

# Black Women's Roundtable and Essence National African American Women's Issues Poll



# ESSENCE<sup>®</sup>

A national survey of 601 African American women voters

# Methodology

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These findings are from a proprietary survey conducted by brilliant corners Research & Strategies on behalf of Black Women's Roundtable and Essence.

This is a national survey of 601 African American women voters. The survey was conducted by phone, using professional interviewers starting on February 28<sup>th</sup> and ending on March 6<sup>th</sup>, 2022.

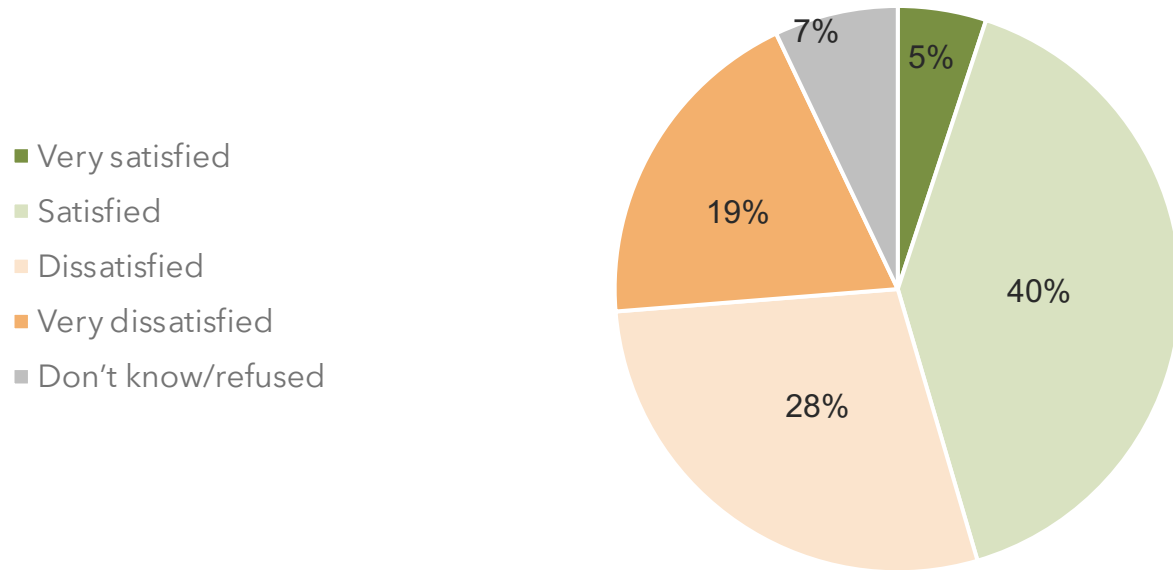
The survey's sample was drawn randomly from the voter file and geographically stratified for proportional representation. The data was weighted slightly to adhere to population demographics of voters in the voter file. The margin of error overall is +/- 4.0 percent, with a 95 percent confidence interval. The margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.

# Key groups

Breakout	% of Total	Definition
Moms/Caregivers	33%	African American women with children
Economically Anxious	50%	African American women who fear economic conditions are getting worse, or who are personally worried about falling behind
Gen Z/Millennials	39%	African American women age 18-41
Gen X	27%	African American women age 42-57
Boomers	27%	African American women age 58-76
Silent Generation	7%	African American women age 77+

national mood

# Satisfaction in country's direction is split though more negative intensity



Q8. Now, thinking about the direction the country is headed in, are you:

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Total satisfied	45%	37%	34%	39%	42%	52%	63%
Total dissatisfied	48%	57%	61%	51%	55%	40%	28%
Very satisfied	5%	3%	4%	4%	4%	7%	7%
Satisfied	40%	35%	30%	36%	38%	45%	56%
Dissatisfied	28%	32%	33%	32%	32%	24%	14%
Very dissatisfied	19%	24%	27%	20%	23%	16%	15%
Don't know/refused	7%	6%	6%	9%	3%	8%	9%

# Top Five open end responses for people who are...

## Satisfied

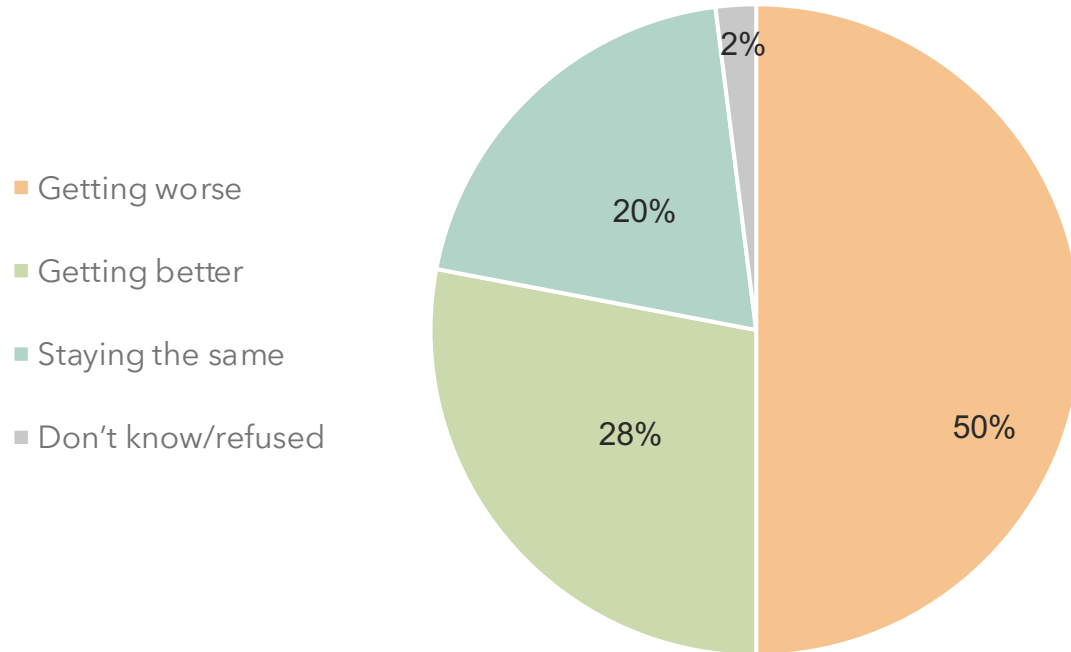
Country is changing for the better	38%
Biden is doing a good job	27%
Happy Trump is no longer President	11%
Covid is getting under control	6%
Economy is recovering	5%

