SHE’S THE DIFFERENCE:
THE POWER OF OLDER BLACK WOMEN VOTERS

MARCH 2020
Key Findings

Black women voters ages 50 and older have strength in numbers going into the 2020 election, but there’s still ample opportunity to make an impression on their vote

• Nearly all (94%) are likely to vote in the 2020 election and 44% plan to vote early or by mail
• Nearly 3 in 4 (74%) haven’t made up their mind on who they’ll vote for in 2020

Dissatisfied with national leadership, they’re ready for change and looking for leaders with empathy and experience

• Over half (56%) have an unfavorable opinion of national leadership
• They give leaders failing grades on dealing with issues that matter most to them and their families, such as prices rising faster than income
• About half (49%) would prefer an experienced candidate over one that brings fresh perspective (35%); “trustworthy” and “ethical” are top qualities black women voters 50+ think are important for leaders
• A third (36%) feel they do not have a voice in the political process

Leaders need to bring women of color into the conversation on affordable healthcare; it is the leading national issue for black women voters ages 50 and older

• 4 in 10 (41%) cannot afford to pay for their healthcare
• 7 in 10 (70%) feel older people pay too much for healthcare compared to others
Key Findings Continued

Politicians should think about how they can boost older black women voters’ confidence in the economy and access to affordable healthcare

• Older black women voters say the economy is on the wrong track (69%), and only 29% think their personal financial situation will improve in the next 12 months
• Lack of confidence in the future of the economy is negatively affecting their personal outlook on retirement (52%)
• 3 in 10 (30%) say “affording the healthcare I need” has negatively affected their well-being

At the end of the day, black women voters ages 50 and older want a future in which all can thrive, but they’re concerned about the world they’ll leave behind

• 7 in 10 (72%) worry about the world that they may leave behind
• 6 in 10 (63%) say that racial equality is the American value/right that is most endangered today
• Making sure people of all races and ethnicities are treated equally is the #1 thing black women voters 50+ wanted to leave behind for future generations
The power of the black women 50+ vote is very strong for 2020

Likelihood to vote in the next election:

94% Likely

2020

87% Very likely
But today, their vote is still very much up for grabs

74%

Haven’t made up their mind on who they’ll vote for in 2020

If the 2020 election were held today...

- 85% of Black women voters ages 50 and older are mostly decided on voting for the Democratic party nominee
- Just 4% would vote for Trump, and 9% of Black women voters ages 50 and older are unsure if they would vote for Donald Trump or the Democratic nominee

The next major election is about one year from now. When do you think you will make your decision on who you will vote for in November 2020?

If the election for President were held today, which candidate would you vote for?

* Top 5 Democratic Nominees shown on slide
50+ Black women voters are informed

Which of the following, if any, have you done in the past 12 months?
* Only showing top 5 actions taken in the past 12 months

<table>
<thead>
<tr>
<th>Actions Taken in the Past 12 Months*</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly consumed other media (e.g., news broadcasts)</td>
<td>31</td>
</tr>
<tr>
<td>Regularly read local and national publications via the internet</td>
<td>26</td>
</tr>
<tr>
<td>Regularly read local and national publications</td>
<td>22</td>
</tr>
<tr>
<td>Attended a public meeting on town or school affairs</td>
<td>9</td>
</tr>
<tr>
<td>Wrote or called any politician at the local, state, or national level</td>
<td>7</td>
</tr>
<tr>
<td>Served on a committee or as an officer for a local organization</td>
<td>7</td>
</tr>
</tbody>
</table>
But leaders need to find ways to reach older black women voters

They are leaning on **third party sources** more than direct candidate communications for voting decisions.

<table>
<thead>
<tr>
<th>Top Sources of Information to Inform Voting Decisions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Talk shows (TV, radio, online)</td>
<td>58</td>
</tr>
<tr>
<td>Press releases/Press conferences from the candidate</td>
<td>27</td>
</tr>
<tr>
<td>Friends and family</td>
<td>21</td>
</tr>
<tr>
<td>Mentions or discussions in the media</td>
<td>17</td>
</tr>
<tr>
<td>Public meetings or discussions</td>
<td>15</td>
</tr>
<tr>
<td>Communications, correspondence, or publications from the candidate, including online communication</td>
<td>15</td>
</tr>
<tr>
<td>Advertising</td>
<td>13</td>
</tr>
<tr>
<td>Experts/Academics in politics</td>
<td>12</td>
</tr>
<tr>
<td>Candidate website</td>
<td>9</td>
</tr>
</tbody>
</table>

