



## Understanding the Priorities of Women of Color Voters

Survey Findings – April 2019



## Executive Summary & Methodology

# Executive Summary

- Nine-in-ten women of color voters (89%) felt **completely certain that they would vote in 2018's midterm elections** because **the stakes were too high not to** (88% agree).
  - Women of color voters **feel disheartened** by what's happening in the U.S., and **see politics to blame**.
  - However, current feelings **do not mean women of color voters see no hope for improvement**.
- Women of color voters **represent a powerful voting bloc**, and **majorities supported Democratic candidates at all levels in 2018**.
  - 71% of women of color voters felt **satisfied with their choice of candidates**.
  - **Democrats who ran in 2018 earned women of color voters' support**. Importantly, among those who cast their ballot for Democratic representation, they report actively **voting for the Democrat, not merely against the Republican**.
- Room for improvement exists.
  - Women of color voters would like to see **greater visible representation** amongst the choices to represent them.
    - 88% would like to see **more women candidates** running for office.
    - 85% would like to see **more candidates of color** running office.
  - In addition, women of color voters think that too often their **elected officials fail to acknowledge their priorities and make incorrect assumptions about their priorities and lives**.
    - 88% think that **elected officials need to understand there are differences in their communities because people think differently**.
    - 78% agree that too often, the candidates running for office **fail to acknowledge what matters most to them**.
    - 76% need their elected officials to understand that **their needs are not the same as those of white women**.
  - Nearly one-quarter of women of color voters also **question whether or not their vote was counted accurately**.
    - Black women voters, **especially Black women voters in Florida**, have significantly greater doubts – more than three-in-ten question it (31% and 34%, respectively).

## Executive Summary – continued

- Women of color voters' **priorities are not monolithic**, but there is **common ground** that they want to see the 116<sup>th</sup> Congress make headway on in the coming legislative term.
  - The issues that rank within the top-three for Congress to address in the next two years across racial and ethnic lines include:
    - **Ensuring access to clean water.**
    - **Health insurance-related concerns.**
    - **Ending racial/ethnic/cultural discrimination.**
- Women of color voters see a **need for Congress to put partisanship aside in the name of achieving progress.**
  - 72% of women of color voters **want members of Congress to work together across the aisle and get results.**
  - Fewer than one-quarter (23%) would prefer members of Congress to stick to their principles and not compromise on issues that are important. A final 5% are unsure.
- Elected officials will be **under a microscope**, so they **ignore women of color voters at their own risk.**
  - **Failing to deliver** on the issues important to women of color voters and **failing to work across the aisle could carry consequences.**
    - More than six-in-ten women of color voters (62%) admit they **will be watching their elected officials more closely** than they have in the past.

# Methodology

This report is based on data collected from 2,663 completed interviews of adult women (18+) in the United States who self-identify as Black or African American; of Hispanic, Latino, or Spanish-speaking background; or Asian American/Pacific Islander (AAPI) or of any ethnicity/national origin recognized in the Asian race category by the U.S. Census Bureau. In addition to these characteristics, all women are registered voters who reported voting in the 2018 midterm elections. As part of this effort, oversamples were conducted in Florida and Texas.

To ensure a sample of voters, all respondents were matched against TargetSmart's voter file, and their voter registration data and other characteristics included in the file were appended to the final data set.

The data were weighted by region, age, and education to ensure a representative sample of women of color who voted in the 2018 midterm elections. The Florida and Texas oversamples were weighted down to reflect the proportion they account for among Black, Latina, and AAPI women voters nationwide. The total figure reported in these findings gives equal weight to each race/ethnicity. Thus, by design, each group accounts for one-third of the sample.

Interviews were conducted online and via telephone using live, professional interviewers from January 23 to February 14, 2019. Respondents were given the option to complete the survey in English, Spanish, Mandarin, Korean, or Vietnamese.

The survey was conducted by Opinion Access Corporation. Questionnaire translations were conducted by Opinion Access, independently reviewed by a separate set of professional translators, and audited by a team of bilingual staff in partner organizations.

# Sample Composition

The following number of completes were achieved in each sample group.

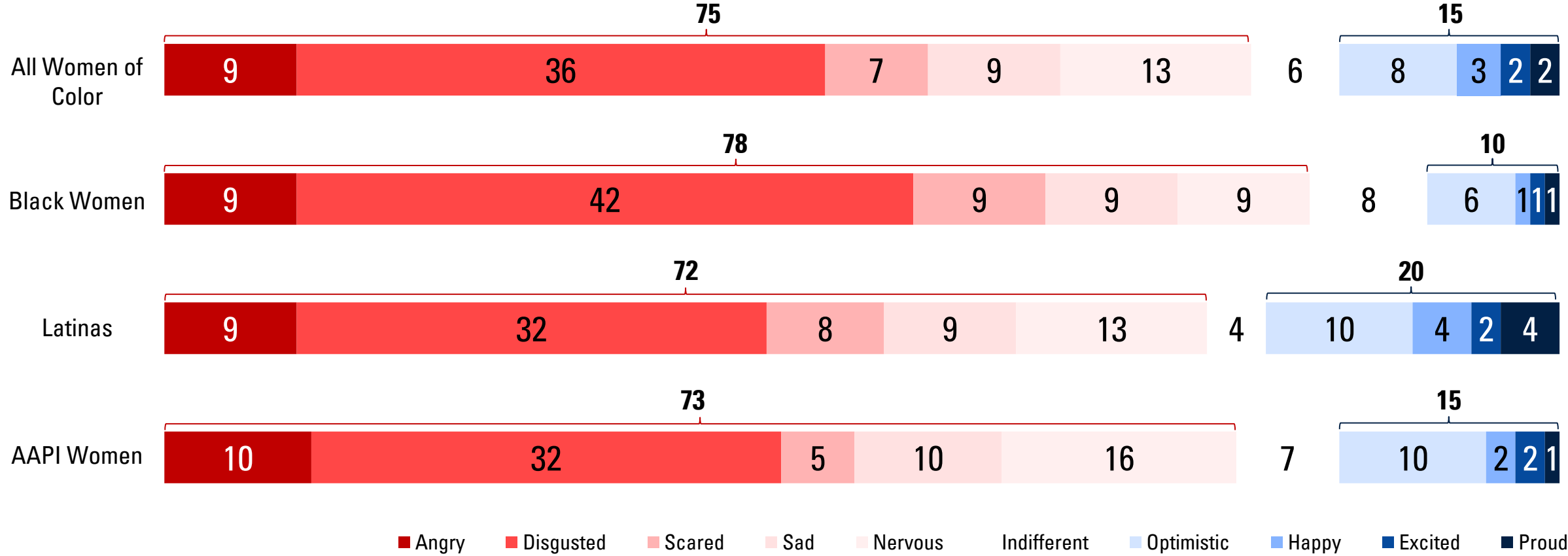
	National	Florida	Texas	Total
Black women voters	N=519	N=184	N=192	<b>N=895</b>
Latina voters	N=533	N=194	N=200	<b>N=927</b>
AAPI women voters	N=532	N=157	N=152	<b>N=841</b>
<b>Total</b>	<b>N=1,584</b>	<b>N=535</b>	<b>N=544</b>	<b>N=2,663</b>

Direction of the Country

# Women of Color Voters Feel Disheartened & Disgusted About Country's Trajectory

Three-quarters of women of color voters feel negatively about the way things are going in the country, with a plurality of each feeling disgusted, **including four-in-ten Black women voters.**

**Feeling About the Direction of the Country**





# Frightened for the Next Generation

A majority of women of color voters doubt the country will be safe for the next generation of those who share their race/ethnicity. This sentiment is **significantly stronger among Black women voters.**

**% Agree**

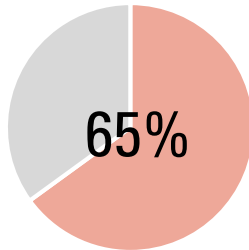
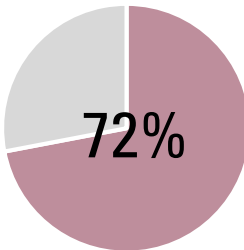
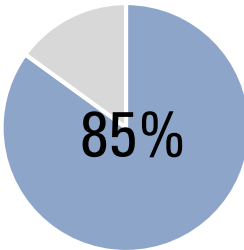
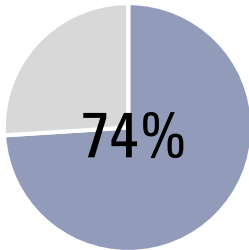
**All Women of Color**

**Black Women**

**Latinas**

**AAPI Women**

“If we continue down this path, I do not think the U.S. will be a safe place for the next generation of [INSERT RACE/ETHNICITY]s”



# Blatant Disregard of Truth by Politicians Terrifies Women of Color Voters

The seeming disregard for facts and truth alarms nine-in-ten women of color voters.

