

2024 Survey of Young People of Color in the South's Attitudes Toward Political Participation

In January 2024, on behalf of the Southern Poverty Law Center, HIT Strategies conducted a poll of 1,625 non-white adults ages 18-40 in Alabama, Florida, Georgia, Louisiana and Mississippi.

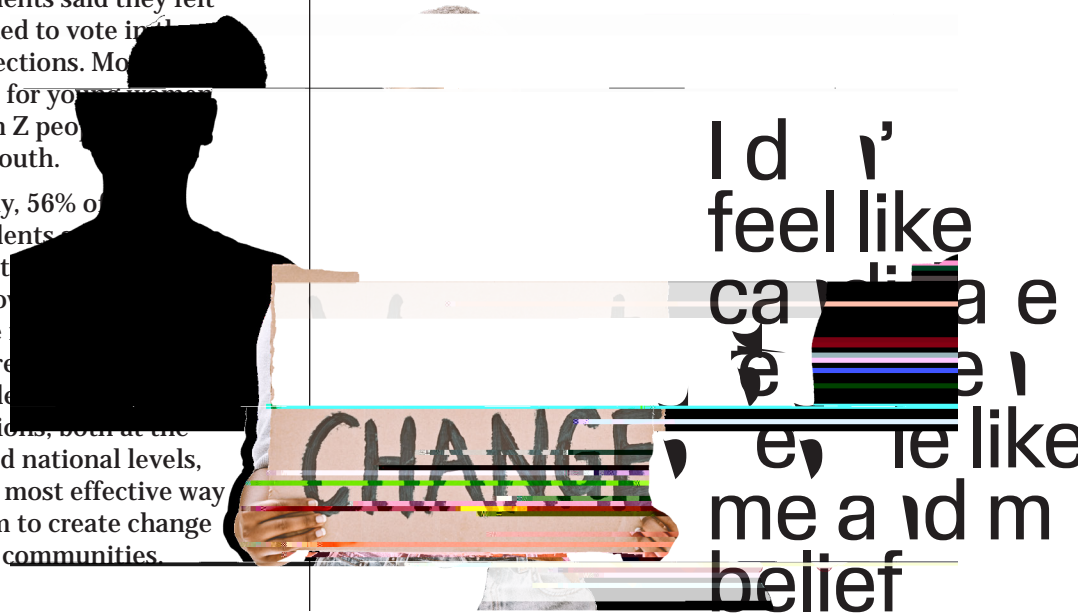
The poll found that respondents, who are high-potential voters, felt largely apathetic toward politics, unrepresented by the government and disengaged from the upcoming election. However, recent legislative and judicial actions limiting freedoms have sparked political action by young people of color

Key Findings

56%

- A bare majority (56%) of respondents said they felt motivated to vote in the 2024 elections. Motivation is lower for young people and Gen Z people in the South.
- Similarly, 56% of respondents said their vote made some positive change in their communities. Respondents in elections, both at the local and national levels, was the most effective way for them to create change in their communities.

- Respondents generally believe attitudinal issues are bigger problems for voting, rather than structural barriers.
- When asked about the biggest problems related to voting, “I don’t feel like candidates represent people like me and my beliefs” and “nothing changes after elections” rose to the top – 35% and 33% respectively.
- Young people of color in the South want to see better representation in candidates (27%), more information about candidates (26%) and proof of progress from candidates (23%) to solve these problems around voting.



2024 Survey of Young People of Color in the South's Attitudes Toward Political Participation

Key Findings

- 59% of respondents said that laws restricting voting are intended to silence certain voices and block