

**PEW RESEARCH CENTER  
2023 SURVEY OF BLACK AMERICANS  
September 12-24, 2023  
BLACK AMERICANS TOTAL N=4,736  
GENERAL PUBLIC TOTAL N=7,470**

**NOTE: "BLACK AMERICANS" REFERS TO U.S. ADULTS WHO ARE BLACK ALONE AND NON-HISPANIC, BLACK IN COMBINATION WITH OTHER RACES AND NON-HISPANIC, AND BLACK AND HISPANIC. "GENERAL PUBLIC" REFERS TO ALL U.S. ADULTS REGARDLESS OF RACE OR ETHNICITY. ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES GREATER THAN ZERO BUT LESS THAN 0.5 ARE REPLACED BY AN ASTERISK (\*). COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. THIS TOPLINE SHOWS AGGREGATED DATA FOR RESPONDENTS FROM DIFFERENT SAMPLES. RESPONSES TO SOME QUESTIONS WERE COLLECTED IN PREVIOUS SURVEYS. FOR MORE INFORMATION ON THE DIFFERENT SAMPLES, REFER TO THE METHODOLOGY. FOR MORE INFORMATION ON EXACT QUESTION WORDING, ORDER, AND FILTERING, REFER TO THE QUESTIONNAIRE.**

	Sample size	Margin of error at 95% confidence level
<b>Total sample</b>	7,470	+/- 1.9 % points
<b>Black adults</b>	4,736	+/- 2.2 % points

**ASK ALL:**

PER\_SUC1

Thinking about your life overall, how successful do you consider yourself? **[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5 or 5-1]**

Black Americans  
Sept. 12-24, 2023

<b>26</b>	<b>NET Extremely successful/Very successful</b>
6	Extremely successful
20	Very successful
<b>40</b>	<b>Somewhat successful</b>
<b>33</b>	<b>NET A little successful/Not at all successful</b>
23	A little successful
10	Not at all successful
<b>1</b>	<b>No answer</b>

**ASK ALL:**

PER\_SUC2

How important is each of the following to your personal definition of success?  
**[RANDOMIZE ITEMS ACROSS TWO SCREENS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-3 or 3-1]**

- a. Making your family or community proud

Black Americans  
Sept. 12-24, 2023

37	Essential
51	Important but not essential
11	Not important
1	No answer

**PER\_SUC2 CONTINUED**

b. Having enough time to do things you want to do

Black Americans  
Sept. 12-24, 2023

65	Essential
32	Important but not essential
2	Not important
1	No answer

c. Using your talents and resources to help others

Black Americans  
Sept. 12-24, 2023

50	Essential
44	Important but not essential
6	Not important
1	No answer

d. Being happy

Black Americans  
Sept. 12-24, 2023

80	Essential
17	Important but not essential
2	Not important
1	No answer

e. Being able to provide for your family

Black Americans  
Sept. 12-24, 2023

82	Essential
14	Important but not essential
3	Not important
1	No answer

f. Having a job or career you enjoy

Black Americans  
Sept. 12-24, 2023

56	Essential
36	Important but not essential
7	Not important
1	No answer

g. Owning your own home

Black Americans  
Sept. 12-24, 2023

52	Essential
37	Important but not essential
11	Not important
1	No answer

**PER\_SUC2 CONTINUED**

h. Being married

Black Americans  
Sept. 12-24, 2023

23	Essential
41	Important but not essential
36	Not important
1	No answer

**ASK ALL:**

PER\_SUC3 How important is each of the following in helping a person achieve success?  
**[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-3 or 3-1,  
 USING THE SAME ORDER AS PER\_SUC2]**

