

**GREENBERG QUINLAN ROSNER** RESEARCH

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September 21, 2006

# Unmarried Women in 2006

The Power to Change America

Women's Voices. Women Vote

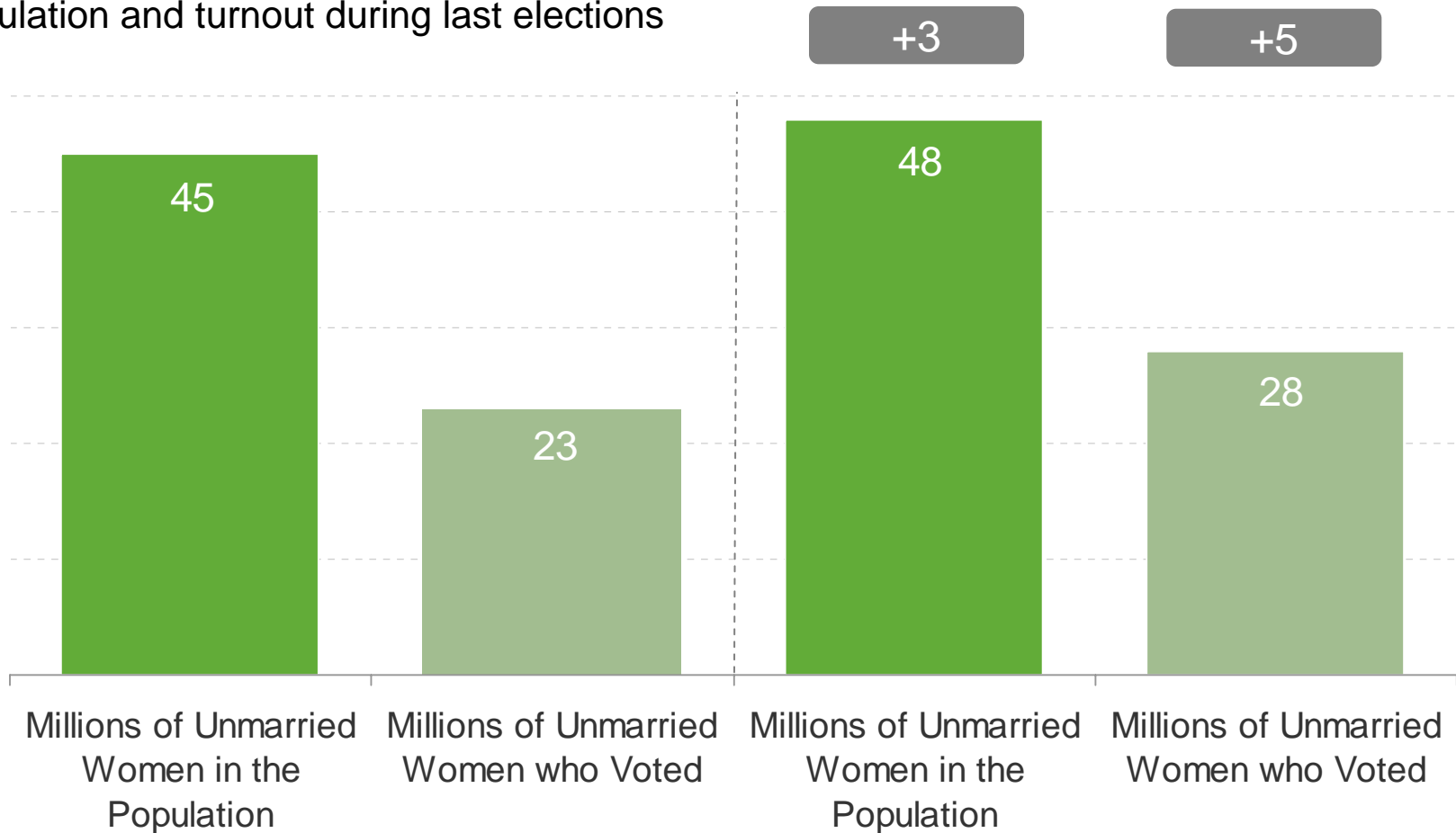


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# Unmarried women: a growing, under-represented demographic

■ Population and turnout during last elections



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2000

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2004

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*\*Note: Data from 2000 and 2004 Current Population Surveys*

## 2004 was an improvement, but still more work to do

■ 2004 Election Registration and Turnout | 2004 Current Population Survey, November Supplement

### 2004 Election Registration and Turnout

	Voted	Registered, Didn't Vote	Not Registered
Total	64	8	28
Total Unmarried	55	10	35
Total Married	71	7	22
<b>Unmarried Women</b>	<b>59</b>	<b>10</b>	<b>31</b>
Married Women	71	7	22
Unmarried Men	50	10	39
Married Men	70	7	23

