

DIVERSE POLITICAL TRACKER

RAISING OUR VOICES
FOR A BETTER FUTURE

MAY 2024



INTELLIGENCE
CENTER

FROM

MY

CODE





UNDERSTANDING VOTER MOTIVATIONS AHEAD OF NOVEMBER

With six months until the 2024 presidential election, diverse Americans are more motivated than ever to make their voices heard. November's likely rematch between President Joe Biden and former President Donald Trump appears to be a tight race at this point in time. Diverse Americans are focused on a number of priorities, such as economic issues, reproductive health care rights, gun control, and immigration policy. There is great opportunity to demonstrate an understanding of diverse voters through messaging in order to earn their trust and their votes.

The nation's economy has left many diverse and multicultural voters concerned about price inflation, while the ongoing conflict between Israel and Hamas has also risen as a concern, as the world faces more turmoil. But by focusing on the core values and priority issues of diverse populations, we can better understand how to meaningfully reach and activate these communities.

This survey reveals that multicultural, LGBTQIA+, and women voters are highly motivated to vote in 2024 to ensure their families have a better future. The path to gaining their votes will require candidates to establish meaningful connections with these communities while focusing on their priority issues.

Intelligence Center from My Code™ has developed this research series to highlight how political actors can deepen relationships with diverse voters by understanding how cultural nuances inform their political attitudes and behaviors.

We hope to guide our partners and help them play a meaningful role in enriching the lives of an increasingly diverse population in the process therein.



METHODOLOGY

This research was conducted by Intelligence Center from My Code Media™.

Intelligence Center conducted a 20-minute device-agnostic online survey among a nationally representative sample of 3,149 U.S. citizens, ages 18-64. Fieldwork was conducted between March 28, 2024 and April 9, 2024. The margin of error among total US adults 18-64 is 2%.

All data in this report is from the Intelligence Center Diverse Voter Political Tracker survey series unless otherwise stated.

SAMPLE SIZE

RACE/ETHNICITY

AANHPI	9%
Black	13%
Hispanic	19%
Non-multicultural	59%

AGE

18-24	17%
25-34	24%
35-44	23%
45-54	19%
55-64	18%

GENDER



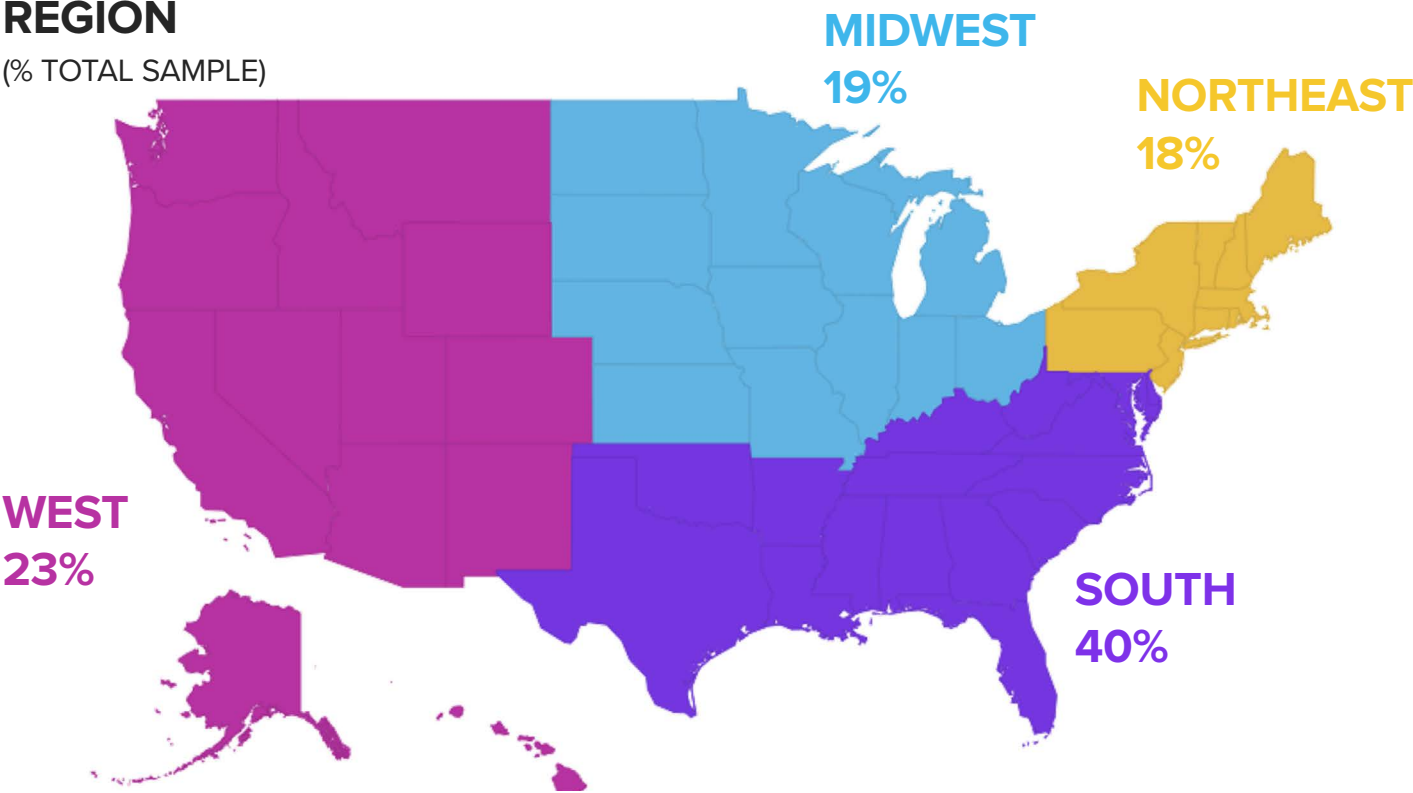
Female	53%
Male	46%
Non-binary	1%
Prefer not to say	1%

HOUSEHOLD INCOME

< \$50K	44%
\$50k - \$75k	20%
\$75k - \$100k	17%
> \$100k	13%
Prefer not to say	5%

REGION

(% TOTAL SAMPLE)



EXECUTIVE SUMMARY

Diverse Americans and women intend to vote in 2024 to make their voices heard, to be a part of making necessary changes, and to ensure their families have a better future

- **Voter Registration:** Roughly 3-in-4 diverse Americans and women stated they are registered to vote in the 2024 election; roughly 80% of total multicultural men stated they are registered to vote
- **Intent to Vote in 2024:** More than 8-in-10 diverse voters are planning to vote in the November 2024 elections
- **Political Party Support in 2024:** Nearly 20% of diverse voters and women voters are not sure how they would vote if they were to vote today
- **Voter Motivations:** Diverse, LGBTQIA+, and women voters are motivated to vote to make their voices are heard, to be a part of making necessary changes, and to ensure their families have a better future

There is a tight Presidential race in 2024 and great opportunity to demonstrate an understanding of diverse voters through messaging in order to earn their trust and their votes

- **Job Performance - President Joe Biden and Vice President Kamala Harris:** Diverse Americans approve of President Joe Biden's job performance more than they disapprove. Diverse Americans approve of Vice President Kamala Harris's job performance more than they disapprove
- **2024 Presidential Race:** Joe Biden is the top choice for President among total diverse Americans. U.S. men, overall, favor Donald Trump 44% to Biden's 37%
- **Understanding Builds Trust and Consideration:** Expressing a nuanced understanding of diverse Americans and women can significantly improve trust and consideration among these voting blocs. Messaging directly to directly to mindfully address wide held concerns among these these communities could help candidates gain incremental support in the voting booth
- **Understanding from Political Parties:** Democrats have a distinct advantage over Republicans, with 39% of diverse Americans feeling misunderstood by the Democratic Party compared to 56% of diverse Americans feeling misunderstood by Republicans
- **Understanding from Joe Biden and Donald Trump:** Biden has a distinct advantage over Donald Trump, with 44% of diverse Americans expressing a lack of understanding from Biden compared to 58% expressing a lack of understanding from Donald Trump
- **Reassuring Factors about Joe Biden:** Diverse Americans are most reassured by President Joe Biden's approach to the economy, taxation, government spending, and regulatory policies

- **Concerning Factors about Joe Biden:** Roughly 4-in-10 diverse Americans and women are concerned about President Joe Biden's age impacting his decision-making and leadership capabilities over time
- **Biden Administration Accomplishments:** Diverse Americans and women listed Medicare lowering the price of certain high-cost drugs for the first time, student loan debt forgiveness, the creation of manufacturing jobs, reproductive health care protections, and historically low unemployment rates as top Biden Administration accomplishments.
- **Biden Administration Benefits:** Diverse Americans and women have benefited or know someone who has benefited from Biden Administration accomplishments, especially lower drug prices, wage or salary increases, student loan debt relief, and subsidized high-speed internet
- **Opinions on Donald Trump Running for President While Facing Multiple Civil and Criminal Charges in Court:** The rate of disapproval of Trump running for President while facing civil and criminal charges increases from 45% to 49% after learning that Trump is facing **91 criminal offenses in four criminal cases**
- **Donald Trump Strengths:** 35% of diverse Americans selected **"none of the above"** when asked what described Trump's strengths
- **Donald Trump Weaknesses:** 4-in-10 diverse Americans, LGBTQIA+ Americans, and women listed **"arrogance"** as Donald Trump's biggest weakness

Economic issues, affordable housing, gun control, immigration, and reproductive healthcare are the top issues impacting voting decisions in 2024. A majority of diverse Americans and women are dissatisfied with federal responses to price inflation

- **Issues Impacting Voters in 2024:** Price inflation will have the biggest impact on how diverse Americans and women intend to vote in 2024. Racial equality is a top issue for Black Americans, while reproductive healthcare is a top issue for LGBTQIA+ Americans and women
- **Issues Over the Last 6 Months:** More than half of diverse Americans and women believe price inflation has worsened in the last 6 months. Diverse Americans and women also list affordable housing, gun violence, automotive fuel prices, the U.S. economy, and reproductive healthcare as issues that are worse compared to 6 months ago
- **Federal Response to Issues:** Diverse Americans and women are extremely dissatisfied with federal responses to price inflation and issues, including affordable housing, gun control, immigration policy, and reproductive healthcare
- **Issues Affecting Women:** Diverse Americans and women list reproductive health care, childcare affordability, domestic violence, gender pay gaps, and access to childcare as the most significant issues impacting U.S. women

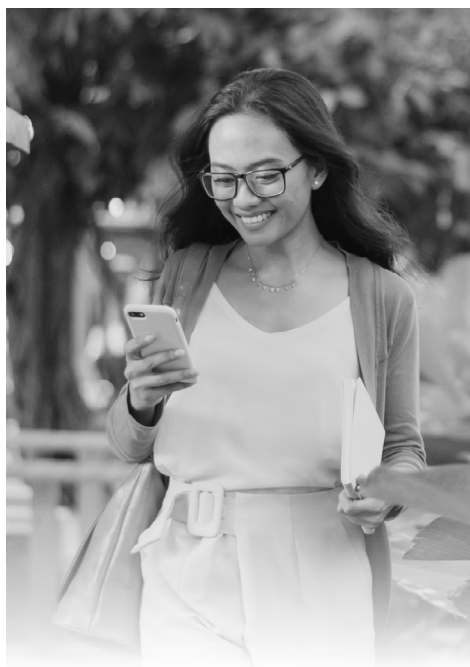


Protecting healthcare and reproductive healthcare rights are top priorities for diverse Americans and women

- **Reproductive Healthcare Rights:** More than 6-in-10 diverse Americans and women believe rights to reproductive health care are important. The majority of diverse Americans and women and 69% of LGBTQIA+ Americans feel that overturning Roe vs. Wade puts other civil liberties at risk
- **Federal Abortion Law:** The majority of diverse Americans and women believe there should be a federal law protecting access to abortion

Diverse Americans and women are following the Israel-Hamas conflict and believe the conflict is negatively impacting global and U.S. politics, as well as the global economy

- **Israel-Hamas Conflict Media Consumption:** Nearly 70% of diverse Americans and almost 60% of women are aware of and following news on the conflict between Israel and Hamas
- **Impact of the Israel-Hamas Conflict:** Over 4-in-10 diverse Americans and women believe the Israel-Hamas conflict has a negative impact on global and U.S. politics, with 35% stating that the conflict will negatively impact 2024 U.S. elections
- **Support for Sending Aid to Foreign Countries:** The majority of diverse Americans and women support sending humanitarian aid to Israel, Palestine, and Ukraine, and they are less supportive of sending military equipment and military personnel to those countries



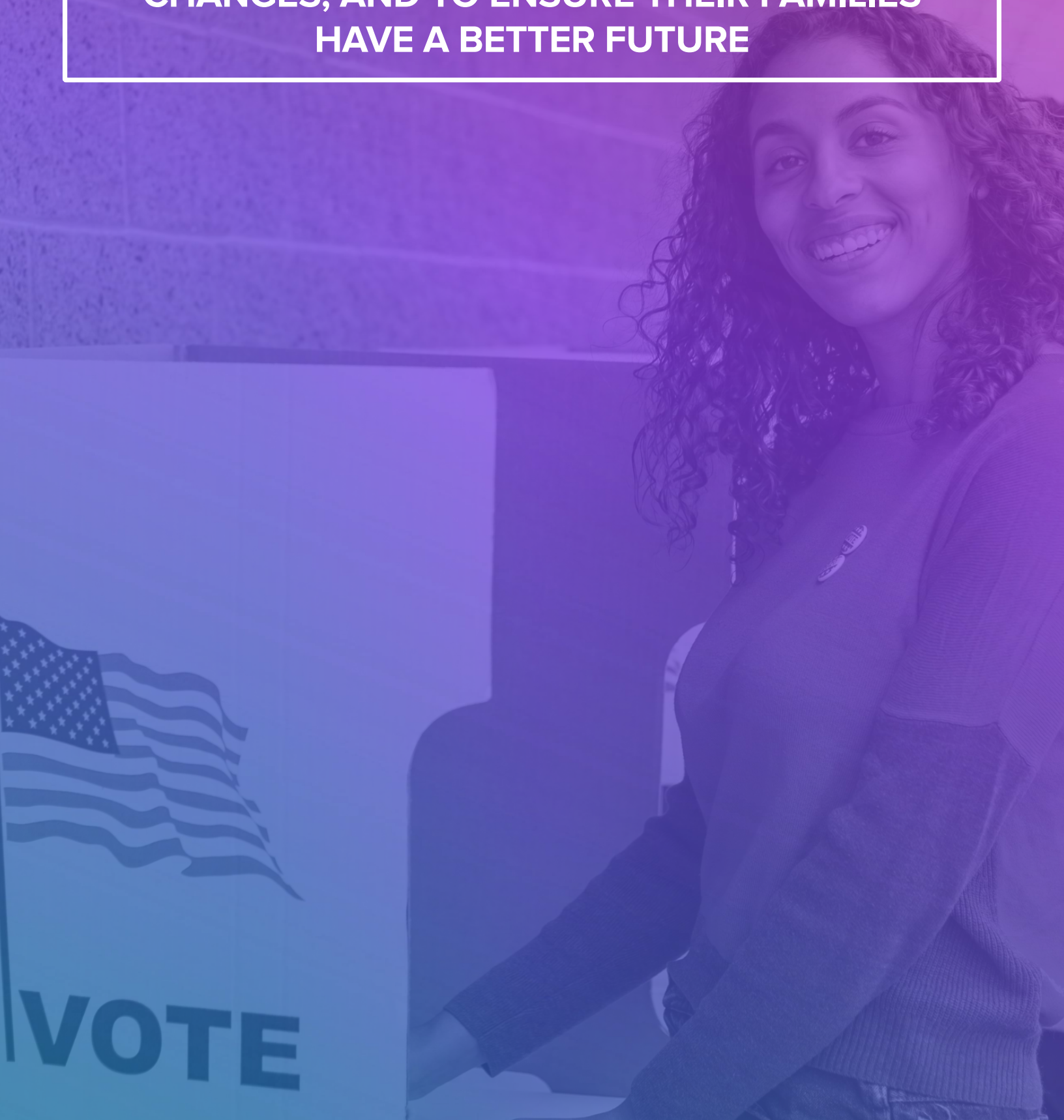
Immigration is a top issue for diverse Americans and most support border solutions that include prioritizing humanitarian affairs and reforming the immigration system to create a pathway to citizenship

