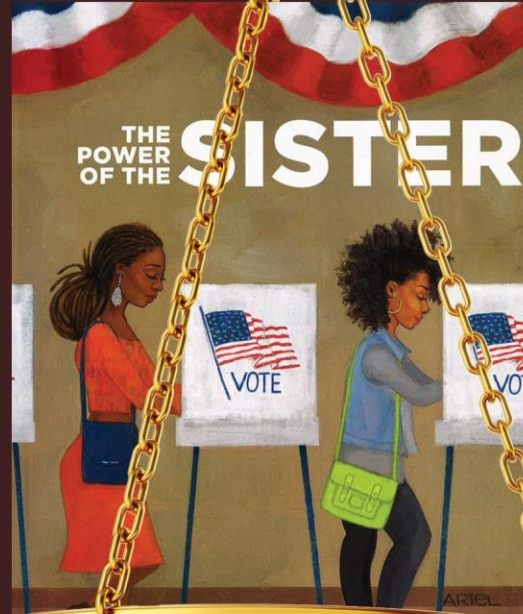


5th ANNUAL POWER OF THE SISTER VOTE POLL RESULTS

September 2019

Source: 2019 BWR/ESSENCE Survey



BACKGROUND AND METHODOLOGY

2019 marks the fifth year the Black Women's Roundtable has partnered with ESSENCE to conduct the Power of the Sister Vote Poll to gauge the political concerns, attitudes, and opinions of Black women across the country.

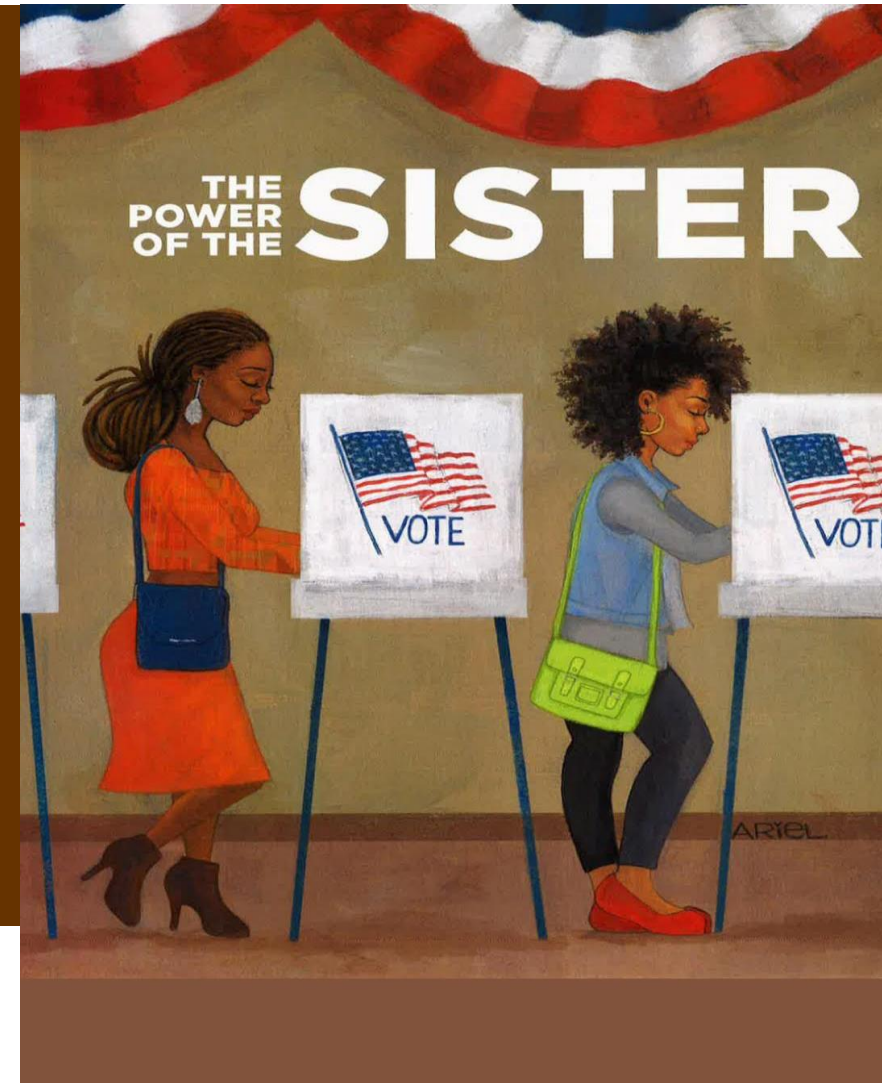
- ❖ The survey was fielded between August 14 – 20, 2019.
- ❖ A total of 1068 ESSENCE Insiders participated in the survey of Black women, Age 18+.
- ❖ Nearly 97% of the respondents are registered voters.
- ❖ The goals of the 2019 BWR/ESSENCE survey were to:
 - Collect feedback from Black women on their political outlook and issues important to their community.
 - Identify the top issues threatening Black women and their families.
 - Identify the top issues threatening to the U. S. democracy.
 - Voice their opinion on Trump's presidency.
 - Identify the priority issues Black women seek from 2020 presidential candidates.



