



She Votes: Women's Voices at the Forefront



Methodology

- Benenson Strategy Group conducted 811 online interviews nationwide from February 3 – 8, 2023 among women who are registered voters, including an oversample of younger women 18-25 years old.
- The margin of error for the dataset overall is +/- 3.4% at the 95% confidence level and is higher among subgroups.
- Due to rounding, some percentages may not add up to 100%.

5 Key Takeaways

1

There is a greater sense of dread and worry among women this year, stemming from worsening personal financial situations and inflation. Women have cut back on entertainment and smaller luxuries significantly, and almost half have cut back on necessities like groceries. With these financial challenges, financial goals of security and saving or affording retirement seem out of reach for many.

2

Women are feeling even more burned out than ever this year – particularly Black women and moms of young children. Younger women are feeling burned out and struggling financially more than other groups, with 1 in 3 not making ends meet month to month.

3

Looking ahead to 2024, women are feeling more engaged in politics and about 1 in 3 talk to their friends and family about politics weekly. Women want to get involved in local, state or federal level politics, though just 1 in 3 have actually been able to become involved. Young women are looking to elect more women leaders, with over half saying it's important for the 2024 candidate to be a woman and most believe women can push through gridlock to get things done in Congress.

4

In light of the Dobbs decision last summer, women are highly concerned about reproductive rights, and tuned into the conversation around making abortion and other healthcare services more accessible and affordable to anyone in need.

5

With increasing partisanship around every corner, a plurality of women are concerned about extremism on both sides of the ideological spectrum. There is also deep skepticism among Republican women in particular of our regulatory institutions and our election system, with nearly half of Republican women (and 1 in 4 overall) saying they don't trust the results of national elections.

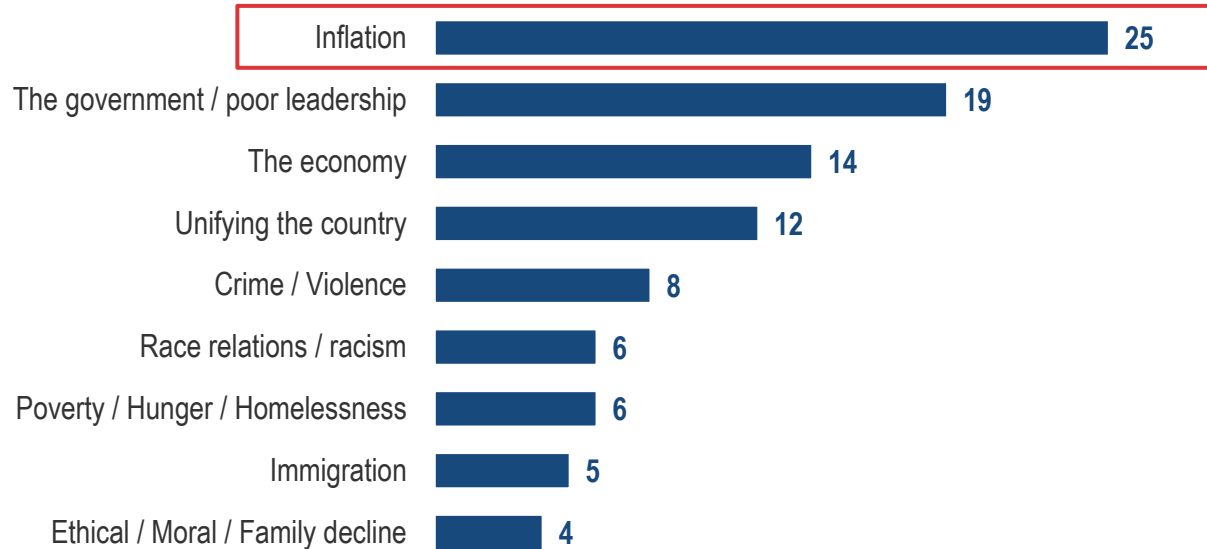


Economic Landscape

2 of the 3 top concerns among women relate to the economy, with inflation being number one

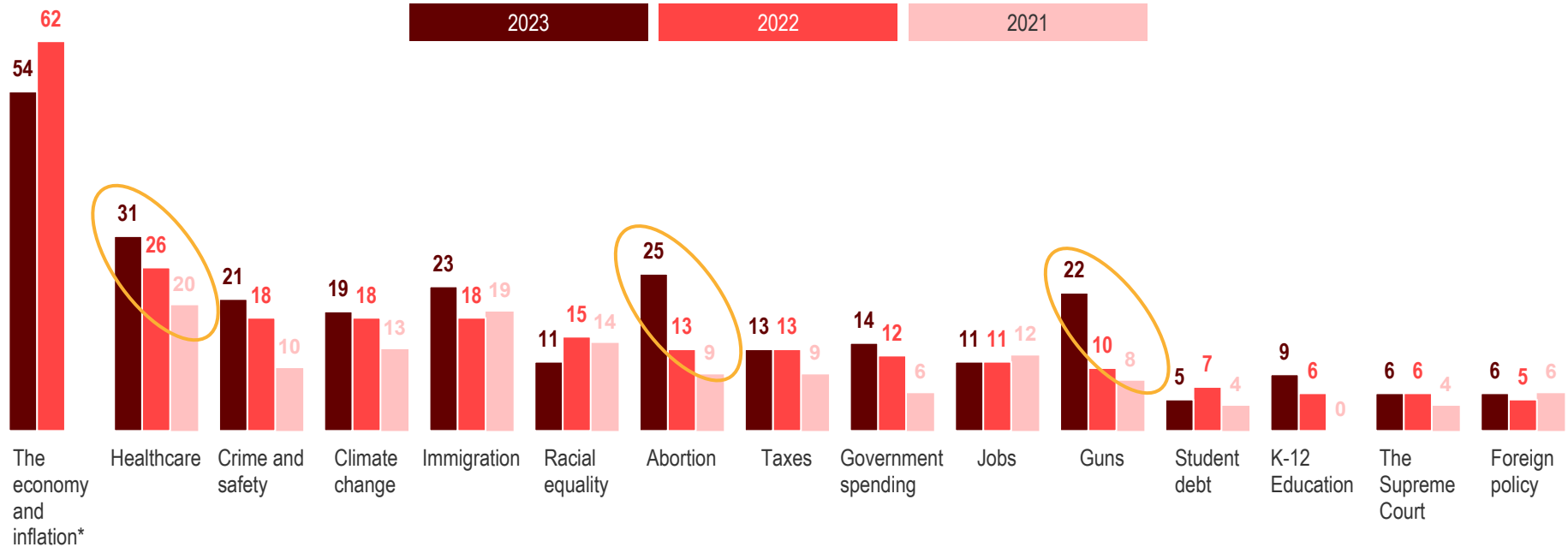
Direction of U.S.

What do you think is the most important problem facing this country today?



Pocketbook issues retain a large influence on vote choice – but we’ve seen significant increases in abortion, guns, healthcare and crime in the past couple years

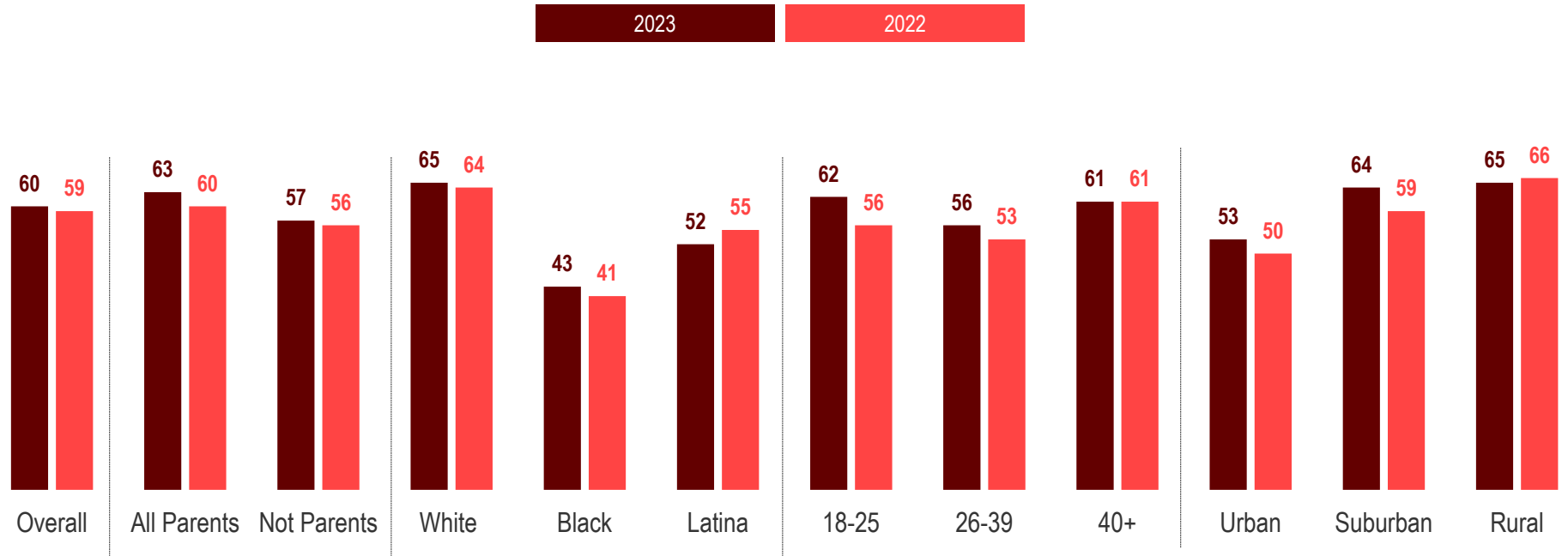
Most important issues when deciding whom to vote for



* In previous years “the economy” and “inflation” were separate responses. Inflation was not asked in 2021.

With inflation concerns coming to fruition over the past year, pessimism about the economy remains high

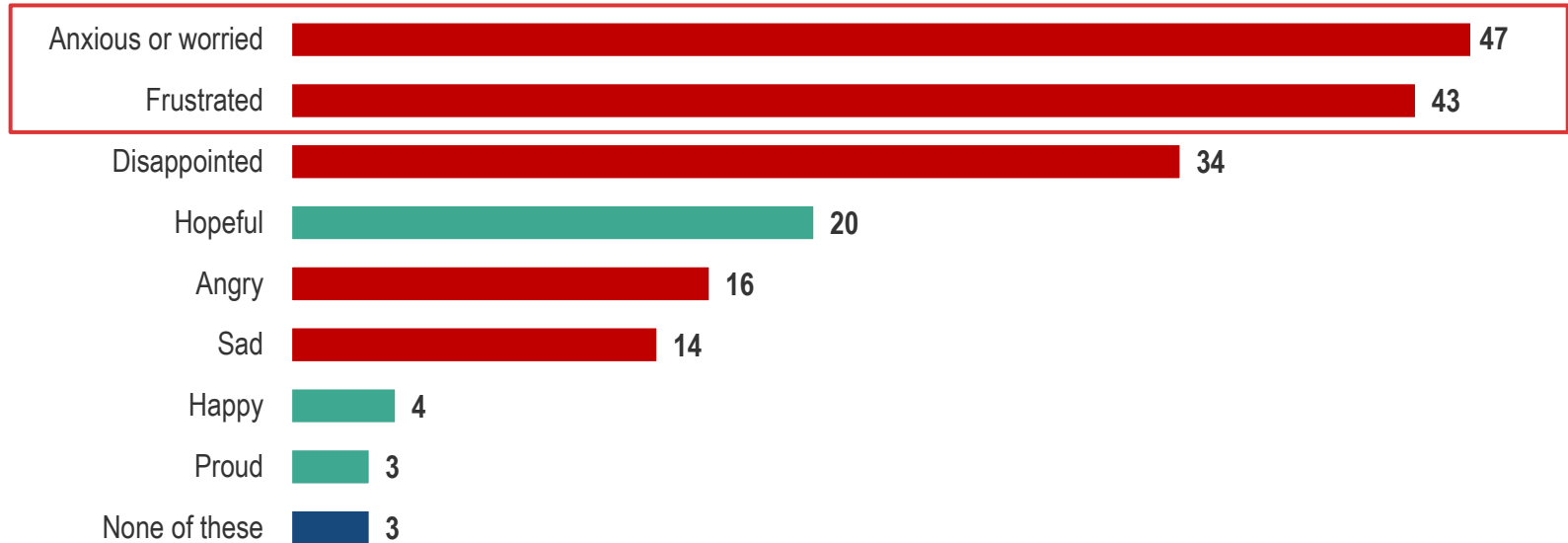
% Pessimistic about the economy



And women are feeling anxious and frustrated about it – only 1 in 5 women self describe as hopeful

Direction of U.S.

