

Positioning voters of color to send a message in Virginia

Black PAC

Baseline Poll Findings
Minority voters in Virginia
August 2017

Methodology

Key findings from a survey of 1031 voters of color registered in Virginia that include 610 Black voters, 220 Latino voters, and 201 AAPI voters. The survey was conducted between August 29th – September 2nd 2017 by telephone using professional telephone interviewers. The sample was drawn randomly from voter file and respondents were contacted using both landlines and cell phones. The data was weighted slightly to reflect the actual proportional representation of each cohort, as well by gender, age, and region. The margin of error for this survey is +/- 2.9%.

Key Groups

Target Group	Description
Black	Black voters in Virginia
Latino	Latino voters in Virginia
AAPI	Asian and Pacific Islander voters in Virginia
3 rd /No Vote	Voters of color in Virginia that voted 3 rd Party, or did not vote in the 2016 Presidential election
Surge	Voters of color that have participated in presidential elections but not gubernatorial elections
Shift	Voted who originally reported less vote likelihood (0-7) but shifted to top box likelihood (8-10) post-positive messaging

Key Findings

Context and Participation

- In the face of rising white nationalism, minority voters in Virginia are anxious about the safety and well being of their communities and want to send a message this year with their vote that they won't be silent and intimidated. A majority of minority voters in Virginia feel under attack and think it's more important than ever to vote.
- There is a broad increased racial consciousness amongst all racial groups. Latino voters in particular express a high level of racial anxiety that is reflected in their issue priorities and political activity.
- Latino voters over index on racial anxiety issues, are most likely to feel under attack, and naturally prioritize immigration and safety issues. Latino women in particular are exceedingly anxious (almost 100% top box) on issues of minority justice and safety.
- 3rd Party/younger voters remain broadly more disillusioned and express the lowest vote likelihood. Independents in particular are under selecting Democratic candidates and under indexing on their vote likelihood.
- Black voters are also demonstrating lower vote likelihood. Black women, the most likely voter in America during the Obama years, are currently trailing notably behind their counterparts on vote likelihood. We must act aggressively to significantly change this current dynamic in order for Democrats to be successful.

Candidates and Positioning

- Currently, Northam at the top of the ticket is underperforming McAuliffe's election day mark amongst African American voters. Fairfax and Herring are also under performing and are broadly still not well defined among the Old Dominion's voters of color. Progressives will need to aggressively change the enthusiasm dynamic by better positioning and defining our statewide candidates around the issues and concerns most important to these voters or we will lose Virginia.
- Across the board candidates are also experiencing the greatest support lag from Independent and younger minority voters in particular.

Key Findings

Issues and Messaging

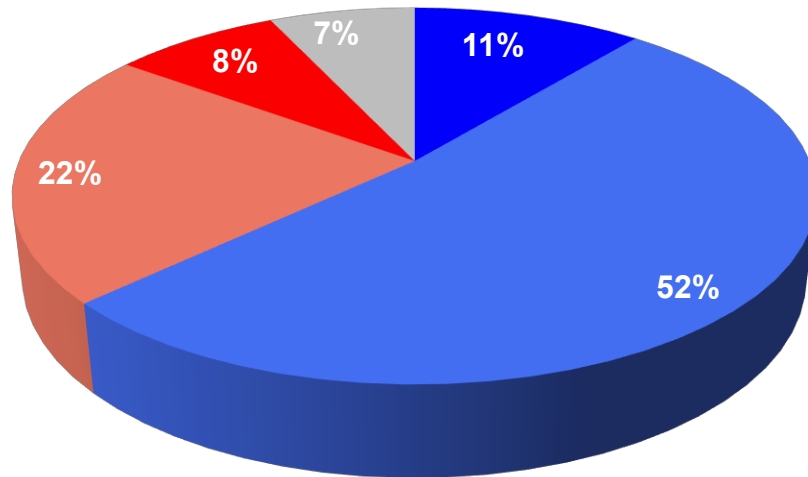
- Democrats cannot ignore the strong racial issue concerns and context of these voters if they hope to strongly mobilize them. Broadly, respondents expressed angst with the racial specific issues confronting their community, further demonstrating increased racial anxiety. The racial issues besieging community's of color are now competing with and in many ways trumping conventional general election issues.
- Securing access to quality education for children of color, making minority's feel safer, standing firmly against white supremacist and other hate groups, fighting discrimination, protecting voting rights along with working to reform policing are central issues for minority voters in Virginia.
- Amongst the conventional general issues, again improving public education, reducing crime and violence, job creation and wage growth, greater access to affordable healthcare, and protecting a woman's reproductive rights were top issue concerns.
- Currently nearly a 3rd of millennial voters of color in Virginia are identifying as Independents (40 percent of AAPI voters identify as Independent), without serious efforts at Party building among a key foundational cohort of the Obama coalition, long term Democrats face a shrinkage of their base vote. While they are broadly and strongly rejecting the GOP, younger voters of color are less warm toward Democrats than older voters of color. And particularly for younger voters of color, racial justice issues are a resounding central focus.
- Progressives and Democrats will need a full scale persuasion program around their issues and desires, this is not about GOTV, to better define our candidates and mobilize these critical coalition voters for the important coming election.

