

YWCA YWomenVote 2024 Survey

Executive Summary

This summary is based on the 2024 survey conducted in partnership between HIT Strategies and YWCA USA, offering a comprehensive view of top social and economic priorities among women and nonbinary/gender expansive registered voters.¹ Oversamples of Gen Z women, women of color subgroups (Black, Latina, Asian American, Pacific Islander, and Native American), and women with disabilities enabled a deeper analysis of the perspectives and priorities of these distinct communities. Amidst a deeply divided electorate and close races at presidential, congressional, and state levels, this survey provides insight into the perspectives and priorities of these key voting constituencies as the 2024 election cycle heads into its final weeks.

Key Findings

1. Women across generations, racial and ethnic groups, economic status, and region identified the economy, healthcare, and mass shootings and gun violence as the most important issues impacting them personally. When asked about the most important issues impacting women in the U.S., they identified abortion access, the economy, and domestic and sexual violence.
2. Policy solutions in the areas of racial justice and civil rights, economic security, childcare, and women's health and community well-being are extremely important to women across the nation – especially policies which support women's autonomy, protect their social and economic freedoms, and respond to the issues of greatest importance to women.
3. While women overall are remarkably consistent in the issues they deem important and their support for policy solutions, Gen Z women, women of color, and women with disabilities expressed even greater intensity in many of their responses – indicating their expectations and greater need for action to address the most pressing issues in their lives and those facing women in the U.S.
4. Women across demographic groups expressed high levels of support for a suite of economic policy solutions that address the top issue facing women individually and collectively in the U.S. These include harassment-free and discrimination-free workplaces, equal pay laws, paid family and medical leave, paid sick leave, workforce training, affordable housing, and childcare.
5. Domestic and sexual violence is a consistent and prevalent concern for women, as reflected in its identification as the third most important issue facing women in the U.S., and in higher numbers of Gen Z, Native American, Latina, Pacific Islander, Black, and Asian American women reporting that they have experienced sexual harassment in the workplace or online

¹ Throughout this report, we use the term “women” in reference to the survey respondents. We intend this as inclusive of respondents who identified as woman, genderqueer, gender nonconforming, nonbinary/not exclusively male nor female, or an additional gender category in response to the question, “Do you think of yourself as...?” Response options included: man, woman, genderqueer/gender nonconforming/not exclusively male nor female, additional gender category (please specify), refused.

harassment within the past year. This is reinforced by women's high levels of support for policy solutions to ensure workplaces are free from sexual violence, harassment and discrimination (93%) and to strengthen protections against domestic violence, sexual assault, stalking, online harassment, and other forms of gender-based violence (92%).

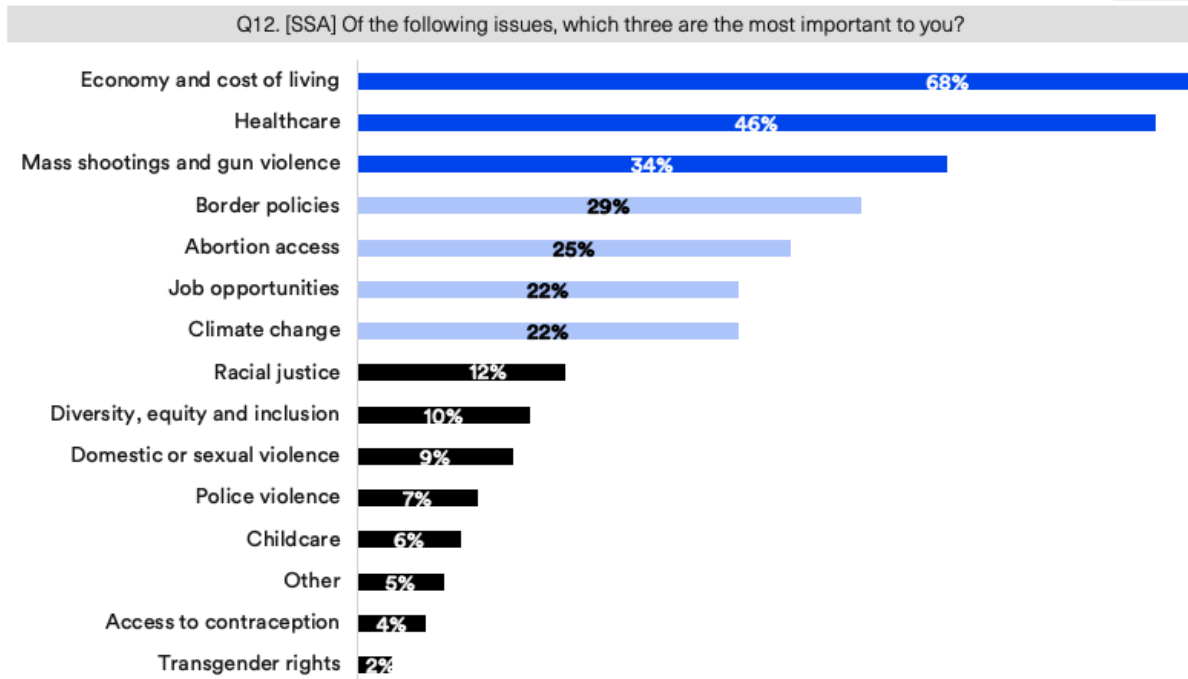
6. While political cynicism and disillusionment among women are barriers to turnout and participation in the electoral process, connecting women to the issues that are at stake in the 2024 election (like the economy and gender-based violence), and connecting women as a community, can help generate a sense of power and optimism to increase women's participation in the 2024 election.

Methodology

This survey was designed and conducted by HIT Strategies in collaboration with YWCA USA via online opt-in panel. It reached a total of N=4,200 women and nonbinary/gender expansive registered voters (age 18+) nationwide between June 21, 2024 and July 8, 2024. This sample is inclusive of oversamples of women of color (American Indian / Alaska Native, N=200; Asian, N=300; Black, N=300; Latina, N=300; Pacific Islander, N=100); Gen Z and Millennial (Gen Z, N=300; Millennial women, N=300), and women with disabilities (N=300), all of which were weighted down to the appropriate proportions nationwide. The margin of error is +/- 1.97%. The combined reach of this survey and additional oversamples enabled examination of demographic subgroups by race and ethnicity and by generation.