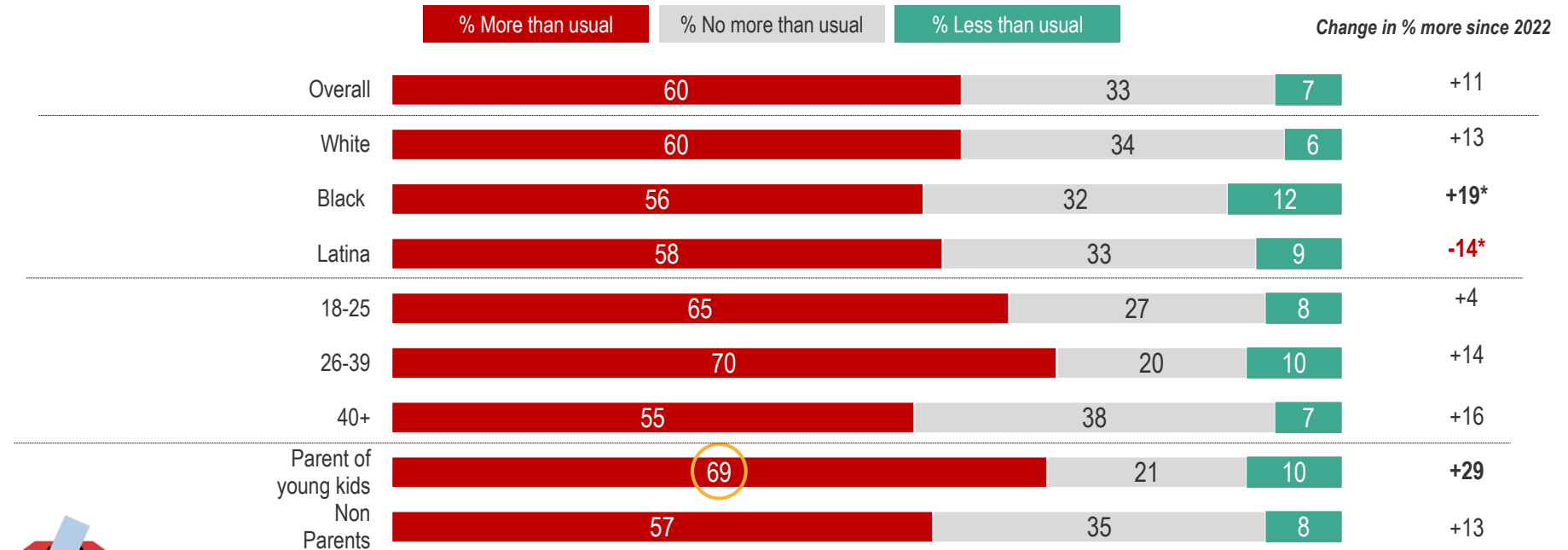
Which TWO of the following best describe your feelings about how things are going in the US right now?



Women, especially those with young children and Black women, are feeling significantly more burned out than they were just a year ago

Burnout

Would you say you have felt burned out...

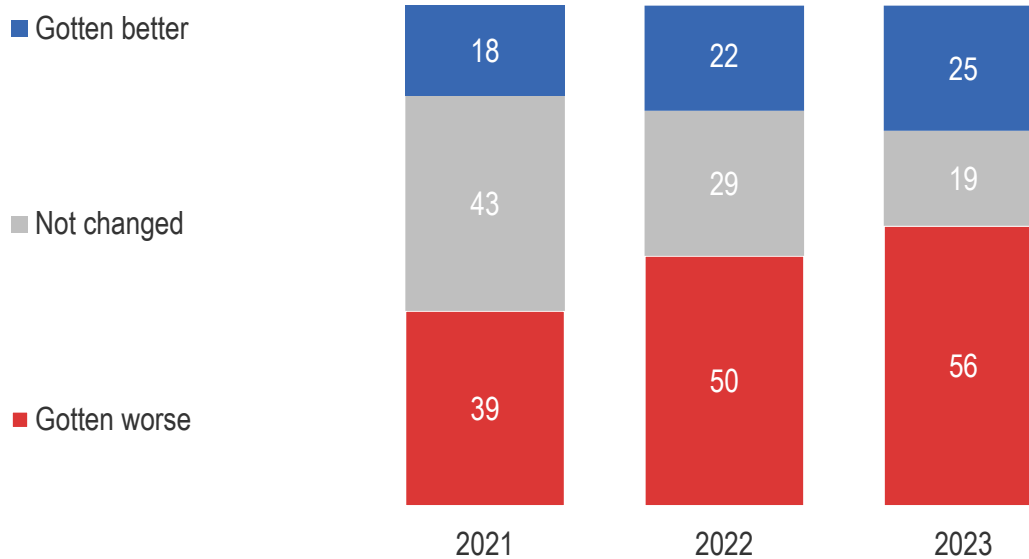


*Base size <100 in 2022

Personal financial situations continue to worsen for women, with more than half saying their situation has gotten worse

Personal financial situation

Thinking about the last couple of years, has your personal financial situation...?

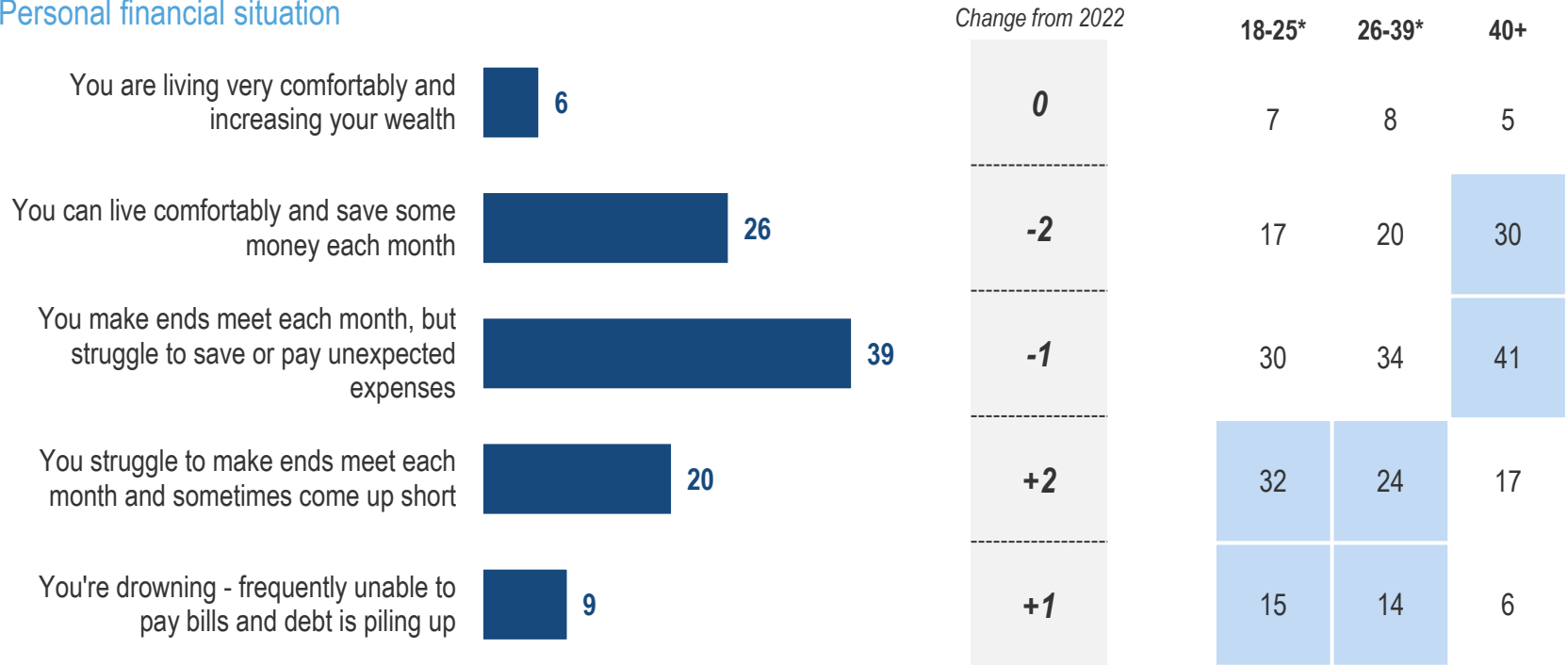


- **Latinas***: 62% worse (including 30% a lot worse)
- **<40**: 48% worse (including 17% a lot worse)
- **40+**: 59% worse (including 28% a lot worse)

* Base size <100

Younger women are struggling financially the most, with 2 in 5 often coming up short – but many regardless of age still struggle to afford unexpected expenses

Personal financial situation

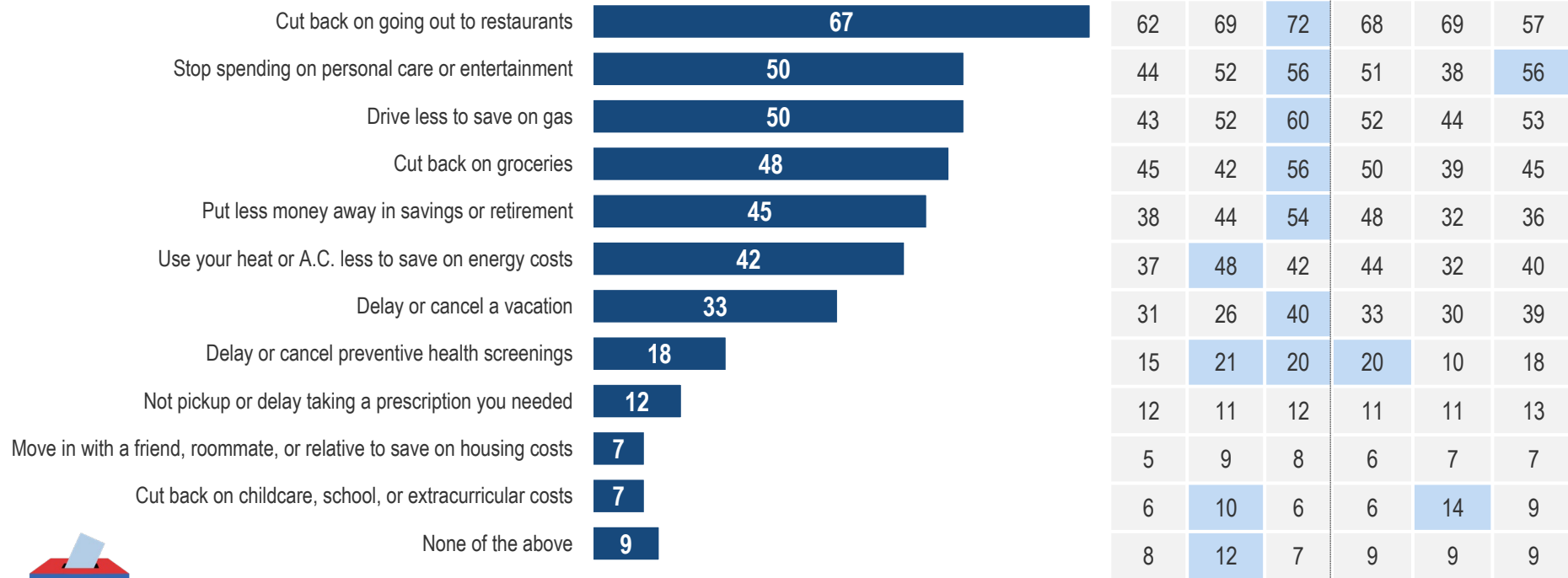


* Base size <100

Nearly half of women say they've cut back on groceries due to inflation – and nearly 1 in 5 say they've delayed or cancelled health screenings

