The Washington Post



This Washington Post-Ipsos poll was conducted online Aug. 23-Sept. 3, 2024, among a random national sample of 1,083 non-Hispanic Black adults ages 18 and older. The sample was drawn through the Ipsos KnowledgePanel, an ongoing survey panel recruited through random sampling of U.S. households. Results have a margin of sampling error of plus or minus 3.2 percentage points for Black adults and 3.4 points among the sample of 924 Black registered voters. Sampling, field work and data processing were conducted by Ipsos of Washington, D.C.

(Full methodological details at the end of this document.)

*= less than 0.5 percent.

1. In general, do you think it is a (good) or a (bad) time to be a Black person in America?

		Good time	Bad time	No opinion /Skipped
9/3/24	Black	59	38	3
4/18/24	Black	52	45	2
5/12/23	Black	48	49	3
5/20/22	Black	34	65	1
5/1/22	Black	42	56	2
1/8/20	Black	30	65	4

2. How likely are you to vote in the presidential election in November?

Absolutely	Will	There is	There is less	
certain	probably	a 50-50	than 50%	No opinion
to vote	vote	chance	chance	/Skipped
69	9	8	13	1
62	12	12	15	*
54	17	15	13	1
74	8	6	11	1
71	10	9	9	1
	certain to vote 69 62 54 74	certain probably to vote vote 69 9 62 12 54 17 74 8	certain probably a 50-50 to vote vote chance 69 9 8 62 12 12 54 17 15 74 8 6	certain probably a 50-50 than 50% to vote vote chance chance 69 9 8 13 62 12 12 15 54 17 15 13 74 8 6 11

*"... November election for U.S. House and some U.S. Senate and governor seats?"

3. How much do you think it matters whether or not you personally vote?

		Matters mo	ore	Matters less					
		A great	A good			Not so	Not at	No op.	
	NET	deal	amount	Somewhat	NET	much	all	/Skip	
9/3/24 Black	71	55	16	13	15	7	8	1	
4/18/24 Black	64	49	16	17	19	7	12	*	

4. How likely are you to vote for each of the following candidates for president?

9/3/24 - Summary table among Black Americans

---- Vote for ---- --- NOT vote for ---

		NET	Defin- itely	Prob- ably	NET	Prob- ably	Defin- itely	No op. /Skip
a. Kamala Ha	rris and Tim							
Walz, the	Democrats	76	63	14	23	16	7	1
b. Donald Tr	ump and JD							
Vance, th	e Republicans	13	6	6	86	10	76	2
c. Cornel We	st and Melina							
Abdullah,	third-party							
candidate	S	6	1	5	92	27	65	2
d. Jill Stei	n and Butch							
Ware, the	Green Party							
candidate	S	5	2	3	93	25	68	2

9/3/24 - Summary table among Black registered voters

			Vote for Defin-	Prob-		T vote f Prob-		No op.
		NET	itely	ably	NET	ably	itely	/Skip
a.	Kamala Harris and Tim							
	Walz, The Democrats	82	68	14	17	11	6	*
b.	Donald Trump and JD							
	Vance, the Republicans	12	7	6	87	8	79	1
c.	Cornel West and Melina							
	Abdullah, third-party							
	candidates	5	1	4	93	26	68	1
d.	Jill Stein and Butch							
	Ware, the Green Party							
	candidates	4	1	3	94	24	70	2

Trend where available:

a. Kamala Harris and Tim Walz, the Democrats

	Vote for				NOT vote for			
	NET	Definitely	Probably	NET	Probably	Definitely	op.	
9/3/24 Black adults	76	63	14	23	16	7	1	
9/3/24 Black RV	82	68	14	17	11	6	*	

Compare to:

Joe Biden, the Democrat

		Vote for			NOT vote for			
	NET	Definitely	Probably	NET	Probably	Definitely	op.	
4/18/24 Black adults	66	42	24	33	11	22	1	
4/18/24 Black RV	74	48	26	25	9	16	1	

b. Donald Trump and JD Vance, the Republicans

	Vote for			NOT vote for			
	NET	Definitely	Probably	NET	Probably	Definitely	op
9/3/24 Black adults	13	6	6	86	10	76	2
9/3/24 Black RV	12	7	6	87	8	79	1
4/18/24 Black adults*	14	4	10	84	9	75	2
4/18/24 Black RV	14	5	9	85	9	76	1
*April asked "Donald Tr	rump,	the Republican	"				

c. Cornel West and Melina Abdullah, third-party candidates

		Vote for			NOT vote for			
	NET	Definitely	Probably	NET	Probably	Definitely	op	
9/3/24 Black adults	6	1	5	92	27	65	2	
9/3/24 Black RV	5	1	4	93	26	68	1	
4/18/24 Black adults*	13	2	11	84	29	55	3	
4/18/24 Black RV	14	1	12	84	28	56	2	
*April asked "Cornel W	West, a	third-party	candidate"					

d. Jill Stein and Butch Ware, the Green Party candidates

	Vote for			NOT vote for			
	NET	Definitely	Probably	NET	Probably	Definitely	op
9/3/24 Black adults	5	2	3	93	25	68	2
9/3/24 Black RV	4	1	3	94	24	70	2
4/18/24 Black adults*	10	1	9	88	26	62	3
4/18/24 Black RV	9	1	8	88	25	63	3

^{*}April asked "Jill Stein, the Green Party candidate"

Compare to:

If the presidential election were held today, for whom would you vote if the candidates were (Joe Biden, the Democrat) or (Donald Trump, the Republican)?

					No
			Biden	Trump	opinion
6/14/20	Black	RV	92	5	4

If the 2020 presidential election were held today, for whom would you vote if the candidates were (Joe Biden, the Democrat) or (Donald Trump, the Republican)?

			Another	I would	No
	Biden	Trump	candidate	not vote	opinion
1/8/20 Black RV	82	4	5	6	3

5. (IF NOT DEFINITELY/PROBABLY VOTING FOR HARRIS OR TRUMP) If the 2024 presidential election were being held today and the only candidates were (Harris and Walz, the Democrats), and (Trump and Vance, the Republicans), for whom would you vote?

	Harris and Walz,	Trump and Vance,	No opinion
	the Democrats	the Republicans	/Skipped
9/3/24 Black adults	46	25	30
9/3/24 Black RV	41	24	35

6. Do you approve or disapprove of the way Joe Biden is handling his job as president? Do you feel that way strongly or somewhat?

	Approve				Disappro	No opinion	
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	/Skipped
9/3/24 Black	66	27	39	32	17	14	2
4/18/24 Black	62	20	42	37	21	16	2
5/12/23 Black	66	18	49	31	19	12	3
5/1/22 Black	70	23	47	28	19	9	2

7. Do you have a favorable or unfavorable impression of each of the following people, or don't you know enough to say?

9/3/24 - Summary table among Black Americans

		Favorable			Unfavorabl	e	Don't know	No op	
		NET	Very	Somewhat	NET	Somewhat	Very	enough to say	/Skip
a.	Donald Trump	15	6	8	78	9	69	6	1
b.	Kamala Harris	72	48	24	18	7	11	9	1
c.	Tim Walz	52	32	20	13	5	7	34	2
d.	JD Vance	10	3	6	57	10	46	32	1
e.	Barack Obama	82	69	13	13	5	8	4	1

Trend where available:

a. Donald Trump

			Favorak	ole	Unfavorable			DK enough	
		NET	Very	Somewhat	NET	Somewhat	Very	to say	op.
9/3/24	Black	15	6	8	78	9	69	6	1
4/18/24	Black	14	5	9	78	9	69	7	1
5/1/22	Black	11	4	7	81	12	69	6	2

b. Kamala Harris

			Favora	able		Unfavorable		DK enough	No
		NET	Very	Somewhat	NET	Somewhat	Very	to say	op.
9/3/24	Black	72	48	24	18	7	11	9	1
4/18/24	Black	59	28	31	26	14	12	14	1
5/1/22	Black	65	32	34	21	12	9	12	1

c-e. No trend.

