



AMPLIFYING WOMEN OF COLOR VOICES

Integrated Quantitative
and Qualitative Public
Report

March 2026

Table of Contents

1

Methodology

2

Executive
Summary and
Recommendations

3

Overall Outlook
and Concerns

4

Economic
Pressure

5

Democracy and
Electoral
Priorities

6

Appendix

7

Respondent
Profiles

About the Study

Purpose: To Amplify Women of Color Voices

This study was conducted to illuminate voices of women of color and understand their priorities, concerns, and lived experiences as they navigate economic, social, and political challenges. By centering the perspectives of Black, Hispanic, and AANHPI women, the research provides actionable insights to inform policy advocacy and engagement strategies that reflect their interconnected realities. The findings are intended to equip Intersections of Our Lives and its partners with the data needed to advance a reproductive justice agenda that truly responds to what women of color are demanding.

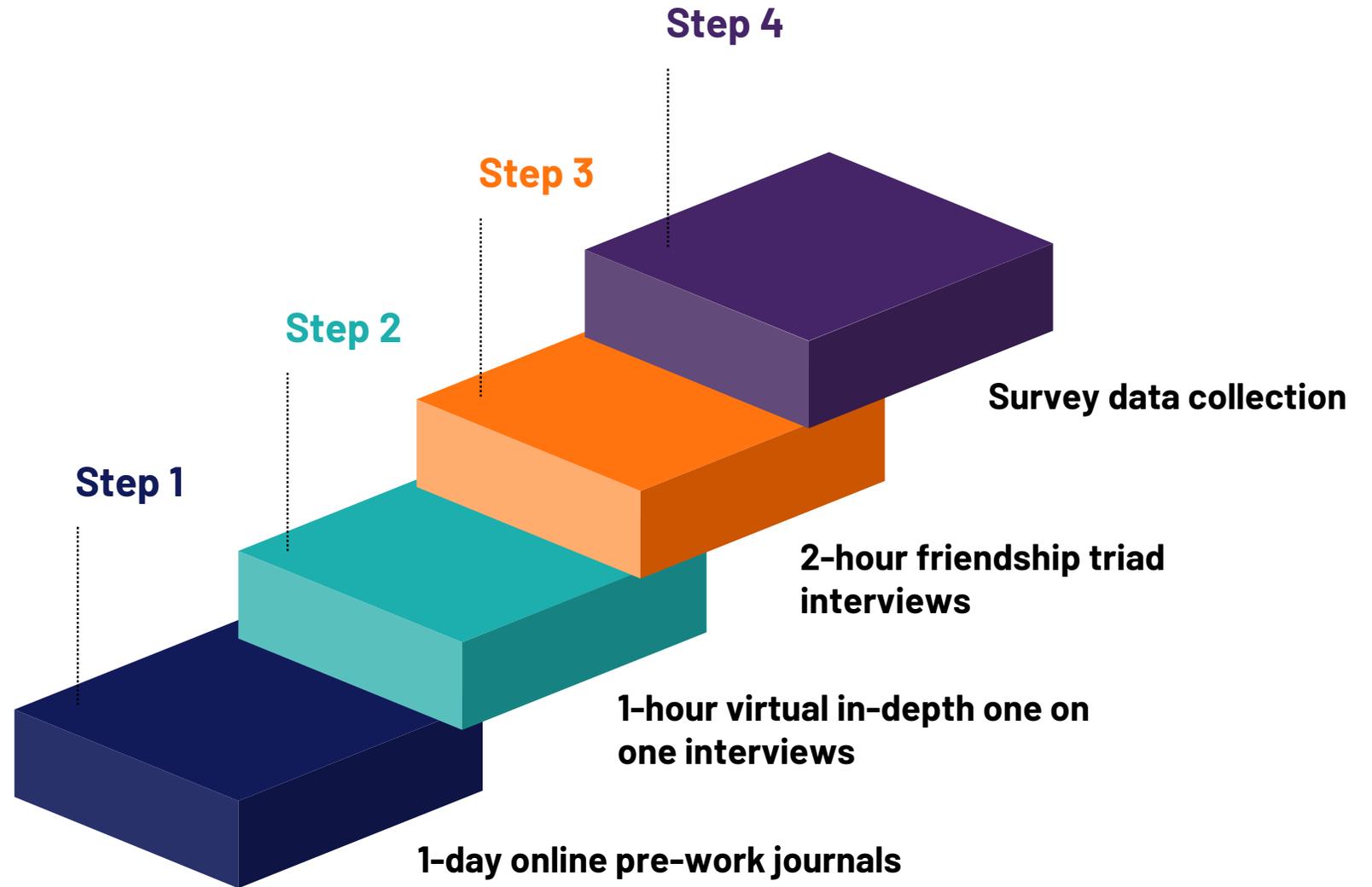
About Intersections of Our Lives

The Intersections of Our Lives is a collaborative of three organizations representing women of color focused on addressing civil rights, justice, reproductive health and equality issues. Since 2016, National Latina Institute for Reproductive Justice (Latina Institute), National Asian Pacific American Women's Forum (NAPAWF), and In Our Own Voice: National Black Women's Reproductive Justice Agenda (In Our Own Voice), three women-of-color led national Reproductive Justice organizations with both D.C. and statewide presence, have intentionally collaborated with one another on a number of policy and issue actions.

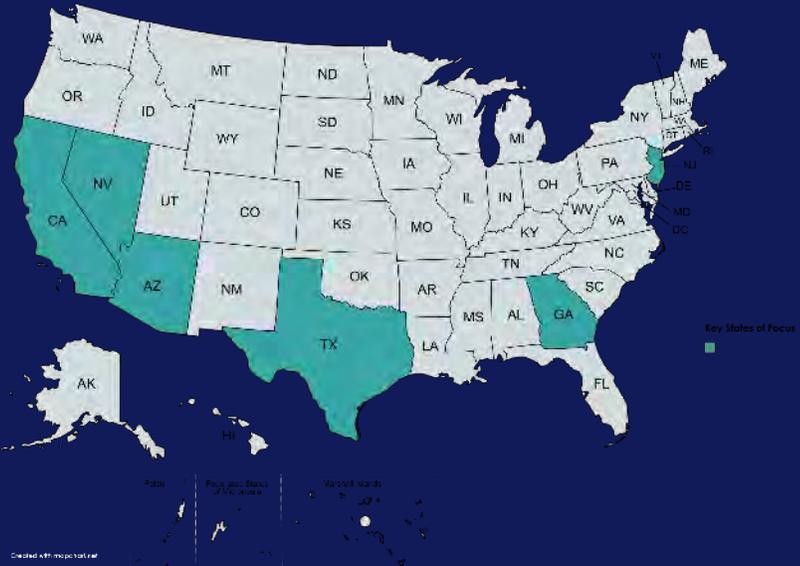


Research Design

The qualitative phase involved 6 friendship triads, 24 interviews, and 42 online journals with 72 women of color voters in six states, focusing on economic anxiety, civic engagement, and reproductive health. Insights gained shaped the quantitative survey design, aligning questions with the target population's genuine concerns and language.



Focus Markets:



Who: Women of Color voters representing a mix of political perspectives, race/ethnicity, household compositions, incomes and sizes, abilities, and civic engagement, with a special focus on influential states.

Qualitative Methodology

We engaged with women of different cultural backgrounds, races and ethnicities, at different stages of their reproductive lives.

Focus Markets: New Jersey, Georgia, Texas, Arizona, Nevada, and California

3 Segments: Black, Hispanic, AANHPI

Exploration

42 voters: 1-day online pre-work journals

24 voters: 1-hour virtual in-depth one on one interviews

6 "host" voters: 2-hour friendship triad interviews

Reporting Notes: The qualitative findings outlined in this document are qualitative in nature, and the work is exploratory as a result of the sample size and method by which the sample was drawn. Results should be regarded as directional and may not necessarily be projected to the larger population without further quantitative research. Comments written in italics with quotation marks are not necessarily direct quotations but are close paraphrases of respondent comments. Unless specified, recruitment involved screening candidates online and confirming key criteria in a phone call to schedule participants for research.

Survey Methodology

About the Study

This Intersection of Our Lives / Ipsos poll was **conducted December 5 - 16, 2025**, by Ipsos using the probability-based KnowledgePanel® supplemented with additional interviews using online (opt-in) panels. This poll is based on a nationally representative sample of **1,117 women of color, represented as Total throughout this report**. We also conducted an **oversample of 1,475 women of color in priority states of Arizona, California, Georgia, New Jersey, Nevada, and Texas**.

The **margin of sampling error** for this study is plus or minus **3.49** percentage points at the 95% confidence level, for results based on the KnowledgePanel®. For the sample that focused on specific states and combined KnowledgePanel® and opt-in sample, the MOE was plus or minus 4.01%. The margin of sampling error takes into account the **design effect**, which was **1.29** for KnowledgePanel® only and 2.47 for the state specific sample.

The data for the KnowledgePanel® sample were weighted to adjust for age, race/ethnicity, education, Census region, metropolitan status, household income, language proficiency, Hispanic origin and 2024 presidential vote choice. The demographic benchmarks came from the 2023 American Community Survey while the 2024 presidential vote choice benchmark was from KnowledgePanel (KP). Additionally, four calibration variables with benchmark distributions derived from KP respondents were incorporated when weighting opt-in respondents and blending KP with opt-in respondents for the six states of interest. These additional variables helped to reduce biases known to be associated with opt-in samples that are not completely addressed with standard geodemographic weighting.

Reporting Notes

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

This report includes references to subgroups by....

- **Race / ethnicity:** Black, Hispanic, AANHPI
- **Age:** 18-29, 30-49, 50-64, 65+
- **Income:** less than \$50k, \$50k - \$100k, \$100k+
- **Education:** No college degree, College degree
- **Parental status:** Parent, Not a parent
- **State:** Arizona, California, Georgia, New Jersey, Nevada, Texas
- **Current financial situation:** Comfortable, Stable, Tight/very difficult
- **How closely they follow politics:** Closely, Not closely



EXECUTIVE SUMMARY AND RECOMMENDATIONS

WOC: Crisis of trust and a pivot to community



1 – WOC are facing a deep crisis of trust.

Decades of being let down by government, economy, media, and healthcare systems have eroded faith in institutions. For these women, this isn't abstract; it's a personal history of being unseen, unheard, and unprotected.



2- They are trying to survive in an age of anxiety.

With trust gone, women are forced to rely on themselves. Their primary focus shifts to the fundamentals: physical safety (fear of violence, deportation) and economic survival (crushing cost of living). This isn't apathy toward other issues; it's the logical response to a world that feels unstable.



3 – Reproductive Justice is about a dignified life, not a single choice.

Bodily autonomy is a non-negotiable value. However, the conversation must be connected to the realities of their lives. The "right to choose" is intertwined with the right to raise a child in a safe community, to afford healthcare, and to have economic stability. Advocacy that isolates abortion from these survival issues will fail to resonate.



4- Fractured loyalty leads to a rise of independence.

The failure of both parties to address these core survival needs is leading to a political realignment. Many women, especially younger, are not voting on party loyalty but on what they perceive will best ensure their family's survival and dignity.



5- In the absence of institutions, hope is forged in community.

Despite the bleak outlook on politics, there is profound optimism. Women are finding truth, guidance, and power in their own circles: grassroots networks, faith centers, family, and trusted local influencers. This is where authentic engagement is happening and where future strategies must focus.

What Women of Color are Telling Us

WOC see a country moving in the wrong direction and describe living in a constant state of pressure and anxiety.

With 65% saying the nation is on the wrong track, women talk about navigating daily life through uncertainty, frustration, and exhaustion.

Top issues like affordability, healthcare access, safety, and racial inequities compound rather than compete.

Rising costs are forcing hard choices that shape health, family, and future.

Women describe delaying care, postponing family plans, and rethinking their futures as costs rise.

Quantitatively, 89% are concerned about affordability, and 64% have delayed major life decisions, including 21% who report postponing healthcare.

Distrust in institutions has pushed women toward self-reliance and political independence.

Many WOC share they no longer trust government or political parties to protect them. Some, especially younger women, are disengaging, and, overall, fewer than half say they follow political issues closely.

68% say trust in the federal government has worsened, and only 40% feel their political voice matters.

Acknowledge the reality that respondents are living in and respond with intersectional solutions

Lead with validation—and tailor it by generation and economic circumstance.

- Women 65+ show the highest frustration (58%), while women 18-29 experience the most exhaustion (45%), indicating the need for tailored communication strategies.
- Investigate the factors behind these generational differences and consider using economic status (comfortable vs. tight) as a segmentation factor, as financial strain influences outlook more than race on various measures.

Frame all four pillars—economy, healthcare, safety, justice—as economically interconnected.

