

2024 BVP/BIR Poll (Wave 1)

N=2,004

MOE $\pm 2.7\%$



For Release: May 13, 2024
Sample: 2004 Adults (18+)
Conducted: March 29 – April 18, 2024
Margin of Error: $\pm 2.7\%$

2024 National Black Voter Project: Select Toplines

As we look toward the 2024 general election, new results from the latest Black Voter Project (BVP) public opinion survey offer unique insight into Black political attitudes and behavior. The survey (in collaboration with Black Insights Research) is the latest poll in the Black Voter Project series of surveys born out of a desire to emphasize the instrumental role Black voters play in our understanding of American politics. The survey is a national (nonpartisan) public opinion poll that focuses on collecting rigorous and representative data of Black Americans, something seldom found in Beltway polling.

The 2024 National Black Voter Project (BVP) survey was administered online based on randomly selected email addresses from lists of panel respondents who identify as African-American or Black. An online questionnaire was fielded from March 29 – April 18, surveying respondents about the 2024 general elections. A total of 2,004 African-American or Black respondents were interviewed, and the survey had an average interview length of 18 mins. The survey, administered by YouGov, was stratified across age, education, gender, and region, collecting a nationally representative sample of respondents from all 50 states. The survey serves as the first of a multi-wave longitudinal study collecting recontact data in the months leading up to the election.

1. How likely is it that you will vote in the 2024 presidential election this year?

Definitely will vote.....	58%
Probably will vote	13%
Maybe will vote	8%
Definitely will not vote.....	13%
Don't Know	6%
Prefer not to say	1%

2. If the 2024 presidential election was held today, and the candidates Joe Biden or Donald Trump, who would you vote for?

Joe Biden	62%
Donald Trump	15%
Not sure.....	7%
Would not vote	11%
Don't Know	4%
Prefer not to say	2%

3. Overall, do you approve or disapprove of the way Joe Biden is handling his job as President for the American people?

Strongly approve.....	23%
Somewhat approve.....	35%
Neither approve nor disapprove.....	14%
Somewhat disapprove.....	12%
Strongly disapprove.....	11%
Don't Know	3%
Prefer not to say	2%

4. How well do you think President Biden is responding to the needs of Black people?

Extremely well	18%
Somewhat well	39%
Not too well	17%
Not well at all	12%
Don't Know	12%
Prefer not to say	3%

5. How welcoming do you think the Republican Party is to Black people?

Extremely welcoming	6%
Somewhat welcoming	19%
Not too welcoming	26%
Not welcoming at all.....	36%
Don't Know	11%
Prefer not to say	2%

6. How welcoming do you think the Democratic Party is to Black people?

Extremely welcoming	28%
Somewhat welcoming	41%
Not too welcoming	12%
Not welcoming at all.....	6%
Don't Know	11%
Prefer not to say	2%

7. Please tell us how favorable: Potential national policy that funds reparations for the descendants of slavery (0=not very favorable; 10=extremely favorable)

0 to 2	6%
3 to 7	27%
8 to 10.....	59%

8. Please tell us how favorable: National policy that requires law enforcement agencies to ban chokeholds, restrict no-knock warrants, and mandate the use of body cameras

0 to 2.....	2%
3 to 7.....	22%
8 to 10.....	69%
DK.....	7%

9. Please tell us how favorable: National policy that creates emergency rental assistance programs to help people stay in their homes

0 to 2.....	2%
3 to 7.....	22%
8 to 10.....	69%
DK.....	7%

10. Please tell us how favorable: Potential national policy that protects and expand voting rights

0 to 2.....	2%
3 to 7.....	23%
8 to 10.....	68%
DK.....	7%

11. Please tell us how favorable: Policy **outlawing** DEI (Diversity, Equity, and Inclusion) programs

0 to 2.....	33%
3 to 7.....	28%
8 to 10.....	21%
DK.....	18%

12. Please tell us how favorable: National policy that cancels student loan debt

0 to 2.....	6%
3 to 7.....	28%
8 to 10.....	63%
DK.....	4%

13. Please tell us how favorable: National policy that funds mental health professionals in communities with high rates of poverty