**% Agree**

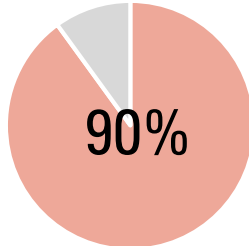
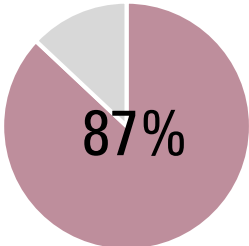
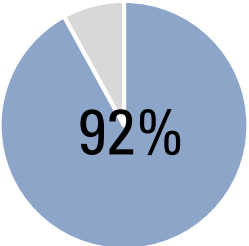
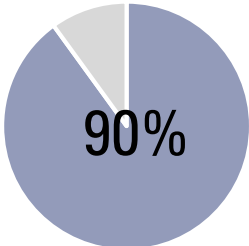
**All Women of Color**

**Black Women**

**Latinas**

**AAPI Women**

“It terrifies me that facts and truth don’t seem to matter these days”



2018 Election

# No Question That Women of Color Voters Would Vote – Stakes Were Too High

By design, all survey respondents voted in the 2018 midterms. This was not a decision on which they wavered – they were **passionate** about turning out. The **election’s stakes compelled them to turn out**, and they **articulated voting’s importance** and the **necessity of making their voices heard**, especially in the current political climate.

**9-in-10**

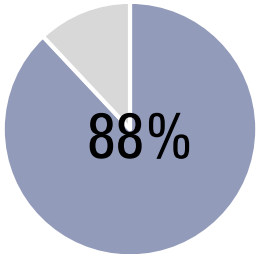
women of color voters felt **“absolutely certain”** they would vote



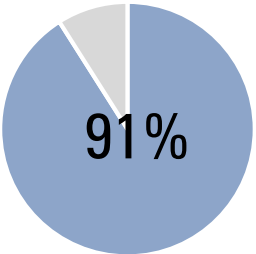
All Women of Color	89%
Black Women	90%
Latinas	89%
AAPI Women	88%

## % Agree: “I voted in the most recent election because I felt like the stakes were too high not to”

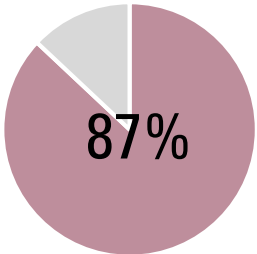
All Women of Color



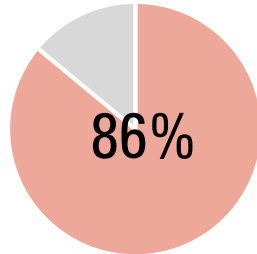
Black Women



Latinas



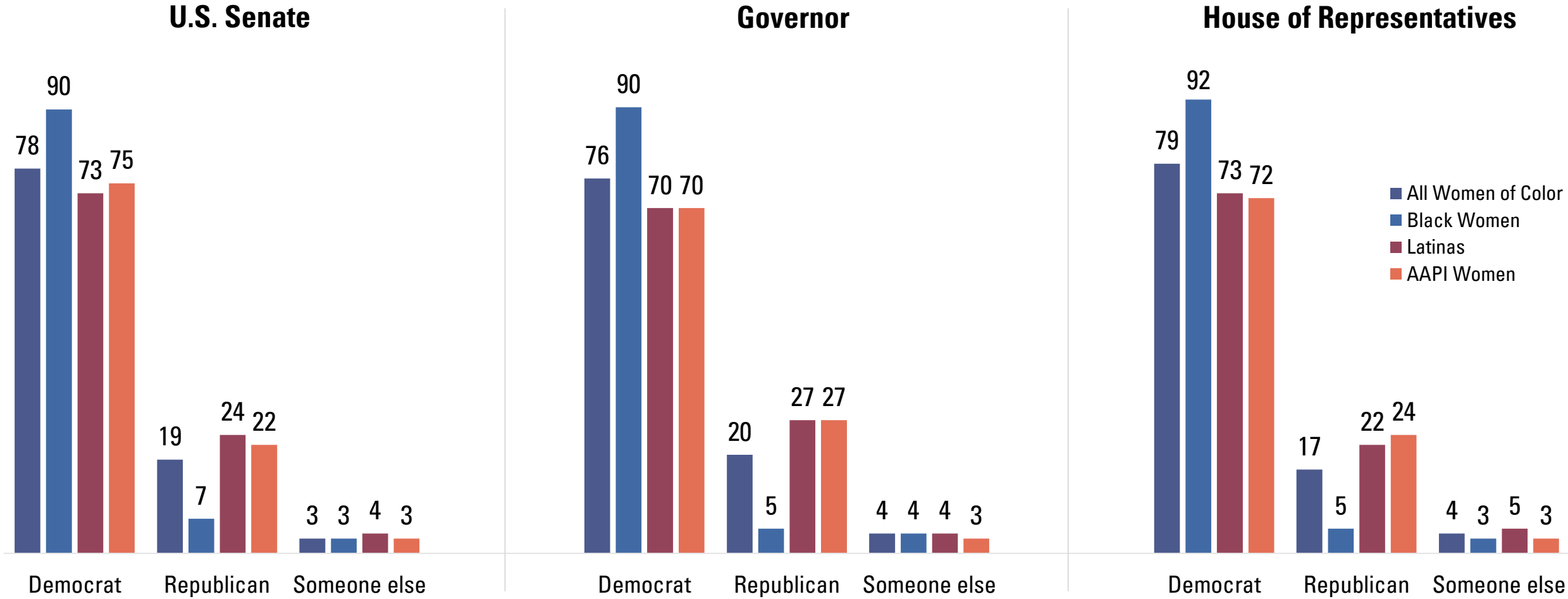
AAPI Women



“  
*I wanted to change what is going on in our country. The **only way is to make your voice heard by voting.***  
*I see things getting out of control with Washington and **need to make my voice heard.***  
*I voted **so I have a voice in the way our country is run.***  
*I always vote. It’s **more important now that the country is deep in crisis.***  
*I wanted to **have my voice heard** to hopefully, eventually **change current issues** in the nation.  
*When you know something is wrong, **it is up to you to voice an opinion and hope it is heard through your vote.***  
*To **send a message** to the White House their behavior is unacceptable. To **take back our country**, we need to change and to let Republicans know they’re taking us in the wrong direction.*  
 ”*

# Women of Color Voters = Powerful Voting Bloc

Majorities **supported Democratic candidates at all levels** in the 2018 midterm elections.

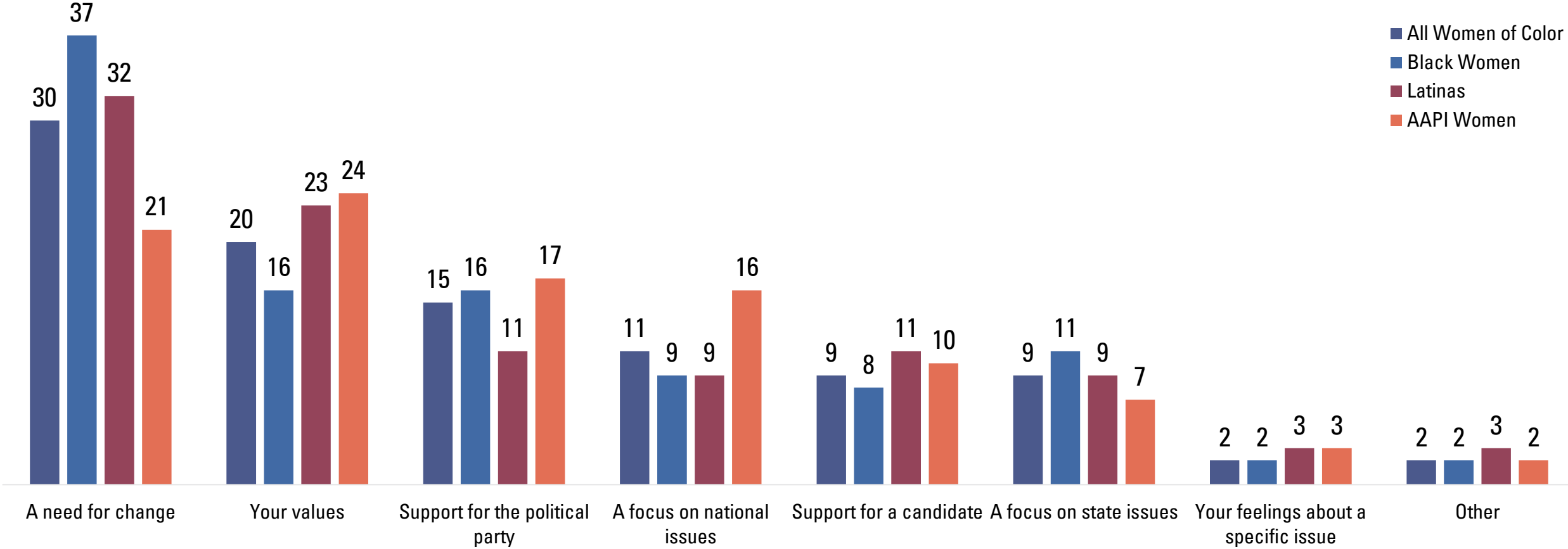




# Nuances Emerge in What Guided Democratic Voters at the Ballot Box

Among those who cast their vote for a Democratic representative, **Black women and Latina voters were voting for change** while **AAPI women voted their values**.

