Results from a Statewide Survey of Black Women Voters in Virginia

The Lives and Voices of Black Women in Virginia

CONTRACTOR DURING STREET

COMMISSIONED BY IN OUR OWN VOICE: NATIONAL BLACK WOMEN'S REPRODUCTIVE JUSTICE AGENDA

CONDUCTED BY PERRYUNDEM

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Introduction.

Black women represent decisive forces in elections, yet surveys among them are rare. Even rarer are state-level surveys among Black women.

For the past few elections, National Black Women's Reproductive Justice Agenda: In Our Own Voice has invested in rigorous and robust national and state-level surveys to better understand the voting and policy priorities, needs, and views among Black adults and women.

In 2017, early in the Trump administration, we explored the attitudinal landscape among Black adults related to race, policy, and reproductive justice. In December 2020, prior to Biden taking office, we went back in the field to listen to Black adults' experiences and views over the past few years. Prior to the 2022 midterm elections, we conducted a national survey and several state surveys to better understand Black women voters' issue priorities, values, and reactions to news dominating the headlines at the time.



Here we are in 2024, near the end of the Biden administration, with the country heading into another consequential election. How are Black women in Virginia feeling about the upcoming election? What voting issues are on their minds? What is motivating them to vote? What are their views on abortion and reproductive issues, given the overturning of *Roe v. Wade*?

These are the questions we set out to answer, with the goal of providing data as a resource for policymakers, the media, and other parties who want to understand the views and lives of Black women in Virginia. This report provides findings from a statewide survey among n = 524 Black women* registered voters. The survey was conducted January 22 through February 14, 2024 via Ipsos' KnowledgePanel, an online panel constructed from address-based probability sampling. The sample was supplemented by off-panel, opt-in sample. The data are weighted to reflect a representative sample of Black women registered voters in Virginia. The margin of sampling error is ± 5.5 percentage points. Many other types of errors can contribute to overall survey error.

This survey is part of a larger project that includes <u>national</u> <u>data</u> among all Black adults.

* Our future surveys will use expansive questions around gender identity. This survey used a standard binary variable. Transgender individuals who identify as women and chose it in a binary question are included in the survey. Typically, surveys tend to find about < 1% to 2% of respondents identifying outside of the binary.

Here is the demographic composition
of the survey respondents.

	Weighted %	Unweighted N
Total	100%	524
Black or African American	100%	524
2+ races	9%	57
Hispanic / Latina/o/x	3%	27
18 to 29	16%	123
30 to 44	26%	130
45 to 59	25%	119
60+	32%	152
HS or less	29%	142
Some college	37%	220
College +	34%	162
Democrat	72%	361
Independent	24%	126
Republican	4%	37
Urban	49%	221
Suburban	39%	152
Rural	12%	49



Key findings.



Here are 10 key findings.

1

Younger Black women are less motivated to vote this fall than their older counterparts.

Roughly half (49%) of 18-to 44-year-old respondents says they are "almost certain" to vote this fall, compared to 77% of respondents ages 45 and older.

One in three younger women says they've thought about not voting in 2024 as a form of protest (36% of 18- to 44-year-olds). Insights from our national data suggest that young people are discouraged by the choice of candidates. Of all age groups, 18- to 29-year-olds are most likely to say it's extremely or very important that more Black women are elected and nominated to political offices (83%).



2

Abortion bans have affected young people's sense of safety and their thinking about profound life decisions.

Half of 18- to 29-year-old respondents (50%) says recent abortion bans have made them think about the risk of death if they or a partner were to get pregnant. Four in ten (42%) say bans have affected their thinking about whether or not to have any / any more children.

As a result of recent abortion bans and restrictions, have you...

% Yes



8

	Extrem	ely i	mporta	ant	١	/er	y
Cost of living	75				18	3	93
Racism / racial justice	71				22		93
Health care	69				24		93
Economic issues like jobs and equal pay	66			2	6		92
Education	66			2	3		89
Mental health	66			2	6		92
Voting rights	64			24	4		88
Housing costs	64			2	5		90
Black maternal health	62			27			89
Crime	61 3			30	30		91
Police violence	61 3			30			91
Abortion rights and access	57 22		22		79		
The state of democracy	57			27		8	4
Criminal justice reform	55		:	32			87
Taxes	53		3	1		8	4
Childcare costs	48		31			79	
Paid family leave	42	42 35		35 7		7	
Climate / environment	40		34		74	ŀ	
Immigration	35	3	5		70		
The war between Israel and Hamas	31	30		61			
LGBTQ+ rights	28	26	Ę	54			•
						7	

This fall there will be elections for US Congress, state, and local offices. How important is each of these issues to you personally when thinking about getting out to vote?