- **Government Priorities at the U.S.-Mexico Border:** The majority of diverse Americans and women support prioritizing humanitarian affairs when addressing the U.S.-Mexico border
- **Support for a Pathway to Citizenship:** The majority of diverse Americans and women support reforming the immigration system to create a pathway to citizenship
- **Impact on Presidential Election Vote:** 4-in-10 diverse Americans are more likely to vote for Joe Biden because Donald Trump supports initiatives to remove birthright citizenship and his support for the detention and mass deportation of immigrants. 35% of diverse Americans are more likely to vote for Joe Biden because he asked Donald Trump to join him in passing bipartisan border legislation

Reach diverse voters using digital media and TV

- **Political Social Media Groups and Online Forums:** 3-in-10 diverse Americans, LGBTQIA+ Americans, and women belong to political social media groups or online forums
- **Political Misinformation Sources:** Social media is the leading source of misinformation. Diverse Americans view traditional TV, newspapers online, and streaming TV as more reliable and valuable
- **Top Political News Sources:** Digital media is the top source of political news for diverse Americans and women

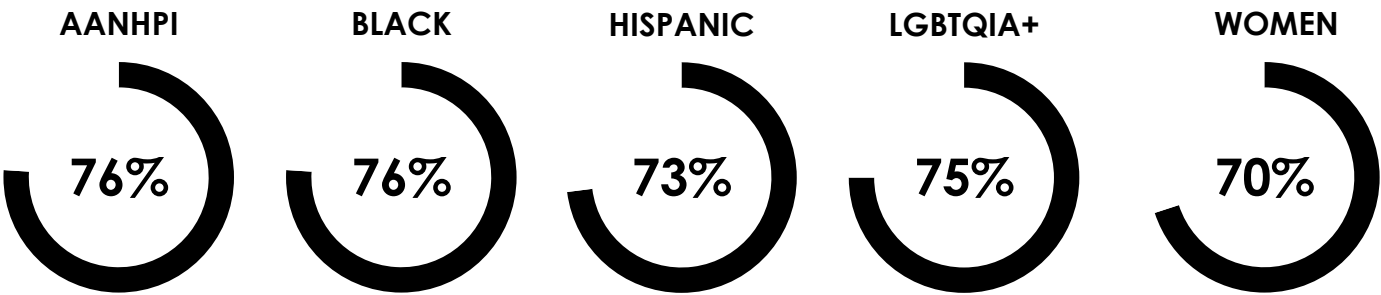
**DIVERSE AMERICANS AND WOMEN INTEND
TO VOTE IN 2024 TO MAKE THEIR VOICES HEARD,
TO BE A PART OF MAKING NECESSARY
CHANGES, AND TO ENSURE THEIR FAMILIES
HAVE A BETTER FUTURE**



Roughly 3-in-4 diverse Americans and women stated they are registered to vote in the 2024 election. Roughly 80% of total multicultural men stated they are registered to vote

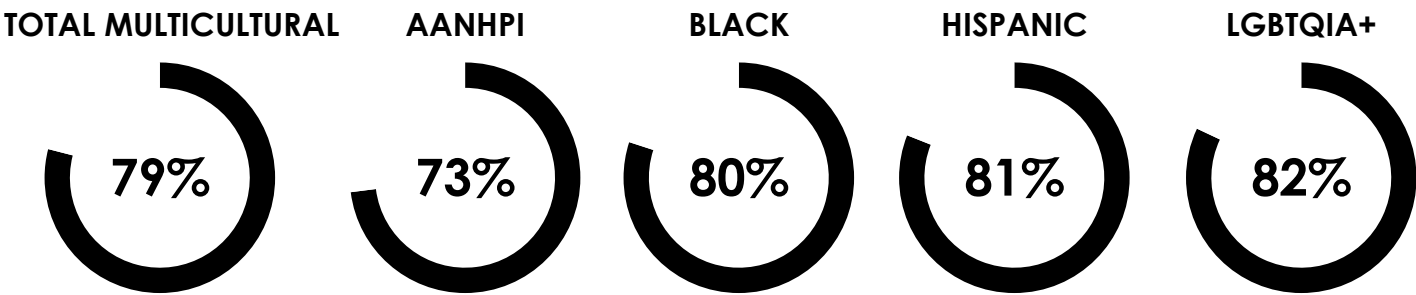
REGISTERED TO VOTE

% REGISTERED TO VOTE AMONG TOTAL U.S. CITIZENS, BY SEGMENT



REGISTERED TO VOTE - PERCENTAGE OF MEN

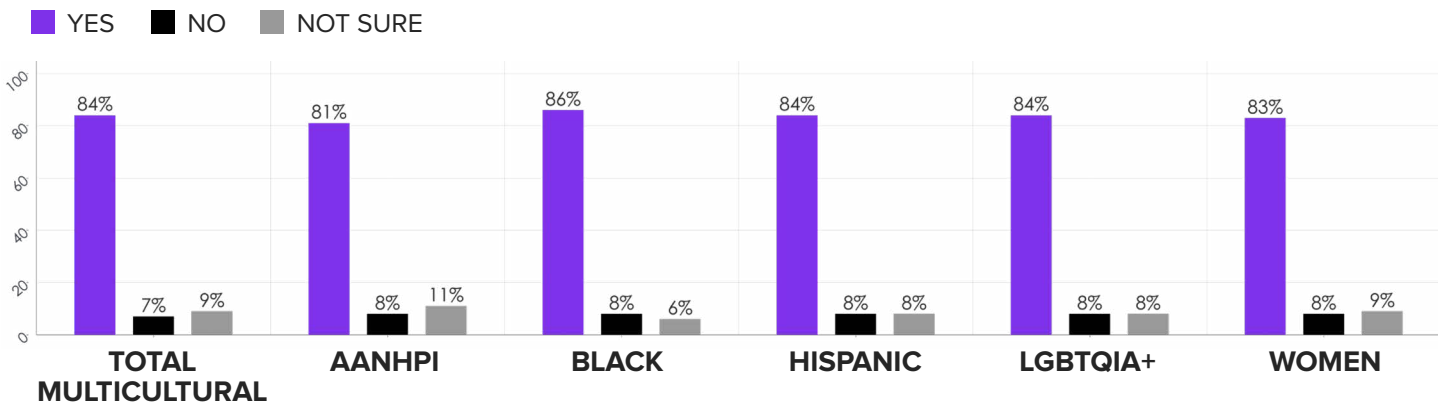
% REGISTERED TO VOTE AMONG TOTAL MULTICULTURAL VOTERS, PERCENT OF MEN ONLY



More than 8-in-10 diverse voters intend to vote in 2024 elections

INTENTION TO VOTE IN NOVEMBER 2024 ELECTIONS

% YES AMONG TOTAL U.S. VOTERS, BY SEGMENT



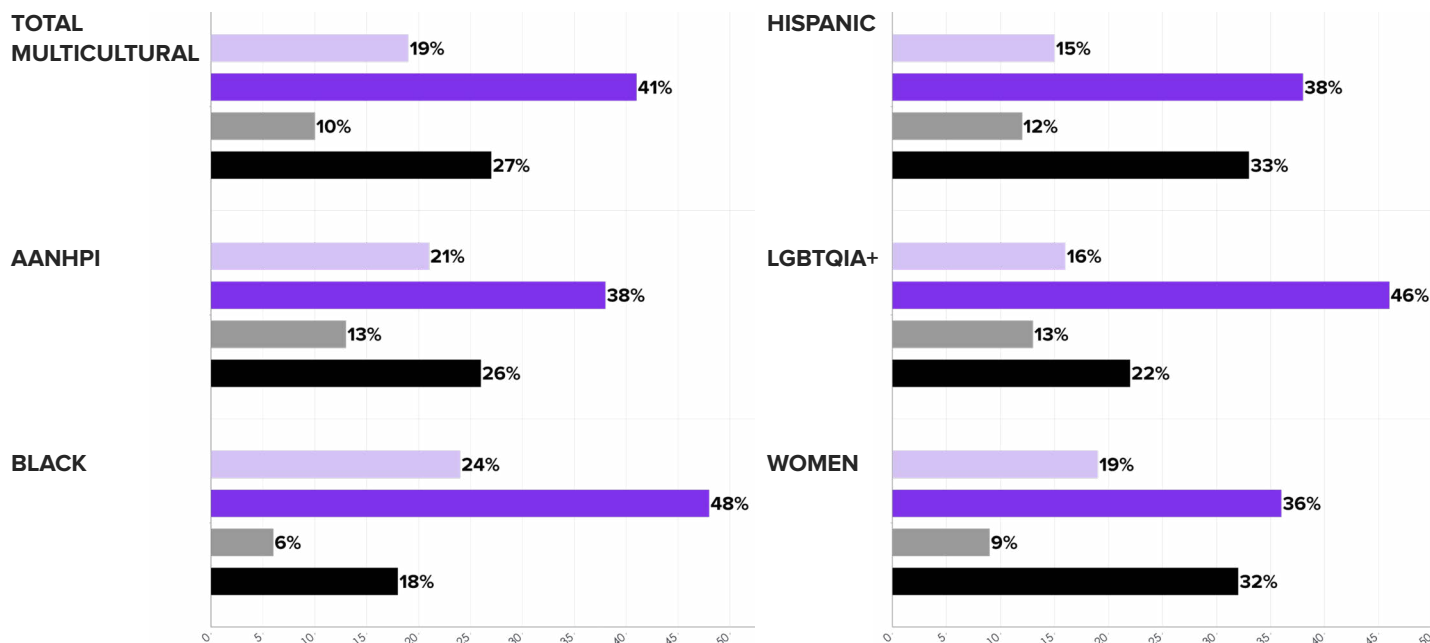
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Nearly 20% of diverse voters and women voters are not sure how they would vote if they were to vote today

IF YOU WERE TO VOTE TODAY, HOW WOULD YOU VOTE?

% TOTAL U.S. VOTERS, BY SEGMENT

NOT SURE DEMOCRATIC-LEANING SPLIT TICKET REPUBLICAN-LEANING

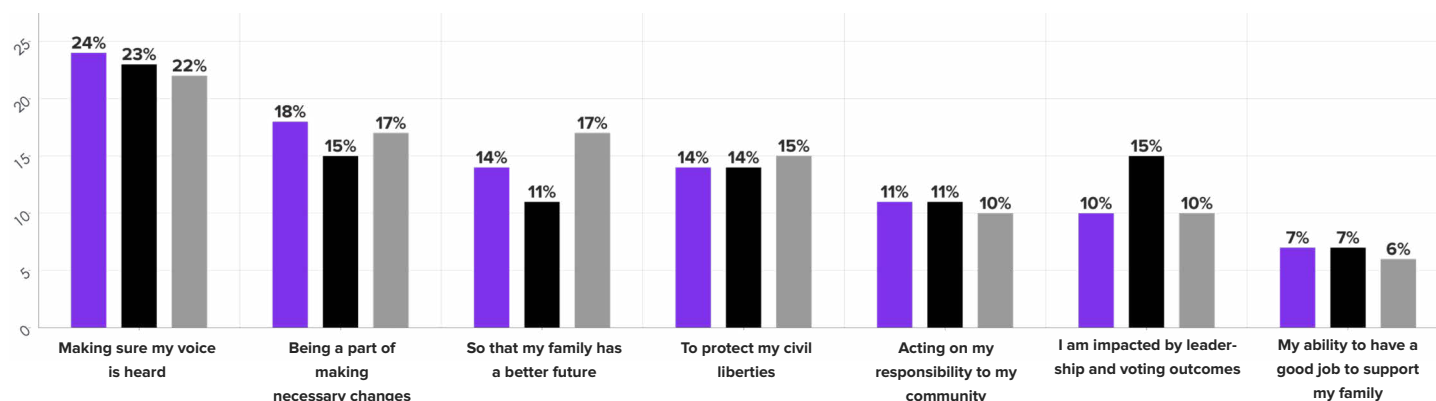


Diverse Americans, LGBTQIA+ Americans, and women are motivated to vote to make sure their voices are heard, to be a part of making necessary changes, and to ensure their families have a better future.

PRIMARY MOTIVATION TO VOTE

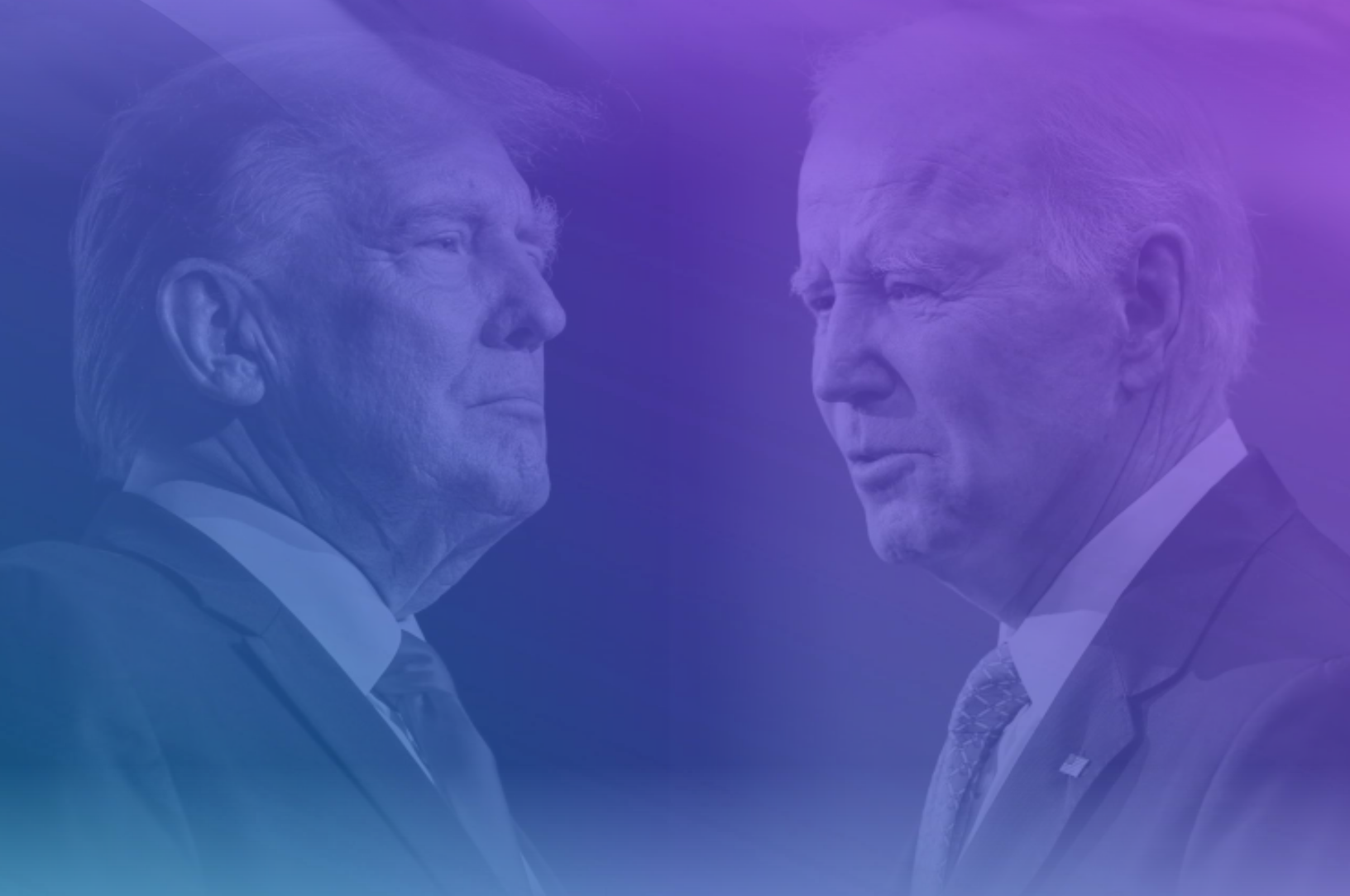
% TOTAL U.S. CITIZENS REGISTERED TO VOTE OR INTEND TO VOTE, BY SEGMENT

TOTAL MULTICULTURAL LGBTQIA+ WOMEN



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

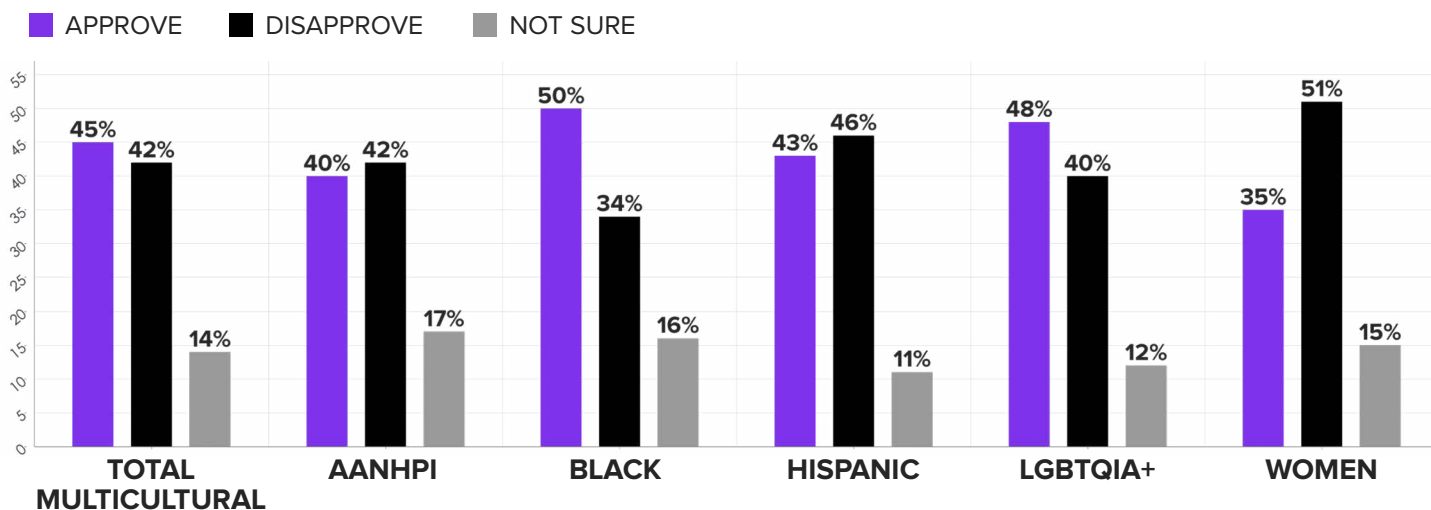
**THERE IS A TIGHT PRESIDENTIAL RACE IN 2024
AND GREAT OPPORTUNITY TO DEMONSTRATE
AN UNDERSTANDING OF DIVERSE VOTERS
THROUGH MESSAGING IN ORDER TO EARN
THEIR TRUST AND THEIR VOTES**