a. Having connections to people who can help open doors on their behalf

Black Americans  
Sept. 12-24, 2023

41	Essential
50	Important but not essential
8	Not important
1	No answer

b. Having mentors who can provide advice and guidance

Black Americans  
Sept. 12-24, 2023

39	Essential
52	Important but not essential
8	Not important
1	No answer

c. Having supportive family members

Black Americans  
Sept. 12-24, 2023

54	Essential
40	Important but not essential
5	Not important
1	No answer

d. Having self-confidence

Black Americans  
Sept. 12-24, 2023

79	Essential
18	Important but not essential
1	Not important
1	No answer

**PER\_SUC3 CONTINUED**

e. Having a college degree

Black Americans  
Sept. 12-24, 2023

20	Essential
55	Important but not essential
24	Not important
1	No answer

f. Having financial stability

Black Americans  
Sept. 12-24, 2023

75	Essential
23	Important but not essential
2	Not important
1	No answer

**ASK ALL:**

PER\_PRESSURE

In general, how much pressure do you feel to do each of the following?  
**[RANDOMIZE ITEMS ACROSS TWO SCREENS; RANDOMIZE ORDER OF  
RESPONSE OPTIONS 1-5 or 5-1 IN SAME ORDER AS CONTROL1]**

a. Make your family or community proud

Black Americans  
Sept. 12-24, 2023

<b>43</b>	<b>NET A great deal/A fair amount</b>
21	A great deal
21	A fair amount
<b>26</b>	<b>Some</b>
<b>30</b>	<b>NET Not much/None at all</b>
18	Not much
13	None at all
<b>1</b>	<b>No answer</b>

b. Use your talents and resources to help others

Black Americans  
Sept. 12-24, 2023

<b>48</b>	<b>NET A great deal/A fair amount</b>
23	A great deal
25	A fair amount
<b>27</b>	<b>Some</b>
<b>24</b>	<b>NET Not much/None at all</b>
14	Not much
10	None at all
<b>1</b>	<b>No answer</b>

**PER\_PRESSURE CONTINUED**

c. Be happy

Black Americans  
Sept. 12-24, 2023

<b>62</b>	<b>NET A great deal/A fair amount</b>
41	A great deal
21	A fair amount
<b>17</b>	<b>Some</b>
<b>20</b>	<b>NET Not much/None at all</b>
10	Not much
10	None at all
<b>1</b>	<b>No answer</b>

d. Be able to provide for your family

Black Americans  
Sept. 12-24, 2023

<b>68</b>	<b>NET A great deal/A fair amount</b>
48	A great deal
20	A fair amount
<b>15</b>	<b>Some</b>
<b>15</b>	<b>NET Not much/None at all</b>
9	Not much
7	None at all
<b>1</b>	<b>No answer</b>

**ASK IF NOT RETIRED (EMPLSIT=1,2,3,4,99):**

e. Have a job or career you enjoy

Black Americans  
Sept. 12-24, 2023

<b>58</b>	<b>NET A great deal/A fair amount</b>
32	A great deal
25	A fair amount
<b>21</b>	<b>Some</b>
<b>21</b>	<b>NET Not much/None at all</b>
10	Not much
10	None at all
<b>1</b>	<b>No answer</b>
<b>N=3,581</b>	

f. Own your own home

Black Americans  
Sept. 12-24, 2023

<b>50</b>	<b>NET A great deal/A fair amount</b>
31	A great deal
19	A fair amount
<b>18</b>	<b>Some</b>
<b>31</b>	<b>NET Not much/None at all</b>
15	Not much
17	None at all
<b>1</b>	<b>No answer</b>

**PER\_PRESSURE CONTINUED**

- g. Have enough money to do the things you want to do

Black Americans  
Sept. 12-24, 2023

<b>71</b>	<b>NET A great deal/A fair amount</b>
47	A great deal
25	A fair amount
<b>17</b>	<b>Some</b>
<b>11</b>	<b>NET Not much/None at all</b>
7	Not much
5	None at all
<b>1</b>	<b>No answer</b>

**ASK IF NOT CURRENTLY MARRIED OR SEPARATED (XMARITAL=2,3,5,6 OR MARITAL=2,3,5,6):**

- h. Get married

Black Americans  
Sept. 12-24, 2023

<b>20</b>	<b>NET A great deal/A fair amount</b>
9	A great deal
11	A fair amount
<b>18</b>	<b>Some</b>
<b>61</b>	<b>NET Not much/None at all</b>
22	Not much
39	None at all
<b>1</b>	<b>No answer</b>
<b>N=3,021</b>	