Political Climate

Majority of voters are very satisfied with the direction that Virginia is going

Q12: Now, thinking about the direction the state of Virginia is headed in, are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the direction in which Virginia is headed?

Direction of Virginia



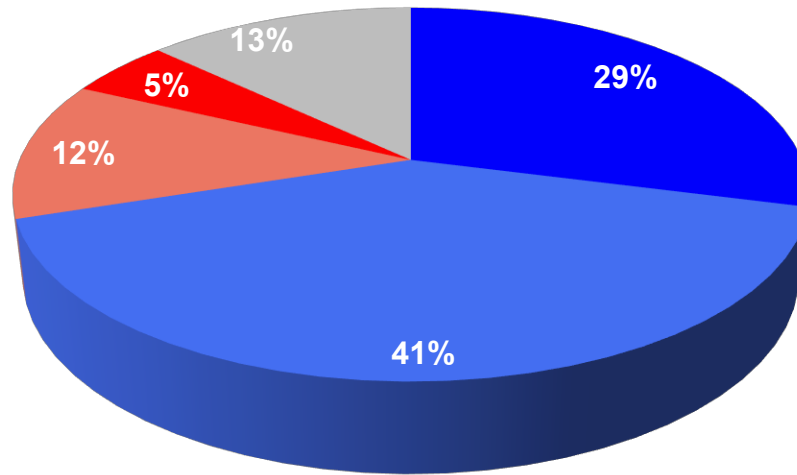
■ Very satisfied
 ■ Satisfied
 ■ Dissatisfied
 ■ Very dissatisfied
 ■ DK/Ref

	Total	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Total Satisfied	63%	64%	61%	61%	59%	61%	67%
Total dissatisfied	30%	30%	30%	26%	28%	31%	23%

They also approve of McAuliffe's job performance though lacking intensity

Q37. Generally speaking, do you approve or disapprove of the way Terry McAuliffe is handling his job as governor? And is that strongly approve/disapprove or somewhat approve/disapprove?

McAuliffe Job Approval



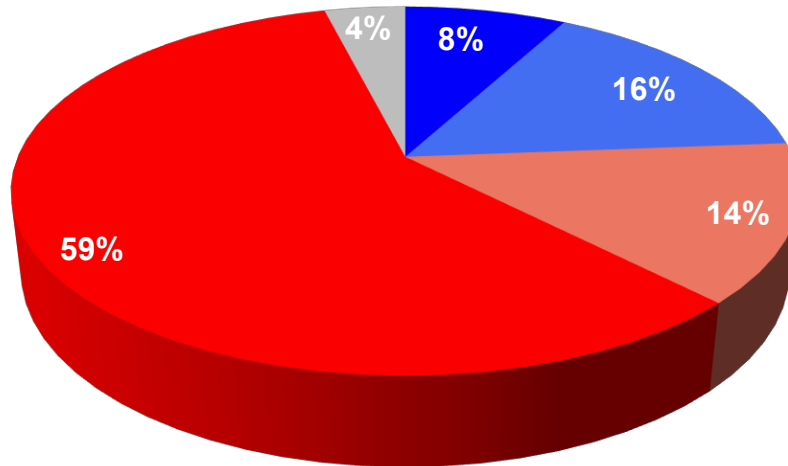
■ Strongly approve ■ Somewhat approve ■ Somewhat disapprove ■ Strongly disapprove ■ Dk/Ref

	Total	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Approve	70%	74%	60%	63%	64%	65%	68%
Disapprove	17%	17%	19%	16%	15%	19%	14%
DK/Ref	13%	9%	21%	20%	21%	16%	18%

An overwhelming majority of voters of color **strongly** disapprove of Trump’s job performance

Q38. Generally speaking, do you approve or disapprove of the way Donald Trump is handling his job as President? And is that strongly approve/disapprove or somewhat approve/disapprove?