0 to 2.....	2%
3 to 7.....	22%
8 to 10.....	69%
DK.....	8%

14. Please tell us how favorable: National policy that mandates enhanced background checks and stops the flow of illegal guns

0 to 2.....	2%
3 to 7.....	19%
8 to 10.....	73%
DK.....	6%

15. Please tell us how favorable: Policy that expunges records for marijuana offenses

0 to 2.....	5%
3 to 7.....	31%
8 to 10.....	54%
DK.....	11%

16. Please tell us how favorable: National policy that protects the right to abortion

0 to 2.....	10%
3 to 7.....	29%
8 to 10.....	56%
DK.....	5%

17. Please tell us how favorable: National policy that bans Tik Tok

0 to 2.....	29%
3 to 7.....	43%
8 to 10.....	23%
DK.....	6%

18. The U.S. has consistently sent military aid to Israel since the 1970s, including aid in the amounts of \$4.6 billion in 2022 and \$3.6 billion in 2023. Do you support a policy or an executive order that **suspends** aid to Israel until a ceasefire between Israel and Palestine is reached?

Strongly support.....	28%
Somewhat support.....	19%
Neither support nor oppose	20%
Somewhat oppose.....	6%
Strongly oppose.....	8%
Don't Know	15%
Prefer not to say	3%

19. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Make America Great Again (MAGA)**

0 to 2.....	46%
3 to 7.....	23%
8 to 10.....	20%
DK.....	11%

20. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Gavin Newsom**

0 to 2.....	8%
3 to 7.....	30%
8 to 10.....	23%
DK.....	39%

21. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Barack Obama**

0 to 2.....	5%
3 to 7.....	25%
8 to 10.....	66%
DK.....	4%

22. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Kamala Harris**

0 to 2.....	11%
3 to 7.....	39%
8 to 10.....	42%
DK.....	8%

23. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Black Lives Matter Movement**

0 to 2.....	7%
3 to 7.....	32%
8 to 10.....	55%
DK.....	5%

24. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Republican Party**

0 to 2.....	42%
3 to 7.....	37%
8 to 10.....	13%
DK.....	8%

25. Now, please assess your feelings toward different groups (or individuals) who are in the news these days. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that. **Labor Unions**

0 to 2.....	3%
3 to 7.....	41%
8 to 10.....	42%
DK.....	14%

26. Now, please assess your feelings **Donald Trump**. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that.

0 to 2.....	55%
3 to 7.....	25%
8 to 10.....	16%
DK.....	5%

27. Now, please assess your feelings toward **Joe Biden**. Please identify how warm you are on a scale from 0 to 10, where 10 is very warm and 0 is very cold. If you see a name (or group) you don't recognize or have no opinion of, please indicate that.

0 to 2.....	11%
3 to 7.....	36%
8 to 10.....	48%
DK.....	5%

28. Do you approve or disapprove of the Make America Great Again (MAGA) movement?

Strongly approve.....	12%
Somewhat approve.....	14%
Neither approve nor disapprove.....	15%
Somewhat disapprove.....	5%
Strongly disapprove.....	43%
Don't Know.....	7%
Prefer not to say.....	3%

29. Do you believe that the threat of Donald Trump and the MAGA movement has increased, decreased, or not really changed at all?

Threat has increased since 2016.....	16%
Threat has increased since 2020.....	31%
Threat has not changed at all.....	24%
Threat has decreased.....	5%
Don't Know.....	20%
Prefer not to say.....	4%

30. On January 6th, 2021, the US Capitol was stormed as a means of halting lawmakers from certifying Joe Biden's election victory. Based on what you have read or heard about this, do you support or oppose these actions?

