

The Power of Young Women in 2024

Nov. 9, 2023

Private & Confidential



1 We're disappointed and ready for something new.

We're cynical, fed up, and don't trust those in power, but remain hopeful about our government's potential.

2 We know what the real problems are – and we know who is to blame.

Out of touch politicians and greedy corporations are standing in our way.

3 We are ready to tackle the issues that matter to us.

We prioritize our economic well being, reproductive freedom, and mental health.

4 We know we hold power together.

We feel stronger as a collective than as individuals.

5 We vote when we see change and feel represented, but voting is just one tool in our toolbox.

We want candidates that represent our values and make change, but are also willing to engage civically in ways beyond voting.

Objectives + Methodology

Objectives

- Understand **how young women are feeling** about government and the political system and how they engage with it
- Identify **what makes young women feel engaged** versus disillusioned with government, their elected representatives, and the political system at large.
- Identify the **top issues and policy priorities** that motivate young women to be civically engaged.

Methodology

- National survey of young women ages 18-35
- Registered Sporadic Voters: Voted in 50% or less of the last 6 federal elections they were eligible for, registered prior to 2022 general election
- n1300 (Base = 1000, Young Black Women OS = 100, Young Latina Women OS = 100, Young AAPI Women OS = 100)
- Fielded from August 15th to September 5th and the margin of error is +/- 3.1%. Margin of error is higher among subgroups.

Target Audiences

Audience Analysis

Segmentation Questions

In general do you feel positive or negative about each of the following?

- Your own future
- The future of the country
- The future of the planet

Which of the following statements comes closest to your opinion?

- Statement A: Our government and political system **work effectively** to provide solutions for the issues facing the American people.
- Statement B: Our government and political system **do not work** effectively now to provide solutions for the issues facing the American people, **but could** in the future.
- Statement C: Our government and political system **will likely never work** effectively to provide solutions for the issues facing the American people.

Target Audience Segments

IDEALISTS → 14%

- Positive for all (own future, country, planet)
- Believes government works effectively now

DISCOURAGED REALISTS → 51%

- Negative for at least one (own future, country, planet)
- Do not believe government works effectively now but could in the future

PESSIMISTS → 24%

- Most or all negative (own future, country, planet)
- Do not believe government will ever work effectively

Idealists

- Perceived higher vote power (7-10)
- More reported emotion of hope
- Tend to be:
 - POC moms
 - Latina Millennials

Discouraged Realists

- Perceived moderate vote power (4-6)
- More reported feelings of exhaustion
- Tend to be:
 - College-educated
 - White
 - AAPI
 - LGBTQ+

Pessimists

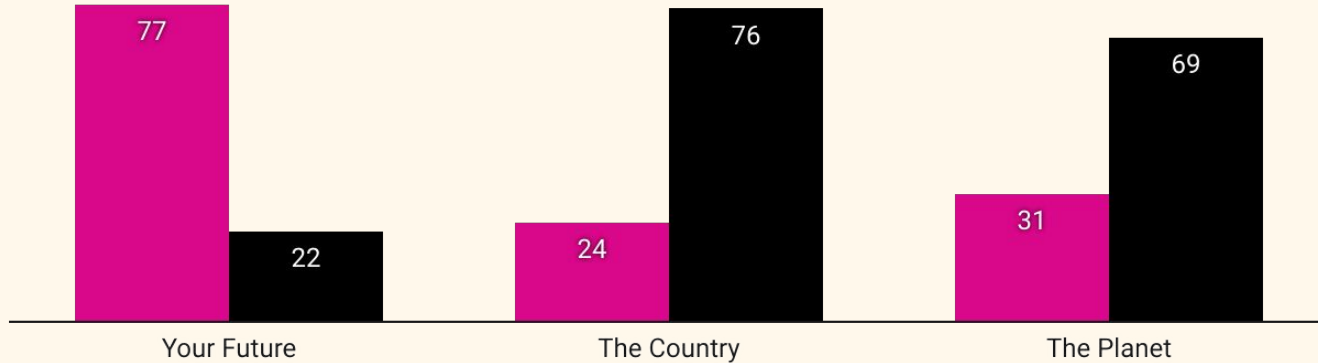
- Low perception of vote power (0-3)
- More reported feeling exhaustion and dread
- Tend to be:
 - Black Millennials
 - Latina Gen Z

**We're disappointed
and ready for
something new.**

We feel good about our own futures but bad about the future of the country and planet.