RANDOMIZE

3 Many issues are on the minds of Black women. Cost of living, racism / racial justice, and health care top the list.

Abortion rights and access is a top issue for women of reproductive age.

4

When asked about 20 discrete policy positions, economic, elections, education, and mental health policies are among the most salient.

College-educated women also prioritize getting rid of bans and restrictions on abortion care. Expanding Medicaid is among the top for respondents with a high school education or less.

IMPORTANT POLICY POSITIONS

- Lowering the cost of living and inflation (89% extremely or very important when thinking about getting out to vote this fall)
- Making sure our elections are free from political interference and manipulation (87%)
- Ensuring equal pay for equal work (87%)
- Making sure schools teach children about American history, including the impact of slavery and racism (86%)
- Lowering taxes for the middle and lower classes (86%)
- Increasing access to mental health care (85%)
- Creating equal access to resources and opportunities (85%)
- Raising the minimum wage to \$15 an hour (85%)



5

In a list of 12 motivations to vote, these three rise to the top.

1 People fought and died for the right to vote 27% say this is in the top 1 or 2 motivations to vote

2

People's rights and freedoms are at stake 25%

3

Virginia is one of the few states that will decide who becomes president and whether the US Congress becomes Democratic or Republican. That means my vote will matter more than in most other states. 23%



These are additional motivating factors among many respondents.

- My family might be affected by the outcome of the elections
- Voting will affect who has the power in my state to make laws
- It's a chance to exercise my right to vote
- It gives me a voice in the future
- Voting is the main way I have power in what happens



6

Black women in Virginia are strongly supportive of abortion rights and access.

Large majorities of respondents support abortion rights and access, including those who attend religious services regularly. This tracks with Black women nationally. 81%

Say abortion should be legal in all or most cases

74% of those who attend religious services regularly

93%

Agree: Each person should have the right to make their own decision on abortion, even if I may disagree with it 86%

Say they'd vote in favor of a state amendment that protects pregnancy and abortion decisions

85%

89%

Say having an abortion can be the responsible choice

85%



13

Are you more likely to vote for a candidate for state legislature who _____ access to abortion:

Respondents are six times more likely to vote for a candidate who supports abortion access than one who opposes it.

7

Almost two-thirds of Black women who attend religious services regularly say they're more likely to vote for a candidate who supports abortion access.

Supports No difference in my vote Is against Total 68 22 18 to 29 68 11 21 30 to 44 53 36 45 to 59 73 20 60+ 75 16 9 HS or less 53 37 Some college 67 16 16 College + 81 15 4 Less than \$25K 51 31 \$25K to \$50K 68 26 \$50K to \$75K 66 18 16 \$75K + 75 18 7 Democrats 74 17 8 Independents / Republicans 50 34 16 Attends rel. services monthly+ 64 21 Attends rel. services less often 72 23 Urban 67 15 19 11 Suburban 64 25 Almost certain to vote 76 8 16 15 33 Less likely to vote 53

Note: The sample size is too small to analyze respondents from rural areas. 8

A majority of Black women of reproductive age is interested in getting birth control pills over the counter.

The retail price, however, is out of reach for 72% of these women.



Of women 18 to 44 say they are interested in accessing birth control pills overthe-counter



Of women 18 to 44 could not afford to pay \$45 or more for a three-month supply

Note: A three-month supply will retail at \$49.99



Have you ever felt this way?