## Unmarried women more likely to be drop-off voters

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- In 2000 – 2002, 20% of voters overall were drop-off voters
- In 2000 – 2002, 20% of all women were drop-off voters
  - Among married women, 18.1% were drop-off voters
  - Among unmarried women, 24.3% were drop-off voters

## Summary: unmarried women

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- **Unmarried America is Growing - A Majority of Households in this Country are Now Headed By An Unmarried Person:** According to August 2006 Census data – for the first time, 50.3% of households in the country are headed by an unmarried person. In 24 states, the majority of households are headed by an unmarried person.
- **Unmarried women are different from married women economically and socially.**
  - 47% of unmarried women say they often don't have enough money to make ends meet
  - 36 % of unmarried women have lived in their homes for two years or less
  - Most younger women (under 25) and older women (over 75) are unmarried
- **Economics, less connection to the community, and logistical issues all impede unmarried women's political participation.**

# Why don't unmarried women vote?

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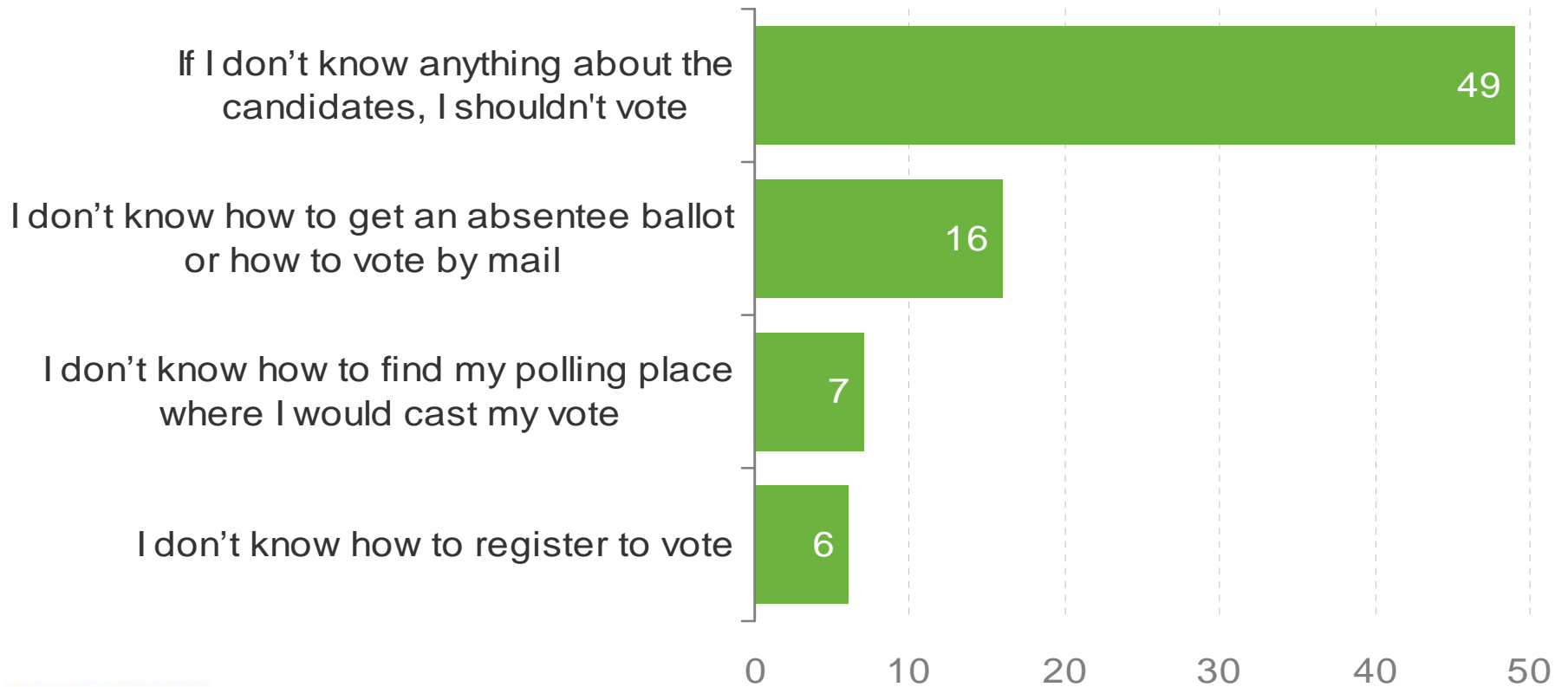
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## Information no.1 barrier to voting

