

To: YWCA

Subject: NC Survey Results

Overview & Methodology

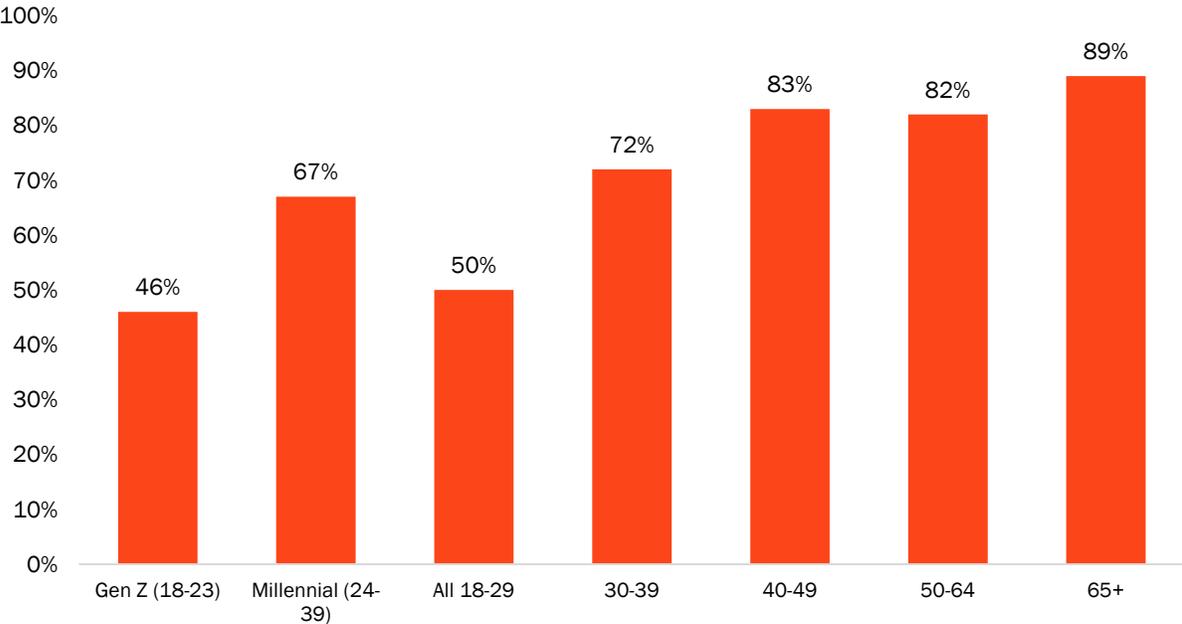
Below are findings from an online poll conducted September 25-October 11, 2020 on behalf of YWCA USA. The survey reached 555 women living in North Carolina, including oversamples of Black women and Latinas. This data is weighted by age, education, race/ethnicity, and urbanicity to reflect the actual population of adult women in North Carolina. 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, more than three-quarters of North Carolina women (76%) say they are almost certain to vote or have already voted.
 - Age fuels an enthusiasm gap in North Carolina. Younger women tend to be less certain that they will vote or to have already voted, while senior women are the most inclined to vote.
 - Less than half of Gen Z women in North Carolina (46% of North Carolina women 18-23) are almost certain to vote or have already voted.

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



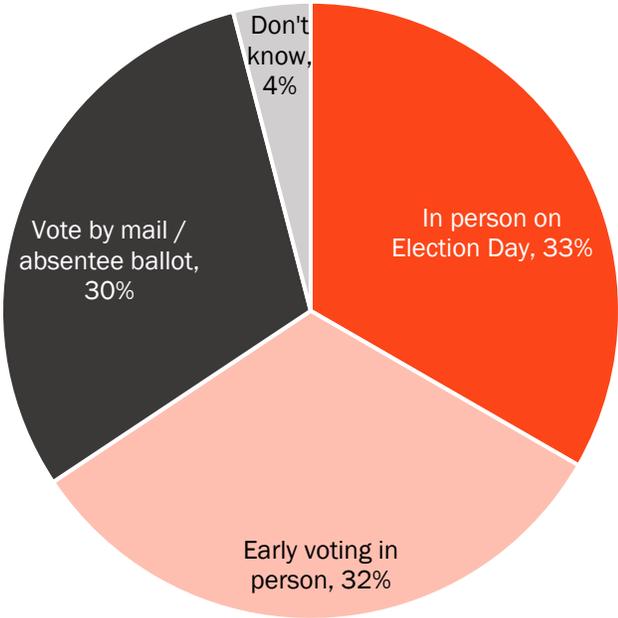
- There is no enthusiasm gap across race/ethnicity or urbanicity in North Carolina.
 - More than seven-in-ten North Carolina women across all races/ethnicities and urbanities are nearly certain to vote or have already voted.

Likelihood to Vote by Race/Ethnicity and Urbanicity

	All NC women	White	Black	Latinas	Urban	Suburban	Rural
Almost certain to vote/already voted	76%	79%	72%	70%	75%	79%	76%
Probably	8%	7%	8%	10%	10%	7%	7%
Chances are 50/50	6%	7%	5%	5%	2%	7%	7%
Probably not	3%	3%	5%	3%	3%	3%	4%
Definitely not	4%	3%	6%	8%	5%	3%	4%
Don't know	3%	2%	4%	3%	5%	1%	2%

- North Carolina women who are planning to vote intend to cast their ballot in various ways this election, though roughly two-thirds (66%) plan to cast their vote in person.
 - One-third (33%) plan to vote in person on Election Day. Nearly another one-third (32%) plan to vote early, in-person.
 - Three-in-ten (30%) plan to vote by mail/absentee ballot.

