

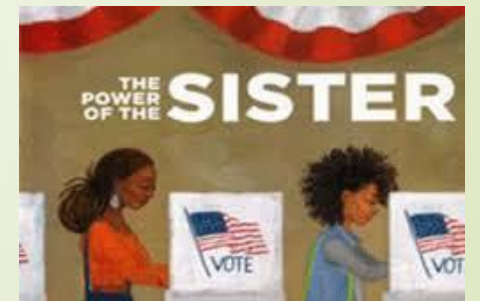


A signature program of the National Coalition on Black Civic Participation

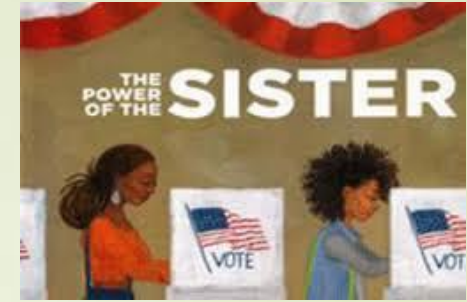
ESSENCE

Power of the Sister Vote II Poll Results

September, 2016



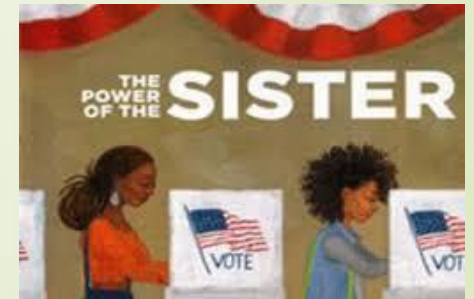
Background and Methodology



- ▶ As a follow-up to the Black women's Roundtable 2014 Exit Poll, in 2015, ESSENCE & the Black Women's Roundtable Power partnered to produce the Power of the Sister Vote Poll with the ESSENCE Insider's Panel focused on identifying "What Black Women Want from the Next President?"
- ▶ In August, 2016 a follow-up panel survey was conducted (Power of the Sister Vote II) in order to gauge Black women's opinions regarding the 2016 Presidential Election.
- ▶ 1,257 African –American Women aged 18+ participated in the survey.
- ▶ All respondents were either registered to vote, or have the intention to register.

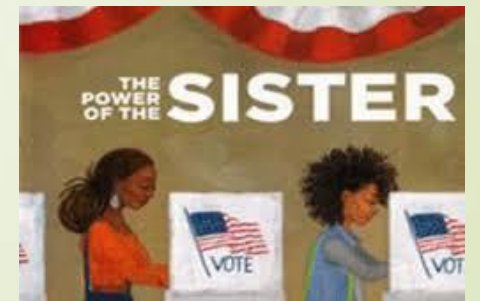
Survey Respondent Demographics

➤ Median-Age	47
➤ Age 18-34 (Millennials)	11%
➤ Age 35+	89%
➤ Median Household Income	\$64,628
➤ HHI < \$50K	22%
➤ HHI 50K and over	67%
➤ Household Status	
➤ Married/Living with Partner	40%
➤ Single	36%
➤ Children in HH under 18	33%
➤ Employed	77%
➤ Education	
➤ College Graduate or More	71%



