

PROGRESS X INSIGHTS

BISC 2020 Research on Voters of Color

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Landscape Analysis & Action: Long Term Strategic Implications

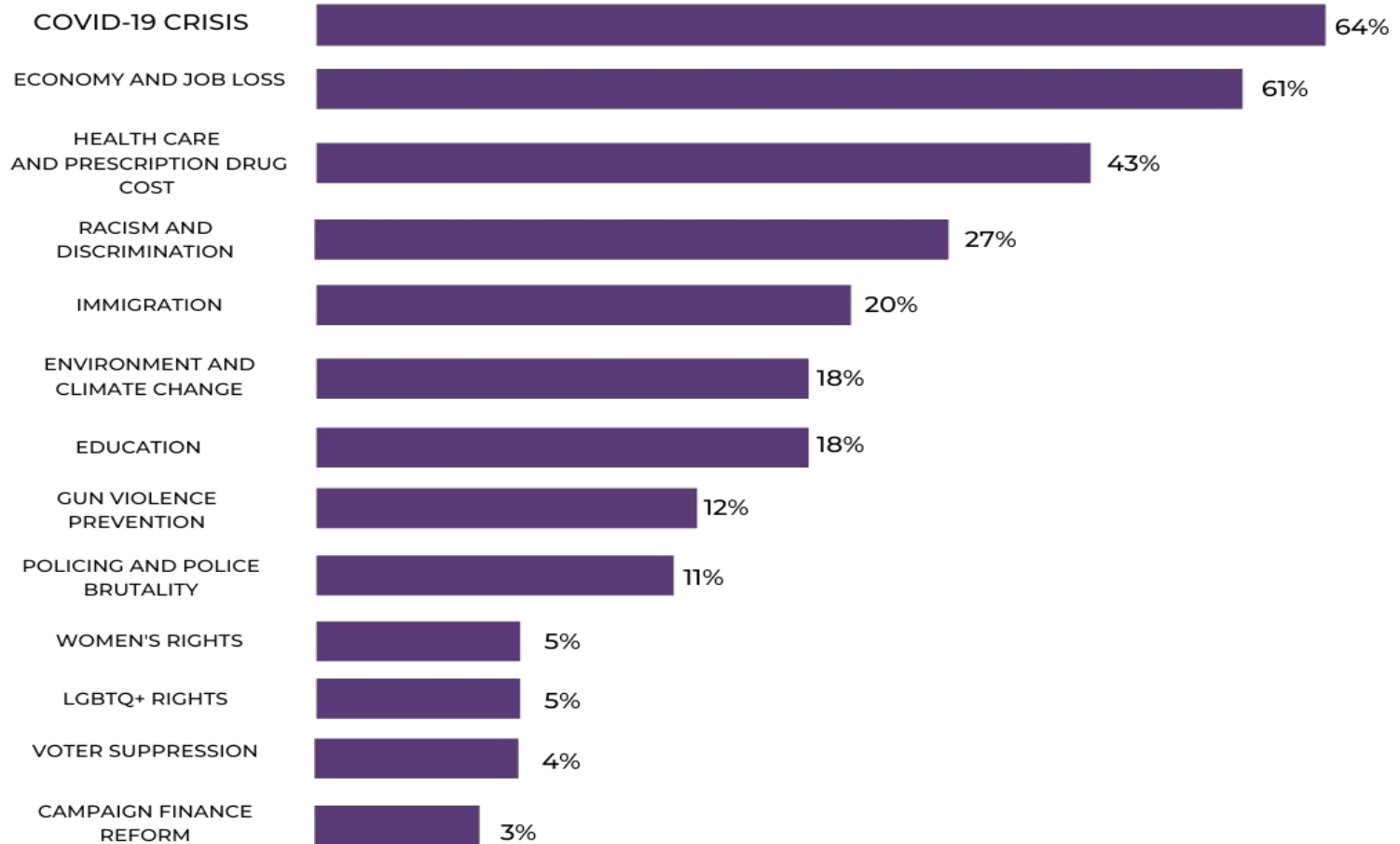
- **Current campaign viability, landscape trends, and research findings suggest openings and success for: economic justice measures; revenue/role of government; racial justice; structural democracy reform and voting rights**
- **Crisis has created an opportunity--a call for fundamental changes to systems**
- **Opening for building independent political power--with direct democracy as a key tool**
- **To access the change possible requires an appetite for innovation; deeper, action-oriented research and investments that are early and organized**

