

# *2024 Black Voters' Poll Report*

March 28, 2024



# *Content*



Executive Summary

---

The Poll

---

Methodology

---

Demographics

---

Key Findings

---

Our Team

February 2024

# *Executive Summary*

---

The Howard University Initiative on Public Opinion conducted a poll on the opinions of Black voters in the US. The report includes analysis by key demographic indicators of Black Americans, including gender, political party, and religion. Analysis by demographics show that despite the Black vote being described as a monolith, that Black Americans have a variety of attitudes and opinions that affect their voting behavior.

The poll data show most Black voters plan to vote along party lines, with 60% of the sample supporting Biden and 15% supporting Trump. Independent voters showed more support for Biden (39%), while 20% of independent voters intend to support Trump, and 18% intend to support Kennedy.

Black women show stronger support for Biden than their male counterparts, while a higher proportion of Black males show support for Trump. Among non-front-running candidates, Black women were more likely to support Kennedy, while Black men were slightly more likely to support C. West.

The top issues of concern differ by party affiliation. Democrats are most concerned with democracy and racial justice, while Republicans are most concerned with immigration and foreign policy matters. Independents are more concerned with pro-choice issues and racial justice. The top issues also varied by religious affiliation. Non-religious Black voters are more concerned with racial justice, compared to Protestants who are more concerned with democracy issues, evangelicals who are more concerned with pro-life, and Catholics who are more concerned with affordable healthcare.

# *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 states across the U.S. in February 2024 among Black registered voters. A total of 1079 (n=1079) 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. Additionally, we conducted personal interviews with several of the study participants to gain additional insights on the opinions of Black voters.



# *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%), 35% male, and 1% non-binary.
  - Most of the sample (48%) was single, 25% married, 9% partnered (but not married), 12% separated/divorced, and 6% widowed.
  - Over a third (36%) of the sample was under the age of 40 (11% under the age of 25, 9% age 25-29, 16% age 30-39), 33% age 40-55, 31% age 56-76, and 1% 77 and older.
  - Over half of the sample lived below the middle-class threshold, with most earning less than \$49,999 (56%), 19% \$50-\$69,999, 10% \$70-\$89,999, & 16% above \$90,000.

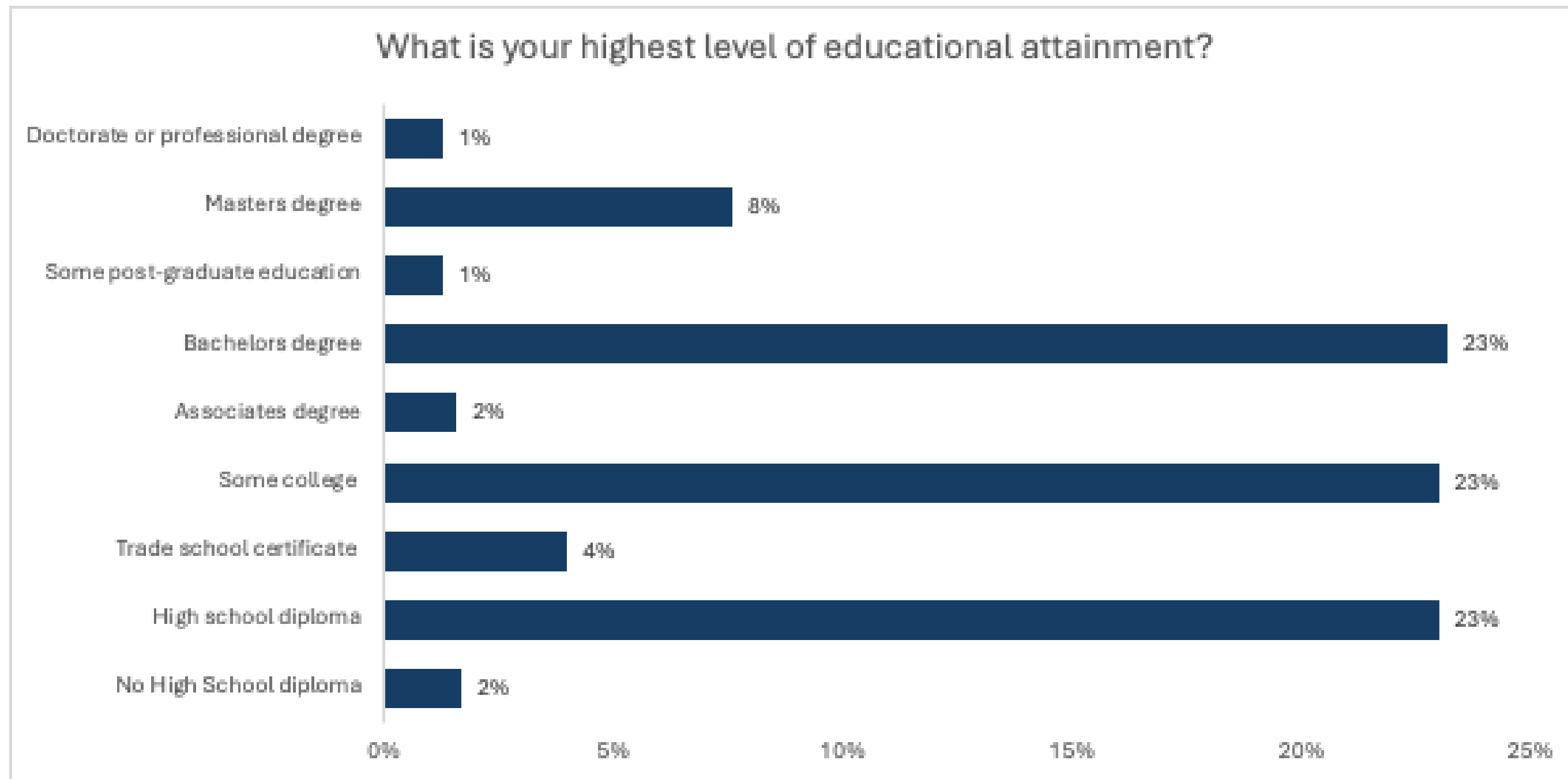
# Demographics - Education



Graduate  
School

Over half of the sample (53%) has less than a bachelor's degree.