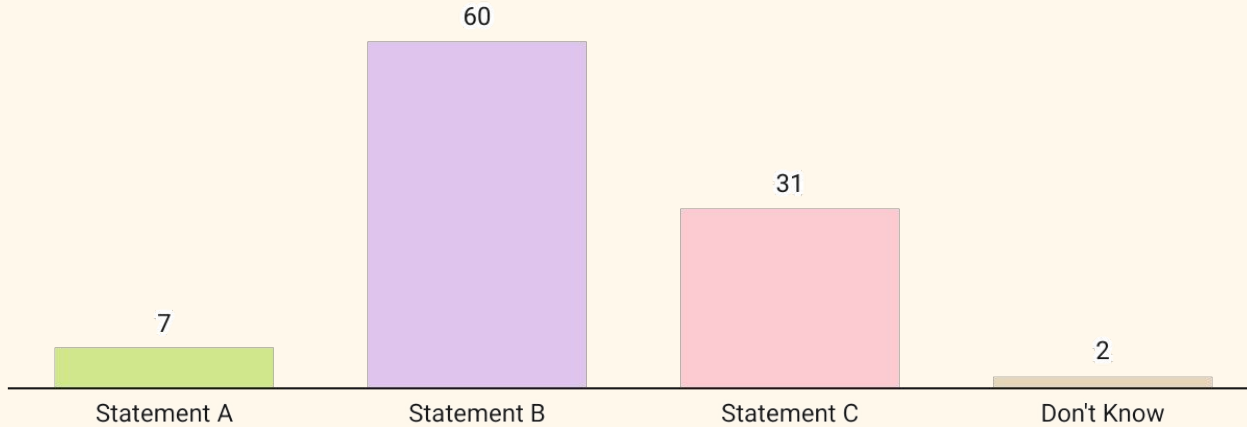
In general, do you feel positive or negative about each of the following?

Positive Negative



Source: HIT national survey registered sporadic young women voters, n1300 (n1000 + n100 Black, Latino, AAPI), Aug 15-Sep5, 2023 • Created with Datawrapper

We're cynical but hopeful about our government.



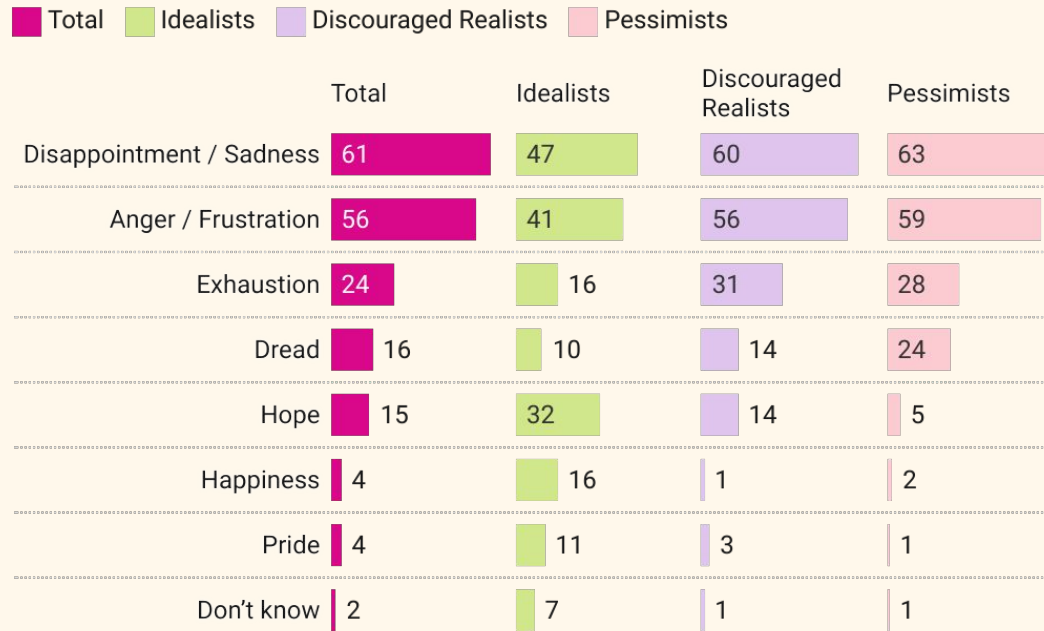
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Statement A: Our government and political system **work effectively** to provide solutions for the issues facing the American people.

