Overview

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❖ What An Engaged Black Electorate Looks Like

❖ Attitudes Towards Trump

❖ Black Voters & Progressive Issues

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About the American Election Eve Poll

❖ Exit polling has come under fire for not providing an accurate and representative sample of all voters in a state or district. For instance, exit polls have shown relatively low support by black women for Andrew Gillum for Governor in Florida. Our polling found they were the most supportive group.

❖ Our goal in the American Election Eve Poll is to ensure that people of color are sufficiently and effectively sampled to provide accurate insights.

❖ This year, we have a large and robust sample that includes:

  ➢ African Americans, Latinos, AAPIs, whites, and Native Americans

  ➢ 70 most competitive battleground House seats

  ➢ 6 states with competitive elections

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About the American Election Eve Poll

- ❖ Total sample of N=9,425 Americans who voted in 2018
- ❖ Margin of error of +/- 1 % full samples, +/- 2% for House battleground samples
- ❖ Field dates: October 31 – November 6, 2018
- ❖ Battleground poll minimum N=600 each group: African American, Latino, Asian American or Pacific Islander, Native American, and white non-Hispanic
  - ➤ Due to sample size considerations, Native Americans drawn from 50-state national sample; all other groups drawn only from the 70 competitive districts
- ❖ State specific poll minimum N=400 for African Americans and any other racial/ethnic group polled.
- ❖ Respondents randomly selected from voter files and contacted by cell phone/landline/email; they were also verified to be registered to vote/have voted early/are certain to vote on election day
- ❖ Available in English, Spanish, Chinese, Korean, Vietnamese, Tagalog, Hmong

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Partisanship & Mobilization

Poll Comparison: Black Vote Consolidation

In the election for U.S. House of Representatives, (did/will) you vote for the...?

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■ Democrat ■ Republican ■ Undecided/Don't Know/Someone Else

July 2018 Poll	77%	13%	9%
Election Eve Poll	90%	6%	4%
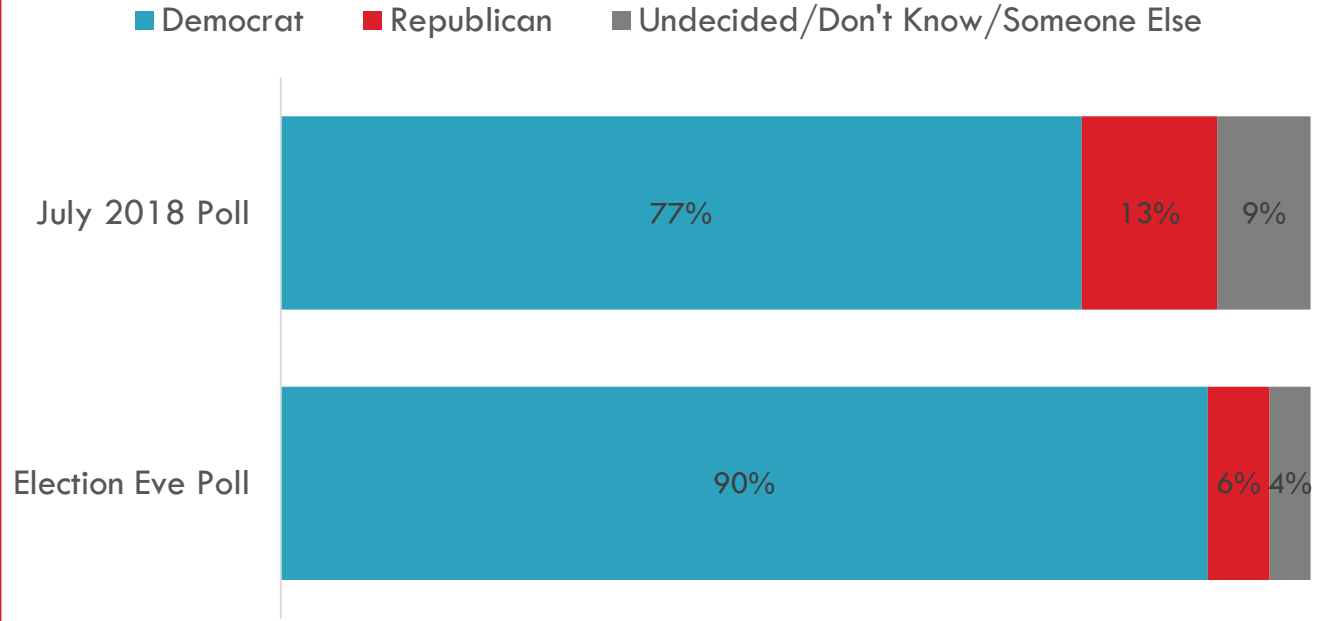
Source: July 2018 Midterm Survey - Battleground District Results (N = 2,045)
Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485)

Voting in Congressional Battlegrounds

In the election for U.S. House of Representatives, (did/will) you vote for the...?

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■ Democrat   ■ Republican   ■ Undecided/Don't Know/Someone Else

	All	White	Black	Latino	Asian
Undecided/Don't Know/Someone Else	3%	3%	4%	4%	4%
Republican	44%	52%	6%	23%	24%
Democrat	53%	45%	90%	73%	72%

Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

Poll Comparison: Race and Partisanship

The Inclusivity of the Democratic Party
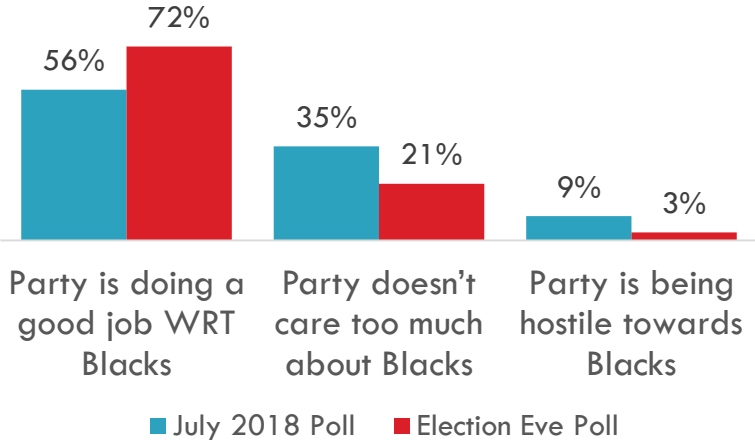
The Inclusivity of the Republican Party

Democratic Party

- Party is doing a good job WRT Blacks: July 2018 Poll 56%, Election Eve Poll 72%
- Party doesn't care too much about Blacks: July 2018 Poll 35%, Election Eve Poll 21%
- Party is being hostile towards Blacks: July 2018 Poll 9%, Election Eve Poll 3%