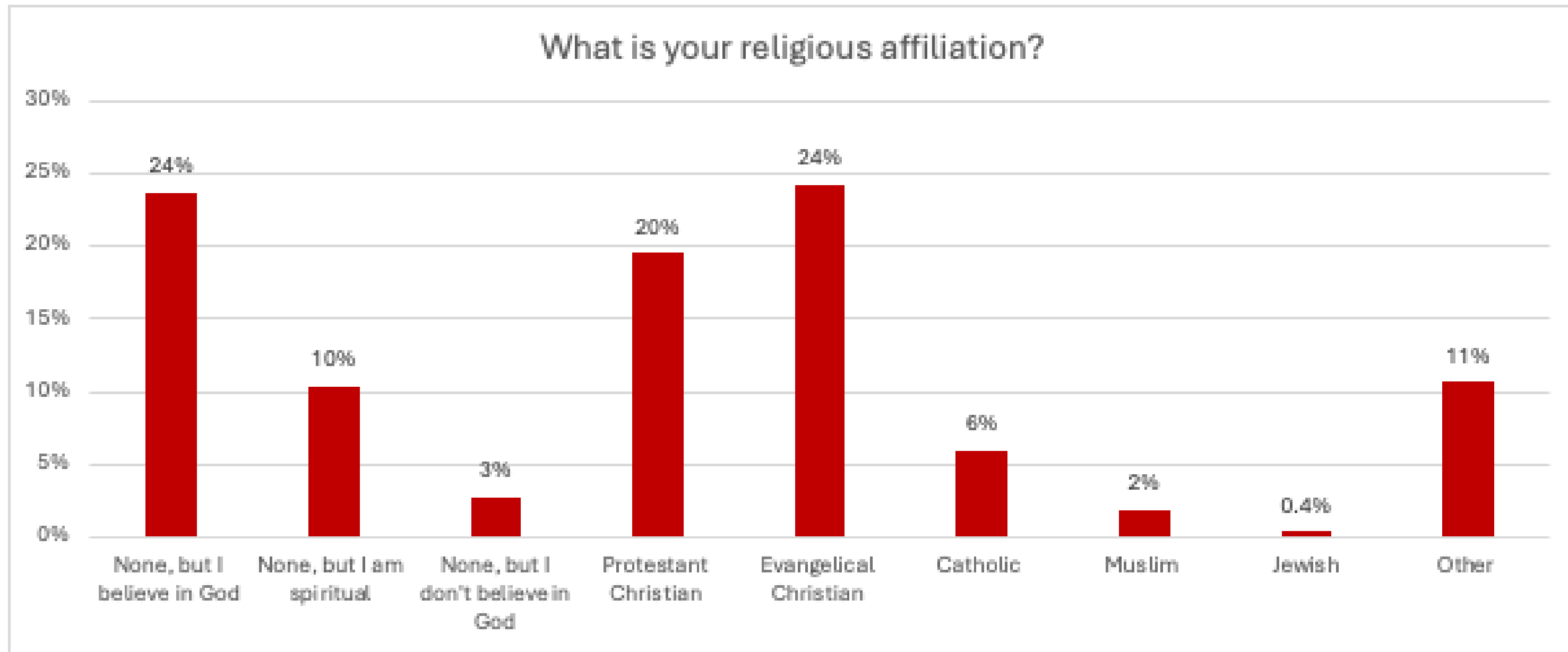
Ten percent of the sample has some graduate education.



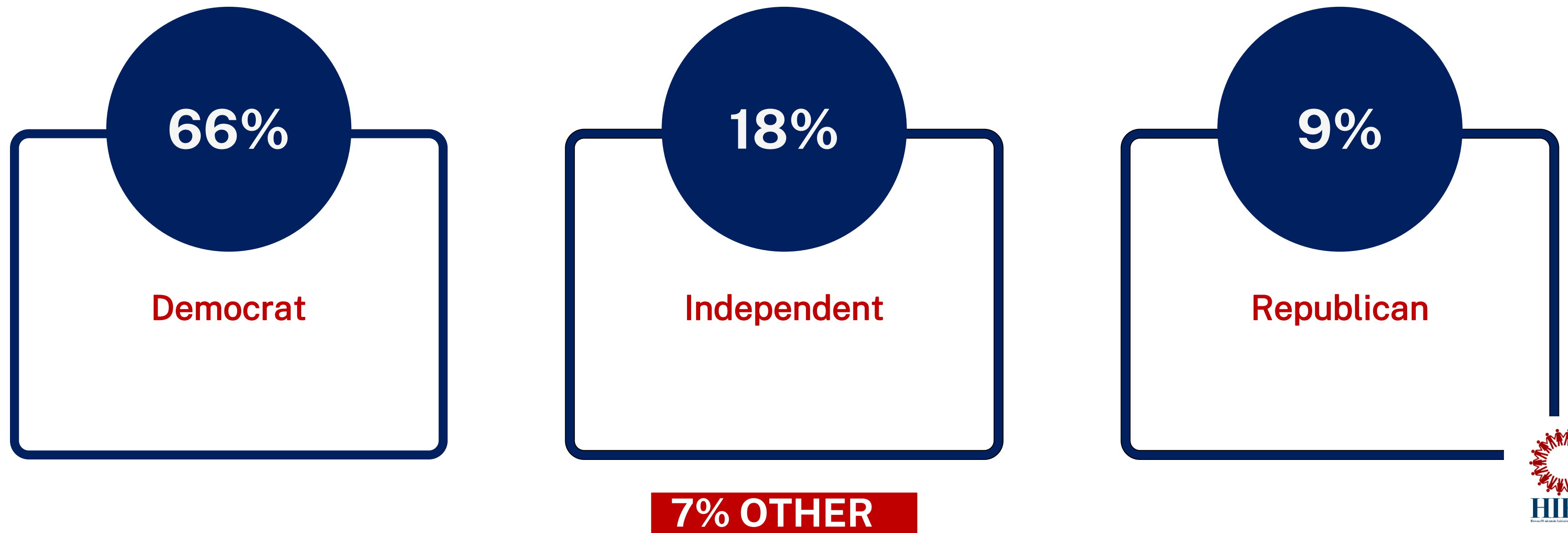


# Religious Affiliation

Sixty-three percent (63%) of the sample is religiously affiliated.

