
Super Tuesday Black Voters' Poll Report

March 1, 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 an analysis by region of the states where citizens cast their ballots on Super Tuesday. Super Tuesday is a critical moment during the presidential cycle because it is the first time the country gets a snapshot of who a sizable portion of the electorate supports as the nominated candidates for the major political parties.

The poll data show most Black voters plan to vote along party lines, with well over 50% of the sample supporting Biden (59%) and 14% supporting Trump. Independent voters showed more support for Biden (39%), while 18% of independent voters intend to support Trump, and 12% 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 more likely to support C. West.

Within the regions analyzed, a greater percentage of voters in the Mid-Atlantic and South support Biden than in the West. Voters from the West report more support for Trump and Williamson than Black voters in the Mid-Atlantic and South regions.

The top issues of concern differ by party affiliation. Democrats are most concerned with democracy and affordable health care, while Republicans are most concerned with immigration and pro-life matters. Independents are more concerned with pro-choice issues.

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 Super Tuesday States in February 2024 among Black registered voters. A total of 373 (n=373) 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).



Super Tuesday States

AL, AR, CA, CO,
ME, MA, MN, NC, OK,
TN, TX, VT, VA

Sample Demographics

Demographics

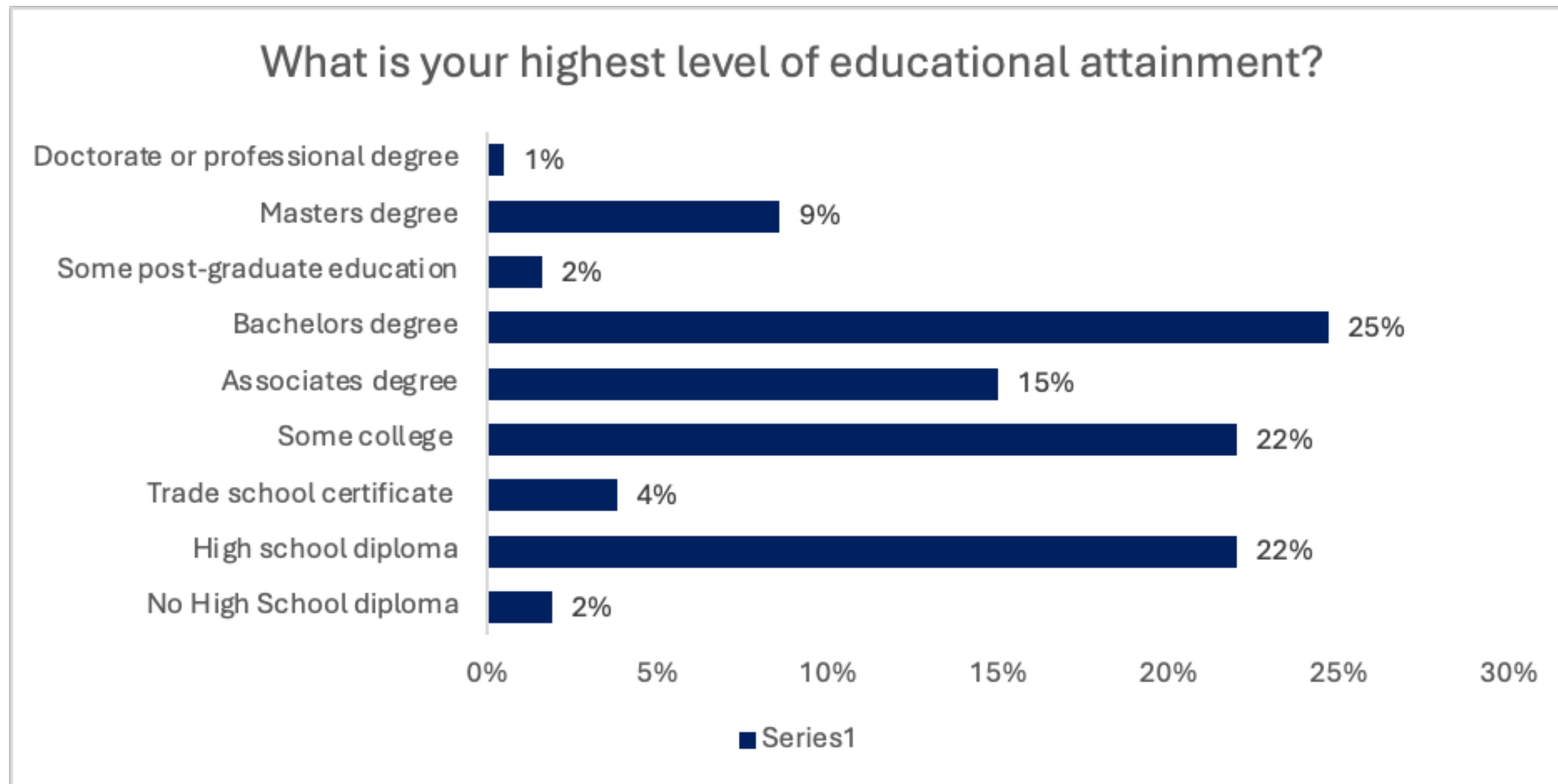
- The majority of the sample was female (64%), 35% male, and 1% non-binary.
- Most of the sample (46%) was single, 27% married, 8% partnered (but not married), 15% separated/divorced, and 3% widowed.
- Over a third (34.3%) of the sample was under the age of 40 (11% under the age of 25, 9% age 25-29, 15% age 30-39), 33% age 40-55, 32% 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 (54%), 20% \$50-\$69,999, 12% \$70-\$89,999, & 15% above \$90,000.

Demographics - Education



Graduate
School

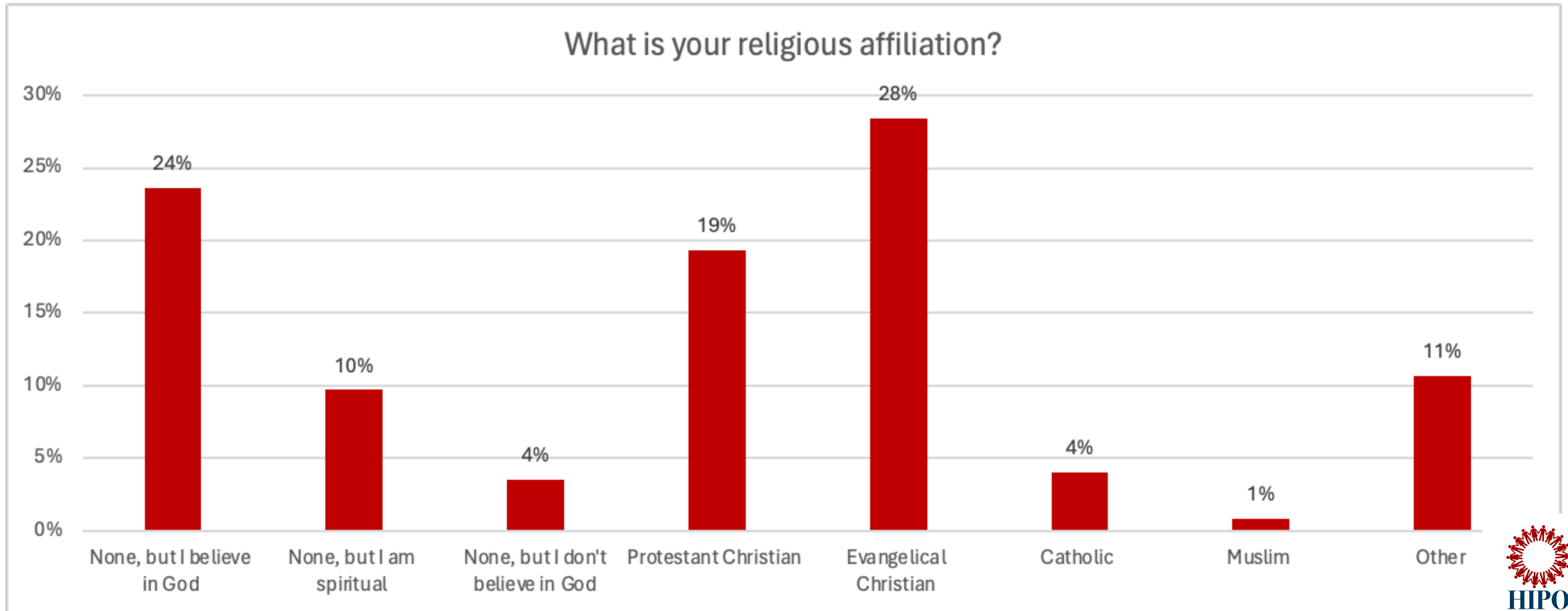
A quarter of the sample hold a bachelor's degree, followed by 22% with some college, and 22% with a high school diploma. Ten percent hold a graduate or professional degree.



