BLACK AMERICAN BATTLEGROUND VOTERS POLL REPORT

SEPTEMBER 2024

HOWARD UNIVERSITY 1867

Howard Initiative on Public Opinion

SUMMARY

In anticipation of the upcoming general election, HIPO shares the most recent national poll results focused on Black Americans in battleground states. This poll is one of a series of three polls that will be conducted to reveal pivotal trends and shifts in attitudes and voting plans among an important demographic in this year's election. With a focus on voter sentiment, including perceptions of the candidates, the popularity of the candidates, and other emerging issues, the key findings offer an analysis of the factors driving the voter decisions among the most likely voters in critical regions of the county.

Regardless of age or gender, likely voting Black Americans in battleground states show strong support for Harris over Trump. Voters are more likely to see Harris as driving specific policies, namely reproductive rights and economic policies. Despite overall support for Harris, Trump shows strongest support with Black males under the age of 50, with 1 in 5 indicating they will vote for him.

THE POLL

The data presented in this report are from a poll conducted September 4-11, 2024. The data were collected in key battleground states (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin) among Black registered voters. A total of 1,000 respondents, (n=1000; margin of error: ± 3.1 percentage points), of which 963 are likely voters (n=963; margin of error: ± 3.2 percentage points). Over 90 percent (96%) of the sample indicate they are likely to vote in the 2024 presidential election.

The polling data were collected by a third-party vendor for the Howard University Initiative on Public Opinion (HIPO), through text to web online surveys and telephone (landline and cell phones) interviews.
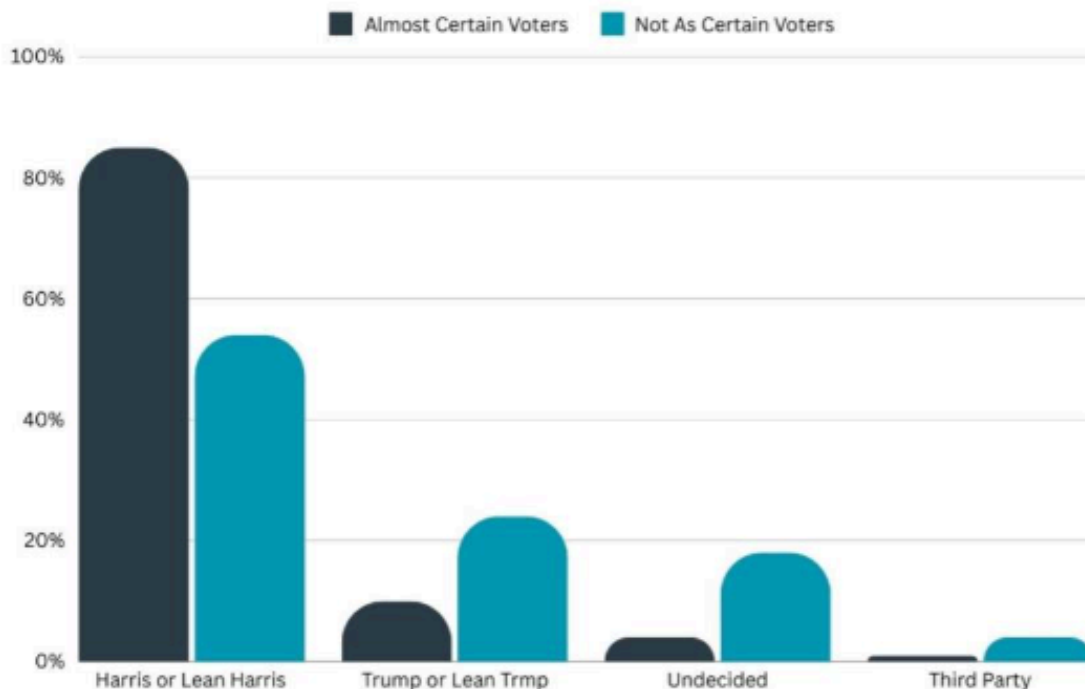
KEY FINDINGS

