

Gender Equality, the Status of Women and the 2020 Elections.

Results from a Supermajority / PerryUndem National Survey of N = 1,912 Likely 2020 Voters

****EMBARGOED** UNTIL 6:30pm ET August 19, 2019**



METHODS.

The survey was conducted among a total of $n = 1,912$ likely 2020 voters nationwide from July 3 through 14, 2019 using YouGov's panel. The survey included a base sample of $n = 1,000$ likely 2020 voters nationwide. We then oversampled women to obtain totals of:

- $N = 339$ Black women
- $N = 301$ Latinx women
- $N = 318$ Asian American / Pacific Islander women

The final data were weighted by demographic variables including race, ethnicity, and gender to reflect their proper proportions. In other words, women of color respondents were weighted down significantly so that the oversamples do not skew the total results.

SNAPSHOT.

1. Many voters are angry and worried about the state of women's rights and gender equality in the country.
2. Women across nearly every demographic segment are more likely to think President Trump has made things worse, rather than better, for women.
3. Women voters connect a number of issues to gender equality, including violence against women, equal pay, paid family leave, and access to abortion.
4. The recent abortion bans aggravated and elevated feelings about the state of women's rights.
5. Anti-abortion voters are among the most likely – if not the most likely – segment to hold inegalitarian views.
6. Democratic voters are more unified and mobilized around abortion than Republican voters are.
7. The way women are treated in society is a top voting issue for Democratic women voters, but not Republican women voters.
8. Democratic women are most likely to feel that the 2020 elections are “more important than usual.” Republican women are least likely to feel the upcoming elections are atypical.

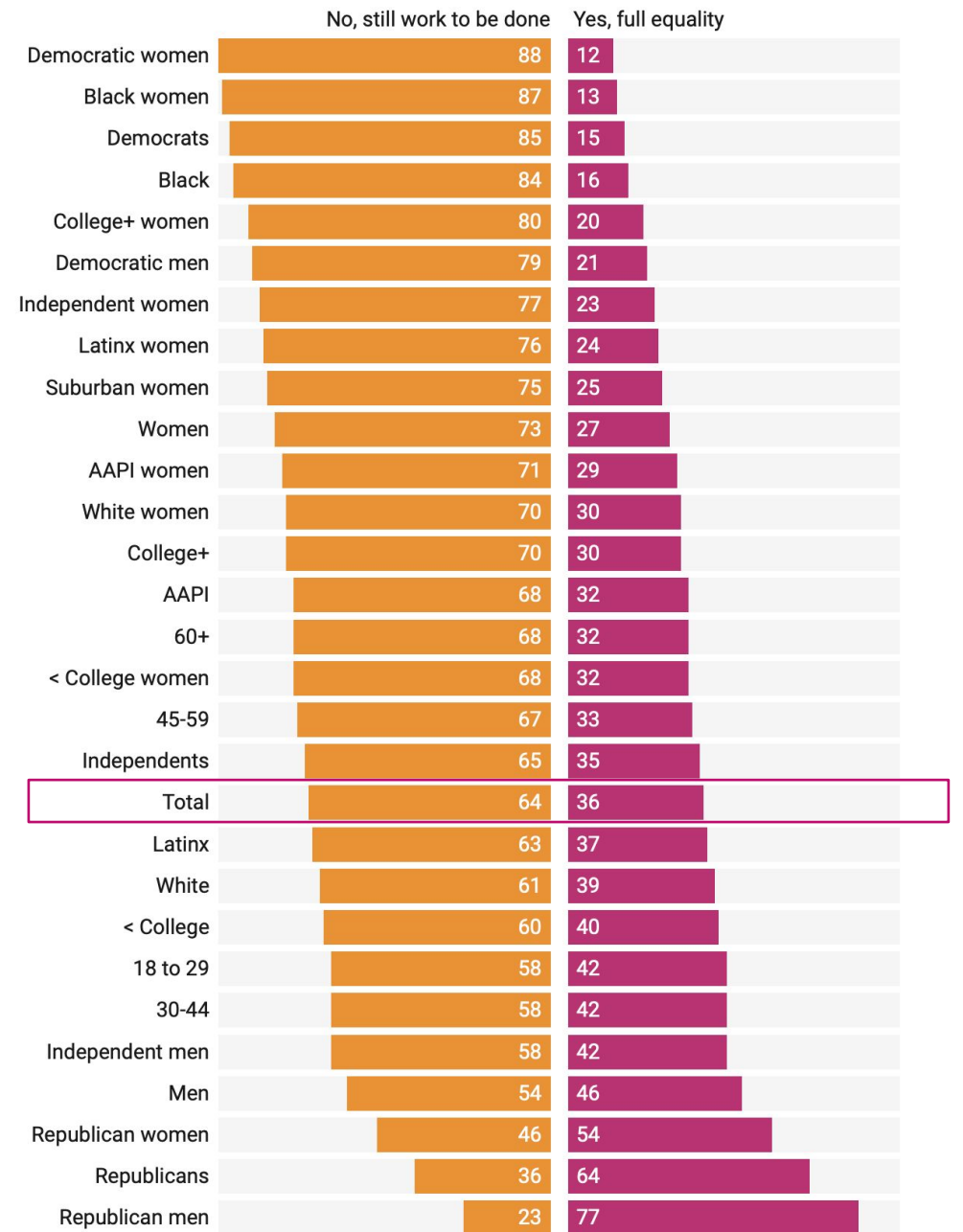
VIEWS ON THE STATE OF WOMEN AND EQUALITY.



Do you think there is full equality for women in work, life, and politics or is there still work to be done?

Nearly two-thirds say gender equality has not yet been achieved.

Democratic women and Republican men have nearly mirror opposite perceptions of the state of equality.



How do voters feel about the state of women's rights and equality in our country?

The largest differences are by party affiliation.

How do you feel about where our country is right now on women's rights and equality?

43%

Say they feel one of the following:

- Angry
- Scared
- Nervous
- Sad

Among subgroups:

47% of women
39% of men

70% of Democratic women
48% of independent women
16% of Republican women

62% of Democratic men
41% of independent men
13% of Republican men

28%

Say they feel either:

- Satisfied
- Happy

Among subgroups:

25% of women
31% of men

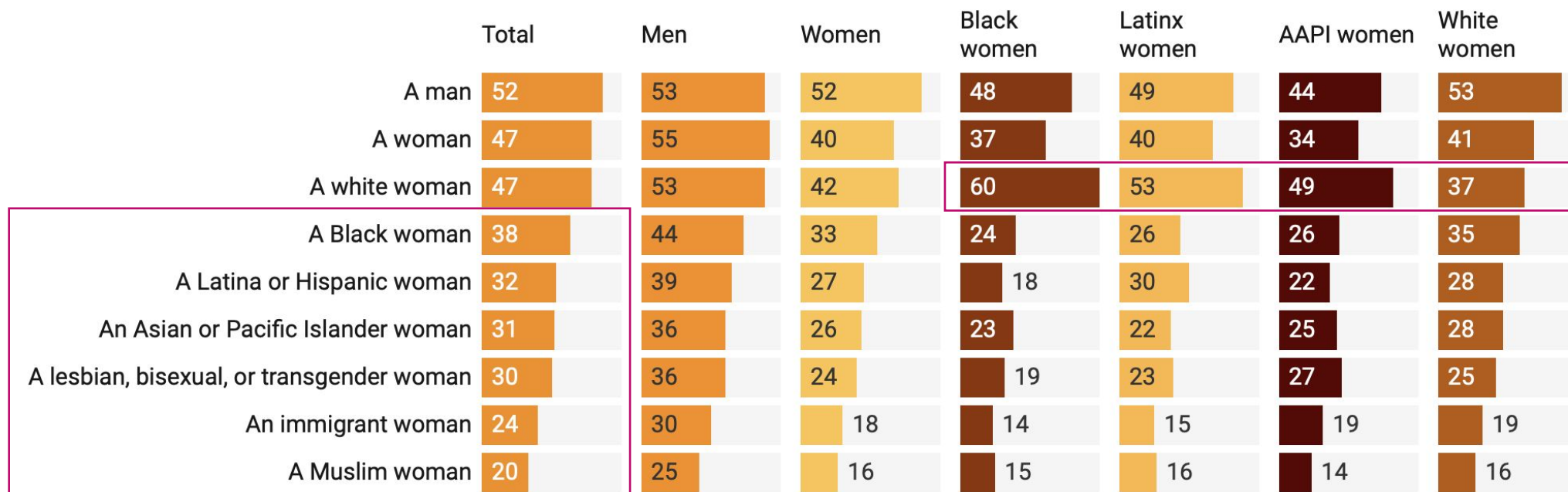
9% of Democratic women
22% of independent women
51% of Republican women

18% of Democratic men
25% of independent men
53% of Republican men

Is it a good time to be a woman in America?

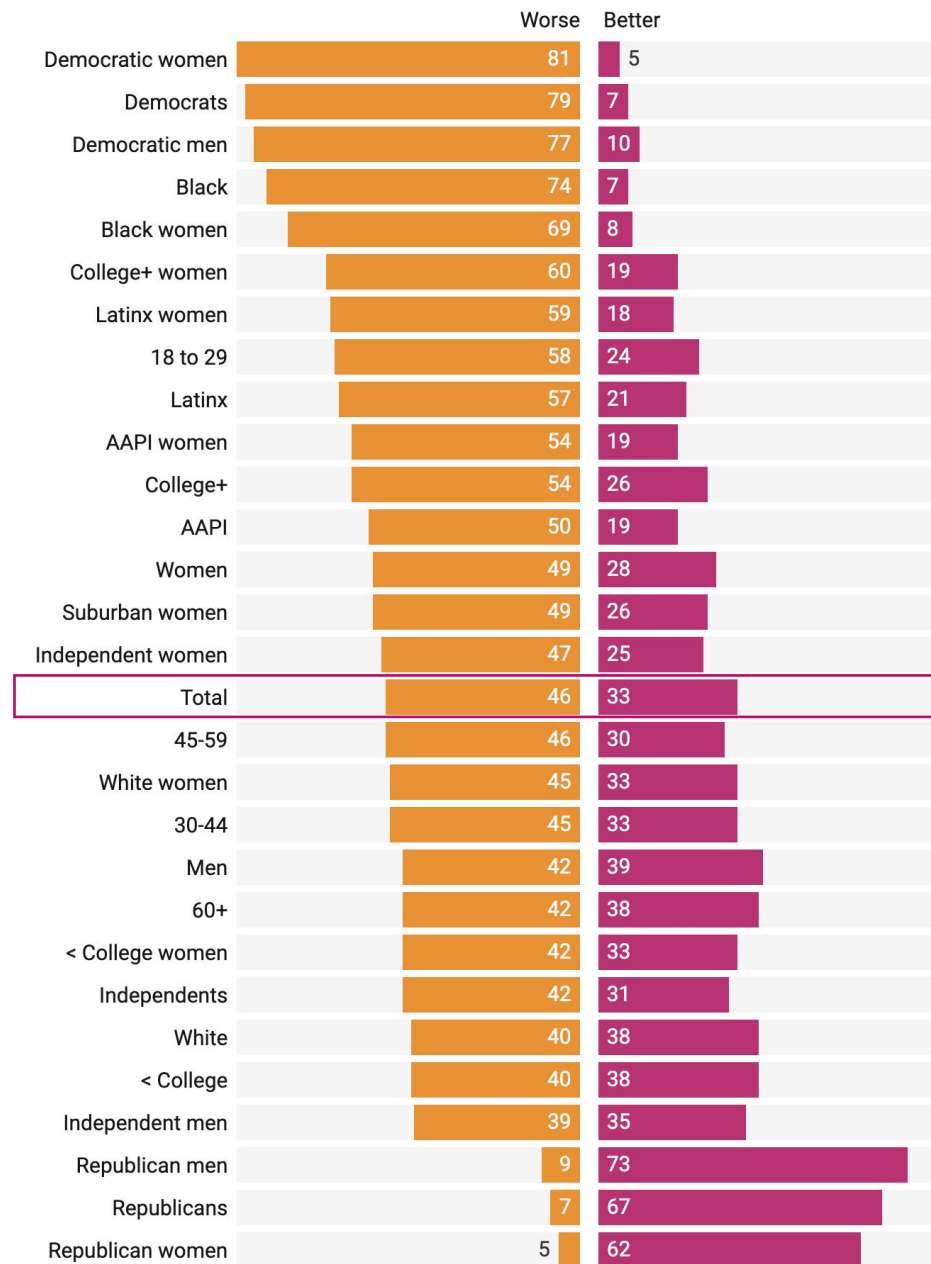
Considering everything, do you think it is a good time or a bad time to be _____ in America?

Percent “good time”



Overall, do you think President Trump has made things better for women in our country, made things worse for women, or has he not made much of a difference for women?

Nearly every segment of women voters is more likely to think President Trump has made things worse for women rather than better.