■ July 2018 Poll   ■ Election Eve Poll

Republican Party

- Party is doing a good job WRT Blacks: July Survey 15%, Election Eve Survey 12%
- Party doesn't care too much about Blacks: July Survey 48%, Election Eve Survey 55%
- Party is being hostile towards Blacks: July Survey 38%, Election Eve Survey 15%
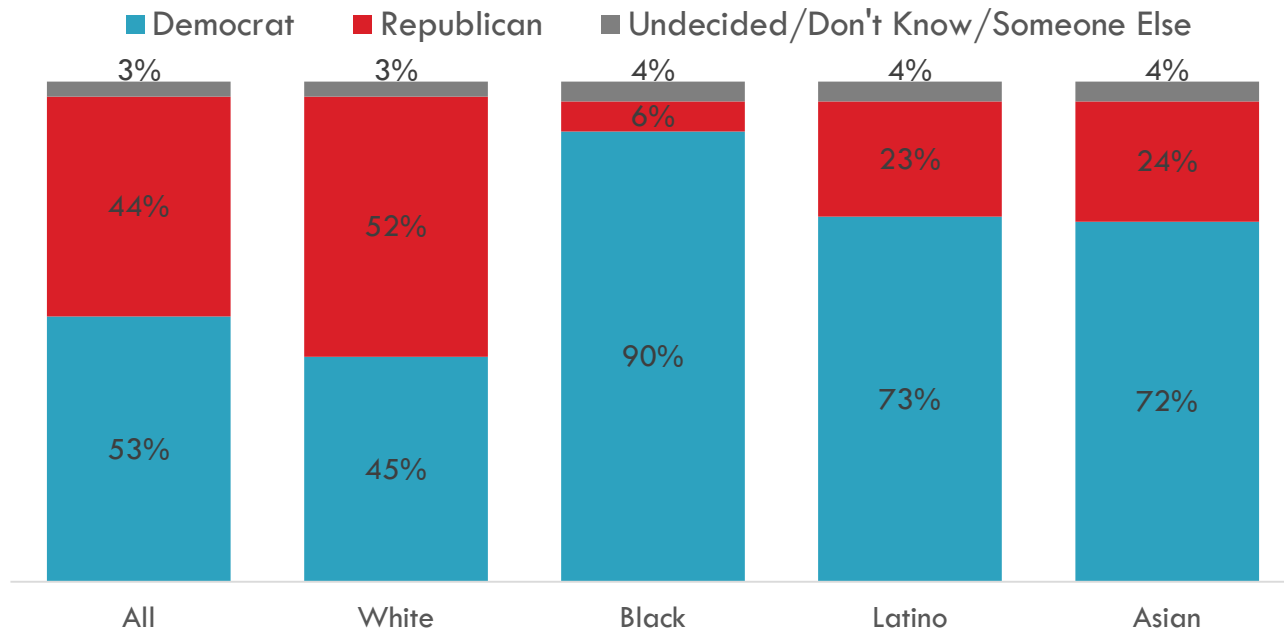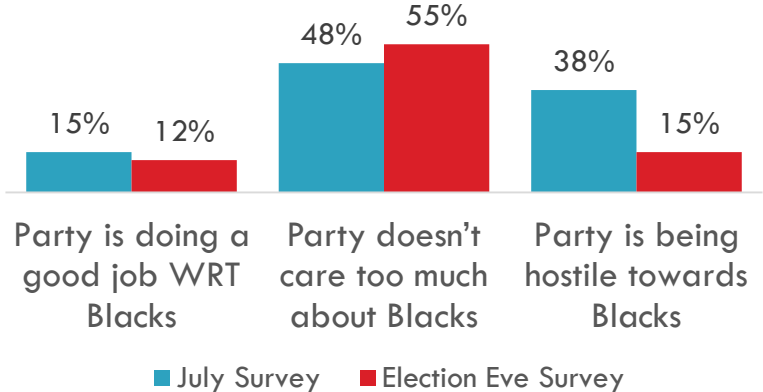
■ July Survey   ■ Election Eve Survey

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Source: July 2018 Midterm Survey - Battleground District Results (N = 2,045)
Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485)

Poll Comparison: Voter Mobilization

Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote? [Bars = % yes]
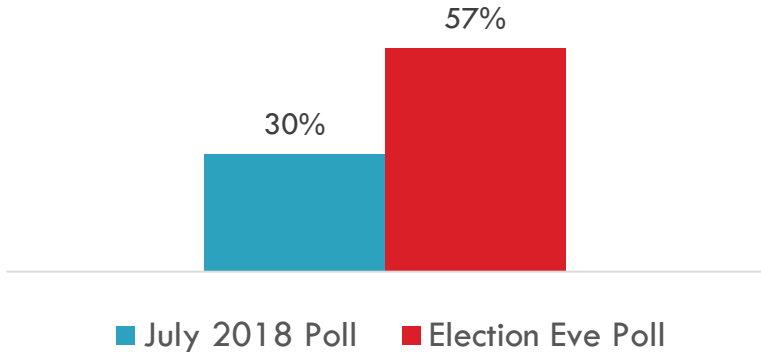
If yes, were you contacted by the Democrats, Republicans, or by representatives of community organizations? (respondents may choose more than one)

Chart 1

	July 2018 Poll	Election Eve Poll
	30%	57%

Chart 2

	Democrats	Republicans	Another Group
July 2018 Poll	56%	19%	24%
Election Eve Poll	75%	34%	39%

