



Howard Initiative on Public Opinion

Wave 2 - Likely Voters

October 2 - 8, 2024

981 Respondents

Margin of error: ± 3.2 percentage points

Wave 1 - Likely Voters

September 4 - 11, 2024

963 Respondents

Margin of error: ± 3.2 percentage points

Battleground African American Survey - Wave 2 Frequencies

Q.3 In which state are you registered to vote?

	Likely Voters Wave 2	Likely Voters Wave 1
Arizona	5	3
Georgia	37	41
Michigan	11	12
Nevada	2	4
North Carolina	29	25
Pennsylvania	13	11
Wisconsin	3	4
(Other) (TERMINATE)	-	-
(I am not registered to vote) (TERMINATE)	-	-
(Don't know/refused) (TERMINATE)	-	-

Q.4 Yes or no, do you identify as Black or African American?

	Likely Voters Wave 2	Likely Voters Wave 1
Yes	100	100
No (TERMINATE)	-	-
(Don't know/refused) (TERMINATE)	-	-

Q.5 What are the chances that you will vote in the election for president, Congress, and local offices in November -- are you almost certain to vote, will you probably vote, are the chances 50-50, do you think you will not vote, or have you already voted?

	Likely Voters Wave 2	Likely Voters Wave 1
Almost certain	91	90
Probably	4	4
50-50	3	6
Don't think will vote	-	-
Already voted	2	-
(Don't know/refused)	-	-

(Effective Base: 801)

Q.6 (DO NOT ASK IF ALREADY VOTED in Q.5) And how do you intend to vote in the election for president, Congress, and local offices?

	Likely Voters Wave 2
Vote in person at your polling place on Election Day	51
Vote by mail or vote early in person	44
Do not have a plan to vote	3
(Already voted)	0
(Don't know/refused)	2

Q.7 And will you probably vote in the elections for all of the offices and questions on the ballot in your state, most of the offices and questions on the ballot in your state, some of the offices and questions on the ballot in your state, or will you probably only vote for president?

	Likely Voters Wave 2
All of the offices and questions on the ballot	87
Most of the offices and questions on the ballot	7
Some of the offices and questions on the ballot	2
Only vote for president	3
(Don't know/refused)	1

Q.8 Are you very excited, somewhat excited, a little excited, or not too excited about voting in the election for president this year?

	Likely Voters Wave 2
Very excited	63
Somewhat excited	16
A little excited	6
Not too excited	13
(Don't know/refused)	2
Total Very/Somewhat excited	79
Total A little/Not too excited	19

Q.9 Are you very excited, somewhat excited, a little excited, or not too excited about voting in the elections for offices other than president this year?

	Likely Voters Wave 2
Very excited	58
Somewhat excited	20
A little excited	7
Not too excited	12
(Don't know/refused)	3
Total Very/Somewhat excited	78
Total A little/Not too excited	19

Q.10 Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Joe Biden?

	Likely Voters Wave 2	Likely Voters Wave 1
Very favorable	45	44
Somewhat favorable	26	24
Somewhat unfavorable	7	7
Very unfavorable	15	19
No opinion	6	6
Never heard of	0	0
(Refused)	-	1
Total Favorable	71	68
Total Unfavorable	23	26
Can't ID	7	6

Q.11 Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Kamala Harris?

	Likely Voters Wave 2	Likely Voters Wave 1
Very favorable	61	59
Somewhat favorable	15	15
Somewhat unfavorable	5	6
Very unfavorable	14	16
No opinion	5	4
Never heard of (Refused)	0	0
	0	0
Total Favorable	77	74
Total Unfavorable	18	21
Can't ID	5	4

Q.12 Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Donald Trump?

	Likely Voters Wave 2	Likely Voters Wave 1
Very favorable	10	13
Somewhat favorable	4	5
Somewhat unfavorable	7	9
Very unfavorable	74	71
No opinion	5	2
Never heard of (Refused)	0	0
	0	1
Total Favorable	15	17
Total Unfavorable	80	80
Can't ID	5	3

Q.13 Thinking again about this November's election, if the election for president were held today, would you be voting for Democrat Kamala Harris, Republican Donald Trump, or another candidate?

	Likely Voters Wave 2	Likely Voters Wave 1
Democrat Kamala Harris	83	81
Lean Democrat Kamala Harris	1	1
Republican Donald Trump	8	12
Lean Republican Donald Trump	0	0
Another candidate	1	1
Lean Another candidate	1	0
(Undecided)	6	5
(Will not vote)	-	-
Total Democrat Kamala Harris	84	82
Total Republican Donald Trump	8	12
Total Another candidate	2	1
Harris - Trump	76	70

(Effective Base: 902 Wave 2, 850 Wave 1)

Q.15 (IF NOT TRUMP IN Q.13) Would you say there is a good chance, some chance, a slight chance, or no chance at all that you will vote for Donald Trump for president?

