

Millennial Views on Feminism

June 2018

Survey Overview

The GenForward Survey, founded by Dr. Cathy Cohen at the University of Chicago, is the first of its kind—a nationally representative survey of over 1,750 young adults ages 18-34 conducted bimonthly that pays special attention to the ways race and ethnicity influence how young adults, or Millennials, experience and think about the world.

Given the importance of race and ethnicity for shaping the diverse perspectives and lived experiences of young people, we believe researchers make a mistake when they present data on young adults in a manner that assumes a monolithic Millennial generation and young adult vote.

In this memo, we present an empirical overview of Millennials' views on the contemporary feminist movement, first by race/ethnicity and then by gender. The data presented were collected between May 17th and June 3rd, 2018 and is comprised of 525 African American, 256 Asian American, 502 Latinx, 553 white Millennial respondents.

II. Feminism

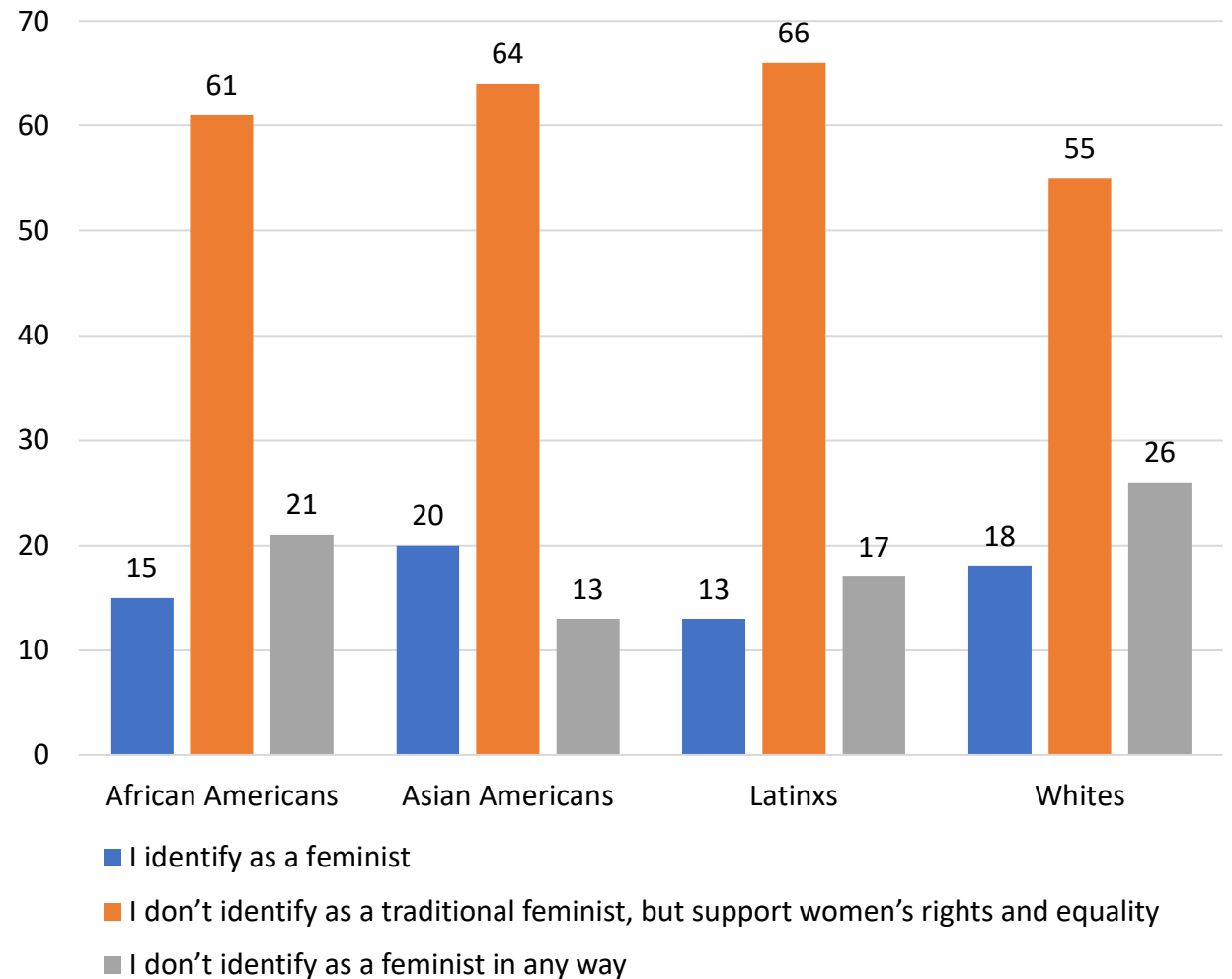
Identifying as a Feminist (by Race)

Whether individuals identify as a feminist does not vary dramatically across race or ethnicity. Fewer than 20% of respondents belonging to any racial/ethnic group self-identify as a feminist, with the lowest percentage being 13% among Latinx Millennials. Most respondents say the “don’t identify as a traditional feminist, but support women’s rights and equality.”

- 61% African Americans
- 64% Asian Americans
- 66% Latinxs
- 55% whites

Interestingly, among African American, Latinx and white Millennials more say they do not identify as a feminist in any way than say they identify as a feminist: African Americans (+6 pts), Latinxs (+4 pts), and whites (+8 pts).

Which of the following comes closest to your view?

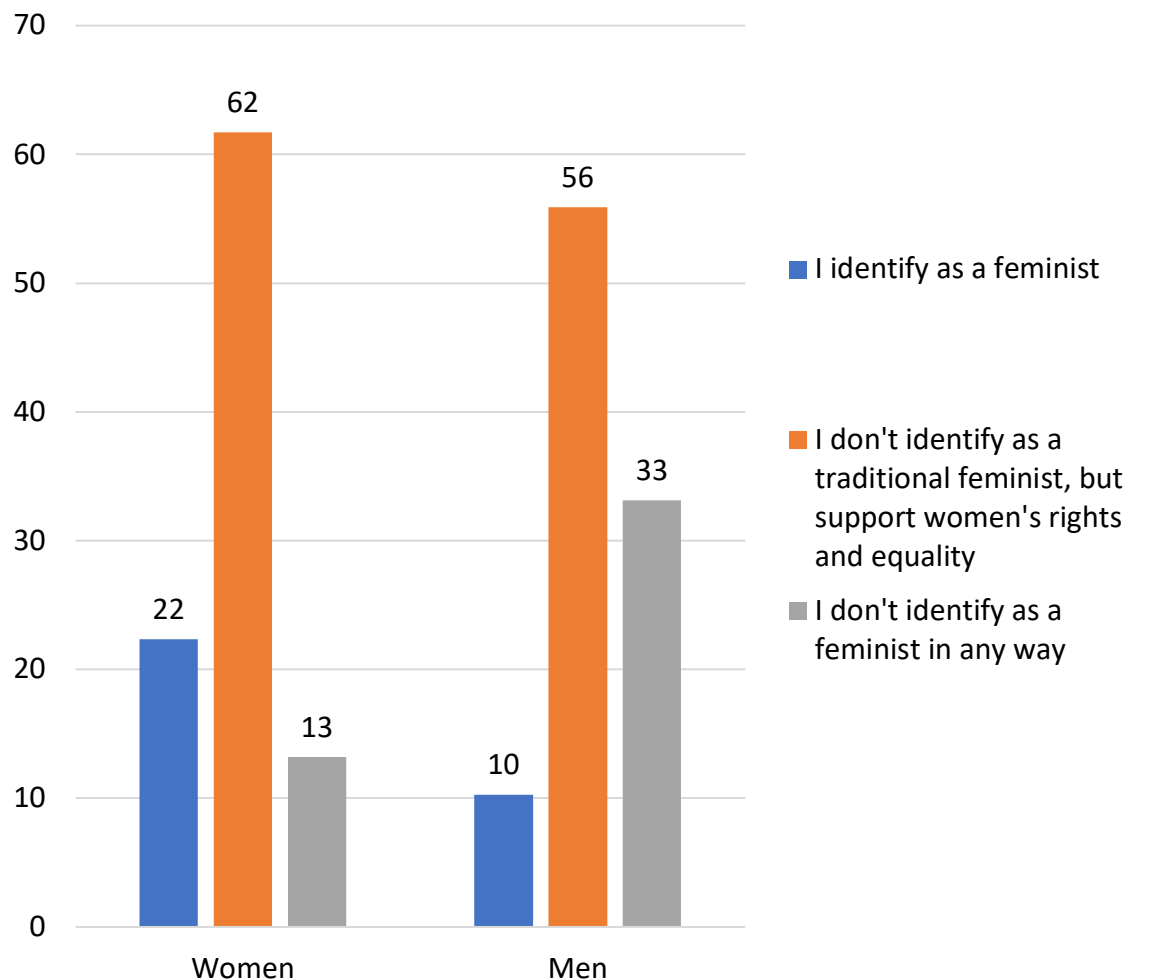


Identifying as a Feminist (by Gender)

Millennials differ slightly in their self-identification as a feminist by gender. While the majority of both groups do not identify as a traditional feminist but support women's rights and equality, there are important differences at the extremes of the response options.