Diverse Americans approve of President Joe Biden's job performance more than they disapprove

JOB PERFORMANCE - PRESIDENT JOE BIDEN

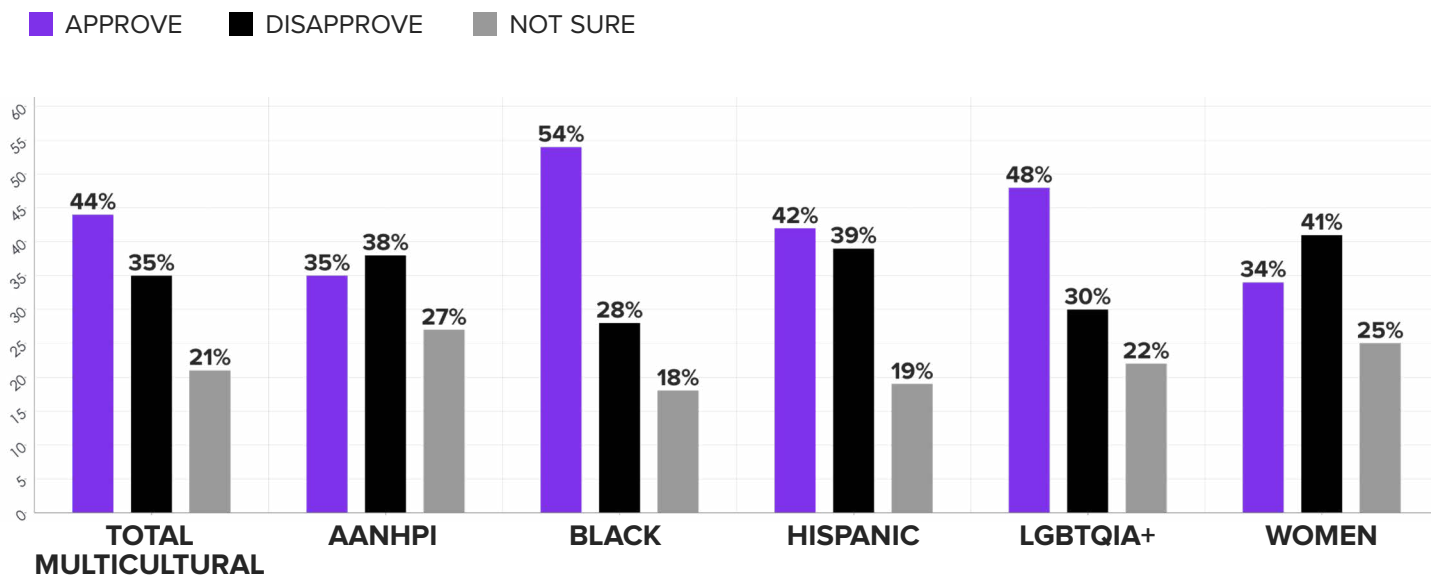
% TOTAL U.S. CITIZENS, BY SEGMENT



Diverse Americans approve of Vice President Kamala Harris's job performance more than they disapprove

JOB PERFORMANCE - VICE PRESIDENT KAMALA HARRIS

% TOTAL U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

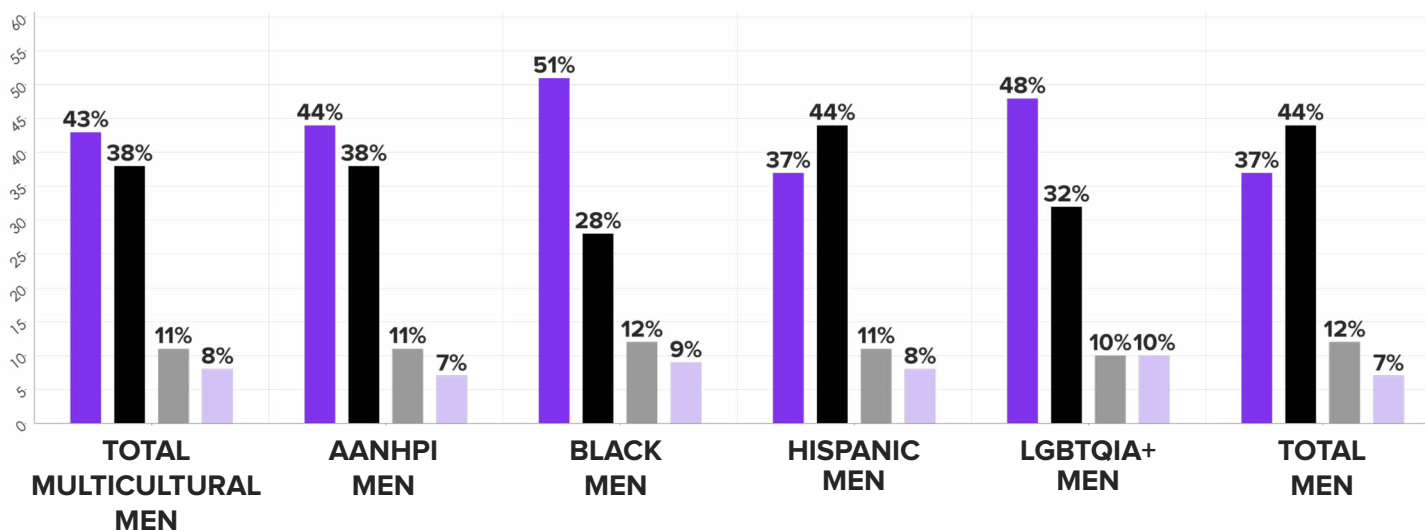
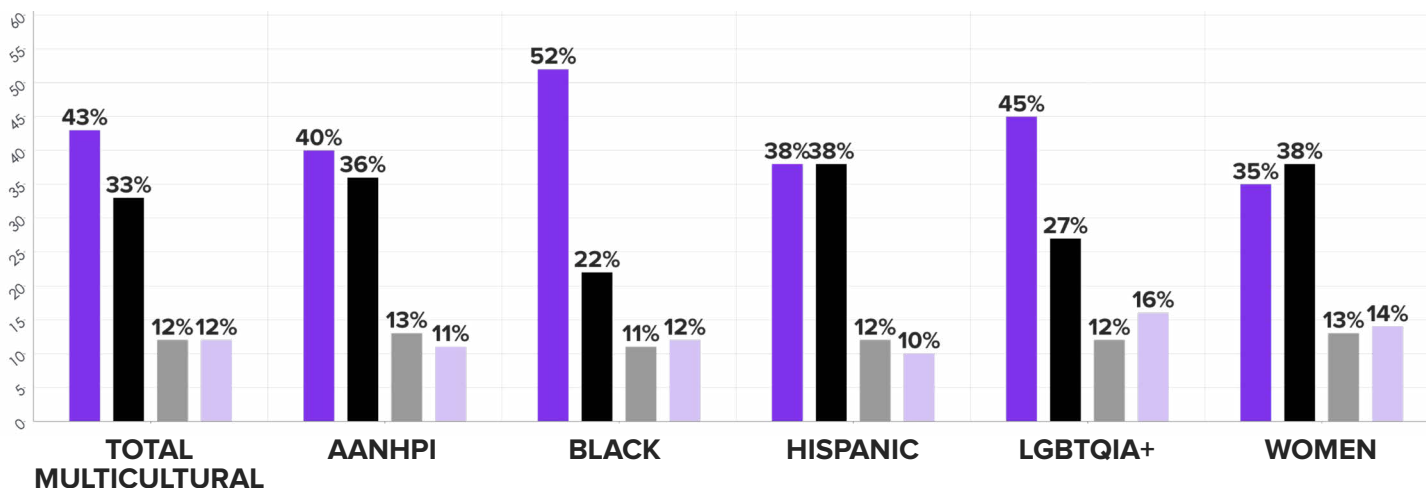
Joe Biden is the top choice for President among total diverse Americans.

U.S. men, overall, favor Donald Trump 44% to Biden's 37%

WHICH CANDIDATE WOULD YOU VOTE FOR PRESIDENT OF THE UNITED STATES?

% SELECTING EACH OPTION AMONG TOTAL U.S. CITIZENS, BY SEGMENT

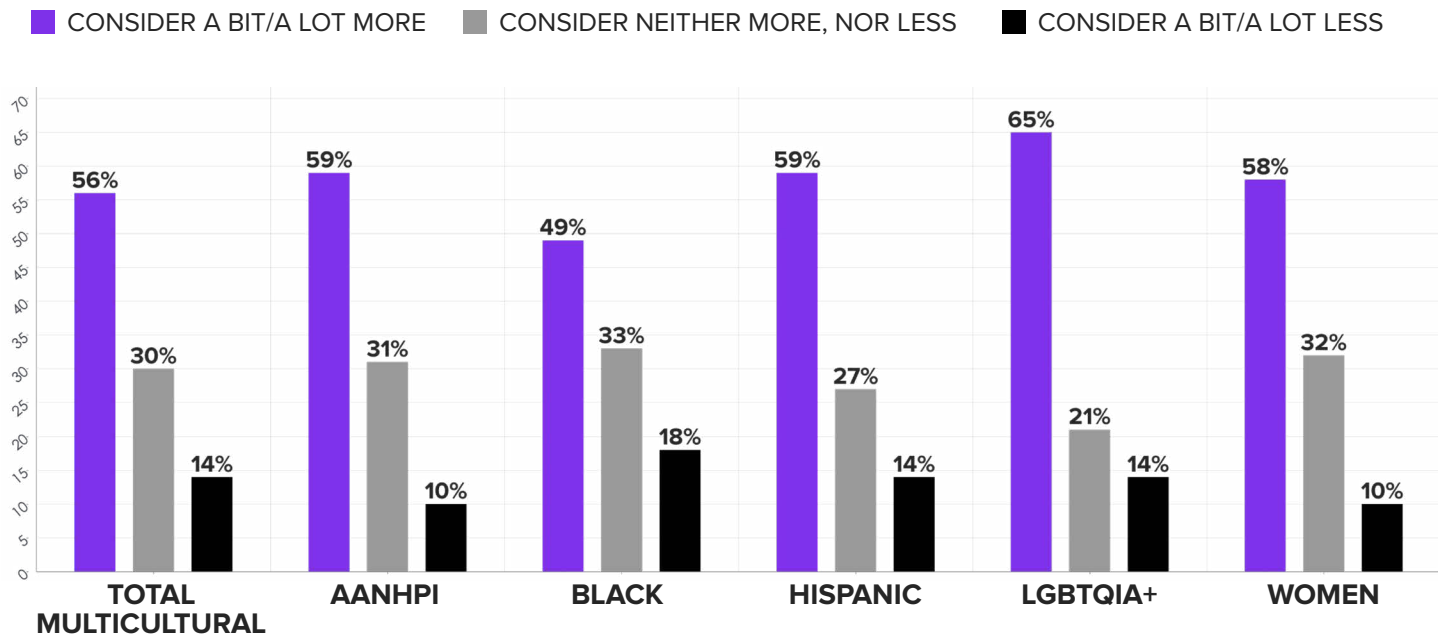
■ JOE BIDEN (D) ■ DONALD J. TRUMP (R) ■ ROBERT F. KENNEDY, JR. (I) ■ OTHER CANDIDATE



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Expressing a nuanced understanding of diverse Americans and women can significantly improve trust and consideration among these voting blocs. Messaging directly to directly to mindfully address wide held concerns among these these communities could help candidates gain incremental support in the voting booth

CONSIDERATION IMPACT WHEN A POLITICIAN, GOVERNMENTAL AGENCY, OR POLITICAL PARTY UNDERSTANDS YOU



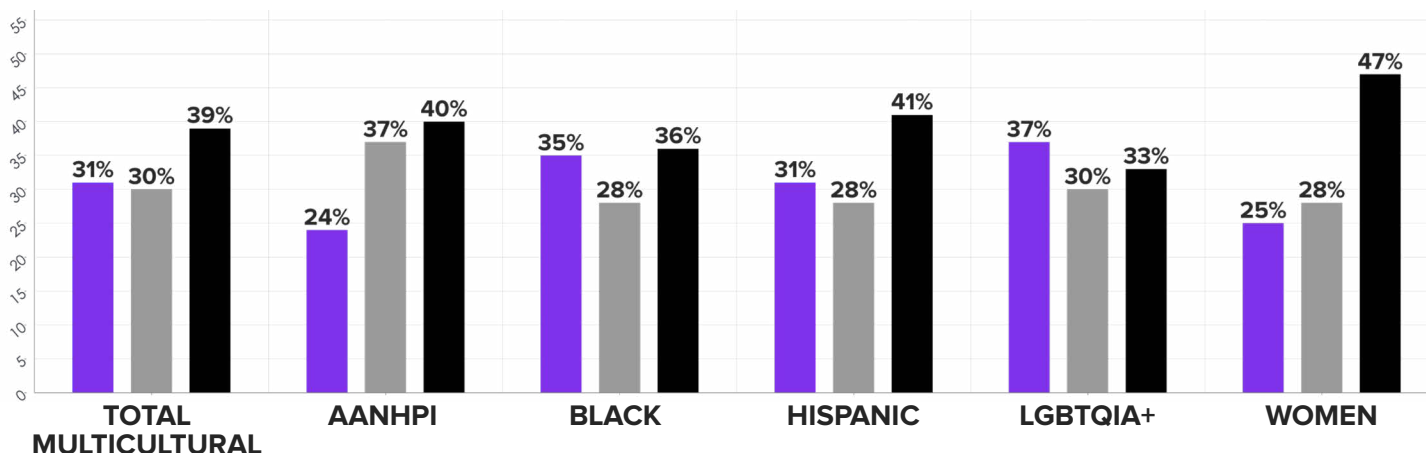
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Democrats have a distinct advantage over Republicans, with 39% of diverse Americans feeling misunderstood by the Democratic Party compared to 56% of diverse Americans feeling misunderstood by Republicans

HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING YOU - DEMOCRATIC PARTY

% TOTAL U.S. CITIZENS, BY SEGMENT

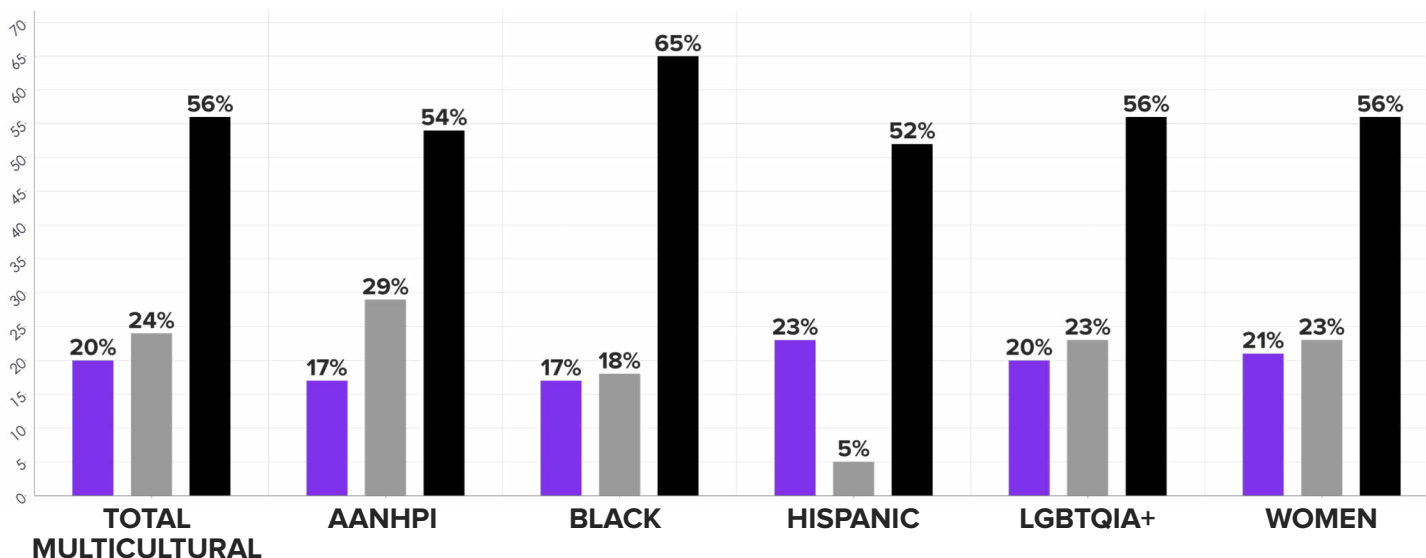
■ VERY/QUITE WELL ■ SOMEWHAT WELL ■ NOT SO WELL/NOT WELL AT ALL



HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING YOU - REPUBLICAN PARTY

% TOTAL U.S. CITIZENS, BY SEGMENT

■ VERY/QUITE WELL ■ SOMEWHAT WELL ■ NOT SO WELL/NOT WELL AT ALL

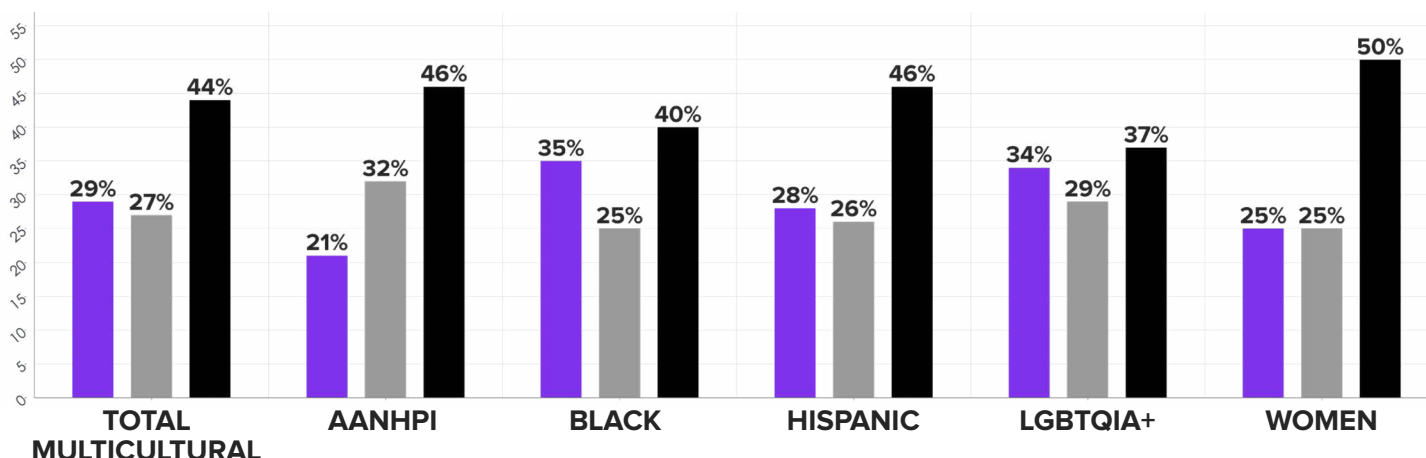


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Biden has a distinct advantage over Donald Trump, with 44% of diverse Americans expressing a lack of understanding from Biden compared to 58% expressing a lack of understanding from Donald Trump

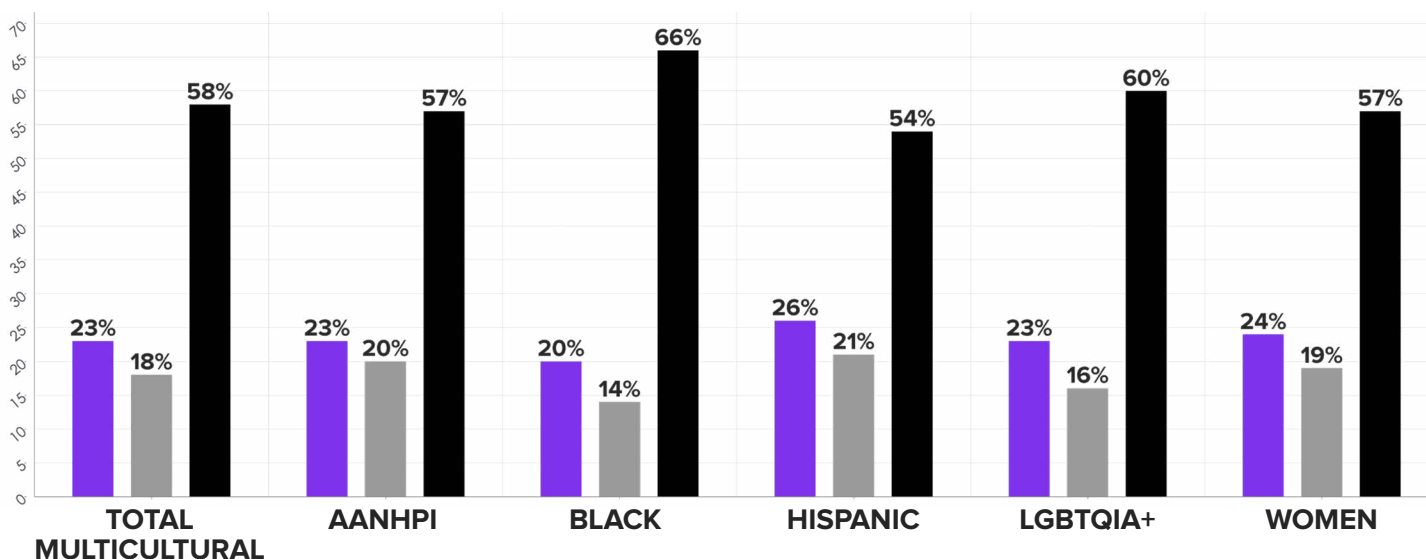
HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING YOU - JOE BIDEN
 % TOTAL U.S. CITIZENS, BY SEGMENT

■ VERY/QUITE WELL ■ SOMEWHAT WELL ■ NOT SO WELL/NOT WELL AT ALL



HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING YOU - DONALD TRUMP
 % TOTAL U.S. CITIZENS, BY SEGMENT

■ VERY/QUITE WELL ■ SOMEWHAT WELL ■ NOT SO WELL/NOT WELL AT ALL



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Diverse Americans are most reassured by President Joe Biden's approach to the economy, taxation, government spending, and regulatory policies

WHICH OF THE FOLLOWING, IF ANY, REASSURE YOU ABOUT JOE BIDEN'S ABILITY TO CARRY OUT THE DUTIES OF THE PRESIDENT OF THE UNITED STATES OF AMERICA?

% TOTAL U.S. CITIZENS, BY SEGMENT

TOTAL MULTICULTURAL



Approach to taxation, government spending, and regulatory policies – 28%

Expertise as a long-serving public official – 27%

Ability to bridge partisan divisions between the Dem. and Rep. parties – 26%

His approach to international relations – 26%

AANHPI



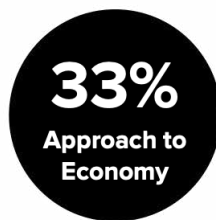
Expertise as a long-serving public official – 27%

His approach to international relations – 25%

Ability to bridge partisan divisions between the Dem. and Rep. parties – 24%

Approach to taxation, government spending, and regulatory policies – 24%

BLACK



Approach to taxation, government spending, and regulatory policies – 32%

Expertise as a long-serving public official – 30%

His approach to international relations – 29%

Ability to bridge partisan divisions between the Dem. and Rep. parties – 29%

% Who listed “His approach to the economy” as a top reassuring factor

**All segments listed his approach to the economy as the top reassuring factor except for LGBTQIA+*

HISPANIC



Approach to taxation, government spending, and regulatory policies – 27%

Expertise as a long-serving public official – 26%

Approach to immigration policies – 25%

Ability to bridge partisan divisions between the Dem. and Rep. parties – 25%

LGBTQIA+



Approach to taxation, government spending, and regulatory policies – **33%**

Expertise as a long-serving public official – **31%**

Ability to bridge partisan divisions between the Dem. and Rep. parties – 29%

His approach to international relations – 27%

WOMEN



Expertise as a long-serving public official – 25%

Ability to bridge partisan divisions between the Dem. and Rep. parties – 24%

Approach to taxation, government spending, and regulatory policies – 24%

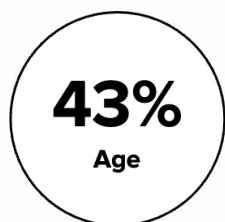
His approach to international relations – 23%

Roughly 4-in-10 diverse Americans and women are concerned about President Joe Biden's age impacting his decision-making and leadership capabilities over time

WHICH OF THE FOLLOWING, IF ANY, CONCERN YOU ABOUT JOE BIDEN'S ABILITY TO CARRY OUT THE DUTIES OF THE PRESIDENT OF THE UNITED STATES OF AMERICA?

% TOTAL U.S. CITIZENS, BY SEGMENT

TOTAL MULTICULTURAL



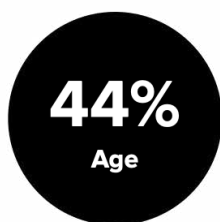
His age impacting leadership capabilities over time – 40%

Cognitive function or mental sharpness – 37%

Potential for serious health issues – 35%

Longevity in office/his ability to serve a full 4-year term – 32%

AANHPI



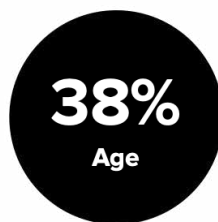
Cognitive function or mental sharpness – 42%

His age impacting leadership capabilities over time – 41%

Potential for serious health issues – 40%

Longevity in office/his ability to serve a full 4-year term – 29%

BLACK



His age impacting leadership capabilities over time – 38%

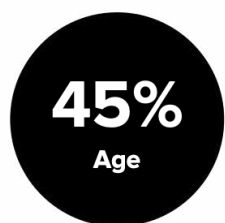
Potential for serious health issues – 31%

Longevity in office/his ability to serve a full 4-year term – 30%

Cognitive function or mental sharpness – 30%

% Who listed
"His age impacting
decision-making
abilities over time"
their top concern

HISPANIC



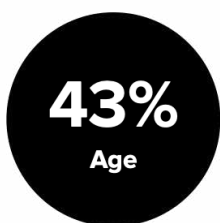
His age impacting leadership capabilities over time – 42%

Cognitive function or mental sharpness – 40%

Potential for serious health issues – 35%

Longevity in office/his ability to serve a full 4-year term – 35%

LGBTQIA+



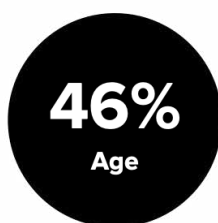
His age impacting leadership capabilities over time – 38%

Cognitive function or mental sharpness – 36%

Succession planning and the possibility of Speaker of the House, Mike Johnson (R), to assume the presidency, if necessary – 36%

Potential for serious health issues – 35%

WOMEN



Cognitive function or mental sharpness – 43%

His age impacting leadership capabilities over time – 42%

Potential for serious health issues – 37%

Longevity in office/his ability to serve a full 4-year term – 35%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Diverse Americans and women listed Medicare lowering the price of certain high-cost drugs for the first time, student loan debt forgiveness, the creation of manufacturing jobs, reproductive health care protections, and historically low unemployment rates as top Biden Administration accomplishments

WHICH OF THE FOLLOWING BIDEN ADMINISTRATION ACCOMPLISHMENTS HAVE MADE A SIGNIFICANTLY POSITIVE IMPACT ON AMERICA?

PLEASE SELECT THE THREE (3) THINGS THAT YOU FEEL HAVE MADE A SIGNIFICANTLY POSITIVE IMPACT ON THE COUNTRY. % TOTAL U.S. CITIZENS, BY SEGMENT

Top Biden Administration Accomplishments, by segment								
	Medicare lowering the price of certain high-cost drugs for the first time	Student loan Debt Forgiveness	Creating manufacturing jobs, lowering cost of goods, and increasing American made tech. through the CHIPS and Science Act	Signing Executive Orders to protect access to reproductive health care, including abortion and contraception	Historically low unemployment rates	Signing an Executive Order directing the federal government to use every tool available to advance equity and racial justice	Urging all state governors to pardon all prior federal offenses of simple marijuana possession	Passing Bipartisan legislation protecting marriage for same-sex couples and interracial couples
Total Multicultural*	35%	33%	24%	24%	21%	18%	19%	13%
AANHPI	38%	35%	25%	23%	22%	17%	13%	11%
Black	33%	36%	23%	21%	22%	21%	18%	11%
Hispanic	34%	30%	24%	26%	21%	16%	22%	16%
LGBTQIA+	29%	25%	23%	28%	19%	13%	22%	31%
Women	41%	30%	23%	24%	20%	16%	20%	15%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Diverse Americans and women have benefited or know someone who has benefited from Biden Administration accomplishments, especially lower drug prices, wage or salary increases, student loan debt relief, and subsidized high-speed internet

HAVE YOU OR SOMEONE YOU KNOW RECENTLY BENEFITED FROM ANY OF THE FOLLOWING?

