

African American Research Collaborative AARC

2016 AFRICAN AMERICAN VOTER POLL

Slides By: Ray Block Jr. and Jonathan E. Collins

The AARC is a non-partisan research initiative hosted by State Voices



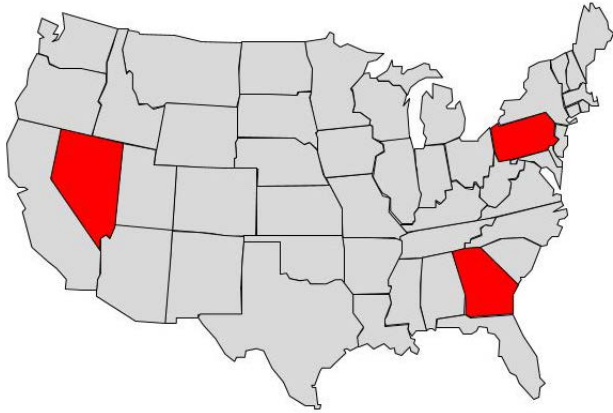
Latino  Decisions

November 4, 2016

www.AfricanAmericanResearch.us

Survey Methodology- Sampling Frame

2



	National	Georgia	Nevada	Pennsylvania
% Black Voting Age Population	13.3%	32.9%	10.8%	10.3%
% of Blacks among total number of registered voters:	13%	32%	12%	8.4%

Survey Methodology- Sample Design

3

Poll of 1,200 African American registered voters, excluding low propensity voters, with 300 respondents in a national sample, and 300 completed surveys in each of NV, PA, and GA

- Stratified by age (approximately 50% of respondents are under 40 years old, and 50% are over age 40)
- Sample was selected based on Catalist VoteProp v2 scores > 30 and includes post 2012 registrants

Conducted October 25 - November 2, 2016

- Calls were 22 minutes on average
- Landline, mobile phone, and online blended sample ensures wide coverage and allows us to have a sufficiently large enough sample of millennials

Margin of error for each state and national sample is $\pm 5.8\%$ respectively

- Margin of error for entire sample of 1,200 Blacks is $\pm 2.8\%$

Funded by State Voices

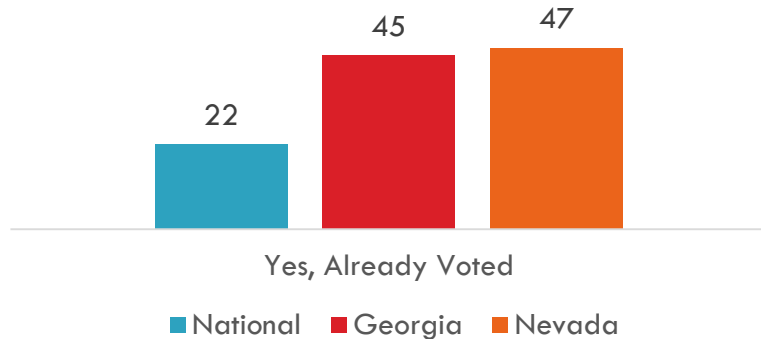
4

Political Participation

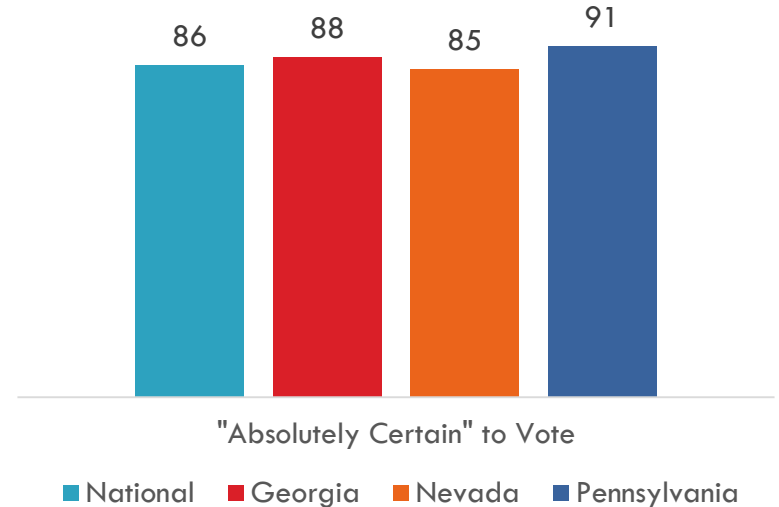
Voting Rates and Projections

Have you already voted in the 2016 election?

