

WHAT WOMEN WANT

A NATIONAL SURVEY OF PRIORITIES AND CONCERNS

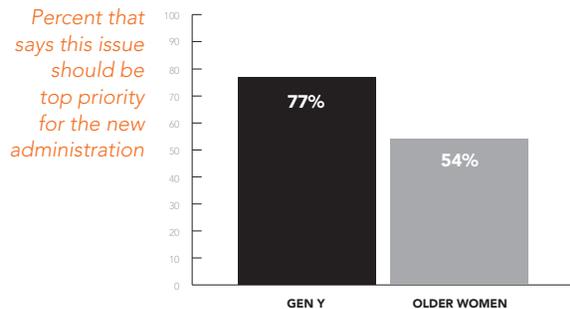
Key Findings

GENERATION Y IS UNIQUE

Generation Y women (aged 18-29) distinguish themselves from all older generations of women (aged 30-70) by their levels of interest in, and concern about, issues of racial tolerance and discrimination:

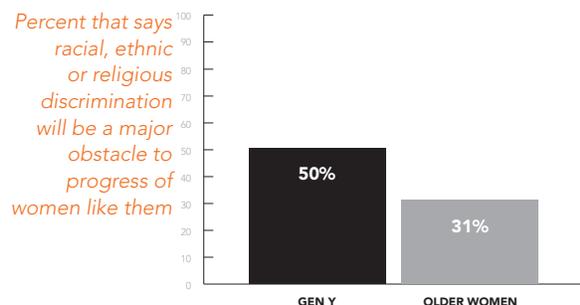
- Three-quarters (77%) of young women (aged 18-29) say that **“civil rights and racial justice”** should be a **top priority** for the new administration to address in the first year, compared with half (54%) of older women (aged 30-70).

Gen Y is Concerned About Civil Rights & Racial Justice



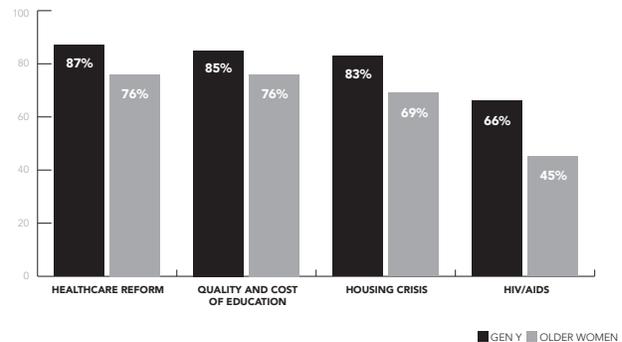
- Young women are more likely than older women to say that discrimination against Blacks (42% vs. 24%) and Hispanics (28% vs. 18%) is a **“very serious”** problem in the U.S. today.
- Despite progress, Generation Y women say that **discrimination will be a major obstacle to the progress of women** like them over the next ten years. Half (50%) of Generation Y women say that racism or discrimination based on ethnicity or religion will be major obstacles to the progress of women like them over the next ten years, compared with three in 10 older women (aged 30-70).

Gen Y Sees Discrimination as a Major Obstacle



- Generation Y women (aged 18-29) are likely to be more demanding of the new administration than older women. Significantly more young women say that the **new administration must make several domestic issues “top priority” in the first year** than older women, including healthcare reform (87% v. 76%), quality and cost of education (85% v. 76%), the housing crisis (83% v. 69) and HIV/AIDS (66% v.45%).

Gen Y More Demanding Than Older Women on Key Issues



Percent that says administration should make key issues top priority

- One in three women of Generation Y say they are **“very worried”** about being a victim of or knowing someone who is a victim of domestic violence, compared with one in four older women.

These are key findings from the results of a new YWCA USA survey about American women in the continental United States. A representative telephone survey of 1,000 adult women ages 18 to 70 was conducted from October 28 to November 2, 2008 by Princeton Survey Research Associates International (PSRAI). Full report and methodology is available at www.ywca.org.

OTHER KEY FINDINGS

- Nine in ten (92%) American women aged 18-70 say that the new administration and **Congress should make solving the financial crisis in the U.S. a top priority** in the first year of their administration. Women of all generations, from the youngest in Generation Y to the older women, agree about this issue.
- When they think about the future, 8 in 10 American women aged 18-70 **worry about being able to retire with financial security**, including half (52%) who are very worried.
- American women are also very worried about their personal financial situations as they relate to health. Seven in 10 say they **worry about having access to affordable, quality health care in the future**. In addition, two-thirds (68%) of all women – including young women aged 18 to 29 – say that a serious illness or medical expense will be a major obstacle to the progress of women like them in the next ten years.
- Women say that **lack of jobs and other economic uncertainties** are potentially the greatest barriers to progress for women over the next ten years. Women say the top barriers to progress for women like them are:
 - Lack of retirement savings (70%)*
 - Major illness or medical expense (68%)*
 - Lack of jobs or layoffs due to jobs sent overseas (63%)*
 - Cost of college (60%)*
 - Lack of affordable and accessible childcare, tied with unequal pay (59%)*
- Black women are more likely than White women to see **major obstacles to the progress of women** like them over the next decade from all issues they considered, except credit card debt, in which Black and White women share similar concerns. The top of the list includes: major illness or medical expense (84% v. 68%), unequal pay (81% v. 55%), lack of retirement savings (78% v. 69%), lack of jobs and layoffs due to jobs sent overseas (76% v. 60%) and cost of college/higher education (74% v. 58%).
- **Race influences perceptions of sexism.** By a two-to-one margin, more Black women than White women say discrimination against women is a very serious problem (45% to 19%).
- Most American women (57%) want the **next First Lady to take a visible leadership role and champion issues that are important to her**. Older women, aged 63 to 70, would prefer that she stays behind the scenes.

eliminating racism
empowering women
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150 | no easy task
YEARS | no ordinary organization