



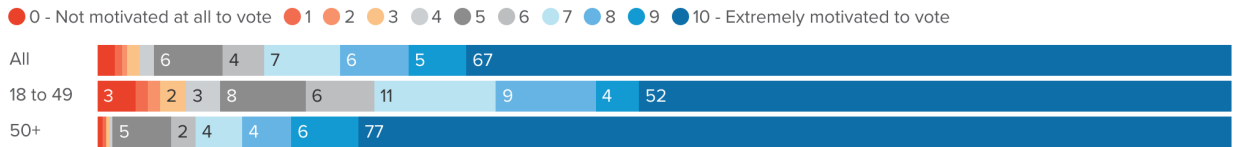
## Black Women Vote Survey

*Black Women are Motivated to Vote, Desire More Representation & Change on Many Issues of Concern*

### Black Women are Motivated to Vote in the 2022 Midterms

A new poll from Change Research of 715 Black women voters nationwide conducted September 29 - October 4, 2022<sup>1</sup> shows that Black women are highly motivated to vote in the 2022 midterm elections, with nearly two-thirds (63%) saying they are more motivated now than ever. On a motivation scale of 0 to 10, eight in ten (79%) Black women rate themselves as an 8 or higher and two-thirds (67%) rate themselves a 10/10 in motivation to vote. Vote motivation is considerably higher among older Black women than their younger counterparts: 87% of Black women over 50 rate themselves as an 8 or higher compared to 65% Black women under 50.

### How motivated do you feel about voting in the upcoming election on a scale from 0 to 10? CHANGE RESEARCH™



A primary driver of Black women’s motivation to vote in this moment is the belief that their votes have the power to make a difference. Eighty percent say Black women have the power this November to make change on issues that matter most to their community. This belief in the power of their votes comes in spite of challenges to that power: 8 in 10 (82%) are worried about voter suppression that prevents their voices from being heard, and 64% are worried about election and voter fraud. Even with these concerns, a majority (70%) of Black women are largely confident that the elections will be conducted fairly and accurately.

### Black Women Want More Representation

Another key driver of Black women’s motivation to vote is a desire for more representation in government and leadership. A majority (59%) feel, as a Black woman, more represented in mainstream politics than they did in the past, but the current level of representation is not enough: eight in ten (82%) say it is important to them that Black women be elected and nominated to more positions of power in our government.

<sup>1</sup> Using its Dynamic Online Sampling Engine to obtain a sample reflective of the population of Black women voters nationwide, Change Research polled 715 Black women from September 29 - October 4, 2022. The margin of error is 4.0%. Post-stratification was done on region, age, 2020 vote, and education. Change Research is AAPOR Certified. You can find full methodology and complete topline results [here](#).

In the survey, respondents provided one word or phrase to describe Black female representation in politics. An overwhelming majority responded that Black women are “underrepresented,” or that there needs to be “more representation.”

We also asked Black women to tell us how they feel, at this moment, about being a Black woman in America. Many gave mixed answers, expressing both excitement and optimism about the advances Black women have made and their power as a Black woman, as well as frustration about the state of the country and how Black women are treated.

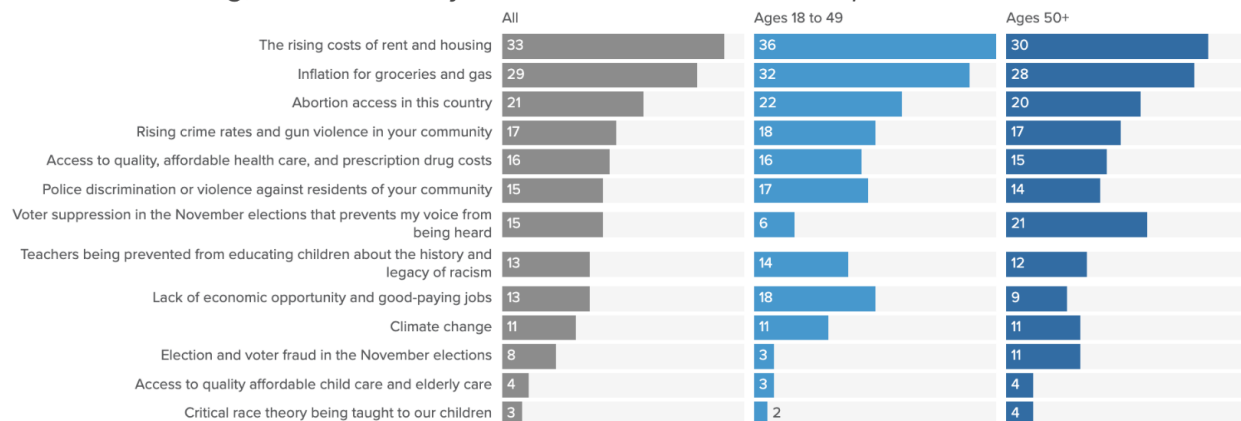
*At this moment, how do you feel about being a Black woman in America?*



### Multiple Issues Underpin Black Women’s Motivation to Vote

There are a multitude of causes and issues driving Black women to the polls next month. Their top worries include covering the costs of everyday essentials—including rent and housing, groceries and gas, and health care services—in the face of inflation and rising prices. One-third (33%) cite rising costs of rent and housing as their top concern, including 36% of those under 50.

*Of the following, what worries you most? You can choose up to two.*



An overwhelming majority (97%) of Black women say they are worried about inflation, but pocketbook issues aren’t their only concern. They also cite abortion as well as issues pertaining to public safety and education as top worries. Black women will go to the polls this year to make change on a wide range of issues.