Inflation impact

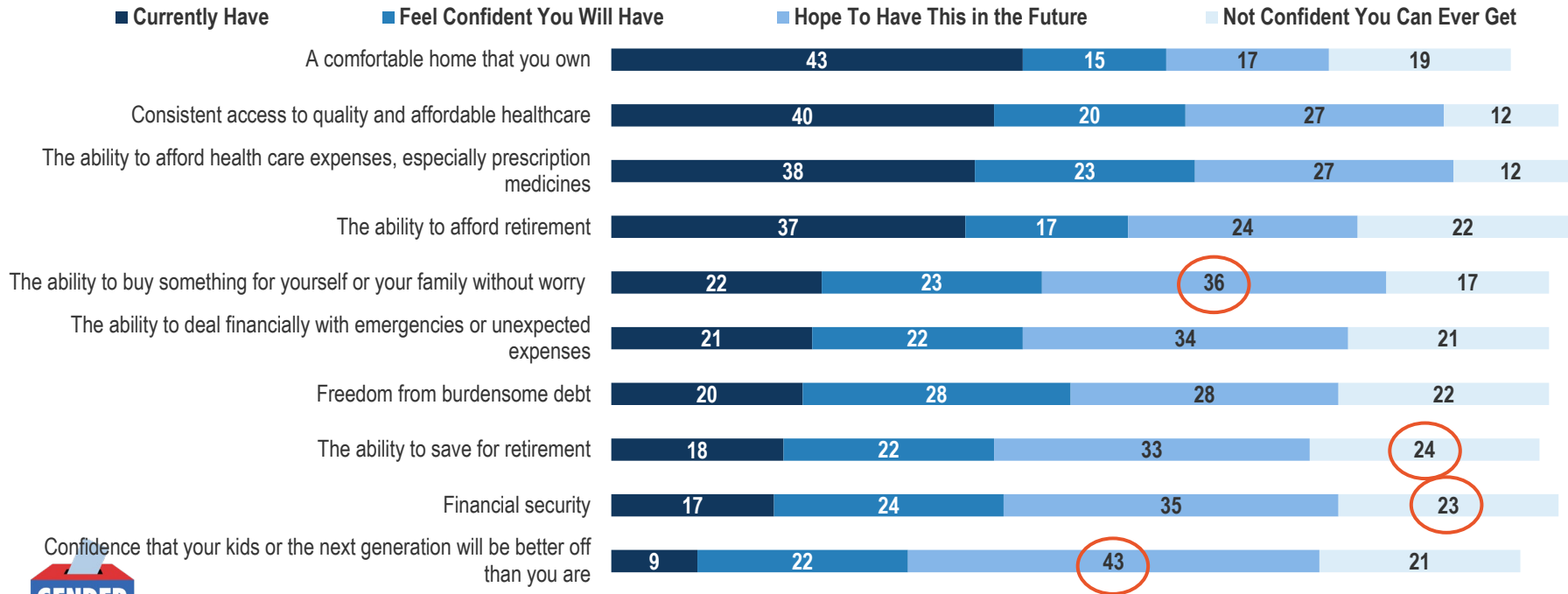
How have inflation and rising costs impacted your decisions? Have they made you...



With less than 2 in 5 able to afford health care, financial goals of stability and retirement seem out of reach for many

Personal financial future

Thinking about your larger financial goals, please indicate whether you currently have this, feel confident you will have this in the future, hope to have this in the future, or want to have this but do not think you ever will, or don't want this.

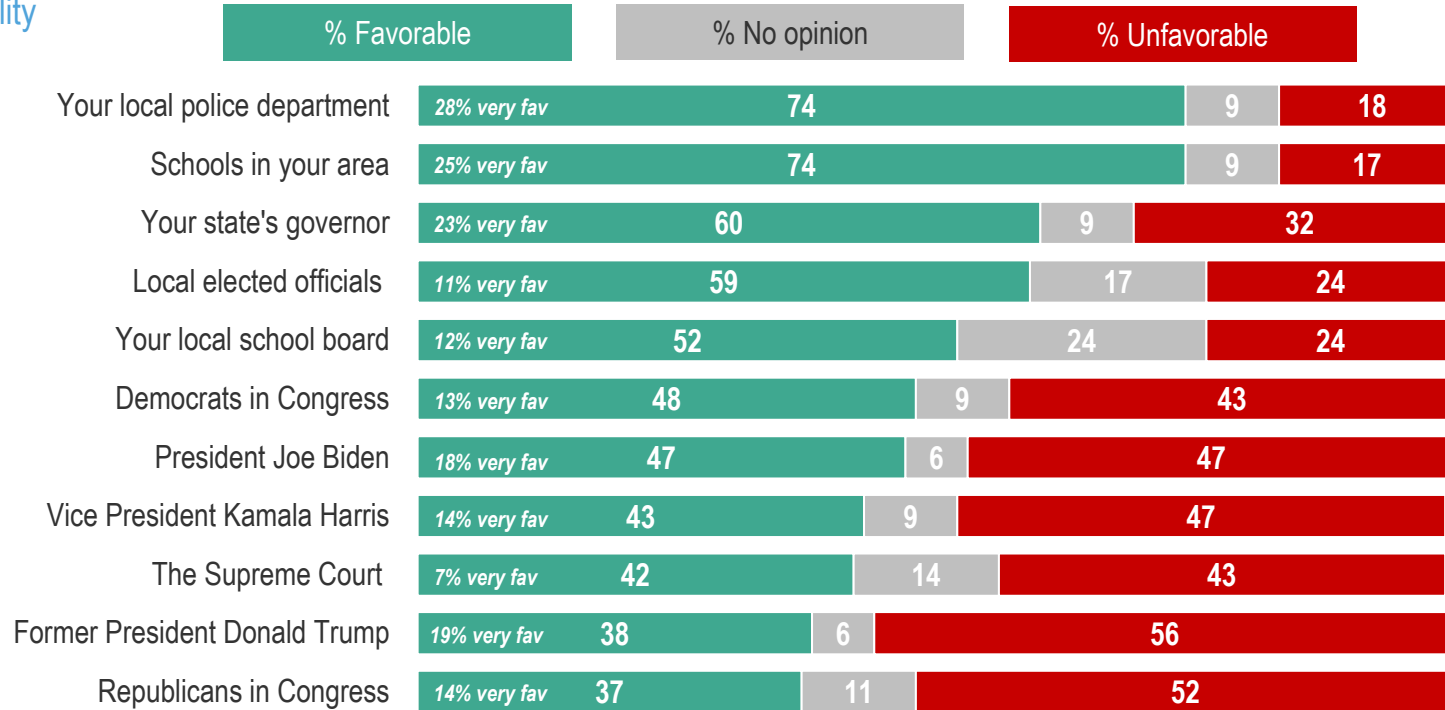




Women in Leadership

Local entities like schools and police departments are seen favorably within communities, more partisan figures and institutions are majority unfavorable

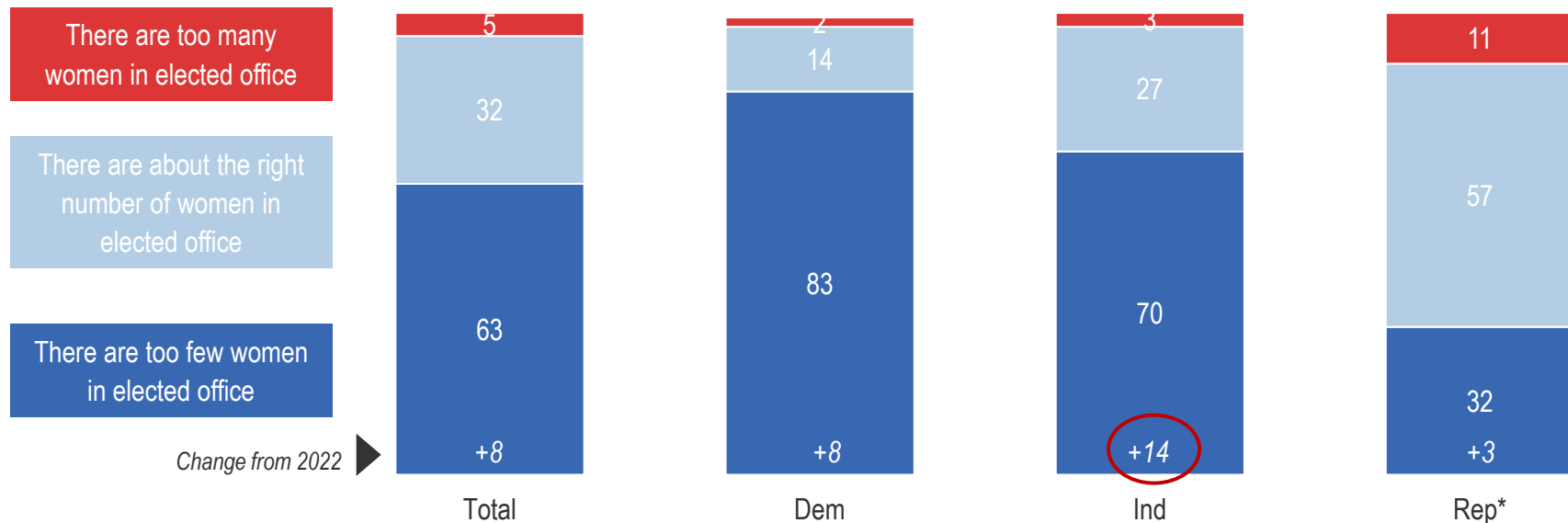
Favorability



Since electing our current representatives, the desire to see more women in office has increased, especially among Independents

Women in elected office

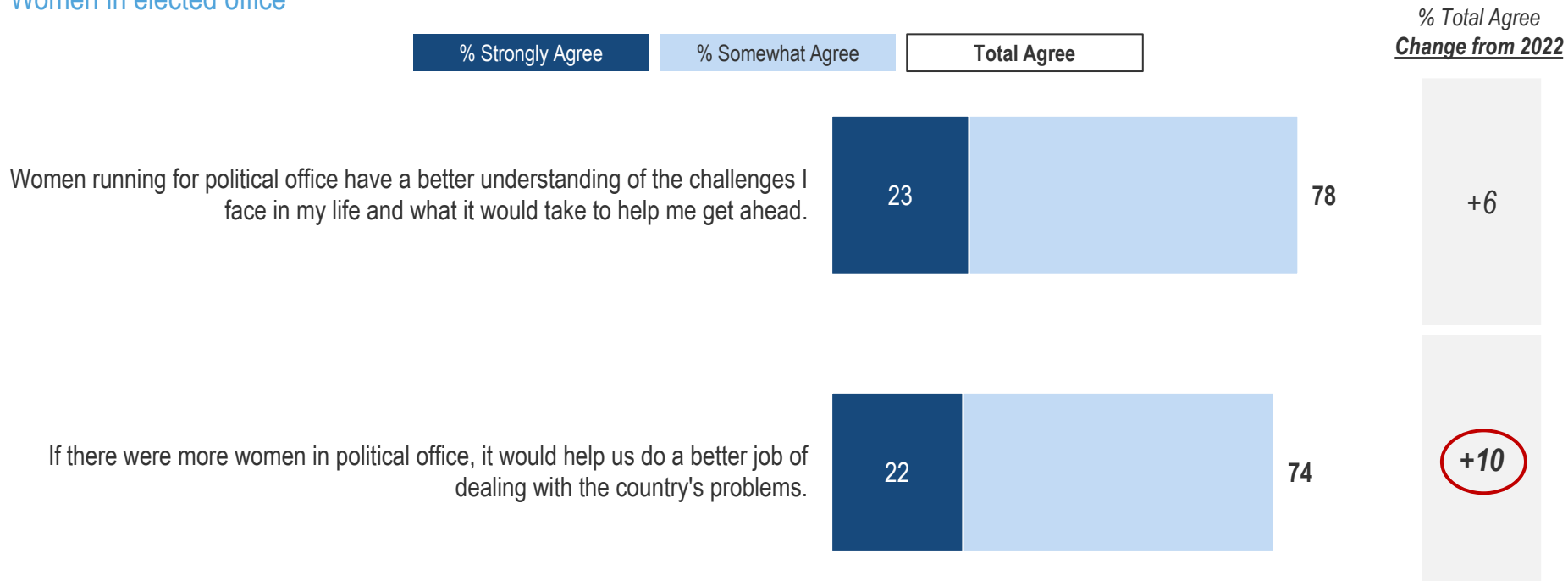
Thinking about the number of women in political office, which is closer to your view?



