

To: YWCA

Subject: Combined Five States Survey Results

Overview & Methodology

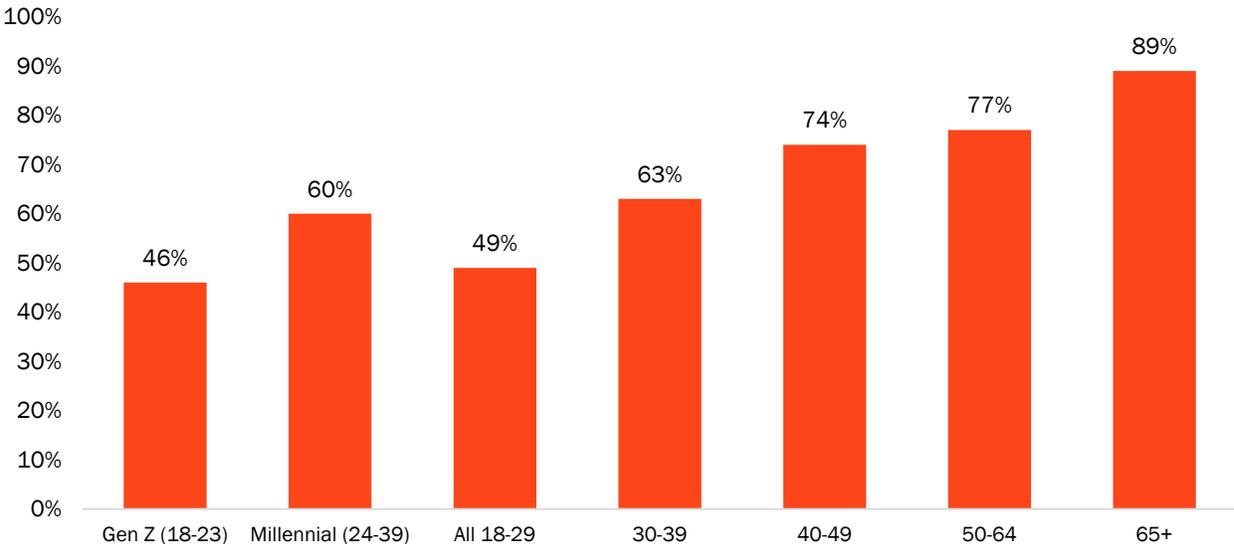
Below are findings from an online poll conducted September 25-October 11, 2020 on behalf of YWCA USA. The survey reached 3,018 women living in five bellwether states, including 637 women in Arizona, 642 women in Florida, 555 women in North Carolina, 565 women in Ohio, and 619 women in Pennsylvania. This also includes oversamples of Black women, Latinas, and Asian Pacific Islander (API) women. This data is weighted by age, education, race/ethnicity, and urbanicity to reflect the actual population of adult women in each state. Oversamples were weighted down and into the base to reflect their actual proportion of the population in the state.

Key Findings

Voting Behavior

- Roughly one month from Election Day, just over seven-in-ten women across five bellwether states (72%) say they are almost certain to vote or have already voted.
 - Women in Pennsylvania and North Carolina are most certain that they will vote (77% and 76%, respectively).
 - There is a significant generational enthusiasm gap. The older a woman is, the more likely she is to vote.
 - This is true across all states.
 - Fewer than half of Gen Z women (46%) and women under 30 (49%) are certain that they will vote.
 - Although 60% of millennial women are nearly certain that they will vote or already have, this is driven by women in their thirties.

