

# Black Voters' Harris Poll Report

July 25, 2024



# Content



Introduction

---

The Poll

---

Methodology

---

Demographics

---

Key Findings

---

Our Team

July 2024

---

# Executive Summary

The Howard University Initiative on Public Opinion conducted a recent poll on the opinions of Black voters on the Democratic Party's presumptive presidential nominee, Vice President Kamala Harris. The report includes respondents from 39 states around the country, spanning the West Coast, East Coast, Midwest, and Southern regions.

The poll results indicate that most Black voters support Vice President Harris, with 93% expressing their intention to vote for her. Among those not inclined to vote for Harris, additional information about her qualifications and endorsements from respected figures, such as former President Obama, could influence their decision to support her. Respondents generally perceive Harris as a moderate Democrat, recognized for advocating reproductive rights and employment opportunities. Regarding selecting a running mate for Harris, most respondents were unsure who would be the best candidate; however, the leading candidates selected are Senator Kelly, Governor Beshear, and Governor Shapiro. Despite the uncertainty of who should be selected as the vice-presidential candidate, many respondents believe choosing a white male running mate would enhance her prospects for victory.

# 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 July 22-24 among Black registered voters. A total of 1906 (n=1906) surveys were completed, answering questions on various issues related to VP Harris as a presumptive Democratic presidential nominee as well as opinions on the top issues that matter most to them.

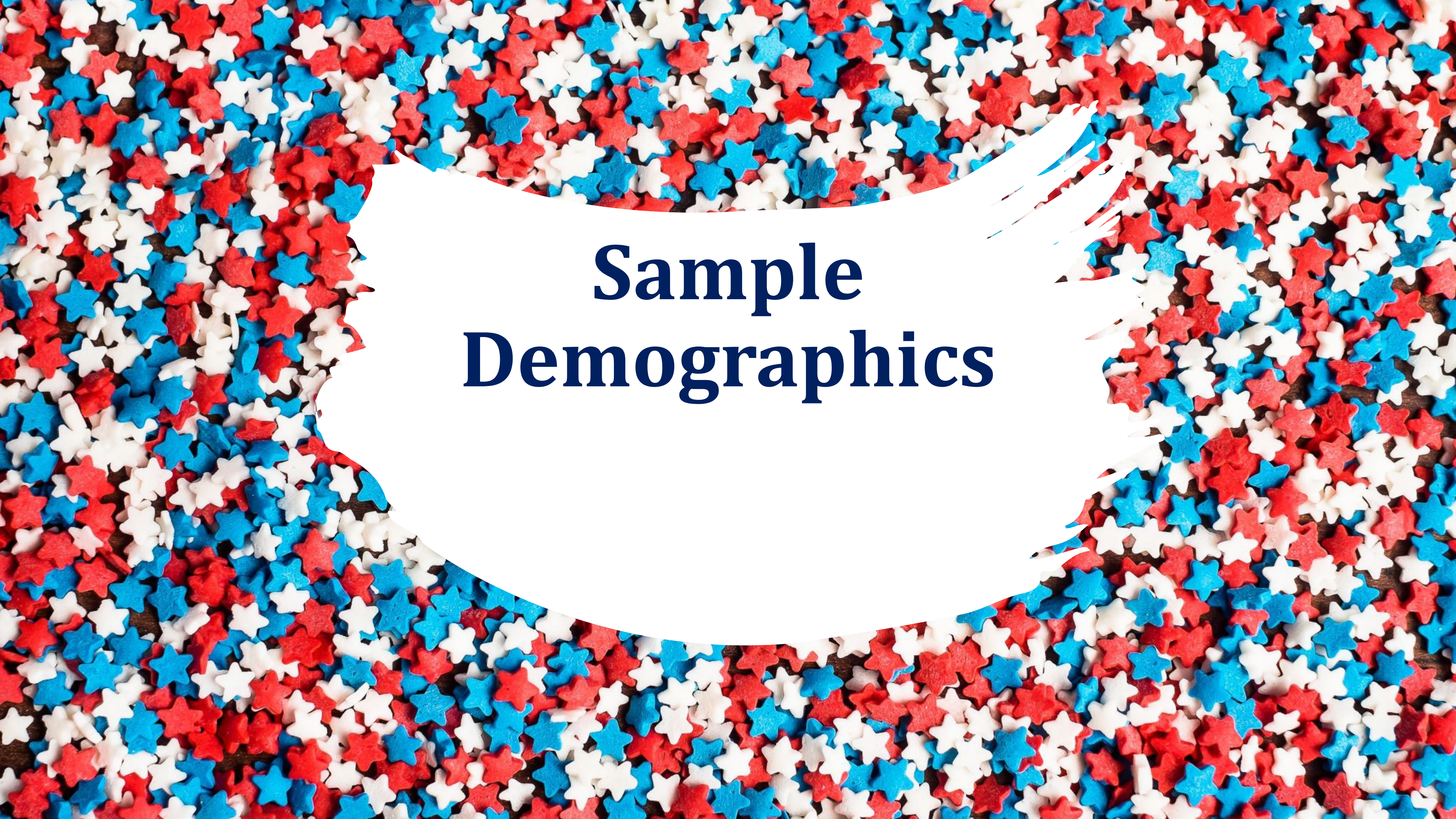


# Methodology



The online polling data were collected using Qualtrics (Provo, UT). Convenient and snowball sampling techniques were used to capture study respondents (e.g., recruitment, targeted email lists, and social networks).

There were more women in the sample than men, so the data was weighted by gender and education to ensure its representativeness of Black voters. The data was weighted using the 2022 Pew Research Center demographics of eligible voters.



