Howard University

Michigan Black Voters' Poll Report

February 2024

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Our Team

February 2024

Introduction

The Howard University Initiative on Public Opinion conducted a recent poll on the opinions of Black voters in Michigan. As a key swing state with the support of Black voters, Michigan helped win President Biden the election in 2020. According to a Roper Center for Public Opinion Research report, historically, on average, 91% of Black voters have cast their ballot for the Democratic candidate, with 9% going to the Republican candidate. In 2020, Biden won 94% of the Black vote. The findings in this report challenge the assumption of the overwhelming support of Black voters for Democratic candidates.

The Poll

The data presented in this report are from a poll conducted by Howard University researchers associated with the Howard University Initiative on Public Opinion (HIPO). The data were collected in Michigan in February 2024 among Black registered voters. A total of 412 (n=412) surveys were completed, answering questions on various issues, such as factors that impact voting behaviors, opinions on the presidential candidates, opinions on the top issues of the day, as well as preference for news sources.

Methodology

The online polling data were collected through Qualtrics (Provo, UT). Qualtrics gained access to respondents through a series of online audience capture techniques (e.g., website intercept recruitment, member referrals, targeted email lists, gaming sites, customer loyalty web portals, permission-based networks, and social media).

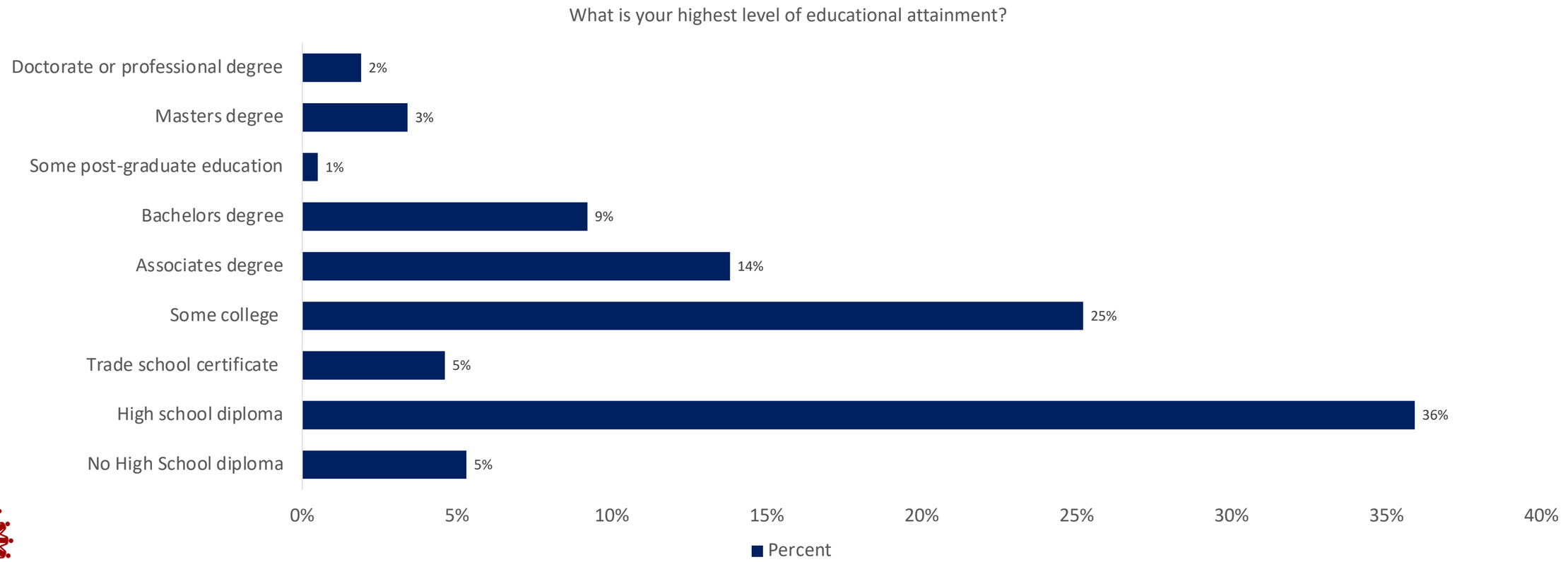
Sample Demographics

Demographics

- The majority of the sample was female (65%), males comprised 34%, and non-binary/gender non-confirming at 1%.
- Most of the sample (60%) was single, 15% married, 14% partnered (but not married), 7% separated/divorced, & 4% widowed.
- Over 50% (58%) of the sample was under the age of 40 (19% under the age of 25, 16% age 25-29, 23% age 30-39), 28% age 40-55, 12% age 56-76, and 1% 77 and older.
- Most of the sample lived below the middle-class threshold, with most earning less than $49,999 (73%), 14% $50-$69,999, 6% $70-$89,999, & 7% above $90,000.