Note: Pennsylvania does not have early voting or no-excuse absentee voting



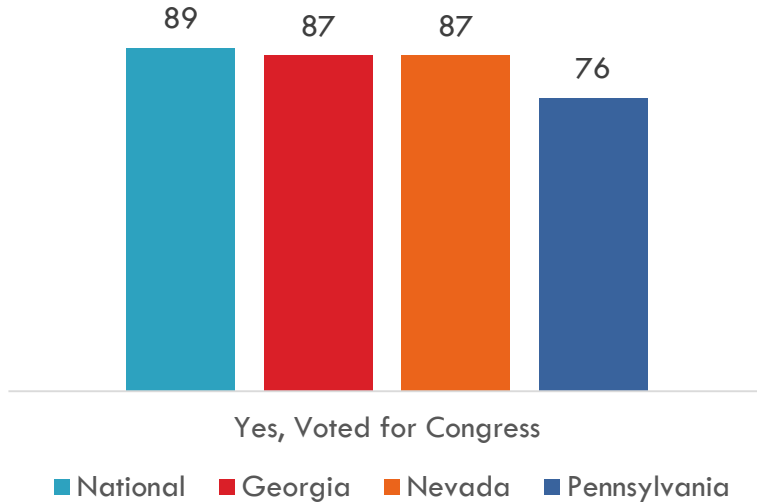
Blacks Who Have Not Yet Voted are Highly Likely to Do So



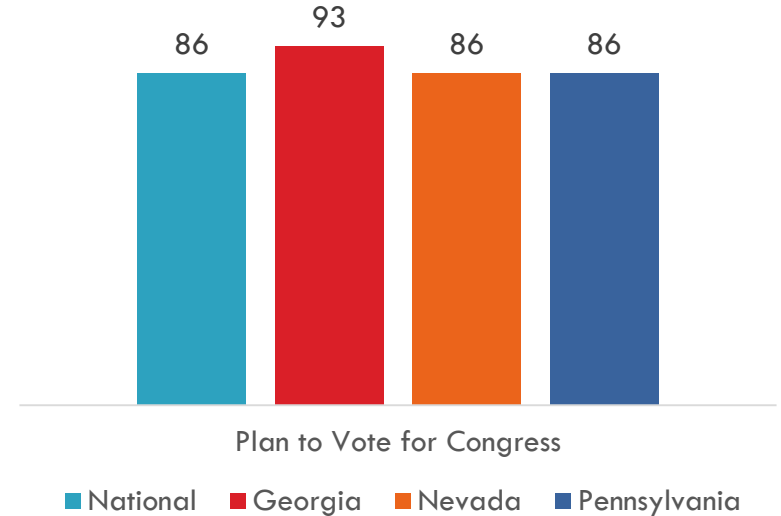
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1 200; +/- 5.8%)

Down-Ballot Voting

Do you recall whether you voted for Congress this year? (among those who already voted)



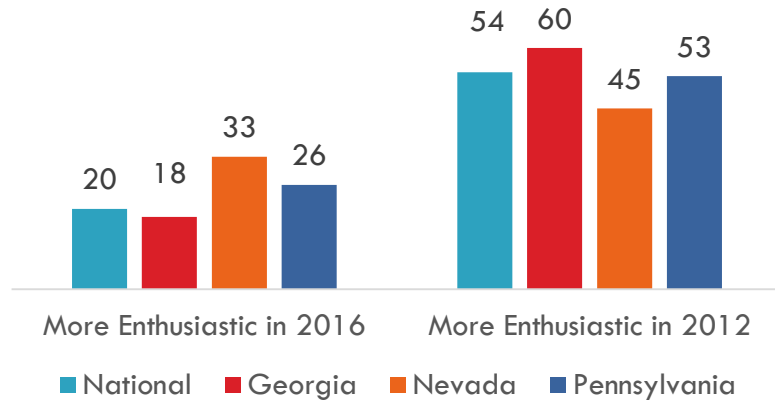
How likely are you to vote for elections on the ballot this year other than president? For instance, there is a Congressional election...



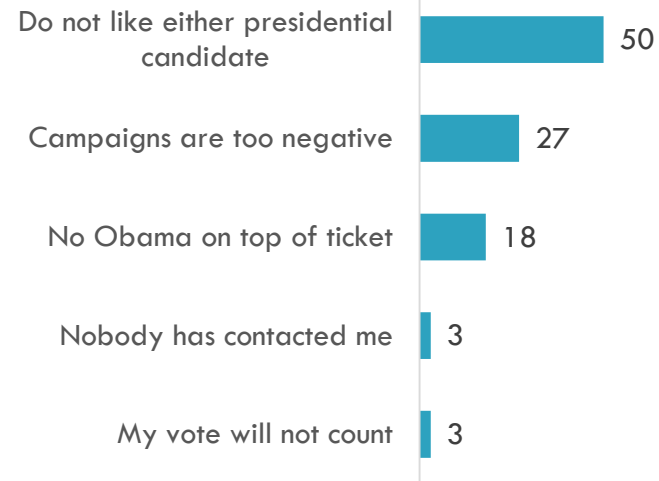
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

Enthusiasm about Voting in 2016 vs. 2012

Compared to the 2012 presidential election, would you say you are MORE enthusiastic about voting this year in 2016, or that you were more enthusiastic about voting back in 2012?



