



POWER OF THE SISTER VOTE

3RD ANNUAL SURVEY 2017

ESSENCE.

Reported July 2017

BWR
BLACK WOMEN'S ROUNDTABLE
A signature program of the National Coalition on Black Civic Participation

BACKGROUND AND METHODOLOGY



- ❖ ESSENCE in partnership with The Black Women's Roundtable conducted the 3rd annual Power of the Sister Vote poll. The survey was fielded online between July 6th – 11th, 2017.
- ❖ ESSENCE Insiders panel members and the 2017 ESSENCE Festival attendees participated in the survey.
- ❖ A total of 1,247 (1,001 ESSENCE Insiders members + 246 Essence Music Festival attendees) completed the survey
 - ESSENCE Insiders received an entry into the panel quarterly sweepstakes; Festival attendees received a \$5.00 Amazon gift code for completing the survey
- ❖ The goal of the survey was to:
 - Collect feedback from Black women on their political outlook and issues they consider important to their community
 - Voice their opinion on Trump's presidency
- ❖ Nearly (98%) all of the respondents are registered voters

ESSENCE
INSIDERS

NEW ORLEANS & LOUISIANA
2017 **ESSENCE**
Festival
PRESENTED BY *Coca-Cola*

KEY FINDINGS

For the past three years, ESSENCE and the Black Women's Roundtable network have partnered on a survey with the objective to understand the political attitudes of Black women.

In the first study, we learned that 64% of Black women view voting as an important responsibility given the history of Black people. Black women overwhelmingly (78%) believe the Democratic party best represents their interest in comparison, only 1% have trust in the Republican party. We also learned that affordable health care is the top issue for Black women.

The second study was conducted before the 2016 Presidential election, 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.

The 2017 survey tells us that Black women are local activists, their support for the Democratic party has declined, and President Trump gets a failing grade.

- ❖ A majority of Black women (61%) are active in their community, even more so for the ESSENCE Festival attendees (70%).
 - The ESSENCE Festival appeals to activists of all ages. In the 2016 Festival focus group research, a few participants stated that they come to the festival often to gain useful information to take back to their communities.
- ❖ The belief that the Democratic party best represents the interest of Black women has dropped significantly in a year, from 85% to 74%. In fact, more Black women think that none of the political parties represent them well, up to 21% from 13% in 2016.

KEY FINDINGS (continued)

- ❖ Affordable health care is the top concern for one out of two Black women, ranking as the #1 issue for three years in a row.
 - A third of Black women in the current survey are concerned about the rise in hate crimes, a new issue added to the list.