	Likely Voters Wave 2	Likely Voters Wave 1
A good chance	2	-
Some chance	4	3
A slight chance	5	7
No chance at all	86	89
(Don't know/refused)	3	1
Total Good/Some chance	6	3
Total Slight/No chance at all	91	96

(Effective Base: 154 Wave 2, 172 Wave 1)

Q.16 (IF NOT HARRIS IN Q.13) Would you say there is a good chance, some chance, a slight chance, or no chance at all that you will vote for Kamala Harris for president?

	Likely Voters Wave 2	Likely Voters Wave 1
A good chance	7	-
Some chance	9	6
A slight chance	14	19
No chance at all	52	63
(Don't know/refused)	19	12
Total Good/Some chance	16	6
Total Slight/No chance at all	66	82

Q.17 What would you say is the most important issue to you as you consider how you will vote in this year's election for President of the United States?

	Likely Voters Wave 2
Democracy/Voting rights/Elections	22
Economy/Jobs/Wages	19
Abortion/Women's health care/Women's rights	16
Inflation/Cost of living	10
Honesty/Integrity/Character	6
Anti-Trump/Anti-MAGA/Project 2025	6
Health care	5
Taxes/Spending	5
Crime/Violence/Gun control	3
Change/The future	3
Common sense/For the people	3
Immigration/The border	2
Other	10
None/Nothing	0
Don't know/Refused	3

Battleground African American Survey - Wave 2: Frequencies, October 2-8, 2024

Q.18 Please indicate if you trust Kamala Harris much more, Kamala Harris somewhat more, Donald Trump somewhat more, or Donald Trump much more to handle each of the following issues

	Trust Harris Much More	Trust Harris Somewhat More	Trust Trump Somewhat More	Trust Trump Much More	(Trust neither)	(Trust both)	(Dk/Ref)	Total Trust Harris more	Total Trust Trump more
A. The economy Likely Voters Wave 2	69	14	4	8	1	0	5	83	11
B. Abortion Likely Voters Wave 2	78	8	3	6	1	1	4	86	8
C. Immigration Likely Voters Wave 2	66	17	4	8	1	0	5	83	12

Q.19 As you may know, there was a presidential debate between Donald Trump and Kamala Harris on September 10th -- did you watch the whole debate, watch clips of the debate after it happened, take in news coverage about the debate after it happened, or not see or hear anything about the debate?

	Likely Voters Wave 2
Watched the whole debate	72
Watched clips of the debate after it happened	21
Took in news coverage about the debate after it happened	14
Did not see or hear anything about the debate (Don't know/refused)	6 1
Total Watched debate content	94

(Effective Base: 918)

Q.20 (ASK IF WATCHED DEBATE CONTENT IN Q.19) Would you say your impressions from the debate made you more motivated to vote for Kamala Harris or Donald Trump, or did the debate not make an impact on you one way or the other?

	Likely Voters Wave 2
Much more motivated to vote for Kamala Harris	66
Somewhat more motivated to vote for Kamala Harris	9
Somewhat more motivated to vote for Donald Trump	2
Much more motivated to vote for Donald Trump	5
The debate did not make an impact one way or the other (Don't know/refused)	18 2
Total More motivated to vote for Harris	75
Total More motivated to vote for Trump	6

(Effective Base: 918)

Q.21 (ASK IF WATCHED DEBATE CONTENT IN Q.19) What one word would you use to describe Kamala Harris's debate performance?

	Likely Voters Wave 2
Excellent/Awesome	15
Outstanding/Great	14
Intelligent/Knowledgeable/Informative	12
Good/Average/Fair	12
Capable/Qualified/Clear	8
Presidential/Classy	7
Strong	5
General Negative	5
Honest	5
Dishonest/Lies/Untruthful	4
Focused/Professional	3
Energetic/Dynamic/Passionate	3
Stoic/Thoughtful/Logical	3
Other	4
None/Nothing	0
Don't know/Refused	2

(Effective Base: 918)

Q.22 (ASK IF WATCHED DEBATE CONTENT IN Q.19) What one word would you use to describe Donald Trump's debate performance?

	Likely Voters Wave 2
General negative/Poor	23
Unintelligent/Unqualified	13
Untrustworthy/Liar	11
Bad personality/Aggressive	10
Weird/Crazy/Unhinged	8
Evil/Bad	8
Embarrassing/A joke	8
General positive/Good	5
He did okay/Mediocre	4
Racist	2
Too old/Out of touch	1
Other	5
None/Nothing	0
Don't know/refused	3

Q.23 Do you think the following statement is definitely true, probably true, probably false, or definitely false?