# Sample Demographics

# Demographics

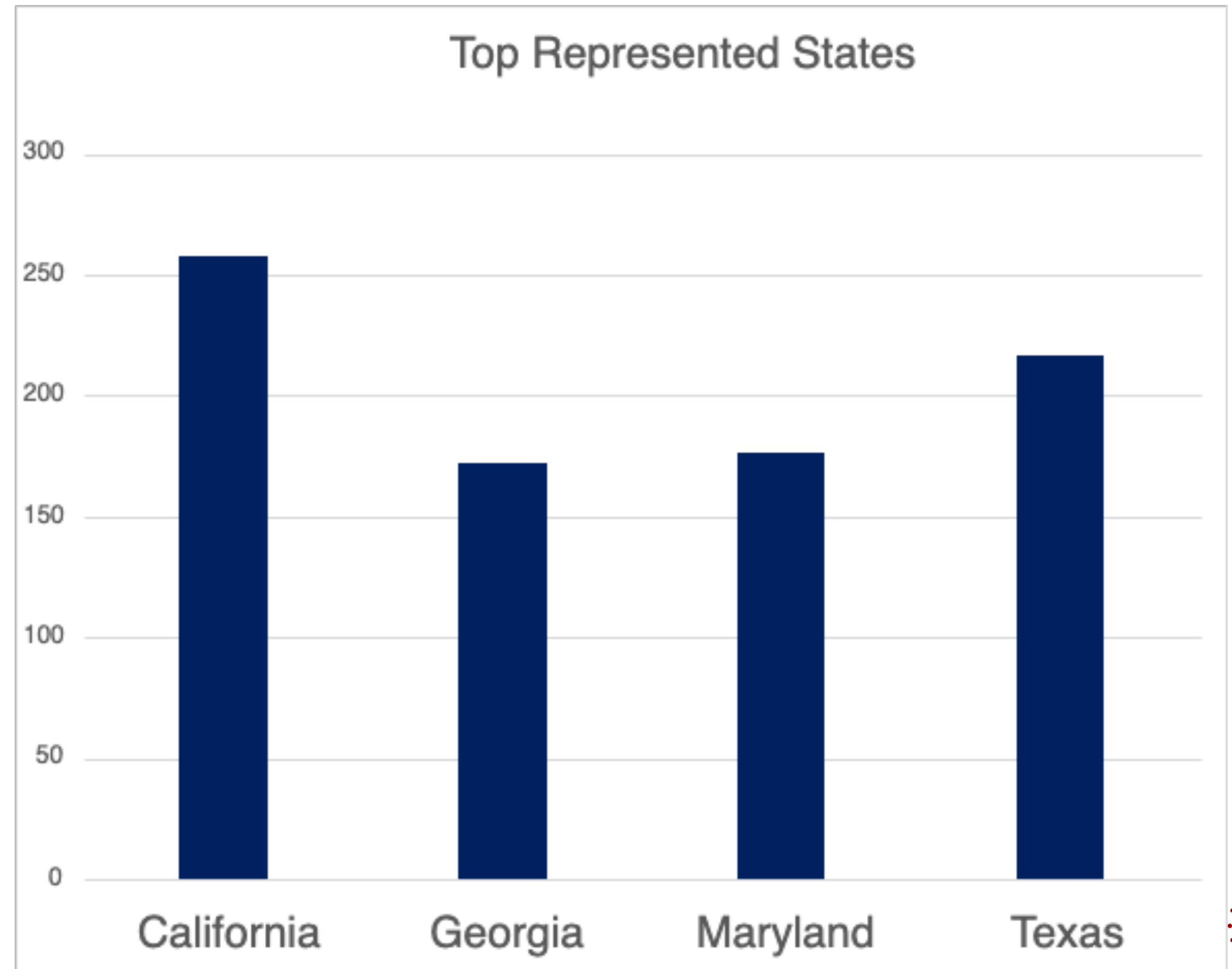
- Most of the sample were female (53%) and 47% male.\*
- Most of the sample were married (51%), 31% single, 11% separated/divorced, 5% partnered (but not married), and 2% widowed.
- Most of the sample were over the age of 40 (77%) and 23% was 18-39.
- Over 53% of the sample earn over \$90,000 and above, 17% earn \$70-89,000, 12% \$50-69,999, 9% earn \$30-\$49,999, and 9% earn less than \$29,000.\*

\*As indicated in the methodology section of the report, these variables were weighted.



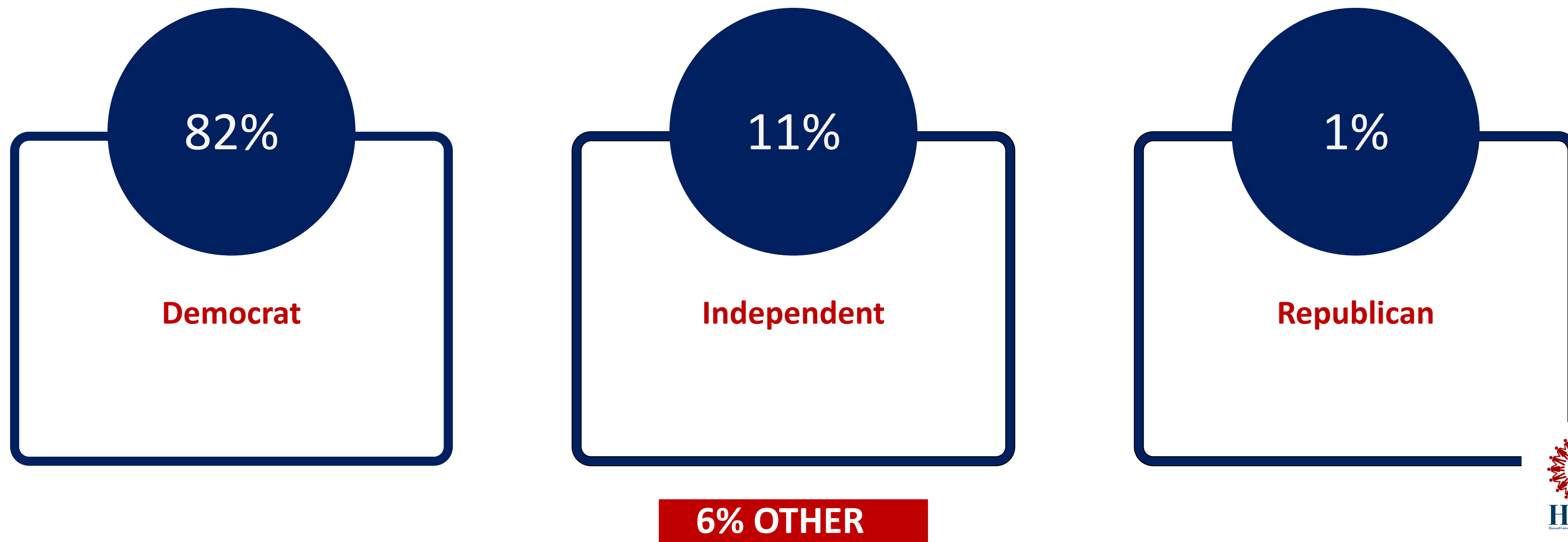
# Top Represented States

Respondents were from a total of 39 states and DC spanning the West Coast, East Coast, Midwest, and Southern regions. Highest response rates were from the following states: California, Texas, Maryland, and Georgia.