Women (22%) are 12 percentage points more likely to identify as a feminist than men (10%). Men, on the other hand, are 20 points more likely to say they do not identify as a feminist in any way. Indeed, a third of men (33%) do not identify as feminist compared to 13% of women.

Which of following comes closest to your view?

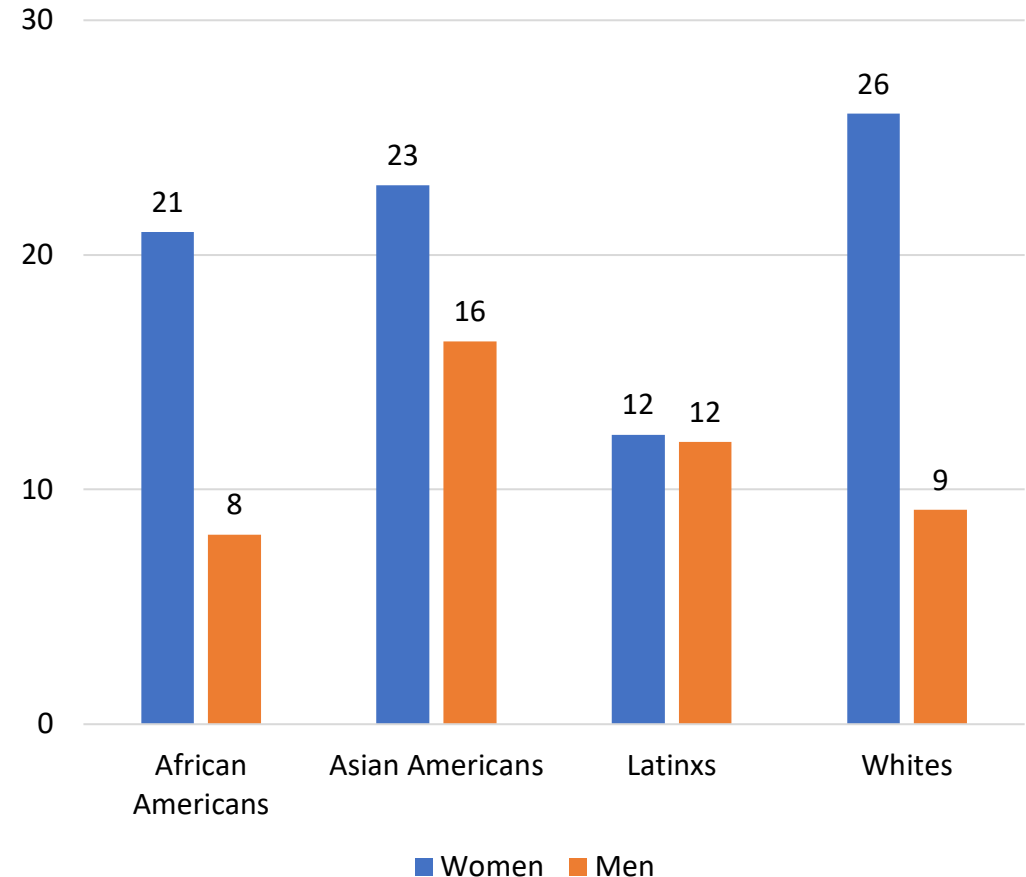


Identifying as a Feminist (by Race & Gender)

There are substantial differences in the percentages of women and men that identify as feminist among African American and white Millennials.

In every instance, women are more likely to identify as feminist than men. Fewer than 9% of white men and 8% of African American men identify as being feminists compared to 21% among African American women and 26% among white women.

**Which of following comes closest to your view?
(% that identify as a feminist)**

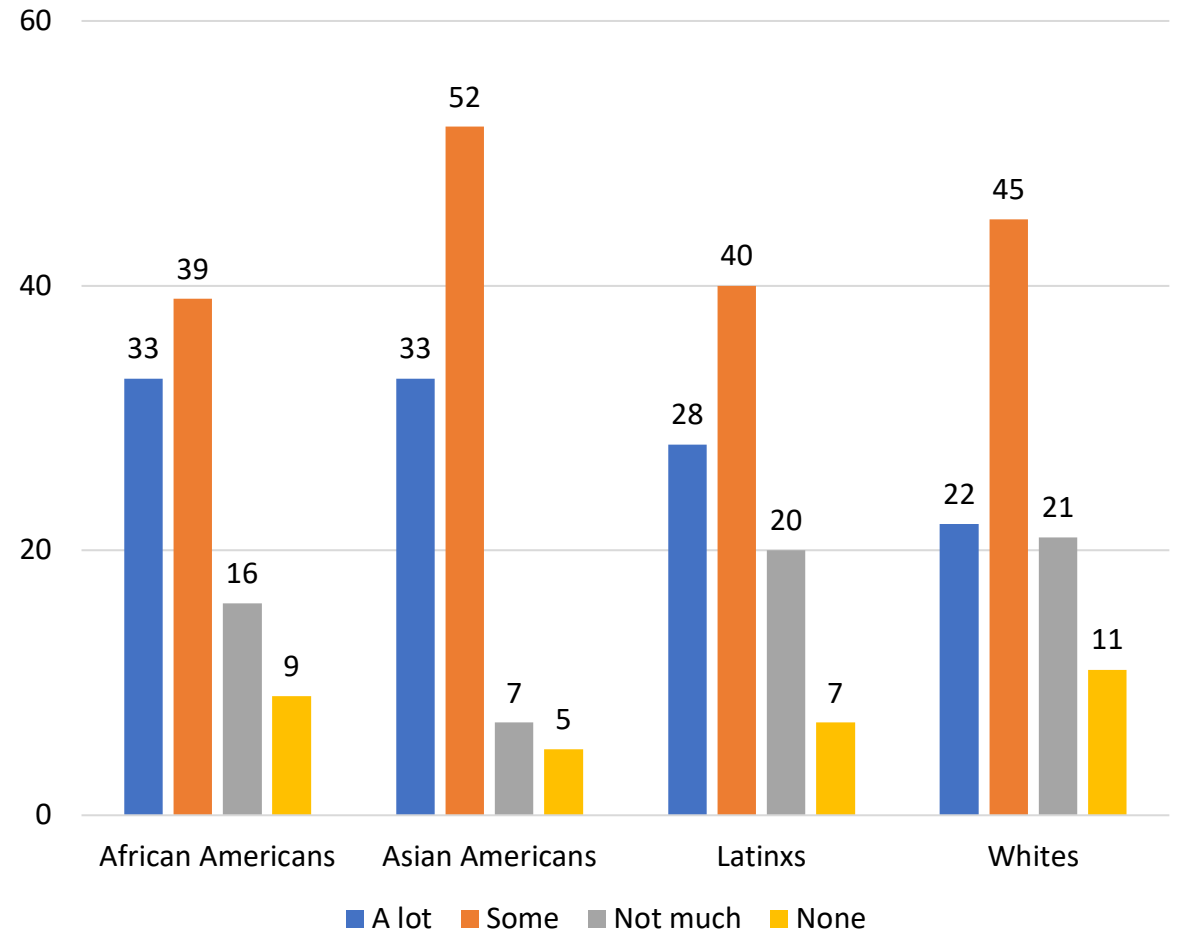


Feminism and White Women (by Race)

Large majorities of Millennials believe that the feminist movement has had at least some benefit in improving the lives of white women. Majorities of millennials believe that feminism has improving the lives of white women either “a lot” of “some”.

