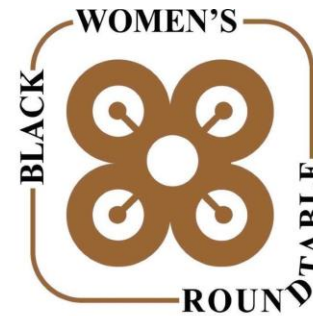




ESSENCE[®]



A program of the National Coalition on Black Civic Participation, Inc.

**Power of the Sister Vote
Poll Results
September 2015**

Background + Methodology

- **ESSENCE and Black Women's Roundtable (BWR) were interested in getting the opinions of Black women on the upcoming 2016 presidential election.**
- **Essence and BWR have proven track records polling Black women.**
- **In 2014, BWR conducted a Power of the Sister Vote (POSV) Exit Poll that was a precursor to the 2015 POSV Poll.**
- **ESSENCE and BWR partnered to produce and distribute this poll.**
- **A short survey was administered in August 2015 to the ESSENCE Insiders readers' panel and posted on ESSENCE.COM.**
- **A total of 1,862 Black/African-American women completed the survey.**
- **All participants were either registered to vote, or have the intention to register.**

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Time Inc.
Consumer
Insight

Key Findings

- **Black women are taking an active interest in the upcoming 2016 Presidential Election. They plan to vote for a candidate who will address issues that can improve their quality of life.**
- **Just about all survey participants reported being registered to vote and see voting as a responsibility given our history as Black people. This is a continuing trend BWR tracked through its 2014 POSV Exit Poll.**
- **Most identified the Democrats (78%) as representing the interests of Black women, 18% identified no party, and only one percent (1 %) feel Republicans and one percent (1%) feel Libertarians represent their interests.**

Key Findings

- The top three (3) most important issues for Black women revolve around money and basic needs including:
 - ✓ Affordable healthcare (49%)
 - ✓ Living wage jobs (43%)
 - ✓ college affordability (38%)
- For Millennials (Ages 18-34), their top issues are:
 - ✓ college affordability (45%)
 - ✓ quality public education (41%)
 - ✓ criminal justice reform (39%)
 - ✓ policing reform (26%)
 - ✓ right to reproductive choices (23%)

Key Findings

- Millennial Black women (18-34) are interested in Presidential Candidates who:
 - ✓ want to improve law enforcement/community relations (78%)
 - ✓ lower the tax burden on the lower and middle class.
- Additionally, Millennials are trending away from identifying with political parties:
 - ✓ Over a quarter (26%) do not identify with any political party
 - ✓ Less than 70% identifying as Democrat.

Additional Findings

- **Other key issues of importance identified by Black women included:**
 - ✓ **Expanding Voting Rights (16%)**
 - ✓ **Earned Paid Time/Paid Family Leave (14%)**
 - ✓ **Entrepreneurship Opportunity (12%)**
 - ✓ **Immigration Reform (8%)**
- **POSV Poll respondents also identified the following reasons they would vote for a presidential candidate that commits to the following:**
 - ✓ **Eliminating mandatory minimum sentences for nonviolent drug offenses (36%)**
 - ✓ **Expanding voting rights protections (36%)**
 - ✓ **Nominating a Black woman on the U. S. Supreme Court (20%)**
 - ✓ **Eliminating high infant & maternal mortality rate (9%)**