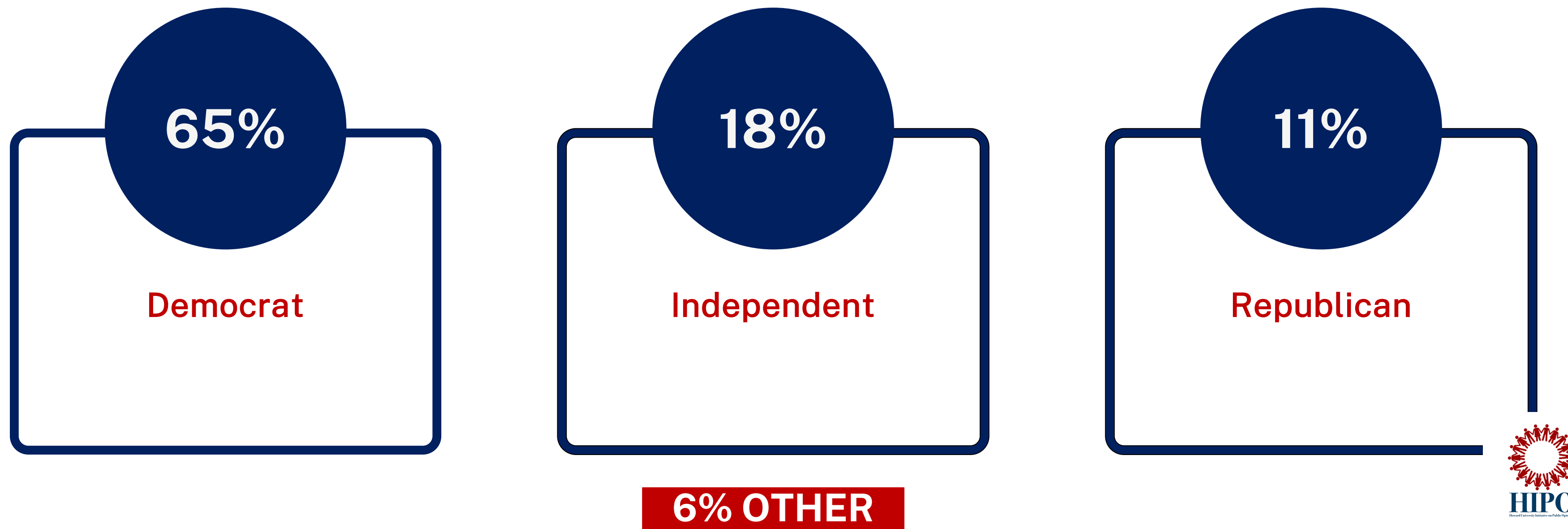
HIPO
Howard University Initiative on Public Opinion

Religious Affiliation

Sixty-three percent (62%) of the sample is religiously affiliated.