# Political Party Affiliation



# Religious/Spiritual

91%

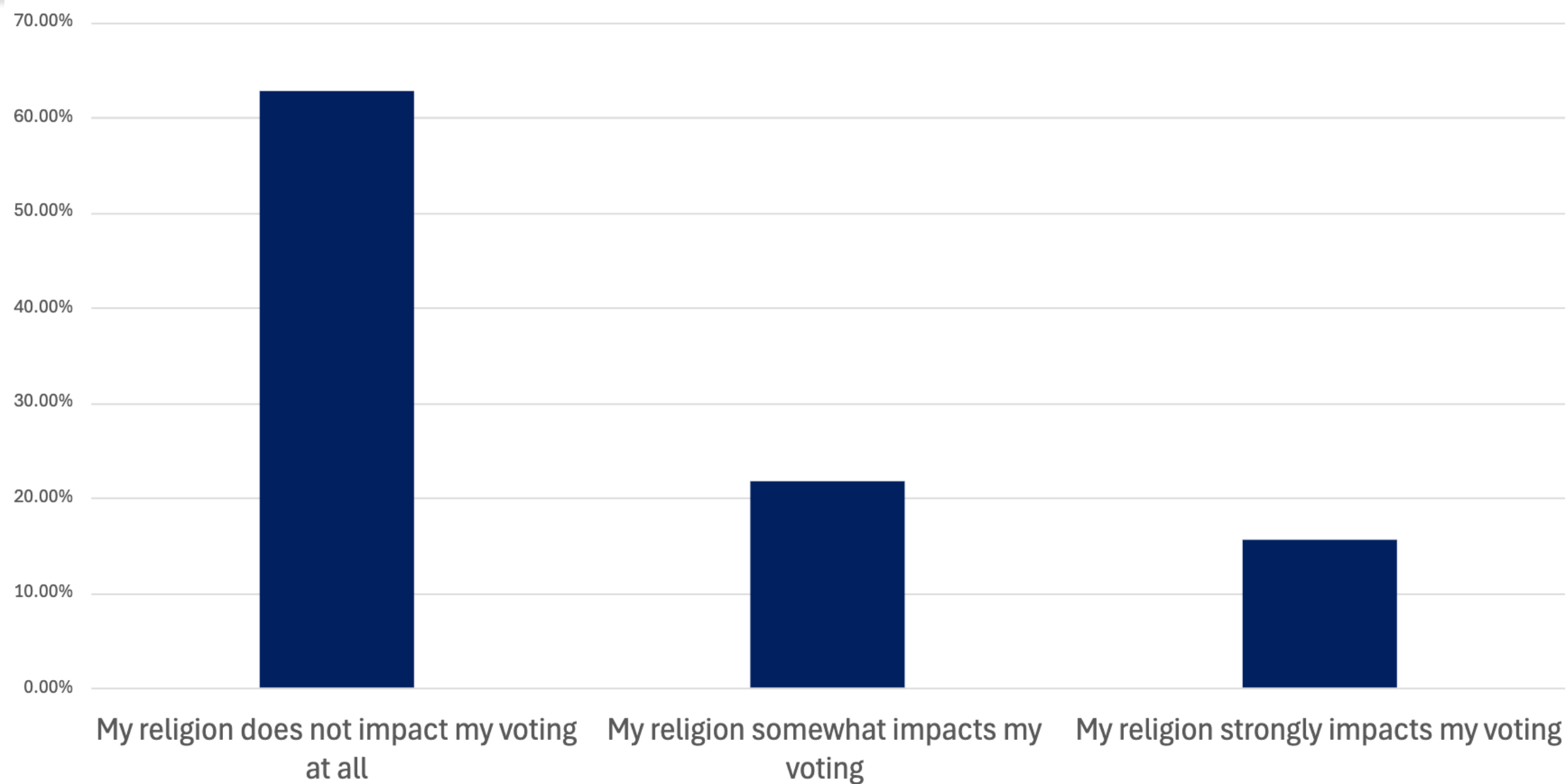
**Consider themselves religious  
and/or spiritual**

