navigator.

Credit: Andrew Angelov/Shutterstock

Wednesday, December 11th

2024 Voters Survey: Deep Dive By Race and Ethnicity

GSG GLOBAL STRATEGY GROUP   GBAO

What We Did

The slides in this presentation are based on interviews with 5,000 registered voters who had already voted or planned to vote in the November election, with interviews conducted October 31st to November 9th, 2024.

Support for Kamala Harris and Donald Trump in the presidential election, Democrats and Republicans in Senate elections, and Democrats and Republicans in House elections have been adjusted to reflect the actual expected votes as of November 9th. The analysis aims to provide a tool for Americans to understand what happened in the 2024 election, why it happened, and what's next.
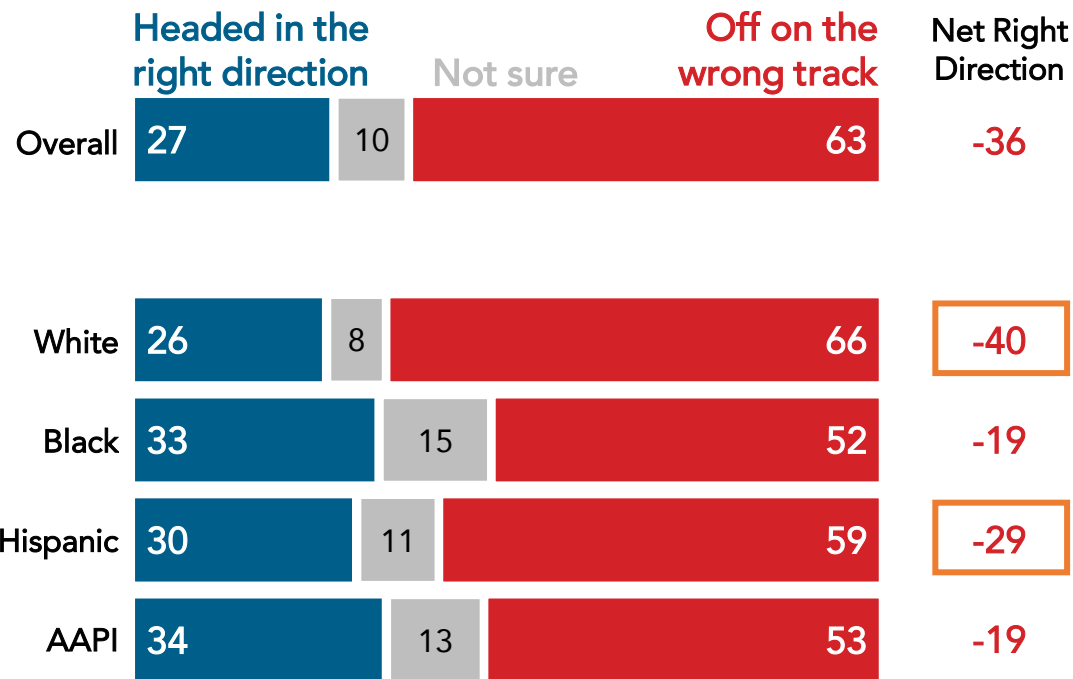
navigator.

Key Takeaways:

- Voters across race and ethnicity were feeling pessimistic about the country and the economy in 2024.

- While still winning across most groups of Black and Hispanic voters, Harris lost the most ground relative to Biden among men, voters under the age of 55, and voters without a college degree.

- Black voters were the only racial or ethnic group that approved of the job Biden was doing, while white voters were the only group that approved of the job Trump had done (though Hispanic voters were nearly evenly divided).