A signature program of the National Coalition on Black Civic Participation

ESSENCE

ESSENCE
insiders



BACKGROUND - PAST FINDINGS (2015 – 2018)

- For the past four years, **Black Women’s Roundtable and ESSENCE** have partnered on a survey with the objective to understand the political attitudes and concerns of Black women.
- **In the first study in 2015**, we learned that 64% of Black women viewed voting as an important responsibility given the history of Black people. Black women overwhelmingly (78%) believed the Democratic party best represented their interest in comparison to only 1% who had trust in the Republican party. We also learned that affordable health care was the top issue for Black women.
- **In 2016**, the second study was conducted during the 2016 Presidential Election Cycle, and the confidence in the Democratic party increased to 85% with no change in support for the Republican party. Also, affordable health care continued to be the top issue for Black women.
- **In 2017**, the third study showed most Black women were actively involved in their communities and many were interested in running for public office. There was a significant decline of 11 % in confidence in the Democratic party, from 85% in 2016 to 74% in 2017; and President Trump received a failing grade from Black women in his first year in office. Further, affordable health care and criminal justice reform were tied as the top issues of concern for Black women, followed by, living wage jobs and quality public education tied as their top three issues of concern. Also, a third of Black women were concerned about the rise in hate crimes, a new issue that was added to the survey in 2017.
- **In 2018**, the fourth study identified Black women’s concern about the rise in hate crimes as their #1 issue, rising 22 points over 2017. Affordable healthcare dropped from #1 and criminal justice/policing reform and gun violence/gun safety assumed the 2nd and 3rd priority. For the third year, Black women gave Trump a failing grade, while Black women’s confidence in the Democratic party remained flat.

2019 CURRENT KEY FINDINGS

- ❖ **Black women are paying attention.** Nearly 95% indicated that they plan to vote in the 2020 presidential election.
- ❖ **Black women priorities for the Black Community have shifted.** In 2018, the number one issue was Hate Crimes/Racism, up to 55% from 33% in 2017. **In 2019**, we see Black women more evenly focused on Criminal Justice and Policing Reform as the number one issue, separated by a mere 1% from Affordable Healthcare as the number 2 issue. While the rise in Hate Crimes/Racism and Equal Rights/Equal Pay were tied at number 3 as a key concern. This represents a 13 point drop from 2018 for concerns around Rising Hate and Racism, while concerns around Equal Rights/Equal Pay rose by 14 points.
- ❖ **Black women are concerned about safety and pocketbook issues impacting the Black family.**
- ❖ **Black women lift up Racism/Rise in Hate Crimes, Voting Rights/Voter Suppression tactics and the Rollback of Civil Rights as key issues threatening our democracy.**
- ❖ **For the third year in a row, Black women give the president a failing grade.** In 2019, 83% gave President Trump an "F" and 9% gave him a "D".
- ❖ **Black women's confidence in the Democratic Party remains flat.** Overall, 73 % of Black women, which was the same as in 2018, identified Democrats as the party that best represents their issues, however 23.6 % identified as Independents or non-affiliated and 0.01% as Republican. In contrast, **for Black women 25-35** only 45% agreed that the Democrats best represented their interest, with nearly 1/3 indicating that no party represents them.
- ❖ **Black women look to presidential candidates to address financial issues.**
- ❖ **If the 2020 Presidential Election was held today, Black women identified their top choices** would be Biden (1st), Harris (2nd), Warren (3rd), Sanders (4th). **Young Black women (18-34) identified their top choices** are Sanders (1st), Harris (2nd), Warren (3rd), Biden (4th).
- ❖ **The Rise in Hate Crimes/Racism strongly impacts Black women in their Community, Family and Democracy.**