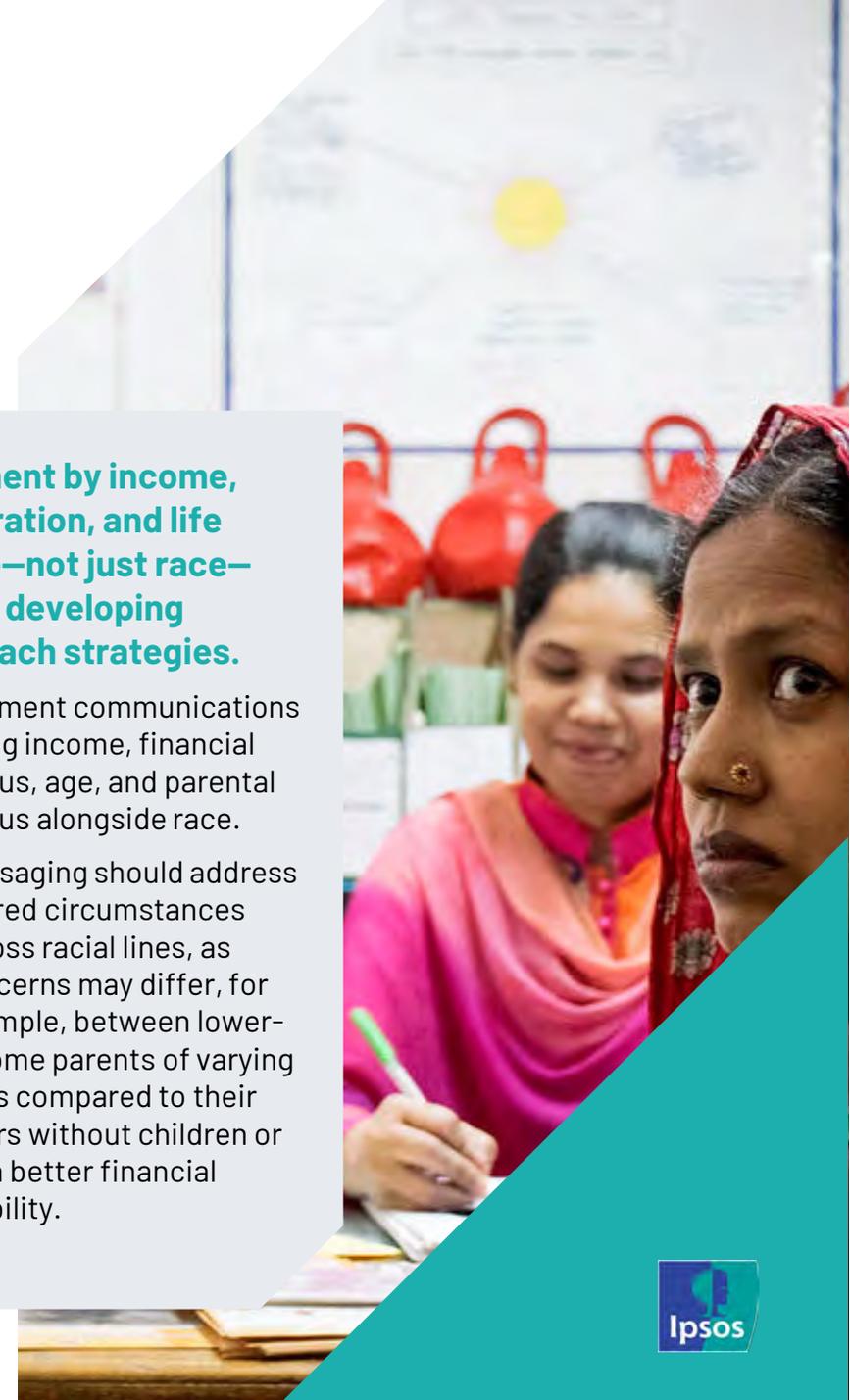
- Position healthcare access and racial justice as inseparable from economic survival, especially for lower-income audiences.
- Communications should explicitly name how each policy priority affects household stability and daily affordability.

Earn trust by showing receipts, not making promises.

- 68% feel trust in government has declined; focus on communications showcasing specific wins—policy changes, accountability, resources—rather than aspirational messages.
- Lower-income women (<\$50k) are less likely to believe voting leads to change (54% vs. 75% for \$100k+) or that their voice matters (32% vs. 46%), indicating the need for tangible results to build trust among economically vulnerable groups.

Segment by income, generation, and life stage—not just race—when developing outreach strategies.

- Segment communications using income, financial status, age, and parental status alongside race.
- Messaging should address shared circumstances across racial lines, as concerns may differ, for example, between lower-income parents of varying ages compared to their peers without children or with better financial stability.





Targeted solutions for key economic issues are essential to reduce financial burdens for WOC

Lead with immediate relief, recognizing its varied meanings across income levels and life stages.

- WOC prioritize lower grocery costs (63%), reduced taxes (38%), and affordable housing (33%), with 82% in financial distress delaying major life decisions, versus 36% of those more comfortable.
- State priorities vary: CA & GA focuses on housing (38%, 35%), and TX on energy costs (28%) and wages (29%), necessitating state-specific approaches that consider income and generational context.

Acknowledge hardships while reframing the American Dream as attainable via reproductive justice.

- Thirty-six percent report financial decline, but thirty-eight percent anticipate improvement—position policies as a bridge to stability, validating struggles and resilience.
- Fifty-five percent view the American Dream as unattainable across income and racial groups; frame reproductive justice as a means to economic security, family stability, and self-determination.

Address healthcare delays as an economic survival issue—and recognize how economic strain suppresses civic engagement.

21% delayed healthcare due to cost, rising to 32% for those in difficult financial situations.

Lower-income audiences prioritize affordability, while middle-income women focus on care quality and racial bias.

Parents (56%) and earners under \$50,000 (47%) show lower voting motivation within their subgroups, indicating economic strain suppresses civic participation; addressing financial pressures can enhance engagement.

Close the trust gap by demonstrating responsiveness, and meet voters where they are

Address the legitimacy crisis—not logistics—by targeting the belief that the system is broken.

- The top barrier to voting motivation is believing the system is corrupt and rigged (34%), not lack of information on how to vote (4%); voter engagement strategies must address whether participation leads to meaningful representation.

Invest in representation—and make the case for local elections where impact is most tangible.

- 58% desire increased WOC representation in office, but only 29% perceive it; supporting WOC candidates addresses both issues.
- Last year, only 38% voted in local elections despite national interest; women engaged in politics voted at 61%, while disengaged voters were at 23%. Communications must clarify local decisions' effects on daily life for less attentive voters.

Combat misinformation through trusted messengers—tailored by segment.

- 71% are worried about misinformation in elections; trusted sources (healthcare providers, friends, community organizations) should share accurate civic info.
- With 64% believing politicians disregard them, civic info from non-political, community channels may be more effective, especially for those economically strained showing lower civic engagement.



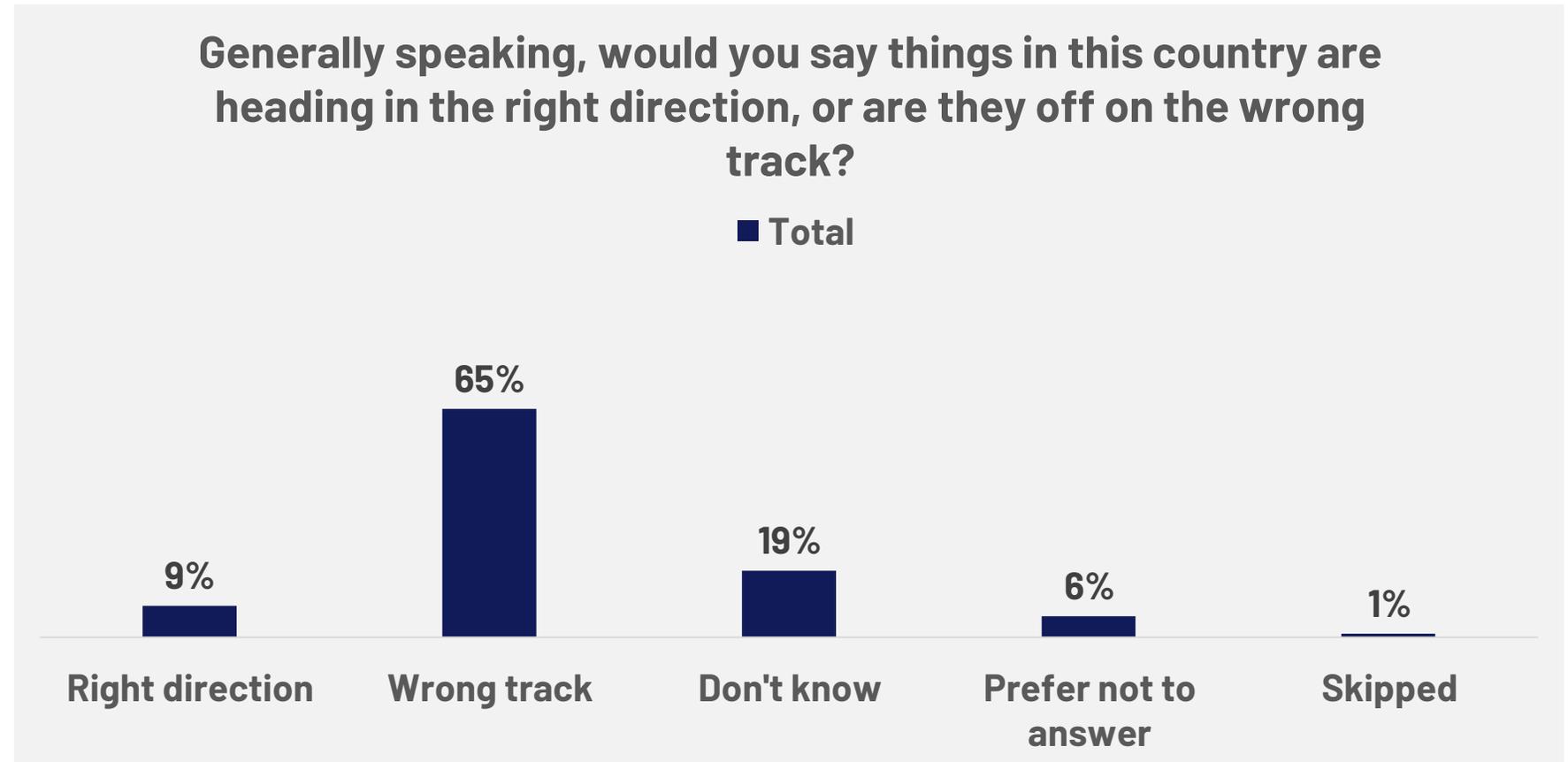


OVERALL OUTLOOKS AND CONCERNS

Black women (70%) are more pessimistic about the country's direction than Hispanic (64%) or AANHPI women (59%). Financial status shows a clearer divide:

- 18% of "comfortable" women believe the country is on the right track, compared to 6% in "tight/very difficult" situations.
- Higher earners are twice as likely to see progress, with 13% of those earning \$100k+ saying "right direction," versus 6% of those earning under \$50k.

Across all segments, most women of color believe the country is heading in the wrong direction



Source - Q4. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Base: Total (n=1,017), Black (n=361), Hispanic (n=350), AANHPI (n=357), Less than \$50k (n=273), \$50k - \$100k (n=295), \$100k+ (n=449), Comfortable (n=173), Tight/very difficult (n=337)

Respondents feel uncertain, frustrated, exhausted, and angry about the current state of the U.S., with hope being a distant emotion for few

Which of the following best describes how you feel about the current state of the United States?

| Top 5 Emotions Selected | Total | Black | Hispanic | AANHPI | 18-29 | 30-49 | 50-64 | 65+ | No College Degree | College Degree |
|-------------------------|-------|-------|----------|--------|-------|-------|-------|-----|-------------------|----------------|
| Uncertain | 50% | 46% | 52% | 51% | 53% | 52% | 46% | 48% | 49% | 53% |
| Frustrated | 49% | 55% | 47% | 47% | 45% | 48% | 50% | 58% | 47% | 56% |
| Exhausted | 38% | 43% | 32% | 40% | 45% | 38% | 34% | 31% | 34% | 45% |
| Angry | 28% | 30% | 25% | 29% | 27% | 25% | 30% | 29% | 24% | 35% |
| Hopeful | 14% | 10% | 16% | 19% | 10% | 14% | 17% | 17% | 14% | 14% |

