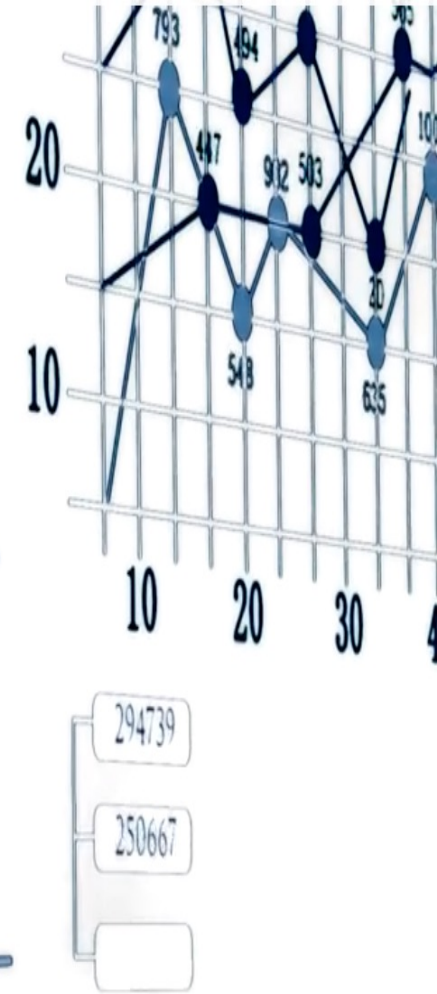
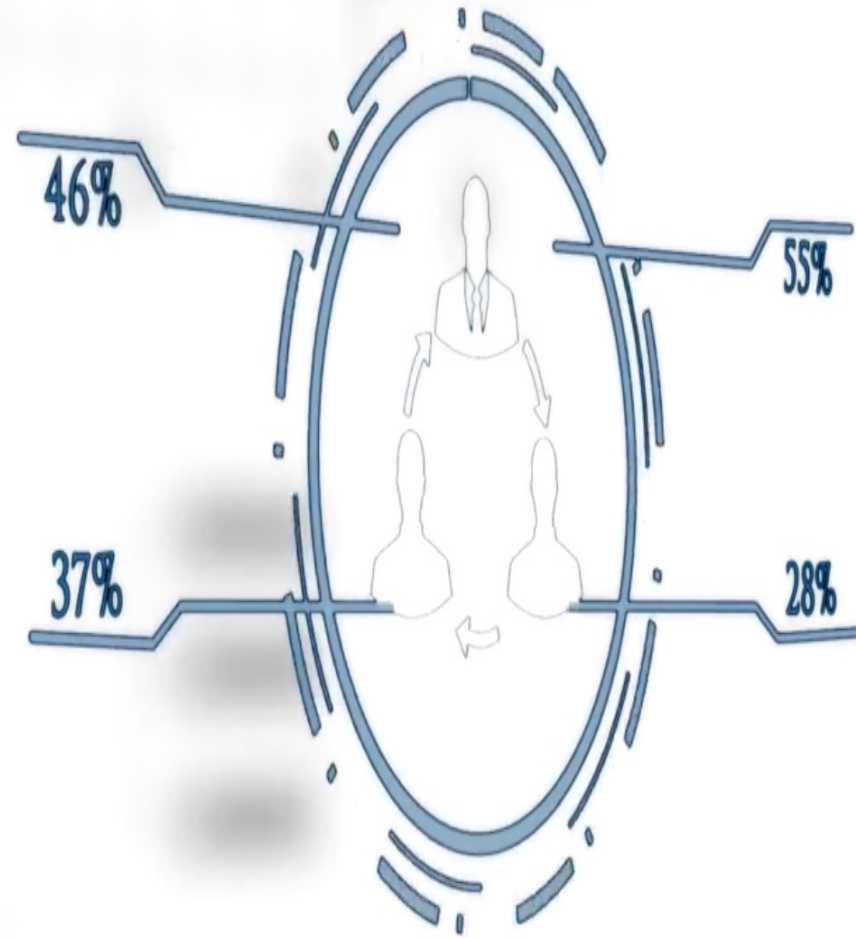




**BLACK** *insights*

Understanding the Black  
community starts with quality  
data and sound analysis.



100





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RESULTS YOU CAN TRUST

# Explaining Support for Kamala's Surge Among Black Voters: A Dynamic Approach

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Black Insights Research, LLC

# 2024 Black Voter Project Survey

The 2024 National Black Voter Project (BVP) survey is a longitudinal study of Black public opinion. The first wave was fielded from March 29 – April 18. A total of 2,004 African-American respondents were interviewed, and the survey had an average interview length of 18 mins. The second wave, fielded in August of 2024, includes over 1,600 respondents, with an average interview length of 20 minutes. The surveys, administered by YouGov, are stratified across age, education, gender, and region, collecting a nationally representative sample of respondents from all 50 states.