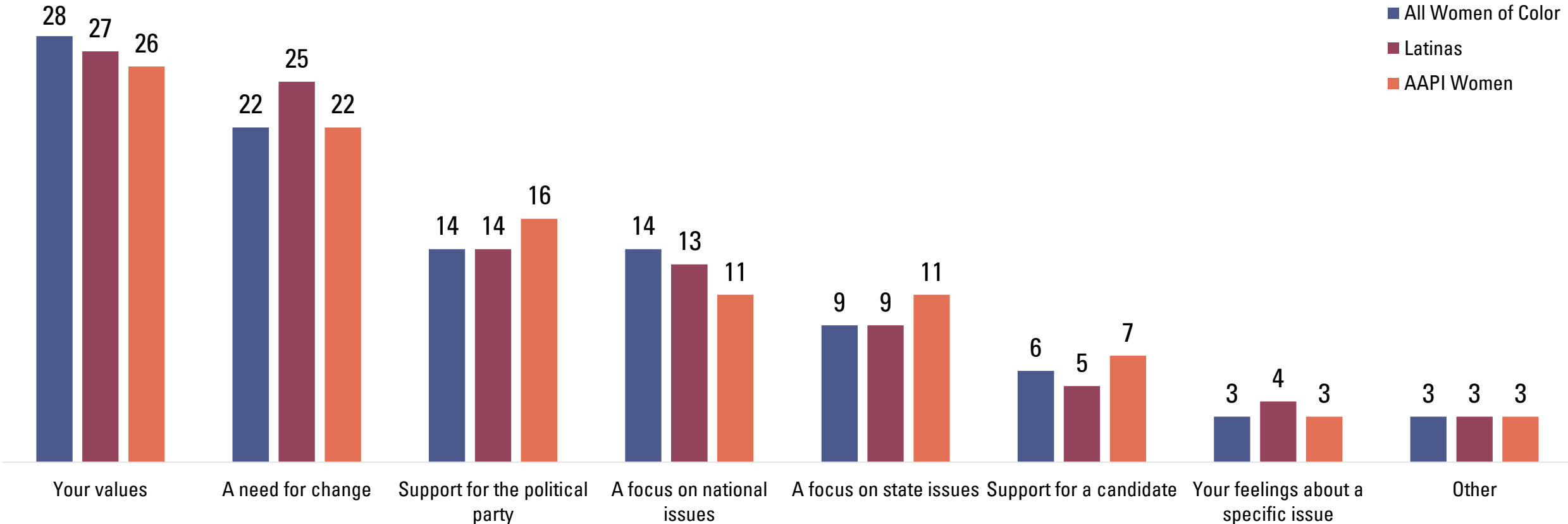
**2018 Vote Choices Represented – Among Those who Voted for a Democratic Member of Congress**



# Republican Voters Voted Their Values

More than one-quarter of Latinas and AAPI women who cast their vote in support of a Republican representative did so to reflect their values.\*

**2018 Vote Choices Represented – Among Those who Voted for a Republican Member of Congress**

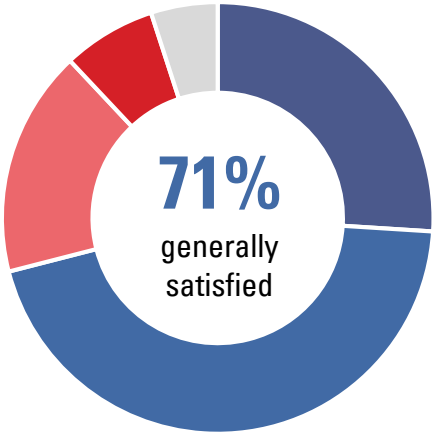


# Women of Color Voters Felt Generally Satisfied With Their Options

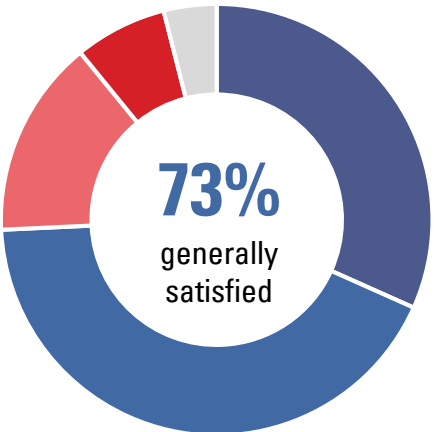
The choice of candidates on the ballot this November satisfied seven-in-ten women of color voters. However, **room for improvement exists.**

## Satisfaction with Choices of Candidates

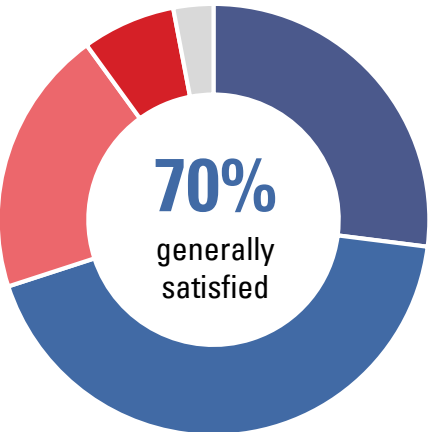
All Women of Color



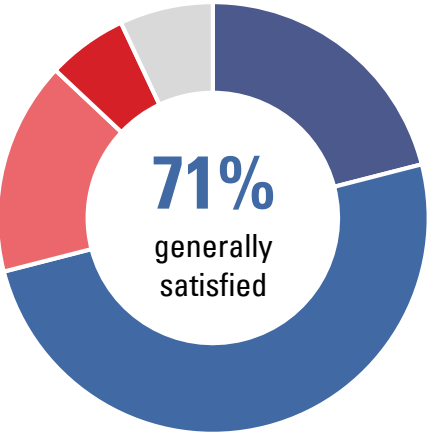
Black Women



Latinas



AAPI Women

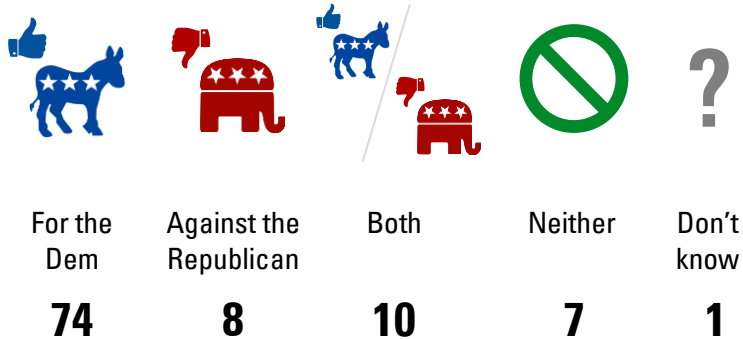


- Very satisfied
- Fairly satisfied
- Not too satisfied
- Not at all satisfied
- Don't know