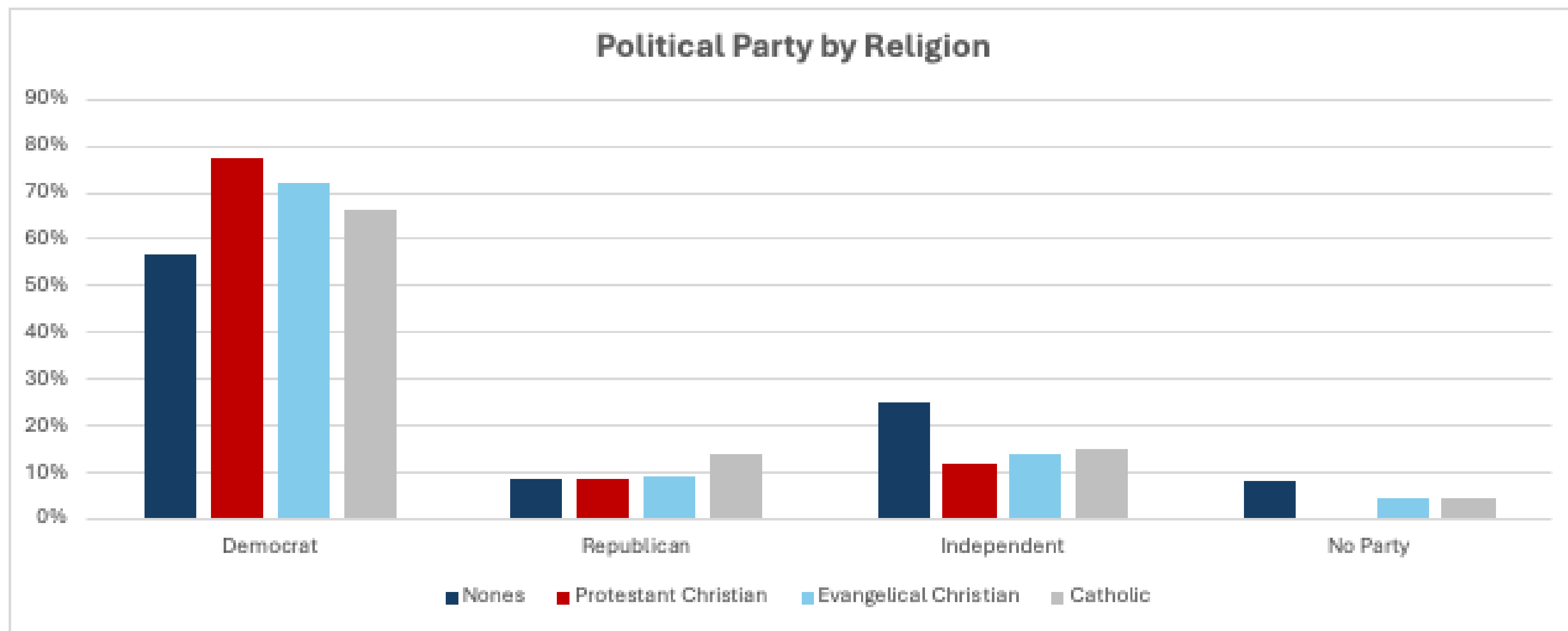


# *Political Party Affiliation*



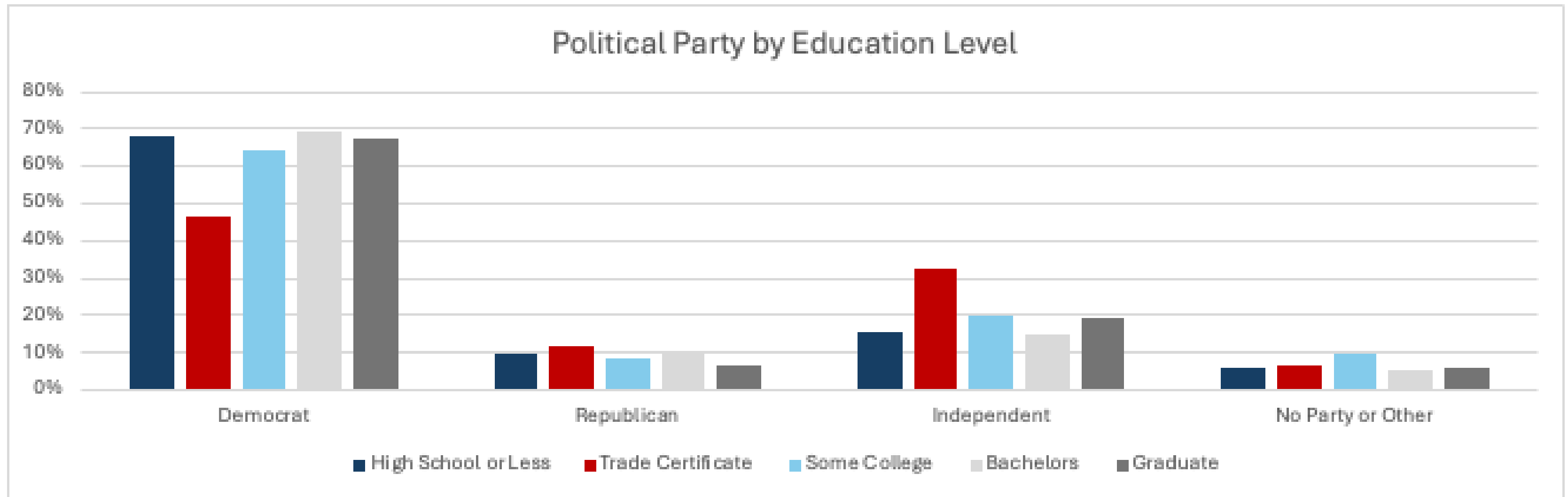
# Religious & Political Affiliation

Regardless of their religious affiliation, most of the sample identify as Democrats. A higher proportion of Catholics identify as Republican, and those that were not religiously affiliated were more likely to identify as Independents than others.



# Political Party by Education

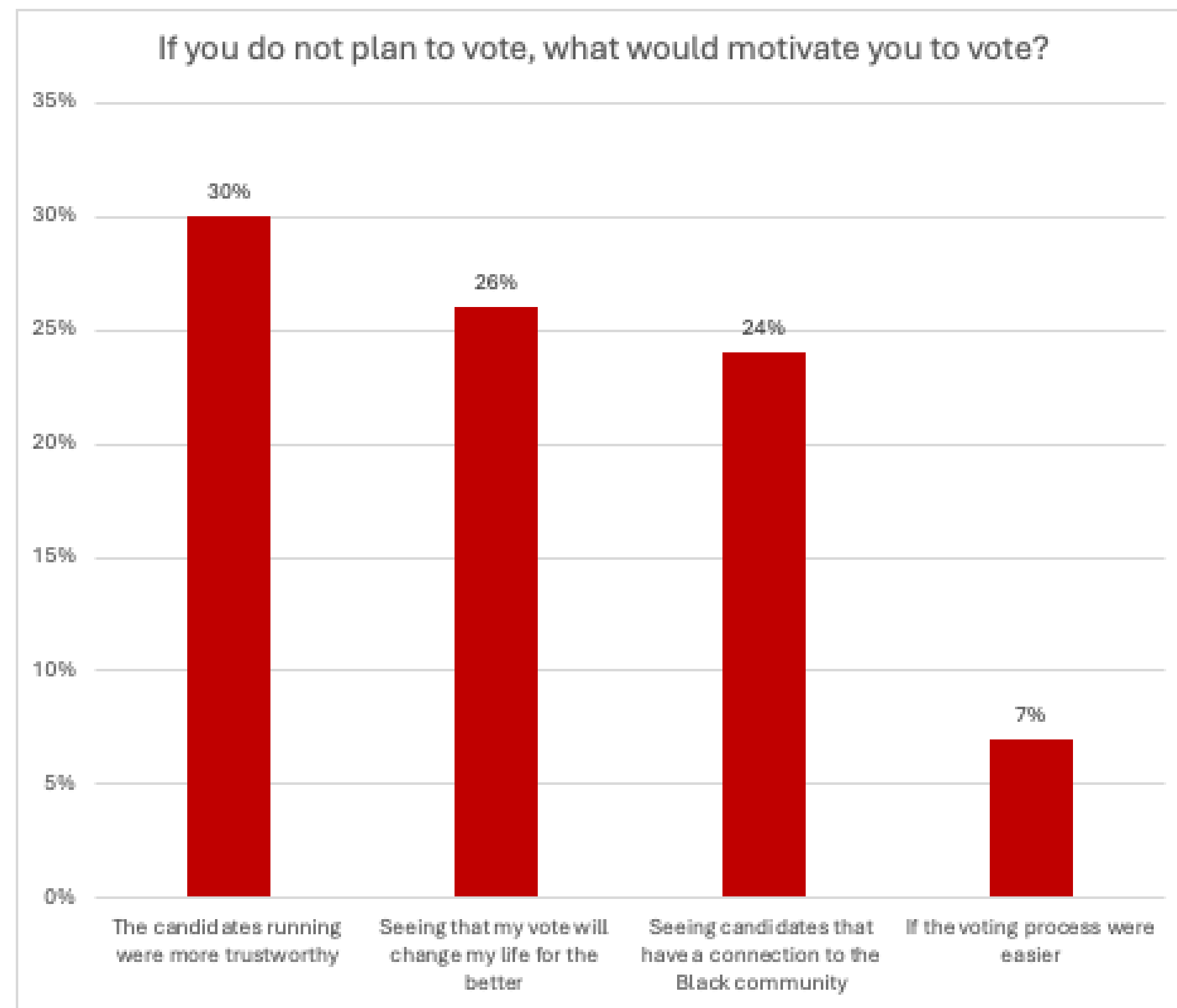
Education levels are highest among Democrat voters, followed by voters who identify as Independent. Among Republican voters, the majority have trade certificate level education.



