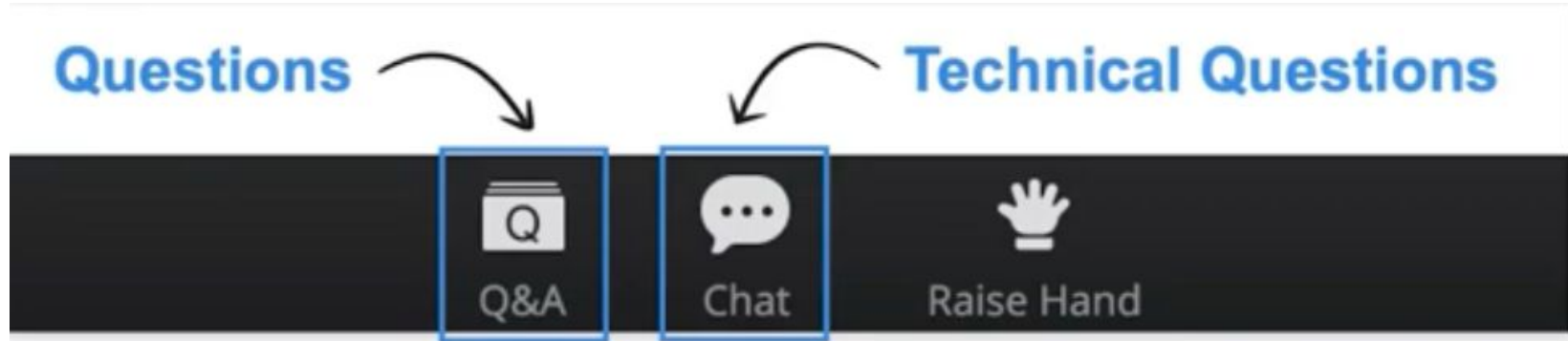# CHANGE RESEARCH™

'F—You, Pay Me':
American Women on Fear, Freedom, Feminism

Yes, this webinar will be recorded!

TEAM:
Politics, Technology, Data Science

Betsy App
Lead Analyst,
Coordinated Campaigns

Sumati Thomas
Analyst

Nicole Bare
President & CEO

Kimelle Ash
Growth & Marketing Manager

IN 2017, POLLING WAS IN BAD SHAPE

SLOW: 7-14 Days

INACCURATE

EXPENSIVE: $30-$50k

The New York Times

After a Tough 2016, Many Pollsters Haven't Changed Anything

LESS WASTE. MORE WINNING.

3,500+
polls conducted

280+
campaigns served

50
states polled in

Vaccinate ALL 58

APEX CLEAN ENERGY

VL

HOUSE MAJORITY PAC

"Freedom is fundamental to the promise of America...it is ours by right"

Pioneered strategic "Freedom Frame" messaging that's now being used in the most important election of our lives.

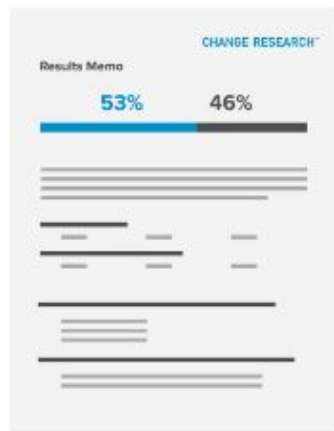Identified a winning path for Marie Glusenkamp Perez, prompting HMP to provide the support she needed to go on and win.

We helped flip:
PA House
MI House & Senate
3 Indiana Mayoral seats

A FULL-STACK AUDIENCE INSIGHTS COMPANY
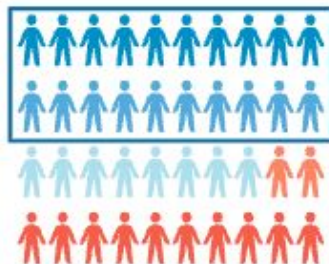
SPARK
Polls starting at $6,000

VOICES
21st-century qualitative that's dynamic, deep, and accessible

MAGNIFY
Targeting models, affordable for the first time

250,000,000

DATA POINTS

👤👤👤👤👤👤👤👤👤👤

Our trove of data allows us to develop targeting models that offer higher accuracy at a lower price point than what's traditionally available.

NUANCED ABORTION SUPPORT MODEL

Which of the following statements comes closest to your views:

- I personally believe having an abortion is wrong and should be illegal

- I am personally against abortion, but I do not believe government should prevent a woman from making that decision for herself

- I personally support a woman's right to abortion and believe it should be legal and available

CONTEXT & METHODOLOGY

The differences in how men and women see women in the U.S.—the challenges that women face—are enormous.

What can pop culture, and specifically social media, tell us about women's realities?

We offer guidance to connect with a broader swath of women (and men!) on a more expansive list of women's fears and frustrations.

The goal is to gain political power: to elect leaders who support women's freedom and fairness, who will enact policies to make our country fairer for all women.

Change Research polled 2,745 likely voters (1,240 men, 1,457 women) nationwide from April 17-22, 2024

Respondents were recruited via targeted online advertisements on websites and social media platforms, and using SMS text-to-web.

Post stratification was done on gender, age, race, education, region, and 2020 presidential vote.

The modeled margin of error is +/- 2.0%.

Questions? Post in the Q+A section below!

American women feel deeply undervalued

In American society today, do you feel that women are:

	Women	Men
Valued more than men	5	19
Valued the same as men	16	34
Valued less than men	70	37
Not sure	10	9
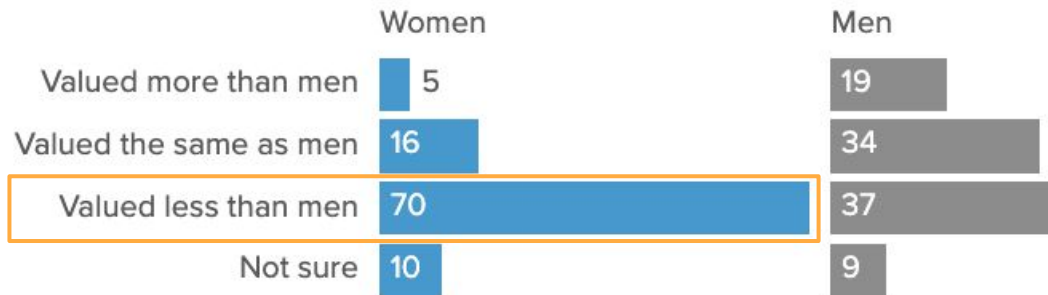
82% of Black women say women are valued less than men

Do you personally feel like you are valued less than men are?

	Women
Yes, I am valued less	81
No, I am not valued less	19
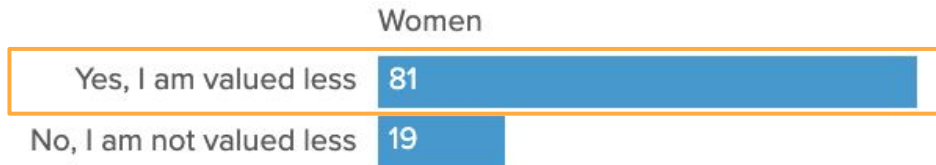
87% of women 18-35 say they personally feel less valued than men

Deep dives coming soon on women of color, women under 35, LGBTQ+ women & non-men

Questions? Post in the Q+A section below!

Women don't just believe their rights are under threat, they're trending backwards

Which of the following comes closest to your view?