---

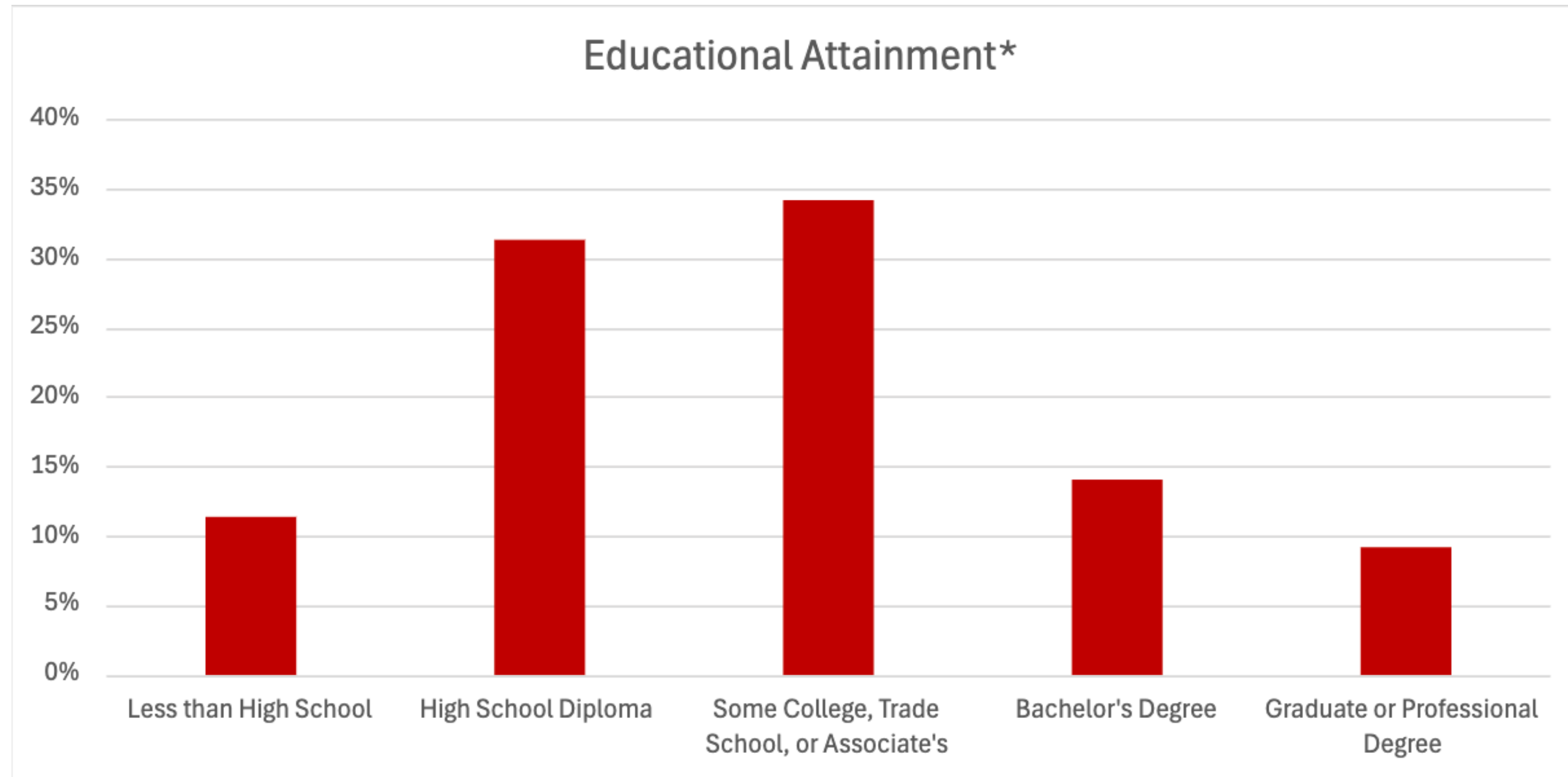
# Religion/Spirituality Impact

Most study participants indicate that their religious/spiritual beliefs do not impact their voting decisions.

Impact of religion/spirituality on voting



# Educational Attainment\*



**\*Education has been weighted to be representative of Black voters in the U.S. based on 2022 Pew Research Center data.**

# Key Findings

# Do You Plan to Vote for Harris?

93%

Majority of the sample plan to  
vote for Harris

---

# Influential Factors that Would Change the Minds of the non-Harris supporters

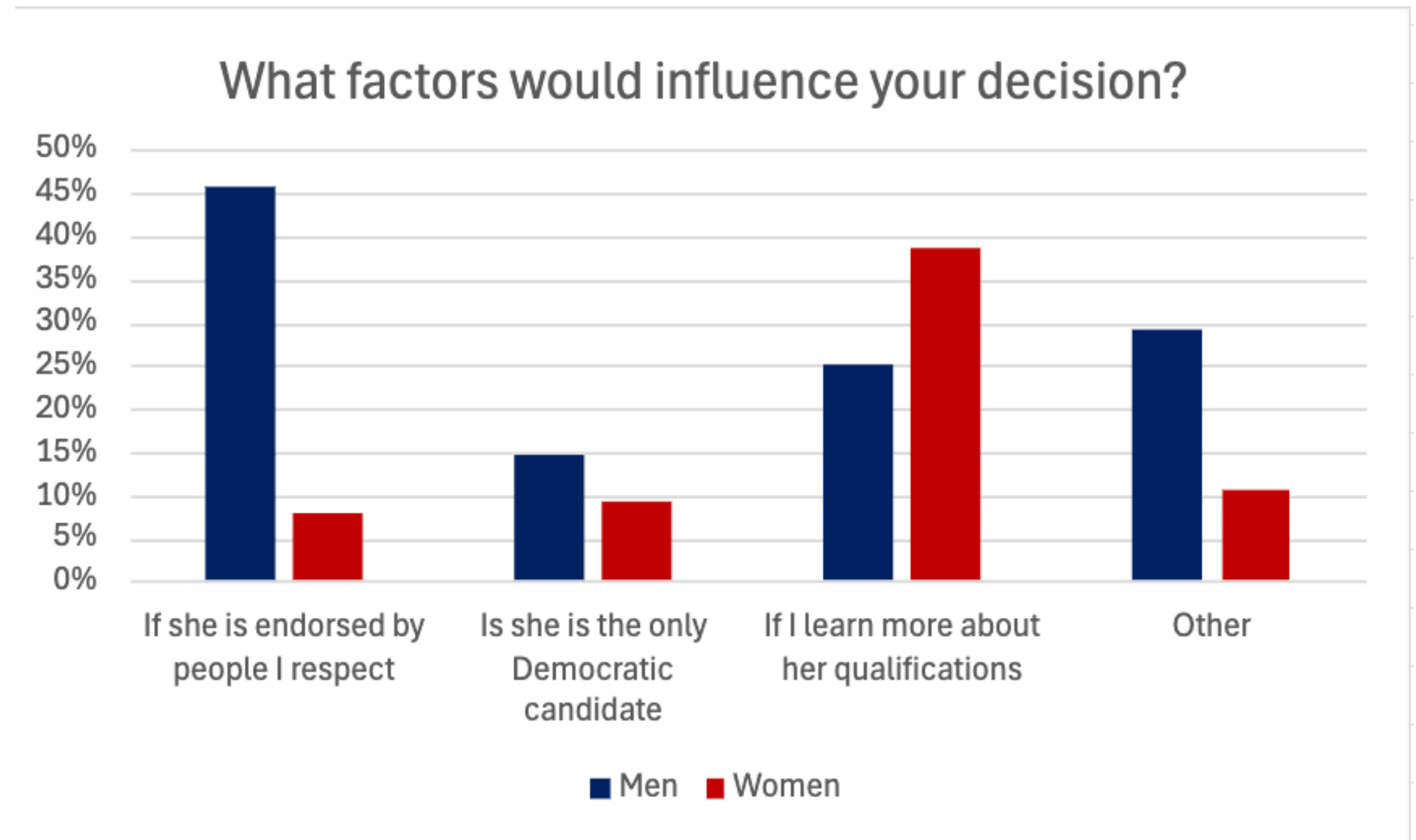
## Top Factor:

### Women

- Learn more about her qualifications

### Men

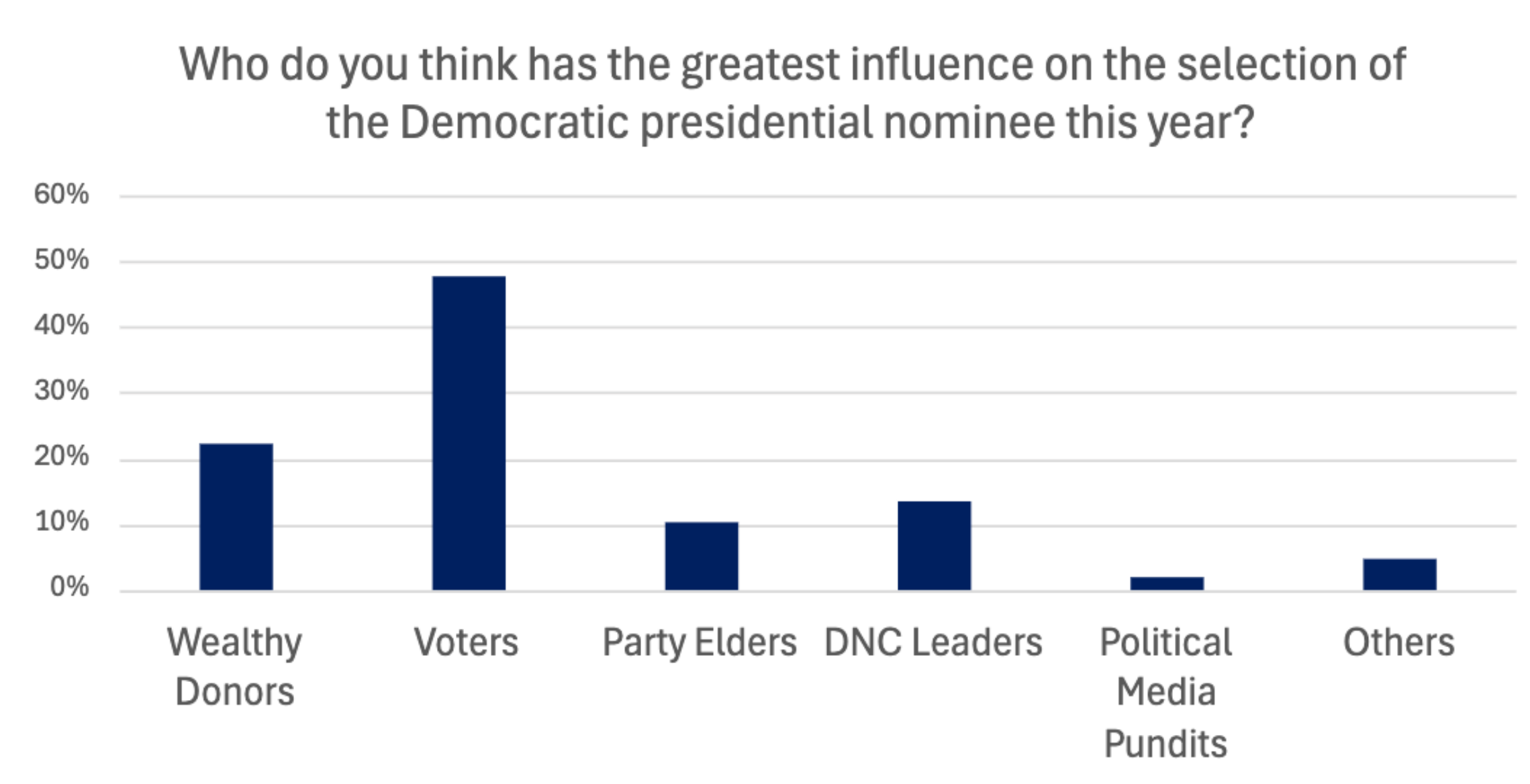
- If she is endorsed by people they respect