# *Key Findings*

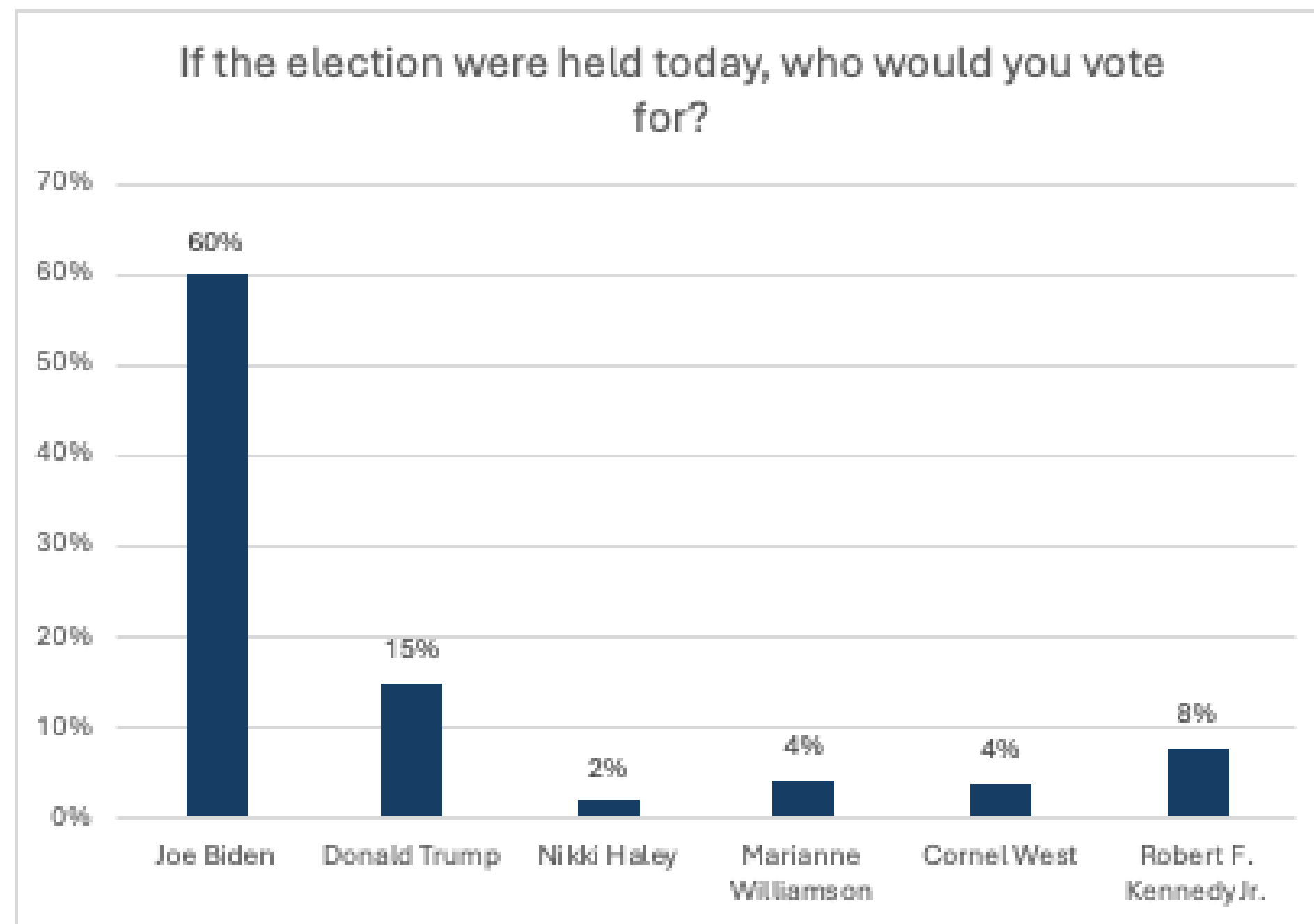
# Voting Plans

- 82% plan to vote in the primary election;
- 90% plan to vote in the general election;
- Reasons why people do not plan to vote in 2024:
  - 43% don't like the candidates;
  - 34% don't think their vote changes anything
  - 25% don't think it matters if they vote or not



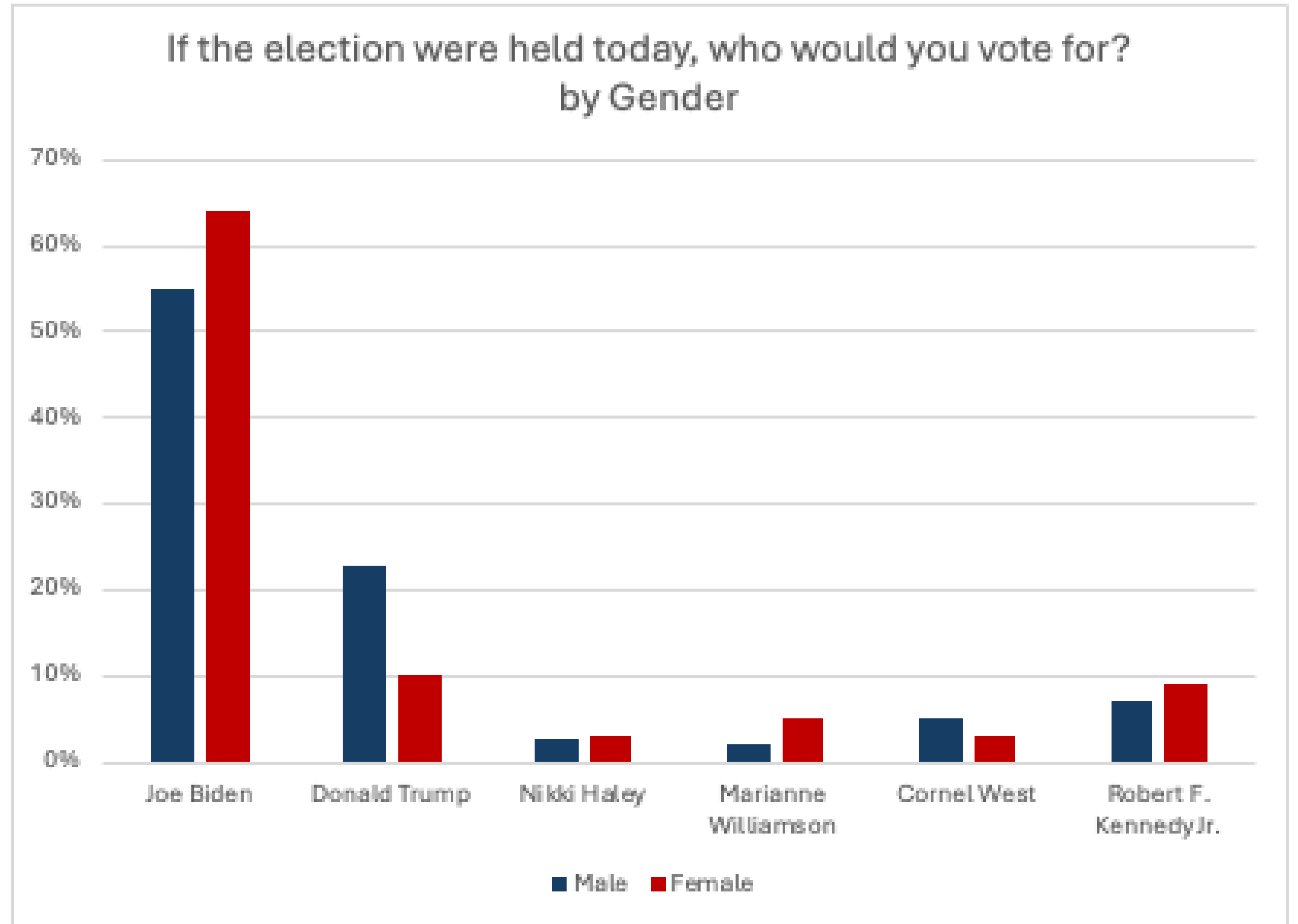
# Voting Plans

- Most of the sample plan to vote for Biden at 69%.
- Close to a fifth (15%) of the sample plan to vote for Trump.
- Close to 8% of the sample plan to vote for Kennedy.
- West and Williamson each had 4% of the sample's support.



