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# 2024 POC Young Voter Survey

# **Christine Chen, APIAVote**

Executive Director and Co-Founder



# About Us



**Asian and Pacific Islander American Vote (APIAVote)** is the nation's leading nonpartisan nonprofit dedicated to engaging, educating, and empowering Asian American and Pacific Islander (AAPI) communities to strengthen their voices and create impact. For decades, our action-driven organization has led national initiatives to ensure AAPIs are represented and heard. To learn more, visit [www.apiavote.org](http://www.apiavote.org).



**Poder Latinx** is a nonpartisan nonprofit organization dedicated to empowering the Latinx community through voter registration, civic education, and leadership development. Our mission is to foster active participation and leadership within the Latinx community to ensure a better future for all.



**The National Coalition on Black Civic Participation (NCBCP)** has been on the frontlines of leading Black civic engagement, civil rights & social justice coalitions. The NCBCP is a trusted voice and a pipeline for change in Black communities, dedicated to creating a climate and community where all people in our nation can participate in all levels of civil society without fear or intimidation. The NCBCP utilizes a 365 day a year civic engagement and intergenerational political and social justice power building model and is a trusted institution and voice nationally, in key states across the nation. To learn more, visit [www.ncbcp.org](http://www.ncbcp.org).



# **Guy Molyneux, Hart Research Associates**

## Partner



# Methodology

- ❖ Hart Research 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.
- ❖ Interviews were conducted October 11-15.
- ❖ The sample includes interviews with 307 young Black voters, 295 young Latinx voters, 162 young AAPI voters, and 36 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.

# Ranking Voting Issues



Q: Please indicate which three issues, if any, will be the most important in making your decision about who to vote for in the 2024 presidential election.

	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

# Rating the Candidates on Issues



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

# Current Choice for President



Q: If the choice in this year’s election for president is between Kamala Harris, the Democrat, and Donald Trump, the Republican, who would you vote for?

	All VOC	Black	Latinx	AAPI
Definitely for Kamala Harris	58	65	48	53
Probably for Kamala Harris	14	17	12	10
Lean more toward Kamala Harris	1	1	1	-
Lean more toward Donald Trump	-	-	-	1
Probably for Donald Trump	8	6	9	15
Definitely for Donald Trump	15	8	25	17
Other candidate	1	1	1	1
Undecided	3	2	4	3
Total Harris	73	83	61	63
Total Trump	23	14	34	33



# Congressional Candidate Support



Q: In this year's election for U.S. senator from (STATE), if the candidates are (Democratic candidate), the Democratic candidate, and (Republican candidate), the Republican candidate, for whom would you vote?

	All VOC	Black	Latinx	AAPI
Democratic candidate	67	78	59	60
Lean Democratic Candidate	2	1	1	3
Lean Republican Candidate	1	-	-	3
Republican candidate	21	11	31	27
Not sure	10	10	9	7
Total Democrat	69	79	60	63
Total Republican	22	11	31	30

# Key Findings - Abortion



- **High Support for Legal Abortion:** A large majority of young voters of color across the board (from 67% of Latinx voters to 72% of AAPI voters) express strong support, believing that abortion should be legal in all or most cases.
- **Serious concerns about future access to abortion:** In the wake of the Supreme Court's decision overturning Roe v. Wade, young voters are much more concerned by a significant margin about states making it too difficult to get an abortion (ranging from +31 for Latinx voters to +39 for AAPI voters).
- **Strong preference for an abortion rights President:** Over 70% of respondents indicated they would be more likely to support a candidate who champions abortion rights.

# Abortion Should be Legal



Q: Which comes closest to your position on the issue of abortion?

	All VOC	Black	Latinx	AAPI
Abortion should be legal in all cases	36	39	30	37
Abortion should be legal in most cases	33	32	37	35
Abortion should be illegal in most cases	22	19	25	19
Abortion should be illegal in all cases	7	8	6	6
Not sure	2	2	3	4
Total Legal	69	71	67	72
Total Illegal	28	27	31	25

# Concern about Abortion Access



Q: Thinking about abortion policies around the country, which of these is your greater concern?

	All VOC	Black	Latinx	AAPI
Concerned some states are making it too DIFFICULT for people to be able to get an abortion	64	65	62	65
Concerned some states are making it too EASY for people to be able to get an abortion	29	27	31	26
Not sure	8	8	7	9



# Key Issue - Racial Inequality



- **Widespread Concern About Racial Inequality:** A large majority of young voters of color indicate that racial inequality is a very important issue in their voting decisions, including 74% of young Black voters.
- **Generational Differences in Perspectives:** Among Gen Z voters (age 18-27) there is a heightened awareness and concern about racial inequality, with 80% considering racial inequality a top issue (compared to 60% of millennials).
- **Overwhelming support for a President to address racial inequality:** By huge margins, young voters of color find it at least somewhat important to elect a Presidential candidate who will work to reduce racial inequality, ranging from +69 for AAPI voters to +79 for Black voters.