8. In a few words, how do you feel about Harris becoming the Democratic nominee for president this year? (Open-ended)

TK TK

9/3/24 - Summary table among Black Americans

			Positi	ive				
				Satisfied, but				
		NET	Enthusiastic	not enthusiastic	NET	but not upset	Upset	Skip
a.	Trump	15	7	9	83	22	61	2
b.	Harris	79	55	24	20	12	8	2

10. Who do you trust more to handle the following, (Harris) or (Trump)?

9/3/24 - Summary table among Black Americans

			Both	No opinion
Harris	Trump	Neither	equally	/Skipped

a.	The economy	60	15	16	7	2
b.	Abortion	72	9	13	4	2
c.	Crime	60	13	18	6	2
d.	Immigration	55	19	18	5	2
e.	The war between					
	Israel and Hamas	49	13	28	7	2
f.	Racism	70	6	18	4	2
g.	Protecting American					
	democracy	70	11	13	5	2

Trend where available:

a. The economy

a. The economy					
9/3/24 Black	Harris 60	Trump 15	Neither 16	Both equally 7	
Compare to:					
4/18/24 Black	Biden 50	Trump 16	Neither 27		No opinion /Skipped 2
b. Abortion					
9/3/24 Black	Harris 72	Trump 9	Neither 13	Both equally 4	-
Compare to:					
4/18/24 Black	Biden 54	Trump 9	Neither 31		No opinion /Skipped 2
c. Crime					
9/3/24 Black	Harris 60	Trump	Neither 18	Both equally 6	
Compare to:					
4/18/24 Black	Biden 46	Trump 13	Neither 33		No opinion /Skipped 2
d. Immigration					
9/3/24 Black	Harris 55	Trump 19	Neither 18		No opinion /Skipped 2
Compare to:				Both	No opinion
4/18/24 Black	Biden 44	Trump 20	Neither 31	equally 4	/Skipped 2

e. The war between Israel and Hamas

				Both	No opinion
	Harris	Trump	Neither	equally	/Skipped
9/3/24 Black	49	13	28	7	2
Compare to:					
				Both	-
4/10/04 Dlash	Biden	Trump		equally 5	/Skipped 2
4/18/24 Black	42	11	40	5	۷
f. Racism					
I. Racisiii					
				Both	No opinion
	Harris	Trump	Neither		/Skipped
9/3/24 Black	70	6	18	4	2
0, 0, 0 = 0 = 0 = 0					
Compare to:					
-				Both	No opinion
	Biden	Trump	Neither	equally	/Skipped
4/18/24 Black	55	6	33	4	2

g. No trend.

11. Do you think the following items apply to Harris, or not? (Rotated with Q12)

9/3/24 - Summary table among Black Americans

			No opinion
	Yes	No	/Skipped
a. Has the mental sharpness it takes			
to serve effectively as president	81	17	2
b. Is honest and trustworthy	71	26	3
c. Is a strong leader	73	24	3
d. Cares about people like you	75	23	2
e. Is in good enough physical health			
to serve effectively as president	88	10	2
f. Is a positive role model for young people	80	18	2

12. Do you think each of the following apply to Trump, or not? (Rotated with Q11)

9/3/24 - Summary table among Black Americans

			No opinion
	Yes	No	/Skipped
a. Has the mental sharpness it takes			
to serve effectively as president	20	78	2
b. Is honest and trustworthy	11	87	3
c. Is a strong leader	25	73	2
d. Cares about people like you	13	85	3
e. Is in good enough physical health			
to serve effectively as president	25	73	2
f. Is a positive role model for young people	10	87	2

13. How much do you think each has accomplished in their careers?

9/3/24 - Summary table among Black Americans

	- Ac	complishe	ed more		Accomplishe	ed less	No opinion
	NET	A lot	A little	NET	Not much	None at all	/Skipped
a. Harris	83	67	17	14	7	7	3
b. Trump	50	31	19	47	27	20	3

14. If Harris were elected, do you think her policies would (help) or (hurt) Black people, or would they make no difference? (Rotated with Q15)

	Would	Would	Would make	No opinion
	help	hurt	no difference	/Skipped
9/3/24 Black	59	9	30	2

15. If Trump were elected again, do you think his policies would (help) or (hurt) Black people, or would they make no difference? (Rotated with Q14)

	Would	Would	Would make	No opinion
	help	hurt	no difference	/Skipped
9/3/24 Black	11	67	20	2

16. Thinking back to when Trump was president, do you think his policies (helped) or (hurt) Black people, or did they make no difference? (Rotated with Q17)