Shading represents a significantly higher figure vs. all other subgroup category

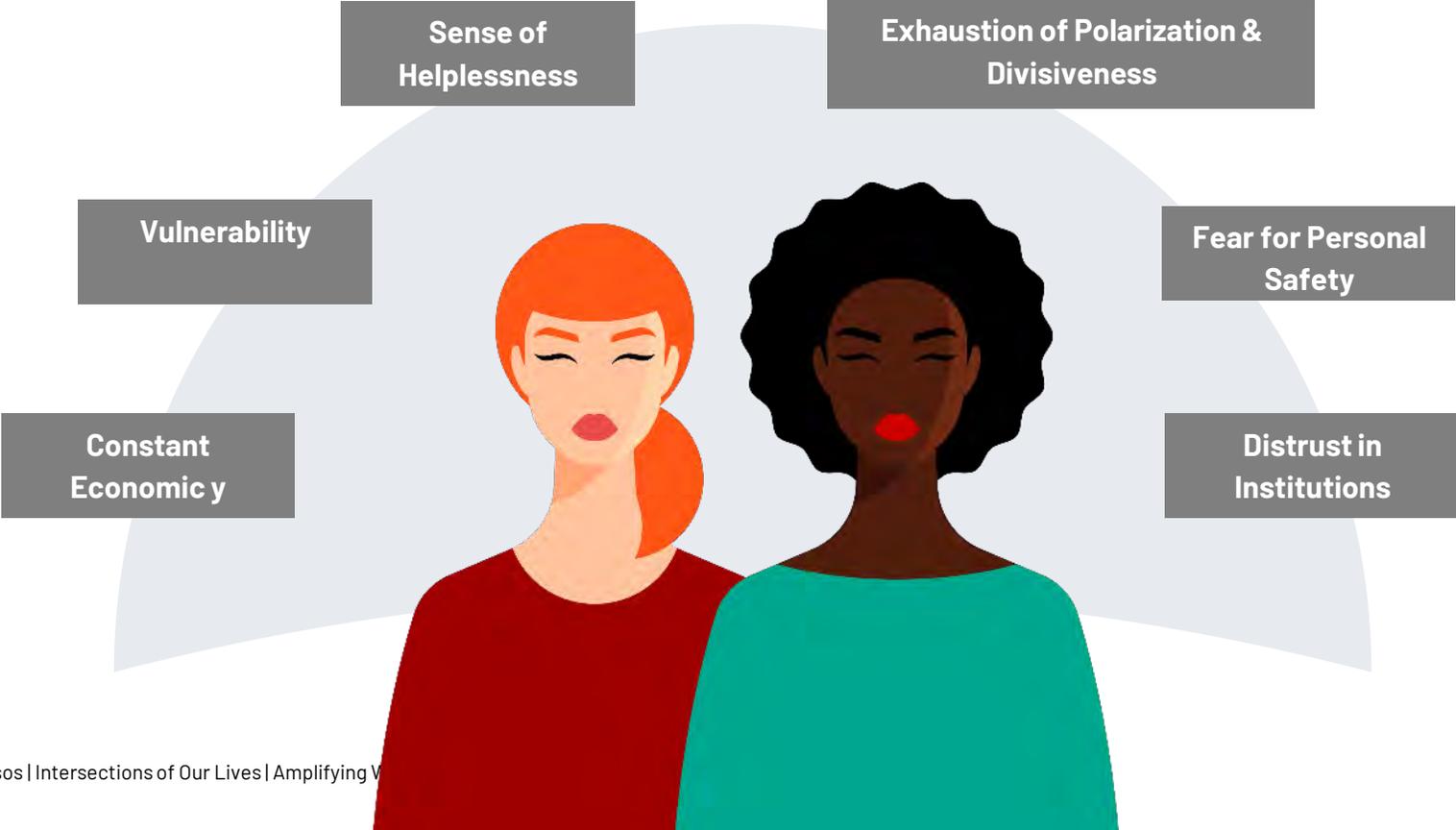
Source – Q5. Which of the following best describes how you feel about the current state of the United States? Please select all that apply.

Base: Total (n=1,017), Black (n=361), Hispanic (n=350), AANHPI (n=357), 18-29 (n=212), 30-49 (n=380), 50-64 (n=250), 65+ (n=175), No college degree (n=578), College degree (n=439)

- **Black women bear the greatest emotional weight:** They are more frustrated (55%) and exhausted (43%) than Hispanic and AANHPI women, and less hopeful (10% vs. 16-19%).
- **Younger women are exhausted; older women are frustrated:** Those 18-29 report higher exhaustion (45%) than women 50+, while those 65+ report higher frustration (58%) than women 18-49 years old.
- **Education amplifies negative emotions:** College-educated women are more frustrated (56%), exhausted (45%), and angry (35%) than those without degrees—but no more hopeful.

The emotional state of WOC voters is defined by a pervasive and exhausting sense of y

Many women, across segments are living under the pressure of economic precarity, constantly worried about making ends meet, and a palpable fear for their physical safety and the well-being of their children/families/community. This constant state of unease is draining their emotional reserves, leaving them feeling overwhelmed and stretched to their limits.



*At this particular time, what this administration is doing, it does not align with my beliefs at all... So, a lot of my civic engagement has changed and I'm more involved now because I want to know and I want to help. – **First generation Hispanic, 65, Democrat, Arizona***



*The votes are in now and people are struggling. Maybe it doesn't affect someone that lives in an affluent neighborhood. Their kids are not hungry. It's not going to affect them till these poor people start bringing their doors down and hurting their children. – **Black, 49, Democrat, Georgia***

WOC exhaust their emotional reserves while managing multiple pressures, frequently feeling overwhelmed and stretched thin



Imagine being an entrepreneur who cannot afford basic preventative care like a pap smear or dentist visit because insurance is too expensive. This forces you to consider getting a corporate job simply to access the necessary health benefit

Imagine living in constant worry that current immigration policies prevent your close mother-in-law from completing her paperwork, threatening her ability to stay near her grandchildren.

Imagine having major life goals, like joining the military, extinguished by an unplanned pregnancy, yet finding subsequent career advancement does not "**come easy**" either. Your desire for change focuses on a need for basic affordability.

Imagine if you feel compelled to reject political messaging from all parties because you perceive their candidates as "slanted" and out of touch with your reality as a woman of color.

Imagine if you or your partner have worked hard and made educational sacrifices, yet the current economic climate makes achieving fundamental stability feel impossible.

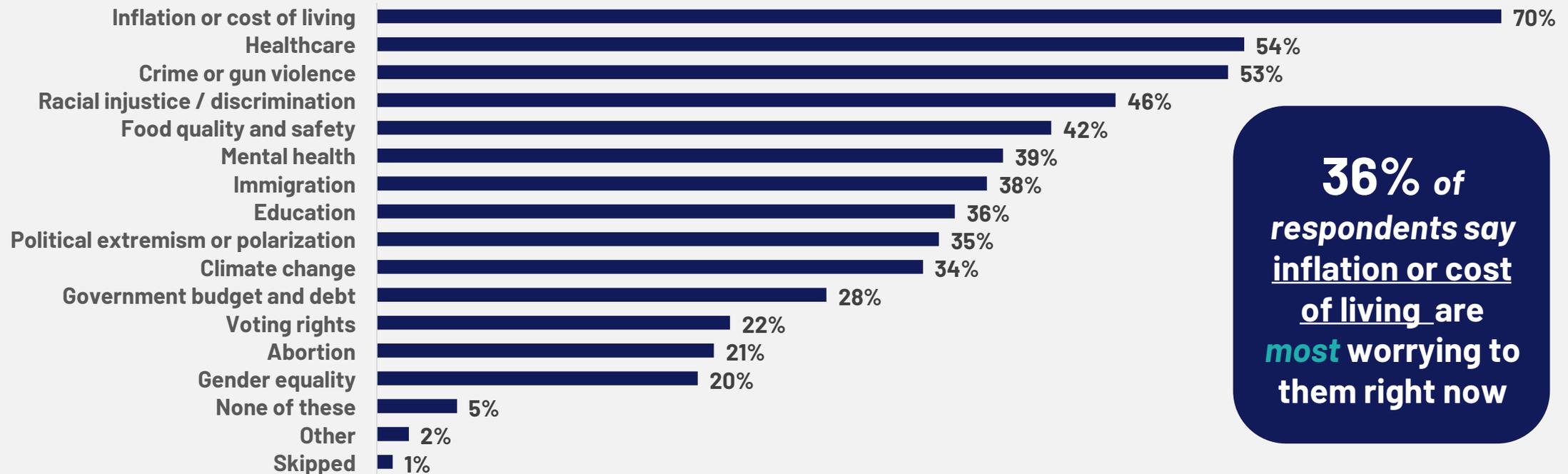
Imagine feeling constantly "frustrated" about the current climate, questioning why policies must be so complicated and constantly changing. You find that much of your political information comes from social media, which may be full of AI-generated content or "**rage bait**," making it hard to define the truth.

Imagine feeling immense cultural pressure to be a successful engineer, doctor, or lawyer. If you fall outside this professional path, you feel like you are "**just drowning**" because wages are insufficient to cope with the high cost of living.

Imagine realizing you can't trust any media outlet because every message feels biased, divisive, and driven by agendas that don't align with your best interests. You start questioning whether the information you consume is designed to inform or manipulate, leaving you unsure where to turn for truth.

Economic pressure dominates the list of concerns; most also cite healthcare and crime as top concern

Which of the following, if any, are you worried about? Select all that apply.



36% of respondents say inflation or cost of living are most worrying to them right now

Source – Q1. Which of the following, if any, are you worried about? Select all that apply. / Q2. Of those you selected, which one is most worrying to you right now?

Base: Total (n=1,017)

Q2. Of those you selected, which one is most worrying to you right now?

Base: Total (n=958)

Concerns cluster around four core areas: the **economy, healthcare, safety, and social justice**

89% of respondents are concerned about **affordability / cost of living**

79% of respondents are concerned about **affordable healthcare**

73% of respondents are concerned about **crime and public safety in their community**

73% of respondents are concerned about **social equality or justice**

Source - Q7. How concerned, if at all, are you about each of the following?
Base: Total (n=1,017)



The concerns of WOC are deeply interconnected, with a shared foundation of economic anxiety that cuts across all racial and ethnic lines

High Cost of Living & Affordability

Healthcare Affordability

Fears for Safe & Community Wellbeing

Racism & Injustice

- **The high cost of living, inflation, and general affordability** of essentials like groceries, gas, housing and healthcare is the #1 issue for Hispanic, Black, and AANHPI women. It is the primary lens through which they view their stability and the country's direction.
- Along the same lines, the **affordability and accessibility of healthcare** is a major source of stress. For Black women, it is a top-tier issue tied to systemic inequities, and for Hispanic women, it is a constant worry linked to the broader cost of living.
- A concern about **rising crime, gun violence, and a general breakdown in public safety** is a powerful, shared theme that directly impacts their sense of security and their hopes for their children's future.
- The experience of **racism and the fight for racial justice** is a significant and unifying concern for both Black and AANHPI women, and a lived reality for Hispanic women.



*A lot of my concern for the future is, you know, a lot of us are only usually, like, **one paycheck away from probably losing it all** or to be set back... Rent has increased ridiculously compared to before the pandemic... Rent was like 800. It's not like that now. That's not even a room now. – **Hispanic, 28, Democrat, NJ***



*We're paying more money for health care than other countries that are actually living healthier. I hate to admit it but **this is why I don't vote sometimes, health care is expensive and the disparity in healthcare for black women is crazy.** – **Black, 29, Democrat, GA***



68%

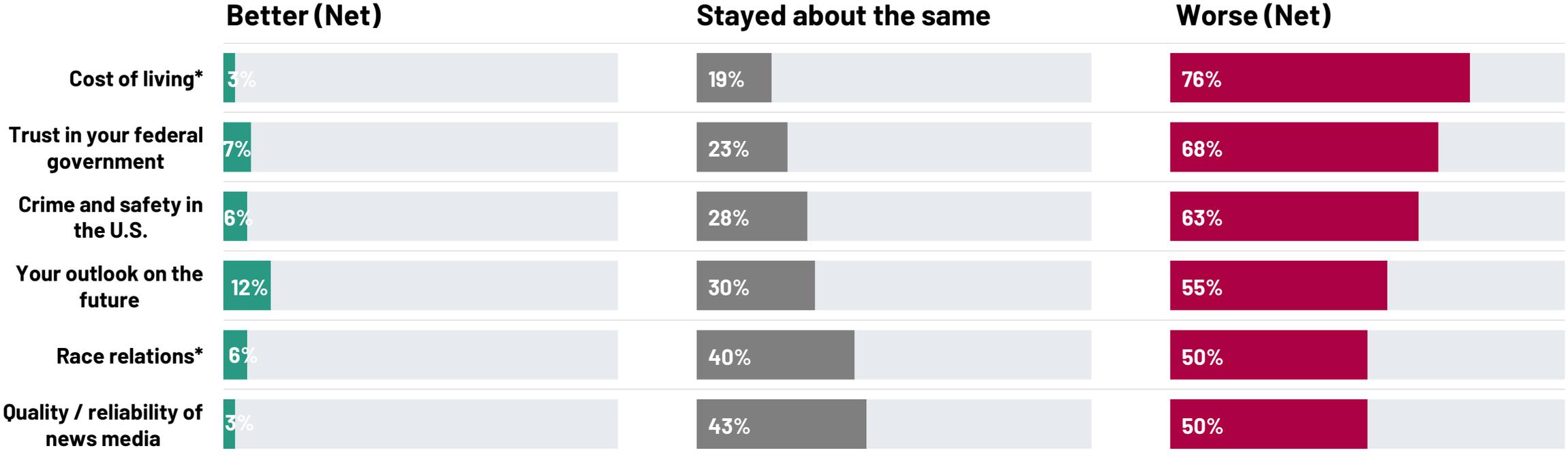
Of respondents say that their trust in the federal government has gotten *worse* in the past year

Source - Q6. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same? *Trust in the federal government*

Base: Total (n=1,017)

Perceptions of the cost of living, government trust, and personal outlook have all declined over the past year

Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same?



Source – Q6. Thinking about the past year, would you say each of the following has gotten better, gotten worse, or stayed about the same?
 Base: Total (n=1,017)

*Note: The full statements read as “Relations between different racial and ethnic groups” and “Cost of living in your area”



Political Engagement Follows Economic and Life-Stage Lines

- Age gap: Women 65+ are the most civically optimistic (80% believe voting creates change) while those 18-29 are least likely to agree (59%)—a 21-point gap.
- Income gap: Lower-income women (<\$50k) are least likely to believe their voice matters (32%) or that voting creates change (54%)—significantly lower than higher earners.
- The paradox: Higher-income women are the most engaged AND the most critical of the system—suggesting awareness doesn't equal satisfaction.

