

Supermajority Ed Fund

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RESEARCH
PARTNERS



The Priorities of Young Women in 2024

New research from the experts
on young women voters.

August 14, 2024

Private & Confidential



THE RESULTS

1. We're fed up with politics.

We're frustrated and cynical but remain hopeful about our government's potential.

2. But we will take action for our future.

We are concerned about the future of the country and planet and vote not just for our own future but for our children and younger siblings' futures.

3. Project 2025 clarifies the stakes of this election.

We are concerned about the Project 2025 agenda and believe it could become reality once we know about it.

4. Like everyone, we are most concerned about cost of living.

We want our leaders to crack down on wealthy corporations and make it easier to make ends meet. Abortion and Gaza are also concerns and we want leaders to protect our reproductive freedom and end the killing of civilians in Gaza.

5. We want to see young, diverse leadership.

We believe that the old white men who are running corporations and the country are causing most of the problems we face today. Having more diverse leadership would provide a fresh perspective.

PRESENTERS



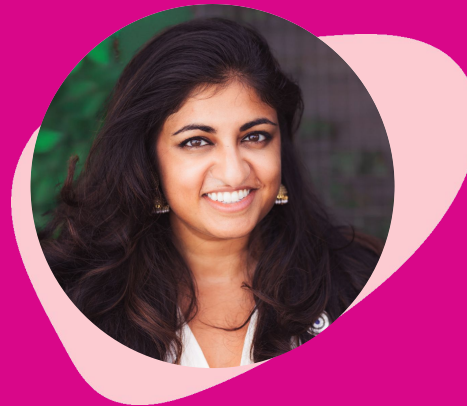
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THE RESEARCH

Objectives

- Understand **how young women are feeling** in this moment
- Identify the **top issues and policy priorities** that motivate young women to be civically engaged.

Methodology

National survey

- Phone survey of young women ages 18-35
- Registered Sporadic Voters: Voted in 50% or less of the last six federal elections they were eligible for
- n1100 (Base = 800, Young Black Women OS = 100, Young Latina Women OS = 100, Young AAPI Women OS = 100)
- Fielded from May 20 to June 2, 2024 and the margin of error is +/- 3.0%. Margin of error is higher among subgroups.

Virtual focus groups

- Online focus groups of young women ages 23-35
- Registered Sporadic Voters: Voted in 50% or less of the last six federal elections they were eligible for
- Held July 25 and 29
- Discouraged Realists, Idealists, Non-college-educated white, Black, and Latina women, and Asian American and Pacific Islander young women

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 - 15%

- Positive for all (own future, country, planet)
- Believes government works effectively now or could in the future
- More likely to be Republicans, have a post-high school education but no college degree, be married, have no kids, and live in an urban area.

Discouraged Realists - 46%

- Negative for at least one (own future, country, planet)
- Do not believe government works effectively now, but could in the future
- Resemble sporadic young women voters and non-voters overall; slightly more likely to have a college education

Pessimists - 20%

- Most or all negative (own future, country, planet)
- Do not believe government will ever work effectively
- Slightly more likely to be ages 25-35. More likely to have a high school degree or less education, be married, and have kids.