- Inflation was the top issue across race and ethnicity. Black voters also prioritized abortion; white and Hispanic voters immigration; AAPI voters health care.
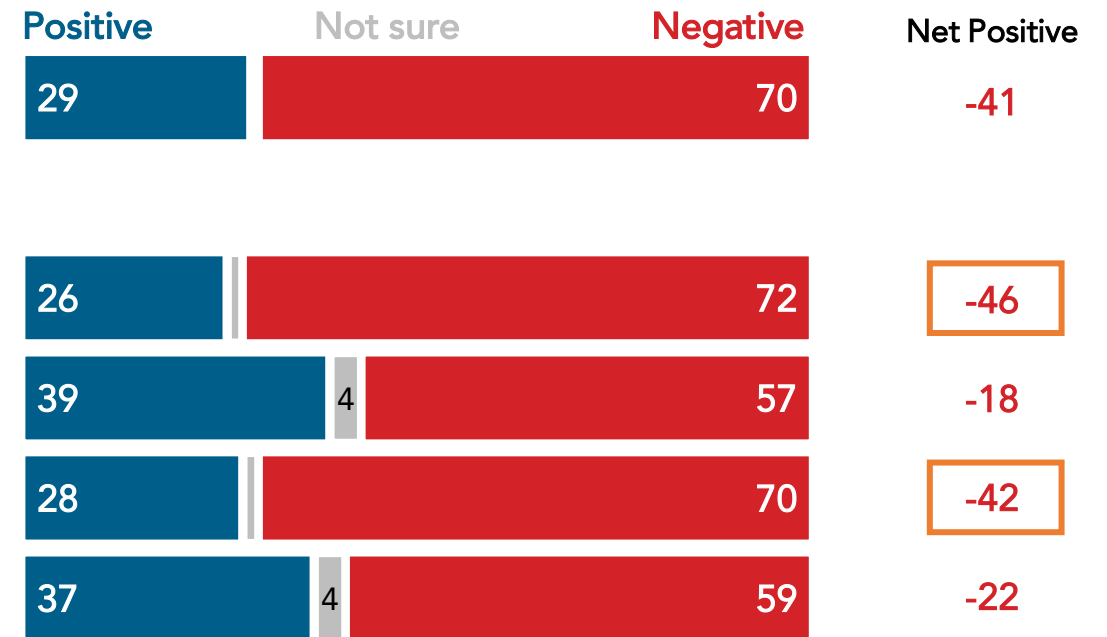
navigator.

Voters Across the Board Were Pessimistic About the State of the Economy and the Country, Particularly White and Hispanic

Nearly two in three voters (63%) said the country was off on the wrong track, with white voters (66%) and Hispanic voters (59%) the most negative – and the same held true on their views of the economy (72% of white voters rated it negatively, 70% of Hispanic voters).

Generally speaking, would you say the country today is…

	Headed in the right direction	Not sure	Off on the wrong track	Net Right Direction
Overall	27	10	63	-36
White	26	8	66	-40
Black	33	15	52	-19
Hispanic	30	11	59	-29
AAPI	34	13	53	-19

How would you rate the state of the U.S. economy today?

	Positive	Not sure	Negative	Net Positive
Overall	29		70	-41
White	26		72	-46
Black	39	4	57	-18
Hispanic	28		70	-42
AAPI	37	4	59	-22

navigator.

Harris Struggled Relative to Biden in 2020 Among Men, Younger Voters, and Non-College Voters Who Are Black and Hispanic

In the election for President, who did you vote for?

Democrat Kamala Harris | Other/Skipped | Republican Donald Trump

Group	Harris	Other/Skipped	Trump	Net Harris 2024	Net Biden 2020	Change
Overall	47	4	49	-2	+4	-6
White men	37	3	60	-23	-18	-5
White women	43	4	53	-10	-8	-2
White 18-54	40	4	56	-16	-9	-7
White 55+	41	3	56	-15	-17	+2
White non-college	35	3	62	-27	-28	+1
White college	51	4	45	+6	+10	-4
Black men	71	5	24	+47	+82	-35
Black women	90	3	7	+83	+85	-2
Black 18-54	75	4	21	+54	+83	-29
Black 55+	93	4	3	+90	+84	+6
Black non-college	80	3	17	+63	+87	-24
Black college	87	7	6	+81	+75	+6
Hispanic men	49		50	-1	+34	-35
Hispanic women	57	7	36	+21	+40	-19
Hispanic 18-54	50	5	45	+5	+50	-45
Hispanic 55+	59	3	38	+21	+6	+15
Hispanic non-college	50	7	43	+7	+39	-32
Hispanic college	60		40	+20	+33	-13
AAPI	58	4	38	+20	+31*	-11