Trump Job Approval



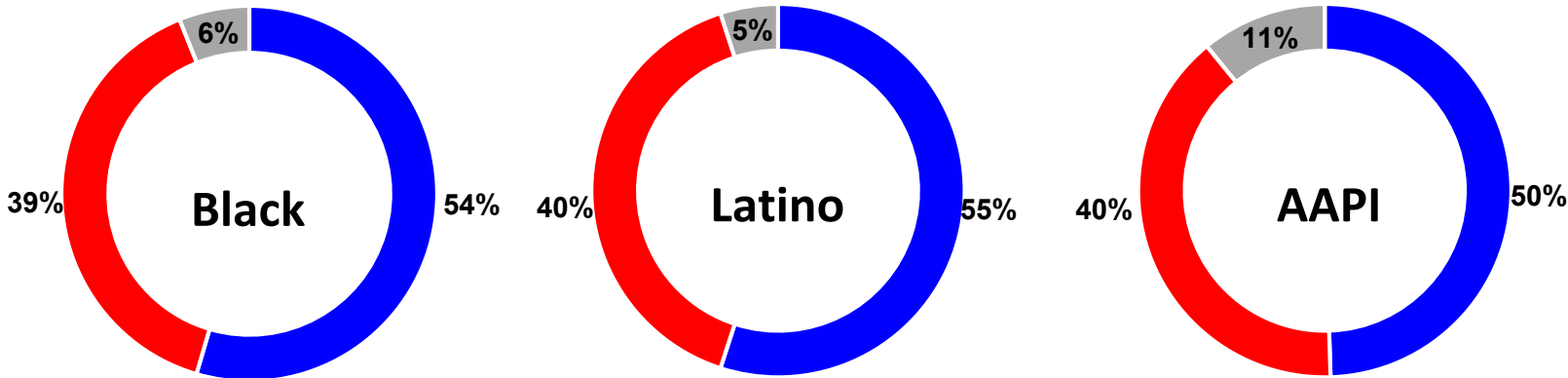
■ Strongly approve ■ Somewhat approve ■ Somewhat disapprove ■ Strongly disapprove ■ Dk/Ref

	Total	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Approve	24%	27%	15%	25%	29%	24%	29%
Disapprove	72%	70%	82%	69%	62%	71%	66%
DK/Ref	4%	4%	3%	7%	9%	5%	4%



Majority of voters of color feel under attack

Minorities Under Attack VS. Politics as Usual



- Feels different, Minorities under attack
- Politics as usual
- (Don't know/refused)

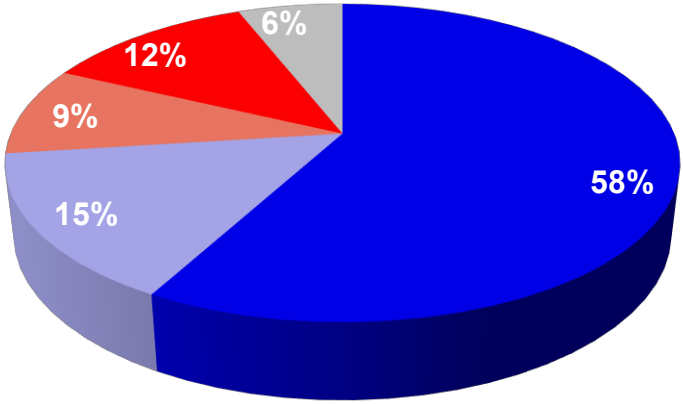
Q56-57: Some people have said that this year feels different, that MINORITIES are under attack, and it is more important than ever to vote. Other people have said this is just politics as usual and things aren't really different. How about you, do you feel things were different or just politics as usual?

Voters of color want to **vote to send a message**

Q54. Which comes closer to your point of view, Statement A: We should vote to send a resounding message to racist, or Statement B: Voting will not make much difference?

[Statement A] Recent racial tensions in Charlottesville show just how bad things have gotten in this country lately. Donald Trump and his divisive followers think they can intimidate and deter us. **That is why on November 7 we need to vote in record numbers to send a resounding message to Trump** and his deplorable followers that we will never be silent.