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Source: July 2018 Midterm Survey - Battleground District Results (N = 2,045)
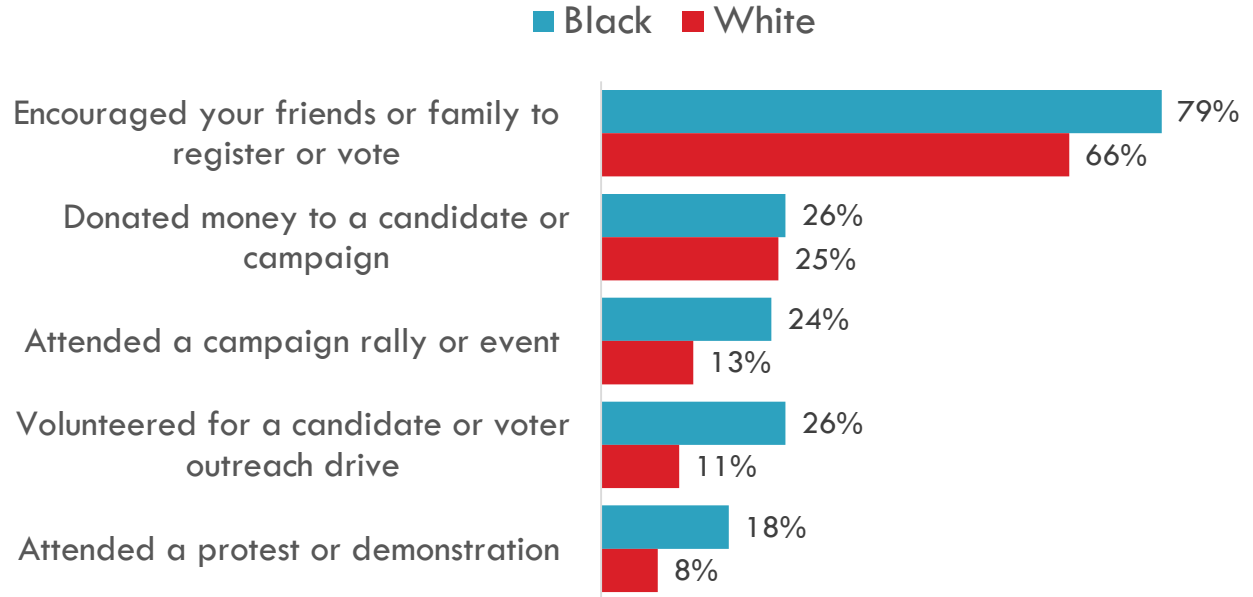*Source*: American Election Eve Poll 2018 - Battleground District Results (N = 2,485)
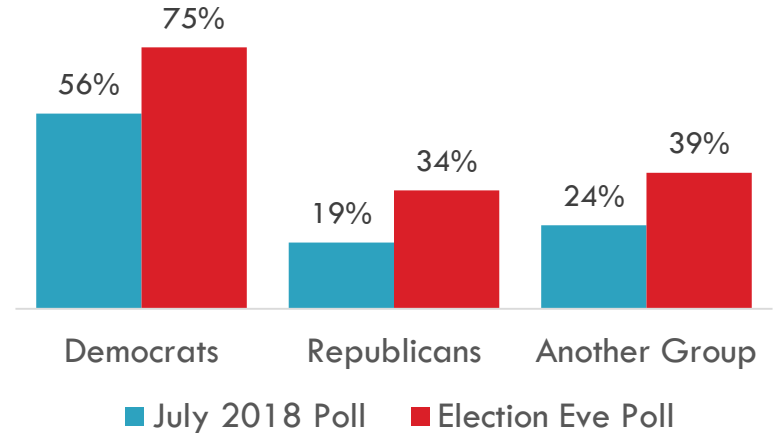
What An Engaged Black Electorate Looks Like

Non-Voting Political Activities

Please indicate if you have done any of the following activities related to the 2018 Election

[Bars = % "Yes"]

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■ Black ■ White

Encouraged your friends or family to register or vote
- Black: 79%
- White: 66%

Donated money to a candidate or campaign
- Black: 26%
- White: 25%

Attended a campaign rally or event
- Black: 24%
- White: 13%

Volunteered for a candidate or voter outreach drive
- Black: 26%
- White: 11%

Attended a protest or demonstration
- Black: 18%
- White: 8%

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
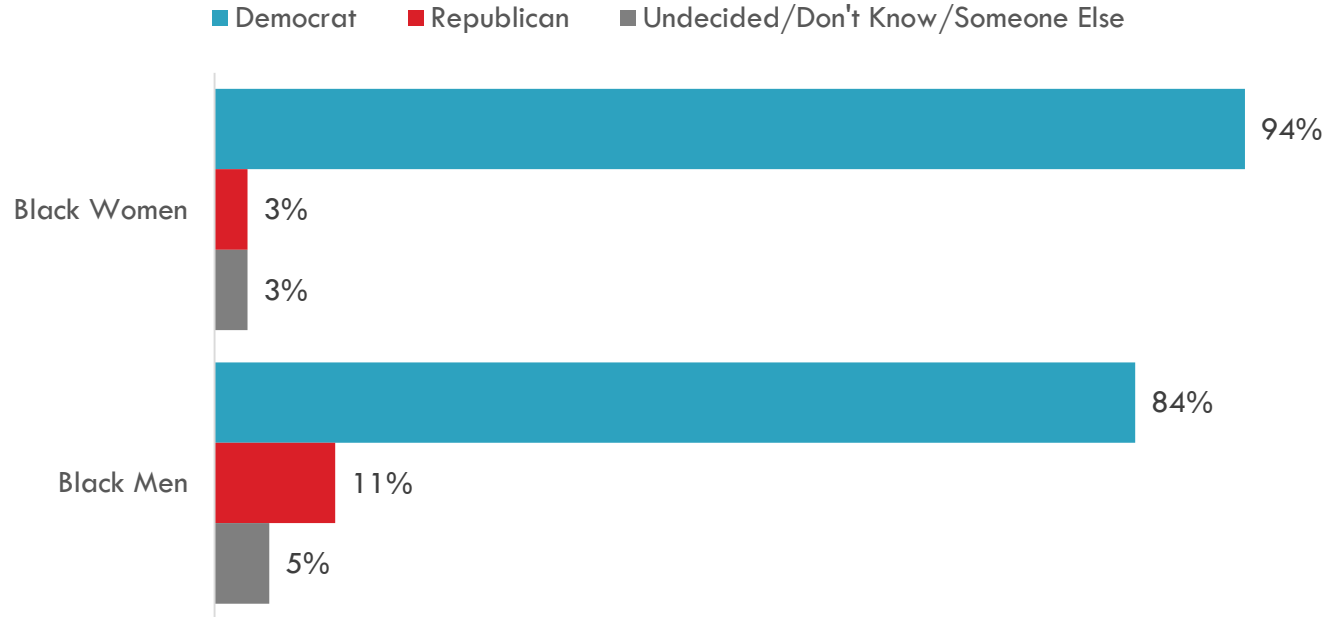
Voting Patterns: Black Women & Men

In the election for U.S. House of Reps, (did/will) you vote for the...?

[Bars = % of Rs who pick that particular response].

