

To: YWCA

Subject: FL Survey Results

Overview & Methodology

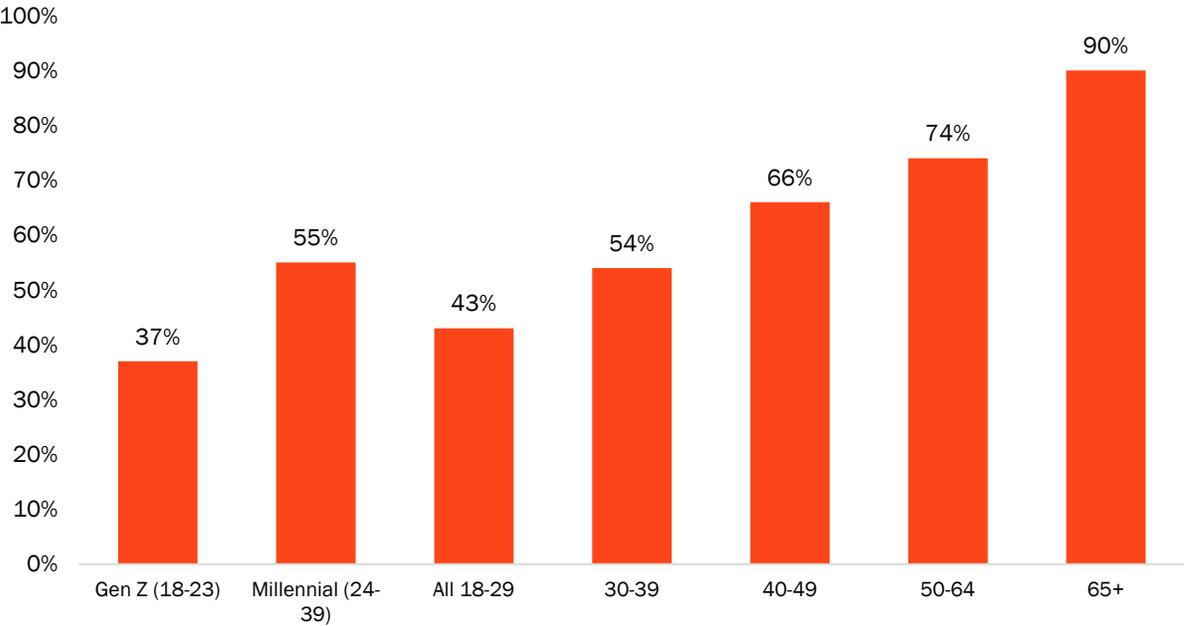
Below are findings from an online poll conducted September 25-October 11, 2020 on behalf of YWCA USA. The survey reached 642 women living in Florida, including oversamples of Black women and Latinas. This data is weighted by age, education, race/ethnicity, and urbanicity to reflect the actual population of adult women in Florida. 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, nearly seven-in-ten Florida women (69%) say they are almost certain to vote or have already voted.
 - There is a significant generational enthusiasm gap in Florida. The older a woman in Florida is, the more likely she is to vote.
 - Just 37% of Gen Z women in Florida (Florida women 18-23) are almost certain to vote or have already voted.

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



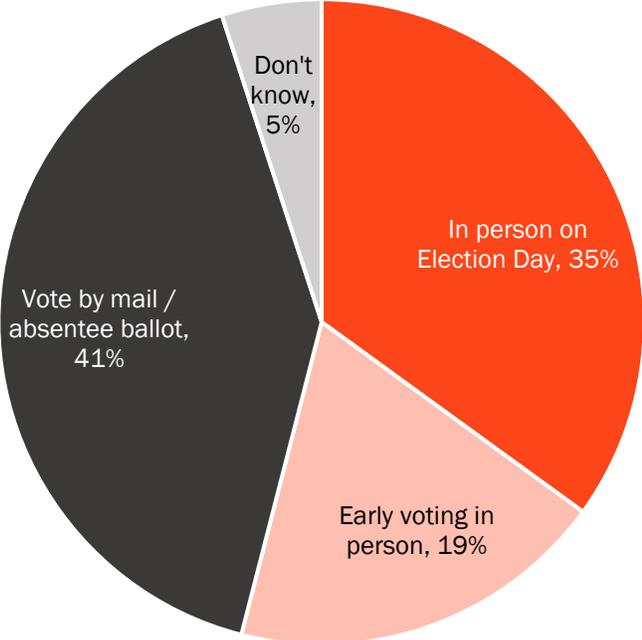
- Majorities of Florida women across all races are nearly certain to vote or have already voted. White women’s and suburban women’s reported likelihood to vote is greatest.

