To:	Interested Parties
Fr:	NWLC Research
Re:	Polling Shows Gender Justice Issues Top of Mind for Midterm Voters
Date:	November 12, 2026

On behalf of NWLC, from October 29 to November 4, 2026, YouGov fielded a survey to 1,501 registered voters who said they either had voted or planned to vote in the 2026 midterm election, per NWLC's screening questions.[1] All nationally-representative respondents were weighted according to gender, age, race/ethnicity, education, and U.S. Census region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 and 2024 Presidential vote based on available results. Respondents who did not meet the eligibility criteria were dropped and weights re-centered. The margin of error (MOE) for the sample is +/-2.9%.

Voters overwhelmingly considered the importance of women's rights and protections for women in their decisions to vote in the 2026 general election, as well as other gender justice priorities, including long-term care, paid leave, and abortion rights.

In addition to continued concerns about growing inflation and the high cost of living, NWLC's pre-election survey revealed that women were more likely to report struggling with rising costs and say lowering costs of basic needs must be a priority for the next Congress, further underscoring that economic concerns and insecurity are gender justice issues.

Key findings

- Over four in five voters (81%) indicated rights and protections for women was important (very or somewhat important) to their voting decision, including 86% of women.
- Over four in five voters (84%) indicated long-term care for the elderly and disabled was important to their voting decision, including 88% of women.
- Nearly all voters (95%) indicated the economy and jobs was important to their voting decision, including 96% of women.
- Over four in five voters (82%) support (strongly or somewhat strongly) strengthening protections against sexual harassment and sexual assault in schools and workplaces.
- Nearly three in four voters (71%) of voters do not believe their and/or their family's income is increasing fast enough to keep up with the rising cost of living and inflation, including 75% of women.

[1] *A universe of nationally-representative registered voters was sampled, capturing responses on key demographic variables to ensure we had a representative sample. Respondents who indicated they would not vote in the November 2026 general election were screened out and their demographic data was kept.*

- Nearly three-quarters of voters (74%) believe that the government has a responsibility to address lowering cost of major expenses like housing, grocery, and gas, including 80% of women overall.

Additional data:

Gender justice issues had an overwhelming importance on voting decisions.

- Over four in five voters (81%) indicated rights and protections for women was important (very or somewhat important) to their voting decision, including 86% of women.
- Over four in five voters (84%) indicated long-term care for the elderly and disabled was important to their voting decision, including 88% of women.
- Nearly all voters (95%) indicated the economy and jobs was important to their voting decision, including 96% of women.
- Over three in four voters (76%) indicated raising minimum wages and increasing incomes was important to their voting decision, including 82% of women.
- Nearly three in four voters (72%) indicated income inequality was important to their voting decision, including 77% of women.
- Nearly seven in 10 voters (69%) indicated paid family and medical leave was important to their voting decision, including 75% of women.
- Over three in five voters (66%) indicated abortion rights and access was important to their voting decision, including 71% of women.
- Over three in five voters (66%) indicated affordable child care was important to their voting decision, including 70% of women.
- Over three in five votes (64%) indicated access to contraception/birth control was important to their voting decision, including 71% of women.

There is broad voter support for gender justice policies, including improved protections against sexual harassment and sexual assault, raising the federal minimum wage, and access health care for all.

- Over four in five voters (82%) support (strongly or somewhat strongly) strengthening protections against sexual harassment and sexual assault in schools and workplaces.
- Four in five voters (80%) support requiring employers to provide paid sick days for employees.
- Four in five voters (80%) support making sure the wealthiest individuals and corporations pay their fair share in taxes.

- Nearly four in five voters (79%) support ensuring people across the country have access to health care, regardless of their ability to pay.
- Nearly four in five voters (79%) support funding programs that support survivors of domestic violence and sexual assault.
- Three in four voters (75%) support strengthening protections against race and sex discrimination at work, at school, and in health care.
- Nearly three in four voters (74%) support raising the federal minimum wage from $7.25/hour.
- Nearly three in four voters (72%) support setting term limits or other reforms on the Supreme Court.
- Over seven in 10 voters (71%) support strengthening equal pay laws to close the gender wage gap.
- Over three in five voters (62%) support protecting abortion rights and access nationwide.
- Over half of voters (54%) support protecting trans students from harassment and exclusion from school programs and activities.

Insufficient wages are driving the voters' experience of the affordability crisis: 71% of voters do not believe their and/or their family's income is increasing fast enough to keep up with the rising cost of living and inflation, including 75% of women.
Health care and care costs are among the top costs voters are worried about being able to afford.

- Seven in 10 voters (70%) are worried about being able to afford health care, including 74% of women.
- Nearly seven in 10 voters (68%) are worried about being able to afford groceries and food.
- Over three in five voters (63%) are worried about being able to afford utility payments (water, electricity, and heating/AC), including 66% of women.
- Nearly three in five voters (59%) are worried about their ability to afford care for older people or for people with disabilities, including 62% of women.

Many voters have made spending cuts in the past year amid high costs.

- Nearly three in five of voters or anyone in their household (59%) bought fewer or different groceries, including 65% of women.
- Nearly half of voters (49%) used less energy at home, such as adjusting the temperature, including 55% of women.
- One-third of voters (33%) drove less or used a different form of transportation than usual, including 35% of women.

- Over one in five voters or someone in their household (22%) canceled or skipped going to the doctor, including 24% of women overall.
- One in six voters or someone in their household (17%) skipped or delayed filling a prescription or took less of a medicine than prescribed, including 20% of women.

Voters believe the government is responsible for addressing the affordability crisis.

- Nearly three-quarters of voters (74%) believe that the government has a responsibility to address lowering cost of major expenses like housing, groceries, and gas, including 80% of women overall.
- Nearly-three quarters of voters (74%) also believe the government has a responsibility to making healthcare more affordable, including 78% of women overall.
- Nearly three in five voters overall (57%) believe the government has a responsibility to raise wages for working people, but support is higher among women overall (61%).

Large segments of voters want Congress to prioritize addressing wages, costs, and corruption in the first 100 days.

- Nearly half of voters (48%) indicated guaranteeing that all people can afford their basic needs, such as safe housing, food, and transportation should be prioritized in the first 100 days of the next Congress, including 55% of women.
- Over two in five voters (43%) indicated guaranteeing affordable health care and lowering insurance premiums should be prioritized, including 47% of women.
- Over two in five voters (41%) indicated holding the Trump administration accountable for corruption and abuse of power should be prioritized, including 42% of women.
- Nearly one-third of voters (32%) indicated undoing tax cuts for billionaires should be prioritized, including 32% of women.
- Nearly one-quarter of voters (23%) indicated raising wages, including the minimum wage, and closing the gender wage gap should be prioritized, including 26% of women.