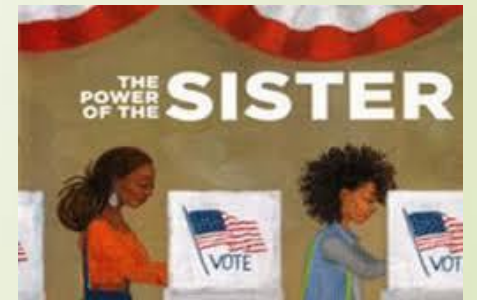
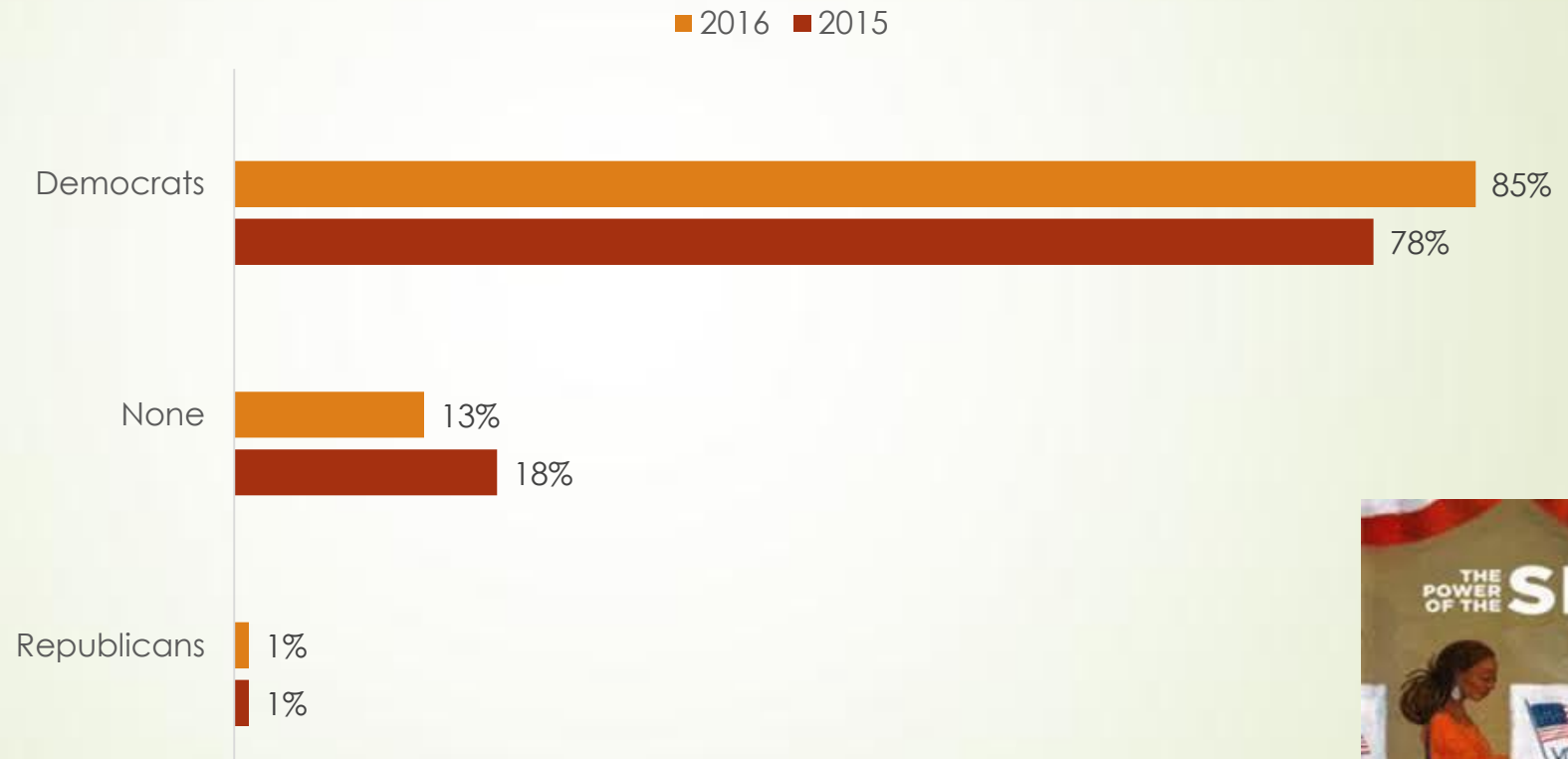
Findings: Black Women are Prepared to Vote

- ▶ 99% of survey respondents are registered to vote
- ▶ Among millennial women, age 18-34, 96% are registered
- ▶ Those making under 50K/year were just as likely to be registered as those making over \$50K/year (99%)



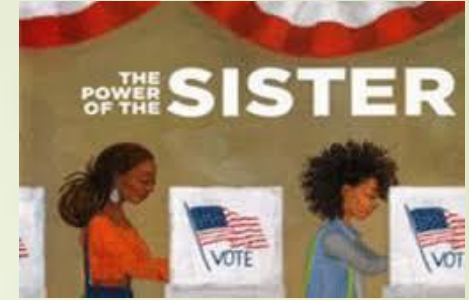
Findings: Increasingly Democratic

The Political Party that Best Represents the Interest of Black Women is...



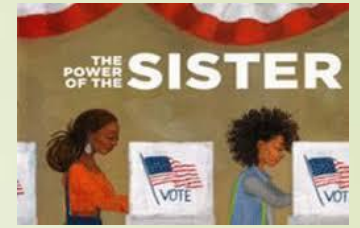
Black women are now even more likely to believe the Democratic party best represents their interests than they were a year ago

Findings: Shifting Policy Priorities



- ▶ Over the course of the past year, Black women's policy priorities have shifted.
- ▶ Affordable Health care is still the top #1 policy concern, **Criminal Justice Reform and Living Wage Jobs** has now eclipsed all other issues being equally important as #2 priority. Criminal justice reform rose 8% in 2016 over 2015.
- ▶ We believe the shift in criminal justice being a higher priority for Black women is likely due to the rising civil rights and social justice movements *organizing and calling for criminal justice and policing reform* taking place across the country.
- ▶ **For Millennials**, Criminal Justice edges out College Affordability as the top ranking priority.
- ▶ **Black Women over 35** are significantly more concerned about affordable **healthcare**. We believe this is likely related to the failure of many states, especially in the South where many African Americans live, to adopt critical health care reforms, like Medicaid expansion.