	Women	Men
Women today have the same basic rights and opportunities as men	19	37
The gap between women's and men's rights and opportunities is small and closing	10	17
The gap between women's and men's rights and opportunities was closing, but is widening again	37	22
Women have always had far fewer rights and opportunities than men	28	17
Not sure	6	7
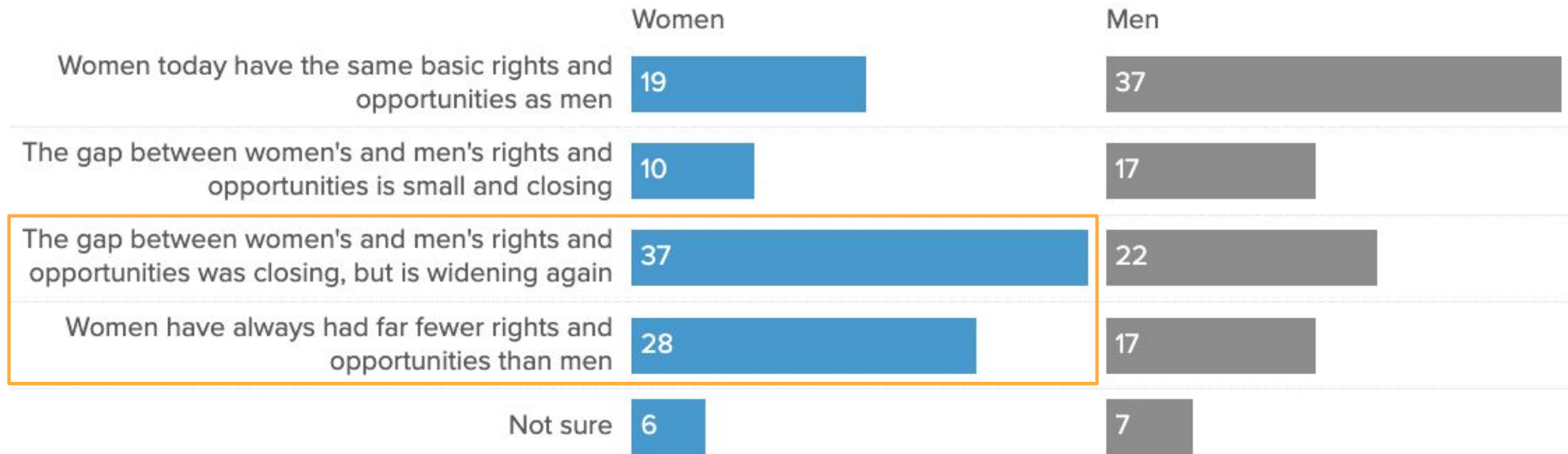
Two-thirds (65%) of women hold a pessimistic view of women's rights relative to men's rights

Women see their slipping rights as a national problem

Which of the following is a problem facing the U.S. today?

	Men	Women
Racism and discrimination	55	68
Political division among party lines or ideologies	63	59
Women losing rights	43	60
Women losing bodily autonomy	42	56
The gender pay gap	31	53
Women being discriminated against at work	33	51
Women returning to work sooner than they'd like after having children	32	49
Children being raised by nannies and daycare centers instead of by their parents	33	26
Women doing more unpaid caregiving than men	17	37
Political division between men and women	28	24
Prevalence of divorce	27	17
Women abandoning their femininity	26	16
Men losing rights	28	12

Abortion is a huge concern but far from the only thing women see as problematic

Questions? Post in the Q+A section below!

Biden leads Trump among women by just 6 points, but 2 in 3 women who support Trump feel "lesser than" men

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Trump +1
All Likely Voters

Joe Biden, the Democrat	38
Donald Trump, the Republican	39
Robert F. Kennedy, Jr.	8
None of these candidates	8
Not sure	7

Biden +6
Women

Joe Biden, the Democrat	41
Donald Trump, the Republican	35
Robert F. Kennedy, Jr.	9
None of these candidates	7
Not sure	7

Trump +11
Men

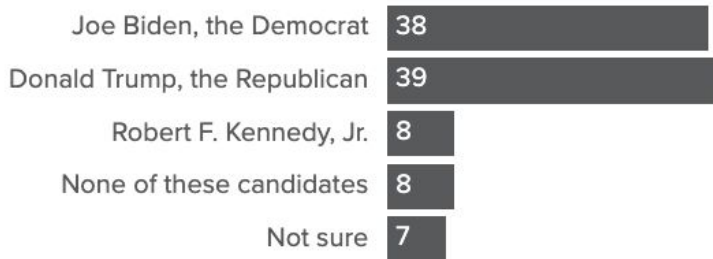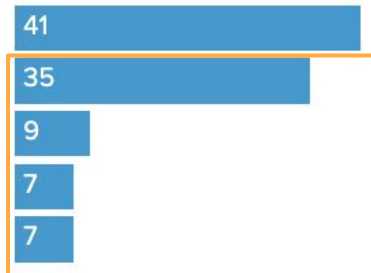|	
Joe Biden, the Democrat	34
Donald Trump, the Republican	45
Robert F. Kennedy, Jr.	7
None of these candidates	8
Not sure	7

Biden 2020 +4

Joe Biden, the Democrat	46
Donald Trump, the Republican	42
Jo Jorgensen, the Libertarian	3
Not registered/Too young/Ineligible	3
Did not vote	6

Biden 2020 +11

Joe Biden, the Democrat	51
Donald Trump, the Republican	38
Jo Jorgensen, the Libertarian	2
Not registered/Too young/Ineligible	3
Did not vote	5

Trump 2020 +7

Joe Biden, the Democrat	40
Donald Trump, the Republican	47
Jo Jorgensen, the Libertarian	3
Not registered/Too young/Ineligible	3
Did not vote	6

Two-thirds (66%) of women who support Trump and 80%+ of other non-Biden women feel "lesser than" men. How can we lean in to women's fears and frustrations to increase Biden's vote margin?

14

Opportunity to move perceptions of Trump vis-à-vis abortion (women's *and* men's perceptions)

How much responsibility, if any, do you think Donald Trump had for the Supreme Court's overturning of *Roe v. Wade*?

	Women	Men
All	19	15
A lot	34	29
Some	13	16
Just a little	7	7
None at all	18	24
Not sure	10	8
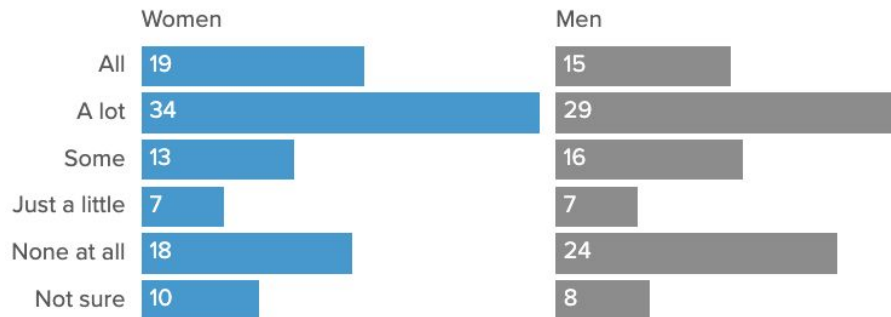
Two-thirds (66%) of abortion rights supporters believe Trump had a lot or all the responsibility for the fall of *Roe*

More room to connect Trump to instability

Donald Trump's position on abortion is:

	Women	Men
Driven by politics	49	48
Dangerous	46	35
Unpredictable	38	37
Wrong	39	30
Extreme	35	28
Unclear	22	24
Aligned with the will of voters	16	19
Based on his religious faith	16	14
In flux	14	15
Well-reasoned	12	17
Moderate	12	17
Clear	11	18
Correct	10	15
Empathetic	7	5
None of these	5	4

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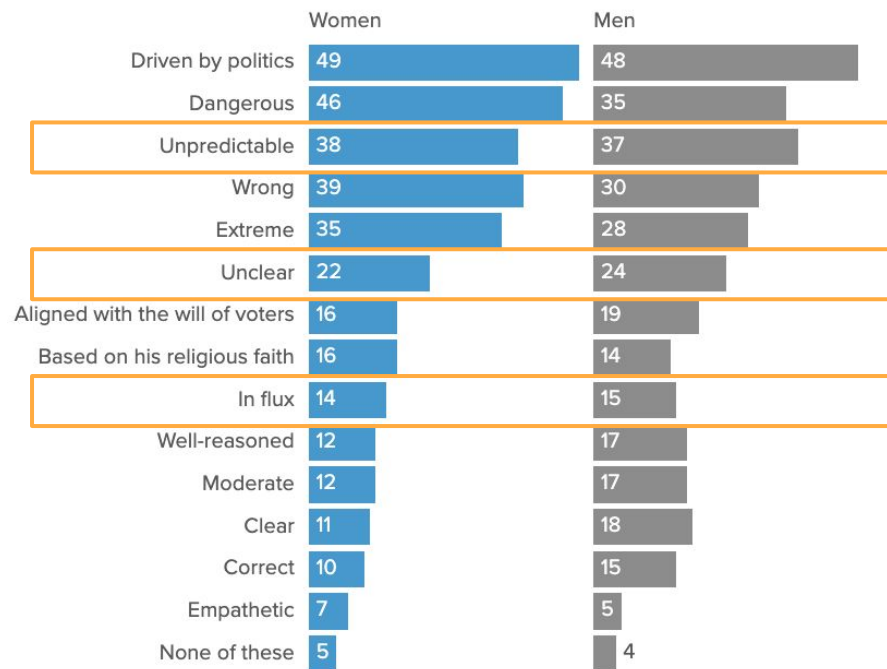
Voters see Trump as only *somewhat* more likely than Biden to change his position on abortion

How likely is it that JOE BIDEN will change his position on abortion in a significant way in the next 12 months?

● Very likely ● Somewhat likely ● Not too likely ● Not at all likely ● Not sure

	Very likely	Somewhat likely	Not too likely	Not at all likely	Not sure
Women	3	6	20	56	15
Men	5	7	17	58	13

How likely is it that DONALD TRUMP will change his position on abortion in a significant way in the next 12 months?