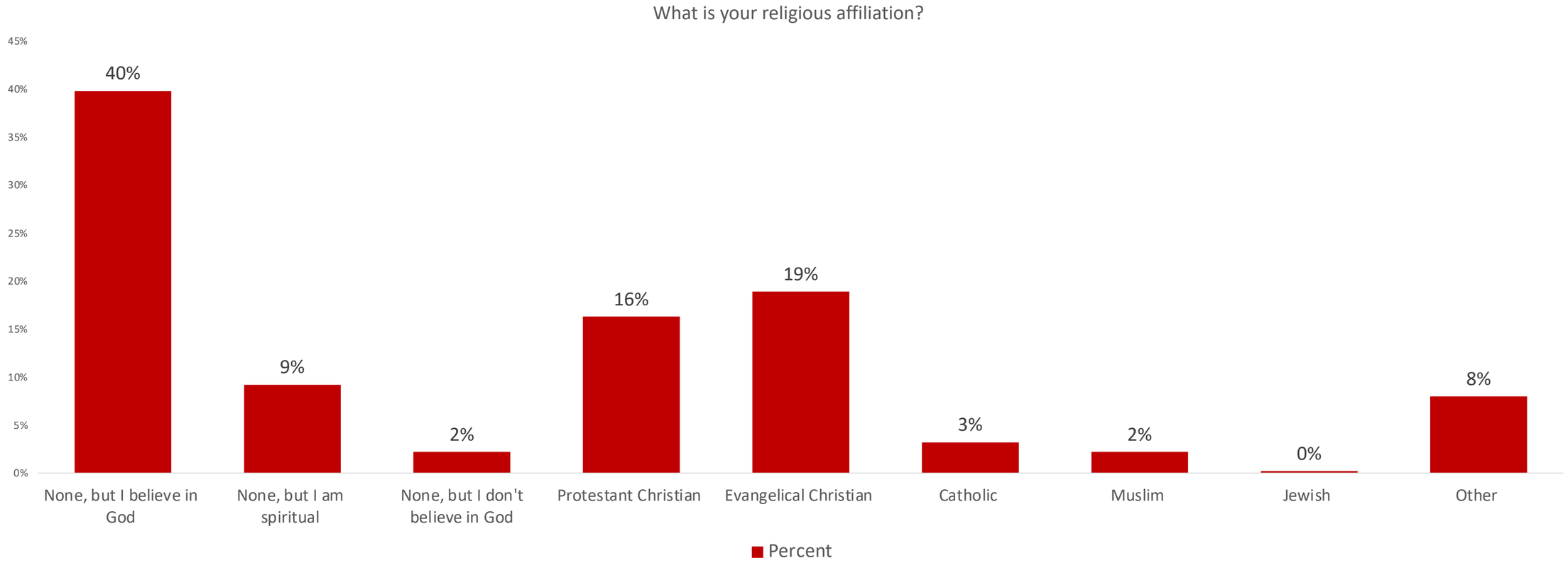
Demographics - Education

Most of the sample had some college/associate degree (39%), followed by a high school diploma (36%).

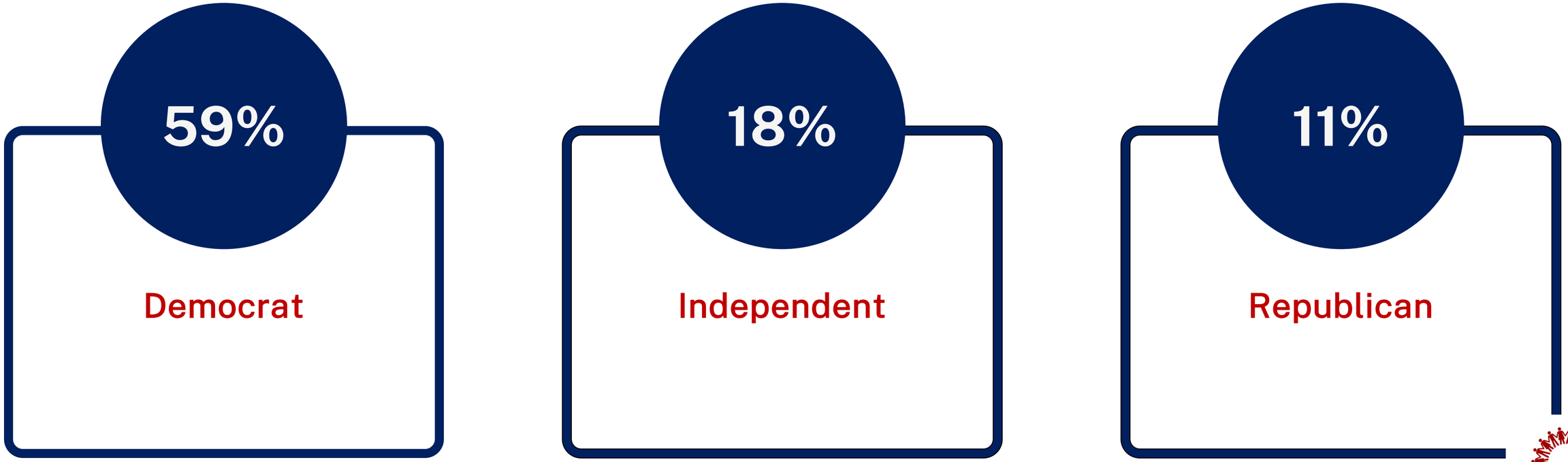


Religious Affiliation

A majority of the sample, 40%, had "no religious affiliation" but noted their belief in God, 9% identified as "spiritual but not religious," 18% identified as "evangelical," while 16% identified as mainline protestant, and 2% Muslim.



