

To: Ms. magazine and Feminist Majority Foundation

From: Lake Research Partners

Re: Headlines from a survey of likely voters ages 18 to 29 in battleground states

Date: October 14, 2022

Key Findings

As the midterm elections approach, young women voters ages 18 to 29 in battleground states say **abortion and women's rights are the most important issues in determining their vote for Senate, Congress, and other offices.**

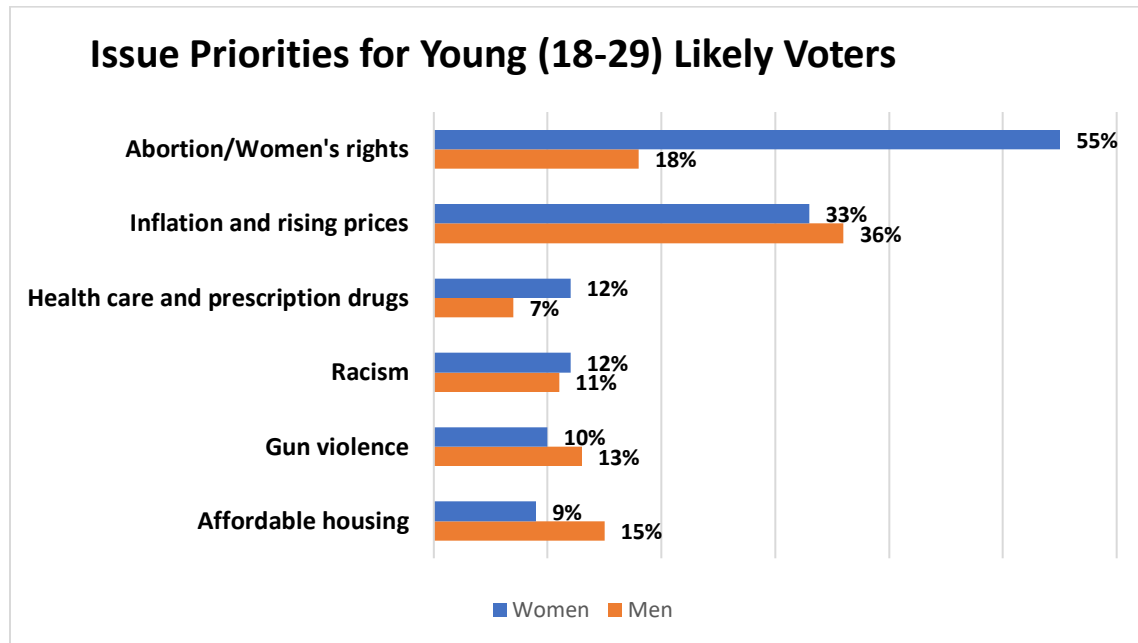
Young women voters in battleground states are primarily feeling **angry and worried about the Supreme Court of the U.S. overturning *Roe v Wade*.** Taking away the constitutional right to abortion is not just making young women angry and worried, it is having a real impact on young women voters, who are **making plans about where they are willing to live and work based on whether abortion is protected or banned in states.**

As Democrats try to buck historical trends and hold onto the House of Representatives and build a majority in the Senate in the midterm elections, **young women voters are a key voting bloc in the battleground states.** Young women voters support Democratic candidates in a generic congressional ballot across battleground states (+19) and in Senate ballots (+18), beating support for Republican candidates by double-digit margins. Meanwhile, young men in battleground states are split in a generic congressional ballot (+1 Democratic), but give Democratic Senate candidates a 10-point advantage.

Detailed Findings

1. **Abortion and women's rights are the most important and highly motivating issues to young women voters in battleground states.** Many polls indicate inflation/rising prices as the most important issue for voters. In this survey among likely voters ages 18 to 29 across battleground states, **we found that abortion and women's rights combined are the top issues among young women (55%), ahead of inflation and rising prices (33%), that will determine their vote in this year's elections for Senate, Congress, and other offices.**
 - For Democratic young voters, abortion (28%) is the most important issue that will determine their vote, and when combined with women's rights, 50% of young Democratic voters say these are the most important issues.