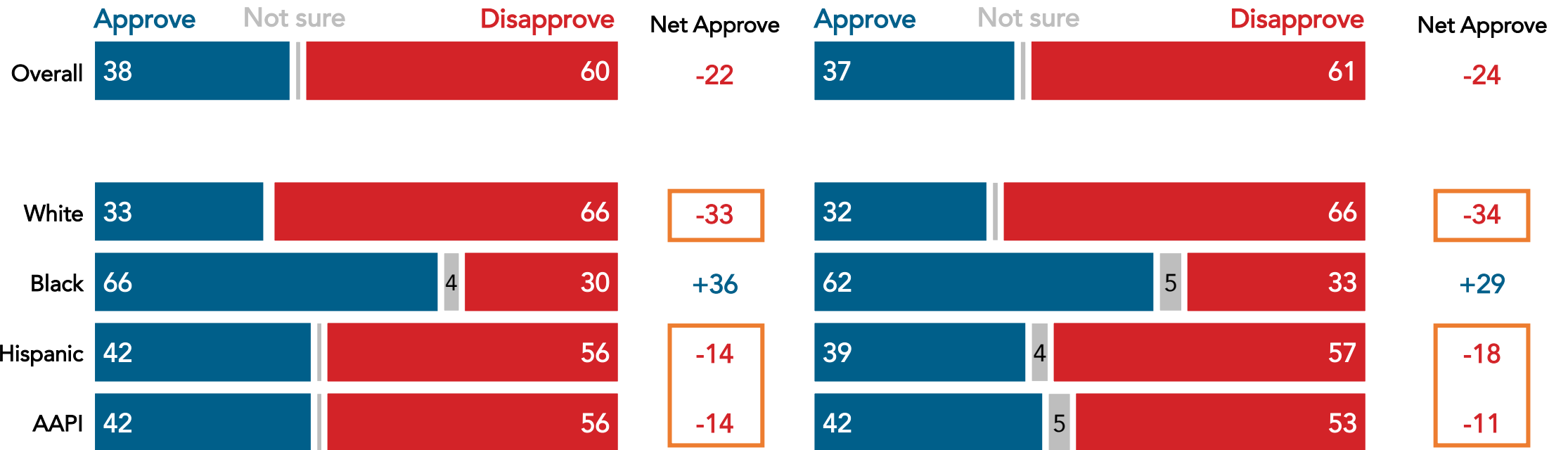*2020 results are shown among Asian-American respondents. Internal definitions of race have been adjusted since our 2020 exit poll. Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. 2020 results are from the 2020 Navigator exit poll. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

navigator.

Disapproval of Biden's Handling of the Presidency and the Economy Was Most Felt By White, Hispanic, and AAPI Voters

Black voters were the only racial or ethnic group that approved of the job Biden did overall and on the economy (net +36 and net +29 approval, respectively) – majorities of white, Hispanic, and AAPI voters disapproved of his handling of both.

Do you approve or disapprove of the way Joe Biden has handled his job as president?

	Approve	Not sure	Disapprove	Net Approve
Overall	38		60	-22
White	33		66	-33
Black	66	4	30	+36
Hispanic	42		56	-14
AAPI	42		56	-14

Do you approve or disapprove of the way Joe Biden has handled the economy?