- African Americans (72%)
- Asian Americans (85%)
- Latinxs (68%)
- Whites (67%)

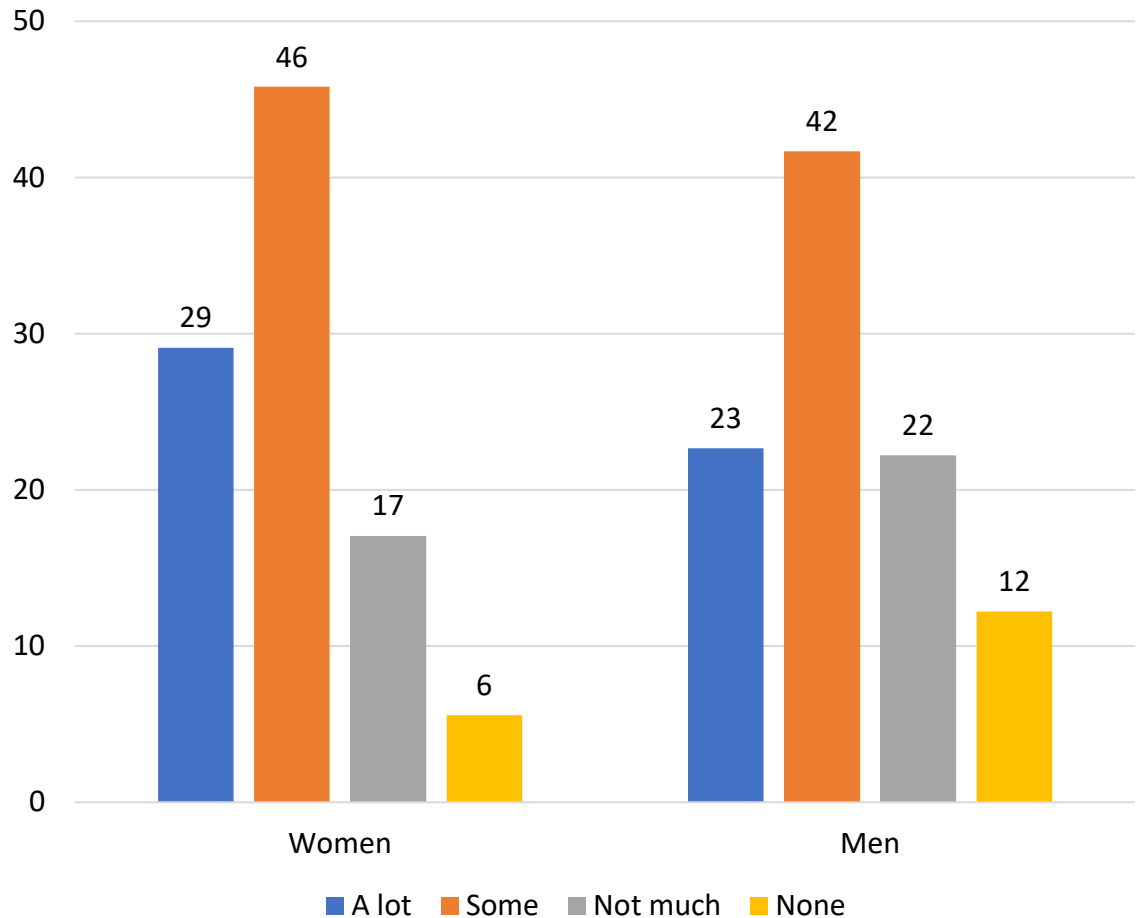
How much do you think the feminist movement has done to improve the lives of white women?



Feminism and White Women (by Gender)

Majorities of both men (65%) and women (75%) believe the feminist movement has done either a lot or some to improve the lives of white women.

How much do you think the feminist movement has done to improve the lives of white women?



Feminism and White Women (by Race & Gender)

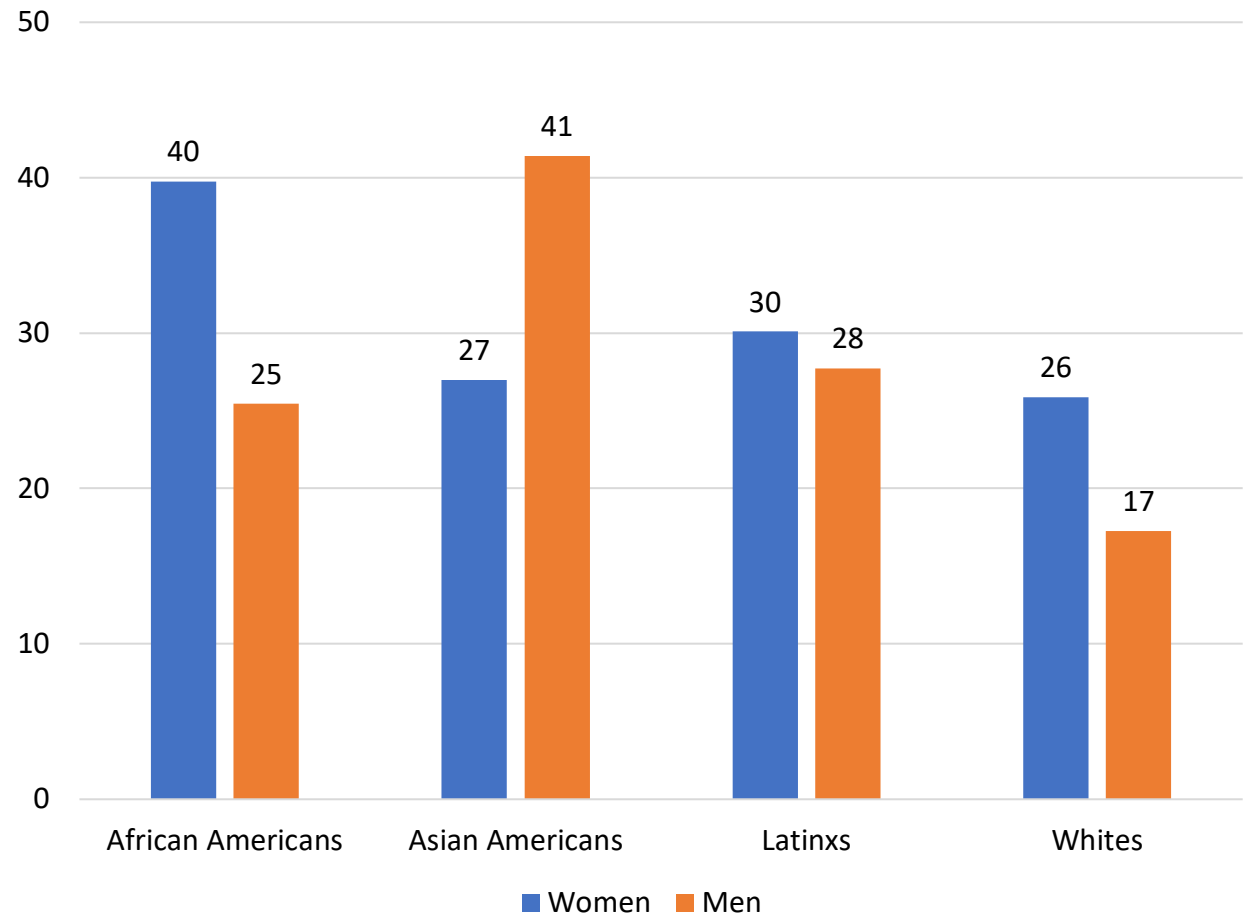
Views on whether the contemporary feminist movement has done “a lot” to improve the lives of white women vary by both race and gender.

African American women (40%) and Asian American men (41%) are the most likely to believe that white women’s lives have been improved “a lot” by the feminist movement. Latinx women (30%) and white women (26%) are less likely than their counterparts to indicate agreement with this idea.

Among men, Asian Americans (41%) are the group most likely to believe that white women’s lives have been improved by the feminist movement compared to African American (25%), Latinx (28%) and white (17%) men.