# Democrats Earned Their Support – Women of Color Voters Were Voting For Rather Than Against

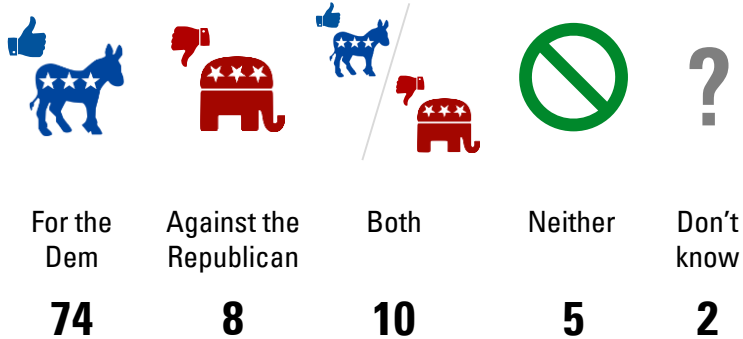
Roughly seven-in-ten women of color voters **cast their ballot decidedly in support of the Democratic candidate running, not solely as a reaction to or rejection of the Republican option.**

## Voted for Dem for U.S. Senate



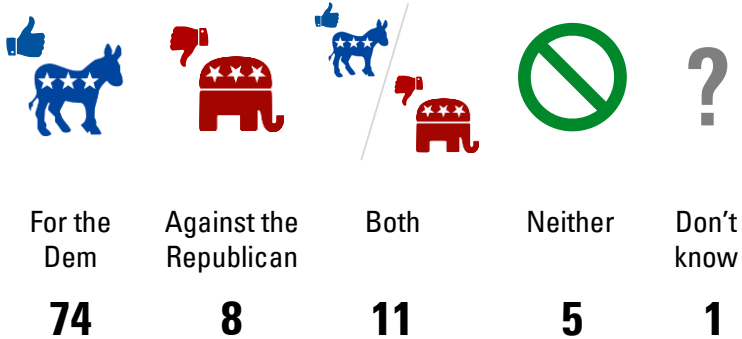
	Black Women	Latinas	AAPI Women
Voted for Dem	78	70	74
Voted against GOP	6	11	7
Both	10	11	10
Neither	5	6	8
Don't know	1	2	2

## Voted for Dem for Governor



	Black Women	Latinas	AAPI Women
Voted for Dem	76	72	75
Voted against GOP	7	11	8
Both	12	10	7
Neither	4	5	7
Don't know	1	2	3

## Voted for Dem for House of Representatives



	Black Women	Latinas	AAPI Women
Voted for Dem	78	71	74
Voted against GOP	6	10	9
Both	10	13	10
Neither	4	5	7
Don't know	1	1	1

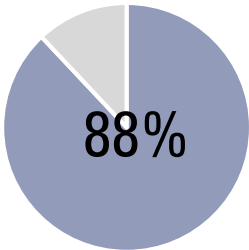
# However, More Visible Representation Wanted Among Candidates Running for Office

When asked, more than three-quarters of women of color voters would **like to see a greater number of women and candidates of color running for office**. Though a solid majority of all women of color voters feel this way, the intensity of these sentiments is **most pronounced among Black women voters**.

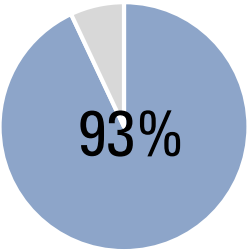
**% Agree**

“I’d like to see more women candidates running for office”

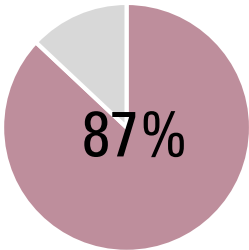
**All Women of Color**



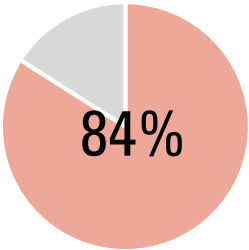
**Black Women**



**Latinas**

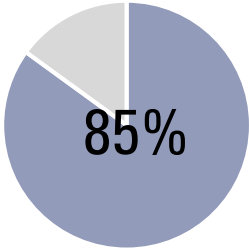


**AAPI Women**

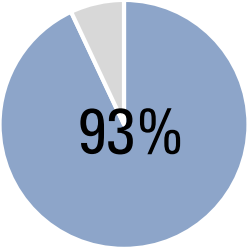


“I’d like to see more candidates of color running for office”

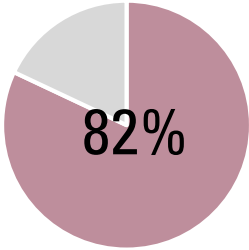
**All Women of Color**



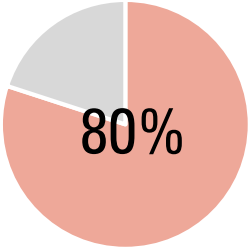
**Black Women**



**Latinas**



**AAPI Women**





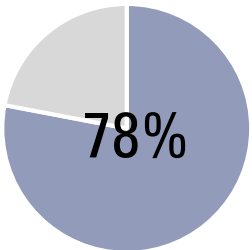
# Ignorance & Lack of Recognition that Women’s Experience is Intersectional are Both Problematic

Furthermore, candidates **fail to connect with women of color voters on issues important to them** and need to acknowledge that **women are not a monolith**. A solid majority of women of color voters want their representatives to **recognize how their priorities and experiences differ from those of white women**.

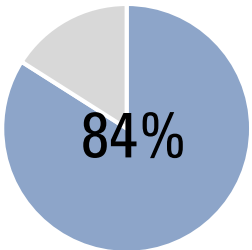
**% Agree**

“Too often, the candidates running for office fail to acknowledge what matters most to me”

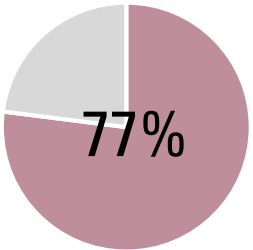
**All Women of Color**



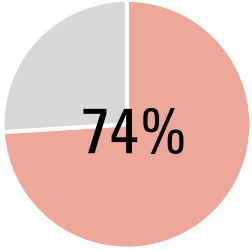
**Black Women**



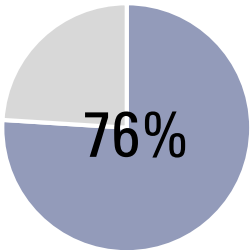
**Latinas**



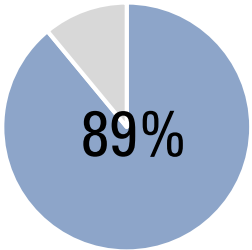
**AAPI Women**



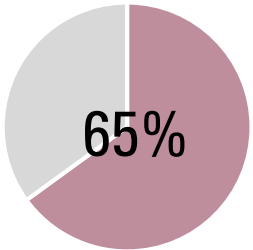
**All Women of Color**



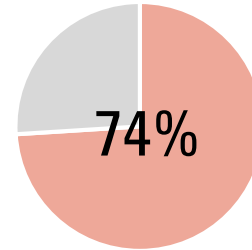
**Black Women**



**Latinas**



**AAPI Women**



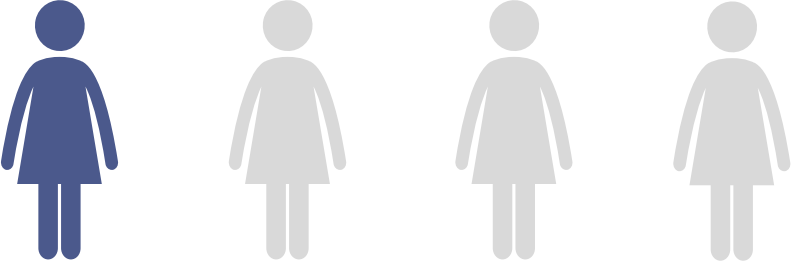
“As a woman of color, I want my elected officials to understand how my experience and my needs differ from their white women constituents”

# Doubts Pertaining to Accuracy of Election Results

Nearly one-quarter of women of color voters harbor concerns that their votes were counted accurately. **Significantly more Black women voters (31%), especially Black women voters in Florida, question whether their voice was heard and represented when they voted.**

## 1-in-4

women of color voters are not confident that their vote was counted accurately



	All Women of Color	Black Women	Latinas	AAPI Women
Yes	77	69	79	82
No / don't know	23	31	21	18

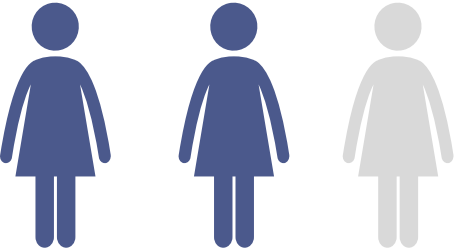
Those Who Most Question Whether Their Vote Was Counted Accurately	
Black women voters in FL	35%
Black women voters	31%
Never attend religious services	27%
Annual household income <\$50K	27%
Non-college educated women of color voters	26%
Voted early by mail	26%

# Election Day Not Without Issue

Roughly one-third of women of color voters faced challenges when voting. Though the main challenge is that they **were asked to provide or show a photo ID**, a range of challenges were felt.