# Racial Discrimination Experience



*Q: Thinking about your own experience, have you ever personally experienced discrimination or been treated unfairly because of your race or ethnicity?*

	All VOC	Black	Latinx	AAPI
Yes, regularly	20	23	19	11
Yes, from time to time	54	54	54	55
No	21	18	25	29
Not sure	4	5	3	5
Total Yes	75	78	73	66

# A President for Racial Equality



*Q: How important is it to you to elect a presidential candidate who will work to reduce racial inequality in the United States?*

	All VOC	Black	Latinx	AAPI
Extremely important	64	72	52	56
Fairly important	20	16	27	27
Just somewhat important	10	8	12	12
Not important	2	1	6	2
Not sure	3	3	3	3
<b>Total Extremely/fairly</b>	<b>84</b>	<b>88</b>	<b>80</b>	<b>83</b>
<b>Total Just somewhat/not important</b>	<b>12</b>	<b>9</b>	<b>17</b>	<b>14</b>

# Key Findings - Climate



- **High Concern on Climate Change Among Young Voters of Color:** A significant majority of young voters of color express strong concern about climate change, from 76% of AAPI voters to 88% of Black respondents identifying it as an important issue in their voting decisions.
- **Broad Support for Climate Action Policies:** Young voters overwhelmingly support robust climate action, with support for more Federal action ranging from a +33 margin for Latinx voters to a +46 margin for AAPI voters. This consensus underscores that candidates should prioritize environmental sustainability and climate justice in their platforms, as these issues are seen as directly impacting their communities.
- **Generational Disparities in Awareness:** There is a marked generational divide regarding climate change awareness and concern - among Gen Z voters, 82% consider climate change a top priority, compared to 63% of millennials.



# Action Needed on Climate



*Q: When it comes to addressing climate change, do you believe that the federal government should do more to address climate change, is doing enough to address climate change, or does not need to be involved in addressing climate change?*

	All VOC	Black	Latinx	AAPI
Should do more to address climate change	61	61	57	64
Is doing enough to address climate change	20	20	24	18
Does not need to be involved	9	8	11	9
Not sure	10	11	8	9

# Preferred Climate Policy



*Q: In addressing climate change, which of the following approaches do you prefer in the United States?*

	All VOC	Black	Latinx	AAPI
Ending the use of fossil fuels in the next few years	20	20	21	12
Gradually transitioning away from fossil fuels to cleaner sources of energy over the next 10 to 20 years	55	54	53	66
Continuing to use fossil fuels at the same levels as we are now	10	9	12	11
Not sure	16	17	15	11

# Key Findings - Immigration



- **Strong support for immigration overall:** Young voters of color in swing states still are strongly supportive of immigration overall, ranking from a 15-point differential for Black voters to a full 35-point differential for AAPI voters.
- **Generational differences:** GenZ participants showed more support for increased immigration compared to millennials (+8), indicating broader support for immigration amongst younger voters.
- **Young voters want a balanced approach:** Young voters of color consistently support a balanced approach (border security and a path to citizenship) instead of a punitive, “border wall” approach (ranging from +25 for Latinx voters to +31 for Black voters)

# Best Immigration Approach



Q: Below are two different priorities regarding immigration. Please indicate whether you think A or B should be the higher 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



# Immigration Policy



*Q: Would you say that immigration overall helps the United States more than it hurts it, OR that immigration hurts the United States more than it helps it?*

	All VOC	Black	Latinx	AAPI
Helps more than it hurts	49	48	49	61
Hurts more than it helps	35	33	38	26
Not sure	17	19	13	12

# Key Findings - TikTok Ban



- **Broad opposition to a TikTok Ban:** A strong majority (53%) of young voters of color across the board oppose banning TikTok, compared to only 34% support such a ban. This is across the board (ranging from +12 for AAPI voters to +23 for Black voters)
- **Young Voters Overwhelmingly Support TikTok's Continued Operation:** A full two-thirds (66%) of young voters of color want the next president to find a compromise that allows TikTok to continue operating in the U.S., while only 24% support allowing the platform to be shut down. This is especially true among Black voters (68% support keeping TikTok operational).
- **Importance of supporting a pro-TikTok Presidential candidates:** A significantly higher number of young voters of color (+28) support a Presidential candidate who promises to keep TikTok operational. The importance of this is highest for Black male voters, where 33% more voters say they are more likely to vote for a candidate that seeks to ensure TikTok can keep operating.

