

**GREENBERG QUINLAN ROSNER** RESEARCH

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April 7, 2008

# National Women's Survey

Survey shows important differences between married and unmarried women

Women's Voices. Women Vote



1300 Connecticut Avenue NW, 6th Floor  
Washington, DC 20036

Women's Voices. Women Vote. Action Fund

## Survey Methodology

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- The following presentation is based on a survey of 1007 adult women. The survey was sampled using the Random Digit Dial (RDD) methodology and stratified regionally and demographically. This survey included 512 married women and 484 unmarried women. This survey was conducted from March 18-26, 2008 and carries a margin of error of  $\pm 3.1$ .



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## Key Findings

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- The notion of a “woman’s vote” or “women’s agenda” glosses over key political and economic differences among women.
- Many of these differences are driven by marital status.
- Women, married and unmarried, betray deep concerns about the direction of the country; but, rather than succumbing to cynicism women, unmarried women especially, convert their pessimism to hope and optimism for change.
- Women are engaged and energized; women report very high levels of participation and interest in the 2008 election.
- Despite a history of lower participation, unmarried women report nearly the same levels of engagement as married women.



## Key Findings

- A huge marriage gap opens up in partisan preferences for women. Democrats do well in the generic match-up among married women (53 – 38 percent Democratic), but among unmarried women, Democrats roll up a 41-point margin (66 – 25 percent Democratic).
- Both Clinton and Obama perform less well than a generic Democrat. While each candidate matches or exceeds the 2004 Democratic total among women, neither fully capture the Democratic momentum of the election cycle. This is true among married and unmarried women.
- McCain is tied against both Clinton and Obama among married women, while the Democrats win by 31 points among unmarried women.
- A women's agenda, married and unmarried, focuses primarily on the economy. But a disparity in economic situations lead to different policy preferences and emphasis.

## Key Findings

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- A significant *marriage* gap emerges in self-reported economic circumstances; unmarried women report considerably higher levels of economic stress, report much lower levels of income and much lower levels of insurance coverage.
- As a result, unmarried women's solutions to their financial challenges focus more on improvements at a household level including: increasing the minimum wage, lower health care costs, job training and pay equity.
- Unmarried women are 19 points more likely, for example, to describe expanded federal housing assistance as very important.
- The political debate has failed to meet where many are in addressing their core economic concerns; women have heard plenty from the candidates on "the economy" but they have not heard from the candidates on education, child care, pay equity or rising food costs.



## Key Findings

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- Both married and unmarried women have not heard from the candidates on some of these key issues. This is a key strategic point as it allows progressives to speak to women with one voice, even if the message carries more weight among unmarried women.
- Bottom line: progressives are not hitting their ceiling of support among unmarried women, either in terms of participation or the margin. Part of the effort to increase support must involve speaking to these women's economic situation in a fashion that is more accessible and relevant to their lives.



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# Hope, Not Anger

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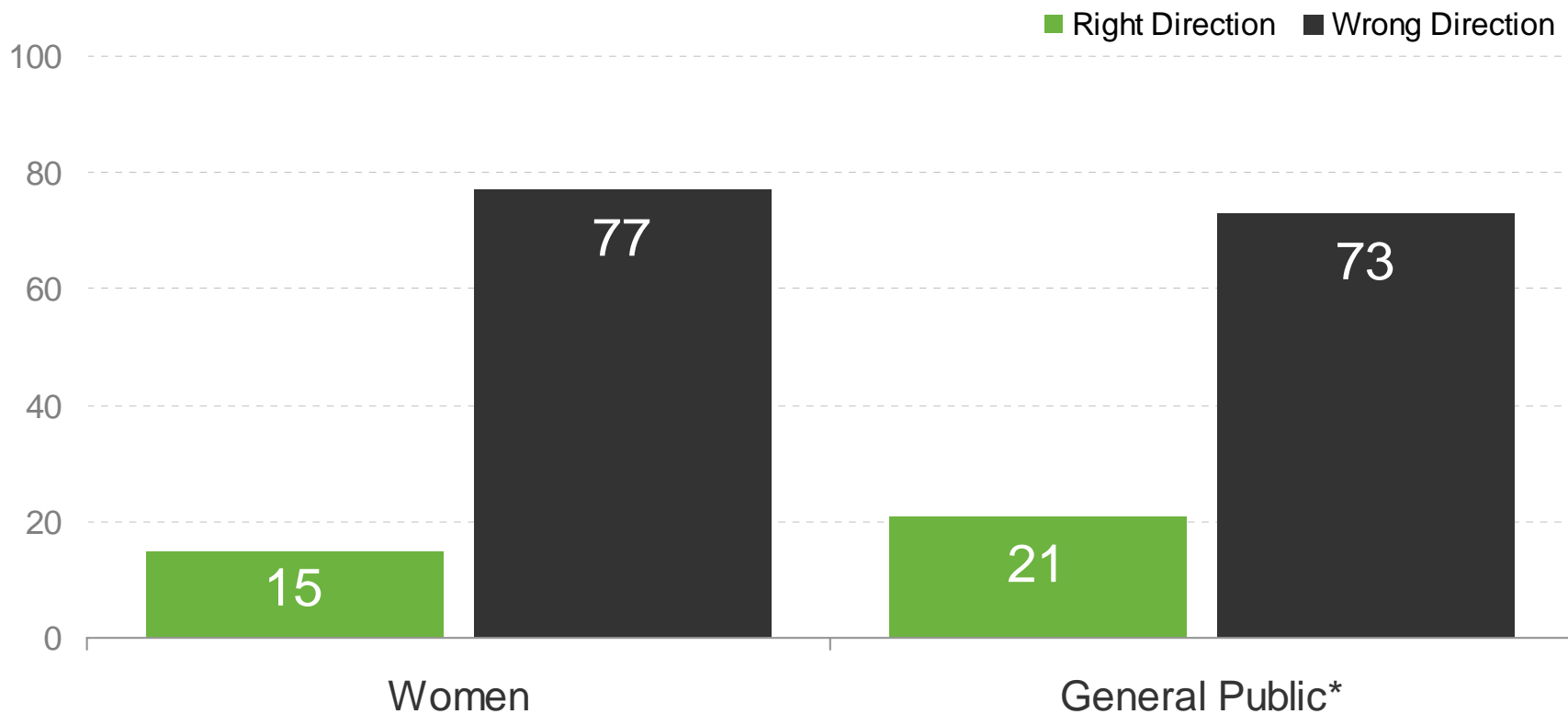
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# Women Slightly More Downbeat Than Others