## 2-in-3

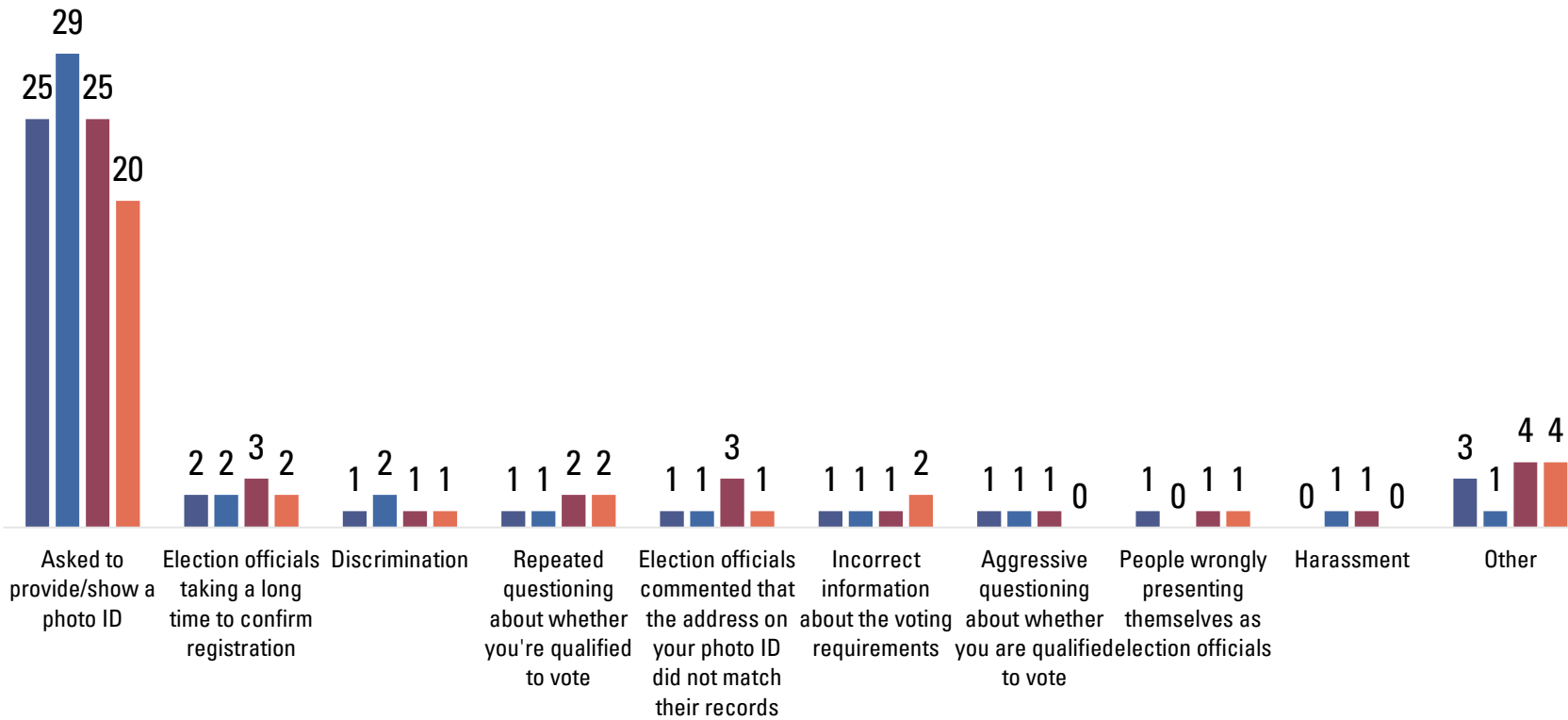
women of color voters did not experience any of the named issues voting



All Women of Color	67%
Black Women	64%
Latinas	65%
AAPI Women	72%

### Faced the Following When Voting

■ All Women of Color ■ Black Women ■ Latinas ■ AAPI Women



## Overarching Issue Priorities

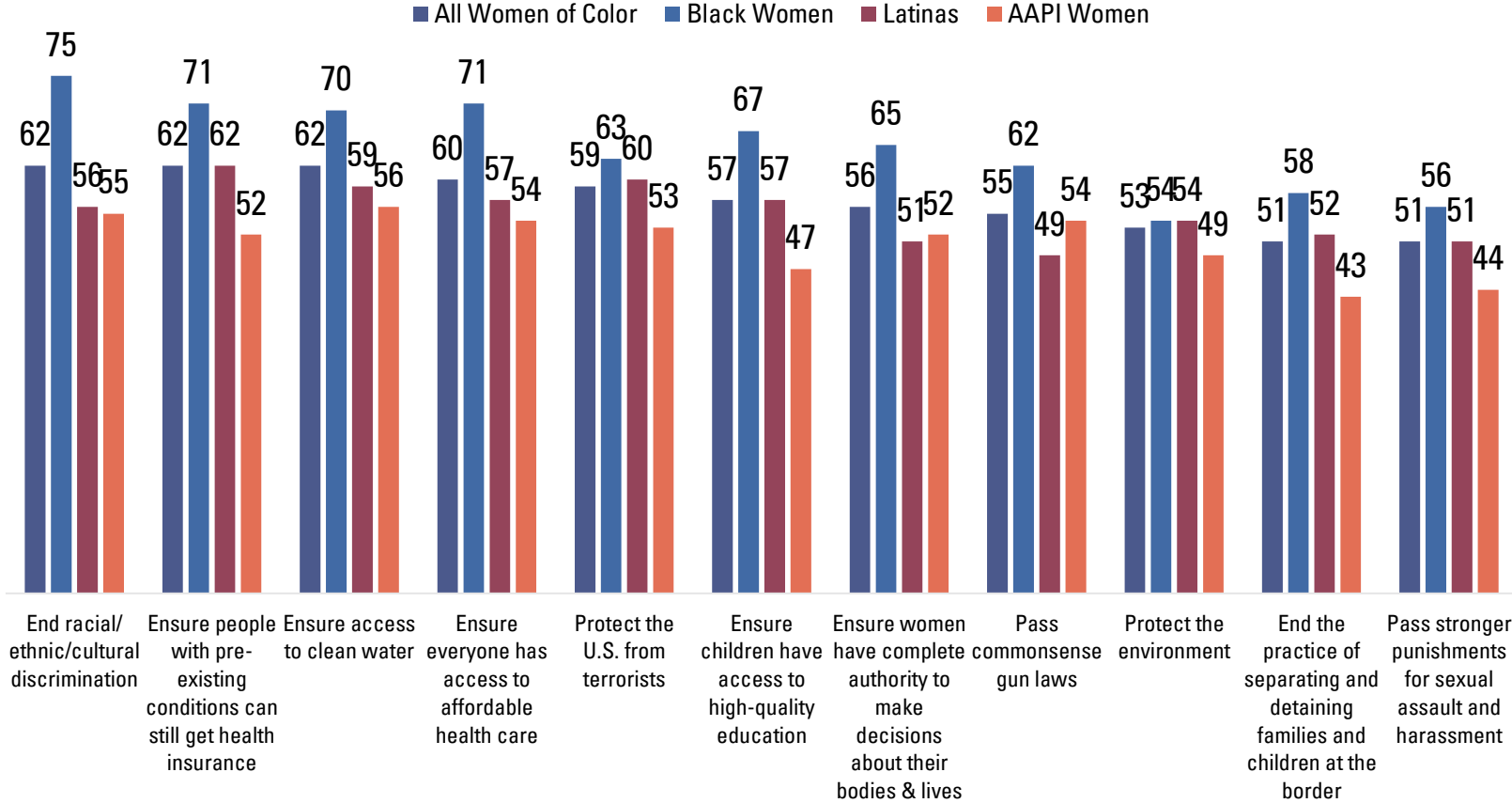
# Women of Color Voters' Priorities are Not Monolithic, But Common Ground Exists

Ensuring access to **clean water**, **health insurance-related concerns**, and **ending racial/ethnic/cultural discrimination** rank within the top three priorities across racial and ethnic lines.

