

To: Interested Parties  
Fr: Lake Research Partners, ASO Communications & American Bridge  
Re: #MeToo Movement and Reproductive Freedom are Driving Historic Voter Enthusiasm and Political Engagement  
Date: March 29, 2018

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Young Americans' enthusiasm for voting and political engagement – symbolized through marches across the country – is soaring to levels not seen in generations, and new polling suggests the #MeToo movement and reproductive freedom are two important issues driving this phenomenon, especially for Millennial women and women of color.

Lake Research Partners designed and administered this nationwide survey<sup>1</sup> for American Bridge. The survey was conducted over the phone from March 12 – March 15 with the goal of identifying the newest core beliefs and values for likely 2018 voters. It examined participants' responses to issues of gender and reproductive rights, including connections to abortion access and sexual harassment.

## Key Findings

### **#MeToo Viewed Positively, Motivating Women to Vote:**

- Sixty-three (63) percent of voters agree (42 percent strongly) that the #MeToo movement has empowered women and girls.
- Agreement is especially high among African-American women (80 percent, 54 percent strongly) and Millennial women (70 percent, 45 percent strongly).
- A majority of Millennial women (82 percent) and African-American women (85 percent) say they are likely to be more enthusiastic about voting in the upcoming elections.

### **Reproductive Freedom is a Top Voter Value in 2018:**

- Freedom is a top value right now and it is a value much more frequently used by the right than the left. Seventy-five (75) percent of voters, including 84 percent of Millennial women, strongly agree that everyone must have the freedom to decide whether and when to become a parent.
- American voters remain staunchly pro-choice, with a majority of likely voters identifying as pro-choice (52 percent, net +6 points). Support is especially high among African-American women (56 percent, net +14 points) and Millennial women (57 percent, net +17 points).

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<sup>1</sup> The survey reached a total of 800 likely 2018 voters nationwide with oversamples of 100 African American women, 100 Latina women, and 100 millennial women. Telephone numbers were drawn from listed voter file sample. The oversamples were weighed down into the base to reflect their natural proportion of the electorate. The margin of error for the total sample is +/-3.5%.

**Enthusiasm is “Spreading Virally” through Millennial Voters Motivated by #MeToo and Reproductive Freedom:**

- Across all demographics, a majority of women are very likely to encourage friends and family to vote.
- This includes 73 percent of African-American women, 53 percent of Latinas, 55 percent of Millennial women, and 66 percent women overall.

**The Trump Effect: A Surge in Voters’ Support for Reproductive Rights:**

- Women, and Millennial women in particular, react positively toward the value of **taking control** of when and whether to have children (90 percent of Millennial women strongly agree).
- Millennials coming of age post 9/11 – especially with Trump in the White House – makes control in a chaotic world a major focus for this age group, as we have seen in other data.
- Additionally, three-quarters of voters strongly agree that respecting women means respecting each woman’s decision-making around her health. This sentiment is especially strong with African-American women – 92 percent of African-American women strongly agree that we cannot sit in judgment of people we do not know and whose circumstances we may not understand. Seventy-one (71) percent of Millennial women strongly agree with this sentiment as well.

In conclusion, a majority of American voters are pro-choice, with even higher numbers among Millennial women and African-American women – these voters are also strongly in support of the #MeToo movement, and they are motivated to vote and to encourage friends and family to vote. The core values of control and safety resonated most strongly with all demographics, and particularly Millennials.

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