

WINNING **4** WOMEN

National Online Survey among
1,500 High-Propensity, Registered Voters
February 22-25, 2025

Key Findings

- **Healthcare remains a top three voting issue for all Americans.**
 - a. A majority of Republicans (54%) consider healthcare as one of their “top 3 issues” when voting, including 62% of women and 66% of parents
- **Yet Democrats still enjoy a double digit lead on the issue of healthcare.** More specifically, by 13% more trust Democrats (40%) to handle women’s health issues than Republicans (27%). And 41% say Democrats prioritize women’s health issues beyond pregnancy, abortion and fertility, just 24% say that of Republicans.
- The FDA (69%-22% favorability), NIH (59%-20% favorability), CDC (67%-24% favorability) remain favorably viewed institutions among Americans. A majority of Republicans have favorable toward the FDA (58% favorable), and plurality of Republicans have favorable views of the NIH (44% favorable) and CDC (47% favorable)

Women Drive Healthcare, Yet Face Overwhelming Challenge. Women and Parents are the Chief Healthcare Officers (CHOs) for their families Managing Health Appointments, Medications, and Vaccines

- 7-in-10 women and nearly 8-in-10 parents manage healthcare decisions for their family members (child, spouse, parent, other family member)
- The burden of caregiving is disproportionately shouldered by women, leading to high stress and self-neglect—over half (52%) of female caregivers report significant burnout.
- 78% of Republicans and 80% of women think about things related to their personal health, or their family's health, at least "a few times" per week.

Key Findings

REDEFINING WOMEN'S HEALTH

- **More than 9 in 10 voters (92%) agree “*Women’s health covers much more than just pregnancy, abortion, and other fertility issues*” including 91% of women, 90% of Republicans, and 92% of Independents.**
- **When asked what the most important health issue that American women face, 1 in 6 voters (17%) cite cancer as their top concern, yet abortion still leads at 1 in 4 (25%).** Other notable health problems follow behind: 12% said mental health, 9% said heart disease, 7% said obesity.
- **91% of voters agree that “*it is essential that clinical research investigates how biological differences between men and women affect symptoms and health outcomes for different medical conditions and diseases*” including 91 % of men, women, and Independents, and 90% of GOP.**
- **3 of 4 voters support increased investments in women health when learning that women are an average of 4.5 years older than men by the time they are diagnosed with many of the same diseases.**

Key Findings

Facts and Figures Compel Action

8-in-10 voters are more likely to support increased investment in and focus on women's health once they are informed of the unique health challenges women face as compared to men:

- Two-thirds of Alzheimer's patients over age 65 are women
 - (84% more likely to support more investment and attention with respect to women's health)
- Approximately 80% of people diagnosed with autoimmune conditions (lupus, rheumatoid arthritis, thyroid diseases) are women
 - (84% more likely to support more investment and attention with respect to women's health)
- Osteoporosis prevention measures, like bone scans, could help women avoid bone injuries.
 - (84% more likely to support more investment and attention with respect to women's health)
- Women are twice as likely to develop multiple sclerosis and two to three times as likely to experience migraines
 - (84% more likely to support more investment and attention with respect to women's health)

Voters Overwhelmingly Support Access to Weight Loss Treatments and Vaccines

- 85% of voters agree *weight loss treatments, including medication and nutritional counseling, should be affordable and accessible to all women*, including 82% of Republicans
- **Nearly 9-in-10 voters (87%), including 82% of Republicans agree that the MMR vaccine is safe and effective at preventing outbreaks and protecting public health.**
 - a. 63% of voters, including 64% of women are concerned about family members being exposed to individuals not vaccinated for conditions like measles.

Key Findings

Policy Solutions

There is strong “tripartisan” support for public policies that would:

- ***Prioritize and incentivize innovations that improve women’s health and health outcomes***
 - (84% overall support - 81% GOP, 87% women, men, Independents)
- ***Make clinical trials easier for women to participate***
 - (89% overall support - 86% GOP, 89% men, 90% women, 89% Independents).
- ***Government investment in finding cures and treatments for women-only conditions and diseases***
 - (81% overall support - 73% GOP, 79% men, 83% women, 82% Independents)
- ***Provide ways that academia, private industry, and the government can work together to maximize funding efforts and collaborations***
 - (87% overall support - 83% GOP, 88% Men, 86% women, 87% Independents)
- ***Prioritize science that promotes the health of women, thereby positioning them for better long-term health outcomes***
 - (87% overall support - 83% GOP, 87% men, women, 86% Independents).
- ***Promote increased investment and research into developing new drugs, devices, and treatments to address conditions that uniquely impact women***
 - (87% overall support - 82% GOP, 86% men, 87% women, 85% Independents).
- ***Expand health care coverage for prenatal and post-natal care, including for women experiencing challenges with fertility.***
 - (87% overall support – 81% GOP, 86% women, 87% Independents).
- ***Make sure pregnant women in rural and underserved communities don’t have to travel long distances to get the care they need.***
 - (87% overall support – 83% GOP, 88% women, 86% men, 85% Independents).

Key Findings

Political Currency

Increased investment in, and focus on, women's health receives strong tri-partisan support once voters are informed about the disparities between investments in women's health and are made aware that chronic conditions and diseases present differently in men and women.

Nearly 9-in-10 voters nationwide would support a candidate who:

- ***Believes that women's health means more than abortion, reproduction and birth control.***
 - a. (88% overall more likely to vote for that candidate - including 84% of GOP, 87% of men, and 86% Independents).
- ***Wants women's health issues to be treated with the same importance as men's health issues***
 - a. (87% overall more likely to vote for that candidate - including 83% of GOP, 85% of men, and 87% Independents).
- ***Would ensure that women are included in medical studies, particularly those that are related to health issues that disproportionately affect women***
 - a. (87% overall more likely to vote for that candidate - including 83% of GOP, 86% of men, and 86% Independents).

FDA and NIH Highly Favored, likely in part because folks see them as “life or death”

Federal agencies like the FDA, NIH, and CDC enjoy broad approval, especially among Democrats. Congressional support is sharply divided, with strong party loyalty and opposition. Independents show a more nuanced, critical view of both parties and leaders.

