



Survey | Black Americans' Perspectives on Kamala Harris' 2024 Presidential Bid

Conducted by BLK Dating App

2 out of 3 Black Americans Feel America is Ready for its First Female President

A significant majority, 67.4%, of Black Americans believe the country is ready for its first female president. This reflects growing acceptance of women's leadership and aligns with recent political advancements for women, including Vice President Kamala Harris' historic role.

64% of Black Americans Feel America is Ready for its First Black Female President

An encouraging 64% of Black Americans believe America is ready for its first Black female president, highlighting positive perceptions of racial progress in politics. This sentiment is bolstered by recent movements for racial justice and equity.

65% of Black Americans Support Harris' Presidential Bid

A robust 65% of Black Americans are generally supportive and enthusiastic about Kamala Harris' potential presidential bid. Her historic role as Vice President and advocacy on issues impacting the Black community resonate strongly with supporters.

52% of Black Singles Are Now More Likely to Vote with Harris' Nomination

Kamala Harris' nomination has positively influenced voter turnout intentions, with 52% of Black singles now more likely to vote. This reflects her significant impact on voter engagement and the sense of representation she brings to the political landscape.

65% of Black Women Are Now More Likely to Vote with Harris' Nomination

Kamala Harris' nomination resonates particularly with Black women, 65% of whom are now more likely to vote now that Kamala Harris has entered the race. This demonstrates her appeal and influence within this group, who see her as a champion for their rights and issues.

54% of Black Voters Think Harris' Nomination Will Help the Democratic Party

More than half, 54%, of Black voters believe Kamala Harris' nomination will help the Democratic Party's chances of winning the 2024 election. This reflects strong confidence in her positive impact and ability to galvanize support.

59% of BLK Users Feel Harris' Nomination Secures the Black Vote

A significant 59% of BLK users feel Kamala Harris' nomination is enough to secure the Black vote for the Democratic Party in 2024. This underscores her strong support base and influence within the community, highlighting her pivotal role in shaping future election outcomes.