

National Black Voter Project: Preliminary Results

Christopher Towler, PhD towler@csus.edu

Assistant Prof., Sacramento State University

Senior Policy Fellow, California Policy and Research Initiative

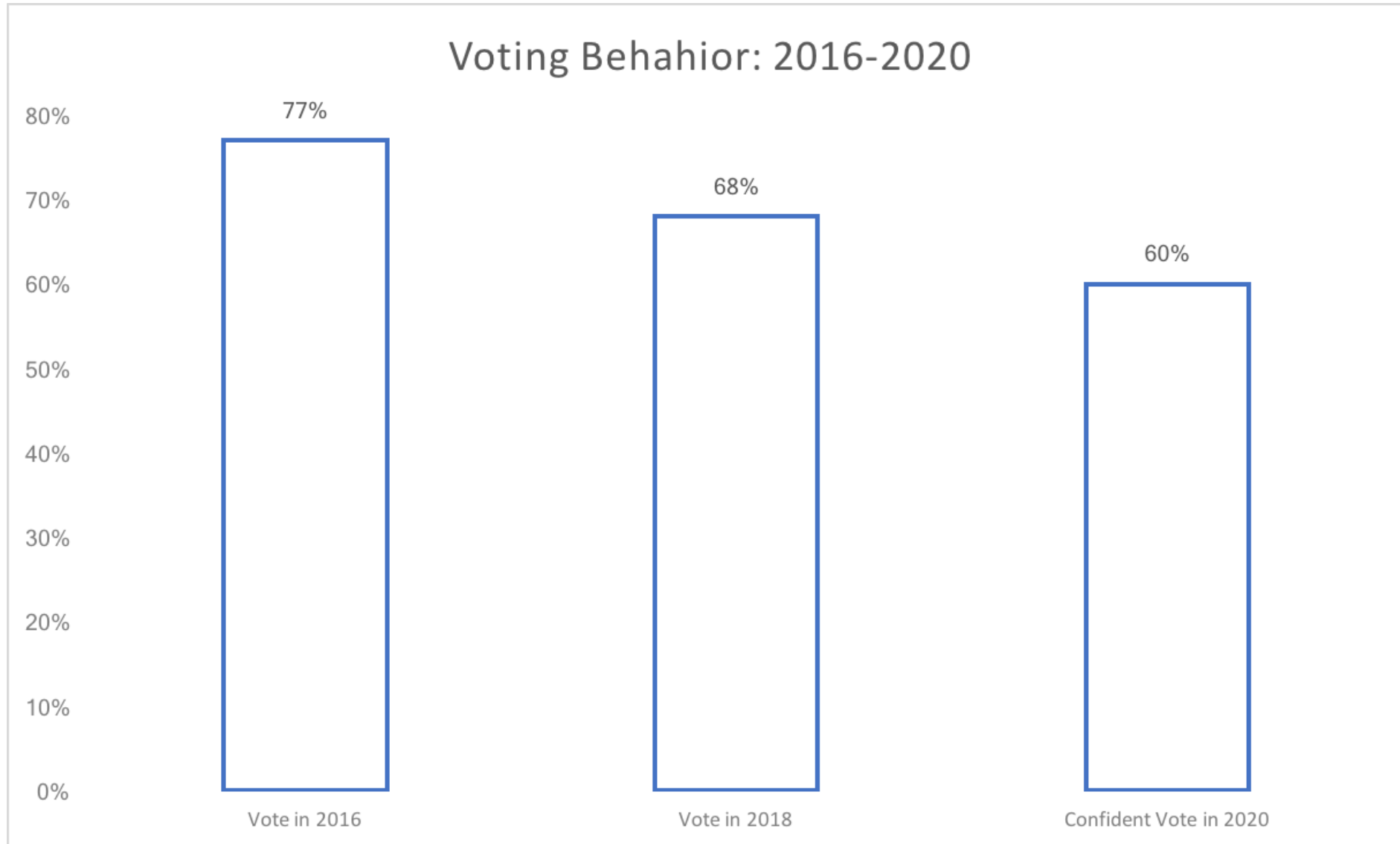
Outline

- General information about the public opinion survey project
- Presentation of Results will include:
 - Voting behavior, the Democratic primary and 2020 General Election
 - Mobilization in the face of the Trump Administration
 - Black public opinion regarding Impeachment
- Conclusion and Recommendations