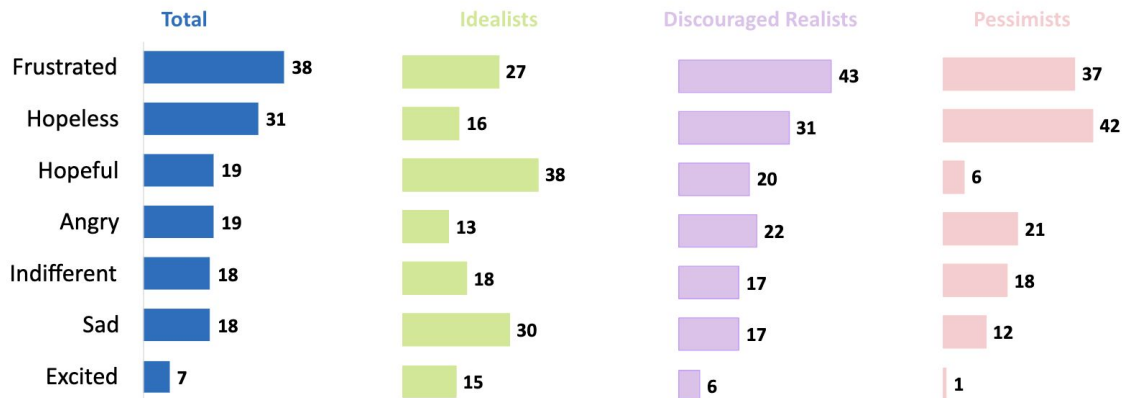
TARGET AUDIENCE SEGMENTS

	All Young Women	Idealists	Discouraged Realists	Pessimists
Democrats	34	34	38	27
Independents	37	28	35	41
Republicans	20	30	17	23
Ages 18-24	29	32	31	23
Ages 25-29	29	29	26	31
Ages 30-35	42	39	43	46
AAPI	4	5	4	4
Black	15	15	13	16
Latina	19	19	20	18
White	58	56	59	59
High school/less	21	12	20	28
Post-high school /no college	41	60	36	35
College graduate or Post-grad	37	27	44	36
Married	38	28	36	44
Unmarried	61	72	63	56
Moms	37	31	33	47
Childless	62	69	66	52
Urban	65	75	63	65
Suburban	21	17	22	17
Rural	13	7	15	18

1. We're fed up with politics.

We feel frustrated and hopeless when we think about voting.

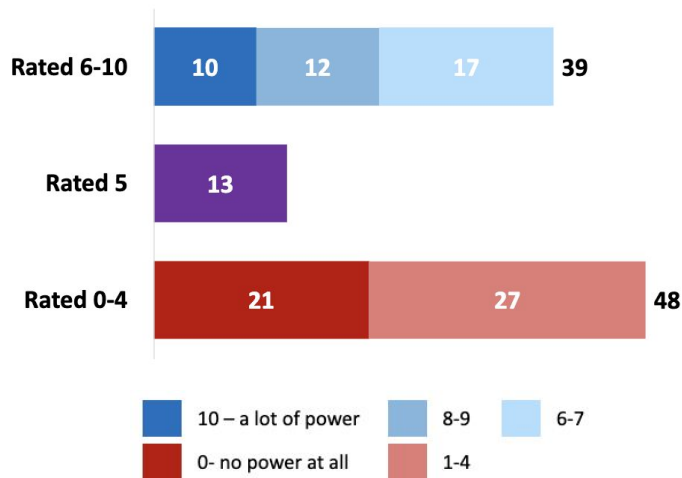
Which of the following sentiments do you feel when it comes to voting?



A plurality of us think our vote has little to no power to make change.

No matter how frequently you vote in elections, **how much power do you feel your vote has to make change on issues** important to you?

Please rate the amount of power you feel your vote has on a scale from 0 to 10.



“I live in Georgia. I feel like my vote doesn’t count much. I’m Black. I’m a single parent. There’s a lot of people that look like me. **When we vote for governor, we still get whatever, so it doesn’t matter.**”

- Discouraged realist

“When it comes to voting for the president, I don’t feel like my vote matters. So I don’t vote.”

- Non-college-educated woman

“Honestly, **I don’t really feel any excitement to vote this year.** Neither candidate seems like a good option.”

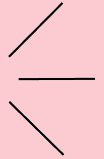
- Non-college-educated woman

“If I’m not happy with the two options that I have, **I’ll leave the presidential blank and I’ll vote for anything else that’s more local** that matters to me. I do definitely do senators and congressmen and congresswomen.”

- Idealist

“A couple of years ago, I went to vote. **They had already announced the winners** or who’s in the lead and closed the ballots **before I even finished filling out my ballot.**”

- AAPI woman



**2. But we will take
action for our future.**

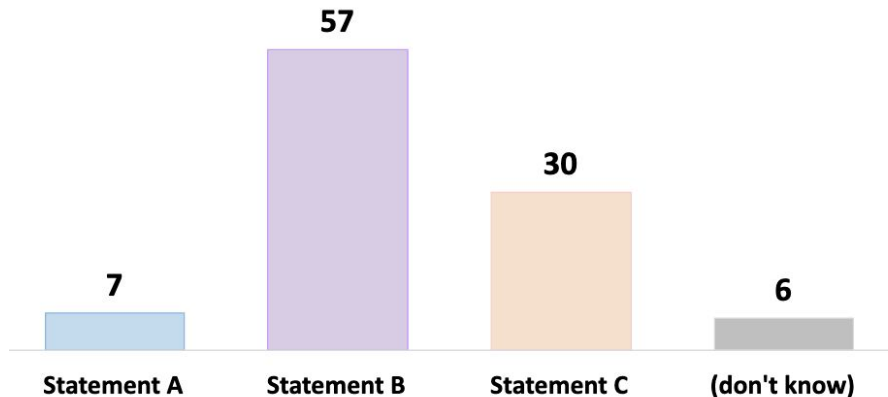
We're cynical but hopeful about our government.