# Voting Plans by Gender

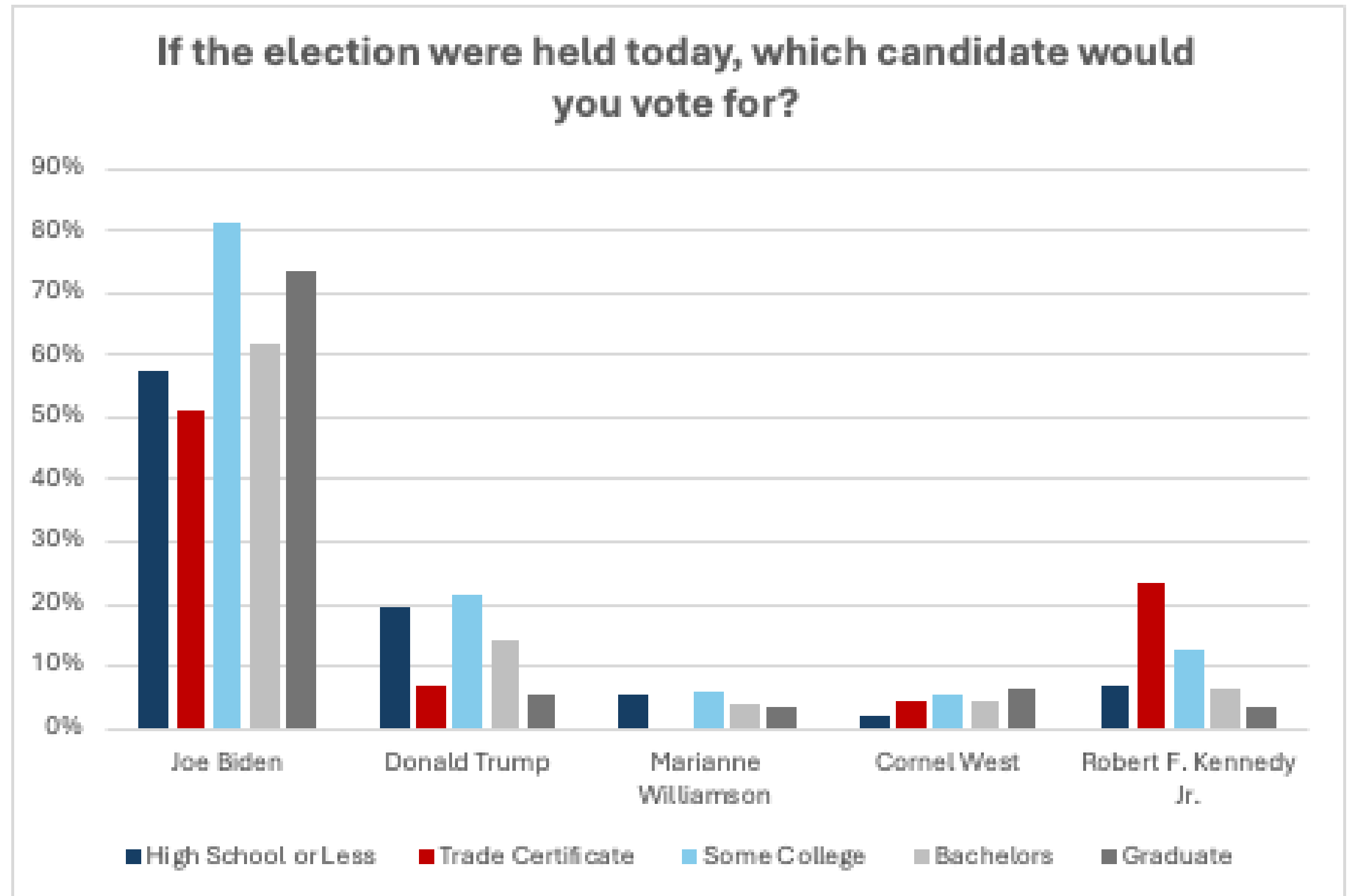
- A slightly higher proportion of Black women show support for Biden than Black men.
- A higher proportion of Black women report supporting Kennedy than Black men.
- A higher proportion of Black men report supporting Trump and West than Black women.





# Voting Plans by Education

- A higher proportion of those with a Trade Certificate are more likely to vote for Kennedy.
- A higher proportion of those with a High School Diploma are more likely to vote for Trump.
- A higher proportion of those with a Bachelors, Some College, or Graduate and higher degree are more likely to vote for Biden.



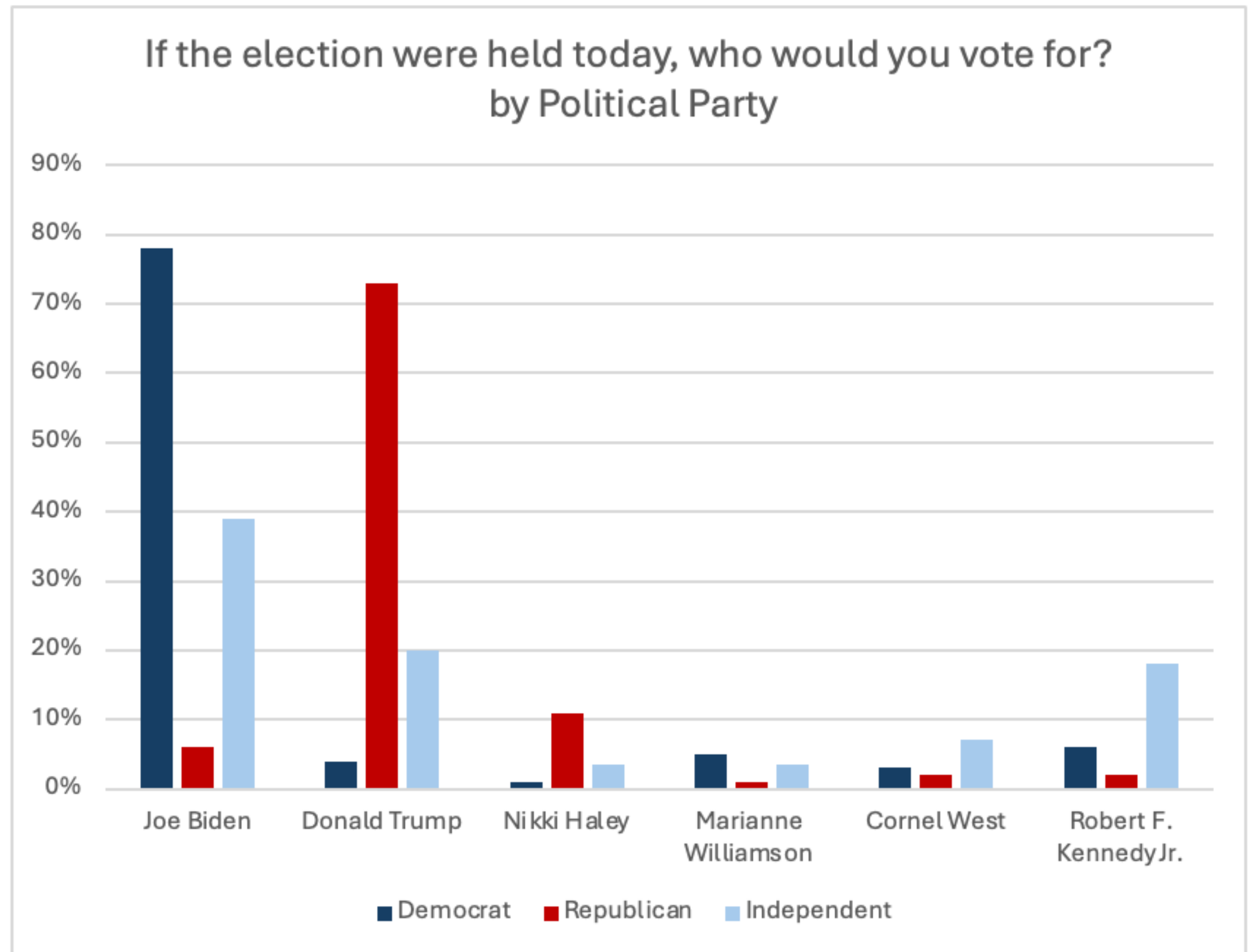
# Voting Plans by Religious Affiliation

*Among Black voters, religious affiliation does not impact voters' support of Biden. Among Black voters who intend to vote for Trump, the largest proportion identify as Evangelical Christian.*