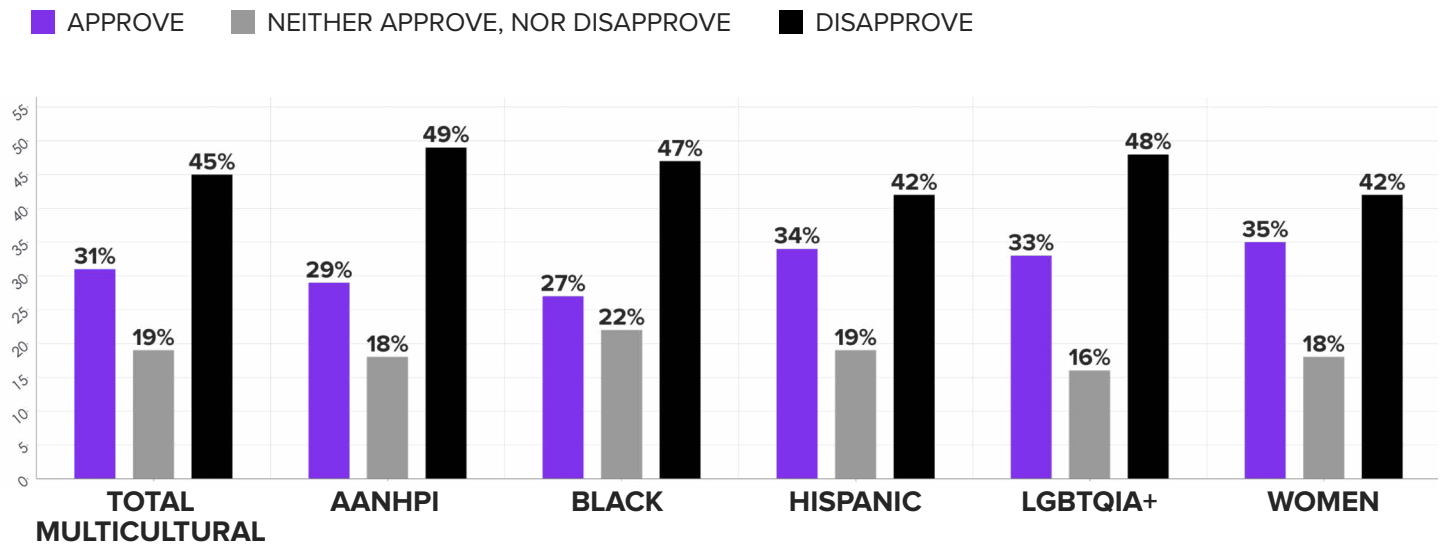
% TOTAL U.S. CITIZENS, BY SEGMENT

HAVE YOU OR SOMEONE YOU KNOW RECENTLY BENEFITED FROM ANY OF THE FOLLOWING?								
	Lower prices for certain high-cost drugs, like insulin	Wage or salary increases	Student loan debt relief	Lower home utility costs	Subsidized high-speed internet subscription fees from the Affordable Connectivity Program	Starting a new job after a period of unemployment	Legal protection for same-sex or interracial marriages	Access to reproductive health care, including abortion and contraception
Total Multicultural*	27%	27%	26%	26%	25%	22%	17%	15%
AANHPI	27%	25%	24%	23%	24%	19%	15%	15%
Black	23%	33%	25%	24%	16%	22%	13%	12%
Hispanic	30%	26%	24%	29%	28%	24%	19%	15%
LGBTQIA+	29%	25%	27%	25%	28%	24%	26%	29%
Women	26%	25%	24%	23%	24%	18%	15%	16%

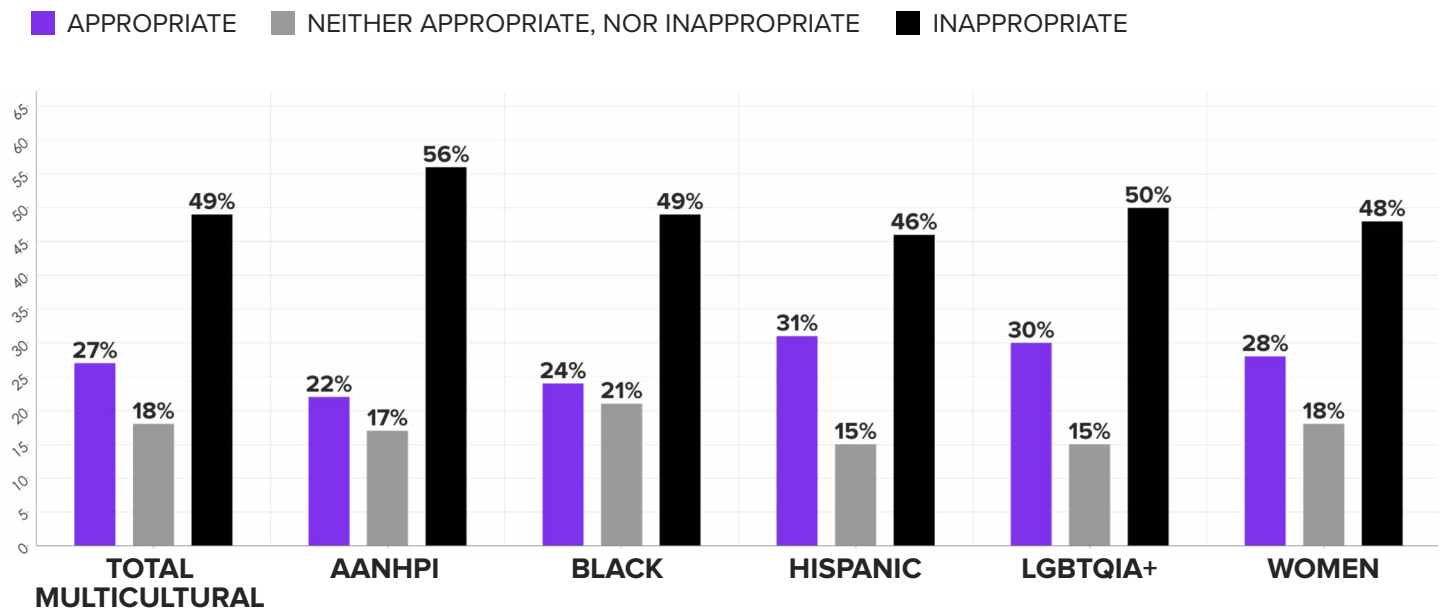
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

The disapproval rate of Trump running for President while facing civil and criminal charges increases from 45% to 49% after learning that Trump is facing 91 criminal offenses in four criminal cases

THE DEGREE TO WHICH YOU APPROVE OR DISAPPROVE OF DONALD TRUMP RUNNING FOR PRESIDENT WHILE FACING MULTIPLE CIVIL AND CRIMINAL CHARGES IN COURT
% TOTAL U.S. CITIZENS, BY SEGMENT



TO WHAT DEGREE DO YOU FEEL THAT IT IS APPROPRIATE OR INAPPROPRIATE FOR DONALD TRUMP TO CONTINUE TO RUN FOR U.S. PRESIDENT AFTER HAVING BEEN CHARGED WITH 91 CRIMINAL OFFENSES IN FOUR CRIMINAL CASES?
% TOTAL U.S. CITIZENS, BY SEGMENT



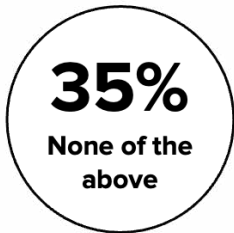
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

35% of diverse Americans selected “none of the above” when asked what described Trump’s strengths

IN YOUR OPINION, WHICH OF THE FOLLOWING, IF ANY, DO YOU FEEL DESCRIBE DONALD TRUMP’S STRENGTHS?

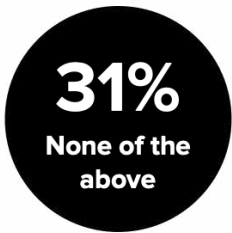
% TOTAL U.S. CITIZENS, TOP 5 RESPONSES BY SEGMENT

TOTAL
MULTICULTURAL



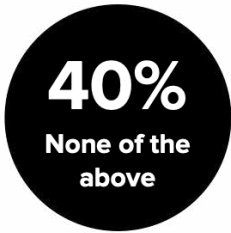
- Confidence – 26%
- Leadership skills – 21%
- Business achievements – 21%
- Strategic thinking – 18%
- Vision for the future – 17%

AANHPI



- Confidence – 32%
- Business achievements – 26%
- Leadership skills – 23%
- Strategic thinking – 21%
- Vision for the future – 20%

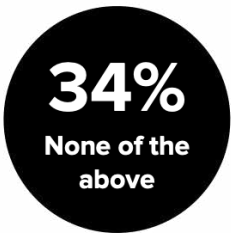
BLACK



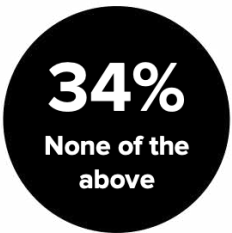
- Confidence – 22%
- Leadership skills – 13%
- Business achievements – 12%
- Strategic thinking – 12%
- Self-awareness – 12%

% Who listed “None of the above” when asked to describe Donald Trump’s strengths

LGBTQIA+

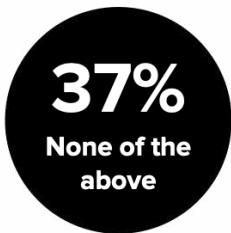


- Confidence – 26%
- Leadership skills – 25%
- Business achievements – 24%
- Strategic thinking – 21%
- Vision for the future – 21%



- Confidence – 26%
- Leadership skills – 19%
- Business achievements – 18%
- Vision for the future – 17%
- Authenticity – 16%

WOMEN



- Confidence – 29%
- Leadership skills – 27%
- Business achievements – 25%
- Strategic thinking – 23%
- Vision for the future – 21%

Note: “Total Multicultural” = Net AANHPI, Black, and Hispanic

4-in-10 diverse Americans, LGBTQIA+ Americans, and women listed “arrogance” as Donald Trump’s biggest weakness

IN YOUR OPINION, WHICH OF THE FOLLOWING, IF ANY, DO YOU FEEL DESCRIBE DONALD TRUMP’S WEAKNESSES?

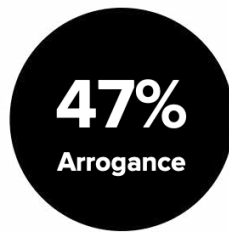
% TOTAL U.S. CITIZENS, BY SEGMENT

TOTAL MULTICULTURAL



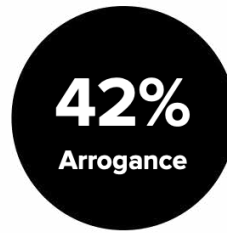
Egotism and self-centeredness – 36%
Lack of empathy – 36%
Untrustworthy – 34%
Disrespectful towards certain parts of the population – 33%

AANHPI



Egotism and self-centeredness – 41%
Lack of empathy – 37%
Impulsiveness and lack of self-control – 37%
Disrespectful towards certain parts of the population – 36%

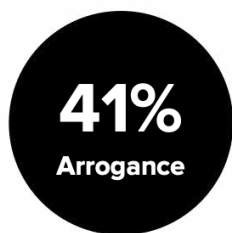
BLACK



Lack of empathy – 36%
Untrustworthy – 36%
No respect for authority – 35%
No respect for the rule of law – 34%

% Who listed “arrogance” when asked to describe Donald Trump’s weakness

HISPANIC



Egotism and self-centeredness – 36%
Lack of empathy – 35%
Untrustworthy – 32%
Disrespectful towards certain parts of the population – 32%

LGBTQIA+



Egotism and self-centeredness – 45%
Disrespectful towards certain parts of the population – 43%
Lack of empathy – 43%
Untrustworthy – 41%

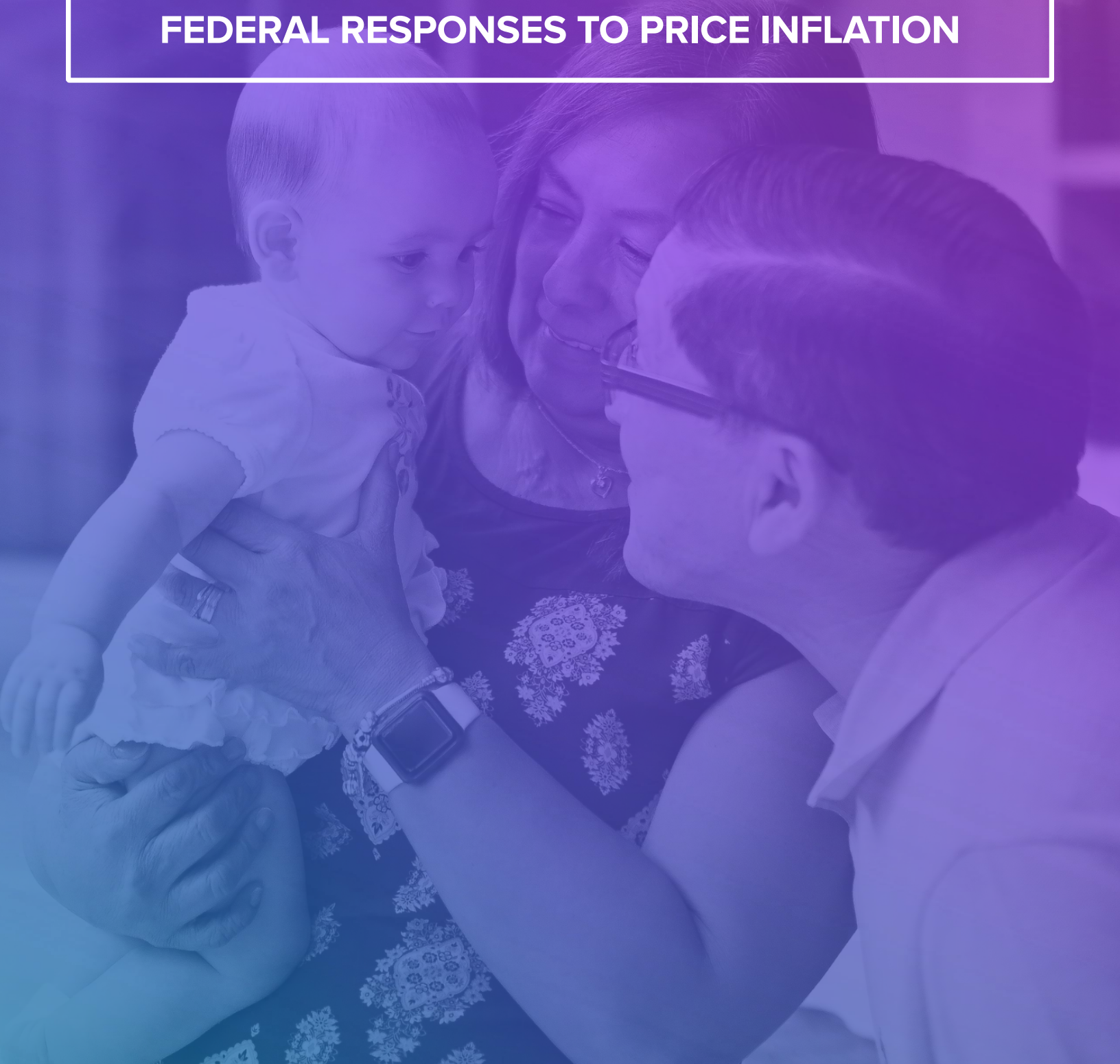
WOMEN



Egotism and self-centeredness – 40%
Lack of empathy – 36%
Disrespectful towards certain parts of the population – 36%
Impulsiveness and lack of self-control – 35%

Note: “Total Multicultural” = Net AANHPI, Black, and Hispanic

**ECONOMIC ISSUES, AFFORDABLE HOUSING,
GUN CONTROL, IMMIGRATION POLICY, AND
REPRODUCTIVE HEALTHCARE ARE THE
TOP ISSUES IMPACTING VOTERS IN 2024.
A MAJORITY OF DIVERSE AMERICANS
AND WOMEN ARE DISSATISFIED WITH
FEDERAL RESPONSES TO PRICE INFLATION**



Price inflation will have the biggest impact on how diverse Americans and women intend to vote in 2024. Racial equality is a top issue for Black Americans, while reproductive healthcare is a top issue for LGBTQIA+ Americans and women

BIGGEST IMPACT ON HOW YOU INTEND TO VOTE IN NOVEMBER 2024

% TOTAL U.S. REGISTERED VOTERS SELECTING EACH OPTION, BY SEGMENT

BIGGEST IMPACT ON HOW YOU INTEND TO VOTE IN NOVEMBER 2024							
	Price Inflation	Affordable Housing	Gun Violence and Mass Shootings	Healthcare	Economic Performance	Immigration Policy	Job Market
Total Multicultural*	46%	27%	23%	22%	21%	20%	18%
AANHPI	46%	19%	24%	24%	25%	21%	19%
Black	42%	30%	28%	24%	16%	15%	15%
Hispanic	48%	29%	20%	20%	22%	23%	19%
LGBTQIA+	28%	24%	26%	24%	14%	15%	11%
Women	47%	27%	24%	23%	18%	23%	12%

BIGGEST IMPACT ON HOW YOU INTEND TO VOTE IN NOVEMBER 2024							
	Racial Equality	Reproductive Health	National Security & Terrorism	Climate Change	Education	Automation Fuel Prices	Gender Equality
Total Multicultural*	17%	14%	14%	12%	11%	10%	8%
AANHPI	12%	16%	16%	16%	11%	14%	7%
Black	29%	14%	12%	10%	11%	7%	8%
Hispanic	12%	14%	15%	12%	11%	10%	9%
LGBTQIA+	18%	23%	14%	18%	11%	11%	19%
Women	10%	23%	15%	12%	10%	13%	8%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

More than half of diverse Americans and women believe price inflation has worsened in the last 6 months. Diverse Americans and women also list affordable housing, gun violence, automotive fuel prices, the U.S. economy, and reproductive healthcare as worse compared to 6 months ago

SOCIAL MOMENTUM – SIGNIFICANTLY/A LITTLE WORSE COMPARED TO 6 MONTHS AGO

% SIGNIFICANTLY/A LITTLE WORSE AMONG TOTAL U.S. CITIZENS, BY SEGMENT

SOCIAL MOMENTUM – SIGNIFICANTLY / A LITTLE WORSE COMPARED TO 6 MONTHS AGO						
	Price Inflation	Affordable Housing	Gun Violence and Mass Shootings	Automotive Fuel Prices	The U.S. Economy	Reproductive Healthcare
Total Multicultural*	52%	46%	44%	43%	42%	37%
AANHPI	59%	49%	50%	46%	46%	40%
Black	48%	43%	43%	39%	38%	37%
Hispanic	52%	46%	41%	45%	43%	36%
LGBTQIA+	52%	46%	45%	41%	42%	43%
Women	60%	52%	47%	50%	51%	44%