* Base size <100

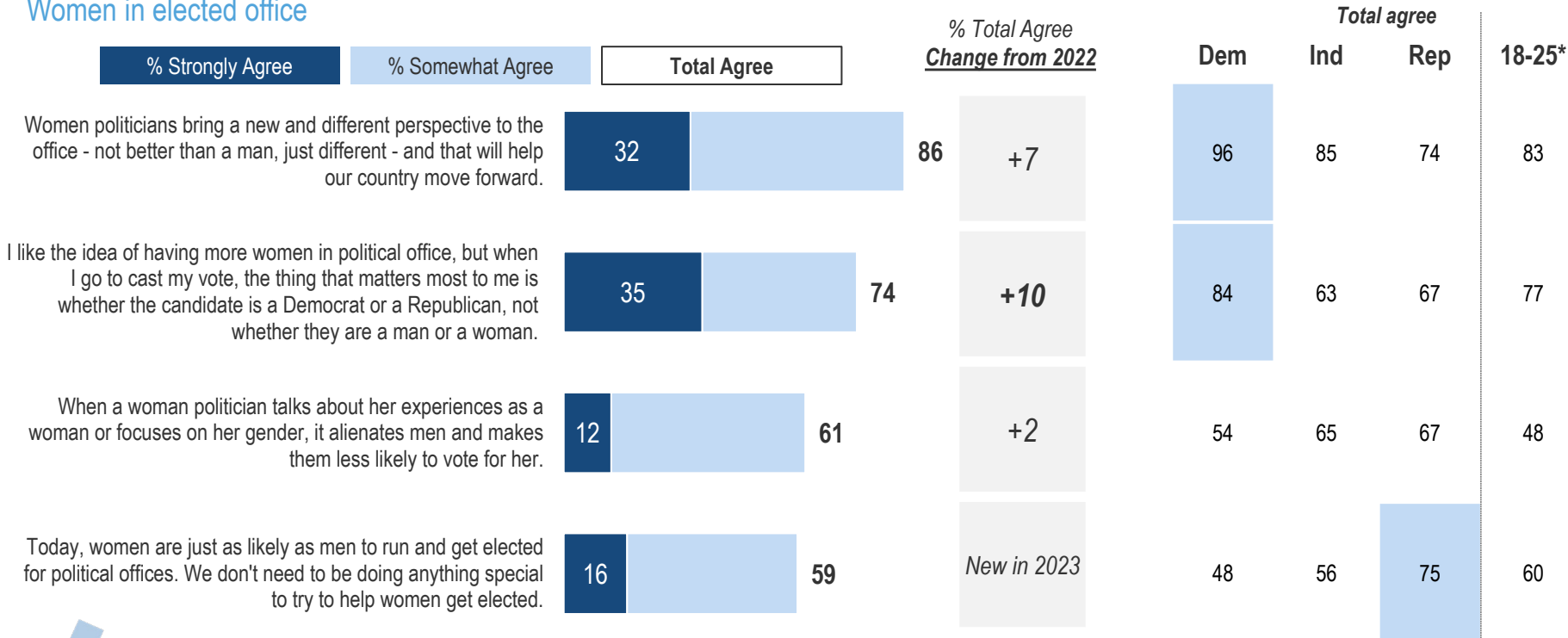
Women believe that women leaders will do a better job of understanding their – and the country's – challenges

Women in elected office



For younger voters and Dems, casting a ballot increasingly comes down to ideology rather than gender – though only a few feel strongly we should stop helping women run

Women in elected office

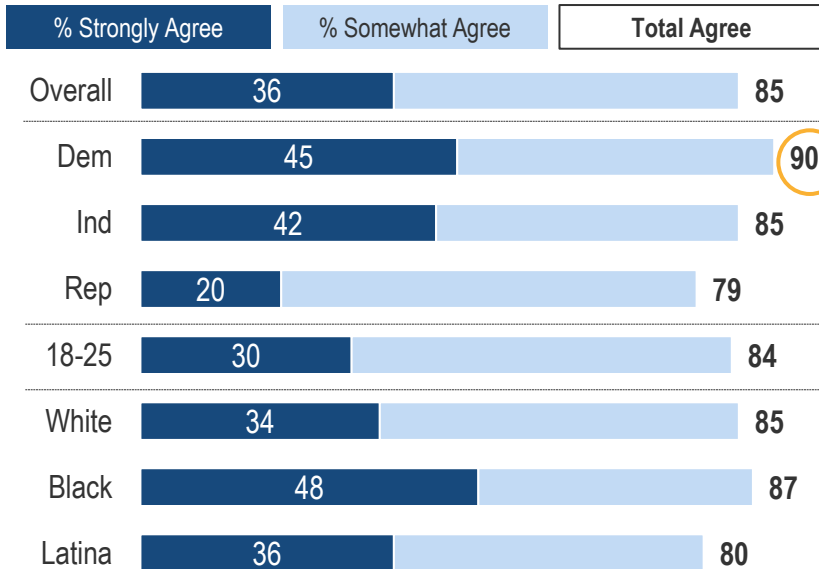


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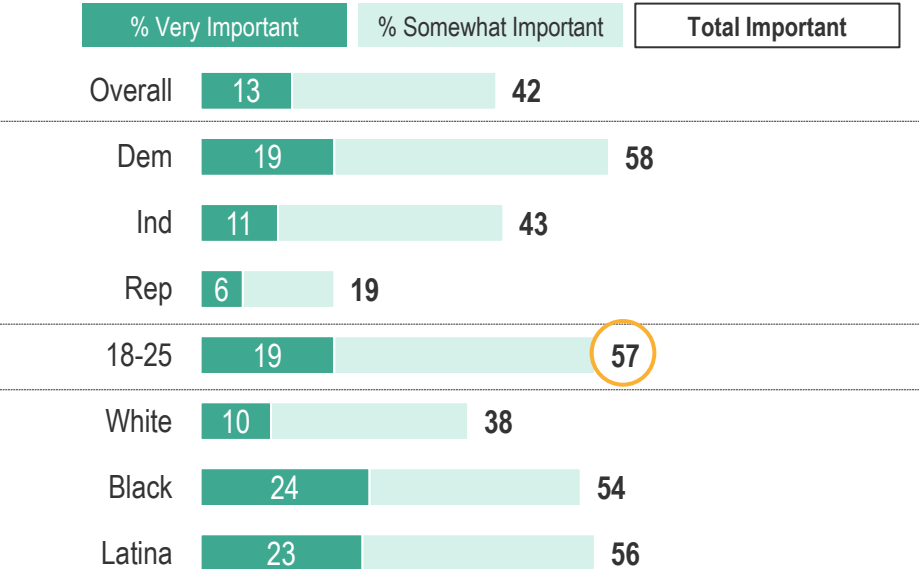
More than 4 in 5 women believe there will be a woman president in the next 20 years – but they’re not necessarily prioritizing it for 2024

Women in elected office

There will be a woman president in the next 20 years

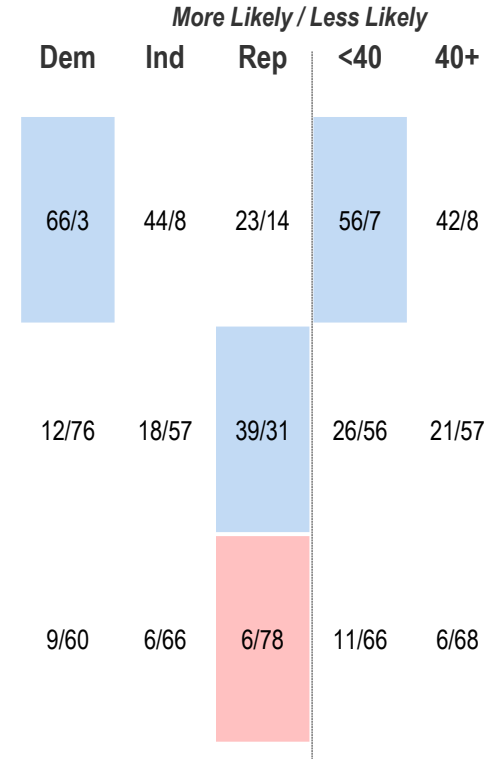
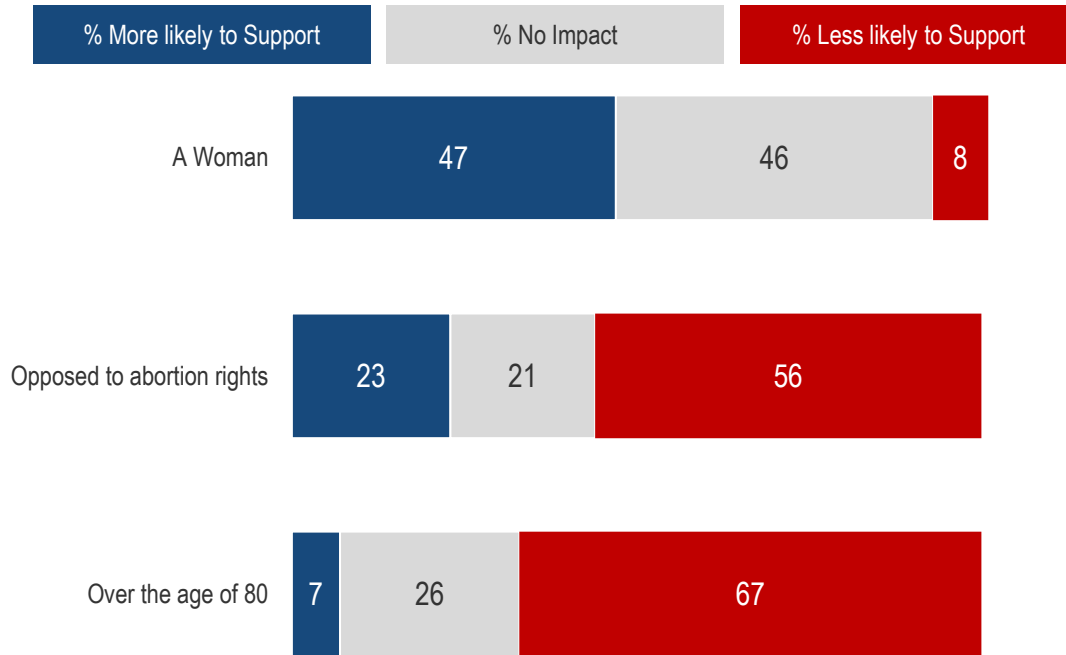


Importance for the presential candidate you support in 2024 to be a woman



A presidential candidate opposed to abortion is a dealbreaker for a majority – including a third of Republican women; two-thirds are less likely to vote for a candidate over 80 years old