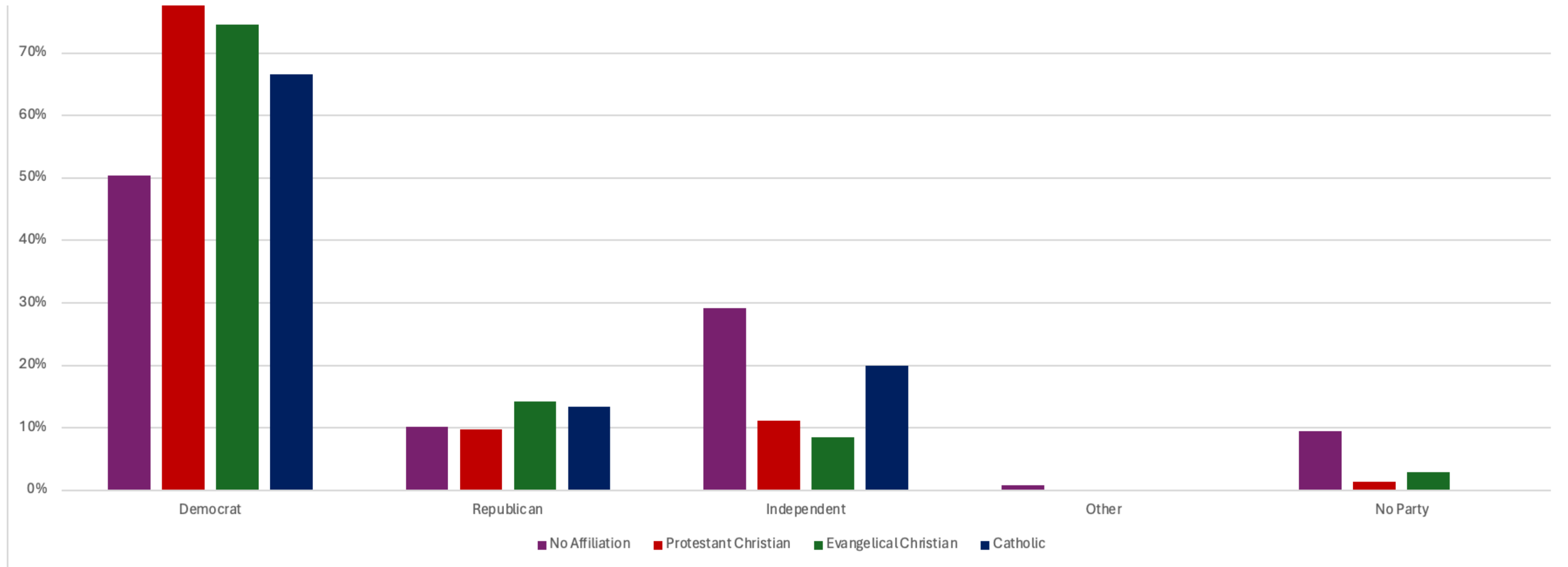


Political Party Affiliation



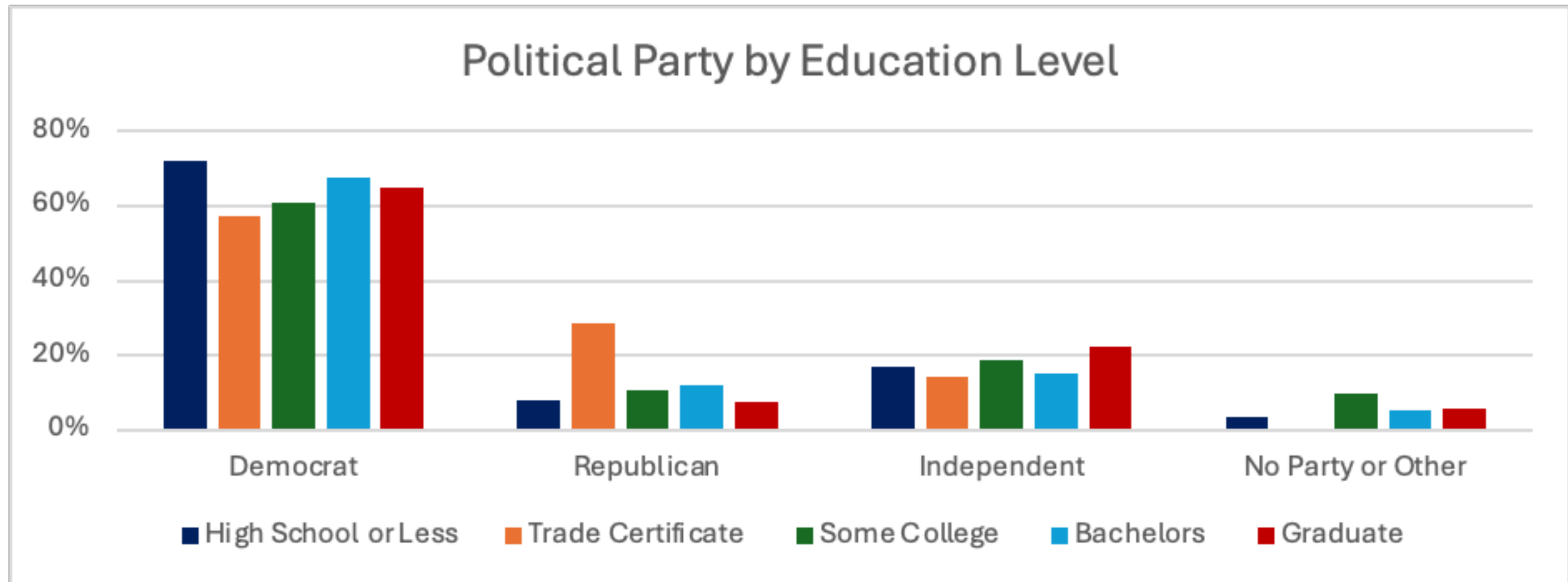
Religious & Political Affiliation

Regardless of their religious affiliation, most of the sample identify as Democrats. A higher proportion of Catholics and Evangelical Christians identify as Republican, and those that were non religiously affiliated were more likely to identify as Independents than others.



Political Party by Education

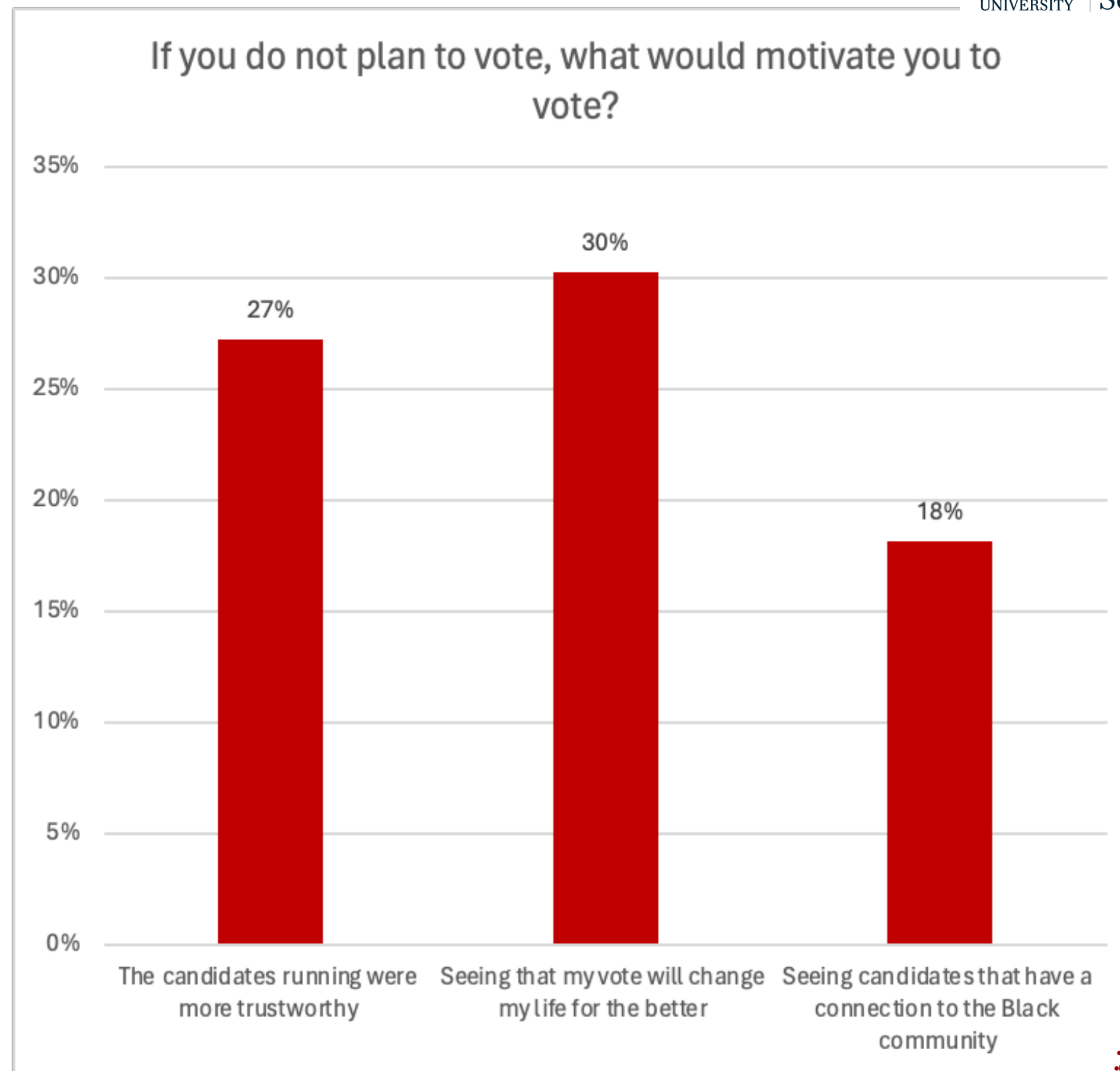
Education levels are highest among Democrat voters, followed by voters who identify as Independent. Among Republican voters, the majority have trade certificate level education.