Do you agree with the following statements?

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

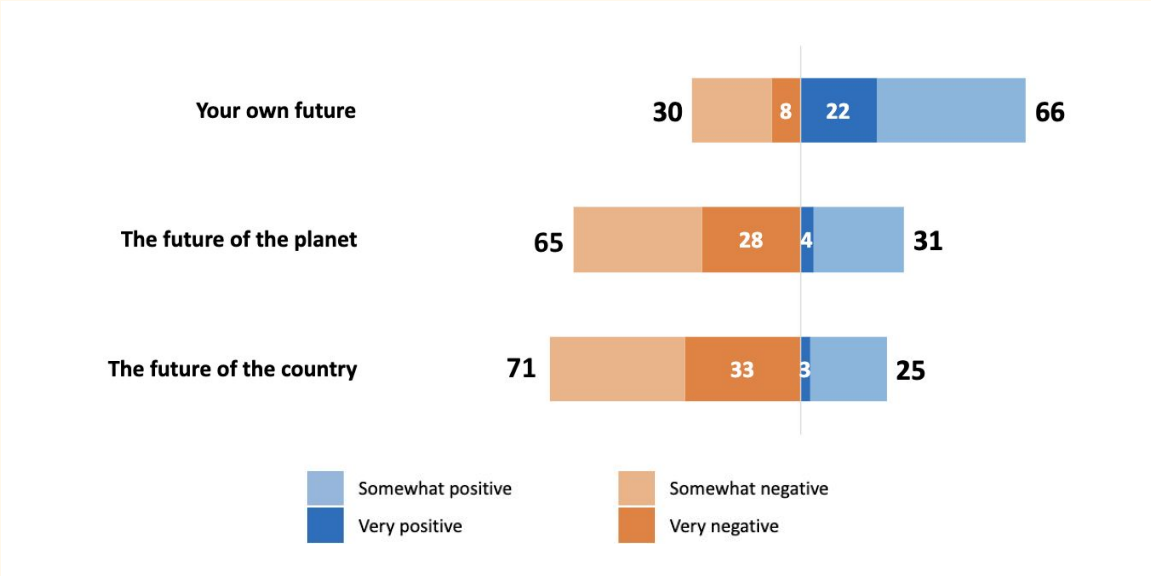
Statement B: Our government and political system **do not work effectively now** to provide solutions for the issues facing the American people, **but could in the future.**

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



We feel positive about our own futures but are concerned about the future of the planet/country.

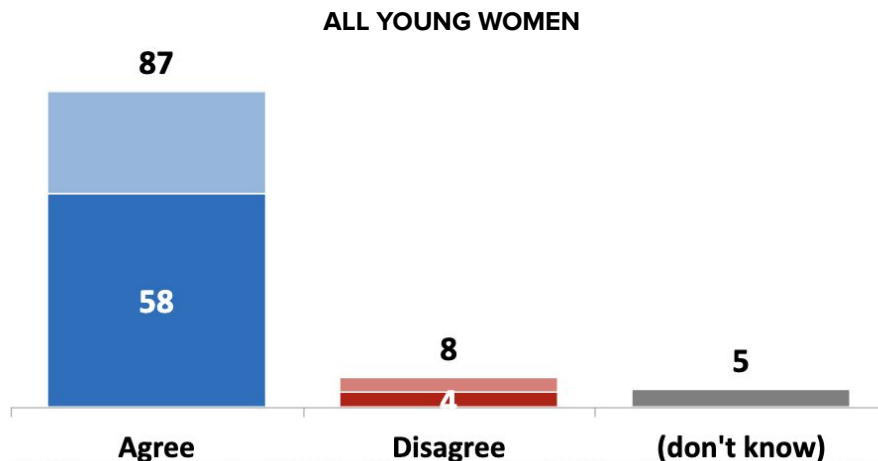
In general, do you feel **positive** or **negative** about each of the following?



We vote for our own futures and also for our children and younger siblings' futures.

Do you agree or disagree with the following statement?

We must vote to have a say not only in our futures, but **also in our children and younger siblings' futures**, so they can grow up in a better world than previous generations have left for us.

