

Supermajority Education Fund



Leading the Change: Women Voters on Gender Equality in Our Society, Work and Politics

On behalf of Supermajority Education Fund, Breakthrough Campaigns conducted:

PHASE 1: Qualitative Online Ethnographic Journals

145 online diaries from July 19 to July 29, 2019. Participants answered 3 question sets with 8-10 multi-layer questions per set.

To ensure a representative national sample, quotas were set on age, education, income and geography, as well as additional minimums on race and sexual orientation. The sample included:

Respondents could qualify for more than 1 group

145 Online diaries	21 Black women	20 Latinx women
17 Asian or Pacific Islander women	16 Native American or Native Alaskan women	18 Women who do not identify as straight/heterosexual
10 Transgender individuals (5 trans men & 5 trans women)	11 Nonbinary or genderqueer individuals	12 Supermajority members

PHASE 2: Qualitative In-Person Focus Groups

Four 90-minute focus groups were conducted in:

- Atlanta, GA: July 23, 2019
- Las Vegas, NV: July 25, 2019

Groups were conducted with Black women and Latinx women in both locations.

The quotations in the following report come from the ethnographic and focus group transcripts.

PHASE 3: Quantitative Online Survey



2,197
online interviews



with
women



registered
voters



across the
United States



from
8/29/19–9/9/19

To ensure that our sample represented women today, we collected oversamples of:

- Black/African American women (n=522)
- Latinx women (n=498)
- AAPI women (n=366)

Overall data was weighted to be representative of registered women voters in the United States. Due to rounding, answer choices may not always add up to 100%.

All data in the following report comes out of the quantitative survey, unless otherwise stated.

We found that women know we have a long way to go to achieve gender equality, but that now is the time to challenge the status quo and rewrite the rules holding women and our society as a whole back.

In this report, we show:

- 1** **What equality *would* look like**
- 2** **The economy is not working for women**
- 3** **Many women still face a hostile workplace**
- 4** **Too many women face a “constant threat of violence”**
- 5** **Women are mobilizing**

What equality *would* look like

Women are not treated equally in the United States and the many dimensions of gender inequality mean there is no silver bullet or easy fix.

FAIRNESS has been abandoned, at America's peril.

Women see the rich getting richer and the poor getting poorer and how success is all too often a product of the zip code one is born into.

SAFETY should be a right, but for too many it is a privilege.

Women know *true* equality means living free of fear, violence and intimidation at work and in school, in public and in private.

RESPECT – or lack thereof – undergirds a wide range of problems today.

Women do not feel respected when they are paid less for the same work as men, when they are passed over for promotions because of their gender, or when they do not have complete agency over their health care choices.

Our research reveals what women are up against and the many ways they experience gender inequality in their homes, in the workplace and on the street.

In qualitative research, we opened the floor to women voters to share, in their own words, the values our society must better embrace if it is to become *truly* equal. Three values were repeatedly raised: fairness, safety, respect.

America feels like [a] dystopia, with rampant individualism and selfishness and corporate greed, leading to the destruction of our environment, of the middle class, and of the moral fabric of our country.

White, 37, Minnesota, non-binary

The **value I don't see right now is fairness.**

We have racism [instead].

Black, 45, Florida

I feel afraid if I get raped and [become] pregnant, I'm going to be forced to keep that pregnancy.

Latinx, 24, Texas

Being a woman means dealing with **the constant threat of violence.**

Native Am, 38, Georgia

[Women] **want to be respected.** We want to be **considered when making decisions that affect us and our bodies.**