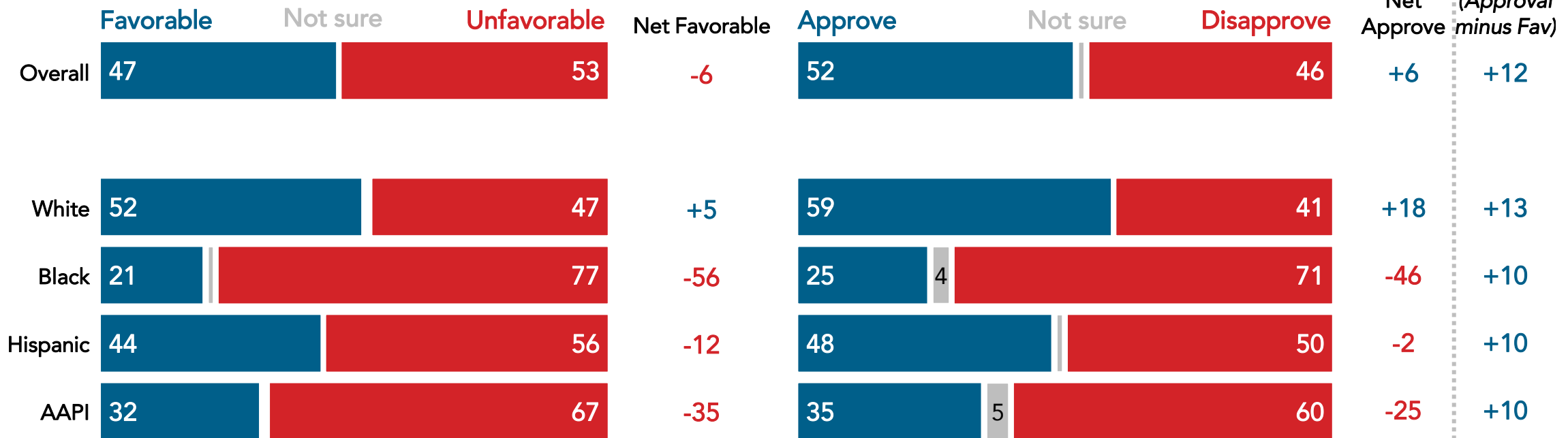|	Approve	Not sure	Disapprove	Net Approve
Overall	37		61	-24
White	32		66	-34
Black	62	5	33	+29
Hispanic	39	4	57	-18
AAPI	42	5	53	-11

Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

navigator.

Across Race and Ethnicity, Voters Gave Trump Lower Ratings on Popularity and Higher Ratings on Actual Job Approval

White voters were most likely to be favorable to Trump (net +5 favorable) and approve of the job he did as president (net +18 approve). The vast majority of Black and AAPI voters gave him negative ratings on both, while views were more mixed among Hispanic voters.

Please indicate how favorable or unfavorable you are to: Donald Trump.

Do you approve or disapprove of the way Donald Trump handled his job when he was president?

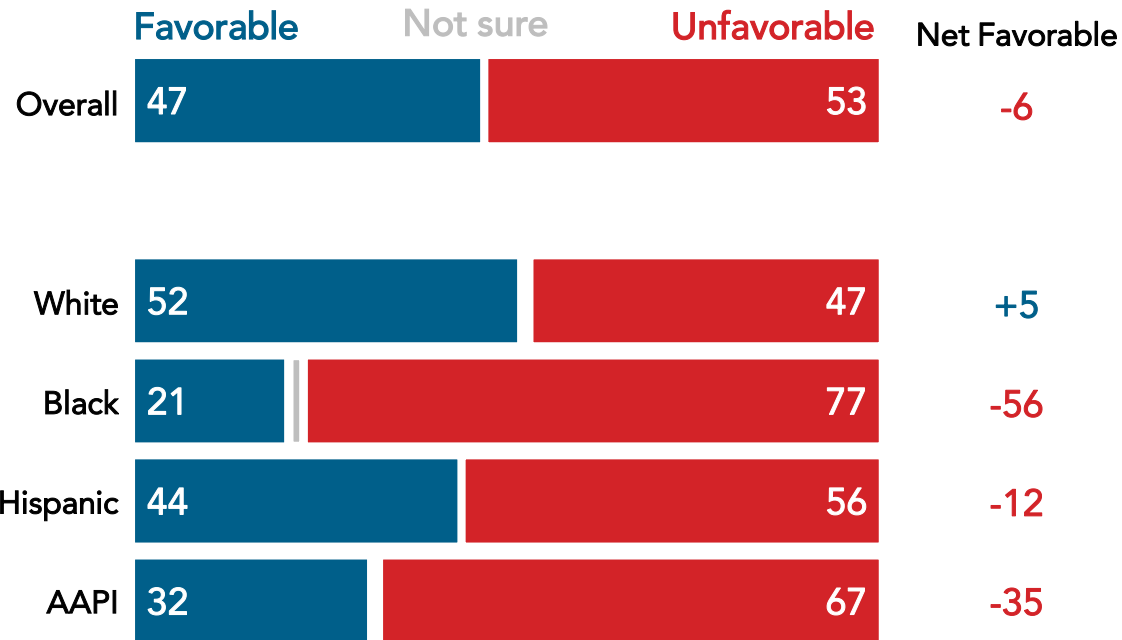|	Favorable	Not sure	Unfavorable	Net Favorable	Approve	Not sure	Disapprove	Net Approve	Gap (Approval minus Fav)
Overall	47		53	-6	52		46	+6	+12
White	52		47	+5	59		41	+18	+13
Black	21		77	-56	25	4	71	-46	+10
Hispanic	44		56	-12	48		50	-2	+10
AAPI	32		67	-35	35	5	60	-25	+10

Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.
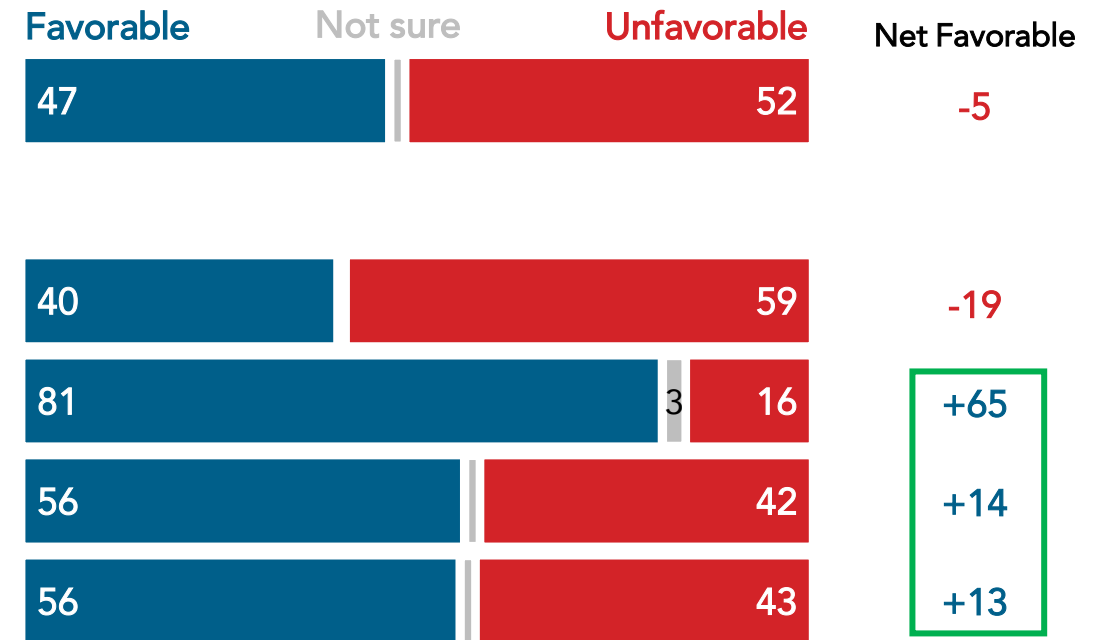
navigator.

While Their Overall Favorability Was Nearly Identical, Harris Was Far More Popular Than Trump With Black, Hispanic, AAPI Voters

Majorities of Black voters (net +65 favorable), Hispanic voters (net +14), and AAPI voters (net +13) viewed Harris favorably – while majorities of each of these groups viewed Trump unfavorably.

Please indicate how favorable or unfavorable you are to:
Donald Trump.

	Favorable	Not sure	Unfavorable	Net Favorable
Overall	47		53	-6
White	52		47	+5
Black	21		77	-56
Hispanic	44		56	-12
AAPI	32		67	-35

Please indicate how favorable or unfavorable you are to:
Kamala Harris.