Political Party Affiliation

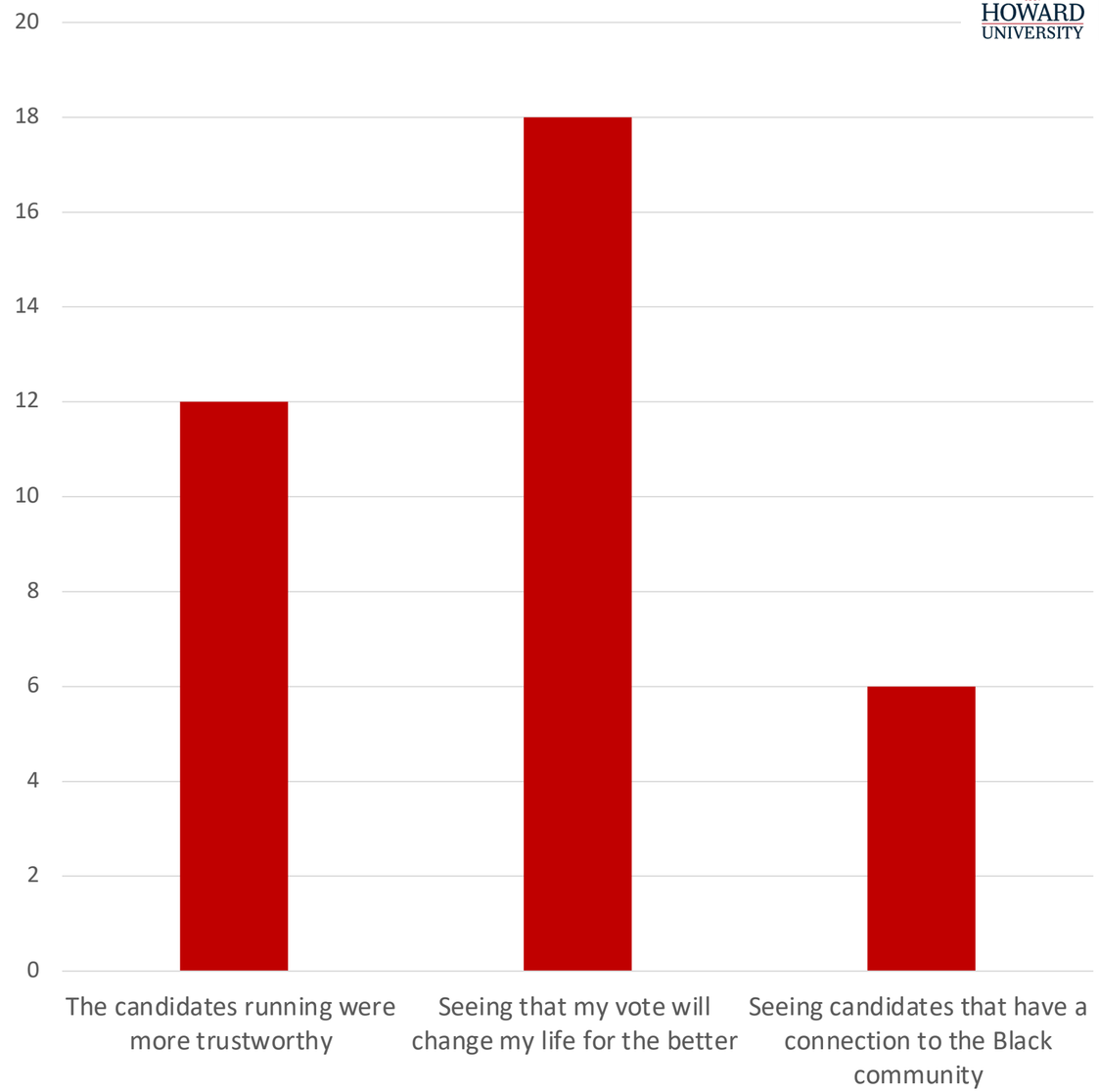


2% OTHER & 10% NO PARTY

Key Findings

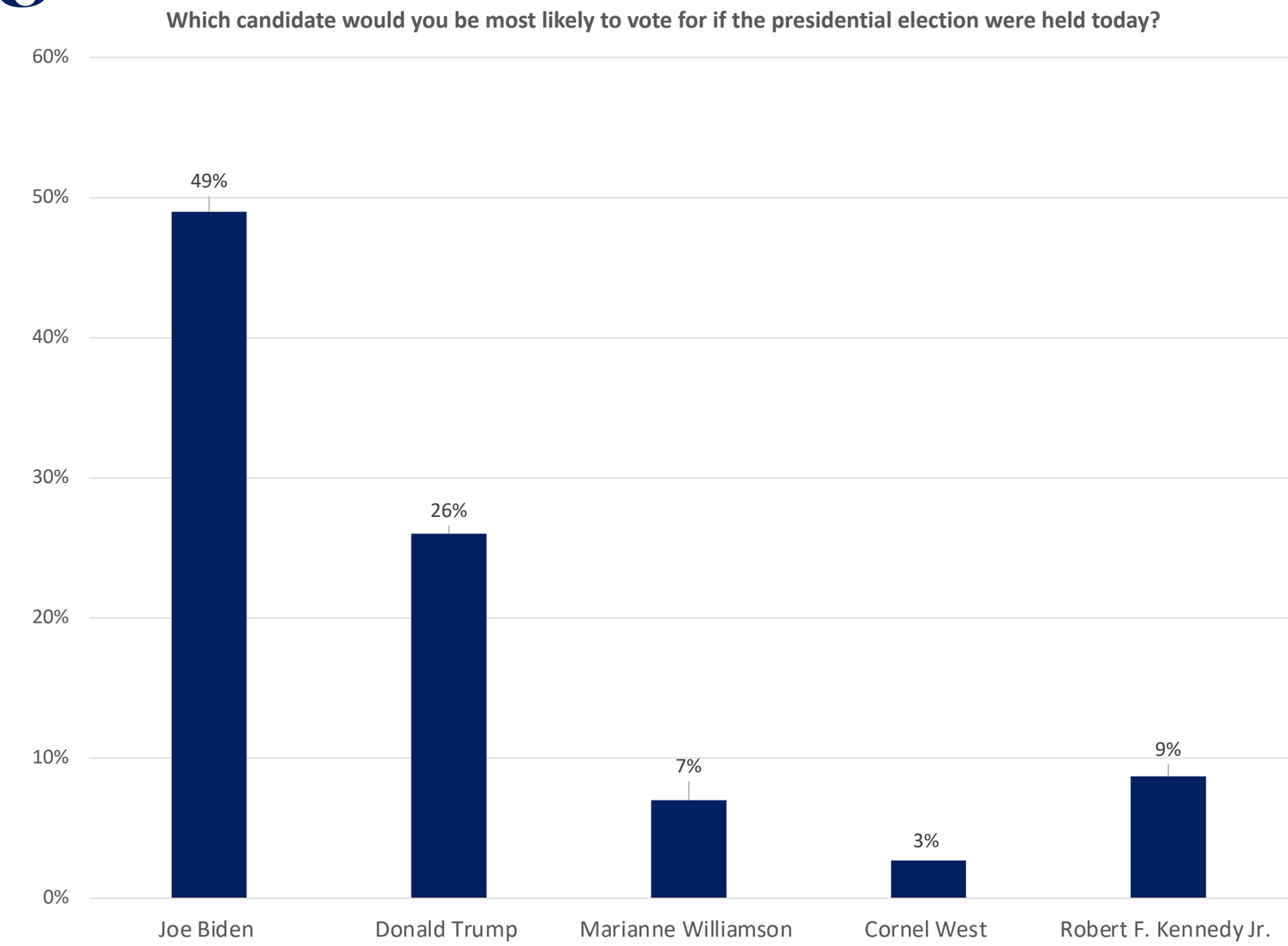
Voting Plans

- 83% plan to vote in the Primary Election
- 91% plan to vote in the General Election
- Reasons why people do not plan to vote in 2024
  - 34% don't like the candidates
  - 34% don't think it matters if they vote or not
  - 26% don't think their vote changes anything



Voting Plans

- Most of the sample plan to vote for Biden at 49%.
- Trump has gained a considerable number of potential voters at 26%.
- Close to 10% of the sample plan to vote for Kennedy.
- Haley, Stein, Phillips, and Binkley all had 1% of the sample's support.
- Three percent supported a write in candidate.