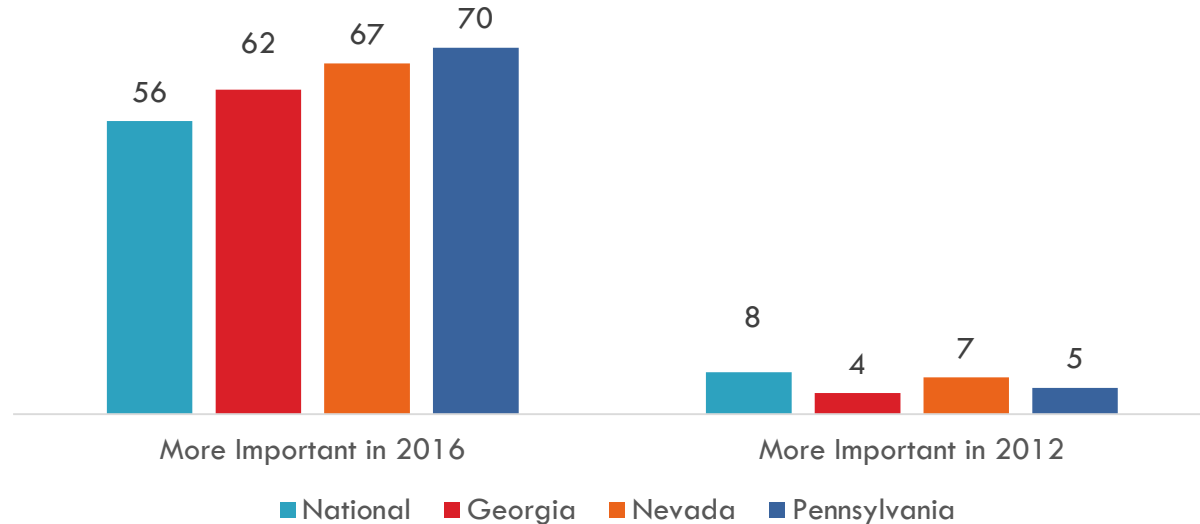
What is different about 2016 that makes you LESS enthusiastic about voting in this year's presidential election? – [National Sample Only]



Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

Importance of Voting in 2016 vs. 2012

Do you feel like it is more important that you vote in this election compared to the last presidential election, in 2012?



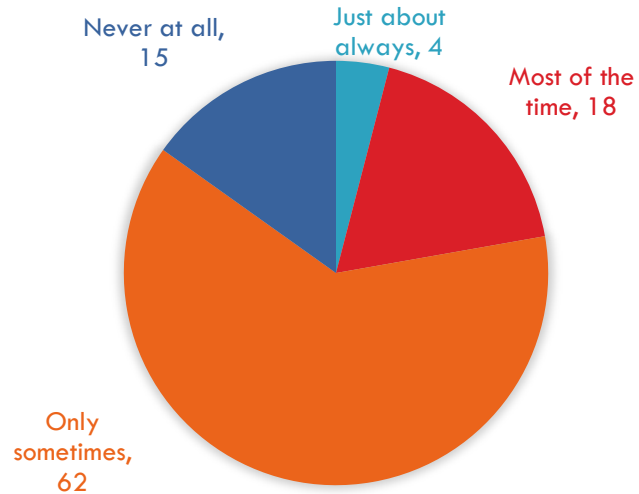
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

African American Research Collaborative

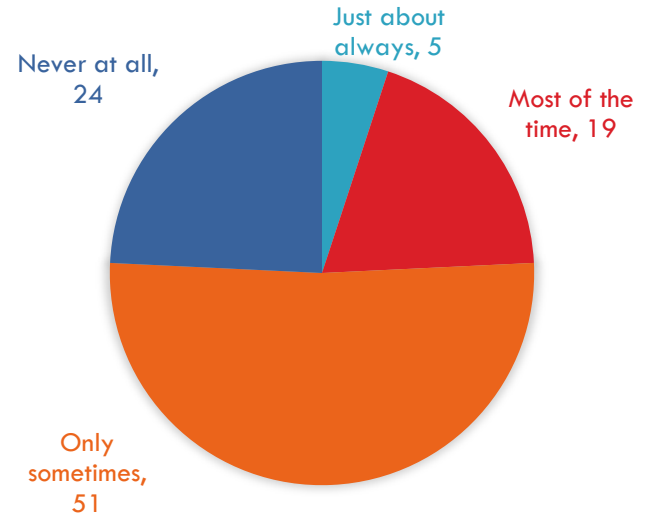
Trust in Government: National Sample Only

9

How much of the time do you trust the government to do what is right?



How much of the time do you trust the government to ensure racial equality?



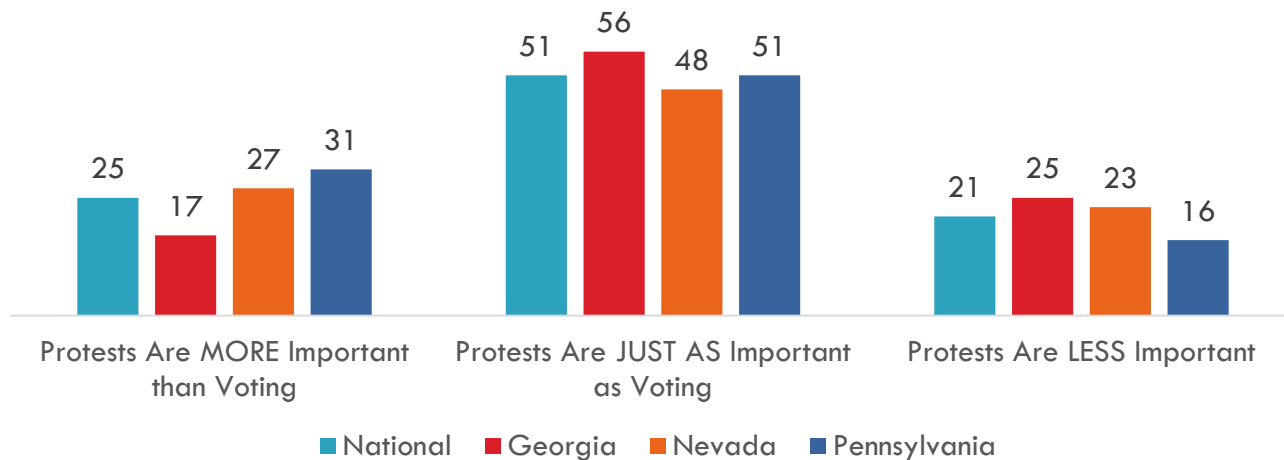
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