## Top 3 Issues

	Black Women	Latinas	AAPI Women
★ 1	Ending racial/ethnic/cultural discrimination	Ensuring people with pre-existing conditions can still get health insurance	Ensuring access to clean water
★ 2	Ensuring people with pre-existing conditions can still get health insurance & ensuring everyone has access to affordable health care	Protecting the U.S. from terrorists	Ending racial/ethnic/cultural discrimination
★ 3	Ensuring access to clean water	Ensuring access to clean water	Ensuring everyone has access to affordable health care & passing commonsense gun laws

## % Extremely Important

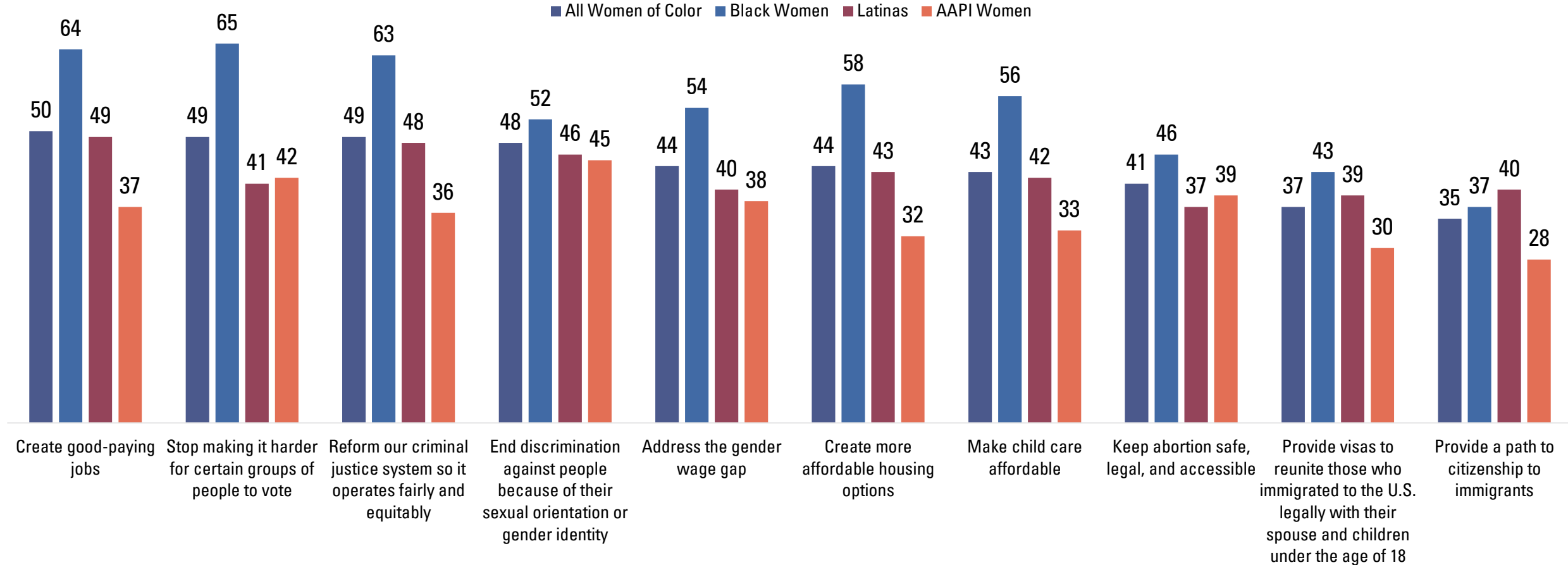




# Less Consensus About the Need for Action Exists on Other Issues

While other issues are important to women of color voters, they are **not at the top of their priority list for Congress to make headway on** over the next two years.

## Second-Tier Issues – % Extremely Important



# Critical that Elected Officials Not Assume Racial/Ethnic Groups Automatically Feel the Same

Women of color voters warn their elected officials against falling into the trap of thinking that those who share a specific race or ethnicity think the same.

**% Agree**

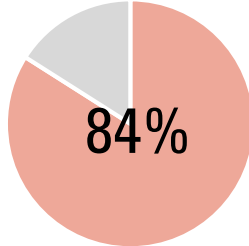
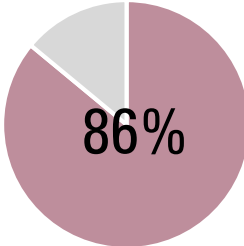
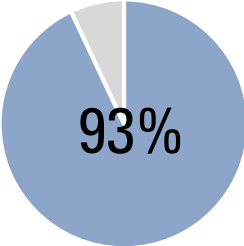
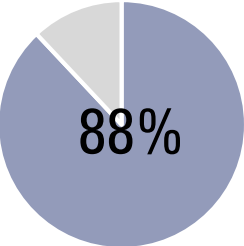
**All Women of Color**

**Black Women**

**Latinas**

**AAPI Women**

“Elected officials need to understand that there differences in the [INSERT RACE/ ETHNICITY] community – not everyone thinks the same”



# In Fact, Issue Priorities Vary by Life Stage, Education, Within Group

Again, while some common priorities unite women of color voters, they see a variety of issues as ripe for Congressional intervention.

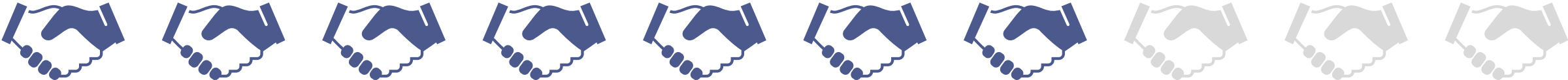
	Gen Z + Millennials	Gen X	Boomers & Older	Married	Unmarried	Non-College	College-Educated	Spanish-Speaking Latinas	English-Speaking Latinas	South Asian	Southeast Asian	East Asian	Dem	GOP	Ind
#1	Ensure access to clean water & end racial/ethnic/cultural discrimination	Ensure people with pre-existing conditions can still get health insurance	Protect the U.S. from terrorists	Protect the U.S. from terrorists	End racial/ethnic/cultural discrimination	Ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water	Protect the U.S. from terrorists	Ensure people with pre-existing conditions can still get health insurance	Pass commonsense gun laws	Ensure access to clean water	End racial/ethnic/cultural discrimination & ensure access to clean water	End racial/ethnic/cultural discrimination	Protect the U.S. from terrorists	Ensure access to clean water
#2	Ensure everyone has access to affordable health care	Ensure access to clean water	End racial/ethnic/cultural discrimination & ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water	Ensure people with pre-existing conditions can still get health insurance	Protect the U.S. from terrorists & end racial/ethnic/cultural discrimination	End racial/ethnic/cultural discrimination	Ensure children have access to high-quality education & ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water	Ensure access to clean water	End racial/ethnic/cultural discrimination	Protect the U.S. from terrorists	Ensure everyone has access to affordable health care	Ensure access to clean water	Ensure people with pre-existing conditions can still get health insurance
#3	Ensure children have access to high-quality education	Protect the U.S. from terrorists	Ensure access to clean water	Ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water & ensure everyone has access to affordable health care	Ensure access to clean water & ensure everyone has access to affordable health care	Ensure people with pre-existing conditions can still get health insurance & ensure everyone has access to affordable health care	Ensure access to clean water	Ensure everyone has access to affordable health care	Ensure everyone has access to affordable health care	Ensure everyone has access to affordable health care	Pass commonsense gun laws & ensure women have complete authority to make decisions about their bodies and lives	Ensure people with pre-existing conditions can still get health insurance	Pass stronger punishments for sexual assault and harassment	End racial/ethnic/cultural discrimination

# What Women of Color Voters Want? Compromise & Results

Congress should **put aside partisanship to achieve results.**

## 7-in-10

women of color voters want members of Congress to work together across the aisle and get results



	All Women of Color	Black Women	Latinas	AAPI Women
I want members of Congress to work together across the aisle and get results	72	71	72	72
I want members of Congress to stick to their principles and not compromise on issues that are important	23	23	24	21
Don't know	5	6	4	6

# Members of Congress Should Expect to Be Under a Microscope

**Failing to deliver** on the issues that women of color voters care about **could come with consequences**. Women of color voters admit they **will be watching their elected officials more closely** than they have in the past.