Likelihood to Vote by Age – Almost Certain/Have Already Voted



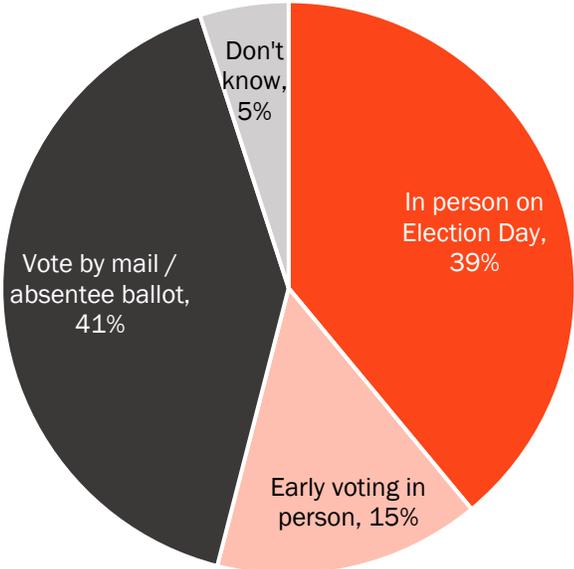
- Majorities of women across all races/ethnicities and urbanities are nearly certain to vote or have already voted.
 - White women’s and suburban women’s reported likelihood to vote is greatest.
 - Latinas are somewhat less certain that they will vote in this election.

Likelihood to Vote by Race/Ethnicity and Urbanicity

	Women overall	White	Black	Latinas	API	Urban	Suburban	Rural
Almost certain to vote/already voted	72%	75%	73%	64%	66%	71%	76%	71%
Probably	7%	6%	6%	9%	10%	8%	6%	6%
Chances are 50/50	9%	8%	9%	11%	12%	8%	8%	9%
Probably not	3%	3%	3%	5%	4%	4%	3%	4%
Definitely not	6%	6%	7%	8%	5%	7%	5%	7%
Don't know	3%	3%	2%	3%	3%	3%	2%	3%

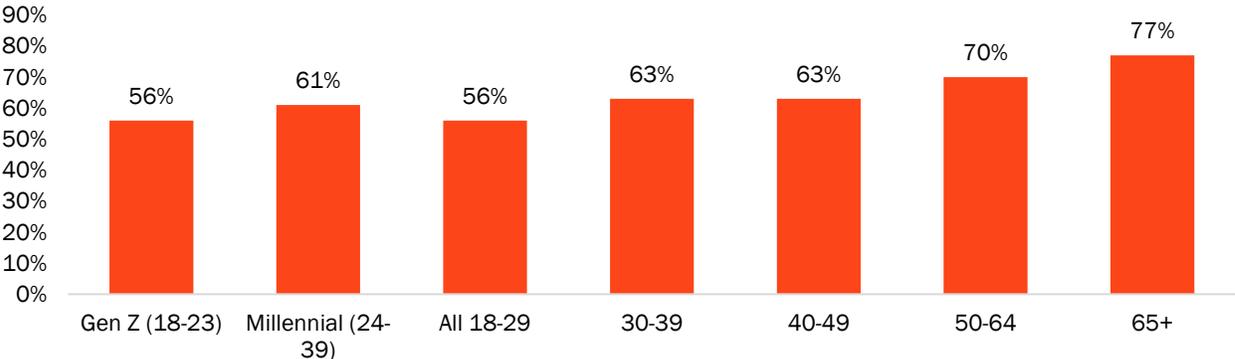
- Women across these bellwether states who are planning to vote intend to cast their ballot in various ways this election.
 - Women’s intention to vote in person on Election Day (39%) and vote by mail/absentee ballot (41%) is roughly evenly divided.