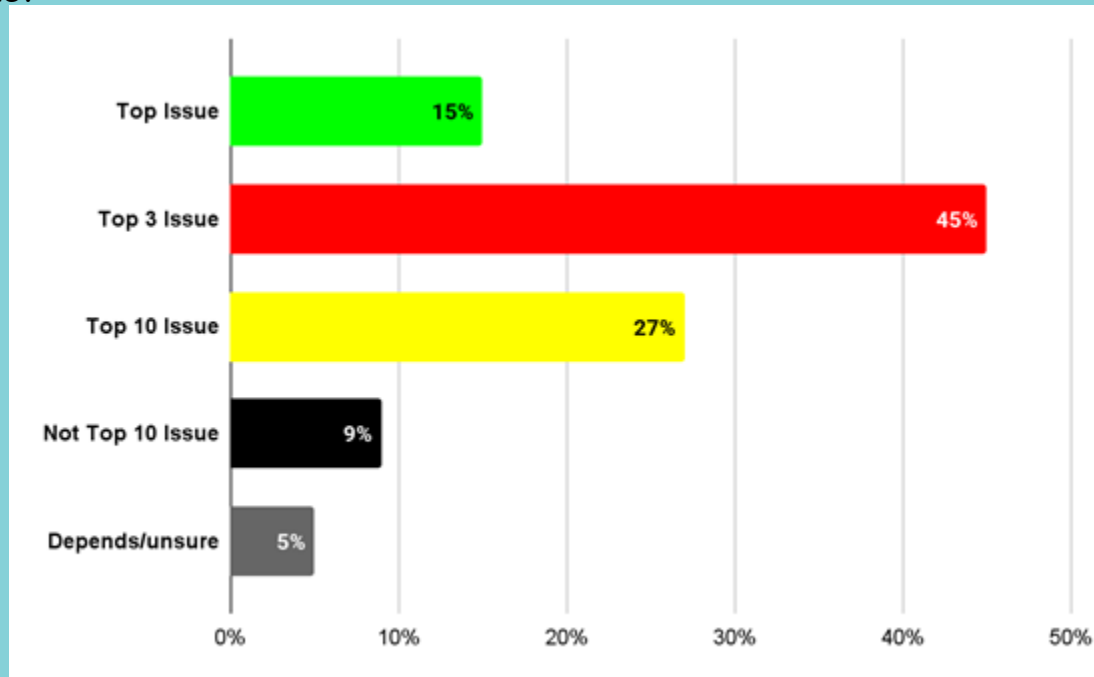
You will now see a list of individuals or organizations. For each, please indicate whether you have a favorable or unfavorable opinion of them. If you have never heard of the person or organization, or have no opinion, just say so and we will move to the next. And would you say strongly (favorable/unfavorable) or somewhat?

	FDA	NIH	CDC	GOP in Congress	Democrats in Congress	Donald Trump
Favorable	69% Overall 69% Women 87% Democrats 66% Independents 58% GOP	59% Overall 59% Women 79% Democrats 57% Independents 44% GOP	67% Overall 70% Women 88% Democrats 68% Independents 47% GOP	43% Overall 38% Women 10% Democrats 34% Independents 86% GOP	43% Overall 47% Women 85% Democrats 36% Independents 12% GOP	48% Overall 43% Women 56% Ages 18-29 43% Independents 89% GOP
Un-favorable	22% Overall 21% Women 8% Democrats 23% Independents 36% GOP	20% Overall 15% Women 6% Democrats 20% Independents 34% GOP	24% Overall 21% Women 6% Democrats 22% Independents 44% GOP	51% Overall 53% Women 86% Democrats 58% Independents 11% GOP	51% Overall 45% Women 11% Democrats 56% Independents 83% GOP	49% Overall 53% Women 40% Ages 18-29 54% Independents 9% GOP
Heard of/No Opinion	8% Overall 9% Women 5% Democrats 11% Independents 7% GOP	13% Overall 16% Women 9% Democrats 16% Independents 13% GOP	7% Overall 9% Women 4% Democrats 9% Independents 7% GOP	5% Overall 7% Women 3% Democrats 7% Independents 3% GOP	6% Overall 8% Women 3% Democrats 8% Independents 4% GOP	2% Overall 3% Women 4% Ages 18-29 3% Independents 1% GOP
Never Heard Of	**% Overall 1% Women 1% Democrats **% Independents **% GOP	8% Overall 9% Women 6% Democrats 7% Independents 9% GOP	1% Overall 1% Women 1% Democrats 1% Independents 2% GOP	1% Overall 1% Women 1% Democrats 1% Independents ** GOP	1% Overall 1% Women **% Democrats 1% Independents 1% GOP	**% Overall

Healthcare is a Decisive Voting Factor, Ranking in the Top 3 for 60% of Voters - Especially Women and Democrats

Healthcare is a top issue for 15% of voters overall, and a top-three concern for 45% overall, with women (47%), Democrats (54%), and parents (43%) prioritizing it as a top-three issue. GOP voters are least likely to rank it highly, with 13% saying it's not even a top-10 concern.

How important is the issue of healthcare to you when deciding for whom to vote?

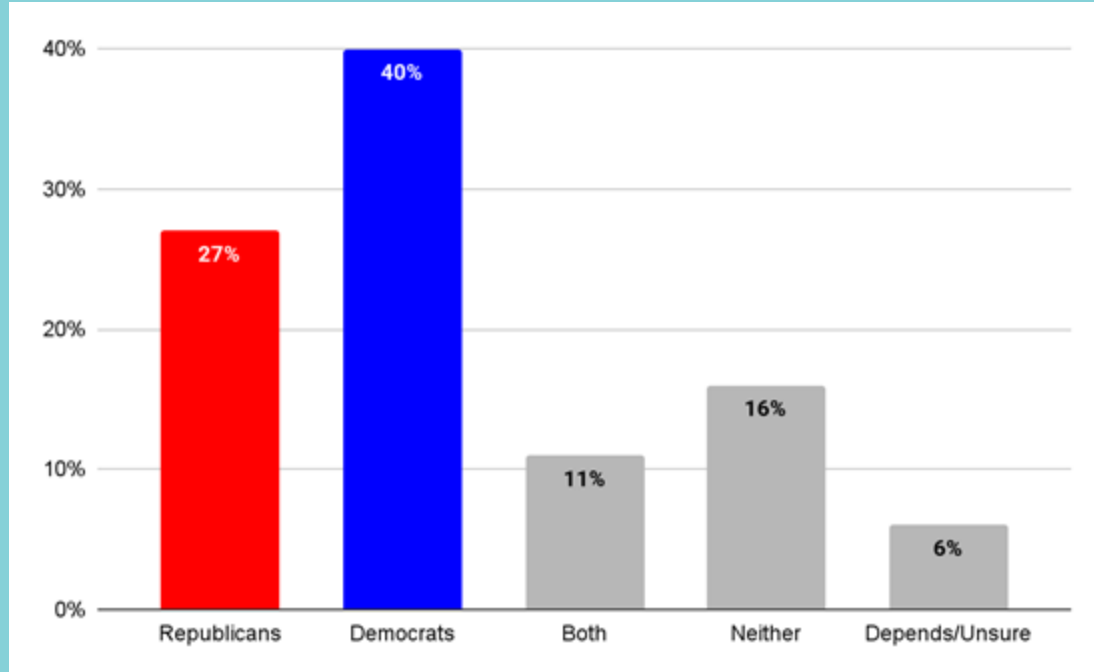


Notable Crosstabs	Top Issue	Top 3	Top 10	NOT Top 10	Depends/Unsure
Women	15%	47%	25%	8%	5%
Men	15%	43%	28%	9%	4%
Parents	23%	43%	24%	6%	4%
Married	14%	45%	26%	10%	4%
GOP	17%	36%	29%	13%	5%
Indies	11%	46%	30%	8%	6%
Democrats	18%	54%	21%	4%	3%
Under \$50K	15%	45%	26%	8%	6%
\$100K+ income	18%	41%	27%	11%	4%
No College	15%	42%	25%	10%	8%

Democrats Enjoy a Double-Digit Lead on Handling Women's Health Issues

Democrats fare well among women, men, Independents, and across income categories, with about 40% of each demographic trusting the Democratic party. Further, only one-half of Republicans trust the GOP on this issue.