## 6-in-10

women of color voters will be watching their elected officials in Congress more closely compared to previous elections



	All Women of Color	Black Women	Latinas	AAPI Women
More closely	62	68	62	56
About the same	30	26	29	36
Less closely	4	4	5	4
Don't know	4	2	4	4

# Reproductive Rights

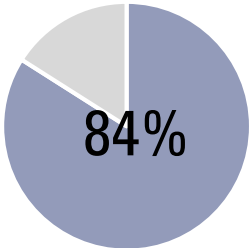
# Want Candidates to Respect Their Autonomy Over Their Reproductive Health

Not only do women of color voters agree that candidates should support women making their own decisions about their reproductive health, **majorities across races and ethnicities strongly agree.**

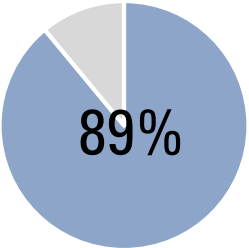
**% Agree**

“It’s extremely important to me to vote for candidates who support women making their own decisions about their reproductive health”

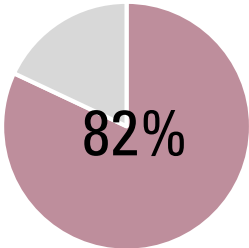
**All Women of Color**



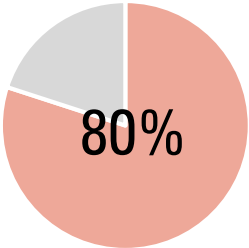
**Black Women**



**Latinas**



**AAPI Women**



# Near Unanimity that Giving Women Control Over Reproduction Produces Positive Outcomes

**Asian women voters** are more likely to attach **specific advantages** to giving women control over if, when, and how she has children even more so than women of color voters overall.

## 9-in-10

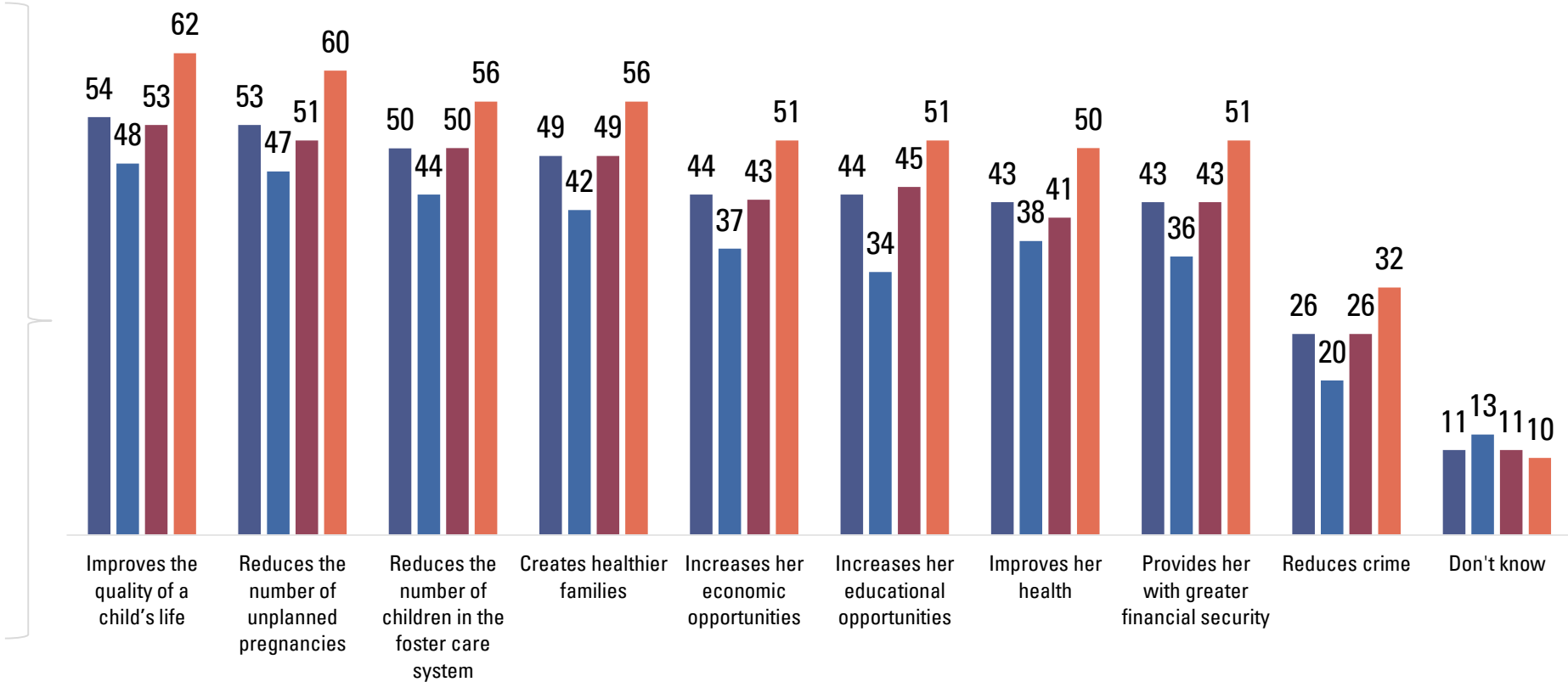
think that a woman being able to control if, when, and how she has children provides individual and societal benefits.



All Women of Color	90%
Black Women	87%
Latinas	89%
AAPI Women	93%

## How Women & Society Thrive With Agency Over Reproductive Decisions

■ All Women of Color ■ Black Women ■ Latinas ■ AAPI Women





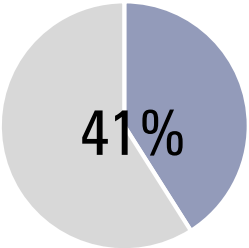
## Language and Media Use

# Number of Women of Color Voters Multilingual

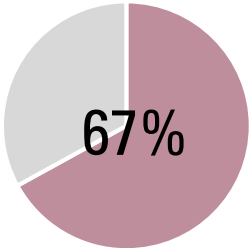
Two-thirds of Latina voters and roughly half of AAPI women voters speak a language other than English at home.