Voting Plans – Among Those Who Plan to Vote/Have Voted



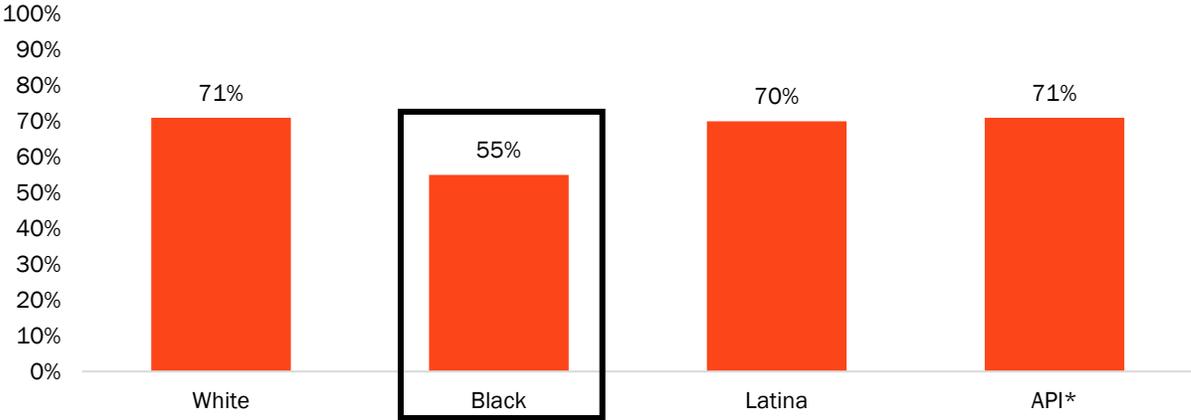
- Voting trends by state vary dramatically.
 - In Arizona, a majority of women (60%) plan to vote by mail/absentee ballot.
 - In Florida and Ohio, the intention to vote is roughly evenly divided between in person on Election Day and by mail (35% to 41% in Florida and 41% to 39% in Ohio).
 - In North Carolina, roughly one-third of women voters plan to vote in person on Election Day (33%), early and in person (32%), and by mail (30%).
 - In Pennsylvania, a majority of women (55%) plan to vote in person on Election Day.
- However, women across these five states question whether their voice will be heard in this election.
 - 33% of women doubt their vote will be counted accurately (25% don't know, 8% no).
 - The older a woman is, the more trust she has in the electoral process.
 - This is especially true in Florida and Ohio.

Yes Vote Will Be Counted Accurately by Age/Generation



- Black women in Arizona are also more likely to question whether their vote be counted accurately.

Yes Vote Will Be Counted Accurately by Race/Ethnicity Among Women Intending to Vote in AZ





- Women want reassurance that their vote will be counted before committing to participate in the process.
 - Doubts about whether their vote will be counted accurately fuel a significant gap in women’s likelihood to turnout.
 - This is especially true in Arizona, Florida, and Ohio.
 - Among women who believe their vote will be counted accurately, nearly nine-in-ten (87%) say they are almost certain to vote or have already voted.
 - In comparison, 66% of women who are unsure that their vote will be counted accurately are almost certain to vote or have already voted.

Priorities

- Women across these five states share a set of legislative priorities for the next President and Congress to address.
 - There are clear commonalities uniting women. Majorities of women, regardless of their race/ethnicity, age/generation, urbanicity, and party ID believe it is important to pass legislation and enact policies to address all but one of these issues.
 - Health care and many economic issues top the list, often with seven-in-ten or more women reporting that it is important to them.
 - Of the racial justices issues tested, majorities of women across all states say it is important to end police violence against people of color, including majorities of Republican women, white women, rural and suburban women.
 - The only issue that falls just short of a majority of women saying it is an important priority for the next President and Congress is to end the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.
 - 49% of Republican women across these states say it is an important priority for them.
 - However, in North Carolina, 52% of Republican women find ending the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S. important.

Important for Next President/Congress to Address

		Total	White	Black	Latina	API	Urban	Suburb	Rural	GOP	Dem	Ind
Health	Make health care coverage affordable	88%	91%	85%	84%	79%	90%	89%	89%	86%	93%	90%
	Prevent insurers from refusing to cover preexisting conditions	87%	90%	83%	80%	80%	87%	88%	87%	86%	90%	89%
	Expand mental health services	86%	88%	84%	83%	63%	86%	86%	86%	82%	91%	85%



Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	84%	85%	83%	81%	76%	85%	84%	83%	79%	90%	86%
	Strengthen equal pay laws for women	82%	84%	83%	78%	74%	85%	82%	80%	74%	90%	84%
	Prohibit evictions for as long the coronavirus (COVID-19) pandemic lasts	78%	78%	83%	78%	72%	82%	78%	74%	70%	88%	77%
	Pass legislation to expand access to affordable, high quality childcare	75%	74%	79%	76%	75%	79%	74%	70%	63%	86%	75%
Racial justice	End police violence against people of color	78%	77%	84%	77%	68%	81%	77%	76%	64%	90%	78%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	70%	68%	80%	74%	65%	75%	69%	65%	49%	87%	71%

- Gen Z women—who are less inclined to turnout in this election—prioritize a range of issues. The ones that are “very important” to address for them are to:
 - End police violence against people of color (57% very important).
 - Make health care coverage affordable (56%).

Important for Next President/Congress to Address

		Total	Gen Z	Millennial	18-29	30-39	40-49	50-64	65+
Health	Make health care coverage affordable	88%	73%	85%	78%	85%	89%	92%	94%
	Prevent insurers from refusing to cover preexisting conditions	87%	66%	83%	72%	85%	88%	90%	95%
	Expand mental health services	86%	72%	84%	76%	86%	89%	89%	87%
Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	84%	73%	85%	79%	85%	83%	86%	87%
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	Pass legislation to expand access to affordable, high quality childcare	75%	71%	80%	75%	80%	74%	72%	74%
Racial justice	End police violence against people of color	78%	74%	78%	76%	78%	77%	78%	81%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	70%	70%	74%	73%	73%	73%	68%	68%

Concerns

- Out of economic, health, and racial justice concerns explored, these two concerns top the list:
 - Making ends meet (52% worry that their total family income will not be enough).
 - Affordable, secure health insurance (52% worry about access to this).
- However, women are not a monolith.
 - Black women are especially concerned about racial justice issues.
 - API women worry more about pay and pay equity.

Top Worries

	Women overall	White	Black	Latinas	API
#1	That your total family income will not be enough (52%)	Having access to affordable and secure health insurance for you and your family (51%)	Being treated justly by the police (70%)	That your total family income will not be enough (59%)	Earning equal pay-equal to what a man would earn for the same work (49%)
#2	Having access to affordable and secure health insurance for you and your family (52%)	That your total family income will not be enough (50%)	Keeping you and your family safe from police violence (69%)	Having access to affordable and secure health insurance for you and your family (57%)	Getting or keeping a good paying job with benefits (46%)

- Concerns about making ends meet have grown since the start of the pandemic (47% increased).
 - COVID-19 is responsible for much of the increase in economic concerns with roughly half of women across these five states attributing their increase in worry for each of the following to the pandemic:
 - Getting or keeping a good paying job with benefits (52% say the COVID-19 pandemic is most responsible for their increase in concern).

- Being able to afford your rent or mortgage (51%).
- That your total family income will not be enough (48%).
- Looking at women’s other top concern—access to affordable, secure health insurance—there are a number of factors responsible for growing concern, including (but not limited to) the pandemic (31%), the November 2020 elections (28%), and the state of the economy (17%).
- The events of the past six months, including recent protests and public attention, have also spurred an increase in concern pertaining to racial justice issues.
 - Majorities of women across these five states attribute the increased concern they have for the following issues to recent protests and public attention:
 - Being treated justly by the police (59% say recent protests and public attention are most responsible for their increase in concern).
 - Keeping you and your family safe from police violence (56%).
 - Acts of hate directed toward you or your family because of your race, ethnicity, religion, disability, gender, gender identity, or immigration status (55%).
- The passing of Justice Ruth Bader Ginsburg and the changes to the composition of the Supreme Court are largely responsible for growing concern that reproductive health services, including the right to have an abortion, remain legal in these states.
 - Among those reporting increased concern, half (50%) say changes to the makeup of the Supreme Court are driving it.