	Very likely	Somewhat likely	Not too likely	Not at all likely	Not sure
Women	14	18	23	31	14
Men	15	20	23	29	13

0   25   50   75   100
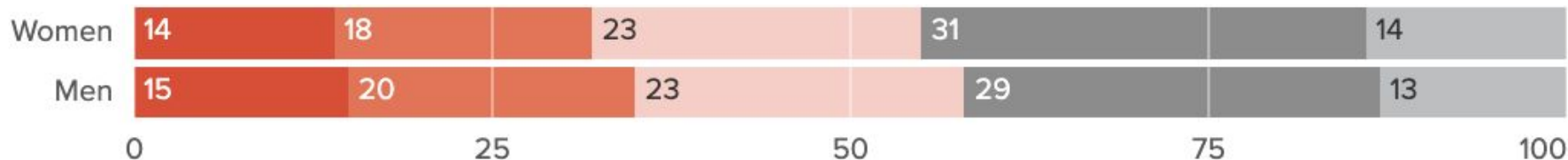
Opportunity to brand Biden as steady, predictable and Trump as erratic when it comes to abortion

Questions? Post in the Q+A section below!

Examining women's perceived threats to abortion and other rights

Outcome

A national abortion ban

Prosecuting doctors who provide abortions

Doctors not providing life-saving treatment for pregnant women because they're scared of being charged, sued, or having their medical license taken away

Criminal investigations of miscarriages and stillbirths

Allowing law enforcement officers to patrol medical facilities in search of illegal abortion activity

Pregnant residents prevented from traveling out of states where abortion is illegal

Restricting access to cancer treatments and other life-saving medical interventions for pregnant women if there's a risk to the fetus

A ban on sending mifepristone (the abortion pill) through the mail

Granting personhood to fetuses

Making IVF (in-vitro fertilization) illegal

Restricting unmarried people's access to contraception

Technology companies required to turn over data in investigations of illegal abortion activity

Requiring spousal consent or proof of abuse in order to initiate divorce

Banning pregnant women from divorcing their spouse

1 Which of the following have you heard about in the past 12 months?
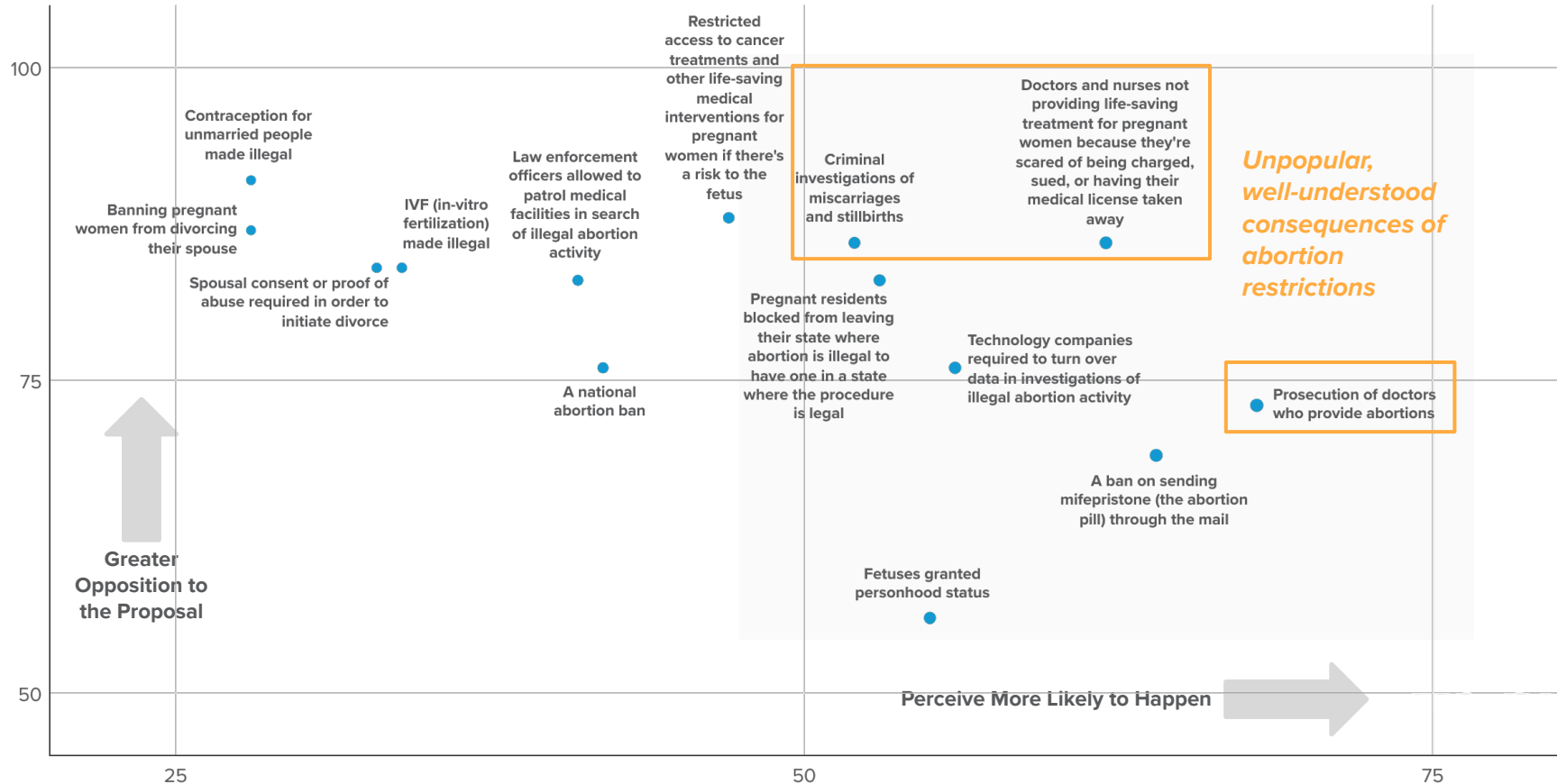
2 Do you support or oppose?

3 How likely are each of the following to occur in the next five years in at least some parts of the U.S.?

STRONG OPPOSITION + LIKELY TO OCCUR = CREDIBLE THREAT

Questions? Post in the Q+A section below!

Women's Opposition to Right-Wing Proposals and Perceived Likelihood of Happening

CHANGE RESEARCH

100

Restricted access to cancer treatments and other life-saving medical interventions for pregnant women if there's a risk to the fetus

Contraception for unmarried people made illegal

Doctors and nurses not providing life-saving treatment for pregnant women because they're scared of being charged, sued, or having their medical license taken away

Law enforcement officers allowed to patrol medical facilities in search of illegal abortion activity

Criminal investigations of miscarriages and stillbirths

Unpopular, well-understood consequences of abortion restrictions

Banning pregnant women from divorcing their spouse

IVF (in-vitro fertilization) made illegal

Spousal consent or proof of abuse required in order to initiate divorce

Pregnant residents blocked from leaving their state where abortion is illegal to have one in a state where the procedure is legal

Technology companies required to turn over data in investigations of illegal abortion activity

75

A national abortion ban

Prosecution of doctors who provide abortions

A ban on sending mifepristone (the abortion pill) through the mail

Greater Opposition to the Proposal

Fetuses granted personhood status

50

Perceive More Likely to Happen

25   50   75

18

Women's Opposition to Right-Wing Proposals and Perceived Likelihood of Happening

Greater Opposition to the Proposal

Perceive More Likely to Happen

Contraception for unmarried people made illegal

Banning pregnant women from divorcing their spouse

Spousal consent or proof of abuse required in order to initiate divorce

IVF (in-vitro fertilization) made illegal

Law enforcement officers allowed to patrol medical facilities in search of illegal abortion activity

A national abortion ban

Restricted access to cancer treatments and other life-saving medical interventions for pregnant women if there's a risk to the fetus

Criminal investigations of miscarriages and stillbirths

Doctors and nurses not providing life-saving treatment for pregnant women because they're scared of being charged, sued, or having their medical license taken away

Pregnant residents blocked from leaving their state where abortion is illegal to have one in a state where the procedure is legal

Technology companies required to turn over data in investigations of illegal abortion activity

Prosecution of doctors who provide abortions

A ban on sending mifepristone (the abortion pill) through the mail

Fetuses granted personhood status

Women are now seeing these unpopular consequences as likely to occur

19

Women's Opposition to Right-Wing Proposals and Perceived Likelihood of Happening

CHANGE RESEARCH

100

Contraception for unmarried people made illegal

Restricted access to cancer treatments and other life-saving medical interventions for pregnant women if there's a risk to the fetus

Doctors and nurses not providing life-saving treatment for pregnant women because they're scared of being charged, sued, or having their medical license taken away