Diverse Americans and women are extremely dissatisfied with federal responses to price inflation and economic issues including affordable housing, gun control, immigration policy, and reproductive healthcare

DISAPPROVAL OF U.S. GOVERNMENT’S HANDLING OF ISSUES

% DISAPPROVE AMONG TOTAL U.S. CITIZENS, BY SEGMENT

DISAPPROVAL OF U.S. GOVERNMENT’S HANDLING OF ISSUES								
	Price Inflation	Affordable Housing	Gun Violence and Mass Shootings	Immigration Policy	Automotive Fuel Prices	Economic Performance	Reproductive Healthcare	Racial Equality
Total Multicultural*	61%	57%	59%	54%	54%	50%	49%	48%
AANHPI	59%	57%	62%	53%	55%	48%	48%	48%
Black	60%	53%	58%	50%	51%	45%	46%	52%
Hispanic	63%	59%	58%	57%	55%	55%	51%	45%
LGBTQIA+	60%	56%	58%	50%	46%	47%	53%	45%
Women	68%	60%	60%	60%	57%	56%	55%	47%

Note: “Total Multicultural” = Net AANHPI, Black, and Hispanic

Diverse Americans and women list reproductive health care, childcare affordability, domestic violence, gender pay gaps, and access to childcare as the most significant issues impacting U.S. women

ISSUES SIGNIFICANTLY IMPACTING WOMEN ACROSS THE U.S

% TOTAL U.S. CITIZENS, BY SEGMENT

ISSUES SIGNIFICANTLY IMPACTING WOMEN ACROSS THE U.S.									
	Reproductive Health	Childcare Affordability	Domestic Violence	Gender Pay Gaps	Access to Childcare	Parental Leave	Baby Formula Shortage	Automation Fuel Prices	Access to Prescription Drugs*
Total Multicultural*	45%	44%	39%	12%	29%	21%	20%	15%	13%
AANHPI	49%	47%	39%	16%	35%	25%	16%	15%	11%
Black	43%	47%	42%	10%	28%	20%	20%	14%	14%
Hispanic	44%	41%	38%	12%	28%	20%	21%	16%	13%
LGBTQIA+	51%	40%	38%	18%	36%	17%	18%	14%	14%
Women	45%	49%	42%	12%	27%	19%	18%	15%	12%

*This survey began as news broke of a Supreme Court case regarding access to mifepristone, one of the drugs used in a regimen for medication abortion. These results likely do not account for awareness of this case due to the timing.

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic



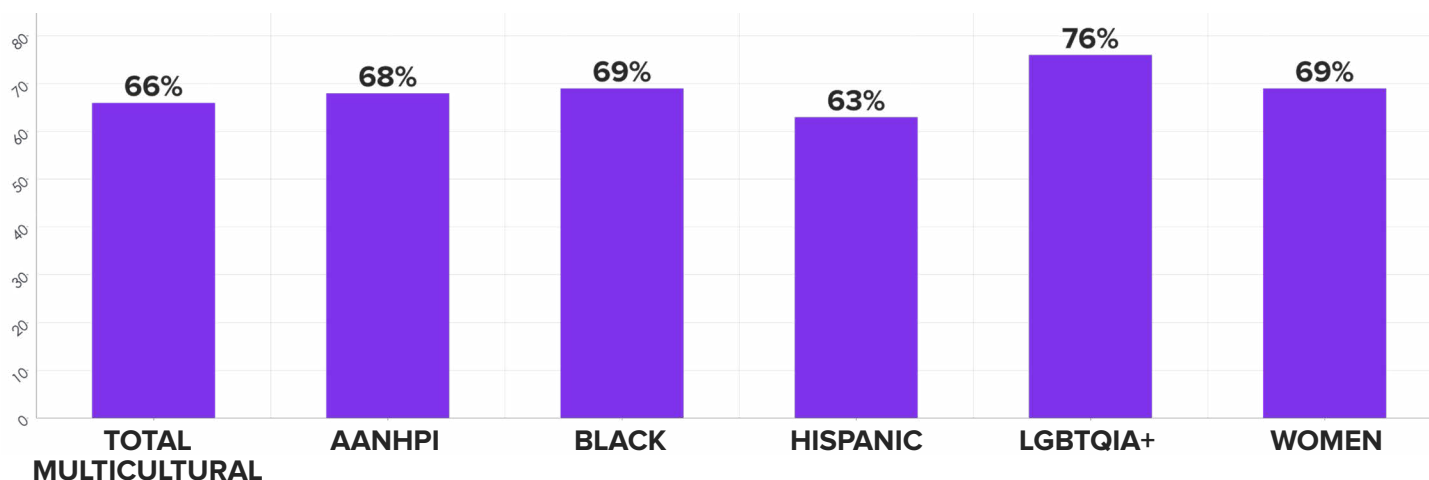
**PROTECTING HEALTHCARE AND
REPRODUCTIVE HEALTHCARE RIGHTS
ARE TOP PRIORITIES FOR DIVERSE
AMERICANS AND WOMEN**

More than 6-in-10 diverse Americans and women believe rights to reproductive health care are important. The majority of diverse Americans and women and 69% of LGBTQIA+ Americans feel that overturning Roe vs. Wade puts other civil liberties at risk

TO WHAT DEGREE ARE CONSTITUTIONALLY GUARANTEED RIGHTS TO REPRODUCTIVE HEALTH CARE IMPORTANT TO YOU?

% AMONG TOTAL U.S. CITIZENS, BY SEGMENT

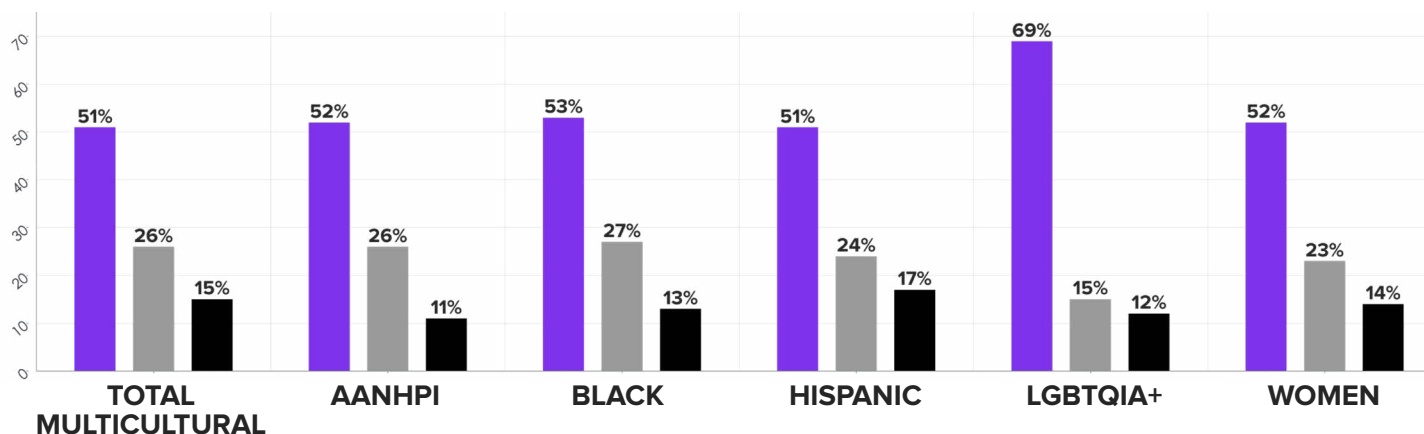
■ VERY/SOMEWHAT IMPORTANT (NET)



TO WHAT EXTENT DO YOU FEEL THAT THE U.S. SUPREME COURT'S DECISION TO OVERTURN ROE VS. WADE PUTS OTHER CIVIL LIBERTIES AND THE PEOPLE THAT THEY PROTECT IN HARM'S WAY?

% AMONG TOTAL U.S. CITIZENS, BY SEGMENT

■ STRONGLY/SOMEWHAT FEEL THAT IT DOES ■ NOT SURE IF IT DOES
■ STRONGLY/SOMEWHAT FEEL THAT IT DOES NOT



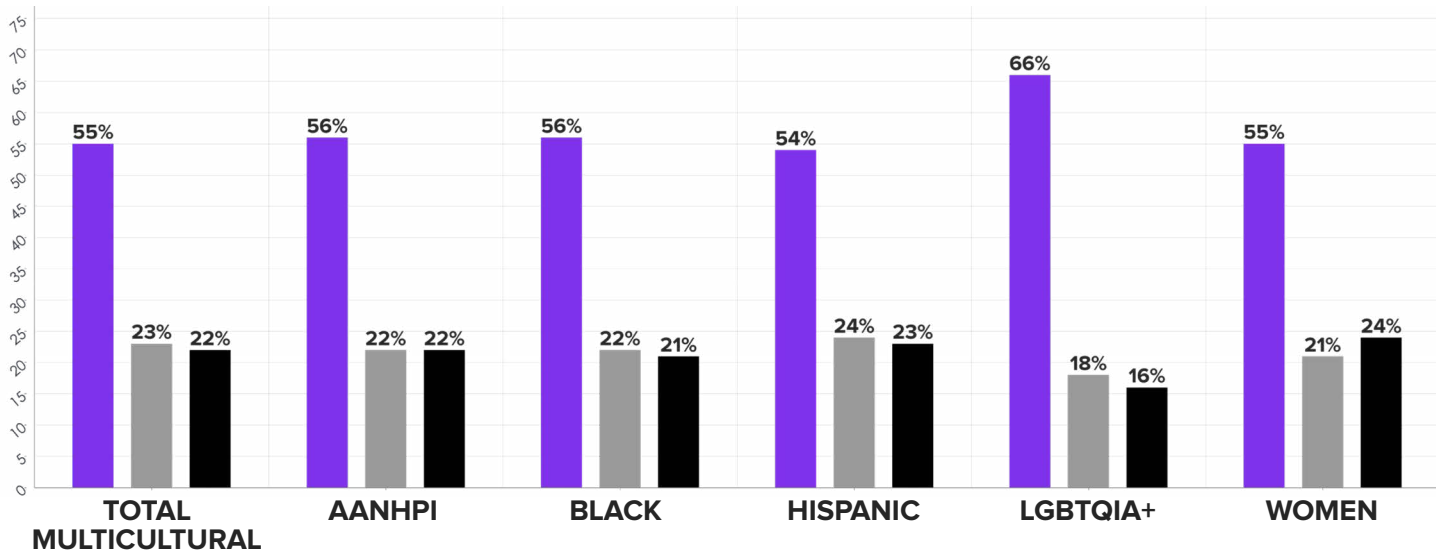
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

The majority of diverse Americans and women believe there should be a federal law protecting access to abortion

SHOULD THERE BE A FEDERAL LAW PROTECTING OR RESTRICTING ACCESS TO ABORTION, OR SHOULD IT BE LEFT TO THE STATES?

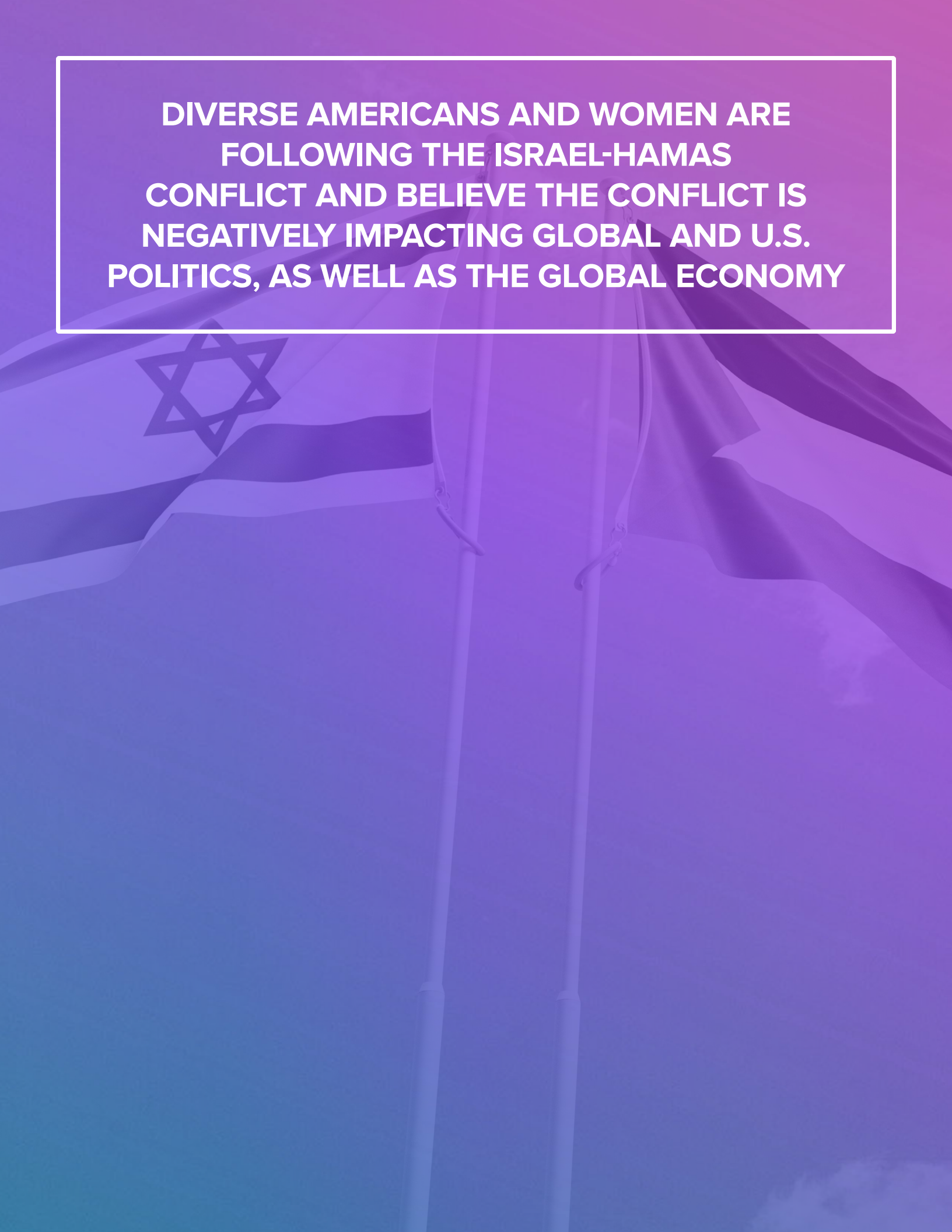
% AMONG TOTAL U.S. CITIZENS, BY SEGMENT

- THERE SHOULD BE A FEDERAL LAW PROTECTING ACCESS TO ABORTION
- THERE SHOULD BE A FEDERAL LAW RESTRICTING ACCESS TO ABORTION
- IT SHOULD BE LEFT TO THE STATES



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic.