Belief in voting remains strong, but confidence in being heard does not

| Do you agree or disagree with the following statements? % selecting agree | Total | 18-29 | 30-49 | 50-64 | 65+ | Less than \$50k | \$50k-\$100k | \$100k |
|--|------------|-------|-------|-------|-----|-----------------|--------------|--------|
| Voting in elections is an important way to create the change you want to see in the country | 65% | 59% | 60% | 71% | 80% | 54% | 63% | 75% |
| Traditional parties and politicians don't care about people like me | 64% | 58% | 70% | 64% | 62% | 58% | 65% | 69% |
| My voice matters in the political process | 40% | 39% | 34% | 46% | 48% | 32% | 40% | 46% |
| I see people who look like me in positions of power | 29% | 27% | 29% | 32% | 27% | 28% | 30% | 28% |
| Politicians care about the issues that affect my daily life | 20% | 17% | 22% | 21% | 19% | 22% | 18% | 20% |
| The political system works for people like me | 20% | 20% | 19% | 21% | 24% | 20% | 18% | 22% |

Shading represents a significantly higher figure vs. all other subgroup categories

Source - Q19. Do you agree or disagree with the following statements? Summary of agree
 Base: Total (n=1,017), 18-29 (n=212), 30-49 (n=380), 50-64 (n=250), 65+ (n=175), Less than \$50k (n=273), \$50k-\$100k (n=295), \$100k+ (n=449)

ECONOMIC PRESSURE



1 in 4

respondents say that their *financial situation is tight*, requiring them to *carefully watch spending* and sometimes *cut back to make ends meet*

Source - Q20. Which of the following best describes your current financial situation?
Base: Total (n=1,017)

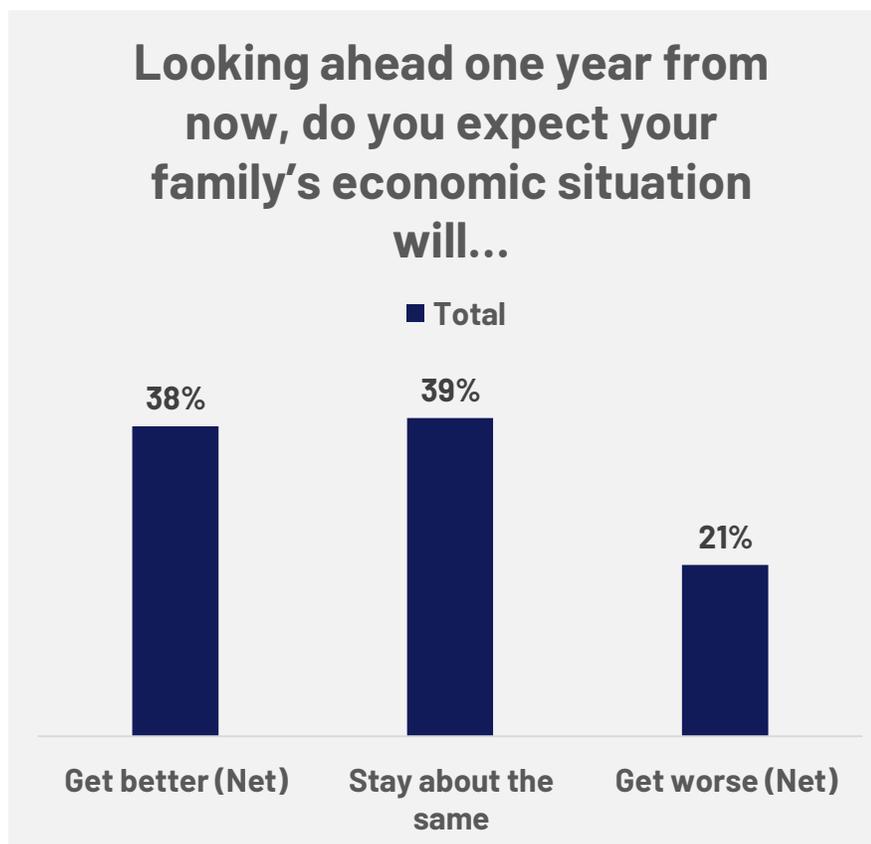
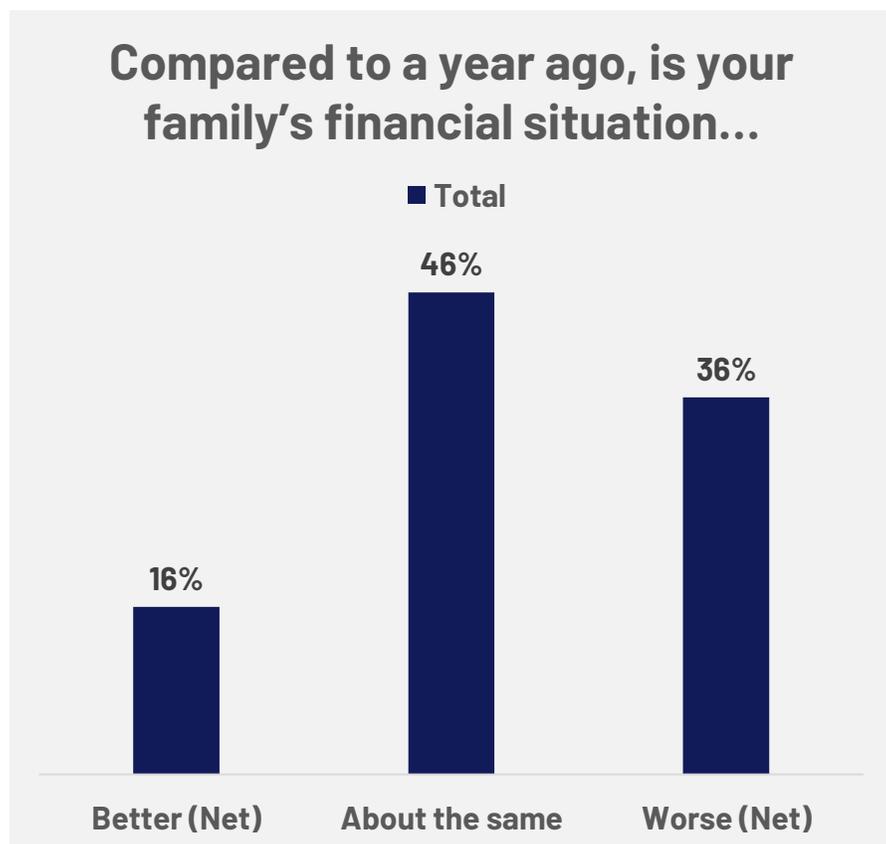


A New Homeowner Forced to Sacrifice Daily Necessities

Tori, a Southern California resident, identified the **rising cost of living as her biggest daily concern**, noting that issues like healthcare and taxes all fit under this umbrella. She shared that after she and her husband bought a house earlier this year, they essentially **"haven't bought a single other thing"** because of how expensive everything is.

To manage the financial strain, they have had to drastically restrict their lifestyle, which includes avoiding eating out, buying no snacks, cooking every meal, and **even selling one of their two cars to save money**, severely impacting their day-to-day transportation and quality of life.

Some women report a decline in finances over the past year, but many anticipate improvement in the coming year



Financial Strain Hits Hardest for Those Already Stretched Thin

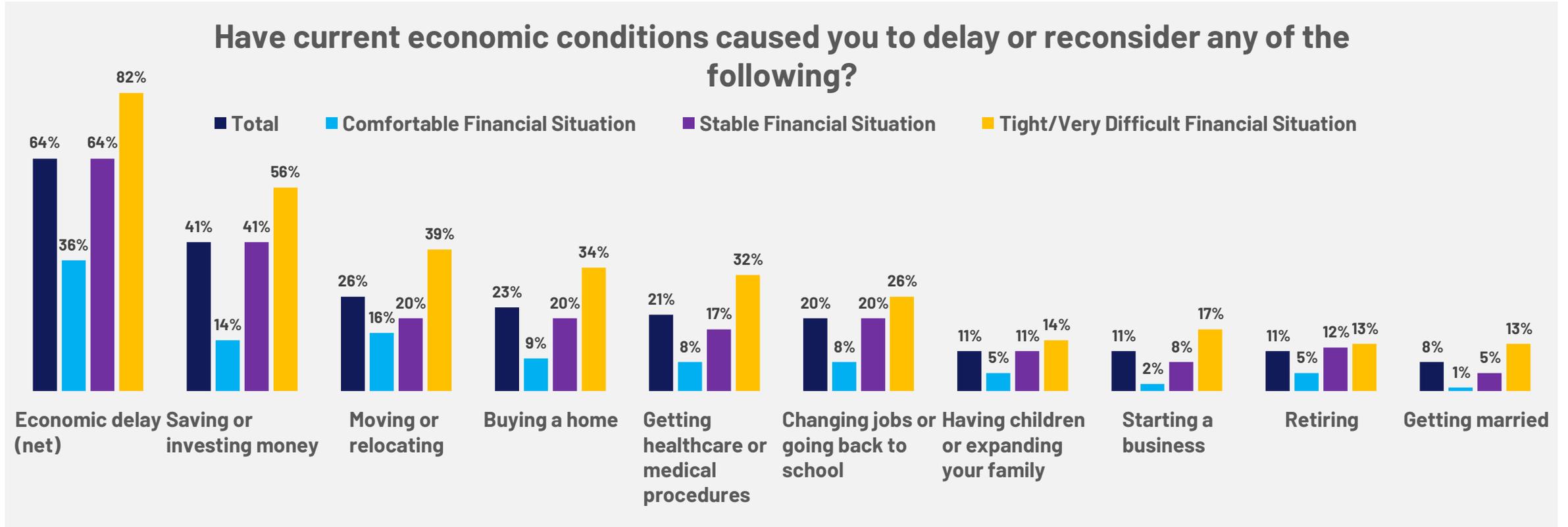
- Income matters most: Women earning under \$100k are more likely to say their finances have worsened—with nearly half of women earning less than \$50k (44%) reporting decline.
- Those struggling are falling further behind: Among women already in tight financial situations, 62% say things have gotten worse.
- Parents feel the squeeze: Women with children are more likely to report worse finances (43%) than non-parents (31%).

Source - Q21. Compared to a year ago, is your family's financial situation...

Q22. Looking ahead one year from now, do you expect your family's economic situation will...

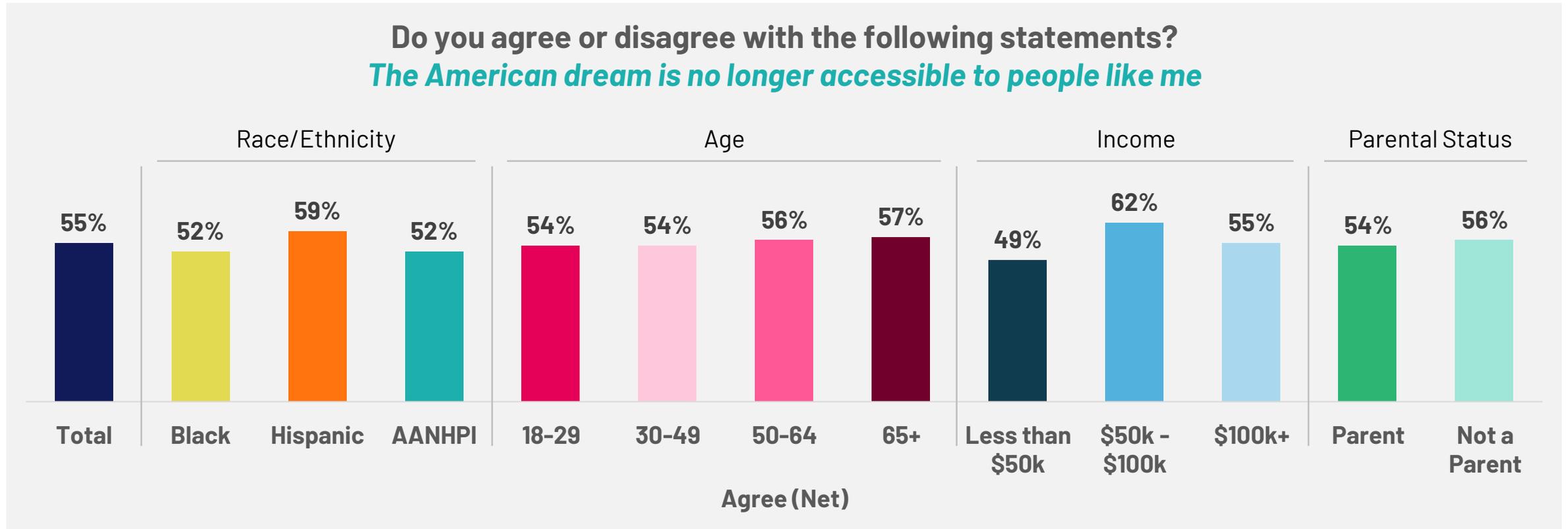
Base: Total (n=1,017), Less than \$50k (n=273), \$50k-\$100k (n=295), \$100k+ (n=449), Tight/very difficult financial situation (n=337), Parent (n=394)

Economic conditions force life on hold, especially for those already struggling financially



Source - Q8. Have current economic conditions caused you to delay or reconsider any of the following?
 Base: Total (n=1,017), Comfortable (n=173), Stable (n=422), Tight/Very Difficult (n=337)

At least half of respondents across multiple demographic groups believe the American dream is no longer accessible to them



Source - Q19. Do you agree or disagree with the following statements? *The American dream is no longer accessible to people like me*

Base: Total (n=1,017), 18-29 (n=212), 30-49 (n=380), 60-64 (n=250), 65+ (n=175), Black (n=361), Hispanic (n=350), AANHPI (n=357), Less than \$50k (n=273), \$50k-\$100k (n=295), \$100k+ (n=449), Parent (n=394), Not a Parent (n=623)

The American Dream seems harder for them to achieve today than it was for their parents.