	Total	18 to 44	45+
Yes to any	60	68	54
I felt worried about the health and safety of Black women in my life during their pregnancy or childbirth because of their race	38	44	33
Have felt a health care provider treat you differently because of your race and/or gender		38	37
A health care provider didn't take my health concerns seriously because of my race and / or gender	35	34	36
A health care provider didn't take my pain seriously because of my race and / or gender	33	32	34
A health care provider didn't understand how my race and culture affects my health		34	31
A health care provider didn't give me all the available test and treatment options because of my race and / or gender	31	28	33
A health care provider didn't take my pain seriously during pregnancy or childbirth because of my race and / or gender	26	32	23
I felt worried about my health and safety during pregnancy or childbirth because of my race		32	21
A health care provider didn't give me all the available options for birth control because of my race and / or gender		21	12

9 A majority of Black women (60%) says they have felt the effects of racial / gender bias in the health care system.

Younger respondents are more likely than older respondents to cite some of these experiences.

Economic issues top the list of voting priorities – including the cost of living and equal pay.



10

Reproductive Justice is at the intersection of top priorities and policy preferences among Black women in Virginia.

Many women of reproductive age are profoundly impacted by abortion bans. Getting rid of abortion restrictions and bans is a top voting issue for college-educated women. A majority of women of reproductive age can't afford the price of over-the-counter birth control pills. Large majorities support access to abortion, comprehensive sex ed, and sex-positive communication with health care providers.

> Racial justice is top voting issue. Many have experienced gender / racial bias in the medical system.

Detailed findings.



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Voting in the 2024 elections





A majority of women (65%) says they're "almost certain" to vote this fall.

Women who are least certain to vote include:

- Women with lower incomes (44% almost certain)
- Those with a high school degree or less (47% almost certain)
- 18- to 44-year-olds (48%)
- Independent / Republican women (50%)

For you personally, how important is voting in the 2024 elections this fall?

1 to 7 scale Not at all important to extremely important Base n = 264

About three-fifths of women say voting in the 2024 elections is "extremely important."

That said, just four in ten (42%) 18- to 44year-olds feel the same.

60% 16% Rate 7 - extremely important Rate 5 or 6 42% 18 to 44 71% 45+ 16% 18 to 44 17% 45+

66% Democrats

47% Inds / Reps

16% Democrats 18% Inds / Reps Rate 1 to 4 – toward not important

42% 18 to 44 12% 45+

19% Democrats 35% Inds / Reps



Respondents are most likely to say voting in the 2024 elections is about "my right" and "my voice."

Finish this sentence. For me, voting in this year's election is about: ______. Select up to 3 RANDOMIZE UP TO NO GOOD CHOICES





Do you feel the Black community has the power to change the outcomes of elections, or not?

More than eight in ten respondents feel the Black community has the power to change the outcomes of elections.

15% 85% Yes No 88% 18 to 29 84% 30 to 44 82% 45 to 59 87% 60+ 82% HS or less 84% Some college 88% College+ 81% Less than \$25K 85% \$25K to \$50K 87% \$50K to \$75K 86% \$75K+



One in four says they've thought about <u>not</u> voting as a form of protest.

What might they be protesting? In our companion national survey, we asked a random subset of respondents to explain in an openended question. Here are the main themes:

- Bad candidates, candidates who don't represent their views, Biden / Trump being old white men
- Feeling their vote doesn't count
- Protecting Palestine / protesting what's happening in Gaza

Have you thought about <u>not voting</u> in the 2024 elections as a form of protest?





If the 2024 presidential election were held today, would you vote for:

If the presidential election were held today, seven in ten (71%) say they'd vote for the Democratic candidate.

Among those most certain to vote, 81% say they'd vote for the Democratic candidate v. 6% for the Republican.

See the next page for breakouts by demographic segments.

71%

6%

2%

Democratic candidate 81% of women almost certain to vote Republican candidate 6%

Other 2%

14%



Not sure

Would not vote 0%



	The Democratic candidate	The Republican candidate	Another candidate	Not sure	l would not vote
Total	71	6	2	14	7
18 to 29	54	18	2	13	13
30 to 44	64	9	1	20	6
45 to 59	72	2	3	14	9
60+	85	2	1	9	3
HS or less	68	6	1	15	10
Some college	66	9	3	14	8
College +	80	4	1	13	2
Less than \$25K	61	8	2	19	9
\$25K to \$50K	73	6	4	12	5
\$50K to \$75K	75	9	2	8	5
\$75K +	73	4	1	14	7

The Democratic candidate	The Republican candidate	Another candidate	Not sure	l would not vote
89	0	0	8	3
27	21	5	29	18
		_		
77	7	2	11	3
66	5	2	17	10
	-			
66	7	2	18	7
65	8	2	14	11
	-		_	
81	6	2	11	0
52	7	2	19	19
	Democratic candidate 89 27 77 66 65 81	Democratic candidateRepublican candidate8902721777665667658816	Democratic candidateRepublican candidateAnother candidate89002721577726652667265828162	Democratic candidate Republican candidate Another candidate Not sure 89 0 0 8 27 21 5 29 77 7 2 11 66 7 2 18 65 8 2 14 81 6 2 11





Nine in ten respondents (91%) say it's important that more Black women are elected and nominated to positions of power in government.