If the election were held today, who would you vote for?	No Religious Affiliation	Protestant Christian	Evangelical Christian	Catholic
Joe Biden	50%	76%	62%	53%
Donald Trump	14%	13%	16%	13%
Nikki Haley	2%	6%	5%	0%
Marianne Williamson	9%	1%	2%	0%
Cornel West	4%	0%	4%	7%
Robert F. Kennedy Jr.	7%	3%	9%	20%

# Voting Plans by Party Affiliation

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



# *Voting Plans Against Party Affiliation*

6%

**Republicans plan to vote  
for Biden**

---

# *Voting Plans Against Party Affiliation*

**4%**

**Democrats plan to vote for  
Trump**

---

---

# *Independent Voting Plans*

**20%**

**Trump**

**39%**

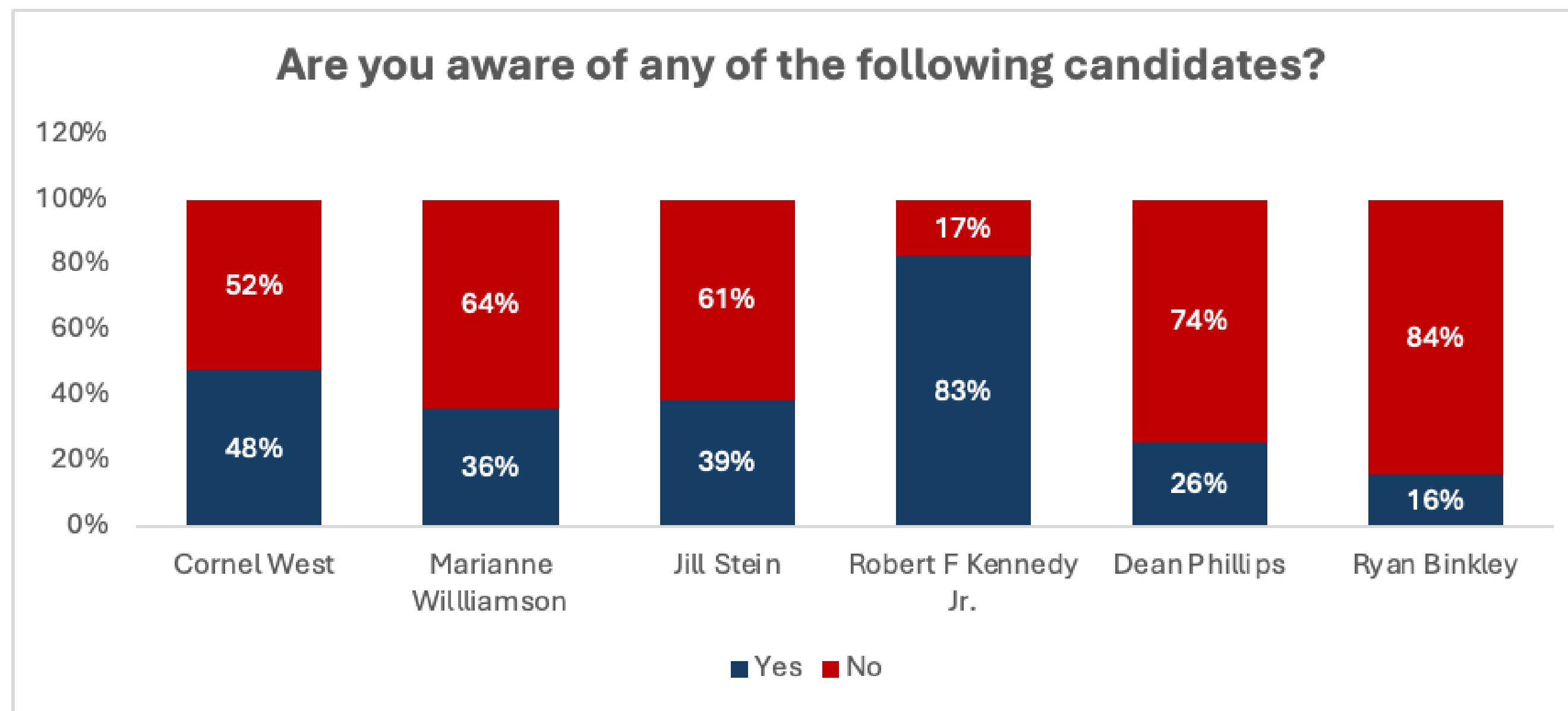
**Biden**

**18%**

**Kennedy**

# Awareness of Non-Front Running Candidates

Kennedy and West are most well-known.