*Where do you get your information to inform your voting decisions?*
Black women voters ages 50 and older give leaders failing grades on dealing with issues that matter most

56%

Have an unfavorable opinion of national leadership*

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Elected Officials Report Card

Key Women’s Issues 2020

<table>
<thead>
<tr>
<th>% Giving elected officials a failing grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices rising faster than income</td>
</tr>
<tr>
<td>The opioid epidemic</td>
</tr>
<tr>
<td>High costs of healthcare and prescription drugs</td>
</tr>
<tr>
<td>Rising housing costs</td>
</tr>
<tr>
<td>College affordability and student debt</td>
</tr>
</tbody>
</table>

*Simple average of Congressional Republicans, Congressional Democrats, and President

How would you grade elected officials on dealing with each of these issues?
They’re looking to leaders with local values; trusted and ethical top the list of qualities leaders must possess

Black women voters ages 50 and older are more favorable towards local leadership and institutions that help others:

In general, do you have a favorable or unfavorable opinion for each of the following? % Favorable

- 80% Medical Doctors
- 58% My Local Government
- 57% My State Government
- 58% My Member of Congress

Top qualities Black women voters 50+ think are important for leaders:

- Trusted: 45%
- Ethical: 33%
- Respectful: 30%
- Cares about people like me: 29%
- Intelligent: 27%

Considering the following traits, which do you feel are the most important for a leader to possess?
They’re looking to leaders with experience and for women to lead

Older black women voters prefer experience over fresh perspective…

<table>
<thead>
<tr>
<th>Prefer candidate with…</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>49</td>
</tr>
<tr>
<td>Fresh perspective</td>
<td>35</td>
</tr>
</tbody>
</table>

Many older black women voters agree that…

<table>
<thead>
<tr>
<th>Statement</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate America would benefit with more women in leadership</td>
<td>76</td>
</tr>
<tr>
<td>The country would benefit from a female president</td>
<td>68</td>
</tr>
</tbody>
</table>

In general, and thinking about the next election, which of the following is closer to your view? How much do you agree or disagree with the following statements?
Leaders need to tap into the older black women voters’ mindset on healthcare

**Most Important Issues Facing the Country**

- Healthcare: 39%
- Guns: 30%
- Crime and Drugs: 21%
- Race Relations: 19%
- Economy and Jobs: 18%
- Corruption: 14%
- Terrorism/National Security: 14%
- Retirement Security: 14%

*Thinking broadly, what would you say are the most important issues facing the country today?*
Because today, women are the family CHO (chief healthcare officer)

Black women voters 50+ are carrying the weight of their family’s healthcare responsibility

- 90% are sole or joint healthcare decision makers in the family
- 52% prioritize the health of their family over their own
- 56% say, "If I didn’t manage the health of my household, it wouldn’t get done"

68% are sole decision makers
Older black women voters are impacted by rising healthcare costs

4 in 10
Cannot afford to pay for their health care...

…forcing black women voters 50+ to do things they never planned on...

<table>
<thead>
<tr>
<th>Action</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipping medical care because it was too expensive</td>
<td>22</td>
</tr>
<tr>
<td>Going into debt because of high medical costs</td>
<td>14</td>
</tr>
<tr>
<td>Putting their own care at risk to prioritize the health of a loved one</td>
<td>13</td>
</tr>
<tr>
<td>Rationing Rx medications due to high costs</td>
<td>13</td>
</tr>
<tr>
<td>Sacrificing care to choose a less expensive insurance plan</td>
<td>10</td>
</tr>
</tbody>
</table>
Rising health costs have negative effects on well-being

Nearly three-fifths (56%) of older black women voters say insurance does not adequately cover mental health issues, and nearly one-third (30%) say affording their healthcare has negatively affected their well-being.

Black women voters 50+ say it’s time to break the stigma and start talking about mental health.

For many of them, it’s a deeply personal issue.

“I wish people my age were more open to discussing mental health issues”
74%

“There is a stigma for older people who have mental health issues”
69%

“I could have used more emotional support this year”
48%

“I often feel lonely or isolated”
31%

Implication for Politicians:
It’s time to address mental health for 50+
The well-being of older black women who care for loved ones is especially at risk, and they’re searching for more support from employers.