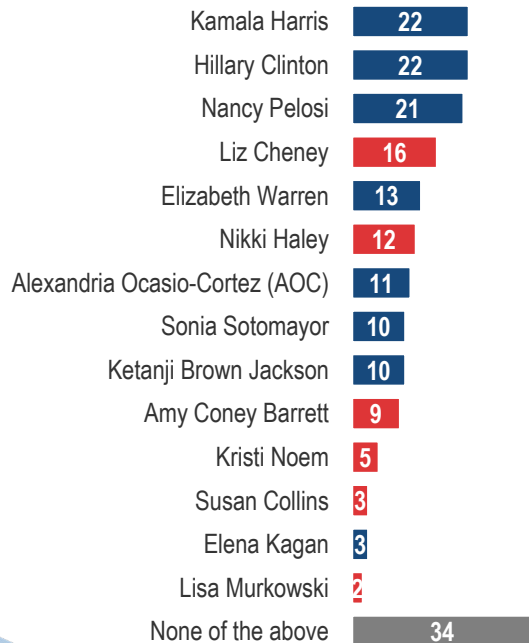
Candidate attributes



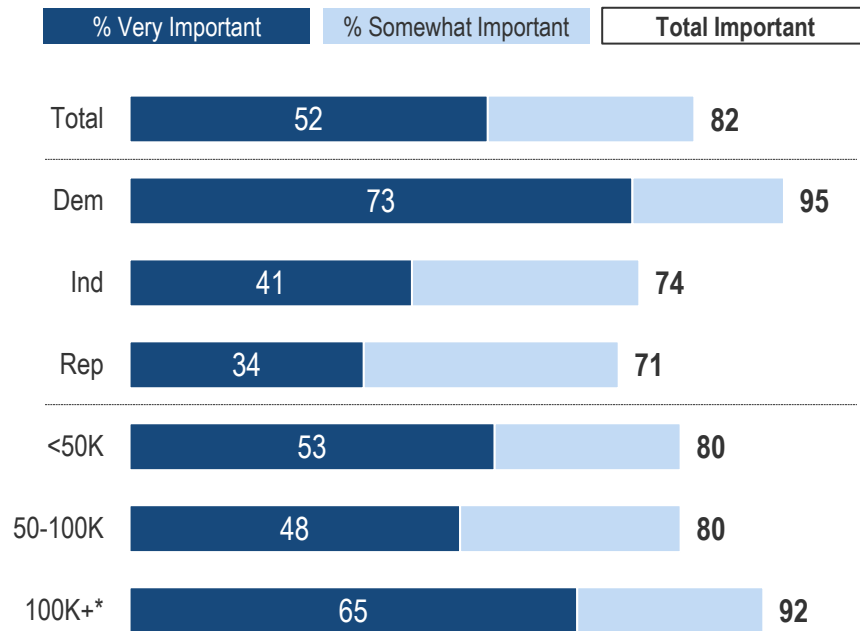
Electing more women to office is almost universally important

Women in elected office

Regardless of your political ideology, which of these women do you most admire?



How important is it to elect more women to political office?



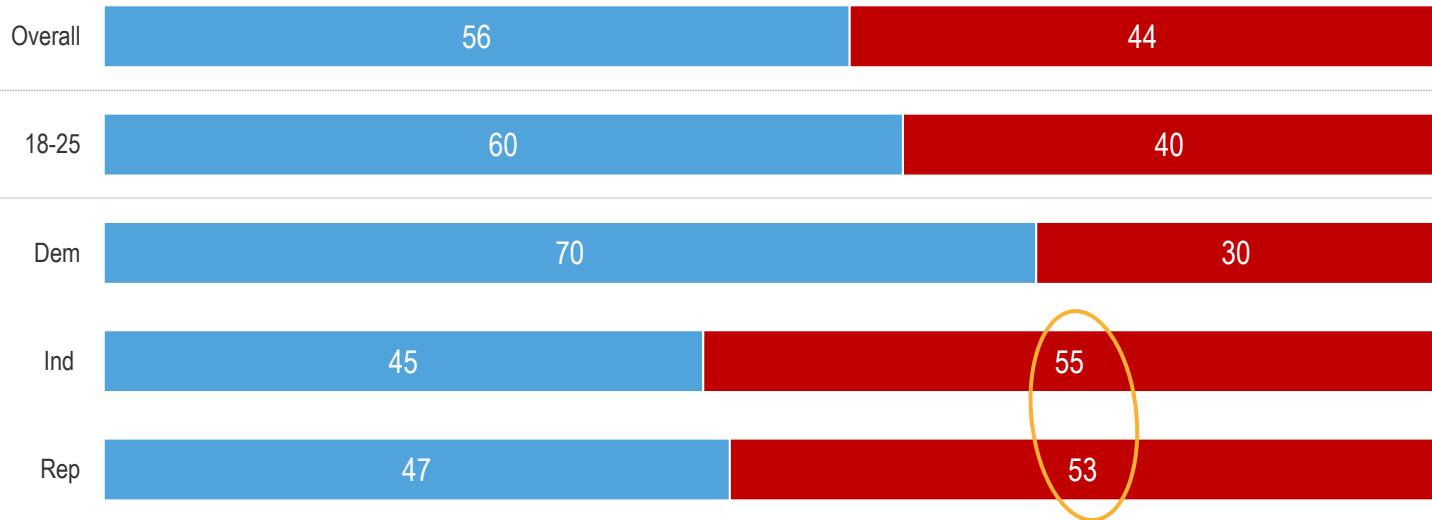
* Base size <100

While Democrats see room for progress with more women in Congress, Independents and Republicans are less likely to see a path

Women in elected office

The number of women now serving in Congress makes me hopeful that they will work collaboratively to break through gridlock and get things done.

There is so much gridlock in Washington and that won't change, so I am not hopeful the women in Congress will be able to get things done.



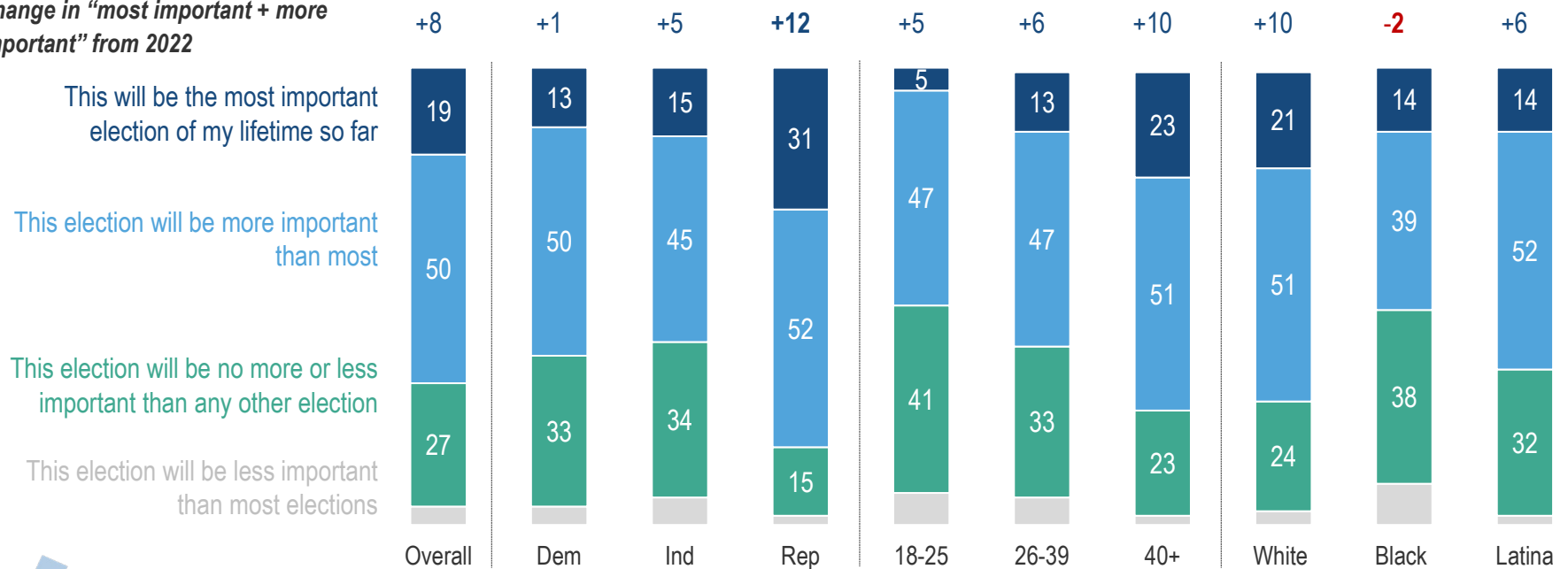


Political Engagement

Heading into 2024 it's clear the stakes are high, and the majority of women think next year will be more important than most

Political engagement

Change in "most important + more important" from 2022



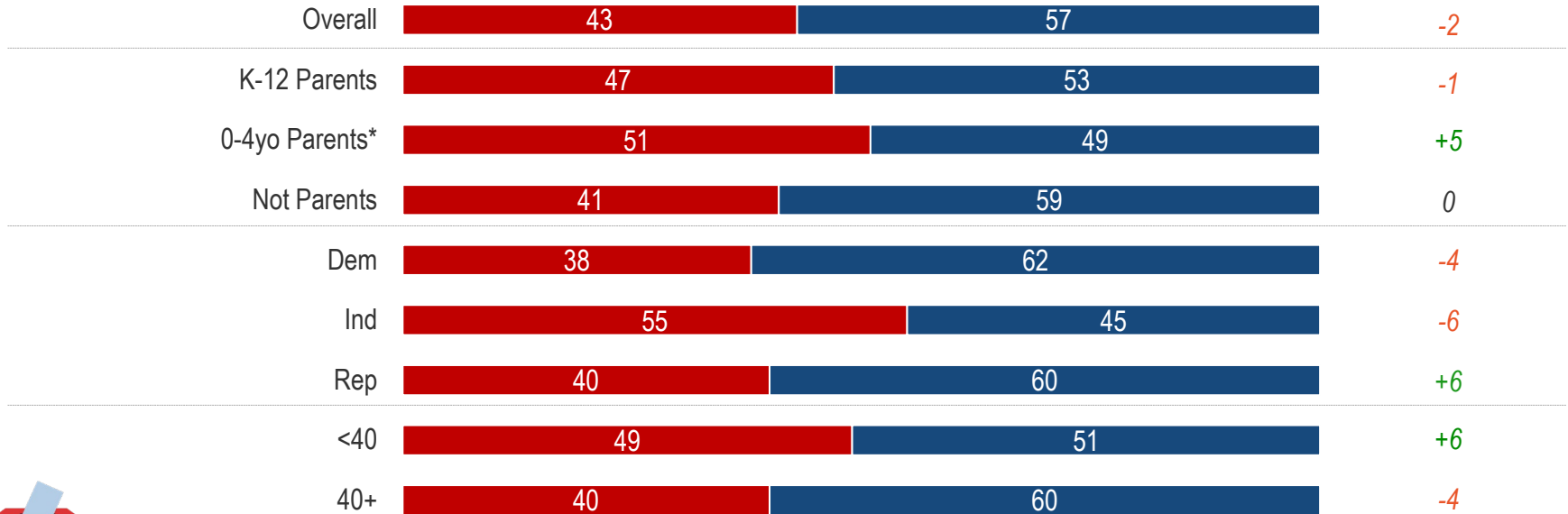
Independents and voters over 40 have become more disengaged in the past few years, while younger voters and parents of young kids are starting to catch up

Political engagement

Everything going on these past few years has made me feel more disengaged with and tuned out from politics than usual.[^]

I have been more engaged with and tuned in to politics than usual because of everything going on these past few years.[^]

Change in engagement from 2022



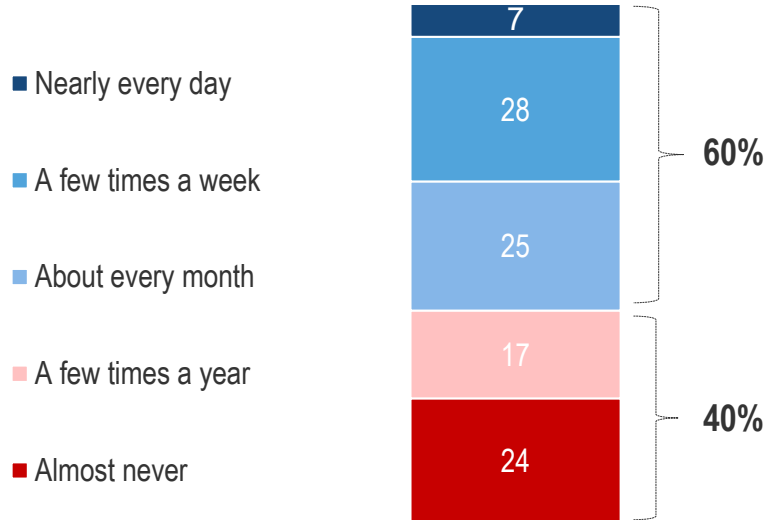
[^] Note: in previous surveys, "past few years" was replaced by "pandemic"

*Base size <100

The plurality of women who don't talk politics frequently cite lack of interest but 1 in 3 say it's too confrontational

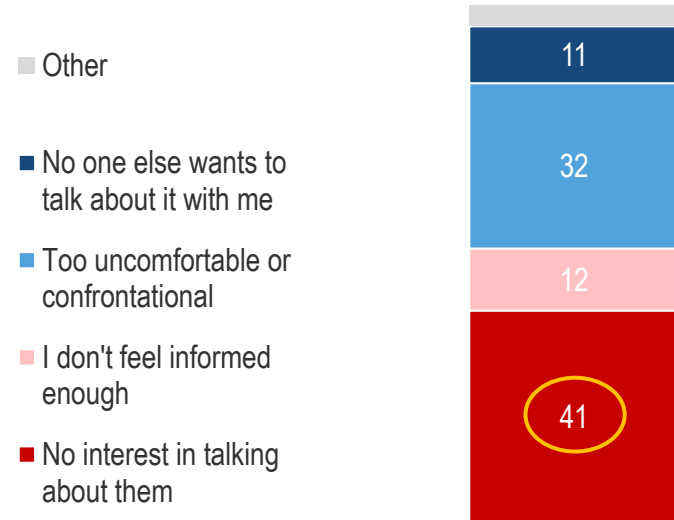
Political engagement

Thinking about your friends or family, either in person, online, or over the phone, how often would you say you talk about politics or current events with them?