[Statement B] The recent racial tensions in Charlottesville are no different than the racism that has been expressed in this country for generations. The people that are elected here are not the cause and certainly not the solution to consistent bigotry and hatred toward communities of color. **Voting on November 7 will not change that.**



- Much closer statement A
- Somewhat statement A
- Somewhat statement B
- Much closer to statement B
- (Don't know/ refused)

	Total	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Total closer – Statement A	73%	75%	69%	65%	62%	75%	73%
Total closer – Statement B	21%	19%	26%	23%	27%	20%	23%
(Don't know/ refused)	6%	6%	5%	12%	11%	5%	4%

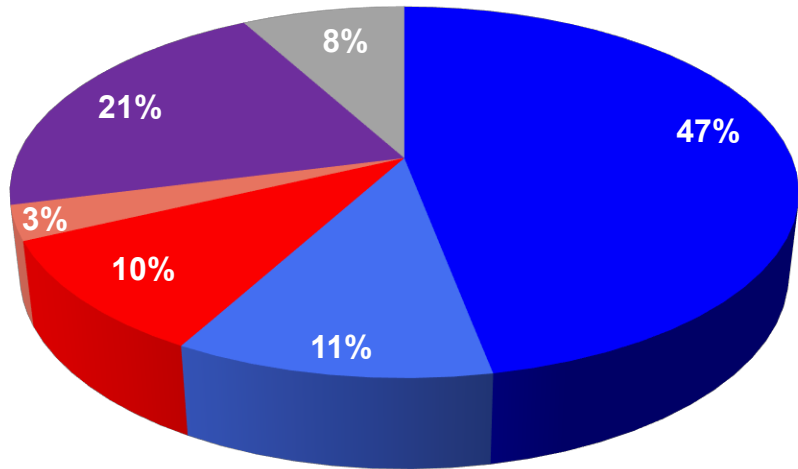


Political Participation

Q7. Regardless of how you are registered to vote, do you think of yourself as a Democrat, a Republican, an Independent, or something else?

Party Building is needed

Party Affiliation



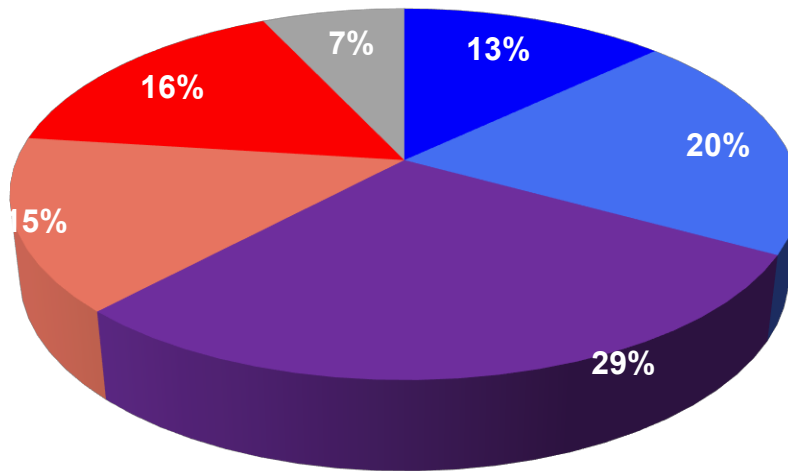
■ Strong Democrat ■ Not strong Democrat ■ Strong Republican
■ Not strong Republican ■ Independent ■ (Don't know/not sure/refused)

	All	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Democrat	58%	60%	57%	44%	41%	56%	68%
Republican	13%	14%	10%	15%	16%	15%	9%
Independent	29%	26%	32%	40%	43%	29%	23%



Not necessarily a liberal base in Va

Political Ideology

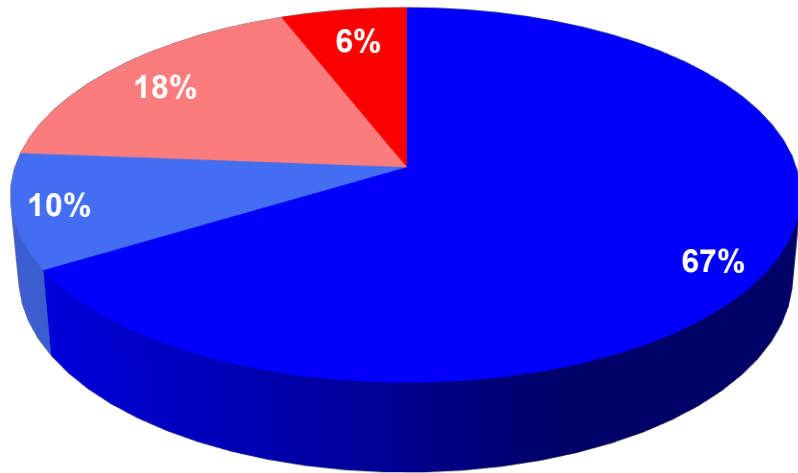


■ Very liberal ■ Somewhat liberal ■ Moderate ■ Somewhat conservative ■ Very conservative ■ Dk/Ref