Top Issues Important to Women (Individually/Personally)

The nation's economic state stands out as the most important issue personally affecting women, with significant emphasis on the rising cost of living. Alongside these financial priorities, healthcare access and the increasing frequency of mass shootings and gun violence are also top issues that women identified as personally important to them. These challenges underscore the need for multiple comprehensive solutions that address both economic stability and the persistent tragedy of mass shootings and gun violence in the U.S.



Differences Across Race, Ethnicity, and Disability

Regardless of racial, ethnic, or disability group, women were generally aligned on their top important issues. However, there were some key differences across race, ethnicity and disability status. While Black women followed trends of overall women in their top two issues, they differed by prioritizing racial justice as their third highest rated issue. Black women also demonstrated higher intensity around police violence, and diversity, equity, and inclusion than women overall and other women of color. Pacific Islander women also prioritized racial justice more highly with 21% rating the issue as important, second only to Black women, 34% of whom rated racial justice as important.

The issues identified by Native American/Alaskan Native women, Asian American women, and Pacific Islander women are more evenly split across issues than the consolidation we see within other racial subgroups, indicating these racial and ethnic subgroups have a broader range of issues impacting their lives. Notably, Native women ranked domestic and sexual violence 6% higher than the overall average as well as higher numbers of importance for abortion access (29%) and job opportunities (31%). Second to Native women, Latinas also placed a higher emphasis than other subgroups on job opportunities (29%). And nearly 3 in 4 Asian American women (74%) identified economy and cost of living as the most important issue to them (+5 or more higher than all other subgroups and women overall).

Women living with disabilities rank healthcare higher than any other subgroup with 52% rating the issue as important.

There are also slightly higher numbers for importance of domestic or sexual violence for Black women (+4%), women living with disabilities (+4%), and Native American women(+6%).

Q12. [SSA] Of the following issues, which three are the most important to you?

	Total	Disabled	White	Black	Latina	Asian American	Pacific Islander	Native / Alaskan
Economy and cost of living	68%	69%	69%	64%	65%	74%	62%	67%
Healthcare	46%	52%	47%	45%	44%	49%	47%	38%
Mass shootings and gun violence	34%	31%	37%	29%	30%	26%	34%	26%
Border policies	29%	26%	35%	8%	22%	25%	23%	17%
Abortion Access	25%	22%	28%	18%	24%	19%	23%	29%
Job opportunities	22%	22%	19%	27%	29%	25%	16%	31%
Climate change	22%	17%	23%	16%	19%	22%	18%	22%
Racial justice	12%	13%	6%	34%	13%	13%	21%	16%
Diversity, equity, and inclusion	10%	9%	7%	17%	15%	15%	19%	17%
Domestic or sexual violence	9%	13%	7%	13%	10%	11%	11%	15%
Police Violence	7%	7%	6%	15%	7%	2%	7%	5%
Childcare	6%	8%	5%	11%	11%	9%	7%	4%
Other	5%	2%	6%	1%	3%	5%	3%	3%
Access to contraception	4%	3%	4%	3%	5%	3%	7%	6%
Transgender rights	2%	5%	2%	1%	2%	2%	2%	4%

*blue numbers indicate areas that stand out in analysis as discussed in body paragraphs.

Differences Across Generation

Women across all generations noted the economy and cost of living as the most important issues personally. Younger generations showed some differences in their priorities, with Gen Z women placing significantly more emphasis on racial justice (28%) compared to the overall percentage (12%), while 35% of millennial women identified job opportunities as an important issue. Silent generation, Boomer, and Gen X women were generally consistent in their ranking of issues of importance overall, with a few variations. For example, women who are a part of the Silent and Boomer Generation identified mass shootings and gun violence higher than the average as a top issue of importance. Boomer women placed a higher emphasis on border control compared to other generations, while Millennials and Gen Z women ranked it significantly lower.

Although Gen Z women identified the same top 3 issues of importance as other generations, their total percentage was considerably lower than other generations. This does not mean these issues are less important to them, however it demonstrates the broader range of issues that are personally important to them as they do not coalesce around 2 or 3 priority issues in the same way the older generations did. Gen Z women prioritized abortion access, racial justice, police violence, and childcare more than other generations, while placing significantly less emphasis on the economy as their primary top issue.

Q12. [SSA] Of the following issues, which three are the most important to you?

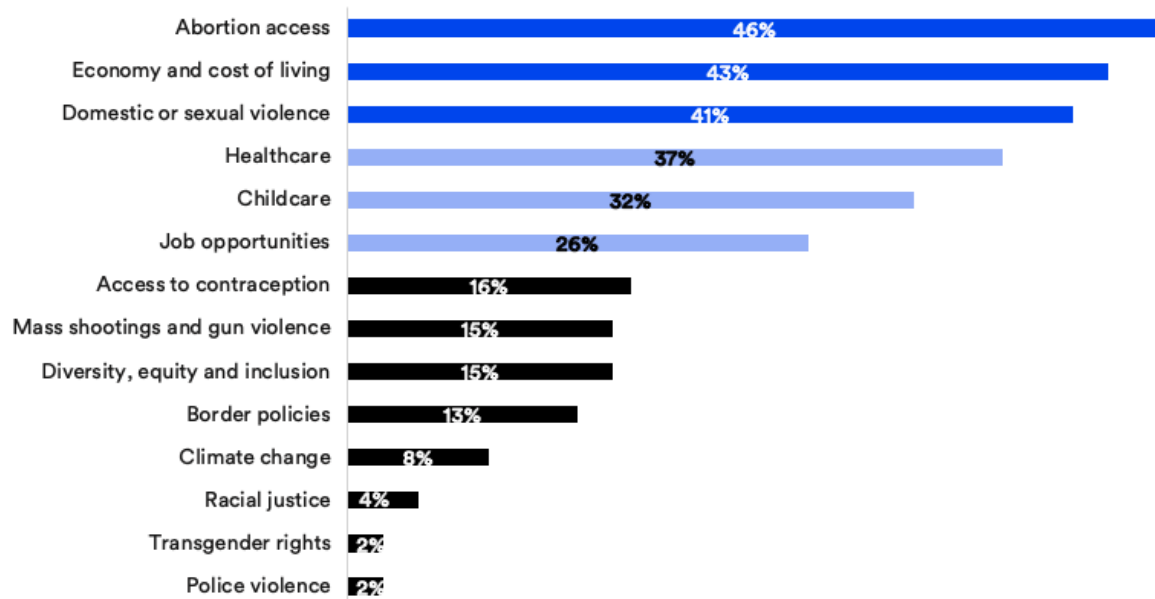
	Total	Silent	Boomer	Gen X	Millennials	Gen Z
Economy and cost of living	68%	73%	71%	74%	71%	42%
Healthcare	46%	44%	48%	51%	45%	37%
Mass shootings and gun violence	34%	52%	40%	28%	28%	37%
Border policies	29%	34%	43%	30%	18%	11%
Abortion Access	25%	24%	25%	23%	23%	36%
Job opportunities	22%	2%	12%	28%	35%	18%
Climate change	22%	23%	24%	21%	20%	21%
Racial justice	12%	7%	9%	8%	11%	28%
Diversity, equity, and inclusion	10%	11%	7%	7%	14%	15%
Domestic or sexual violence	9%	11%	5%	11%	9%	12%
Police Violence	7%	0%	7%	6%	7%	15%
Childcare	6%	0%	1%	2%	12%	18%
Other	5%	6%	8%	6%	2%	0%
Access to contraception	4%	8%	2%	5%	4%	4%