## Dissatisfied

Country is headed in the wrong direction	22%
Continued racism and inequality	16%
Government mismanagement	14%
The economy is bad	10%
Possibility of war with Russia	10%

Q9. Why are you satisfied with the direction of the country?

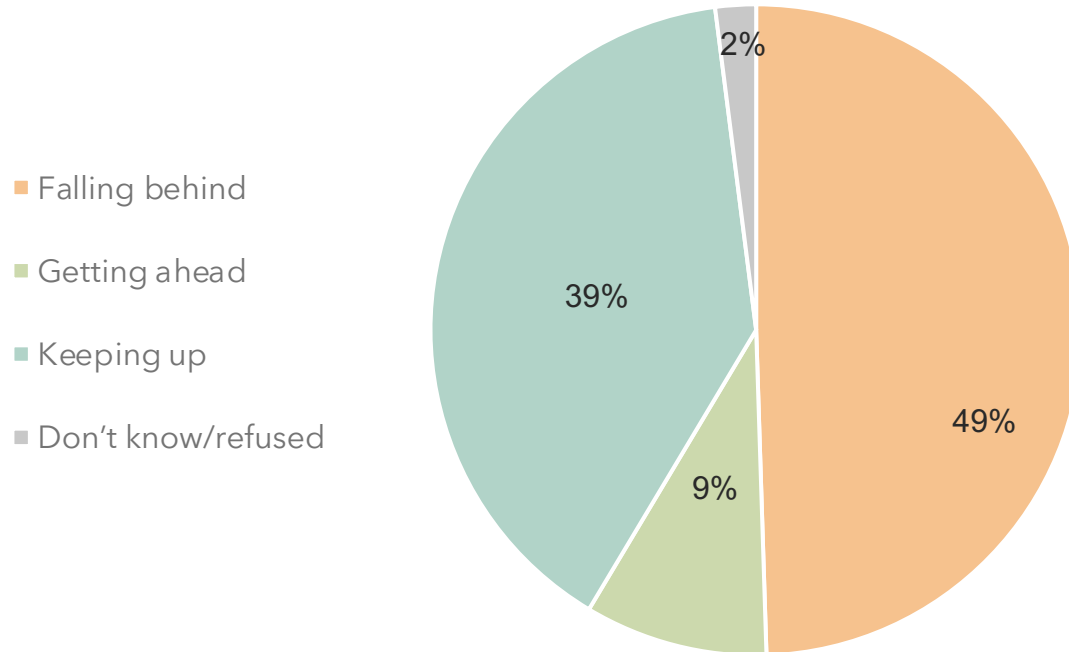
# Half of Black women say economic conditions worsening



Q13. And in your opinion, are economic conditions in the country getting better, staying the same, or getting worse?

	Total	Moms	Gen Z/Mil	Gen X	Boomers	Silent
Getting worse	50%	53%	49%	61%	36%	68%
Getting better	28%	21%	28%	18%	41%	19%
Staying the same	20%	25%	20%	20%	22%	13%
Don't know/refused	2%	1%	3%	1%	1%	0%

