



THE **SISTER VOTE**

POWER OF THE SISTER VOTE



3RD ANNUAL SURVEY 2017

Reported July 2017

RELEASED SEPTEMBER 20, 2017



ESSENCE

BACKGROUND AND METHODOLOGY



- ❖ As a result of the Black Women's Roundtable (BWR) 2014 Exit Poll, BWR has partnered with ESSENCE for the past three years to conduct the Power of the Sister Vote Poll, which gauges the political attitudes and concerns of Black women across the country.
- ❖ ESSENCE in partnership with The Black Women's Roundtable conducted the 3rd Annual Power of the Sister Vote Poll and released the results on September 20, 2017. The survey was fielded online between July 6th and 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 goals of the survey were 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 and share what they want the 45th President and the 115th Congress to address.
 - Gauge Black women's activism and interest in running for office.
- ❖ 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 Intergenerational Public Policy Network have partnered to survey the political attitudes 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, only 1% had trust in the Republican Party. We also learned that affordable health care was 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 conveys that Black women's support for the Democratic Party has declined over the past year, but there was no change in support for the Republican Party; there was a rise in the belief that no political party represents them; and President Trump received a failing grade.

This year, the top two issues for Black women are affordable healthcare and criminal justice reform. Living wage jobs & quality public education tied as the #3 top issues. Affordable healthcare remained the #1 issue for Black women for the third year in a row. For millennial Black women, criminal justice reform continues to be their #1 issue for the second year in a row.

Additionally, this year's survey added questions related to the community involvement of Black women, showing most are actively involved in their communities and faith institutions.

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.

KEY FINDINGS(continued)

- ❖ 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.
- ❖ 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.
 - In 2017, nearly 1 in 2 Black millennial women identified criminal justice reform as their #1 concern.

Rating the New President

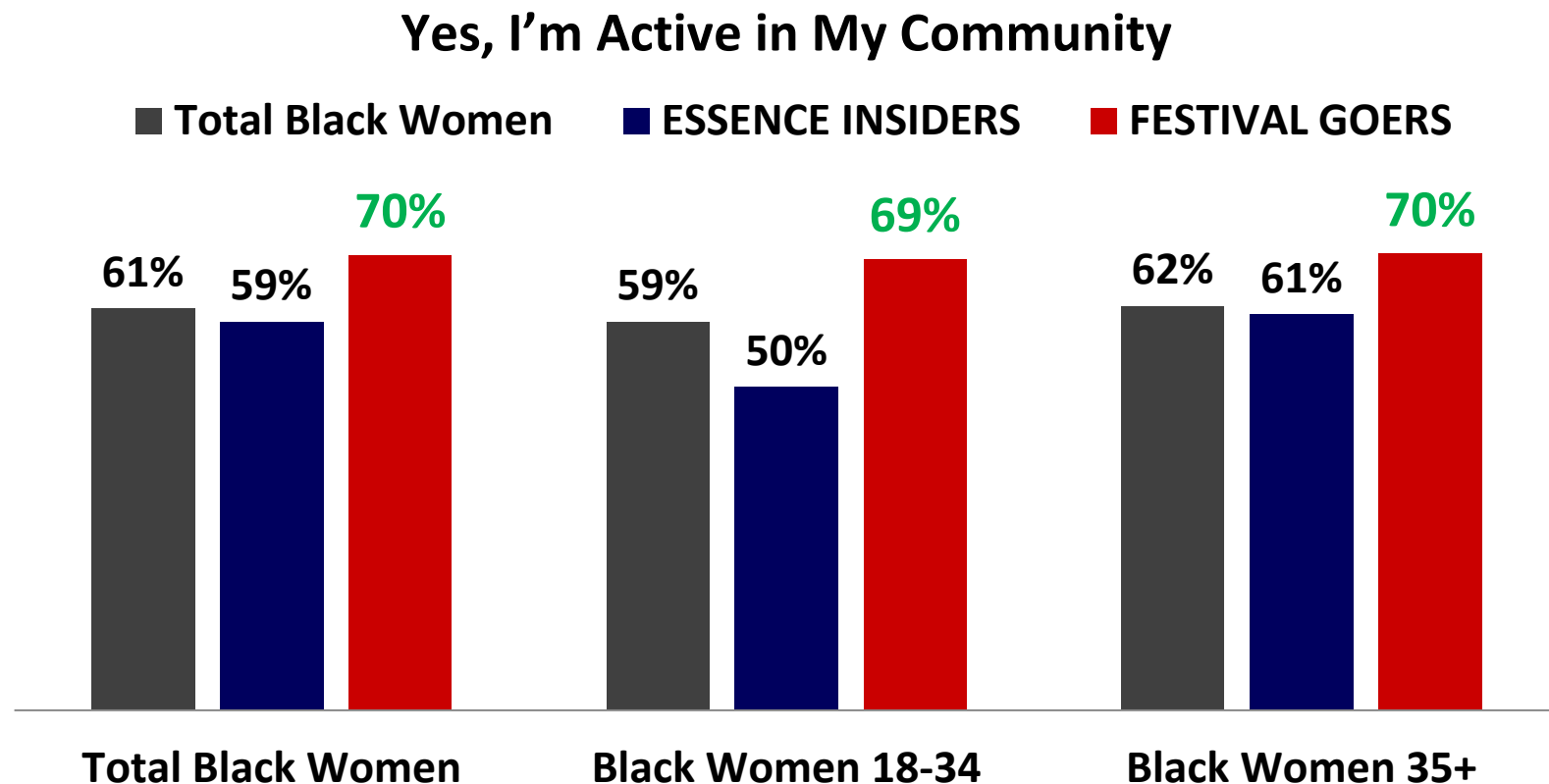
- ❖ President Trump's approval rating with Black women is abysmal. He received an F for his job performance, and 93% disagreed with the statement that *"Trump is addressing the issues that are most important to me."*