*blue numbers indicate areas that stand out in analysis as discussed in body paragraphs.

Top Issues Important to Women in the U.S. (Collective)

Based on our research, we've found that women think differently about priorities for the collective as opposed to priorities for themselves individually. We found this to be true in this survey as well: when survey respondents reflected on issues important to *all women*, as opposed to themselves individually, their priorities shifted. Abortion access emerged as the most important issue, with the economy and cost of living still ranking among the top concerns and domestic and sexual violence emerging as a top priority – indicating that women collectively consider the experiences of others alongside their own when assessing the most pressing issues.

Q13. [SSB] Of the following issues, which three do you think are the most important to women in the U.S. today?



Differences Across Race, Ethnicity, and Disability

There is much more consolidation amongst top issues across racial, ethnic, and disability subgroups, which translates to more overall agreement amongst subgroups on the top issues for women in the U.S. in comparison to top issues personally. Most notably, abortion access was rated much higher by Black women, Latinas, and Asian American women. Black women showed similar trends to how they answered in the personal top issues question, placing higher importance on diversity, equity and inclusion, racial justice, and police violence than any other racial subgroup. For racial justice and police violence, Black women rated these issues substantially higher than any other racial and ethnic subgroup. However, for diversity, equity and inclusion, all women of color subgroups rated DEI as more important than women overall.

Pacific Islander and Native American/Alaskan Native women identified different priorities for women than other women of color. They rated the economy and cost of living, and domestic or sexual violence higher than the overall respondent average. Additionally, domestic or sexual violence was the most important issue for Pacific Islander women, with 56% rating it as important compared to 41% of women overall. Pacific Islander women were also more likely to rate childcare (39%) as a top issue than any other racial subgroup.

Q13. [SSB] Of the following issues, which three do you think are the most important to women in the U.S. today?

	Total	Disabled	White	Black	Latina	Asian American	Pacific Islander	Native / Alaskan
Abortion access	46%	49%	44%	53%	55%	52%	47%	35%
Economy and cost of living	43%	44%	45%	32%	37%	43%	46%	54%
Domestic or sexual violence	41%	44%	40%	42%	45%	39%	56%	47%
Healthcare	37%	37%	39%	29%	33%	32%	34%	32%
Childcare	32%	28%	32%	35%	35%	30%	39%	35%
Job Opportunities	26%	22%	25%	26%	29%	33%	26%	22%
Access to contraception	16%	19%	18%	11%	14%	10%	6%	17%
Mass shootings and gun violence	15%	14%	17%	12%	11%	14%	11%	16%
Diversity, equity and inclusion	15%	15%	11%	28%	23%	22%	19%	17%
Border policies	13%	11%	16%	2%	8%	10%	1%	13%
Climate change	8%	8%	9%	6%	4%	8%	7%	5%
Racial justice	4%	4%	3%	14%	3%	4%	5%	3%
Transgender rights	2%	2%	1%	1%	4%	1%	2%	1%
Police violence	2%	3%	1%	6%	1%	2%	0%	3%

*blue numbers indicate areas that stand out in analysis as discussed in body paragraphs.

Differences Across Generations

When considering generations, the top issues of importance generally shifted, elevating issues that impact all women. Abortion access was one of the top issues of importance for all women across generations. Gen Z women didn't prioritize the economy and healthcare as much, noting domestic or sexual violence as the most important issue to women, which was 16 percentage points higher than how women overall rated it's importance. Gen X women had a higher emphasis on job opportunities than any other generation. The silent generation prioritizes mass shootings and gun violence over healthcare; this in part may have to do with the generation being eligible for Medicare coverage, alleviating much of the cost concerns we see highlighted by younger generations, like Millennials.

Q13. [SSB] Of the following issues, which three do you think are the most important to women in the U.S. today?

	Total	Silent	Boomer	Gen X	Millennials	Gen Z
Abortion access	46%	44%	47%	43%	47%	50%
Economy and cost of living	43%	40%	47%	48%	41%	27%
Domestic or sexual violence	41%	29%	39%	40%	40%	56%
Healthcare	37%	27%	39%	36%	40%	27%
Childcare	32%	32%	32%	30%	34%	34%
Job Opportunities	26%	28%	24%	32%	25%	22%
Access to contraception	16%	15%	16%	17%	16%	18%
Mass shootings and gun violence	15%	32%	17%	13%	11%	18%
Diversity, equity and inclusion	15%	11%	11%	16%	19%	17%
Border policies	13%	18%	17%	11%	11%	7%
Climate change	8%	15%	7%	7%	7%	11%
Racial justice	4%	5%	3%	4%	4%	8%
Transgender rights	2%	0%	0%	1%	2%	5%
Police violence	2%	4%	1%	3%	2%	2%

*blue numbers indicate areas that stand out in analysis as discussed in body paragraphs.