Which party do you trust more to handle women's health issues?

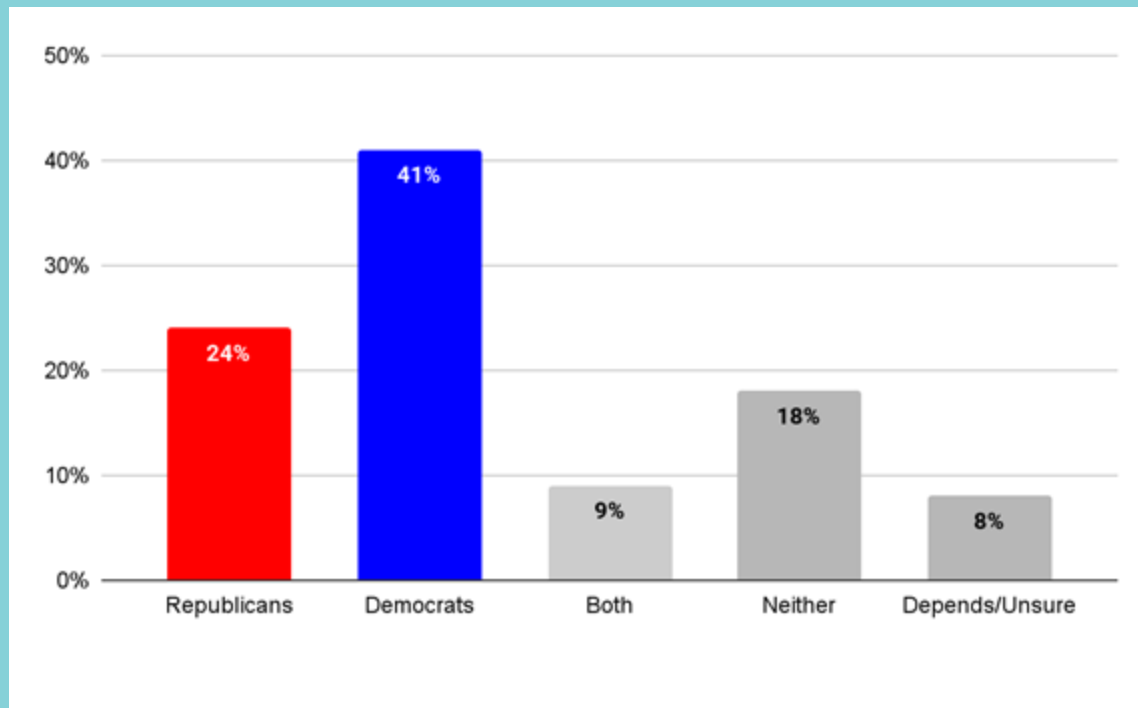


<i>Notable Crosstabs</i>	GOP	Democrats	Neither
Women	25%	41%	16%
Men	28%	39%	16%
Parents	34%	35%	15%
Married	31%	34%	6%
GOP	52%	11%	18%
Independents	15%	43%	21%
Democrats	9%	77%	6%
Under \$50K	23%	43%	17%
\$100K+ income	28%	40%	15%
No College	33%	32%	15%

Most Believe Democrats, not Republicans, Prioritize Women's Health Beyond Pregnancy, Abortion, and Fertility

This includes pluralities of Independents, parents, married individuals, upper- and lower-income, and both genders, with about 40% of each cohort in agreement.

Which political party, Republicans or Democrats, in your opinion prioritizes women's health issues beyond pregnancy, abortion, and fertility?

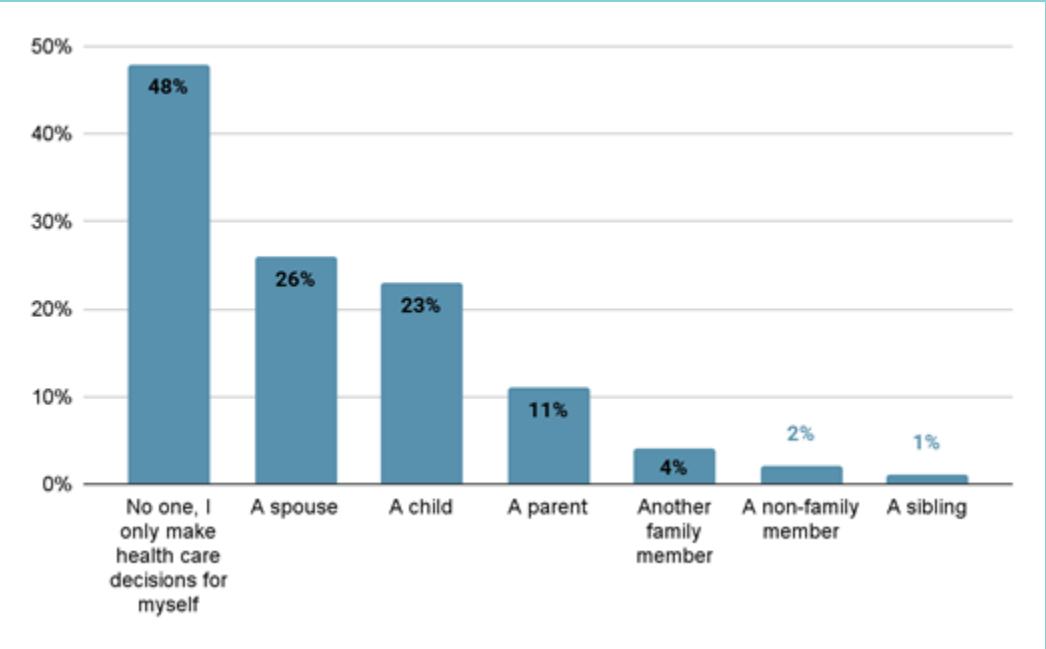


Notable Crosstabs	GOP	Democrats	Neither
Women	22%	42%	9%
Men	25%	40%	7%
Parents	30%	38%	13%
Married	26%	37%	18%
GOP	44%	14%	19%
Independents	15%	45%	20%
Democrats	9%	73%	10%
Under \$50K	21%	43%	18%
\$100K+ income	24%	41%	18%
No College	29%	33%	17%

Most Make Healthcare Decisions For Themselves and A Family Member

48% of individuals make health care decisions for themselves, while 26% care for a spouse and 23% for a child. Women and Democrats primarily make decisions for themselves, while married individuals and those with higher incomes often make decisions for others, especially spouses. Among those aged 30-49, 31% decide for themselves, 45% for a spouse, and 12% for a child. In contrast, 26% of those aged 50-64 decide for themselves, 15% for a spouse, and 52% for a parent.

Besides yourself, for whom do you provide care or make health care decisions?