Banning pregnant women from divorcing their spouse

IVF (in-vitro fertilization) made illegal

Law enforcement officers allowed to patrol medical facilities in search of illegal abortion activity

Criminal investigations of miscarriages and stillbirths

Spousal consent or proof of abuse required in order to initiate divorce

Pregnant residents blocked from leaving their state where abortion is illegal to have one in a state where the procedure is legal

Technology companies required to turn over data in investigations of illegal abortion activity

Prosecution of doctors who provide abortions

75

A national abortion ban

Greater Opposition to the Proposal

Need to link personhood to IVF bans more clearly

A ban on sending mifepristone (the abortion pill) through the mail

Fetuses granted personhood status

50

Perceive More Likely to Happen

25   50   75

20

Establishing a Broad Framework for Messaging to Women
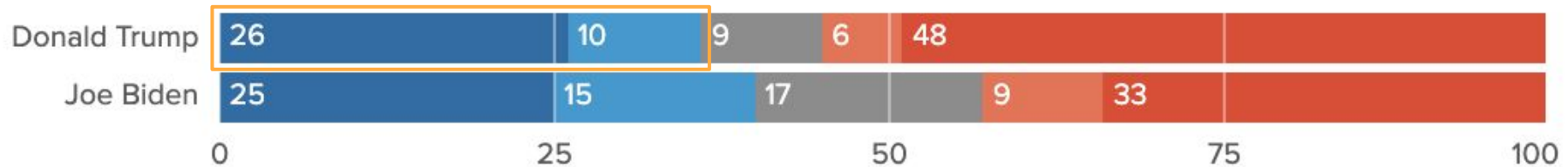
Women already believe that the outcome of the presidential election will impact their future wellbeing

Do you think women like you will be better off or worse off if _____ is elected President again?

● Much better off   ● Somewhat better off   ● No difference either way   ● Somewhat worse off   ● Much worse off

Donald Trump	26	10	9	6	48
Joe Biden	25	15	17	9	33

0   25   50   75   100

Two-thirds (66%) of women who support Trump feel "lesser than" men. How can we leverage these feelings to open a conversation with them?

We need women to DISLIKE Trump as much and as intensely as men like him.

In what ways do you think women like you will be better off if Donald Trump is elected President again?

KEY THEMES: 1) Economy, 2) Lack of favoritism, 3) Anti-trans women

> *The economy will be better and I will be able to keep my family's budget on track.*
>
> *(White Woman, 65+)*

> *The economy will be better and women will be able to afford to care for their families better and maybe stay home to care for their children if they wish.*
>
> *(White Woman, 50-64)*

> *President Trump is behind every American. He doesn't pick and choose according to what he can get out if it. I feel secure that as an American woman Donald Trump is on my side just as he is every American.*
>
> *(White Woman, 65+)*

> *I think the country as a whole will be better off so women will be better off. I also believe he is more likely to protect women's rights and spaces from men who claim to be women*
>
> *(White Woman, 50-64)*

Questions? Post in the Q+A section below!

Trump is weak with women when it comes to fairness for women

WE CAN'T LET HIM CHANGE THE SUBJECT

Women are intensely concerned about the very issues of unfairness that Trump exacerbated while president. From Day 1, his administration used every tool available to chip away at women's employment and economic security, women's health and safety, and women's rights overall.

➢ Eroding equal pay by halting pay data collection
➢ Limiting an increase in the overtime threshold
➢ Eliminating key nondiscrimination protections in health care
➢ Weakening Title IX and putting students at greater risk of sexual harassment and assault

Note our upcoming deep dive on women's health
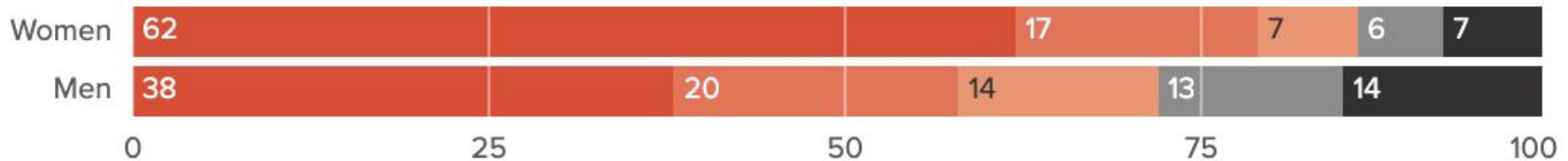
Questions? Post in the Q+A section below!

Women want women to GET PAID

In 2022, women earned an average of 82% of what men earned, according to a Pew Research Center analysis of median hourly earnings of both full- and part-time workers. How concerning is the gender pay gap?

● Very concerning ● Somewhat concerning ● Not too concerning ● Not concerning at all ● I don't believe this

|	Very concerning	Somewhat concerning	Not too concerning	Not concerning at all	I don't believe this
Women	55	25	9	5	6
Men	27	28	17	15	13
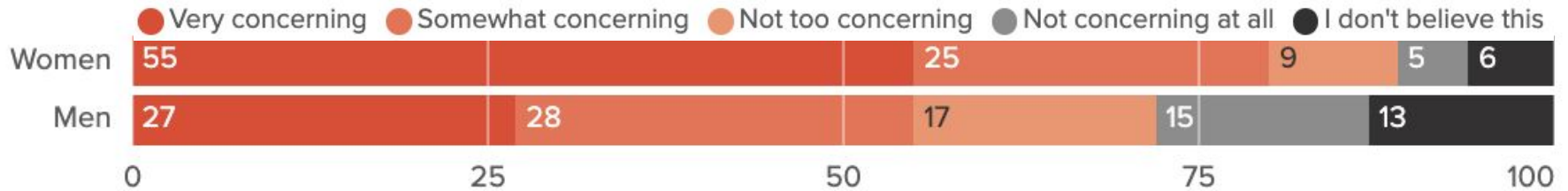
The gender pay gap is even wider for women of color: Black women and Latinas earn just 64% and 55% of what non-Hispanic white men earn. How concerning is this?

	Very concerning	Somewhat concerning	Not too concerning	Not concerning at all	I don't believe this
Women	62	17	7	6	7
Men	38	20	14	13	14

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Questions? Post in the Q+A section below!