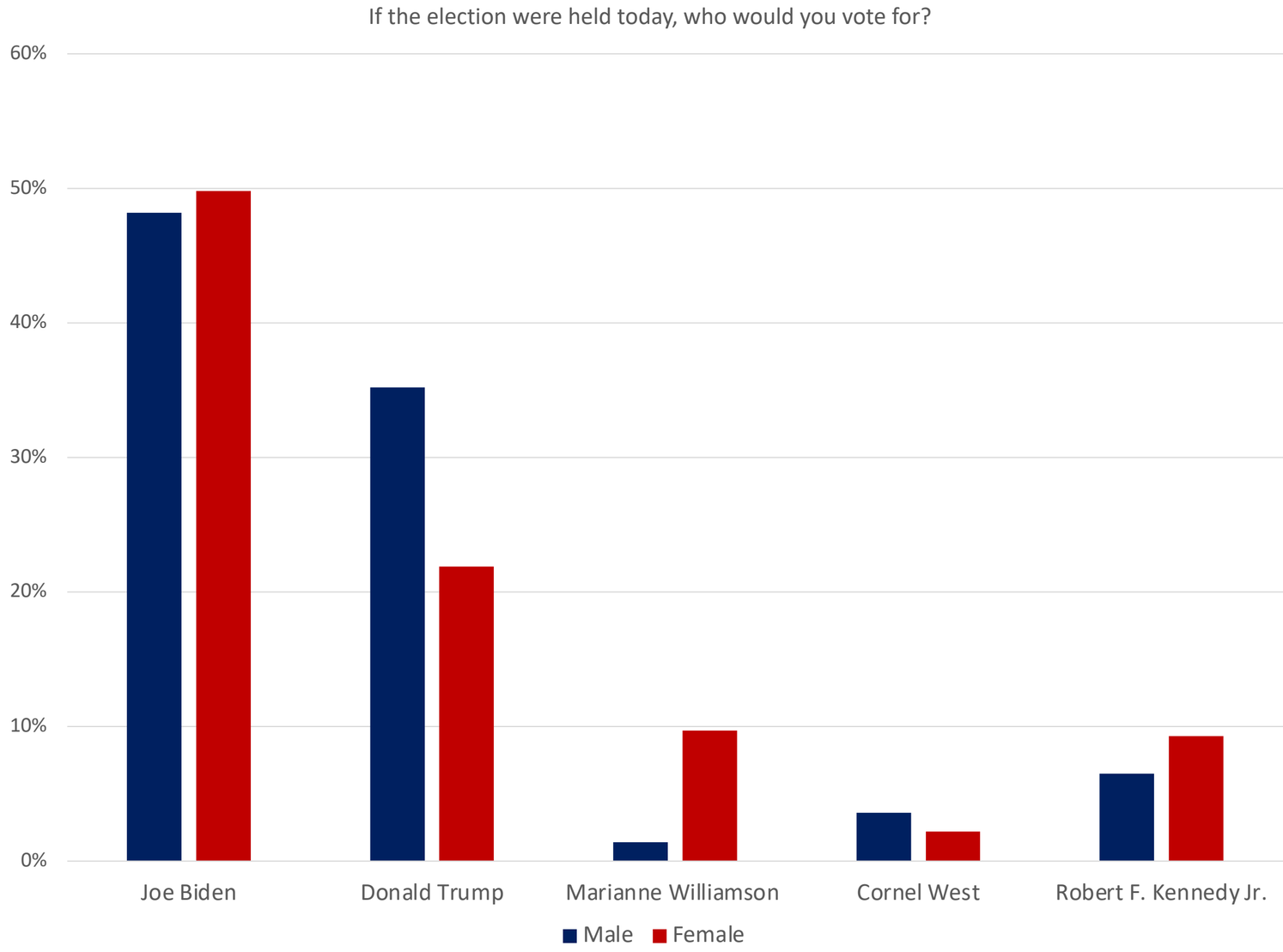


Voting Plans by Gender

A higher percentage of Black women show support for Biden then their male counterparts.

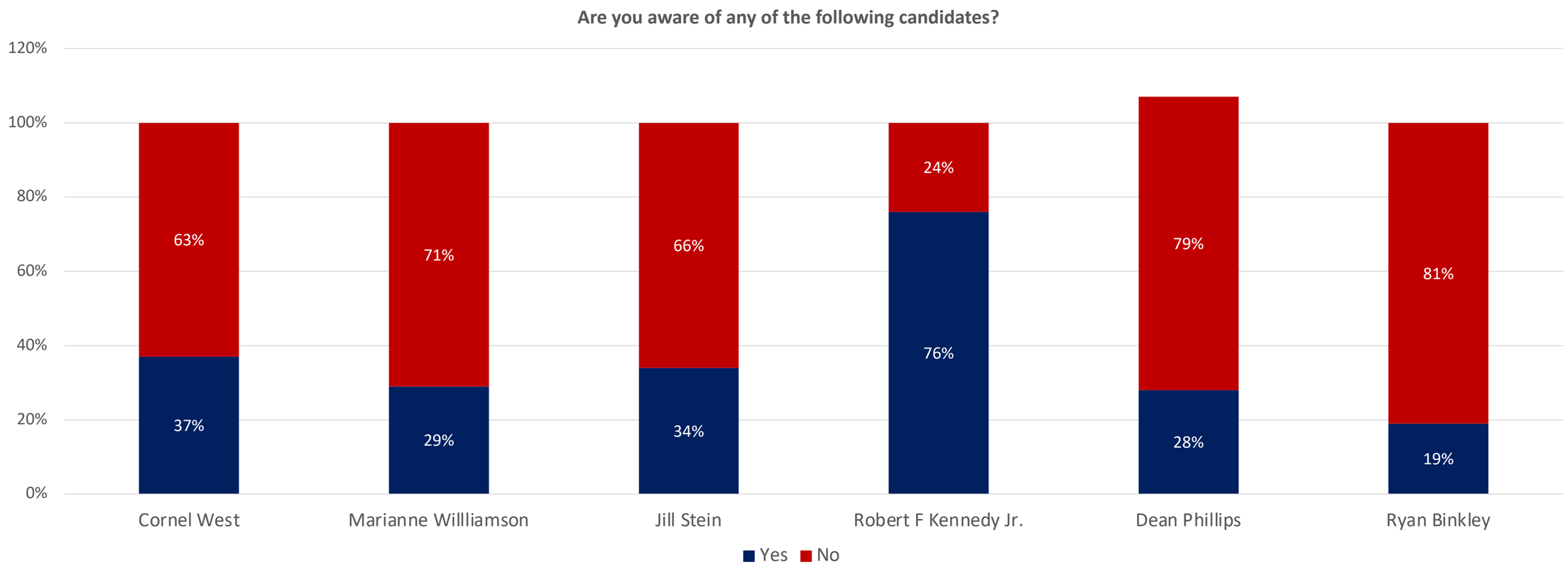
Haley, Phillips, Stein, and Binkley all had less than 3% support from both men and women.

