOTER TURNOUT MATTERS FOR POLITICAL CHANGE

76.2% of respondents agreed with the statement “*Strong voter turnout among Black voters matters for political change*”*



BLACK AMERICANS WERE RANKED SECOND HIGHEST IN TERMS OF THEIR POLITICAL POWER

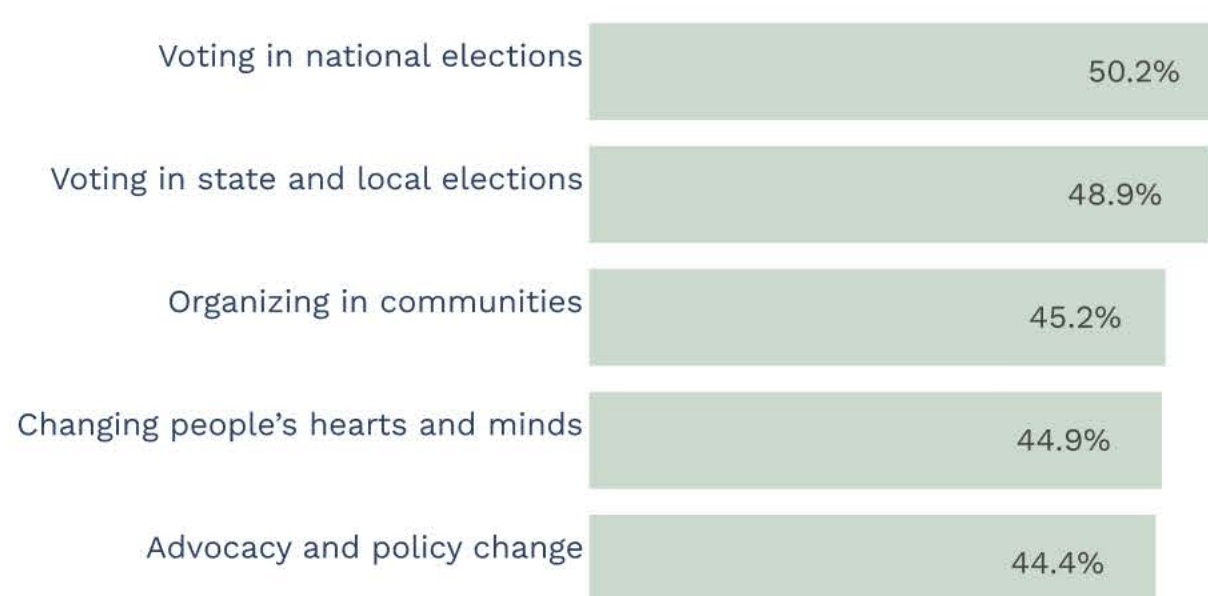
74.4% people think White Americans have the most political power



44.2% people think Black Americans have the second most political power



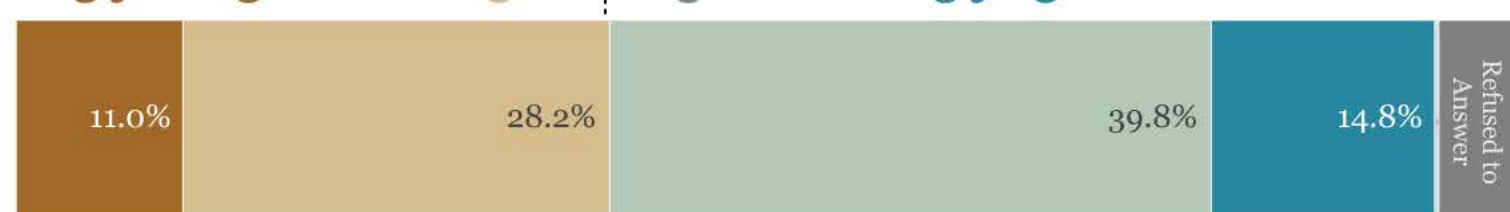
TOP FIVE MOST EFFECTIVE STRATEGIES FOR BLACK COMMUNITIES TO BUILD POLITICAL POWER*