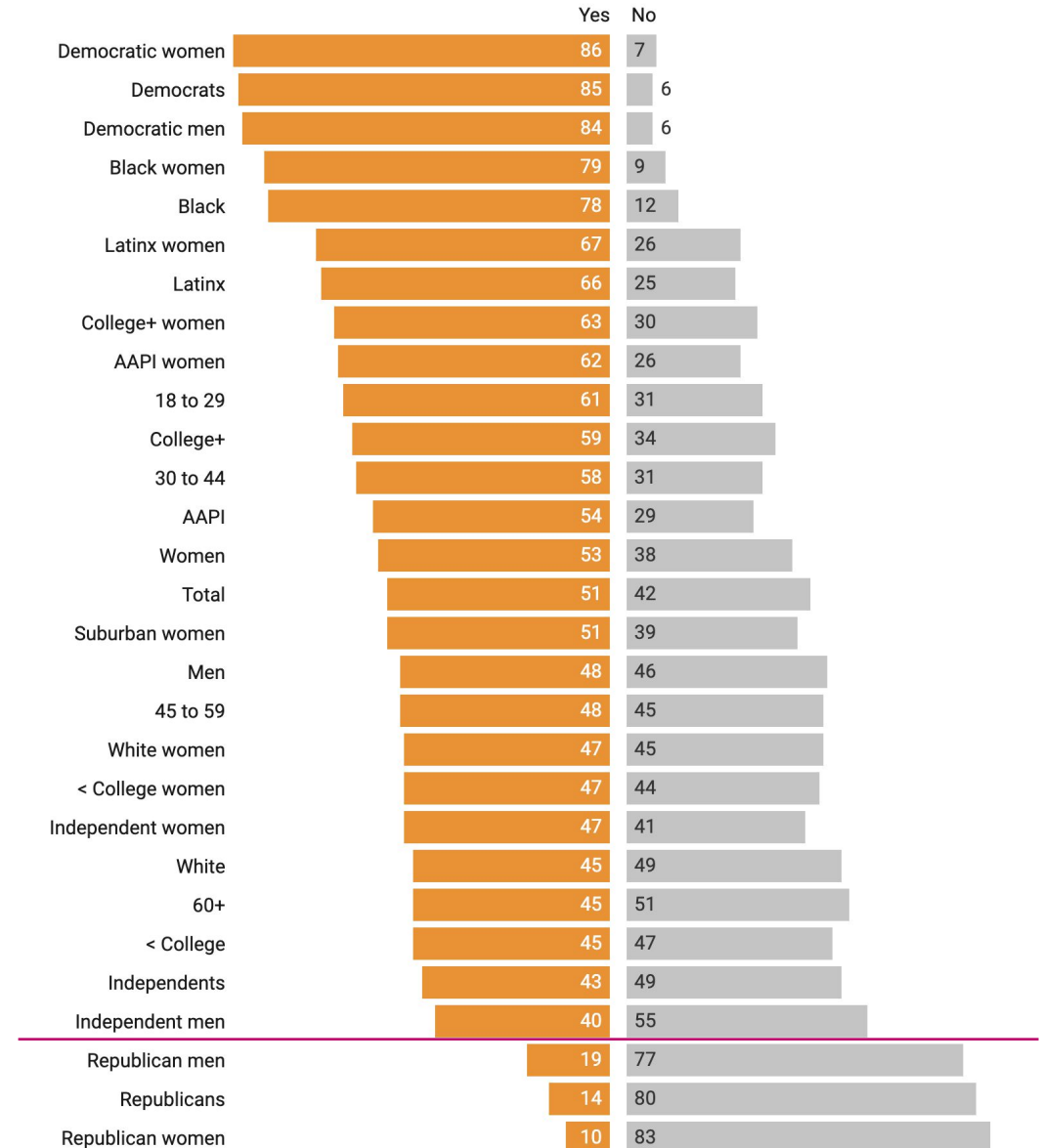


In qualitative research, we've heard fears about the perception that President Trump's administration is trying to take away people's rights. So we measured this perception in the survey.

In many focus groups over the past few years, PerryUndem has heard a consistent, palpable fear among some voters that the Trump administration is exercising too much power and is taking away rights. These themes emerge across issue areas.

In the survey, we tried to measure the prevalence of fear. We find sizeable proportions across demographic segments – with the exception of Republicans – think the administration is trying to take away people's rights.

Do you feel like President Trump and his administration are trying to take away people's rights, or not?



What is the first word that comes to mind when you think of President Trump and women?
(Open-ended question)

Many voters have negative associations between President Trump and women.

The survey went into the field soon after President Trump faced another allegation of sexual assault. We asked in the survey whether voters think the president has ever sexually assaulted women.

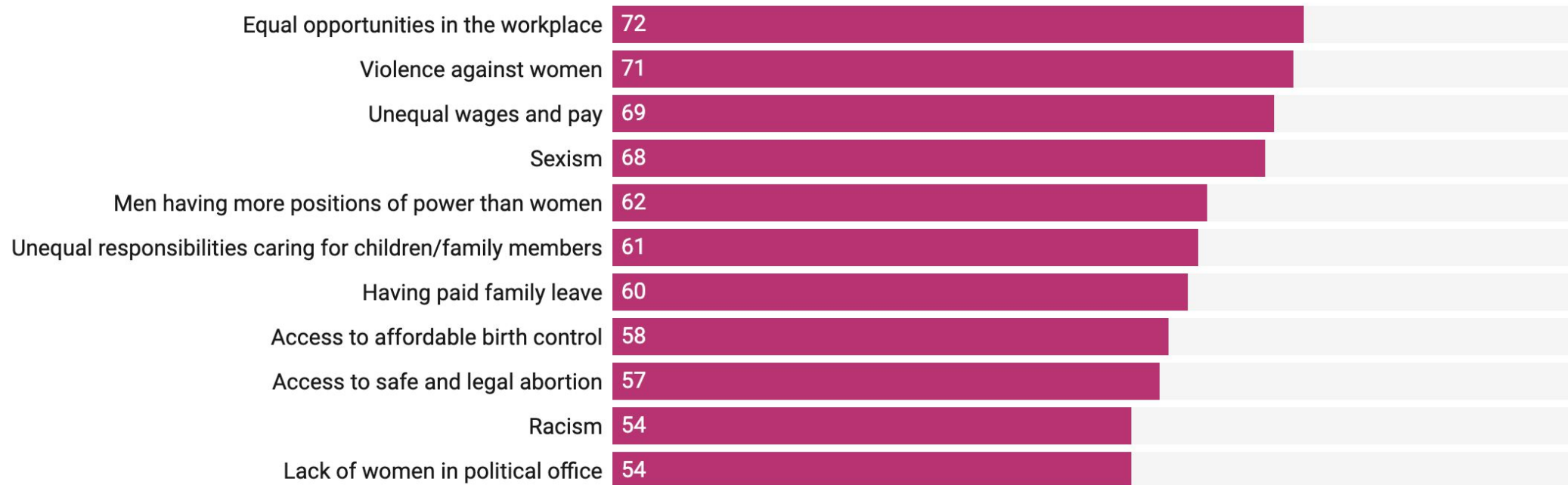
Among all voters, 63% think that President Trump has “definitely” (44%) or “probably” (19%) sexually assaulted women in his past. About one in four (23%) says he “probably has not” sexually assaulted women. Fourteen percent of voters think President Trump has “definitely not” sexually assaulted women in past.



Voters connect a number of issues to gender equality.