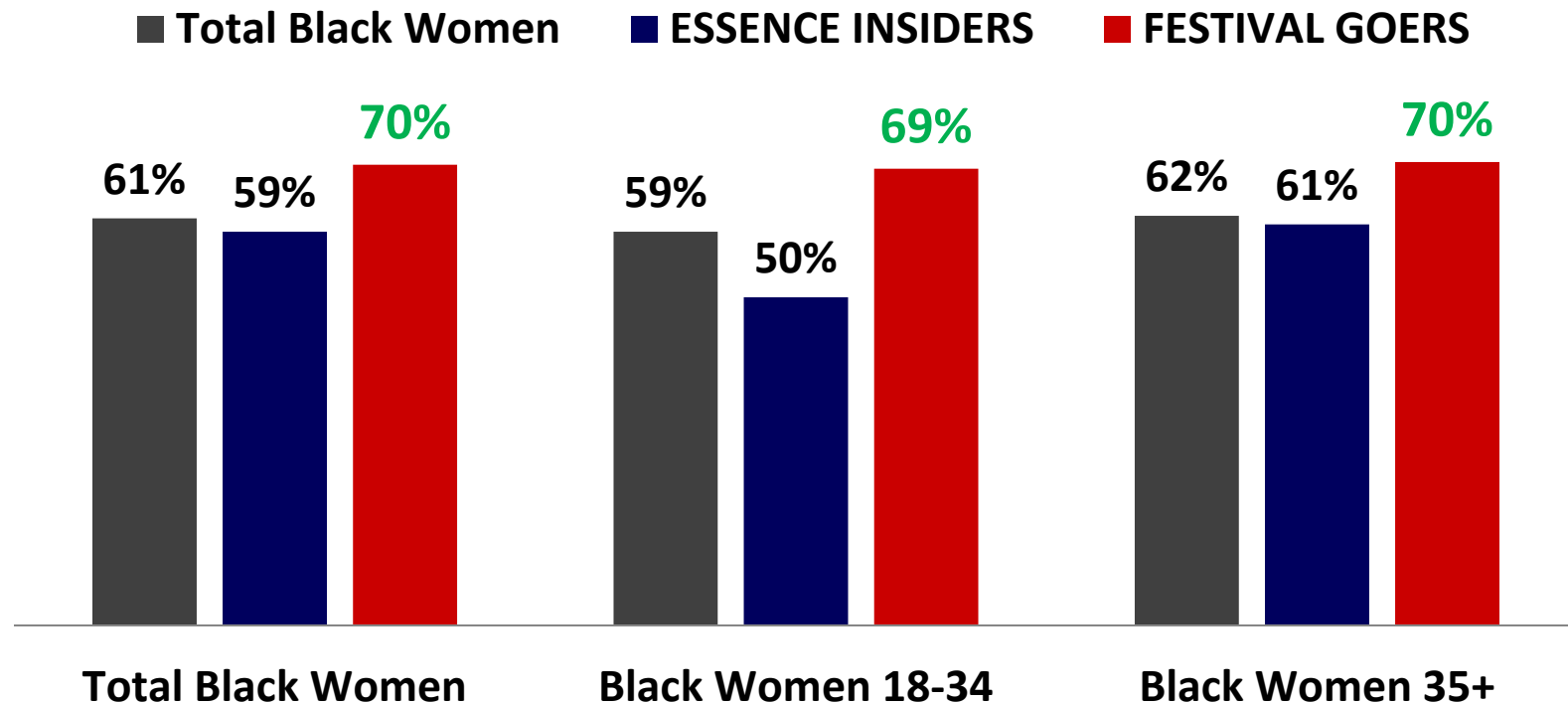
Rating the New President

- ❖ President Trump's approval rating with Black women is abysmal. He received an F for his job performance and 93% disagree with the statement that Trump is addressing the issues that are most important to me.
- ❖ Protecting the Affordable Healthcare Act is the issue the majority of Black women (56%) want the President and Congress to address now, confirming how important this issue is for them.

Black women are activists, especially Festival Goers.

- ❖ Community activism is important to Black Women of all ages
 - ❖ ESSENCE Festival women (70%) lead in activism when compared to ESSENCE Insiders (59%)

Yes, I'm Active in My Community



Significantly Higher than Total Black Women

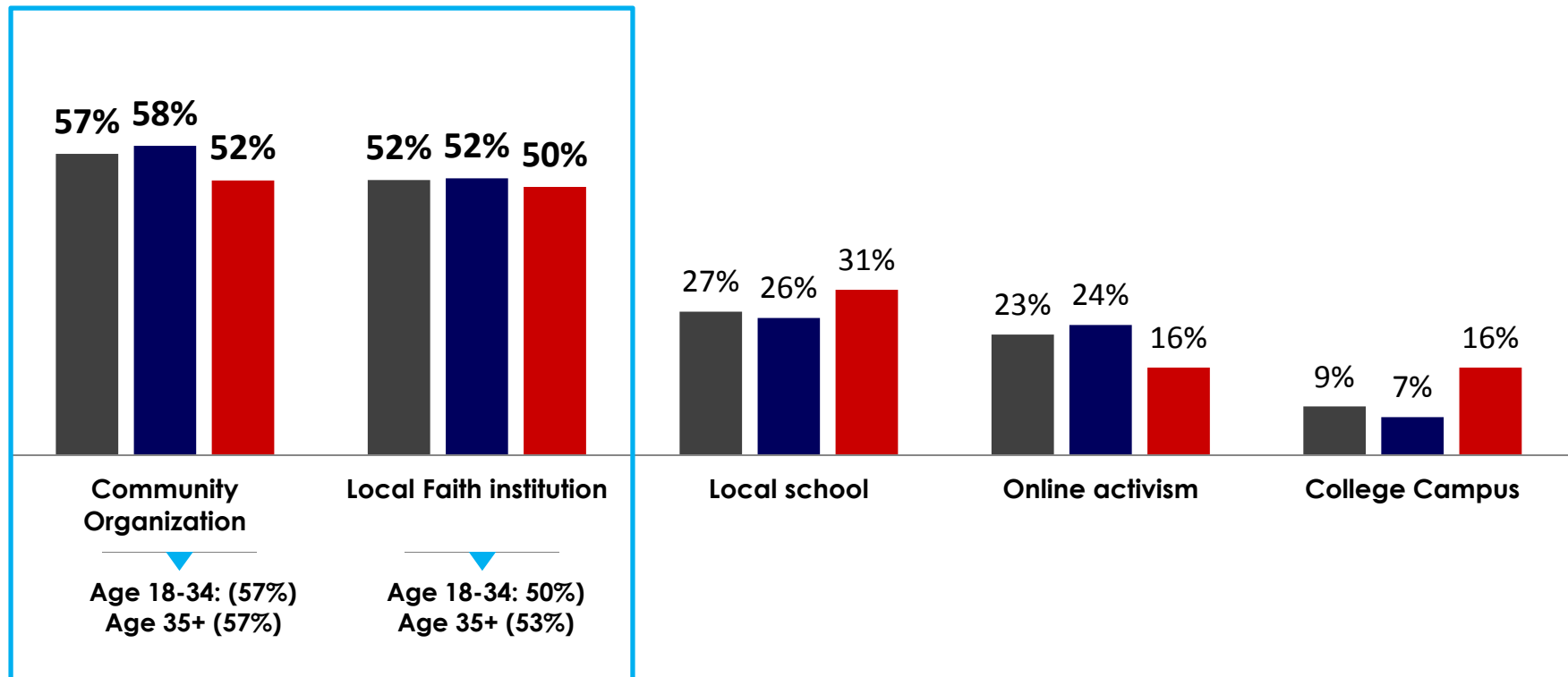
Q. Are you active in your community? [Base: 1247- All Respondents]