The issue of women’s rights is the most important issue that will determine Independents’ votes in the elections (32%). **Over half (52%) of young Independents say that women’s rights AND abortion will determine their vote.**



Across racial and ethnic subgroups, young women voters say abortion and women’s rights are the most important issues in determining their vote:

- White women: 58%. 31% abortion, 27% women’s rights
- Black women: 52%. 27% abortion, 25% women’s rights
- Latina women: 42%. 18% abortion. 24% women’s rights. Inflation and rising prices tied as a top issue (40%).

2. **The Equal Rights Amendment (ERA) and abortion and birth control have major influence for young women.** The issue of abortion and the ERA are especially influential in how young women in the battleground states will be voting this November.

A significant majority (74%) of young women in battleground states support the Equal Rights Amendment being placed in the U.S. Constitution to prohibit sex discrimination against women and men and based on gender (58% strongly support). The Equal Rights Amendment is also important to young men voters, with young men (76%) in support (52% strongly support) for placing the Equal Rights Amendment in the U.S. Constitution.

Significantly, the ERA and abortion are connected for young women voters. Not only do they support the ERA, but nearly three-quarters of young women (72%) say that it is

personally important to them to support the Equal Rights Amendment now that states are banning abortion (49% very important).

Young women likely voters in battleground states are very motivated to vote in November (75% motivated, and 53% very motivated) by the issue of banning abortion. Meanwhile the issue of banning abortion motivates fewer young men to vote in November (57% motivated and 23% very motivated).

About a fifth (22%) of young women voters in battleground states are single-issue voters when it comes to abortion. These single-issue voters would definitely not support a candidate for Congress who they agreed with on most issues, but took a different position on abortion. **By a margin of more than 3 to 1, young women voters who support abortion are single-issue voters compared to anti-choice young women.**

- 17% of young women hold views that support abortion and are single issue voters on abortion compared to 5% of young women are anti-choice and single-issue voters on abortion.

The top issues that *motivate* young women to vote in November across battleground states are all centered on reproductive health and rights. These issues include a mix of support for proactive efforts to protect access and opposition to conservative efforts to ban access.

Proactive efforts to protect access to abortion that motivate young women to vote:

- Efforts to pass bills that would protect access to contraception and birth control¹ (68% motivated, 55% very motivated)
- Efforts pushing for legal and affordable access to abortion² (71% motivated, 54% very motivated)

Efforts to ban access to abortion that motivate young women to vote:

- States banning abortion before many people would know they are pregnant (66% motivated, 55% very motivated)
- States banning abortion with no exceptions for rape, incest, or the health or life of the pregnant person (71% motivated, 54% very motivated)

¹ Question wording: Democrats pushing to pass bills that would protect access to contraception and birth control

² Question wording: Democrats pushing for legal and affordable access to abortion

The most important issues for young women in *deciding for whom to vote* in November, are abortion, birth control, and the ERA.

Positive actions on issues important to young women in deciding who to vote for:

- Pushing for legal and affordable access to abortion³ (69% important, 51% very important)
- Supporting the Equal Rights Amendment⁴ (70% important, 51% very important)

Negative actions on issues important to young women in deciding how to vote:

- States banning abortion with no exceptions for rape, incest, or the health or life of the pregnant person (69% important, 55% very important for young women voters in deciding who to vote for in November)
- Efforts to ban certain types of birth control, like emergency contraceptives and intrauterine devices, known as IUDs⁵ (72% important, 55% very important)
- States banning abortion before many people would know they are pregnant (65% important, 52% very important)

For young women voters in battleground states, these issues are more important in deciding for whom to vote in November than bringing down health care costs, addressing climate change, restrictions on the right to vote, opposition to addressing education debt or passing paid family and medical leave.

There is also majority support among young women likely voters in battleground states for bills that would keep contraceptives legal in all 50 states (78% support, 55% strongly support) and not only contraceptives, but medication abortion as well (69% support, 53% strongly support).

3. **Young women voters are angry and worried about the Supreme Court of the U.S. overturning *Roe v. Wade* and allowing states to ban abortion** for the first time in nearly 50 years. **Over a quarter of young women voters report feeling angry (27%) and about one in seven are worried (14%).** On the other hand, young men are feeling disappointed (18%) about the overturning of *Roe v Wade*, followed by angry (11%), worried (10%), and relieved (10%).