Pre/Post Election Research

- Builds off of BISC's 2018 Pre and Post Election research which found that 63% of voters of color surveyed (69% of young Black voters) said that voting on a ballot measure was a more effective way to make change in their state than voting for candidates
- Additional focus on Native/American Indian voters, as well as young voters--especially those who vote infrequently
- This research seeks to understand the priorities, concerns, and impact, of ballot measures in 2020 on Black, Latinx, AAPI, Native and younger voters. To support the ongoing work of BISC and our partners, we will use this research to acquire real-time learning to incorporate into work this year and future work, exploration and planning



Most Important Issues to Voters



Issues | By Race & Generation

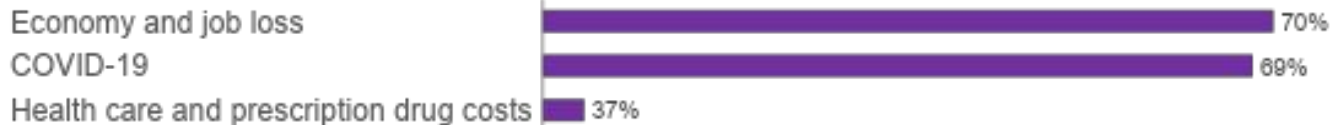
AA/Black



Latinx



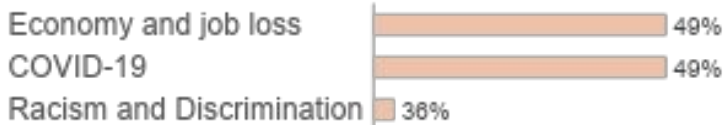
AAPI



Native/American
Indian



Gen Z/Millennials



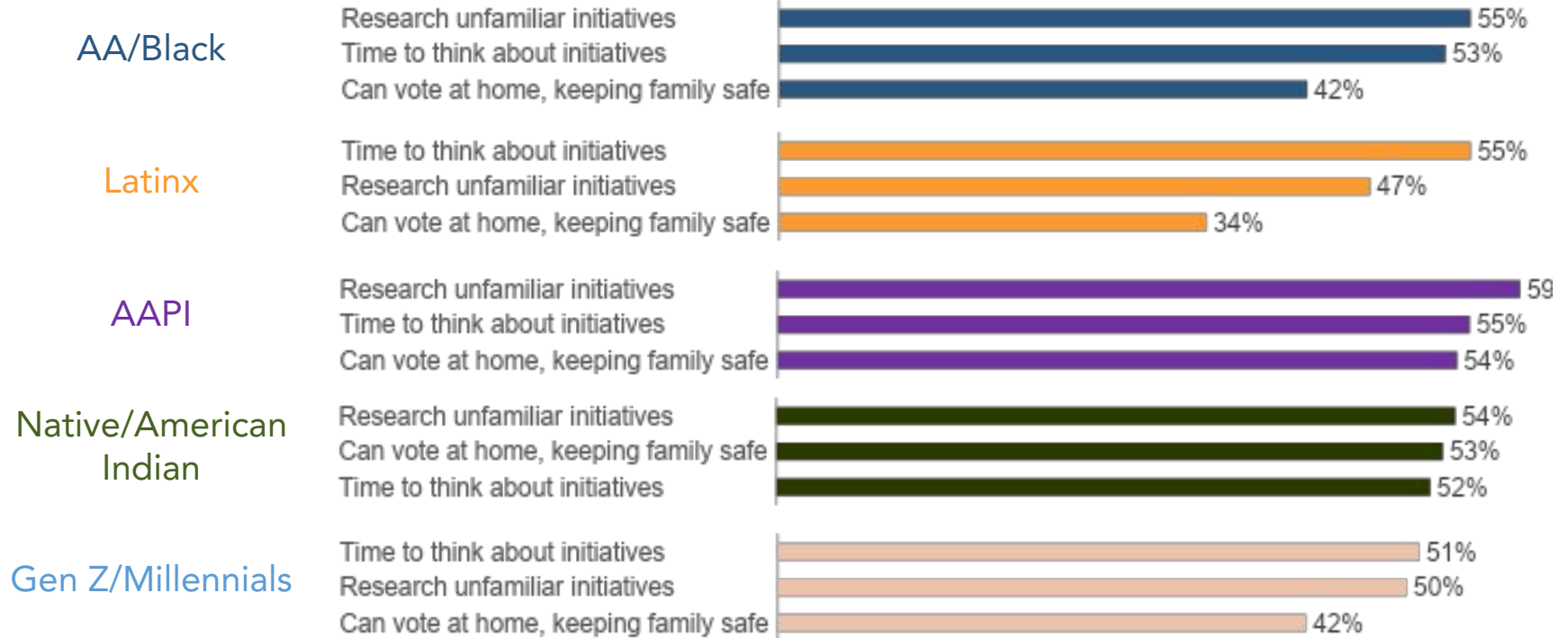
Vote By Mail

Vote by Mail is the most popular vehicle for voting on ballot initiatives because it allows voters time to gather information.