HOW PEOPLE THINK ABOUT THE GEORGIA SENATE RACE RESULTS

Stongly Disagree or Disagree

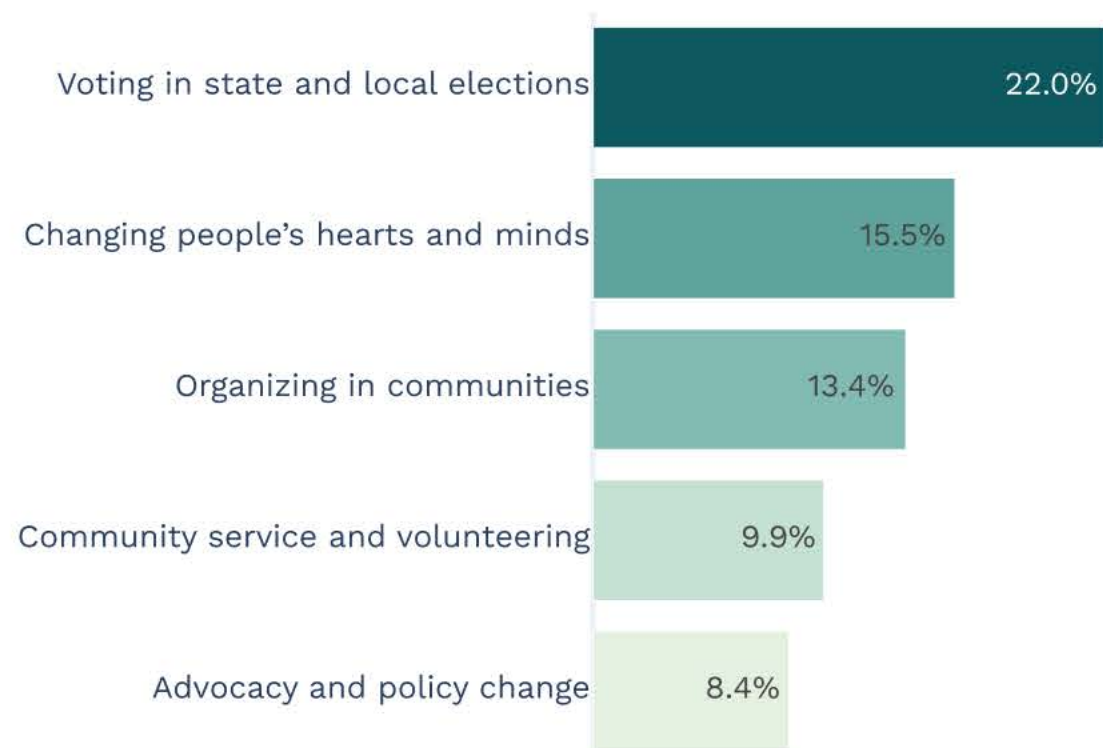
Agree or Stongly Agree



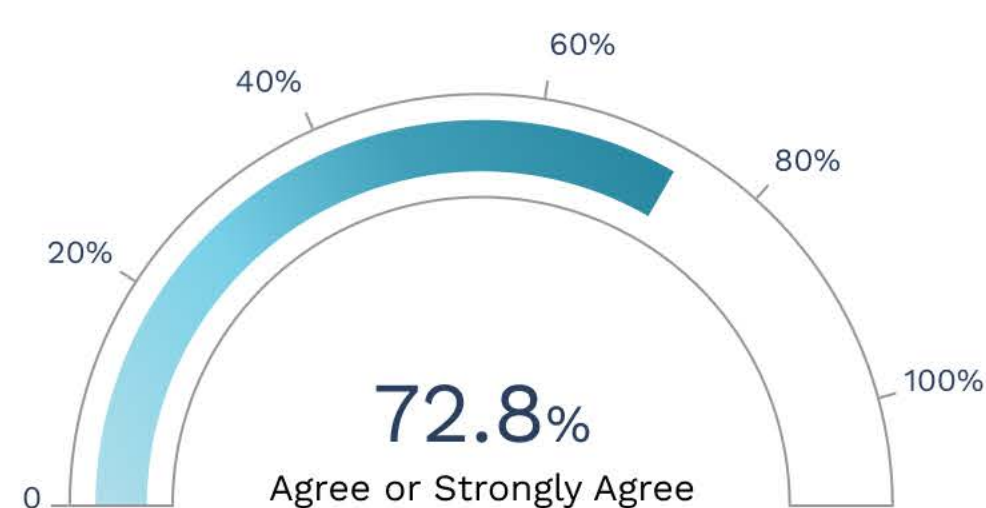
54.6% of respondents agreed with the statement “*The 2021 Georgia senate race results (Raphael Warnock and Jon Ossoff victories) are a result of the deepening political power of Black communities.*”