**ASK IF CURRENTLY MARRIED OR SEPARATED (XMARITAL=1,4 OR MARITAL=1,4):**

- i. Stay married

Black Americans  
Sept. 12-24, 2023

<b>55</b>	<b>NET A great deal/A fair amount</b>
37	A great deal
17	A fair amount
<b>16</b>	<b>Some</b>
<b>30</b>	<b>NET Not much/None at all</b>
11	Not much
18	None at all
*	<b>No answer</b>
<b>N=1,665</b>	

**ASK IF BLACK (XATPBLACK=1 OR XPANEL=1):**

PERSFNC Thinking about your personal finances...

How would you rate your own personal financial situation? Would you say you are in...

Black Americans	
<u>Sept. 12-24, 2023</u>	
6	Excellent shape
29	Good shape
44	Only fair shape
20	Poor shape
1	No answer

**PERSFNC TREND FOR COMPARISON<sup>1</sup>:**

	<u>Oct. 10- 16, 2022</u>	<u>June 27- July 4, 2022</u>	<u>Sept. 13- 19, 2021</u>	<u>Jan. 19- 24, 2021</u>	<u>April 7- 12, 2020</u>	<u>July 22- Aug. 4, 2019</u>
Excellent shape	6	5	6	5	6	3
Good shape	24	25	25	29	23	22
Only fair shape	43	47	47	42	42	48
Poor shape	26	23	21	24	27	27
No answer	1	*	1	0	1	1

**ASK ALL:**

FINSUC Here are some things that define financial success for some people but not others. How important is each one to your personal definition of financial success, regardless of how close you are to achieving it? **[RANDOMIZE ITEMS; RANDOMIZE ORDER OF RESPONSE OPTIONS 1-3 or 3-1, USING THE SAME ORDER AS PER\_SUC2]**

- a. Having multiple streams of income

Black Americans	
<u>Sept. 12-24, 2023</u>	
43	Essential
46	Important but not essential
11	Not important
1	No answer

- b. Being debt-free

Black Americans	
<u>Sept. 12-24, 2023</u>	
67	Essential
29	Important but not essential
3	Not important
1	No answer

<sup>1</sup> Results are for U.S. non-Hispanic Black adults only.

**FIN\_SUC CONTINUED**

c. Having enough money to do the things you want to do

Black Americans  
Sept. 12-24, 2023

65	Essential
32	Important but not essential
2	Not important
1	No answer

d. Owning a business

Black Americans  
Sept. 12-24, 2023

22	Essential
36	Important but not essential
41	Not important
1	No answer

e. Owning a home

Black Americans  
Sept. 12-24, 2023

49	Essential
38	Important but not essential
13	Not important
1	No answer

f. Being able to pass down financial assets such as property or investments to family members

Black Americans  
Sept. 12-24, 2023

44	Essential
42	Important but not essential
13	Not important
1	No answer

g. Being able to retire early

Black Americans  
Sept. 12-24, 2023

35	Essential
48	Important but not essential
16	Not important
1	No answer



**ASK IF BLACK (XATPBLACK=1 OR XPANEL=1):**

WORRY2 How often, if ever, do you worry about each of the following? **[RANDOMIZE ITEMS; SPLIT OVER TWO SCREENS]**

- a. The amount of debt you have

Black Americans  
Sept. 12-24, 2023

<b>29</b>	<b>NET Every day/Almost every day</b>
15	Every day
14	Almost every day
<b>35</b>	<b>Sometimes</b>
<b>35</b>	<b>NET Rarely/Never</b>
20	Rarely
15	Never
<b>1</b>	<b>No answer</b>

**WORRY2\_a TREND FOR COMPARISON<sup>2</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>	<u>Sept. 16-29, 2019</u>
<b>NET Every day/Almost every day</b>	<b>40</b>	<b>48</b>	<b>55</b>
Every day	23	26	37
Almost every day	16	23	18
<b>Sometimes</b>	<b>30</b>	<b>26</b>	<b>25</b>
<b>NET Rarely/Never</b>	<b>29</b>	<b>25</b>	<b>19</b>
Rarely	15	13	10
Never	15	12	9
<b>No answer</b>	<b>1</b>	<b>*</b>	<b>1</b>

