



6th Annual Black Women's Roundtable/ESSENCE
Power of the Sister Vote Poll Results

Source: 2020 BWR/ESSENCE Survey

BACKGROUND AND METHODOLOGY

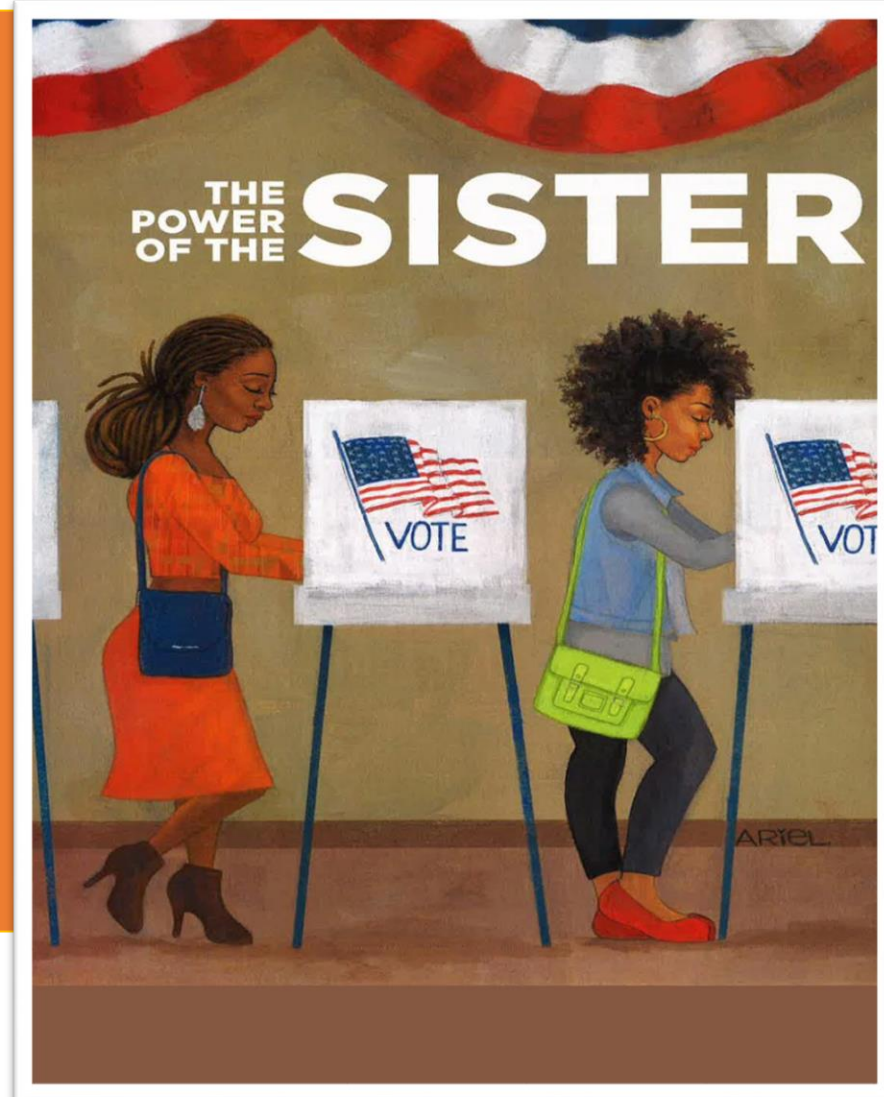
2020 marks the sixth year the Black Women's Roundtable has partnered with ESSENCE to conduct the Power of the Sister Vote Poll to gauge the political concerns, attitudes, and opinions of Black women across the country.

- ❖ The survey was fielded between August 27 – September 28th.
- ❖ A total of 1001 ESSENCE Insiders participated in the survey of Black women, Age 18+.
- ❖ Fully 95% of respondents are planning to vote.
- ❖ The goals of the 2020 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.



ESSENCE

ESSENCE
insiders





BACKGROUND - PAST FINDINGS (2015 – 2019)

- For the past five (5) 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.
- **In 2019**, the fifth study, Black women’s top concerns had shifted a bit as Criminal Justice/Policing Reform had risen to the #1 issue, followed by Affordable Healthcare at #2. The Rise in Hate Crimes and Equal Rights and Equal Pay tied as their 3rd priority.



2020 CURRENT KEY FINDINGS SUMMATION

- **Overwhelmingly, Black women plan to vote.** Fully 95% indicated that they plan to vote in the 2020 presidential election.
- **Black women priorities for the Black Community have strongly shifted.** In 2019, Black women's primary concerns were more evenly focused on Criminal Justice/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 and Equal Rights/Equal Pay were tied at #3 as a key concern in 2019. **In 2020, far and away, Black women identified Racism/Rise in Hate Crimes as their #1 issue**, as fully 58% identified this as their top issue. This represents a 16-point increase from the 2019 Survey. In contrast, concerns around Criminal Justice/Policing Reform remained virtually the same between the two years, falling by only 1 (one) point from 2019 (47% vs. 48%). While ranking third, concerns about the Affordable Care Act fell by 19 points compared to 2019 (28% vs. 47%). We believe this is due to impact of COVID19 Pandemic and unemployment/underemployment that are included the 2020 BWR/Essence Poll.
- **Black women are overwhelming concerned about safety and stability when it comes to issues impacting the Black family.**
- **Black women lift up Racism/Rise in Hate Crimes, Corruption in Government and Voting Rights/Voter Suppression Tactics** as key issues threatening our democracy.
- **For the fourth year in a row, Black women give the president a failing grade.** In 2020, 80% gave President Trump an "F" and 10% gave him a "D".