# Most feel they are falling behind economically

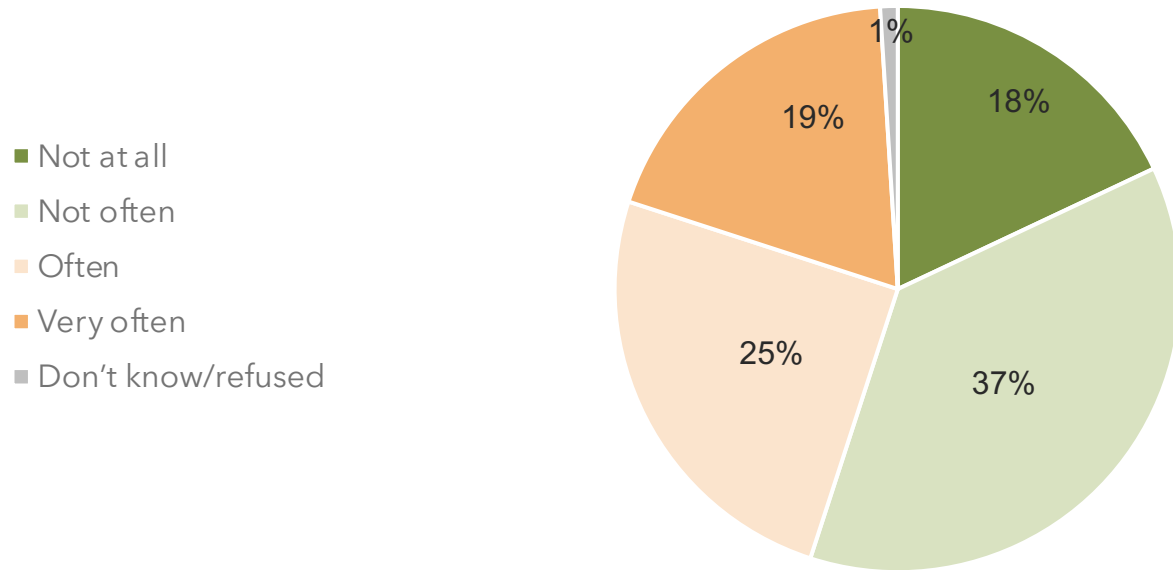


	Total	Moms	Gen Z/Mil	Gen X	Boomers	Silent
Falling behind	49%	48%	56%	51%	44%	31%
Getting ahead	9%	15%	9%	11%	9%	7%
Keeping up	39%	34%	34%	38%	44%	52%
Don't know/refused	2%	3%	1%	0%	4%	9%

Q14. And thinking about how the economy is going, specifically for you and your family – would you say your wages or salary is just keeping up with the cost of living, falling behind the cost of living, or rising to the point where you can really get ahead?



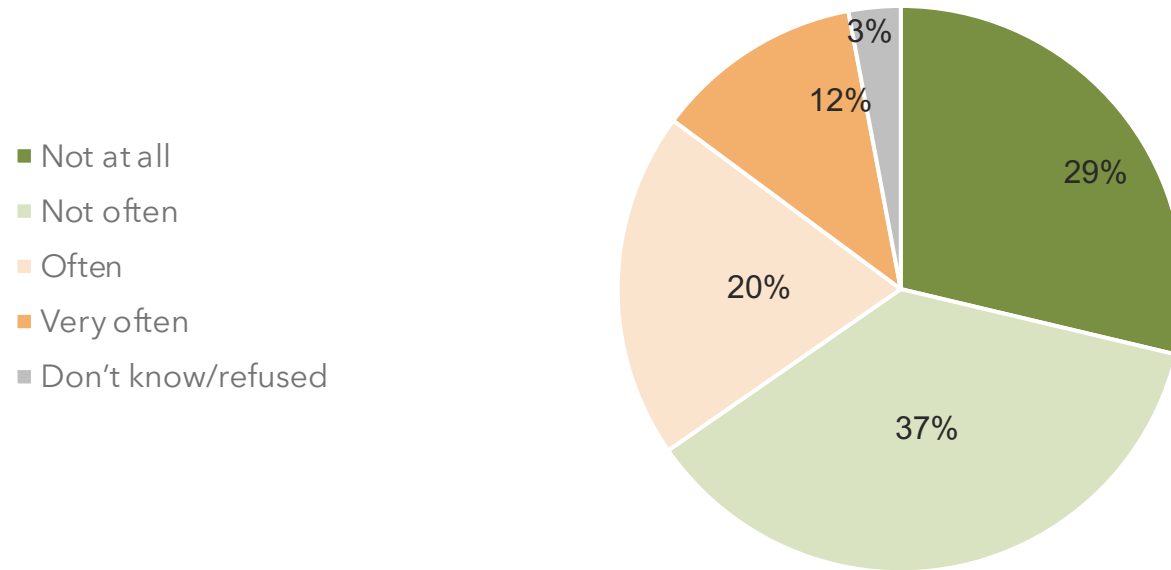
# Approaching half experience racism often



Q63. How often would you say you experience racism or discrimination in your everyday life? – would you say very often, often, not often or not at all?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Total not often	55%	45%	52%	50%	61%	56%	60%
Total often	44%	54%	48%	49%	38%	44%	40%
Not at all	18%	18%	14%	19%	17%	18%	22%
Not often	37%	27%	38%	32%	44%	37%	39%
Often	25%	26%	26%	30%	23%	26%	12%
Very often	19%	28%	22%	20%	16%	18%	28%
Don't know/refused	1%	1%	0%	1%	1%	0%	0%