Statement B: Our government and political system **do not work effectively now** to provide solutions for the issues facing the American people, **but could in the future.**

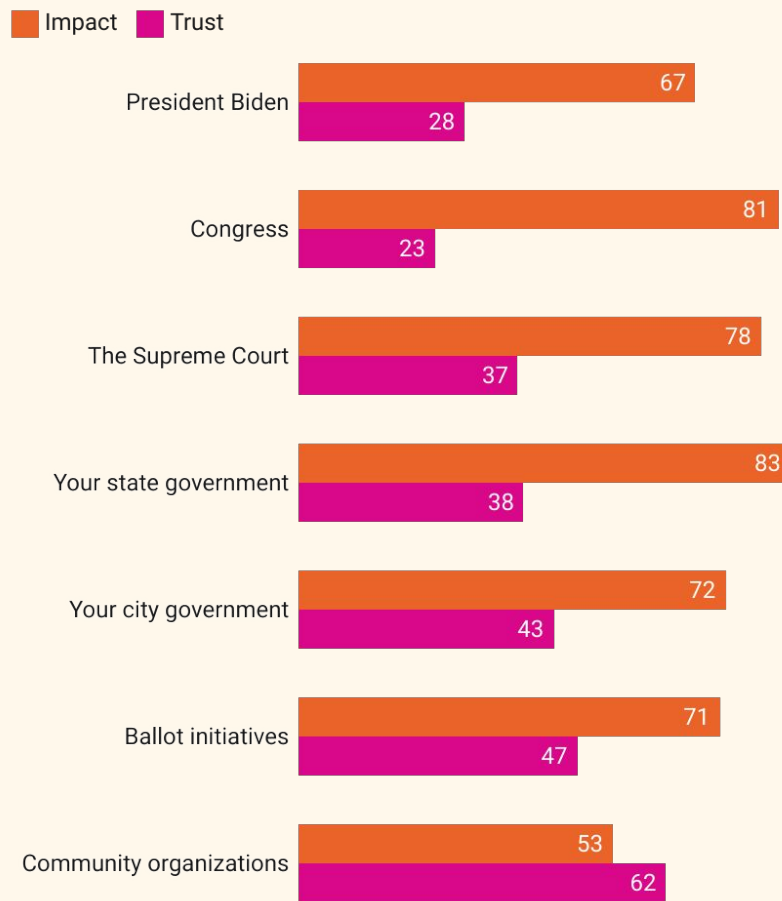
Statement C: Our government and political system **will likely never work effectively** to provide solutions for the issues facing the American people.

Disappointment and anger are our primary emotions when thinking about the political system.