**ASK IF EMPLOYED (EMPLSIT=1,2):**

- b. Losing your job

Black Americans  
Sept. 12-24, 2023

<b>15</b>	<b>NET Every day/Almost every day</b>
9	Every day
7	Almost every day
<b>30</b>	<b>Sometimes</b>
<b>53</b>	<b>NET Rarely/Never</b>
32	Rarely
21	Never
<b>1</b>	<b>No answer</b>
<b>N=2,596</b>	

<sup>2</sup> Results are for U.S. non-Hispanic Black adults only.

**WORRY2 CONTINUED****WORRY2\_b TREND FOR COMPARISON<sup>3</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>	<u>Sept. 16-29, 2019</u>
<b>NET Every day/Almost every day</b>	<b>21</b>	<b>26</b>	<b>32</b>
Every day	17	20	21
Almost every day	4	7	11
<b>Sometimes</b>	<b>27</b>	<b>29</b>	<b>28</b>
<b>NET Rarely/Never</b>	<b>51</b>	<b>44</b>	<b>40</b>
Rarely	28	22	22
Never	23	22	18
<b>No answer</b>	*	*	*

## c. Paying your bills

Black Americans  
Sept. 12-24, 2023

<b>31</b>	<b>NET Every day/Almost every day</b>
16	Every day
15	Almost every day
<b>32</b>	<b>Sometimes</b>
<b>35</b>	<b>NET Rarely/Never</b>
21	Rarely
14	Never
<b>1</b>	<b>No answer</b>

**WORRY2\_c TREND FOR COMPARISON<sup>4</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>	<u>Sept. 16-29, 2019</u>
<b>NET Every day/Almost every day</b>	<b>36</b>	<b>48</b>	<b>56</b>
Every day	24	28	37
Almost every day	12	20	19
<b>Sometimes</b>	<b>33</b>	<b>31</b>	<b>25</b>
<b>NET Rarely/Never</b>	<b>30</b>	<b>22</b>	<b>18</b>
Rarely	18	13	12
Never	12	9	6
<b>No answer</b>	*	<b>0</b>	<b>1</b>

## d. The cost of health care for you and your family

Black Americans  
Sept. 12-24, 2023

<b>22</b>	<b>NET Every day/Almost every day</b>
12	Every day
10	Almost every day
<b>36</b>	<b>Sometimes</b>
<b>40</b>	<b>NET Rarely/Never</b>
22	Rarely
18	Never
<b>1</b>	<b>No answer</b>

<sup>3</sup> Results are for U.S. non-Hispanic Black adults only.

<sup>4</sup> Results are for U.S. non-Hispanic Black adults only.

**WORRY2 CONTINUED****WORRY2\_d TREND FOR COMPARISON<sup>5</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>	<u>Sept. 16-29, 2019</u>
<b>NET Every day/Almost every day</b>	<b>31</b>	<b>39</b>	<b>47</b>
Every day	16	25	29
Almost every day	15	14	18
<b>Sometimes</b>	<b>30</b>	<b>28</b>	<b>30</b>
<b>NET Rarely/Never</b>	<b>38</b>	<b>33</b>	<b>22</b>
Rarely	19	17	12
Never	19	16	10
<b>No answer</b>	<b>*</b>	<b>*</b>	<b>1</b>

e. Being able to save enough for your retirement

Black Americans  
Sept. 12-24, 2023

<b>28</b>	<b>NET Every day/Almost every day</b>
14	Every day
13	Almost every day
<b>38</b>	<b>Sometimes</b>
<b>33</b>	<b>NET Rarely/Never</b>
18	Rarely
15	Never
<b>2</b>	<b>No answer</b>

**WORRY2\_e TREND FOR COMPARISON<sup>6</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>	<u>Sept. 16-29, 2019</u>
<b>NET Every day/Almost every day</b>	<b>33</b>	<b>43</b>	<b>52</b>
Every day	21	28	36
Almost every day	12	15	16
<b>Sometimes</b>	<b>30</b>	<b>29</b>	<b>26</b>
<b>NET Rarely/Never</b>	<b>36</b>	<b>26</b>	<b>21</b>
Rarely	15	13	11
Never	20	14	10
<b>No answer</b>	<b>1</b>	<b>2</b>	<b>1</b>

<sup>5</sup> Results are for U.S. non-Hispanic Black adults only.