	All	Black	Latino	AAPI
Liberal	33%	34%	32%	35%
Moderate	36%	35%	35%	44%
Conservative	31%	31%	33%	21%

Black voters, 3rd Party voters are underperforming vote likelihood

General Vote Likelihood



■ Extremely likely (8-10) ■ Somewhat likely (6-7) ■ Not very likely (3-5) ■ Not at all likely (0-2)

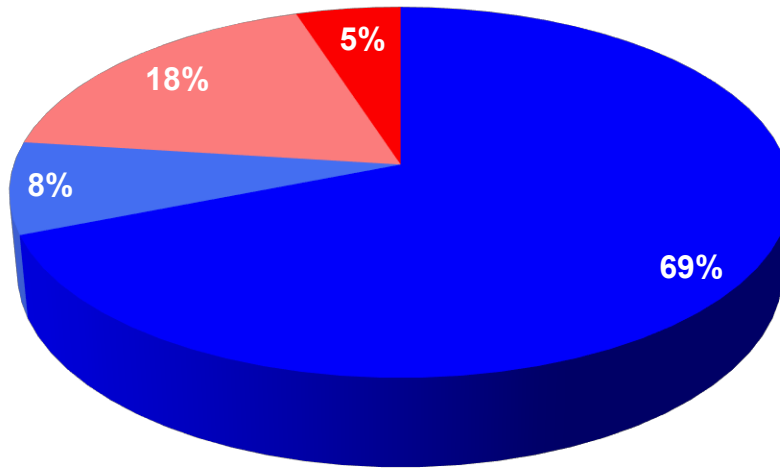
	All	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Extremely likely (8-10)	67%	64%	71%	71%	49%	60%	0%
Less likely (0-7)	34%	36%	29%	29%	51%	40%	100%

Q8. As you may know, in November there will be elections for Governor of Virginia and other statewide positions. I know it is a ways off and sometimes something comes up that prevents people from voting, but as it stands now on a scale of 0 to 10 how likely are you to vote in the November election?



Standing up to racism slightly increases vote likelihood

Fight Racism Vote Likelihood



■ Extremely likely (8-10) ■ Somewhat likely (6-7) ■ Not very likely (3-5) ■ Not at all likely (0-2)

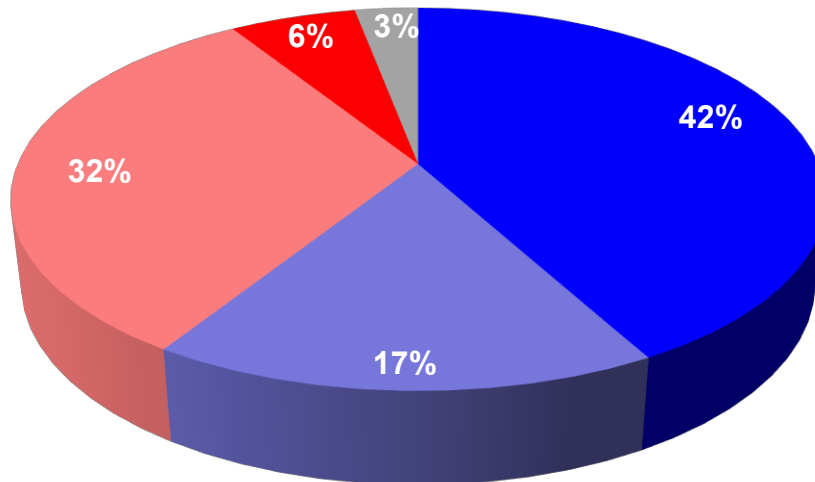
	All	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Extremely likely (8-10)	69%	65%	78%	76%	53%	66%	40%
Less likely (0-7)	31%	35%	22%	24%	47%	34%	60%

Q9. And as it stands now, on a scale of 0 to 10 how determined are you to vote in November in order to stand up to racism and discrimination? Use a 0 if you are not at all likely to vote to stand up against racism and discrimination, a 5 if you're only somewhat more likely to vote, and a 10 if you're extremely likely to vote in order to stand up to racism and discrimination.

Latino vote surge could continue as majority of Latino voters show increased interest in voting

Q11. Generally speaking, compared to 2016, would you say you are much more interested in voting and participating in the upcoming November elections for Governor of Virginia and other statewide seats, somewhat more interested, or is your interest in this upcoming election about the same or less as it has been for previous elections?