³ Question wording: Democrats pushing for legal and affordable access to abortion

⁴ Question wording: Democrats supporting the Equal Rights Amendment

⁵ Question wording: Republicans trying to ban certain types of birth control, like emergency contraceptives and intrauterine devices, known as IUDs

It is important that candidates understand young women’s anger and worry about this issue. Young women’s feelings about the overturning of *Roe v Wade*, combined with their motivation by this issue, makes them a key demographic to target this November for turning out to vote.

4. **The Supreme Court overturning of *Roe v. Wade* has already made a dramatic impact on young women voters in battleground states as they plan for the future. Over half (53%) of young women voters have had their plans affected in some way:** they have either considered moving to a state where abortion is protected (28%) or they’re making plans to move to a state where abortion is protected (16%); they have declined a job in a state where abortions are banned (10%) or have looked for jobs in states where abortion is protected (10%) as a result of the Supreme Court overturning *Roe v. Wade*.

The effect that the overturning of *Roe v Wade* has had on young women voters in the battleground states crosses party lines. At least two in ten Democrats, Independents, and Republican young women voters have considered moving to a state where abortion is protected. A majority (53%) of young Republican women have experienced any of these effects on their plans, along with a plurality of young Independent women (43%), and six in ten (59%) young women Democrats.

Young Women in Battleground States	Democrat	Ind/DK	Republican
Any of these	59	43	53
Considered moving to a state where abortion is protected	31	29	22
Making plans to move to a state where abortion is protected	19	10	18
Declined a job in a state where abortions are banned	7	22	8
Looked for jobs in states where abortion is protected	14	15	2

Over a quarter of young Black women (29%) and young Latina women (28%) likely voters have considered moving to a state where abortion is protected, and six in ten young Black women (60%) and young Latina woman (63%) likely voters have had their plans affected overall.

Young Women in Battleground States	Black	Latina	White
Any of these	60	63	49
Considered moving to a state where abortion is protected	29	28	28
Making plans to move to a state where abortion is protected	16	26	15
Declined a job in a state where abortions are banned	15	13	8
Looked for jobs in states where abortion is protected	17	2	10

Not only has the Supreme Court decision affected their plans, but young women voters and the people close to them are also taking actions in response to the Supreme Court overturning *Roe v. Wade*. A third (33%) of young women voters in battleground states have purchased or obtained, or know someone close to them who has purchased or obtained, long-acting birth control, 26% have purchased or obtained the morning after pill, 14% have ordered or purchased abortion pills (medication abortion). 10% say they or someone close to them, or their partner or the partner of someone close to them, has received sterilization services in response to the Supreme Court overturning *Roe v Wade*.

Taking these actions in response to the overturning of *Roe v. Wade* is also something that crosses party lines for young women. A third of young women Republicans have procured long-acting birth control (33%), and a quarter (25%) have purchased the morning after pill. Three quarters (75%) of young women Democrats have taken some sort of action.

Young Women in Battleground States	Democrat	Ind/DK	Rep
Any of these	75	54	78
Got long-acting birth control (i.e., IUD and birth control implant)	36	29	33
Purchased the morning after pill	31	21	25
Ordered or purchased abortion pills, also known as medication abortion	17	7	14
You or your partner received sterilization services	9	12	13

Methodology

Lake Research Partners designed and administered this online survey of registered voters ages 18 to 29 to accompany a separate telephone survey of all likely voters across battleground states to give us a deeper understanding of young women's response to the overturning of *Roe v. Wade*. The survey online was conducted September 6-18, 2022. The survey reached a total of 952 registered voters ages 18 to 29 across battleground states (AZ, FL, GA, NV, NH, NC, OH, PA, and WI), including 750 registered voters ages 18 to 29 and oversamples of 100 African American and 100 Latinx registered voters ages 18 to 29. In New Hampshire, 85 registered voters ages 18 to 29 were interviewed; in Florida, Georgia, and Pennsylvania, 84 registered voters ages 18 to 29 were interviewed; and in Arizona, Nevada, North Carolina, Ohio, and Wisconsin, 83 registered voters ages 18 to 29 were interviewed. The states were then weighted to their proper proportion of the universe, and the over-samples were weighted down into the base sample to their proper proportion of the universe for a total sample size of 502. The margin of error across battleground states is +/-3.2% and the margin of error for each state is +/-10.7%.