Three percent of both men and women supported a write in candidate.



Awareness of Non-Front Running Candidates

Kennedy, West, and Stein are most well known.



Biggest Concerns about Biden

38%

AGE

17%

NO CONCERNS

Biggest Concerns about Trump

29%

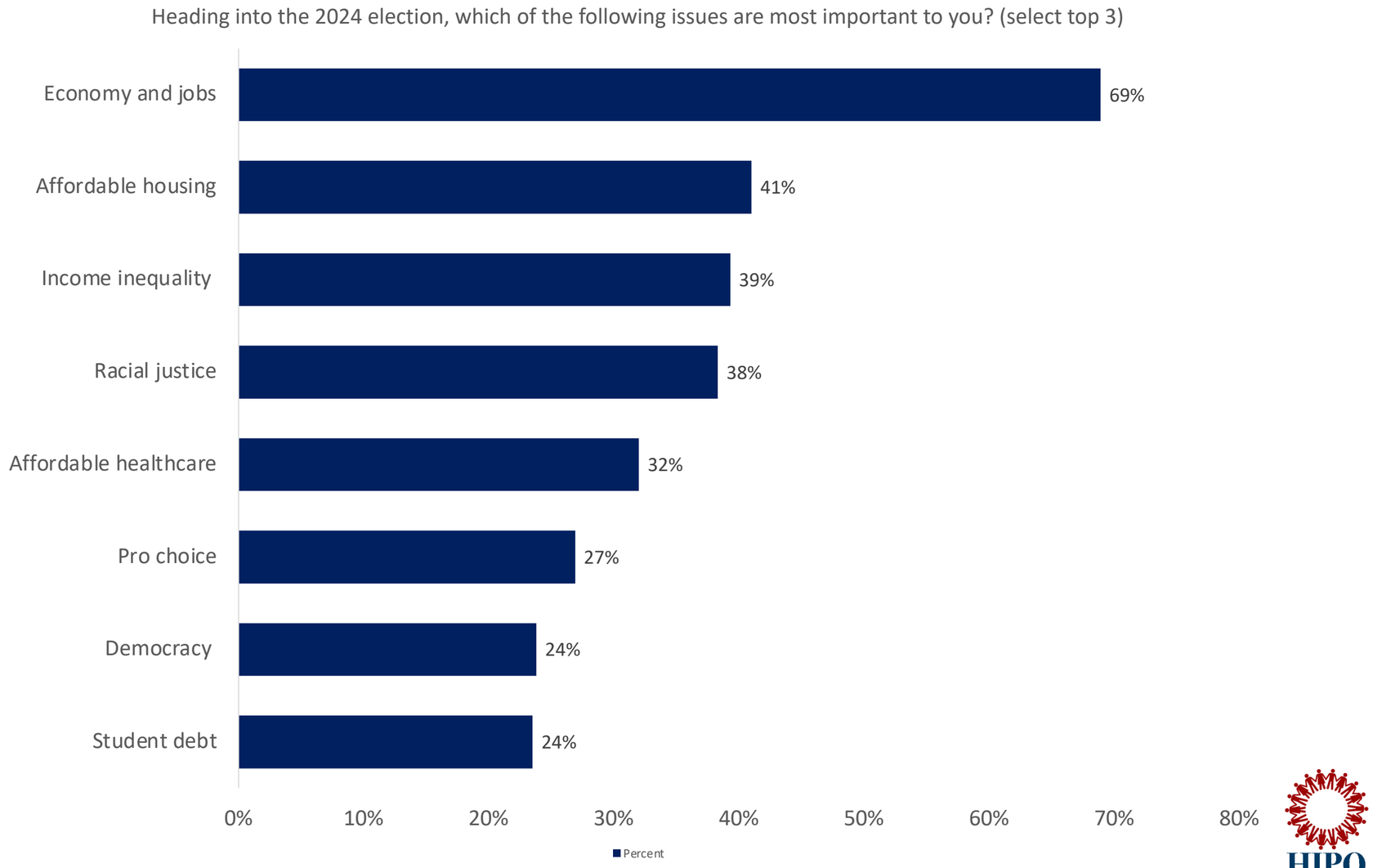
MORALS/ VALUES of Candidate

28%

TRACK RECORD

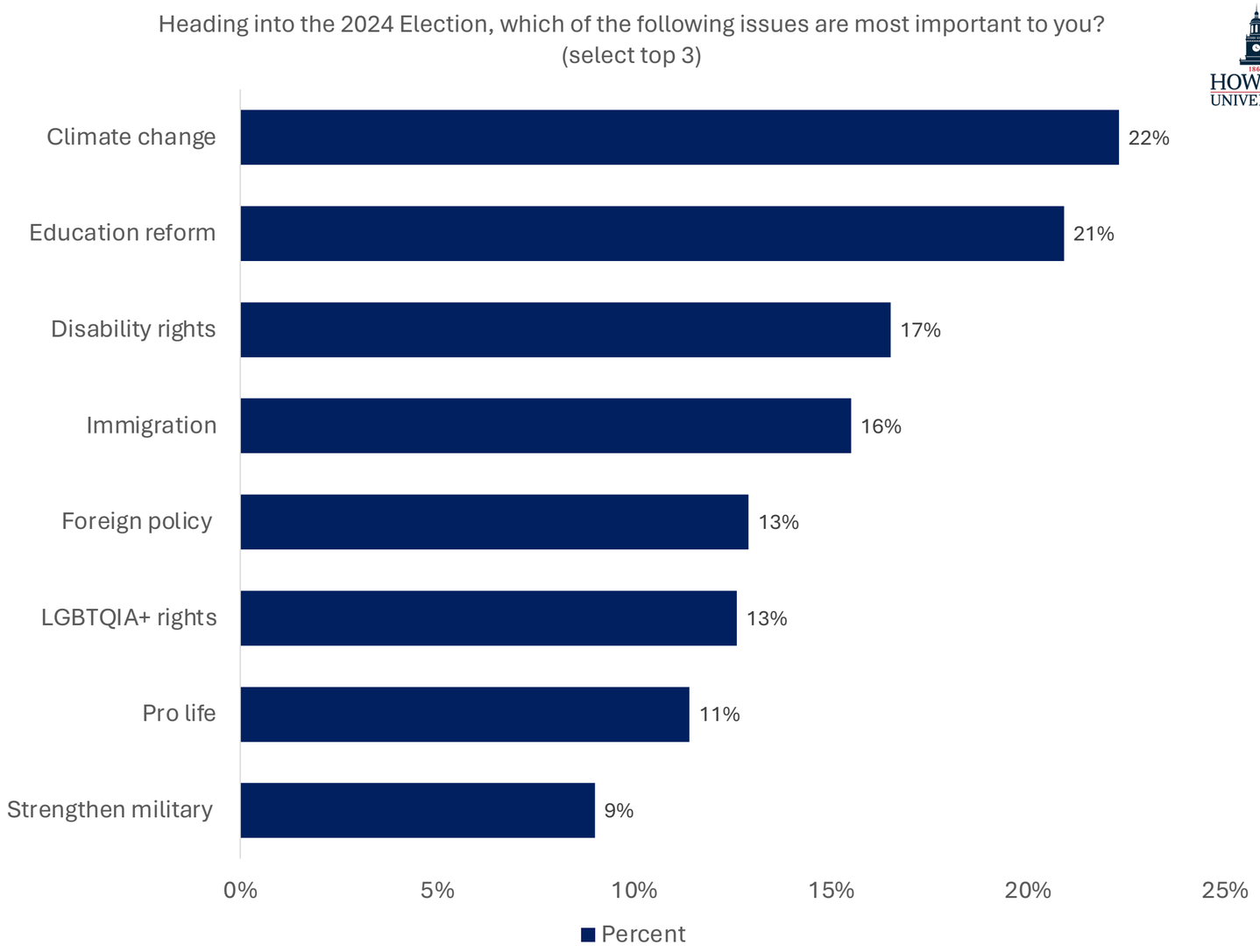
Top Issues for 2024

1. Economy and Jobs
2. Affordable Housing
3. Income Inequality