This sentiment is particularly strong among younger women.



Impact of the Biden administration

VINDIE

In general, do you think President Biden's policies have ____: "Black people" (n = 264) / "your life" (n = 260)

A plurality of respondents feels President Biden's policies have both positively and negatively affected their life.





Do you have a favorable or unfavorable view of:

President Joe Biden Vice President Kamala Harris



Older respondents, Democrats, and respondents likely to vote feel most favorably toward Biden and Harris.



Most likely to be favorable:

- Ages 60+ (91% Biden, 85% Harris)
- Democrats (82%, 86%)
- Almost certain to vote (82%, 84%)

Most likely to be unfavorable:

- Independents / Reps (50%, 49%)
- 18 to 29 (46%, 24%)
- Less likely to vote (43%, 38%)
- 30 to 44 (37%, 34%)





Issue priorities



This fall there will be elections for US Congress, state, and loca offices. How important is each of these issues to you personal		Extreme	ly importan	t V	ery	
when thinking about getting out to vote		75			18	93
RANDOMIZI	Racism / racial justice	71		2	22	93
	Health care	69		2	4	93
	Economic issues like jobs and equal pay	66		26		92
	Education	66		23	}	89
	Mental health	66		26		92
	Voting rights	64		24		88
	Housing costs 64		26		90	
	Black maternal health	62		27		89
	Crime			30		91
Many issues are on the	Police violence	61		30		91
minds of Black women.	Abortion rights and access	57		22	79	
	The state of democracy	57		27	8	4
	Criminal justice reform	55		32	8	37
	Taxes	53	:	31	8	4
	Childcare costs		31		79	
	Paid family leave		35		77	
	Climate / environment	40	34		74	
	Immigration		35		0	
	The war between Israel and Hamas		30	61		
	LGBTQ+ rights	28	26	54		

Vindutare

Choose the top 5 issues that matter most to you when voting in elections.

% In top 5



When asked to prioritize their issues, cost of living and racism / racial justice top the list.

	18 to 29	30 to 44	45 to 59	60+	HS or less	Some college	College +
Cost of living	47	52	53	48	54	59	37
Racism / racial justice	44	47	45	60	51	46	54
Health care	30	43	45	43	38	40	46
Abortion rights and access	36	37	28	26	26	26	41
Housing costs	24	30	25	35	36	31	21
Econ. issues like jobs / equal pay	32	31	36	16	26	34	23
Mental health	23	27	34	21	32	25	22
Crime	16	19	26	31	21	26	24
Taxes	18	25	28	21	26	24	21
Voting rights	11	15	26	35	14	23	31
The state of democracy	8	15	20	37	14	17	35
Police violence	22	21	20	21	25	19	20
Education	27	25	17	15	15	20	24
Black maternal health	28	21	10	15	19	17	17
Climate / environment	13	9	13	22	10	17	18
Criminal justice reform	8	6	13	11	6	9	14
Immigration	8	3	12	9	6	6	12
The war between Israel and Hamas	17	9	3	6	6	6	11
Childcare costs	19	6	3	6	12	5	5
LGBTQ+ rights	15	6	6	4	10	6	4
Paid family leave	15	4	5	5	10	4	5

% Chosen as a top 5 issue

Abortion access is among the top issues for women of reproductive age.

Racism / racial justice, voting rights, and the state of democracy are more pressing for older v. younger respondents.

Respondents with lower incomes consider mental health among their top issues (see next page).