## % Speak Language Other than English

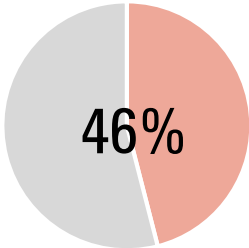
All Women of Color



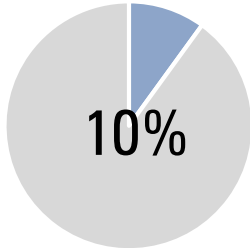
Latinas



AAPI Women



Black Women

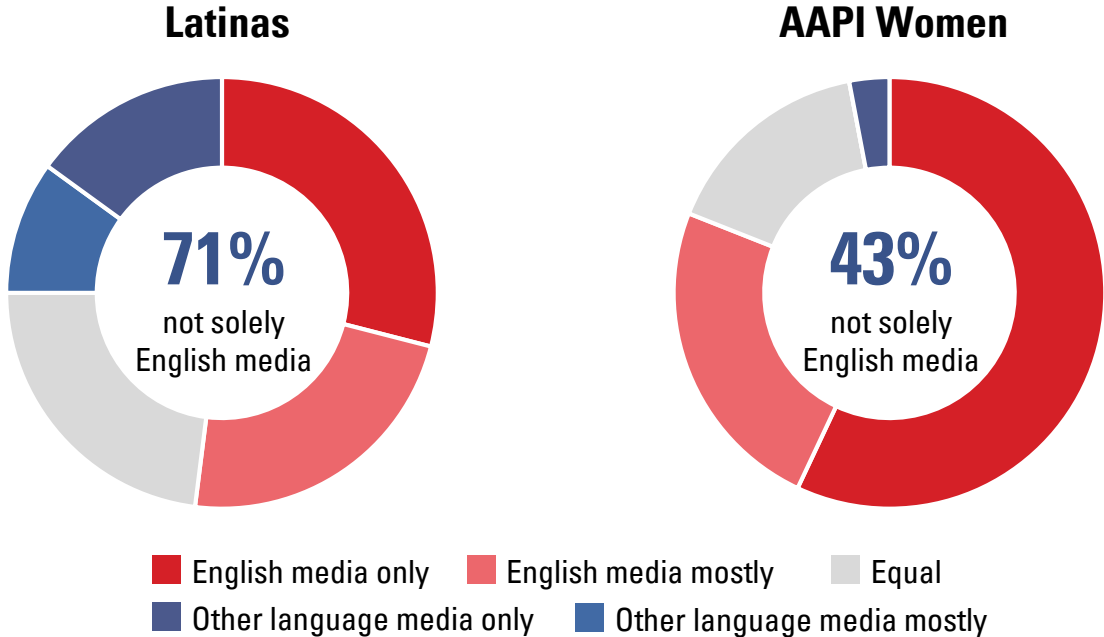


# Use and Source of In-Language Media

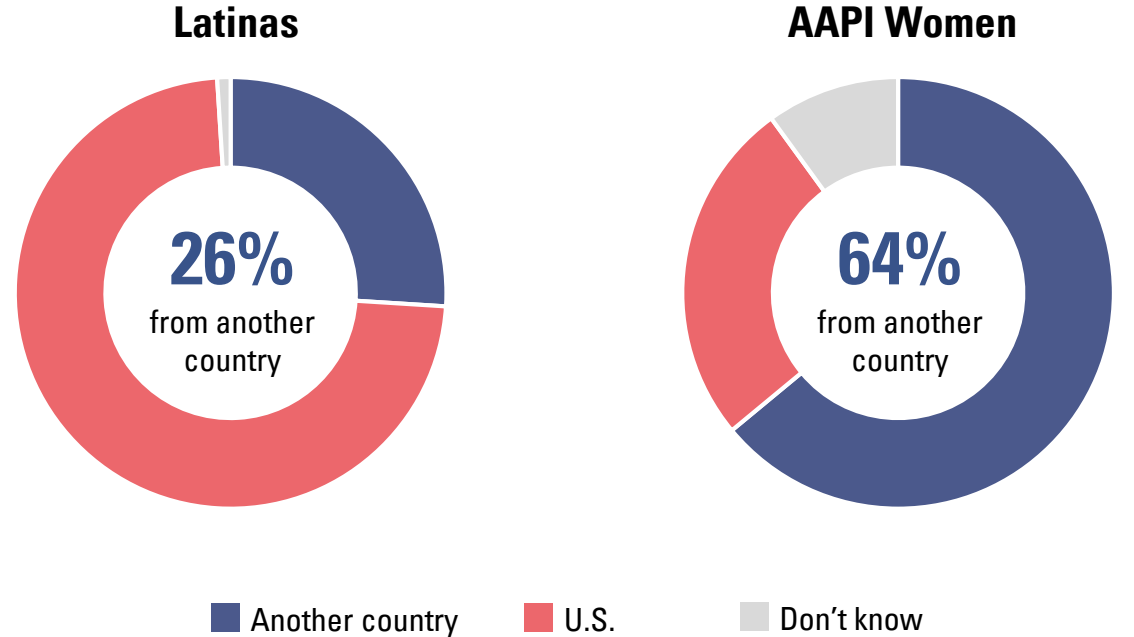
Six-in-ten AAPI women voters who speak a language other than English at home note that they consume English media only. When they do consult in-language news, they turn to news produced in another country.

Seven-in-ten Latina voters who speak a language other than English at home watch and listen to news and entertainment in another language, though most note that the news is produced in the U.S., but is in Spanish.

## Language Media Consumed In – Among Those Who Speak Multiple Languages



## When Consuming In-Language Media, Where is it From? – Among Those Who Speak Multiple Languages



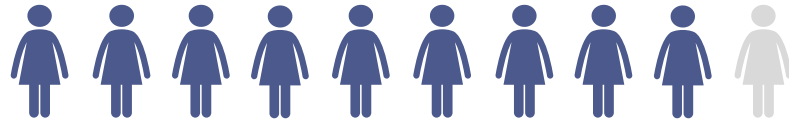
# State Synopses

# Florida Takeaways

Floridian women of color voters knew they would vote on Election Day.

**9-in-10**

or more were **“absolutely certain”** they would vote.



FL Black Women	90%
FL Latinas	92%
FL AAPI Women	96%

Voting was not the only way FL women of color voters engaged. They were also **more likely to have watched a political debate** or to have **donated to an organization, cause, charity, or political candidate**.

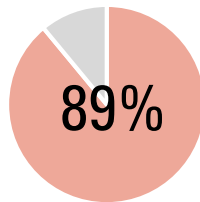
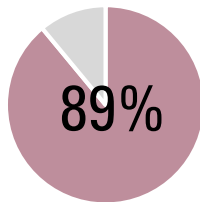
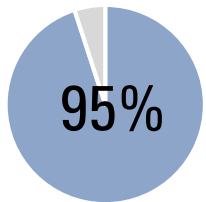
They felt the stakes were too high not to – FL Black women voters, especially.

FL Black Women

FL Latinas

FL AAPI Women

% Agree



But Black women voters in Florida are the most likely – both in the state, and out of every group nationwide – to question whether or not their votes were counted accurately.



Health care unites FL women of color voters and tops their issue priorities for the 116<sup>th</sup> Congress.

	FL Black Women	FL Latinas	FL AAPI Women
#1	End racial/ethnic/cultural discrimination	Protect the U.S. from terrorists	Ensure people with pre-existing conditions can still get health insurance
#2	Ensure people with pre-existing conditions can still get health insurance & ensure everyone has access to affordable health care	Ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water
#3	Ensure access to clean water	Pass stronger punishments for sexual assault and harassment & ensure access to clean water	Ensure children have access to high-quality education

Floridian women of color voters want Congress to work together.

More than **7-in-10** think members should work across the aisle to deliver.



FL Black Women: 72%	FL Latinas: 75%	FL AAPI Women: 70%
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And they'll be watching.

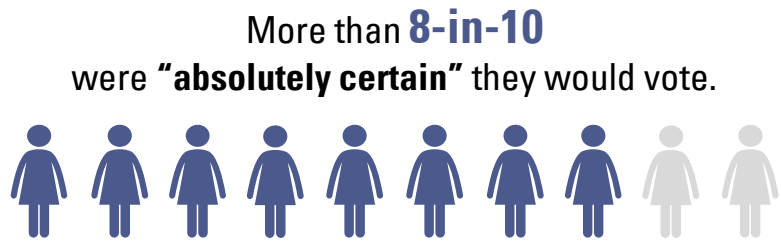
More than **6-in-10** will be watching their elected officials more closely.



FL Black Women: 69%	FL Latinas: 64%	FL AAPI Women: 69%
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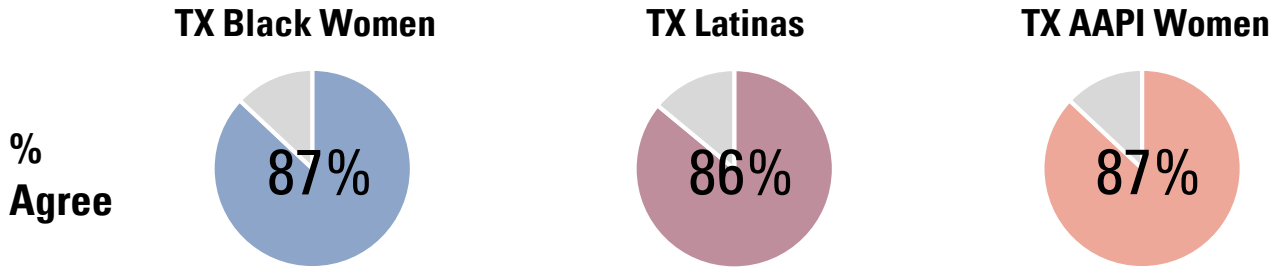
# Texas Takeaways

Texan women of color voters knew they would vote on Election Day.



TX Black Women	86%
TX Latinas	88%
TX AAPI Women	84%

They equally felt the stakes were too high not to.



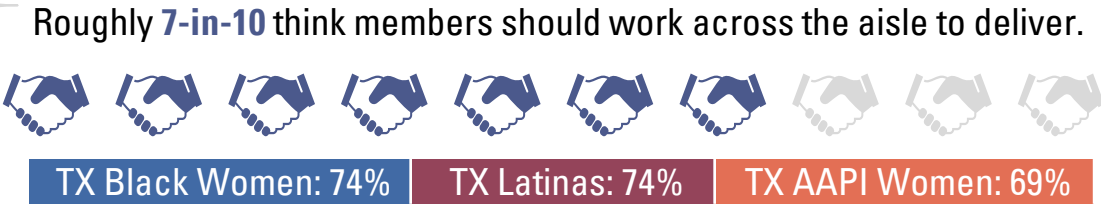
Half of TX women of color voters say that they experienced one of the issues outlined when voting. Most noted the state's voter ID laws, considered among the strictest in the nation.



Access to clean water unites TX women of color voters and tops their issue priorities for the 116<sup>th</sup> Congress.

	TX Black Women	TX Latinas	TX AAPI Women
#1	End racial/ethnic/cultural discrimination	Ensure children have access to high-quality education & ensure people with pre-existing conditions can still get health insurance	Ensure access to clean water
#2	Ensure access to clean water	Protect the U.S. from terrorists	End racial/ethnic/cultural discrimination
#3	Ensure everyone has access to affordable health care	Ensure access to clean water	Protect the U.S. from terrorists

Texan women of color voters want Congress to work together.



And they'll be watching.