Black, 20, Michigan

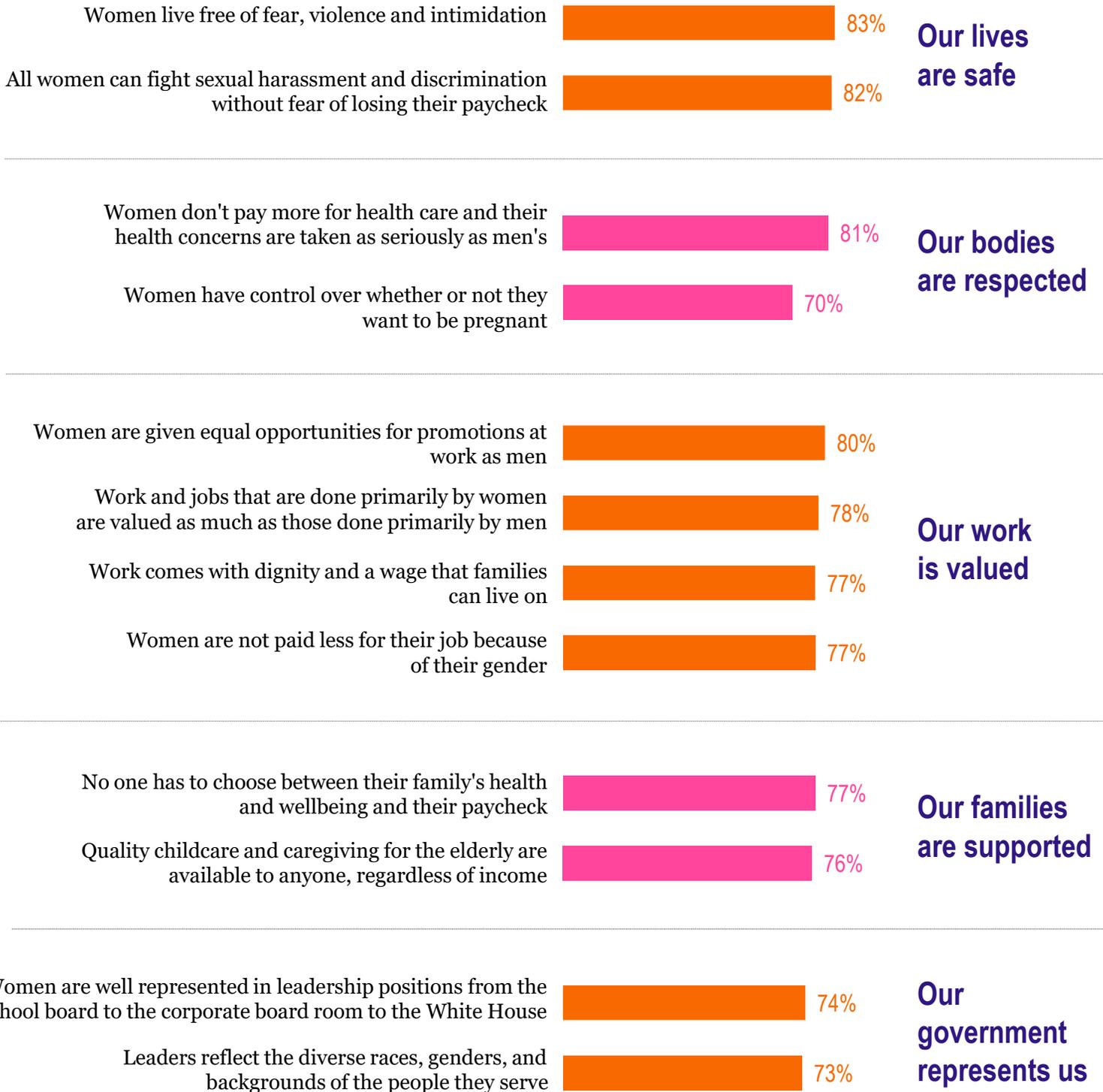
One of the **biggest challenges is earning respect...**women who [also] work in male-dominated industries can relate.

White, 30, New Hampshire

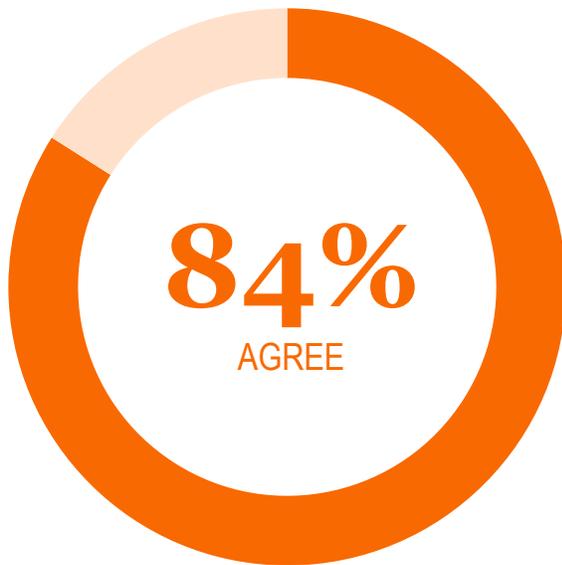
There are many women voters who have long been mobilized, others who are newly engaged. But what's clear from our qualitative and quantitative research is that women are looking for more opportunities to learn how to become activists.

Women will know they are equal when...

How important are each of these goals to achieving women's equality in this country?
% Important (Net 7-9/9-point scale)



“There are no women’s issues”



Issues like child care, pay equity and abortion, aren’t “women’s issues” – they affect everyone in society.

There are no ‘women’s issues.’

Every issue that directly affects women affects the larger society. Better **health care, education, child care, safe abortion, available birth control**, [and] **wage parity** all have far-reaching **affects on both men and women.**

White, 66, Maryland

By putting [‘women’s issues’] into a category only relating to women, **it tells men that this is not their concern or fight** ... men can ignore it, **when in actuality these are issues that men should care about.**