Black Women are mostly involved in their community and place of worship.

- ❖ Nearly, six in ten are community organizers
- ❖ One in two are active in their place of worship

Type of Activism

■ Total Black Women ■ ESSENCE INSIDERS ■ FESTIVAL GOERS



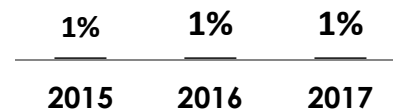
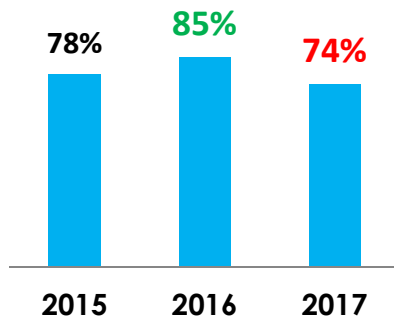
Q. How are you active? [BASE: 766- Among those who are active in the community]

Source: 2017 ESSENCE/BWR Survey

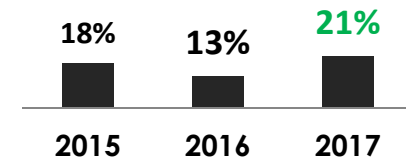
The majority of Black women continue to believe in the Democratic Party, although the support dropped significantly in a year.

- ❖ In the 2016 survey, Black women overwhelmingly (85%) felt the Democratic party best represented their interest and according to a CNN Presidential election exit poll, 94% of Black women voted for Hillary Clinton.
- ❖ Democrats should take notice; there has been a significant shift in trust among Black women, down from 85% to 74%, a -11% drop.

The Political Party that Best Represents Black Women is...