	Less than \$25K	\$25K to \$50K	\$50K to \$75K	\$75K +	Democrats	Inds / Reps	Urban	Suburban
Cost of living	59	51	48	47	48	57	53	49
Racism / racial justice	38	42	51	58	55	37	52	46
Health care	45	48	42	38	42	40	42	42
Abortion rights and access	23	26	18	42	34	23	27	27
Housing costs	46	29	30	22	29	29	30	34
Econ. issues like jobs / equal pay	27	30	29	27	24	38	30	31
Mental health	32	45	22	19	26	27	24	28
Crime	24	26	26	23	24	23	25	31
Taxes	23	20	26	24	22	27	19	22
Voting rights	16	20	28	25	27	13	19	24
The state of democracy	12	18	24	27	25	16	19	18
Police violence	24	25	21	18	20	23	27	15
Education	23	18	17	20	19	23	23	19
Black maternal health	16	18	23	15	19	15	20	22
Climate / environment	11	17	8	19	16	14	10	20
Criminal justice reform	8	10	9	11	12	4	7	11
Immigration	5	7	5	11	9	6	9	4
The war between Israel and Hamas	5	7	8	9	7	9	6	11
Childcare costs	10	9	8	5	5	13	9	7
LGBTQ+ rights	5	5	10	6	5	9	7	11
Paid family leave	5	5	10	6	7	4	6	5
Do you support or oppose how Israel has responded to the events of October 7th?

We also explored views toward the war between Hamas and Israel.

Respondents are more likely to oppose than support the way Israel has responded to events of October 7th – but nearly half is unsure.

32% 46% 23%

Support

Oppose

Not sure

Most likely

- 18 to 29 (42%)
- \$75K+ (40%)
- College+ (39%)

Most likely

• Less than \$25K (62%)



Respondents are split on how Biden has dealt with the war.

Older women are among the most likely to approve. Younger women are among the most likely to disapprove.

Do you approve or disapprove of the way President Biden has dealt with the war between Israel and Hamas?







Approve

Most likely

- 60+ (58%)
- Attends rel. services monthly+ (48%)

Disapprove

Most likely

- 18 to 29 (46%)
- Independents / Republicans (43%)

Not sure

Most likely

 Independents / Republicans (38%)







Policy positions



	Extremely	y import	tant	Very	
Making sure our elections are free from political interference and manipulation	68			19	87
Ensuring equal pay for equal work	65			22	87
Lowering the cost of living and inflation	64			25	89
Making sure schools teach children about American history, including the impact of slavery and racism	62			24	86
Increasing access to mental health care	58			27	85
Creating equal access to resources and opportunities	58			27	85
Raising the minimum wage to \$15 an hour	57			28	85
Getting rid of restrictions that make it harder for people to vote	56		2	26	82
Lowering taxes for the middle and lower class	55		3	1	86
Getting rid of bans and restrictions on abortion care	52		24	Ļ	76
Working to end Black maternal mortality	52		32	2	84
Expanding Medicaid coverage to more people	49		30		79
Increasing funding for local public schools	48		35		83
Canceling medical debt	46		32		78
Increasing access to affordable birth control	43		28	7	1
Increasing access to affordable childcare	42	:	37		79
Increasing cash assistance	38	28	8	66	
Supporting paid family leave	36	39)		75
Supporting a ceasefire in Gaza	31	25	ţ	56	•
Getting rid of recent bans and restrictions on transgender people	24 2	28	52	2	Vindulate

Here are positions some candidates will take in the November elections. How important would each of these issues be to you personally when thinking about getting out to vote?

RANDOMIZI

Majorities say candidate policy positions relating to elections, economic factors, education, and health are extremely important.

% Chosen as a top 5 policy position

52	Lowering the cost of living and inflation
41	Lowering taxes for the middle and lower class
38	Raising the minimum wage to \$15 an hour
32	Making sure our elections are free from political interference and manipulation
32	Making sure schools teach children about American history, including the impact of slavery and racism
29	Ensuring equal pay for equal work
25	Increasing access to mental health care
25	Getting rid of bans and restrictions on abortion care
23	Getting rid of restrictions that make it harder for people to vote
21	Creating equal access to resources and opportunities
21	Canceling medical debt
20	Working to end Black maternal mortality
20	Expanding Medicaid coverage to more people
18	Increasing funding for local public schools
17	Increasing access to affordable childcare
14	Increasing cash assistance
12	Supporting a ceasefire in Gaza
9	Supporting paid family leave
5	Increasing access to affordable birth control
4	Getting rid of recent bans and restrictions on transgender people

When asked to narrow down to the most important policy positions, economic policies rise to the top.