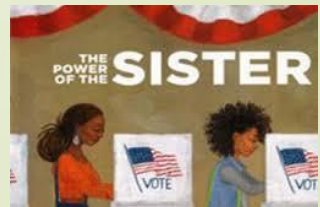
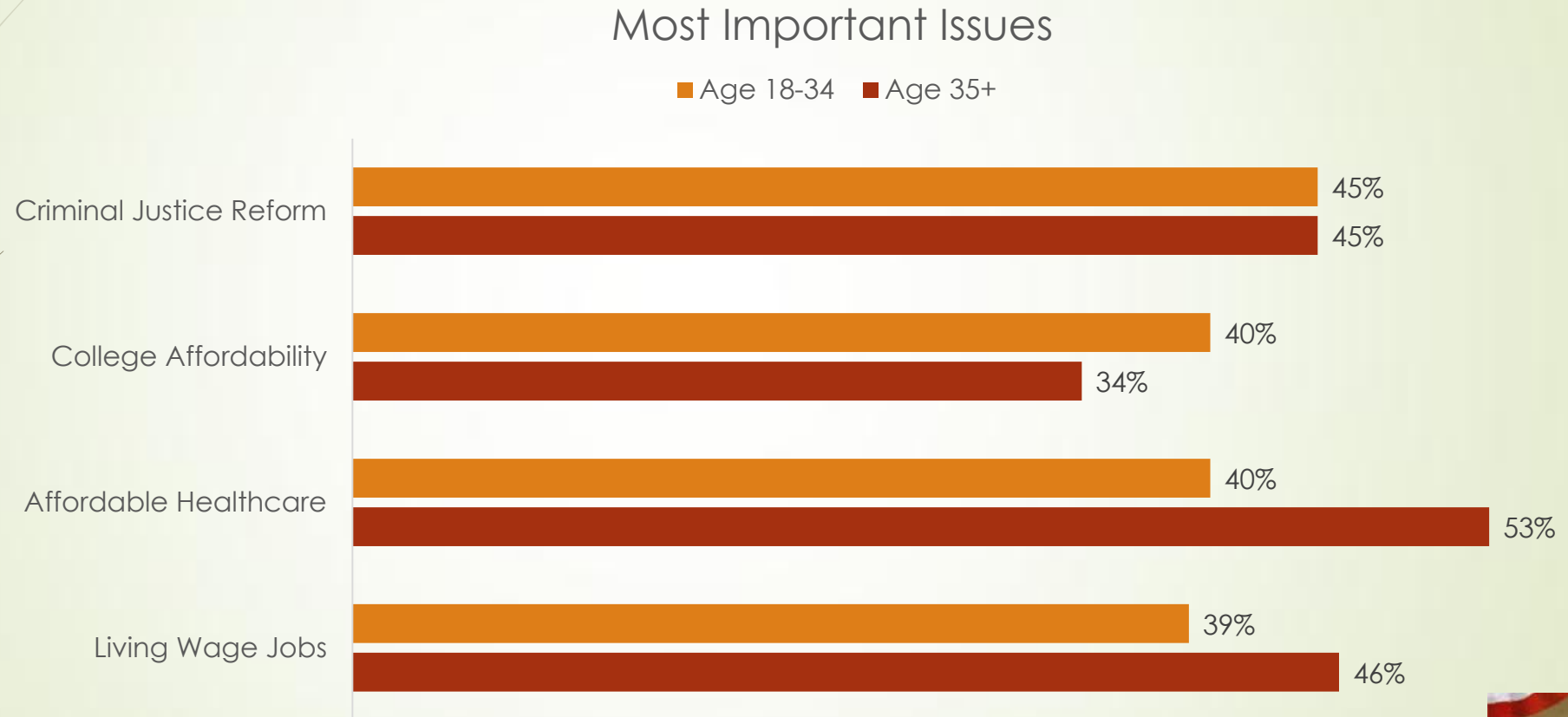
Findings: Shifting Policy Priorities



Most Important Issues (Participant Selected Top 3 From List)