What's the main reason you don't talk often about politics or current events with your friends or family?

Among the 40% of women who talk less than monthly

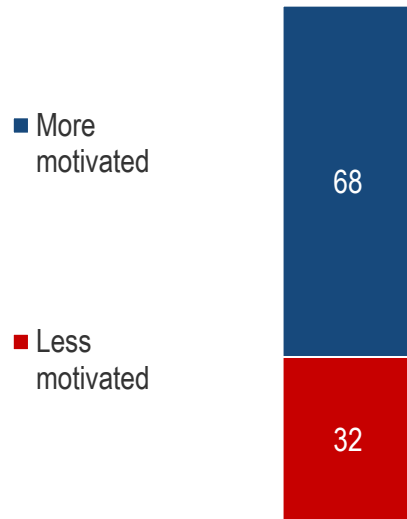


Among women who discuss politics and current events at least monthly, 2 in 3 say they're more motivated to get involved – but only 1 in 3 actually have

Political engagement

Do you think these conversations have made you more or less motivated to get involved in politics, either at a local, state, or federal level?

Among women who at least talk monthly



Which comes closer to your view?

Among women who at least talk monthly





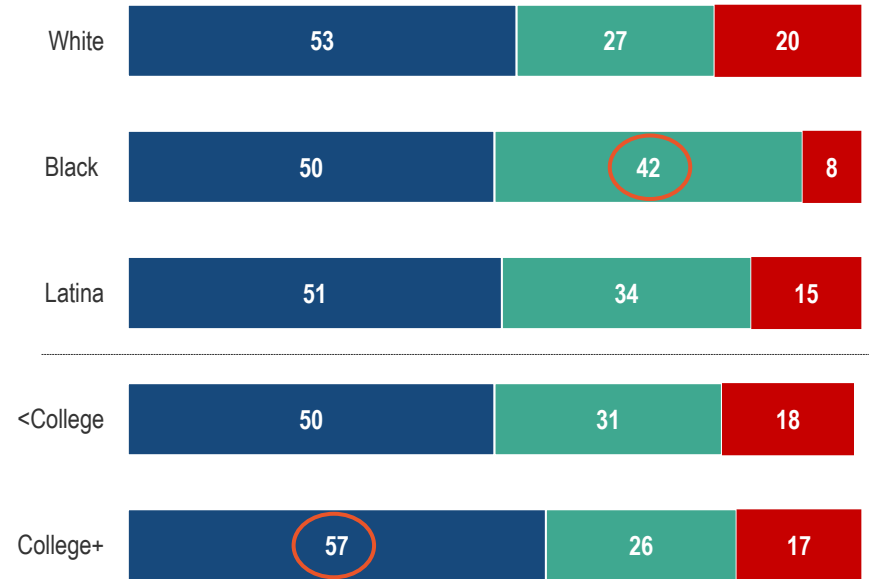
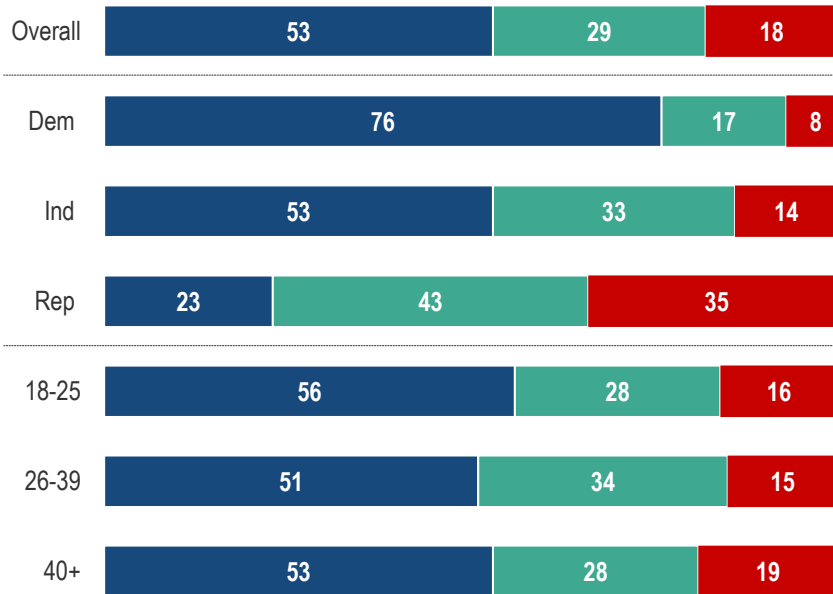
Reproductive Rights

When it comes to reproductive rights, the vast majority believe abortion should be available and/or the government should be kept out of decisions

% I personally support a person's right to abortion and believe it should be legal and available

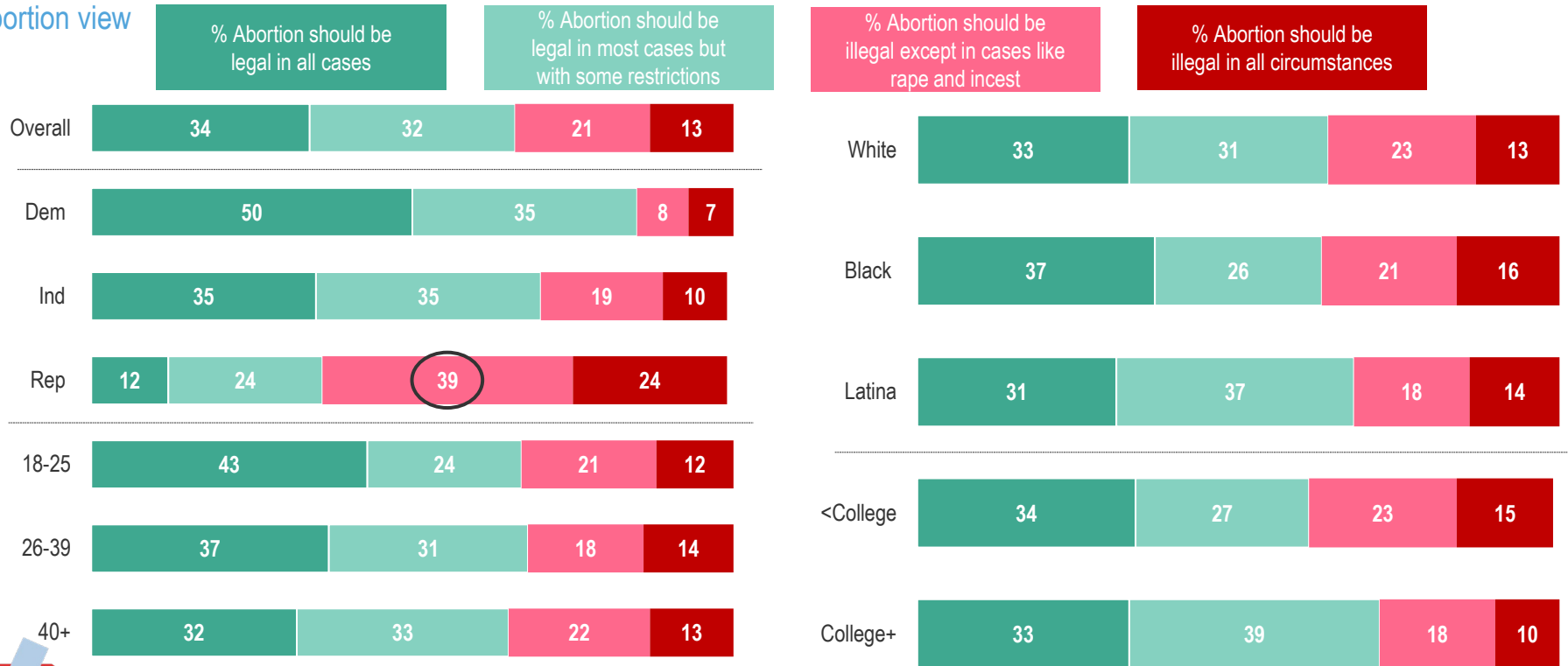
% I am personally against abortion, but I do not believe government should prevent someone from making that decision for themselves

% I personally believe having an abortion is wrong and should be illegal



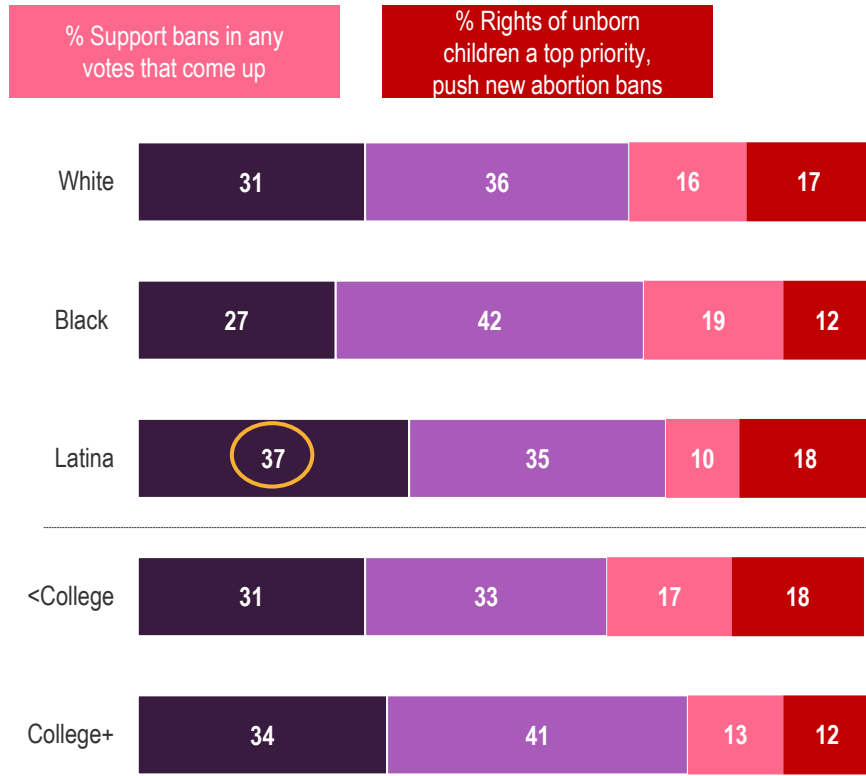
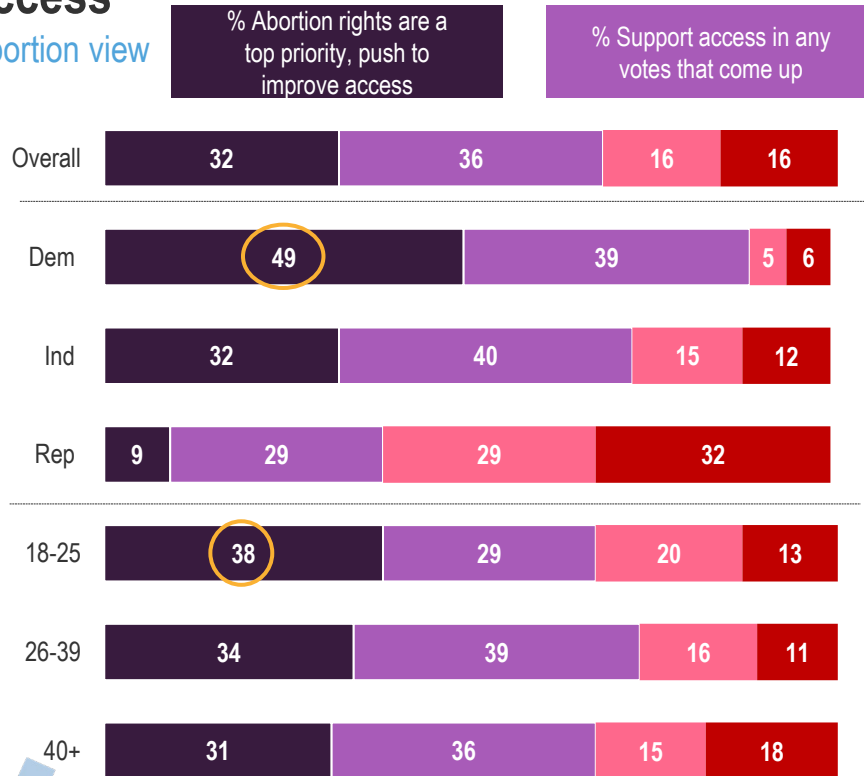
And though the majority of demographics think abortion should be legal at least in most cases, nearly a third believe there should be some restrictions