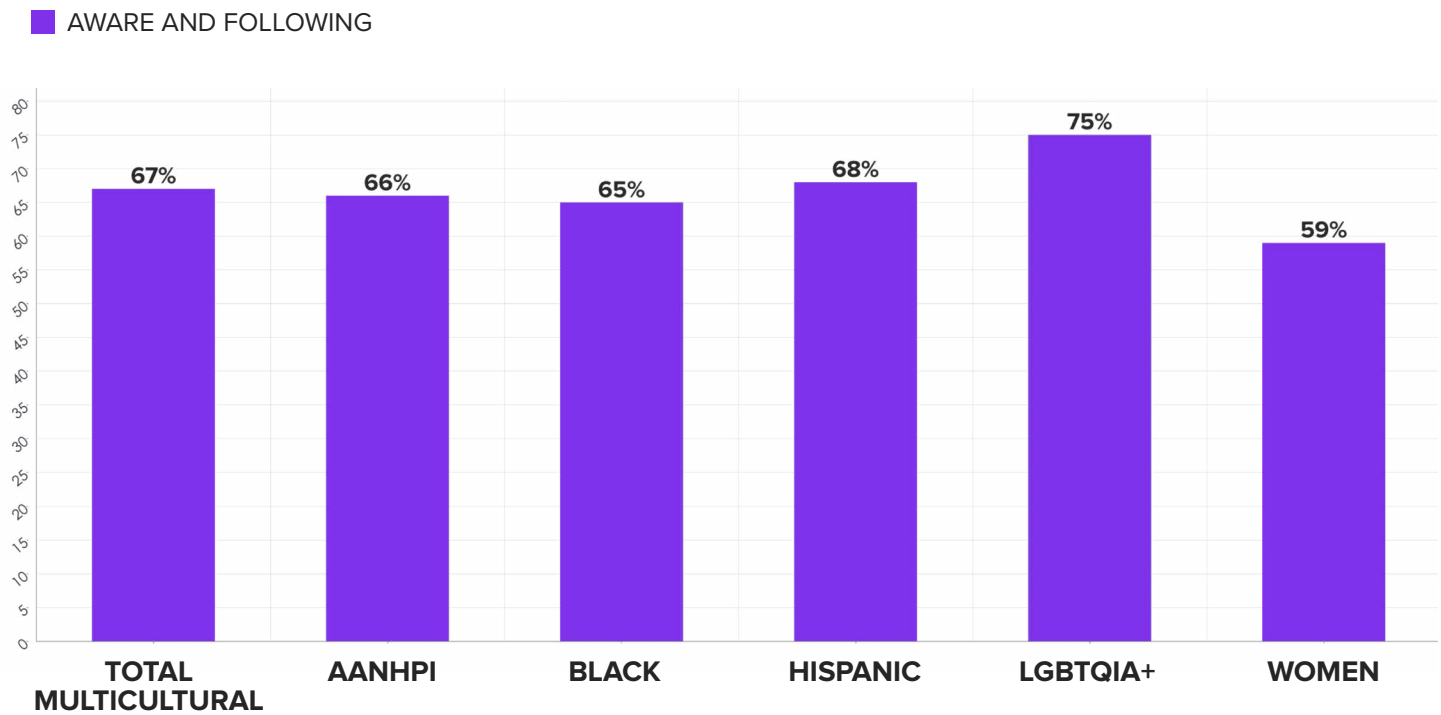
**DIVERSE AMERICANS AND WOMEN ARE
FOLLOWING THE ISRAEL-HAMAS
CONFLICT AND BELIEVE THE CONFLICT IS
NEGATIVELY IMPACTING GLOBAL AND U.S.
POLITICS, AS WELL AS THE GLOBAL ECONOMY**



Nearly 70% of diverse Americans and almost 60% of women are aware of and following news on the conflict between Israel and Hamas

HOW OFTEN DO YOU WATCH, READ, OR LISTEN TO NEWS REPORTS ABOUT THE CONFLICT BETWEEN ISRAEL AND HAMAS, IF AT ALL?

% TOTAL U.S. CITIZENS, BY SEGMENT



Over 4-in-10 diverse Americans and women believe the Israel-Hamas conflict has a negative impact on global and U.S. politics, with 35% stating that the conflict will negatively impact 2024 U.S. elections

IMPACT OF THE CONFLICT BETWEEN ISRAEL AND HAMAS

% TOTAL U.S. CITIZENS, BY SEGMENT

NEGATIVE IMPACT OF THE CONFLICT BETWEEN ISRAEL AND HAMAS							
	Stability in Global Politics	The Global Economy	U.S. Politics	Human Rights	U.S. National Debt	2024 U.S. National Election	Racial Equality in the U.S.
Total Multicultural*	46%	46%	43%	43%	42%	35%	36%
AANHPI	51%	53%	46%	53%	46%	39%	40%
Black	40%	40%	39%	39%	36%	33%	36%
Hispanic	48%	48%	43%	42%	44%	35%	35%
LGBTQIA+	49%	45%	49%	47%	39%	37%	39%
Women	52%	51%	47%	52%	48%	37%	38%

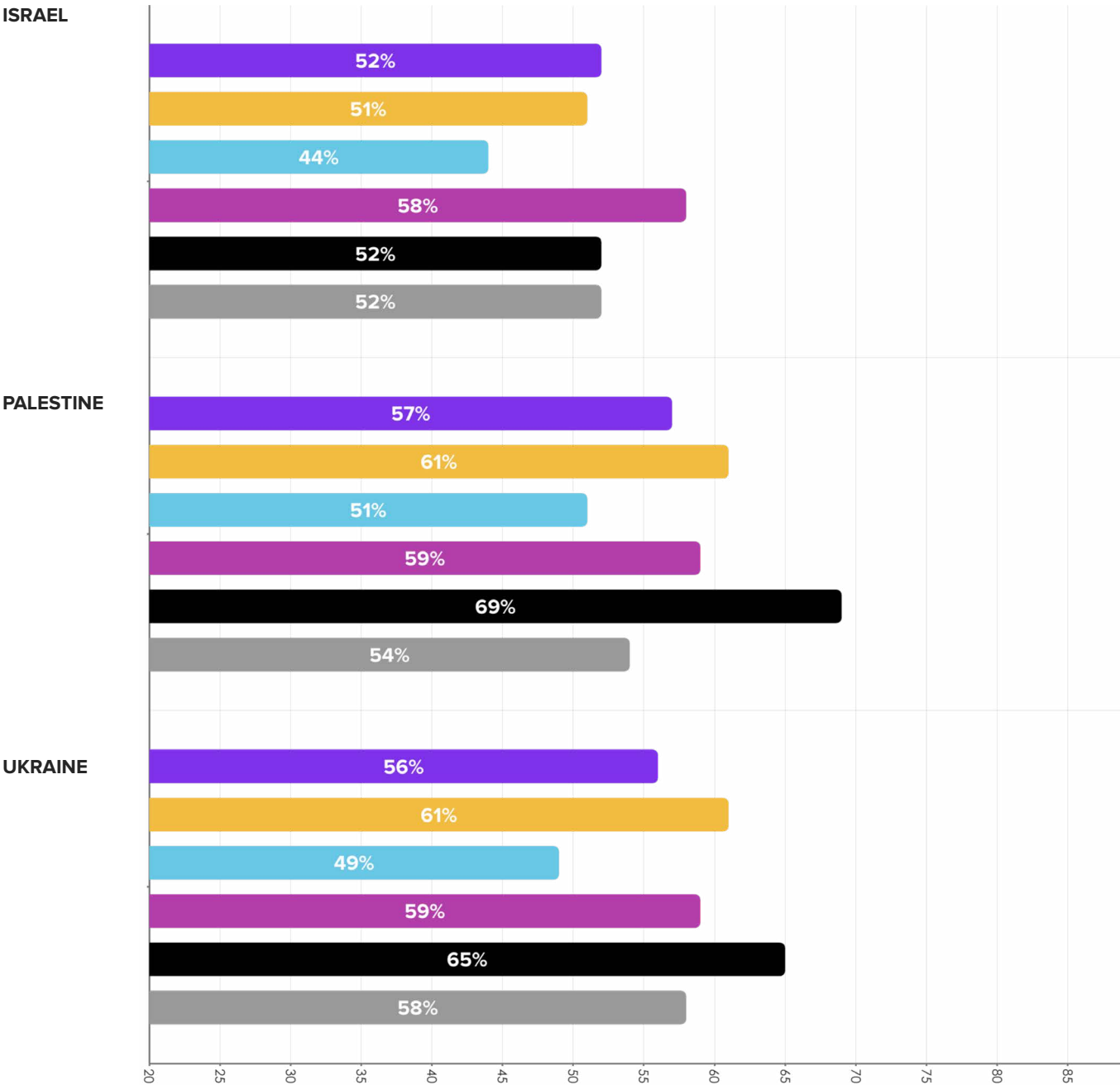
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic. This survey was conducted before news broke that Iran launched an attack on Israel on April 14, 2024.

The majority of diverse Americans and women support sending humanitarian aid to Israel, Palestine, and Ukraine, and they are less supportive of sending military equipment and military personnel to those countries


DO YOU SUPPORT THE U.S. SENDING HUMANITARIAN AID? - YES RESPONSES

% TOTAL U.S. CITIZENS, BY SEGMENT

TOTAL MULTICULTURAL AANHPI BLACK HISPANIC LGBTQIA+ WOMEN



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic. This survey was conducted before news broke that Iran launched an attack on Israel on April 14, 2024.

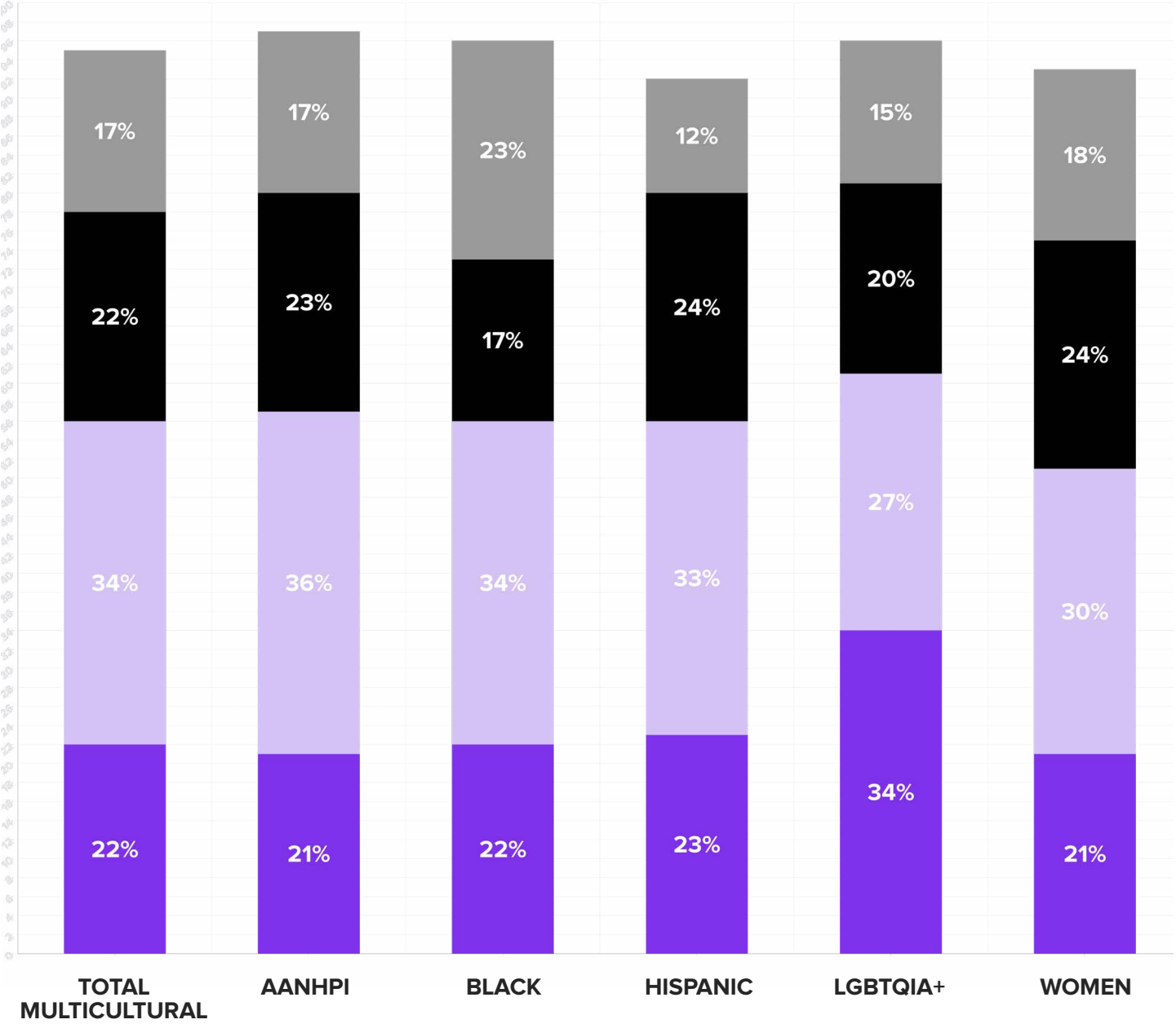


**IMMIGRATION IS A TOP ISSUE FOR
DIVERSE AMERICANS AND MOST SUPPORT
BORDER SOLUTIONS THAT INCLUDE
PRIORITIZING HUMANITARIAN AFFAIRS AND
REFORMING THE IMMIGRATION SYSTEM TO
CREATE A PATHWAY TO CITIZENSHIP**

The majority of diverse Americans and women support prioritizing humanitarian affairs when addressing the U.S.-Mexico border

THINKING ABOUT THE U.S.-MEXICO BORDER, DO YOU WANT THE GOVERNMENT TO PRIORITY ADDRESSING HUMANITARIAN AFFAIRS OR STOPPING BORDER CROSSINGS?
% AMONG TOTAL U.S. CITIZENS, BY SEGMENT

- I WANT THE GOVERNMENT TO PRIORITY HUMANITARIAN AFFAIRS
- I WANT THE GOVERNMENT TO PRIORITY HUMANITARIAN AFFAIRS & STOPPING BORDER CROSSINGS, EQUALLY
- I WANT THE GOVERNMENT TO PRIORITY STOPPING BORDER CROSSINGS
- NOT SURE



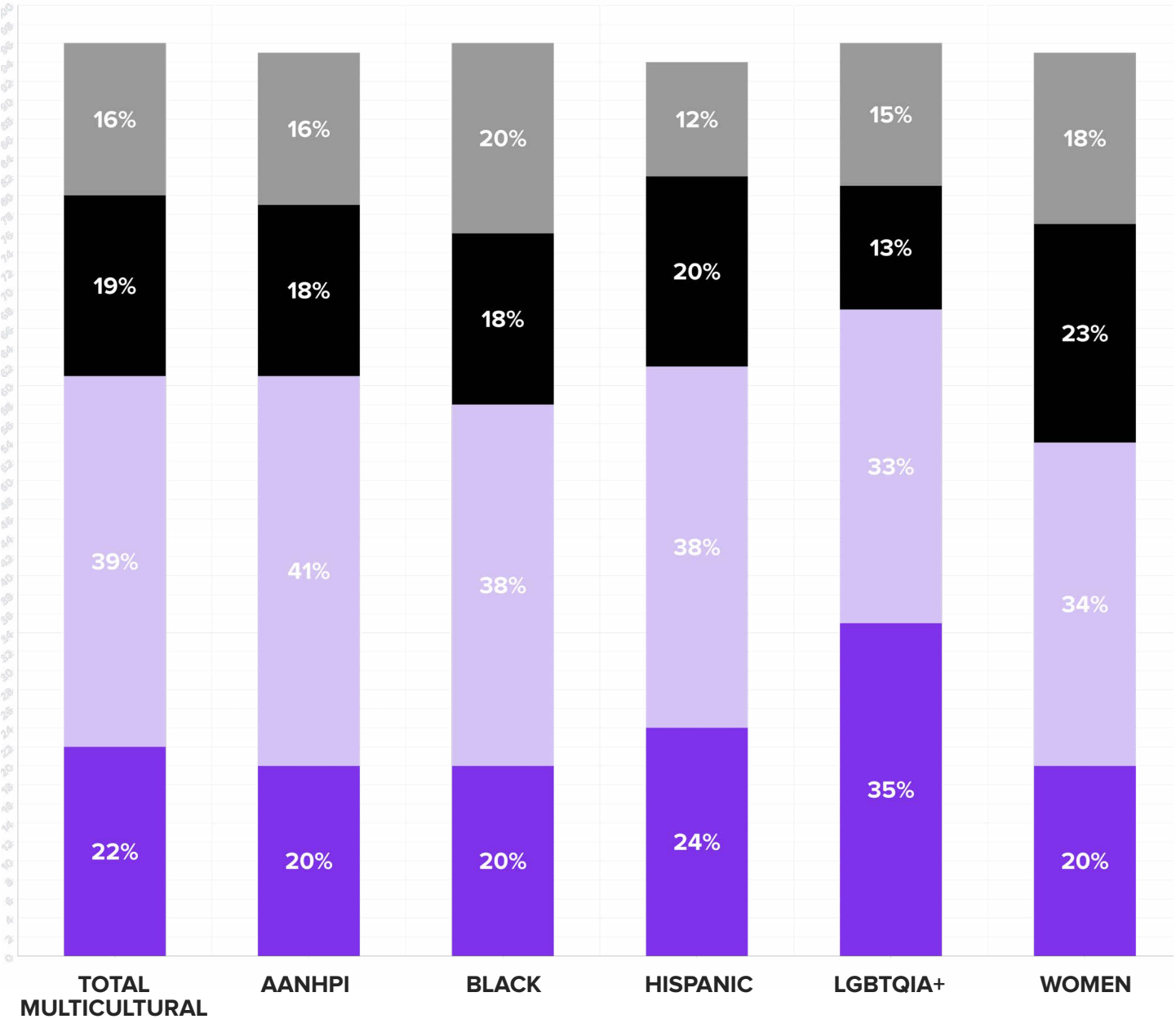
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic. "Prefer not to answer" not visualized

The majority of diverse Americans and women support reforming the immigration system to create a pathway to citizenship

THINKING ABOUT THE U.S.-MEXICO BORDER, DO YOU SUPPORT STRONGER ENFORCEMENT EFFORTS AT THE BORDER OR DO YOU SUPPORT REFORMING THE IMMIGRATION SYSTEM TO CREATE A PATHWAY TO CITIZENSHIP?