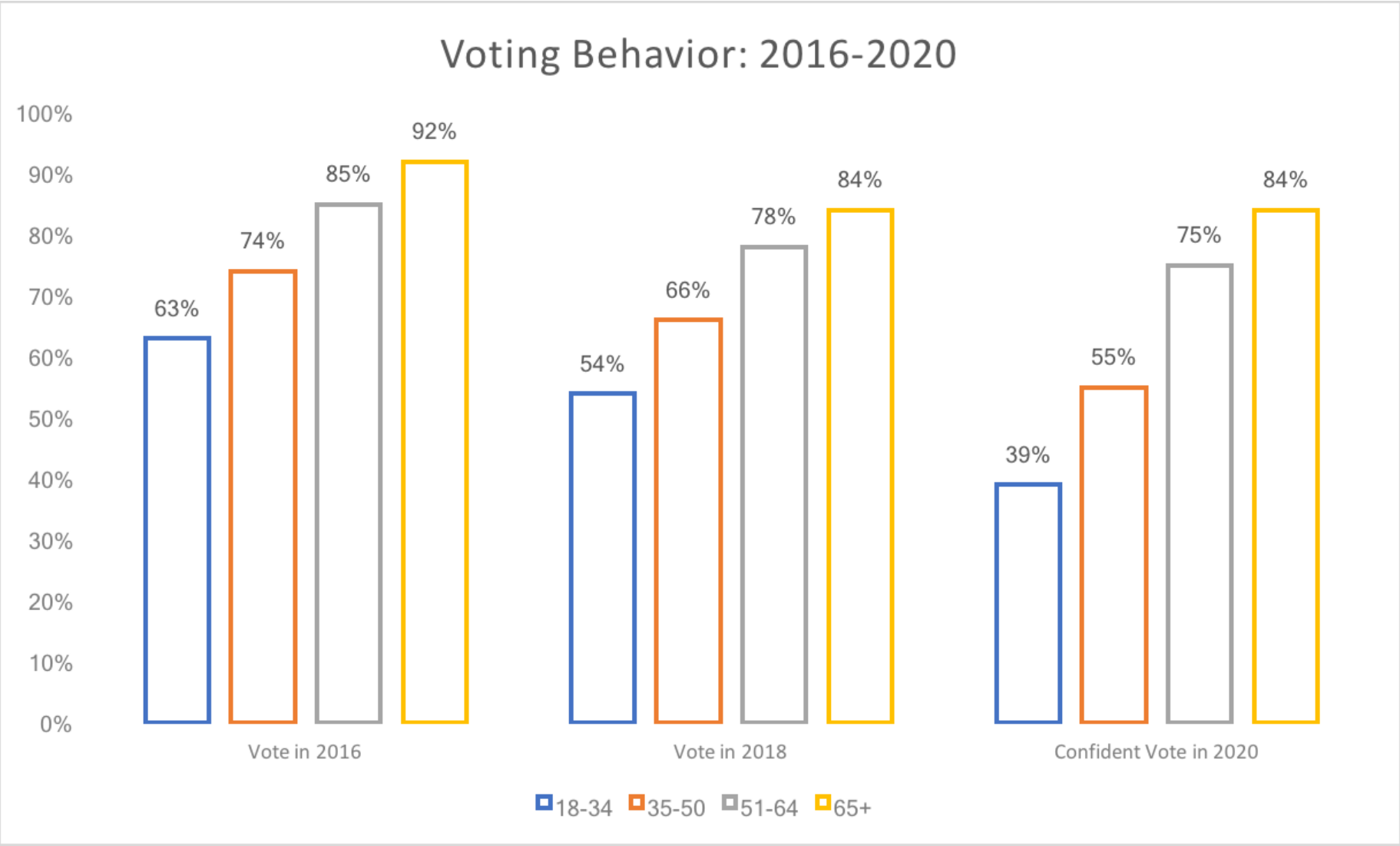
2019 National Black Voter Project (BVP)

The 2019 National Black Voter Project (BVP) public opinion survey is a follow-up project to an initial 2017 BVP Pilot Study. The project collected data from an online questionnaire administered by Survey Sample International (SSI), a non-partisan, survey research center with access to mobile panels for market and academic research. Dr. Christopher Towler (Sacramento State University) and Dr. Nyron Crawford (Temple University) are the co-principal investigators on this survey. The survey was administered online based on randomly selected email addresses from lists of panel respondents who identify as African-American or black. An online questionnaire was fielded throughout the months of November and December, 2019. A total 1545 African-American respondents were interviewed, and the survey had an average interview length of 30 min. The survey was stratified across age, education, and gender evenly distributing respondents from all 50 states.