# Almost a 3<sup>rd</sup> of Black women experience sexism often

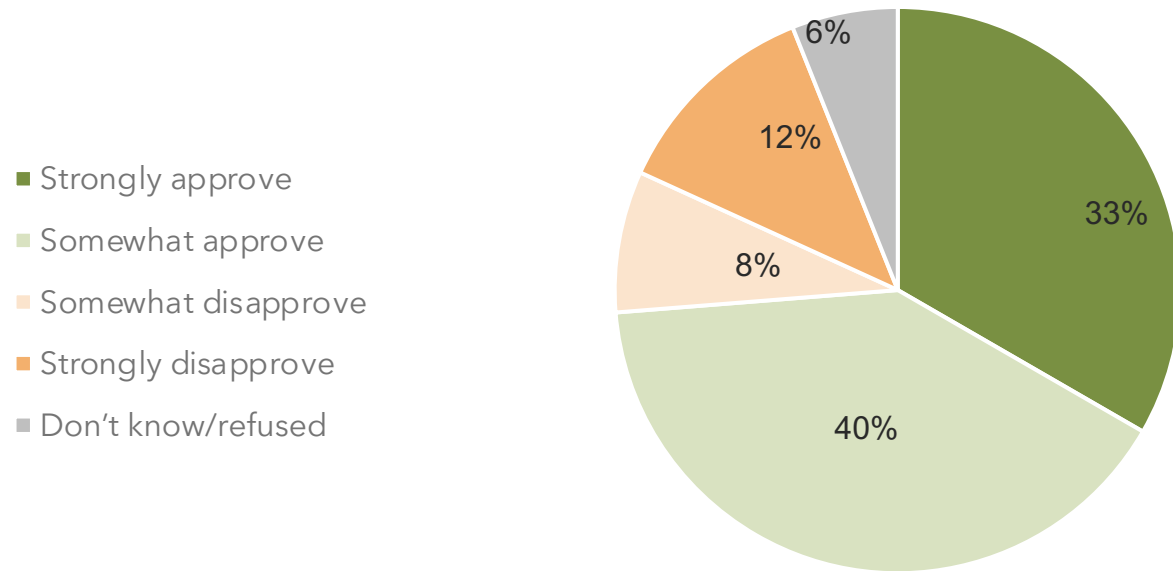


Q64. How often would you say you experience sexism in your everyday life? – would you say very often, often, not often or not at all?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Total not often	66%	62%	62%	64%	63%	69%	77%
Total often	31%	38%	36%	33%	35%	29%	18%
Not at all	29%	27%	28%	28%	20%	36%	51%
Not often	37%	35%	34%	36%	43%	33%	26%
Often	20%	25%	24%	21%	21%	17%	18%
Very often	12%	13%	12%	11%	15%	12%	0%
Don't know/refused	3%	1%	2%	4%	1%	3%	5%

political environment

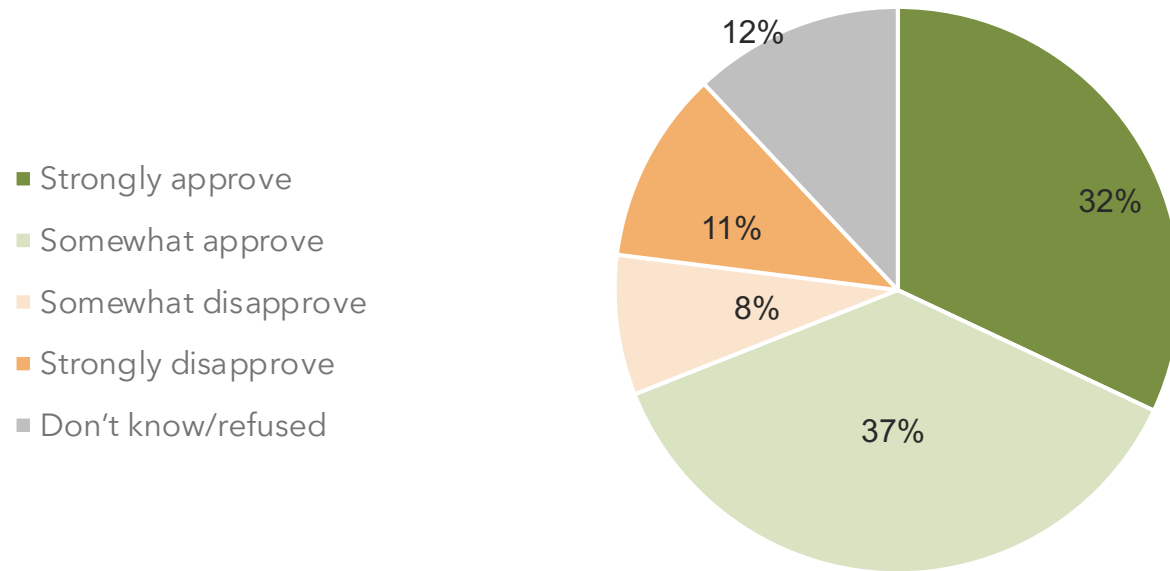
# President Biden has strong majority job approval, particularly with older women



Q10. And generally speaking, do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
*Net approve	53%	36%	30%	35%	46%	74%	88%
Total approve	73%	64%	62%	64%	70%	85%	91%
Total disapprove	21%	28%	32%	29%	24%	11%	3%
Strongly approve	33%	23%	23%	20%	31%	49%	54%
Somewhat approve	40%	40%	38%	44%	40%	36%	37%
Somewhat disapprove	8%	14%	13%	12%	9%	4%	1%
Strongly disapprove	12%	15%	19%	16%	15%	7%	1%
Don't know/refused	6%	8%	6%	7%	6%	5%	6%

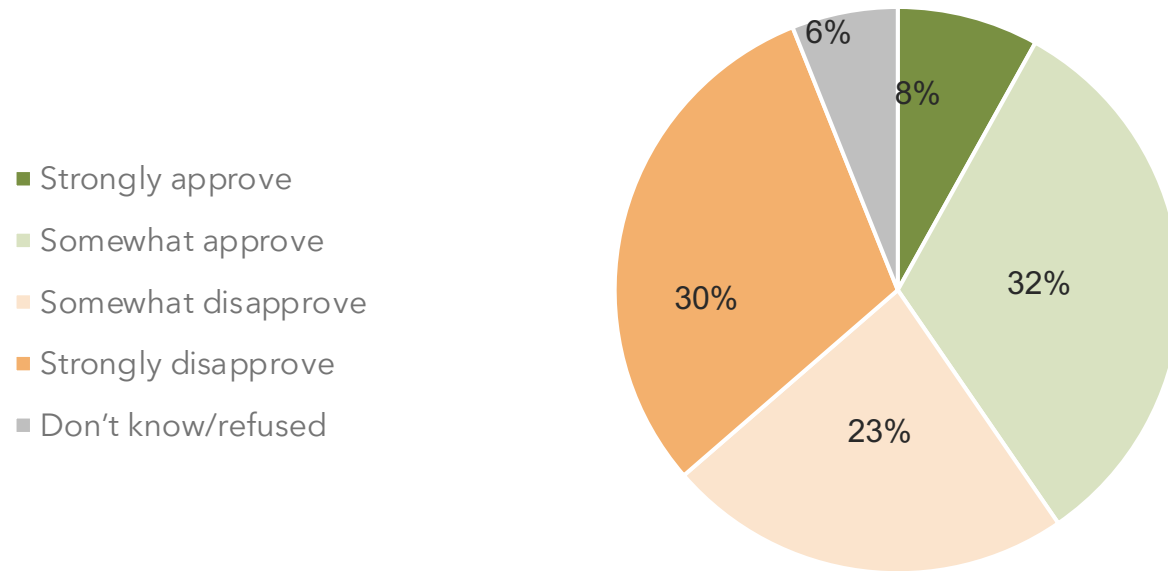
## Vice President Harris also enjoys broad job approval