Women's understanding of WHY differs from men's

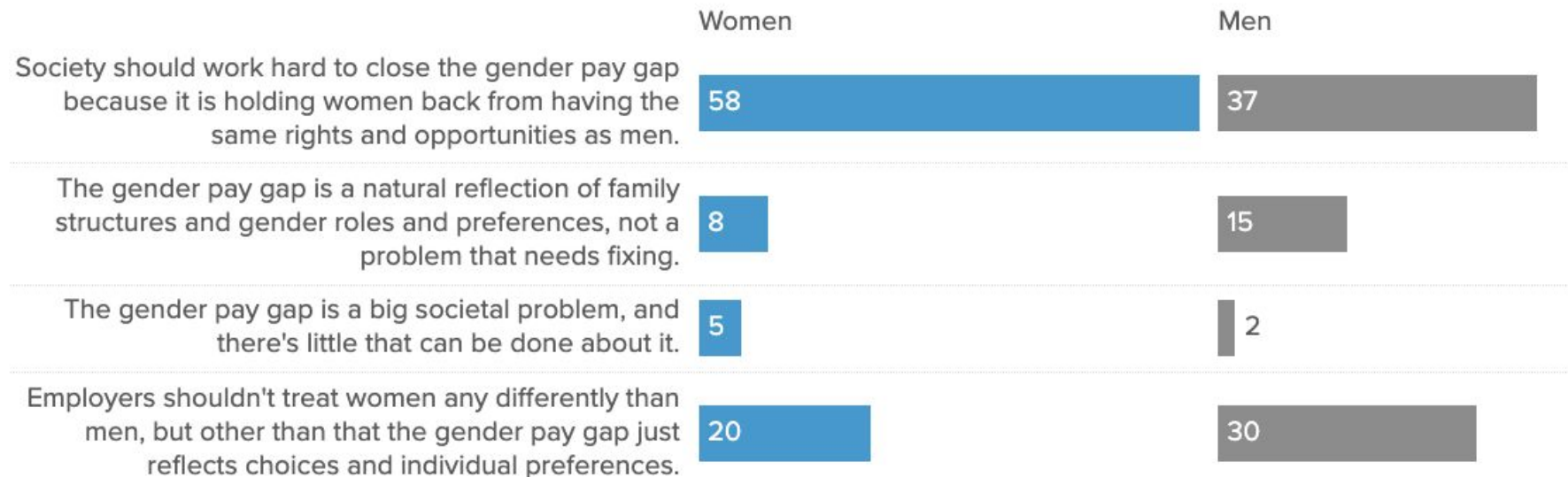**Which of the following are reasons why the gender pay gap exists? (% Major reason)**
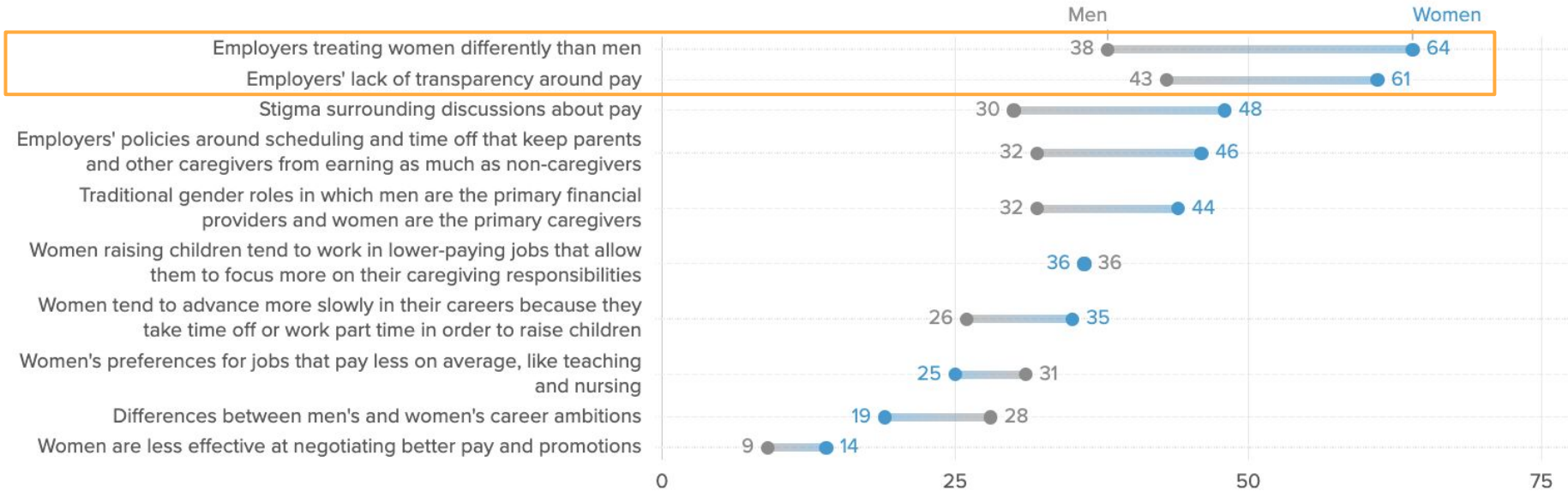
The differences in women's and men's understanding of the gender pay gap has implications for policy solutions

Women view the gender pay gap as an urgent problem, men are divided

Which of the following comes closest to your view?

	Women	Men
Society should work hard to close the gender pay gap because it is holding women back from having the same rights and opportunities as men.	58	37
The gender pay gap is a natural reflection of family structures and gender roles and preferences, not a problem that needs fixing.	8	15
The gender pay gap is a big societal problem, and there's little that can be done about it.	5	2
Employers shouldn't treat women any differently than men, but other than that the gender pay gap just reflects choices and individual preferences.	20	30

Questions? Post in the Q+A section below!

Women worry about their SAFETY

How often do you worry about...		Women	Men	Women 18-34	Women 35-49	Women 50-64	Women 65+
Being raped or sexually assaulted	Daily	9	1	15	10	7	5
	Weekly	8	1	18	11	4	4
	Monthly	10	1	18	12	9	3
	A few times a year	23	4	26	23	27	19
	Rarely if ever	49	93	23	44	54	69
Being the victim of a violent crime	Daily	13	12	20	10	14	10
	Weekly	13	8	22	15	9	8
	Monthly	12	6	18	11	10	9
	A few times a year	28	25	22	34	29	26
	Rarely if ever	35	48	19	31	38	47
Being the victim of a property crime	Daily	13	13	13	11	14	11
	Weekly	12	9	19	11	11	7
	Monthly	12	10	12	14	11	11
	A few times a year	28	27	18	29	29	34
	Rarely if ever	36	41	38	35	35	37

Questions? Post in the Q+A section below!

Amidst these worries, women might just pick the BEAR

How often do you worry about...

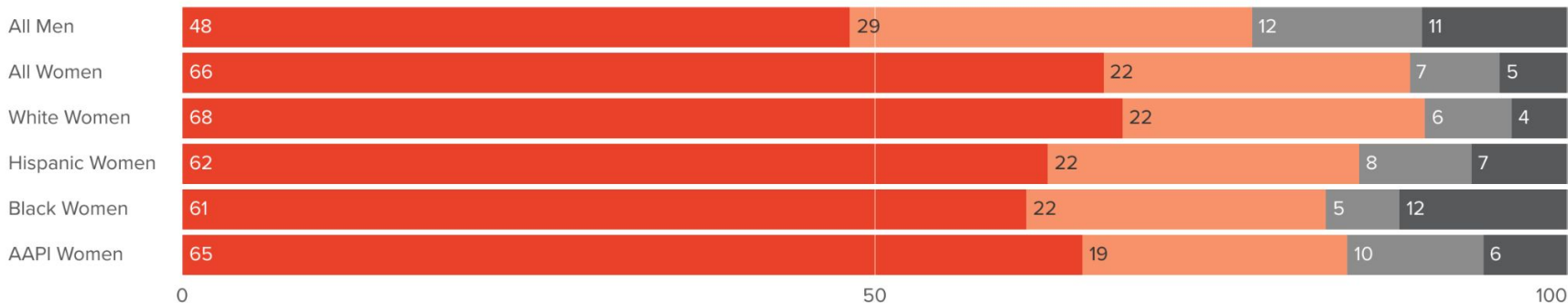|		Women	Men	White Women	Hispanic Women	Black Women	AAPI Women
Being raped or sexually assaulted	Daily	9	1	7	16	11	10
	Weekly	8	1	8	6	8	15
	Monthly	10	1	9	18	7	15
	A few times a year	23	4	24	21	27	27
	Rarely if ever	49	93	52	39	47	33
Being the victim of a hate crime	Daily	9	10	7	11	25	22
	Weekly	5	5	6	3	1	8
	Monthly	7	6	7	9	11	9
	A few times a year	19	18	17	23	23	23
	Rarely if ever	59	61	63	54	40	38
Being the target of online hate or harassment	Daily	11	11	10	11	17	8
	Weekly	9	6	9	10	0	16
	Monthly	8	5	8	7	5	9
	A few times a year	19	15	18	22	27	19
	Rarely if ever	54	64	56	50	51	48

CHANGE RESEARCH

Questions? Post in the Q+A section below!

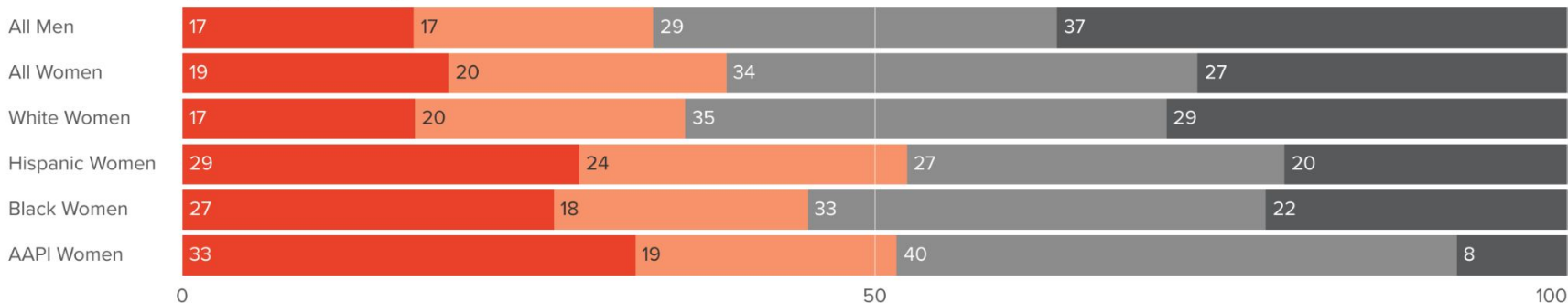# Women worry about being the victim of deepfake porn

● Very concerned ● Somewhat concerned ● Not too concerned ● Not concerned at all

How concerned are you about the spread of deepfake images of women and teenage girls that have been altered pornographically using artificial intelligence (AI)?

	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all
All Men	48	29	12	11
All Women	66	22	7	5
White Women	68	22	6	4
Hispanic Women	62	22	8	7
Black Women	61	22	5	12
AAPI Women	65	19	10	6

0　　　　　　　　50　　　　　　　　100

How concerned are you that your own images will be used in that way?