- **The high cost of living is seen as the single biggest barrier**, making them feel like they are constantly struggling just to stay afloat, let alone get ahead.
- The dream is **almost always defined through the lens of immigration experiences**; while they see the dream as a universal American ideal, its most powerful meaning comes from the immigrant narrative of starting with nothing and building a life.
- **Owning property is seen as the most tangible evidence of achieving the American Dream.** However, the current housing crisis is a direct threat to this core aspiration.
- **For younger women, the dream is evolving.** It's not just about a house and family but about having the freedom to make their own choices, express their rights, and rely on themselves—whether through entrepreneurship or personal independence.
- For some, it's a **"loaded" and problematic term**: some view the term with suspicion, seeing it as a hollow promise that ignores the realities of systemic racism, historical injustice, and the current divisive political climate around immigration.

I am living outside of the typical American dream that has been really a nightmare all along, that I feel like has been sold to us. -Black/AA, Independent, Georgia



That phrase, the American Dream, that was coined so long ago. It doesn't represent our nation now. There is a whole generation of millennials that can't afford anything, who can't get jobs, who are so in student debt that they're just trying to live life regardless of the debt. There is no way to get out of the hole the way that the system was created. There's a poverty cycle that's in place. So, the idea of an American dream is only for those of a certain population in a certain financial bracket, and it's just like a system that's feeding into itself.

-AANHPI, Republican, Georgia



Oh god. I hate that term... I think it's a loaded couple of words these days, especially with immigration and the border and all of that... You have to draw the line somewhere. Otherwise, our nation is not gonna be sustainable, and we know it's not already, with resources and money.

- Hispanic, 40, Republican, Arizona

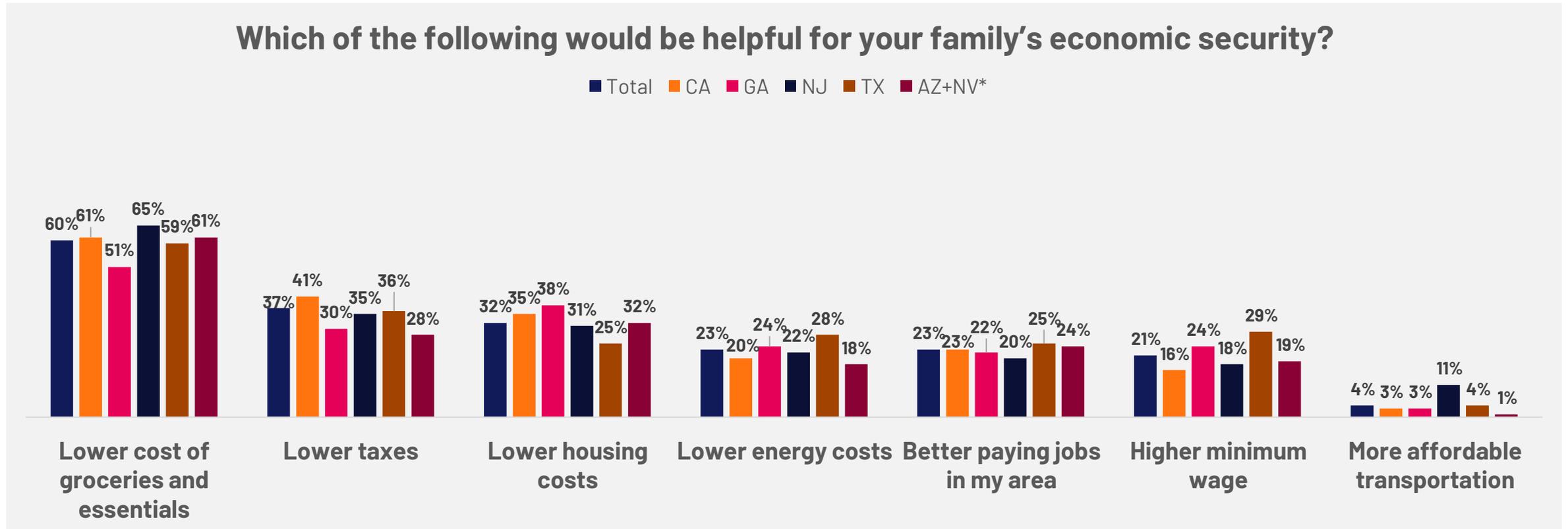
Economic security starts with everyday costs like groceries, taxes, and housing

| Which of the following would help your family's economic security? | Total | Black | Hispanic | AANHPI |
|--|-------|-------|----------|--------|
| Lower cost of groceries and essentials | 63% | 60% | 68% | 56% |
| Lower taxes | 38% | 34% | 36% | 48% |
| Lower housing costs | 33% | 38% | 33% | 23% |
| Lower energy costs | 26% | 25% | 23% | 30% |
| More affordable healthcare | 22% | 20% | 20% | 28% |
| Better paying jobs in my area | 19% | 16% | 23% | 14% |
| Ability to save and invest more money | 19% | 22% | 17% | 20% |
| Higher minimum wage | 18% | 18% | 22% | 10% |
| Student loan relief | 11% | 13% | 11% | 8% |
| Affordable childcare | 4% | 3% | 5% | 5% |
| Better education options | 3% | 3% | 3% | 3% |
| More affordable transportation | 3% | 4% | 4% | 1% |

Source - Q24. Which of the following would be helpful for your family's economic security?
 Base: Total (n=1,017), Black (n=361), Hispanic (n=350), AANHPI (n=357)

Shading represents a significantly higher figure vs. all other race/ethnicity groups

Grocery costs are the universal pressure point, but state-level variation reveals distinct economic realities



Source - Q24. Which of the following would be helpful for your family's economic security?
 Base: Total (n=1,475), CA (n=610), GA (n=154), NJ (n=138), TX (n=450), AZ/NV (n=123),

*Note: AZ and NV combined due to low base size (<100) in respective state



DEMOCRACY AND ELECTORAL PRIORITIES

64%

**Of respondents believe that
traditional parties and politicians
don't care about people like them**

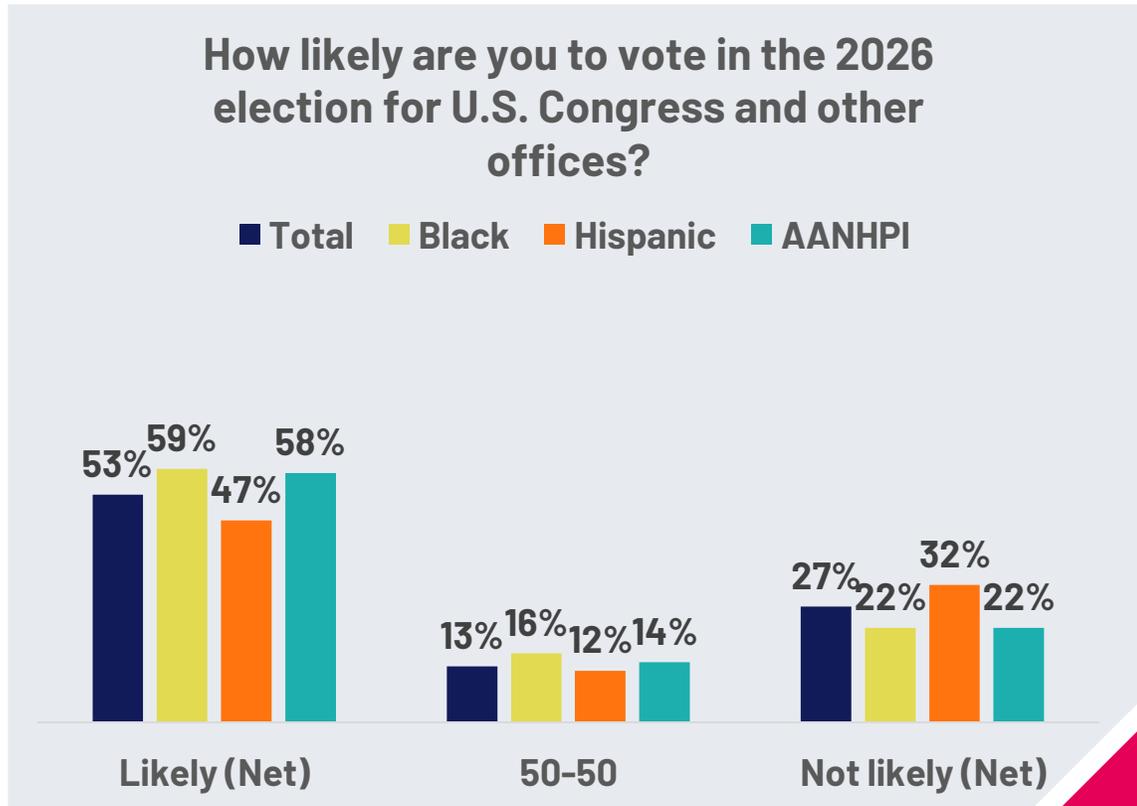
Source - Q19. Do you agree or disagree with the following statements? *Traditional parties and politicians don't care about people like me*
Base: Total (n=1,017)

A Government Employee Who Doesn't Feel The Government Cares About Her

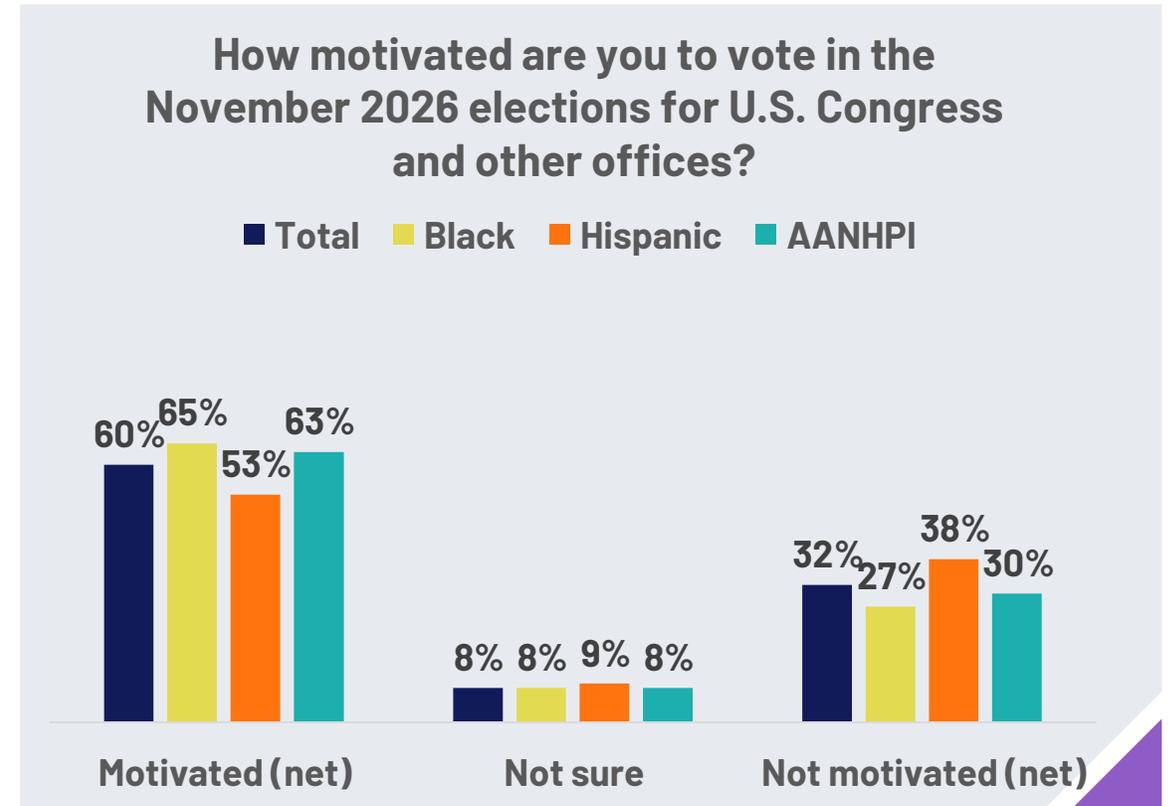
Katherine, a woman who works for the state government in Nevada, noted that the **cost of living became a "huge issue"** when she realized that even people with government or federal jobs are still **"struggling financially"**. She observed during the COVID-19 pandemic how quickly people went from being established homeowners to becoming homeless.