### ■ Percent unmarried women responding “Yes, describes me”

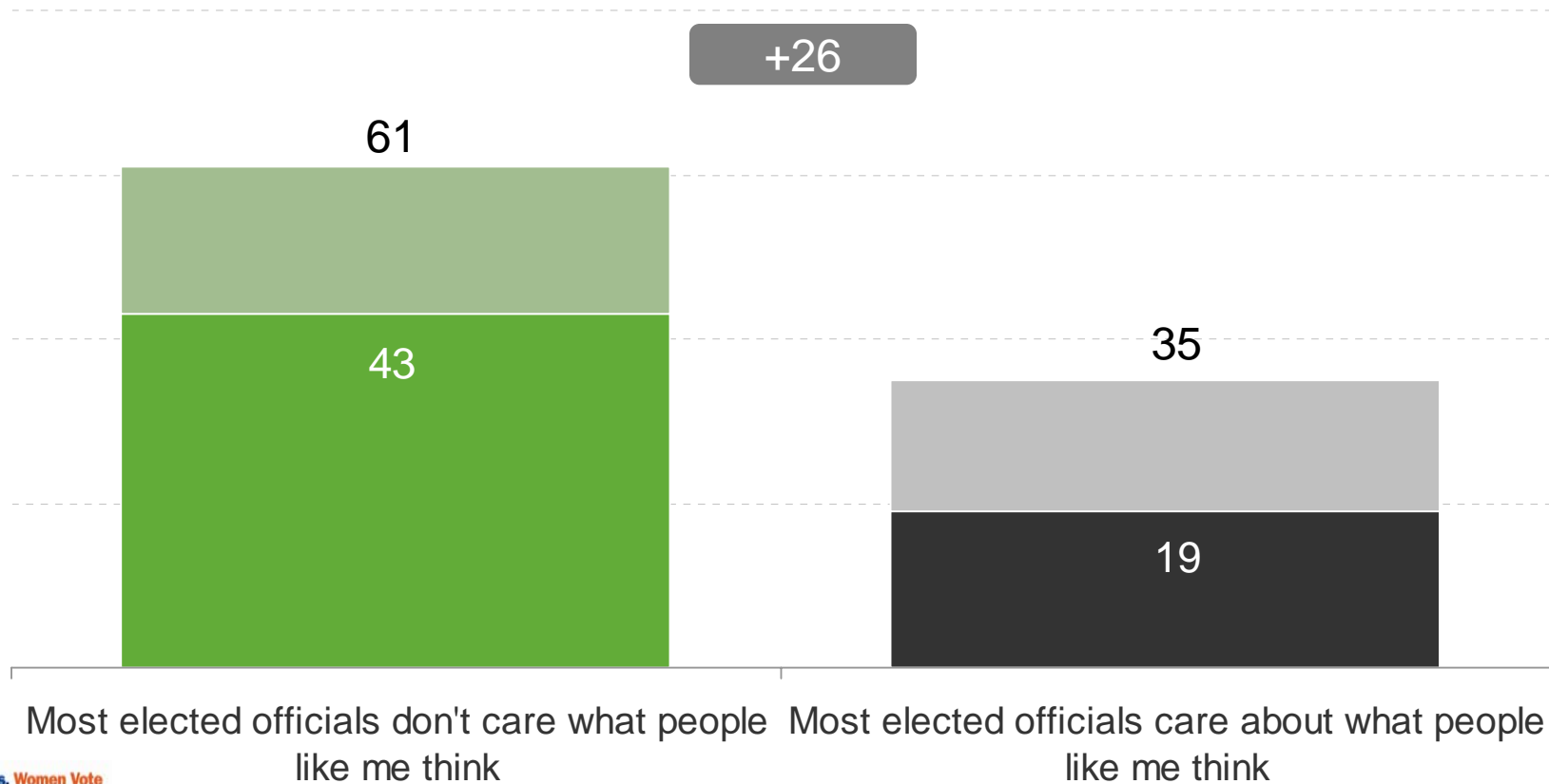
*Here are some more statements about registering and voting. For each one, please tell me whether or not it describes you. I just need a yes or no response.*



