

Black Men Vote Findings

Memo - August 2024

Black Men Vote and HIT strategies collaborated to research the opinions of Black voters in the battleground states of Pennsylvania, Michigan, and Wisconsin. This document (created August 14th, 2024) outlines the final analysis of N=600 respondents whose opinions were collected from August 5th - August 13th

Key Findings

- **Vice President Harris is popular among Black voters in crucial battleground states, and her introduction to the presidential race is increasing vote motivation and party favorability.** In a horserace against Donald Trump, Vice President Harris is receiving 73% of Black voters' support (which over-indexes the national average among Black voters by 2-points: Sienna-Times Poll). Nearly 7 in 10 (69%) Black men give Vice President Harris a favorable rating. This favorability rating outpaces President Biden's rating among Black men by 11-points (58% favorability). Additionally, when asked if Vice President Harris' nomination would change vote motivation, 54% of Black voters, including 52% of Black men, responded stating this would increase their motivation to vote. These data-points, along with the 52% of Black men reporting they are more favorable toward the Democratic party in the last month, outline the immediate impact of Vice President Harris' introduction to the election.
- **Though Black voters also report a high likelihood of participating in the November election, vote motivation is divided between young and older Black men.** Nearly 8 in 10 (86%) Black voters in these battleground states self-report that they will "definitely" vote in November. This includes 85% of Black men; with 20% of Black men stating they plan to vote in person before election day, and 55% planning on voting in person on election day. In terms of motivation to vote, Black men, in comparison to Black women, are slightly less motivated to vote by about 3- points (70% vs 73%). These lower levels of motivation among Black men are driven by younger Black men (ages 18-49), who are 17-points less motivated than their older Black male counterparts (63% vs 80%).
- **This division between younger and older Black men also translates to support for Vice President Harris. While older Black men *strongly* prefer Vice President Harris, younger Black men (ages 18-49) are the most likely voters to consider voting for Donald Trump.** Fifty-five (55) percent of younger Black men are supporting Vice President Harris, whereas older Black men are surpassing total Black support by around 9-points, with 82% of older Black men reporting intent to vote for Vice President Harris in November. In total, only 17% of Black male voters report support for former President Trump, and this is largely driven by younger Black men who support Trump at higher levels (22%).
- **Vice President Harris is heavily trusted to handle criminal justice reform among Black men battleground voters.** Among Black men battleground voters, 28% reported reducing racism, and 22% reported criminal justice as a top three issue. When asked whether Vice President Harris can be trusted to handle criminal justice issues, nearly 7 in 10 (67%) of Black men report trust in the Vice President, signaling an important area for Vice President Harris to focus on to increase support among Black men.

- **Black Men's favorite messages about Vice President Harris revolve around her criminal justice initiatives and her prosecutorial history, signaling the potential to increase support.** Black men prefer messaging about Vice President Harris that includes references to her requiring a statewide agency to wear body cameras (76% favorability) and starting a program called "Back on Track" that gave first-time drug offenders a chance to earn a high school diploma and find employment (73% favorability), as Attorney general. Considering Black men report criminal justice (22%) and reducing racism (28%) as top priorities, messaging on these areas may be important to increasing support for Vice President Harris, particularly among Black male voters for Trump.
- **In considering reasons for supporting Vice President Harris, Black Men are more moveable towards supporting Vice President Harris relative to Black Women.** After reading messages on Harris's prosecutorial record, 8% of Black men reported changing their reasoning for supporting Kamala Harris as a vote for Harris rather than against Donald Trump, compared to 6% of Black women. These results signal that increasing support for Harris among Black men and young Black men in particular, is a very possible outcome.