This report highlights key findings from the most likely voters on their level of support for the candidates and perceptions of the candidates.
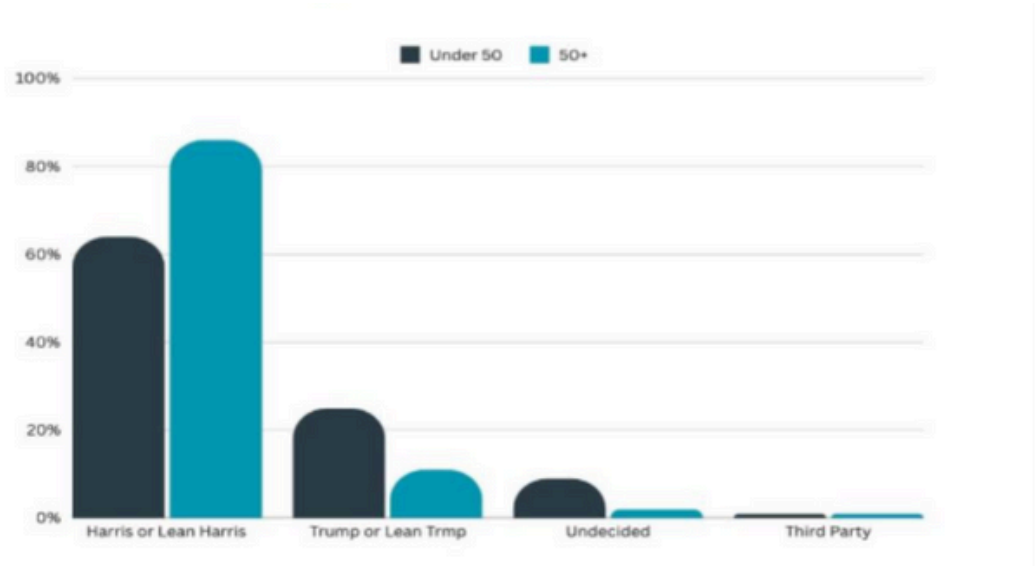
Support for the Candidates

As highlighted in Figure 1., regardless of age or gender, Black American likely voters in battleground states show strong support for Harris over Trump. Harris leads Donald Trump, 82 to 12 percent among this population. The same voters report having supported President Biden over Trump 81 to 9 percent in the 2020 election. Support for Harris is even higher among voters who say they are "almost certain" to vote 85 to 10 percent, while voters who report being less than certain to vote are far more likely to support Trump and be undecided (Harris improved from 54 to 24 percent, 18 percent undecided, and 3 percent third party).

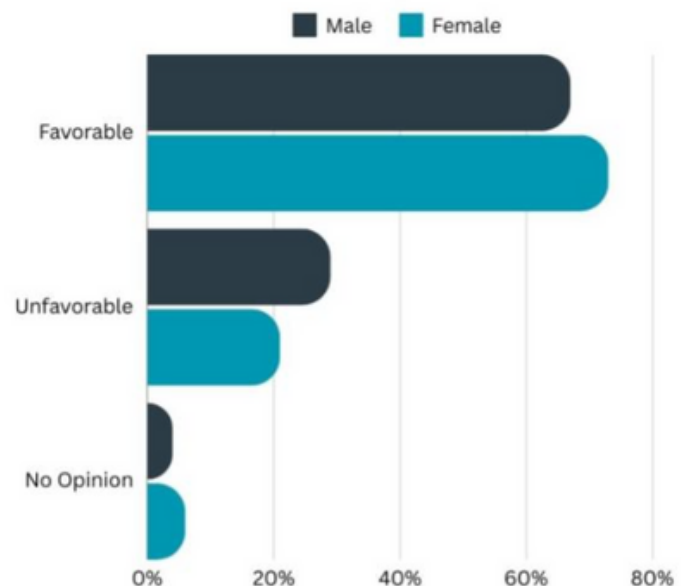**Figure 1. Voter Leanings if Election Were Held Today**

When analyzing support for the candidates by age we see major differences among respondents. Harris has consolidated support among older Black voters (age 50+) and leads Trump among them 89 to 8 percent. However, she leads by a marginally narrower margin, shown in Figure 2., 75 to 16 percent, among Black voters under the age of 50. Conversely, Trump finds support from 1-in-5 Black men under the age of 50 across the battleground states, though Harris also leads with this group by a wide 72 to 21 percent margin.