4. Racial Justice
5. Affordable Healthcare
6. Pro Choice Issues



Less Important Issues for 2024

1. Strengthening the Military
2. Pro Life Issues
3. Foreign Policy & LGBTQIA+ Rights



Top Issues by Party (Part I)

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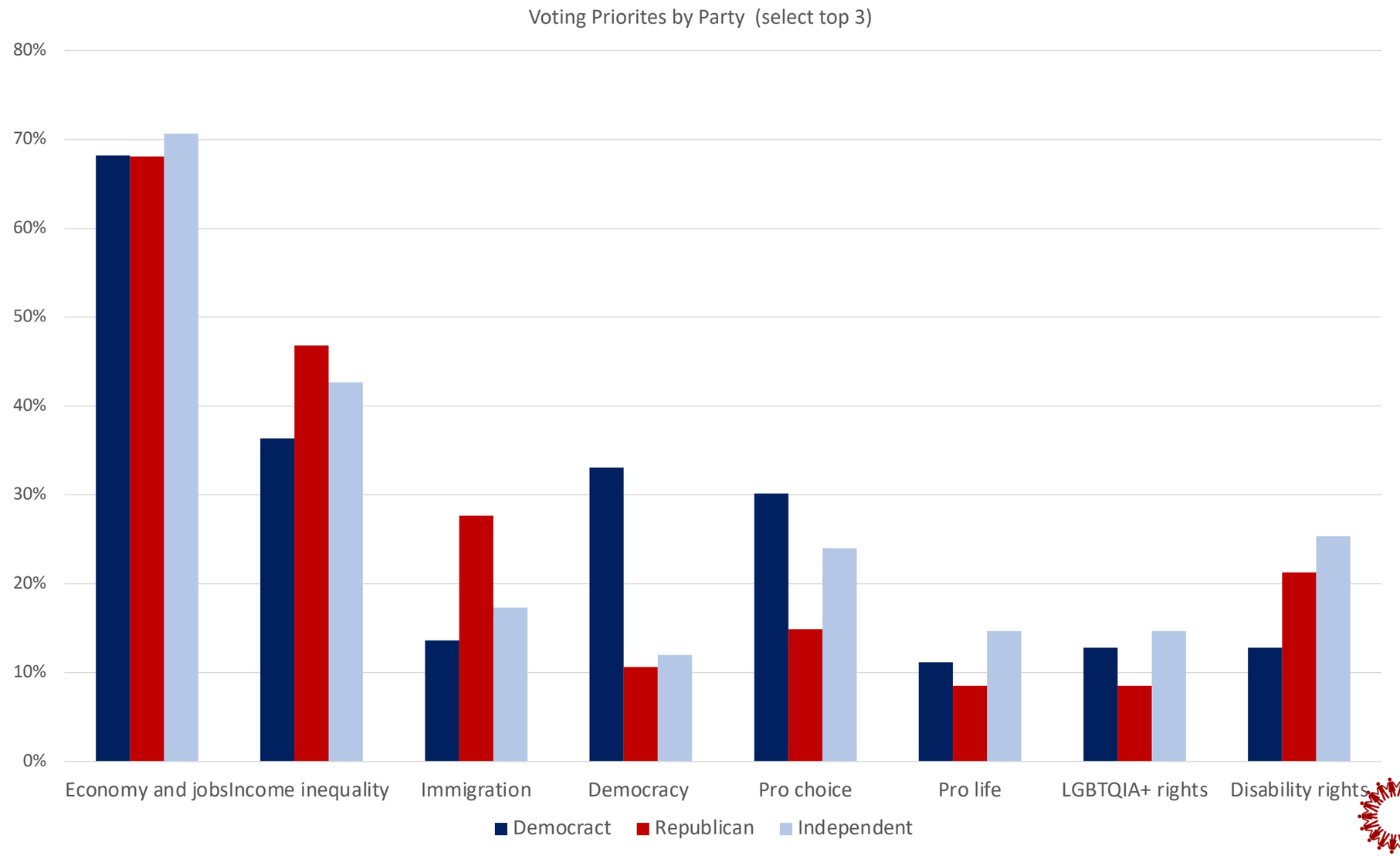
Relative to other parties, <u>Democrats</u> are more concerned with democracy & pro-choice (reproductive justice) matters than other party-line voters.