				Made no	No opinion
		Helped	Hurt	difference	/Skipped
9/3/24	Black	13	56	30	2
4/18/24	Black	13	55	30	2

17. Do you think President Biden's policies have (helped) or (hurt) Black people, or have Biden's policies made no difference? (Rotated with Q16)

			Made no	No opinion
	Helped	Hurt	difference	/Skipped
9/3/24 Black	48	12	37	2
4/18/24 Black	38	11	49	2
5/12/23 Black	34	14	49	3

18. On another subject, how would you describe the state of the nation's economy these days?

	Positive				Negative		No opinion
	NET	Excellent	Good	NET	Not so good	Poor	/Skipped
9/3/24 Black	38	3	35	60	43	18	1

19. Would you say you, yourself, are better off financially than you were when Biden became president, not as well off, or in about the same shape financially?

	Better off	Not as well	About the same	No opinion
	financially	off financially	shape financially	/Skipped
9/3/24 Bla	ck 23	24	51	2
4/18/24 Bla	ck 22	22	54	2

20. How would you rate the cost of each of the following in your community?

9/3/24 - Summary table among Black Americans

		Expensive Moder Less expensive			ensive	No op.		
	NET	Extremely	Very	-ately	NET	Not too	Not at all	/Skip
a. Housing	g 74	40	33	19	6	4	2	1
b. Groceri	ies 64	28	36	31	4	2	2	1
c. Gas	45	16	28	42	12	10	2	1
d. Childca	are* 41	39	34	21	4	2	2	2
e. Auto								
insurar	nce 61	25	35	31	7	5	2	1
*Only aske	ed of parer	nts						

Trend where available:

a. Housing

			Expensive		Moder Less expensive			No op.	
		NET	Extremely	Very	-ately	NET	Not too	Not at all	/Skip
9/3/24	Black	74	40	33	19	6	4	2	1
4/18/24	Black	69	36	32	23	6	5	2	2

b. Groceries

			Expensive		Moder	Less expensive			No op.
		NET	Extremely	Very	-ately	NET	Not too	Not at all	/Skip
9/3/24	Black	64	28	36	31	4	2	2	1
4/18/24	Black	63	30	33	30	5	4	1	2

c. Gas

		Expensive			Moder		No op.		
		NET	Extremely	Very	-ately	NET	Not too	Not at all	/Skip
9/3/24	Black	45	16	28	42	12	10	2	1
4/18/24	Black	51	21	30	39	8	6	2	2

d. Childcare (among parents, n=203)

		Expensive		Moder Less expensive				No op.	
		NET	Extremely	Very	-ately	NET	Not too	Not at all	/Skip
9/3/24	Black	74	39	34	21	4	2	2	2
4/18/24	Black	72	34	38	19	8	4	4	1

e. No trend.

21. How well do you think each of the following understands the experiences of women in America?

9/3/24 - Summary table among Black Americans

		Well			Not we	No opinion	
	NET	Very	Somewhat	NET	Not too	Not at all	/Skipped
a. Donald Trump	10	4	7	87	19	69	2
b. Kamala Harris	86	68	18	12	6	6	2
c. Joe Biden	63	24	39	35	19	15	2

22. How well do you think each of the following understands the experiences of Black people in America?

9/3/24 - Summary table among Black Americans

	Well				Not we	No opinion	
	NET	Very	Somewhat	NET	Not too	Not at all	/Skipped
a. Donald Trump	13	4	9	86	15	70	2
b. Kamala Harris	80	57	23	18	9	10	2
c. Joe Biden	59	20	39	40	20	19	2

23. Do you think each of the following is biased against Black people? (Rotated with Q24)

		Yes, is biased	No, is not biased	No opinion
		against Black people	against Black people	/Skipped
a.	Donald Trump	75	21	4
b.	Joe Biden	19	77	4
c.	Kamala Harris	13	83	4

Trend where available:

a. Donald Trump

	Yes, is biased	No, is not biased	No opinion
	against Black people	against Black people	/Skipped
9/3/24 Black	75	21	4
4/18/24 Black	77	19	5
6/14/20 Black	87	9	4

b. Joe Biden

		•	is biased Black people	•	s not biased t Black people	No opinion /Skipped
9/3/24	Black	_	19	_	77	4
4/18/24	Black		23		72	5
6/14/20	Black		17		78	4

c. No trend.