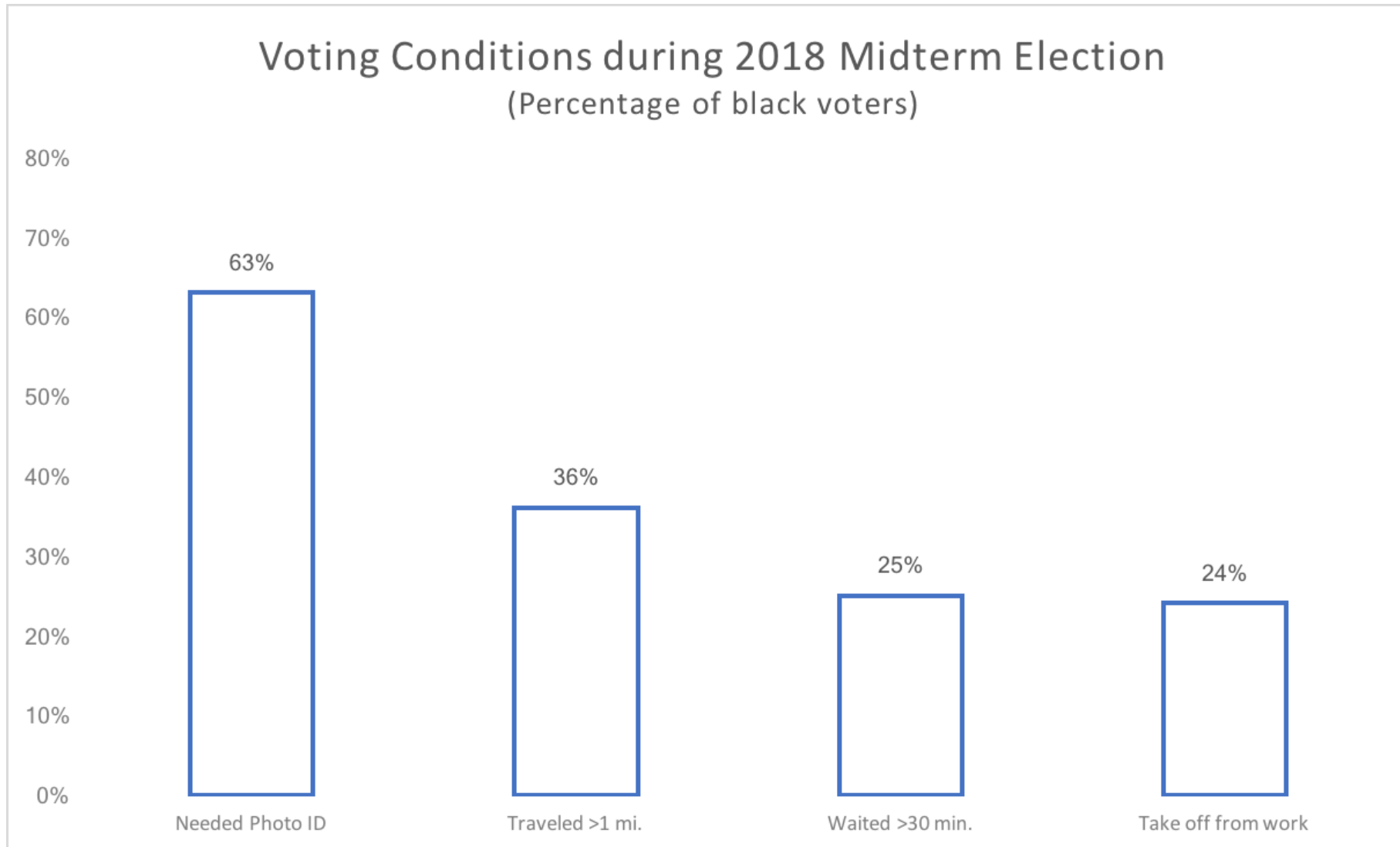
Self-Reported Voting Behavior Over Time



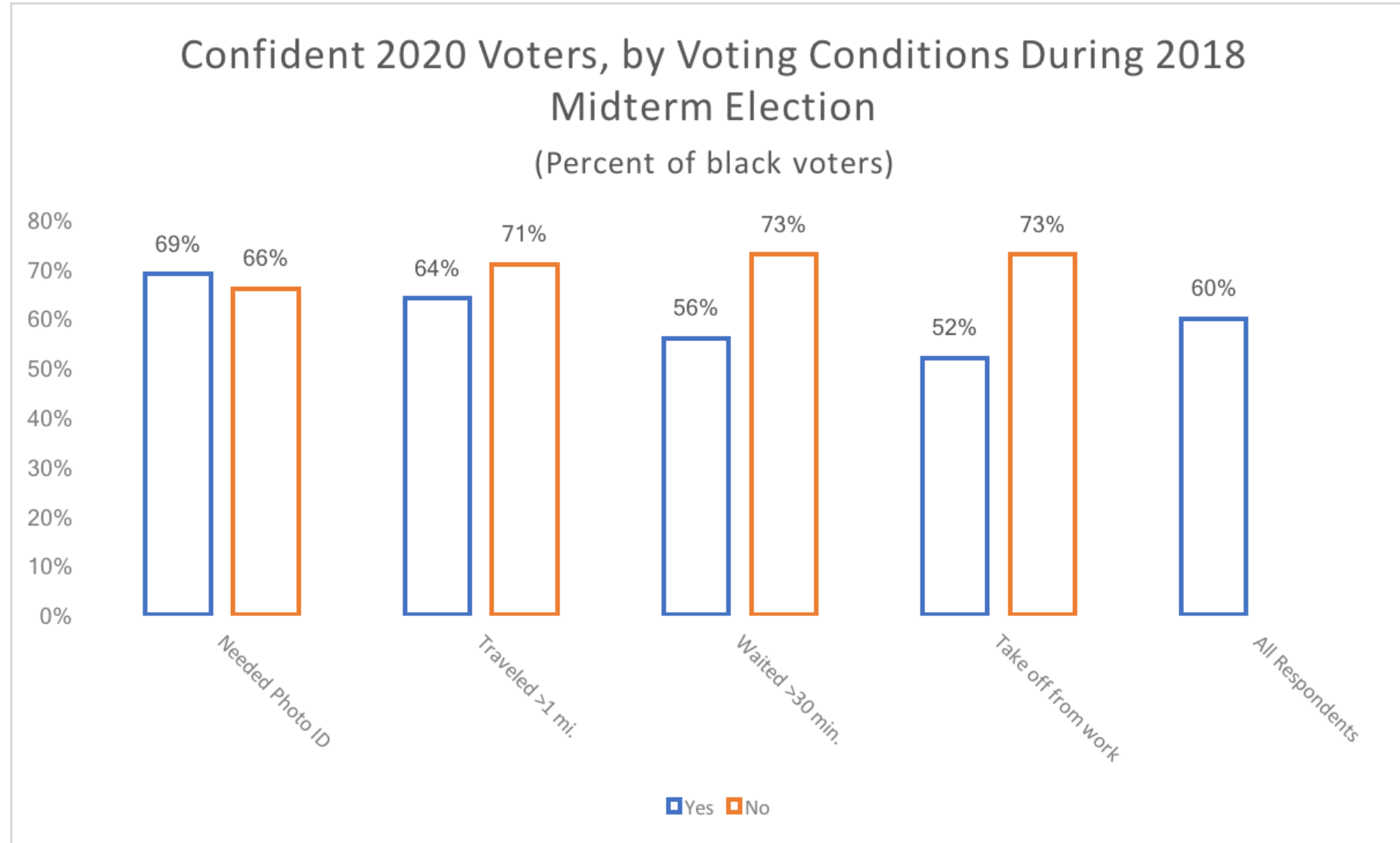
Self-Reported Voting Behavior, by Age



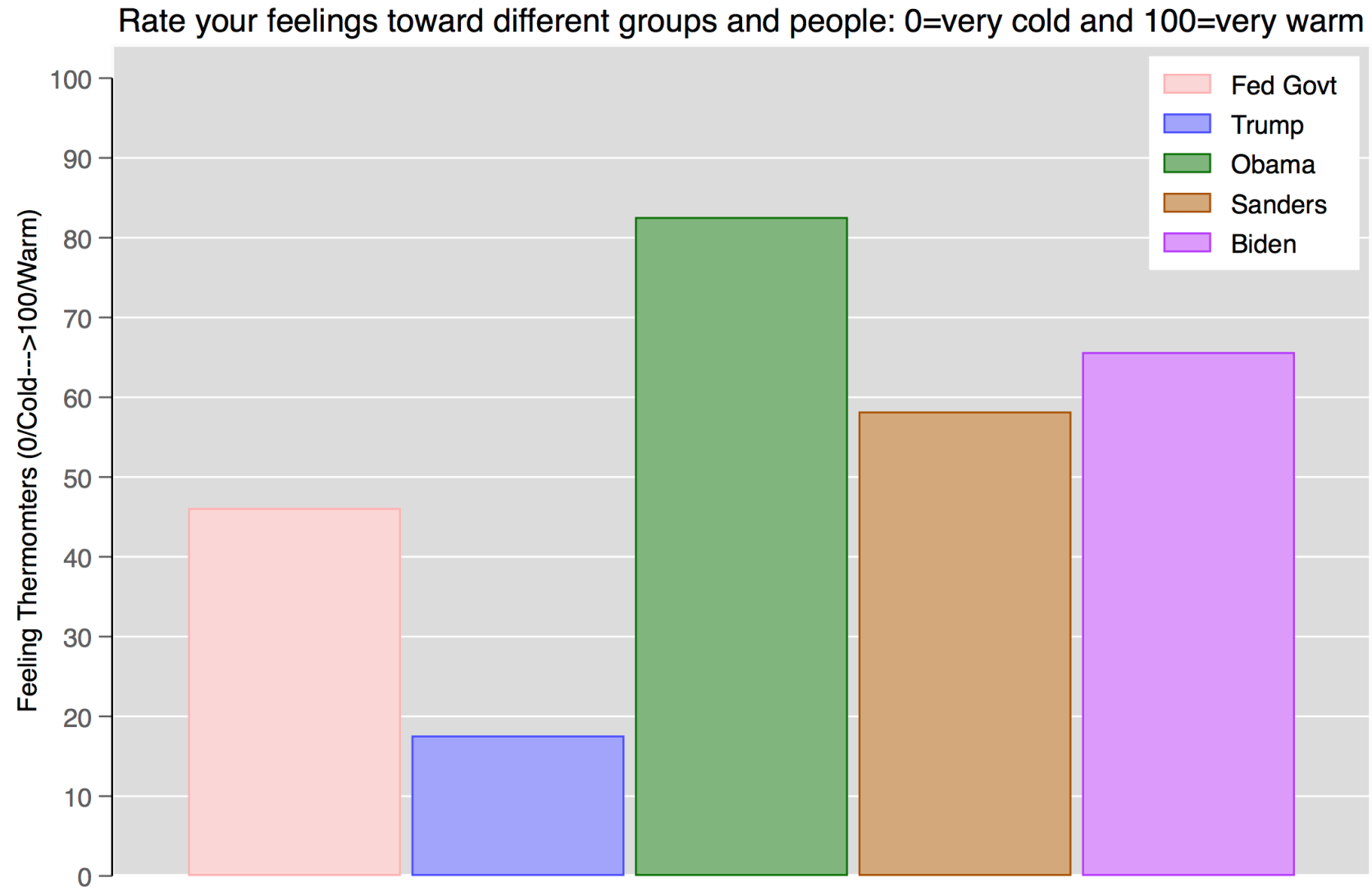
Impediments to Voting in 2018 Midterms



Impediments to Voting in 2018 Midterms: Extended wait time at the polls and missing work are significantly correlated with less confidence in 2020 turnout

