

To: *Interested Parties*
From: *Hart Research*
Date: *October 18, 2024*
Re: *Survey of young voters of color in presidential battleground states*

On behalf of APIAVote, Hart Research has conducted a survey of 800 voters of color aged 18 to 44 in key presidential battleground states (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin) to examine which issues will matter the most in determining their votes this year and to understand their perspective on several of those key issues. Interviews were conducted October 11-15, and the sample includes interviews with 307 young Black voters, 295 young Latinx voters, 162 young AAPI voters, and 36 interviews with young Native American voters (the Native American sample is too small to provide reliable results). The margin of error on results from the full sample is +/-3.9 percentage points, and larger for subgroups. This memo reviews the survey's main findings.

Voting Issues.

Young voters of color, like many other voters, are very focused on the economy as a top voting issue in this election. Fully 63% say the economy is among their top 3 issues, at least twenty points higher than any other issue. In the next priority tier are two issues – healthcare and abortion – which are each selected by 43% of these voters. About 1 in 4 young voters of color say that racial equality (28%), immigration (25%), and climate change (23%) will be a top consideration in making their vote choices.

Below we explore these young voters' attitudes and priorities in four of these issue areas: abortion, climate change, immigration, and racial equality – as well as the question of how the government should deal with the TikTok social media platform.

Issues receiving relatively *little* attention include college affordability (13%), the war in Gaza (10%), and Supreme Court appointments (7%).

RANKING VOTING ISSUES

	All Young Voters of color	Young Black Voters	Young Latinx Voters	Young AAPI Voters
The economy	63	61	64	69
Healthcare	43	43	42	48
Abortion	43	44	43	40
Racial/ethnic equality	28	36	19	20
Gun policy	27	28	23	34
Immigration	25	20	30	27
Climate change	23	21	28	18
Democracy and voting rights	17	17	17	14
College affordability/student debt	13	14	11	15
Israel-Gaza war	10	7	15	7
Supreme Court appointments	7	7	8	6

The abortion issue.

- By a substantial 41-point margin, young voters of color believe abortion should mostly or always be legal (69%) rather than illegal (28%). This sentiment is even more lopsided among those who say abortion will be a top voting issue: 79% legal, 19% illegal.
- Voters of color also reject the Supreme Court's decision to overturn *Roe v. Wade* by 56% to 34% (66% to 26% among abortion voters).
- Almost two-thirds of young voters of color are concerned that some states are making it too difficult to obtain an abortion (64%) rather than too easy (29%). In addition, two in five (40%) report that it would be difficult to obtain an abortion where they live.
- By an overwhelming 75% to 14%, young voters of color believe Kamala Harris would handle the issue of abortion better than Donald Trump (abortion voters prefer Harris by 83% to 9%).

- While young voters of color believe Kamala Harris would make things better for women (74% better, 9% worse) if elected president, they say the opposite about Donald Trump (26% better, 54% worse).

Climate change.

- Fully 61% of young voters of color believe the federal government should do more to address climate change, while just 9% believe the government does not need to be involved (20% feel current efforts are sufficient). Among the one-quarter who are climate change voters, 72% say the government should do more.
- Young voters of color want to see a gradual transition away from fossil fuels (55%), rather than ending their use in the next few years (20%). This sentiment is even shared by climate change voters (55% gradual, 30% next few years).
- Kamala Harris is preferred over Donald Trump by 65% to 13% when it comes to addressing climate change (and by 74% to 12% among climate change voters).

Immigration.

- Young voters of color feel that immigration helps the country more than it hurts, but by a relatively modest 14-point margin (49% to 35%). Immigration voters see immigration's impact more negatively, 50% hurts vs. 44% helps.
- Few want to see immigration either reduced (24%) or increased (25%), while most either want to maintain the current level (36%) or have no opinion (15%).
- Asked about their immigration policy priorities, these voters want a balanced approach that combines funding for border security and providing a path to citizenship for undocumented immigrants (60%) more than a focus on building a border wall and deporting undocumented immigrants (33%).