Interest in Voting



■ Much more interested ■ Somewhat more interested ■ About the same ■ Less interested ■ Dk/Ref

	All	Black	Latino	AAPI	3 rd /No Vote	Surge	Shift
Much more interested	42%	40%	52%	33%	37%	42%	27%
Somewhat more interested	17%	17%	16%	20%	18%	17%	26%
About the same	32%	34%	23%	37%	29%	32%	30%
Less interested	6%	7%	5%	5%	10%	6%	12%

Latino voters showing a great deal of anxiety around racial issues

Q14-23: Now, I'd like to read you a list of issues many people say are the top issues concerns for them. Please rate each issue using a scale of 0 to 10, where 10 means it's extremely important issue to you, a 5 if it is a somewhat important issue, and a 0 if it's not at all an important issue to you. You can use any number between a 0 and 10

Most important identity issues (ranked by top box)	Mean 0-10	Top Box (8-10)	Black Top box	Hisp Top box	A-API Top box
Ensuring that all students, regardless of race or community, has access to quality education	8.8	81%	78%	89%	80%
Making [BLACK / ASIAN/ LATINO] residents feel safer in our communities	8.7	79%	75%	90%	72%
Standing firmly against white supremacist and other hate groups	8.7	78%	77%	84%	80%
Fighting racism and discrimination	8.6	76%	73%	83%	79%
Protecting and enforcing voting rights	8.6	76%	74%	81%	80%
Cracking down on hate crimes toward ethnic and religious minorities	8.5	76%	75%	74%	83%
Working to end police harassment and racial profiling	8.5	74%	72%	82%	74%
Preventing local law enforcement from colluding with federal deportation forces to deport immigrants	7.9	63%	63%	70%	53%
Ending mass incarceration caused by sentencing disparities	7	47%	49%	42%	51%
Removing confederate statues and memorials from public spaces	5.8	39%	43%	31%	35%

*Issues that have the biggest effect on this groups voter turnout
 *The higher a voter rates this issue the more likely they are to report high vote likelihood



Education and jobs are top issue priorities except amongst AAPI that prioritize healthcare

Most important general issues (ranked by top box)	Mean 0-10	Top Box (8-10)	Black Top box	Hisp Top box	AAPI Top box
Improving public education	8.9	82%	79%	87%	84%
Attracting and creating new jobs	8.8	79%	78%	87%	71%
Reducing crime and violence	8.9	79%	79%	83%	78%
Increasing access to affordable healthcare	8.6	78%	75%	78%	88%
Protecting women’s reproductive rights	8.5	76%	75%	79%	75%
Making college more affordable and addressing student debt	8.5	74%	74%	74%	67%
Ensuring a high quality of life for Virginia’s veterans	8.5	73%	73%	77%	67%
Investing in youth activities and programs	8.3	73%	73%	74%	71%
Increasing wages	8.3	72%	74%	65%	63%
Supporting small and minority owned businesses	8.2	71%	75%	69%	62%
Improving infrastructure like roads and bridges	8.2	66%	66%	69%	69%
Lowering taxes	7.8	61%	60%	69%	49%
Addressing the harmful effects of climate change	7.6	58%	55%	66%	50%
Restricting access to guns	7.2	56%	53%	65%	50%

*Issues that have the biggest effect on this groups voter turnout
 *The higher a voter rates this issue the more likely they are to report high vote likelihood

Q24-37: Now, I'd like to read you a list of issues many people say are the top issues concerns for them. Please rate each issue using a scale of 0 to 10, where 10 means it's extremely important issue to you, a 5 if it is a somewhat important issue, and a 0 if it's not at all an important issue to you. You can use any number between a 0 and 10