Focus groups participants also responded positively to receiving their ballot early, highlighting that one of the main reasons why they vote by mail, is having the extra time to research, especially if they tend to avoid politics in their day to day life.

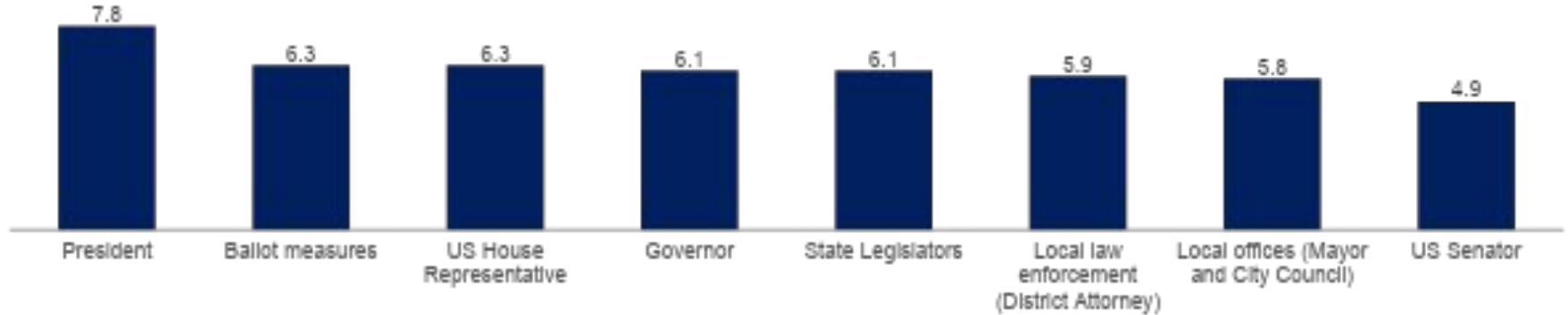


Vote By Mail for Ballot Initiatives | By Race & Generation



In terms of people's likeliness to vote --- ballot measures are tied with US House of Representatives and Governor

How likely are you to vote in the 2020 November election for each of the following races that may be on the ballot on a scale of 0 to 10?



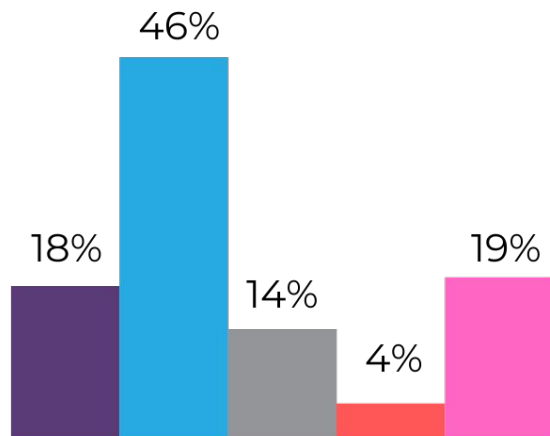
	Extremely Likely to Vote (8-10)	Total	VBM States	Non VBM States	White	Black	Latinx	AAPI
President		69%	70%	68%	71%	51%	65%	67%
Ballot measures		46%	48%	44%	49%	28%	30%	46%
US House Representative		46%	47%	45%	47%	30%	38%	53%
Governor		46%	49%	42%	48%	34%	27%	53%
State Legislators		43%	45%	41%	44%	29%	35%	48%
Local law enforcement (District Attorney)		41%	43%	39%	42%	26%	33%	40%
Local offices (Mayor and City Council)		40%	41%	40%	40%	34%	31%	43%
US Senator		31%	32%	29%	31%	28%	18%	36%