## Efficacy major barrier to political participation for unmarried women

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

- Strongly
- Not so strongly
- Strongly
- Not so strongly



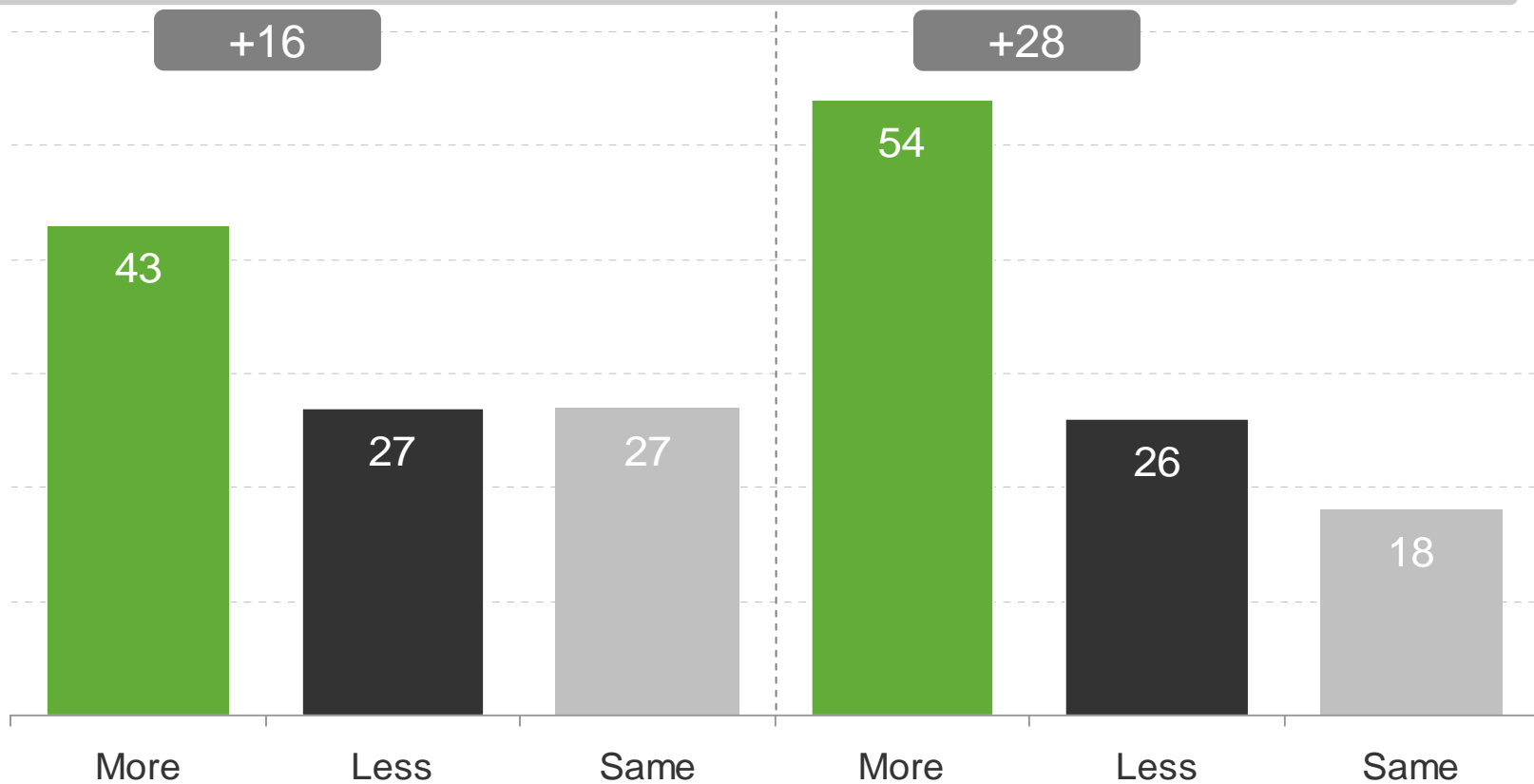
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\*Note: WWVAF Survey conducted Jan. 4-19, 2006 of 1,509 unmarried citizens, includes 977 unmarried women

## Motivating unmarried women is key

■ Despite discontent, enthusiasm for the election still lower than avg. voter in same districts

*In thinking about the congressional elections that will be held this November, compared to previous elections, are you more enthusiastic than usual or less enthusiastic?*



WVVAF likely voters

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NPR

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*\*Note: NPR survey conducted in swing districts, July 19-23, 2006 of 1000 likely voters.*

# How to Increase Turnout

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## Present them with the right information

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- How Candidates Stand on the Issues
  - Important issues, like Iraq, education, healthcare, retirement, jobs
  - Not necessarily framed as “women’s issues”
  
- Include Candidate Background
  - Where they come from
  - Experience
  - Values
  
- The Basics – political process
  - How to vote
  - What day is Election Day
  - Location of polling place

## Present the information in the right way

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- Objectivity
  - Non-partisan
  - Disclaimer about not endorsing candidates
- Balance
  - Side-by-side display
  - Each candidate favors some issues and opposes some issues
- Verifiability
  - Web links to candidates
  - Web links to government
  - Web links to non-partisan information sources
- Simplicity
  - Concise
  - Many women do not have time to learn about the issues