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Top Issues by Party (Part II)

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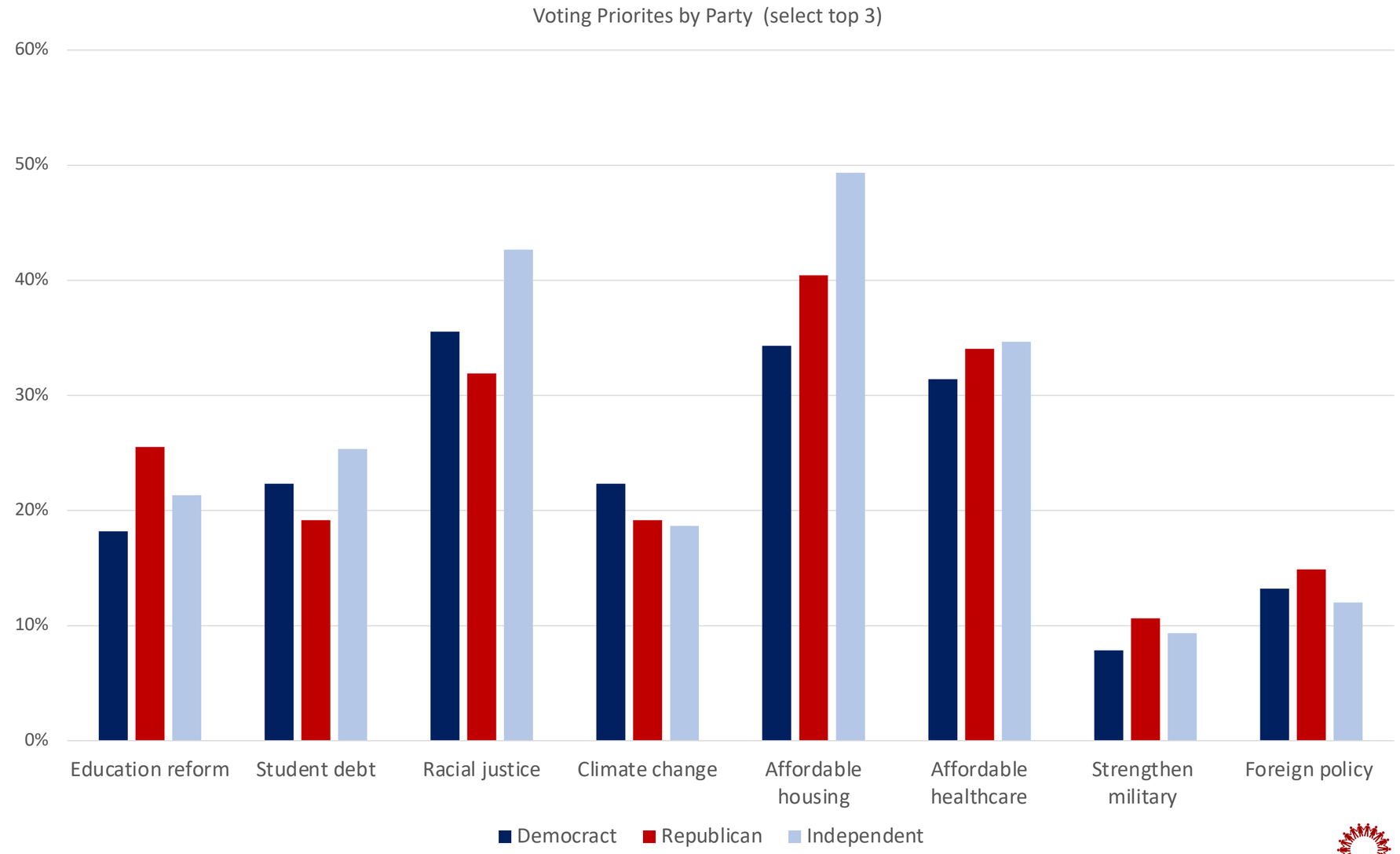
Relative to other parties, <u>Republicans</u> are more concerned with immigration and education reform than other party-line voters.

Relative to other parties, <u>Independents</u> are more concerned with affordable housing & racial justice than other party-line voters



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Voting Plans by Party Affiliation

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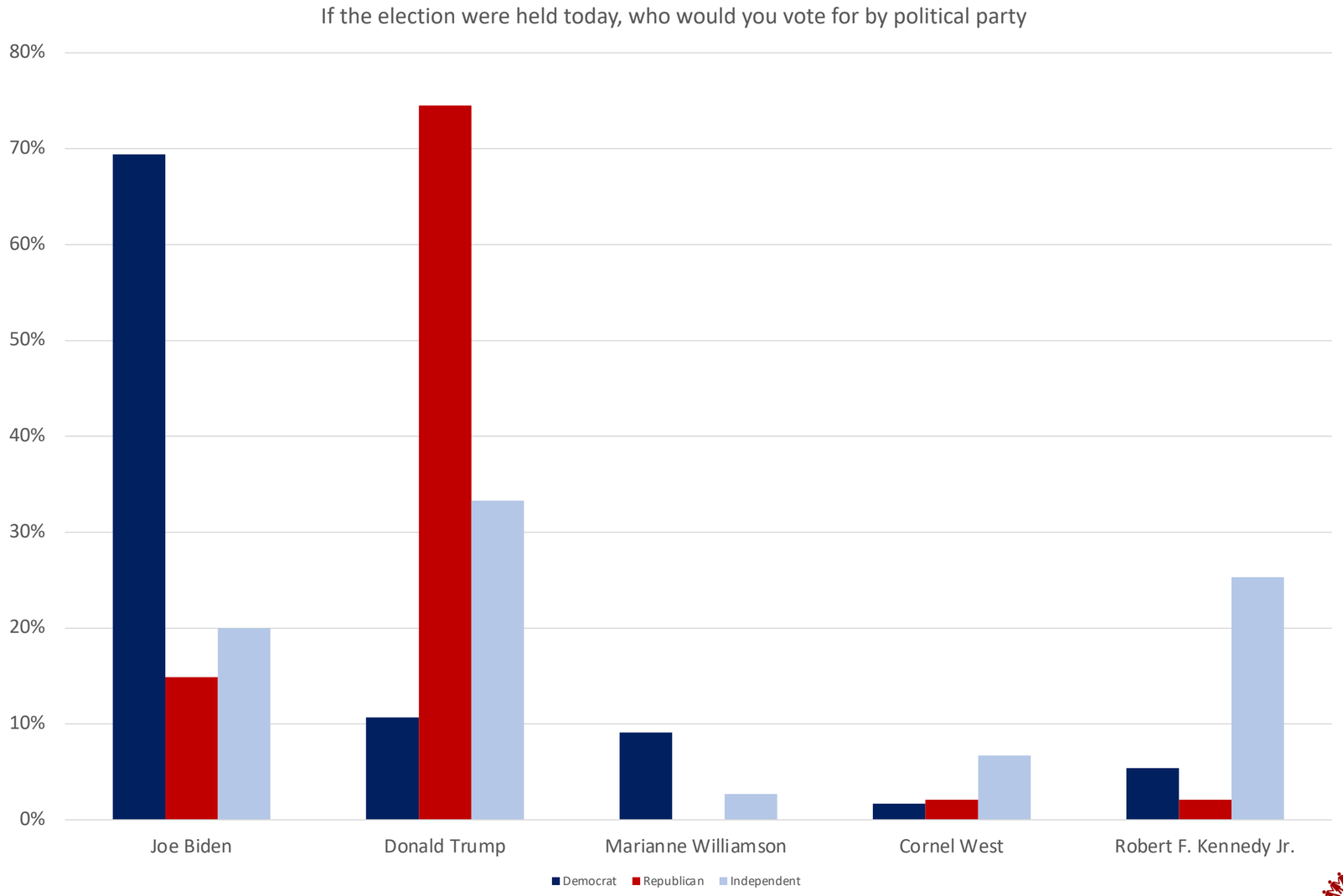
Most of the sample are planning to vote along party lines.