African American Research Collaborative

The Importance of Protest and Voting

10

Are protests and demonstrations more important, just as important, or less important than voting when it comes to advancing the interests of the (African American/Black) community in this country?



Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

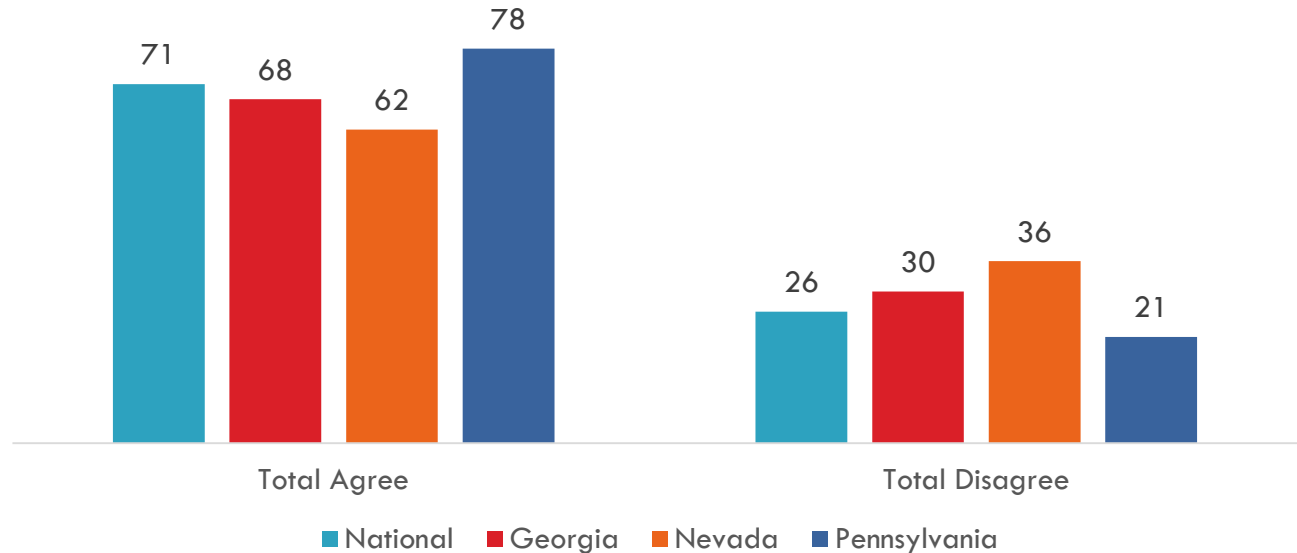
African American Research Collaborative

Do Voter ID Laws Weaken Black Voting Power?

11

The passage of laws that require you to acquire all of the underlying documents and show a valid photo ID in order to vote are directly aimed at weakening the voting power of the (African American/Black) community.

(% “agree strongly + “agree somewhat”)



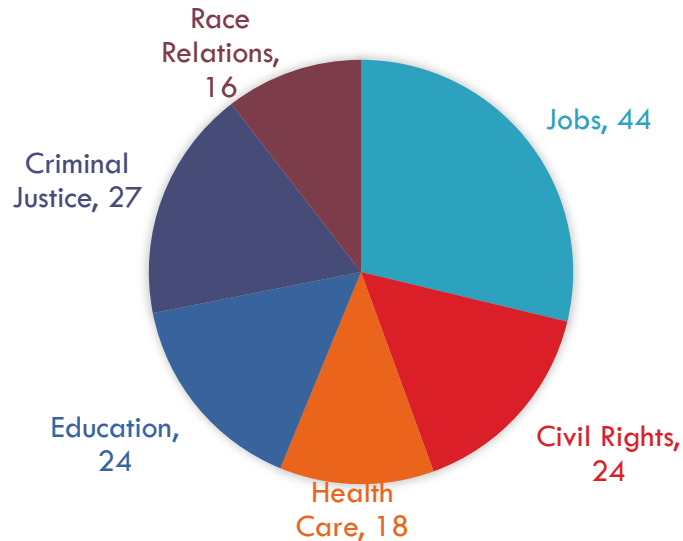
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