% AMONG TOTAL U.S. CITIZENS, BY SEGMENT

- I WANT THE GOVERNMENT TO REFORM THE IMMIGRATION SYSTEM TO CREATE A PATHWAY TO CITIZENSHIP
- I WANT THE GOVERNMENT TO SUPPORT STRONGER ENFORCEMENT EFFORTS AT THE BORDER AND REFORM THE IMMIGRATION SYSTEM TO CREATE A PATHWAY TO CITIZENSHIP, EQUALLY
- I WANT THE GOVERNMENT TO SUPPORT STRONGER ENFORCEMENT EFFORTS AT THE BORDER
- NOT SURE



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic. "Prefer not to answer" not visualized

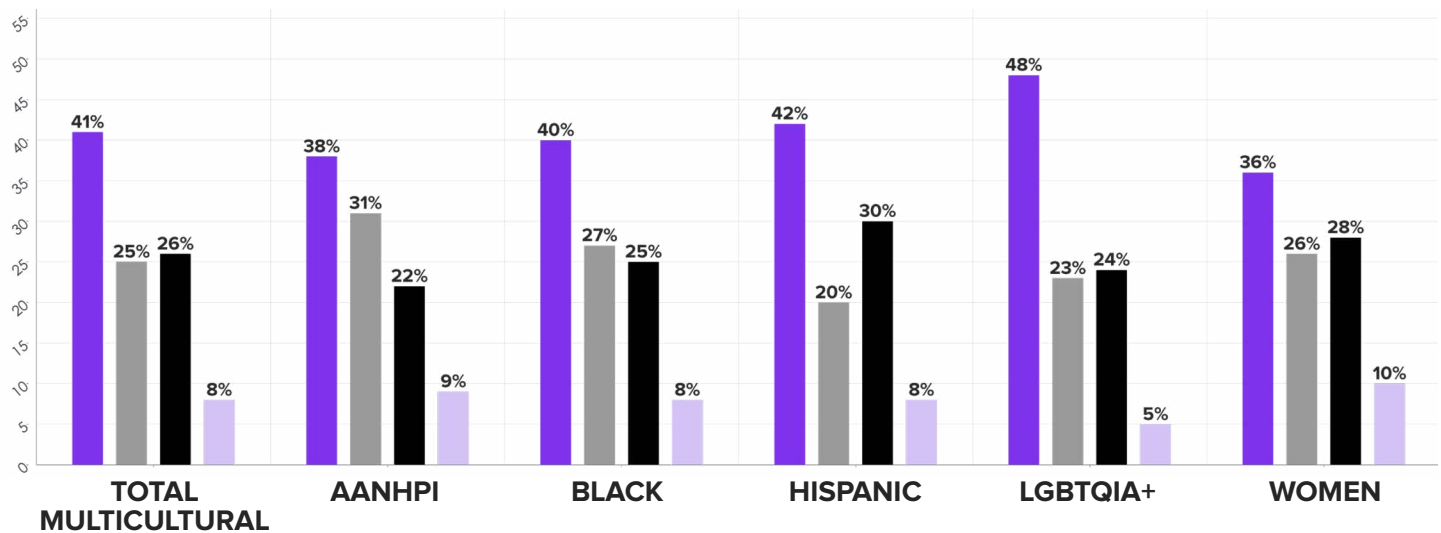
4-in-10 diverse Americans are more likely to vote for Joe Biden because Donald Trump supports initiatives to remove birthright citizenship and his support for the detention and mass deportation of immigrants

ARE YOU MORE OR LESS LIKELY TO VOTE FOR JOE BIDEN IN THE 2024 ELECTION BECAUSE OF...?

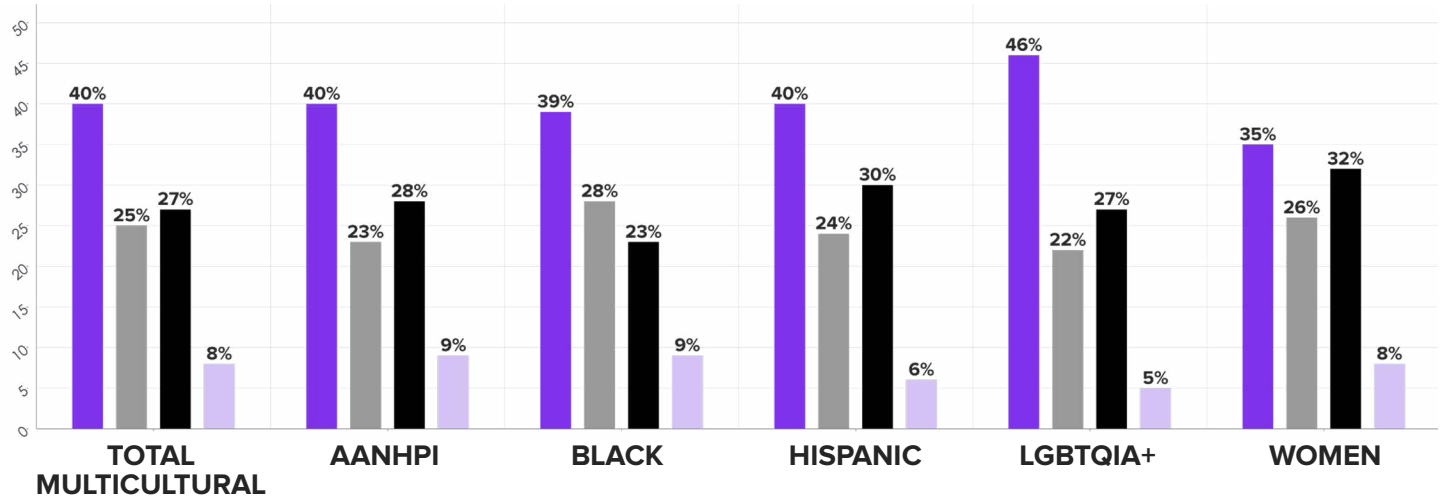
% TOTAL U.S. CITIZENS, BY SEGMENT

MORE LIKELY NO IMPACT LESS LIKELY PREFER NOT TO ANSWER

DONALD TRUMP’S SUPPORT FOR INITIATIVES TO REMOVE BIRTHRIGHT CITIZENSHIP

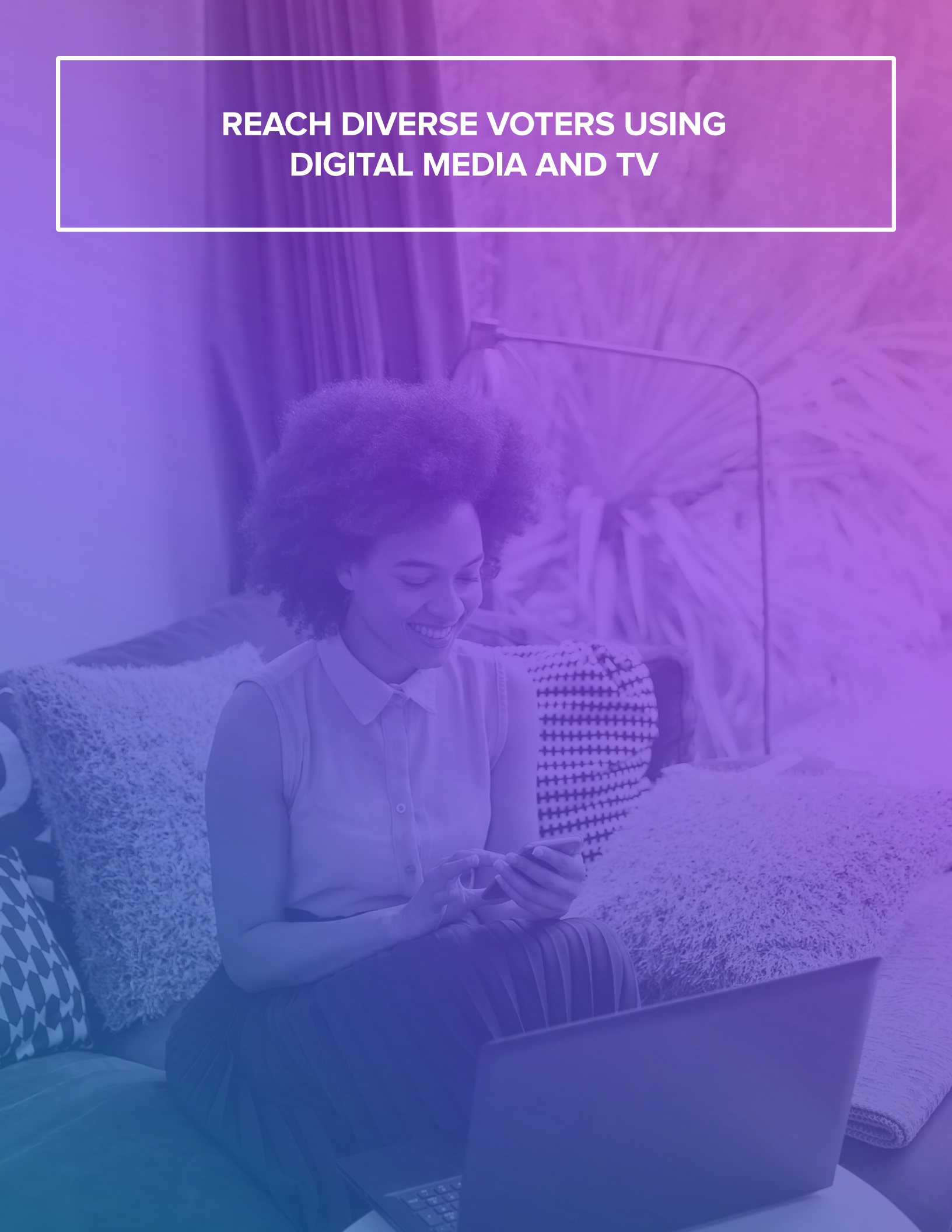


DONALD TRUMP’S SUPPORT FOR THE DETENTION AND MASS DEPORTATION OF IMMIGRANTS



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

REACH DIVERSE VOTERS USING DIGITAL MEDIA AND TV



3-in-10 diverse Americans, LGBTQIA+ Americans, and women belong to political social media groups or online forums

DO YOU BELONG TO OR PARTICIPATE IN ANY SOCIAL MEDIA GROUPS OR ONLINE FORUMS RELATED TO POLITICS? (E.G., FACEBOOK GROUPS FOR POLITICAL CANDIDATES OR ISSUES)

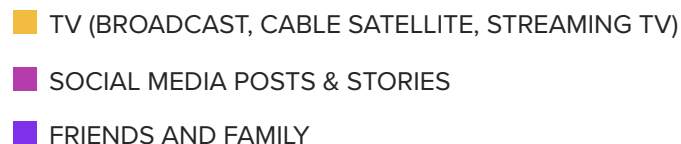
% TOTAL U.S. CITIZENS, BY SEGMENT



Social media is the leading source of misinformation. Diverse Americans view traditional TV, newspapers online, and streaming TV as more reliable and valuable

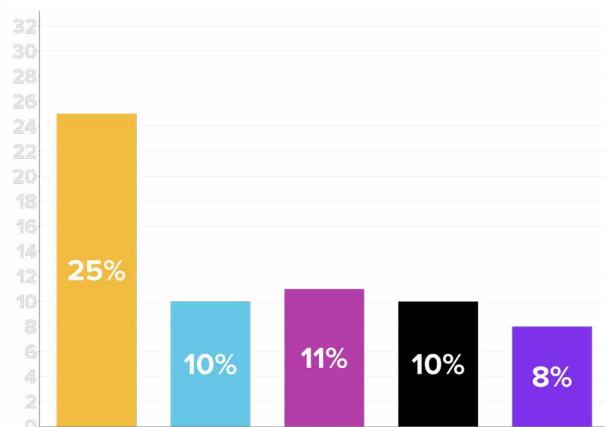
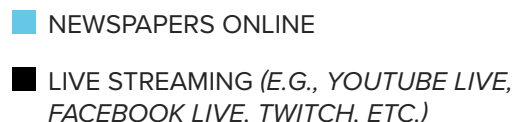
WHICH OF THE FOLLOWING DO YOU FIND THE MOST TRUSTWORTHY POLITICAL NEWS SOURCE?

% TOTAL U.S. CITIZENS, TOTAL MULTICULTURAL

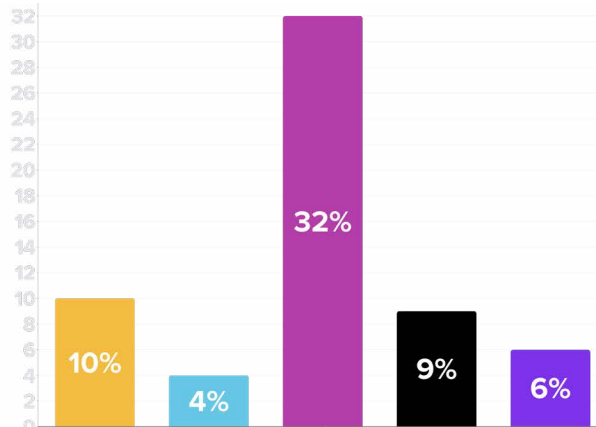


WHERE ARE YOU MOST LIKELY TO ENCOUNTER MISINFORMATION ABOUT POLITICS?

% TOTAL U.S. CITIZENS, TOTAL MULTICULTURAL



MOST TRUSTWORTHY POLITICAL NEWS SOURCE



MOST LIKELY TO ENCOUNTER MISINFORMATION ABOUT POLITICS

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

Digital media is the top source of political news for diverse Americans and women.

WHERE DO YOU GET NEWS ABOUT POLITICS FROM THE MOST?

% TOTAL U.S. CITIZENS, BY SEGMENT

POLITICAL NEWS SOURCES - DIGITAL				
	Social Media	Streaming TV	Other Digital*	Digital Net
Total Multicultural*	20%	9%	21%	36%
AANHPI	24%	7%	19%	40%
Black	16%	13%	20%	32%
Hispanic	22%	7%	22%	39%
LGBTQIA+	20%	8%	20%	36%
Women	20%	10%	17%	34%

Other Digital includes:

- Live streaming (YouTube Live, Facebook Live, Twitch, etc.)
- Online video sharing sites
- Chat/messaging apps
- Blogs
- Podcasts

POLITICAL NEWS SOURCES – NON DIGITAL					
	TV Broadcast, Cable, Satellite	Newspapers Print & Online	Friends & Family	Radio	Other
Total Multicultural*	25%	9%	8%	4%	4%
AANHPI	20%	12%	10%	4%	4%
Black	32%	7%	6%	3%	4%
Hispanic	23%	10%	8%	5%	4%
LGBTQIA+	19%	11%	12%	5%	4%
Women	25%	10%	11%	3%	4%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

ABOUT INTELLIGENCE CENTER

This research was conducted by Intelligence Center from My Code™.

Intelligence Center is a full-service research partner that conducts research with purpose. Our purpose is to arm marketers with culturally nuanced intelligence to better understand, connect with, and authentically enrich the diverse consumer landscape.

Intelligence Center's integration with My Code Media allows it to frame data and insights in the context of actionable media and creative frameworks.

Reach out to the Intelligence Center team if you would like to discuss this research in more detail.

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junelle@mycodemedia.com

ABOUT MY CODE

My Code is a media and marketing company that elevates diverse voices and empowers brands to build lasting relationships with Hispanic, Black, AANHPI, and LGBTQIA+ communities. Founded nearly 10 years ago, My Code combines first-party data, culturally nuanced insights, and award-winning creative with unmatched scale to deliver diverse-first marketing campaigns. My Code's approach is rooted in connecting through culture to help brands create and maintain relevance with America's growth audiences, and driven by the expertise of Remezcla Media Group, B Code, A Code, and Pride Code. My Code is majority-owned by Ariel Alternatives LLC's Project Black®, which aims to scale sustainable minority-owned businesses to serve as leading vendors to Fortune 500 companies, supporting supply chain diversity. For more information, please visit www.mycodemedia.com