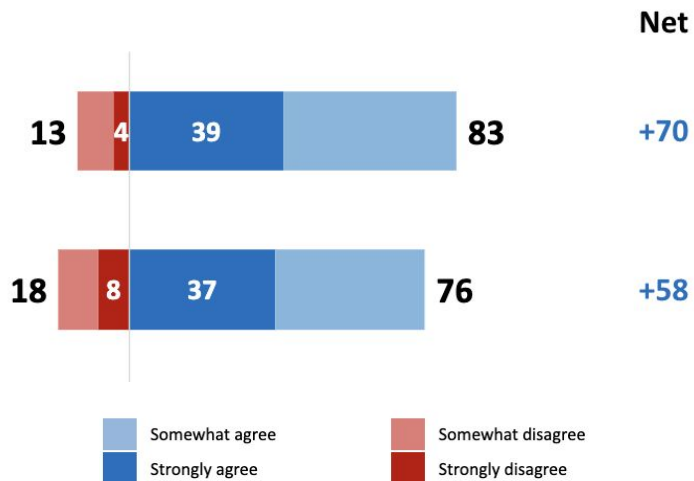


We believe we can make change together and this election is a choice between two futures.

Do you agree or disagree with the following statements?

When women come together and use our collective power, **we can make a real change** with our country and our government.

This election is a **choice between two futures**: one where we protect our freedoms or one where politicians try to control our lives.



“I was unsure about voting, but **based on recent changes I think I am going to vote**. I feel a little more excited about voting.”

- **AAPI woman**

“**It’s up to us to make change**. We’ve got to do it ourselves.”

- **Discouraged realist**

“Just like with money, every penny counts. **If we all band together** and agree on something and vote, **we can make change**.”

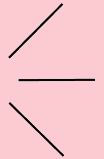
- **Non-college-educated woman**

“There are a lot of issues plaguing my age and younger that we’re just expected to deal with. I don’t think that’s fair, necessarily. At the same time, I do want to be hopeful. **I want to be able to instill hope in the kids I’m teaching**.”

- **Idealist**

“I will feel like my vote has made a difference **when my community and inner circle feels heard**.”

- **Idealist**

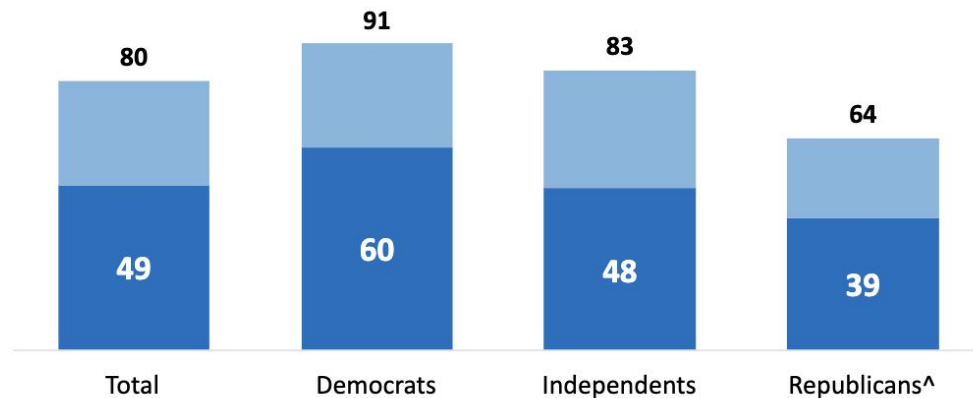


3. Project 2025 clarifies the stakes of this election.

We are very concerned about what the Project 2025 agenda means for the future.

How concerned are you about this playbook?

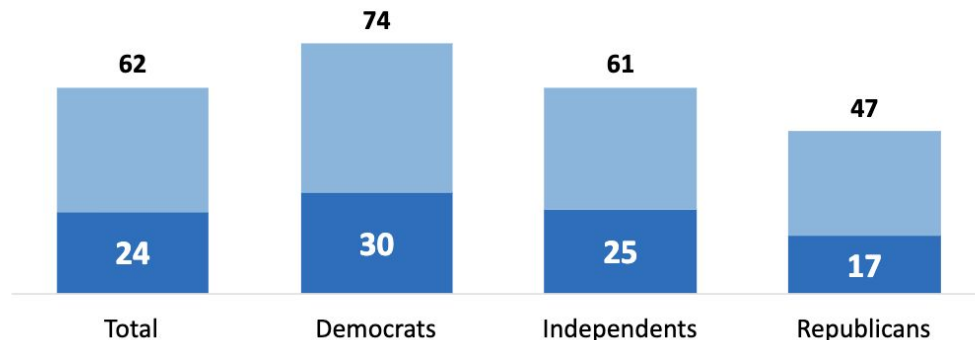
Description: According to articles in Politico and Time Magazine, some policymakers have written a playbook that includes instructions for restructuring the government within the first 180 days of the next presidency. If enacted, this plan would give the next president more power, ban medication abortion in every state, deny climate change and repeal laws and agencies trying to combat it, round up undocumented immigrants into detention camps for deportation, arrest and fine people experiencing homelessness, define queer and trans people as pornography to be outlawed, and cut children's and senior programs.