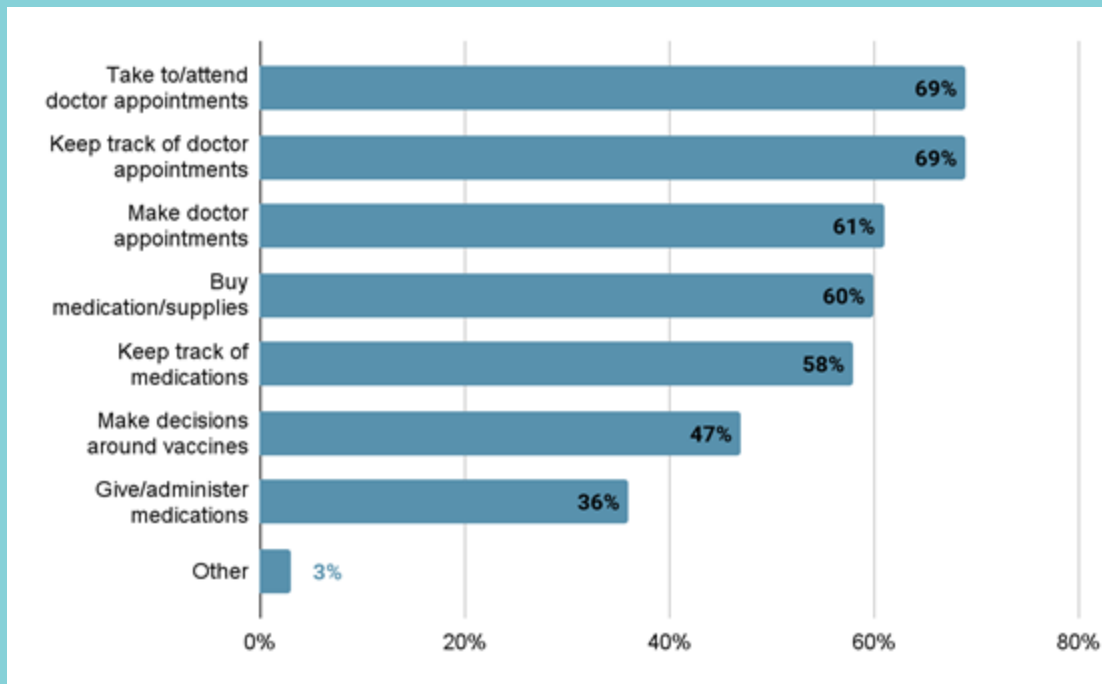


Notable Crosstabs	Spouse	Child	Parent	Another family member	Non-family	Sibling	No one
Women	24%	23%	11%	5%	2%	1%	49%
Men	29%	23%	11%	4%	1%	1%	48%
Parents	40%	73%	16%	5%	1%	1%	8%
GOP	31%	28%	11%	4%	2%	1%	43%
Independents	25%	21%	11%	4%	2%	1%	49%
Democrats	22%	19%	11%	4%	1%	2%	53%
Under \$50K	16%	15%	10%	5%	2%	2%	59%
\$100K+ income	36%	35%	13%	4%	1%	1%	36%
Ages 30-49	31%	45%	12%	5%	1%	1%	34%
Ages 50-64	26%	15%	12%	3%	2%	1%	52%

Women and Parents are the Chief Healthcare Officers (CHOs) - Managing Health Appointments, Medications, and Vaccines

Among those who provide care, 70% of women attend doctor appointments, and 78% of parents track them, with both groups more involved in medications and vaccines. Men are less engaged in these tasks. Higher-income and less-educated individuals take on more health care responsibilities, especially in appointments and medication purchases.

And what type of care do you provide?*



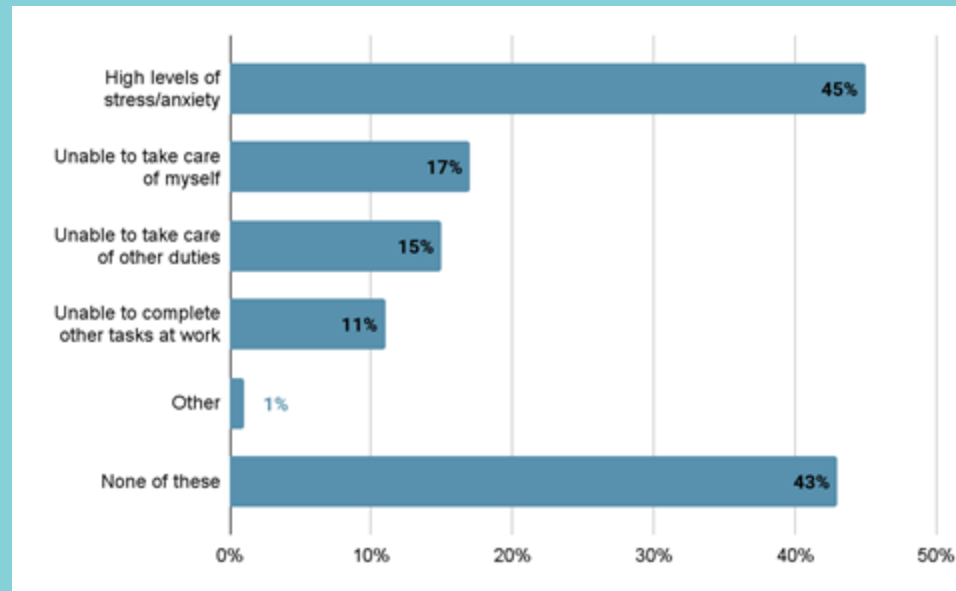
Notable Crosstabs	Take/Attend to Dr	Keep Track of Appts	Make Dr Appts	Buy Rx Supplies	Keep Track of Rx	Make Vaccine Decision	Give/Admin Medicine
Women	70%	75%	69%	59%	60%	48%	38%
Men	69%	63%	52%	61%	55%	47%	34%
Parents	78%	77%	75%	70%	63%	70%	49%
Married	70%	71%	61%	65%	58%	53%	35%
GOP	68%	68%	63%	60%	59%	50%	35%
Indies	72%	70%	58%	59%	56%	45%	36%
Democrats	67%	70%	61%	62%	59%	48%	37%
Under \$50K	68%	67%	61%	51%	59%	36%	36%
\$100K+ income	70%	71%	62%	67%	59%	57%	36%
No College	69%	73%	65%	46%	62%	38%	39%

*Asked only of those who indicated they make healthcare decisions for others in the previous question.

Caregiving Takes a Toll: High Stress and Self-Neglect Hit Women, Parents, and Lower-Income Individuals Hardest

Nearly 45% of caregivers report high stress, with women (52%) and parents (51%) most affected. Self-care struggles impact 19% of women and 20% of parents, while 55% of lower-income and less-educated caregivers report high stress. While married (38%) and higher-income (40%) caregivers face fewer difficulties.