The gap in support of this idea between men and women is largest for African American (15 points) and Asian Americans (14 pts.) compared to whites (9pts) and Latinx (2 pts).

How much do you think the feminist movement has done to improve the lives of white women?
(% that say “a lot”)

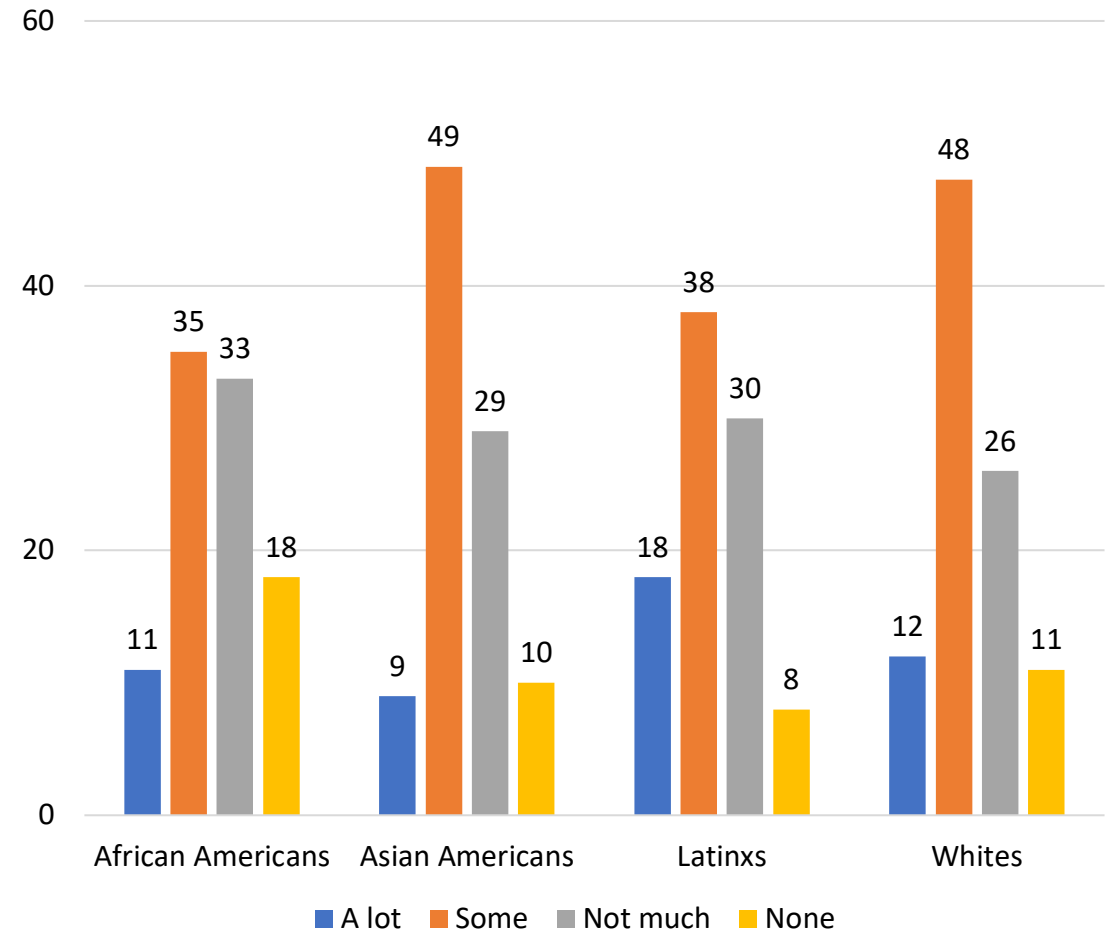


Feminism and Women of Color (by Race)

African American Millennials are the group least likely to say that the feminist movement has done “a lot” or “some” to improve the lives of women of color.

- African Americans (46%)
- Asian Americans (58%)
- Latinx (56%)
- Whites (60%)

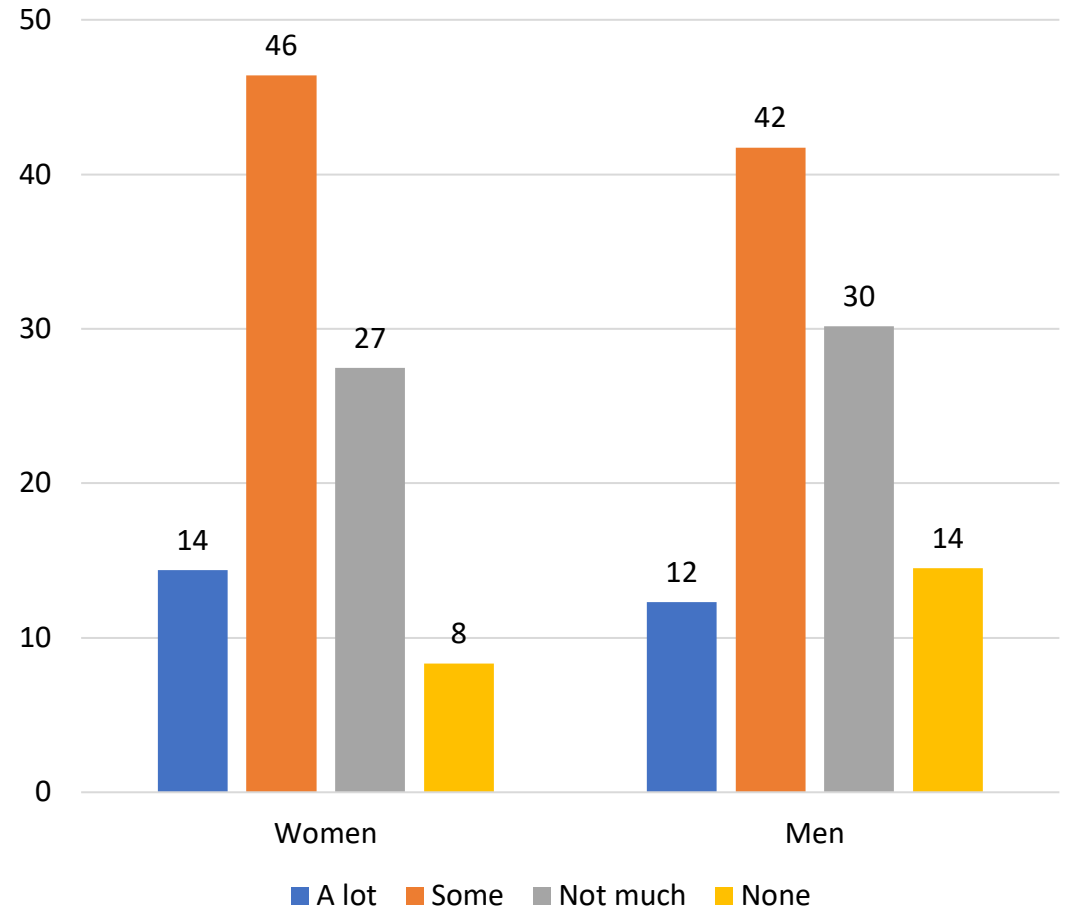
How much do you think the feminist movement has done to improve the lives of women of color?



Feminism and Women of Color (by Gender)

Women and men have similar views on how the contemporary feminist movement has impacted women of color. Majorities of both women (60%) and men (56%) believe the feminist movement has done a lot or some to improve the lives of women of color. The plurality response for both groups is that the feminist movement has done “some” to improve the lives of women of color.

How much do you think the feminist movement has done to improve the lives of women of color?