<sup>6</sup> Results are for U.S. non-Hispanic Black adults only.

**WORRY2 CONTINUED****ASK IF EMPLOYED (EMPLSIT=1,2):**

f. Taking a cut in pay due to reduced hours or demand for your work

Black Americans  
Sept. 12-24, 2023

<b>18</b>	<b>NET Every day/Almost every day</b>
9	Every day
9	Almost every day
<b>25</b>	<b>Sometimes</b>
<b>56</b>	<b>NET Rarely/Never</b>
26	Rarely
30	Never
<b>1</b>	<b>No answer</b>
<b>N=2,596</b>	

**WORRY2\_f TREND FOR COMPARISON<sup>7</sup>:**

	<u>Jan. 19-24, 2021</u>	<u>April 7-12, 2020</u>
<b>NET Every day/Almost every day</b>	<b>21</b>	<b>30</b>
Every day	13	16
Almost every day	8	13
<b>Sometimes</b>	<b>22</b>	<b>22</b>
<b>NET Rarely/Never</b>	<b>56</b>	<b>49</b>
Rarely	23	23
Never	34	25
<b>No answer</b>	*	*

g. Paying your rent or mortgage

Black Americans  
Sept. 12-24, 2023

<b>23</b>	<b>NET Every day/Almost every day</b>
14	Every day
8	Almost every day
<b>27</b>	<b>Sometimes</b>
<b>49</b>	<b>NET Rarely/Never</b>
22	Rarely
27	Never
<b>1</b>	<b>No answer</b>

<sup>7</sup> Results are for U.S. non-Hispanic Black adults only.

**WORRY2 CONTINUED****WORRY2\_g TREND FOR COMPARISON<sup>8</sup>:**

	<u>Jan. 19-24, 2021</u>
<b>NET Every day/Almost every day</b>	<b>30</b>
Every day	19
Almost every day	11
<b>Sometimes</b>	<b>23</b>
<b>NET Rarely/Never</b>	<b>47</b>
Rarely	21
Never	26
<b>No answer</b>	<b>*</b>

h. Being able to buy enough food for you and your family

Black Americans  
Sept. 12-24, 2023

<b>24</b>	<b>NET Every day/Almost every day</b>
14	Every day
11	Almost every day
<b>26</b>	<b>Sometimes</b>
<b>49</b>	<b>NET Rarely/Never</b>
24	Rarely
25	Never
<b>1</b>	<b>No answer</b>

**WORRY2\_h TREND FOR COMPARISON<sup>9</sup>:**

	<u>Jan. 19-24, 2021</u>
<b>NET Every day/Almost every day</b>	<b>25</b>
Every day	14
Almost every day	10
<b>Sometimes</b>	<b>29</b>
<b>NET Rarely/Never</b>	<b>46</b>
Rarely	21
Never	24
<b>No answer</b>	<b>*</b>

**ASK ALL:**

EMERGCOver\_MOD If you were to lose your main source of income (for example, your job or government benefits), could you cover your expenses for 3 months by...  
**[RANDOMIZE ITEMS]**

a. Borrowing money from family or friends

Black Americans  
Sept. 12-24, 2023

37	Yes
62	No
1	No answer

<sup>8</sup> Results are for U.S. non-Hispanic Black adults only.

<sup>9</sup> Results are for U.S. non-Hispanic Black adults only.

**EMERGCOVER\_MOD CONTINUED**

## b. Using credit cards

Black Americans

Sept. 12-24, 2023

40	Yes
59	No
2	No answer

## c. Using personal savings

Black Americans

Sept. 12-24, 2023

45	Yes
54	No
1	No answer

## d. Selling assets

Black Americans

Sept. 12-24, 2023

33	Yes
65	No
2	No answer

**ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**