The study is the first longitudinal study of Black politics at the national level in roughly 40 years. (The National Black Election Study 1984-1988 was the last one.)

# Improving Prospects

- Nationally:
  - Now: Harris (47)-Trump(44)
  - 21 July: 46-46
- Swing States:
  - AZ: 50-46
  - NC: 49-47
  - NV: 47-48
  - GA: 46-50

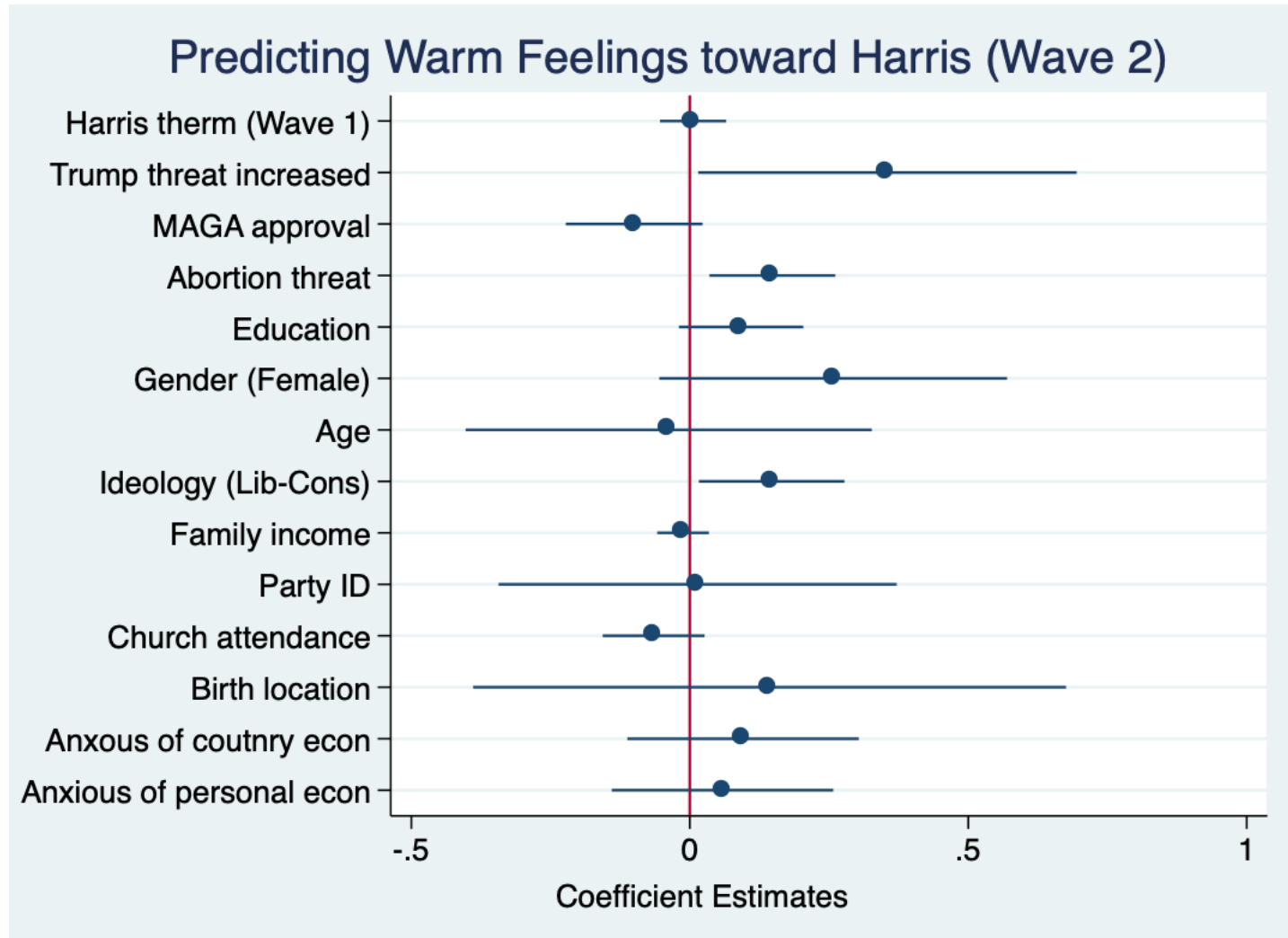
# Improving prospects--Black Community

- Approval: 42 (April)-65(Now)
- Biden v. Trump: 58-15
- Harris v. Trump: 74-11
- Certain to vote
  - April: 62
  - Now: 69