Key Findings

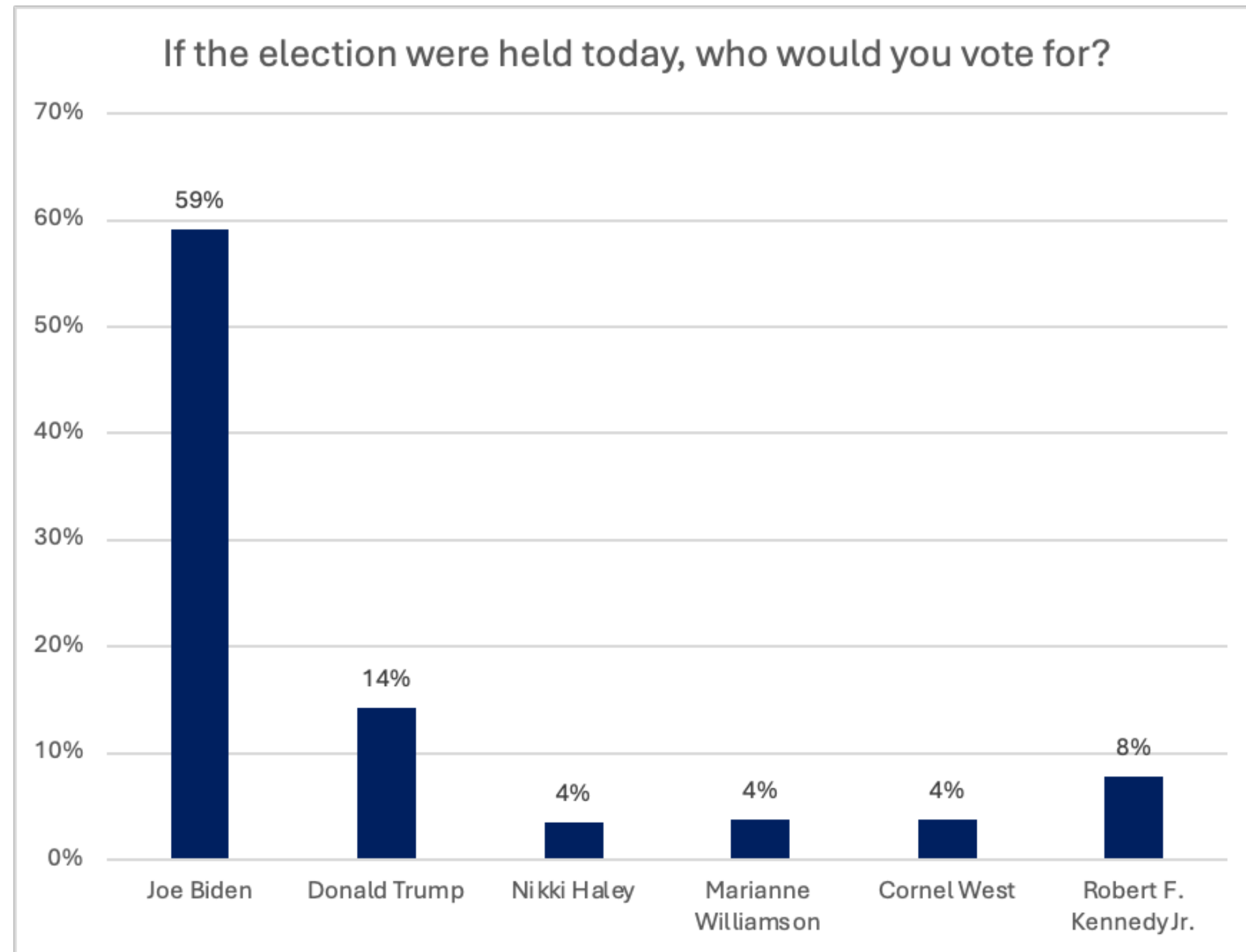
Voting Plans

- 80% 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:
 - 54% don't like the candidates;
 - 21% don't think it matters if they vote or not; and
 - 15% don't think their vote changes anything.



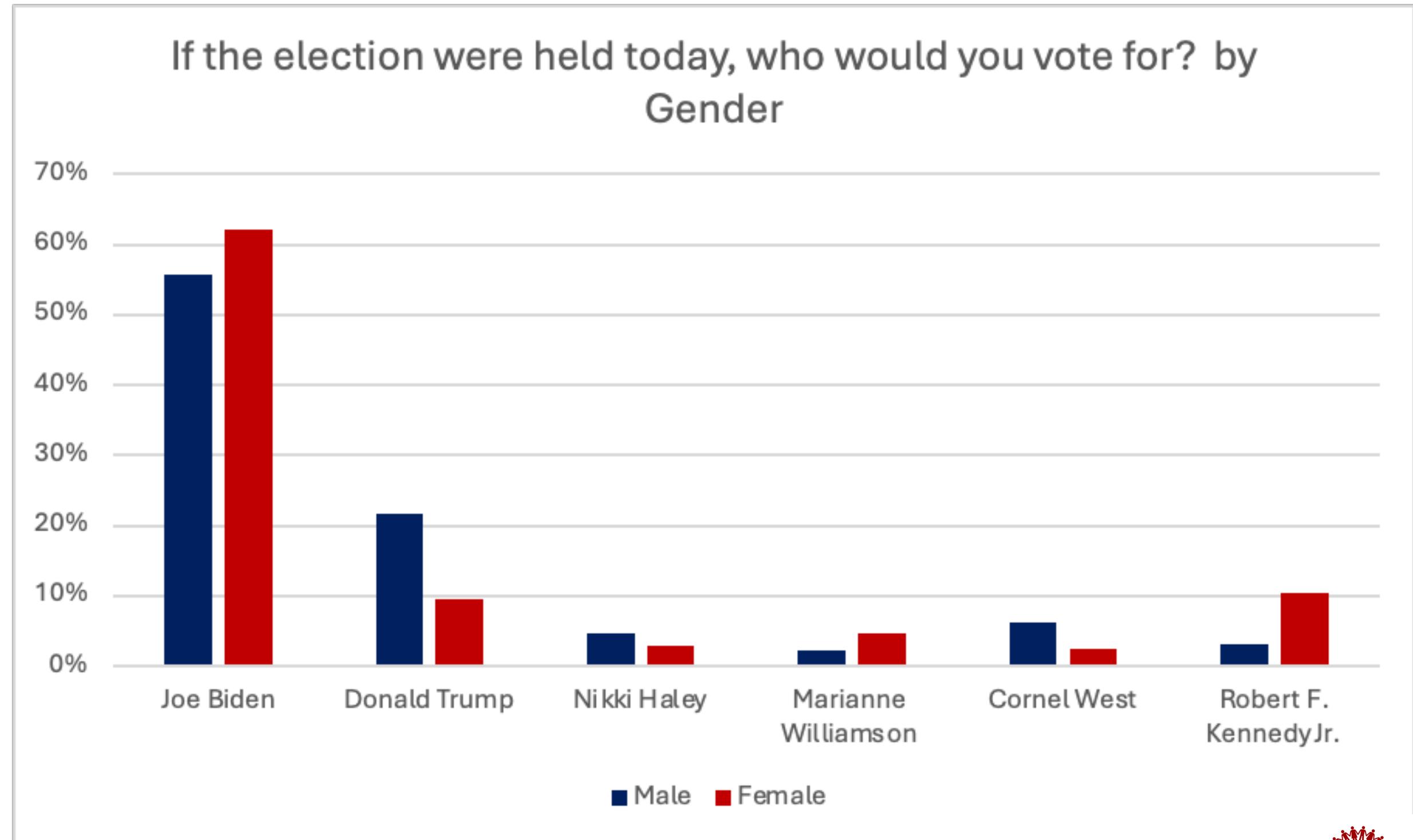
Voting Plans

- Most of the sample plan to vote for Biden at 59%.
- Close to a fourth (14%) 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.