2020 CURRENT KEY FINDINGS SUMMATION

- **Black women's confidence in the Democratic Party dropped slightly and remain greatly impacted by generational divides.** Seventy-Three percent (73%) of Black women in 2018 and 2019 identified Democrats as the party that best represents their issues, in 2020, 71% of Black women. Also, strong generational divides remain.
- **For Black women 25-35 only 58% agreed that the Democrats best represented their interest** (although that represents a significant increase over those who agreed with this statement in 2019 (45%). **Black women 18-24 (Generation Z) were slightly more likely than their Millennial counterparts to express confidence in the Democratic party (60% vs. 58%).**
- **To win their vote, Black women identified reducing structural/systemic racism and policing and criminal justice reform (tied) as the #1 issues they want the Presidential candidates to commit to address as a priority.** Eradicating COVID19 was #2, followed by protecting the safety net (Medicaid, Medicare, Social Security) was #3.
- **If the 2020 Presidential Election was held today, Black women would overwhelming support the Biden/Harris Ticket (90%) and they are especially likely to Vote by Mail/Absentee (41%) or Vote Early in Person (35%).**
- **Black women are even more enthusiastic to vote given that the Supreme Court hangs in the balance (63%).**

2020 KEY FINDINGS

- ✓ **Black Women are Fired Up and Ready to Vote.** Fully 95% of Black women indicated that they plan to vote in the 2020 Presidential Election.
- ✓ **Black women indicated they will vote for the candidate that commits to the following key issues they care about:**
 - ❖ Plan to Reduce Structural/Systemic Racism (49%)
 - ❖ Policing and Criminal Justice Reform (45%)
 - ❖ Plans to Eradicate COVID 19 (30%)



2020 KEY FINDINGS

- ✓ In 2020, the top concern of Black women was far and away **Racism/Rise in Hate Crimes (58%)**, followed by **Criminal Justice Reform and Policing Reform (47%)**. Coming in third was Access to **Affordable Health Care at (28%)**
- ✓ Concerns about the Racism/Rise in Hate Crimes has experienced a significant shift in recent years, rising a whopping 25% since 2017 and 16% from just one year prior, in 2019. On the other hand, concerns about the need for Criminal Justice & Policing Reform has remained relatively stable, having shifted only one point since 2019 (47% vs. 48%).
- ✓ Concern for Affordable Health Care dropped significantly in 2020 (to 28% vs. 47% in 2019) that was likely do to the COVID19 Pandemic, that is disproportionately impacting Black people who have higher mortality rates than any other racial/ethnic demographic. Underemployment/unemployment is also a major concern for Black women.



2020 KEY FINDINGS

When it comes to themselves and their families, Black women's top concerns are:

- ✓ Rise in Racism/Hate Crimes (58%);
- ✓ COVID 19 (45%)
- ✓ High Cost of Housing (38%)

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2020 KEY FINDINGS

- ✓ Black Women continue to see Racism/Rise in Hate Crimes as the top threat to Democracy in 2020 (73%), although to a significantly lower degree than was the case in 2019 (85%).
- ✓ Corruption in Government ranked 2nd, among Black women as a threat to democracy (63%), followed by Voting Rights/Voter Suppression Tactics (55%)



2020 KEY FINDINGS

- ✓ Black women's confidence in the Democratic Party has fallen slightly in 2020 (71%) vs 73% in 2018 and 2017 who indicated that Democrats best represented their issues.
- ✓ Most striking, Democrats face a significant generational challenge among Black women as only 58% of 25-35 year-olds believe the Democratic party best represents their issues compared to 87% of Black women 55 and older.
- ✓ Still, Democrats have made significant progress among younger Black women. Just 45% of 25-35 year-olds indicated that The Democratic Party best represented their issues in 2019, a full 13% below where perceptions of Democrats fall among this age demographic of Black women in 2020.



Trump Grade - F

2020 Key Findings

- ✓ For the fourth year in a row, Black women gave the President a Failing Grade.
- ✓ In 2020, 80% of Black women gave President Trump an "F" and 10% gave him a "D" when asked to rate his performance.
- ✓ Only 1.5% of Black women gave Trump an "A" grade.





2020 KEY FINDINGS

- If the 2020 Presidential Election were held today, fully 90% of Black women would vote for Joe Biden and Kamala Harris, while just 4% would vote for a Trump/Pence ticket.
- More than 3 out of 4 Black women plan to vote by mail/absentee or early vote (41%) or in person (35%).
- Nearly two-thirds of Black women are even more enthusiastic to vote given that the Supreme Court hangs in the balance.