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**We don't trust those
in power to help us,
even though we
believe their
decisions affect us.**

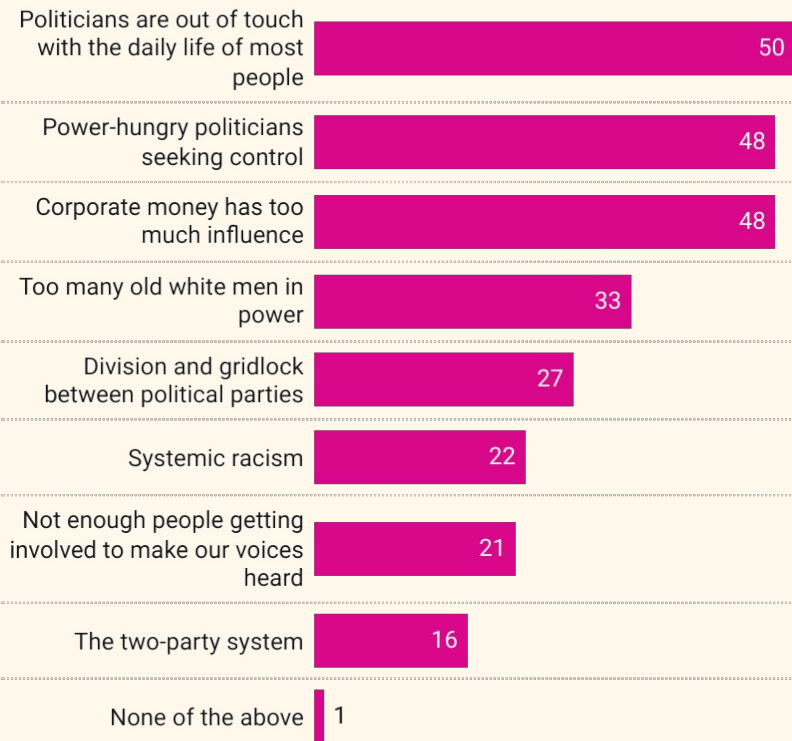


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**We know what the
real problems are —
and we know who
is to blame.**

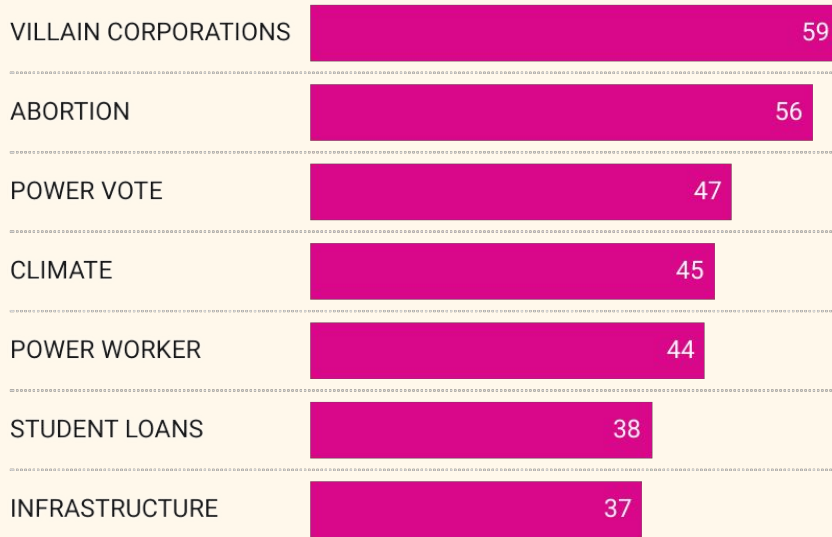
Out of touch politicians and greedy corporations are standing in our way.

What factors are most to blame for the U.S. government and political system NOT working effectively?



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Villainizing corporations was among the top messages for inspiring engagement.