African American Research Collaborative

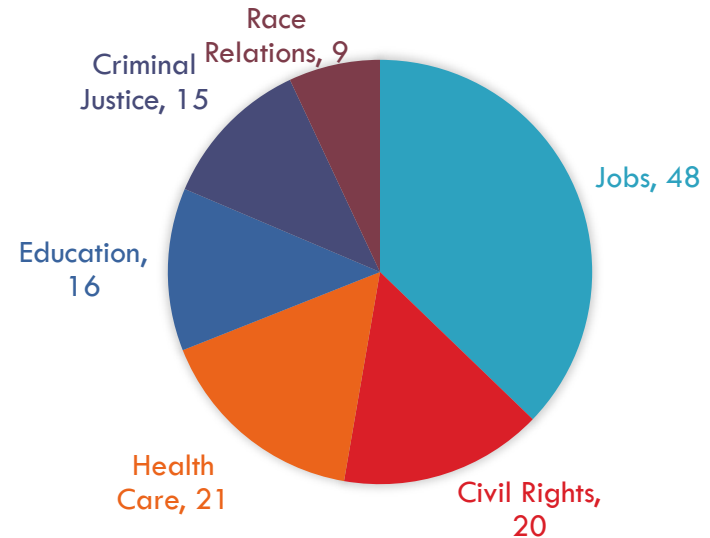
Most Important Issues that Next President Should Address – [National Sample Only]

12

Black Community mentioned specifically



Black community not mentioned



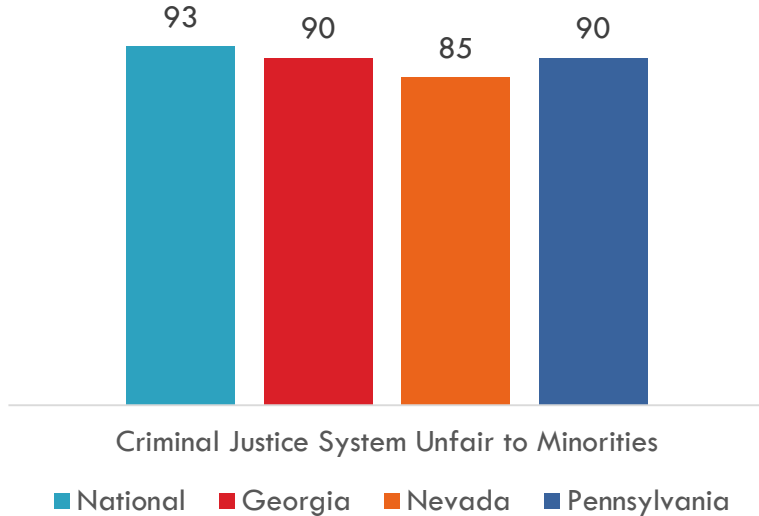
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

13

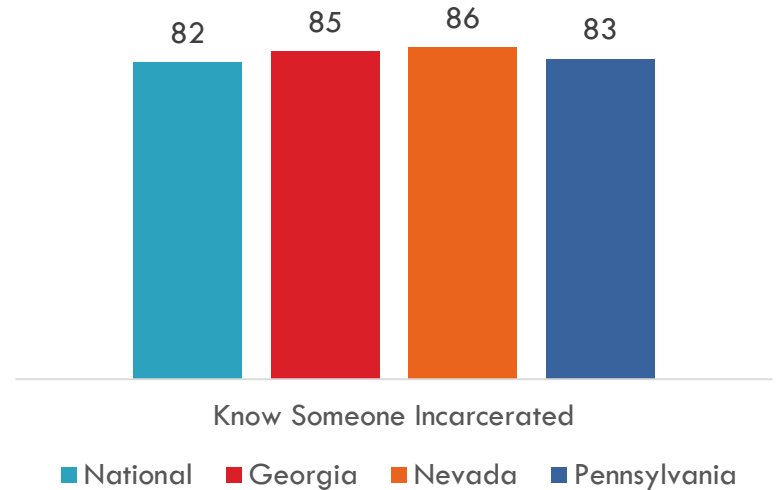
Issues and Social Policies

Criminal Justice: Attitudes and Experiences

The Perceived Racial Unfairness of the Criminal Justice System



Do you happen to know someone personally who has been incarcerated or who has gone to jail or prison?