❖ **Black Community priorities in the eyes of Black women has shifted even more starkly towards the need for survival.** While the top three issues in 2020 are roughly the same as they were in 2019, the order and change in the level of intensity, suggests that Black women far and away perceive potential mortal threats as the top issues that threaten the community overall.

❖ **Over the past 4 years (2017 -2020) the poll reveals that Black women’s priorities have shifted dramatically in the Trump Era.** But under a Trump Administration, Black women are much more focused on base survival. Issues like Racism/Hate Crimes & Criminal Justice and Policing Reform are issues that literally cost Black lives.

❖ **Under the Obama Era , the first 2 years of the poll (2015 & 2016) reveals that there was a greater focus on aspirational issues for Black women, addressing issues including--College Affordability and Student Loans, Quality Public Education and Paid Family Leave/Earned Sick Time.**

Survival, Safety and Stability Top Black Community Concerns for Black Women

Most Important Issues (Participants Selected Top 3 from the List)	2020	2019	2018	2017	2016	2015
#1 Racism/Rise in Hate Crimes	58%	42%	55%	33%	—	—
#2 Criminal Justice and Policing Reform	47%	48%	51%	43%	—	—
#3 Affordable Healthcare	28%	47%	35%	48%	52%	49%
Equal Rights & Equal Pay	24%	42%	28%	18%	—	—
COVID 19	23%	—	—	—	—	—
Underemployment/Unemployment	23%	—	—	—	—	—
Affordable Housing/Gentrification	20%	31%	—	—	—	—
Gun Violence and Gun Safety	19%	35%	45%	—	—	—
Violence Against Women & Girls	14%	10%	—	—	—	—
College Affordability and Student Loans	12%	19%	14%	19%	35%	38%
Quality Public Education	11%	14%	26%	37%	31%	38%
Right to Reproductive Choices*	5%	8%	4%	3%	17%	17%
Quality Affordable Child Care	4%	3%	3%	—	—	—
Entrepreneurship Opportunity	4%	4%	8%	9%	8%—	12%
Environmental Justice/Climate Change	2%	4%	3%	6%	—	—
2020 Decennial Census and 2021 Redistricting	2%	—	—	—	—	—
Immigration Reform	2%	3%	3%	—	—	—
Paid Family Leave/Earned Sick Time	1%	1%	3%	2%	11%	14%