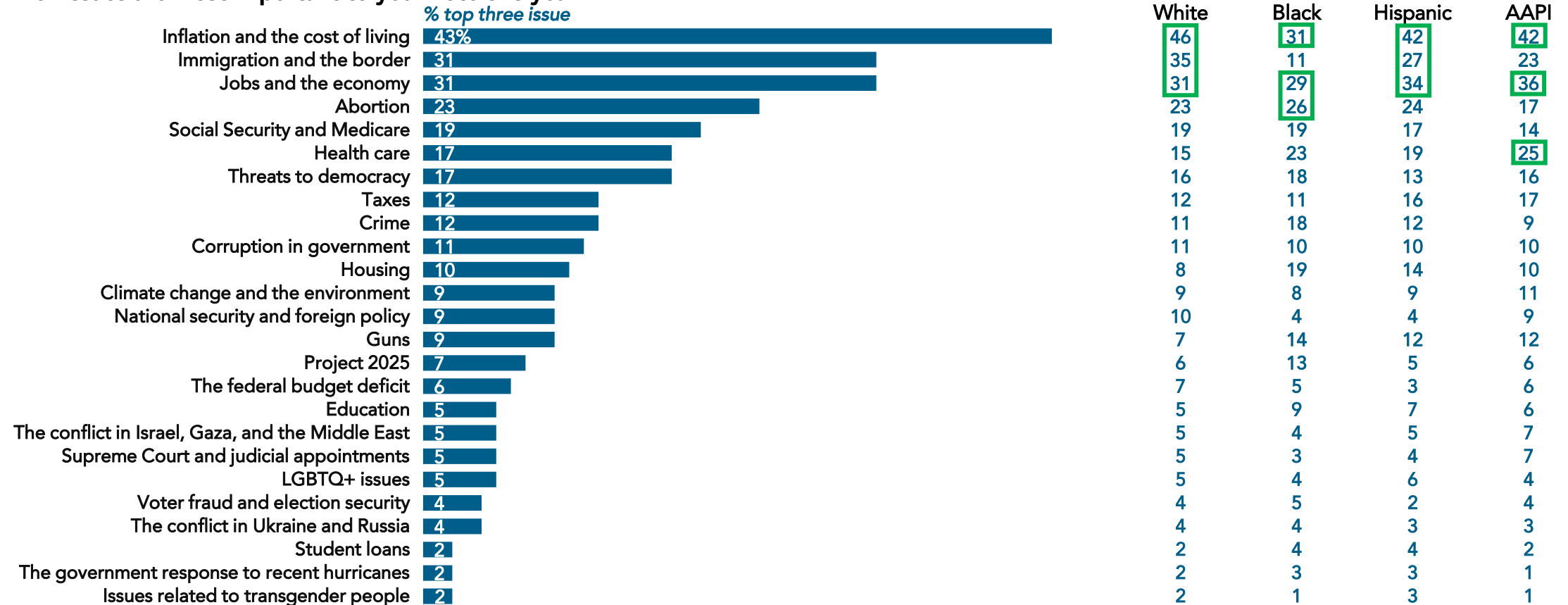|	Favorable	Not sure	Unfavorable	Net Favorable
Overall	47		52	-5
White	40		59	-19
Black	81	3	16	+65
Hispanic	56		42	+14
AAPI	56		43	+13

Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

navigator.

Inflation Was a Top Issue Across Race and Ethnicity; White and Hispanic Voters Prioritized Immigration, Black Voters Abortion