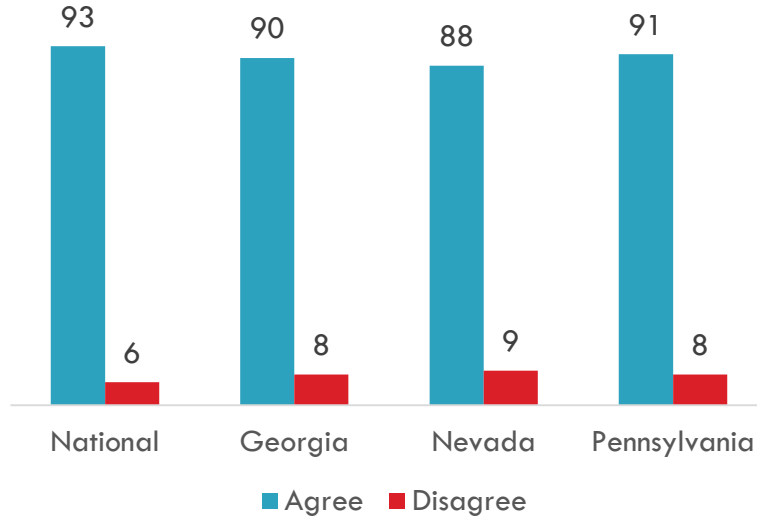


Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

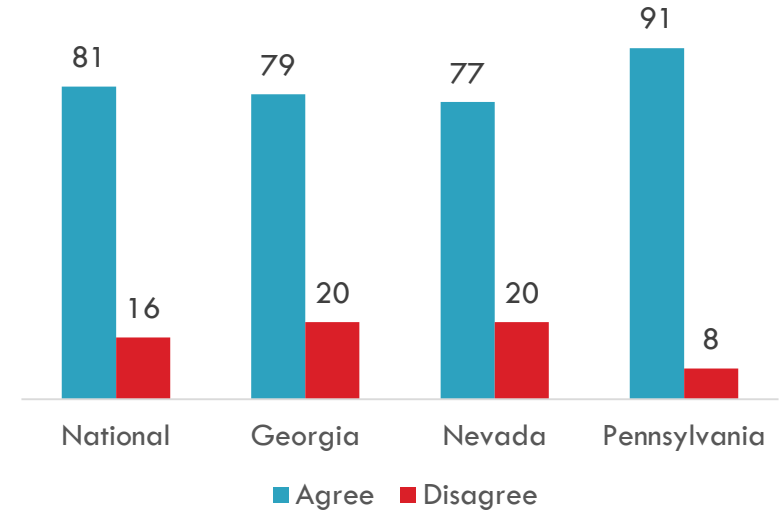
Criminal Justice: Activism as Tool for Reform

15

When I see media coverage of the police shooting unarmed Blacks, it makes me want to vote to make sure we elect officials who will reform police departments across the country



When I see media coverage of the police shooting unarmed Blacks, it makes me want to attend a protest or rally, contact a public official, or take other actions to help change police departments across the country

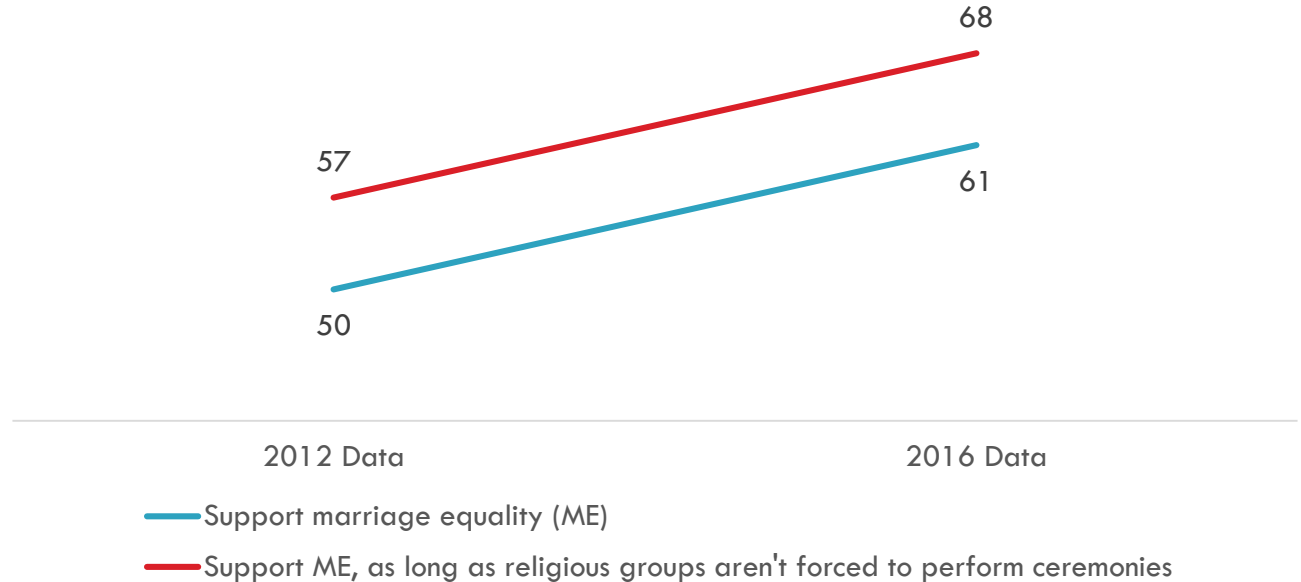


Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

Same Sex Marriage: National Trends

16

Comparing
the 2012
NAACP
African
American
Election Eve
Poll to the
2016 African
American
Voter Poll



Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

African American Research Collaborative

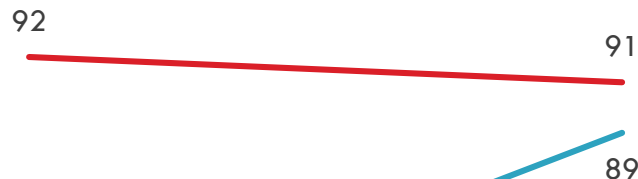
Immigration Policy: DREAM Act & Comprehensive Immigration Reform (CIR)

17

Comparing the 2012 NAACP African American Election Eve Poll to the 2016 African American Voter Poll

Dream Act: path to citizenship for undocumented young people who attend college or join the military.

CIR: path to citizenship for undocumented immigrants who pay back taxes & fines, learn English, and pass a background check.