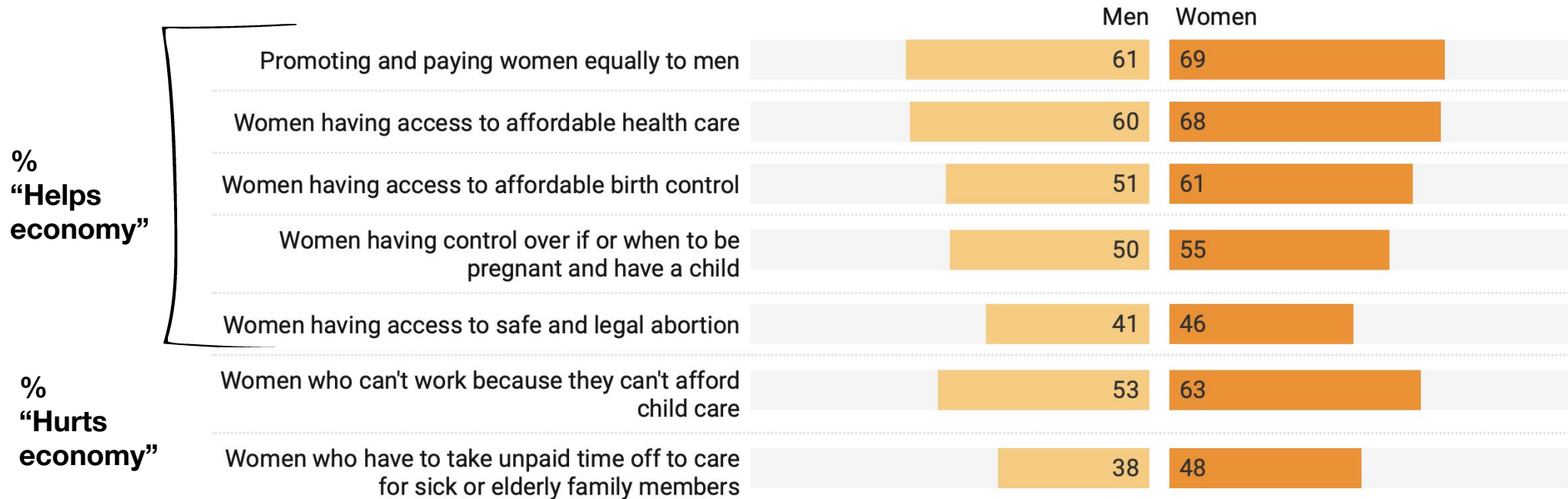
In your own view, does each of these things affect women's equality, or not?

% Yes



Many see connections between equality and the country's economy.

Would you say this helps or hurts our country's economy, or does it not make a difference? Just your guess is fine.

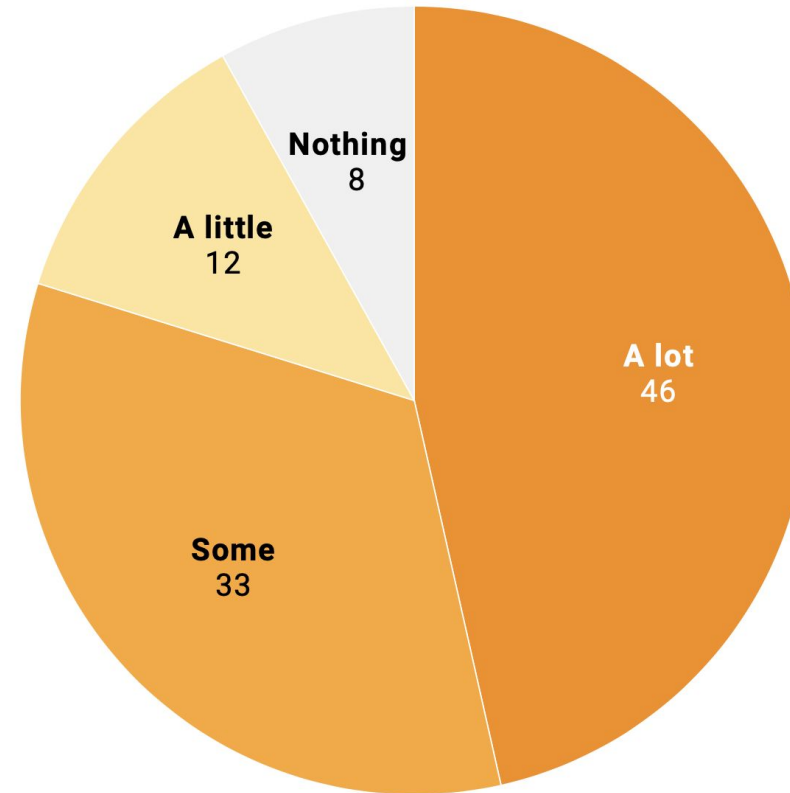


VIEWS ON ABORTION AND THE CONNECTION TO GENDER EQUALITY.



In the past month or two, how much have you seen or heard about the abortion bans that passed in Alabama, Georgia, and other states?

News of the abortion bans broke through to nearly 8 in 10 voters.



79%
say they've
seen or
heard "a lot"
or "some"

The bans triggered many conversations across the country and prompted voters to think about the state of women's rights and equality in our country.

Have you done any of these things as a result of these abortion bans passing in Alabama, Georgia, and other states, or not?

% Yes

Talked with friends or family about the bans



Thought more about the state of women's rights and equality in our country



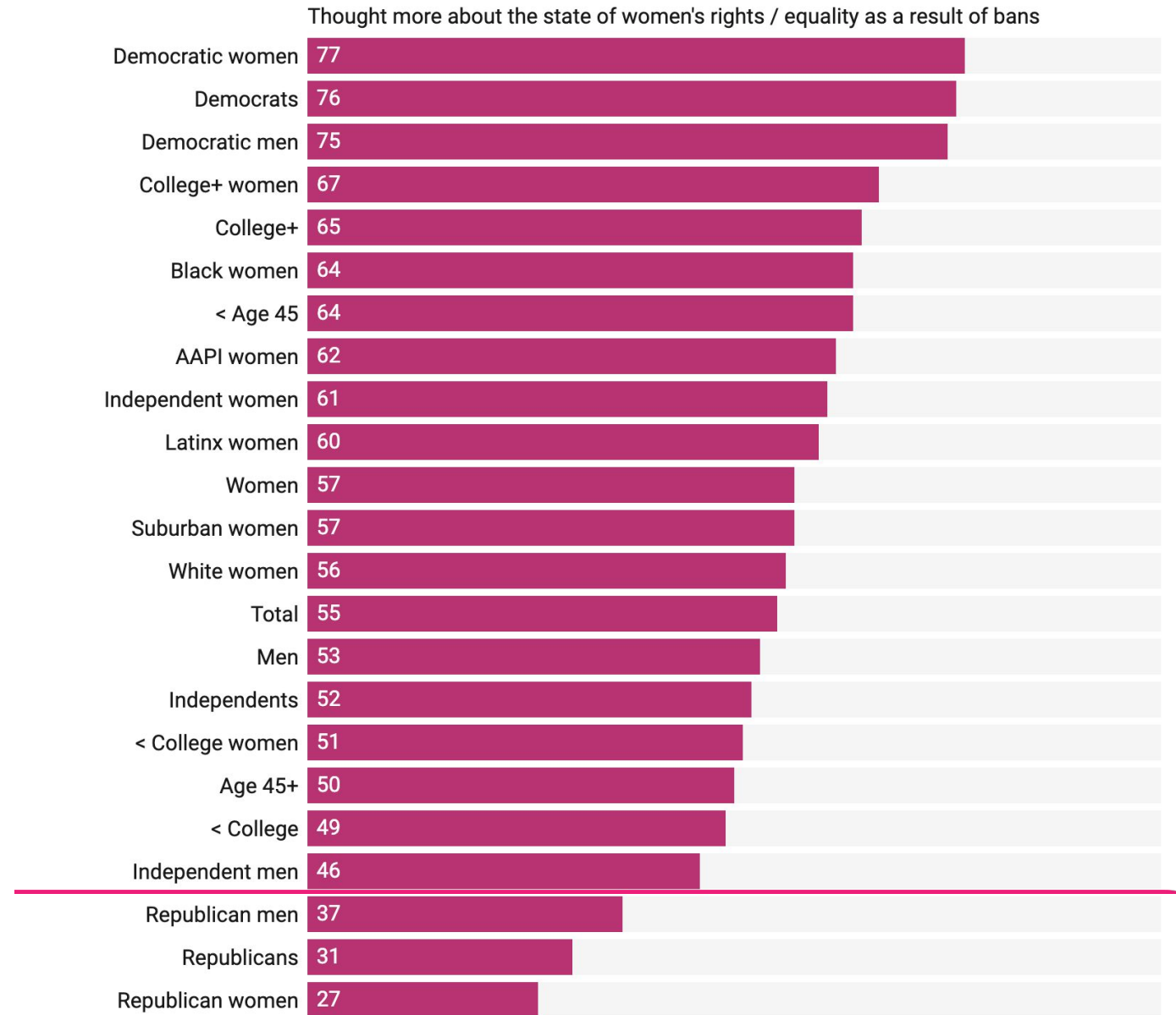
Thought about how to get more involved in the issue