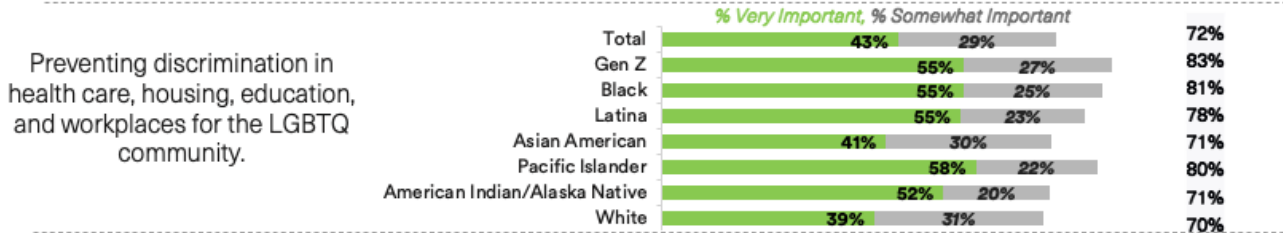
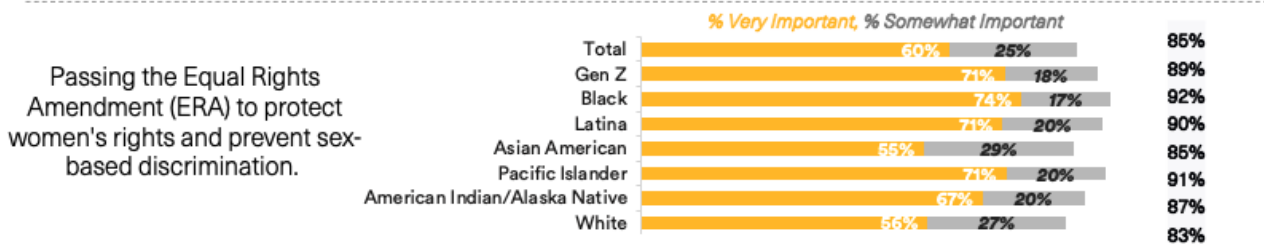
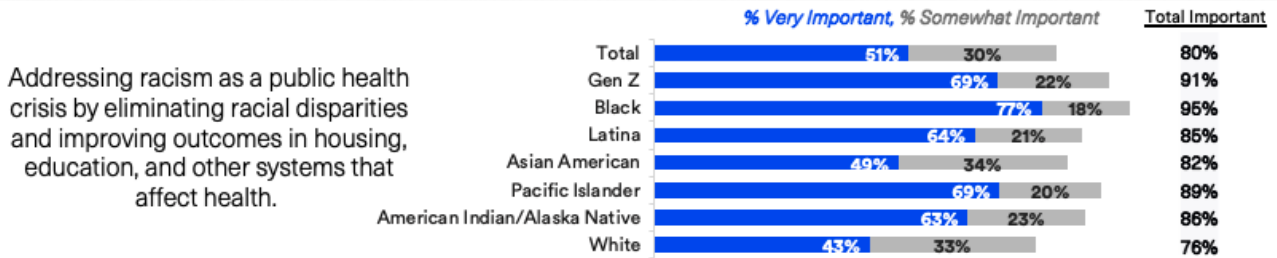
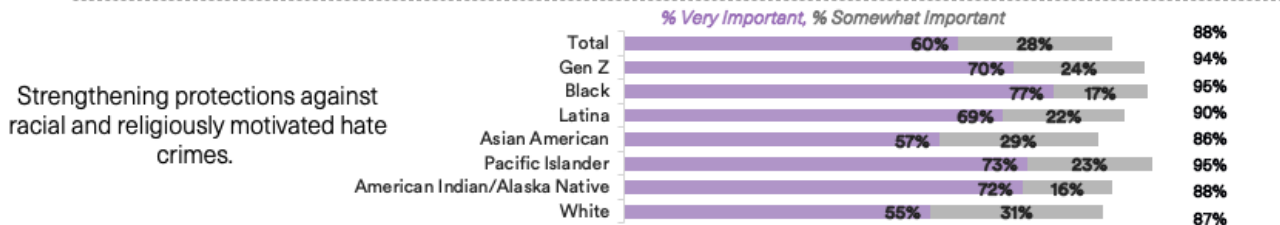
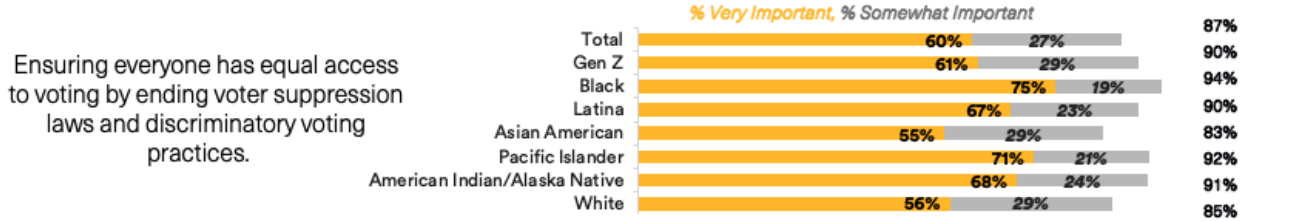
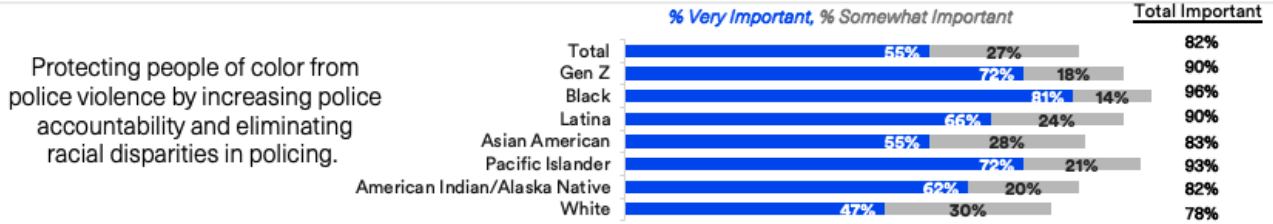
Women’s Policy Perspectives

The policies women are most drawn to mirror the issues they care about: affordability of childcare, cost of living, and protecting financial and bodily autonomy. All of YWCA’s policies that were tested were rated as extremely important to women voters. Previous research shows us that the recent political attacks on freedoms that discriminate against women based on gender identity, sexuality, and race have reenergized and reinvigorated women on policy issues that protect those freedoms and fight for more equity and autonomy.