NONE



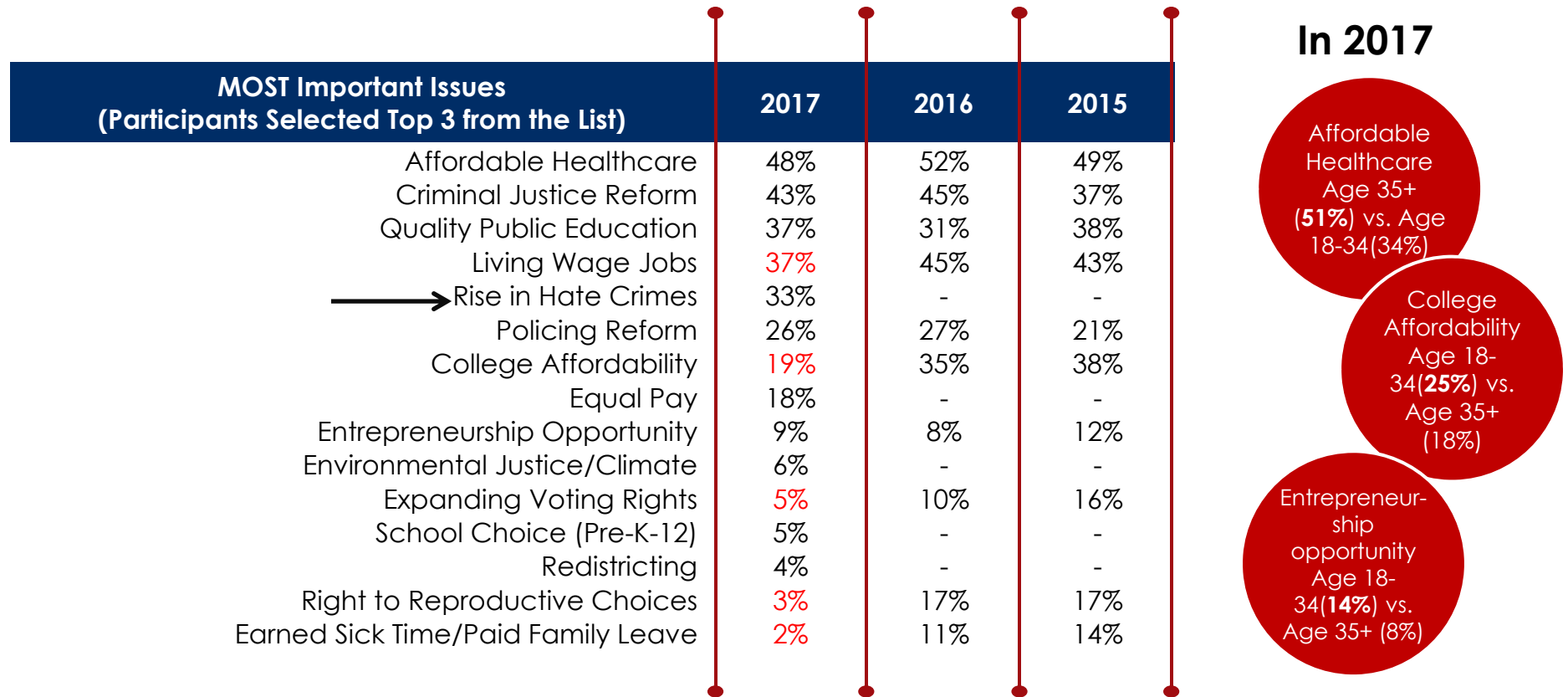
Percentages in green represent significantly higher than both the years compared at 95% confidence level.
Percentages in red represent significantly lower than both the years compared at 95% confidence level.

BASE: 2015- 1862 and 2016- 1282

Q. Which political party best represents the interests of the Black women? [BASE: 1247- All Respondents]

Affordable Health care continues to be the top concern.

- ❖ In 2017, a third of Black women are concerned about the rise in hate crimes.
- ❖ Black women are less concerned about living wage jobs, college affordability, expanding voting rights, right to reproductive choices and earned sick time/paid family leave.