*And due to your role as a caretaker, which of the following have you experienced in the past month?**



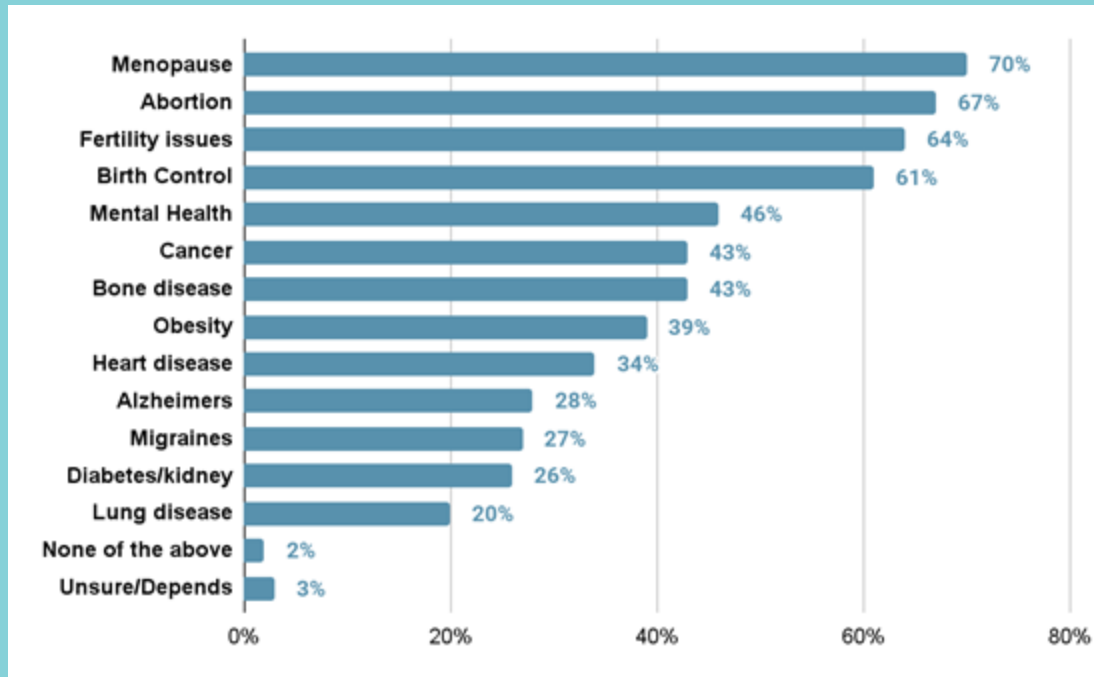
Notable Crosstabs	High levels of Anxiety	Unable to care of myself	Unable to do other duties	Unable to complete work	Other	None of These
Women	52%	19%	13%	10%	1%	39%
Men	38%	15%	18%	11%	**	47%
Parents	51%	20%	18%	15%	1%	36%
Married	38%	14%	15%	10%	1%	50%
GOP	43%	17%	16%	10%	**	46%
Indies	39%	16%	12%	10%	1%	48%
Democrats	55%	19%	20%	13%	1%	33%
Under \$50K	55%	18%	14%	8%	1%	34%
\$100K+ income	40%	16%	14%	10%	1%	48%
No College	55%	17%	13%	12%	1%	36%

**Asked only of those who indicated they make healthcare decisions for others in a previous question.*

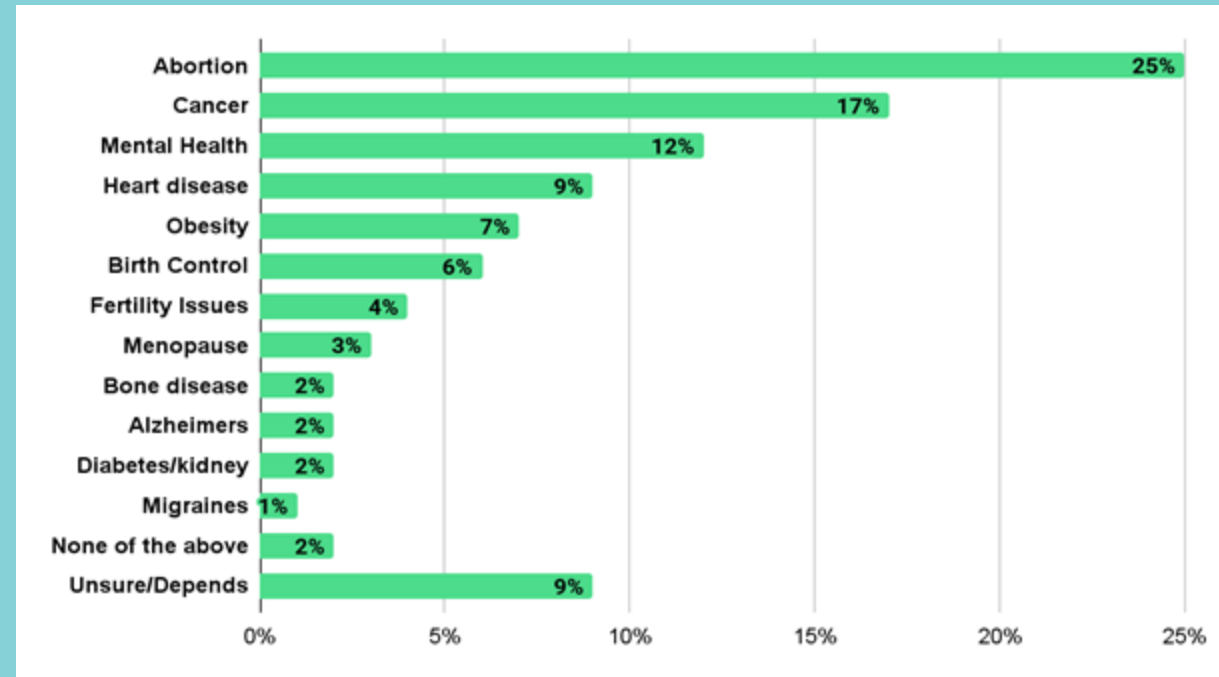
Menopause, Abortion, and Fertility Dominate “Women’s Health” Concerns, a Politically Calculated Win for Democrats and a Statistical Fallacy for Women. “Chronic disease” shows signs of life in the data

When selecting multiple issues, menopause (70%), abortion (67%), and fertility (64%) ranked highest. But when choosing just one, abortion (25%) and cancer (17%) took priority, showing a shift toward abortion and life-threatening diseases.

*Which of the following do you consider to be women’s health issues? You may select **more than one option**.*



*In your opinion, what is the **MOST** important health issue facing American women?*



Nearly Everyone Agrees "Women's Health" is more than Abortion, Yet Nearly Everyone Falls into Trap of Saying Otherwise

Women's health is about more than abortion—92% agree, with strong bipartisan and income-level support. Additionally, 84% recognize biological differences in disease and treatment impact. Disagreement is minimal.

Still as we found in the previous slide when people hear “women’s health”, abortion is top of mind.

For the following statements please indicate if you agree or disagree.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>Women's health covers much more than just pregnancy, abortion, and other fertility issues.</i>	92% Overall 91% Women 94% Democrats 92% Independents 90% GOP 90% Under \$50K 94% \$100K+ income	6% Overall 7% Women 5% Democrats 6% Independents 7% GOP 8% Under \$50K 4% \$100K+ income	2% Overall 2% Women 2% Democrats 2% Independents 3% GOP 3% Under \$50K 2% \$100K+ income
<i>Men and women are biologically different so diseases and treatments impact women's health differently.</i>	84% Overall 86% Women 85% Democrats 84% Independents 84% GOP 81% Under \$50K 86% \$100K+ income	10% Overall 7% Women 9% Democrats 9% Independents 11% GOP 10% Under \$50K 9% \$100K+ income	6% Overall 7% Women 6% Democrats 7% Independents 5% GOP 9% Under \$50K 5% \$100K+ income

Access to Nutrition and Treatment: Key to Tackling Women's Obesity, Say Most Americans

Most Americans (63%) believe access to good nutrition can address obesity in women, and 85% support affordable weight loss treatments. Most voter cohorts are in alignment on both statements.