## Present the information using images they connect with emotionally

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- Images
  - Use pictures of women, not men
  - Diverse in terms of age and race
  - Use images of real women, not idealized images

## Sample of an effective mailer

1111 Main Street  
Anywhere, US XXXXX

XXXXXX  
US Postage  
PAID  
XXX

# A woman's guide to the 2006 elections.



WWW0613



## Messages centered on civic responsibility most effective

*The mailings you just read have certain messages about why it is important to vote. Which of the following reasons stands out as the most important reason to vote?*

	Total Agree	Total Positive Shift
Voting is one of your responsibilities as an American	43	34
Voting makes your voice heard by elected officials	34	42
Voting gives women power in politics	10	12
Voting raises the issues that matter to women most	6	6

## Slogans showing women they can be efficacious most effective

Here are a series of statements that might motivate people to vote this year. Please select whether you find each statement to be a very convincing, somewhat convincing, a little convincing or not at all convincing reason to vote this year.

	Very/Somewhat Convincing	Total Positive Shift
Make a choice. Make a difference. Vote	80	78
You can't change America if you don't vote	80	84
Your voice matters. Make a difference. Vote	79	81
It's your responsibility. Vote	74	62
Your voice matters. Your vote makes them listen. Vote	73	78
An America that works for us is up to you. Vote	72	69
You wouldn't let men pick your shoes...why would you let them pick your leaders? Vote	52	50

# Unmarried Women in 2006

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## Landmark study: unmarried women in 50 most competitive districts

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- Methodology:
  - Telephone survey
  - 753 unmarried women registered voters (single, widowed, divorced, separated)
  - Random Digit Dialing (RDD)
  - 50 most competitive Congressional districts
  - August 17-31, 2006

## ■ Unmarried Women in 2006

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- **The unmarried women's agenda is not being addressed:** They are angry about the direction of the country and have a strong desire for change.
- **Level of enthusiasm for the election lower than expected, given the strong desire for change.**
- **Opportunity to demonstrate to these women how they can affect change.**

# A desire for political change

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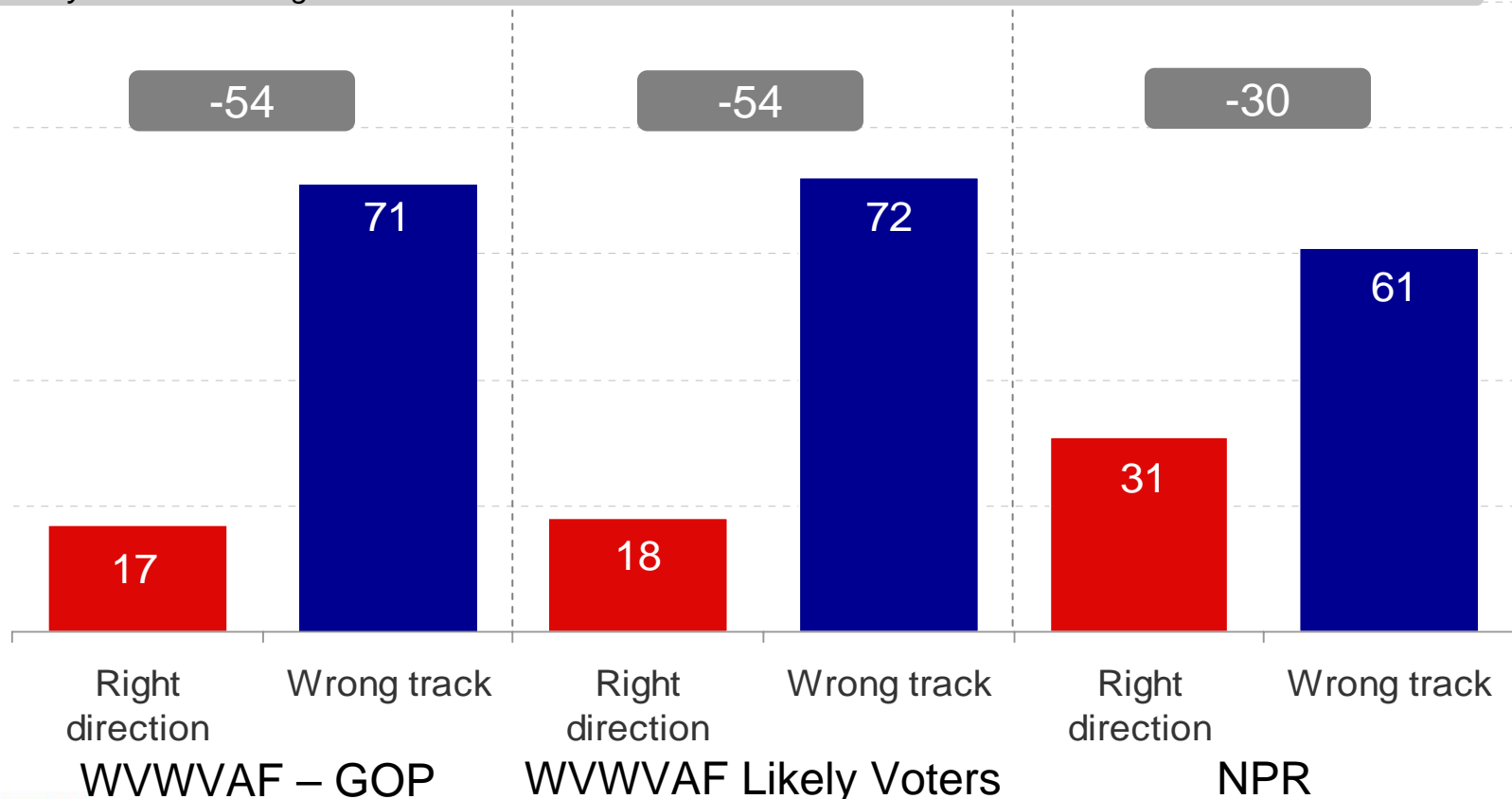
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# Unmarried women overwhelmingly think we're on the wrong track