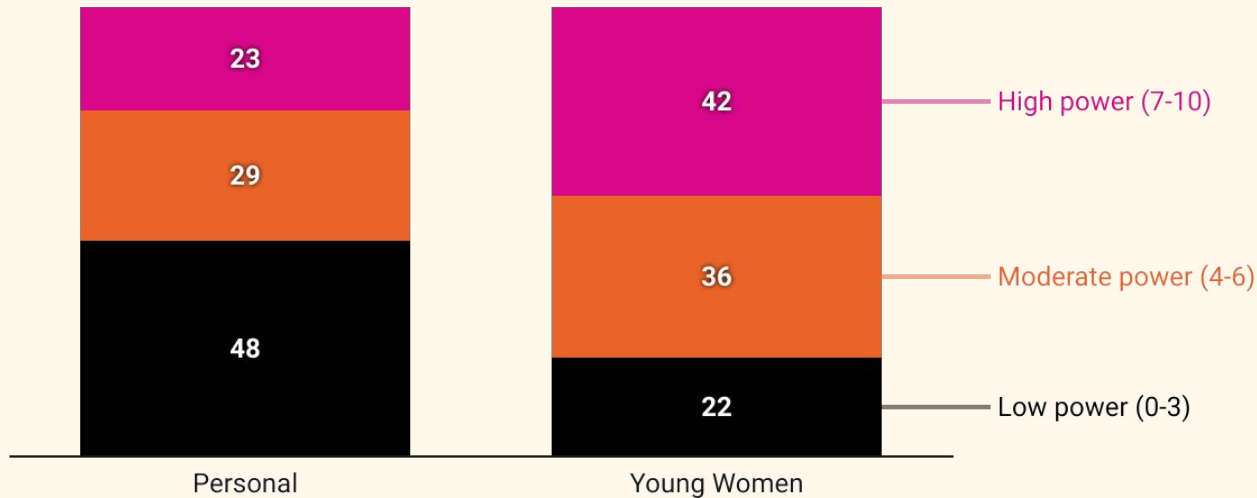
VILLAIN CORPORATIONS: Right now most of us are struggling with rising prices and low wages, while the wealthiest corporations are making record profits and paying \$0 in federal taxes. The powerful few have always worked to rig the rules by paying politicians for policies that increase their own bottom line. We must fight back to demand that corporations be held accountable and pay their fair share.

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**We know we hold
power when we
come together as a
collective.**

The perceived vote power of young women is higher than individual vote power.

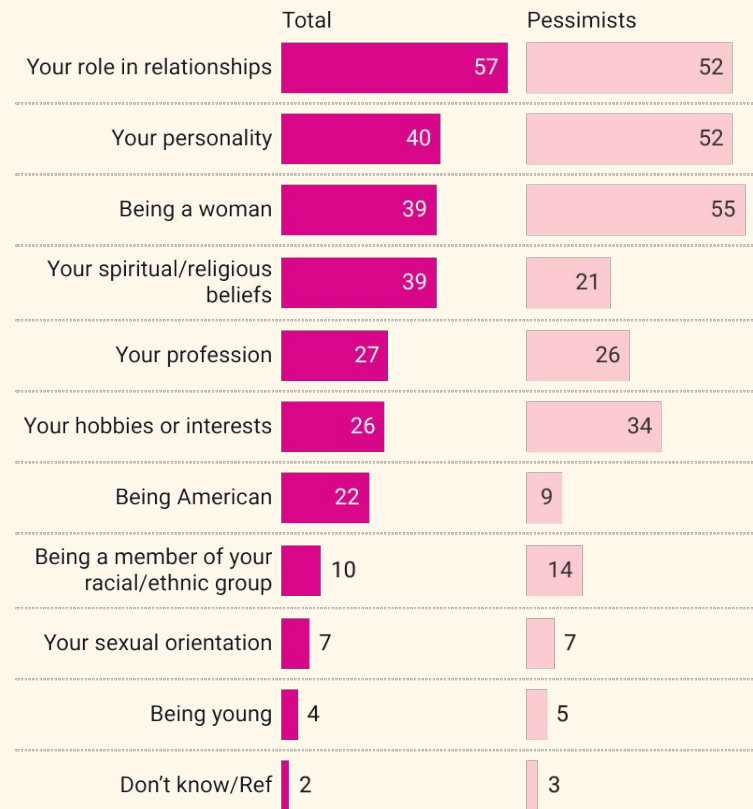
Individual versus collective vote power



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There is an opportunity to build collective power through the identity of womanhood.