Younger = Age 18-24 | Older = Age 35+

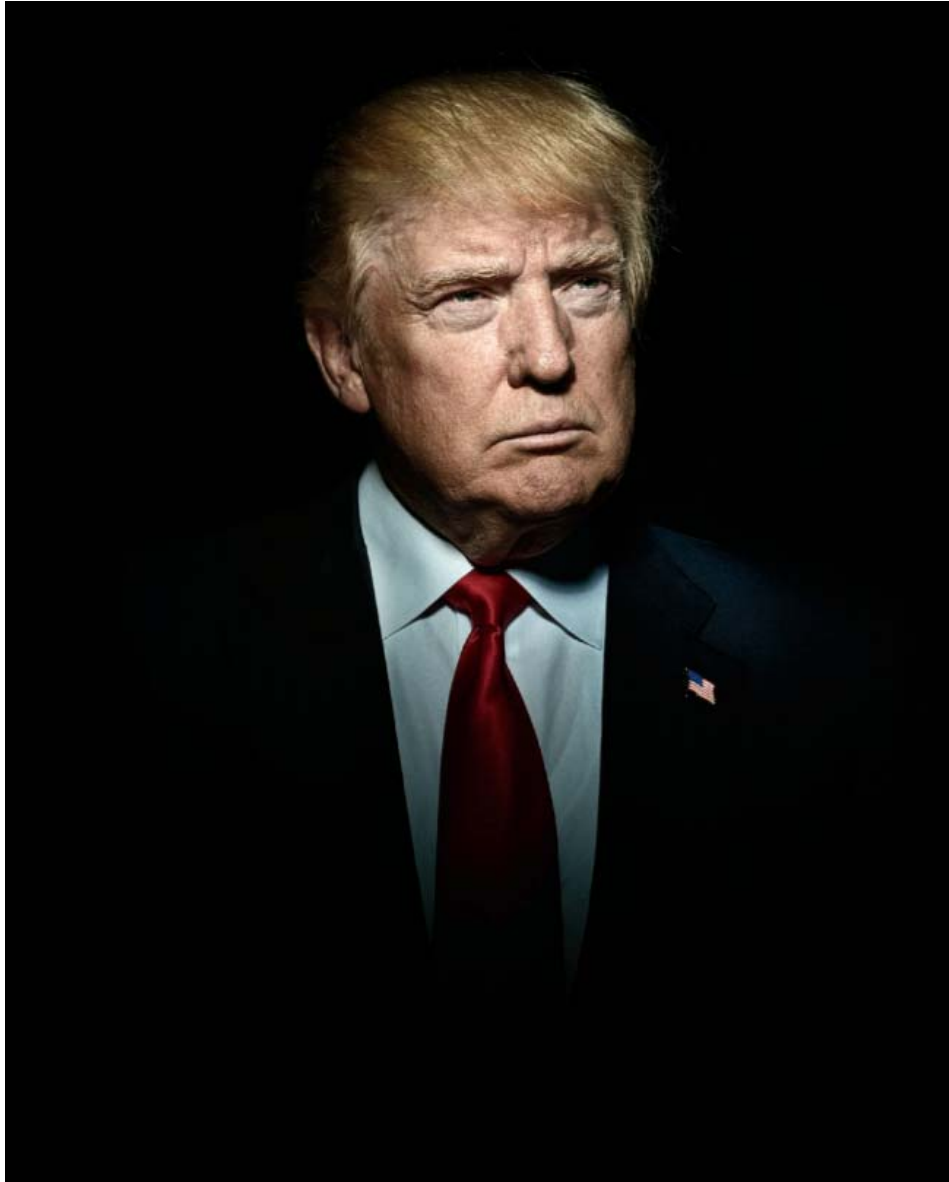
BASE: 2015- 1862 and 2016- 1282

Percentages in green represent significantly higher than both the years compared at 95% confidence level.

Percentages in red represent significantly lower than both the years compared at 95% confidence level.

Source: 2017 ESSENCE/BWR Survey

Q. In your opinion, what are the top three (3) issues facing the Black community today? [BASE: 1247- All Respondents]



FEEDBACK ON TRUMP'S PRESIDENCY

President Trump gets a failing grade from Black women.

- ❖ Nearly all Black women are in agreement that Trump is not addressing issues that are important to them.

How would you rate President Trump's job performance?



GRADE	F	D	C	B	A
Total	80%	12%	2%	1%	0%
ESSENCE Insiders	81%	11%	3%	1%	0%
FESTIVAL Goers	76%	15%	1%	0%	0%

President Trump is addressing the issues that are most important to me.

