

To: Ms. magazine/Feminist Majority Foundation
From: Lake Research Partners
Re: Headlines from a survey of likely voters in battleground states
Date: October 11, 2022

Key Findings

Women account for 52% of likely voters in the battleground states and could decide the outcomes of key races for governor and Senate. There are significant gender gaps on issue priorities in voting preferences.

Women and the Fight for the Senate in Battleground States

- **The gender *voting* gap is pronounced in Senate battleground races¹.** Women are 12 points more likely to vote for a Democrat for Senate in battleground states than their male counterparts, with 53% of women pledging their support for the Democrat in their state compared to 41% of men.
- **In battleground states, the gender gap extends to every key demographic group:**
 - There is a substantial gender gap among Independent voters, a key swing constituency. Independent women are 26 points more likely than Independent men to vote for a Democrat for Senate.
 - Black women are 19 points more likely than Black men to vote for a Democratic senator (78% to 59%).
 - Latinx women are 16 points more likely than Latinx men to vote for a Democrat for Senate (56% to 40%).
 - Younger women are 14 points more likely than younger men to vote for a Democratic senator (57% to 43%).
 - Older women are 11 points more likely than older men to vote for a Democrat.
 - College-educated women are 15 points more likely than their male counterparts to vote Democratic (62% to 47%).
 - Non-college-educated women are 9 points more likely than non-college-educated men to vote for the Democratic candidate for Senate (46% to 37%).
 - Pro-abortion rights women are 13 points more likely than pro-abortion men to vote for the Democratic candidate (81% to 68%).

¹ Voters in each state responded to a ballot with the names of candidates who are running for Senate

Senate	The Democrat	The Republican	Undecided
Total	47%	46%	5%
Dem Women	93%	4%	2%
Dem Men	93%	5%	2%
Ind Women ²	65%	27%	8%
Ind Men	39%	47%	10%
Republican Women	2%	93%	3%
Republican Men	3%	91%	4%
Women <50	57%	39%	3%
Men < 50	43%	49%	6%
Women 50+	51%	43%	5%
Men 50+	40%	53%	4%
White Women	49%	46%	3%
White Men	40%	54%	3%
Black Women	78%	14%	8%
Black Men	59%	26%	13%
Latinx Women	56%	38%	6%
Latinx Men	40%	46%	13%
College+ Women	62%	32%	5%
College+ Men	47%	46%	4%
Non-College Women	46%	49%	4%
Non-College Men	37%	55%	5%
Pro-Abortion Rights Women	81%	15%	4%
Pro-Abortion Rights Men	68%	27%	4%
Anti-Abortion Rights Women	13%	81%	5%
Anti-Abortion Rights Men	11%	79%	6%

² Independent voters are voters who identify as Independents, who do not know their party identification, Independents who lean Democratic and Independents who lean Republican

Women and the Race for Governor in Battleground States

- Half of female likely voters (50%) across battleground states plan to vote for a Democratic candidate for governor³ compared to 41% of men, including 39% of women who strongly support a Democrat for governor compared to 33% of men. Women (43%) are similarly 10 points less likely to support Republican gubernatorial candidates across states than men (53%) with few undecided voters (4% undecided among men and 5% among women) in the last four weeks of the campaign cycle.
- In gubernatorial elections across battleground states, there is a gender gap among all key subgroups:
 - There is a substantial gender gap among Independent voters, a key swing constituency. Independent women are 22 points more likely than Independent men to vote for a Democrat for governor.
 - Black women are 13 points more likely than Black men to vote for a Democratic governor (80% to 67%).
 - The gender-voting gap is a whopping 25-points wide when comparing levels of support for Democratic candidates for governor in battleground states between Latinx women (60%) and men (35%).
 - Younger women are 15 points more likely than their male counterparts to vote for a Democratic governor (56% to 43%).
 - Older women are 7 points more likely than older men to vote for a Democrat (47% to 40%).
 - In battleground states, college-educated women are 11 points more likely than their male counterparts to vote for a Democrat for governor (60% to 49%).
 - Non-college-educated women are 6 points more likely than non-college-educated men to vote for the Democratic gubernatorial candidate (42% to 36%).
 - Pro-abortion rights women are 10 points more likely than pro-abortion men to vote for the Democratic gubernatorial candidate (78% to 68%).