What Black Women Want President and Congress To Address

- ❖ Protecting the Affordable Healthcare Act is the issue a majority of Black women (56%) want the President and Congress to address now, confirming how important this issue is for them. Black women also want them to protect Medicare/Medicaid (18%) and Social Security (14%).

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%)



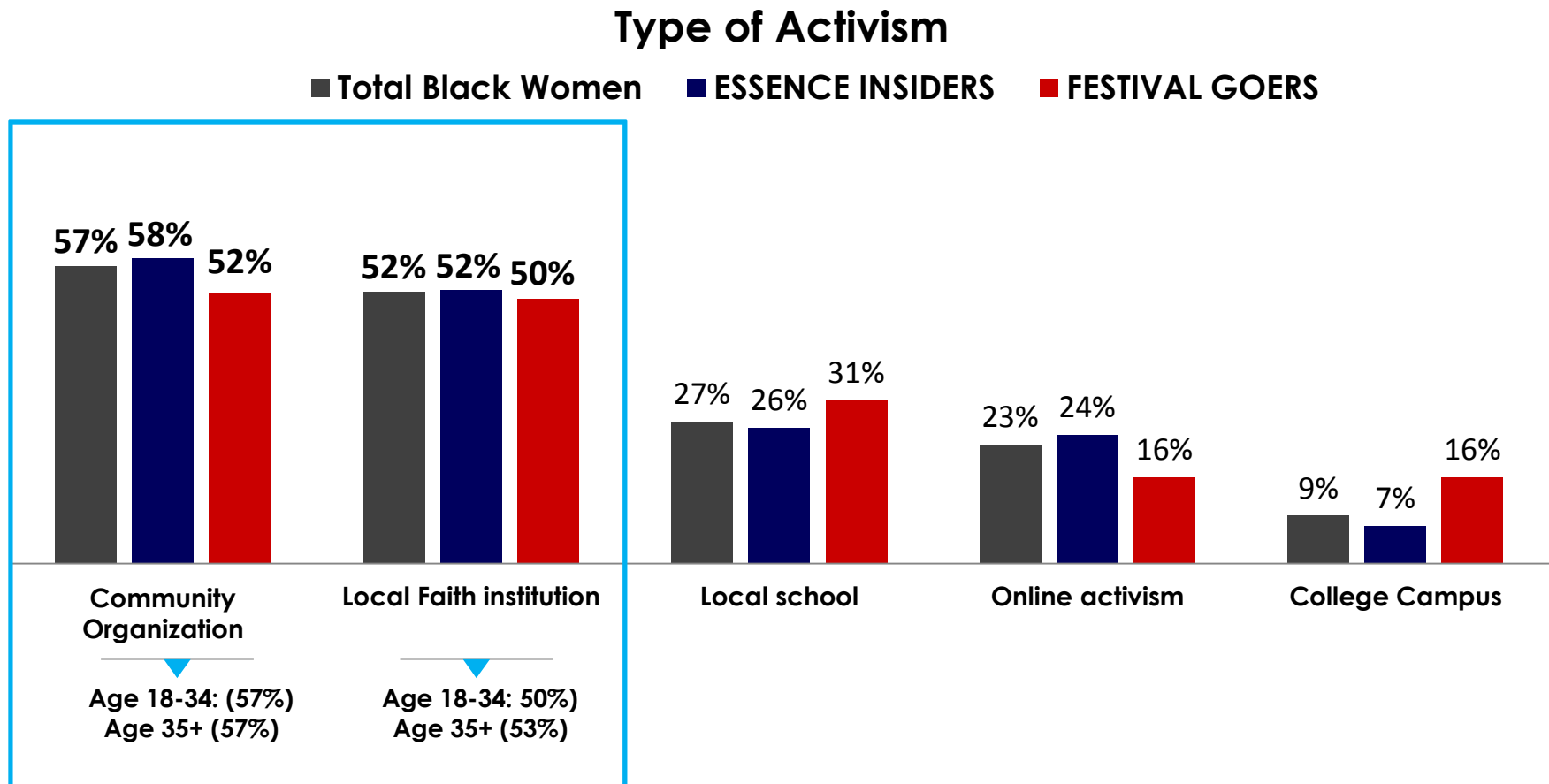
Significantly Higher than Total Black Women