# Opposition to TikTok Ban



Q: *Would you favor or oppose the U.S. government banning TikTok in the United States?*

	All VOC	Black	Latinx	AAPI
Strongly favor	17	16	18	16
Somewhat favor	17	15	20	21
Somewhat oppose	22	20	24	19
Strongly oppose	32	34	28	31
Not sure	13	15	10	13
<b>Total Favor</b>	<b>34</b>	<b>31</b>	<b>38</b>	<b>38</b>
<b>Total Oppose</b>	<b>53</b>	<b>54</b>	<b>52</b>	<b>50</b>

# Keep TikTok Operating



*Q: In April, President Biden signed a law that will ban TikTok in the U.S. if not sold to new owners. TikTok’s parent company says it will not sell TikTok and is challenging the law in court. If the court upholds the law, it is likely that TikTok will be shut down in the U.S. in early 2025. In that scenario, which of these approaches would you prefer the next president to take on this issue?*

	All VOC	Black	Latinx	AAPI
Allow the platform to shut down in the U.S	24	21	26	34
Find a compromise that allows TikTok to keep operating in the U.S.	66	68	65	56
Not sure	10	12	9	9



# **Yadira Sanchez, Poder Latinx**

Executive Director



# Key Findings - Latinx Voters



- **Qualified support for Kamala Harris:** Our data indicates that young Latinx voters in battleground states continue to be supportive of Kamala Harris over Donald Trump for President, by a 61-34% margin. This is in line with other, broader surveys marking Harris' support among Latino voters at approximately 61% to 66% ([Pew Research Center](#), [AS/COA](#))
- **Key issues for young Latinx voters:** Young Latinx voters say the economy (81%), healthcare (67%), abortion (57%) and democracy (57%) are very important issues influencing their vote.
- **Support on abortion increases:** Two-thirds (67%) of young Latinx voters support the legality of abortion in all or most cases, and they disapprove of the Supreme Court overturning *Roe* by 53% to 37%.
- **Race still important to young Latinx voters:** While [some commentators have argued that Latinx voters are less motivated by race](#), our survey found that a large majority (73%) still experience racism and an overwhelming number (80%) say it is important to elect a presidential candidate who will work to reduce racial inequality.

# **Sean A. Floyd, National Coalition for Black Civic Participation**

National Programs and Outreach Manager



# Key Findings - Black Voters



- **Strong Support for Kamala Harris:** A remarkable 83% majority of young Black voters in battleground states support the Democratic nominee, and 81% have a positive view of Kamala Harris. Among those who support Donald Trump, fully 44% are still open to changing their mind.
- **Black voters are ready to vote.** An overwhelming 81% of young Black voters in battleground districts say they will definitely vote.
- **Key issues for Black voters:** For these young Black voters, the economy (81%), health care (78%), and racial inequality (74%) rate as very important issues. Majorities also say that democracy, gun policy, and abortion are very important. A full 88% believe it is important to elect a president who will address racial inequality.
- **Support for immigration:** [Contrary to the notion that Black voters are against immigration](#), these young Black voters believe that immigration helps the United States (48% to 33%) and that a balanced approach on immigration is preferable to a punitive one (62% to 30%).
- **Support for legal abortion:** Young Black voters are strongly in support of legal abortion, with 71% believing that abortion should be legal in all or most cases and a strong majority concerned that states were restricting access too much (65%-27%).



# **Christine Chen, APIAVote**

Executive Director and Co-Founder





# Key Findings - AAPI Voters



- **High support for Kamala Harris:** AAPI youth voters are significantly more inclined to vote for Kamala Harris than Donald Trump in the 2024 election, with a notable 30-point gap: 63% of AAPI youth say they are voting for Harris vs. 33% for Trump. These results reflect a similar alignment as in 2020, when a solid majority of AAPI voters supported Biden in battleground states.
- **Key issues influencing vote:** Like other young voters of color, AAPI youth voters prioritize the economy (78%), healthcare (71%), and abortion (57%) as very important factors in deciding their vote this year.
- **Worsening economic condition:** A significant proportion of young AAPI voters view both the national and their personal economic situations negatively, with 74% rating the national economy and 68% rating their personal situation as only fair or poor.
- **Positive on immigration:** AAPI voters view immigration as a net positive for the country, even more so than their Black and Latino counterparts. Fully 61% of AAPI voters believe that immigration overall helps the US more than it hurts, and 60% favor a balanced approach to immigration policy rather than a punitive approach.
- **Abortion access:** A large majority of AAPI voters support legal access to abortion, with 72% believing it should be legal in all or most cases.

# Q&A