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Legend: ■ Democrat ■ Republican ■ Undecided/Don't Know/Someone Else

Black Women
- Democrat: 94%
- Republican: 3%
- Undecided/Don't Know/Someone Else: 3%

Black Men
- Democrat: 84%
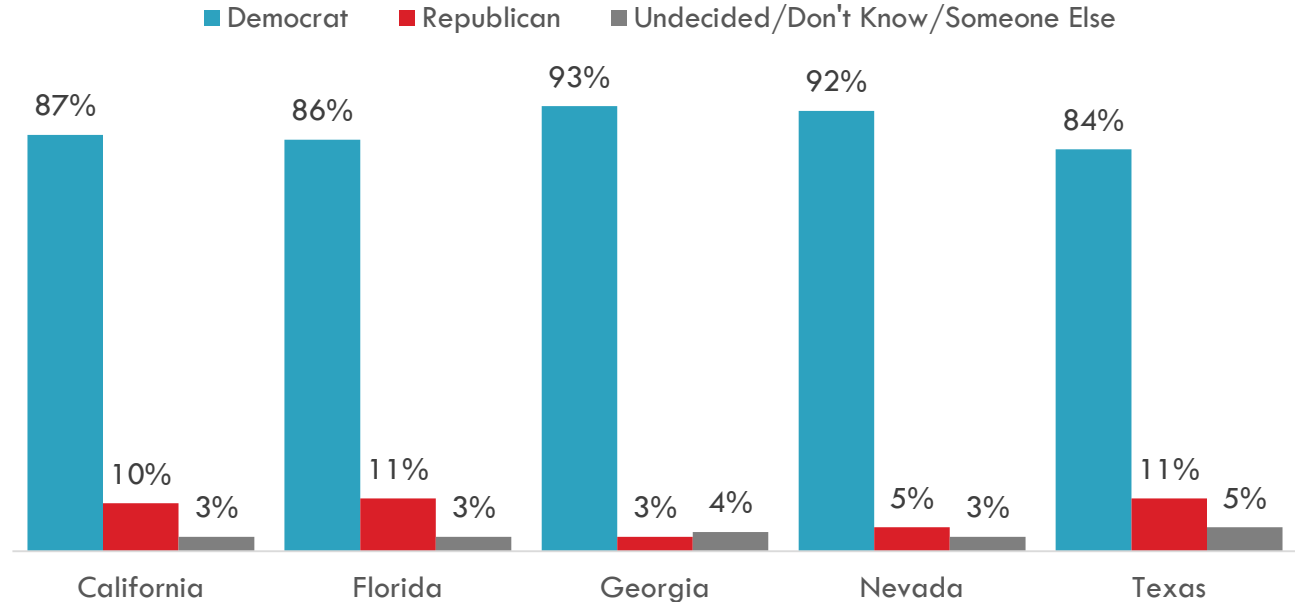- Republican: 11%
- Undecided/Don't Know/Someone Else: 5%

Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
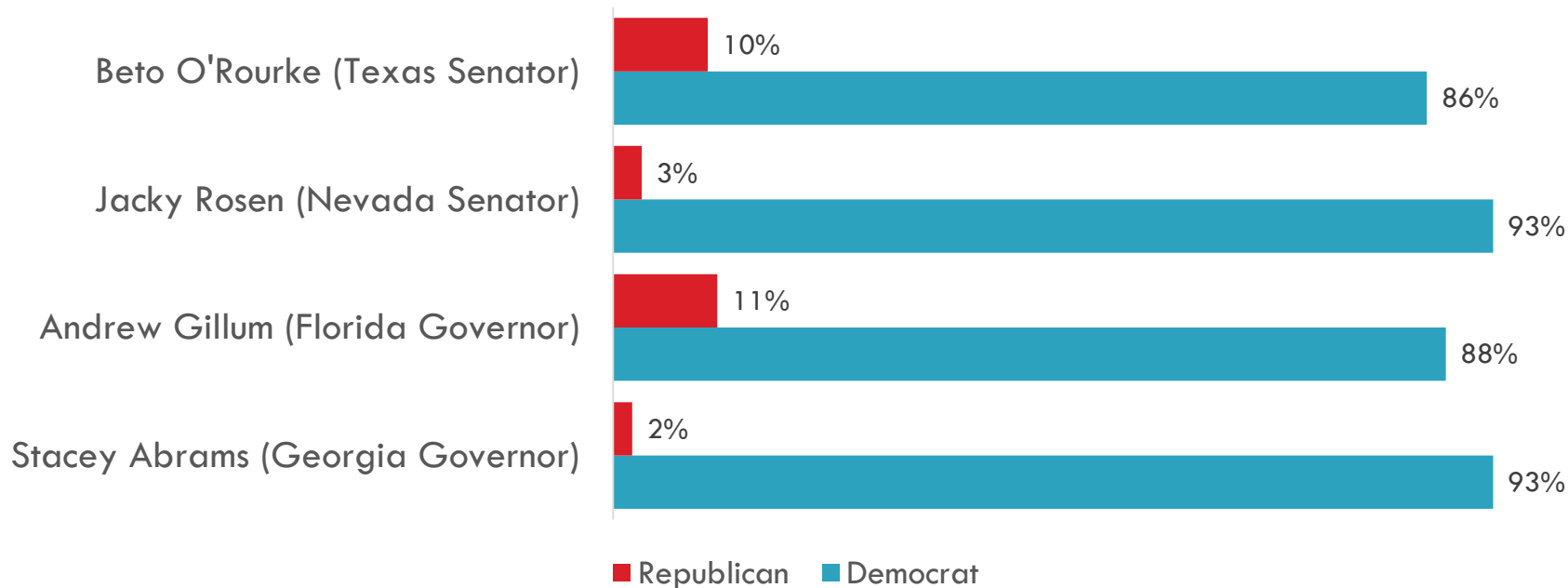
Black Voting in Key States

In the election for U.S. House of Representatives, (did/will) you vote for the...?

[Bars = % of Rs who pick that particular response].

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- Democrat
- Republican
- Undecided/Don't Know/Someone Else

	California	Florida	Georgia	Nevada	Texas
Democrat	87%	86%	93%	92%	84%
Republican	10%	11%	3%	5%	11%
Undecided/Don't Know/Someone Else	3%	3%	4%	3%	5%

Source: American Election Eve Poll 2018 – State-Level Results (N=400 black voters in each state)