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

Source: 2017 ESSENCE/BWR Survey

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

- ❖ Nearly, six in ten identify as community organizers.
- ❖ One in two is active in her place of worship and in community organizations.



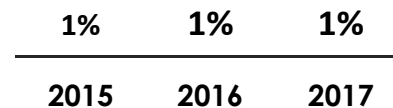
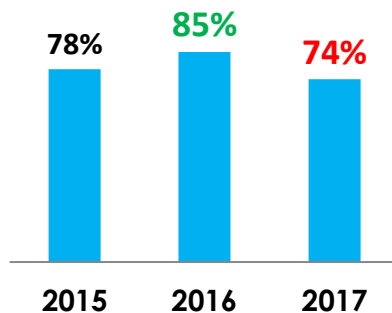
Q. How are you active? [BASE: 766- Among those who are active in the community]

Source: 2017 ESSENCE/BWR Survey

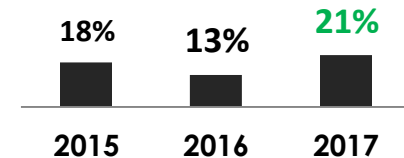
The majority of Black women continue to believe in the Democratic Party, although the support dropped significantly in a year.

- ❖ 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; the 2017 survey revealed there has been a significant shift in trust among Black women, down from 85% to 74%, an -11% drop.