Overall, racial justice and civil rights policies, women’s economic security policies and childcare policies are highly important to women. Younger generations prioritized issues of civil rights and racial justice more than other generations. Women of color, Black women specifically, were the primary drivers for high ratings across these policies. White women on average demonstrated significantly less intensity toward policies, except for policies relating to safety and domestic violence prevention.

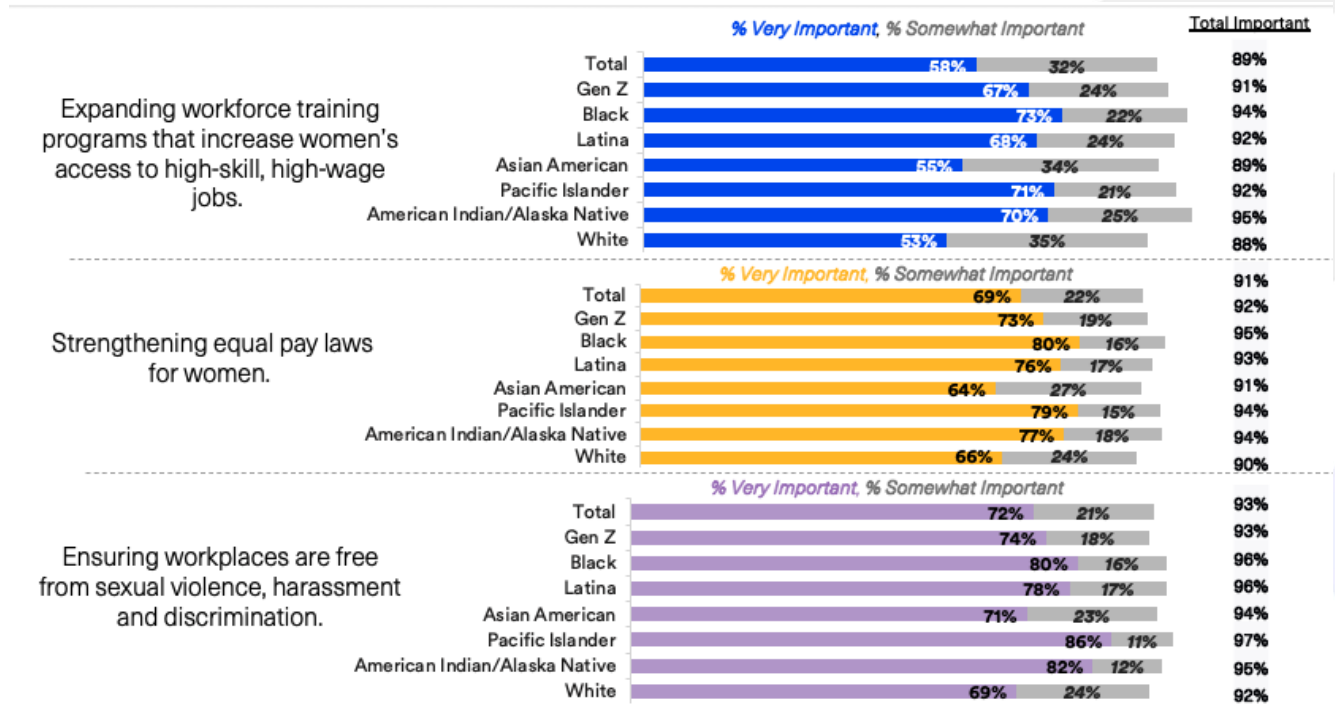
Racial Justice & Civil Rights Policy

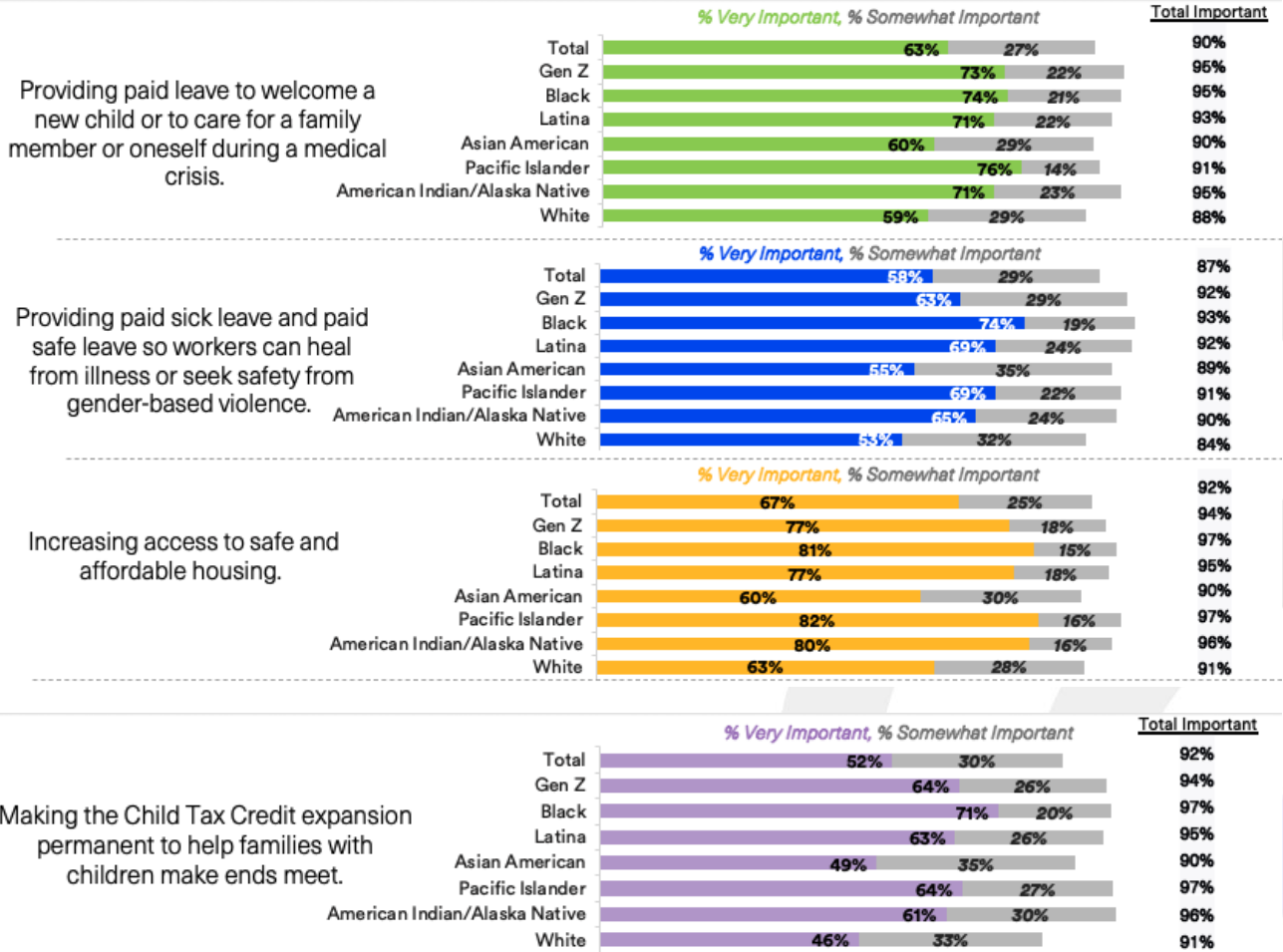
While all racial justice and civil rights policies tested were extremely important to women, they connected more with policies that emphasized