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

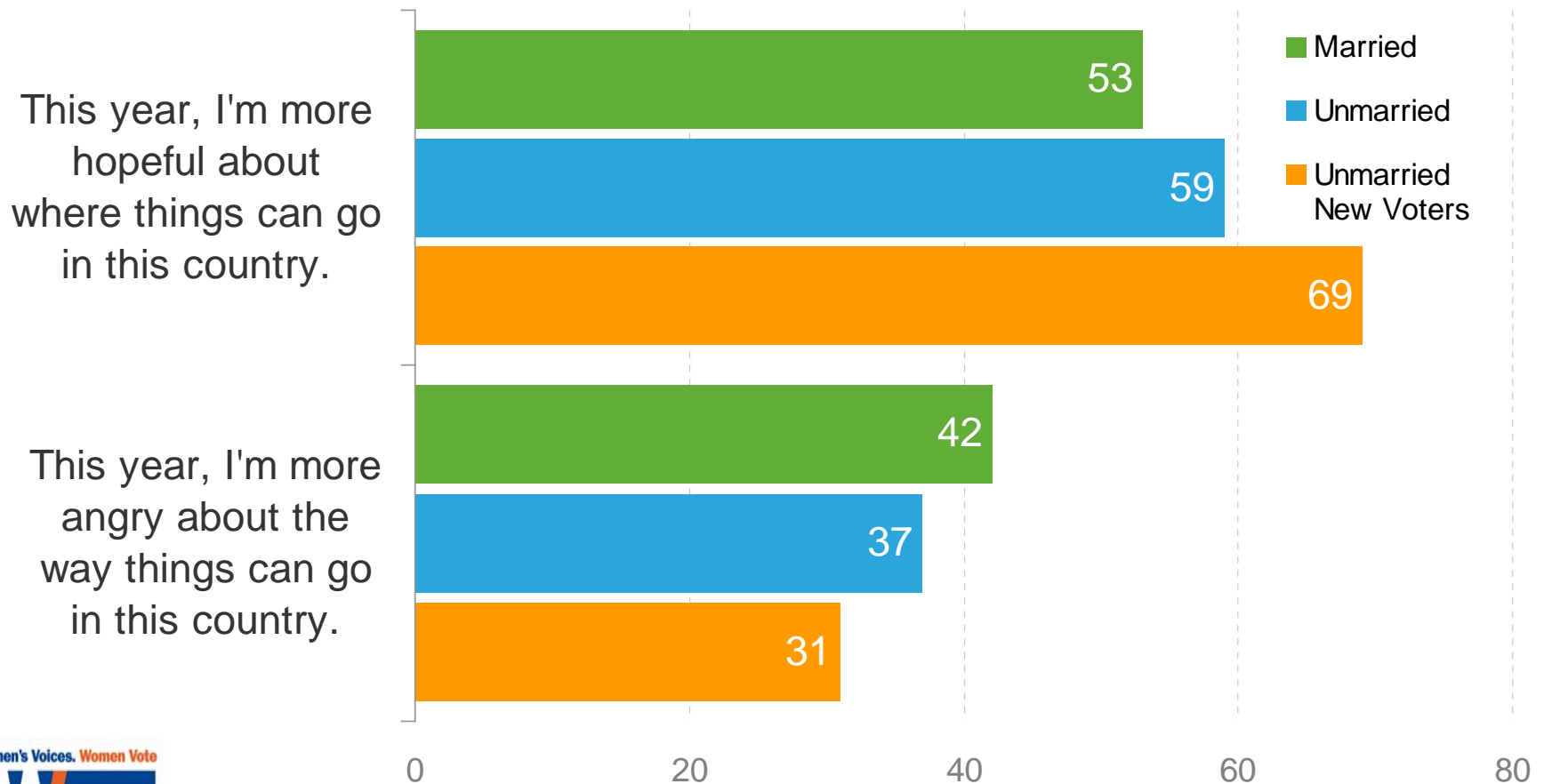


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*\*Note: Data is an average of four recent national surveys—Pew, NBC/WSJ, Gallup, AP-Ipsos—shows right direction, wrong track numbers of 21 percent right direction, 73 percent wrong track. Note that these are likely voter surveys, not general public surveys.*

## But Hopeful About the Future

Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST or the SECOND statement comes closer to your own views, even if neither is exactly right.



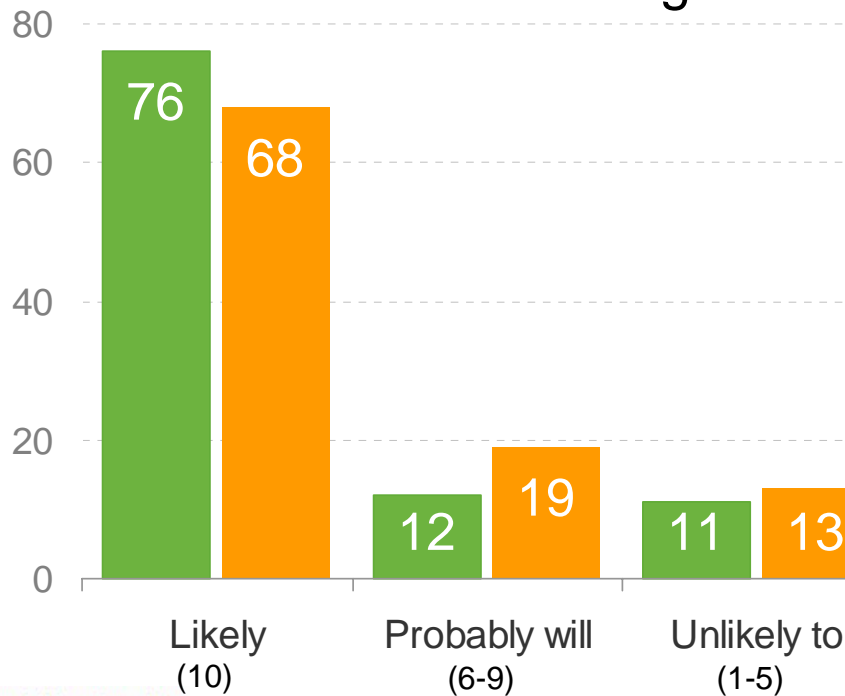
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# Comparable Commitment Among Unmarried Women to Voting and Interest in the Election