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



NONE



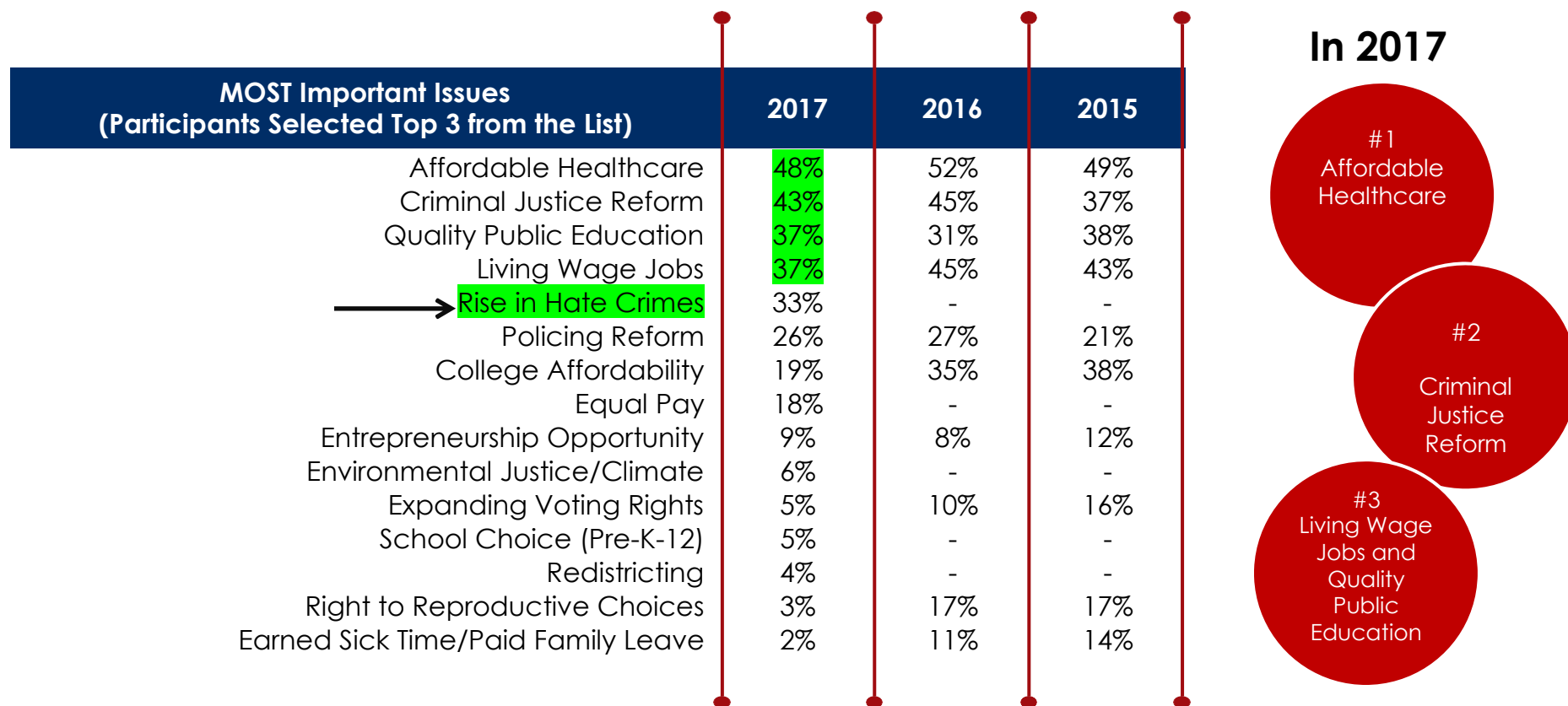
Percentages in green represent significantly higher than both the years compared at 95% confidence level.
Percentages in red represent significantly lower than both the years compared at 95% confidence level.

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.

- The top three concerns for Black women overall are affordable healthcare, criminal justice reform, quality public education, living wage jobs.
- In 2017, a third of Black women are concerned about the rise in hate crimes.
- Black women appear to be less concerned about college affordability, expanding voting rights, right to reproductive choices and earned sick time/paid family leave over past years.