People believe in the importance of engaging at the local level in order to make change

TOP FIVE CHOICES FOR THE MOST EFFECTIVE WAYS TO MAKE CHANGE IN YOUR COMMUNITY

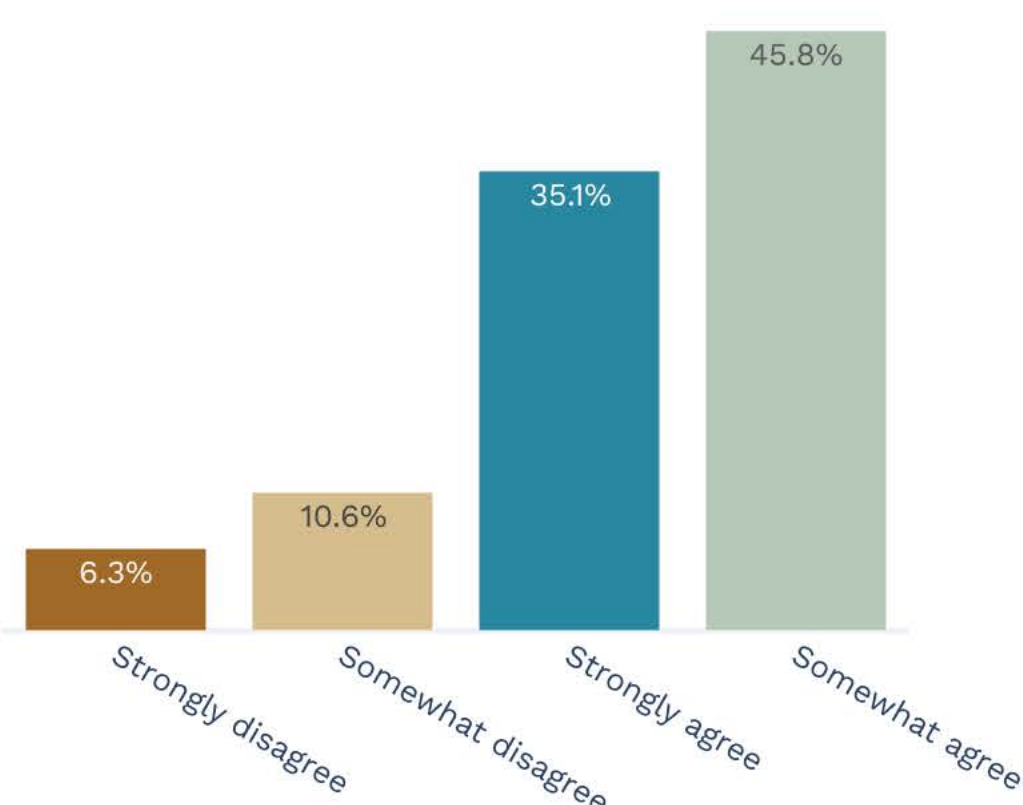


PEOPLE BELIEVE IN ORGANIZING IN THEIR COMMUNITY



72.8% of the respondents agree or strongly agree that “*I believe that I can make an important difference in society by organizing in my community.*”

PEOPLE BELIEVE IN THE IMPORTANCE OF BRINGING PEOPLE TOGETHER TO PUSH FOR CHANGE



I believe that people have the collective power to impact policy.



80.9% of the respondents agree or strongly agree with this statement.

* This question was shown to half the respondents, who were selected randomly. We did this to examine whether differences in how questions are worded affect responses.
Data Source: The GenForward July 2022 Survey.