the importance of strengthening protections against hate crimes, equal access to voting, and passing the Equal Rights Amendment (ERA). Women of color, and Black women especially, showed higher intensity of support for racial justice policies.



Women’s Economic Security

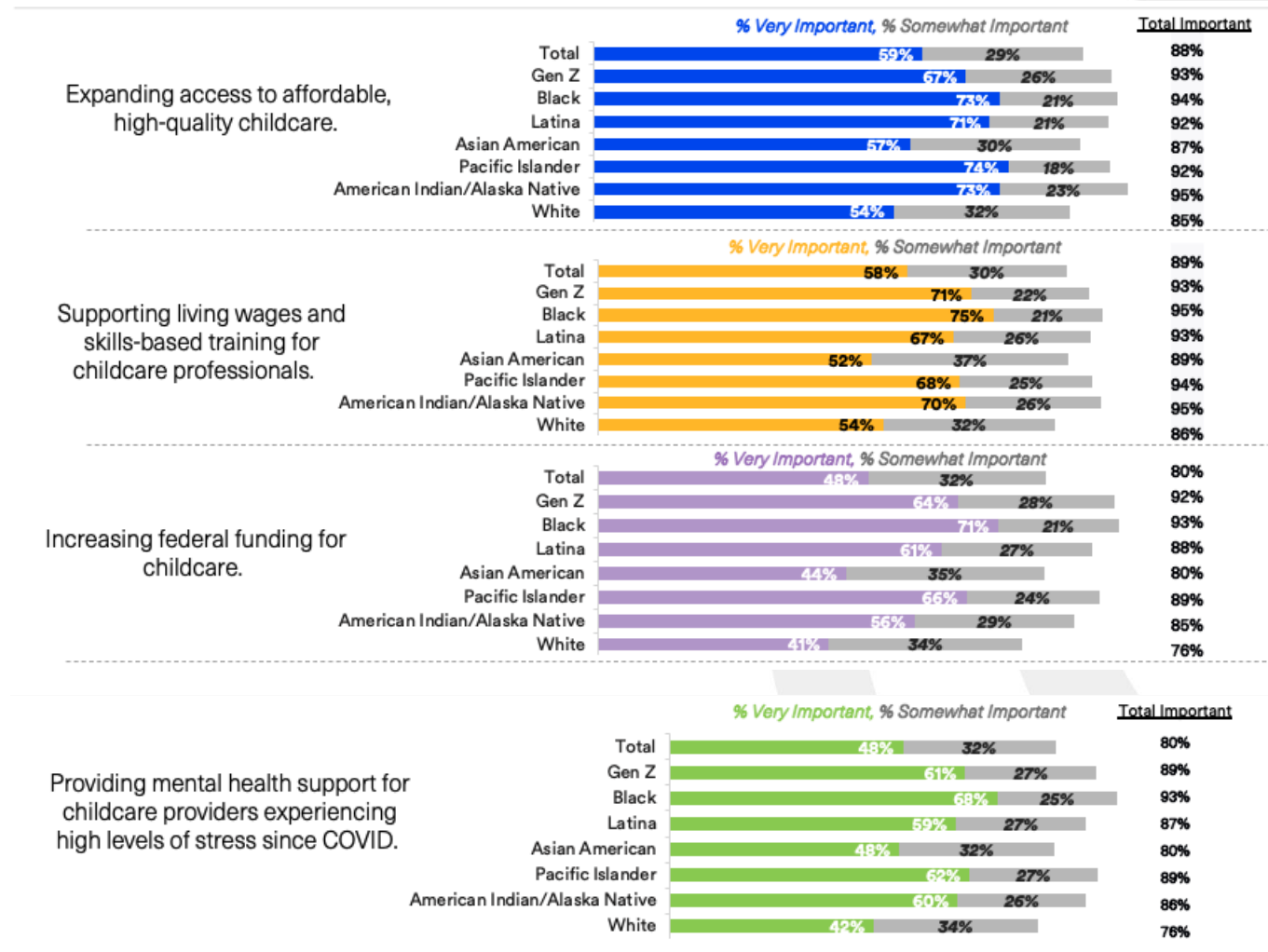
Women aligned with economic security policies that focused on creating safe workplaces, equal pay, and affordable housing, which is on trend with the issues they found to be personally important. This is a key needle to thread when we talk about the economy and cost of living – by talking about policy in terms of it’s direct impact on voter’s top issues, especially in 2024 when women are seeking to secure their financial autonomy and security.