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Timber
Consumer
InSight

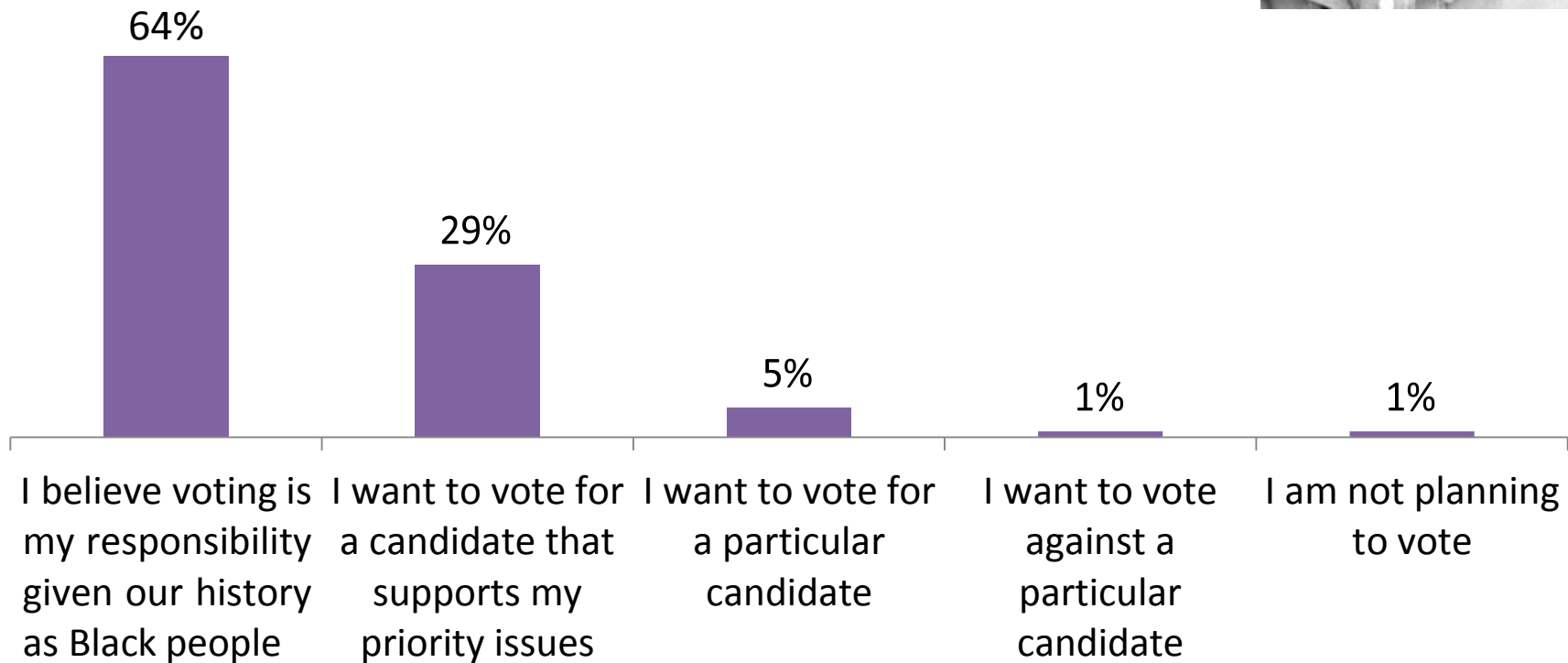
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DETAILED FINDINGS



For Black women, voting is a responsibility.

99% are already registered to vote.
64% feel voting is their responsibility.