Abortion view



Democrats, Latinas and younger voters want to push lawmakers to expand abortion access

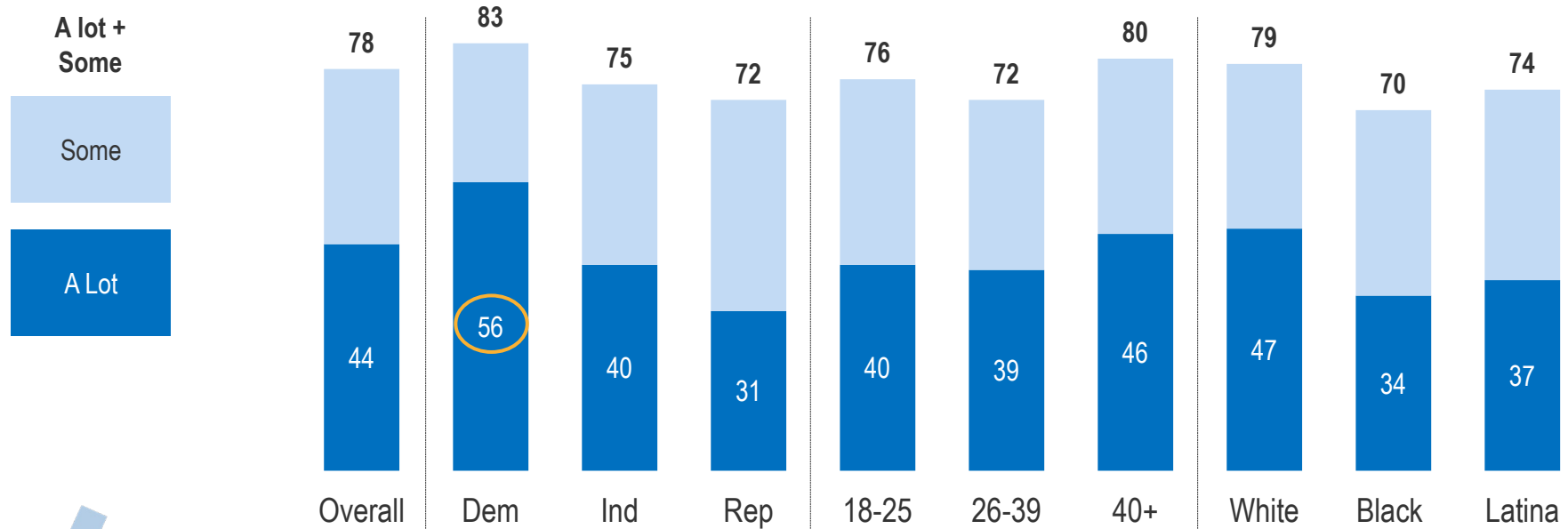
Abortion view



More than 3 in 4 women have heard at least something about last year's Supreme Court decision

Dobbs impact

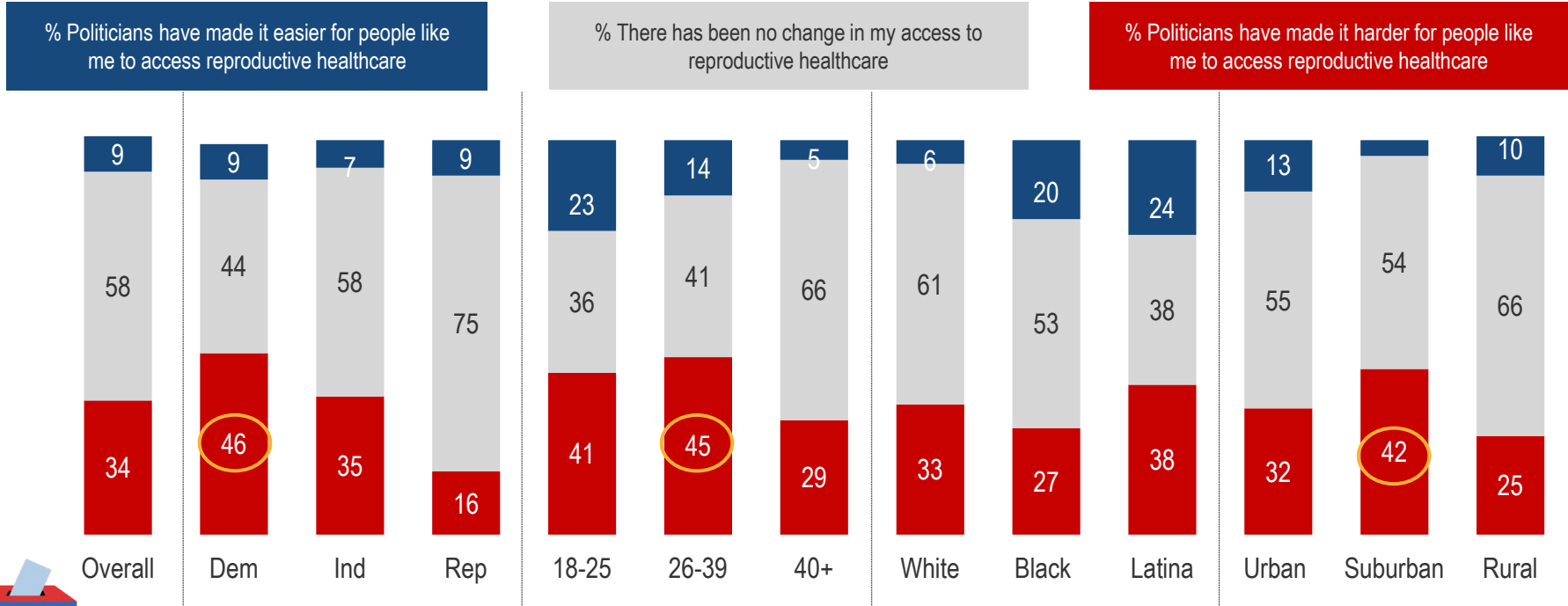
In 1973, the Roe v. Wade decision established a woman's constitutional right to abortion in the first twenty-four weeks of pregnancy. Last summer the Supreme Court voted to overturn Roe v. Wade. How much, if anything, have you heard about the Supreme Court's decision?



More than a third – including nearly half of Dem, younger, and suburban women – say that politicians have made accessing repro care more difficult since the decision

Dobbs impact

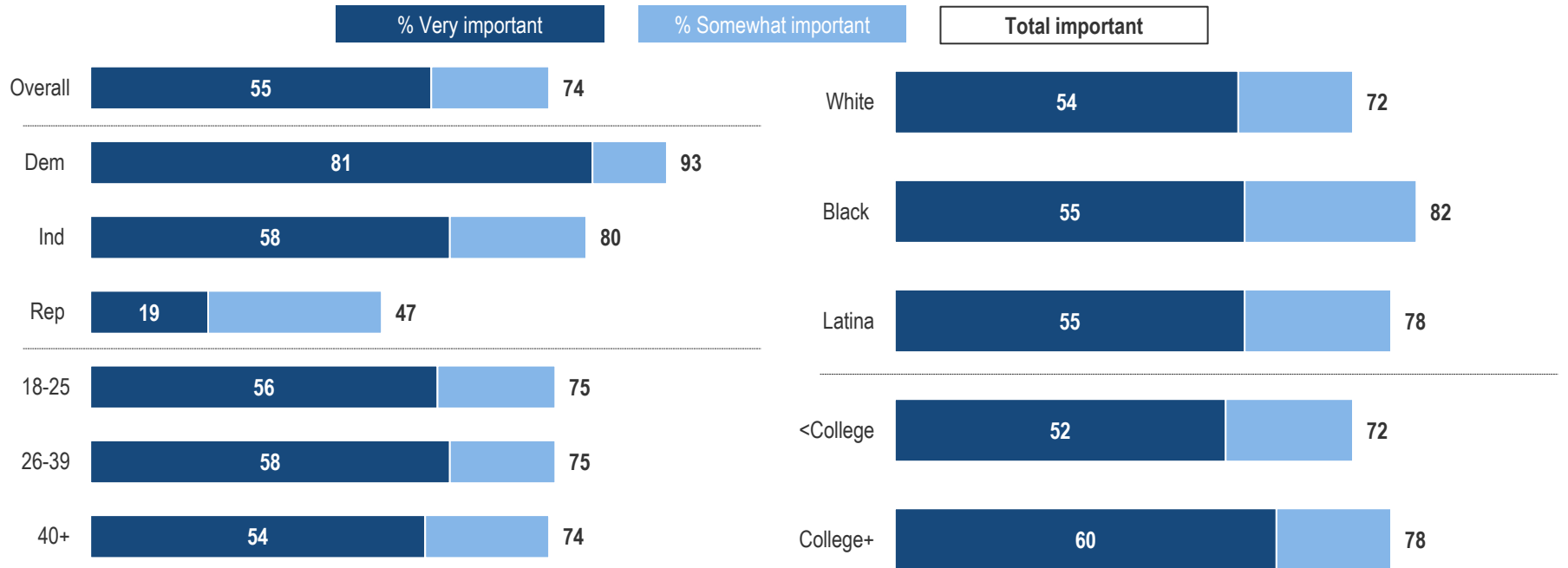
Since the Supreme Court overturned Roe v. Wade, which of the following comes closer to your experience?



Tracking with their views of legality – accessibility and affordability are seen as top priorities for most demographics

Abortion accessibility

How important is it for abortion to be available and affordable to anyone who needs it?