Life or Death Issues Rise to the Top for Black Women

Top Issues for Black Women 18-35 (Millennials and Gen Z)

MOST Important Issues (Participants Selected Top 3 from the List)	2019	2018	2017	2016	2015
#1 - Criminal Justice and Policing Reform	48%	51%	43%	-	-
#2 - Affordable Healthcare	47%	35%	48%	52%	49%
#3 (tied) - Rise in Hate Crimes/Racism	42%	55%	33%	-	-
#3 (tied) -Equal Rights and Equal Pay	42%	28%	18%	-	-
Gun Violence and Gun Safety	35%	45%	-	-	-
Affordable Housing/ Gentrification	31%	-	-	-	-
College Affordability/Student Loan Debt	19%	14%	19%	35%	38%
Quality Public Education	14%	26%	37%	31%	38%
Violence Against Women/Girls	10%	-	-	-	-
Right to Reproductive Choices	8%	4%	3%	17%	17%
Entrepreneurship Opportunity	4%	8%	9%	8%	12%
Environmental Justice/Climate Change	4%	3%	6%	-	-
Quality Affordable Child care	3%	-	-	-	-
Immigration Reform	3%	3%	-	-	-
2020 Decennial Census and 2021 Redistricting	2%	5%	4%	-	-
Other	2%	4%	4%	5%	6%
Paid Family Leave/ Earned Sick Time	1%	3%	2%	11%	14%

