

YWOMENVOTE 2022 - MIDTERM ELECTIONS

Spotlight on Gen Z Women of Color

This spotlight on Generation Z (Gen z) women of color provides a brief overview of their concerns and priorities heading into the 2022 midterm elections. Drawn from [YWCA USA’s fifth national survey of women in the United States](#), this data frames clear expectations for legislative action to address their concerns and priorities. While women overall are remarkably consistent in their concerns and priorities, the nuanced experiences of demographic subgroups of women – including women of color and younger women – shape their specific expectations for action to meet their most pressing concerns.

Young voters under 40 – including Generation Z - now make up [a third](#) of the voting electorate and represent the [largest, most racially diverse](#) group of voters in the nation—and their influence in elections is poised to continue to grow. Gen Z voters overall made up 4% in 2016 and 10% of voters who cast their votes in 2020. Based on the steady rise in this population of voters, that trend is expected to continue.

Enthusiasm and Impact: Generation Z Women of Color

About two-thirds of Gen Z women of color (66%) surveyed believe the midterm federal election results in 2022 will have at least somewhat of an impact on their lives and their families’ lives. This nearly matches women overall (67%). However, just 37% of Gen Z women of color surveyed reported high enthusiasm to vote in the upcoming federal elections (scoring importance as an “8”, “9”, or “10” on a scale of 0 – 10, with ten being most important). This is -12 percentage points lower compared to women overall (49%).

Policy Solutions: Generation Z Women of Color

Gen Z women of color indicated strong support for action by Congress on a range of issues surveyed. **Of the top policy solutions, support for safe, legal abortion care, racial justice legislation, and workforce training is between 12 and 19 points higher than for women overall.** The following policy solutions ranked highest for Gen Z women of color:

Top Policies: Gen Z Women of Color	
<i>Ranked by One of the Most Important/Very Important Combined</i>	
Health and Community Well-Being	Federal Funding for Nonprofit Community Services (83%) (+8 compared to women overall)
Health and Community Well-Being	Prevent gun violence and mass shootings (82%) (+0)
Health and Community Well-Being	Protect access to safe, legal abortion care (81%) (+19)
Economic Security	Strengthen equal pay laws for women (81%) (+5)
Economic Security	Paid Sick & Paid Safe Leave (80%) (+9)
Gender-Based Violence	Federal Funding for Gender-Based Violence Services (80%) (+8)
Health and Community Well-Being	Expand Mental Health Services for Survivors of Trauma (79%) (+2)
Childcare	High Quality Childcare that is Affordable, Dependable, and Accessible (79%) (+9)
Racial Justice & Civil Rights	Dismantle White Nationalism (78%) (+12)
Health and Community Well-Being	Improve Maternal Health Care (78%) (+5)
Economic Security	Workforce Training for Nontraditional Jobs (78%) (+12)
Racial Justice & Civil Rights	Address Racism as a Public Health Crisis (78%) (+17)

Top Concerns: Generation Z Women of Color

With a few notable exceptions, Gen Z women of color share core concerns with all women across a range of economic, health, and societal issues, but at higher levels of intensity. **Of these top concerns, Gen Z expressed acute concern with respect to specific racial justice, safety and caregiving concerns (between 23 and 33 points higher when compared to women overall).**

Top Concerns: Gen Z Women of Color	
Ranked by Very/Somewhat Worried Combined	
Economic	Cost of Living (80%) (-6 compared to women overall)
Gun Violence	Mass Shootings and Gun Violence (80%) (+4)
Racial Justice	Safety from Police Violence (72%) (+32)
Economic	Afford Rent or Mortgage (70%) (+8)
Reproductive Rights	Abortion and Reproductive Health Services (70%) (+19)
Racial Justice	Acts of Hate / Racial violence (70%) (+33)
Mental Health	Affordable Mental Health Services (68%) (+17)
Racial Justice	Rise in White Nationalism (66%) (+12)
Economic	Earning Equal Pay (65%) (+15)
Economic	Paid Sick Leave (65%) (+23)

FULL SURVEY RESULTS AVAILABLE AT YWOMENVOTE.ORG

Survey Methodology

This online survey was designed and conducted by Finn Partners. It reached a total of N=3,354 women nationwide between June 21, 2022 and August 2, 2022. This sample is inclusive of oversamples of women in six states (N=400 in each of Arizona, Georgia, Michigan, North Carolina, Pennsylvania, and Texas), younger women of color (N=200 Gen Z, N=200 millennial), and American Indian/Alaska Native (AI/AN) women (N=81), all of which were weighted down to the appropriate size nationwide. The combined reach of this survey and additional oversamples enabled examination of demographic subgroups by race and ethnicity (Black women, Hispanic women/Latinas, Asian American and Pacific Islander women, and American Indian/Alaska Native women), and by generation.

About YWCA USA

For over 160 years, YWCA has been on a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. YWCA has been at the forefront of the most pressing social movements – from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls. Learn more at www.ywca.org.