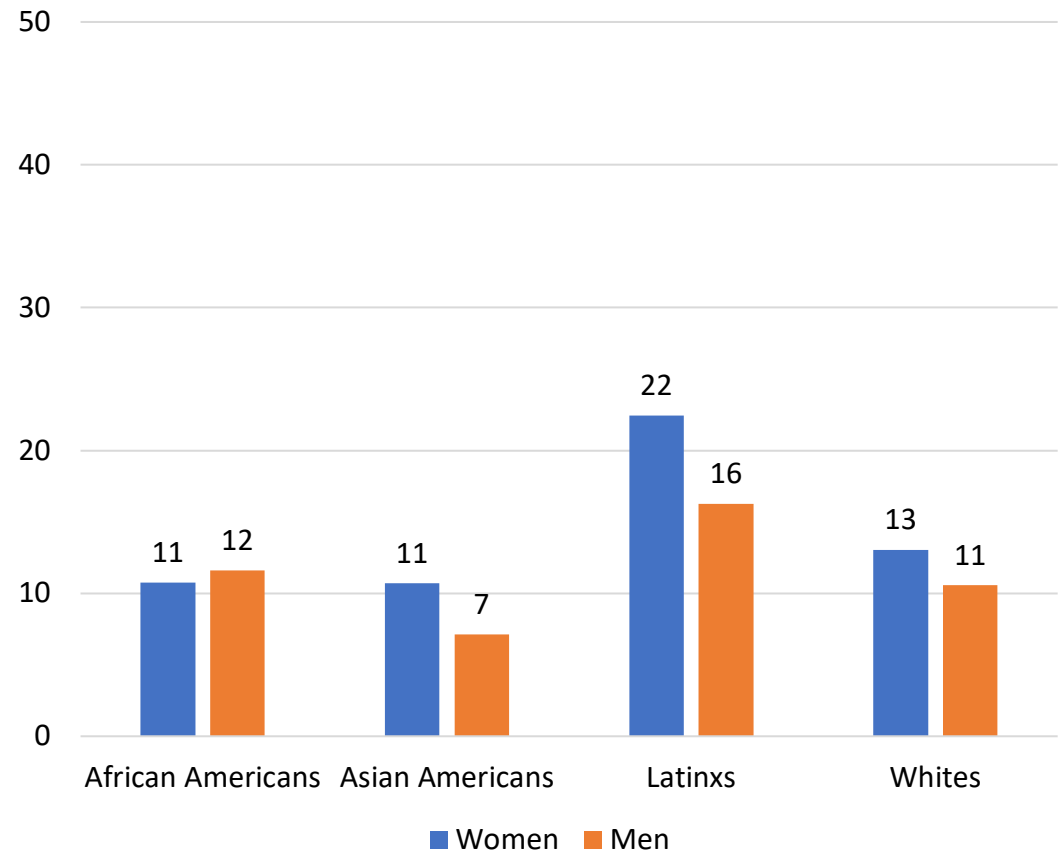
Feminism and Women of Color (by Race & Gender)

Relatively few women and men think the feminist movement has done “a lot” to improve the lives of women of color.

The percentages of men and women who say the feminist movement has done “a lot” for women of color are roughly equivalent among African Americans (12% and 11%) and white Millennials (11% and 13%).

There is a small gap among Asian Americans, with Asian American women 4 points more likely to say that feminism has done “a lot” for women of color. A similar gap exists among Latinx Millennials; Latinx women are 6 points more likely than men to say feminism has improved the lives of women of color and are the most likely to hold this view overall (22%).

How much do you think the feminist movement has done to improve the lives of women of color?
(% that say “a lot”)



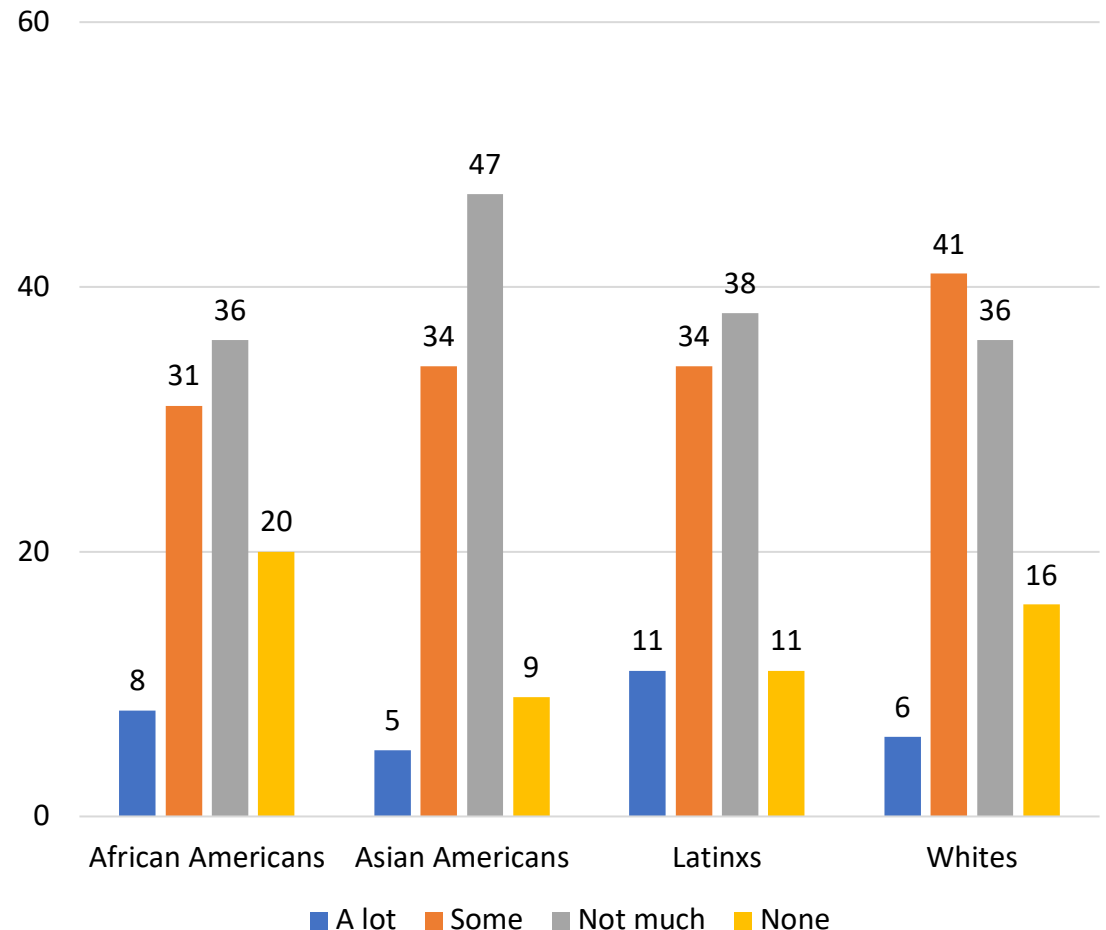
Feminism and Poor Women (by Race)

Unlike white women and women of color, Millennials do not believe that the feminist movement has done much to improve the lives of poor women. Less than a majority believe the feminist movement has doing a lot or some to improve the lives of poor women.

- 39% African Americans
- 39% Asian Americans
- 45% Latinxs
- 47% whites

Pluralities of African American (36%), Asian American (47%), and Latinx (38%) Millennials report that the feminist movement has not done much to improve the lives of poor women while the plurality response among white Millennials (41%) is that the feminist movement has done “some” to improve the lives of poor.

How much do you think the feminist movement has done to improve the lives of poor women?