Haitian immigrants are abducting and eating pet dogs and cats.

	Likely Voters Wave 2
Definitely true	3
Probably true	4
Probably false	7
Definitely false	81
(Don't know/refused)	6
Total True	7
Total False	88

Q.24 As you may know, during the presidential debate, Donald Trump made a claim that Haitian immigrants in Springfield, Ohio, are quote, "...eating the dogs, the people that came in, they're eating the cats. They're eating, they're eating the pets of the people that live there," end quote.

Which of the following words do you think best describes this claim from Donald Trump?

	Likely Voters Wave 2
Racist	40
Offensive	16
Divisive	7
Weird	7
Concerning	6
True	3
Normal	2
Different word	15
(Don't know/refused)	4

Q.25 Please indicate if each of the following types of endorsements Kamala Harris has received makes you much more motivated to vote for her, somewhat more motivated to vote for her, somewhat less motivated to vote for her, much less motivated to vote for her, or if it makes no difference one way or the other.

	Much more motivated	Somewhat more motivated	Somewhat less motivated	Much less motivated	Makes no difference	(Don't know/ Refused)	Total More motivated	Total Less motivated
A. Over 700 national security officials								
Likely Voters Wave 2	42	13	2	4	36	4	54	6
B. Prominent Republicans like Dick Cheney and Liz Cheney								
Likely Voters Wave 2	33	11	3	6	40	7	44	9
C. Former President Barack Obama								
Likely Voters Wave 2	45	12	2	4	34	3	57	6
D. Black celebrities like Oprah and Megan Thee Stallion								
Likely Voters Wave 2	26	11	2	6	52	3	37	8
E. White celebrities like Taylor Swift and Billie Eilish								
Likely Voters Wave 2	22	11	2	6	56	4	33	7

Battleground African American Survey - Wave 2: Frequencies, October 2-8, 2024

Q.26 Now I am going to read you some sources where some people get their news. Please indicate if you get a lot of your news, some of your news, a little of your news, or none of your news from each of these sources.

	A lot of your news	Some of your news	A little of your news	None of your news	(Don't know/ Refused)	Total A lot/ Some	Total A little/ None
A. Television network and local news							
Likely Voters Wave 2	43	31	14	10	2	74	24
Likely Voters Wave 1	45	29	15	10	0	75	25
B. Cable news							
Likely Voters Wave 2	35	31	14	16	4	66	30
Likely Voters Wave 1	33	30	17	20	1	62	37
C. Mainstream newspapers							
Likely Voters Wave 2	14	23	21	37	5	37	58
Likely Voters Wave 1	10	22	21	45	2	32	66
D. Minority newspapers such as Black community serving newspapers or Hispanic community serving newspapers							
Likely Voters Wave 2	8	21	17	48	6	29	65
Likely Voters Wave 1	5	18	24	49	4	24	73
E. Radio							
Likely Voters Wave 2	13	31	24	29	4	43	53
Likely Voters Wave 1	11	32	24	33	1	42	57
F. Internet news sites							
Likely Voters Wave 2	27	33	21	16	3	60	37
Likely Voters Wave 1	21	40	24	15	1	61	38
G. YouTube							
Likely Voters Wave 2	17	19	20	39	5	36	59
Likely Voters Wave 1	15	24	21	38	2	39	59
H. Social media							
Likely Voters Wave 2	22	29	21	24	4	51	46
Likely Voters Wave 1	23	25	28	23	2	48	51

Q.27 On a typical day, for how many hours would you say you consume news media?

	Likely Voters Wave 2
0 hours	2
Between 0 and 1 hour	18
Between 1 and 2 hours	25
Between 2 and 5 hours	32
Between 5 and 10 hours	7
Over 10 hours	1
(Don't know/refused)	15

Q.28 Please indicate which of the following social media platforms you use the most.

	Likely Voters Wave 2
Facebook	45
YouTube	41
Instagram	34
TikTok	26
X or Twitter	18
WhatsApp	8
Snapchat	7
Telegram	2
None	17
(Don't know/refused)	4

Q.29 Finally, I would like to ask you a few questions for statistical purposes. Thinking back to the 2020 presidential election, did you vote for Democrat Joe Biden or Republican Donald Trump?