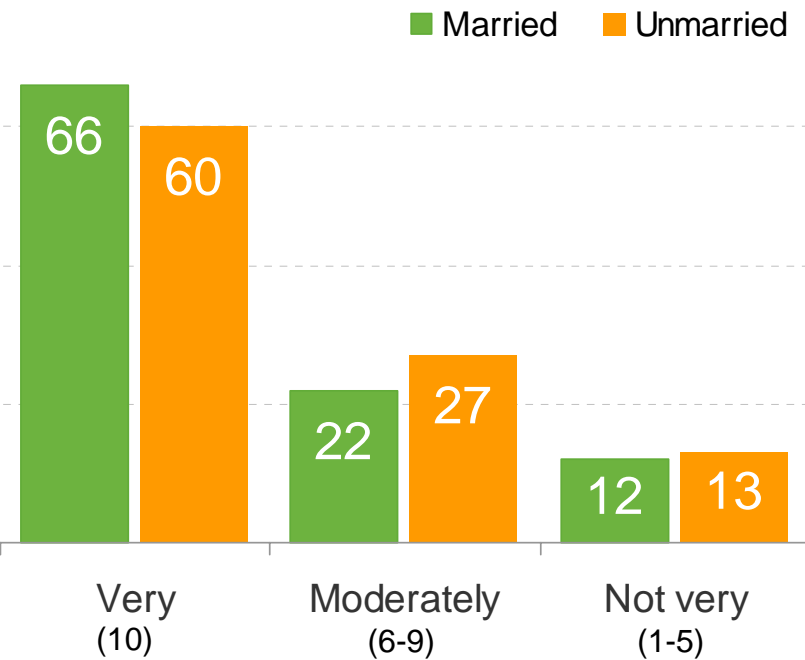
*What are the chances that you will vote in the elections for President and other offices in November, on a scale of 1 to 10, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote?*

*And, on a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections?*

### Chances of Voting



### Interest in Election



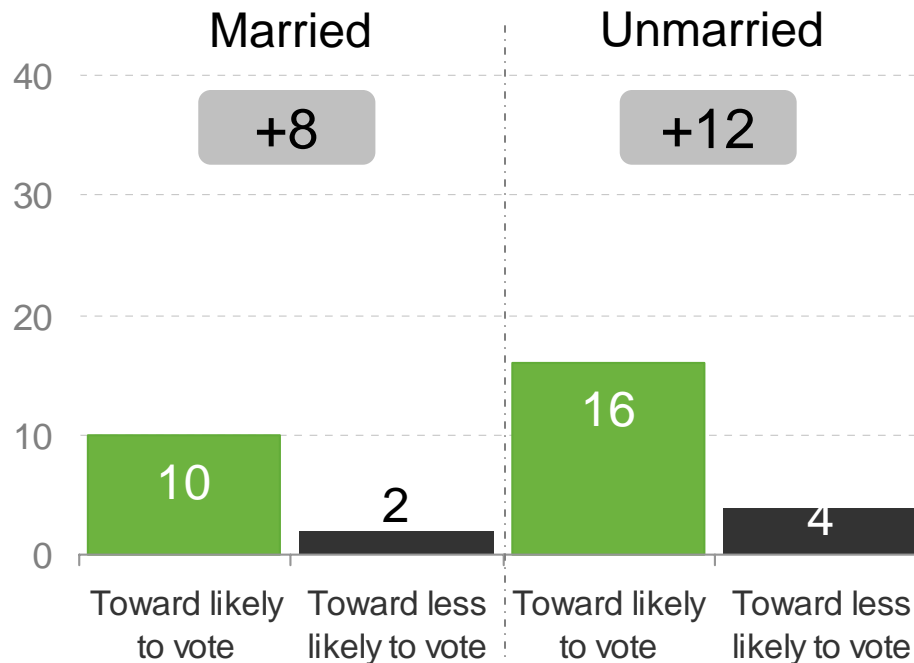
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# Interest and Stated Participation Grows, Particularly Among Unmarried

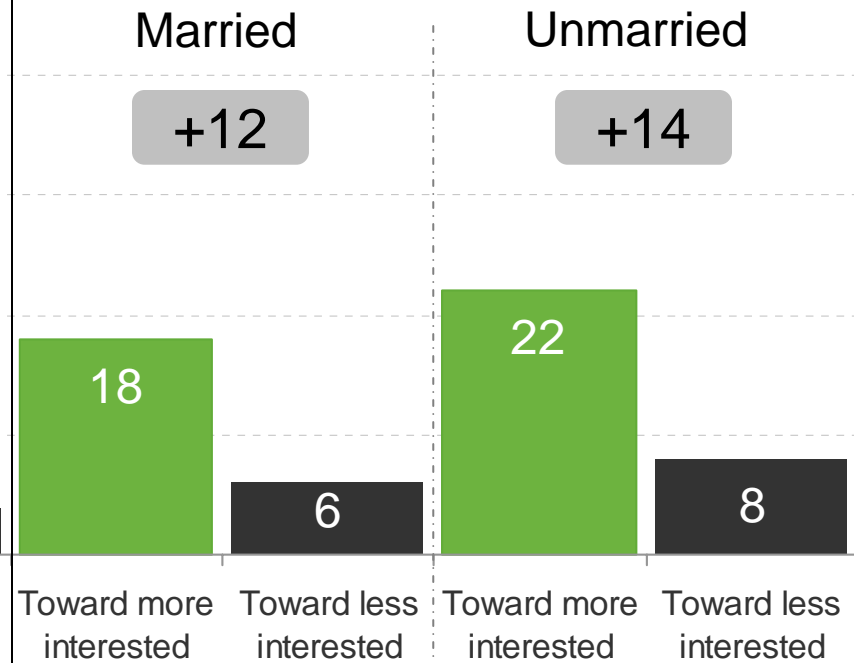
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## Chances of Voting