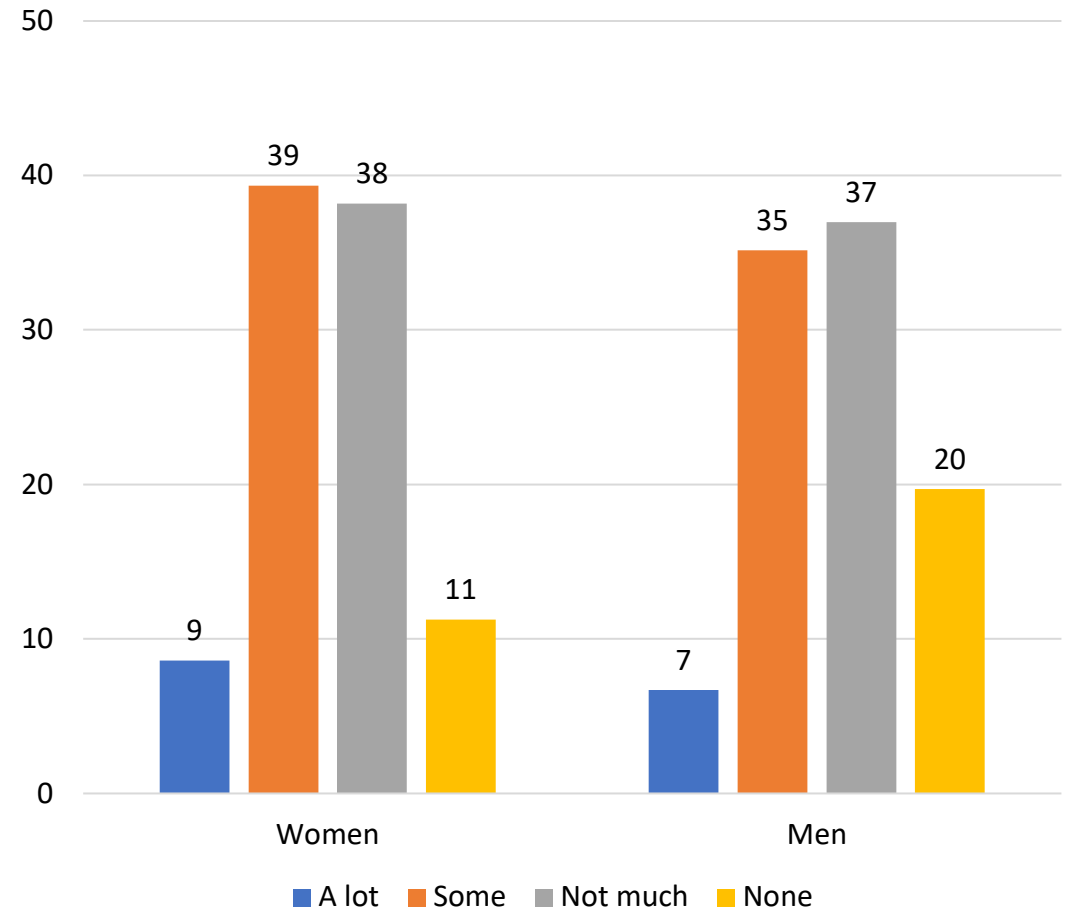


Feminism and Poor Women (by Gender)

Views on how much the feminist movement has done to improve the lives of poor women do not diverge much by gender. Both Millennial women and men are most likely to believe that the feminist movement has done "some" or "not much" to improve the lives poor women.

Twenty percent of men believe the feminist movement did nothing to improve the lives of poor women compared to 11 percent of women.

How much do you think the feminist movement has done to improve the lives of poor women?

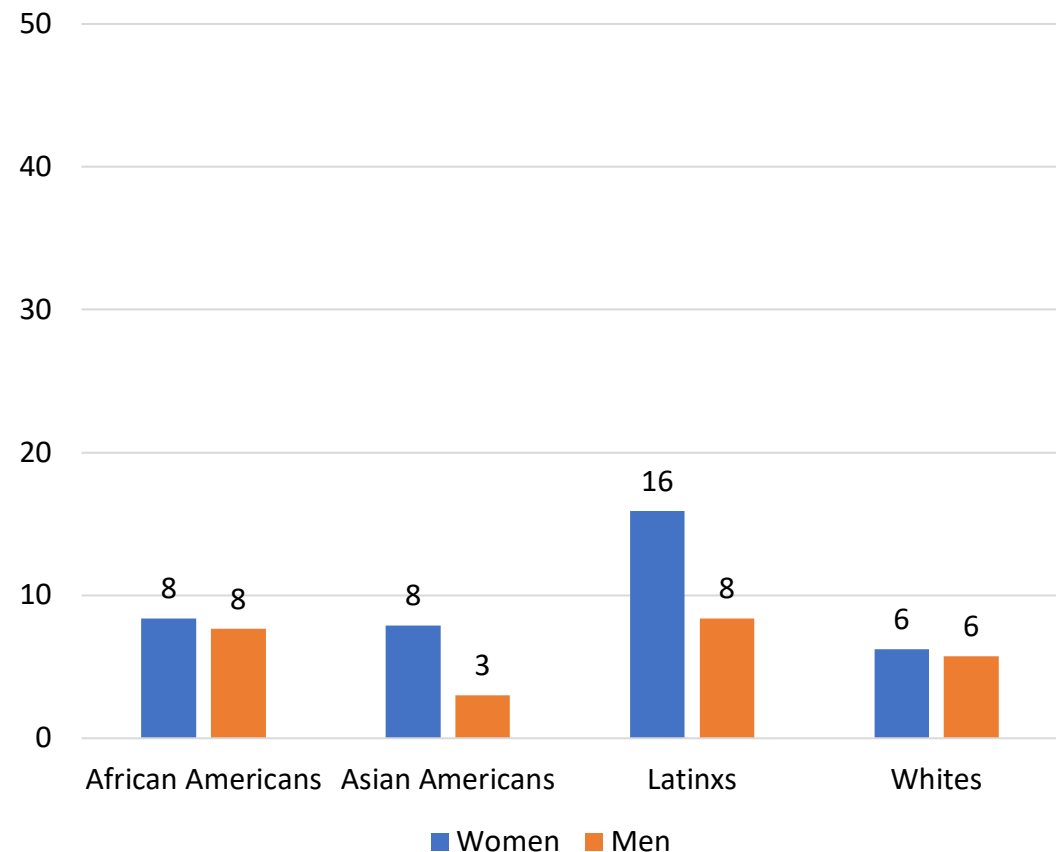


Feminism and Poor Women (by Race & Gender)

Very few Millennials—generally less than 8% in any particular group—believe the contemporary feminist movement has done “a lot” to improve the lives of poor women. Latinx women expressed the highest support for this belief.

There is no gender gap among African American or white Millennials. Only 8% of African American men and women say that feminism has improved the lives of poor women “a lot.” Among white Millennials the percentage is lower at 6% of women and men. Asian American men are the least likely to say that the feminist movement has done “a lot” to improve the lives of poor women (3%).

How much do you think the feminist movement has done to improve the lives of poor women?
(% that say “a lot”)



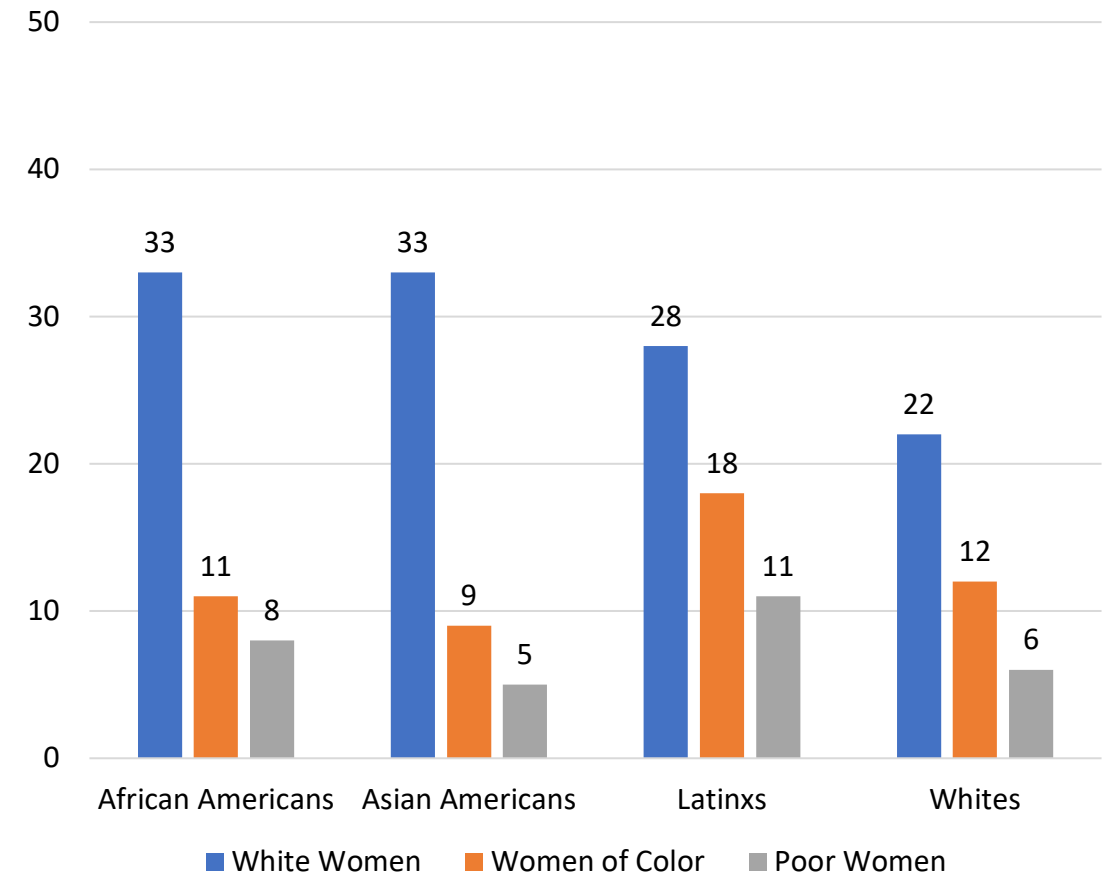
The Benefits of Feminism (by Race)

These findings are more constrained than the large majorities of Millennials that indicated they believed that the feminist movement had done “a lot” or “some” to improve the lives of white women.