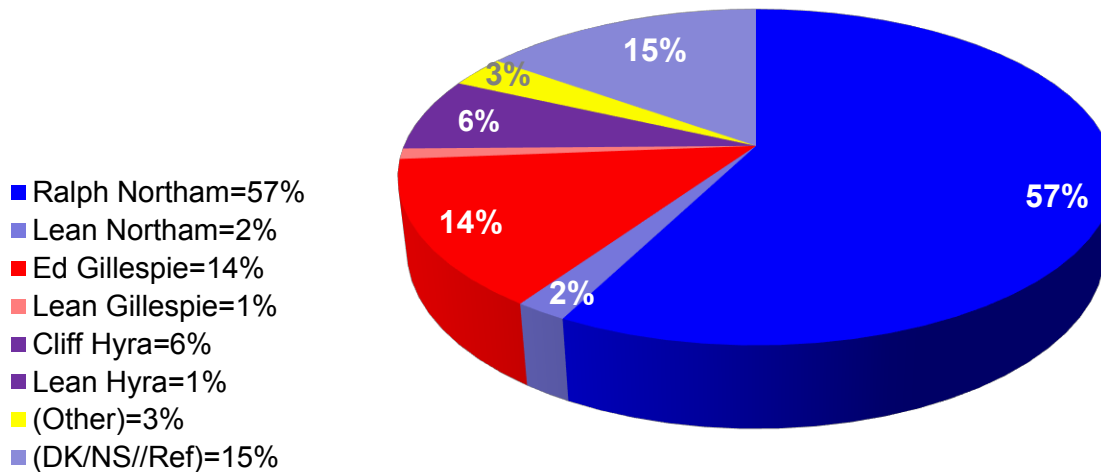


Political Contest

Northam is trailing McAuliffe's performance amongst voters of color

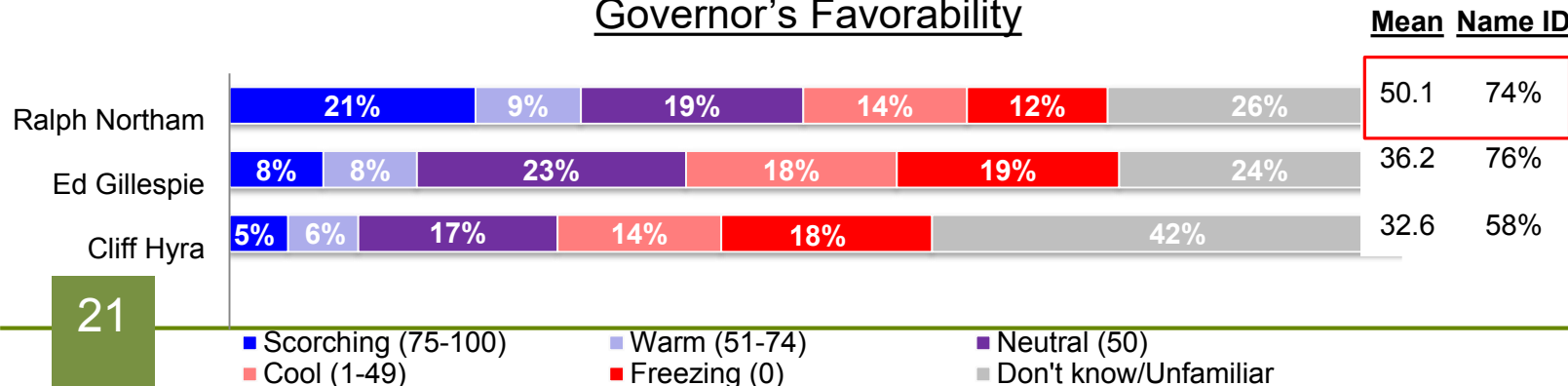
Q51. I know it's still a ways off, but if the election for Governor of Virginia were being held today, would you vote for Democrat Ralph Northam Republican Ed Gillespie or Libertarian Cliff Hyra for Governor?