## Interest in Election



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# Political Marriage Gap

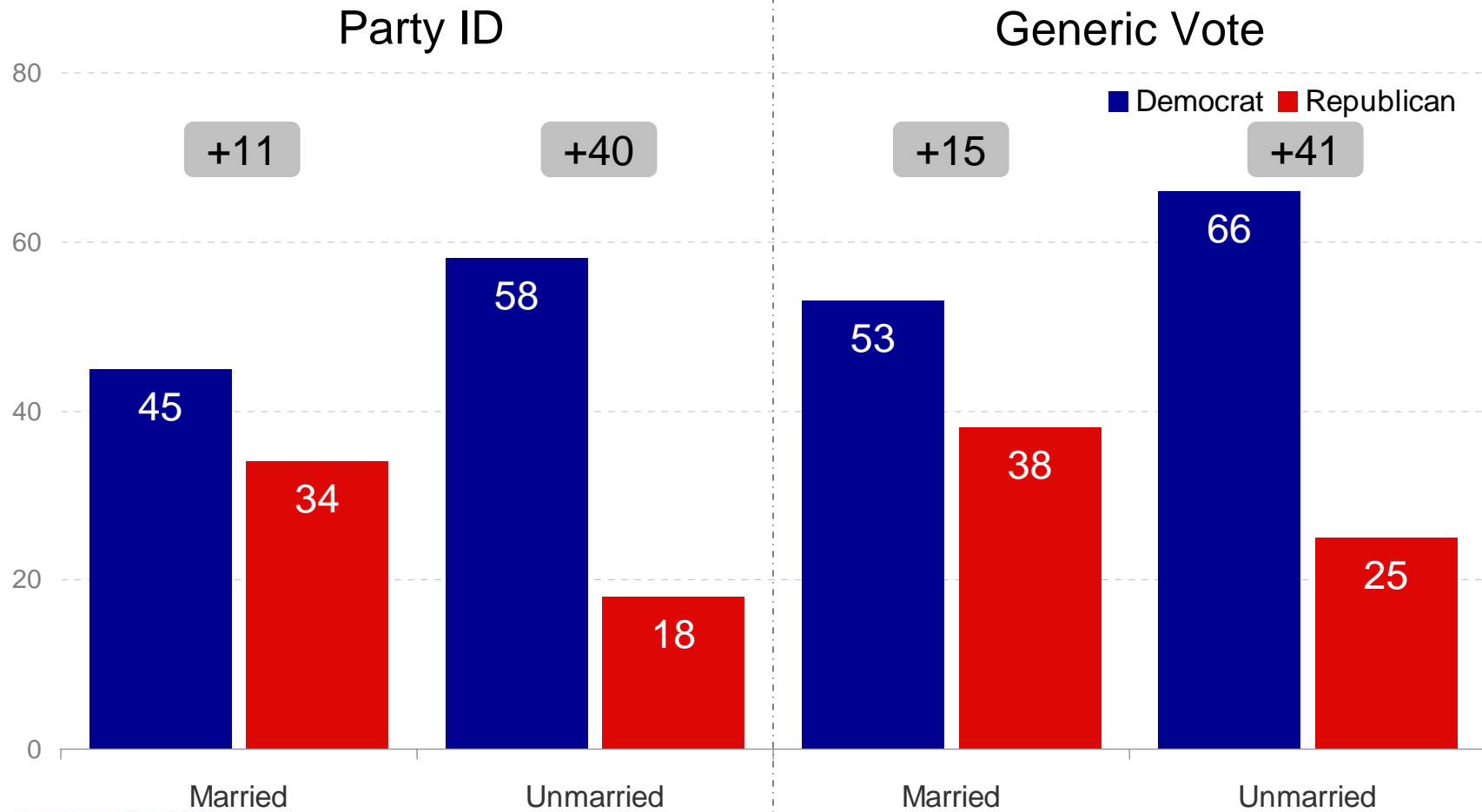
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# Unmarried Women Represent Largest Democratic Group in Country



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## Marriage Gap: Vote Differences in All Populations

2008 Generic Match-Up	Married Women Net Dem	Unmarried Women Net Dem	Difference (Unmarried – Married)
General	15	41	+26
Younger Women	14	44	+30
Older Women	19	36	+17
Low Income	22	44	+22
High Income	16	34	+18
College Graduates	8	42	+34
Non-college Grads	19	41	+22
White	6	23	+17
Non-White	49	69	+20
With Children	10	50	+40
Without Children	21	40	+19



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## Unmarried Women Potentially Larger Bloc than Evangelicals

Group	Percent of Voting Age Population <sup>[1]</sup>	Democratic/Republican Performance <sup>[2]</sup>
Unmarried	47	64
<b>Unmarried women</b>	<b>26</b>	<b>66</b>
Seniors	17	49
African-Americans	12	89
Hispanics	9	69
<b>White evangelicals</b>	<b>23</b>	<b>-70</b>

Based on Pew Research Center for People and the Press, 12/6/04, Census Current Population Survey, 11/06, and Census American Community Survey, 2006. Includes only U.S Citizens.