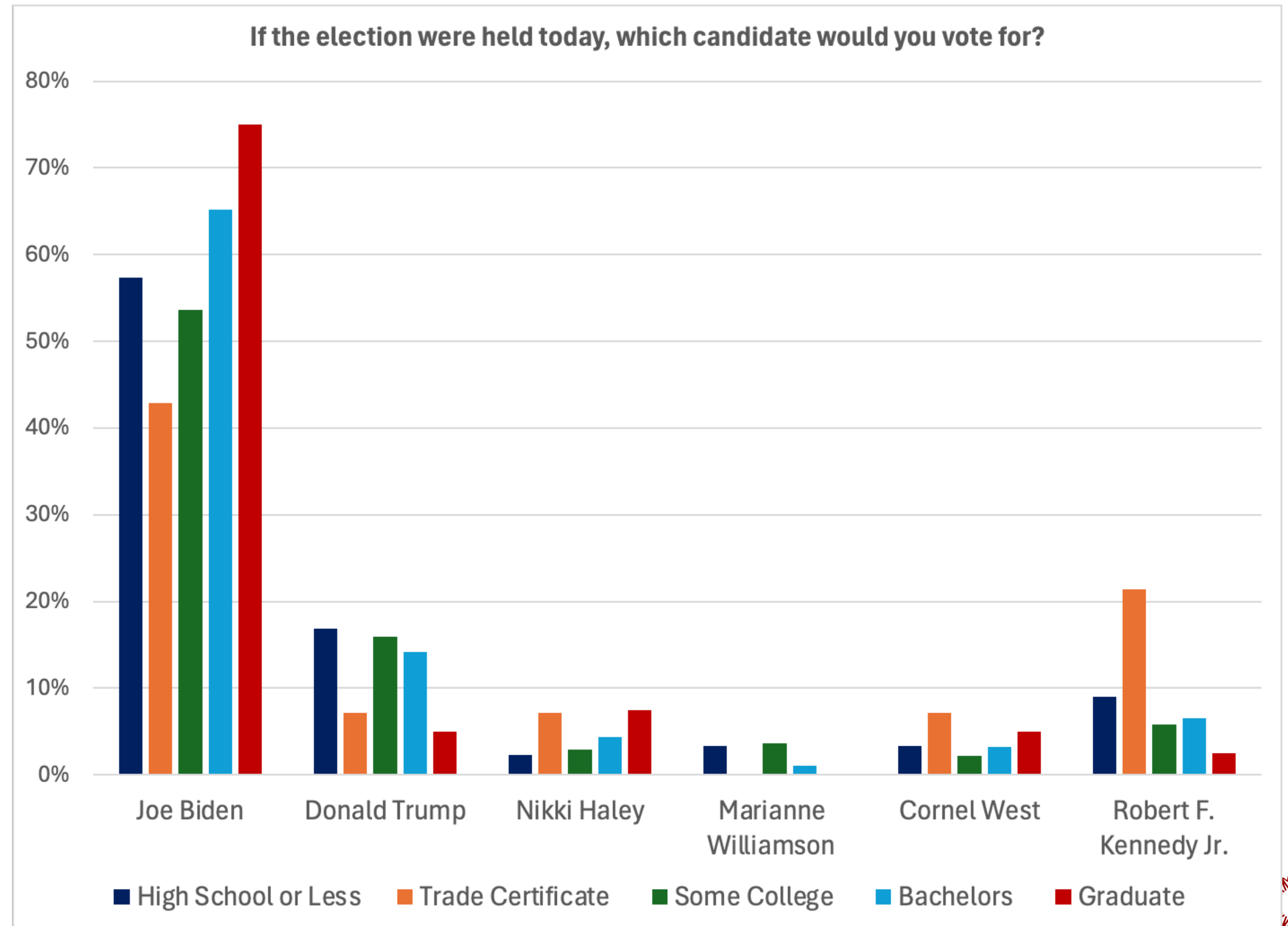
Voting Plans by Gender

- 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 C. West than Black women.



Voting Plans by Education

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



Voting Plans by Religious Affiliation

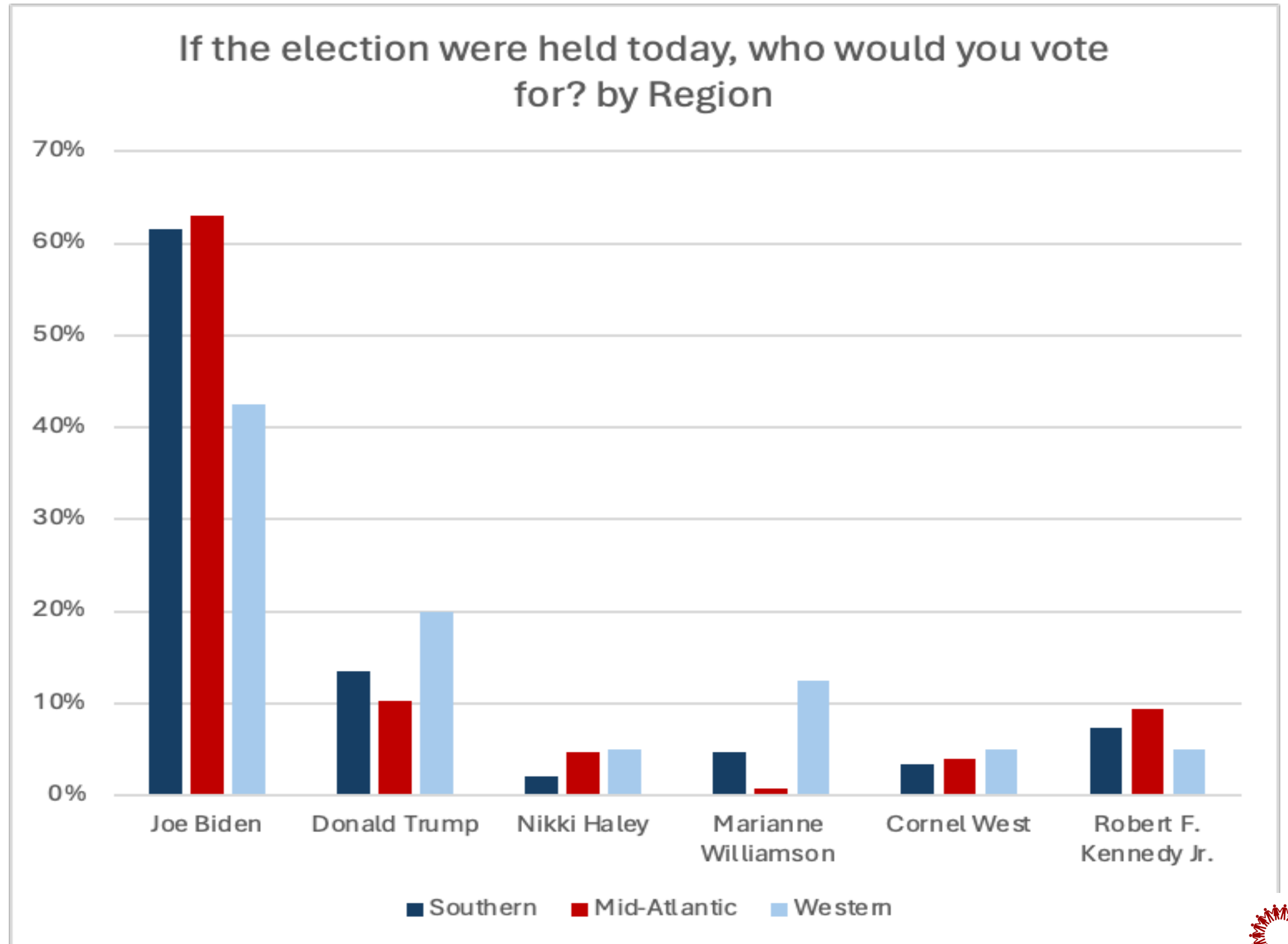


Among Black voters, religious affiliation does not impact voters' support of Biden. Among Black voters who intend to vote for Trump, most identify as Evangelical Christian.