Younger = Age 18-24 | Older = Age 35+
BASE: 2015- 1862 and 2016- 1282

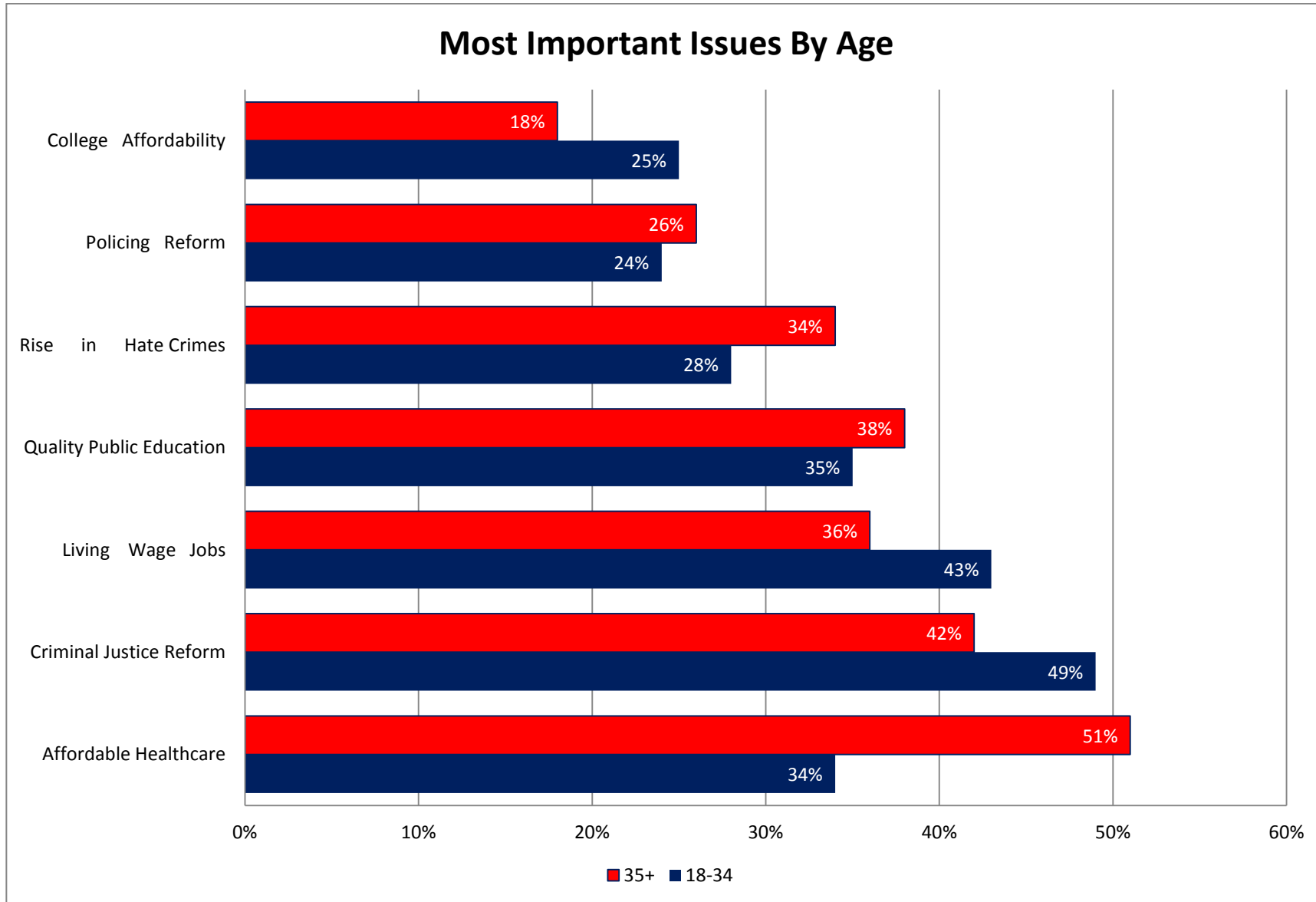