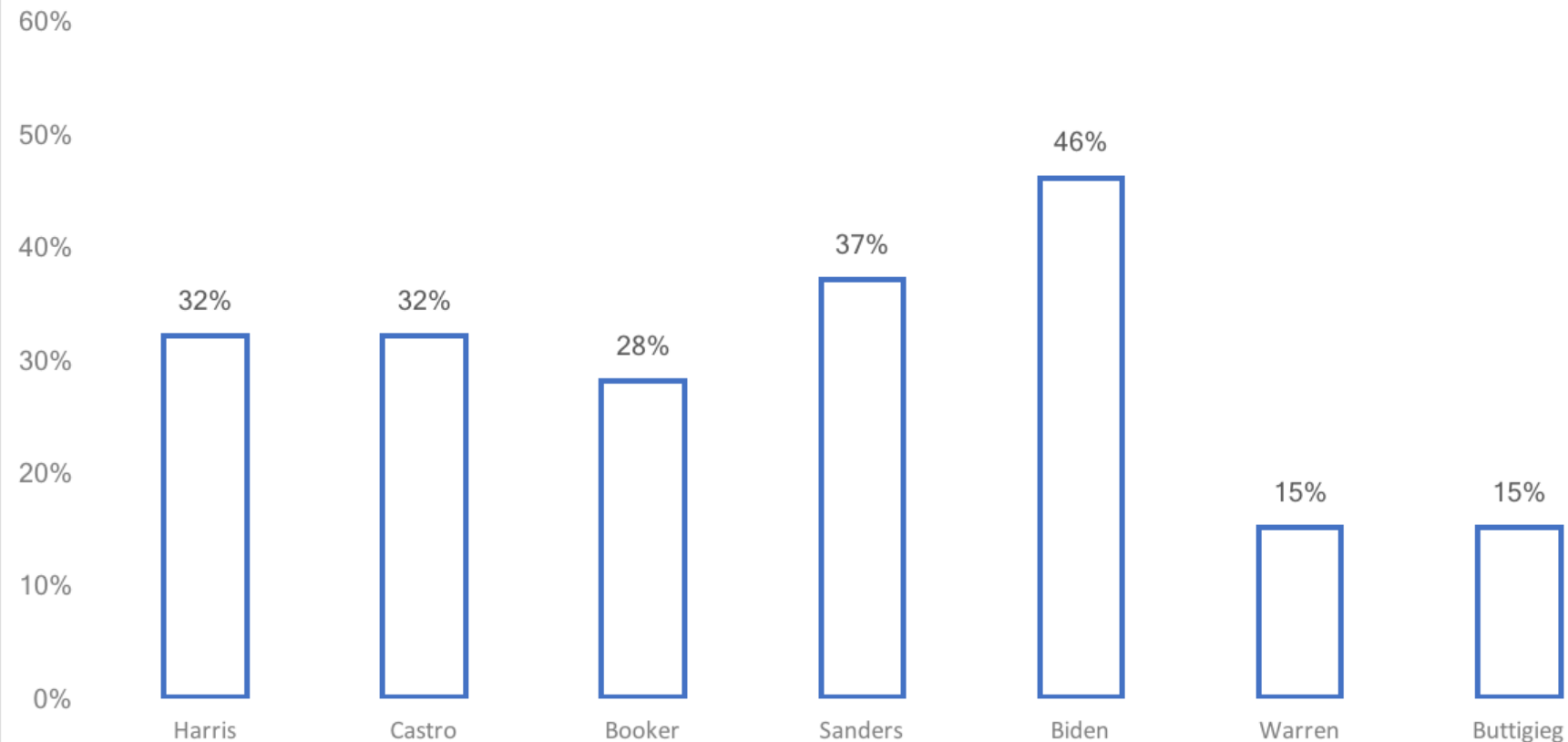


Black Feelings toward Different Groups and People



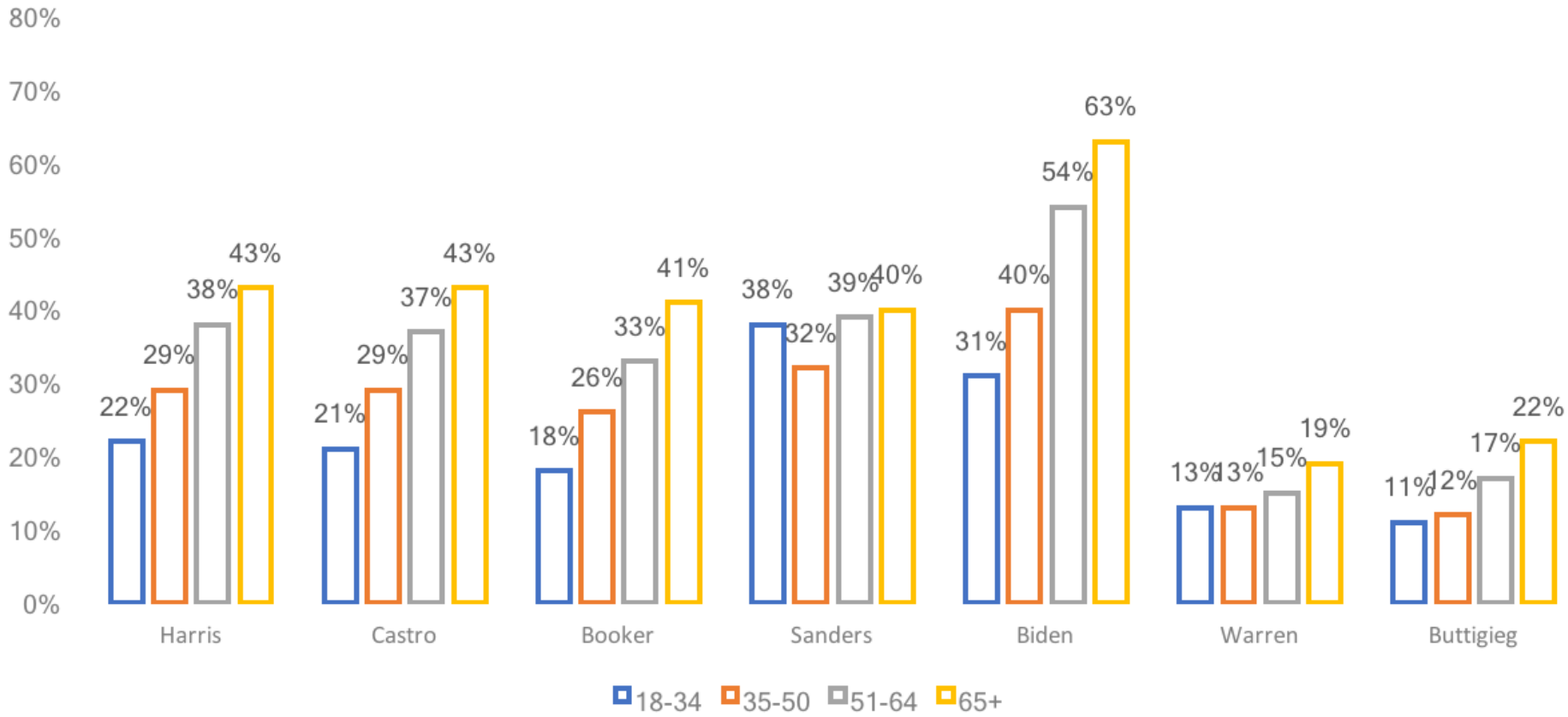
Black attitudes toward Democratic Primary Candidates ability to Address Black issues

Rate how well the following 2020 Democratic Presidential nominees addressed issues pertaining to the African American community: Percent that say "Extremely Well"