Personally, she stated that she is currently struggling despite working for the state, emphasizing **that "there's no way anybody... should be struggling while working for the government."** This situation makes her feel deeply concerned that decisions are being made by **uninformed leaders who lack regard for their fellow citizens**, exacerbating the pervasive struggle.

Motivation to vote exceeds stated likelihood of voting in November 2026 elections

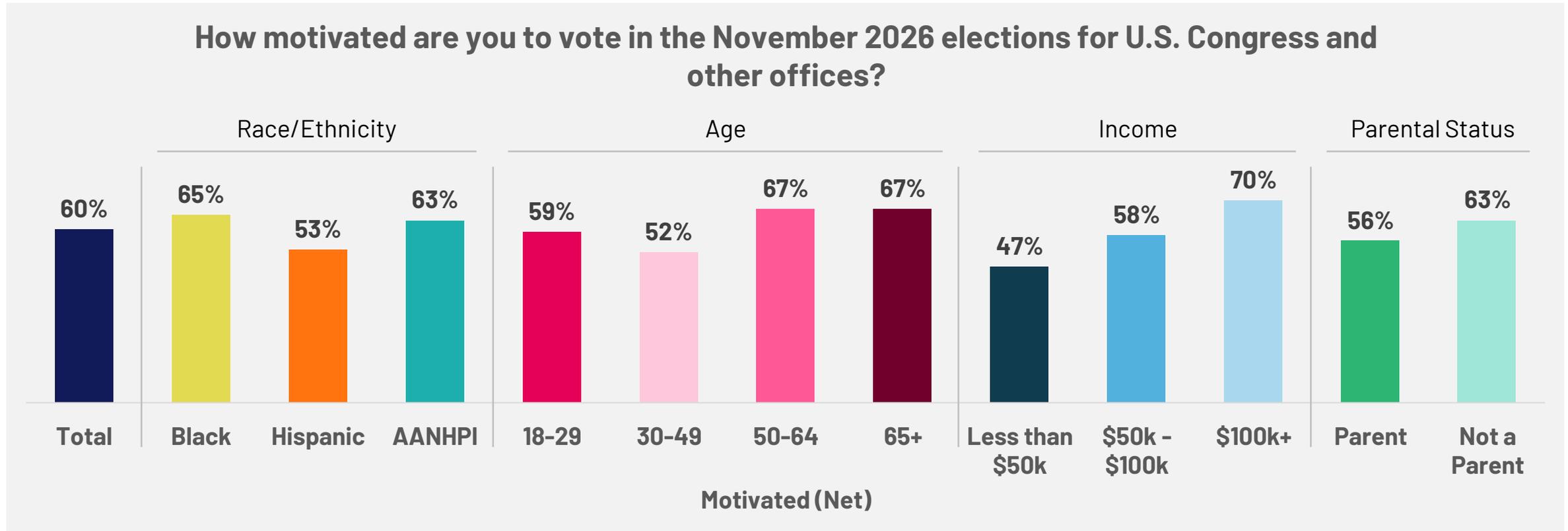


Source - Q15a. It is a long way off, but how likely are you to vote in the 2026 election for U.S. congress and other offices?
 Base: [Eligible to vote] Total (n=824), Black (n=310), Hispanic (n=262), AANHPI (n=294)



Source - Q15c. How motivated are you to vote in the November 2026 elections for U.S. congress and other offices?
 Base: [Eligible to vote] Total (n=824), Black (n=310), Hispanic (n=262), AANHPI (n=294)

Voting motivation differs by income and age, with the economically vulnerable least motivated to participate



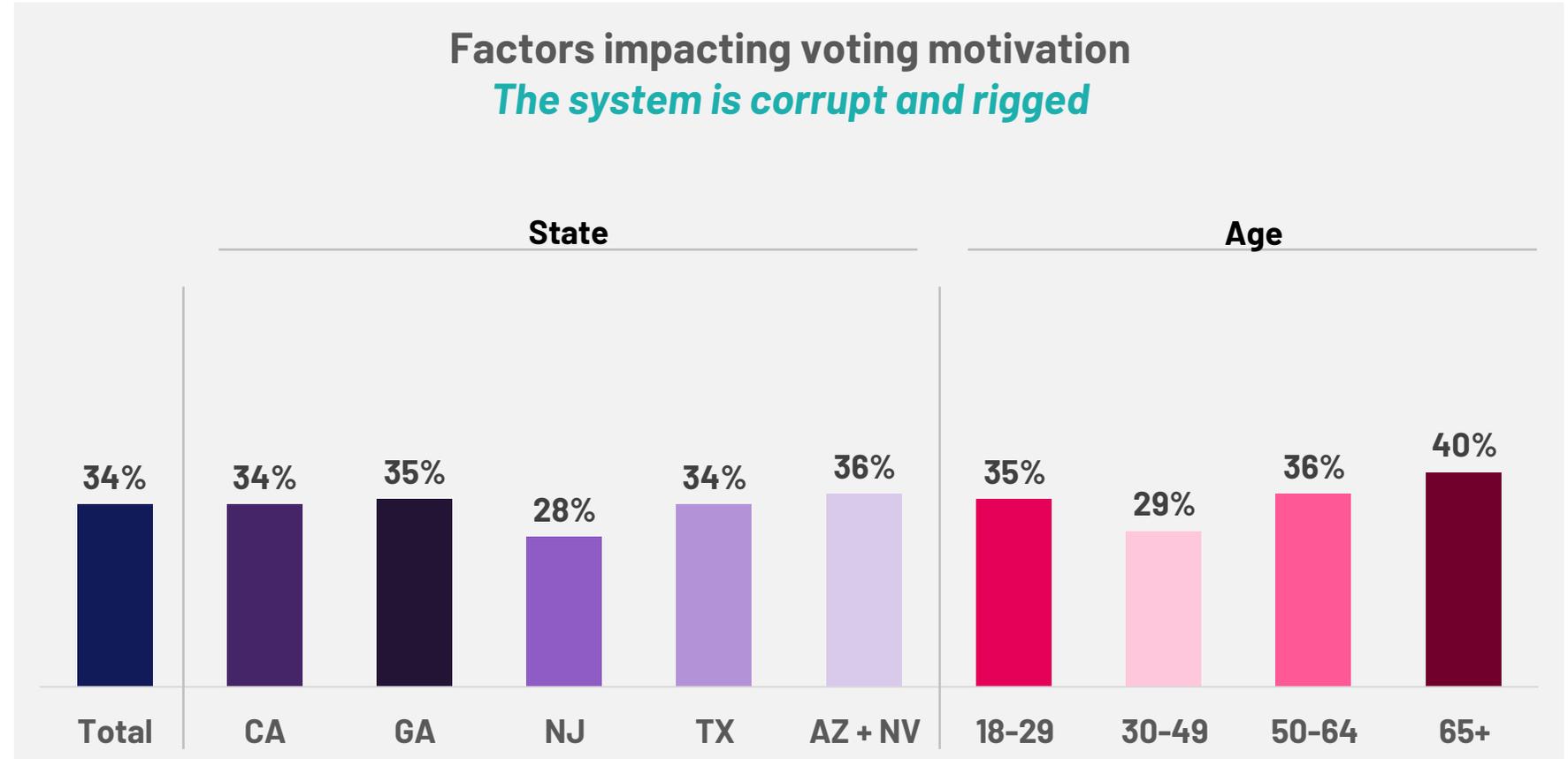
Source - Q15c. How motivated are you to vote in the November 2026 elections for U.S. congress and other offices?

Base: [Eligible to vote] Total (n=824), Black (n=310), Hispanic (n=262), AANHPI (n=294), 18-29 (n=172), 30-49 (n=305), 50-64 (n=201), 65+ (n=146), Less than \$50k (n=225), \$50k-\$100k (n=235), \$100k+ (n=364), Parent (n=320), Not a Parent (n=504)



I have so much distrust for the national government. I feel there are so many hidden agendas, inequalities, and empty promises.
 -Black, 29, Democrat, GA

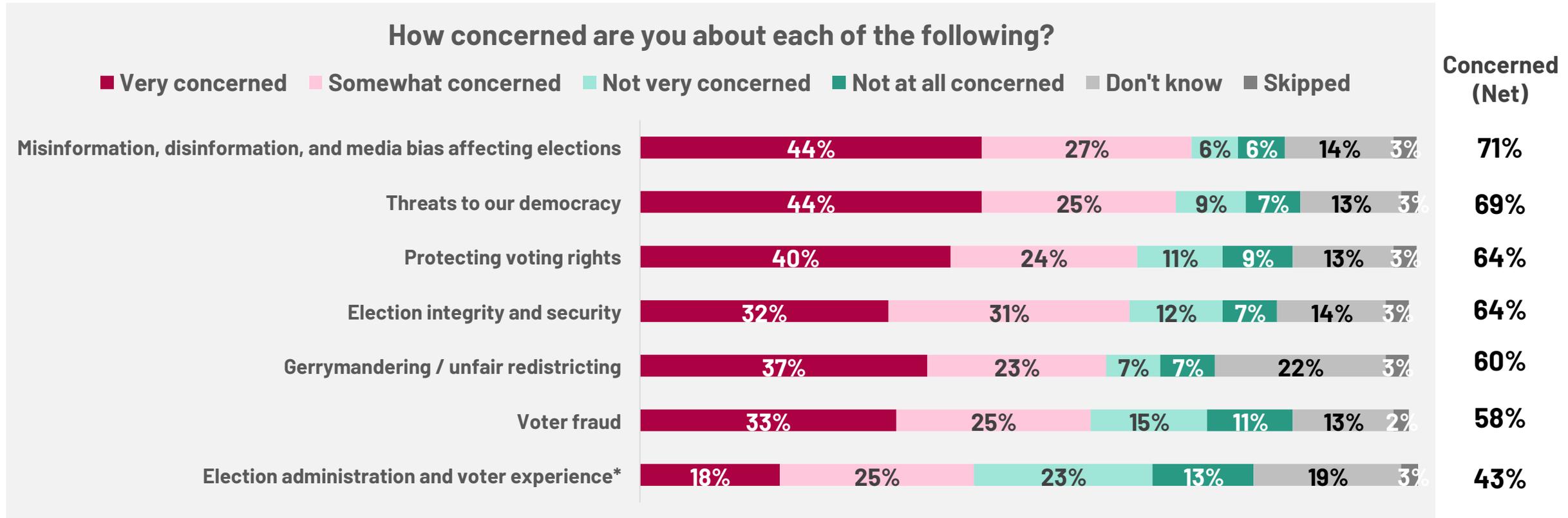
The top barrier to voting motivation is believing that the system is broken



Source - Q15d. What are the main reasons you feel [pipe in answer from Q15c] to vote? Please select up to three options.

Base: [Motivated/Not motivated to vote in 2026 elections] Total (n=1,247), 18-29 (n=297), 30-49 (n=517), 50-64 (n=273), 65+ (n=160), California (n=517), Georgia (n=128), New Jersey (n=119), Texas (n=379), AZ + NV (n=104)

Women of color see democracy itself under threat – with misinformation and systemic manipulation topping their concerns

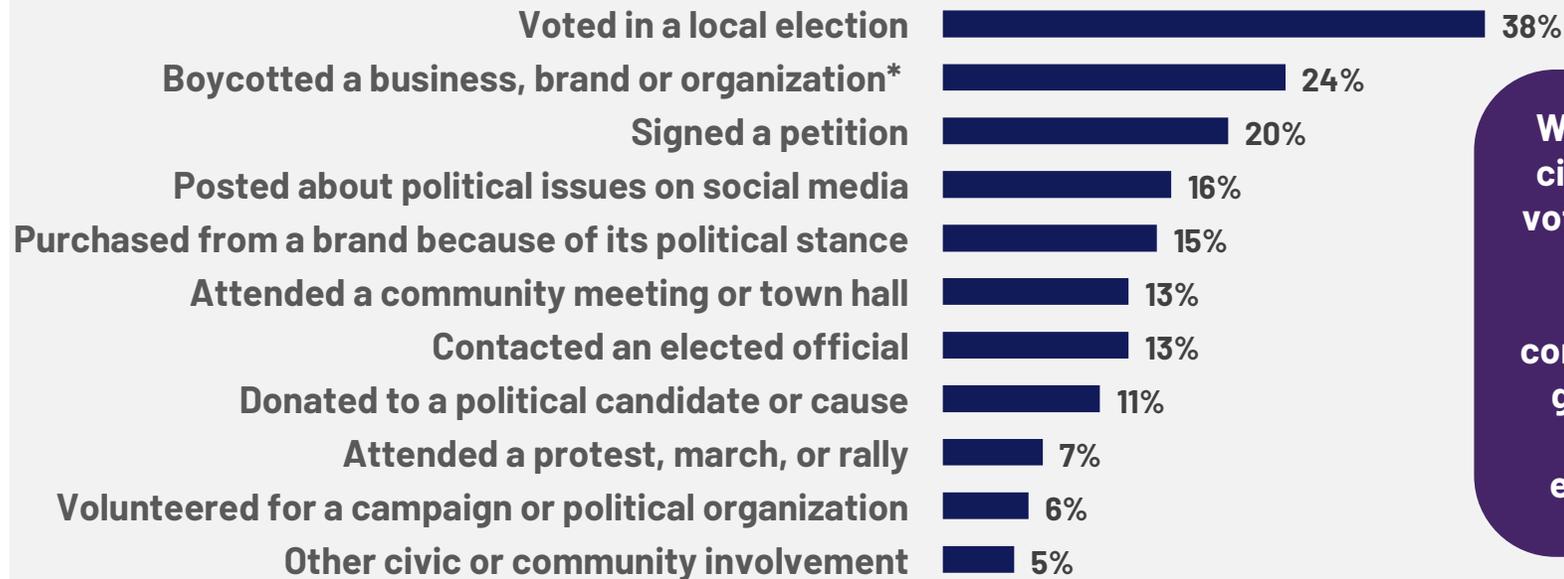


Source – Q18. How concerned are you about each of the following?
 Base: Total (n=1,017)

*Note The full statement reads as “Election administration and voter experience (long lines, polling locations, etc.)”