Shared or commented on social media about the bans

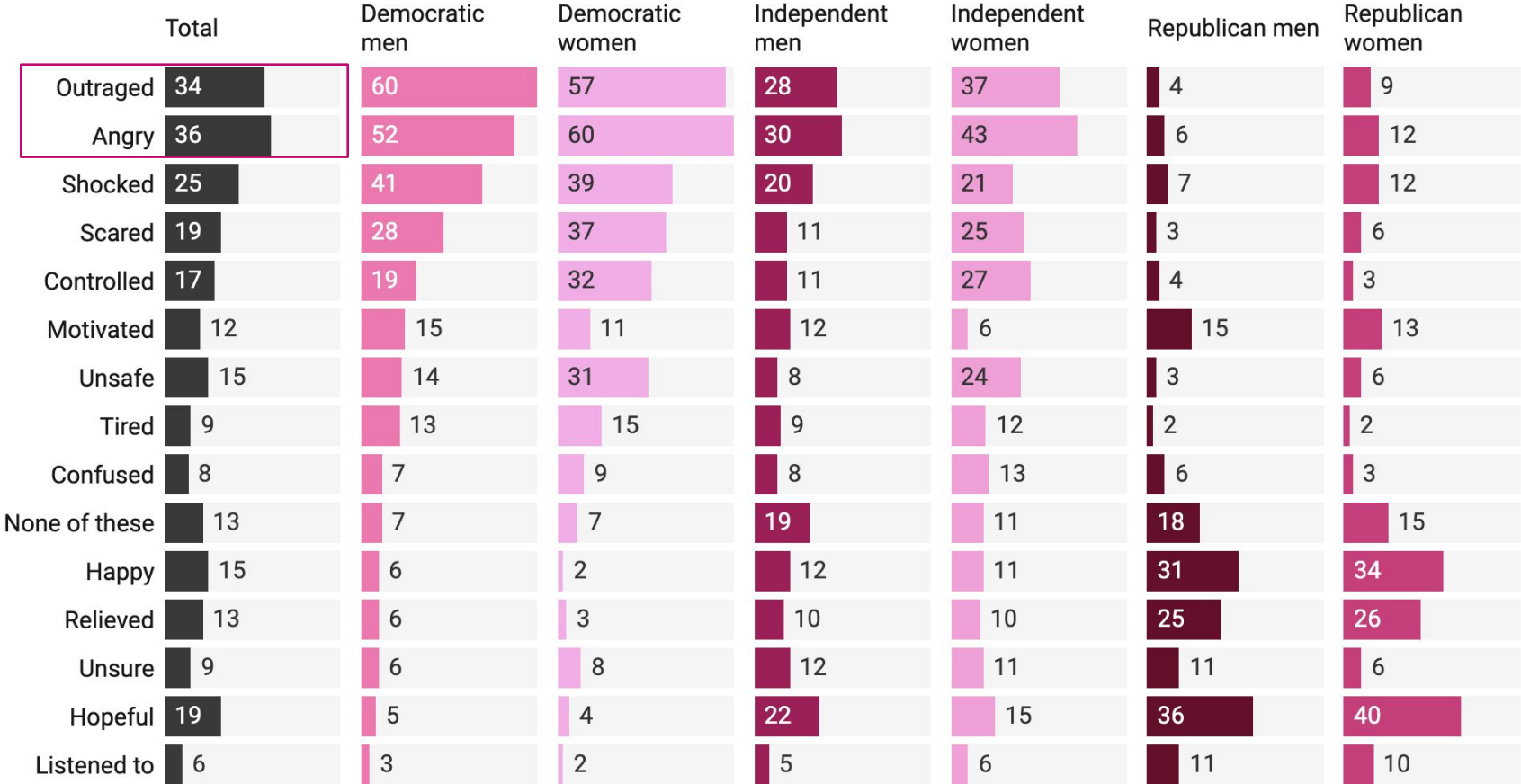


Sizeable proportions across most segments say the recent bans made them think about the state of women's rights and equality.



Did these bans make you feel... Select any that apply.