# Perceptions of the greatest influence on the selection of the Democratic presidential nominee

## Top 3 Perceived Influences:

- Voters
- Wealthy Donors
- DNC Leaders





# Policies Most Associated with Vice President Harris

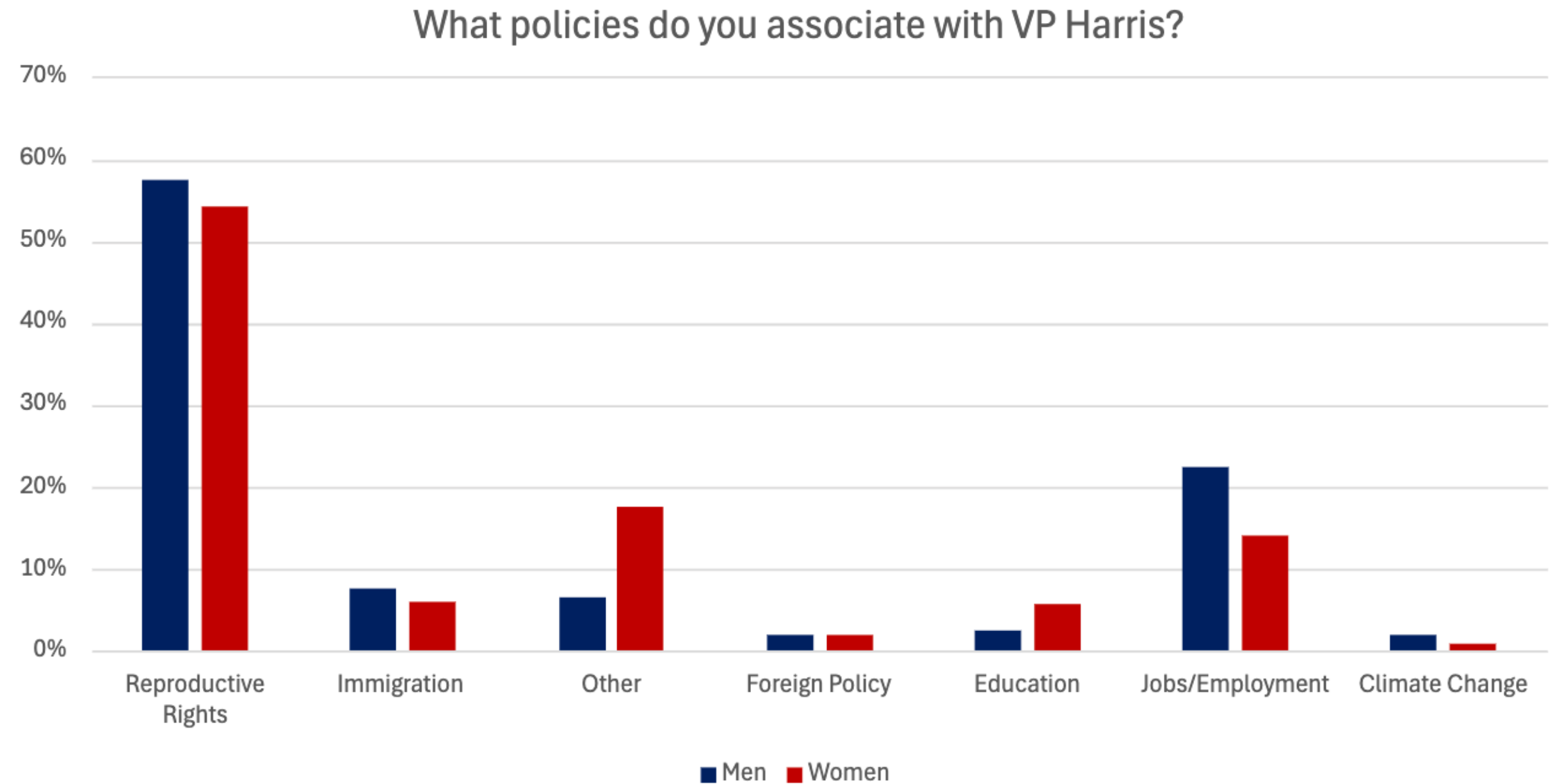
## Top 3 Responses:

### Women

1. Reproductive Rights
2. Other (Unspecified)
3. Jobs/Employment

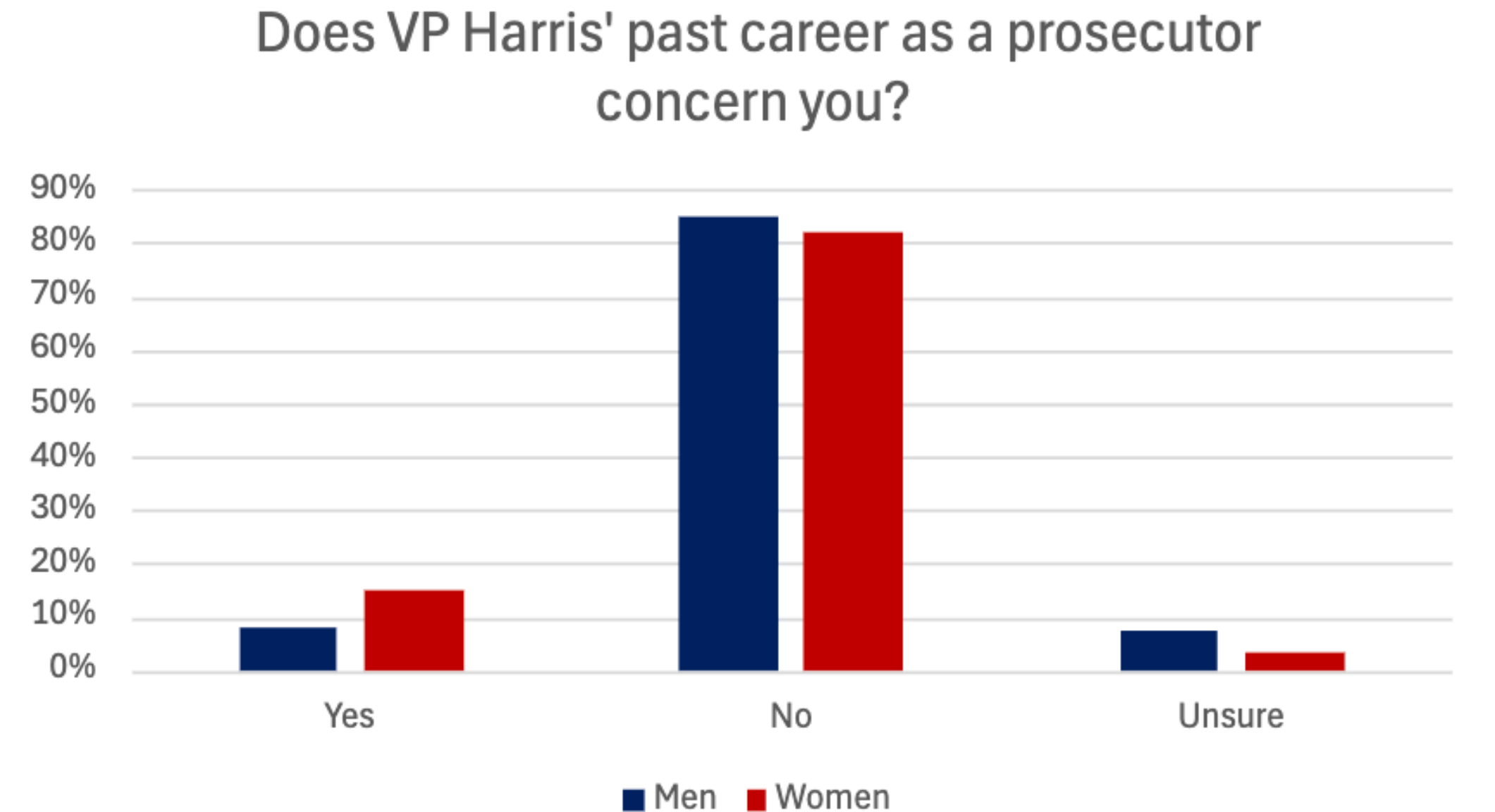
### Men

1. Reproductive Rights
2. Jobs/Employment
3. Immigration



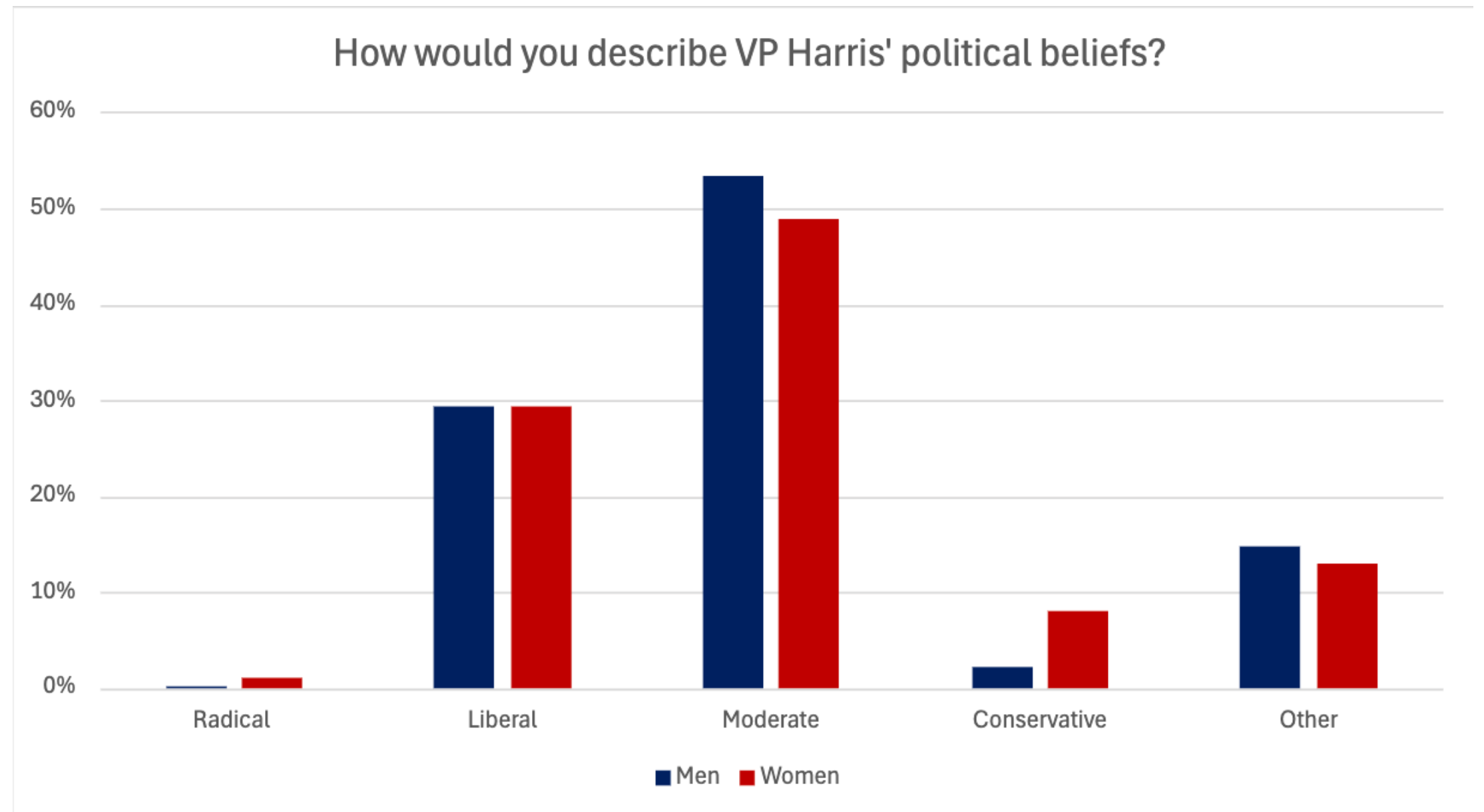
# Level of Concern Associated with Harris' Past Career as a Prosecutor

Both Black men and women show little concern for her past career as a prosecutor. Black women express slightly more concern than Black men.



# Political Ideology Most Associated with Vice President Harris

Most Black voters see Harris as politically moderate. A slightly higher proportion of Black men consider Harris to be a moderate than Black women.



# Top Issues of Concern Among Black Voters

---

Participants selected multiple concerns among a list of 18 items that ranged from a variety of topics including strengthening the military, protecting LGBTQIA+ rights, and climate change. Below were the top 5 issues amongst the sample.