Civic engagement is limited across the board, though political attentiveness correlates with higher engagement

Have you done any of the following in the past 12 months?
% Selecting Yes



Women who follow politics closely are more civically active across every measure—from voting in local elections (61% vs. 23% of those who don't follow politics closely) to boycotting brands (40% vs. 13%) to contacting elected officials (22% vs. 6%). The gap suggests that reaching less politically attentive women may require different engagement strategies beyond traditional

Source - Q12. Have you done any of the following in the past 12 months?
Base: Total (n=1,017), Follow politics closely (n=459), Does not follow politics closely (n=546)

*Note: The full statement reads as "Boycotted a business, brand, or organization due to its political stance"

WOC across segments view voting as a duty and a safeguard for rights, but their participation varies by the perceived importance of the election.

- **Some are consistent voters across all elections:** They view voting as a “civic duty” and a “privilege”, participating in local, state, and federal races.
- **Most prioritize major or presidential elections:** Local races feel confusing or low-impact: *“I vote in the major ones because the rest is confusing.”*
- **Primary motivations center on rights, protection, and impact:** They share the importance of voting is also important because it honors the ancestral struggle behind their rights.
- **Avoiding regret motivates action:** Some WOC believe even if it takes only a small effort, the stakes are high, and they don’t want to later regret not taking that small action.
- **They share that their civil engagement increases when their rights feel threatened** or when affordability issues hit home (cost of living, student debt, property/sales tax).

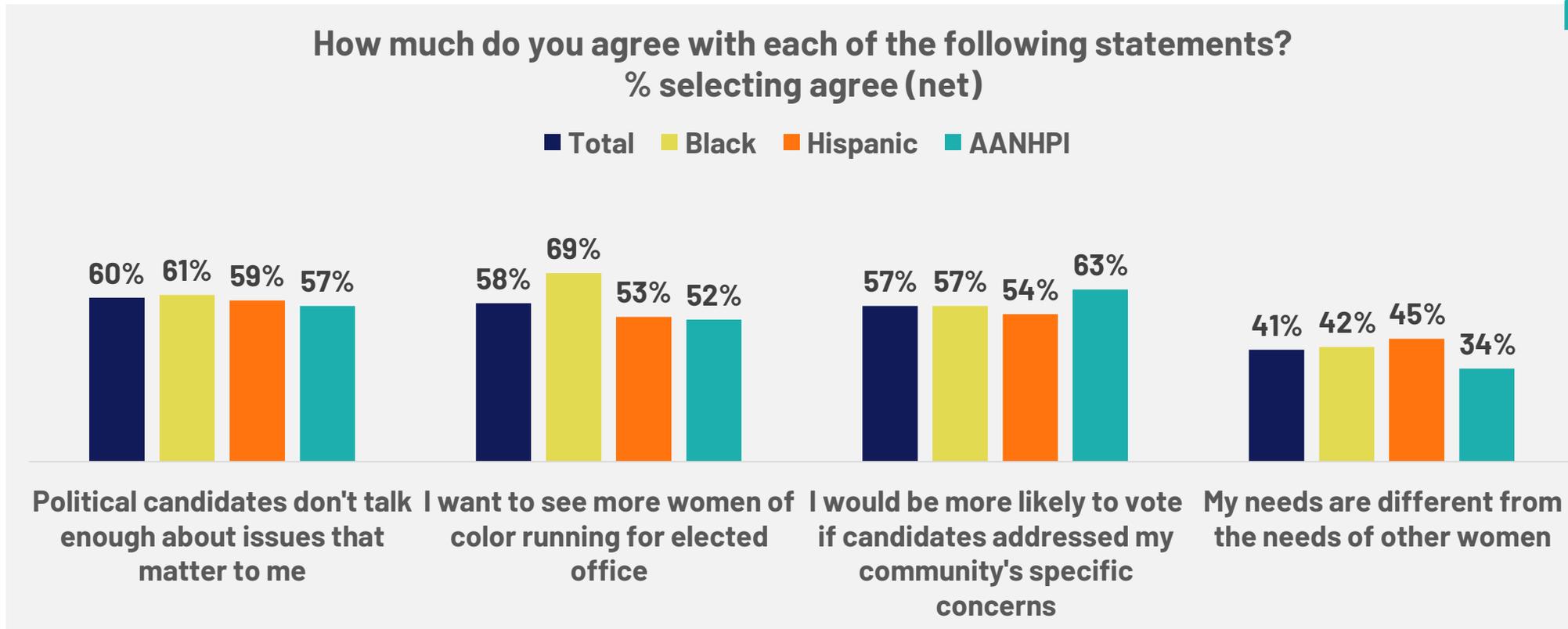


The system has failed to equip voters for local races; women feel under-informed, under-equipped, and often resigned.

- **Complicated ballot language and lack of trusted, plain-language resources acts as barriers for voting and civic engagement:**
 - WOC do not feel they have enough information to make an “educated vote” in local races.
 - Many admit they are “not as concentrated in knowing much information”
- **Rely on friends and culture relevancy to fill information gaps**
 - Some rely on shortcuts like endorsements from friends on social media
 - Others default to familiar or culturally resonant names when they lack context.
- **Perception that local issues are less “impactful”**
 - Down-ballot races are deprioritized unless a pressing personal issue surfaces (e.g., rising utility bills).
- **Disappointment and distrust reduce motivation**
 - Past experiences with unfulfilled promises lead to skepticism (“a disbelief that my vote matters locally”).
 - Some feel that the system is structured so their vote is “way outside of my control.”



Women of Color feel politically invisible; candidates aren't speaking to them, and they don't see themselves in power



Neither party addresses my needs and they are just doing things that have nothing to do with what they campaigned for. US needs to understand that nuances exist and that isn't just two viewpoints. - Hispanic, 20, Independent, NV

Source - Q11. How much do you agree with each of the following statements?
Base Total (n=1,017), Black (n=361), Hispanic (n=350), AANHPI (n=357)

Fewer than 1 in 5 respondents rate the government as doing a good job across all family-related issues

| How would you rate the job that the federal government is currently doing on each of the following? % Selecting excellent / good | Total | Black | Hispanic | AANHPI |
|---|-------|-------|----------|--------|
| Ensuring people can choose whether to have children | 18% | 10% | 23% | 17% |
| Supporting families with dignity and respect | 17% | 9% | 23% | 17% |
| Creating safe communities to raise children | 17% | 11% | 22% | 13% |
| Providing access to reproductive healthcare | 15% | 12% | 18% | 13% |
| Making it affordable to raise children | 12% | 6% | 18% | 8% |

Shading represents a significantly higher figure vs. all other race/ethnicity groups

Source - Q9. How would you rate the job that the federal government is currently doing on each of the following?

Base: Total (n=1,017), Black (n=361), Hispanic (n=350), AANHPI (n=357)

WOC strongly favor policies for four main concerns: economic relief, healthcare access, safety accountability, and equal treatment

ECONOMIC SURVIVAL

Respondents are seeking financial relief. 84% support both lower taxes for working families and keeping housing affordable in their communities.

SAFETY

Women want protection with accountability—81% support holding police accountable for misconduct, while 73% express concern about crime and public safety.



HEALTHCARE

Healthcare and family support are deeply interconnected—83% support making healthcare affordable while 79% want employers required to offer paid family leave.

RACIAL JUSTICE

Addressing systemic inequity requires tangible action—81% support both equal pay for equal work and police accountability.

Source - Q10. To what extent do you support or oppose each of the following policy initiatives?

Q7. How concerned, if at all, are you about each of the following?

Base: Total (n=1,017)

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APPENDIX



Women of color see a country heading in the wrong direction – and they're carrying the weight of multiple, interconnected concerns

- The data indicates that a **majority (65%) believe the nation is on the wrong track**, contrasting with only 9% seeing it positively, reflecting widespread dissatisfaction with current conditions.
- **Women are experiencing sustained pressure across economic, social, and political areas** with emotions like uncertainty (50%), frustration (49%), and exhaustion (38%) overshadowing hope (14%).
- **Trust in institutions has significantly deteriorated**, with 68% reporting decreased trust in the federal government and fewer than 1 in 5 rating the government as doing a good job on family-related issues.
- **Concerns are interconnected**, with economic anxiety (89% worried about affordability), healthcare access (79%), safety (73%), and racial justice (73%) forming a cluster of compounding pressures.
- **Addressing these concerns in isolation fails to capture respondents' lived experience**, necessitating an engagement approach that acknowledges the intersection of economic pressures, healthcare access, safety, and equity in their daily lives.