Likely voters rank their likelihood to vote this year as "8,9,10," on a ten-point-scale

*Generally speaking, do you think things in the 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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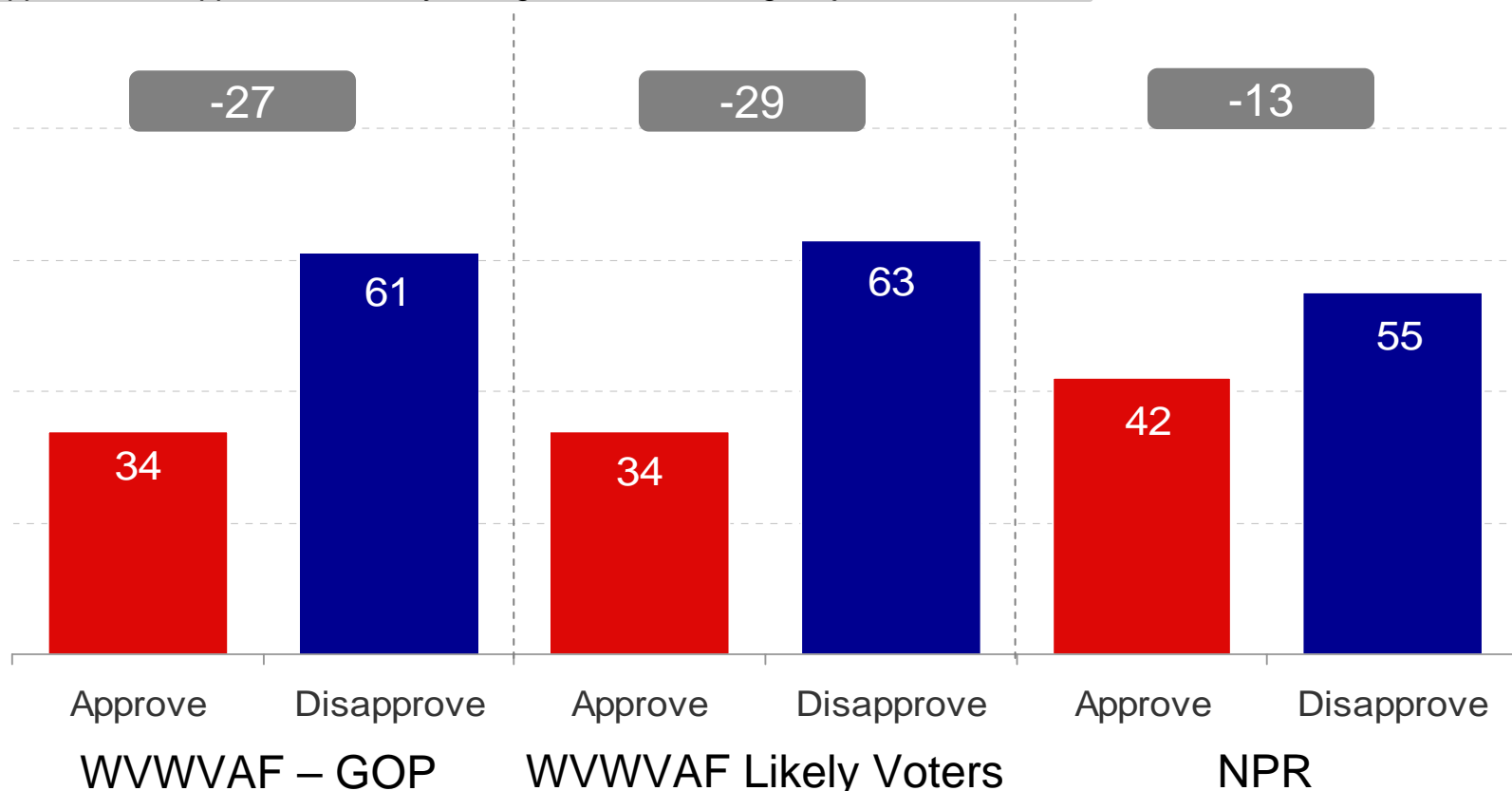
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*\*Note: NPR survey conducted in swing districts, July 19-23, 2006 of 1000 likely voters.*