	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all
All Men	17	17	29	37
All Women	19	20	34	27
White Women	17	20	35	29
Hispanic Women	29	24	27	20
Black Women	27	18	33	22
AAPI Women	33	19	40	8

0　　　　　　　　50　　　　　　　　100

Questions? Post in the Q+A section below!

Branding the Framework: Feminism is out

Many women eschew feminism

Do you consider yourself a feminist? (% Yes)

Women	47
Men	27
White women	47
Hispanic Women	56
Black Women	36
AAPI Women	49
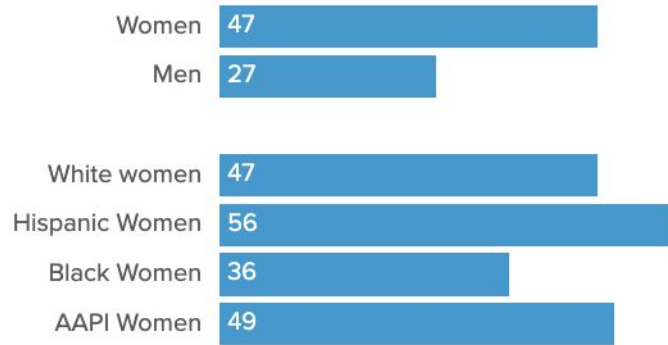
Select all that apply. Feminism:

	Women	Men
Benefits women	52	41
Is empowering	49	35
Is diverse	34	27
Is extreme	26	34
Hurts women	24	36
Benefits men	23	19
Is outdated	18	26
Hurts men	16	24
Is not diverse	12	18
Promotes the bare minimum	14	11
None of the above	7	9
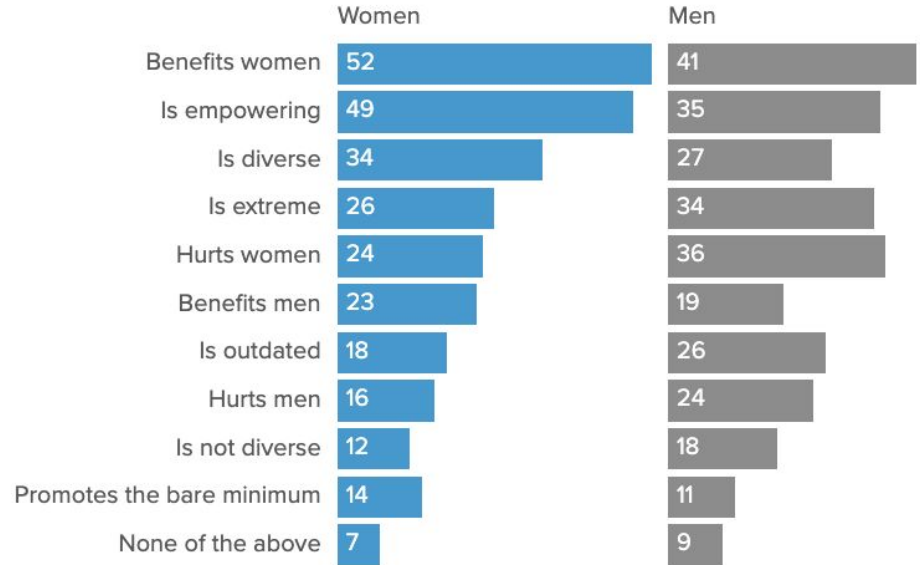
Only half of American women identify as feminists and see feminism as benefiting women.

What does 'feminism' mean to you?

KEY THEMES: 1) Not for all women, 2) Pro-trans, 3) Anti-men, 4) Perceptions have morphed/bifurcated

A white woman's issue with value. Feminism never supported black women's issues.

(Black woman, 35-49)

Feminism has a victimization mindset or an anti-male screed. How about standing up for real women instead of giving up ground to transgenderism, which hurts females.

(White woman, 65+)

Classic feminism was about loving being a woman and being able to do anything. Modern feminism is more about hating men and hating being a women and wanting to prove that women are better than everyone else.

(Multiracial woman, 50-64)

Feminism at its core is for everyone. But because it has been co-opted and white washed, [feminism] doesn't do much for me because it's a movement that has been lost to semantics and completely removed from its origins.

(Latina woman, 18-34)

Many women, including younger women, want society to return to traditional gender and domestic roles

I want to be a wife my husband is glad to come home to...

▶ 288.8K

I never want my husband to be the guy who hangs...

mrsarialewis   ♡ 8259

What Is a Trad Wife?

▶ 33.9K

It's ok to want to he a trad wife!

notmichaelkno...   ♡ 988

And when we learned to cook, we became truly human." - Michael Pollan

▶ 252.5K
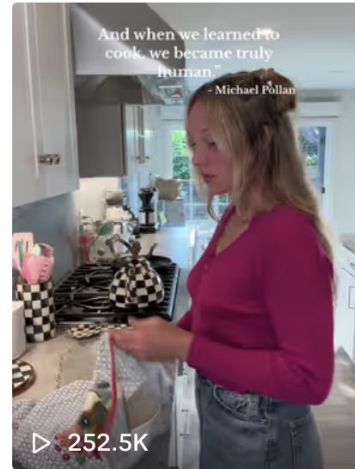
A Woman's place in the kitchen has a much deep...

thehealthywife   ♡ 11.8K

Tradition by design, not by default.

"Trad wives" (short for traditional wives) advocate for a return to traditional gender norms through submitting to their husbands and promoting domesticity
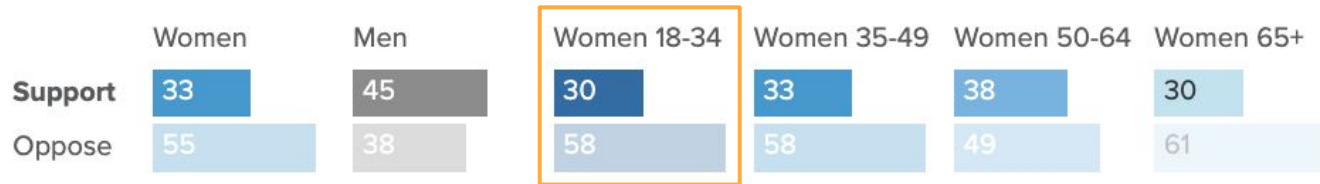
Young Americans (18-35) are seeing and hearing a lot about tradwifery: 61% have seen or heard some/a lot

Many women, including younger women, want society to return to traditional gender and domestic roles

CHANGE RESEARCH

Do you support or oppose a societal return to more traditional gender or domestic roles?

	Women	Men	Women 18-34	Women 35-49	Women 50-64	Women 65+
Support	33	45	30	33	38	30
Oppose	55	38	58	58	49	61

KEY THEMES around gender roles:
1) Christian/religious beliefs,
2) Attraction to homesteading,
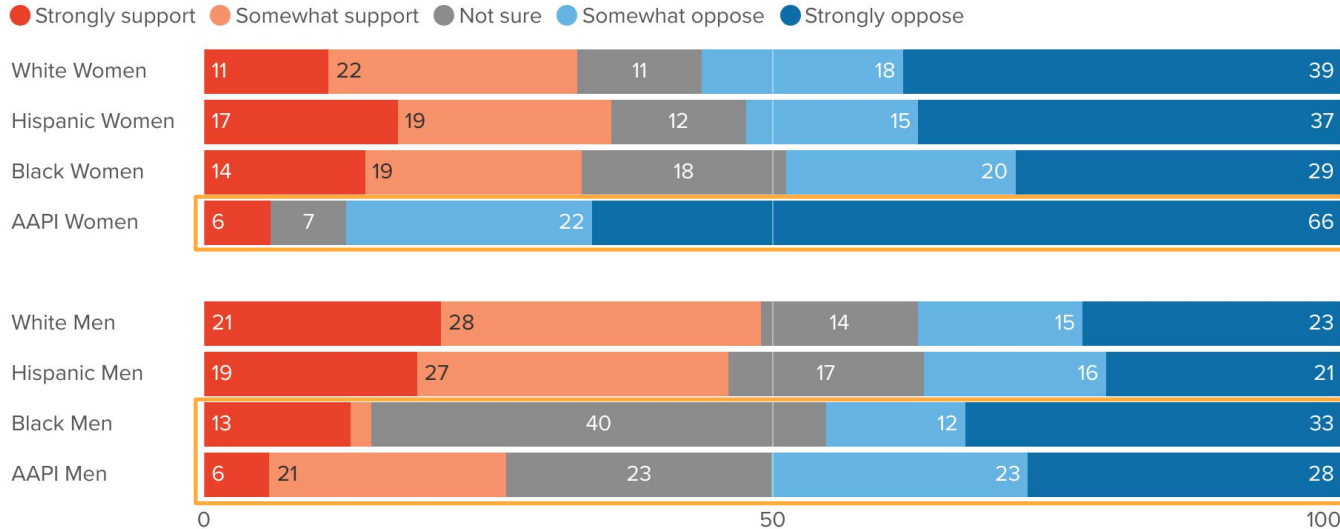3) Satisfaction in caregiving,
4) Challenge of "having it all"

The movement is no longer about the RIGHT to work but the freedom to shape one's own life.