# *Biggest Concerns about Biden*

**42%**

**AGE**

**18%**

**NO CONCERNS**



# *Biggest Concerns about Trump*

**37%**

**MORALS/VALUES**

**of Candidate**

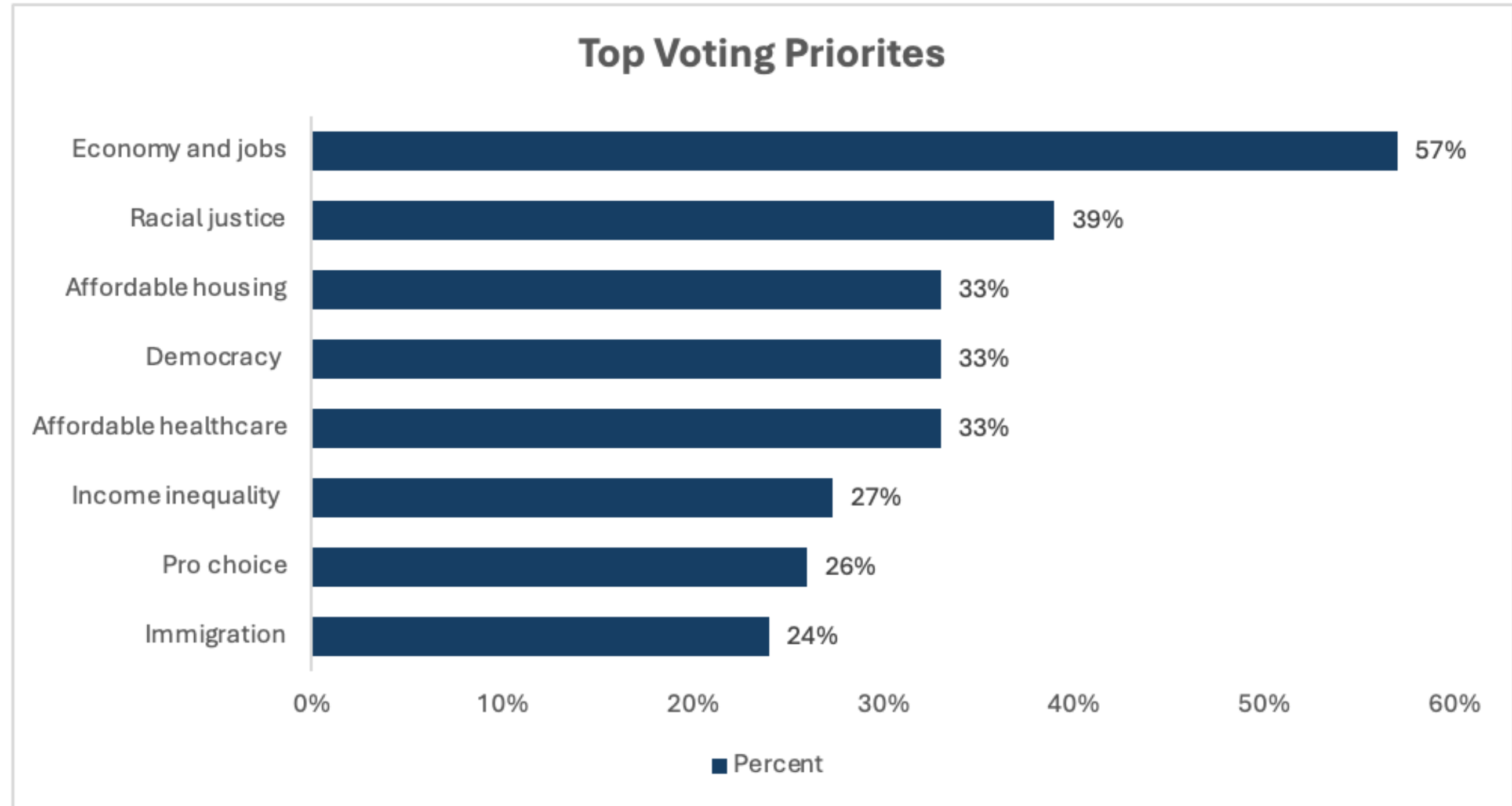
**21%**

**TRACK RECORD**

# *Top Issues for Black Voters*

---

- 1. Economy & Jobs*
- 2. Racial Justice*
- 3. Affordable Housing, Democracy, & Affordable Healthcare*