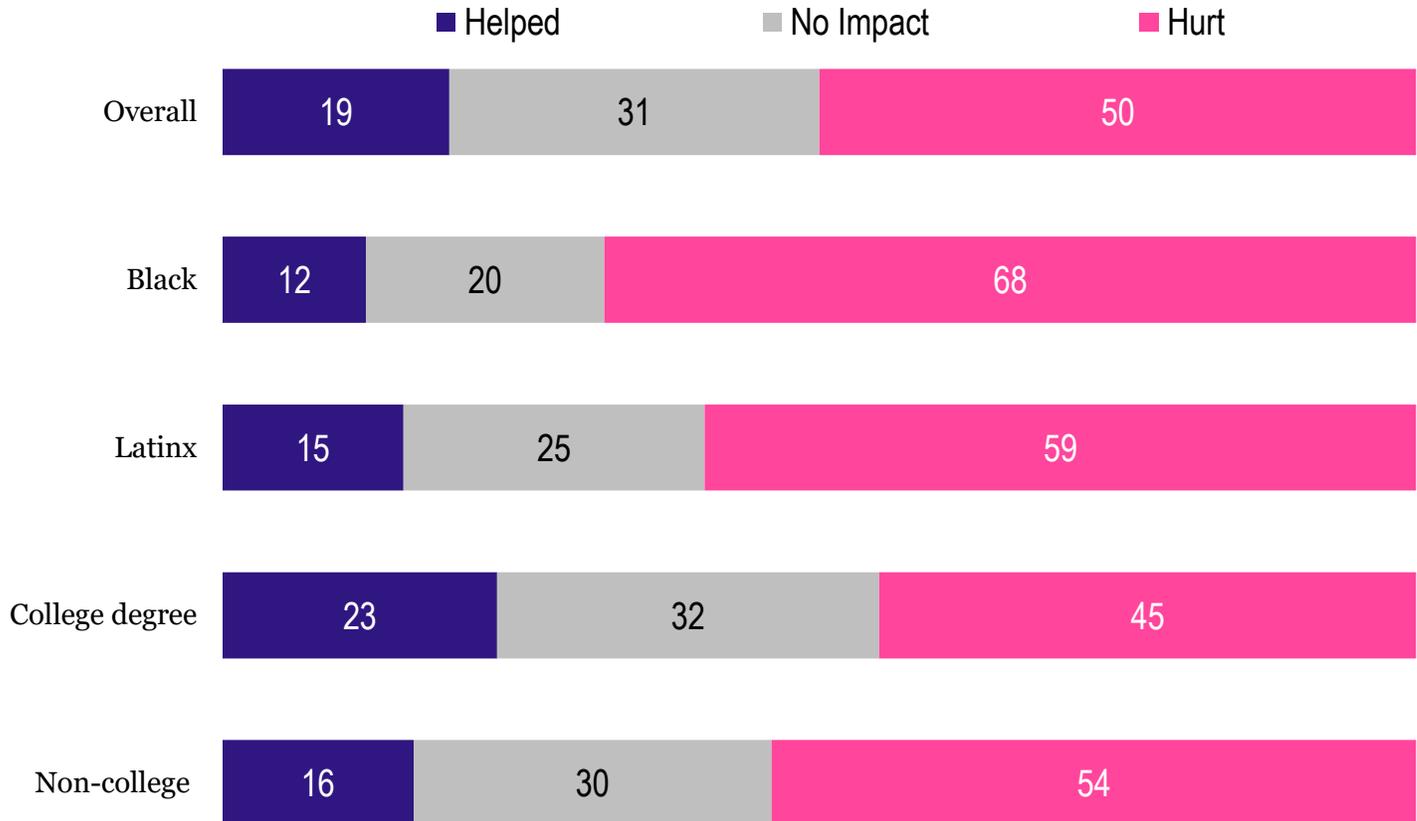
Black, 35, North Carolina

The economy is not working for women

Half of women say the economy of the past couple years has hurt them. Less than 1 in 5 say it has helped.

The stock market may be booming, but the economy under the Trump administration has hurt far more women than it has helped. Black, Latinx and non-college educated women voters have been hardest hit.

How has what's going on in the economy over the past couple of years affected you personally? Has it...?