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

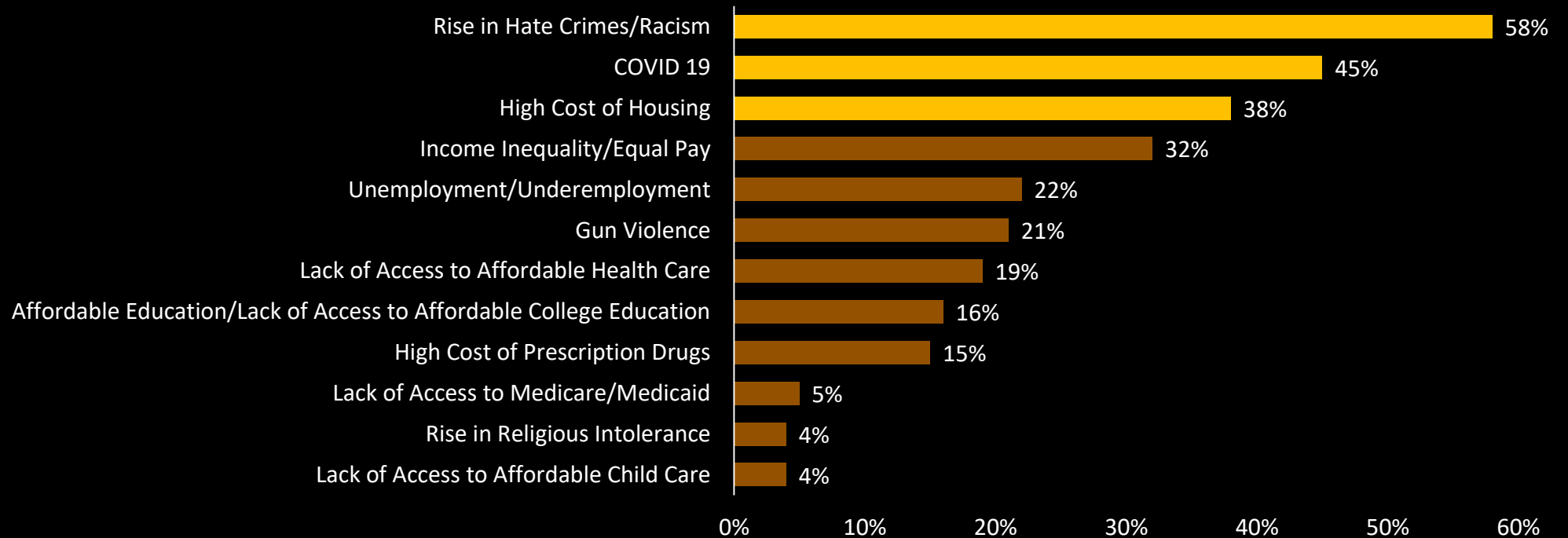
Young Black Women's Community Concerns

- ✓ Young Black Women 18-35 (Gen Z and Millennials) had similar priorities as their older counterparts.
- ✓ Racism/Rise in Hate Crimes was identified as the top issue of concern for both Gen Z's (57%) and Millennials (58%);
- ✓ Criminal Justice and Policing Reform were identified by Gen Z and Millennials as the second most critical issue. However, Millennials were significantly more likely than Gen Z to do so (45% vs. 33%).
- ✓ The two generations had different priorities for their third most important issue. For Gen Z, there was a three-way tie for 3rd priority including Affordable Healthcare, Unemployment/Underemployment and Violence Against Women & Girls (27%), while Millennials identified a singular issue as their third priority, Equal Rights & Equal Pay (37%).