Q11. And generally speaking, do you approve or disapprove of the way Kamala Harris is handling her job as Vice President?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
*Net approve	50%	53%	30%	39%	39%	69%	75%
Total approve	69%	71%	59%	62%	63%	81%	82%
Total disapprove	19%	17%	29%	23%	24%	12%	7%
Strongly approve	32%	29%	22%	23%	30%	43%	44%
Somewhat approve	37%	42%	37%	39%	33%	39%	38%
Somewhat disapprove	8%	8%	10%	8%	9%	7%	7%
Strongly disapprove	11%	9%	18%	15%	14%	6%	0%
Don't know/refused	12%	12%	13%	15%	13%	6%	11%

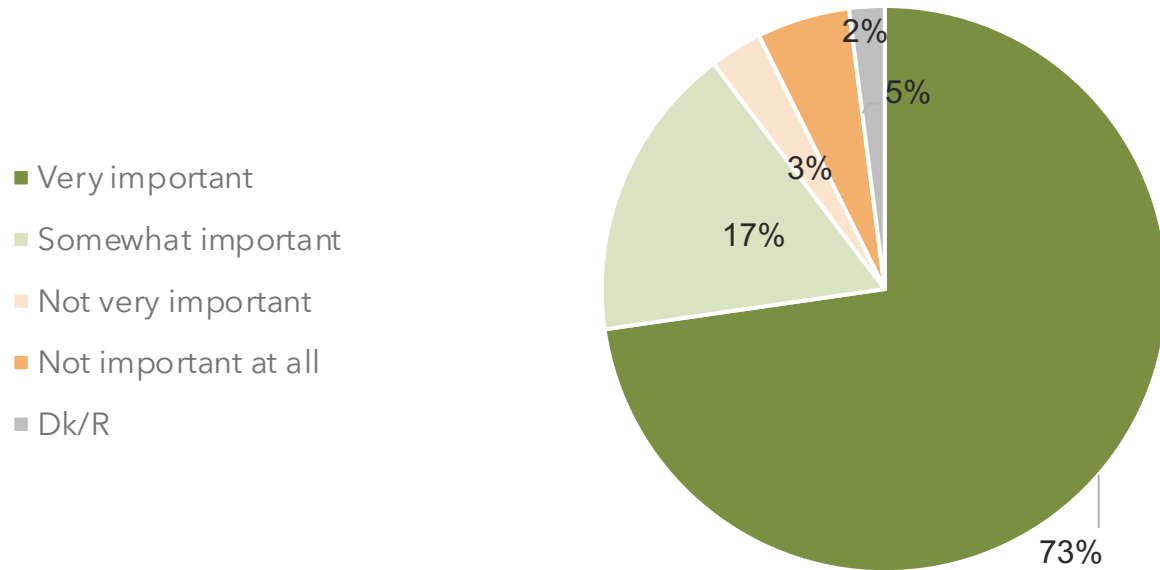
# A majority disapprove of the job Congress is doing



Q12. And thinking about Congress, do you approve or disapprove of the way Congress is handling its job?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
*Net approve	-13%	-23%	-25%	-8%	-34%	-1%	-3%
Total approve	41%	36%	34%	44%	28%	46%	45%
Total disapprove	53%	60%	59%	52%	62%	47%	48%
Strongly approve	8%	8%	6%	8%	6%	11%	10%
Somewhat approve	32%	28%	29%	37%	22%	35%	35%
Somewhat disapprove	23%	26%	28%	23%	29%	19%	17%
Strongly disapprove	30%	34%	32%	29%	34%	28%	31%
Don't know/refused	6%	4%	6%	4%	9%	6%	6%