| If the election were held today, who would you vote for? | No 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% |

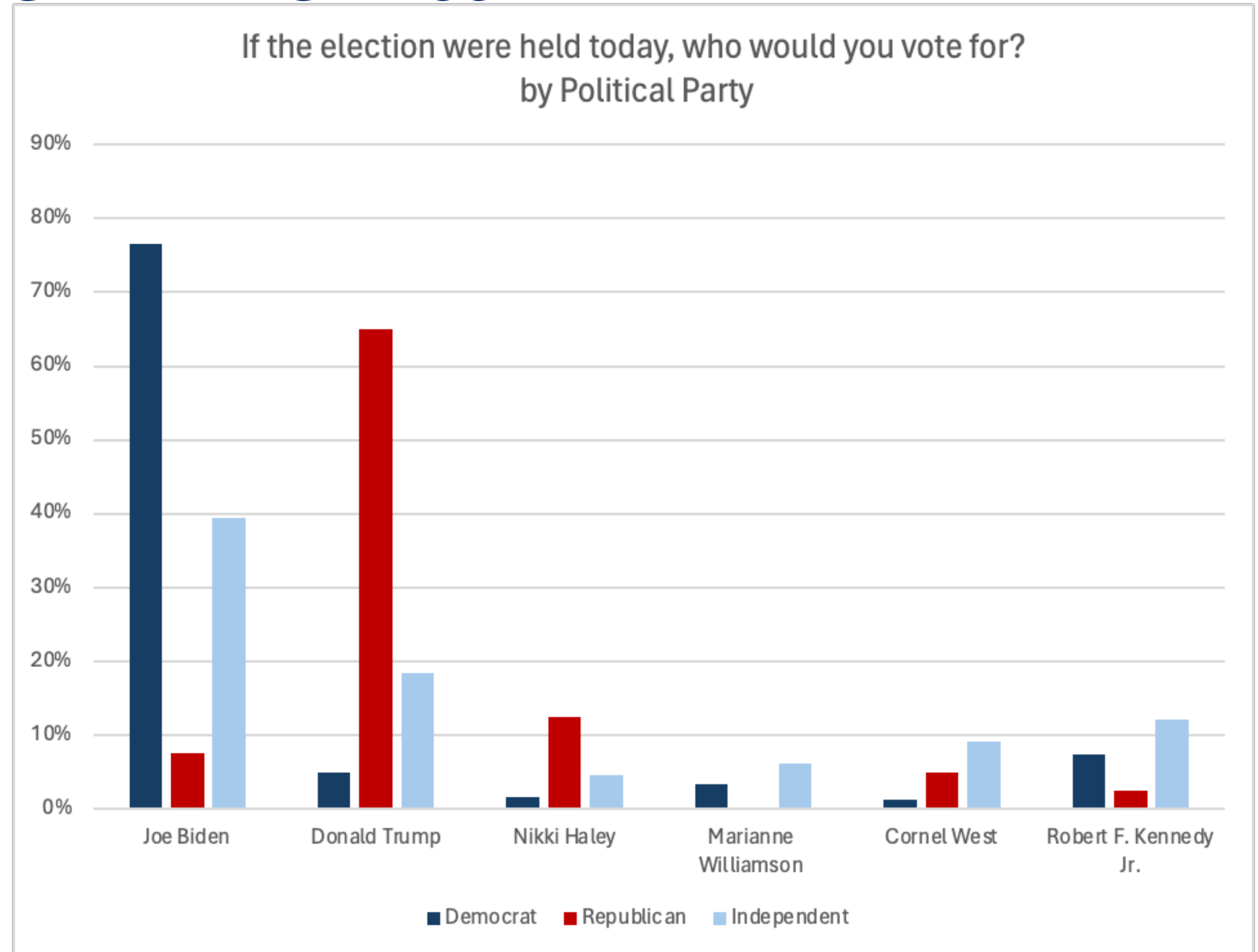
Voting Plans by Region

- A higher proportion of voters in the South and Mid-Atlantic support Biden than voters in the West.
- Voters in the Western region report greater support for Trump and Williamson than voters in the other regions.



Voting Plans by Party Affiliation

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



Voting Plans Against Party Affiliation

80%

**Republicans plan to vote
for Biden**

Voting Plans Against Party Affiliation

50%

**Democrats plan to vote for
Trump**

Independent Voting Plans

18%

Trump

39%

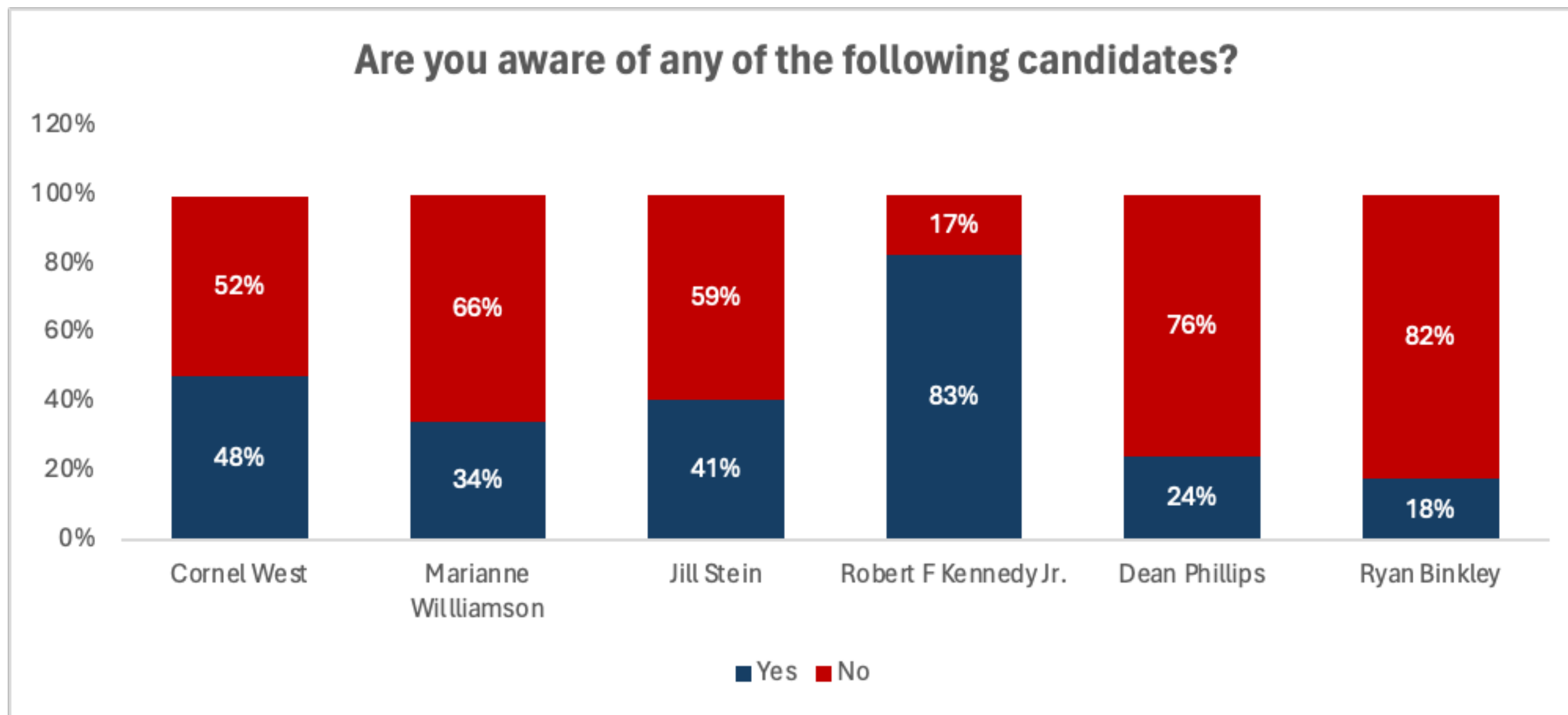
Biden

12%

Kennedy

Awareness of Non-Front Running Candidates

Kennedy, C.West, and Stein are most well -known.