Black Choice in Candidates in Key Races

Beto O'Rourke (Texas Senator)
- Republican: 10%
- Democrat: 86%

Jacky Rosen (Nevada Senator)
- Republican: 3%
- Democrat: 93%

Andrew Gillum (Florida Governor)
- Republican: 11%
- Democrat: 88%

Stacey Abrams (Georgia Governor)
- Republican: 2%
- Democrat: 93%

■ Republican ■ Democrat

Source: American Election Eve Poll 2018 – State-Level Results
(N=400 black voters in each state)
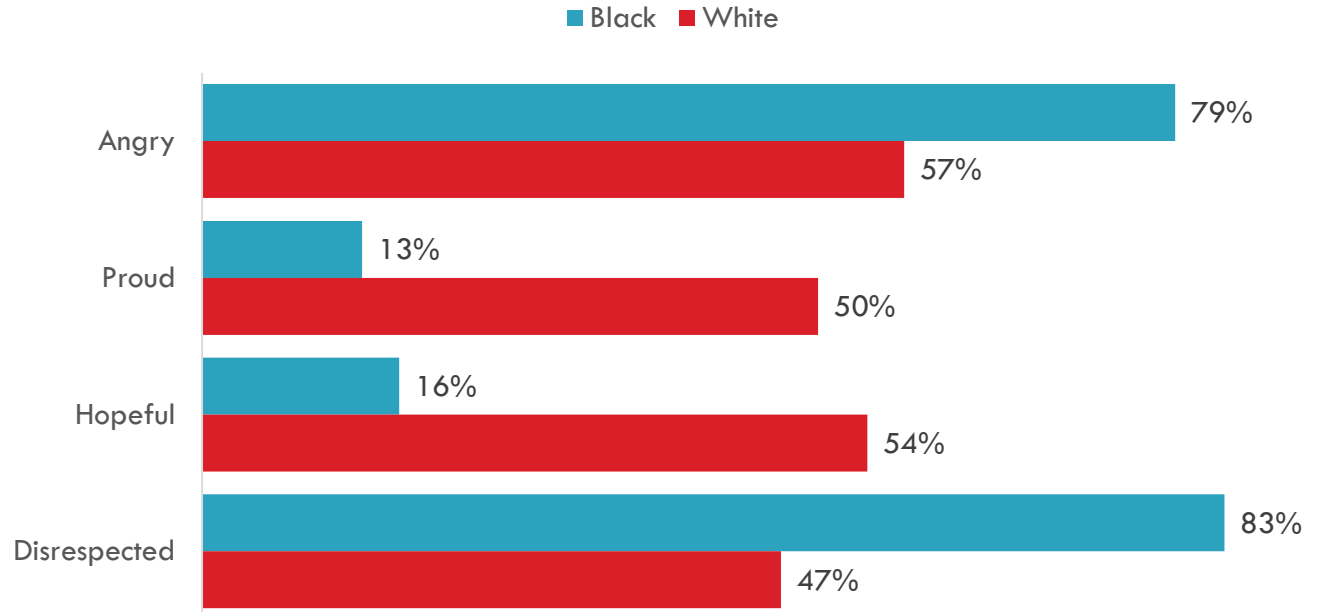
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15 Attitudes Towards Trump

Emotions that Trump Inspires

Has Donald Trump – because of the kind of person he is or because of something he has done or said, ever made you feel:
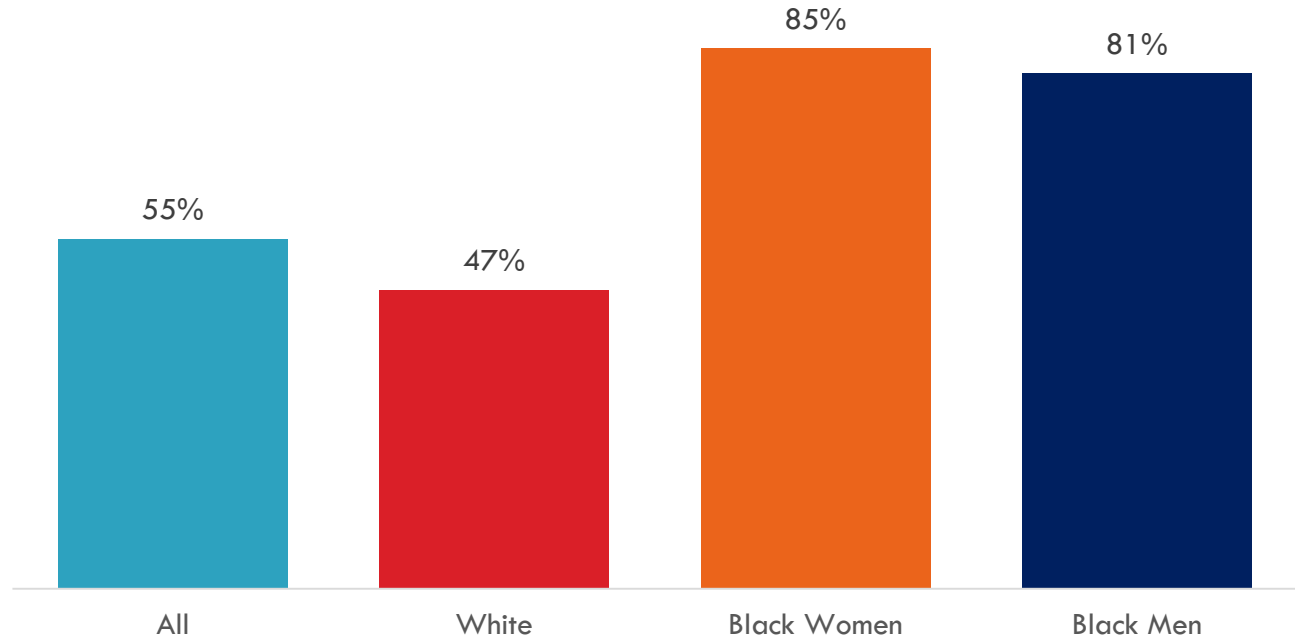
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Black   White

Angry
- 79%
- 57%

Proud
- 13%
- 50%

Hopeful
- 16%
- 54%

Disrespected
- 83%
- 47%

Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

Has Trump Made You Feel "Disrespected"?

Percentage of voters answering "yes": Has Donald Trump… ever made you feel disrespected?

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Bar chart:
- All: 55%
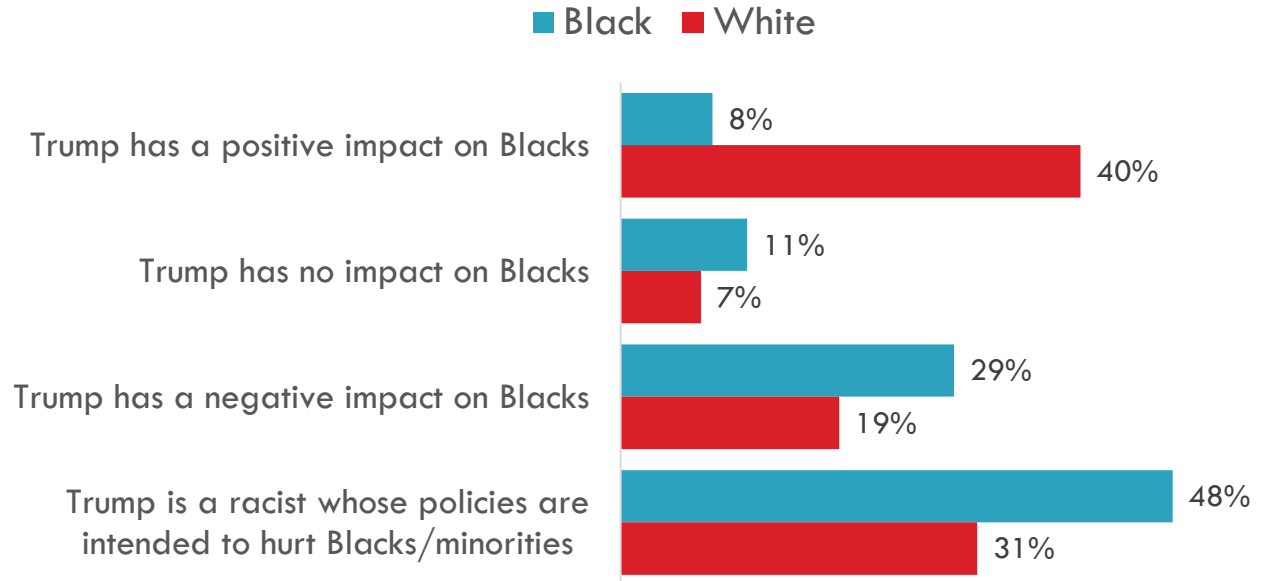- White: 47%
- Black Women: 85%
- Black Men: 81%