Thinking about their personal experience or what they’ve heard about being a family caregiver, they are stressed out and feeling isolated:

- 84% agree “I frequently worry about the welfare of my loved ones”
- 81% agree “Family caregivers who also work get burnt out at both ends”
- 61% agree “I feel like I’m facing everything on my own”
- 59% agree “Caregiving is hard and only family caregivers get it”
- 59% agree “I never have enough time in the day”
- 53% agree “I often find it hard to rest mentally and physically”

52% Black women voters 50+ would switch jobs to work at a company that provided better policies for family caregivers.
Overall, older black women voters are looking for solutions that prioritize patient health over profits

They think older people are more disadvantaged by rising healthcare costs

- 7 in 10 (70%) feel older people pay too much for healthcare compared to others
- 8 in 10 (81%) say those with pre-existing conditions should not have to pay more

Almost half (46%) have an unfavorable opinion of Rx drug companies

They blame the prioritization of profits over patient health for rising health care costs on...

- 56% drug companies charging too much
- 45% health insurance companies prioritizing profits over patient’s health
- 24% doctors and hospitals taking advantage of the system
Older black women voters have a cautious outlook on the economy

They don’t think that the economy is working well for the country or them personally

“The American economy is on the wrong track”
69%

“Economy is not working well for me personally”
50%

Some Black women voters age 50+ are optimistic

29% think their personal financial situation will improve in the next 12 months
Lack of confidence in the economy is dragging down retirement outlook

Older black women voters’ lack of confidence in the economy affects their personal outlook on retirement

- Half (51%) are not very or not at all confident they will have enough money to live comfortably during retirement

Why are you not confident you will be able to live comfortably in retirement?

52%

“I’m not confident in the economy”
Politicians should start thinking about how they can bolster black women’s confidence in the economy

Today, the majority of 50+ black women voters give elected officials a D/F grade on their ability to handle key economic indicators:

<table>
<thead>
<tr>
<th>Economic Issue</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High cost of health care and Rx drugs</td>
<td>78</td>
</tr>
<tr>
<td>Prices rising faster than income</td>
<td>78</td>
</tr>
<tr>
<td>Rising housing costs</td>
<td>75</td>
</tr>
<tr>
<td>Future of Social Security</td>
<td>73</td>
</tr>
<tr>
<td>The opioid epidemic</td>
<td>71</td>
</tr>
</tbody>
</table>

Lack of confidence in Social Security is driving down overall confidence to retire

- 68% say they’re not confident because Social Security is not enough to make ends meet (and 67% of older black women voters currently or plan to rely on Social Security as they get older)

Health care costs are dimming retirement prospects too

- 31% are not confident about retirement because their health care costs are very expensive

Thinking about their personal experience or what they’ve heard about being a family caregiver, older black women voters are worried about the financial implications of being a caregiver

- 7 in 10 (69%) frequently worry about their financial situation
Black women voters 50+ are worried about the world they may leave behind

While 81% think their generation has done good things for the country, they are also worried about the future for younger generations.

72% Agree

“I worry about the world that I may leave behind”

American values, rights, and institutions black women voters 50+ feel are most endangered:

<table>
<thead>
<tr>
<th>Institution</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial equality</td>
<td>63</td>
</tr>
<tr>
<td>Women’s right to choose</td>
<td>31</td>
</tr>
<tr>
<td>America’s standing in the world</td>
<td>24</td>
</tr>
<tr>
<td>Freedom of speech</td>
<td>18</td>
</tr>
</tbody>
</table>
They want to leave a better world for future generations

I want to leave a world in which…

- People of all races and ethnicities are treated equally (61%)
- All people can afford the healthcare they need (43%)
- No one goes hungry (40%)
- Nobody lives in fear of violence (35%)
- The gap between rich and poor is closed (24%)
2020: Who will be the difference?

They are showing up: Over 9 in 10 are likely to vote; 87% are very likely to vote

They are ready for some positive change: Nearly 7 in 10 (69%) say the American economy is on the wrong track and more than half (56%) have an unfavorable opinion of national leadership

There is still an opportunity to make an impression: Nearly 3 in 4 haven’t made up their mind on who they’ll vote for in 2020

She will be the difference
Methodology

- Online non-probability panel survey among U.S. registered voters ages 50+
- N=3,151. Quotas were set based on race and Hispanic ethnicity
  - Of which, n=1,924 female voters ages 50+
  - With n=485 black female voters ages 50+
- Fielded November 8, 2020 – November 25, 2020
- The data were weighted to the U.S. population ages 50+ by education, gender by age, race, Hispanic ethnicity, marital status, census division, household income, household size, and employment status to population benchmarks from the March 2018 Current Population Survey (CPS). Hispanic respondents were also weighted by language proficiency to benchmarks from the 2015 Pew Research Center Hispanic Trends Survey. Propensity score weighting was also used to adjust for respondents’ propensity to be online. Raked weights were estimated using Random Iterative Method (RIM) weighting.
MORE INFORMATION?

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