## Unmarried women register much lower Bush job approval

- Likely voters rank their likelihood to vote this year as “8,9,10,” on a ten-point-scale

*Do you approve or disapprove of the way George Bush is handling his job as President?*



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*\*Note: NPR survey conducted in swing districts, July 19-23, 2006 of 1000 likely voters.*

# Some differences by age...

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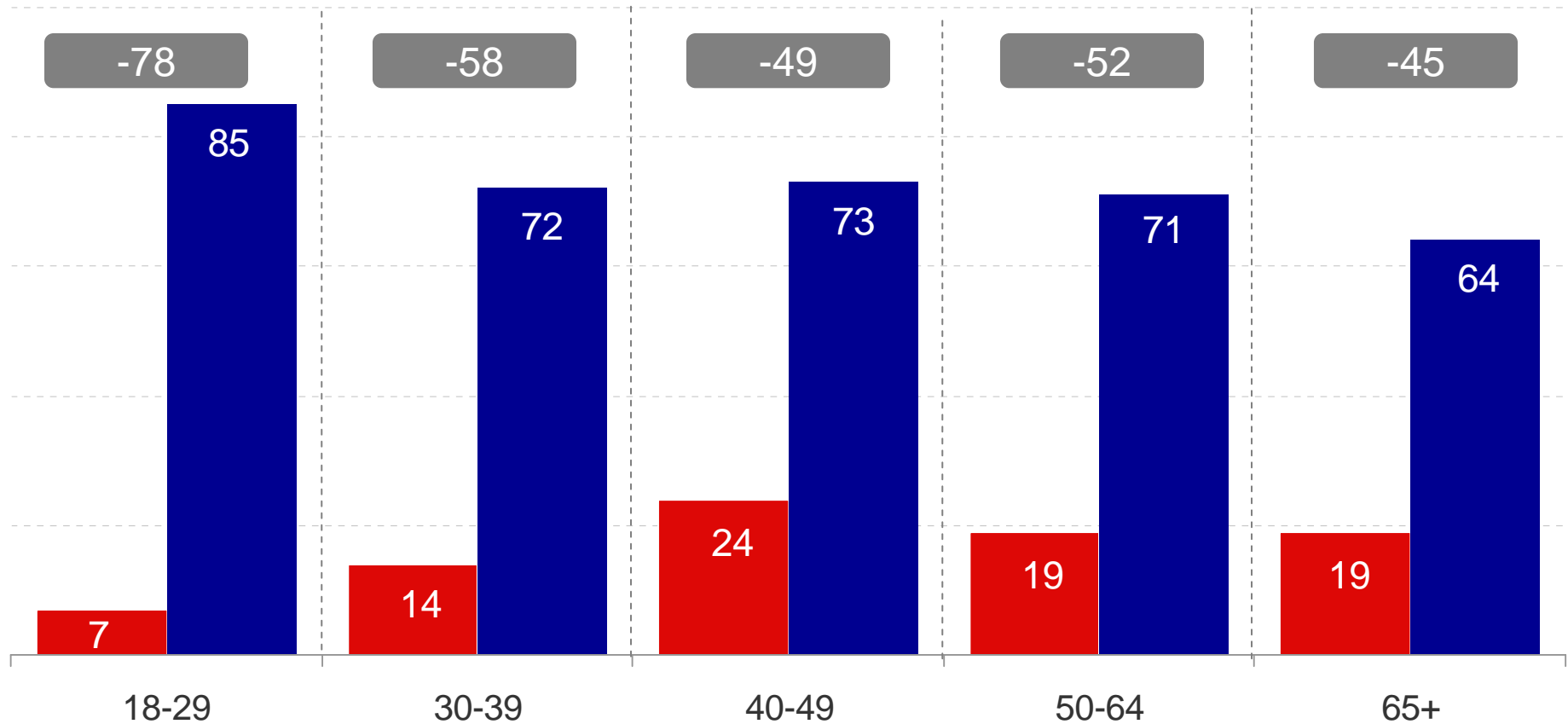