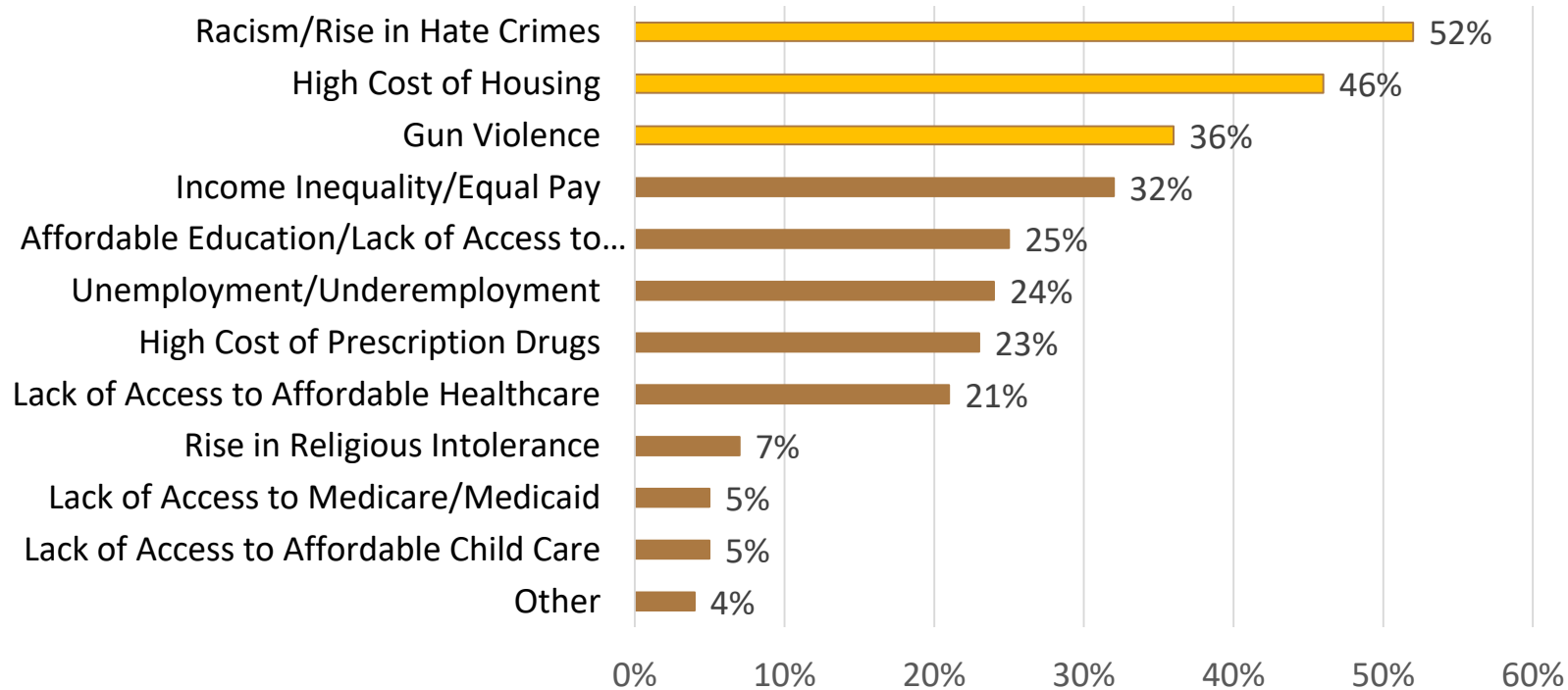


❖ **Black Community Priorities have shifted for Black women.** In 2018, the #1 issue was hate crimes/racism, up to 55% from 33% in 2017. In 2019, we see Black women more evenly focused on Criminal Justice and Policing Reform as the #1 issue, separated by a mere 1% from Affordable Healthcare as the #2 issue. While the Rise in Hate Crimes/ Racism remain a key concern at #3, a 13-point drop from 2018, it's now tied with Equal Rights and Equal Pay, which has risen 14 points as a concern from 2018.

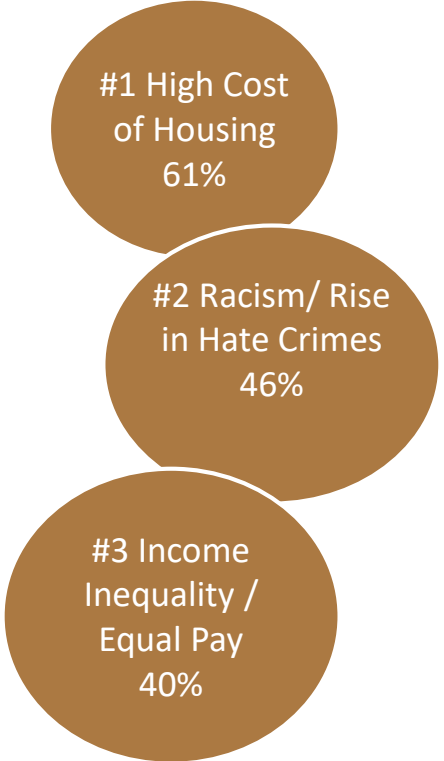
Q. In your opinion, what are the top three (3) issues facing the Black community today? (Participants selected top three from the above list)

Black Women Concerned about Race, Pocketbook and Safety Issues for Their Families

What are the top 3 things you believe are threatening you and/or your family?