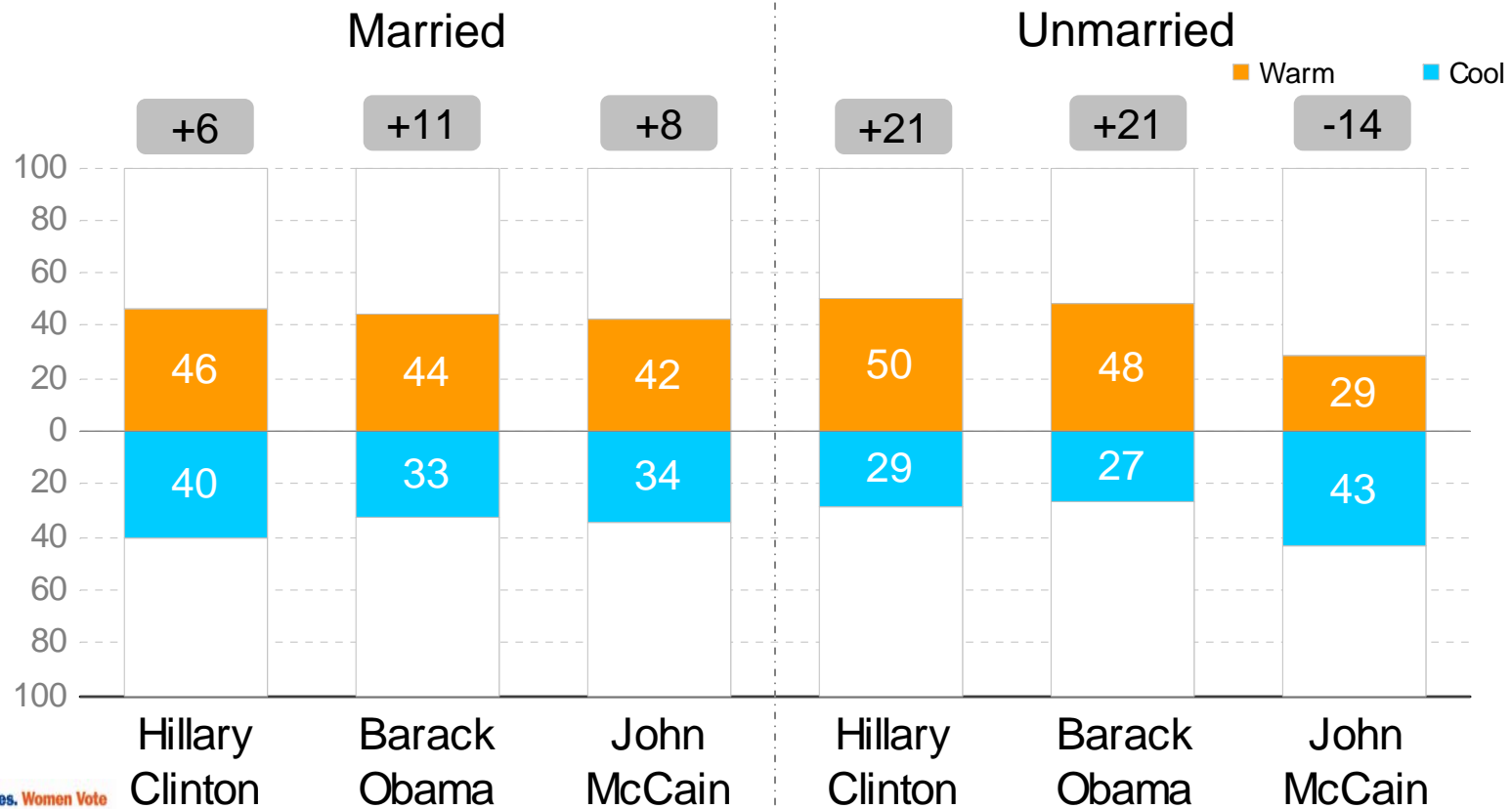
[2] Edison/Mitofsky/CNN Network Exit Poll, 11/06



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# Stronger Numbers for Obama and Clinton

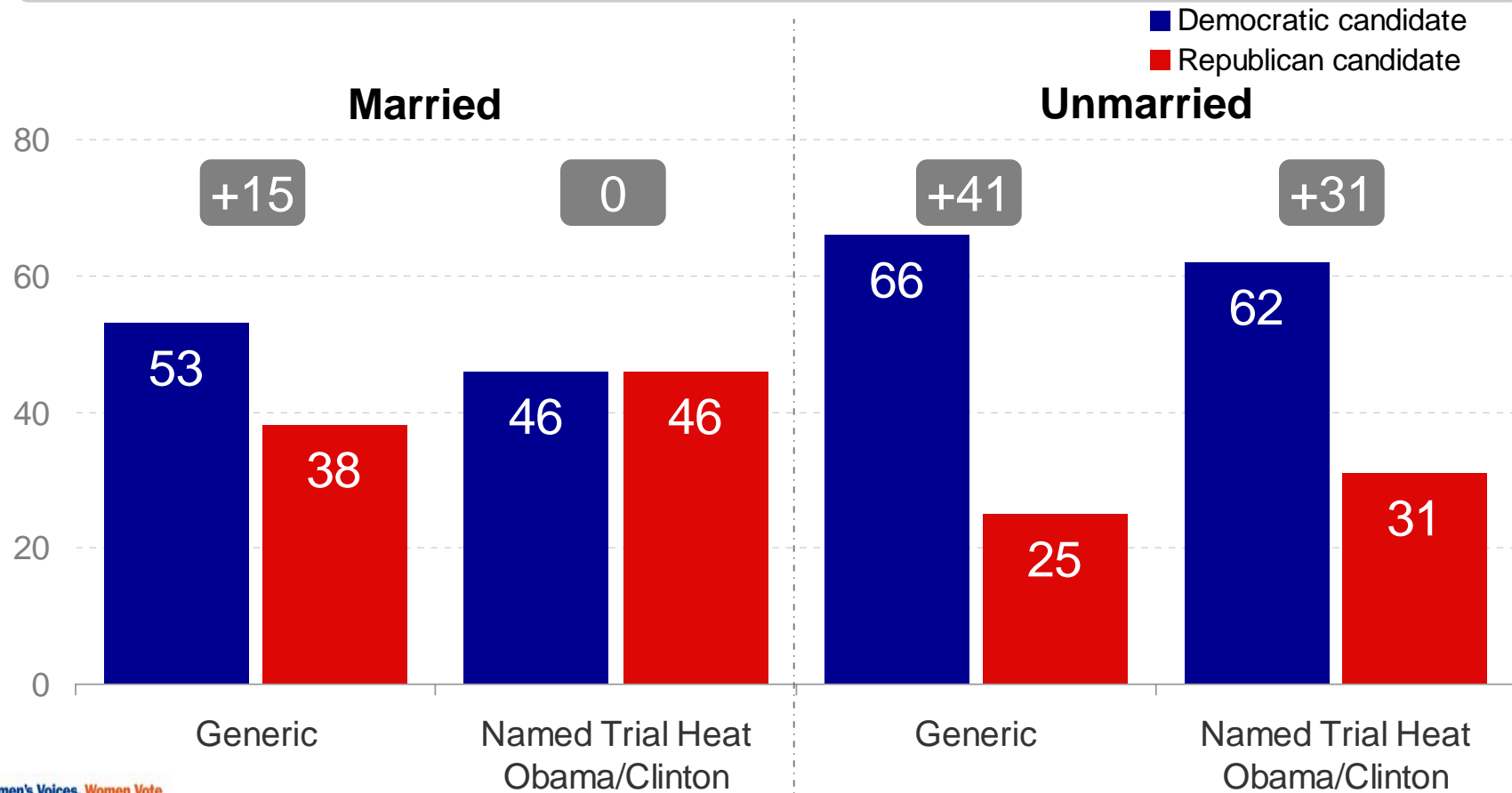
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