I work to be able to provide. My significant other works as well. Though I'd prefer to be a homemaker, the economy is not setup for that (Woman, 18-34)

Instead [of staying home with my kids], I've had to juggle all of the roles, tasks etc and everything suffered as a result. (Woman, 35-49)
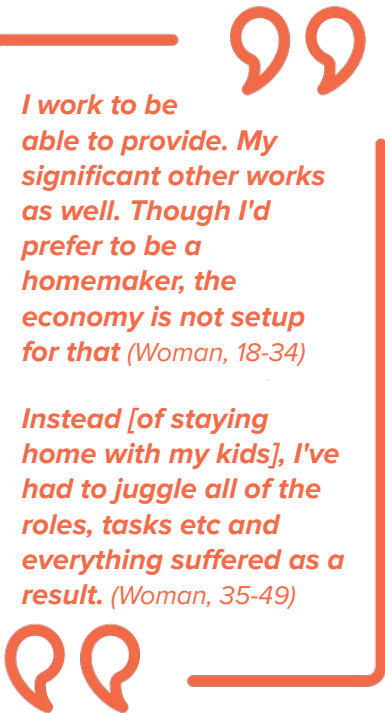
Questions? Post in the Q+A section below!

Not everyone's buying into the "traditional" dream

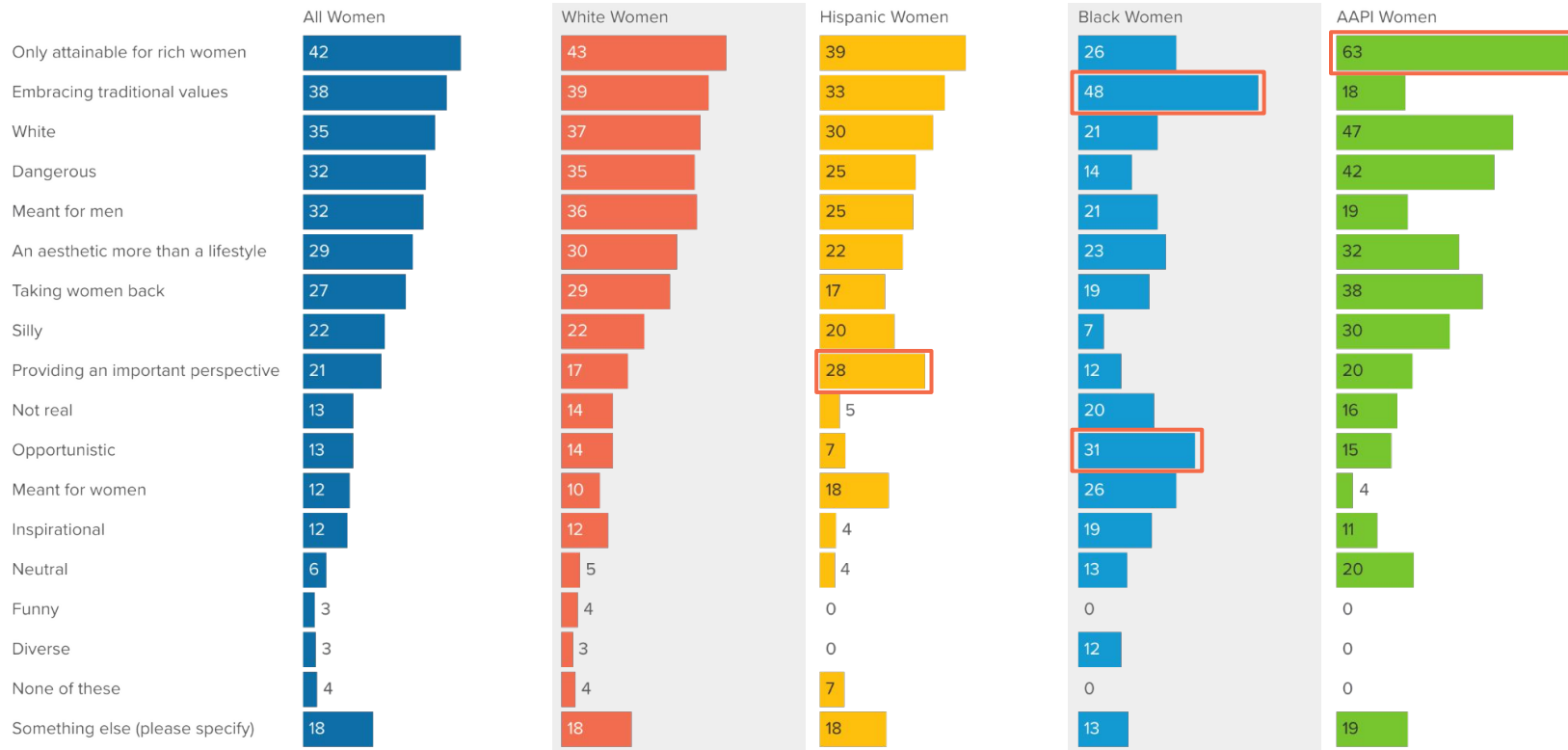**Do you support or oppose a societal return to more traditional gender or domestic roles?**

● Strongly support ● Somewhat support ● Not sure ● Somewhat oppose ● Strongly oppose

Group	Strongly support	Somewhat support	Not sure	Somewhat oppose	Strongly oppose
White Women	11	22	11	18	39
Hispanic Women	17	19	12	15	37
Black Women	14	19	18	20	29
AAPI Women	6		7	22	66
White Men	21	28	14	15	23
Hispanic Men	19	27	17	16	21
Black Men	13		40	12	33
AAPI Men	6	21	23	23	28

We both work until the kids are born. One stays home with them prior to starting school (not necessarily the woman, just who prefers to do it).
(Asian Woman, 50-64)

My ideal gender role is partnership. There's no gender just do what need to be done and work as a team.
(Black Woman, 35-49)

Luxury or Lifestyle?

How would you describe the trad wife movement? Select all that apply.

	All Women	White Women	Hispanic Women	Black Women	AAPI Women
Only attainable for rich women	42	43	39	26	63
Embracing traditional values	38	39	33	48	18
White	35	37	30	21	47
Dangerous	32	35	25	14	42
Meant for men	32	36	25	21	19
An aesthetic more than a lifestyle	29	30	22	23	32
Taking women back	27	29	17	19	38
Silly	22	22	20	7	30
Providing an important perspective	21	17	28	12	20
Not real	13	14	5	20	16
Opportunistic	13	14	7	31	15
Meant for women	12	10	18	26	4
Inspirational	12	12	4	19	11
Neutral	6	5	4	13	20
Funny	3	4	0	0	0
Diverse	3	3	0	12	0
None of these	4	4	7	0	0
Something else (please specify)	18	18	18	13	19

Questions? Post in the Q+A section below!

Strategic Guidance: Women's Freedom & Fairness

STRATEGIC GUIDANCE

#1: Acknowledge women's fear and frustration

This isn't a "some women" problem

➢ The differences in how men and women see women in the U.S.—the challenges that women face—are enormous. The gap is on par with the differences in realities that conservatives and progressives occupy.

➢ Convey urgency. Women are seeing and experiencing profound, urgent problems, but men don't see it that way.

STRATEGIC GUIDANCE

#2: DO talk to women about abortion; DON'T *only* talk about abortion. Talk about WOMEN'S FREEDOM AND FAIRNESS in GOTV and persuasion comms

Abortion messaging is necessary but insufficient

➢ Keep abortion rights salient and do more to convey the frightening uncertainty around what Trump could do. Highlight the most plausible threats to women's rights beyond access to abortion: Interstate travel bans, technology companies harvesting data, etc.

➢ Use a **women's freedom and fairness** agenda for talking to women beyond abortion. Project a vision for women's freedom and fairness, and connect it to action. Make clear what happens if we don't change course. Strengthen the connection between women's everyday fears and frustrations with election outcomes, and make an explicit call to action.

STRATEGIC GUIDANCE

#3: DO look to online trends as manifestations of real feelings; DON'T criticize young women, online women, women who want to raise children instead of work for pay...

This is a big tent with room for all [and a really long line for the bathroom]

➤ Broaden the concept of choice and what it means to "have it all."