³ Voters in each state responded to a ballot with the names of candidates who are running for Governor

Governor	The Democrat	The Republican	Undecided
Total	46%	48%	4%
Dem Women	87%	6%	6%
Dem Men	91%	8%	1%
Ind Women	62%	30%	6%
Ind Men	40%	48%	10%
Republican Women	1%	96%	2%
Republican Men	5%	90%	3%
Women <50	56%	41%	3%
Men < 50	43%	51%	5%
Women 50+	47%	44%	6%
Men 50+	40%	55%	4%
White Women	46%	49%	4%
White Men	40%	54%	4%
Black Women	80%	9%	11%
Black Men	67%	29%	1%
Latinx Women	60%	35%	5%
Latinx Men	35%	55%	9%
College+ Women	60%	37%	1%
College+ Men	49%	46%	4%
Non-College Women	42%	48%	7%
Non-College Men	36%	58%	4%
Pro-Abortion Rights Women	78%	17%	4%
Pro-Abortion Rights Men	68%	28%	3%
Anti-Abortion Rights Women	10%	82%	5%
Anti-Abortion Rights Men	11%	82%	5%

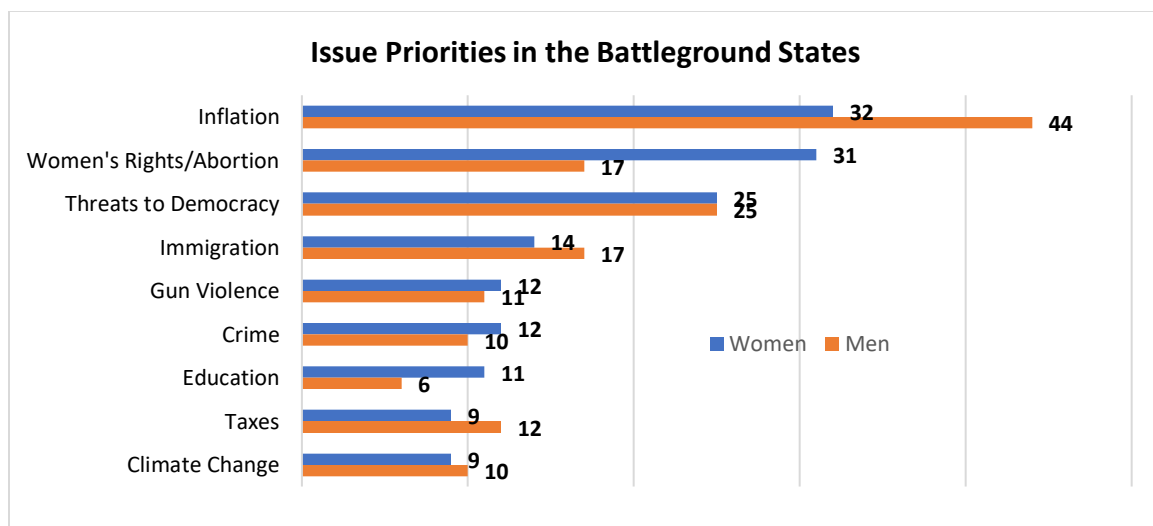
The Feminist Factor and the 2022 Elections

- The vast majority of women (57%) are self-declared feminists.
- Both women under 50 (57%) and women 50 and over (57%) see themselves as feminists.
- White women (58%), Black women (63%), and Latinx women (65%) see themselves as feminists.
- Over a third of men (36%) say they are feminists.
- About two-thirds of likely voters in battleground states who consider themselves feminists vote for the Democrat in the Senate ballots (69%) and in the gubernatorial ballots (66%).

Issue Priorities in the Battleground States for Women

1. **Inflation and rising prices matter to voter decisions, but abortion and women’s rights are just as critical among women voters.** Women could decide the outcome of battleground races as candidates engage them on issues of personal relevance, including abortion and equal rights under the law. It is important to note that men and women share many, *but not all*, of the same issue concerns. Men prioritize inflation as a voting issue in even higher numbers than women (44% among men and 32% among women) whereas women are almost twice as likely to identify women’s rights and/or abortion (17% among men and 31% among women) as a voting concern. **Among women, women’s rights and abortion are tied with inflation and rising prices as the top issue.**

Women’s rights and abortion are of much greater importance to voter decisions among pro-abortion rights voters than their anti-abortion counterparts (35% of pro-abortion rights voters prioritize women’s rights and abortion in their vote decisions compared to 10% of anti-abortion voters). **This is a sea change from the past.**



*Only issues garnering 10% or > shown above.

