

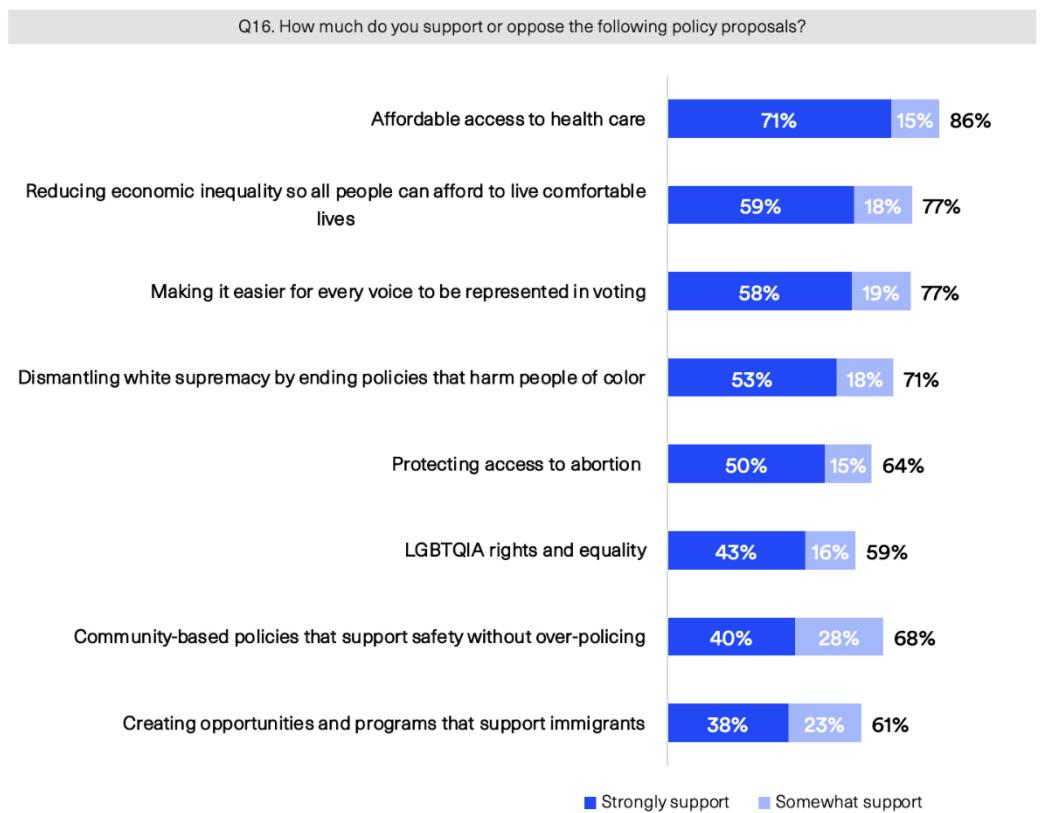
Young Voters & Reproductive Justice - Policy Agenda Memo

FROM: HIT Strategies – Roshni Nedungadi, Ashley Aylward, & Erica Tebbs, Pollsters

After young voters¹ showed their strength in 2022 and 2023 elections, they've made it clear they support very specific policy priorities. In anticipation of those priorities being up for debate once more in 2024, URGE: Unite for Reproductive & Gender Equity put their Reproductive Justice policy agenda to the test to understand the extent to which these issues are priorities for young voters.

Key Takeaways

- Young voters center equity and access, standing firm behind an array of policy priorities that advance these values** such as affordable access to healthcare, reducing economic equality, and making it easier for every voice to be represented in voting.
- Young voters want to see policymakers stand with them on abortion rights and protection from discrimination for transgender people.** They feel more favorable towards representatives who support these policy priorities.
- Young women and LGBTQ individuals are especially strong supporters of policies that protect abortion and LGBTQIA+ rights.**



Young voters are more progressive than previous generations and want to see politicians and policies that reflect their values. A majority of young voters indicated support for each of the URGE agenda policy stances evaluated. There is especially high agreement on support for affordable access to healthcare, with 86% of those surveyed supporting it, 71% of whom *strongly support* it.

¹ Registered voters nationally ages 18-30. See page 3 for methodology.