Most important identity traits for young women

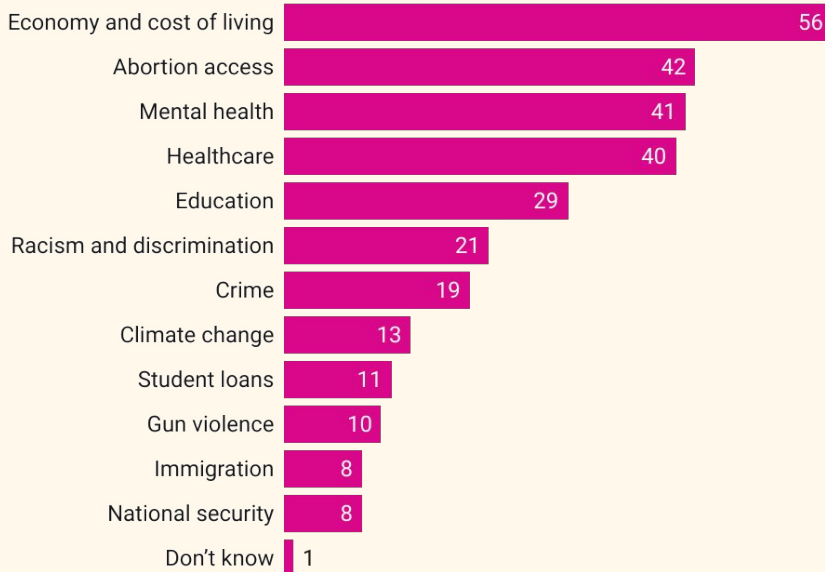


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**We are ready to
tackle the issues
that matter to us.**

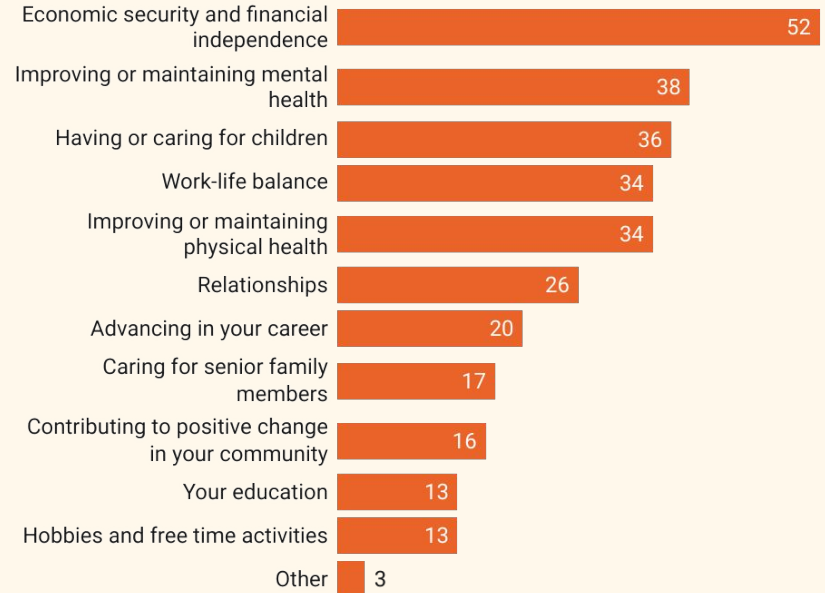
We prioritize our economic well-being, reproductive freedom, and mental health.