Black Women Most Concerned About Racism/Hate Crimes, COVID19 & Housing

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

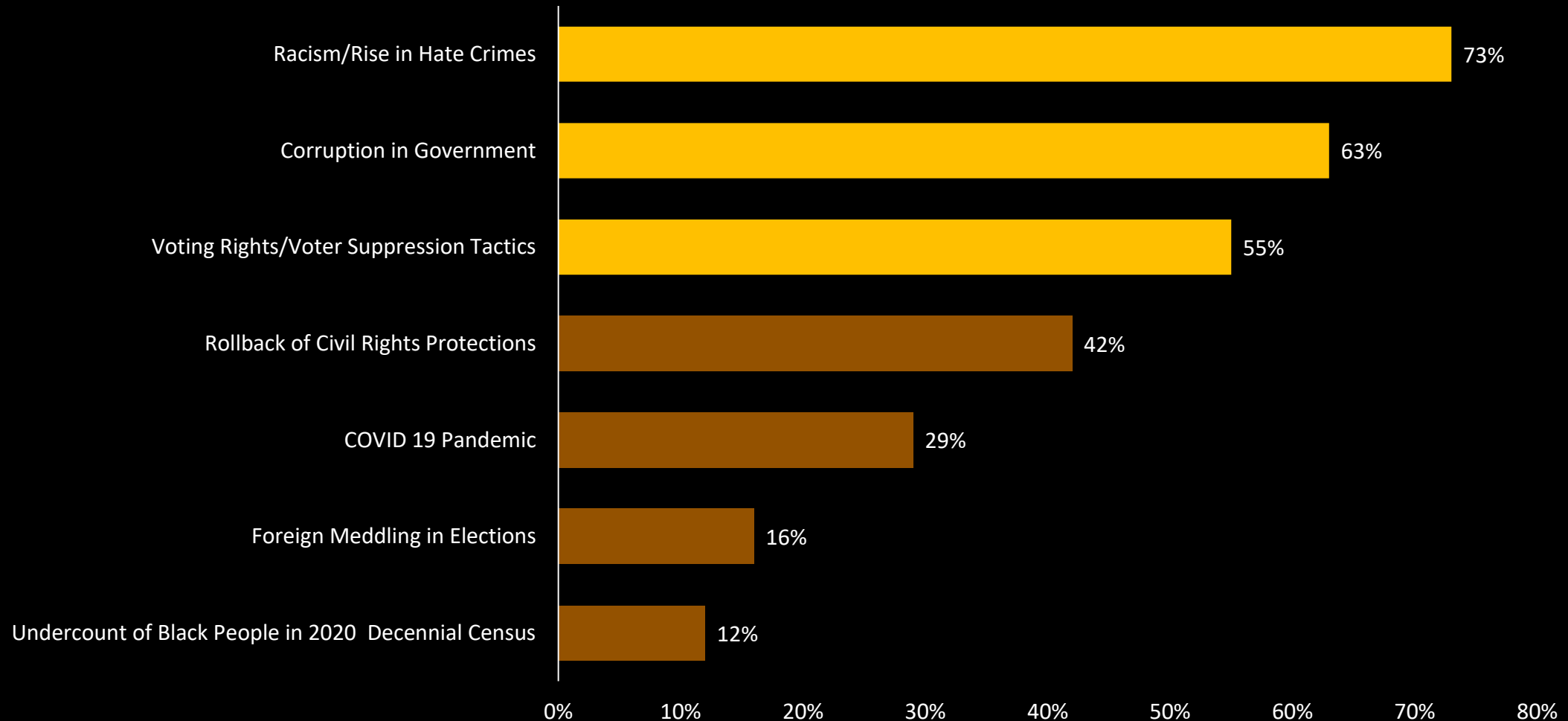


Young Black Women's Personal Concerns

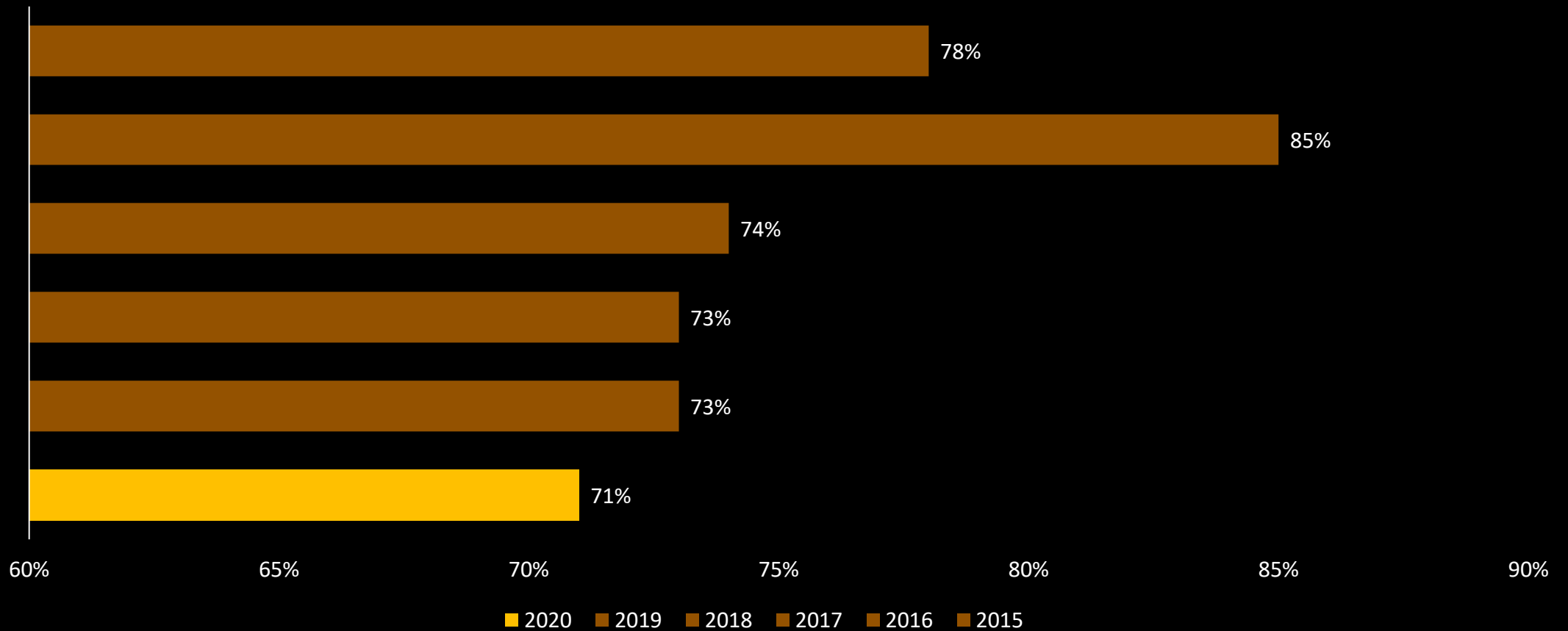
- ✓ Young Black Women 18-35 (Gen Z and Millennials) had similar priorities as their older counterparts.
- ✓ The top issue of concern for Millennials is the Rise in Hate Crimes/Racism (52%);
- ✓ For Gen Z, the rise in Racism/ Hate Crimes & Lack of Affordable Housing were tied as the top issue (50% Respectively), followed by COVID (37%).
- ✓ Coming in 2nd For Millennials is Affordable House (46%) followed by COVID (39%).