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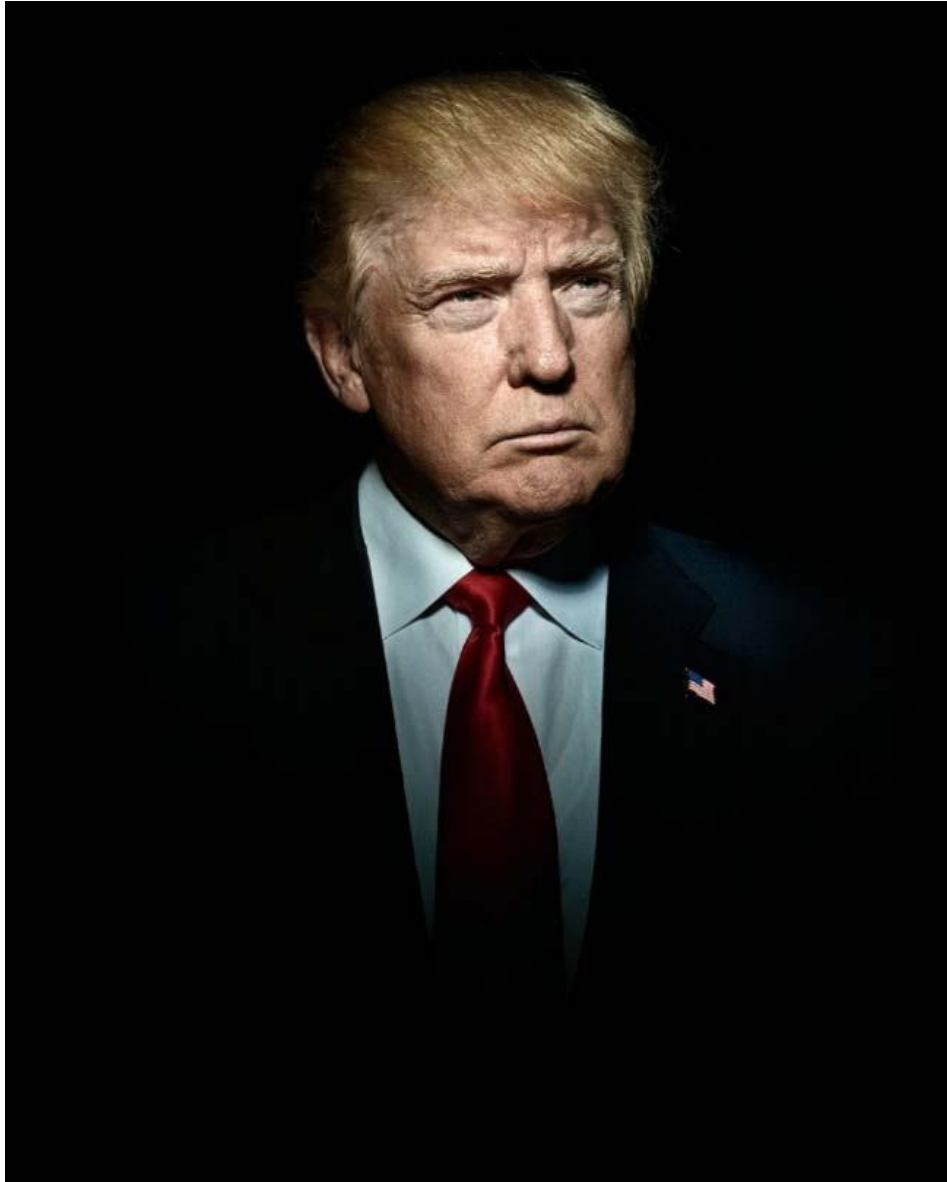
Source: 2017 ESSENCE/BWR Survey