We believe the Project 2025 agenda could become reality, but not strongly.

How likely is it that this playbook could become a reality?

Description: According to articles in Politico and Time Magazine, some policymakers have written a playbook that includes instructions for restructuring the government within the first 180 days of the next presidency. If enacted, this plan would give the next president more power, ban medication abortion in every state, deny climate change and repeal laws and agencies trying to combat it, round up undocumented immigrants into detention camps for deportation, arrest and fine people experiencing homelessness, define queer and trans people as pornography to be outlawed, and cut children's and senior programs.



“[If Project 2025 becomes real,] **I wouldn't be able to survive**, actually.”

- **Discouraged Realist**

“It's unbelievable, but **I honestly don't doubt that it will happen. Some of these are already in motion.** The LGBTQ community is already getting backlash. How many people can't afford family healthcare. Abortion is already...”

- **Idealist**

“This is scary and it could be possible. **Even if half these are done, it's so scary.**”

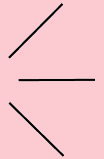
- **AAPI woman**

“A lot of **people didn't believe Roe v. Wade could be overturned, and that happened.** If we don't do our civic duty in order to protect these things, they could be taken away. I don't doubt it.”

- **Idealist**

“It's disgusting, I almost thought it's a joke. **There's no way this is happening.** We're going backwards. What do we need to do? I'm already stressed. We don't need this. I'm just shocked. I'm hurt.”

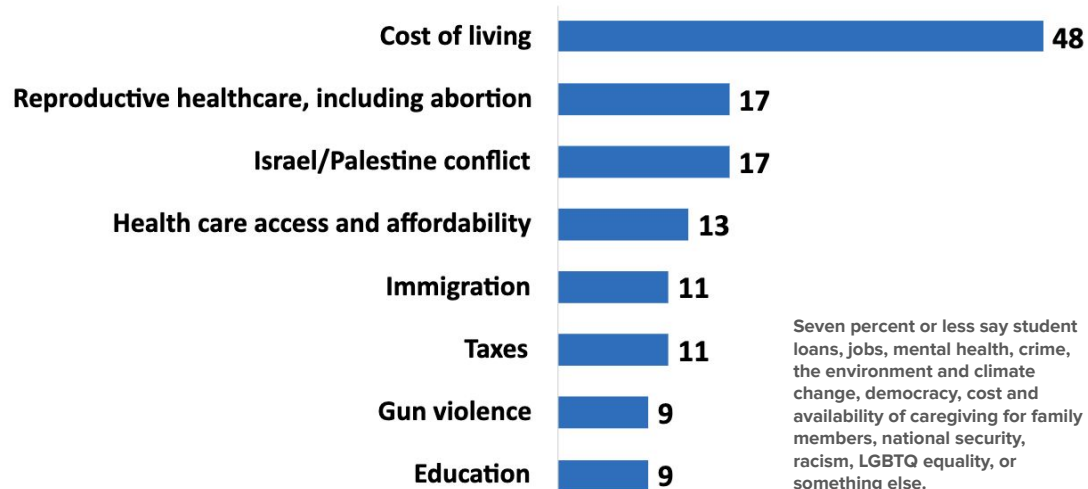
- **Non-college-educated woman**



**4. Like everyone, we
are most concerned
about cost of living.**

Cost of living is above and beyond our top issue, just like most other voters.