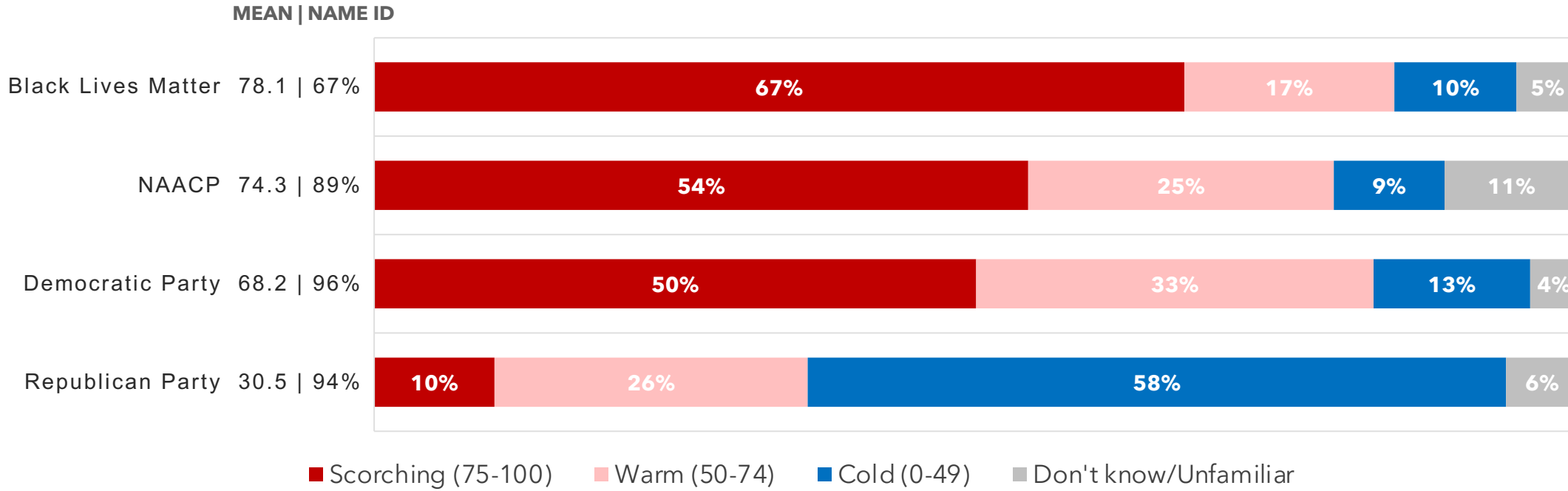
# Overwhelmingly, black women say it's important to nominate one of their own to the Supreme Court



Q15. President Biden will soon nominate the first Black woman to the U.S. Supreme Court. How important is it to you for a Black woman to be on the Supreme Court

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Total important	90%	91%	85%	92%	85%	90%	96%
Not important	8%	7%	13%	7%	13%	7%	1%
Very important	73%	71%	67%	75%	69%	72%	82%
Somewhat important	17%	20%	19%	17%	16%	18%	14%
Not very important	3%	4%	4%	4%	5%	1%	0%
Not important at all	5%	3%	9%	4%	8%	6%	1%
Don't know/refused	2%	3%	2%	1%	2%	4%	2%

# BLM & NAACP are broadly popular



	Scorching (75-100)	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
BLM	67%	65%	63%	62%	62%	77%	74%
NAACP	54%	55%	48%	55%	47%	58%	65%
Democratic Party	50%	40%	41%	42%	43%	64%	65%
Republican Party	10%	9%	10%	12%	10%	8%	7%

Q16-29. Now, I'd like you to rate your feelings toward some people and organizations using a scale from zero to one hundred, on which a "100" means that you feel very warm and favorable towards them, a "0" means that you feel very cold and unfavorable, and a "50" means that you do not feel particularly warm or cold. You may use any number from zero to one hundred, depending on how you feel. If you have no opinion or have never heard of a person or organization, please say so

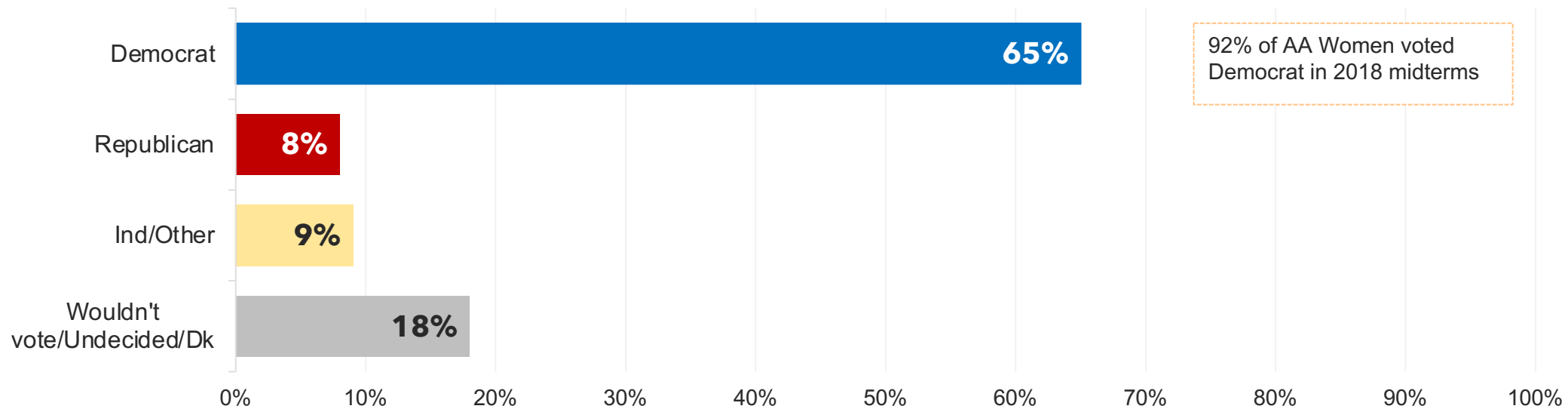


## The 2022 election should be about the economy, combating discrimination, and voting rights

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Improving the economy and increasing wages	34%	40%	39%	35%	36%	33%	29%
Combating discrimination and systemic racism	33%	40%	33%	37%	34%	27%	25%
Protecting voting rights and saving our Democracy	28%	19%	19%	21%	29%	36%	31%
Protecting the Social Safety Net (Medicaid, Medicare, Social Security)	24%	22%	20%	21%	21%	29%	36%
Tackling inflation and bringing down costs	23%	24%	30%	29%	22%	18%	14%
Lowering the cost of healthcare and prescription medications	23%	22%	21%	26%	23%	17%	29%
Changing the country's direction	12%	14%	11%	10%	14%	15%	5%