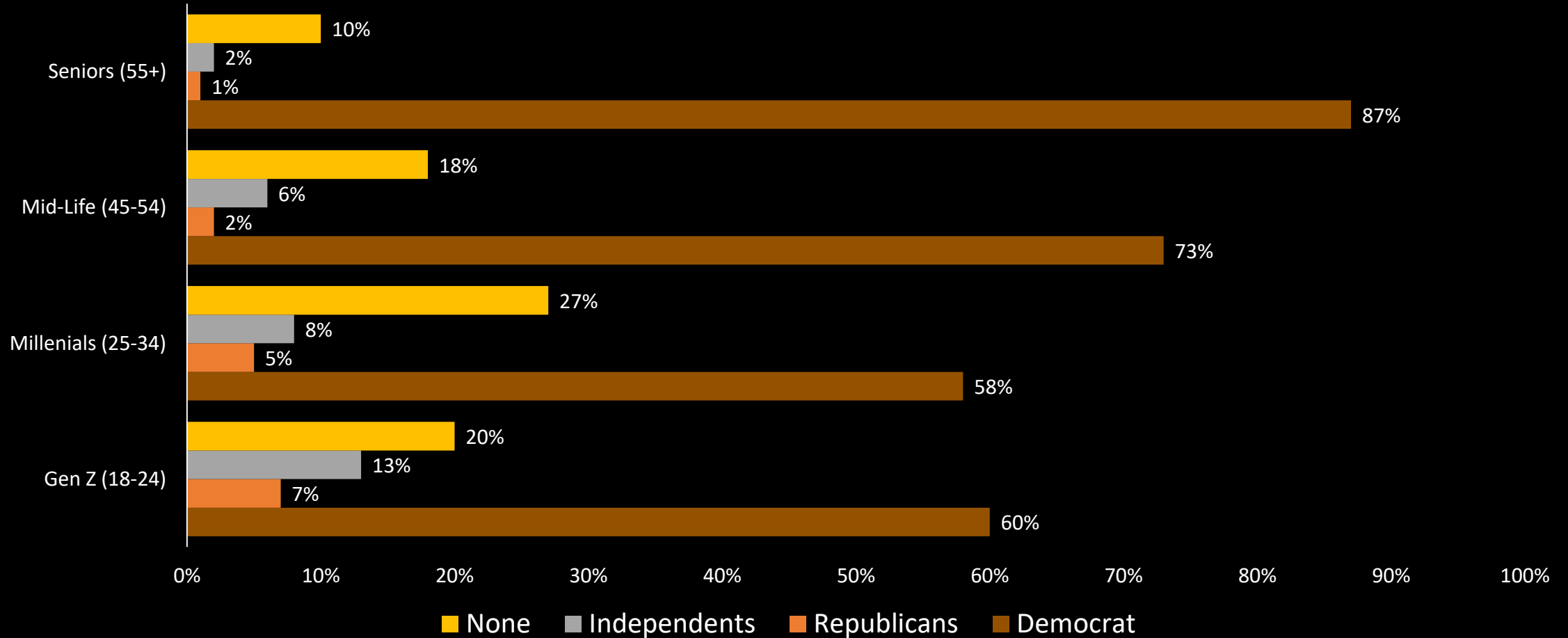
Black Women Identify Top Challenges Threatening US Democracy



Black Women's Confidence in Democratic Party Dropped Slightly




Black Women's Confidence in Democratic Party Differ Significantly Across the Generations

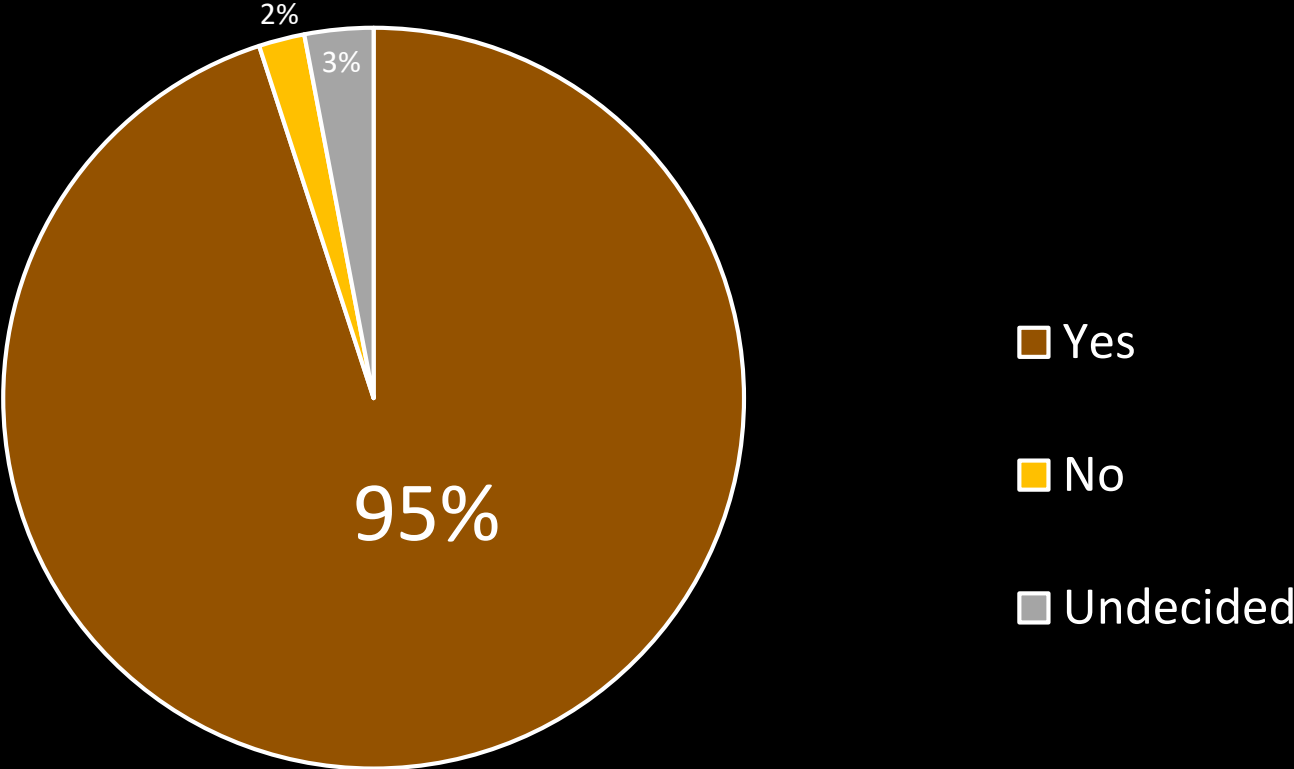


STILL FAILING, FOR FOURTH YEAR IN A ROW

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

Grade	2020	2019	2018	2017
	80%	83%	82%	81%

Black Women are Overwhelmingly Committed to Vote In 2020 Presidential Election



Addressing Structural/Systemic Racism and Safety are Key Issues Driving Black Women Voters