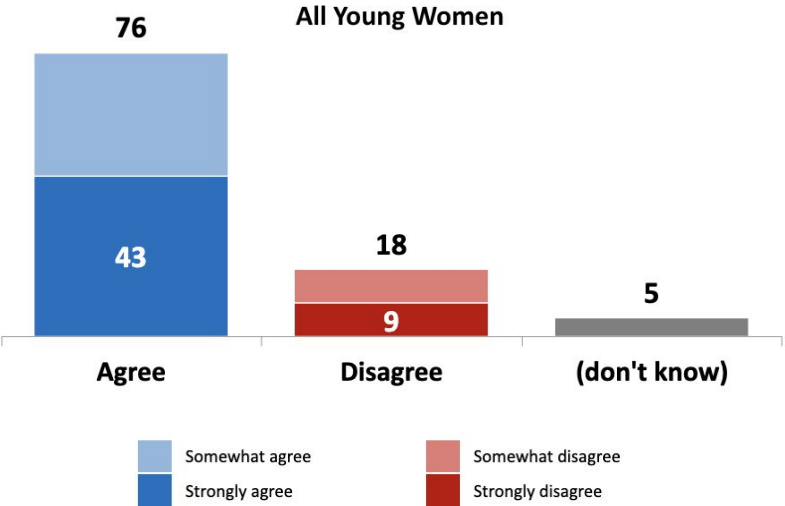
These are concerns that some people have mentioned. Which one or two do you think are the **most important issues** for elected officials to address?



We don't think we can meet the same economic milestones as generations before us.

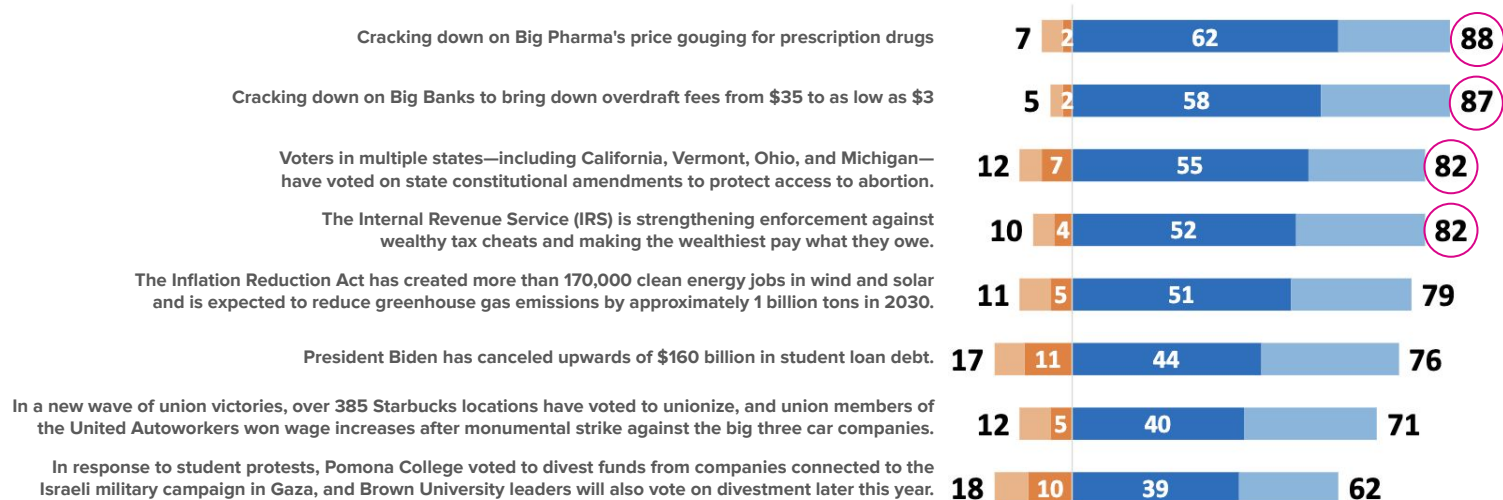
Do you agree or disagree with the following statement?

I am unlikely to meet the same economic milestones as my parents or grandparents, such as buying a house.



We most want leaders to crack down on wealthy corporations, make them pay what they owe, and protect access to abortion.

These are some policies that have been enacted over the past several years. For each, please say if you support or oppose it.



“I am one of the people who **live paycheck to paycheck**. And that’s with a degree and working in higher education.”

- **Idealist**

“I feel disappointed in how things are going with inflation getting so crazy. **It’s getting harder and harder**. Everything is so expensive. Pay isn’t going up.”

- **AAPI woman**

“At this point **air costs too much!** Literally everything.”

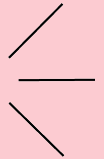
- **Discouraged Realist**

“I feel frustrated. I have a good job, I have a graduate degree, I work at a hospital, and **still I have to have a second job to cover all of my bills**, and so do almost off of my co-workers.”

- **Idealist**

“Here in Georgia, childcare for all three of my kids was almost \$4,000 a month.”