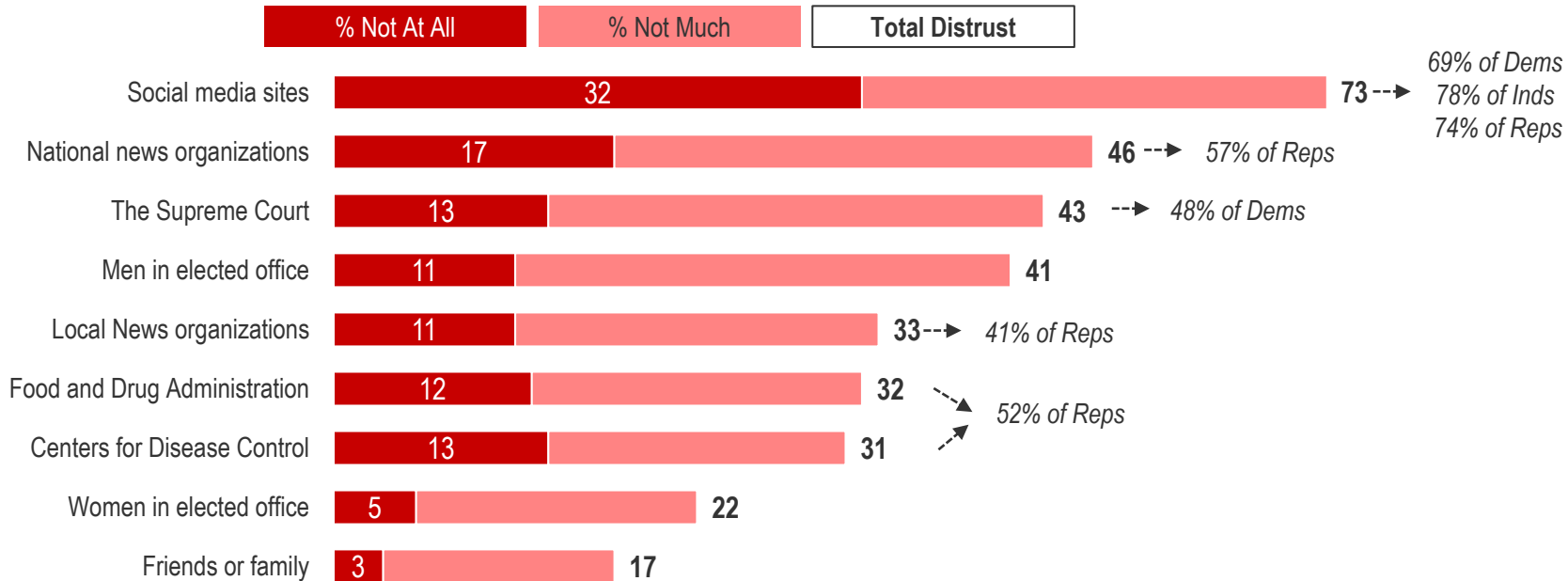


Trust

Distrust of social media is widespread, while Republican women drive distrust of news and regulatory bodies

(Dis)trust in information

How much do you trust the information and decisions coming from each of the following?

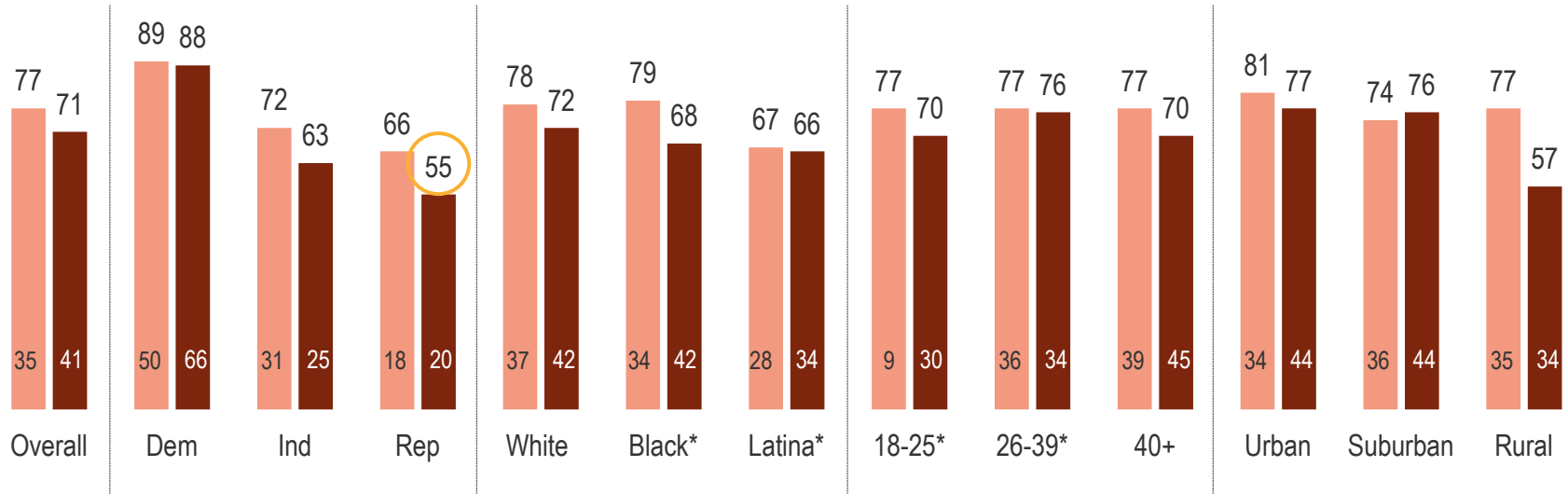


Nearly 1 in 4 women – driven by almost half of Republican women – don't trust the results of our local or national elections

Trust in elections

Local election vs. national election trust

■ Total trust local ■ Total trust national

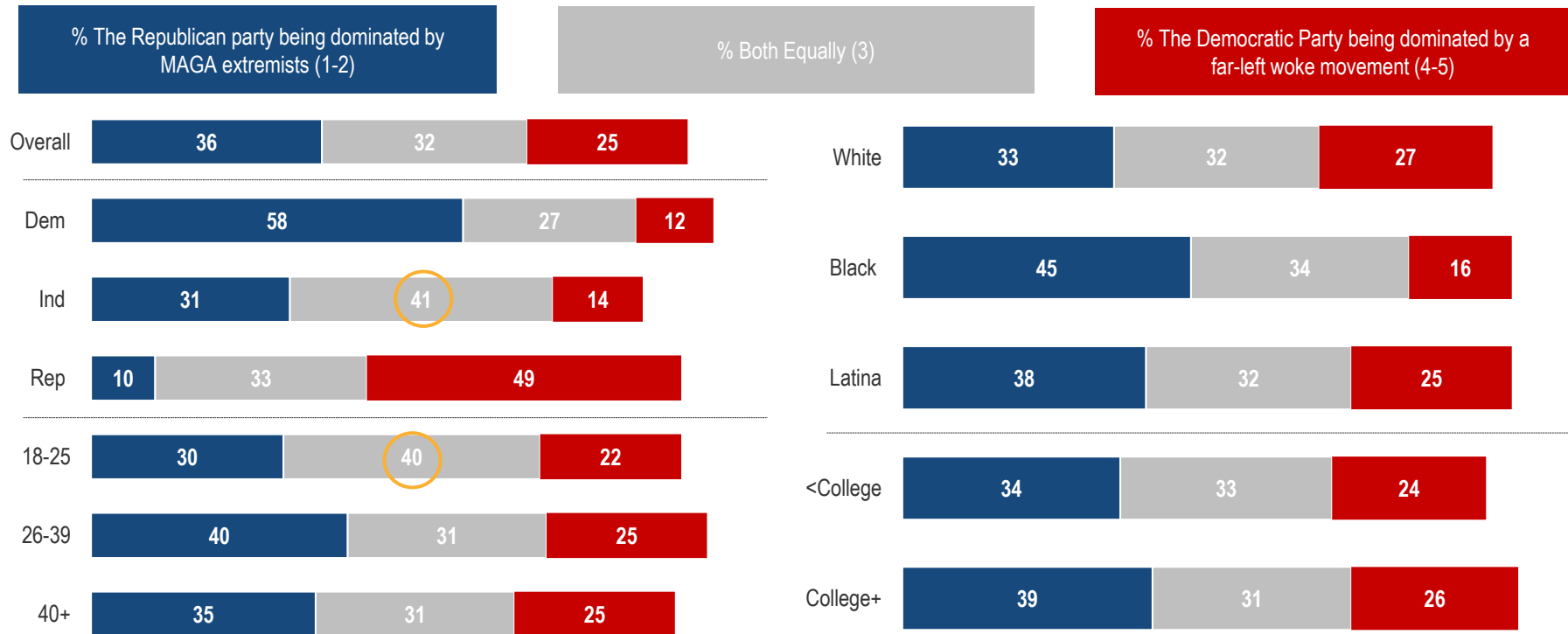


% Trust a "great deal":

35 41 50 66 31 25 18 20 37 42 34 42 28 34 9 30 36 34 39 45 34 44 36 44 35 34

* Base size <100

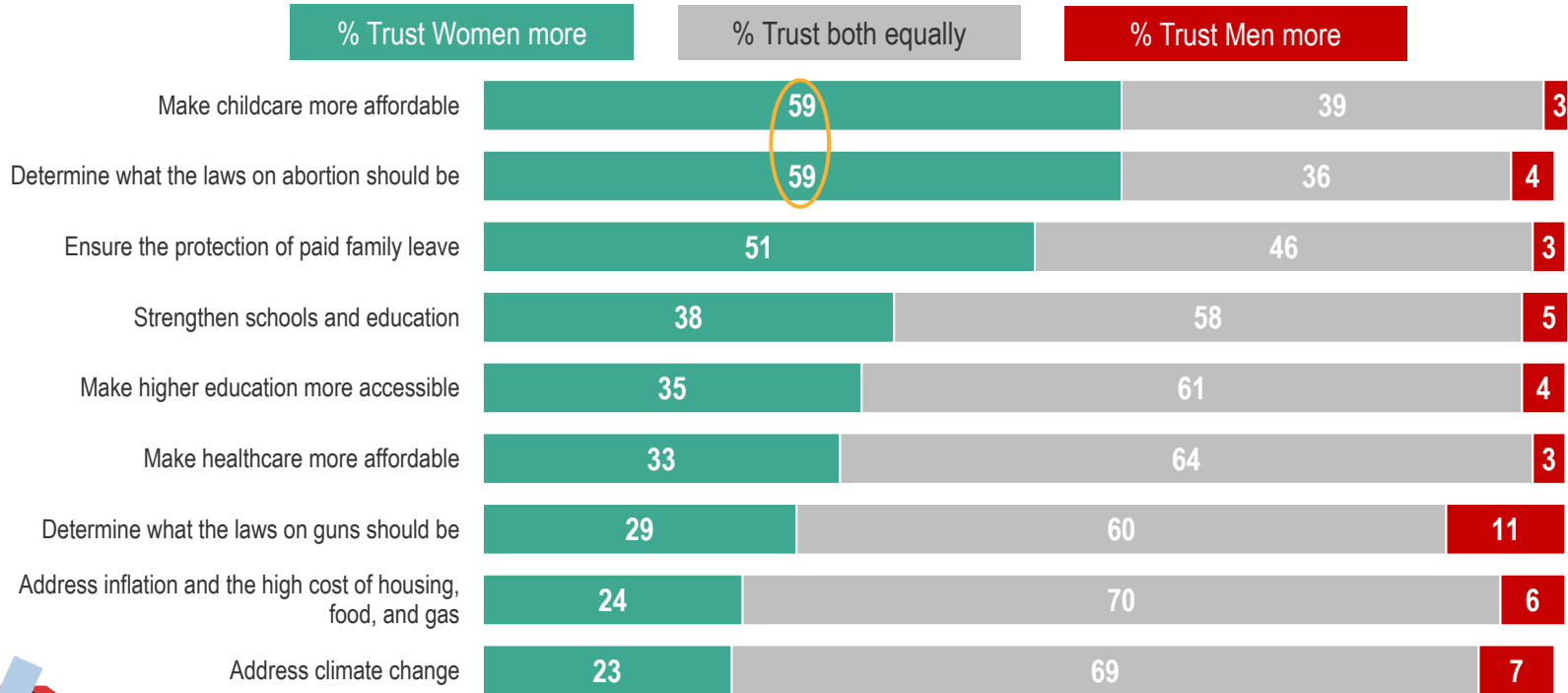
Fear that both parties are dominated by extremists is prevalent especially among younger women and Independents



Women leaders are seen as far more trustworthy on most policy priorities, especially when it comes to abortion and childcare

Trust in elected leaders

Over the next couple of years, who do you trust more to...



Thank you!

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