Immigration Priority

	All Young Voters of Color	Young Black Voters	Young Latinx Voters	Young AAPI Voters
Increasing funding for border security and providing a path to citizenship for undocumented immigrants	60	62	60	60
Building a border wall and deporting illegal immigrants back to their home countries	33	30	35	34

- Young voters of color have more confidence in Harris than Trump to handle the immigration issue (55% to 31%), though this is the issue on which she enjoys the smallest advantage. And immigration voters actually trust Trump over Harris by 55% to 39%. This is one of the few issues explored in the survey that may work to Trump's advantage.

Racial equality.

- Almost two-thirds of young voters of color (64%) say that electing a president who will work to reduce racial inequality is *extremely* important to them. This is particularly important to young Black voters (72%).
- Three in four (75%) report direct personal experience with racial or ethnic discrimination, including 20% who have regularly faced discrimination.
- Harris is trusted over Trump to address racism and discrimination by 72% to 14%, her largest margin (+58) on any issue other than abortion. This margin is even larger (+67) among voters who name racial equality as a top voting issue.
- A Harris presidency is widely expected to make things better rather than worse for people of color, by 63% to 12% for Black people, 55% to 12% for Latino/a people, and 52% to 9% for Asian people. In contrast, young voters of color predict that a second Trump presidency would make things worse for all three groups (47% to 26% for Black people, 51% to 21% for Latino/a people, 42% to 22% for Asian people). Interestingly, both candidates are seen as making things better for White people.

TikTok.

- A ban on the TikTok social media platform is opposed by a small majority of 53%, and supported by 34%. However, almost half of young voters of color (47%) report using TikTok on a daily basis, and this group overwhelmingly opposes a ban (70% to 23%).
- After being informed that current federal law would result in a ban unless TikTok is sold to new owners, young voters of color say they want the next president to find a compromise that would allow TikTok to keep operating (66%) rather than allow a shutdown (24%). Fully 80% of daily users want the next president to find such a compromise.
- By 40% to 12%, young voters of color say that a presidential candidate who promises to keep TikTok operating would be more likely rather than less likely to receive their vote (54% to 8% among daily users).

The Presidential Race.

- Currently, young voters of color in these battleground states say they will vote for Kamala Harris over Donald Trump by a 50-point margin, 73% to 23%. Harris enjoys huge leads among abortion voters (+68), racial justice voters (+63), and climate change voters (+58). However, immigration voters are closely divided with 50% for Harris and 46% for Trump (+3).
- As we have seen, young voters of color trust Harris over Trump to handle the issues of abortion, climate change, immigration, and racial discrimination. Indeed, Harris enjoys more trust on every issue tested in the survey (see table).

HARRIS v. TRUMP ON ISSUES AND QUALITIES

	Harris advantage	Trump Better	Harris Better
Dealing with the issue of abortion	+61	14	75
Addressing racism and discrimination	+58	14	72
Dealing with healthcare	+58	15	73
Having the necessary mental and physical health to be president	+55	16	70
Addressing climate change	+52	13	65
Addressing college affordability	+51	15	66
Uniting the country	+48	17	65
Being honest and trustworthy	+47	16	63
Dealing with inflation and the cost of living	+38	24	62
Dealing with the economy	+35	25	60
Dealing with the war between Israel and Hamas	+24	26	51
Dealing with immigration	+23	31	55

Other findings.

- Young voters of color feel the country is on the wrong track (53%) rather than headed in the right direction (37%). However, that is a much less negative outlook than we see from the general electorate today, where 65% feel the U.S. is on the wrong track (NBC News, September, 2024).
- By a narrow 11-point margin, these young voters say they expect to be better off than their parents (41%) rather than worse off (30%), with 23% expecting to do about the same.
- A remarkable 89% offer an opinion of Project 2025, with fully 61% viewing it negatively and just 12% positive (17% are neutral).

Appendix: Survey Sample.

	All Young Voters of color	Young Black Voters (55%)	Young Latinx Voters (30%)	Young AAPI Voters (11%)
Party ID				
Democrat	71	84	55	62
Independent	9	6	11	12
Republican	19	9	34	26
IDEOLOGY				
Liberal	34	37	31	37
Moderate	49	49	46	47
Conservative	17	14	23	16
EDUCATION				
High school/less	43	43	45	23
Some college	32	32	32	31
College grad	26	25	23	45
GENDER				
Men	46	46	46	54
Women	53	54	53	46
AGE				
18-27 (Gen Z)	34	32	39	35
28-44 (Millennials)	66	68	61	65