# Less Important for Black Voters

*1. Strengthening Military*

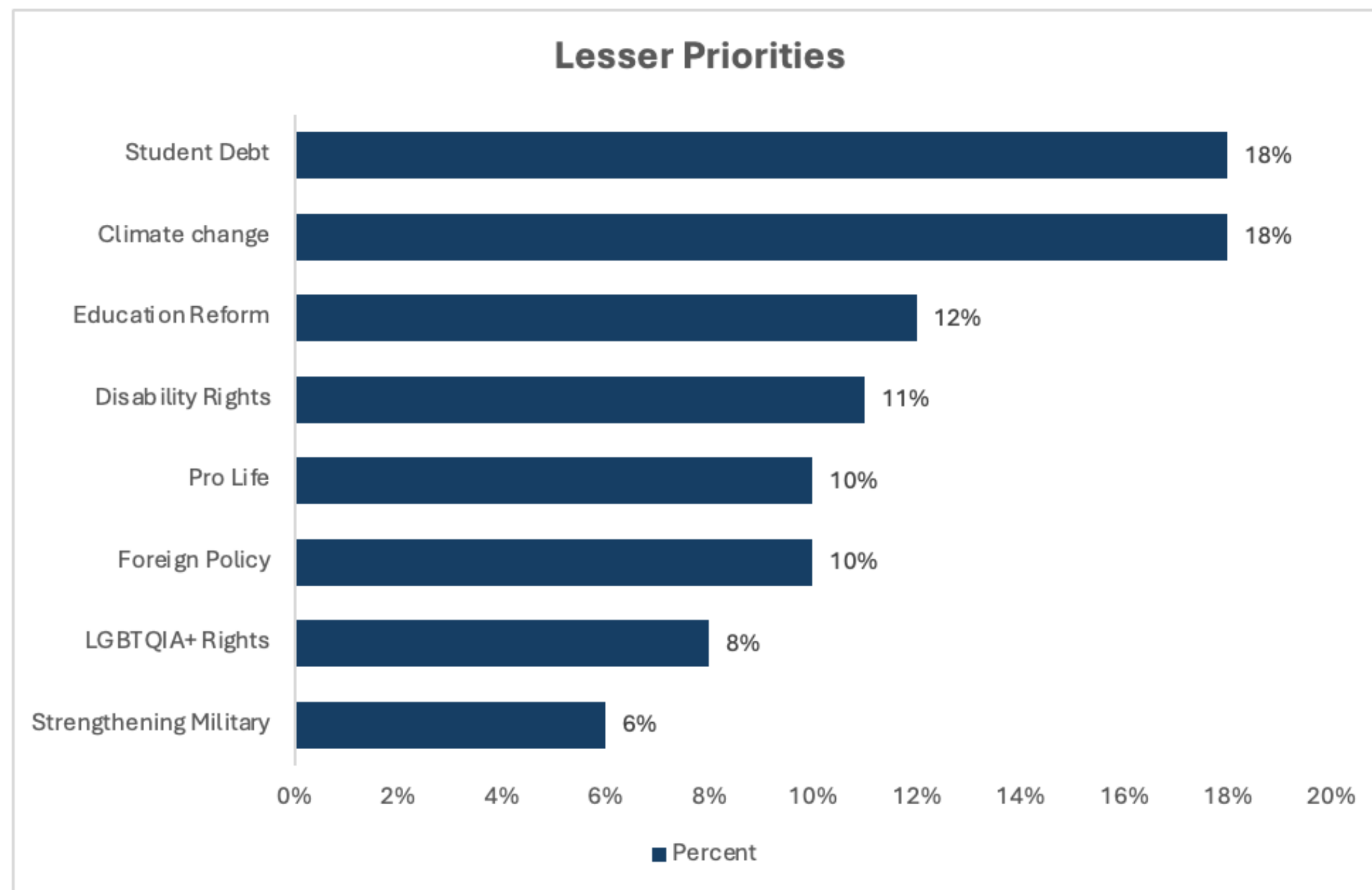
*2. LGBTQIA+ Rights*

*3. Foreign Policy (e.g.*

*Israel/Palestine Conflict,*

*War in Ukraine) & Pro Life*

*5. Disability Rights*



# *Top Issues by Political Party*

Proportional support relative to Other Parties

**Democrats**

**Democracy & Racial  
Justice**

**Republicans**

**Immigration &  
Foreign Policy**

**Independents**

**Pro-Choice  
(Reproductive Justice)  
& Racial Justice**

# *Top Issues by Religious Affiliation*

Proportional support relative to other religions

No religion

Racial Justice

Protestant  
Christian

Democracy

Evangelical  
Christian

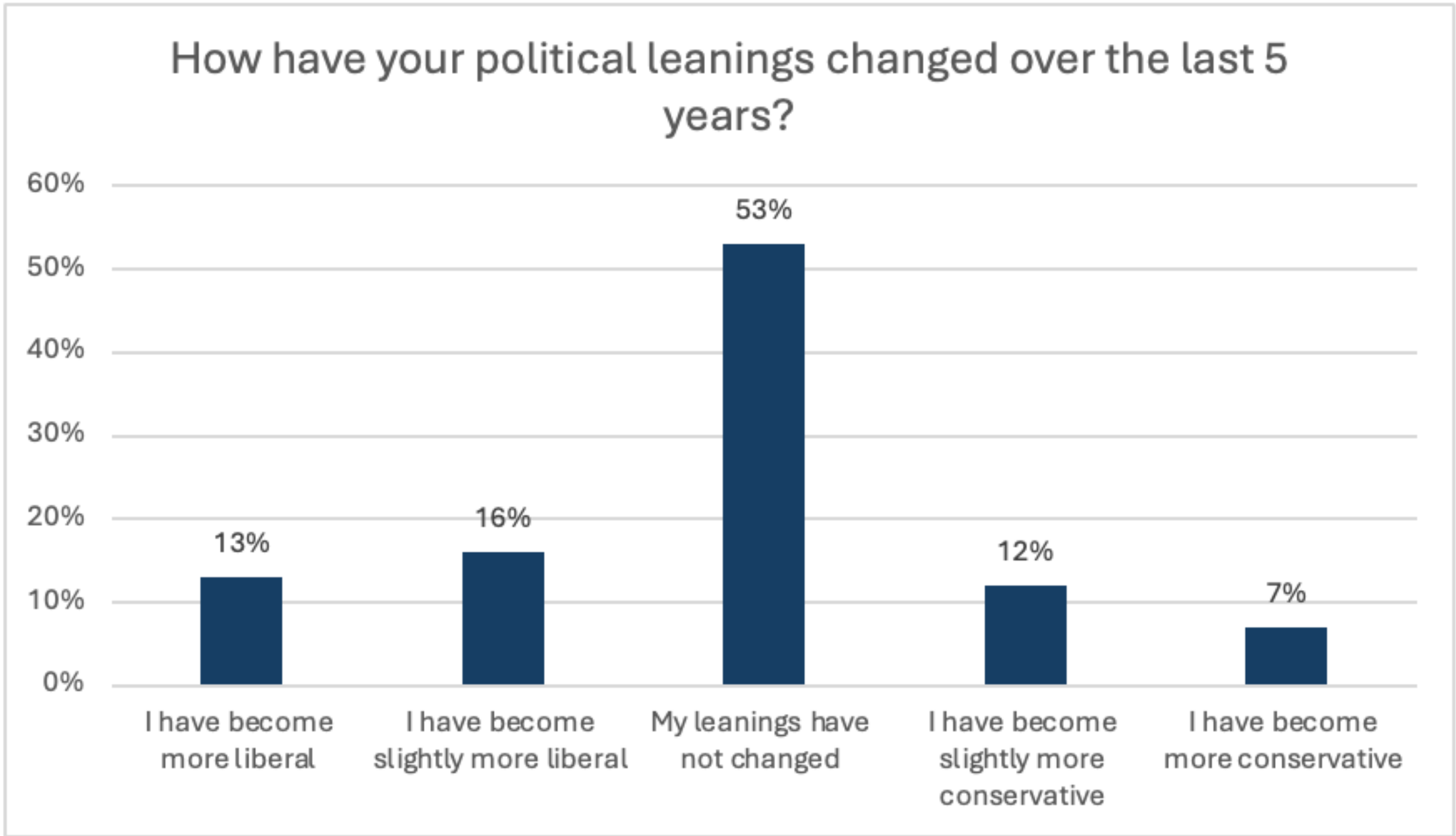
Pro Life

Catholic

Affordable  
Healthcare

# Change in Political Leanings

*47% of Super Tuesday Voters have shifted in their political leanings, with 29% shifting more liberal, and 19% shifting more conservative.*



# *Viewpoints Directly from Voters*

# *Sentiments Directly from Voters*

In addition to the survey data collected we also conducted personal interviews with Black voters. The interviews were conducted with study participants to gain additional insights into the thoughts and feelings of voters. A total of 400 survey participants signed-up to participate in the interview process. However, a little less than 10% of those who signed-up agreed to participate in the brief interviews.

The study participants were asked several basic questions regarding their choice of candidate and their reasons for their selection as well as a few additional questions regarding the top issues that are most important in this election.





# *Sample of Interviewed Study Participants*

---

- N=28 (21 democrat, 8 independent)
- If the election were held today, who would you vote for president?
  - 26 plan to vote for Biden
  - 1 is leaning towards Biden
  - 1 named a third-party candidate that is not running, Kweisi Mfume

# *Why would you vote for this candidate?*

All but one of the sample interviewed study participants plan to vote for Biden; the following are some of the sentiments expressed about why they plan to vote for him.

- “Democracy on the line. Women’s freedom and he is better than [the] other candidate.”
- “In office for a number of years, has experience. Has a number of people working with him that understand his mission for the country. That’s why.”
- “He helped us with pandemic and last 4 years. Helped with inflation and gas prices...”
- Scared of what alternative if Trump [is] reelected. Country on bad route. Including removing access to women’s reproductive health care. More division within racial and economic classes...”
- He is more qualified. He is not a criminal. He is coherent. He is a humanitarian.

# *Are there particular issues of the candidate's platform you agree with?*

- “Women’s rights, economy, democracy, preserving democracy.”
- ”Moving the country forward. In equitable way. Attempt to distribute it fairly and recognize the wrongs that have been done.”
- “Resolving COVID-19 issues.”
- “Wish Biden had passed student loan relief. Economic relief is solid for working and middle class. wish inflation was under control”



# *Are there any characteristics of the candidate that you like?*

---

Most of the respondents noted positive attributes about Biden that highlighted his calm demeanor and his concern for others. The following were some of the most common themes:

- “Less of two evils.”
- “Integrity. Commitment. Dedication. Devotion. Intelligence. Wisdom. Calmness. Decency.”
- “Good leader.”
- “He is level-headed. Compassionate, caring”
- “Biden is more honest, has integrity and concern for others.”
- “Loves how he speaks to America and his demeanor.”
- “Knowledgeable and wise.”

# *What makes you not want to vote for the other candidate?*

---

The study participants had very strong feelings toward their dislike for the other candidate Donald Trump. The following are some of the sentiments expressed:

- “Dishonesty, threat to constitution and democracy, selfish, fraud, self-serving.”
- “All characteristics of the devil. Lie cheat unethical racist. Stupid. Makes me want to throw up...”
- “Trump is not a good leader and represents a dictator. Trump is not for the people. Plus his legal issues.”
- “Trump is a criminal.”
- “He has destructive nature. He’s very alienating. Negative personality only cares about himself and not the good of the country.”

# *What are your top issues going into the election?*

---

The following were the top issues expressed by most of the interviewees:

- **Women's rights**
- Threat to democracy
- **Student loan debt and housing**
- Inflation and economy
- **Gun control**
- Hamas and Israel issues - Gaza
- **Medicaid and Medicare**



# *Do you think the candidate you are voting for is going to deal with this issue?*

---

- *“Biden is making concessions [on Gaza]. Biden is sending people to Gaza and help and talk.”*
- *Biden is putting more black people in leadership positions.*
- *“Would feel throw away vote if Biden doesn't do something about Gaza. Don't like how he's handling that.”*
- *“Biden has done more to try to close it [divide in the country]. Predecessor done so much to cause divide. No one can in that time. Always can do better.”*

# Extra Text - Delete

- If the election were held today, who would you vote for president? Why would you vote for this candidate? Are there particular issues of candidate's platform that you agree with? Are there any characteristics of candidate that you like? What makes you not want to vote for the other candidate? What are your top issues going into the election? Do you think the candidate you are voting for is going to deal with this issue? Why or why not?



# *About US*



Graduate  
School

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 (i.e., Communications, Media Studies, Religious Studies, English, Africana Studies, Political Science, Psychology, and Sociology) 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.