Likelihood to Vote by Race/Ethnicity and Urbanicity

	All FL women	White	Black	Latinas	Urban	Suburban	Rural
Almost certain to vote/already voted	69%	75%	60%	61%	64%	76%	66%
Probably	6%	4%	7%	9%	6%	5%	4%
Chances are 50/50	10%	9%	17%	9%	10%	9%	15%
Probably not	4%	3%	3%	6%	4%	4%	5%
Definitely not	8%	5%	12%	11%	11%	5%	6%
Don't know	4%	4%	1%	3%	5%	1%	4%

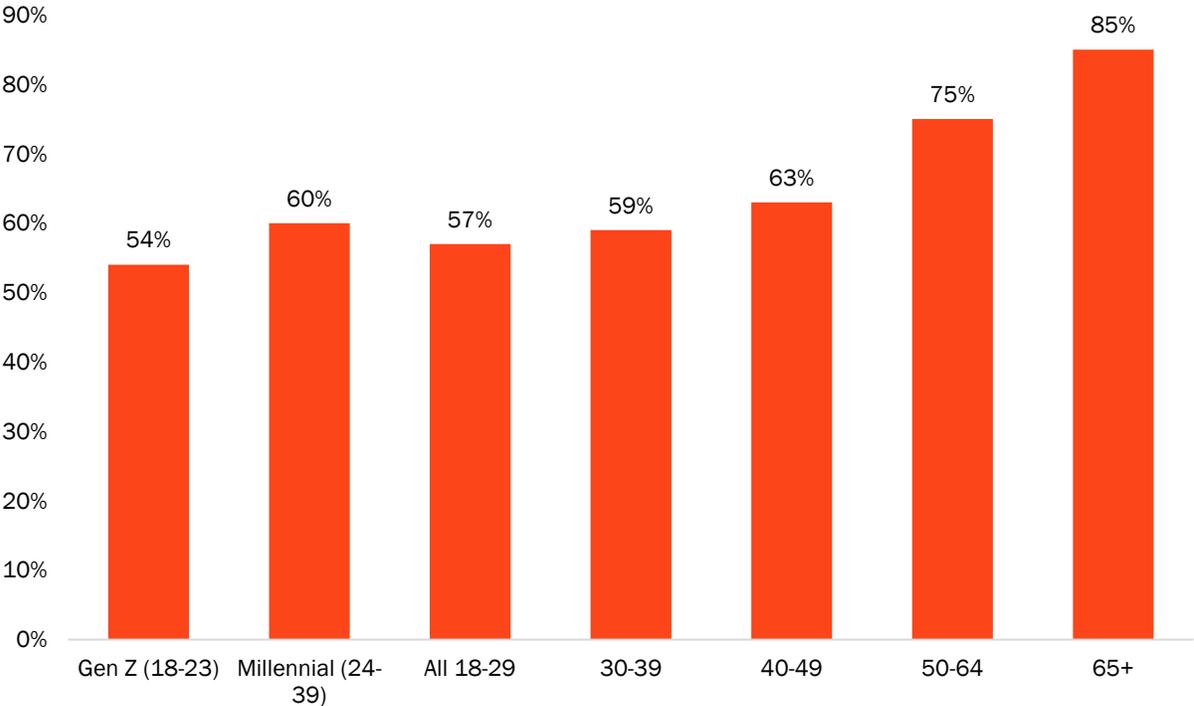
- Florida women who are planning to vote intend to cast their ballot in various of ways this election.
 - 41% plan to vote by mail/absentee ballot, 35% plan to vote in person on Election Day. Roughly one-fifth of Florida women (19%) plan to vote early, in person.

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



- However, Florida women question whether their voice will be heard in this election.
 - 29% of Florida women doubt their vote will be counted accurately (21% don't know, 8% no).
 - The older a woman in Florida is, the more trust she has in the electoral process.

Yes Vote Will Be Counted Accurately by Age/Generation



- Florida 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 Florida women's likelihood to turnout.
 - Among Florida 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, 56% of Florida women who are unsure that their vote will be counted accurately are almost certain to vote or have already voted.