For the following statements please indicate if you agree or disagree.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>Weight loss treatments, including medication and nutrition counseling, should be affordable and accessible to all women</i>	85% Overall 85% Women 91% Democrats 84% Independents 82% GOP 84% Under \$50K 85% \$100K+ income	8% Overall 8% Women 3% Democrats 9% Independents 13% GOP 8% Under \$50K 9% \$100K+ income	6% Overall 7% Women 6% Democrats 7% Independents 6% GOP 8% Under \$50K 6% \$100K+ income
<i>About 40% of women are obese in the United States. Having access to good nutrition will solve the problem of obesity for women.</i>	63% Overall 63% Women 66% Democrats 59% Independents 65% GOP 62% Under \$50K 64% \$100K+ income	27% Overall 26% Women 25% Democrats 29% Independents 28% GOP 28% Under \$50K 26% \$100K+ income	10% Overall 11% Women 10% Democrats 12% Independents 7% GOP 10% Under \$50K 10% \$100K+ income

Women Dominate Children's Healthcare Decisions; Strong Consensus on Vaccine Safety

Women are the primary decision-makers for their children's healthcare, with 76% in agreement. Vaccine safety, especially for polio and MMR, is widely supported at 87%, even 82% of Republicans agree.

For the following statements please indicate if you agree or disagree.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>Vaccines for polio and measles, mumps, and rubella (MMR) are safe and effective for preventing outbreaks and protecting my and my family's health.</i>	87% Overall 87% Women 93% Democrats 87% Independents 82% GOP 83% Under \$50K 91% \$100K+ income	8% Overall 8% Women 4% Democrats 8% Independents 13% GOP 9% Under \$50K 7% \$100K+ income	4% Overall 5% Women 3% Democrats 5% Independents 5% GOP 7% Under \$50K 3% \$100K+ income
<i>Women are the primary decision makers for their children's healthcare.</i>	76% Overall 82% Women 78% Democrats 76% Independents 75% GOP 74% Under \$50K 76% \$100K+ income	14% Overall 8% Women 11% Democrats 13% Independents 16% GOP 15% Under \$50K 14% \$100K+ income	10% Overall 9% Women 11% Democrats 11% Independents 9% GOP 11% Under \$50K 11% \$100K+ income

Most Are Concerned Over Unvaccinated Exposure and Food Industry's Role in Health

Worries about exposure to unvaccinated individuals are higher among Democrats (76%) and high-income groups (68%), while a slim majority of Republicans share that worry (54%).

Similarly, 71% of Republicans and Independents, and 66% of Democrats believe the food industry contributes to poor health.

For the following statements please indicate if you agree or disagree.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>The food industry is partially to blame for making families unhealthy and more sick.</i>	<p>69% Overall</p> <p>68% Women 66% Democrats 71% Independents 71% GOP 67% Under \$50K 71% \$100K+ income</p>	<p>24% Overall</p> <p>24% Women 27% Democrats 23% Independents 23% GOP 26% Under \$50K 23% \$100K+ income</p>	<p>7% Overall</p> <p>8% Women 8% Democrats 6% Independents 5% GOP 8% Under \$50K 6% \$100K+ income</p>
<i>I am concerned about myself and/or my family members being exposed to people who have not been vaccinated for things like measles and polio.</i>	<p>63% Overall</p> <p>64% Women 76% Democrats 61% Independents 54% GOP 59% Under \$50K 68% \$100K+ income</p>	<p>31% Overall</p> <p>29% Women 19% Democrats 32% Independents 40% GOP 33% Under \$50K 28% \$100K+ income</p>	<p>6% Overall</p> <p>6% Women 5% Democrats 7% Independents 6% GOP 8% Under \$50K 4% \$100K+ income</p>

Near Unanimous Support for Closing the Gender Gap in Health Research.

Agreement across demographics that diseases affecting women should receive equal attention as those affecting men, as well as consensus on gender balance in clinical trials. Support is consistent across political affiliations, income levels, and genders, with minimal disagreement across the board.

For the following statements please indicate if you agree or disagree.

	Total AGREE	Total DISAGREE	Depends/Unsure
<i>Diseases that affect only women, such as cervical and uterine cancer, should receive as much attention and resources as those that affect men, such as prostate cancer</i>	93% Overall 92% Men 93% Women 95% Democrats 93% Independents 92% GOP 92% Under \$50K 94% \$100K+ income	6% Overall 6% Men 5% Women 4% Democrats 6% Independents 6% GOP 6% Under \$50K 4% \$100K+ income	2% Overall 2% Men 1% Women 1% Democrats 2% Independents 2% GOP 2% Under \$50K 1% \$100K+ income
<i>It should be a priority for the U.S. government that research into diseases that affect both men and women have adequate numbers of both sexes in clinical trials.</i>	92% Overall 90% Men 93% Women 96% Democrats 91% Independents 89% GOP 91% Under \$50K 92% \$100K+ income	4% Overall 5% Men 4% Women 2% Democrats 4% Independents 5% GOP 4% Under \$50K 4% \$100K+ income	4% Overall 5% Men 4% Women 2% Democrats 5% Independents 6% GOP 5% Under \$50K 4% \$100K+ income

Most Believe Biological Differences Necessitate Unique Diagnoses, Clinical Research & Treatment for Men and Women

At around 90% agreement across key cohorts, these beliefs have strong tri-partisan support, and consensus among different genders and income levels

For the following statements please indicate if you agree or disagree.

	Total FAIR	Total DISAGREE	Depends/Unsure
<i>It is essential that clinical research investigates how biological differences between men and women affect symptoms and health outcomes for different medical conditions and diseases.</i>	91% Overall 91% Men 91% Women 94% Democrats 91% Independents 90% GOP 89% Under \$50K 92% \$100K+ income	4% Overall 5% Men 4% Women 2% Democrats 5% Independents 5% GOP 5% Under \$50K 4% \$100K+ income	4% Overall 4% Men 5% Women 3% Democrats 4% Independents 5% GOP 6% Under \$50K 4% \$100K+ income
<i>It is essential that medical care addresses the biological difference between men and women.</i>	90% Overall 89% Men 91% Women 92% Democrats 89% Independents 89% GOP 86% Under \$50K 92% \$100K+ income	6% Overall 6% Men 5% Women 3% Democrats 7% Independents 6% GOP 8% Under \$50K 3% \$100K+ income	5% Overall 5% Men 4% Women 5% Democrats 4% Independents 5% GOP 5% Under \$50K 6% \$100K+ income

Two-Thirds Believe Women Face Unfair Barriers to Care

Democrats and Women are most sympathetic, with nearly 70% feeling these barriers are unjust. Overall, a scant 18% see a fair and just health care system. Tri-partisan support for major change.

For each of the following statements, please indicate if you consider it to be fair or unfair.