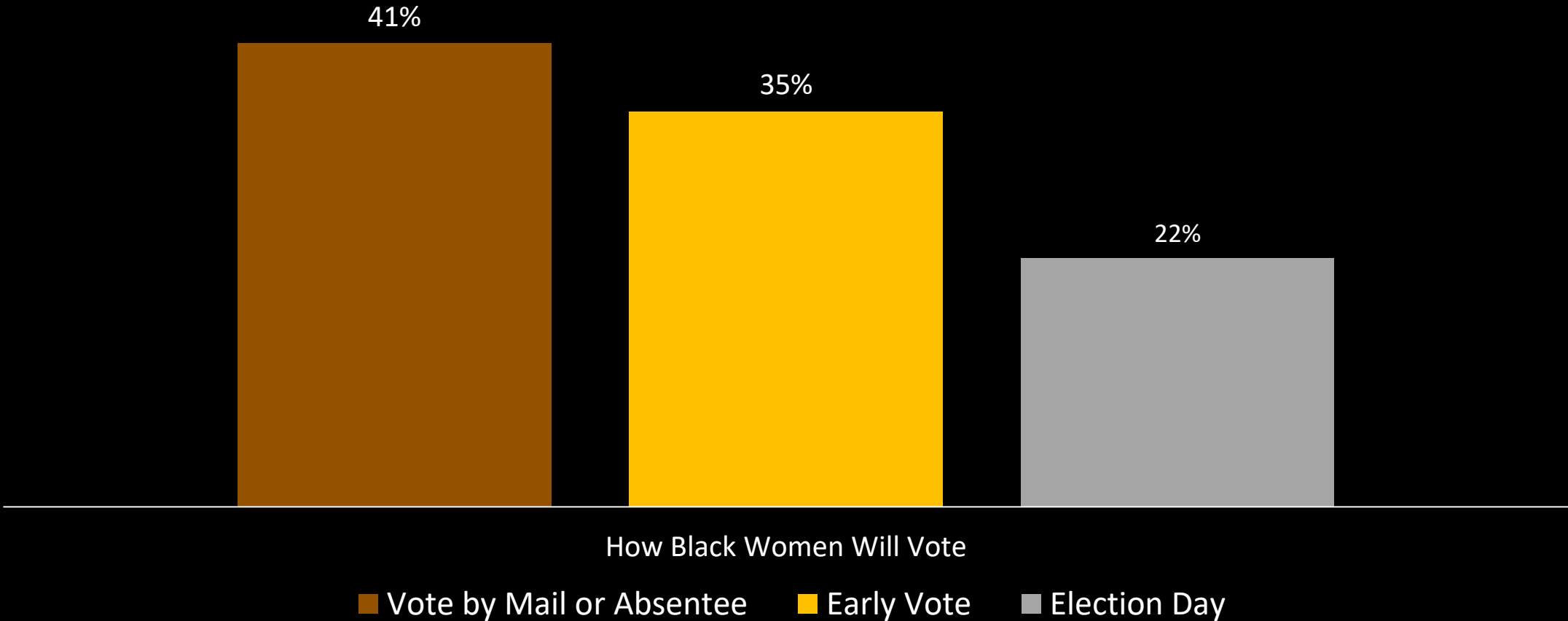


Key Issues Driving the Black Woman's Vote

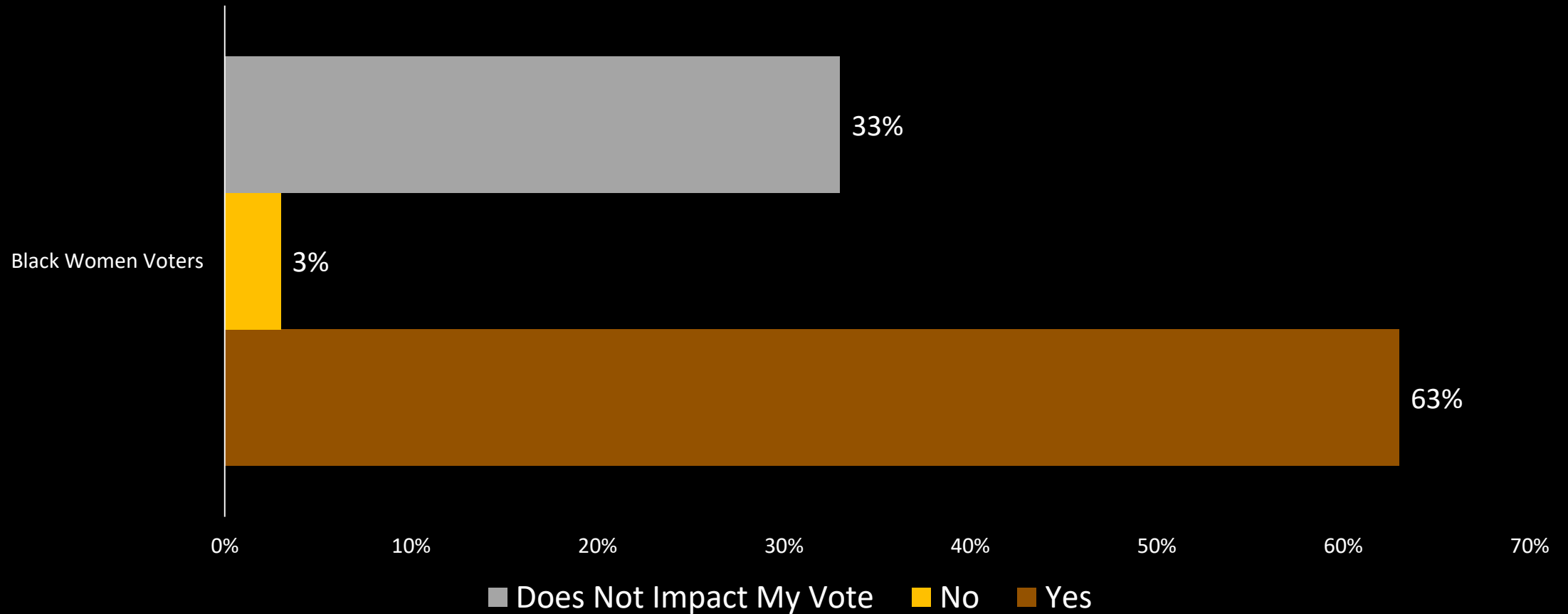
Plan to Reduce Structural/Systematic Racism	49%
Policing/Criminal Justice Reforms	49%
Has Plans to Eradicate COVID 19	30%
Protect the Safety Net (Medicaid, Medicare, Social Security)	27%
Reduce Taxes for Low-Income and Middle-Income Families	23%
Reducing Unemployment / Underemployment	18%
Increase the Federal Minimum Wage to at least \$15 an Hour	16%
Address High Mortality Rate of Black Infants & Mothers	15%
Nomination of a Black woman to the Supreme Court	12%
Reproductive Justice / Healthcare Rights	10%
Adopt Common Sense Gun Safety Laws	10%