	Likely Voters Wave 2	Likely Voters Wave 1
Democrat Joe Biden	83	81
Republican Donald Trump	5	9
(Another candidate)	1	1
(Did not vote)	7	7
(Refused)	3	2
Biden - Trump	78	73

Q.30 Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

	Likely Voters Wave 2	Likely Voters Wave 1
Strong Democrat	53	52
Weak Democrat	11	10
Independent-lean Democrat	13	13
Independent	14	13
Independent-lean Republican	2	7
Weak Republican	2	2
Strong Republican	3	4
(Don't know/refused)	2	-
Democrat	63	62
Independent with Leanners	30	33
Republican	5	6
Democrat - Republican	58	56
Democrat and Ind. Lean Dem	77	75
Pure Independent	14	13
Republican and Ind. Lean Rep	8	13
Democrat and Ind. Lean Dem - Republican and Ind. Lean Rep	69	62

Q.33 Thinking in political terms, would you say that you are liberal, moderate, or conservative?

	Likely Voters Wave 2	Likely Voters Wave 1
Liberal	25	22
Moderate	47	48
Conservative	16	18
(Don't know/refused)	13	11

Q.34 Are you a current or retired member of a labor union?

	Likely Voters Wave 2	Likely Voters Wave 1
Yes; respondent belongs	17	16
Yes; household member	8	7
No member belongs	71	75
(Don't know/refused)	5	3
Total Union Household	25	22

Q.35 Do you self-identify as a male, female, transgender male, transgender female, or non-binary, gender-nonconforming, gender fluid, or genderqueer?

	Likely Voters Wave 2	Likely Voters Wave 1
Male	41	41
Female	59	59
Transgender male	-	-
Transgender female	-	-
Non-binary/gender-nonconforming/gender fluid/genderqueer	-	-
(Other)	-	-
(Don't know/refused)	-	-

Q.36 What education level have you attained?

	Likely Voters Wave 2	Likely Voters Wave 1
No high school diploma	1	2
High school diploma	11	13
Trade school certificate	3	3
Some college	21	17
Associate's degree	12	11
Bachelor's degree	22	26
Some post-graduate education	5	5
Master's degree (e.g. MA, MS, MSW, MDiv)	17	16
Doctorate or professional degree (e.g. PhD, MD, JD, DO)	7	6
(Don't know/refused)	1	2
H.S. or less	12	15
Post H.S.	37	31
Total College Graduate	51	52
Not College	48	46

Q.37 How would you describe your employment status -- are you currently working, a student, unemployed, retired, on disability, or something else?

	Likely Voters Wave 2	Likely Voters Wave 1
Full-time worker	58	51
Part-time worker	4	4
Student	2	5
Unemployed	2	4
Retired	25	28
On disability	5	6
Seasonal worker	0	-
Other	2	2
(Don't know/refused)	1	1
Total Employed	63	55
Total Unemployed	34	42

Q.38 What is your marital status?

	Likely Voters Wave 2	Likely Voters Wave 1
Married	44	40
Partnered but not married	6	5
Separated/divorced	13	14
Single	29	34
Widowed	6	6
(Don't know/refused)	2	1

Q.39 Would you say your religious views do not impact your voting priorities at all, somewhat impact your voting priorities, or strongly impact your voting priorities?

	Likely Voters Wave 2	Likely Voters Wave 1
My religious views do not impact my voting at all	50	49
My religious views somewhat impact my voting	24	23
My religious views strongly impact my voting	16	18
(I am not religious)	8	8
(Don't know/refused)	3	2

Q.40 How frequently do you attend religious services or engage in religious practices -- more than weekly, weekly, several times a month, monthly, a few times a year, or never?

	Likely Voters Wave 2	Likely Voters Wave 1
More than weekly	15	17
Weekly	28	25
Several times a month	12	12
Monthly	7	6
A few times a year	20	22
Never	14	16
(Don't know/refused)	5	3
Total At least weekly	43	42
Total At least monthly	61	59

Q.41 What is your religious affiliation?

	Likely Voters Wave 2
Historically Black Protestant (National Baptist, AME, Church of God in Christ)	37
Evangelical Protestant (Southern Baptist, Pentecostal, Nondenominational)	20
Mainline Protestant (Methodist, Lutheran, Presbyterian)	6
Catholic	6
Muslim	2
Jewish	0
Spiritual but not religious	10
Not religious	8
Other	6
(Don't know/refused)	6

Q.42 In what year were you born?

	Likely Voters Wave 2	Likely Voters Wave 1
18-29	16	16
30-39	16	16
40-49	16	16
50-64	27	27
65+	24	24
(Don't know/refused)	-	-

(Effective Base: 437 Wave 2, 357 Wave 1)

Phone line type

	Likely Voters Wave 2	Likely Voters Wave 1
Wireless	75	92
Not Wireless	25	8

Mode

	Likely Voters Wave 2	Likely Voters Wave 1
Online	56	63
Phone	45	37