% Chosen as a top 5 issue

	18 to 29	30 to 44	45 to 59	60+	HS or less	Some college	College +
Lowering the cost of living and inflation	39	53	68	46	50	59	48
Lowering taxes for the middle and lower class	22	36	48	48	31	47	42
Raising the minimum wage to \$15 an hour	43	21	47	41	45	43	25
Making sure our elections are free from political interference and manipulation	17	16	34	53	22	30	44
Making sure schools teach children about American history, including the impact of slavery and racism	33	30	25	39	21	31	43
Ensuring equal pay for equal work	27	33	34	23	26	31	29
Increasing access to mental health care	20	22	33	25	25	25	26
Getting rid of bans and restrictions on abortion care	22	26	28	25	15	21	38
Getting rid of restrictions that make it harder for people to vote	7	12	21	41	19	20	29
Canceling medical debt	25	25	20	17	22	21	20
Creating equal access to resources and opportunities	18	26	19	19	19	18	25
Expanding Medicaid coverage to more people	26	12	24	21	30	20	13
Working to end Black maternal mortality	28	20	13	21	15	23	20
Increasing funding for local public schools	21	15	19	17	15	17	22
Increasing access to affordable childcare	23	19	17	13	21	13	18
Increasing cash assistance	18	16	15	9	24	15	4
Supporting a ceasefire in Gaza	21	12	9	9	10	11	15
Supporting paid family leave	11	13	5	7	8	6	12
Increasing access to affordable birth control	9	6	2	3	3	4	6
Getting rid of recent bans and restrictions on transgender people	14	2	2	4	6	3	5

Policies relating to free and fair elections are higher priorities for older v. younger respondents.

Getting rid of bans and restrictions on abortion is among the top policies for college-educated respondents.

Expanding Medicaid is among the top for respondents with lower incomes and those who have a high school degree or less.

% Chosen as a top 5 issue

	Less than \$25K	\$25K to \$50K	\$50K to \$75K	\$75K +	Democrats	Inds / Reps	Urban	Suburban	
Lowering the cost of living and inflation	49	58	48	54	52	52	56	56	
Lowering taxes for the middle and lower class	37	40	45	40	37	50	39	46	
Raising the minimum wage to \$15 an hour	50	47	31	32	38	36	40	41	
Making sure our elections are free from political interference and manipulation	19	34	34	36	36	23	27	29	
Making sure schools teach children about American history, including the impact of slavery and racism	20	31	29	39	34	28	26	29	
Ensuring equal pay for equal work	27	31	25	31	29	29	29	25	
Increasing access to mental health care	23	31	22	26	24	28	22	25	
Getting rid of bans and restrictions on abortion care	12	14	22	36	28	18	23	25	
Getting rid of restrictions that make it harder for people to vote	16	18	26	26	28	10	20	22	
Canceling medical debt	17	26	22	20	19	26	20	27	
Creating equal access to resources and opportunities	24	11	16	25	19	26	21	19	
Expanding Medicaid coverage to more people	31	31	20	13	20	20	23	20	
Working to end Black maternal mortality	17	22	19	20	20	18	18	24	
Increasing funding for local public schools	16	22	18	17	20	13	20	13	
Increasing access to affordable childcare	9	12	21	21	17	17	19	18	
Increasing cash assistance	26	15	14	9	12	18	14	17	
Supporting a ceasefire in Gaza	5	14	9	15	11	14	8	17	
Supporting paid family leave	4	9	12	9	9	8	8	7	
Increasing access to affordable birth control	7	3	3	5	5	5	5		RY
Getting rid of recent bans and restrictions on transgender people	7	5	2	4	5	3	4	6	

43







For you personally, how motivating is each of these <u>to get out and vote</u> in the elections this fall?



We explored several motivations to vote in the elections this fall.

There are many motivations. At the top are people having fought and died for the right to vote and feeling that people's rights and freedoms are at stake.

Of these, which might be most motivating <u>for</u> <u>you personally</u> to vote this fall? Choose 1 or 2.



Here's what they say when forced to choose the top 1 or 2 motivations.

The table on the following page shows the top motivations by demographic group.

Here are the top 5 motivations by demographic segment.