HIPO

Voting Plans against Party Affiliation

15%

of Republicans plan to vote for Biden

Voting Plans Against Party Affiliation

11%

of Democrats plan to vote for Trump

Independent Voting Plans

33%

Trump

20%

Biden

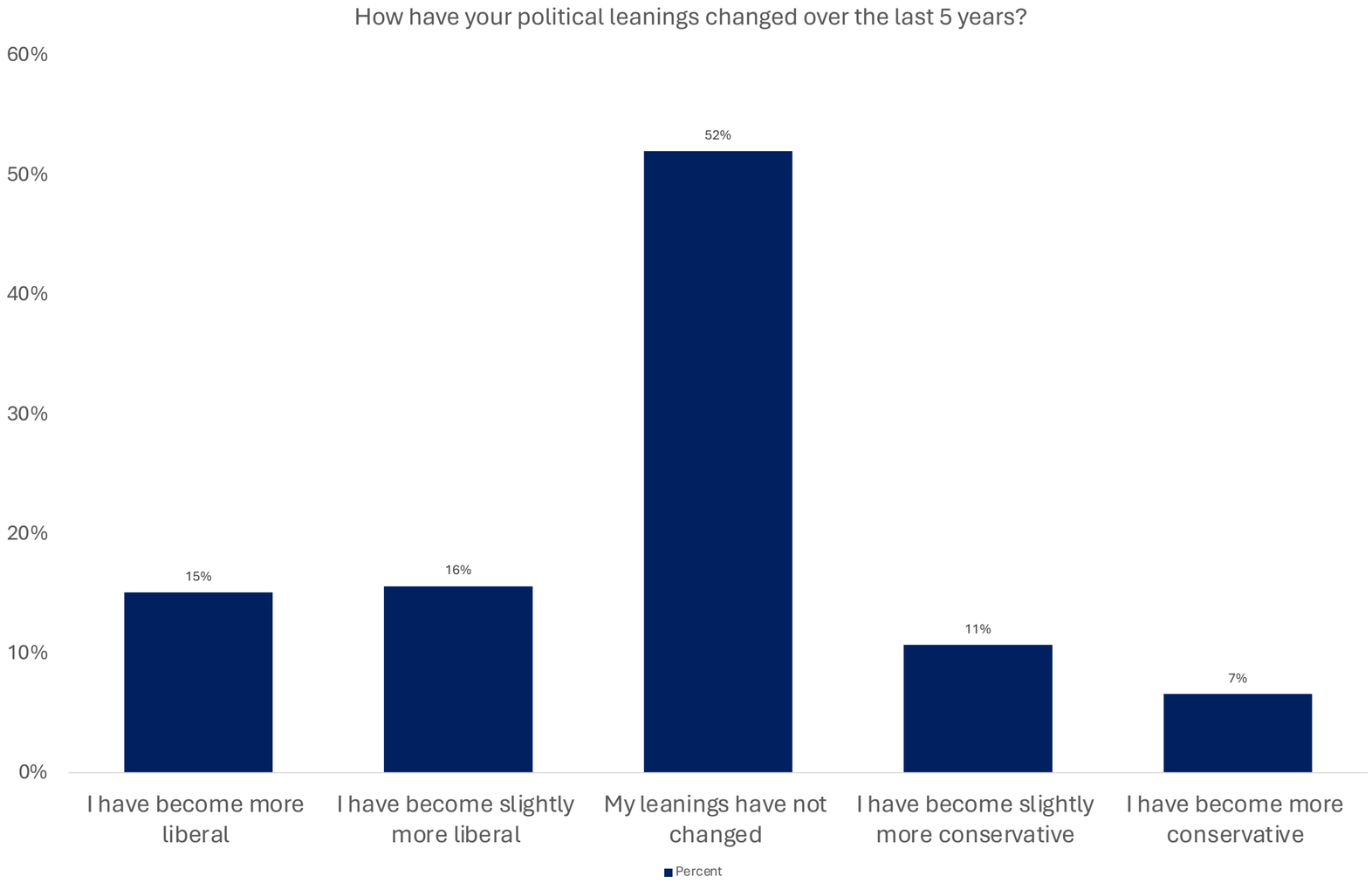
25%

Kennedy

Change in Political Leanings

48%

Have Changed Political Leanings



About US

The Howard Initiative on Public Opinion (HIPO) is an interdisciplinary project that conducts an ongoing program of research to monitor both shifts and continuities in the broader population of Black Americans regarding politics, economics, culture, media, and social issues. Staffed by Howard University faculty from a range of disciplines and supported by the Graduate School in collaboration with the Ronald W. Walters Leadership and Public Policy Center, the initiative serves a broad need for reliable research reports on Black public opinion.