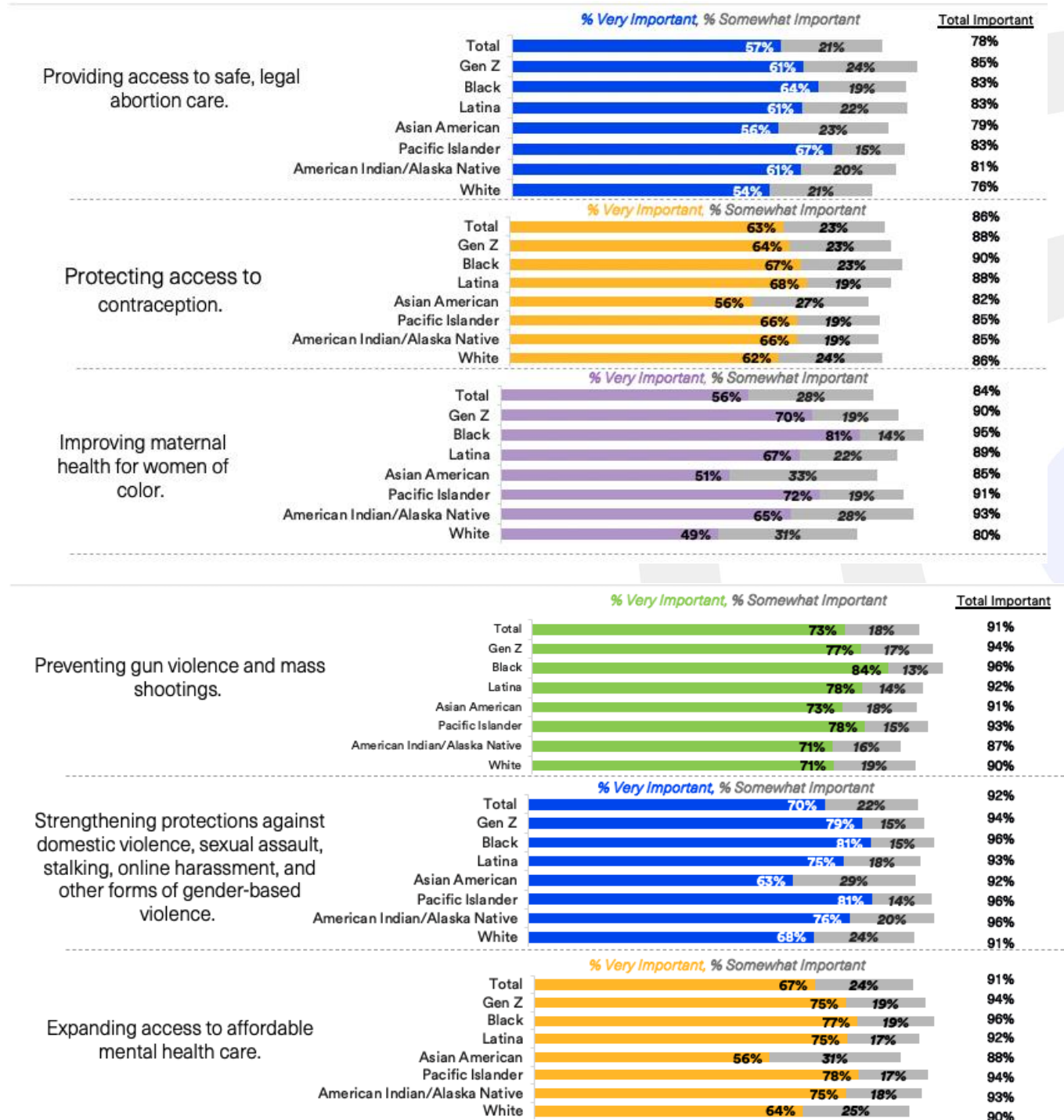
Childcare

Childcare policies that connect best with women focus on expanding access to affordable childcare and supporting living wages/training for childcare professionals. Highest levels of intensity of importance came from Gen Z overall and even higher for Gen Z Latinas. For many, childcare policies have just as significant an impact on women’s economic and cost of living concerns as the traditional economic policies set forth in the prior section.

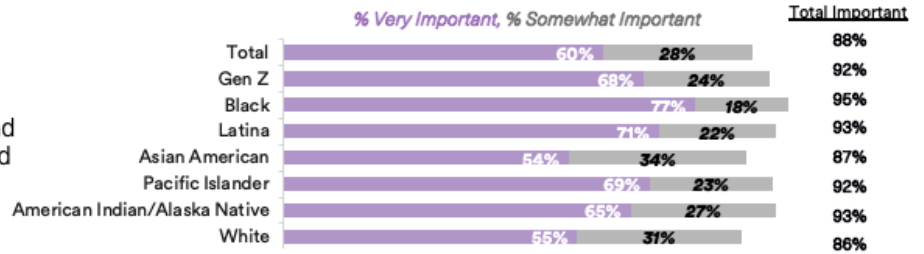


Women’s Health & Community Well-Being

Policies that address gun violence and mass shootings, strengthen protections against gender-based violence, and expand access to affordable mental health resonated most strongly with women, aligning closely with the issues they identified as most important to them personally.



Increasing federal funding for domestic violence services, affordable housing, job training, and other community services provided by nonprofits.