	Total FAIR	Total UNFAIR	Depends/Unsure
<i>Women who live in underserved areas, such as rural communities, do not have the same access to healthcare as others.</i>	18% Overall 21% Men 15% Women 18% Democrats 17% Independents 19% GOP 25% Urban 12% Rural	66% Overall 63% Men 66% Women 73% Democrats 67% Independents 61% GOP 61% Urban 70% Rural	15% Overall 16% Men 16% Women 9% Democrats 16% Independents 20% GOP 14% Urban 18% Rural
<i>Heart disease is the leading cause of death for women, yet less than 5% of National Institutes of Health (NIH) studies examine why and how it affects women differently than men.</i>	18% Overall 20% Men 16% Women 19% Democrats 19% Independents 18% GOP 29% Urban 14% Rural	64% Overall 59% Men 69% Women 63% Democrats 62% Independents 69% GOP 53% Urban 67% Rural	18% Overall 21% Men 15% Women 19% Democrats 19% Independents 13% GOP 18% Urban 19% Rural

Majorities Have Concerns Over Gender Disparities in Funding, Drug Approvals, and Medical Training for Women's Health

Republicans are most concerned that only 4% of pharmaceutical research is dedicated to diseases affecting women.

	Total FAIR	Total UNFAIR	Depends/Unsure
<i>Investments to find treatments and cures for conditions and diseases that only affect women make up just 4% of all pharmaceutical research</i>	15% Overall 17% Men 13% Women 16% Democrats 15% Independents 13% GOP 25% Urban 9% Rural	63% Overall 58% Men 67% Women 60% Democrats 60% Independents 72% GOP 55% Urban 65% Rural	22% Overall 25% Men 20% Women 24% Democrats 24% Independents 14% GOP 20% Urban 26% Rural
<i>Most primary health care training programs do not equip providers to address the biological differences between women and men. Less than 30% of medical schools incorporate gender-specific topics in their curriculum and only 9% of medical schools offer women's health courses or electives.</i>	15% Overall 19% Men 12% Women 16% Democrats 14% Independents 15% GOP 26% Urban 11% Rural	62% Overall 58% Men 67% Women 69% Democrats 61% Independents 60% GOP 55% Urban 65% Rural	22% Overall 23% Men 22% Women 15% Democrats 25% Independents 25% GOP 18% Urban 24% Rural
<i>Of 37 total prescription drugs the FDA approved in 2022, only two were for female-specific health conditions.</i>	14% Overall 17% Men 12% Women 14% Democrats 15% Independents 15% GOP 23% Urban 10% Rural	53% Overall 49% Men 57% Women 59% Democrats 53% Independents 48% GOP 50% Urban 56% Rural	32% Overall 34% Men 31% Women 27% Democrats 33% Independents 37% GOP 26% Urban 35% Rural

8-in-10 More Likely to Focus on Women's Health Once Briefed on Unique Health Challenges Women Face

This is consistent across political party, income bracket, and gender.

You are now going to read some statements that are researched and true. For each, please indicate if knowing that would make you more or less likely to support more investment and attention with respect to women's health.

	Total MORE LIKELY	Total LESS LIKELY	Unsure/ Depends/ Declined to state
<i>Two-thirds of Alzheimer's patients over age 65 are women, making the disease almost twice as common in women compared to men.</i>	84% Overall 82% Men 85% Women 92% Democrats 80% Independents 82% GOP 82% Under \$50K 85% \$100K+ income	7% Overall 7% Men 7% Women 4% Democrats 8% Independents 8% GOP 8% Under \$50K 7% \$100K+ income	10% Overall 10% Men 9% Women 5% Democrats 12% Independents 10% GOP 10% Under \$50K 9% \$100K+ income
<i>Approximately 80% of people diagnosed with autoimmune conditions (lupus, rheumatoid arthritis, thyroid diseases) are women.</i>	84% Overall 82% Men 86% Women 92% Democrats 81% Independents 82% GOP 84% Under \$50K 86% \$100K+ income	6% Overall 8% Men 5% Women 3% Democrats 8% Independents 8% GOP 7% Under \$50K 5% \$100K+ income	9% Overall 10% Men 9% Women 5% Democrats 11% Independents 10% GOP 10% Under \$50K 9% \$100K+ income

(CONTINUED) Facts and Figures Compel Hope & Action

You are now going to read some statements that are researched and true. For each, please indicate if knowing that would make you more or less likely to support more investment and attention with respect to women's health.

	Total MORE LIKELY	Total LESS LIKELY	Unsure/ Depends/ Declined to state
<i>Osteoporosis prevention measures, like bone scans, could help women avoid bone injuries.</i>	84% Overall 82% Men 87% Women 90% Democrats 81% Independents 84% GOP 84% Under \$50K 86% \$100K+ income	7% Overall 9% Men 6% Women 5% Democrats 9% Independents 8% GOP 8% Under \$50K 6% \$100K+ income	8% Overall 9% Men 8% Women 5% Democrats 10% Independents 9% GOP 8% Under \$50K 7% \$100K+ income
<i>Women are twice as likely to develop multiple sclerosis and two to three times as likely to experience migraines.</i>	83% Overall 82% Men 83% Women 88% Democrats 80% Independents 82% GOP 82% Under \$50K 85% \$100K+ income	7% Overall 8% Men 7% Women 6% Democrats 9% Independents 7% GOP 8% Under \$50K 6% \$100K+ income	10% Overall 9% Men 10% Women 6% Democrats 10% Independents 11% GOP 11% Under \$50K 9% \$100K+ income
<i>Women are an average of 4.5 years older than men by the time they are diagnosed with many of the same diseases</i>	75% Overall 72% Men 78% Women 85% Democrats 73% Independents 69% GOP 74% Under \$50K 76% \$100K+ income	10% Overall 10% Men 10% Women 4% Democrats 13% Independents 12% GOP 10% Under \$50K 10% \$100K+ income	15% Overall 18% Men 13% Women 10% Democrats 14% Independents 19% GOP 16% Under \$50K 15% \$100K+ income

3-in-4 Americans Support Representative Samples Across Genders in Medical Research

While significant majorities in all cohorts believe women’s health issues deserve more attention, both in terms of research and financial backing, 1 in 3 Republicans would rather see investment reallocated rather than new money added.

Person One	Person Two	With whom do you agree with more?	Person One	Person Two
<p><i>We spend billions on medical research and development in the United States, so we don't need to spend any more on women's health, we need to adjust how we are spending our currently budgeted tax dollars.</i></p> <p>26% Overall</p> <p>22% Women 20% Democrats 24% Independents 33% GOP 25% Under \$50K 28% \$100K+ income</p>	<p><i>Understanding why women have different reactions to diseases and treatments have been so poorly researched and treated in the past that it deserves additional resources through tax dollars to ensure that women's health issues are properly understood and addressed.</i></p> <p>68% Overall</p> <p>72% Women 78% Democrats 70% Independents 61% GOP 70% Under \$50K 67% \$100K+ income</p>	<p><i>Medical research is medical research. It doesn't matter whether it is done with men or women, both genders benefit from the information and treatments developed.</i></p> <p>21% Overall</p> <p>16% Women 15% Democrats 22% Independents 25% GOP 21% Under \$50K 20% \$100K+ income</p>	<p><i>Men and women may receive the same diagnosis of a disease, but their symptoms and responses to treatment can vary. Therefore, medical research must include the adequate numbers of men and women as are affected by the disease.</i></p> <p>74% Overall</p> <p>78% Women 83% Democrats 72% Independents 70% GOP 74% Under \$50K 75% \$100K+ income</p>	

KAConsulting, LLC on behalf of Winning for Women
National Online Survey among 1,500 High Propensity
Registered Voters
February 2025

Nearly 9-in-10 Overall Agree Women's Health Should be Prioritized Equally to Men's

Most (~90%) back equal importance for women's health, which nearly all (~90%) say means more than just abortion, birth control, and reproduction. Backing is strong across income levels and both political parties, although slightly less in the GOP (~80%) tend to agree.