People trust ballot measures more than candidates to affect change

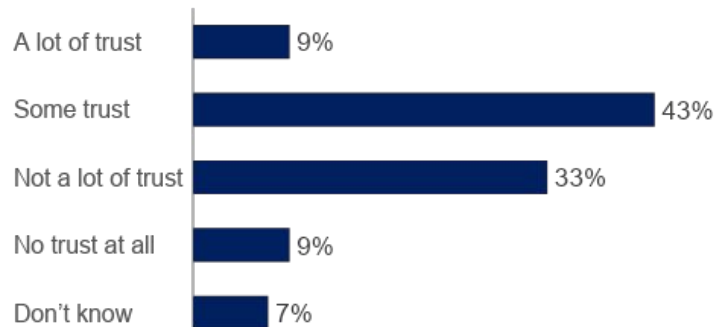
There is strong support among low propensity voters that voting on ballots measures is more effective than voting for candidates.

Do you agree or disagree that voting for ballot initiatives/amendments is more effective than voting for candidates in order to make positive change?

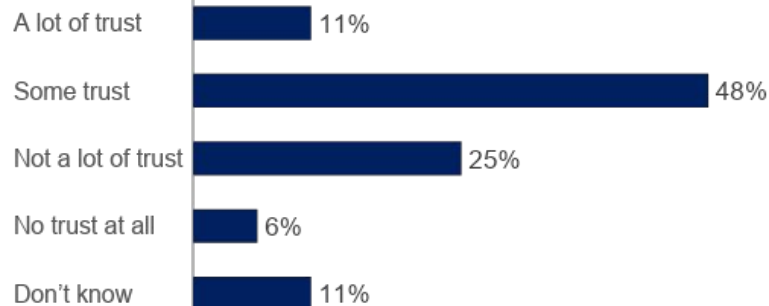


- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Don't Know

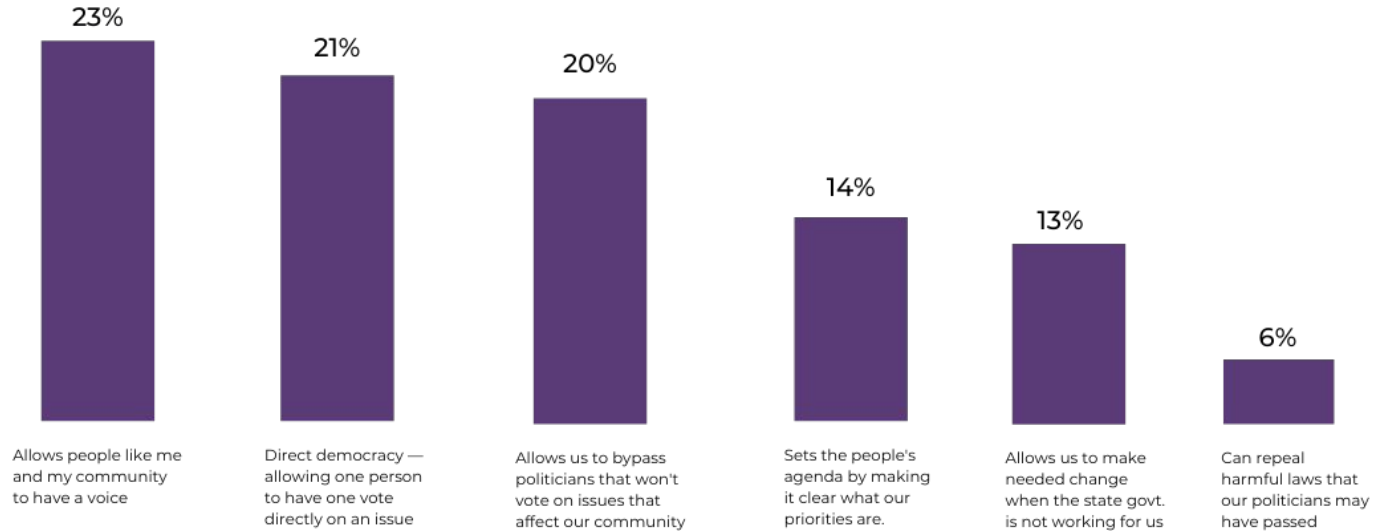
How much trust do you have in voting for candidates to make positive change?