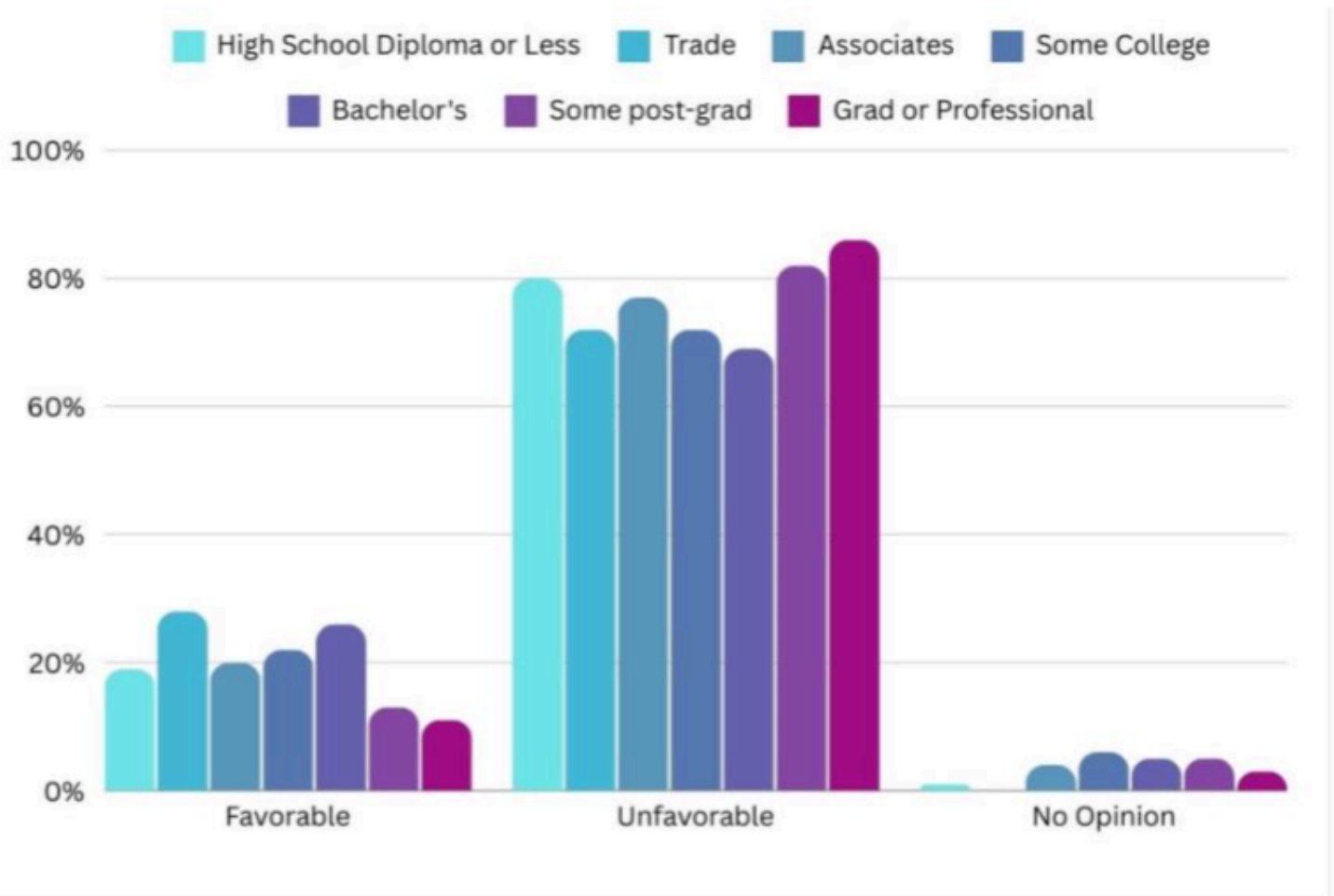**Figure 2. Black Male Vote by Age if Election Were Held Today**