2012 Data

2016 Data

— Comprehensive Immigration Reform

— DREAM Act

Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

African American Research Collaborative

18

Race Relations

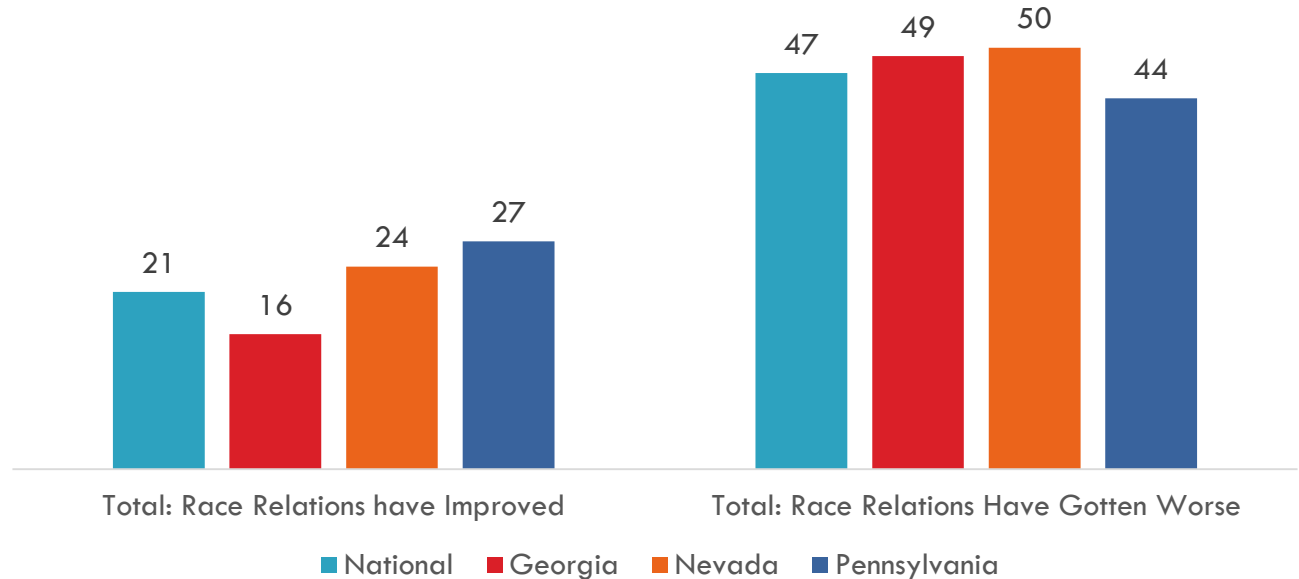
Perceived Racial Progress

19

Over the last 8 years, would you say that race relations have improved a lot, improved a little, stayed the same, gotten a little worse, gotten a lot worse?

(% “improved a lot” + % “improved a little”)

(% “gotten a little worse” + % “gotten lot worse”)



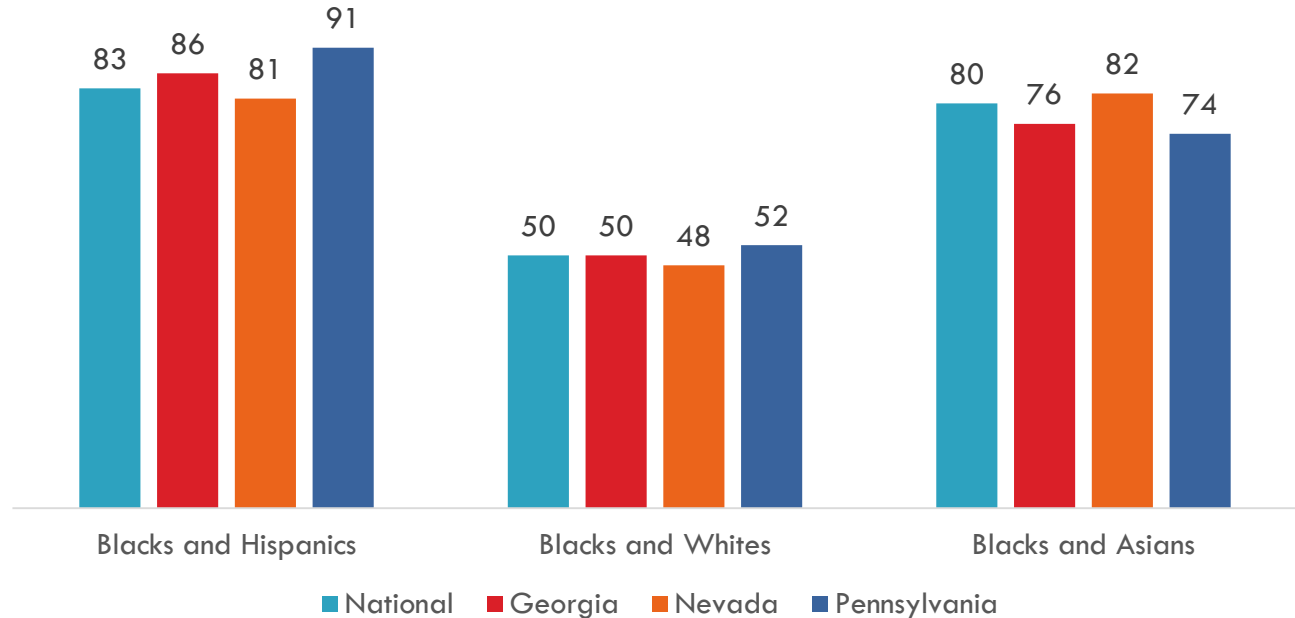
Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1 200; +/- 5.8%)