➤ Rebrand "feminism" as the women's freedom and fairness agenda that encompasses:
  ○ Access to abortion
  ○ Economic and employment fairness
  ○ Physical and online safety
  ○ Healthcare quality, comprehensiveness, and access

Questions? Post in the Q+A section below!

STRATEGIC GUIDANCE

#4: Target the most efficient segments of women for direct voter contact

Siphon off right-of-center strategically and efficiently

➢ 29% of Republicans say abortion should be legal in most/all cases. Of these, just 12% say they will not vote for a candidate who has a view of abortion different than theirs, while 56% say they're willing to vote for a [pro-life] candidate. That's a tiny slice of the electorate, but they certainly matter for races that will be won/lost on the margins.

➢ Talk to women supporting Trump because they think the economy will fare better under a Trump presidency. Highlight Republican economic policies' unfairness for women.

WHAT WE RECOMMEND NEXT

1. **Conduct deeper dives into key groups of interest" Black women, AAPI women, LGBTQ voters, and even men!**

2. **Test and identify the most potent messages within the women's freedom and fairness frame to develop of-the moment messaging about the slipping away of women's opportunities, including and beyond abortion access, using:**
   - Polling
   - Experimental design
   - Qualitative data (e.g., **Voices** Chats and/or In-Depth-Interviews).

3. **Target right-of-center abortion voters and those with whom women's freedom and fairness messages resonate**
   Who are the voters we can persuade and mobilize with women's freedom and fairness messaging? We plan to use **Magnify,** our AI targeting tool, to create a custom models of these groups.

   Interested in developing/using this kind of model or message guidance?
   Reach out to us! We'd love to partner.

SAMPLE OVERVIEW

53% Women
45% Men
1% Trans/non-binary

67% White
12% Hispanic
10% Black
7% AAPI
4% Other

46% Biden 2020
42% Trump 2020
3% Other
9% Did not vote

23% 18-34
23% 35-49
28% 50-64
26% 65+

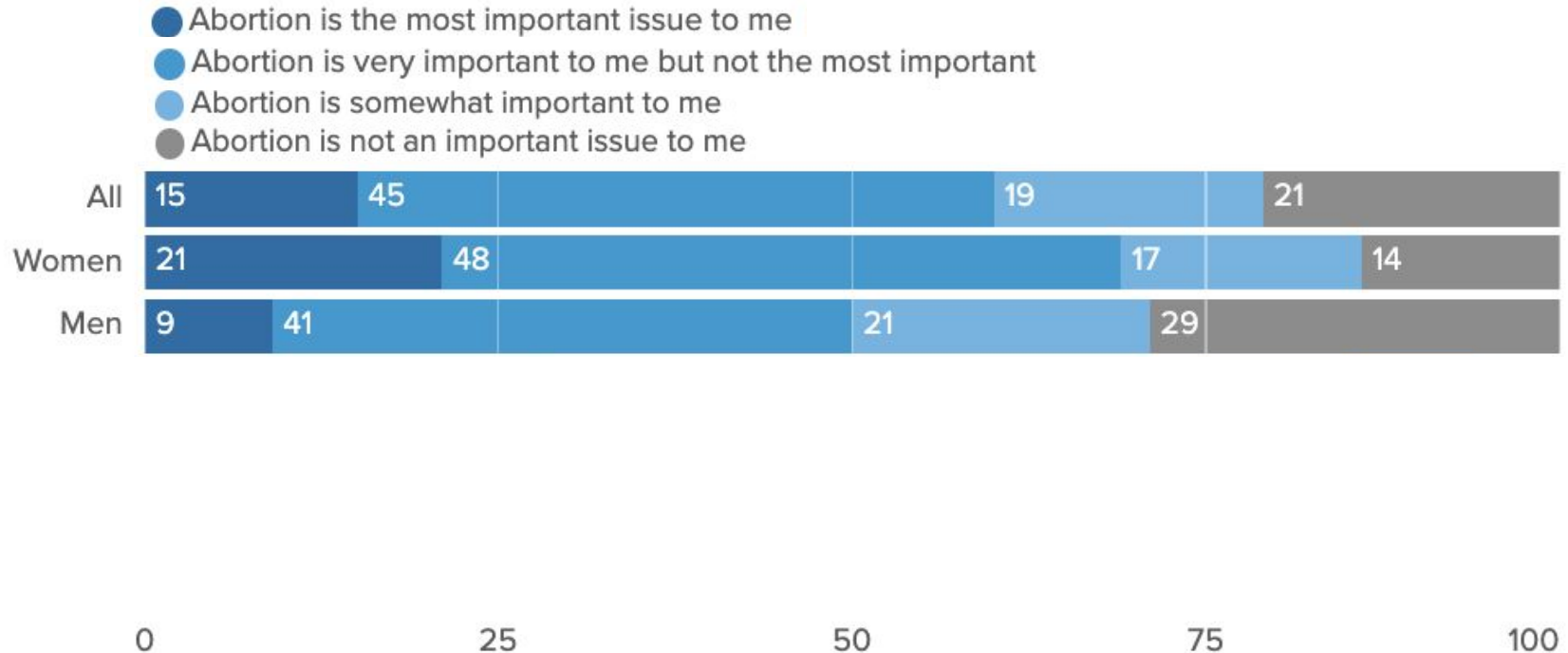59% No 4-year degree
41% 4-year college degree

30% Rural
40% Suburban
30% Urban

Questions? Post in the Q+A section below!

1 in 5 women say abortion is their number one issue...

In thinking about whether and how you'll vote in the 2024 election, how important is the issue of abortion?

- ● Abortion is the most important issue to me
- ● Abortion is very important to me but not the most important
- ● Abortion is somewhat important to me
- ● Abortion is not an important issue to me

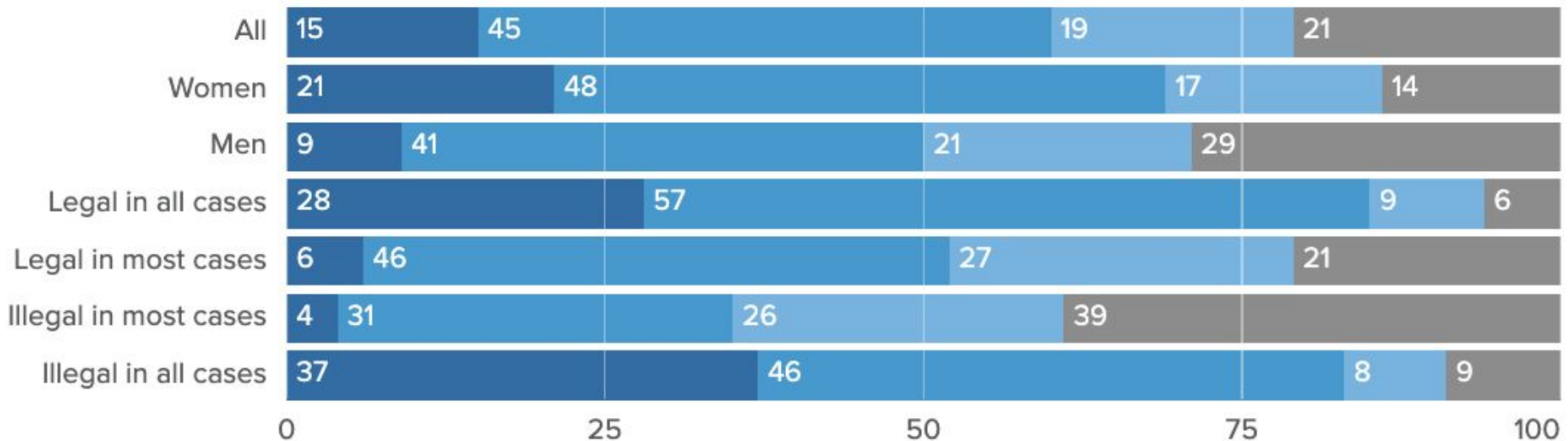|	Most important	Very important	Somewhat important	Not important
All	15	45	19	21
Women	21	48	17	14
Men	9	41	21	29

0   25   50   75   100

Questions? Post in the Q+A section below!

...but it's also a top issue for extremist anti-abortion rights voters

In thinking about whether and how you'll vote in the 2024 election, how important is the issue of abortion?

Legend:
- ● Abortion is the most important issue to me
- ● Abortion is very important to me but not the most important
- ● Abortion is somewhat important to me
- ● Abortion is not an important issue to me

Group	Most important	Very important	Somewhat important	Not important
All	15	45	19	21
Women	21	48	17	14
Men	9	41	21	29
Legal in all cases	28	57	9	6
Legal in most cases	6	46	27	21
Illegal in most cases	4	31	26	39
Illegal in all cases	37	46	8	9

Axis: 0 — 25 — 50 — 75 — 100

Questions? Post in the Q+A section below!