I am now going to read you some statements, and for each, please tell me if knowing this would make you more or less likely to vote for that candidate.

	Total MORE LIKELY	Total LESS LIKELY	Unsure/ Depends/ Declined to state
<i>Believes that women's health means more than abortion, reproduction and birth control.</i>	88% Overall 87% Men 88% Women 95% Democrats 86% Independents 84% GOP 88% Under \$50K 90% \$100K+ income	5% Overall 5% Men 5% Women 3% Democrats 7% Independents 6% GOP 7% Under \$50K 3% \$100K+ income	7% Overall 7% Men 7% Women 2% Democrats 7% Independents 10% GOP 5% Under \$50K 7% \$100K+ income
<i>Wants women's health issues to be treated with the same importance as men's health issues.</i>	87% Overall 85% Men 89% Women 92% Democrats 87% Independents 83% GOP 86% Under \$50K 88% \$100K+ income	6% Overall 6% Men 6% Women 5% Democrats 6% Independents 7% GOP 8% Under \$50K 4% \$100K+ income	7% Overall 8% Men 5% Women 3% Democrats 7% Independents 10% GOP 6% Under \$50K 8% \$100K+ income
<i>Would ensure that women are included in medical studies, particularly those that are related to health issues that disproportionately affect women.</i>	87% Overall 86% Men 88% Women 94% Democrats 86% Independents 83% GOP 86% Under \$50K 89% \$100K+ income	7% Overall 6% Men 6% Women 4% Democrats 8% Independents 6% GOP 8% Under \$50K 3% \$100K+ income	6% Overall 8% Men 6% Women 2% Democrats 7% Independents 11% GOP 6% Under \$50K 8% \$100K+ income

Americans also Back Innovations, Government Investment, and Clinical Trials for Women

Whereas nearly 90% of Democrats and Independents support these initiatives, support is slightly lower among men. For example, 10% of the GOP opposes prioritizing innovation for women's health, and 15% oppose government investment in finding cures and treatment for conditions affecting women only.

The following section contains parts of proposed legislation related to women's health. For each, please indicate whether you support or oppose the proposed idea.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>Prioritize and incentivize innovations that improve women's health and health outcomes</i>	84% Overall 87% Men 87% Women 94% Democrats 87% Independents 81% GOP 87% Under \$50K 88% \$100K+ income	9% Overall 7% Men 6% Women 3% Democrats 7% Independents 10% GOP 7% Under \$50K 6% \$100K+ income	8% Overall 6% Men 7% Women 3% Democrats 6% Independents 9% GOP 6% Under \$50K 6% \$100K+ income
<i>Make clinical trials easier for women to participate.</i>	89% Overall 89% Men 90% Women 94% Democrats 89% Independents 86% GOP 89% Under \$50K 90% \$100K+ income	4% Overall 5% Men 3% Women 2% Democrats 4% Independents 6% GOP 4% Under \$50K 4% \$100K+ income	6% Overall 6% Men 7% Women 4% Democrats 6% Independents 8% GOP 6% Under \$50K 6% \$100K+ income
<i>Government investment in finding cures and treatments for women-only conditions and diseases</i>	81% Overall 79% Men 83% Women 90% Democrats 82% Independents 73% GOP 80% Under \$50K 82% \$100K+ income	10% Overall 12% Men 9% Women 5% Democrats 11% Independents 15% GOP 12% Under \$50K 10% \$100K+ income	9% Overall 9% Men 9% Women 5% Democrats 8% Independents 12% GOP 8% Under \$50K 8% \$100K+ income

Americans Support Efforts to Enhance Women's Health Research, with Strong Consensus Across Demographics

Nearly 9 in 10 (87%) back increased investment in research, prioritizing science, and collaborative efforts and funding, that promotes the health of women, especially among Democrats (90%+), and nearly 90% of Independents, low- and high- income earners, and women.

The following section contains parts of proposed legislation related to women's health. For each, please indicate whether you support or oppose the proposed idea.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>Provide ways that academia, private industry, and the government can work together to maximize funding efforts and collaborations.</i>	87% Overall 88% Men 86% Women 92% Democrats 87% Independents 83% GOP 85% Under \$50K 89% \$100K+ income	5% Overall 6% Men 5% Women 2% Democrats 5% Independents 8% GOP 6% Under \$50K 6% \$100K+ income	8% Overall 5% Men 10% Women 6% Democrats 8% Independents 8% GOP 10% Under \$50K 10% \$100K+ income
<i>Prioritize science that promotes the health of women, thereby positioning them for better long-term health outcomes.</i>	87% Overall 87% Men 87% Women 95% Democrats 86% Independents 83% GOP 86% Under \$50K 89% \$100K+ income	6% Overall 6% Men 5% Women 2% Democrats 6% Independents 8% GOP 6% Under \$50K 5% \$100K+ income	7% Overall 6% Men 7% Women 3% Democrats 8% Independents 9% GOP 7% Under \$50K 6% \$100K+ income
<i>Promote increased investment and research into developing new drugs, devices, and treatments to address conditions that uniquely impact women.</i>	87% Overall 86% Men 87% Women 95% Democrats 85% Independents 82% GOP 87% Under \$50K 88% \$100K+ income	6% Overall 7% Men 5% Women 3% Democrats 8% Independents 8% GOP 7% Under \$50K 5% \$100K+ income	7% Overall 7% Men 7% Women 3% Democrats 7% Independents 9% GOP 6% Under \$50K 8% \$100K+ income

Americans also Overwhelmingly Support Expanded Healthcare Coverage for Women

87% believe in expanding prenatal and post-natal care coverage, as well as coverage for pregnant women in underserved, rural area; support is weaker, but still strong, among the GOP, with about 8 in 10 in agreement.

The following section contains parts of proposed legislation related to women's health. For each, please indicate whether you support or oppose the proposed idea.

	Total SUPPORT	Total OPPOSE	Unsure/ Depends/ Declined to state
<i>Expand health care coverage for prenatal and post-natal care, including for women experiencing challenges with fertility.</i>	87% Overall 88% Men 86% Women 94% Democrats 87% Independents 81% GOP 86% Under \$50K 88% \$100K+ income	7% Overall 7% Men 6% Women 3% Democrats 9% Independents 8% GOP 7% Under \$50K 6% \$100K+ income	6% Overall 4% Men 8% Women 3% Democrats 4% Independents 10% GOP 7% Under \$50K 6% \$100K+ income
<i>Make sure pregnant women in rural and underserved communities don't have to travel long distances to get the care they need.</i>	87% Overall 86% Men 88% Women 92% Democrats 85% Independents 83% GOP 88% Under \$50K 87% \$100K+ income	6% Overall 7% Men 5% Women 2% Democrats 8% Independents 8% GOP 6% Under \$50K 4% \$100K+ income	7% Overall 7% Men 7% Women 4% Democrats 7% Independents 10% GOP 6% Under \$50K 8% \$100K+ income