Q31. Thinking still about the upcoming midterm elections, what do you think the elections should be most about - I'm going to read you what some others say this election should be most about to them - please tell me which is most in line with what you want the election to be most about

# Generic ballot: Dems lead but underperforming 2018

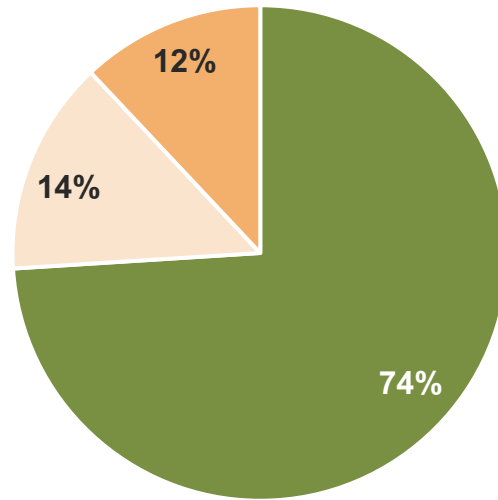


Q30. I know it's still a long way off, but if the election for Congress were held today, for whom would you vote: the Democrat, the Republican, the third party or independent candidate for Congress, or would you not vote?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Democrat	65%	57%	55%	57%	59%	78%	80%
Republican	8%	10%	12%	11%	10%	3%	4%
Ind/Other	9%	11%	10%	10%	12%	4%	5%
Wouldn't vote/Undecided/Dk	18%	23%	23%	22%	19%	15%	11%

# Midterm vote likelihood

- Definitely vote
- Probably vote
- 50-50



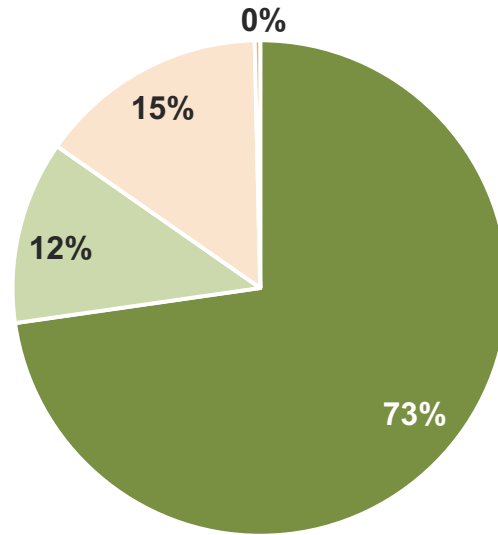
Q5. I know it's still a long way off, but what are the chances that you will vote in the November 2022 Midterm elections for Congress, and other offices– will you definitely vote, probably vote, are the chances 50-50, or will you probably not vote?

	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Definitely vote	74%	72%	70%	68%	77%	79%	73%
Probably vote	14%	13%	13%	17%	10%	12%	23%
50-50	12%	16%	17%	16%	13%	9%	4%

# Motivation to vote in the midterms

**Motivation to Vote**

- Very motivated (8-10)
- Somewhat motivated (6-7)
- Not motivated (0-5)
- Don't know/refused



	Total	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Mean	8.3	7.6	7.9	7.8	8.3	8.9	8.5
Very motivated (8-10)	73%	62%	67%	65%	72%	86%	75%
Somewhat motivated (6-7)	12%	18%	14%	14%	15%	6%	13%
Not motivated (0-5)	15%	20%	19%	21%	13%	8%	11%
Don't know/refused	0%	0%	0%	0%	0%	0%	1%

Q6. And please rate your level of motivation for voting in this year's election for Congressional, state, and local offices on a scale from zero to ten, where zero means you are not at all motivated to vote this year and ten means you are extremely motivated to vote. You may use any number between zero and ten.

issue priorities

## African American women have an unusually full plate of issue anxiety

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There are high levels of anxiety around a cluster of issues, roughly falling into three buckets:

- Economic concerns
- Women's issues
- Racism, discrimination, and safety

## African American women have an unusually overflowing plate of issue concerns

	Mean	Top Box (8-10)	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Making housing more affordable	9.2	88%	87%	88%	91%	85%	89%	81%
Protecting Social Security and Medicare	9.2	87%	82%	84%	83%	80%	95%	100%
Federal legislation to reform criminal justice and policing systems, stop racial profiling and hold bad cops accountable	9.1	86%	88%	84%	84%	92%	88%	71%
More resources to improve K-12 public school education	9.0	85%	88%	83%	86%	86%	87%	73%
Making sure women don't lose the freedom to make their own reproductive health decisions	9.0	85%	86%	83%	80%	88%	89%	87%
Ending unequal pay between men and women	8.9	85%	84%	81%	84%	88%	85%	80%
Programs that address violence against women	9.1	85%	84%	85%	85%	85%	87%	84%
Fighting discrimination and systemic racism	9.0	84%	82%	80%	86%	78%	86%	87%
Lowering taxes for working families	9.0	84%	85%	87%	85%	79%	88%	81%
Lowering the crime rate	9.0	83%	83%	82%	78%	85%	86%	89%
Federal legislation to protect voting rights	8.9	83%	79%	82%	80%	78%	92%	92%
Rising cost of living	8.5	82%	77%	78%	75%	86%	86%	84%

Switching gears a bit, on a scale of 0 to 10, please rate your level of concern about each of the following issues or policies. Use a ten if you think it's a very important issue or concern, a five if somewhat important, and a zero if you don't think it's all that important - you may use any number between zero and ten.