While the former president finds support among segments of Black voters in the battleground states, he is tremendously unpopular among likely voting Black Americans within this same population: 80 percent rate him as unfavorable, of which 71 percent rate him as very unfavorable. Although both Black men and women find Harris more favorable than not, Black women find Harris significantly more favorable than Black men (73% to 67%), as illustrated in Figure 3. Conversely, while both Black men and women see Trump less favorable, Black women see him as significantly less favorable than Black men (17% to 23%) as illustrated in Figure 3.

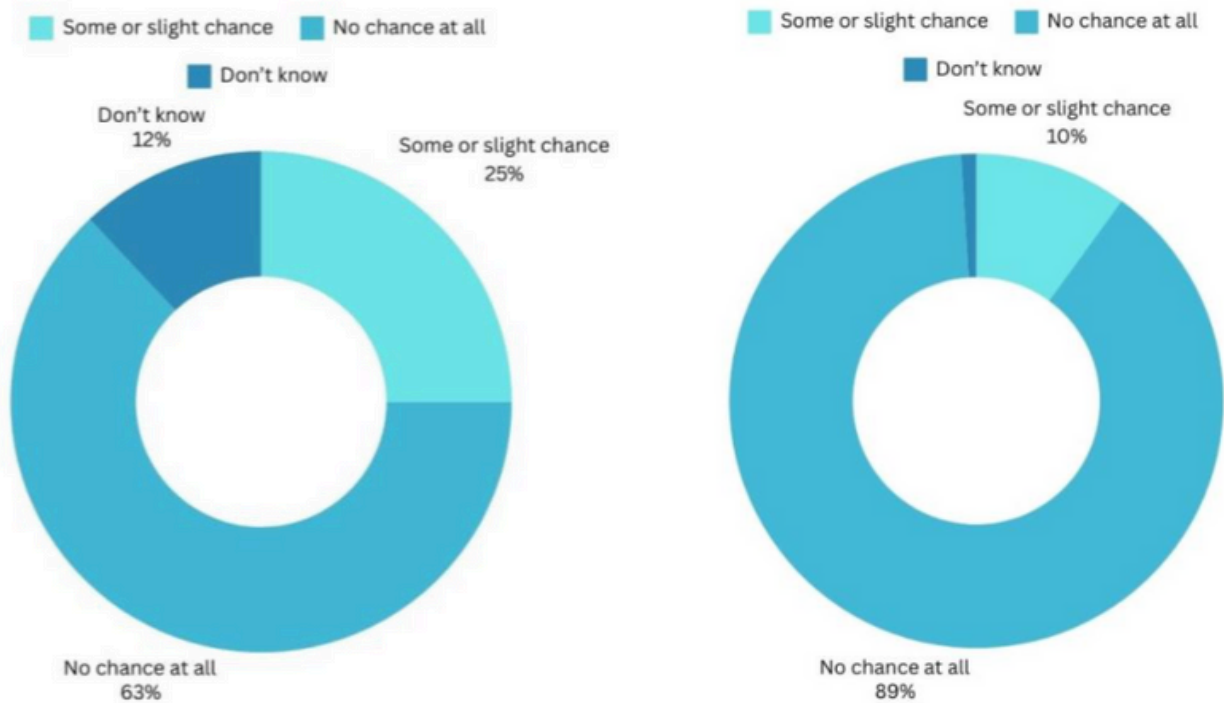**Figure 3. Harris Favorability by Gender**

As depicted in Figure 4., data revealed that favorability also differs by the education level of respondents, with more highly educated Black voters, those with graduate degrees and post-graduate training, finding Trump the most unfavorable. Figure 4 shows that eighty-six percent of graduate or professional degree holders find Trump highly or slightly unfavorable.