Economic conditions are forcing respondents to delay major life decisions

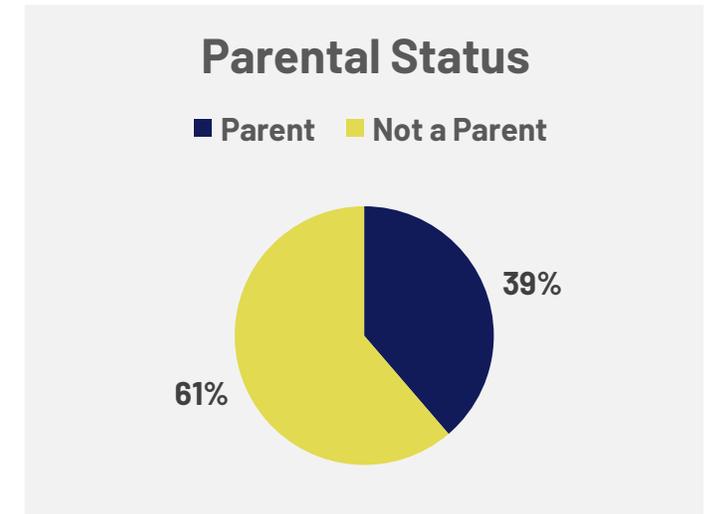
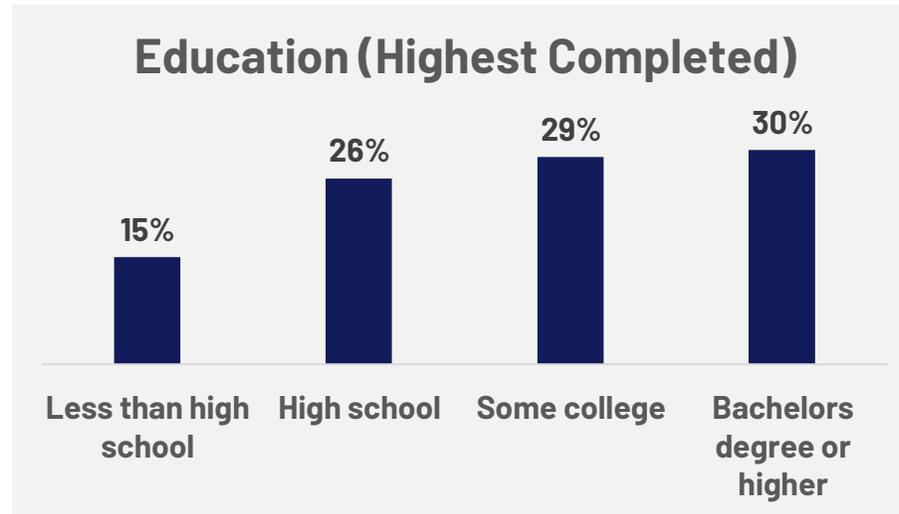
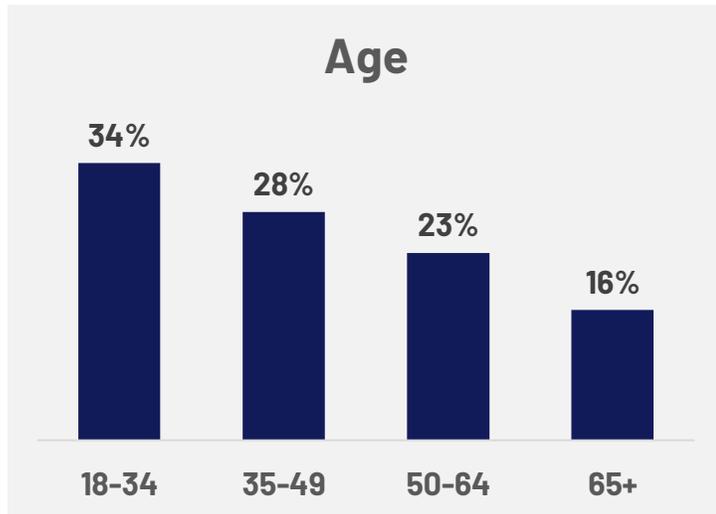
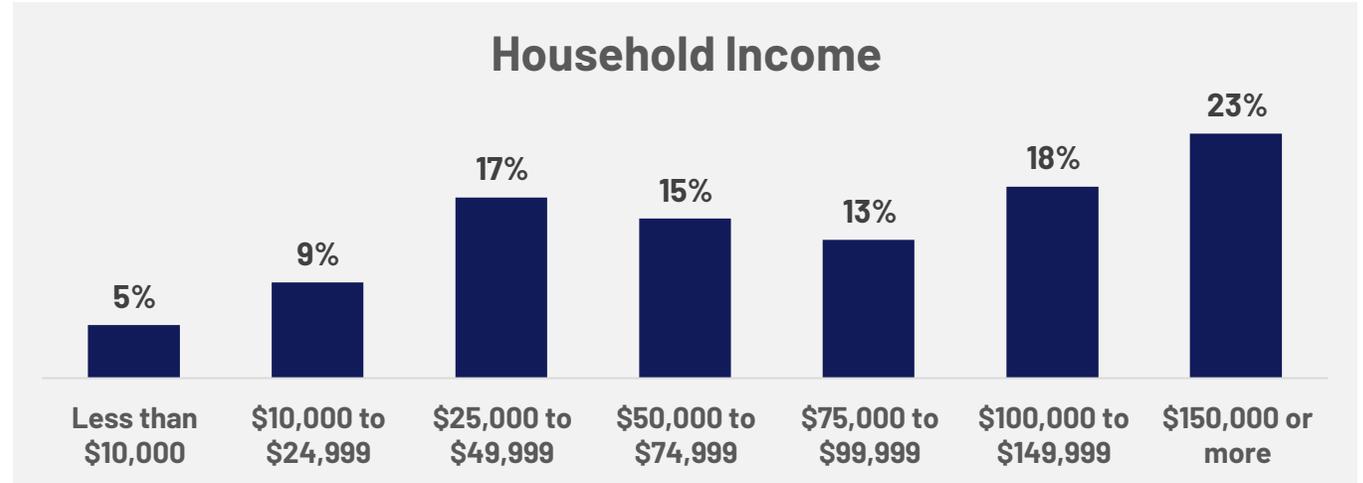
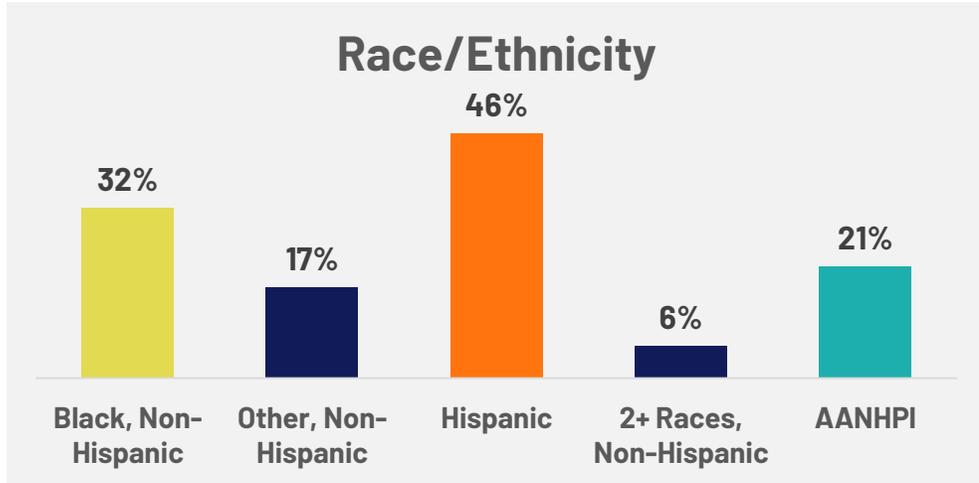
- **Economic strain has profoundly affected life decisions**, with 64% delaying major choices, including 21% postponing healthcare procedures and 11% deferring family expansion due to financial stress.
- **The financial picture is challenging**, with 21% covering expenses with little left over, 24% describing their situation as 'tight,' 13% struggling to make ends meet, and 36% reporting worsened family finances over the past year.
- Although 38% of respondents anticipate financial improvement next year, **55% feel the American dream is no longer accessible**, a belief shared across age, income, and racial/ethnic groups.
- When asked what would help, **respondents prioritize immediate, tangible relief**: lower grocery costs (63%), lower taxes (38%), and reduced housing costs (33%).

Respondents believe in the power of voting to create change – but they don't feel that the system hears them

- While 65% believe voting is crucial for change, only 40% feel their voice is heard in the political process, revealing **a 25-point confidence gap in democratic participation**.
- **The motivation gap in voting is not due to disinterest**, as only 13% cite lack of interest, while 34% believe the system is corrupt, 20% feel elections don't represent them, and 14% think their vote won't make a difference.
- **Respondents feel politically invisible**, with 64% saying traditional parties and politicians don't care about them, only 29% seeing representation in power, and 60% believing candidates ignore their key issues.
- **Civic engagement varies by type**: while seventy-one percent of registered voters participated in the 2024 presidential election, only thirty-eight percent voted in a local election in the past year.
- **The main barrier to engagement is distrust in system responsiveness**, making it essential to address respondents' priorities to bridge the motivation-action gap.

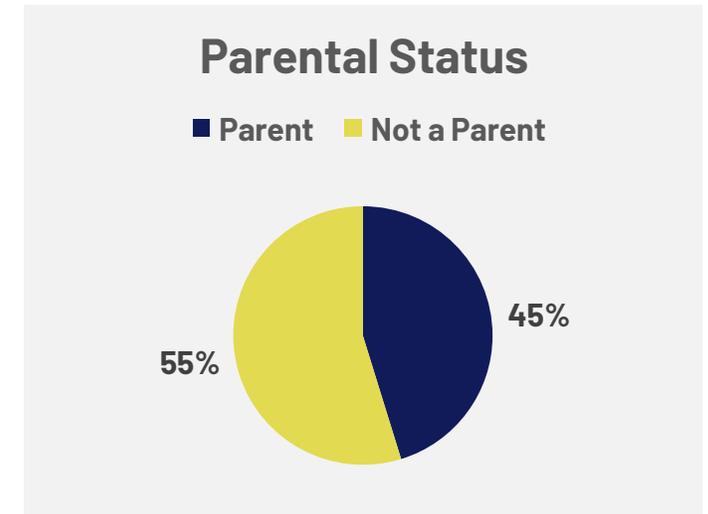
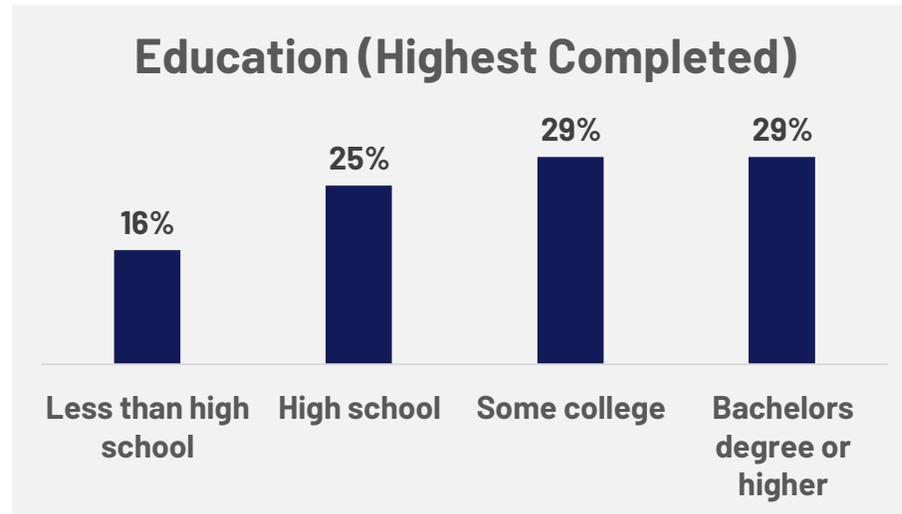
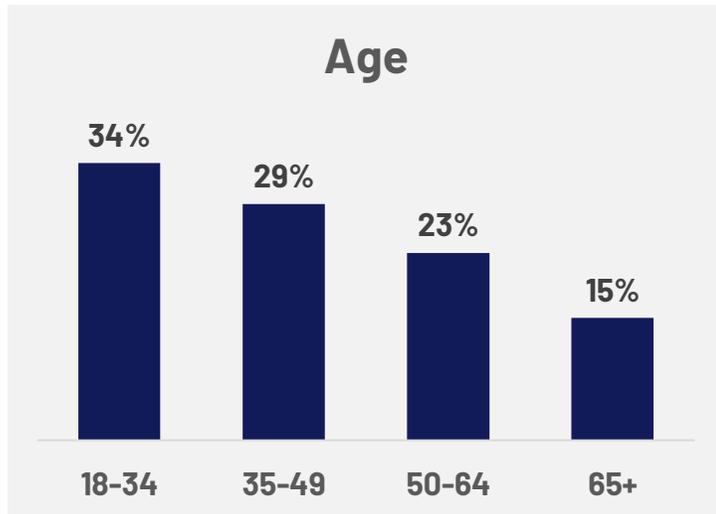
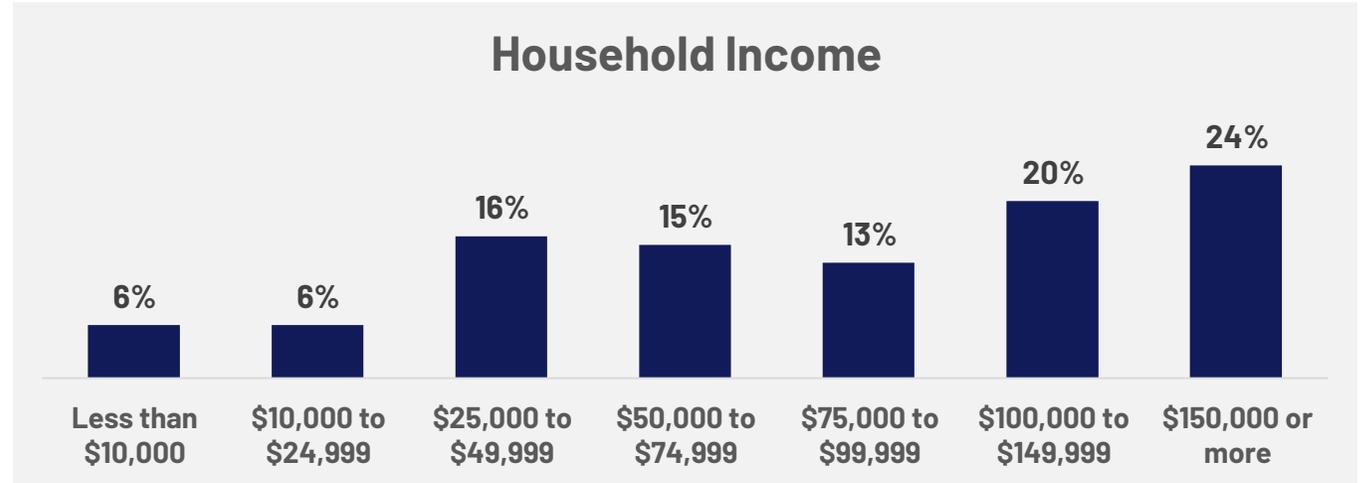
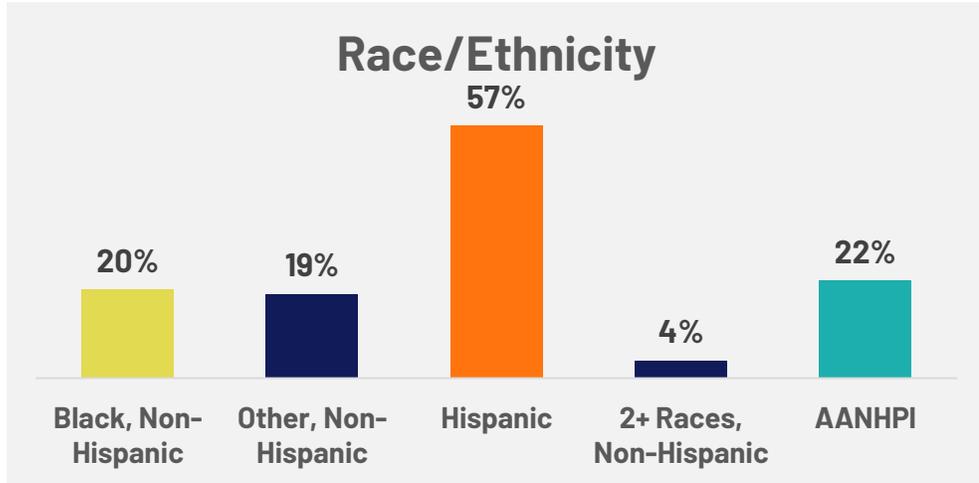
RESPONDENT PROFILES

Respondent Profile – Total



Base: Total (n=1,017)

Respondent Profile – State Oversample



Base: Total (n=1,475)

THANK YOU

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This research was carried out in conformity with ISO norm 20252:2019.



For more information contact:

Mallory Newall, Mallory.newall@ipsos.com

Janelle James, Janelle.james@ipsos.com

Amy Vandergriff, Amy.Vandergriff@ipsos.com