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

Black Women's Top Issues by Age.

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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

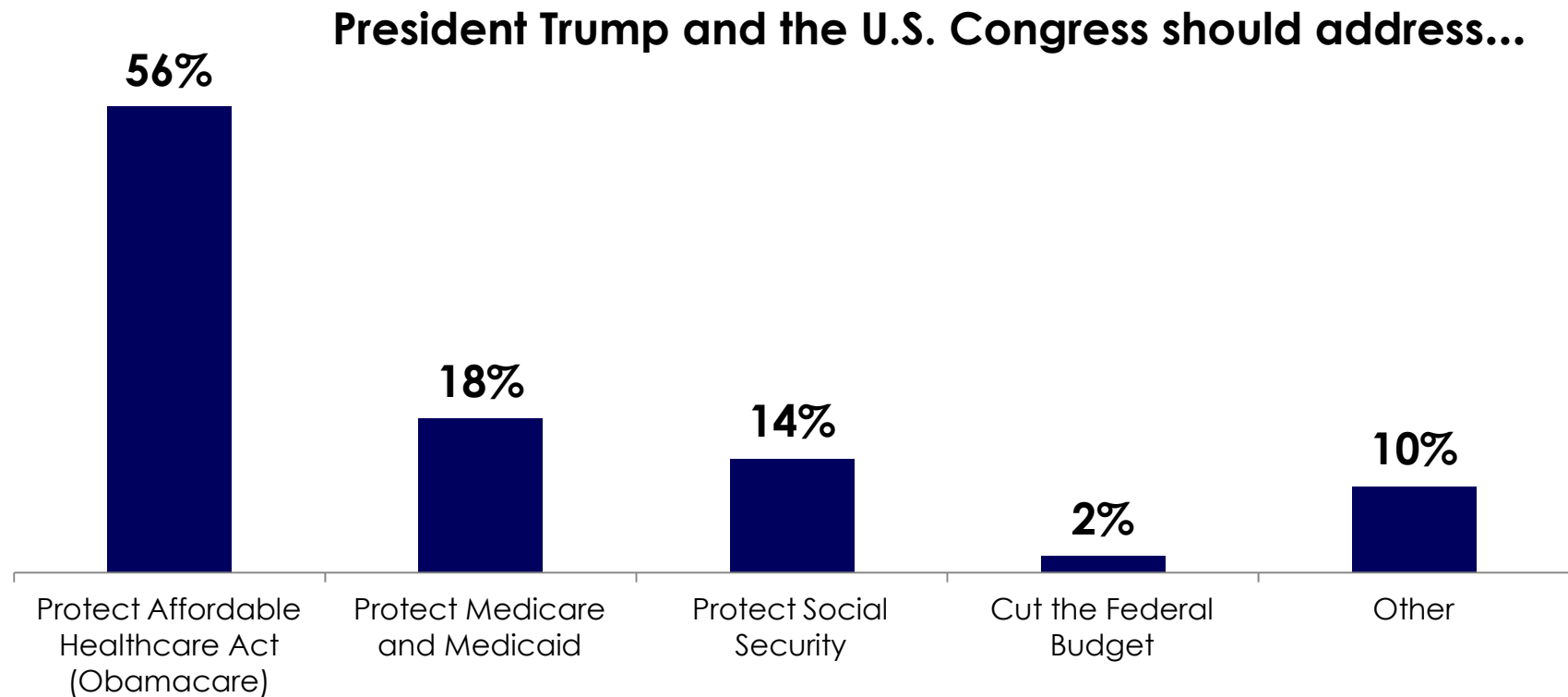
BASE: 1247- All Respondents

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.

Source: 2017 ESSENCE/BWR Survey 10

Protect the Affordable Healthcare Act, now!



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

DEMOGRAPHICS

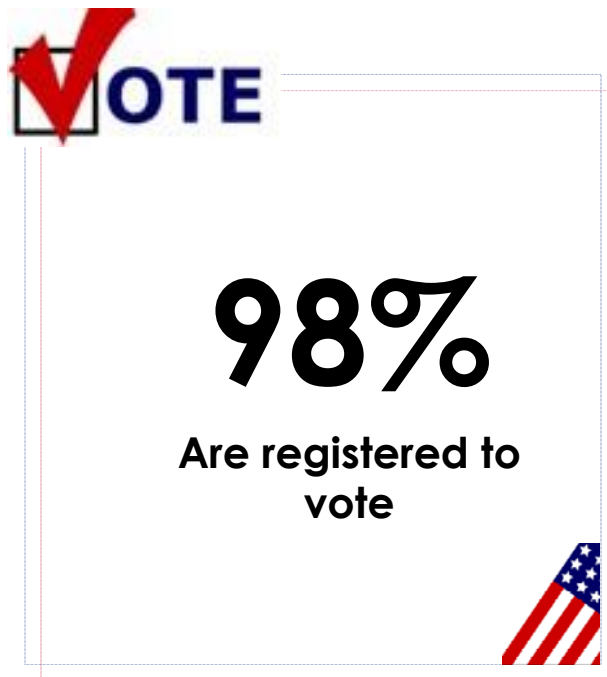
	(1247)	(1001)	(246)
Median Age	46	48	37
Age 18-34	16%	10%	42%
Age 35+	84%	90%	58%
Median HHI	51685	51382	52940
HHI < \$50K	48%	48%	46%
HHI \$50K+	52%	52%	54%
Married/Living with partner	38%	39%	36%
Single, meaning never married	39%	37%	47%
Children in household aged 17 or younger	33%	31%	42%
Employed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

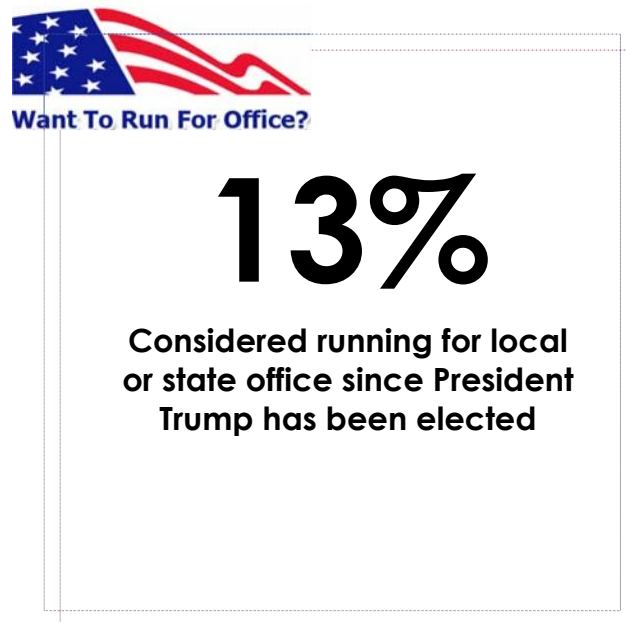
I don't participate in politics.

I just moved 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]

Source: 2017 ESSENCE/BWR Survey | 5

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]