Strongly support.....	5%
Somewhat support.....	9%
Somewhat oppose.....	9%
Strongly oppose.....	58%
Not sure.....	13%
Unaware of the story.....	6%

31. How closely do you identify with the Black Lives Matter movement?

Extremely close.....	24%
Somewhat close.....	32%
Not very close.....	19%
Do not identify with at all.....	17%
Don't Know.....	5%
Prefer not to say.....	3%

32. Do you think that we need a viable third party to compete with the Democrats the Republicans?

Yes - strongly agree	21%
Yes - somewhat agree.....	19%
Yes - not too strongly agree	8%
No	28%
Don't Know	21%
Prefer not to say	2%

33. Do you think that Black people should form their own political party?

Yes - strongly agree	16%
Yes - somewhat agree.....	14%
Yes - not too strongly agree	8%
No	42%
Don't Know	16%
Prefer not to say	4%

34. Agree/Disagree with the following statements – Reparations are a necessary step toward racial equality (0=Strongly disagree; 10=strongly agree)

0 to 2.....	11%
3 to 7.....	41%
8 to 10.....	48%

35. Agree/Disagree with the following statements – America needs comprehensive criminal justice reform (0=Strongly disagree; 10=strongly agree)

0 to 2.....	4%
3 to 7.....	33%
8 to 10.....	63%

36. Agree/Disagree with the following statements – Voting in America should be made easier

0 to 2.....	5%
3 to 7.....	30%
8 to 10.....	65%

37. Do you agree or disagree with the Supreme Court’s decision to overturn Roe v. Wade?

Strongly agree.....	8%
Somewhat agree.....	11%
Neither agree nor disagree.....	19%
Somewhat disagree.....	7%
Strongly disagree.....	38%
Don’t Know.....	14%
Prefer not to say.....	4%

38. Will blacks ever achieve racial equality?

Never.....	12%
Not in my lifetime.....	32%
Will achieve soon.....	25%
Have achieved.....	7%
Don’t Know.....	20%
Prefer not to say.....	3%

39. How important is being Black to your identity?

Extremely important.....	53%
Very important.....	24%
Moderately important.....	12%
A little important.....	4%
Not important at all.....	4%
Don’t Know.....	3%
Prefer not to say.....	1%

40. Thinking about the COUNTRY in general, some people are very anxious about the economic situation in the U.S. while other people are not anxious at all. How anxious are you about the country's economic situation?

Not anxious at all.....	12%
A little anxious.....	26%
Somewhat anxious	30%
Very anxious.....	22%
Don't Know	8%
Prefer not to say	2%

41. Now, thinking about your OWN economic situation. Some people are very anxious about their OWN economic situation while other people are not anxious at all. How anxious are you about your OWN economic situation?

Not anxious at all.....	14%
A little anxious.....	24%
Somewhat anxious	26%
Very anxious.....	26%
Don't Know	6%
Prefer not to say	2%

42. Where do you get most of your political information?

Social media.....	20%
Television.....	43%
Newspapers	3%
Online/internet	25%
Trusted community leader/organization	1%
Email messages/notices.....	2%
Text message notifications	1%

43. When it comes to political information from specific social media platforms, which platform do you use most for election information?

Facebook	29%
Twitter	18%
Tik Tok	5%
Instagram	10%
Snapchat	0%
Other	12%
I don't use social media	25%

44. Do you rely upon Black media outlets or programs that focus on the Black experience for political information?

Yes	9%
No	69%
Don't Know	14%
Prefer not to say	9%

45. Are you, or have you ever been a member of a labor union?

Yes, I am currently a member	6%
Yes, I have been a member in the past	18%
No/Never	71%
Don't Know	3%
Prefer not to say	2%

46. Age

18-29	25%
30-44	27%
45-64	32%
65+	16%

47. What is the highest level of education you have completed?

No high school	6%
High school graduate	39%
Some college	19%
2-year college	12%
4-year college	15%

48. Gender

Male	47%
Female	53%

49. Generally speaking, do you think of yourself as a ...?

Democrat	60%
Republican.....	9%
Independent	19%
Other	3%
Not sure.....	9%

50. Aside from weddings and funerals, how often do you attend religious services?

More than once a week.....	16%
Once a week	25%
Once or twice a month	8%
A few times a year.....	10%
Seldom	16%
Never	21%
Don't know	3%