Black voters were significantly less likely to prioritize immigration (11%) than the overall electorate (31%); AAPI voters were significantly more likely to prioritize health care (25%) than the overall electorate (17%).
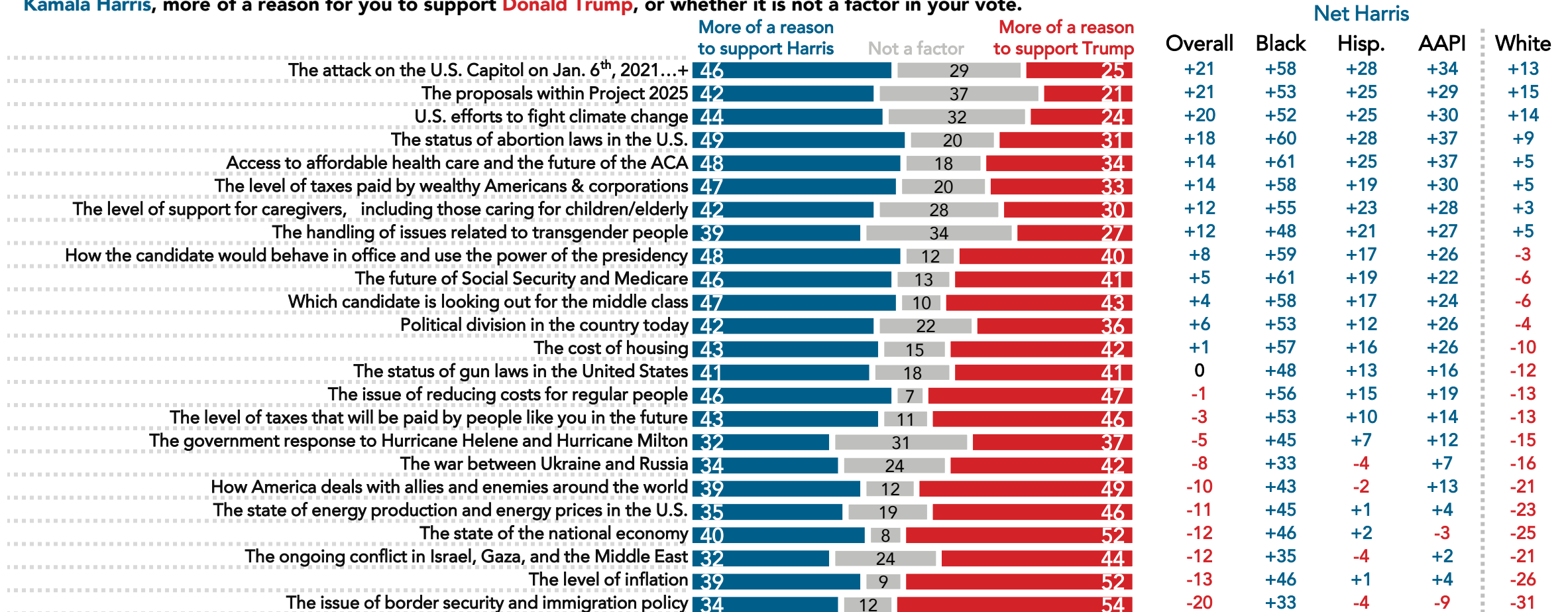
Which issues are most important to your vote this year?

% top three issue

Issue	%	White	Black	Hispanic	AAPI
Inflation and the cost of living	43%	46	31	42	42
Immigration and the border	31	35	11	27	23
Jobs and the economy	31	31	29	34	36
Abortion	23	23	26	24	17
Social Security and Medicare	19	19	19	17	14
Health care	17	15	23	19	25
Threats to democracy	17	16	18	13	16
Taxes	12	12	11	16	17
Crime	12	11	18	12	9
Corruption in government	11	11	10	10	10
Housing	10	8	19	14	10
Climate change and the environment	9	9	8	9	11
National security and foreign policy	9	10	4	4	9
Guns	9	7	14	12	12
Project 2025	7	6	13	5	6
The federal budget deficit	6	7	5	3	6
Education	5	5	9	7	6
The conflict in Israel, Gaza, and the Middle East	5	5	4	5	7
Supreme Court and judicial appointments	5	5	3	4	7
LGBTQ+ issues	5	5	4	6	4
Voter fraud and election security	4	4	5	2	4
The conflict in Ukraine and Russia	4	4	4	3	3
Student loans	2	2	4	4	2
The government response to recent hurricanes	2	2	3	3	1
Issues related to transgender people	2	2	1	3	1

Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024.
For more info, visit navigatorresearch.org.

navigator.

Harris Had Advantages on Most Issues With Voters of Color, Though Narrower Leads/Deficits on Issues Around the Economy

Regardless of how you voted or intend to vote, for each of the following, please indicate whether you personally consider it more of a reason for you to support Kamala Harris, more of a reason for you to support Donald Trump, or whether it is not a factor in your vote.