Support Reparations	10%
Support Full Funding of Violence Against Women Government Programs	8%
Policies to Protect Environment /Tackle Climate Change	7%

Q: I will vote for the Presidential Candidate that Commits to the Following Issues I Care About

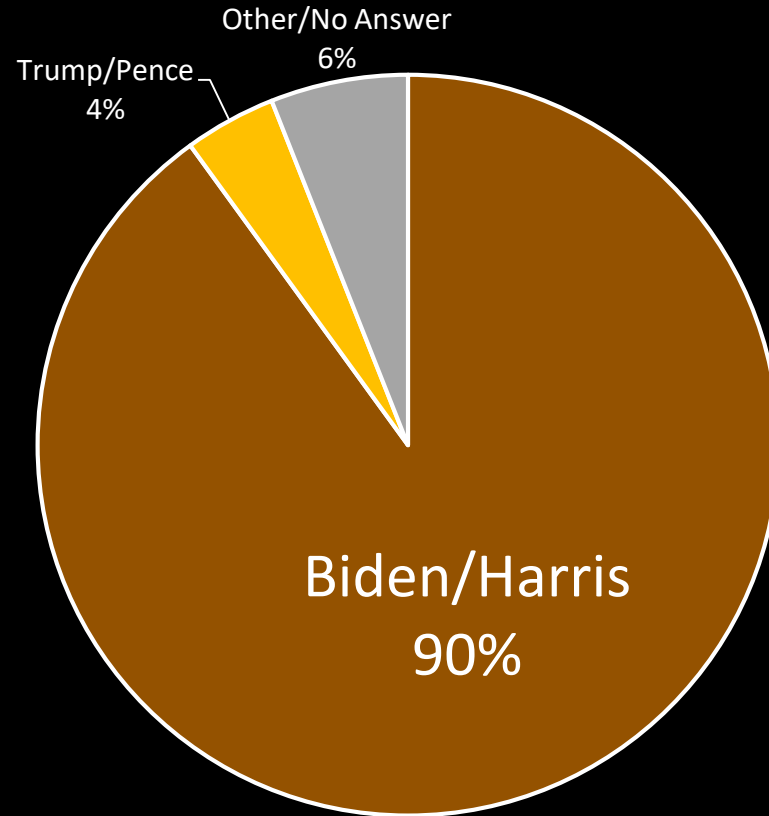
Most Black Women Plan to Vote By Mail/Absentee or Early Vote in Person



Having the Supreme Court in the Balance Makes Black Women Even More Enthusiastic to Vote



Black Women's Presidential Choice



For more information contact:

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

Websites: unitycampaign.org

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