How much trust do you have in voting for ballot initiatives/ constitutional amendments to make positive change?



We asked: What are the *most* important aspects of ballot measures?



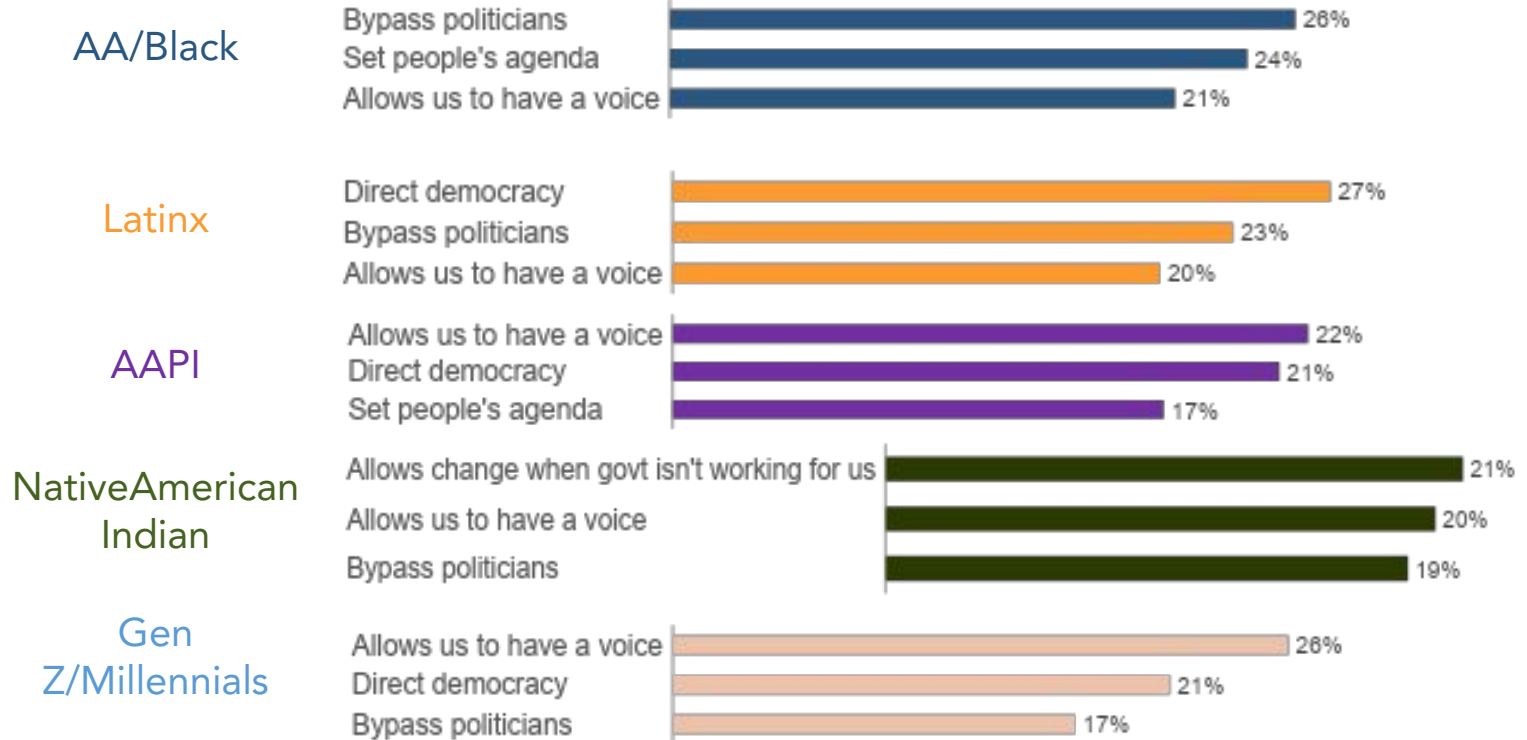
	Total	VBM States	Non VBM States	White	Black	Latinx	AAPI
Allows people like me and my community to have a voice	23%	22%	24%	24%	21%	20%	22%
Direct democracy - allowing one person to have one vote directly on an issue.	21%	22%	19%	21%	16%	27%	21%
Allows us to bypass politicians that won't vote on issues that affect our communities	20%	20%	19%	19%	26%	23%	15%
Sets the people's agenda by making it clear what our priorities are	14%	14%	14%	13%	24%	11%	17%
Allow us to make needed change when our state gov't isn't working for us	13%	14%	13%	14%	5%	7%	12%
Can repeal harmful laws that our politicians may have passed	6%	5%	6%	5%	8%	10%	11%

Empowering Messages of Change

Language emphasizing change, community support, empowering people, and having your voice heard, were most common when participants were asked to write their own messages.