Inter-Group Relations

20

Would you say relations between ____ are very good, somewhat good, somewhat bad, or very bad? –

(% “very” + “somewhat” good)



Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1 200; +/- 5.8%)

21

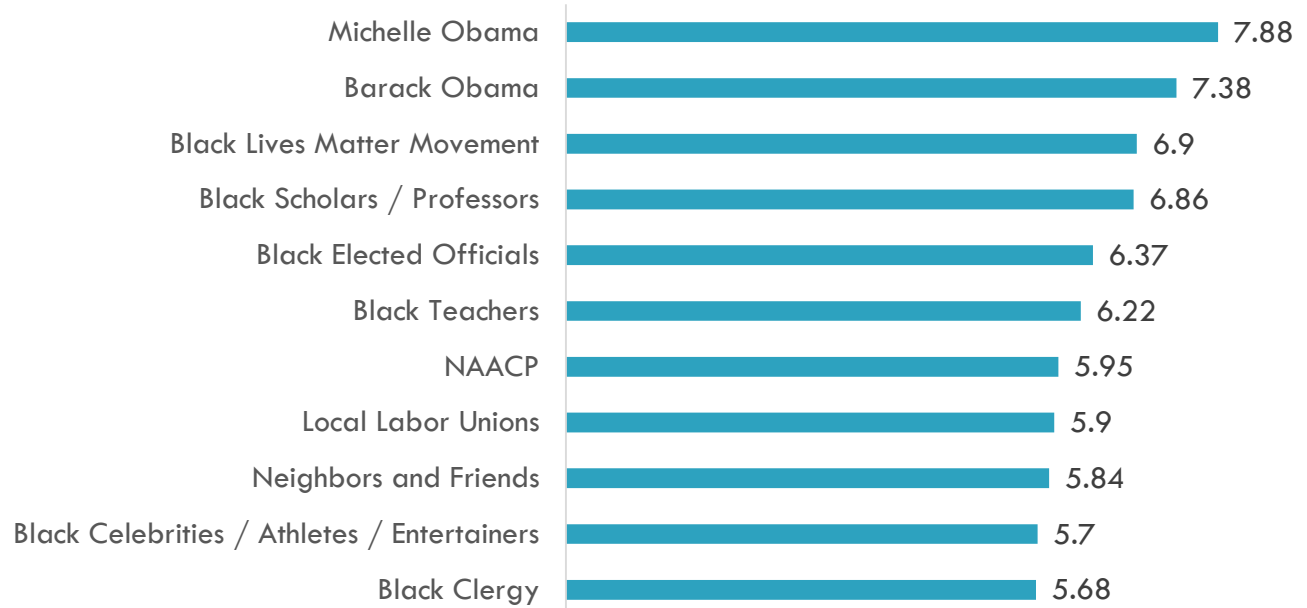
Trusted Messengers

Messenger Rankings – [National Sample Only]

22

How effective at helping to mobilize the African American community to take action on important issues by contacting elected officials, attending rallies and protests or joining community efforts for change is: _____

Average score rated from 0 to 10



Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

Messenger Rankings, By Age Group

	Total	18-33	34-49	50-64	65+
Top 5	<ol style="list-style-type: none"> Michelle Obama Barack Obama Black Lives Matter Black Professors Black Elected Officials 	<ol style="list-style-type: none"> Michelle Obama Barack Obama Black Lives Matter Black Professors Black Elected Officials 	<ol style="list-style-type: none"> Michelle Obama Barack Obama Black Professors Black Elected Officials Black Lives Matter 	<ol style="list-style-type: none"> Michelle Obama Barack Obama Black Lives Matter Black Professors Teachers 	<ol style="list-style-type: none"> Michelle Obama Barack Obama Black Lives Matter Black Professors Black Elected Officials
Middle 5	<ol style="list-style-type: none"> Teachers NAACP Labor Unions Neighbors Celebrities / Athletes / Entertainers 	<ol style="list-style-type: none"> Teachers NAACP Celebrities / Athletes / Entertainers Labor Unions Neighbors 	<ol style="list-style-type: none"> Teachers Neighbors NAACP Celebrities / Athletes / Entertainers Black Clergy 	<ol style="list-style-type: none"> Black Elected Officials Labor Unions NAACP Black Clergy Neighbors 	<ol style="list-style-type: none"> Labor Unions NAACP Teachers Neighbors Celebrities / Athletes / Entertainers
Bottom Ranking	Black Clergy	Black Clergy	Labor Unions	Celebrities	Black Clergy

Source: 2016 African American Voter Poll, Oct. 25 - Nov. 2, 2016 (N = 1200; +/- 5.8%)

Thanks to our Contributors

24

- Henry Fernandez, Fernandez Advisors
- Roger Vann, State Voices
- Tracey Meares, Yale Law School
- Sam Fulwood, Center for American Progress
- Janay Cody, Analyst Institute
- Ray Block, Univ. of Wisconsin & Latino Decisions
- Gabriel Sanchez, Latino Decisions

For more information, go to:

www.AfricanAmericanResearch.us

25

Q & A