Figure 4. Trump Favorability by Education

Voters in the poll were asked about the possibility of supporting a candidate they currently do not support. Figures 5a. and 5b reveal that one-in-four Black voters not currently supporting Harris at 25 percent, report being open to voting for her, while only 1-in-10 Black voters not currently supporting Trump, report being open to voting for him.

Figure 5b. Potential Persuadable Voters for Trump

Figure 5a: Potential Persuadable Voters for Harris

Perceptions of the Candidates

When analyzing perceptions of the candidates, likely voting Black Americans in the battleground states are most attracted to Harris's position on abortion and reproductive health care, her values, her temperament, and her ability to defeat Trump. Conversely, these are generally the same factors about Trump that make Black voters less likely to support him – his positions on abortion, his values, and his temperament.
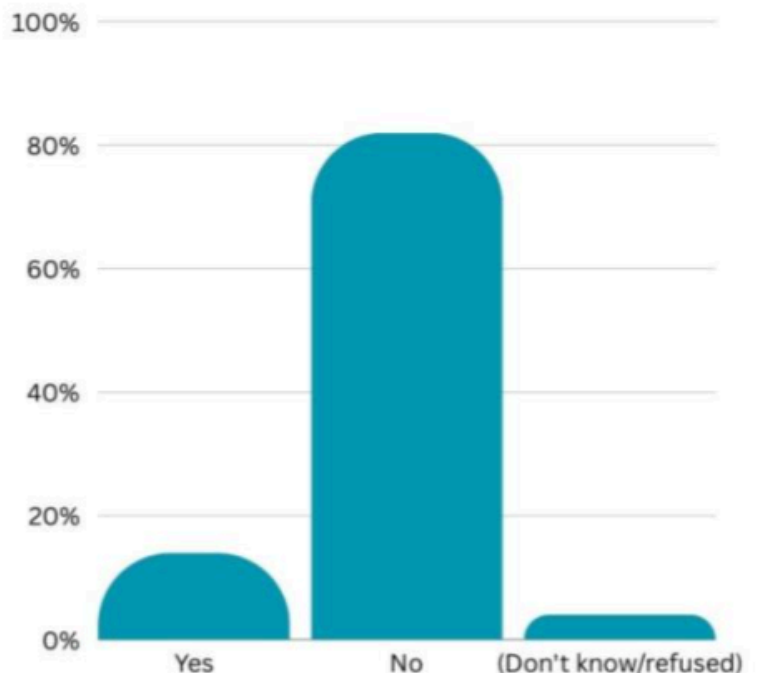
Further analysis among Black American battleground voters shows that they are much more likely to associate specific policies namely abortion rights and economic policies, with Harris than they are with Trump. Table 1 highlights the responses of participants, when asked which policies they associate the most with Donald Trump. The most common response from likely Black voters across the battleground states is "none."

Table 1. Policies Most Associated with the Candidates

Policies Most Associated with Harris:	Policies Most associated with Trump:
1. Reproductive Rights/Abortion Access	1. None
2. Jobs/The Economy	2. Border Control/Immigration
3. Preserving Democracy/Uniting the Country	3. (Tie) Economy and Abortion