- **Non-college-educated woman**

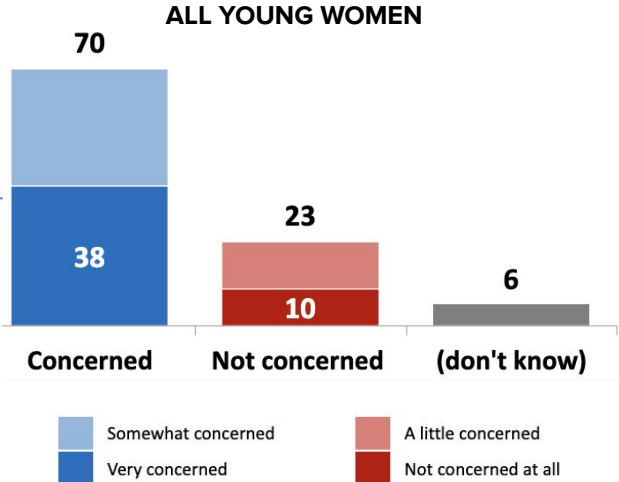


We are concerned about the conflict in Gaza.

How concerned are you about the conflict in Gaza?

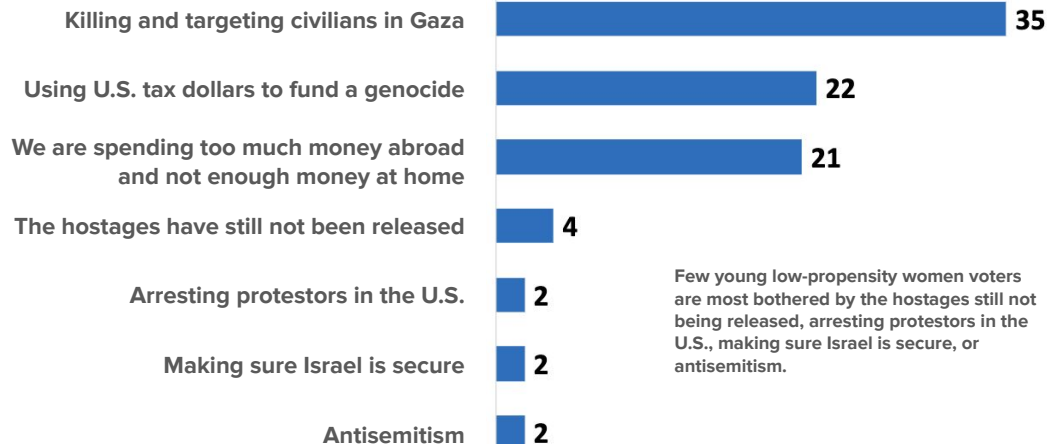
Most Likely to be Very Concerned

- Asian American or Pacific Islander women ages 30 to 35 (62%)
- Non-college-educated Asian American or Pacific Islander women (55%)
- College-educated Black women (53%)
- College-educated Latinas (51%)
- Post-graduates (50%)
- Democrats (49%)



We want the killing of civilians in Gaza to stop and for our tax dollars to come home.

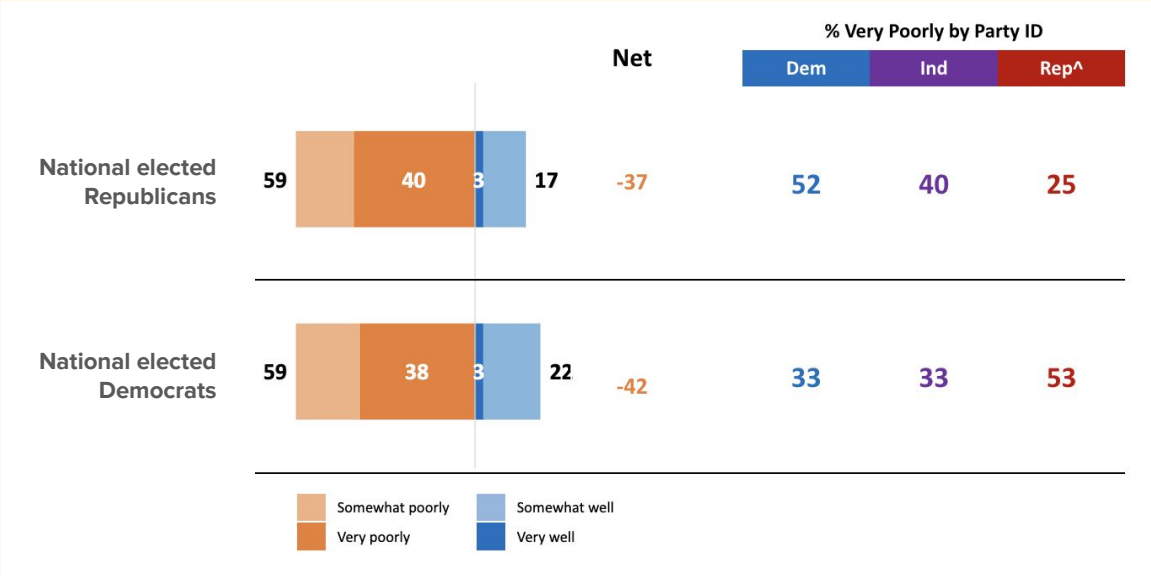
When you think about the conflict in Gaza, **what bothers you the most?**