Even though the **economy is doing well, people are still struggling.**

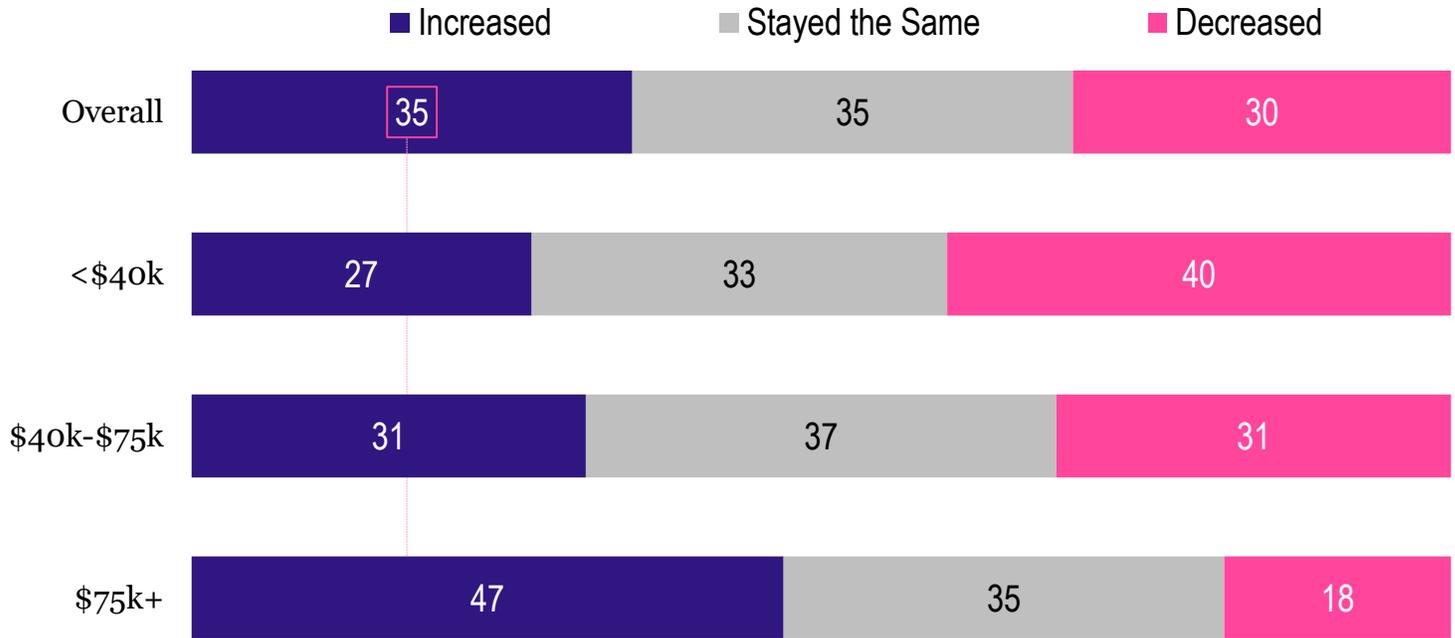
They're **struggling to make ends meet.**
They're **struggling to pick up their kids.**
They're **struggling to pay for child care.**
They're **struggling for health care.**

Black & Latinx, 59, Georgia

In this economy, the rich get richer and the poor get poorer.

During the Trump administration, more women with average incomes have seen their incomes drop. Women whose standard of living has improved were, for the most part, already well off.

Over the past couple of years, have the total income and wages for your household...



Among the 35% who've seen their incomes increase, most say the increase has not been enough to keep up with increased cost of food and other living expenses.

Living paycheck to paycheck...being a single mother is extremely difficult.

Rent, food, bills, insurance, car payment etc., is all increasing, but job pay remains the same. I'm very thankful for my job but feel that if any major life event should happen, my savings would be wiped out and I'd be back at square one.

White, 37, Indiana

3 in 10 women have been unable to afford a healthcare bill or medication in the past 2 years.

This economy forces women to go without the basics, to work over-time and go into debt just to get by. In the last two years, 6 in 10 women have had to cope with significant hardship or sacrifice.

Thinking about the past two years, have you done any of the following?



Of women have experienced *at least* one of the below:



Were unable to afford a healthcare bill or medication



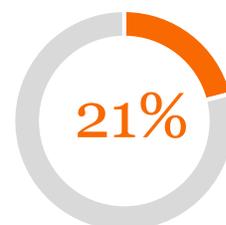
Reduced meals or cut back on food to save money



Got into credit card debt to afford the basics like groceries



Not had the money to pay monthly bills – like rent, mortgage, gas, or utilities

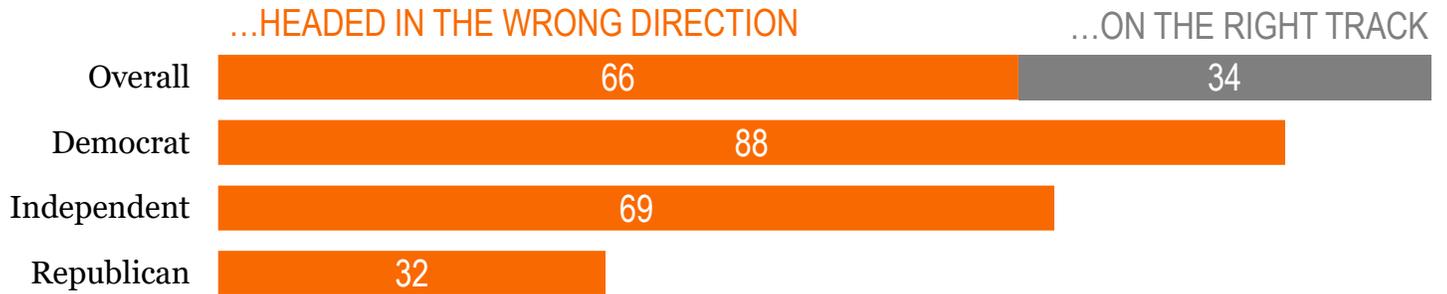


Took an extra job to pay the bills

2 in 3 women voters say our country is headed in the “wrong direction.”

Where you stand on the state of the country tends to depend on where you sit politically, with nearly 9 in 10 Democratic and 7 in 10 Independent women voters saying we have lost our way. But it’s not a strictly partisan matter: 1 in 3 Republican women voters, too, want our country to course correct.