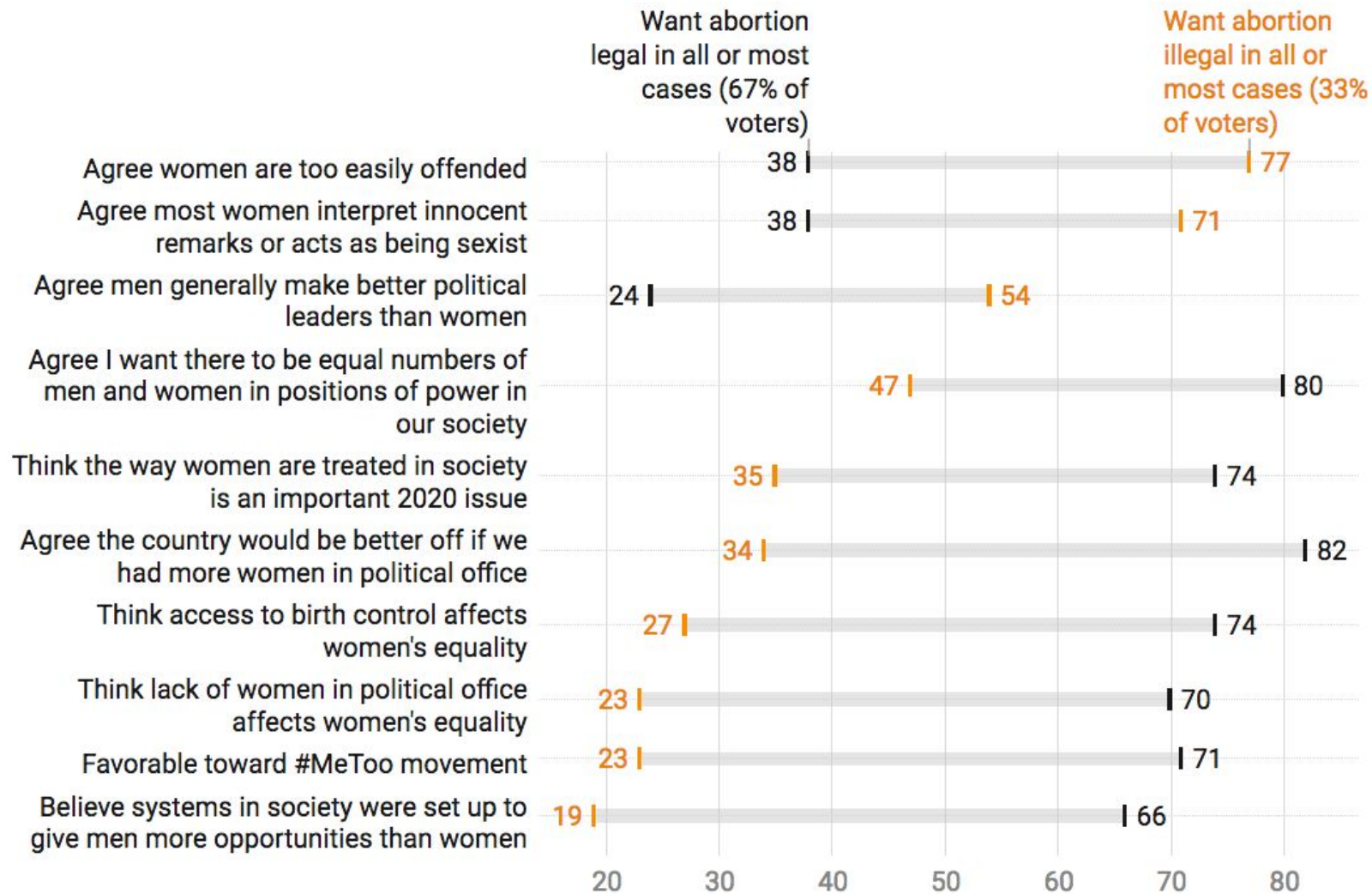
The most common emotional response to the bans was outrage / anger.



Anti-abortion voters are the segment of the electorate most likely to hold inegalitarian views.

We explore how views toward abortion relate to attitudes about women and gender equality.

We find that anti-abortion voters are among the most likely – if not the most likely – segment to hold inegalitarian views.



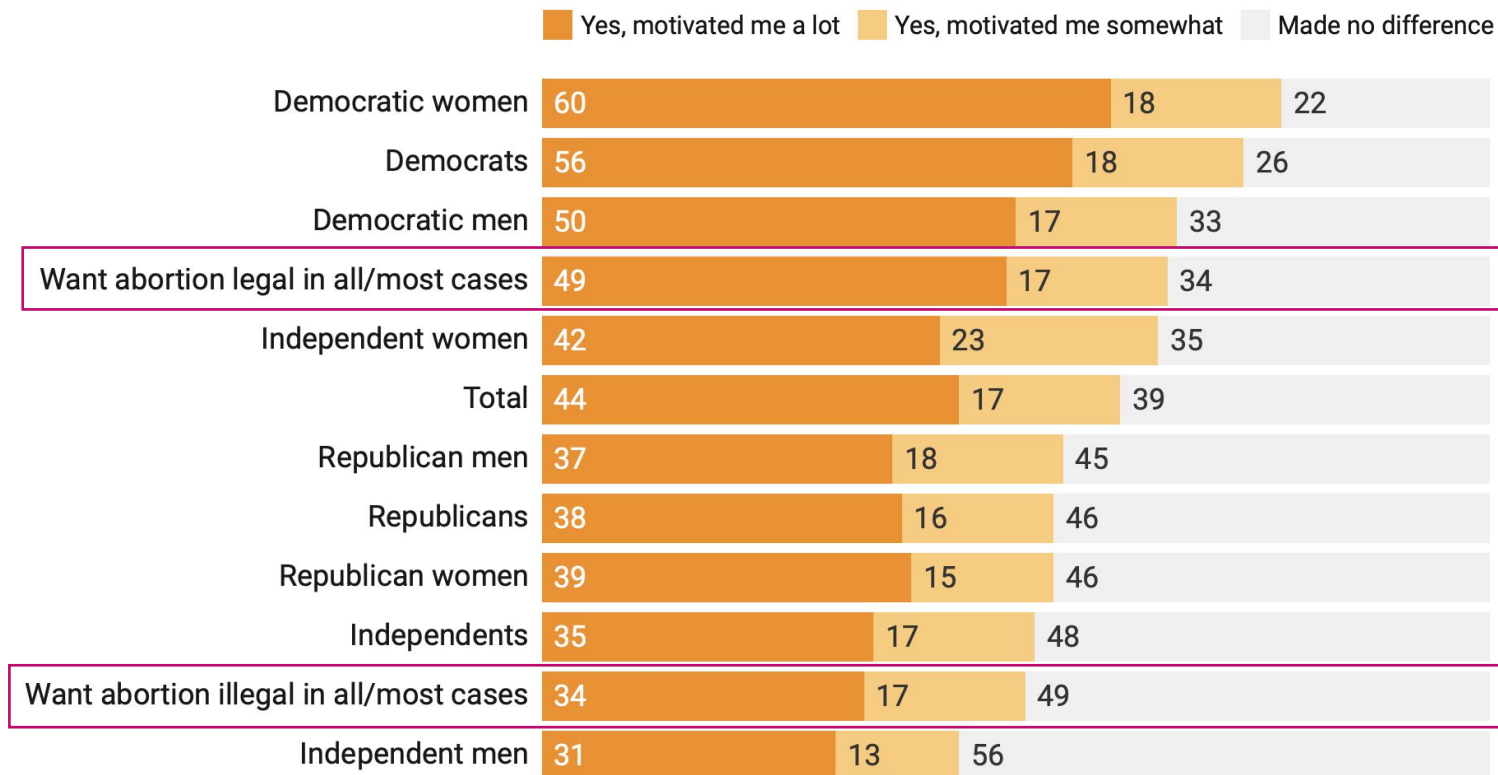
ABORTION BANS MOTIVATING DEMOCRATS.



Data suggest that the bans motivated Democrats and abortion rights supporters more so than their counterparts.