Figure 6. Should Trump Have the Right to Run for President as a Convicted Felon

Examining the views of Black voters in the same key battleground states reveals overwhelmingly (84 percent) that Trump was justly convicted in his New York felony trial. Despite 75 percent support for allowing people convicted of felonies to vote after serving their sentences, 82 percent do not believe Trump should have the right to run for president as a convicted felon, as Figure 6 notes.
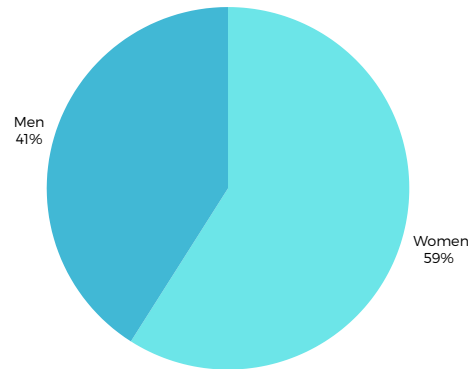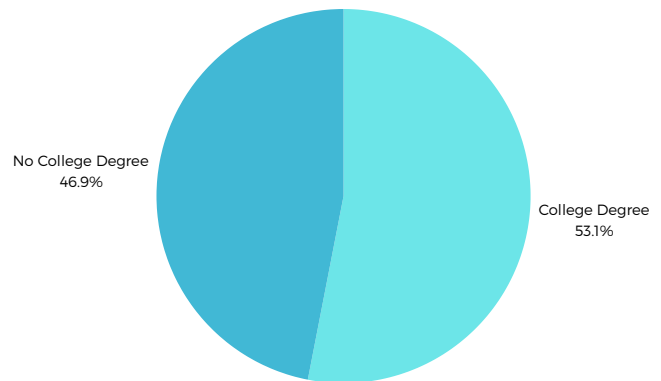
THE SAMPLE

The entire sample of respondents identified as Black. Close to 60% (59%) of the sample identify as women, 41% as male. A little over half of the sample (52%) have college degrees and 46% did not attend college, 15% of those who did not attend college have high school or less education. Fifty-one percent (51%) of the sample are full-time workers, 28% are retired, six (6%) are on disability, and the others are a mix of students and part-time workers. Most of the sample are over 40 years of age at 72%, 16% are ages 18-29, 16% are ages 30-29, 16% are ages 40-49, 27% ages 50-64, and 24% were 65 or older.
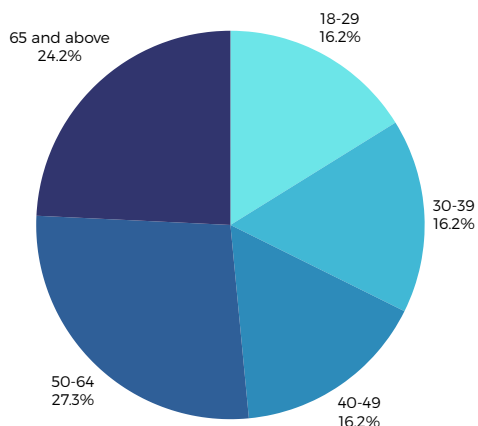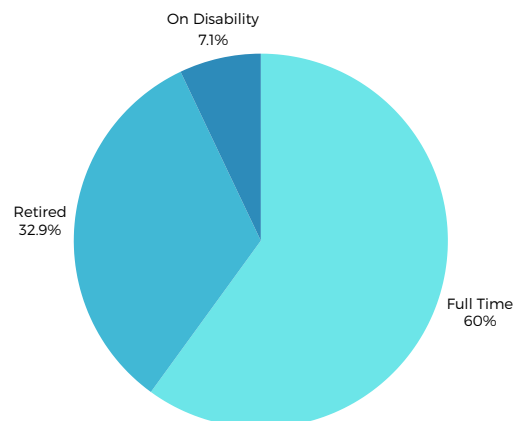
Participants by Gender

Men
41%

Women
59%

Participants by Education

No College Degree
46.9%

College Degree
53.1%

Participants by Age

65 and above
24.2%

18-29
16.2%

30-39
16.2%

40-49
16.2%

50-64
27.3%

Participants by Employment

On Disability
7.1%

Retired
32.9%

Full Time
60%

Background on HIPO

The Howard University Initiative on Public Opinion (HIPO) brings together the unique expertise and perspectives of scholars across disciplines to conduct national polls on issues of relevance to Black communities. HIPO is made up of an interdisciplinary team of scholars, representing Afro-American Studies, Communication and Media Studies, Economics, English, Political Science, Psychology, Religious Studies, and Sociology.