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

Is Trump Racist?

People have different opinions about Donald Trump's impact on [Blacks/Latinos/Asian Americans/Immigrants and Minorities]. Which is closest to your opinion:

[Bars = % who believe this statement matches their opinion].

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■ Black ■ White

Trump has a positive impact on Blacks
- 8%
- 40%

Trump has no impact on Blacks
- 11%
- 7%

Trump has a negative impact on Blacks
- 29%
- 19%

Trump is a racist whose policies are intended to hurt Blacks/minorities
- 48%
- 31%

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
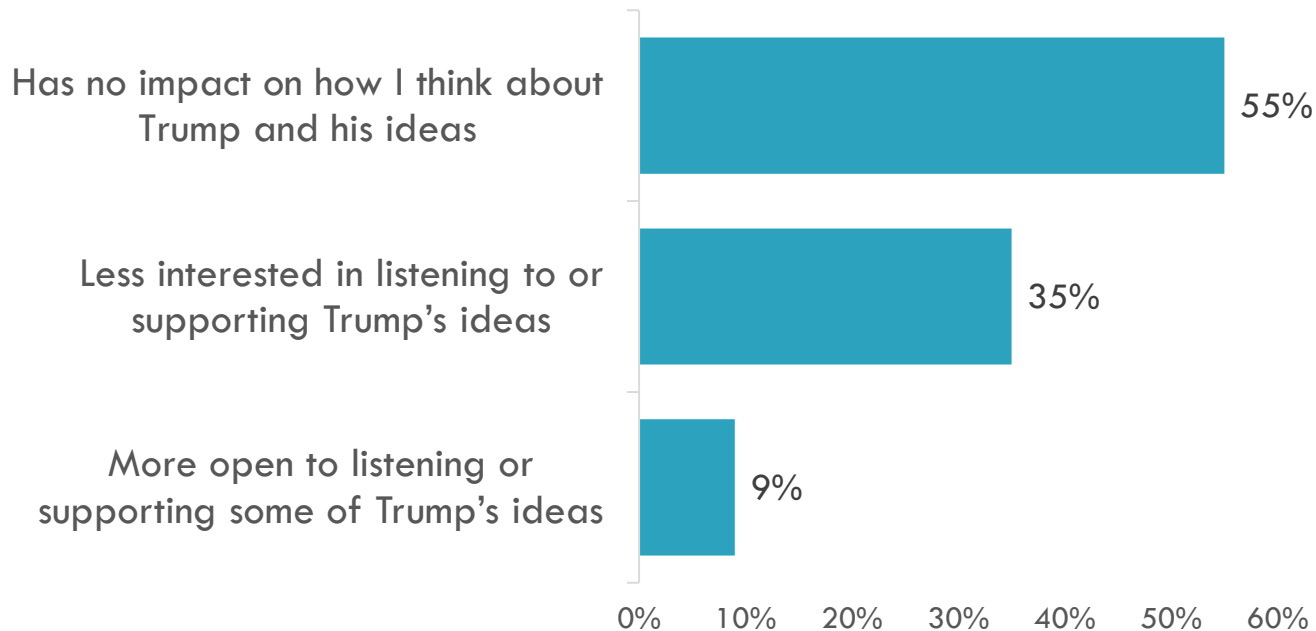
Black Celebrities who Support Trump

A few black celebrities like rapper Kanye West have recently visited the White House to support President Trump. Does this make you:

[Bars = % who believe this statement matches their opinion].
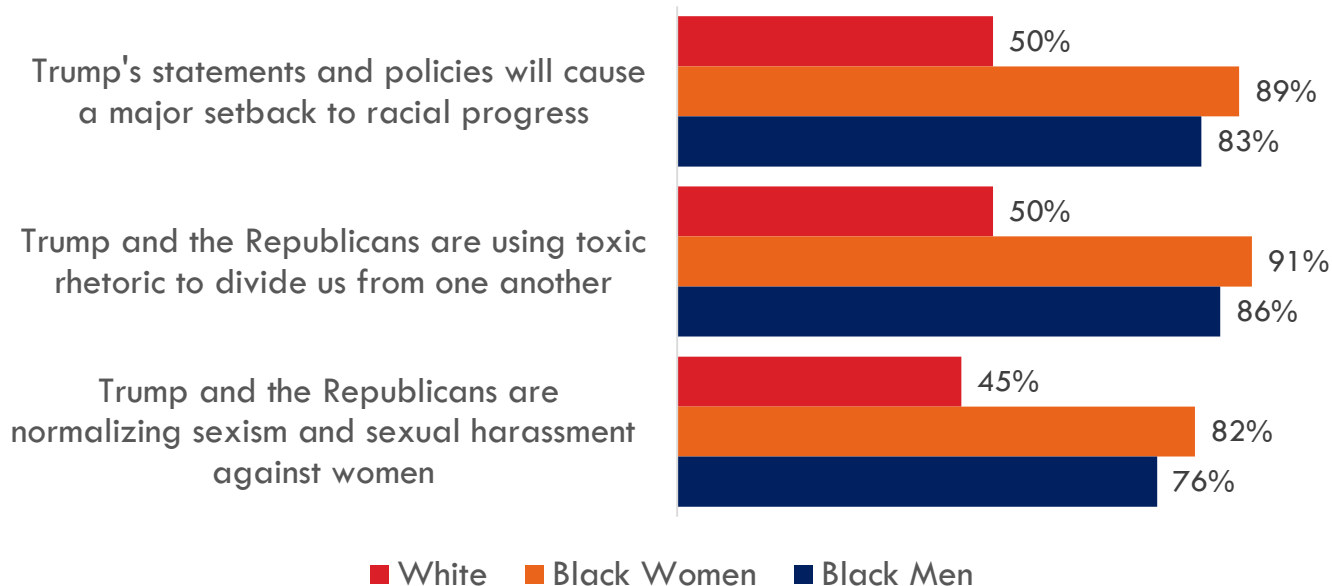
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Has no impact on how I think about Trump and his ideas — 55%