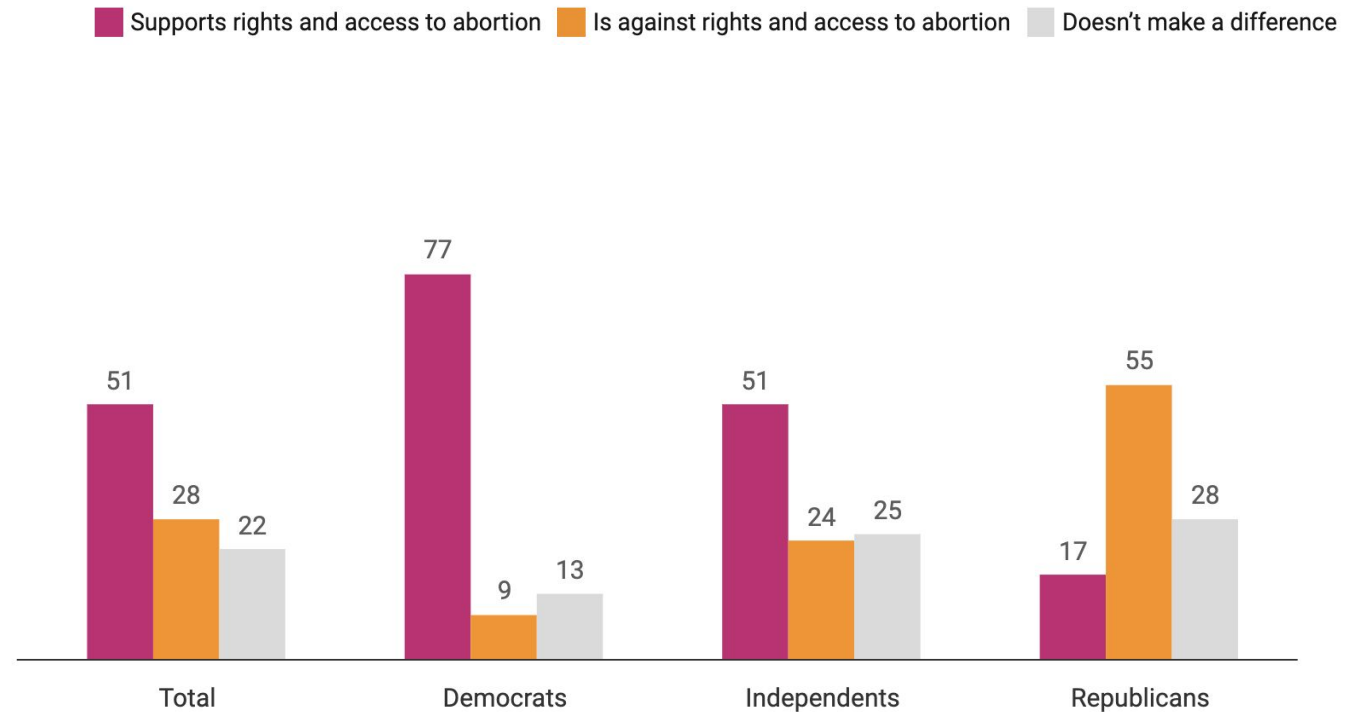
Have these recent abortion bans motivated you in any of these ways, or has it not really made a difference...

“Making sure I vote in the 2020 elections”



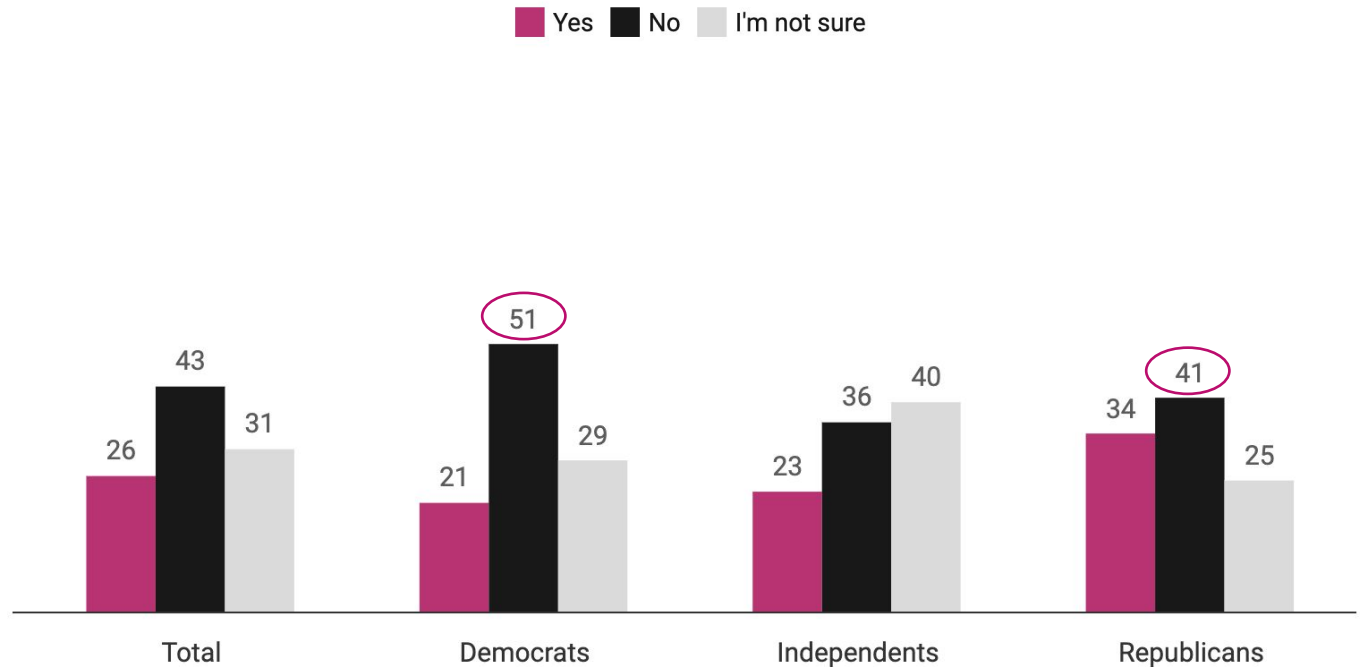
As we have seen in other research, Democratic voters continue to be unified in favoring candidates who support abortion rights and access.

Are you more likely to vote for a candidate for president who...



Would you vote for a candidate for president who does not share your views on abortion?

We also find evidence of a new trend that Democratic voters may be more likely than Republicans to be “single-issue” abortion voters.