Governor's Horserace



	2013 Black Vote	Black Share Difference
McAuliffe	90%	-30
Cuccinelli	8%	+8
Sarvis	1%	+8

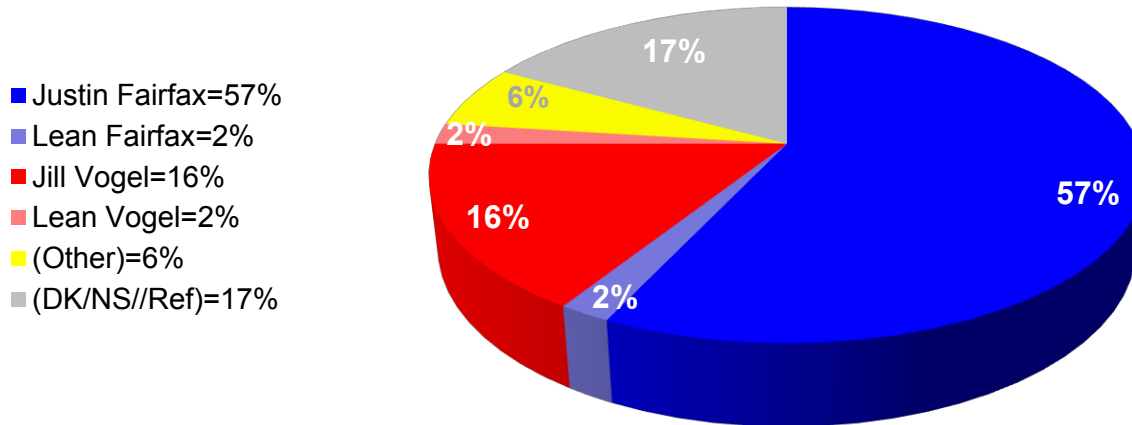
Governor's Favorability



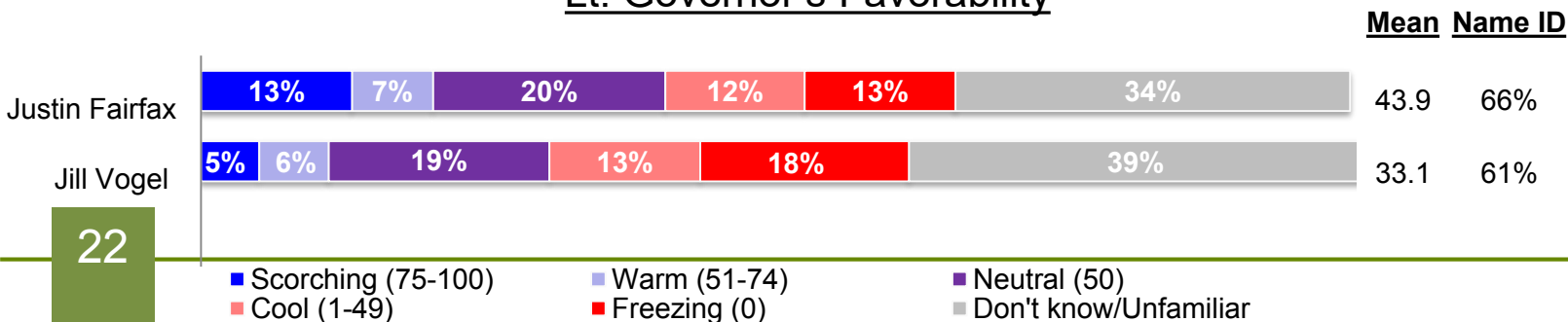
Justin Fairfax must raise his favorability and name ID amongst target demographics

Q52. And if the election for Lieutenant Governor of Virginia were being held today, would you vote for Democrat Justin Fairfax or Republican Jill Vogel for Lieutenant Governor?

Lt. Governor's Horserace



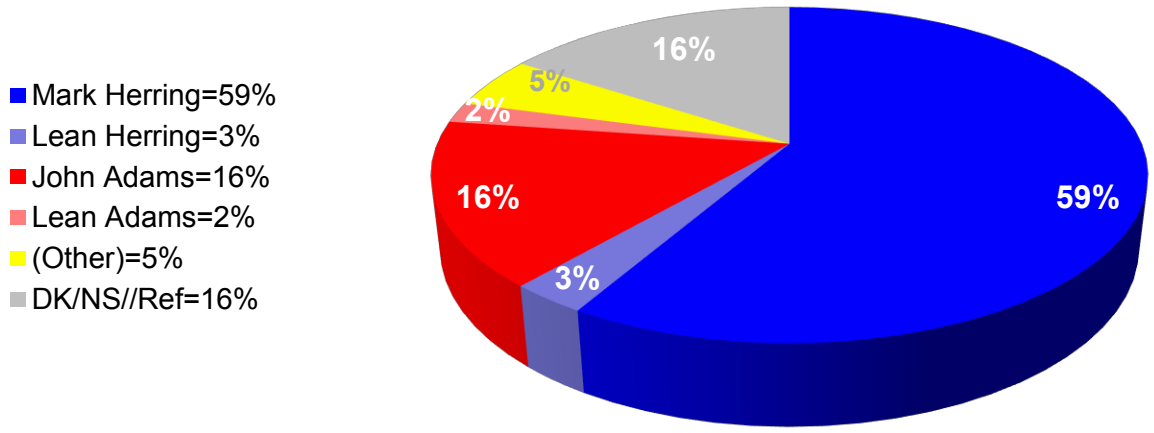
Lt. Governor's Favorability



Herring has the widest lead amongst Democratic ticket, still room for improvement amongst voters of color

Q53. And if the election for Attorney General of Virginia were being held today, would you vote for Democrat Mark Herring or Republican John Adams for Attorney General?

Attorney General Horserace



Attorney General Favorability