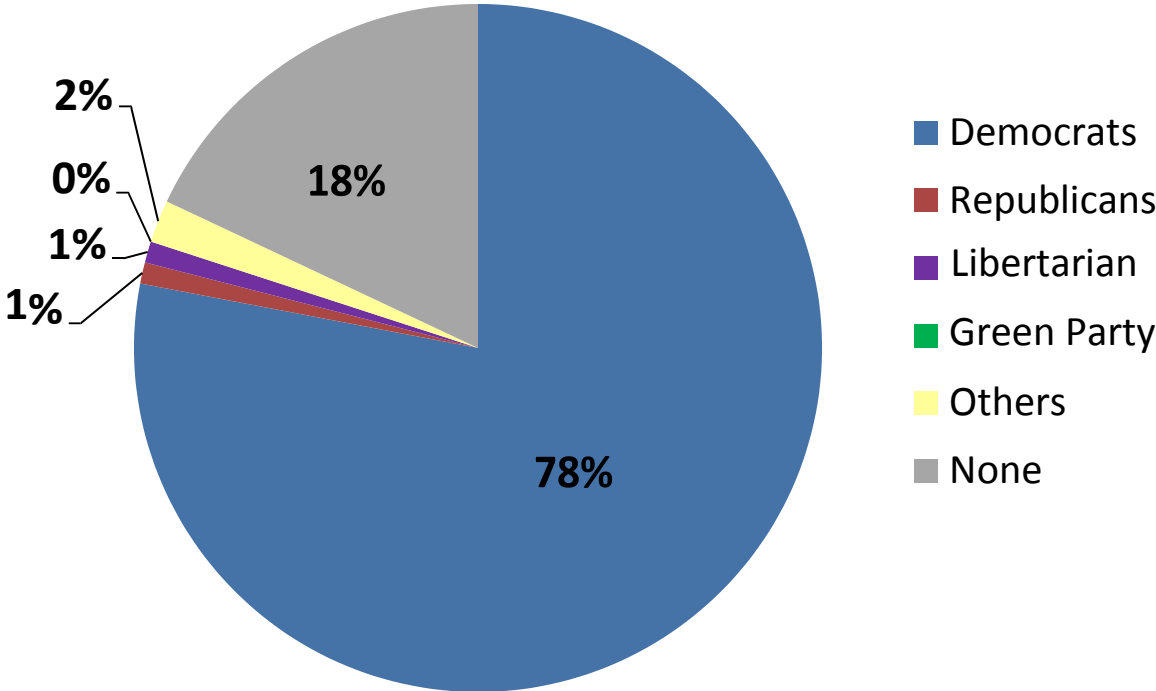


Q. Are you currently registered to vote?

Q. I am voting in the 2016 Presidential election because... (Select One)

While best represented by the Democrats, almost a fifth of Black women feel no political party has their best interests at heart. Only one percent believe the Republican or Libertarian party represents their interests.

The political party that best represents the interests of Black women is...



Q. Which political party best represents the interests of Black women?

Making ends meet while improving their situation is a common theme among their highest ranked issues.

•Affordable healthcare, living wage jobs and college affordability, quality public education, top the list.

MOST IMPORTANT ISSUES <i>(participants selected top 3 from list)</i>	49%	Higher among those...
Affordable healthcare	49%	35+, HHI <\$50k, no kids
Living wage jobs	43%	HHI <\$50k
College affordability	38%	Under 35, HH w/kids
Quality public education	38%	HH w/kids
Criminal justice reform	37%	No kids
Policing reform	21%	Under 35, HHI 50k+
Right to reproductive choices	17%	Under 35, HHI 50k+, no kids
Expanding voting rights	16%	No kids
Earned sick time/Paid family leave	14%	
Entrepreneurship opportunity	12%	
Immigration reform	8%	HHI 50k+
Others	6%	

Q. Please select 3 issues that are most important to you in the upcoming 2016 Presidential election.

To win their votes, candidates need to focus on taxes and law enforcement issues.



To get my vote, a presidential candidate must commit to...

		Higher among those...
Reducing taxes for low and middle income people	74%	Under 35
Improving relationships between the Black community and law enforcement	71%	HHI <50k
Increasing the federal minimum wage to at least \$15/hour	45%	Under 35, HH w/kids
Eliminating mandatory minimum sentences for nonviolent drug offenses	36%	35+, HHI 50k+, no kids
Expanding voting rights protections	36%	
Nominating a Black woman to serve on the U.S. Supreme Court	20%	
Eliminating high infant & maternal mortality rate	9%	
Others (i.e. gun control)	9%	

88% would vote for President Obama in 2016, if they could.

Q. Please select 3 statements that best describe you. I will vote for the Presidential Candidate that commits to...
 Q. If it were possible, would you vote for President Obama?



Demographics

	<u>Total</u>
	(1862)
Respondents by Age 18 – 24	14%
Respondents by Age 35+	86%
Median HH Income (\$)	\$67,500
Married	34%
Children in household	32%
Employed	79%
College graduate or more	71%