

To: Interested Parties
 Fr: NWLC Research Team
 Re: Election Night Survey Summary
 Date: November 8, 2024

NWLC partnered with YouGov to commission this survey via online panel. The survey reached 2,000 2024 general election voters nationally. The survey was conducted November 5 to November 7, 2024. The data has been weighted to approximate a target sample of adults based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, and region. The margin of error (MOE) for the sample is +/-2.2% and larger for subgroups.

Our 2024 general election night survey finds that the economy, inflation, and financial security were top of mind for voters at the ballot box. However, voters also believe a wide range of gender justice policiesⁱ are important for the federal government to put in place, including affordable long-term elder and disability care, creating jobs that allow working women and all working people to thrive, and guaranteeing a right to abortion and meaningful access to abortion care.

- ✓ Voters are concernedⁱⁱ about how financially secure they and their family will be in the future (89% say they are very or somewhat concerned), the well-being of future generations of women and girls (81% say very or somewhat concerned), and racism, sexism, and other types of discrimination in the country (67% say very or somewhat concerned).
- ✓ There is widespread support for the federal government to put in place a range of policies that would advance gender justice.
 - Over eight in 10 voters say it is important for the federal government to ensure people are free from sexual harassment and other forms of unlawful harassment at work and a school.
 - Eight in 10 voters say it is important for the federal government to ensure schools are places where all students feel safe and affirmed and have the freedom to read and learn without book bans.
 - Over seven in 10 voters say it is important for the federal government to put in place paid family and medical leave that guarantees 12 weeks of job protected paid leave.

How important, if at all, are each of the following policies for the federal government to put in place? ⁱⁱⁱ			
	Very important	Somewhat important	Total important
Guaranteeing access to affordable long-term elder and disability care for everyone who needs it	56%	32%	88%
Protecting our democracy by ensuring voting rights and campaign finance reform	62%	25%	87%
Creating jobs that enable working women and all working people to thrive—with fair wages, good	56%	30%	86%

benefits, and predictable work schedules			
Being free from sexual harassment and other forms of unlawful harassment at work and at school	54%	29%	83%
Investing in our schools by ensuring schools are places where all students feel safe and affirmed and have the freedom to read and learn without book bans	57%	23%	80%
Guaranteeing a minimum wage that allows people to thrive and comfortably cover the cost of necessities	50%	28%	78%
Guaranteeing access to affordable child care for everyone who needs it	43%	34%	77%
Expanding the Child Tax Credit to provide larger tax refunds to help low- and middle-income families make ends meet and to significantly reduce child poverty	41%	35%	76%
Ensuring that billionaires and corporations pay their fair share of taxes to support public investments in housing, caregiving, and health care	55%	19%	74%
Ensuring all working people have access to paid family and medical leave that guarantees at least 12 weeks of job-protected paid leave for working people to care for themselves and their loved ones	43%	31%	74%
Taking action to close the gender pay gap and advance equal pay	39%	30%	70%
Creating more publicly owned housing that is affordable and gives tenants significant power in managing and making decisions about their buildings	39%	31%	69%
Guaranteeing a right to abortion and meaningful access to abortion care	44%	18%	62%
Guaranteeing access to contraception of people's choosing with no out-of-pocket cost	36%	26%	62%

ⁱ Policies tested with voters include: Investing in our schools by ensuring schools are places where all students feel safe and affirmed, and have the freedom to read and learn without book bans, Creating jobs that enable working women and all working people to thrive - with fair wages, good benefits, and predictable work schedules, Guaranteeing access to affordable child care for everyone who needs it, Guaranteeing access to affordable long term elder and disability care for everyone who needs it, Expanding the Child Tax

Credit to provide larger tax refunds to help low-and middle-income families make ends meet and to significantly reduce child poverty, Ensuring that billionaires and corporations pay their fair share of taxes to support public investments in housing, caregiving, and health care, Ensuring all working people have access to paid family and medical leave that guarantees at least 12 weeks of job-protected paid leave for working people to care for themselves and their loved ones, Guaranteeing access to contraception of people's choosing with no out-of-pocket cost, Guaranteeing a right to abortion and meaningful access to abortion care, Creating more publicly owned housing that is affordable and gives tenants significant power in managing and making decisions about their buildings, Guaranteeing a minimum wage that allows people to thrive and comfortably cover the cost of necessities, Being free from sexual harassment and other forms of unlawful harassment at work and at school, Passing legislation to ensure comprehensive nondiscrimination protections for LGBTQ+ people, Protecting our Democracy by ensuring voting rights and campaign finance reform, Taking action to close the gender pay gap and advance equal pay.

ⁱⁱThe list of concerning issue include: The future of reproductive freedom in this country, The future of LGBTQ+ rights in this country, Discrimination against women in the workplace, Racism, sexism, and other types of discrimination in the country, How financially secure you and your family will be in the future, The well-being of future generations of women and girls. Voters were asked about concern for each issue in random order individually, rather than ranked.

ⁱⁱⁱValues of "Very important" and "Somewhat important" may not sum to "Total important" due to rounding.