



# YOUNG BLACK CONSERVATIVES



Monday, October 14th

Young Black Swing State Voters with Methodological  
Differences by Mode

*This poll was in the field from Wednesday October 9<sup>th</sup> through Saturday October 12<sup>th</sup> 2024.*



## About this Project

In response to public polling showing variable estimates in young black voters throughout the cycle, Young Black Conservatives embarked upon a large sample polling project in swing states using five different methodologies in order to examine the attitudes of young black voters using a large, robust sample.

## Methodology

Forum For America conducted a public opinion survey among 4,000 nationwide registered voters between the ages of 18 and 34, from October 9<sup>th</sup> through October 12<sup>th</sup>, 2024. 800 interviews were conducted per mode, using each of the following five methodologies:

- Live phone interviews (verified against a voter file)
- Text-to-web interviews (verified against a voter file)
- Online panel interviews (verified against a voter file)
- Online panel interviews (NOT verified against a voter file)
- Online interviews where participants were recruited via social media platforms (NOT verified against a voter file)

The 800-interview sample for each mode was separately weighted to a variety of demographic and political targets based on estimates for the 18–34-year-old registered voter population, including gender, age, ethnicity, education, region, recalled 2020 presidential vote, and, where possible, turnout score (an estimate of a voters' likelihood of turning out that is available for voter file matched respondents).



## About Young Black Conservatives

In today's fast-paced media landscape, where attention spans are fleeting, it's critical that conservative leaders have access to real-time public sentiment to shape the best strategies on the issues that affect our communities. Young Black Conservatives is committed to being a consistent and responsive resource for young Black Americans who believe in the promise of conservative principles. Through strategic outreach and data-driven insights, we provide reliable guidance to inform Republican leaders, community allies, and the media. This initiative is part of our mission to empower the next generation of Black conservative leaders, ensuring their voices shape the future of America under the leadership of candidates like President Donald Trump.

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To learn more about Young Black  
Conservatives:

[youngblackconservatives.org](http://youngblackconservatives.org)



**VOTEREG:** Are you currently registered to vote?

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Yes .....	94%	95%	94%	93%	82%	95%
No .....	3	2	3	4	5	3
Not sure .....	3	3	3	3	3	2

**VOTIVE:** Election day is just around the corner, please indicate how motivated you feel to participate in the November 2024 election for the U.S. President, Congress, and other offices, using a scale from zero to ten. A zero means you have no motivation to vote, while a ten means you are extremely motivated to cast your vote.

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
0 – Not at all motivated .....	4%	5%	6%	3%	4%	3%
1 .....	1	2	2	1	1	2
2 .....	1	2	2	1	1	2
3 .....	1	2	2	1	1	2
4 .....	2	2	3	2	1	1
5 .....	7	6	7	7	6	5
6 .....	7	6	6	8	7	8
7 .....	31	30	28	32	31	33
8 .....	12	11	11	12	11	13
9 .....	7	7	6	7	8	8
10 – Extremely motivated .....	56	55	57	55	56	58
<b>VOL:</b> (Don't know / Refused) .....	1	1	-	-	-	-
VERY MOTIVATED (9-10) .....	63%	62	63	62	64	66
SOMEWHAT MOTIVATED (6-8) .....	30	28	26	32	29	31
NOT MOTIVATED (0-5) .....	7	10	11	6	7	6
MEAN .....	8.4	8.3	8.2	8.5	8.4	8.6

**PTYID:** How would you describe your politics? Do you consider yourself a strong Democrat, a not very strong Democrat, a strong Republican, a not very strong Republican, an independent, or part of another political party? [IF INDEPENDENT/OTHER] Would you say you lean more toward the Democratic Party or the Republican Party?

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Strong Democrat .....	34%	32%	33%	35%	34%	36%
Weak Democrat .....	16	15	16	16	16	17
Independent / Closer to the Democrats .....	6	7	6	5	6	5
Independent .....	32	33	32	32	33	31
Independent / Closer to the Republicans .....	3	3	3	3	3	3
Weak Republican .....	4	4	4	3	4	2
Strong Republican .....	2	2	2	3	2	4
<b>VOL:</b> (Don't know / Refused) .....	3	4	4	3	3	2
DEMOCRAT (NET) .....	56%	54	55	56	56	58
INDEPENDENT (NET) .....	38	40	38	37	38	36
REPUBLICAN (NET) .....	6	6	7	7	6	6

**VP24Q:** If the election for President were held today and these were the candidates, who would you vote for? [IF UNDECIDED] But if you had to decide today, which way would you lean?