Less interested in listening to or supporting Trump's ideas — 35%

More open to listening or supporting some of Trump's ideas — 9%

0% 10% 20% 30% 40% 50% 60%

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

Trump Impact on GOP (race/gender)

Please indicate if you think this statement is definitely true, probably true, probably NOT true, or definitely not true:

[Bars = % "Probably True" + % "Definitely True"]

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Trump's statements and policies will cause a major setback to racial progress
- 50%
- 89%
- 83%

Trump and the Republicans are using toxic rhetoric to divide us from one another
- 50%
- 91%
- 86%

Trump and the Republicans are normalizing sexism and sexual harassment against women
- 45%
- 82%
- 76%

■ White ■ Black Women ■ Black Men

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
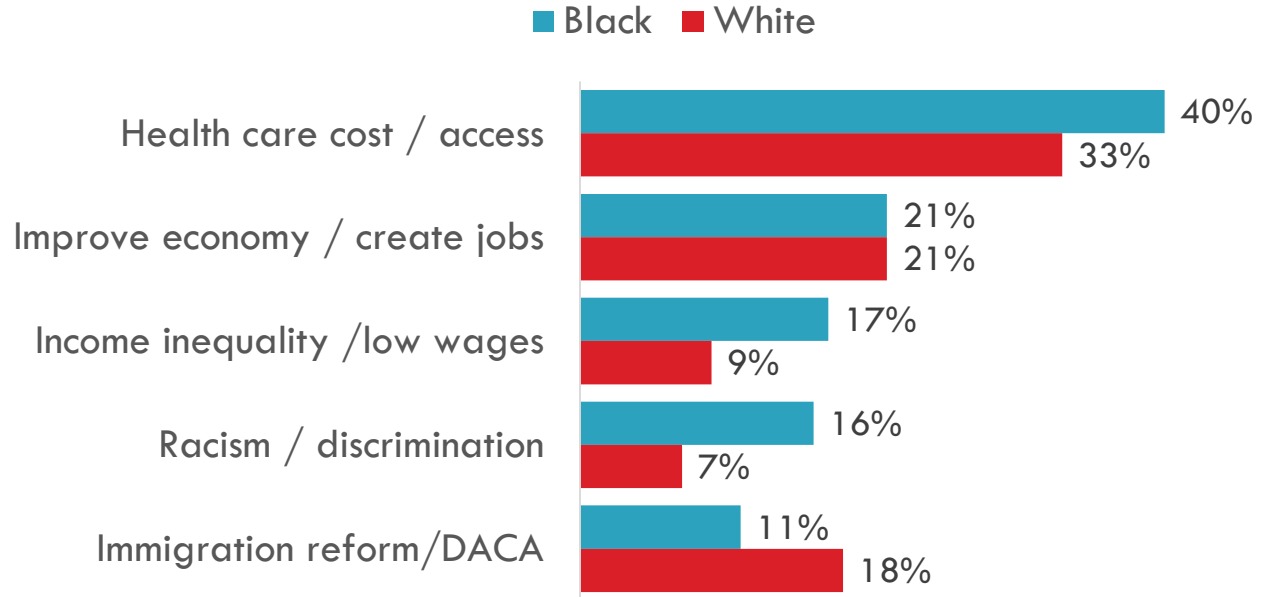
21 Black Voters & Progressive Issues

Top 5 Most Important Issues

Thinking about the 2018 election, what are the most important issues facing your community that our politicians should address?

■ Black ■ White

Health care cost / access — Black: 40%, White: 33%

Improve economy / create jobs — Black: 21%, White: 21%

Income inequality /low wages — Black: 17%, White: 9%

Racism / discrimination — Black: 16%, White: 7%

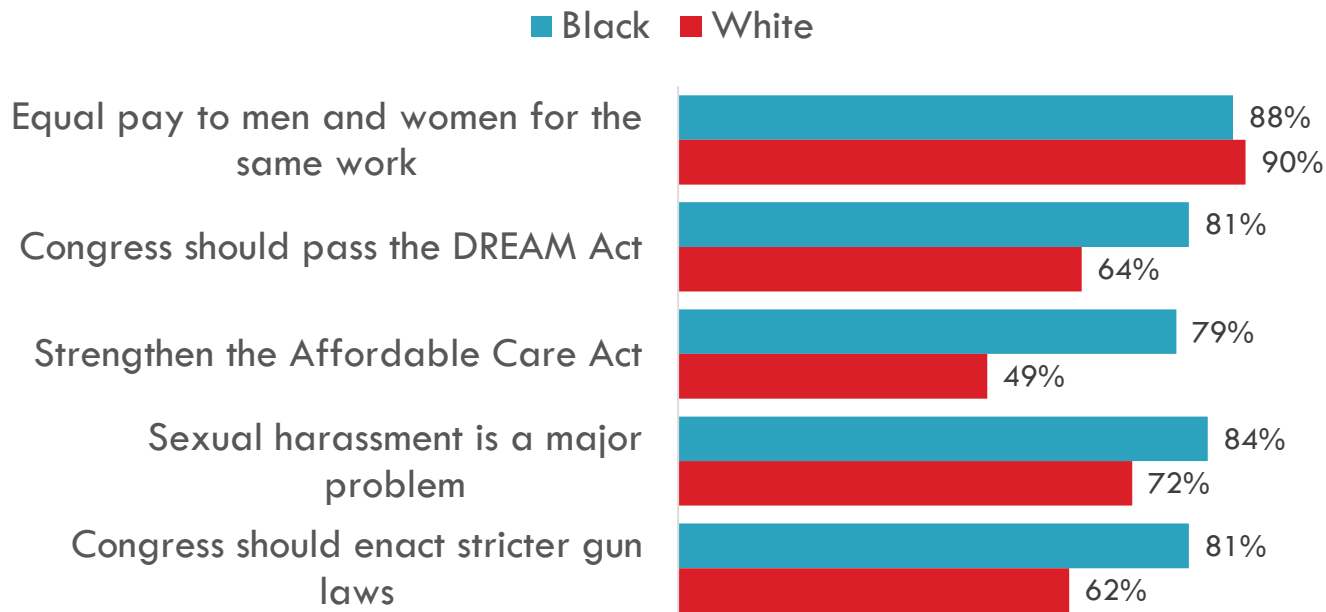Immigration reform/DACA — Black: 11%, White: 18%

Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

Policy Attitudes in Black & White

Please tell us if you agree or disagree:

[Bars = % "Somewhat Agree" + % "Strongly Agree"]

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■ Black ■ White

Policy	Black	White
Equal pay to men and women for the same work	88%	90%
Congress should pass the DREAM Act	81%	64%
Strengthen the Affordable Care Act	79%	49%
Sexual harassment is a major problem	84%	72%
Congress should enact stricter gun laws	81%	62%

Source: American Election Eve Poll 2018 - Battleground District Results (N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%

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# Views on Immigration

Immigration Attitudes (Part 1)

America has too many illegal immigrants, they hurt the economy, bring crime and gang violence to our cities. We have to crack down on illegal immigration.