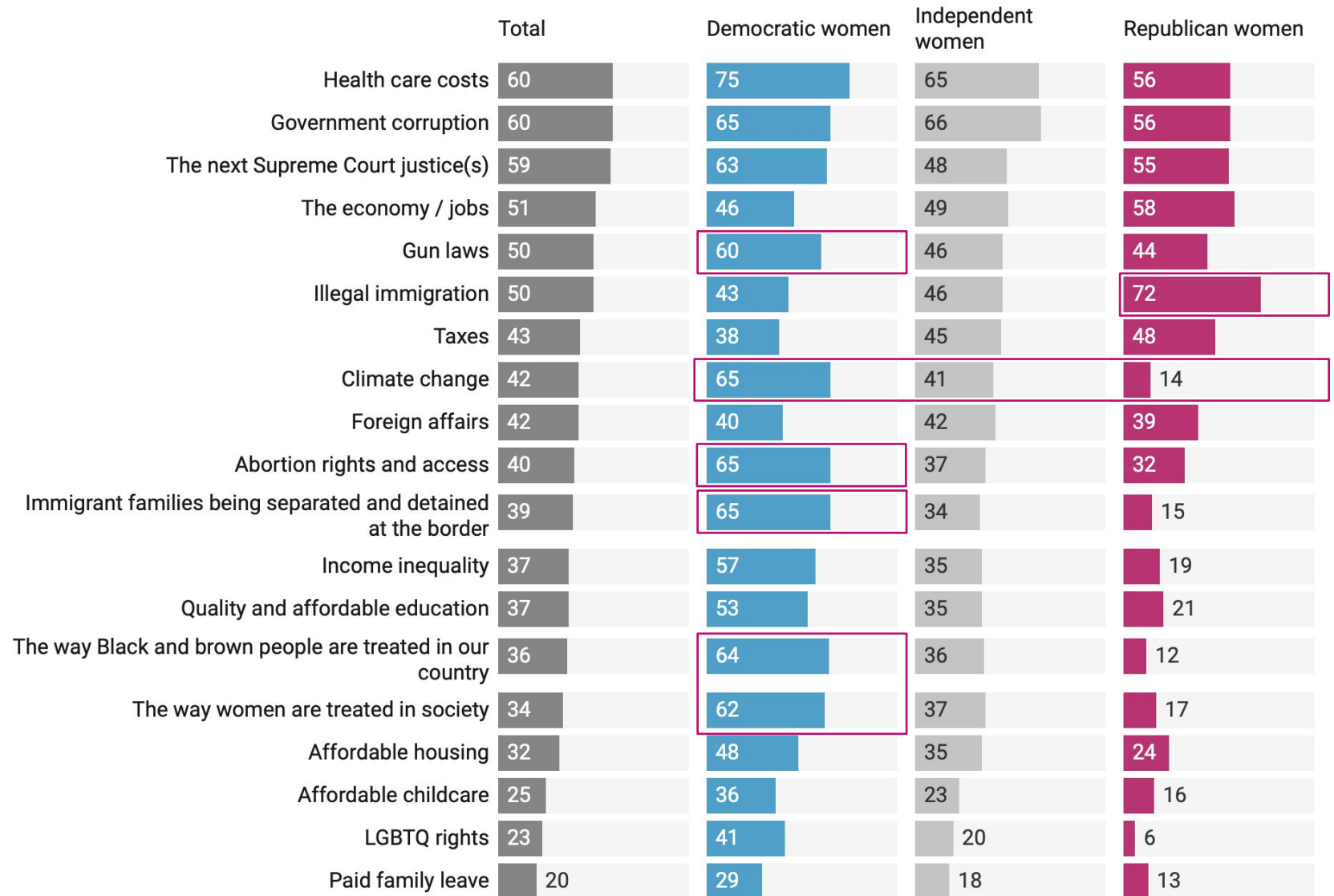


WOMEN AND THE 2020 ELECTION.

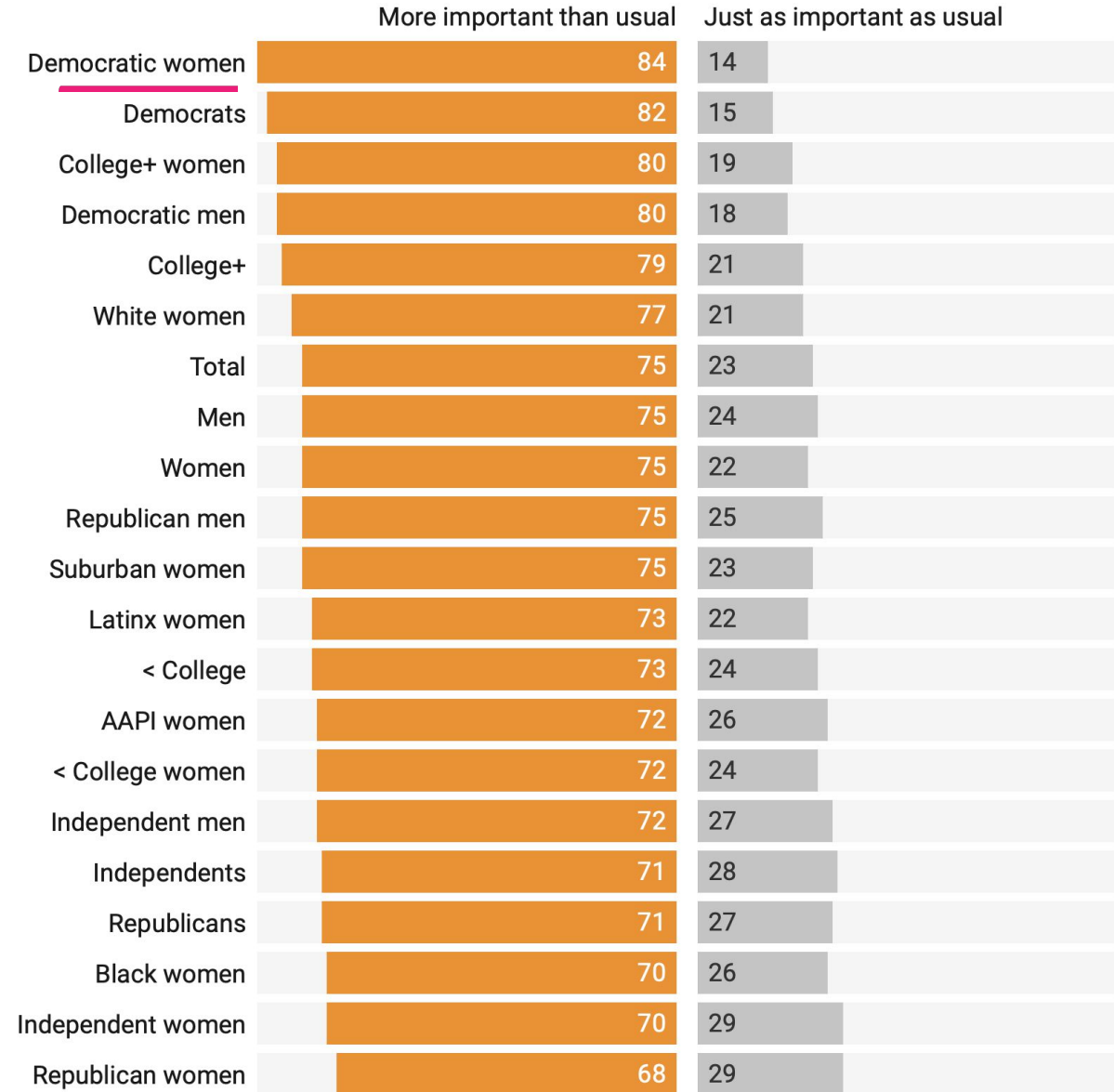


**Top priorities for 2020:
Democratic women and
Republican women have
different priorities.**

% “Extremely” important



Compared to most elections, do the elections in 2020 feel...



Democratic women are most likely to say the 2020 elections feel more important than other elections.

Republican women are least likely to say the upcoming elections are more important than usual (16 points less than Democratic women respondents).

Do you think this is true or not true:
 Women are becoming the most powerful force for
 positive political change in America.

**A majority of Democrats
 and women of color feel
 it's true that women are
 becoming the most
 powerful force for
 positive political change.**

Republican women are least likely
 to say women are becoming the
 most powerful force for positive
 change.