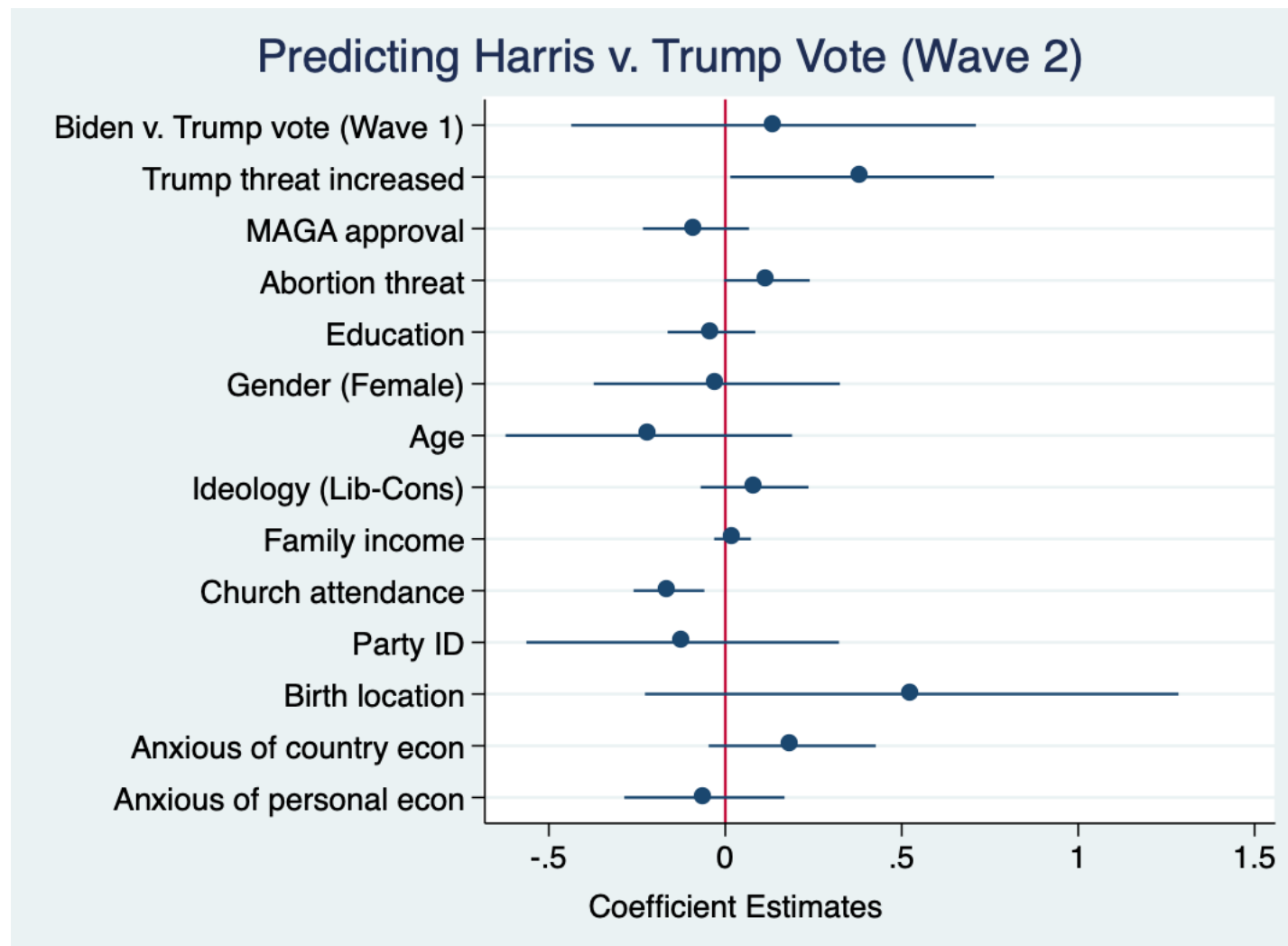
# Models: Approval, Vote Share, Likelihood

- Accounting for change from wave1-wave2: lagged DV
- SES: age, income, education, gender, religiosity, etc.
- Politics: PID, ideology
- Political climate: Trump threat, abortion threat