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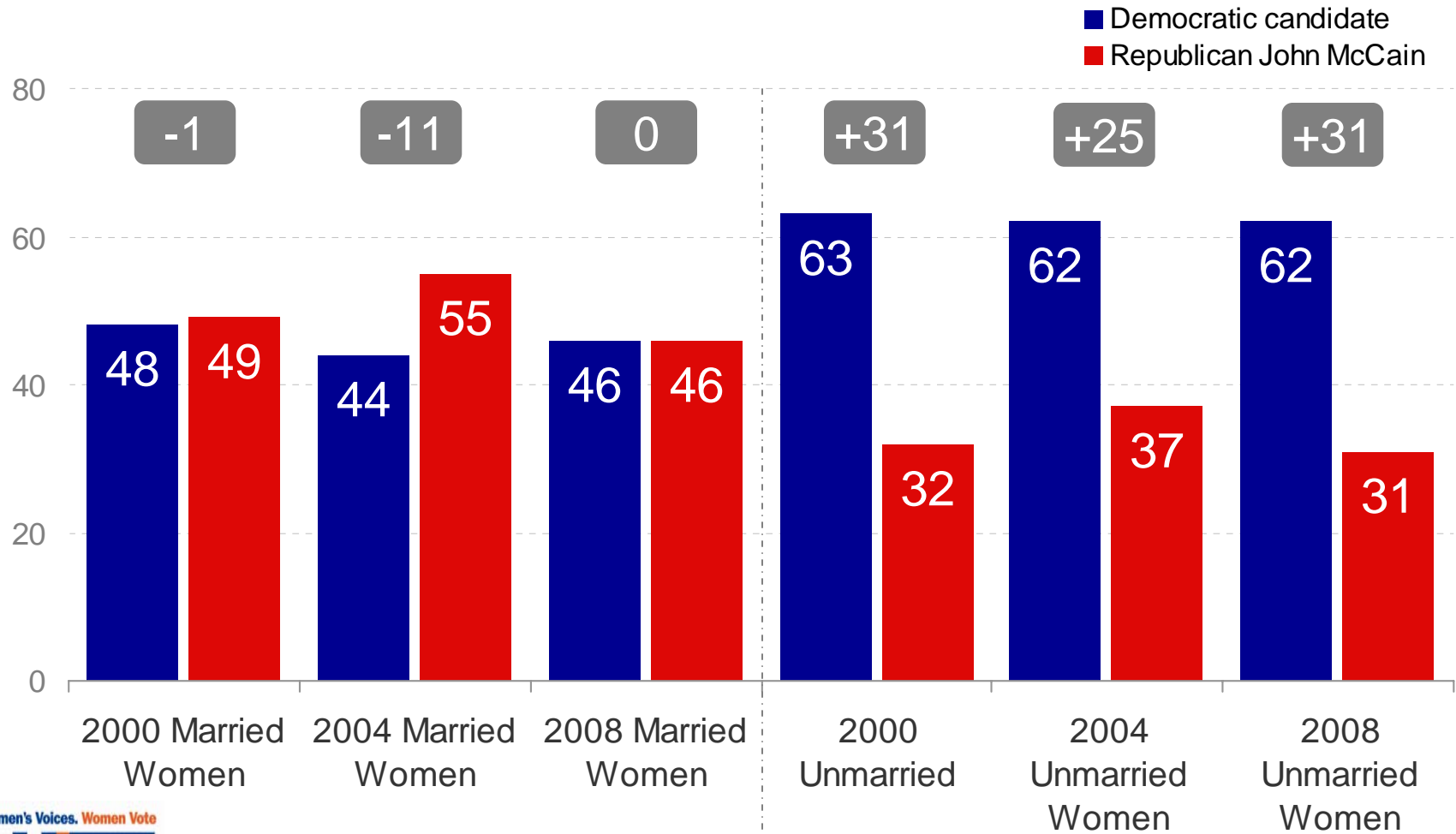
# Trial Heat Drop-off Among Married and Unmarried Women

*I know it is a long way off, but if the election for president were held today and the candidates were –Democrat Hillary Clinton/Barack Obama and Republican John McCain, for whom would you vote?*



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# Relative to 2004, Obama/Clinton Still Doing Well