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



- However, North Carolina women question whether their voice will be heard in this election.
 - One-third of North Carolina women (33%) doubt their vote will be counted accurately (25% don't know, 8% no).
 - These doubts are shared by all North Carolina women. No group of women is significantly more skeptical that their vote will be counted accurately.

Priorities

- North Carolina women share a set of legislative priorities for the next President and Congress to address.
 - There are clear commonalities uniting North Carolina women.
 - Majorities of North Carolina 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 issues top the list, with eight-in-ten or more reporting that each is important to them.

Important for Next President/Congress to Address

		Total NC	White	Black	Latina	Urban	Suburb	Rural	GOP	Dem	Ind
Health	Make health care coverage affordable	88%	88%	85%	90%	90%	87%	90%	83%	96%	89%
	Prevent insurers from refusing to cover preexisting conditions	88%	89%	85%	82%	88%	90%	89%	85%	95%	88%
	Expand mental health services	84%	87%	82%	86%	83%	87%	85%	80%	90%	85%
Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	83%	85%	80%	83%	85%	84%	82%	77%	93%	83%
	Strengthen equal pay laws for women	83%	84%	79%	82%	86%	87%	77%	77%	92%	83%
	Prohibit evictions for as long the coronavirus (COVID-19) pandemic lasts	79%	78%	84%	80%	85%	79%	71%	72%	92%	73%
	Pass legislation to expand access to affordable, high quality childcare	76%	73%	76%	81%	83%	78%	63%	67%	88%	71%
Racial justice	End police violence against people of color	78%	76%	83%	82%	83%	81%	70%	62%	93%	81%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	72%	67%	83%	86%	80%	74%	61%	52%	92%	73%

- North Carolina Gen Z women—who are less inclined to turnout in this election—prioritize a range of issues.
 - However, they feel most strongly about making health care coverage affordable (59% very important).

Important for Next President/Congress to Address

		Total NC	Gen Z	Millennial	18-29	30-39	40-49	50-64	65+
Health	Make health care coverage affordable	88%	75%	81%	79%	78%	96%	91%	94%
	Prevent insurers from refusing to cover preexisting conditions	88%	71%	81%	75%	81%	96%	89%	96%
	Expand mental health services	84%	68%	74%	70%	75%	99%	85%	90%
Economic	Ensure workplaces are free from sexual violence, harassment, and discrimination	83%	71%	82%	79%	77%	91%	81%	87%
	Strengthen equal pay laws for women	83%	68%	85%	74%	86%	89%	81%	87%
	Prohibit evictions for as long the coronavirus (COVID-19) pandemic lasts	79%	71%	75%	74%	73%	84%	80%	80%
	Pass legislation to expand access to affordable, high quality childcare	76%	69%	80%	74%	79%	85%	69%	75%
Racial justice	End police violence against people of color	78%	68%	74%	70%	74%	90%	77%	81%
	End the separation and detention of immigrant women, children, and families seeking refuge, asylum, and safety in the U.S.	72%	74%	66%	74%	63%	85%	68%	73%

Concerns

- Out of economic, health, and racial justice concerns explored, these two concerns top the list:
 - Affordable, secure health insurance (54% worry about access to this).
 - Making ends meet (49% worry that their total family income will not be enough).
- However, North Carolina women are not a monolith.
 - Black women are especially concerned about racial justice issues.
 - In addition to the top concerns shared by all North Carolina, they are also concerned with acts of hate directed against them and their family and getting or keeping a good paying job with benefits.

Top Worries

	All NC women	White	Black	Latinas
#1	Having access to affordable and secure health insurance for you and your family (54%)	Having access to affordable and secure health insurance for you and your family (57%)	Being treated justly by the police (70%)	Having access to affordable and secure health insurance for you and your family (55%)
#2	That your total family income will not be enough (49%)	That your total family income will not be enough (52%)	Keeping you and your family safe from police violence (66%)	That your total family income will not be enough (53%)
#3	—	—	—	Getting or keeping a good paying job with benefits & Acts of hate directed toward you or your family because of your race, ethnicity, religion, disability, gender, gender identity, or immigration status (52%)

- Concerns about making ends meet have grown since the start of the pandemic (48% increased).
 - COVID-19 is responsible for much of the increase in economic concerns with roughly half of North Carolina women attributing their increase in worry for each of the following to the pandemic:
 - Getting or keeping a good paying job with benefits (54% say the COVID-19 pandemic is most responsible for their increase in concern).
 - Being able to afford your rent or mortgage (53%).
 - That your total family income will not be enough (48%).
- Looking at women’s North Carolina 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 (29%), the November 2020 elections (28%), and the state of the economy (20%).

- 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 North Carolina women attribute the increased concern they have for the following issues to recent protests and public attention:
 - Acts of hate directed toward you or your family because of your race, ethnicity, religion, disability, gender, gender identity, or immigration status (63% say recent protests and public attention are most responsible for their increase in concern).
 - Being treated justly by the police (61%).
 - Keeping you and your family safe from police violence (60%).
- 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 North Carolina.
 - Among those reporting increased concern, just over half (51%) say changes to the makeup of the Supreme Court are driving it.