Issue priorities for young women



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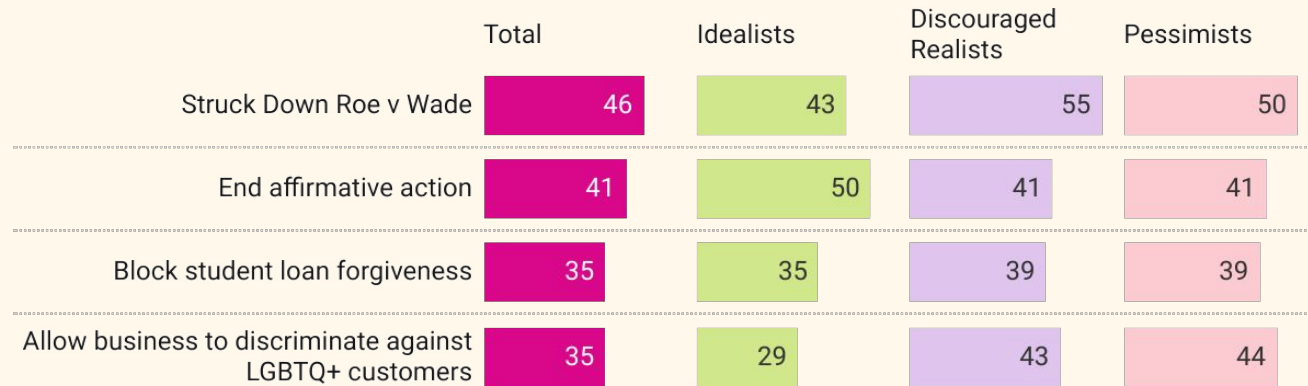
Personal priorities for young women



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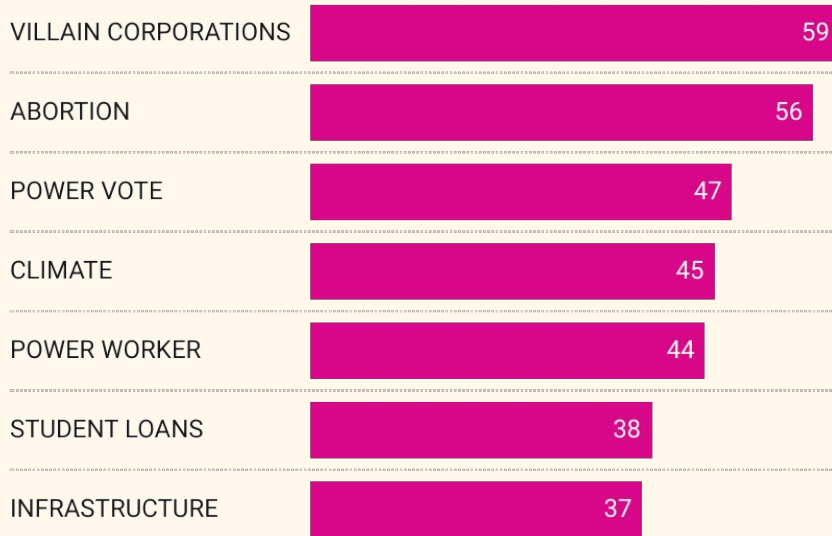
Overturing the constitutional right to abortion is the most motivating Supreme Court decision, especially for discouraged realists and pessimists.

Motivation of Supreme Court Decisions



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Abortion among the top messages for inspiring engagement in young women.



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ABORTION: In 2022, the Supreme Court struck down the right to abortion by overturning Roe v. Wade, restricting access for people across the country and triggering near total bans in 24 states. But young women have made it clear that we won't accept this attack on our rights by coming together to protest and vote against restrictive measures. Let's match this energy to protect the freedom to make our own decisions about our bodies.

**We know we need
to save ourselves.**

We vote when we see change and feel represented.