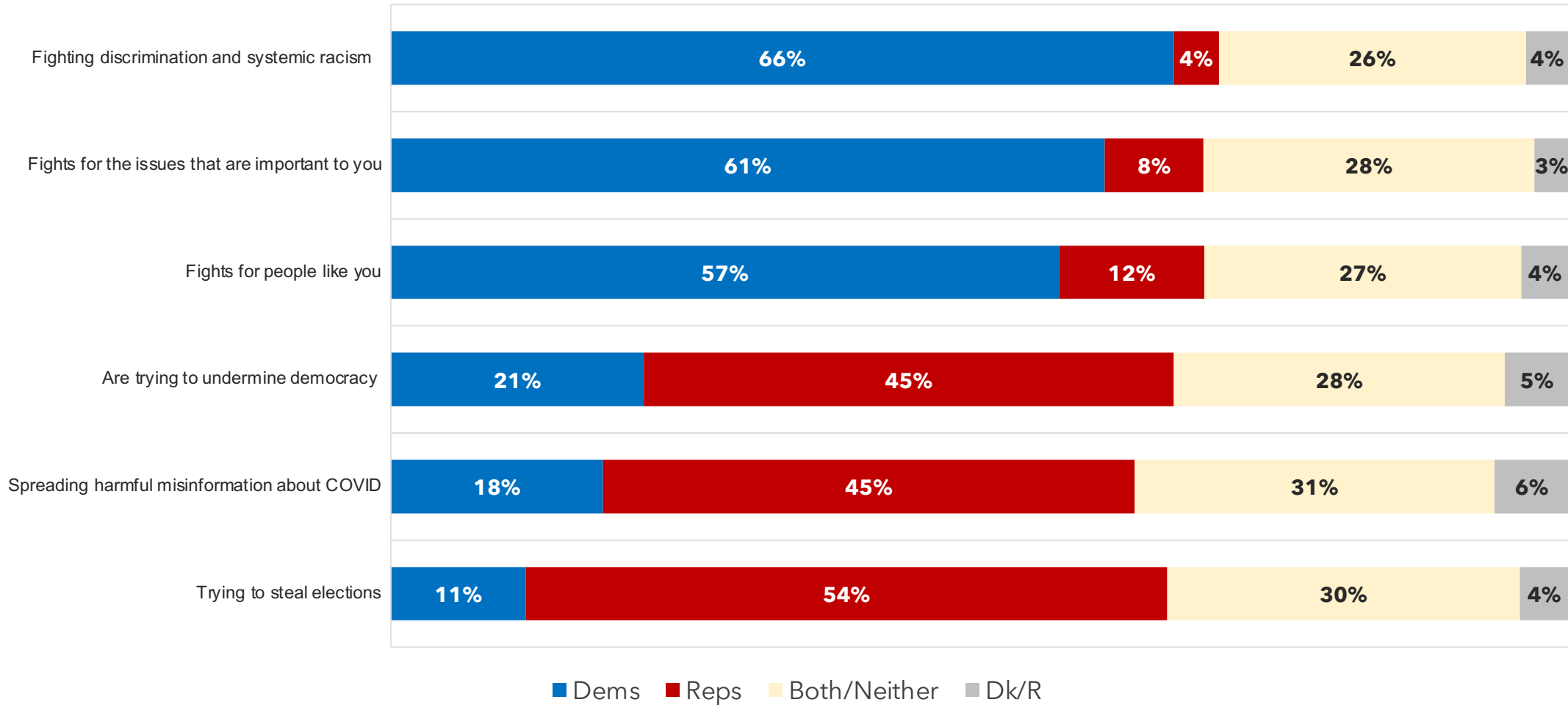
# Issue Battery (cont)

	Mean	Top Box (8-10)	Moms	Econ Anxious	Gen Z/Mil	Gen X	Boomers	Silent
Bringing down the cost of healthcare and prescription drugs	8.9	82%	76%	83%	81%	78%	86%	92%
Gun violence and passing common_sense gun laws that helps keep guns out of the wrong hands	8.6	80%	78%	79%	78%	77%	85%	81%
Implementing policies to reduce Black maternal mortality rates	8.8	78%	75%	75%	82%	76%	78%	69%
The impact the Covid-19 pandemic is having on public health	8.6	77%	68%	71%	70%	88%	80%	68%
Reforming student loan programs to reduce debt and make college more affordable	8.7	76%	75%	75%	79%	71%	82%	69%
The need for Paid Family and Medical Leave from work	8.5	75%	77%	71%	79%	70%	75%	82%
Access to quality, affordable childcare	8.6	75%	79%	70%	76%	73%	74%	84%
Fighting to get the first Black woman on the U. S. Supreme Court	8.4	74%	67%	67%	73%	64%	81%	82%
The impact the Covid-19 pandemic is having on the economy	8.4	73%	73%	74%	77%	70%	73%	73%
The need for Free universal pre-school	8.4	71%	68%	68%	71%	69%	77%	62%
Stopping climate change	8.0	70%	57%	66%	68%	74%	72%	62%
Unemployment	8.1	68%	62%	65%	68%	67%	71%	66%
Immigration reform	8.0	64%	66%	57%	65%	65%	63%	63%

Switching gears a bit, on a scale of 0 to 10, please rate your level of concern about each of the following issues or policies. Use a ten if you think it's a very important issue or concern, a five if somewhat important, and a zero if you don't think it's all that important - you may use any number between zero and ten.



# While Democrats enjoy significant advantage on some issues, over a quarter still see no difference



Q57-62. Now, I'd like to read you some issues or characteristics that people might consider when thinking about comparing the two major political parties. For each one, please tell me whether it better describes — Democrats or Republicans, neither or both.

brilliant corners