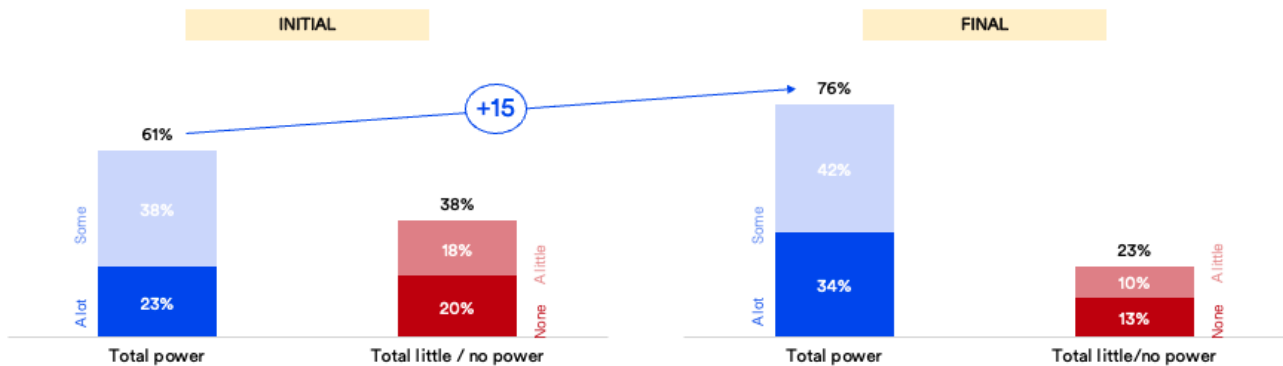


Women’s Perception of their Vote Power

With the largest current reported barrier to turnout being voters’ high levels of cynicism, which has consistently been found across research since 2020 and is upheld in this survey, we have found that measuring the perception of power voters feel their vote is capable of generating has proved to be a much more meaningful indicator of a voter’s likelihood of turning out to vote than our traditional motivation to vote survey question. The vote power questions are thus used as a proxy to measure likelihood to turn out to vote. The question is asked early in the survey and then again at the end, after respondents were exposed to policies and messages from YWCA USA, to assess how these prompts influenced their sense of empowerment regarding their vote.

After message and policy exposure, women’s perception of their voting power to make change on issues important to them increased by 15%, with a 10% “a lot of power” increase. This indicates that the YWCA policies and messaging was able to convince 15% of women to feel more power in their vote.

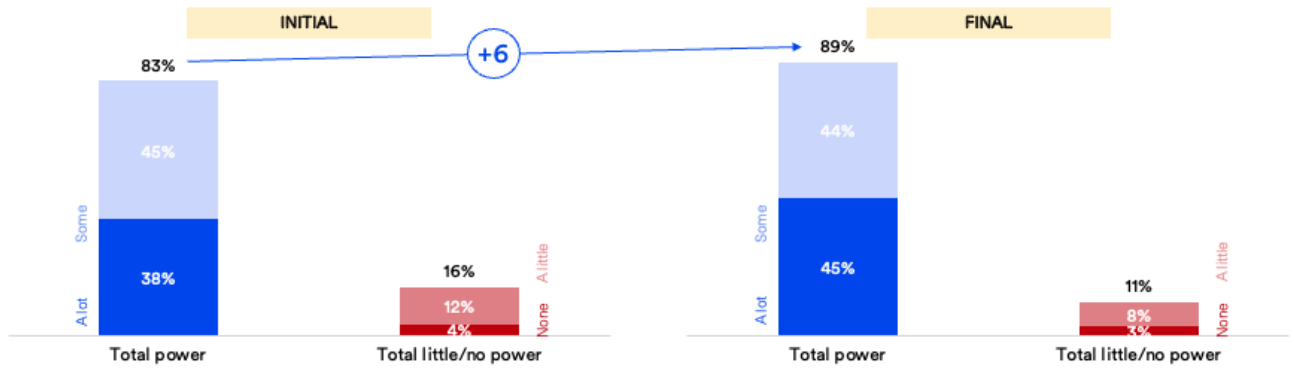
10/26. After hearing more about what is at stake in this upcoming election, how much power do you feel your vote has to make change on issues that are important to you?



	White	Black	Latina	Asian	Pacific	Native	Gen Z	Disabled
Total power	75% (+15)	82% (+11)	78% (+19)	81% (+15)	88% (+20)	73% (+8)	84% (+26)	77% (+22)
Total little/no power	25% (-15)	18% (-11)	22% (-19)	19% (-15)	12% (-19)	27% (-8)	16% (-26)	23% (-22)

Women’s perception of the voting power of women as a community started higher than their sense of their individual vote power. After message and policy exposure, that perception increased by an additional 6%.

11/27. After hearing more about what is at stake in this upcoming election, how much power do you feel women have to make change on issues that matter most to their community?

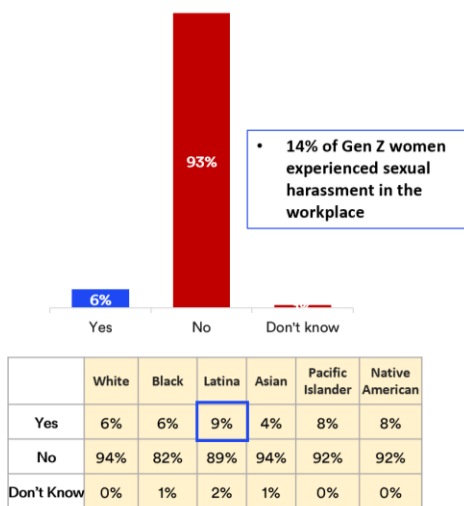


	White	Black	Latina	Asian	Pacific	Native	Gen Z	Disabled
Total power	89% (+7)	90% (+2)	86% (+1)	94% (+11)	88% (+1)	95% (+7)	81% (+10)	85% (+7)
Total little/no power	11% (-6)	10% (-2)	14% (-1)	6% (-11)	12% (-1)	5% (-7)	19% (-9)	15% (-5)

Experiences of Sexual Harassment in the Workplace or Online

There are higher numbers of sexual harassment online than at the workplace, which may be impacted by the virtual and hybrid nature of jobs in our post-pandemic world. More than twice as many Gen Z women report online harassment and workplace harassment than women overall. Latinas also report experiencing online harassment as 6 points higher than women overall.

Q17. Have you experienced sexual harassment in the workplace within the past 12 months?



Q18. Have you experienced online harassment within the past 12 months?