- African Americans (72%)
- Asian Americans (85%)
- Latinxs (68%)
- Whites (67%)

Compared to their responses about white women and women of color, Millennials across race and ethnicity are the least likely to express that the feminist movement has done “a lot” to improve the lives of poor women and the most likely to believe the feminist movement has not done anything for poor women.

How much do you think the feminist movement has done to improve the lives of [white women/women of color/poor women]? (% that say “a lot”)

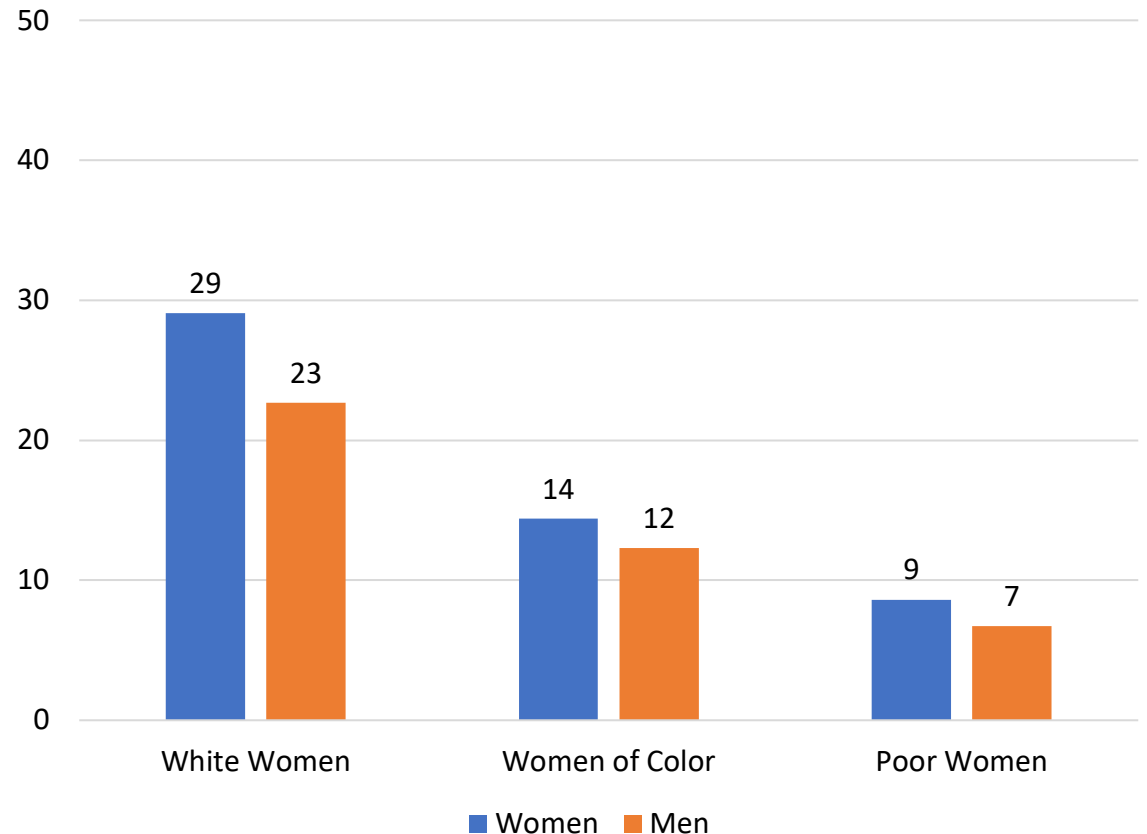


The Benefits of Feminism (by Gender)

Views of the feminist movement's impact are more positive when asked about white women than women of color. Fewer men (12%) and women (14%) believe that the feminist movement has done "a lot" to improve the lives of women of color compared to white women (23% and 29%, respectively). Instead, higher percentages of both women (10 pts) and men (8 pts) express the opinion that the feminist has not done much to improve the lives of women of color.

Compared to white women and women of color, Millennials across race/ethnicity and gender believe that the lives of poor women have benefitted the least from the feminist movement.

How much do you think the feminist movement has done to improve the lives of [white women/women of color/poor women]? (% that say "a lot")



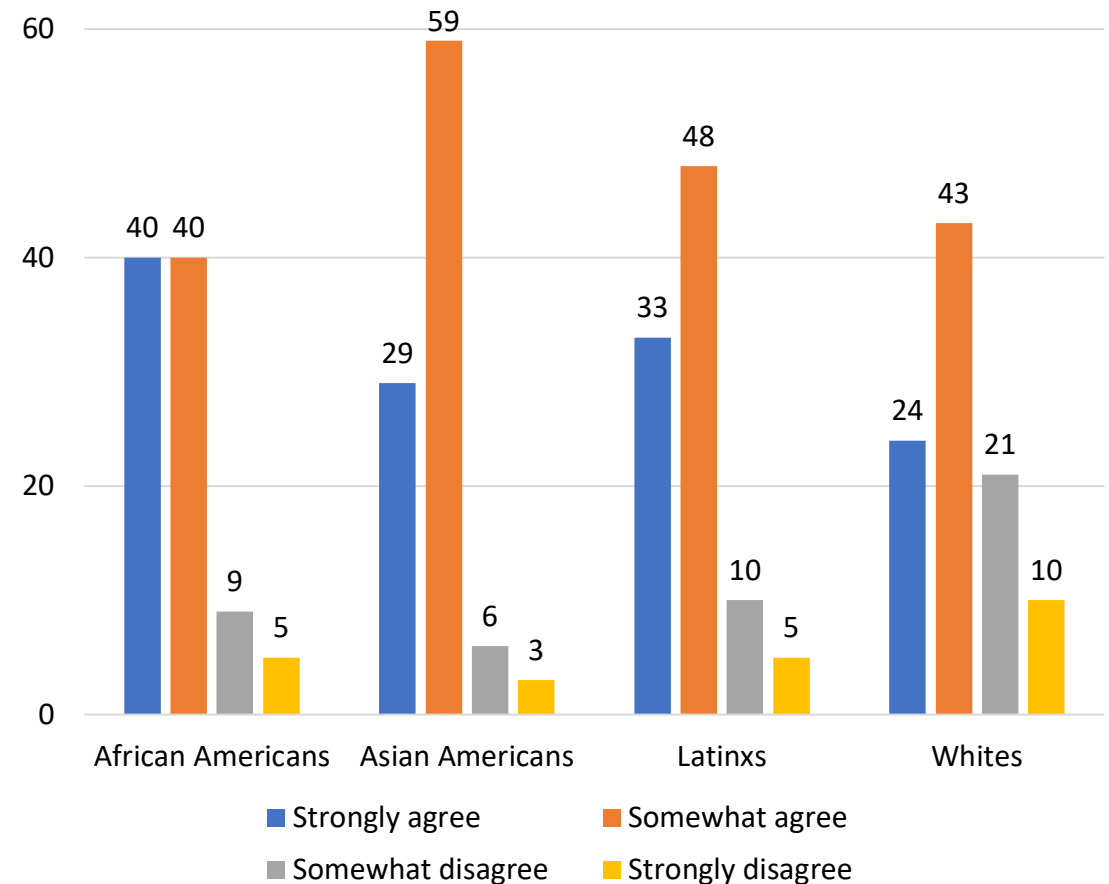
Fighting for Opportunity (by Race)

Large majorities of African American (80%), Asian American (88%), Latinx (81%), and white (67%) Millennials either “somewhat” or “strongly” agree that it is easy to understand why women’s groups are concerned about societal limitations of women’s opportunities.