18 to 29	30 to 44	45 to 59	60+	HS or less	Some college	College +
People's rights and freedoms are at stake	Virginia is one of the few states that will decide	People's rights and freedoms are at stake	People fought and died for the right to vote	People fought and died for the right to vote	People's rights and freedoms are at stake	People fought and died for the right to vote
My family might be affected by the outcome of the elections	People fought and died for the right to vote	People fought and died for the right to vote	Virginia is one of the few states that will decide	People's rights and freedoms are at stake	People fought and died for the right to vote	Virginia is one of the few states that will decide
People fought and died for the right to vote	People's rights and freedoms are at stake	Virginia is one of the few states that will decide	People's rights and freedoms are at stake	It gives me a voice in the future Virginia is one of the	few states that will decide	Voting will affect who has the power in your state to make laws
Virginia is one of the few states that will decide	Voting will affect who has the power in your state to make laws	My family might be affected by the outcome of the elections	Voting will affect who has the power in your state to make laws	few states that will decide My family might be affected by the	My family might be affected by the outcome of the elections	People's rights and freedoms are at stake
Voting is the main way I have power in what happens	My family might be affected by the outcome of the elections	It's a chance to exercise my right to vote	It's a chance to exercise my right to vote	outcome of the elections	It's a chance to exercise my right to vote	My family might be affected by the outcome of the elections



Here are the top 5 motivations by demographic segment.

Less than \$25K	\$25K to \$50K	\$50K to \$75K	\$75K+	Urban	Suburban	Almost certain to vote	Less likely to vote
People's rights and freedoms are at stake	People fought and died for the right to vote	People's rights and freedoms are at stake	People fought and died for the right to vote	People's rights and freedoms are at stake	People fought and died for the right to vote	People fought and died for the right to vote	People's rights and freedoms are at stake
Virginia is one of the few states that will decide	Virginia is one of the few states that will decide	People fought and died for the right to vote	Virginia is one of the few states that will decide	People fought and died for the right to vote	Virginia is one of the few states that will decide	People's rights and freedoms are at stake	People fought and died for the right to vote
People fought and died for the right to vote	People's rights and freedoms are at stake	My family might be affected by the outcome of the elections	People's rights and freedoms are at stake	Virginia is one of the few states that will decide	People's rights and freedoms are at stake	Virginia is one of the few states that will decide	Virginia is one of the few states that will decide
It's a chance to exercise my right to vote	Voting is the main way I have power in what happens	Virginia is one of the few states that will decide	Voting will affect who has the power in your state to make	My family might be affected by the outcome of the elections	Voting is the main way I have power in what happens	My family might be affected by the outcome of the elections	It gives me a voice in the future Voting is the main
It gives me a voice in the future	My family might be affected by the outcome of the elections	Voting is the main way I have power in what happens	laws My family might be affected by the outcome of the elections	It's a chance to exercise my right to vote	My family might be affected by the outcome of the elections	It's a chance to exercise my right to vote	way I have power in what happens



Views toward reproductive policies



Four in five respondents say abortion should be legal in all or most cases. 81% 18% Legal in all or most cases lllegal in all or most cases

Which comes closest to your view. Abortion should be:



Which comes closest to your view: Abortion should be legal in all cases, legal in most cases, illegal in most cases, illegal in all cases

Legal in all 📃 Legal in most

Total 44 38 82 18 to 29 49 28 77 30 to 44 46 33 79 45 to 59 44 39 83 60+ 40 44 84 HS or less 39 40 79 Some college 40 37 77 College + 52 36 88 Less than \$25K 36 41 77 \$25K to \$50K 41 38 79 \$50K to \$75K 43 79 36 \$75K + 49 36 85 Democrats 45 40 85 Independents / Republicans 42 30 72 Attends rel. services monthly+ 36 39 75 Attends rel. services less often 53 37 90 Urban 43 39 82 Suburban 41 35 76 82



80

Majorities across every demographic group think abortion should be legal in all or most cases.

Three in four women (75%) who attend religious services regularly say abortion should be legal in all or most cases.

Close to nine in ten say they'd vote in favor of a state amendment to guarantee the right to make decisions about pregnancy, including abortion. Let's say there was a proposed amendment to your state constitution. You could vote on it. The amendment would guarantee the right to make all decisions about pregnancy and abortion care, without the state interfering. Would you vote:

86%

14%

In favor of this

Against this

81% 18 to 44 89% 45+



In your view, who should make decisions about when and how someone can get abortion care in your state? Select any that apply: RANDOMIZE





Large majorities value each person and circumstance driving decisions, including later in pregnancy.