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Democrat Kamala Harris .....	46%	42%	41%	48%	47%	50%
Lean Democrat Kamala Harris .....	3	3	2	3	3	3
Republican Donald Trump .....	28	26	29	31	29	30
Lean Republican Donald Trump .....	2	2	3	2	2	3
Independent candidate Robert F. Kennedy Jr. ....	7	6	7	6	8	6
Lean Independent candidate Robert F. Kennedy Jr. ..	1	1	1	1	1	1
Green Party candidate Jill Stein .....	3	3	3	2	3	3
Lean Green Party candidate Jill Stein .....	*	*	*	*	*	*
Libertarian candidate Chase Oliver .....	1	1	1	1	1	1
Lean Libertarian candidate Chase Oliver .....	*	*	*	*	*	*
Independent candidate Cornel West .....	3	3	3	3	3	3
Lean Independent candidate Cornel West .....	1	1	1	1	1	1
Completely undecided / Will not vote .....	5	8	5	4	4	3
HARRIS (NET) .....	49%	45	43	51	50	53
TRUMP (NET) .....	30	28	32	33	31	33
KENNEDY (NET) .....	8	7	8	7	9	7
STEIN (NET) .....	3	3	3	2	3	3
OLIVER (NET) .....	1	1	1	1	1	1
WEST (NET) .....	4	3	4	4	4	4
HARRIS 2-WAY (NET) .....	58%	56	54	59	59	60
TRUMP 2-WAY (NET) .....	35%	32	34	37	36	39



**SOCMEDINF:** In this election cycle how much do you think you have been influenced by online content and social media in making your decision on who to vote for?

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
0 – Not at all influenced .....	5%	6%	6%	4%	4%	3%
1 .....	2	2	2	1	2	2
2 .....	2	2	2	1	2	2
3 .....	3	3	3	2	3	2
4 .....	3	3	3	2	2	3
5 .....	7	7	7	6	7	6
6 .....	9	8	8	9	8	10
7 .....	28	27	27	29	28	30
8 .....	13	12	13	14	12	14
9 .....	8	7	7	8	9	10
10 – Extremely influenced .....	23	20	22	24	23	27
<b>VOL:</b> (Don't know / Refused) .....	1	1	1	-	-	-
VERY INFLUENCED (9-10) .....	31%	27	29	32	32	37
SOMEWHAT INFLUENCED (6-8) .....	50	47	48	52	48	54
NOT INFLUENCED (0-5) .....	19	24	23	16	20	15
MEAN .....	7.4	7.0	7.2	7.6	7.5	8.0

**Breakdown by Gender**

**MEN**

VERY INFLUENCED (9-10) .....	36%	32	34	38	36	42
SOMEWHAT INFLUENCED (6-8) .....	53	51	50	55	52	59
NOT INFLUENCED (0-5) .....	11	17	16	7	12	9
MEAN .....	7.8	7.4	7.6	8.1	7.9	8.4

**WOMEN**

VERY INFLUENCED (9-10) .....	27%	25	26	29	29	32
SOMEWHAT INFLUENCED (6-8) .....	47	44	46	49	45	50
NOT INFLUENCED (0-5) .....	26	31	28	22	26	18
MEAN .....	7.0	6.7	7.0	7.3	7.2	7.6

**TX24Q (Texas Only):** If the election for U.S. Senate were held today and these were the candidates, who would you vote for?

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Democrat Colin Allred .....	78%	76%	75%	79%	78%	80%
Lean Democrat Colin Allred .....	1	1	1	1	1	-
Republican Ted Cruz .....	10	9	11	11	10	12
Lean Republican Ted Cruz .....	1	1	1	1	1	1
Libertarian candidate Ted Brown .....	1	1	1	1	1	-
Completely undecided / Will not vote .....	9	12	11	8	9	9

**MEN**

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Democrat Colin Allred .....	70%	68%	67%	72%	70%	73%
Lean Democrat Colin Allred .....	*	-	*	-	-	-
Republican Ted Cruz .....	22	21	22	23	21	22
Lean Republican Ted Cruz .....	2	2	2	2	2	2
Libertarian candidate Ted Brown .....	*	-	-	-	*	-
Completely undecided / Will not vote .....	9	12	10	8	8	7

**WOMEN**

	<u>Total</u>	<u>Phone</u>	<u>Text</u>	<u>Matched Panel</u>	<u>Unmatched Panel</u>	<u>Social Media</u>
Democrat Colin Allred .....	80%	78%	77%	81%	80%	82%
Lean Democrat Colin Allred .....	1	1	1	1	1	1
Republican Ted Cruz .....	7	6	7	5	6	7
Lean Republican Ted Cruz .....	1	1	1	1	1	1
Libertarian candidate Ted Brown .....	1	1	1	1	1	1
Completely undecided / Will not vote .....	10	13	12	9	10	10