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# The Economic Marriage Gap

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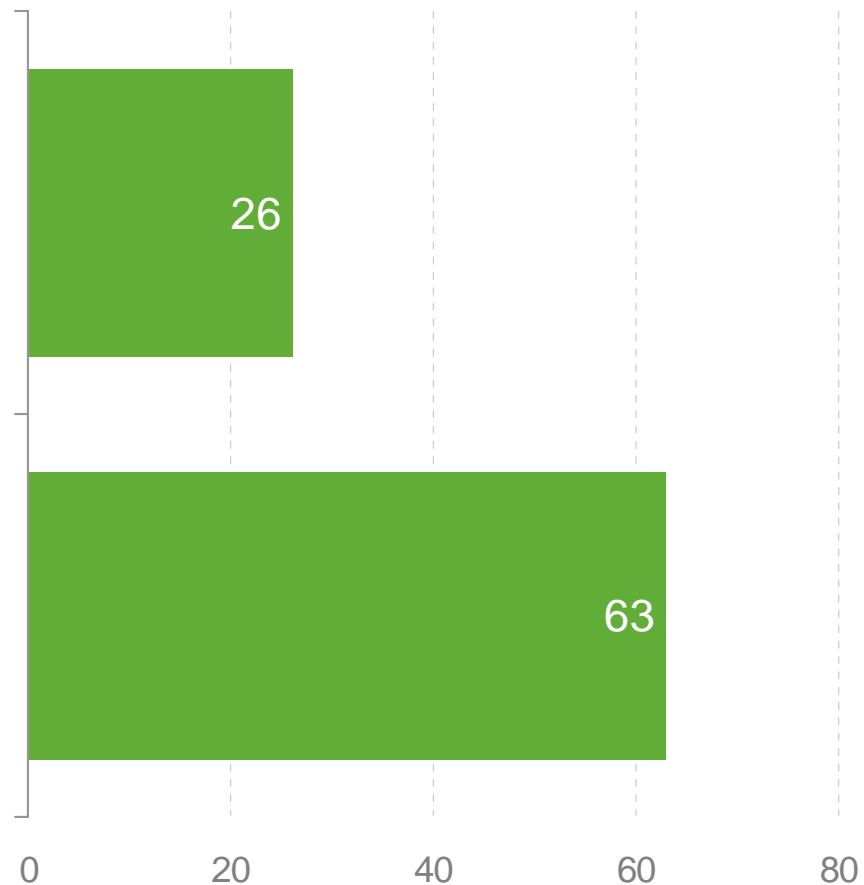
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# The Economy is the Dominant Issue Among All Women

Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST or the SECOND statement comes closer to your own views, even if neither is exactly right.

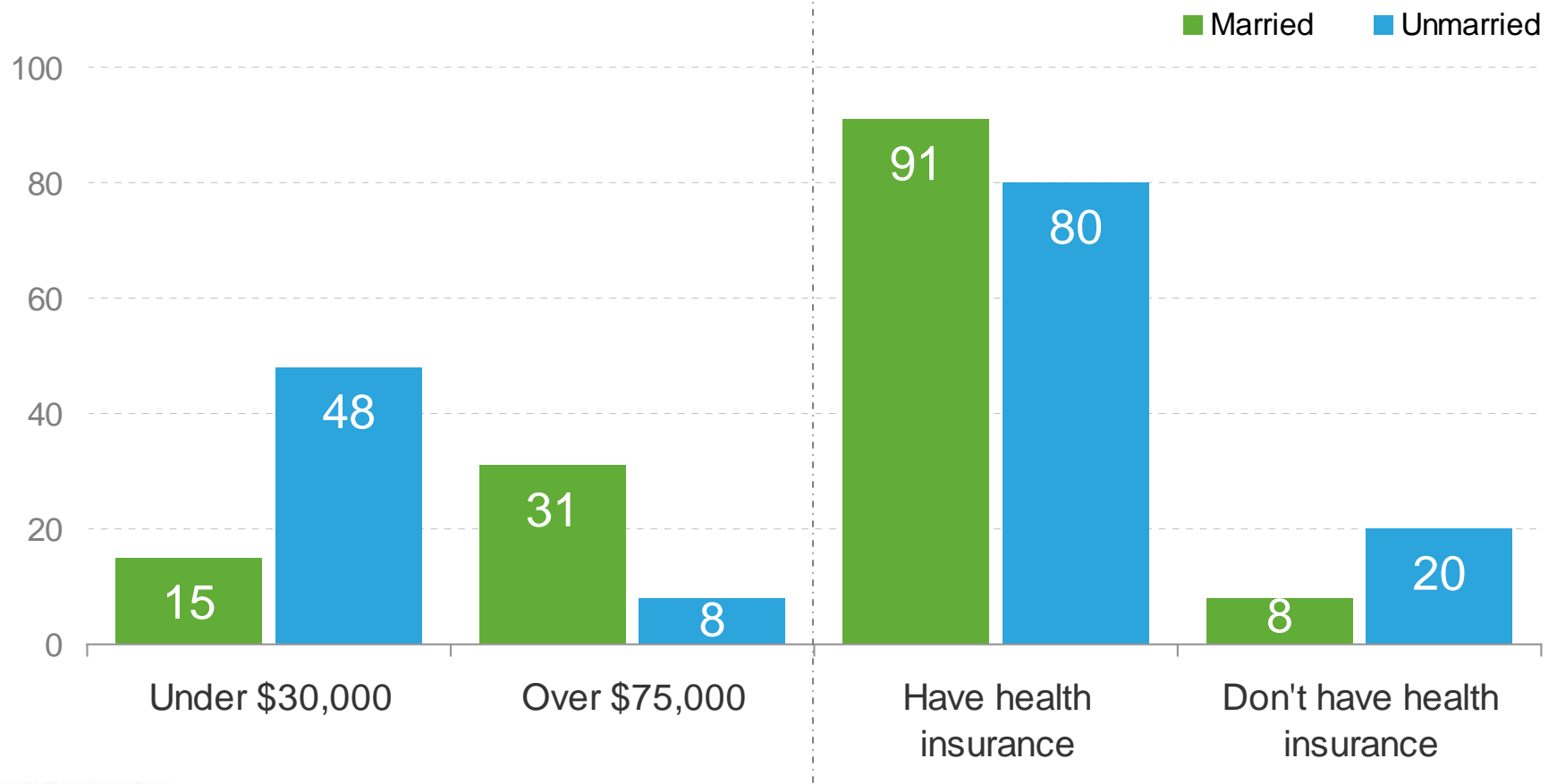
When it comes to changing the direction of the country, the most important thing is ending the war in Iraq.

When it comes to changing the direction of the country, the most important thing is improving the economy.