[Bars = % who believe this statement matches their opinion].

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	All	White	Black	Latino	Asian
%	42%	49%	21%	22%	27%

Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
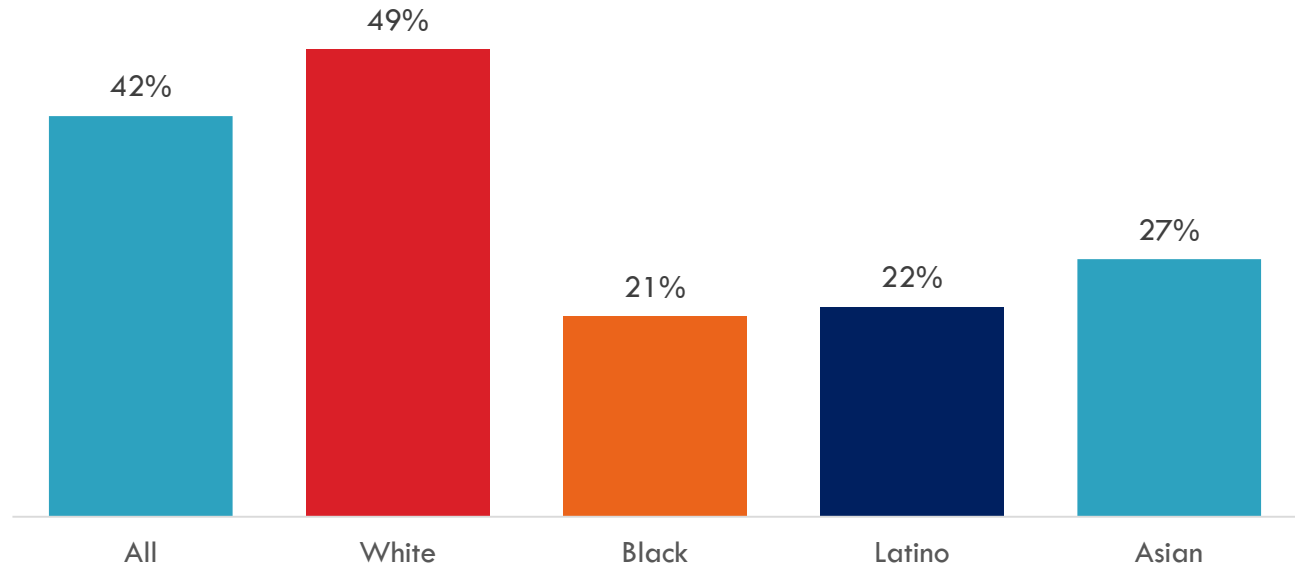
Immigration Attitudes (Part 2)

Immigrants just want to provide a better life for their families, just like you and me. I support legislation to make America more welcoming to immigrants

[Bars = % who believe this statement matches their opinion].

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Source: American Election Eve Poll 2018 - Battleground District Results
(N = 2,485; n = 600 per racial/ethnic group), MOE = +/- 2%
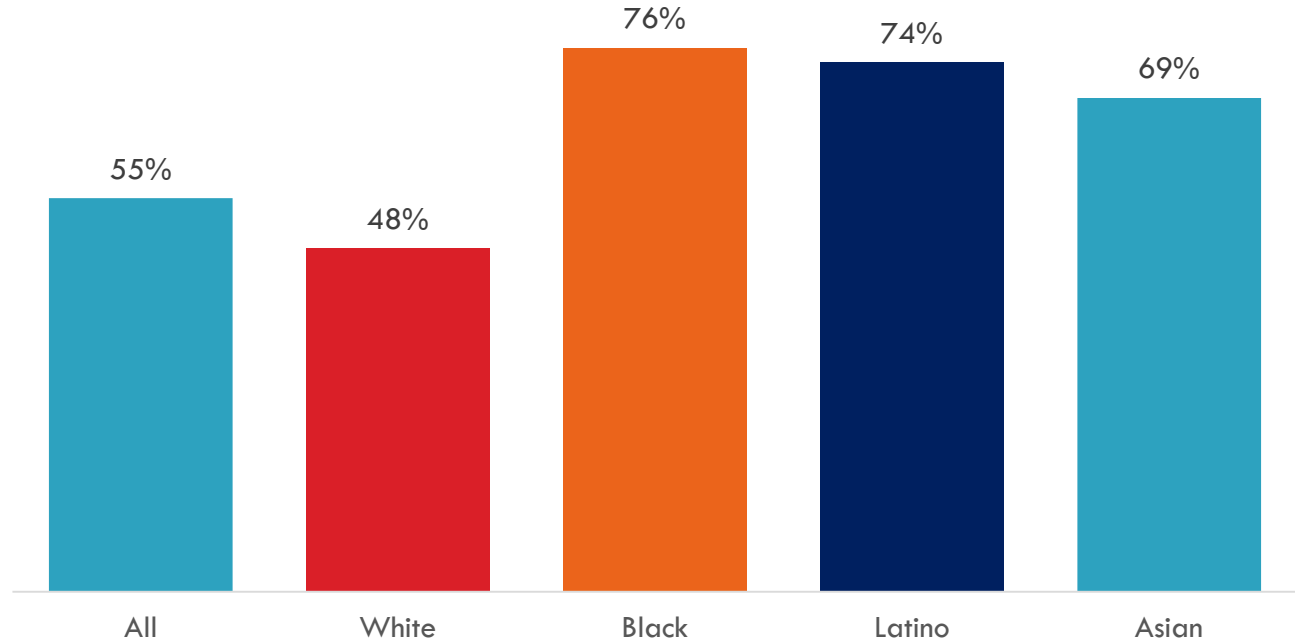
Presenters

- **Derrick Johnson**, President & CEO, NAACP
- **Judith Browne Dianis**, Executive Director,
    Advancement Project National Office
- **Jamal Watkins**, NAACP VP of Civic Engagement
- **Henry Fernandez**, Principal,
    African American Research Collaborative (AARC)
- **Ray Block, Jr.,** Senior Advisor, AARC &
    Professor, Political Science, University of Kentucky

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Q & A

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