2. Voters see the connection between the Equal Rights Amendment (ERA) and abortion rights and find it critically important to pass the ERA now that states are banning abortion.

Just under three-quarters of women (73%) support the ERA being placed in the Constitution to prohibit sex discrimination against women and men and on the basis of gender, including 62% who strongly support adding the ERA to the Constitution. Support for the ERA being added to the US Constitution is high among men as well (66% support, 55% strongly support). Another 15% of voters overall oppose and 16% are unsure. Nearly two-thirds (64%) of Independent women and over half (56%) of Independent men *strongly* support adding the ERA to the constitution.

Women place even greater importance on adding the ERA to the Constitution *now that states are banning abortion* than their male counterparts, and 60% of women believe it is *very* important (73% important) to support the ERA in light of abortion bans compared to 46% of men (60% important).

Support for enshrining the ERA in the US Constitution is highest among women under 50 years of age (64% strongly support), Black men (70%) and women (63%), college-educated women (71%), Democratic men (83%) and women (81%), Independent women (64%), unmarried women (68%), mothers of children under 18 years of age (65%), and pro-abortion men (72%) and women (80%).

3. In this election cycle, women's rights and abortion matter, especially to women. Abortion restrictions and outright bans have energized pro-abortion rights women to be motivated to turn out to vote *on the issue* in November in much larger numbers than other cohort groups. One in five likely voters (20%) across battleground states would definitely *not* support a candidate for Congress whose views differed from their own on abortion. Single-issue pro-abortion rights voters (13%), defined as voters who support access to abortion and who would definitely not vote for a candidate with whom they differed on the issue, outnumber single-issue anti-abortion voters (6%) in the midterms by more than a two-to-one ratio. Women (23%) are more likely than men (17%) to definitively exclude candidates with whom they disagree on abortion from getting their vote. Amongst women, women under 50 years of age (25%), Black women (30%), college-educated women (29%), Democratic women (28%), urban women (25%), and pro-abortion rights women (28%) are most likely to identify as single-issue voters on abortion.

Moreover, women likely voters in battleground states (53% very motivated) are much more motivated to vote in November *in response to* efforts to restrict or ban abortion than men (39%). Motivation grows to 64% very motivated among pro-abortion rights women.

Republican voters – men (21% very motivated) or women (35% very motivated) – are far less motivated to vote *in response to abortion restrictions and bans* than Democrats (68% among Democratic men and 67% among Democratic women).

Methodology

Ms. magazine and the Feminist Majority Foundation commissioned Lake Research Partners to design and administer a telephone survey of 1,000 likely 2022 voters across nine battleground states – Arizona, Nevada, Pennsylvania, New Hampshire, North Carolina, Ohio, Georgia, Florida, and Wisconsin – with additional oversamples of 100 Latinx and 100 Black voters across states. The survey fielded between September 7-13, 2022.

A random sample of voters in each state was generated from publicly available voter files and screened to be likely voters. Respondents were contacted via landlines and mobile phones and were screened for likelihood to vote in the 2022 midterm elections.

In Ohio, 109 likely voters were interviewed; 110 in North Carolina and Pennsylvania; 111 in Arizona; and 112 in Florida, Georgia, New Hampshire, Nevada, and Wisconsin. The states were then weighted to their proper proportion of the universe, and the oversamples were weighted down into the base sample to their proper proportion of the universe for a total sample size of 512.

The base sample of Arizona likely voters was weighted by age and education. The base samples of Florida, Georgia, Nevada, and North Carolina likely voters were weighted by age, race, education, and party ID. The base sample of New Hampshire likely voters was weighted by age, education, and party ID. The base sample of Ohio likely voters was weighted by education and party ID. The base sample of Pennsylvania likely voters was weighted by gender, age, education, and party ID. The base sample of Wisconsin likely voters was weighted by gender and party ID. African American likely voters were weighted by gender, age, and education. Latinx likely voters were weighted by age and education.

The margin of error across battleground states is +/-2.8% and the margin of error for each state is +/-9.8%.