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## But More Immediately Important Among Unmarried

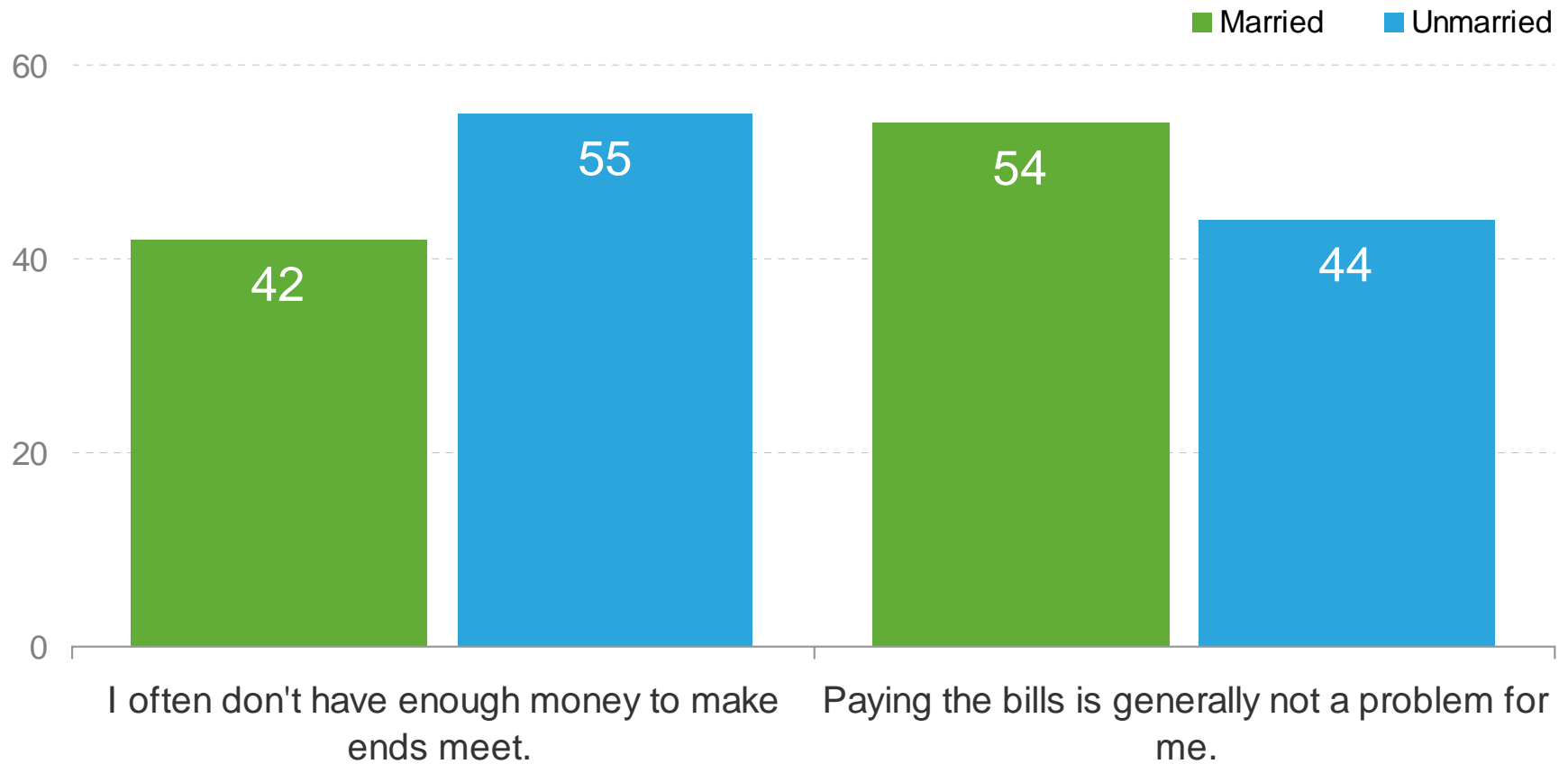


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# Economic Marriage Gap



# The Economic Agenda

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## Economic Concerns Among Women

	Married Women	Unmarried Women	Difference (Unmarried – Married)
Cost of gas and energy	49	36	-13
The increase on health care premiums and co-pays	23	17	-6
Not being able to afford health insurance	16	17	1
The cost of getting an education	14	16	2
Cost of your mortgage or rent	12	15	3
Losing your job or having someone in your family lose their job	15	14	-1
Your debt load	9	12	3
Cost of child care	3	10	7
Your tax burden	15	6	-9
All	5	6	1
Not being able to move ahead in the work-world	2	4	2
None/Don't know/Refused	3	3	0



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## Economic Solutions—Similarities, but Differences Key

	Married Women	Unmarried Women	Difference (Unmarried – Married)
Pay equity so women would get paid the same as men for equal work	12	25	13
Increasing the minimum wage	18	26	8
Lower the cost of health care	41	34	-7
Reducing interest rates on credit cards	19	14	-5
Job training and opportunities to pursue education	28	29	1
Tax credits or direct assistance for child care	11	10	-1
None/Don't know/Refused	6	5	-1
Tax credits to make health care more affordable	20	20	0



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# Candidates Failing to Address Issues Important to Women

Issue	What they are hearing*	What they want to be hearing**	Communications gap***
Equal pay in the work place	11	73	+62
Child care	12	61	+49
Education	27	68	+41
Rising prices for goods	31	69	+38
Immigration	38	50	+12
The cost of health care	58	60	+2
Taxes	42	44	+2
Keeping America safe from terrorism	54	48	-6
The economy	67	60	-7
The war in Iraq	77	37	-40

\*Heard a lot

\*\*Not heard enough

\*\*\*Heard a lot-Not heard enough



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## Marriage Gap in Policy Proposals\*

	Married Women	Unmarried Women	Difference (Unmarried – Married)
Expand federal programs for low-income housing assistance to help more families afford to live in safe areas	43	62	+19
Make childcare assistance available to all families who need it.	52	64	+12
Raise the minimum wage again, to \$8.40 an hour.	49	59	+10
Make sure every American has health care insurance and provide choices including the option to stay in employer-provided health care plans, buy private insurance or use a Medicare-style government plan.	71	80	+9
Cracking down on companies that pay women LESS money if they perform THE SAME job as their male colleagues.	65	74	+9
Provide paid family leave to workers who need to take care of a sick family member or newborn baby.	60	68	+8
Increase tax credits and scholarships to make college affordable to anyone who wants to go.	63	70	+7
Make sure every American has health care insurance.	75	82	+7



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*\*Note: Data shows percent answering "Very Important"*

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