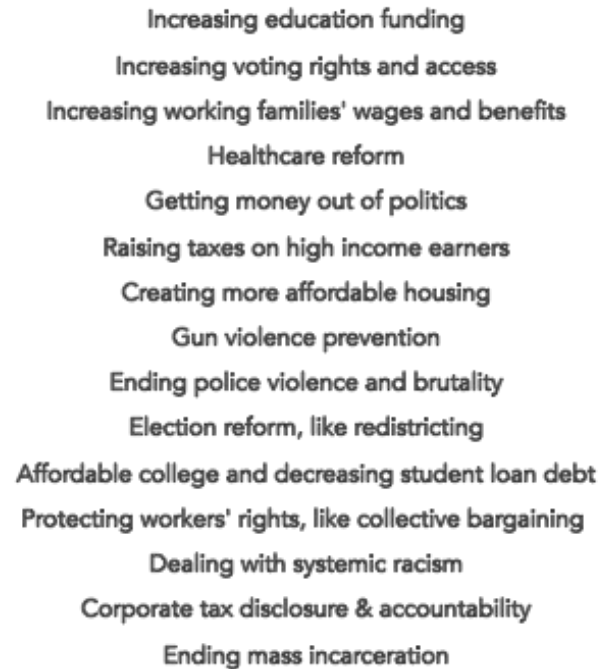
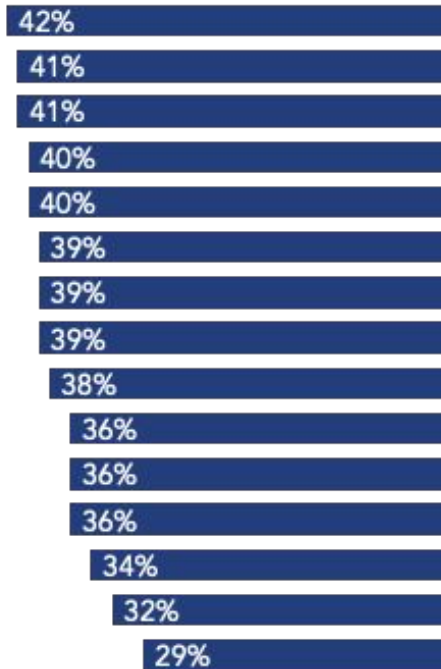
Important Aspects of Ballot Initiatives | By Race & Generations



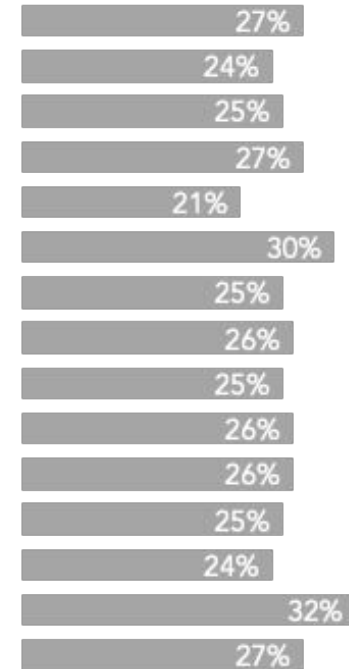
Voters would rather pass laws directly by people using ballot initiatives

When thinking about laws passed directly by people using ballot initiatives and constitutional amendments compared to laws passed by elected officials and legislatures, which of the following do you think is more important for laws to be passed by elected officials or legislatures?