93%

Agree: Each person should have the right to make their own decision on abortion, even if I may disagree with it

> 75% Strongly agree 18% Somewhat agree

> > 92% 18 to 44 94% 45+

84%

Agree: People should be able to get abortion care as early as possible and as late as necessary. Abortion care provided later in pregnancy occurs under complex and unpredictable circumstances. Medical professionals should be able to care for patients without government interference or fear of punishment

(Base n = 260)

56% Strongly agree 29% Somewhat agree

81% 18 to 44 87% 45+



Say having an abortion can be a responsible choice

84% 18 to 44 92% 45+





Respondents are six times more likely to vote for a candidate who supports abortion access (68%) than one who opposes it (11%).

Those most likely to vote are also among the most likely to support a candidate who supports abortion access.

Recent abortion bans are having a personal impact on Black women of reproductive age.

Half of 18- to 29-year-old respondents (50%) says recent abortion bans have made them think about the risk of death if they or a partner were to get pregnant. Four in ten (42%) say bans have affected their thinking about whether or not to have any / any more children. As a result of recent abortion bans and restrictions, have you...



% Yes



One in five women knows someone who has tried to have an abortion in the past year or two. Do you know anyone who has had an abortion or tried to have an abortion in the past year or two?



38%

Of all women say yes

Of women 18 to 44 say yes



Did [ONE PERSON: that person / MORE THAN ONE: any of the people you know]:

Base n = 145 who know someone who has had an abortion or tried to have an abortion in the past two years

More than half (57%) says the person(s) they know faced at least one of these barriers to care.

Cost is the top barrier mentioned.





A large majority of women support comprehensive sex ed in high school.

Majorities of women who regularly attend religious services also support comprehensive sex ed. Do you support or oppose comprehensive sex ed in high school that covers topics such as abstinence, birth control, abortion, preventing HIV and other sexual transmitted diseases, different sexual orientations, gender identity, sexual violence, consent, and healthy relationships?

92%

7%

Support

Oppose

93% Attends rel. services monthly+ 91% Less often



Four in five women agree that health care providers should create space for conversations about sexuality, including sexual pleasure. Do you agree or disagree: Our health care providers should create space for education and nonjudgmental conversations about sexuality, including how we can experience pleasure.

83%

15%

Agree

Disagree

83% Attends rel. services monthly+





Access to birth control



Are you or your partner currently using birth control?

Total 18 to 44



Three in ten women of reproductive age (30%) say they or a partner are currently using birth control.



What type(s) of birth control are you or a partner using now? Select any that apply. Base n = 92 self or partner is currently

using birth control

Pills are the most common birth control method used.





Soon people will be able to get birth control pills over-the-counter. They will be available at the drugstore, like condoms and other birth control methods. How interested are you in getting birth control pills over-the-counter for you or a loved one?

% Very or somewhat interested



Women 18 to 44



A majority of women of reproductive age expresses interest in getting birth control over the counter.

What would you want to know about birth control pills being over-the-counter? Select the top 3 things you'd want to know. RANDOMIZE



Insurance coverage and costs are among the most common questions they have.



The retail price for over-thecounter birth control (\$49.00) is out of reach for 72% of respondents of reproductive age. Let's say you or a loved one needed a 3-month supply of birth control pills. How much would you be able to pay for it, out-of-pocket, today? Even if you don't need birth control pills, please imagine a situation in which you or a loved one does.

Your best guess is fine.

Base *n* = 253 women 18 to 44





Nearly half of respondents (47%) says they are likely to talk with loved ones about over-the-counter access to birth control. Soon people will be able to get birth control pills over-the-counter. They will be available at the drugstore, like condoms and other birth control methods. Is this something you'd talk about with partners, family, or friends?

50%

Yes





Experiences with medical bias



Here are things that can happen in the healthcare system due to racial bias or racism. Have you ever felt this way? RANDOMIZE



A majority of Black women says they have felt the effects of racial / gender bias in the health care system.

Younger respondents are more likely than older respondents to cite some of these experiences.