Biggest Concerns about Biden

41%
AGE

19%
NO CONCERNS

Biggest Concerns about Trump

34%

MORALS/VALUES

of Candidate

22%

TRACK RECORD

Top Issues for Super Tuesday States

1. Economy & Jobs

2. Racial Justice

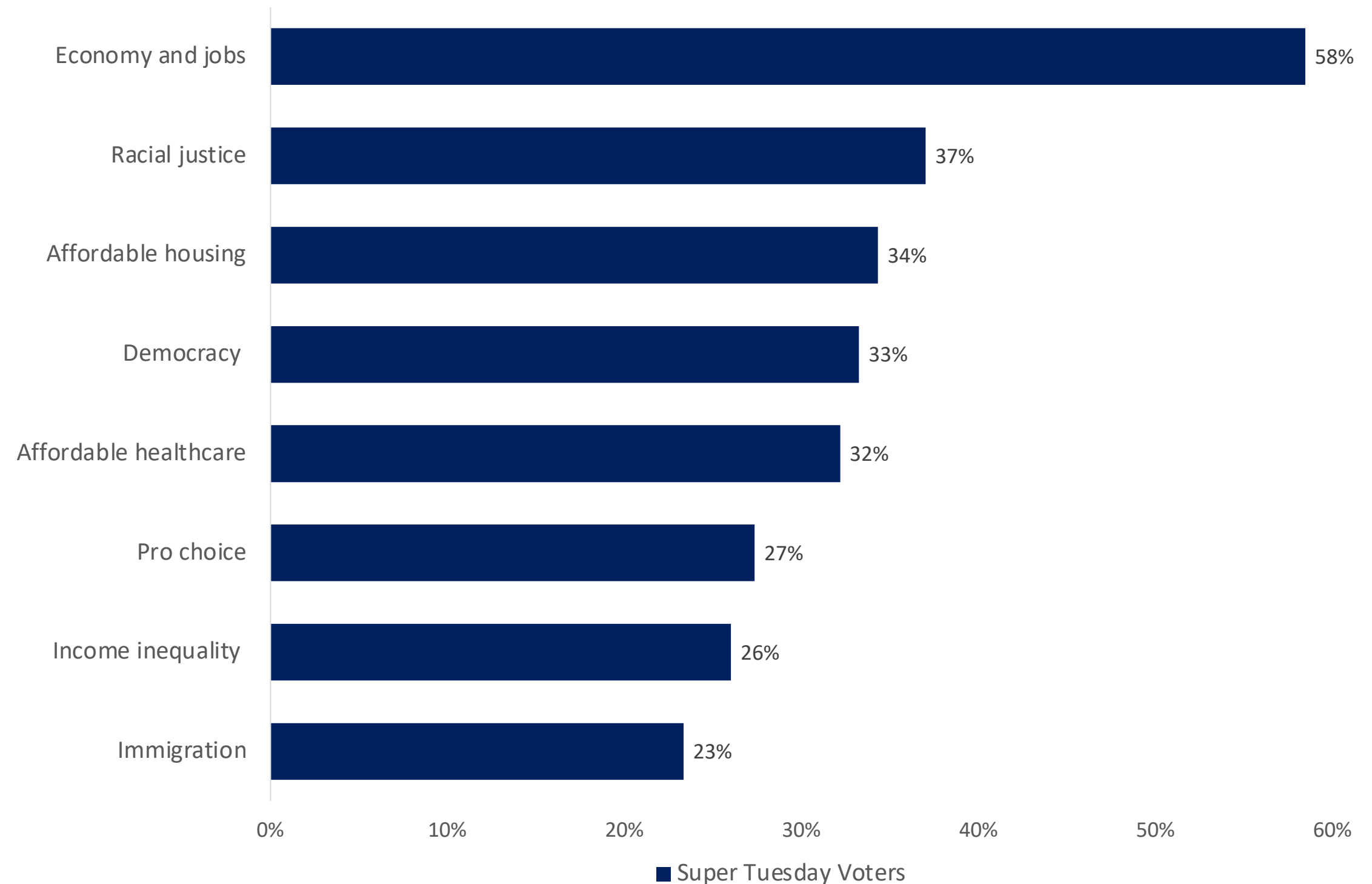
3. Affordable Housing

4. Democracy

5. Affordable Healthcare

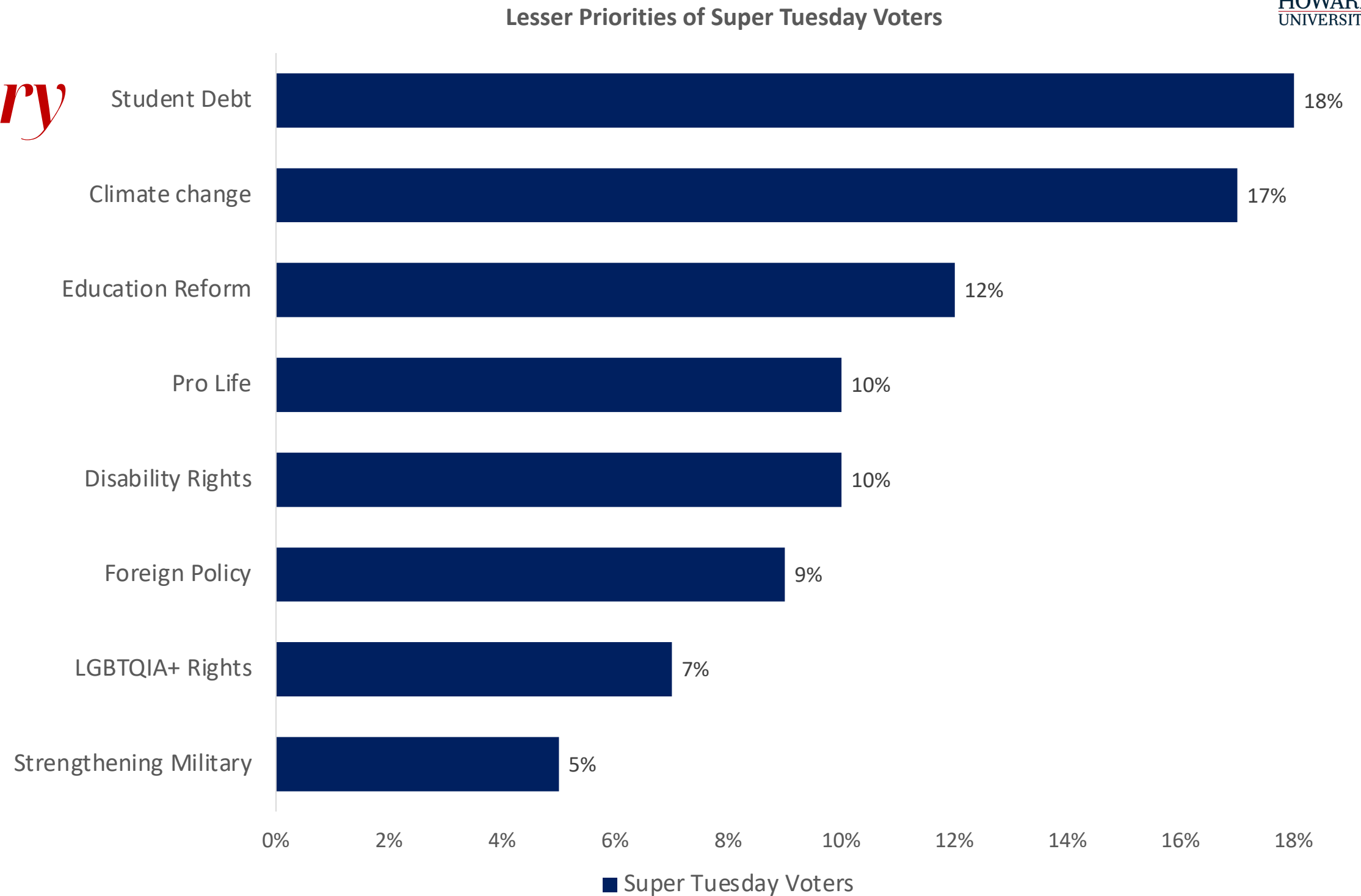
6. Pro Choice

Top Priorities of Super Tuesday Voters



Less Important for Super Tuesday States

- 1. Strengthening Military*
- 2. LGBTQIA+ Rights*
- 3. Foreign Policy (e.g. Israel/Palestine Conflict, War in Ukraine)*
- 4. Disability Rights & Pro Life*



Top Issues by Political Party

Proportional support relative to Other Parties

Democrats

Democracy &
Affordable
Healthcare

Republicans

Immigration &
Pro-Life

Independents

Pro-Choice
(Reproductive Justice)

Top Issues by Region

Proportional support relative to other Regions

Southern

Economy & Jobs

Mid-Atlantic

Student Debt

Western

Affordable Housing

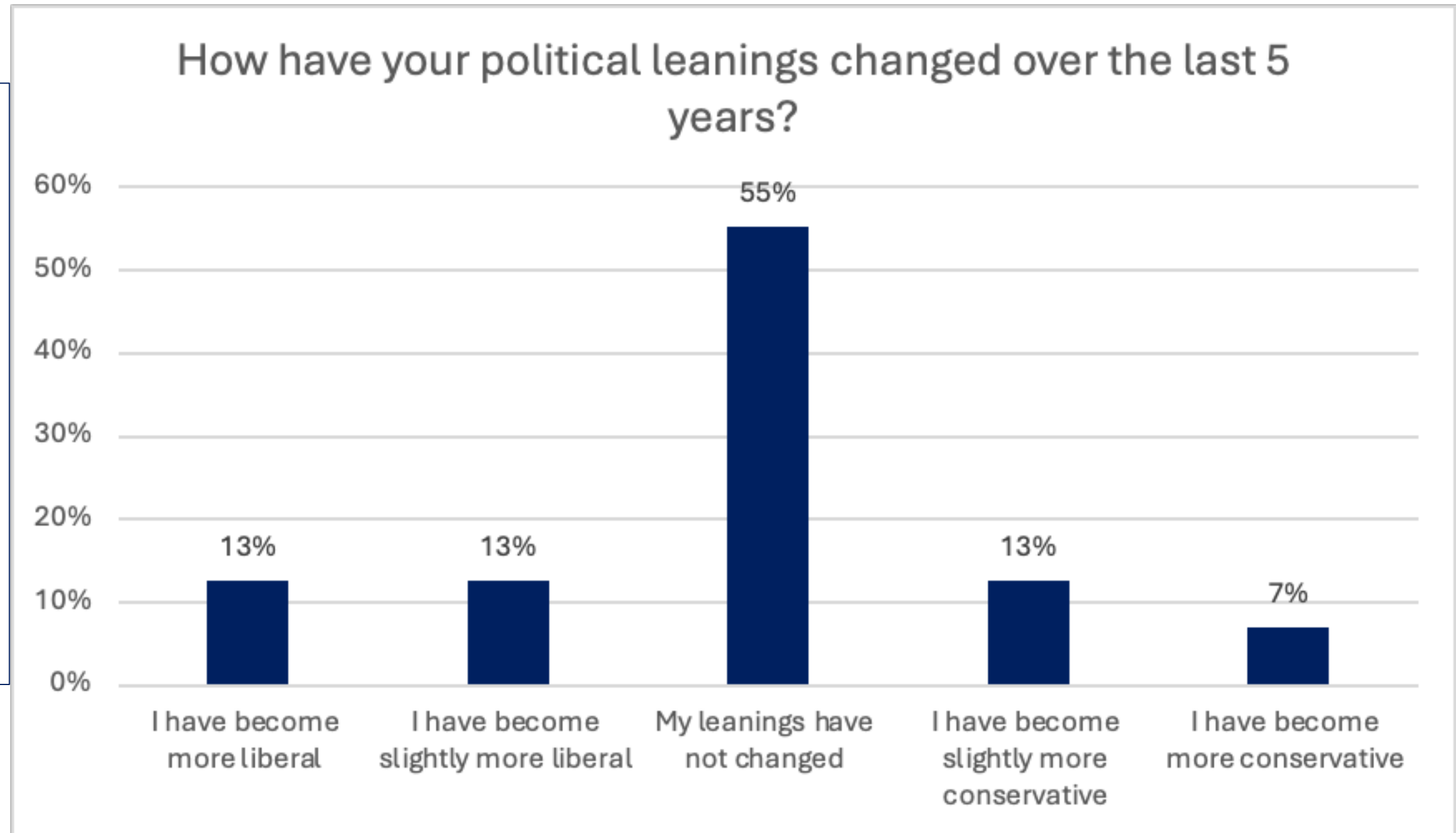
Top Issues by Religion

- Economy and jobs topped the list for the highest priority across religious affiliations.
- A larger percentage of individuals with no religious affiliation chose racial justice.
- A higher proportion of Protestant Christians selected Immigration.