	2016 Survey (%)	2015 Survey (%)
Affordable Healthcare	52	49
Living Wage Jobs	45	43
Criminal Justice Reform	45	37
College Affordability	35	38
Quality Public Education	31	38
Policing Reform	27	21
Right to Reproductive Choice	17	17
Earned Sick Time/Paid Family Leave	11	14
Expanding Voting Rights	10	16
Entrepreneurship Opportunity	8	12
Foreign Policy	8	---
Immigration Reform	7	8

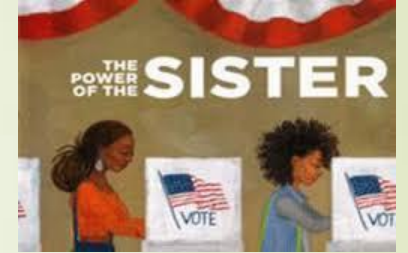
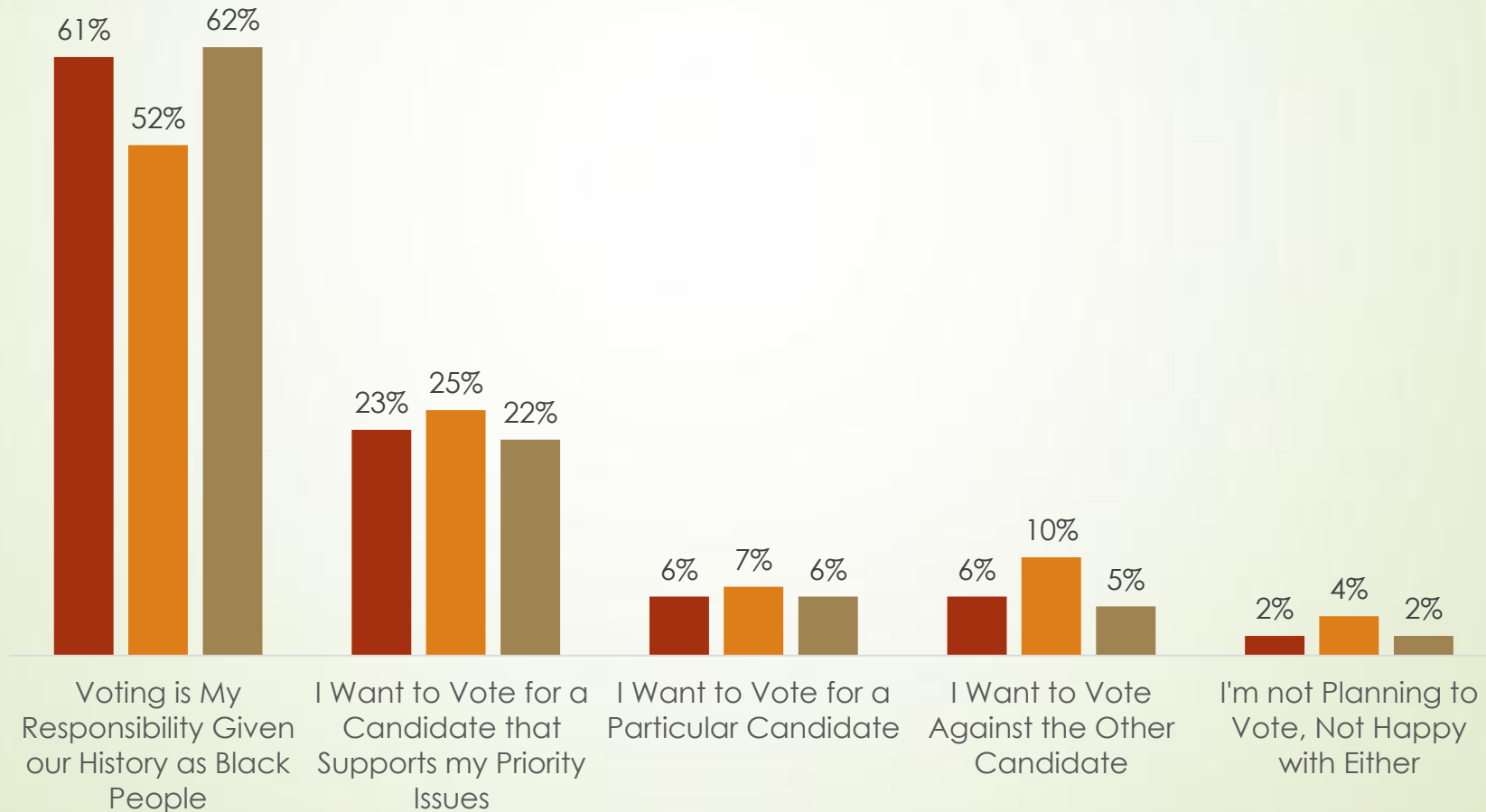
Findings: Most Important Issues by Age