	More of a reason to support Harris	Not a factor	More of a reason to support Trump	Net Harris Overall	Black	Hisp.	AAPI	White
The attack on the U.S. Capitol on Jan. 6th, 2021…+	46	29	25	+21	+58	+28	+34	+13
The proposals within Project 2025	42	37	21	+21	+53	+25	+29	+15
U.S. efforts to fight climate change	44	32	24	+20	+52	+25	+30	+14
The status of abortion laws in the U.S.	49	20	31	+18	+60	+28	+37	+9
Access to affordable health care and the future of the ACA	48	18	34	+14	+61	+25	+37	+5
The level of taxes paid by wealthy Americans & corporations	47	20	33	+14	+58	+19	+30	+5
The level of support for caregivers, including those caring for children/elderly	42	28	30	+12	+55	+23	+28	+3
The handling of issues related to transgender people	39	34	27	+12	+48	+21	+27	+5
How the candidate would behave in office and use the power of the presidency	48	12	40	+8	+59	+17	+26	-3
The future of Social Security and Medicare	46	13	41	+5	+61	+19	+22	-6
Which candidate is looking out for the middle class	47	10	43	+4	+58	+17	+24	-6
Political division in the country today	42	22	36	+6	+53	+12	+26	-4
The cost of housing	43	15	42	+1	+57	+16	+26	-10
The status of gun laws in the United States	41	18	41	0	+48	+13	+16	-12
The issue of reducing costs for regular people	46	7	47	-1	+56	+15	+19	-13
The level of taxes that will be paid by people like you in the future	43	11	46	-3	+53	+10	+14	-13
The government response to Hurricane Helene and Hurricane Milton	32	31	37	-5	+45	+7	+12	-15
The war between Ukraine and Russia	34	24	42	-8	+33	-4	+7	-16
How America deals with allies and enemies around the world	39	12	49	-10	+43	-2	+13	-21
The state of energy production and energy prices in the U.S.	35	19	46	-11	+45	+1	+4	-23
The state of the national economy	40	8	52	-12	+46	+2	-3	-25
The ongoing conflict in Israel, Gaza, and the Middle East	32	24	44	-12	+35	-4	+2	-21
The level of inflation	39	9	52	-13	+46	+1	+4	-26
The issue of border security and immigration policy	34	12	54	-20	+33	-4	-9	-31

+Full question text included: "…and how the people responsible have been treated." Respondents who are multi-racial are coded as each race the individual identifies as – so multi-racial respondents can be coded as multiple racial or ethnic categories.
Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024.
For more info, visit navigatorresearch.org.

navigator.

Young Hispanic and Black Men Were Deeply Pessimistic About the Country, Focused on Costs, and Approved of Trump

	Hispanic Men 18-44	Black Men 18-44	Hispanic Non-College	Black Non-College
2024 Presidential Vote	*Even*	*Harris +34*	*Harris +7*	*Harris +63*
Party self-identification	D+15	D+37	D+21	D+63
Feelings about the country	Net -15 right direction	Net -8 right direction	Net -26 right direction	Net -20 right direction
Feelings about the economy	Net -29 positive	Net -11 positive	Net -48 positive	Net -25 positive
Biden Approval	Net -28 approval	Net +8 approval	Net -19 approval	Net +30 approval
Trump Approval	Net +16 approval	Net +2 approval	Net +4 approval	Net -38 approval
Trump Favorability	Net +3 favorable	Net -18 favorable	Net -9 favorable	Net -50 favorable
Harris Favorability	Net +5 favorable	Net +36 favorable	Net +15 favorable	Net +63 favorable
% top three issues to vote	- 39% inflation - 37% jobs and the economy - 27% immigration	- 39% jobs and the economy - 27% inflation - 21% taxes	- 43% inflation - 34% jobs and the economy - 25% immigration	- 30% inflation - 28% jobs and the economy - 27% abortion
Trust to handle the state of the nat'l economy	Net -9 Harris	Net +6 Harris	Net -1 Harris	Net +40 Harris
Trust on handle the level of inflation	Net -10 Harris	Net +6 Harris	Net -4 Harris	Net +43 Harris

navigator.

navigator.

About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted an online survey of 5,000 registered voters from October 31st through November 9th, 2024, with respondents recruited from opt-in online panel vendors. Of that 5,000, 4,784 respondents were verified against a voter file (and the other 216 were voters who said they were registering before voting if interviewed before Election Day) and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2024 electorate. The vote shares for Kamala Harris, Donald Trump, House and Senate Democrats, and House and Senate Republicans were also adjusted to reflect a preliminary estimate of the vote in the 2024 election. The margin of error for the full sample at the 95 percent level of confidence is +/- 1.4 percentage points. The margin of error for subgroups varies and is higher.

navigating the vote.