24. Do you think each of the following is biased against women? (Rotated with Q23)

	Yes, is biased	No, is not biased	No opinion
	against women	against women	/Skipped
a. Donald Trump	78	18	3
b. Joe Biden	11	85	4
c. Kamala Harris	8	89	3

25. Which of the following best describes Kamala Harris's racial or ancestral background?

			Both Black	Not	No opinion
	Indian	Black	and Indian	sure	/Skipped
9/3/24 Black	7	11	65	16	2

26. How important is it to you that Harris may become the first woman president? (Rotated with Q27)

	More important				- Less impo	No opinion	
	NET	Very	Somewhat	NET	Not too	Not at all	/Skipped
9/3/24 Black	71	50	21	28	12	16	1

27. How important is it to you that Harris may become the second Black president and first Asian president?

	More important				- Less impo	No opinion	
	NET	Very	Somewhat	NET	Not too	Not at all	/Skipped
9/3/24 Black	64	42	23	34	16	18	2

28. Do you think each of the following will make Americans (more) likely to vote for Harris, (less) likely to vote for Harris, or will they make no difference?

9/3/24 - Summary table among Black Americans

		More likely to	Less likely to	Will make no	No opinion
		vote for her	vote for her	difference	/Skipped
a.	Harris being a				
	woman	41	23	33	3
b.	Harris being				
	Black and Asian	36	20	41	3

29. [INCLUDED FOR RANDOM HALF SAMPLE: Kamala Harris's father is Jamaican and her mother is Indian and she has long publicly identified as both Black and South Asian.]. Trump recently said the following about Harris "I didn't know she was Black until a number of years ago when she happened to turn Black and now she wants to be known as Black. So, I don't know, is she Indian or is she Black?" Do you think Trump's comments were respectful or disrespectful of Harris?

				Neither					
	Respectful			respectful nor		Disrespectful			
	NET	Very	Somewhat	disrespectful	NET	Somewhat	Very	Skip	
9/3/24 Black	8	6	2	17	73	12	61	2	

With intro	10	6	4	18	71	11	60	2
No intro	7	6	1	16	75	12	63	2

30. Do you think Trump's comments about Harris were respectful or disrespectful toward Black people overall?

				Neither				
	Respectful			respectful nor	Disrespectful			
	NET	Very	Somewhat	disrespectful	NET	Somewhat	Very	Skip
9/3/24 Black	5	4	2	22	70	12	58	3
With Q29 intro	6	4	2	24	68	11	57	2
No Q29 intro	5	3	1	21	71	12	59	3

END

METHODOLOGICAL DETAILS

This poll was jointly sponsored and funded by The Washington Post and Ipsos. The poll includes a random sample of 1,083 non-Hispanic Black adults in the United States. Interviews were conducted in English and Spanish.

The questionnaire was administered with the exact questions in the exact order as they appear in this document. Demographic questions are not shown. If a question was asked of a reduced base of the sample, a parenthetical preceding the question identifies the group asked. Phrases surrounded by parentheticals within questions indicate clauses that were randomly rotated for respondents.

Ipsos conducted sampling, interviewing and tabulation for the survey using the KnowledgePanel, a representative panel of adults age 18 and over living in the United States. KnowledgePanel members are recruited through probability sampling methods using address-based sampling. Panel members who do not have internet access are provided with a tablet and internet service.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The was weighted to match the makeup of the respective population demographics by sex, age, education, region, metropolitan status, household income, and 2020 presidential vote choice. The demographic benchmarks came from the Census Bureau's 2022 American Community Survey while benchmarks for metropolitan status were from the Census Bureau's March 2023 Supplement of the Current Population Survey. Turnout benchmarks were from the U.S. Elections Project and vote choice benchmarks from an average of post-election estimates from the NEP exit poll, AP VoteCast, Pew validated voter survey and Catalist.

The margin of sampling error for the full sample of non-Hispanic Black adults is plus or minus 3.2 percentage points. All error margins have been adjusted to account for the survey's design effect, which is 1.1 for the overall results. For results based on other subgroups, the margin of sampling error may be higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