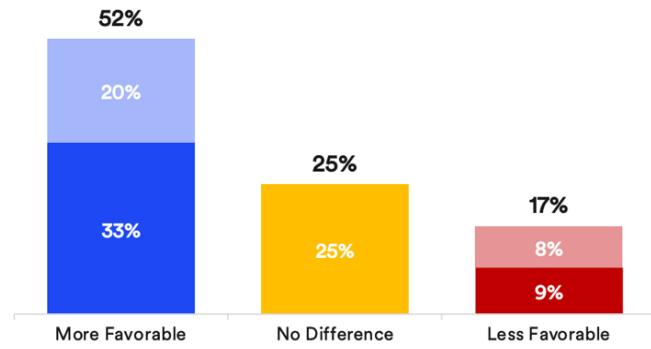
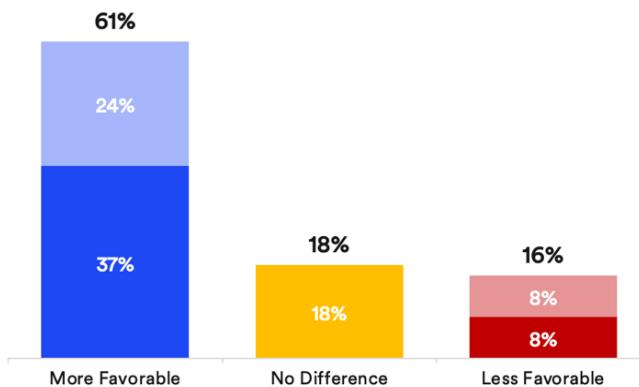
Young women and LGBTQ individuals are especially staunch supporters of policies that protect abortion and LGBTQIA+ rights, but there is also solidarity in support from young voters as a whole. 59% of young voters and half (49%) of young men support LGBTQIA+ rights and equality, while 67% of young women and 89% of young LGBTQ individuals support this. 64% of young voters and 57% of young men support protecting access to abortion, which are strong majorities, but even stronger among young women and LGBTQ folks: 70% of young women and 84% of young LGBTQ individuals support protecting access to abortion. Most young men do *not* oppose these policy positions, they take more neutral stances and require different messaging on these issues.

Understanding the lens through which young voters see abortion rights is important in reaching and resonating with them. Young voters almost unanimously do not want to see abortion rights threatened: they either directly support the right to abortion (59%) or personally disagree with abortion but believe government shouldn't interfere with the decision (30%), making up 90% of young voters in total, with only 10% believing abortion is wrong and should be illegal. Compared to the total audience, more young Latino men (39%), young Black men (42%), and Black Gen Z women (40%) frame their abortion views in terms of opposing government interference.

Representatives can gain favor with young voters by supporting abortion access and protections against transgender discrimination. Majorities say they would feel more favorable towards a representative that supports these issues, and very few young voters would feel less favorable – there is much more to win than to lose with young voters by taking a supportive stance on abortion and transgender rights.

Q19. If you learned your representative in congress supported protecting access to abortion, how would that affect your feelings towards them?

Q21. If you learned your representative in congress supported protecting transgender people from discrimination, how would that affect your feelings towards them?



Bottom line: young voters center equity and access and will demand policies that do the same.

RESEARCH CONTENT CONTACT

If you have any questions, please contact:

Roshni Nedungadi

Roshni@hitstrat.com

RESEARCH CONTENT CONTACT

If you have any questions, please contact:

Ashley Aylward

Ashley@hitstrat.com

Survey Methodology:

These findings are from a proprietary survey conducted by HIT Strategies on behalf of URGE: Unite for Reproductive & Gender Equity. This survey consisted of 1000 registered voters nationally ages 18-30, with 4 National Oversamples: Online n100 AAPI, Online n100 Black, Online n100 Latine, Online n100 LGBTQ, and 6 State-Based Oversamples: Online/Phone/TTW n300 AL, Online n250 CA, Online/Phone/TTW n300 GA, Online/Phone/TTW n300 KS, Online/Phone/TTW n300 OH, Online/Phone/TTW n250 TX. The survey was conducted via online panel, text-to-web, and phone. The survey fielded from February 2nd - February 12th, 2024, and the margin of error is +/- 2.68%. Margin of error is higher among subgroups.