Would you say that the United States is...



Women voters across racial and ethnic groups overwhelmingly agree that our country is headed in the wrong direction:

Black	Latinx	AAPI	White
83%	68%	71%	63%

Among those concerned, President Trump is overwhelmingly viewed as the reason we have been led astray (39%). Other factors dragging the country off course include partisanship (14%), gun violence (9%), racism (7%), and the threat of a looming recession (7%).

Why do you think the United States headed in the “wrong direction”?

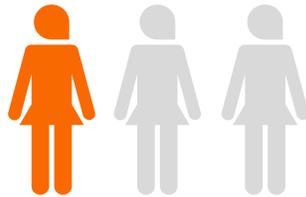
Open-ended question, asked only of those who believe the United States is headed in the wrong direction



Many women still face a hostile workplace

1 in 3 women report having been sexually harassed at work by a boss or co-worker – across every age group.

As the number of women in the workforce increases across generations, the number who face harassment stays steady. While #MeToo helped us start to turn the corner, we heard in our qualitative research how hard it remains for lower and middle-income women to report harassment for fear of losing their paycheck.



32% of all women

say they've been sexually harassed at work by a boss or co-worker



33% of women 18-34



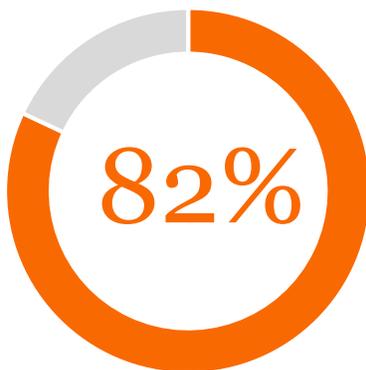
33% of women 35-49



33% of women 50-64



31% of women 65+



say we won't have real equality until "all women can fight sexual harassment and discrimination without fear of losing their paycheck."

More than 1 in 3 know they're paid less because they are a woman – but it's about promotions too, not just pay.

It's well documented that for every dollar a white man earns, a woman doing the same job makes 72 cents. For women of color, it's even less: Black women earn 61 cents, Native American women earn 58 cents, and Latinx women earn 53 cents for every dollar a white man makes. But the "promotion gap" is also real – with 1 in 4 women saying they have been passed over for a promotion because they are a women.

On a daily basis, we have to deal with sexism in the workplace.

This may include dealing with **sexual harassment** at work, **threatening language**, **advances**, and **not getting the promotions [we] are qualified for** because of [our] gender.

Black, 35, North Carolina

37% say

Been paid less than a co-worker who did the same job as you because you're a woman

In America, the number one problem may be gender equality in regards to pay/working. **Women don't get paid as much, women aren't promoted as much.**

AAPI, 26, Washington

24% say

Been passed over at work for a promotion because of your gender

I have been turned down for promotions in favor of a man who openly says 'I just fool around at work all day. I don't know why I got this job and not you.'

White, 34, Florida



say women's equality requires that women, especially women of color, get a pay raise so they are paid the same as white men in the same job.

For mothers, workplaces add even more obstacles to gender equality.

3 in 10 women with children at home report having been held back at work, including earning lower wages and being passed over for promotions. As a result, many feel you have to be wealthy to balance work and family responsibilities.



of women with kids at home say they've been held back at work or suffered professional consequences because of pregnancy or children

What it will take for women to have equality...

74% say

You don't have to be wealthy to balance work and family responsibilities

73% say

All new parents – mothers and fathers – get paid time off from work to care for a new child

73% say

Parents taking care of young children and grown kids taking care of elderly parents get the flexibility they need at work

If you made women be able to get paid more, we'd be able to not have to work three jobs and we could be there more for our kids, more involved, more in the community which will help everything, all in all. It all comes down to money.

Black, 28, Georgia

**Too many women
face a “constant
threat of violence”**

For women safety is a privilege not a right.

Physical safety is a right not a privilege, but the experience of many women voters suggests otherwise.

Being a woman means dealing with the constant threat of violence.

If you don't respond favorably to a man's advances, he feels like it's okay to abuse you verbally, or maybe just rape you, or perhaps kill you - and people blame you. **We're taught from early childhood to protect ourselves - go together in groups, carry your keys between your fingers so you can use them as a weapon, don't go alone places at night, don't wear low cut shirts or high skirts, don't flirt with men unless you intend to have sex with them** - it's absolutely ridiculous.

Why don't people just teach boys not to rape and murder women instead of making women go out of their way to protect themselves?

Native Am, 38, Georgia

Being a **person of color is hard** enough but **add in being a woman or transgender [and] it's amplified.**

Black women are the most disrespected of all races and **transgender women face extremely high rates of violence and murder.**

Black trans woman , 52, Washington DC

I feel afraid to walk home at night. I feel afraid that if I get raped, and pregnant, I'm going to be forced to keep that pregnancy. I feel afraid that my voice doesn't matter. **After seeing how sexual assault survivors are treated, I KNOW my voice doesn't matter.**

Latinx, 24, Texas

I always have my pepper spray...I always make sure to notice if somebody is walking [behind me].