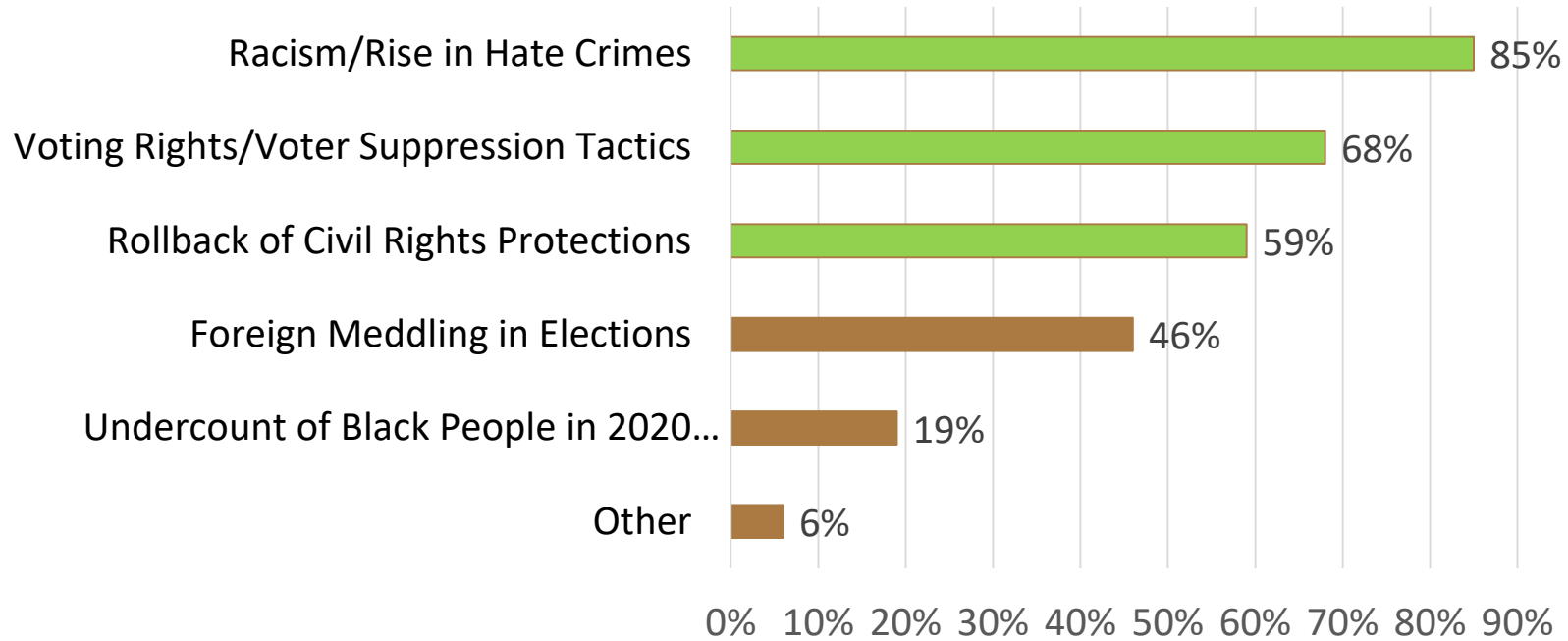


Top Issues for Black Women 18-35 (Millennials and Gen Z)




Black Women Identify Top Challenges Threatening U. S. Democracy

What are the top 3 things you believe are threatening our democracy?