DISAGREE

Total Black Women **93%**

ESSENCE Insiders **93%**

FESTIVAL Goers **94%**

*Disagree = Strongly/Somewhat

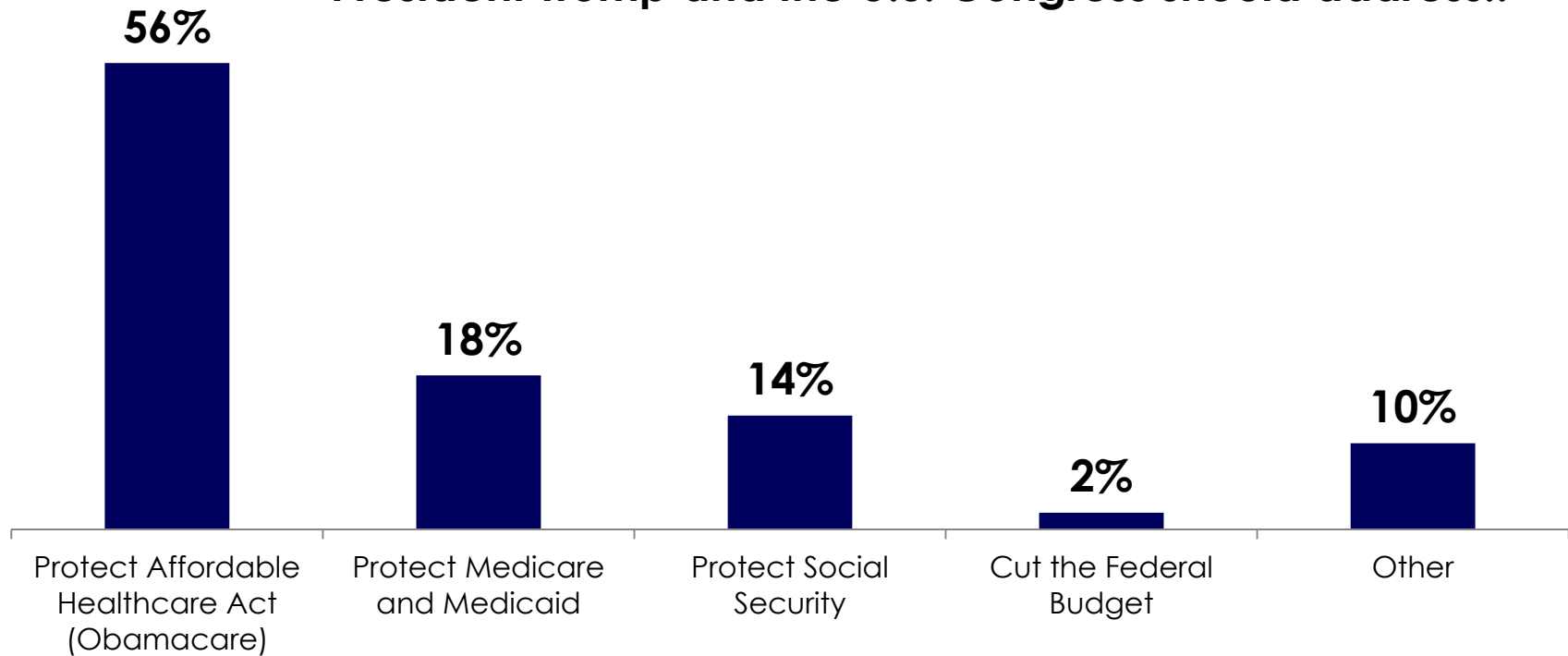
BASE: 1247- All Respondents

Q. How would you rate President Trump's job performance? What letter grade would you give him? [5% are undecided]

Q. Think about the issues that are most important to you, how much do you agree with this statement? President Trump is addressing the issues that are most important to me.

Protect the Affordable Healthcare Act, now!

President Trump and the U.S. Congress should address..



Q. What do you most want President Trump and the U.S. Congress to address now? Select one [BASE: 1247- All Respondents]

DEMOGRAPHICS

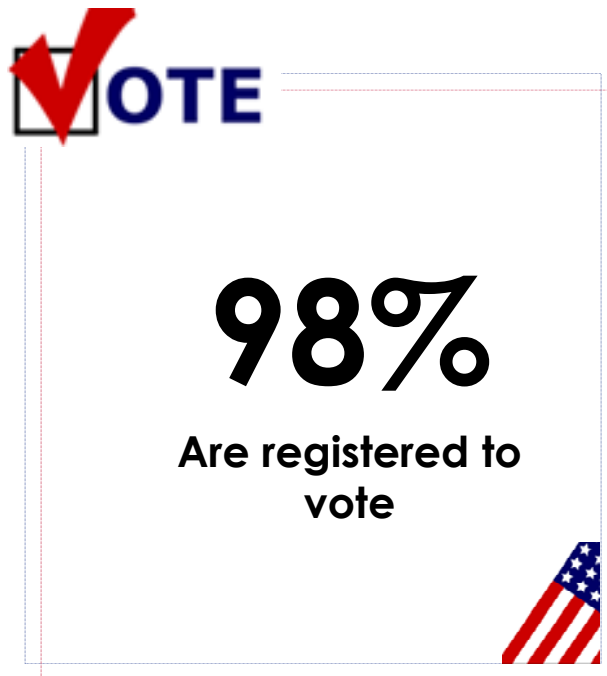
	Total	Panel	Festival Attendees
	(1247)	(1001)	(246)
Median Age	46	48	37
Age 18-34	16%	10%	42%
Age 35+	84%	90%	58%
Median HHI	51685	51382	52940
HHI < \$50K	48%	48%	46%
HHI \$50K+	52%	52%	54%
Married/Living with partner	38%	39%	36%
Single, meaning never married	39%	37%	47%
Children in household aged 17 or younger	33%	31%	42%
Employed	81%	79%	85%
College Graduate or more	70%	69%	77%