Latinx, 21, Georgia

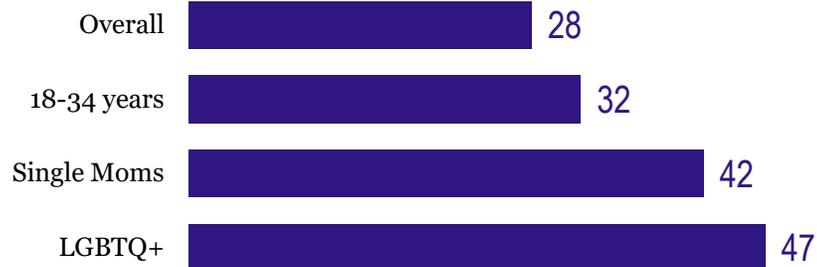
Being catcalled and dealing with unwanted advances is a common occurrence... **I never feel safe** going out alone at night [or] traveling alone.

White, 20, New Jersey

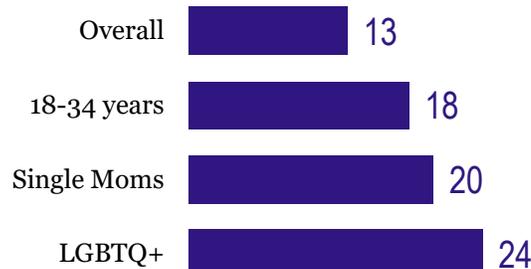
Nearly 3 in 10 women have been assaulted by someone they know.

Rapists are much more likely to prey on women they know, especially younger women, single moms, and people who are LGBTQ+. Abuse and harassment is more prevalent still among women of color. More than half of single moms have been raped or abused.