# Explaining Differences: Feelings toward Harris

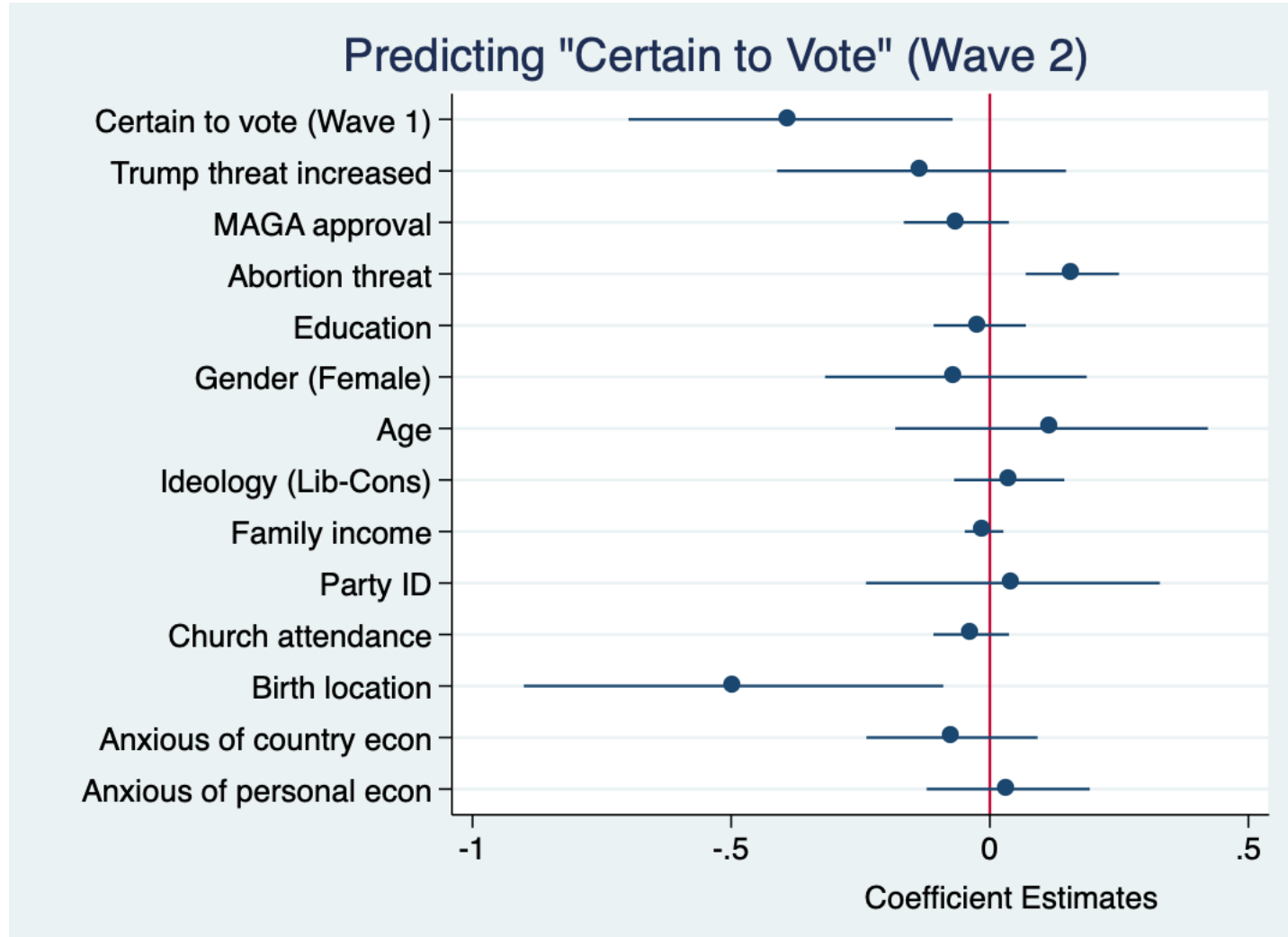


# Explaining Differences: Vote for Harris v. Trump





# Explaining Differences: Likelihood to Vote



# Explaining Differences

- Approval April-Now: Threat – both of Trump, abortion, ideology.
- Support for Harris vs. Trump, compared to Biden vs. Trump: Trump threat, abortion, religiosity.
- Increased likelihood to vote, April vs. now: Abortion threat, foreign-born, certain to vote in wave 1.

# What doesn't explain the shift?

- Gender, and this is big since the perception is that Black are skeptical; what's more, in a separate analysis, there's **NO** difference between Black men and women once Harris heads the ticket. The difference only exists when Biden heads the ticket, where Black women were significantly **MORE** likely to support the president than men.
- Education doesn't register
- On one occasion each ideology, nativity (those born outside of the US), and religiosity, respectively, register.