Equal percentages of African American (40%) Millennials “strongly” or “somewhat agree,” whereas the plurality response among Asian American, Latinx, and white Millennials is “somewhat” agree.

African American Millennials are the most likely to strongly agree while white (24%) Millennials are the least likely to strongly agree. White Millennials are also roughly twice as likely to disagree (21%) than any other racial/ethnic group.

It is easy to understand why women’s groups are still concerned about societal limitations of women’s opportunities. Do you...?

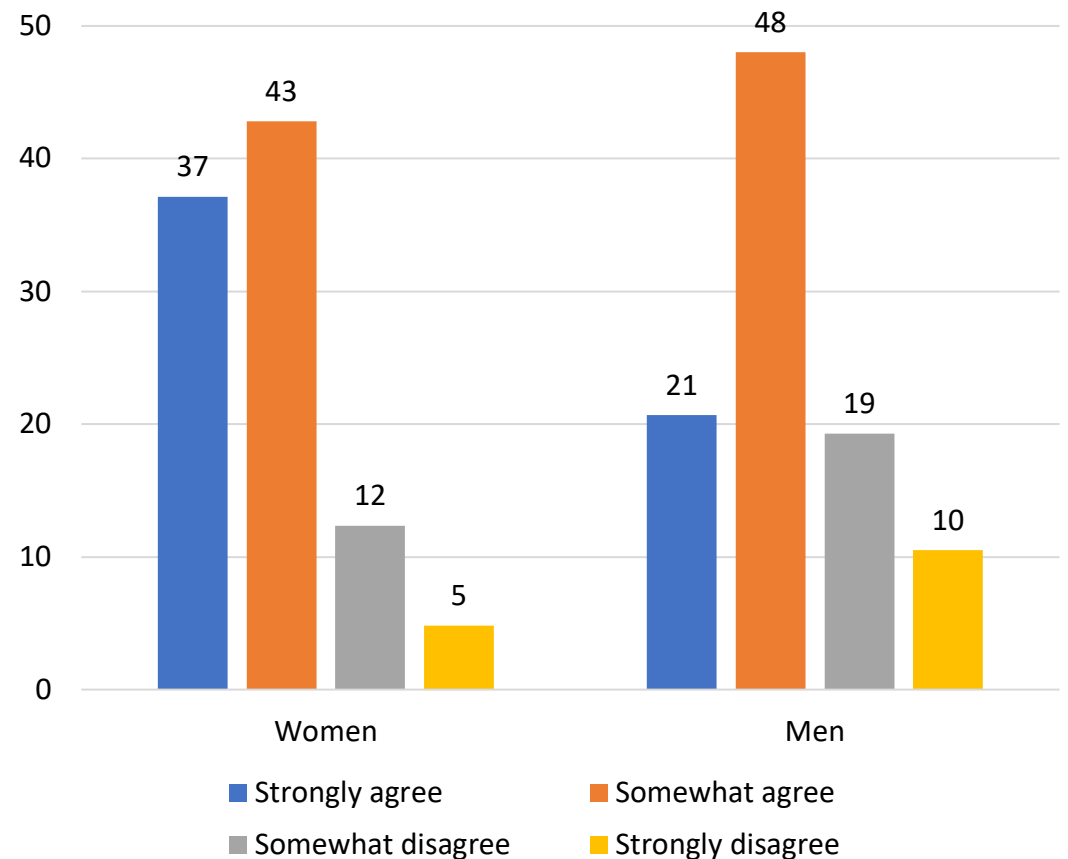


Fighting for Opportunity (by Gender)

Majorities of both women (80%) and men (69%) agree that it is easy to understand why women's groups are still concerned about the societal limitations of women's opportunities and pluralities of both men and women indicate that they "somewhat" agree that it is easy to understand why women's groups are still concerned about the limitations facing women.

There are important differences in opinion at the extreme ends of the spectrum; women (37%) are approximately 16 points more likely to **strongly agree** that it is easy to understand women's groups' concerns regarding women's opportunities when compared to men (21%). In contrast, men are roughly twice as likely to **strongly disagree** (10 points vs. 5 points).

It is easy to understand why women's groups are still concerned about societal limitations of women's opportunities. Do you...?



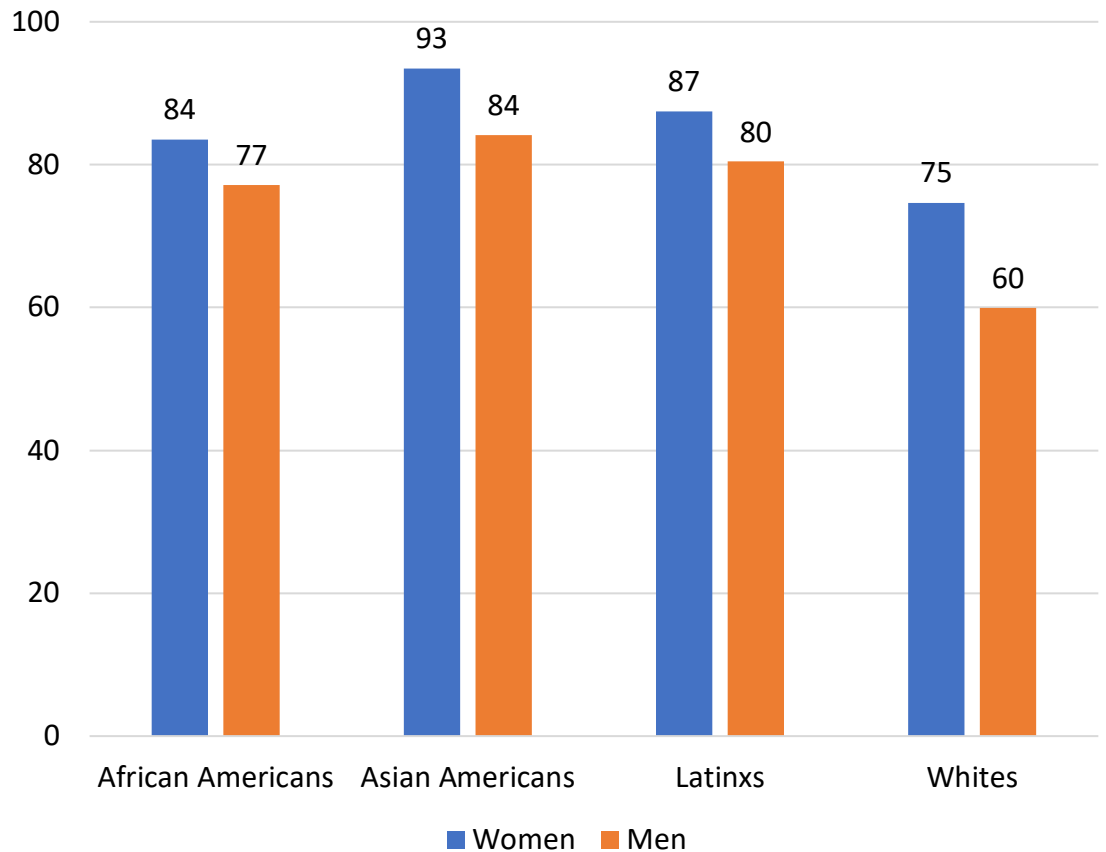
Fighting for Opportunity (by Race & Gender)

Among African American, Asian American, Latinx and white Millennials, women are more likely than men to say it is easy to understand why women's groups are concerned about the societal limitations of women's opportunities.

The differences between women and men range from 7 points among African Americans and Latinxs, 9 points among Asian Americans, and 15 points among white Millennials. Despite these differences, substantial majorities of men across race and ethnicity think it is easy to understand why women's groups are concerned with equality of opportunity.

White men are the least likely to say it's easy to understand, at 60%, while Asian American men are the most likely, at 84%.

It is easy to understand why women's groups are still concerned about societal limitations of women's opportunities. Do you...? (% strongly/somewhat agree)



*Full details including survey methodology are available at
www.genforwardsurvey.com*