Reasons for young women not voting



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**Voting is just one
tool in our toolbox of
civic engagement.**

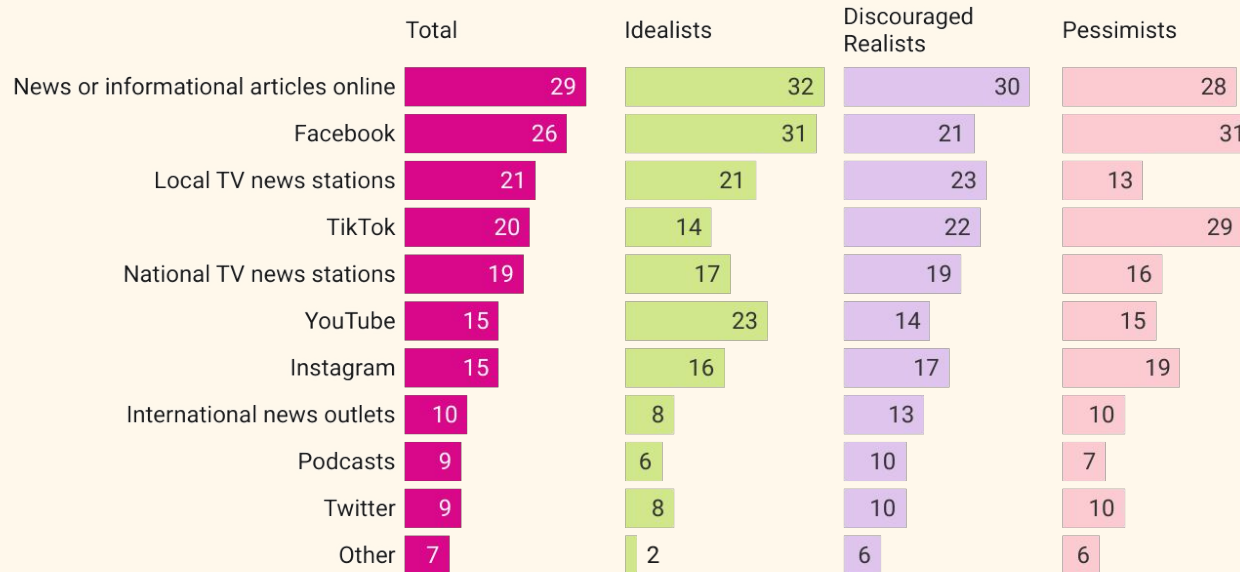
Very likely actions



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We are engaging with information outside of traditional media outlets.

Top media sources for young women



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Obstacles

- Low vote power
- Negative feelings about future of country and planet
- Low trust of federal government
- Belief that voting doesn't change things that matter
- Cynicism around candidates and corporate influence

Opportunities

- High collective power of young women
- Womanhood an important aspect of identity
- Most are hopeful about government working effectively in the future
- Positive about own future
- High trust of local community groups + ballot initiatives
- Likelihood to participate in several civic actions

1 We're disappointed and ready for something new.

Show us that we are right to have hope by highlighting positive proof points.

2 We know what the real problems are – and we know who is to blame.

Show us where politicians are working for us, not wealthy corporations.

3 We are ready to tackle the issues that matter to us.

Fight to improve our economic well-being and mental health and protect our reproductive freedom.

4 We know we hold power together.

Center young women as the catalyst for change and empowered heroes of the narrative.

5 We vote when we see change and feel represented, but voting is just one tool in our toolbox.

Represent us effectively and we will turn out, but engage us in other ways outside of voting.

Next steps

- **Focus Groups**
 - In-depth analysis that will allow for discussion of broader themes to help identify the most effective activating message elements and messengers
- **Messaging Surveys**
 - Segment various target audiences with the most effective and actional message elements for each to make outreach campaigns more effective
- **Content Testing**
 - Develop content to mobilize and activate young women voters for 2024

Supermajority
Ed Fund



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THANK YOU!