Percentages in green represent significantly higher than Panel group at 95% confidence level.
 Percentages in red represent significantly lower than Panel group at 95% confidence level.

APPENDIX

REGISTERED TO VOTE

Currently Registered to Vote



Reasons for Not Registering to Vote

I am not an American citizen.

Due to my religious belief, I do not participate in government.

Don't feel any candidates can bring about the changes that matter most to me.

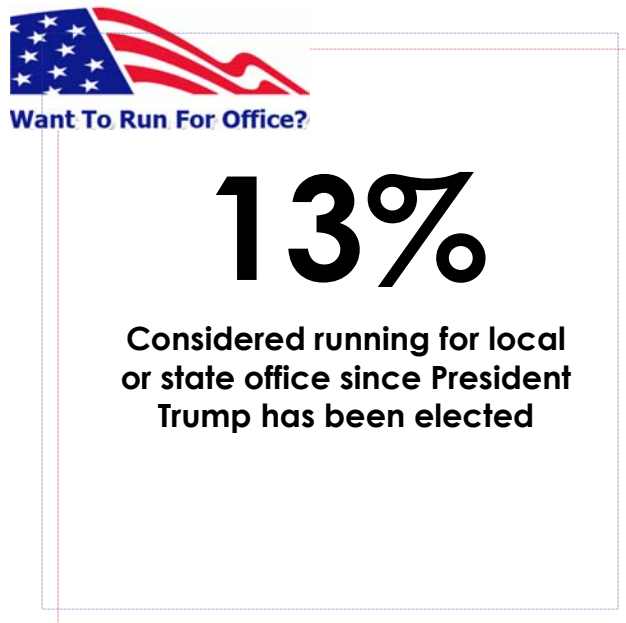
I don't participate in politics.

I just moves to a different state.

I am registered just not where I live I missed the opportunity to change it this time around.

A few (13%) Black women have considered running for office.

Considered running for local or state office



Position considered/considering running for



Q. Since President Trump has been elected, have you considered running for local or state office? [BASE: 1247- All Respondents]

Q. For what position? [BASE: 157- Among those who considered running for local or state office]

Issues Ratings Across Age Groups

	2017			2016			2015		
	Total	18-34	35+	Total	18-34	35+	Total	18-34	35+
Base	1247	202	1045	1282	136	1146	1862	253	1609
Affordable Healthcare	48%	34%	51%	52%	40%	53%	49%	32%	52%
Living Wage Jobs	37%	43%	36%	45%	39%	46%	43%	38%	44%
College Affordability	19%	25%	18%	35%	40%	34%	38%	45%	37%
Quality Public Education	37%	35%	38%	31%	32%	31%	38%	41%	37%
Criminal Justice Reform	43%	49%	42%	45%	45%	45%	37%	39%	36%
Policing Reform	26%	24%	26%	27%	30%	26%	21%	26%	20%
Right to Reproductive Choices	3%	5%	3%	17%	27%	16%	17%	23%	17%
Expanding Voting Rights	5%	3%	6%	10%	3%	10%	16%	13%	16%
Earned Sick Time/Paid Family Leave	2%	2%	2%	11%	17%	10%	14%	16%	14%
Entrepreneurship Opportunity	9%	14%	8%	8%	13%	8%	12%	15%	11%
Others	4%	4%	4%	5%	2%	5%	6%	5%	6%
Rise in Hate Crimes	33%	28%	34%	-	-	-	-	-	-
Equal Pay	18%	19%	17%	-	-	-	-	-	-
Environmental Justice/Climate	6%	7%	6%	-	-	-	-	-	-
School Choice(Pre-K-2)	5%	6%	5%	-	-	-	-	-	-
Redistricting	4%	3%	5%	-	-	-	-	-	-

Q. In your opinion, what are the top three (3) issues facing the Black community today? [BASE: 1247- All Respondents]