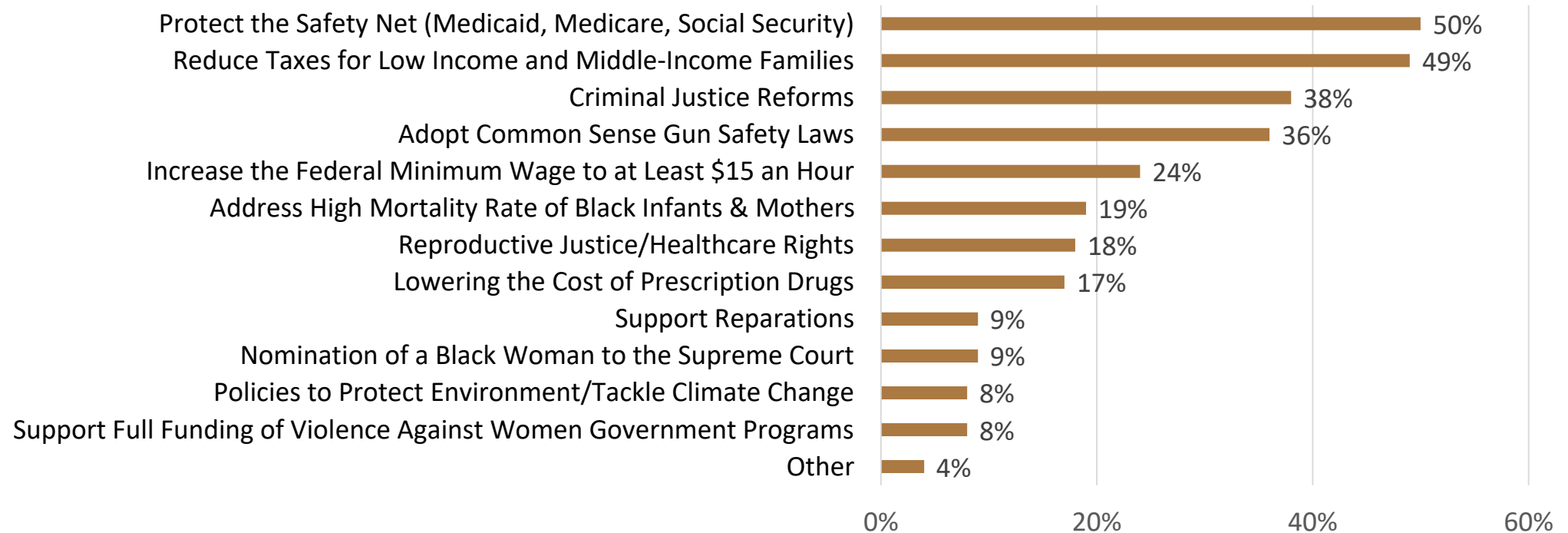
STILL FAILING... 3 YEARS LATER

How would you rate President's Trump's job performance over the past year? What letter grade would you give him?

Grade	2019	2018	2017
	83%	82%	81%

Financial Issues Top Demands Black Women have of Presidential Candidates

I will support the Presidential Candidate that Committs to the Following Issues I care about?



NOTE: Fifty-One (51%) percent of young Black women (ages 18-34) ranked addressing high mortality rate of Black infants & mothers as their #1 issue.

BLACK WOMEN IDENTIFY TOP PRESIDENTIAL CHOICES IF ELECTION WAS TODAY

Overall, Biden receives the highest support from Black women, Harris (2nd), Warren (3rd), Sanders (4th).

Overall: If you were to vote today, who would you vote for?	
Other/Prefer not to answer	26.0%
Joe Biden	25.0%
Kamala Harris	15.0%
Elizabeth Warren	12.0%
Bernie Sanders	10.0%
Corey Booker	4.0%
Beto O'Rourke	3.0%
Andrew Yang	1.4%
Donald Trump	1.0%
Julian Castro	0.8%
Pete Buttigieg	0.6%
Kirsten Gillibrand	0.3%
Bill de Blasio	0.2%
John Kasich	0.2%
Marianne Williamson	0.2%
Tim Ryan	0.1%
Tulsi Gabbard	0.1%

However, Black women Millennials & Gen Z (18-34) lean more towards Sanders (1st), Harris (2nd), Warren (3rd), Biden (4th)

18-34 Yr Olds: If you were to vote today, who would you vote for?	
Other/Prefer not to answer	26.9%
Bernie Sanders	18.9%
Kamala Harris	17.1%
Elizabeth Warren	13.7%
Joe Biden	10.3%
Beto O'Rourke	4.6%
Andrew Yang	2.3%
Donald Trump	2.3%
Corey Booker	1.7%
Julian Castro	1.7%
Tulsi Gabbard	0.6%
Bill de Blasio	0.0%
John Kasich	0.0%
Kirsten Gillibrand	0.0%
Marianne Williamson	0.0%
Pete Buttigieg	0.0%
Tim Ryan	0.0%

Note: All percentages were rounded to the nearest tenth.

For more information contact:

National Coalition on Black Civic Participation/Black Women's Roundtable @
bwrunity@ncbcp.org or (202) 659-4929.

Websites: unitycampaign.org essence.com



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HASHTAGS: #BWREssencePoll2019 #powerofthesistervote #wedeceide