Findings: The “Responsibility” Voter

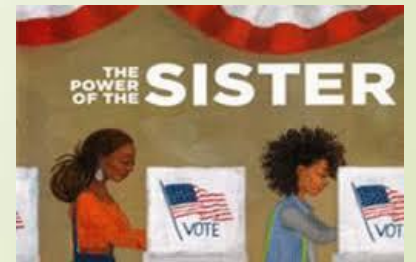
Why Black Women Vote

■ Total ■ Age 18-34 ■ Age 35+



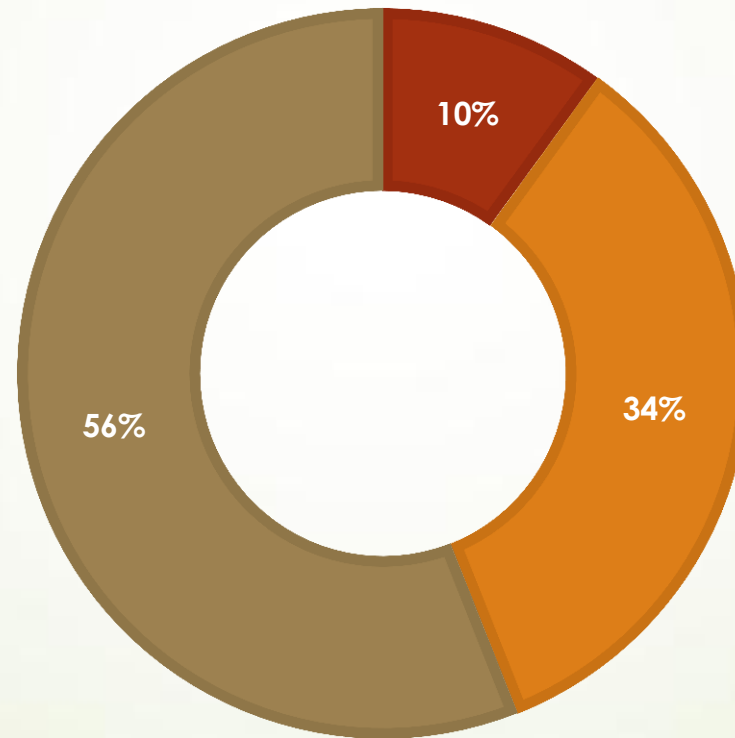
Findings: Voting Motivations by Age

- ▶ Older Black women are more likely to vote because they see voting as their responsibility and duty given our history.
- ▶ While Millennials are also most likely to vote due to a sense of responsibility, they are also twice as likely as older voters to vote specifically to vote **against** a candidate.

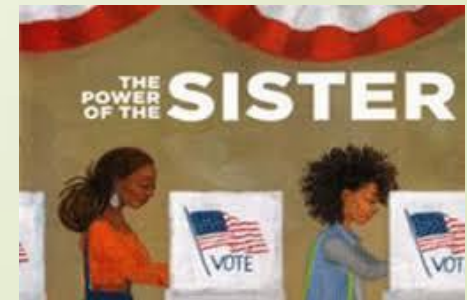


Findings: Post-Obama Projections

DO YOU BELIEVE YOU WILL BE BETTER OFF, WORSE OFF OR ABOUT THE SAME AFTER PRESIDENT OBAMA LEAVES OFFICE?

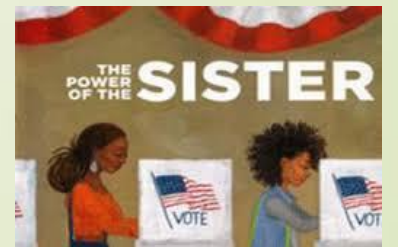


- Better Off
- Worse Off
- About the Same



Findings: Post-Obama Projections

- ▶ Over half believe things will be about the same for them after Pres. Obama leaves office, although it depends on who wins the election.
- ▶ Millennials are almost equally divided between believing they will be worst off and believing things will be the same after Pres. Obama leaves office.
- ▶ *“I’m hoping Hillary will be the next President so we can hopefully stay the same and possibly some things will be better. But if nothing else, all the laws President Obama put in place will stay that way.”*
- ▶ *“It really depends on who is elected. We will be worse off if Trump is elected. However, if it is Hillary, we will be about the same. She will continue to implement the policies and programs that Obama has in place, as much as she can but here will be strong opposition to many of her plans that she outlined.”*





A signature program of the National Coalition on Black Civic Participation

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<http://www.unity16campaign.net/power-of-the-sister-vote>

www.essence.com