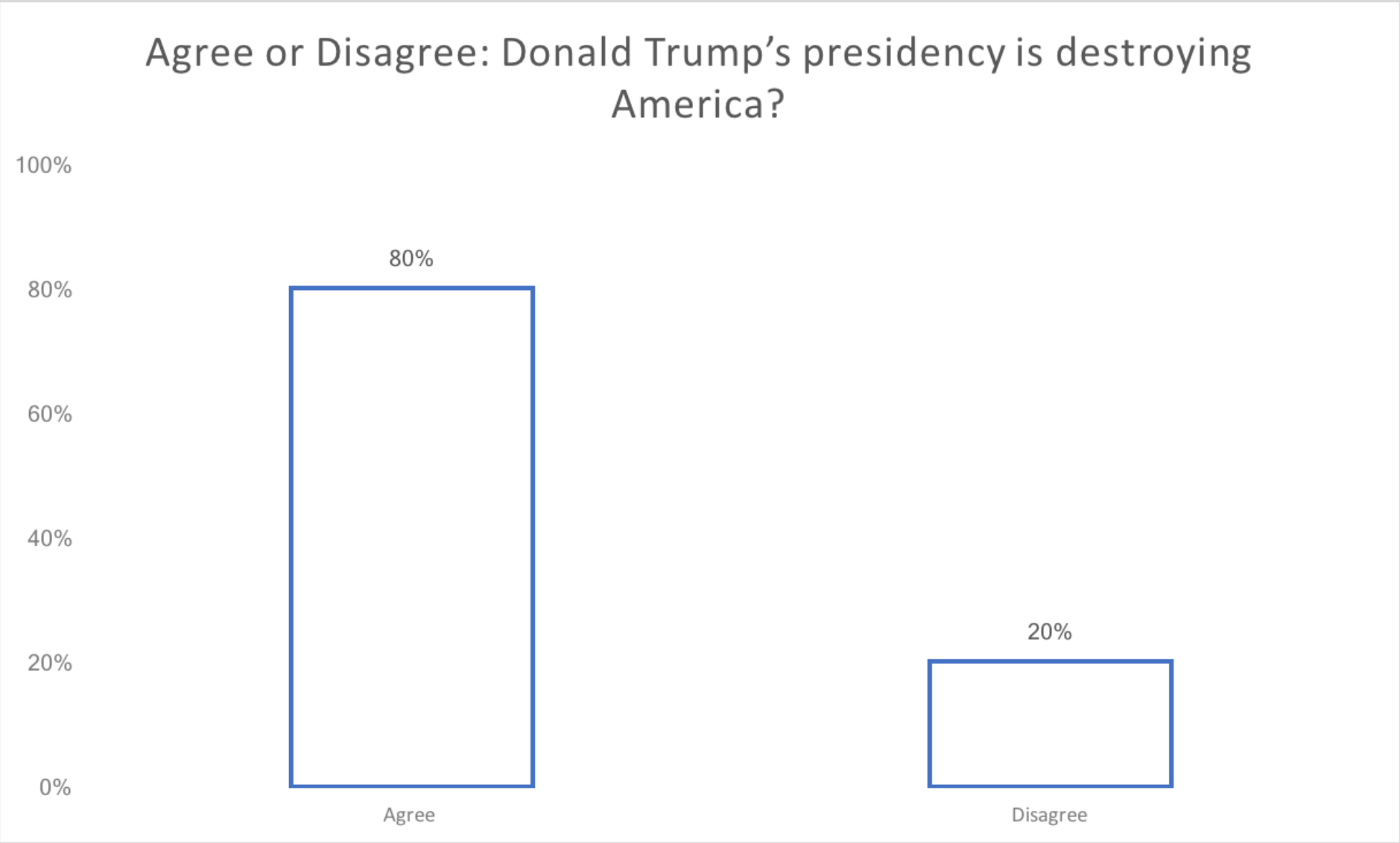


Perceptions of Biden's ability to address Black issues are driven by older Black age cohorts

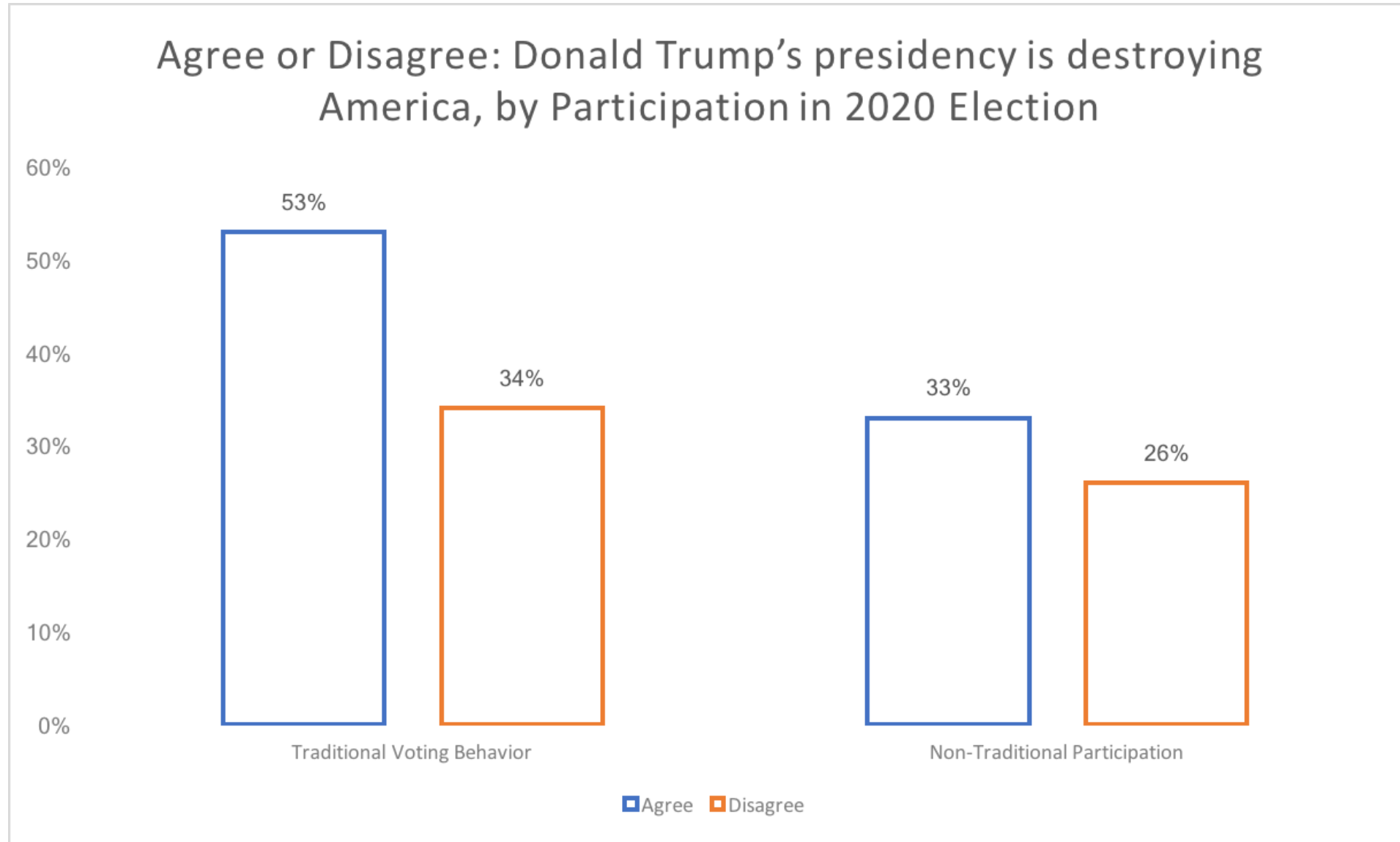
Rate how well the following 2020 Democratic Presidential nominees addressed issues pertaining to the African American community: Percent that say "Extremely Well"