Been raped or sexually assaulted by someone you knew



Been raped or sexually assaulted by a stranger



Been abused or threatened by a partner or spouse



Been sexually harassed on the street or in a public place

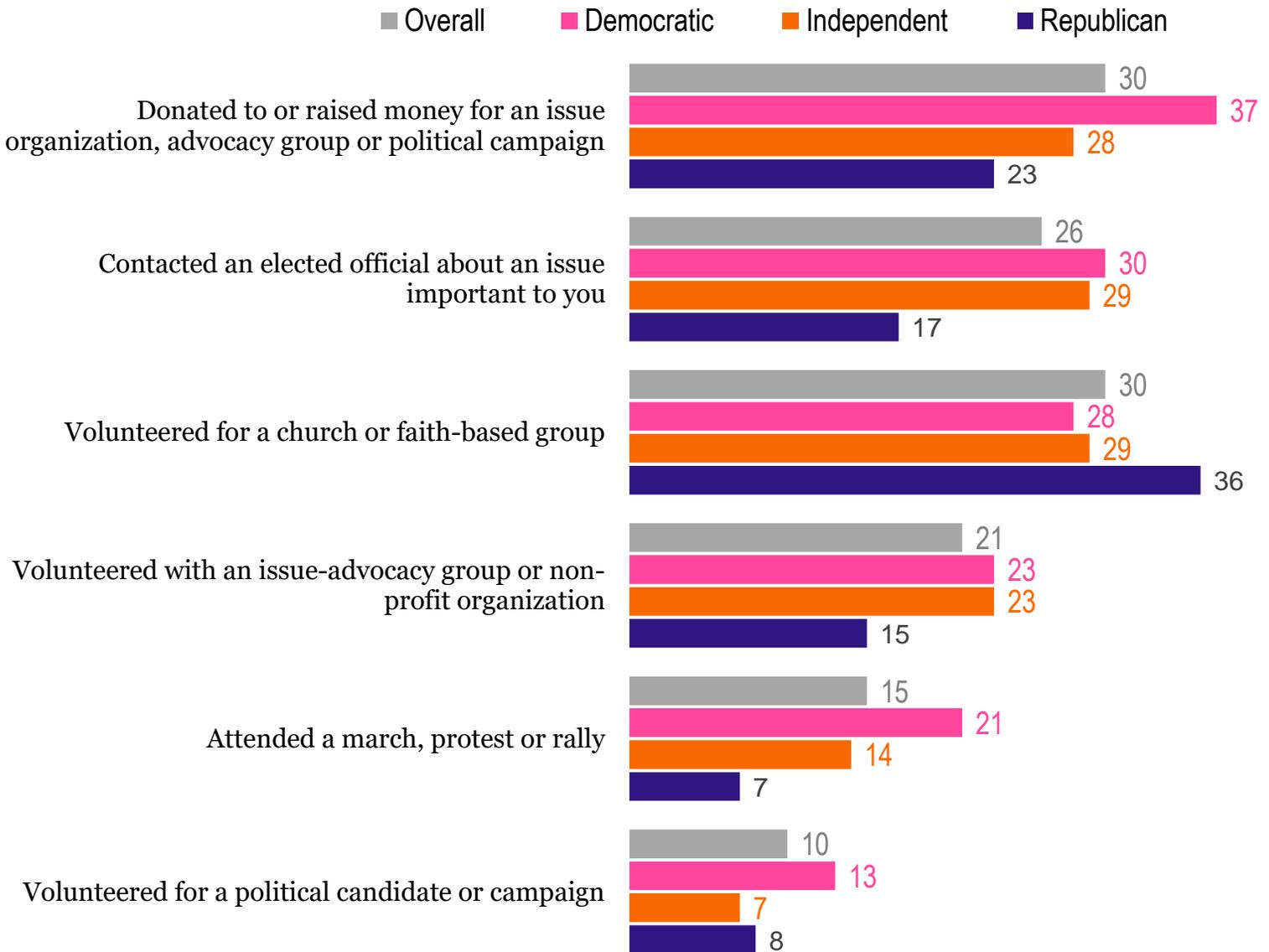


Women are mobilizing

November is coming: women are leading the political charge.

- 1 in 3 women voters have donated or raised money for an issue organization, advocacy group or political campaign
- 3 in 10 Democratic and Independent women voters have contacted an elected official, compared with 1 in 6 Republican women voters

% Past activism: In the past few years, have you...



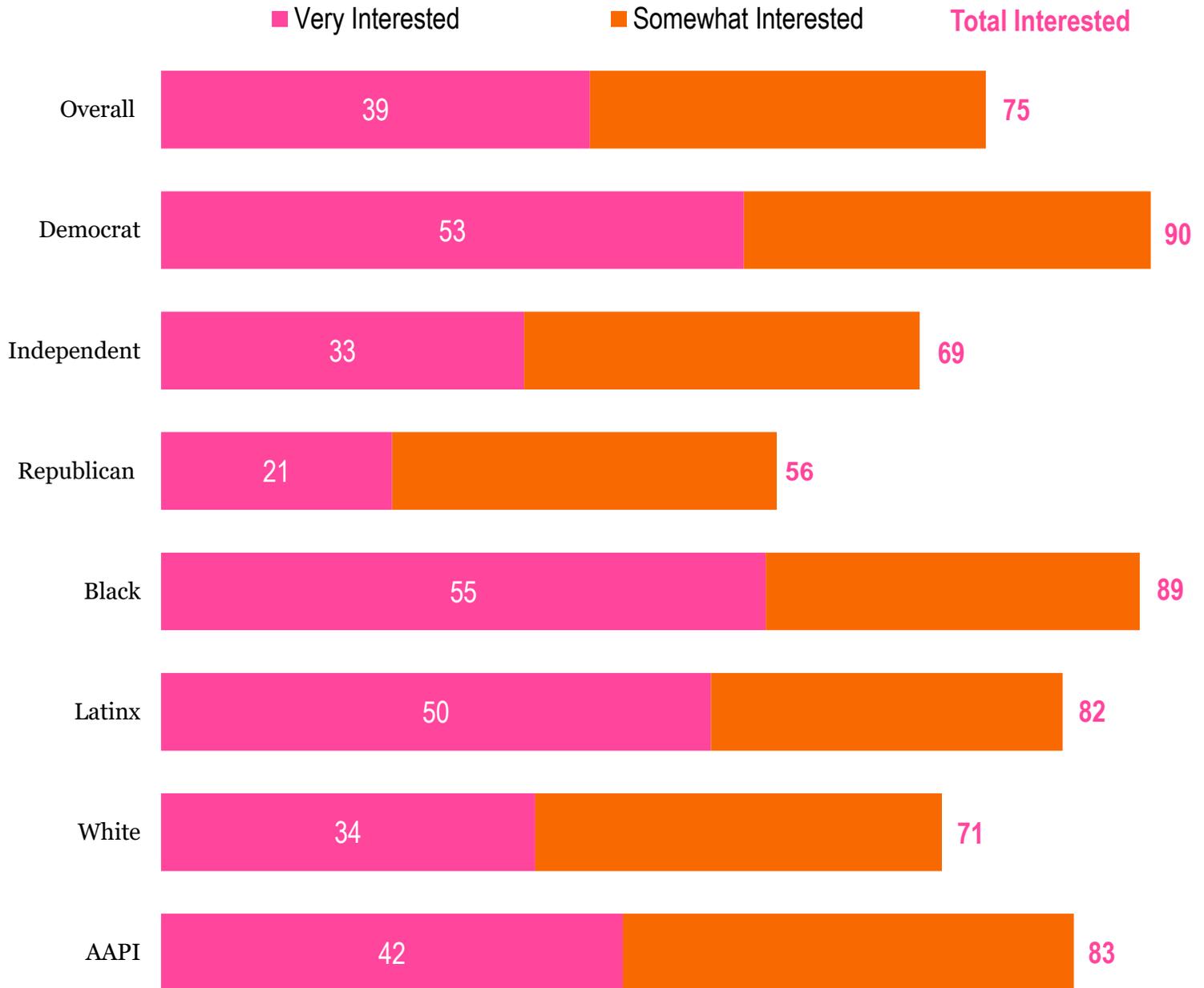
I wrote to Congress about the Parkland shootings...I want to engage more but I don't know what else to do but continue to vote and write to Congress.