Priorities

- Florida women share a set of legislative priorities for the next President and Congress to address.
 - There are clear commonalities uniting Florida women. Majorities of Florida 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 of these issues.
 - Health care and many economic issues top the list, often with three-quarters more women reporting that it is important to them.
 - More than six-in-ten Florida women prioritize economic issues.
 - Racial justice issues—especially ending police violence against people of color—is important to majorities of all Florida women, regardless of race, urbanicity, and party identification.

Important for Next President/Congress to Address

		Total FL	White	Black	Latina	Urban	Suburb	Rural	GOP	Dem	Ind
Health	Make health care coverage affordable	85%	85%	82%	83%	84%	87%	88%	83%	89%	89%
	Prevent insurers from refusing to cover preexisting conditions	82%	87%	77%	75%	79%	87%	79%	84%	83%	85%
	Expand mental health services	85%	88%	80%	84%	84%	87%	86%	85%	87%	86%
Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	84%	82%	82%	88%	83%	85%	77%	83%	86%	86%
	Strengthen equal pay laws for women	81%	81%	82%	81%	85%	80%	76%	75%	87%	87%
	Prohibit evictions for as long the coronavirus (COVID-19) pandemic lasts	77%	77%	76%	75%	78%	77%	71%	68%	83%	79%
	Pass legislation to expand access to affordable, high quality childcare	75%	72%	77%	82%	79%	74%	72%	64%	85%	79%
Racial justice	End police violence against people of color	77%	77%	77%	79%	79%	77%	71%	65%	86%	82%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	70%	65%	76%	73%	72%	68%	68%	47%	84%	78%

- Florida Gen Z women—who are less inclined to turnout in this election—prioritize a range of issues, many of which include an economic component, especially:
 - Ensure workplaces are free from sexual violence, harassment, and discrimination (73%).

Important for Next President/Congress to Address

		Total FL	Gen Z	Millennial	18-29	30-39	40-49	50-64	65+
Health	Make health care coverage affordable	85%	65%	79%	67%	81%	86%	96%	90%
	Prevent insurers from refusing to cover preexisting conditions	82%	53%	75%	57%	78%	83%	89%	93%
	Expand mental health services	85%	62%	81%	64%	86%	85%	95%	90%
Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	84%	73%	80%	74%	81%	79%	93%	88%
	Strengthen equal pay laws for women	81%	65%	82%	68%	84%	81%	88%	83%
	Prohibit evictions for as long the coronavirus (COVID-19) pandemic lasts	77%	51%	79%	59%	79%	73%	86%	81%
	Pass legislation to expand access to affordable, high quality childcare	75%	66%	78%	67%	80%	74%	77%	77%
Racial justice	End police violence against people of color	77%	67%	75%	69%	76%	72%	84%	82%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	70%	61%	71%	65%	70%	72%	71%	69%

Concerns

- Out of economic, health, and racial justice concerns explored, these two concerns top the list:
 - Making ends meet (54% worry that their total family income will not be enough).
 - Affordable, secure health insurance (53%).
- However, Florida women are not a monolith, and Black women are especially concerned about racial justice issues.

Top Worries

	All FL women	White	Black	Latinas
#1	That your total family income will not be enough (54%)	Having access to affordable and secure health insurance for you and your family (49%)	Acts of hate directed toward you or your family because of your race, ethnicity, religion, disability, gender, gender identity, or immigration status (76%)	That your total family income will not be enough (61%)
#2	Having access to affordable and secure health insurance for you and your family (53%)	That your total family income will not be enough (48%)	Keeping you and your family safe from police violence (75%)	Having access to affordable and secure health insurance for you and your family (55%)

- Concerns about making ends meet have grown since the start of the pandemic (46% increased).
- COVID-19 is responsible for much of the increase in economic concerns with roughly half of Florida women attributing their increase in worry for each of the following to the pandemic:
 - That your total family income will not be enough (53%).
 - Being able to afford your rent or mortgage (51%).
 - Getting or keeping a good paying job with benefits (50%).
 - Having affordable and dependable childcare (45%).
- Looking at Florida 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 (33%), the November 2020 elections (23%), the state of the economy (16%), and changes to the composition of the Supreme Court (12%).

- 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.
 - About half of Florida women attribute the increased concern they have for the following issues to recent protests and public attention:
 - Being treated justly by the police (54% say recent protests and public attention are most responsible for their increase in concern).
 - Keeping you and your family safe from police violence (48%).
 - Acts of hate directed toward you or your family because of your race, ethnicity, religion, disability, gender, gender identity, or immigration status (48%).
- 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 Florida.
 - Among those reporting increased concern, 43% say changes to the makeup of the Supreme Court are driving it.