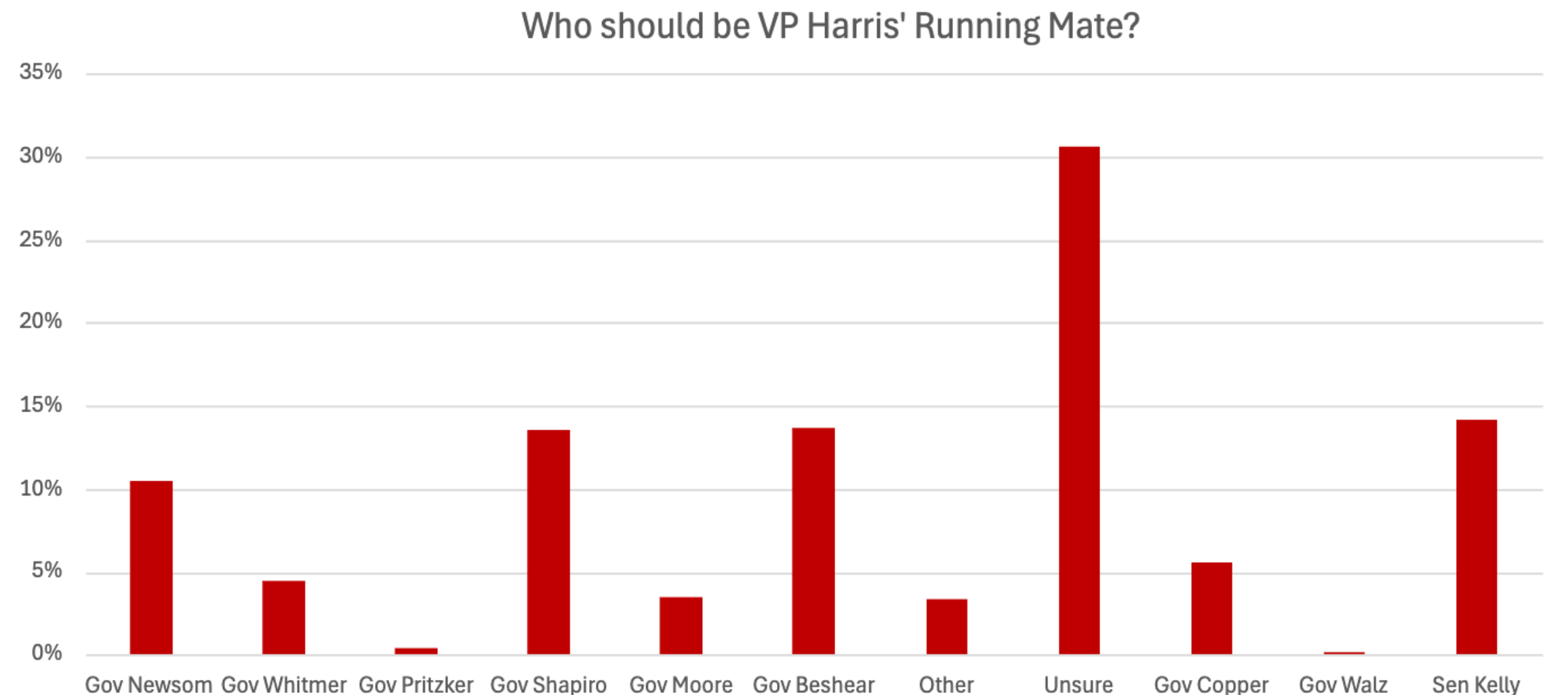
Issue	% of Sample Rating as “very important”
Affordable Healthcare	93.3%
Racial Justice	92.9%
Affordable Housing	90.8%
American Democracy	88.6%
Education	88.0%

# Who Should Be Harris' Running Mate

Almost a third of voters were unsure who Harris should name as a running mate.

For those who did name a candidate, the top choices were:

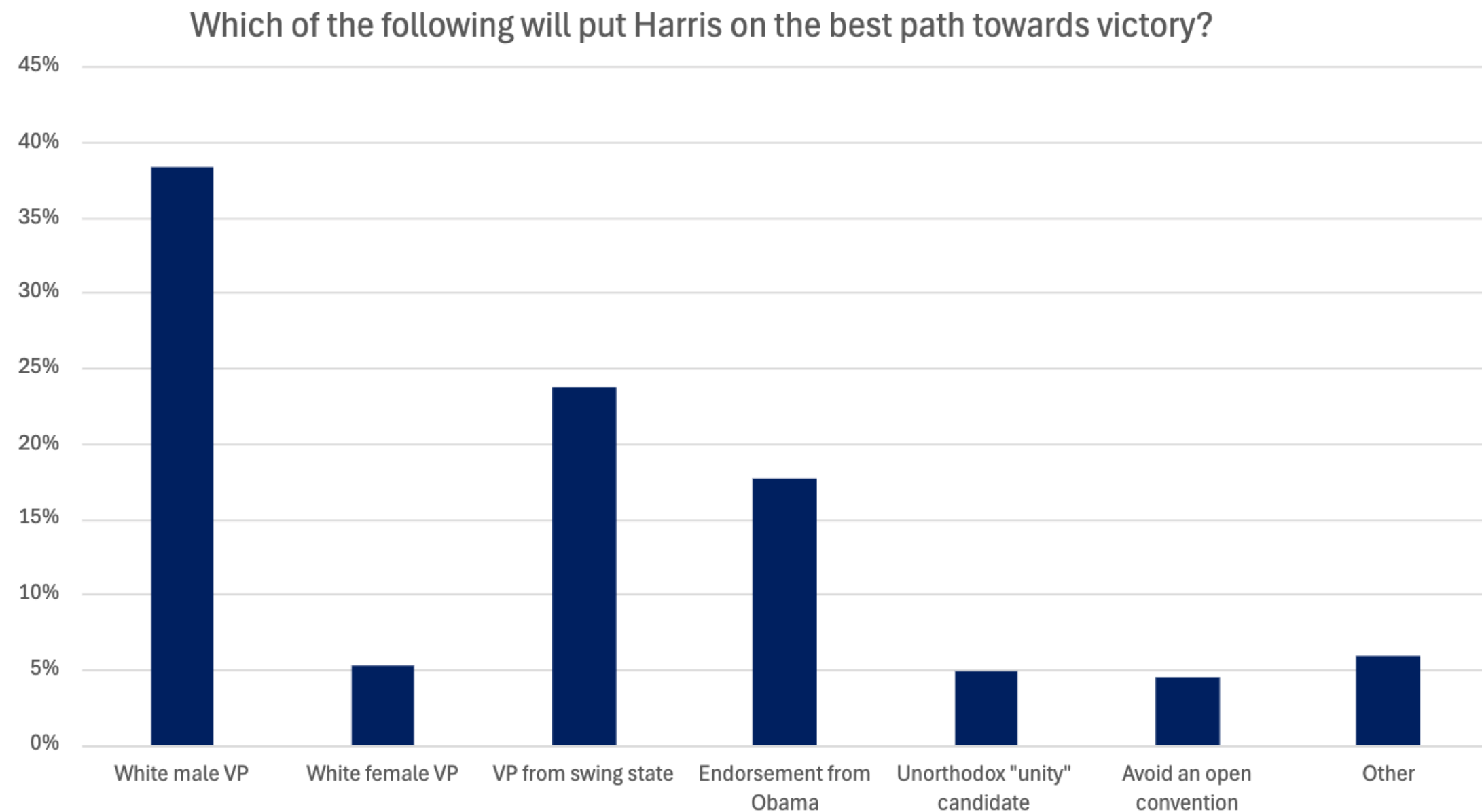
1. Senator Mark Kelly
2. Governor Andy Beshear
3. Governor Josh Shapiro



# Factors that put Harris on the best path towards victory

## Top Factors:

- White male VP
- VP from swing state
- Endorsement from Obama



# 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.

<https://gs.howard.edu/research/howard-initiative-public-opinion>