Few young low-propensity women voters are most bothered by the hostages still not being released, arresting protestors in the U.S., making sure Israel is secure, or antisemitism.

We don't think either party is handling the Gaza conflict well.

How well are _____ handling pro-Palestinian protests in the US?

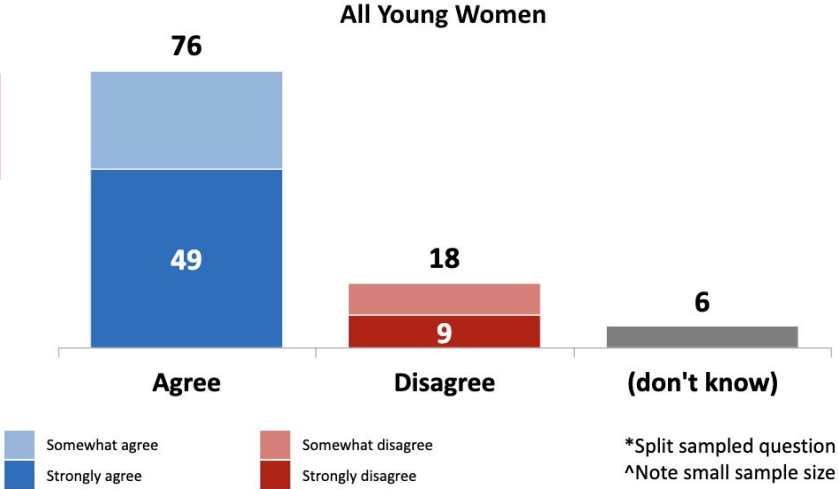


**5. We want to see
young, diverse
leadership.**

We believe old white men in leadership are causing most of the problems that we face today.

Do you agree or disagree with the following statement?

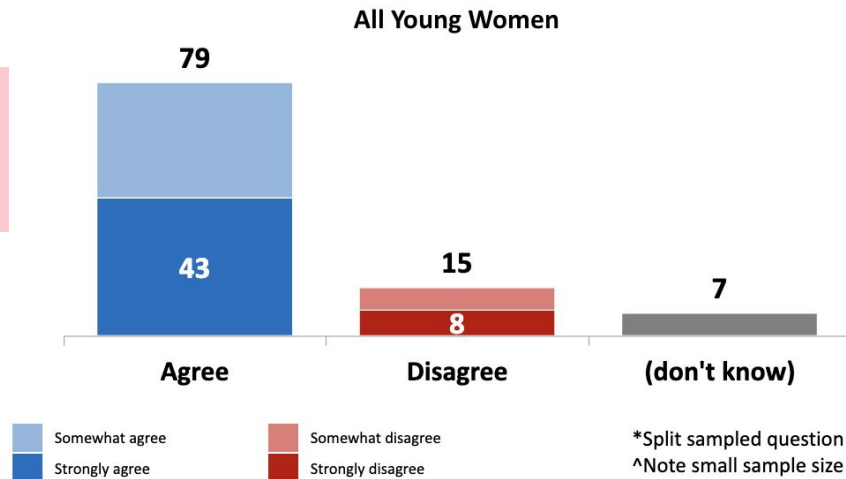
Older white men running wealthy corporations and running the country are causing most of the problems we face today.



We want young, diverse leaders who can provide a fresh perspective to decision-making.

Do you agree or disagree with the following statement?

Having **more diverse leadership in wealthy corporations and in the government**, such as more women of color, could provide a fresh perspective to decision-making and could address many of the problems we face today.



THE RESULTS

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We're frustrated and cynical but remain hopeful about our government's potential.

2. But we will take action for our future.

We are concerned about the future of the country and planet and vote not just for our own future but for our children and younger siblings' futures.

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Q&A Section

If you have any questions on the research following the event,
please email press@supermajority.com

Please submit questions using the Q&A feature!

Thank you!

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