Large majority of Blacks view Donald Trump as a threat

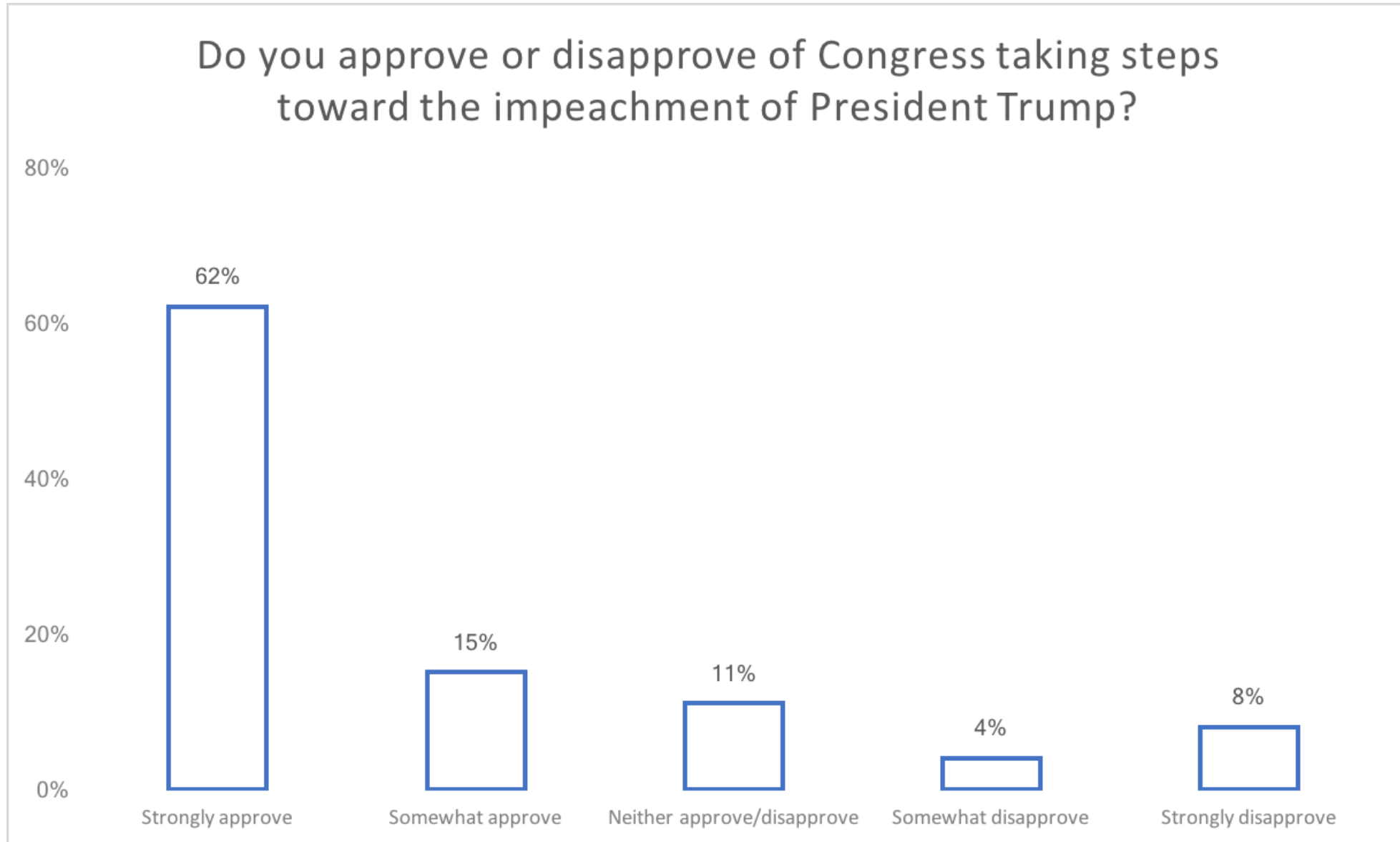


The threat Donald Trump presents is significantly related to political action



Note: Tradition Voting Behavior=Intend to vote in 2020 Presidential and Local Elections; Non-traditional participation=Intend to sign a petition, boycott, protest, attend political meeting, contact representative or donate money in 2020.

Finally, Blacks overwhelming support impeachment of President Trump



Conclusion and Recommendations

- With Black turnout rates dropping in 2016 for the first time in decades, we are at risk of Black turnout falling again in 2020.
 - Some of the most significant experiences in the 2018 midterms that may act as deterrents for 2020 turnout are long wait times at polls to vote and the need to miss work to cast a ballot.
- Blacks remain very favorable toward Obama, and have unfavorable opinions toward the government and especially Trump. Messaging focusing on ties to Obama, and/or opposition to the current administration will prove most effective.
- Black support for Biden reflects a sentiment that Biden is addressing issues important to Blacks, and is driven by older generations, suggesting Biden has work to do with younger Black voters.
- Finally, Blacks express overwhelming support for impeachment, and impeachment needs to be an issue candidates are discussing.