White, 44, Florida

Women want to be heard, involved and engaged. Their energy is ready to be harnessed.

Three-quarters of women registered voters are interested in joining a “women’s equality organization.” Very high percentages of Democrats and women of color would like to join, over half of Republican women are at least somewhat interested and one-fifth of them are *very* interested in joining.

How interested would you be in joining a women’s equality organization?



Snapshot: Registered Women Voters

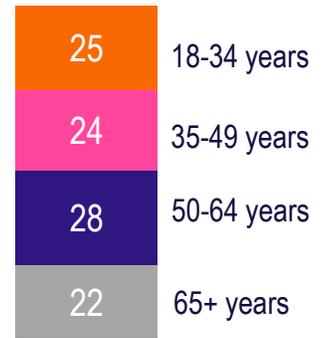
RACE AND ETHNICITY



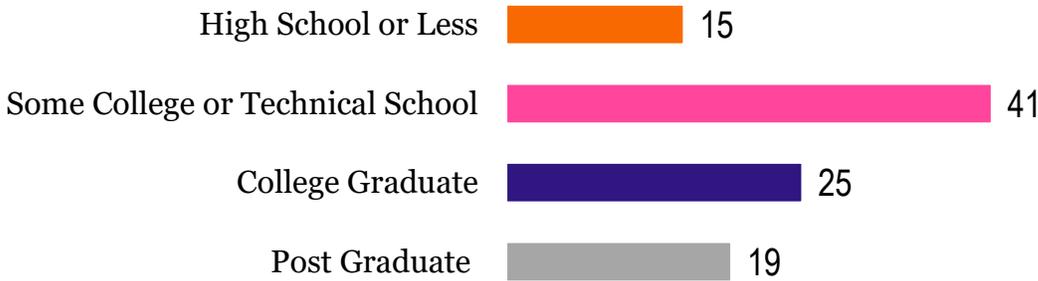
75% White
14% Black or African American
10% Latinx, Latina, or Spanish origin
4% Asian or Pacific Islander
1% American Indian or Alaska Native

Respondents could identify with more than one racial group

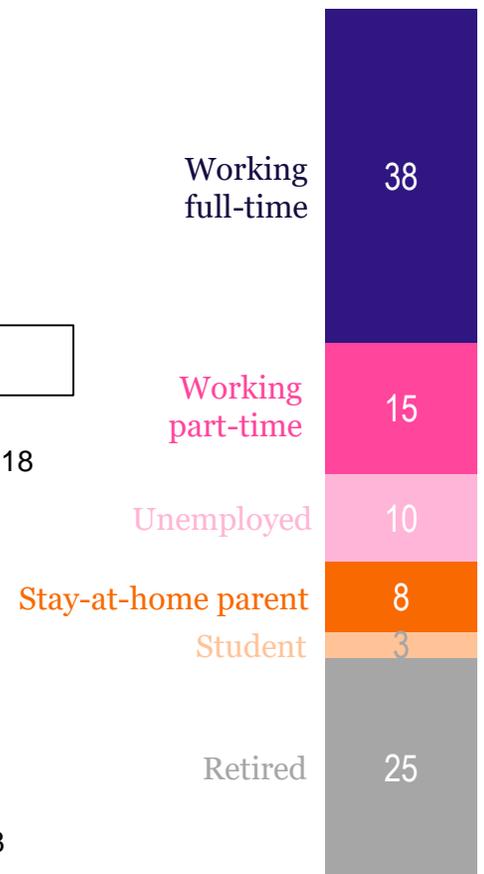
AGE



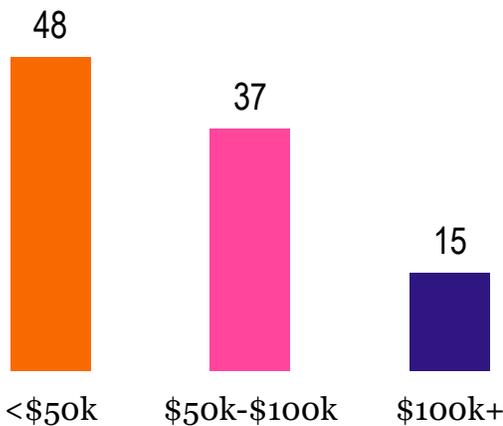
EDUCATION



EMPLOYMENT

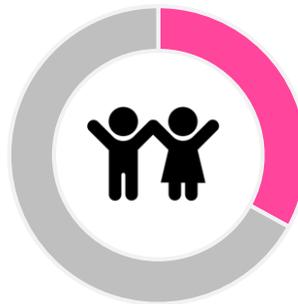


INCOME



KIDS

33% have children under 18



67% no children under 18

PARTY ID



URBAN, SUBURBAN, RURAL



44% suburb
30% city
26% rural