- A greater number of Evangelical Christians selected Education Reform.
- A greater proportion of Catholics selected Democracy.

| Voting Priorities by religion (select 3) | No Affiliation | Protestant Christian | Evangelical Christian | Catholic |
|--|----------------|----------------------|-----------------------|----------|
| Economy and jobs | 55% | 57% | 67% | 87% |
| Income inequality | 35% | 15% | 25% | 13% |
| Immigration | 17% | 32% | 25% | 20% |
| Democracy | 27% | 42% | 35% | 47% |
| Pro choice | 31% | 31% | 18% | 27% |
| Pro life | 11% | 8% | 11% | 13% |
| LGBTQIA+ rights | 10% | 11% | 2% | 0% |
| Disability rights | 15% | 8% | 8% | 0% |
| Education reform | 11% | 8% | 14% | 7% |
| Student debt | 23% | 13% | 18% | 20% |
| Racial justice | 41% | 33% | 36% | 27% |
| Climate change | 17% | 17% | 18% | 20% |
| Affordable housing | 33% | 28% | 39% | 33% |
| Affordable healthcare | 34% | 33% | 35% | 20% |
| Strengthen military | 3% | 6% | 6% | 0% |
| Foreign policy | 9% | 11% | 11% | 0% |

Change in Political Leanings

46% of Super Tuesday Voters have shifted in their political leanings, with 26% shifting more liberal, and 20% shifting more conservative.



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.