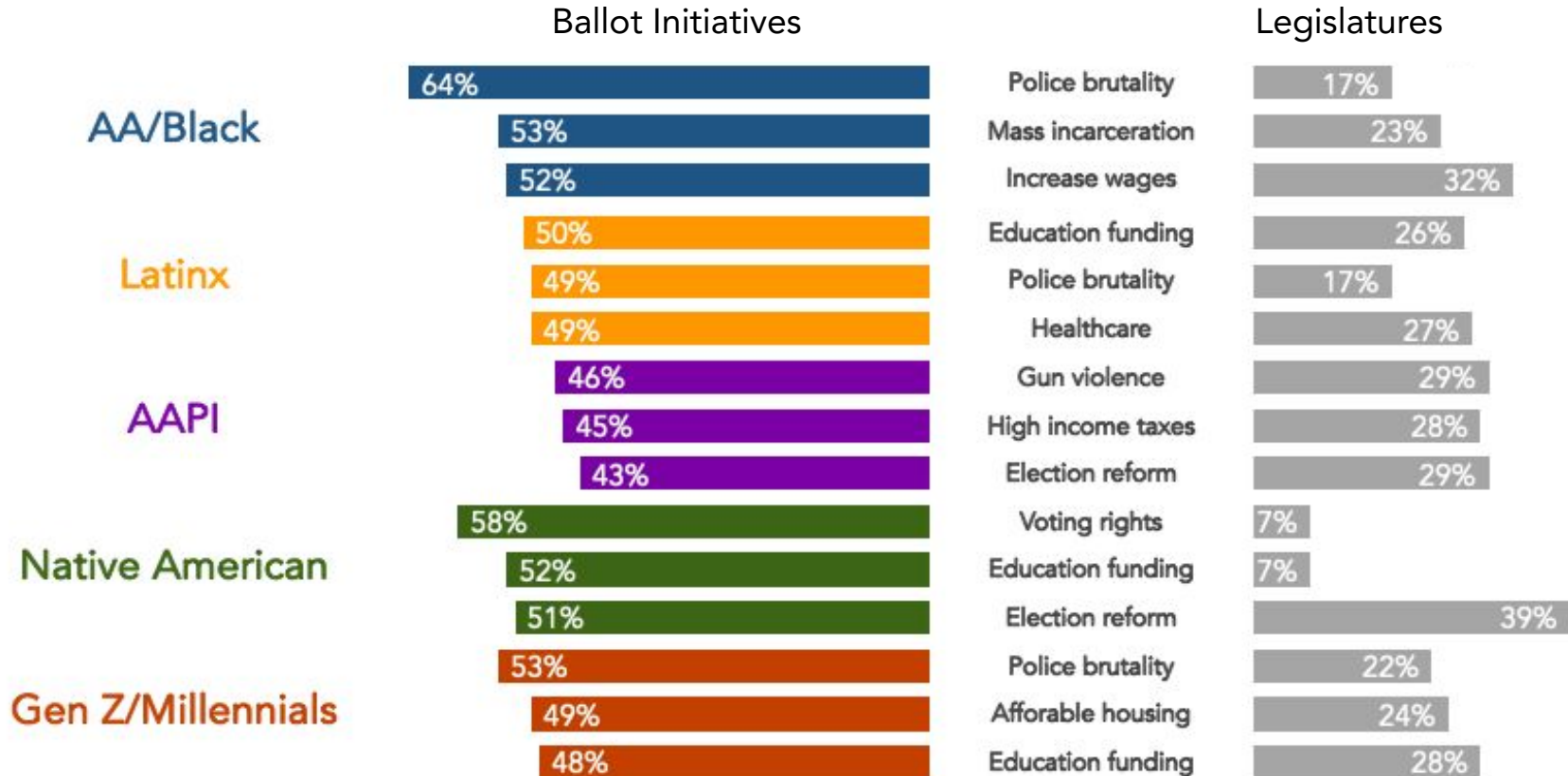
Ballot Initiatives



Legislatures



Ballot Initiatives vs. State Legislatures | By Race & Generation



Voters want to see ballot measures address an ambitious agenda

In focus groups, voters wanted to see ballot measures address an ambitious agenda.

They thought reforms should deal with the immediate challenges they are facing, including healthcare—costs and access; ending systemic racism and police brutality; fully funding education and decreasing student debt; tax fairness; affordable housing; and even UBI.



PROGRESS X INSIGHTS

These findings are from proprietary research conducted by HIT Strategies and Lake Research Partners on behalf of the Ballot Initiative Strategy Center.

**If you have any questions,
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