

YWOMENVOTE 2022 - MIDTERM ELECTIONS

Spotlight on Millennial Women of Color

This spotlight on Millennial 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 – the Millennial generation and 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. Between 2016 and 2020, millennial voter turnout alone increased by 36%. By 2030, these two groups will make up [more than half](#) of all eligible voters in the United States.

Enthusiasm and Impact: Millennial Women of Color

More than two-thirds of Millennial 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 38% of millennial 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 10 being most important). This is -11 points lower compared to women overall (49%).

Policy Solutions: Millennial Women of Color

Intensity of support is higher among Millennial women of color for a number of policies, racial justice and civil rights, and women’s economic security. Their highest ranked policy solutions include:

Top Policies: Millennial 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 (80%) (+5 compared to women overall)
Health and Community Well-Being	Prevent gun violence and mass shootings (80%) (-2)
Racial Justice and Civil Rights	Voting Rights: End Voter Suppression and Discriminatory Practices (80%) (+9)
Economic Security	End Workplace Harassment & Discrimination (79%) (+0)
Health and Community Well-Being	Expand Mental Health Services for Survivors of Trauma (79%) (+2)
Economic Security	Strengthen equal pay laws for women (77%) (+1)
Economic Security	Paid Medical & Family Leave (77%) (+4)
Health and Community Well-Being	Improve Maternal Health Care (77%) (+4)
Racial Justice and Civil Rights	Pass legislation to end racial and religious profiling (77%) (+9)
Economic Security	Paid Sick & Paid Safe Leave (77%) (+6)
Economic Security	End Pregnancy Discrimination (77%) (+6)

Top Concerns: Millennial Women of Color

Millennial women of color share core concerns with all women across a range of economic, racial justice, health, and societal issues, but at higher levels of intensity. **Of these concerns, Millennial women of color expressed acute concern with respect to certain racial justice and caregiving concerns (between 19 percentage points and 27 percentage points higher in comparison to women overall.)** The concerns that rank highest for Millennial women are:

Top Concerns: Millennial Women of Color <i>Ranked by Very/Somewhat Worried Combined</i>	
Economic	Cost of Living (83%) (-3 compared to women overall)
Gun Violence	Mass Shootings and Gun Violence (80%) (+4)
Economic	Family Income and Expenses (75%) (+7)
Economic	Afford Rent or Mortgage (69%) (+7)
Racial Justice	Acts of Hate / Racial violence (64%) (+27)
Racial Justice	Rise in White Nationalism (62%) (+8)
Reproductive Rights	Abortion and Reproductive Health Services (60%) (+9)
Racial Justice	Safety from Police Violence (59%) (+19)
Economic	Earning Equal Pay (58%) (+8)
Child Care	High Quality Affordable, Accessible, Dependable Childcare (58%) (+22)

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.