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## Discontent high with all unmarried women; highest for younger

Generally speaking, do you think things in the 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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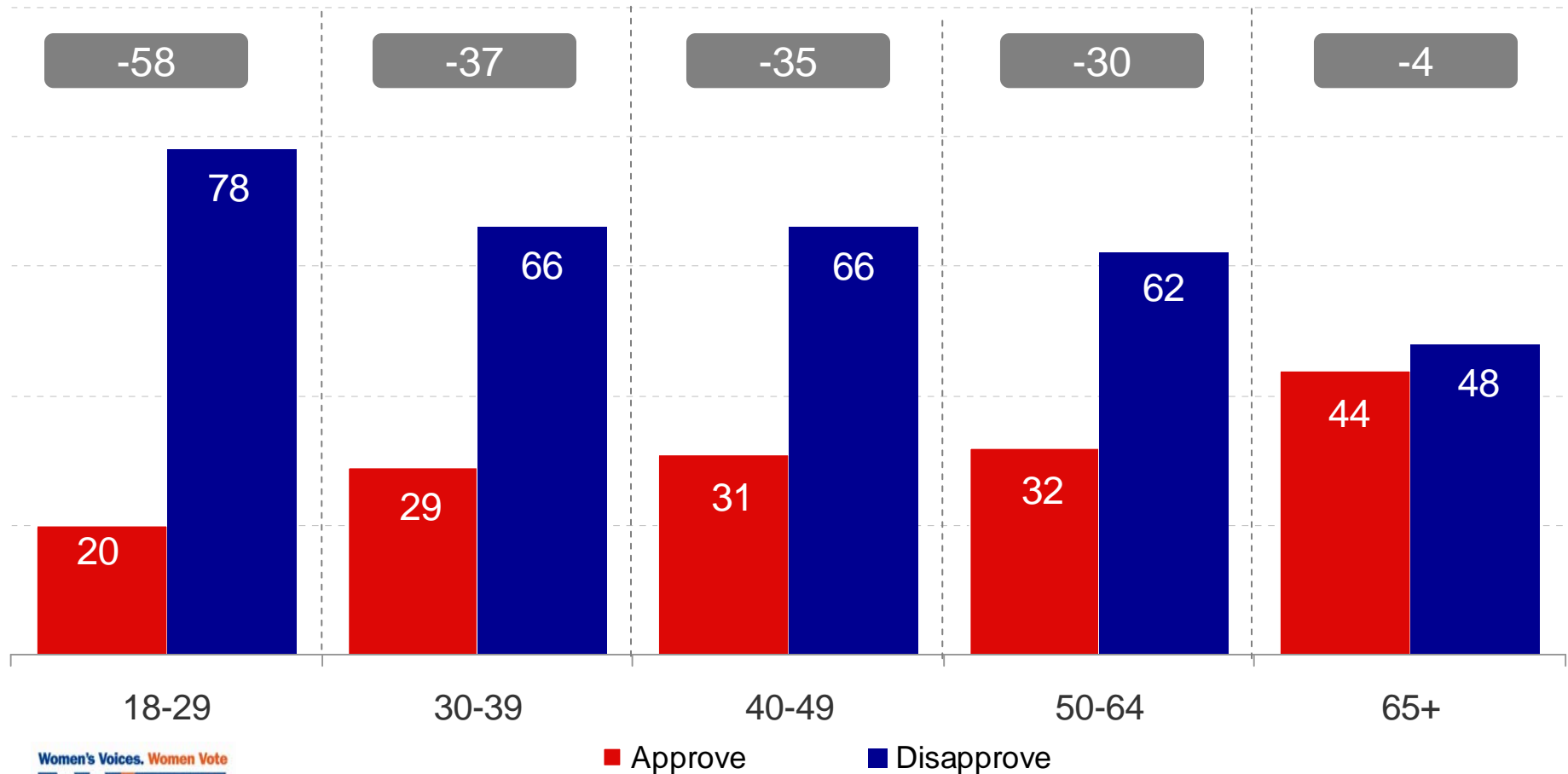
■ Right direction

■ Wrong track

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## Disapproval of Bush highest for younger unmarried women

*Do you approve or disapprove of the way George Bush is handling his job as President?*



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# Moving the unmarried women's vote: A focus on Iraq and the economy

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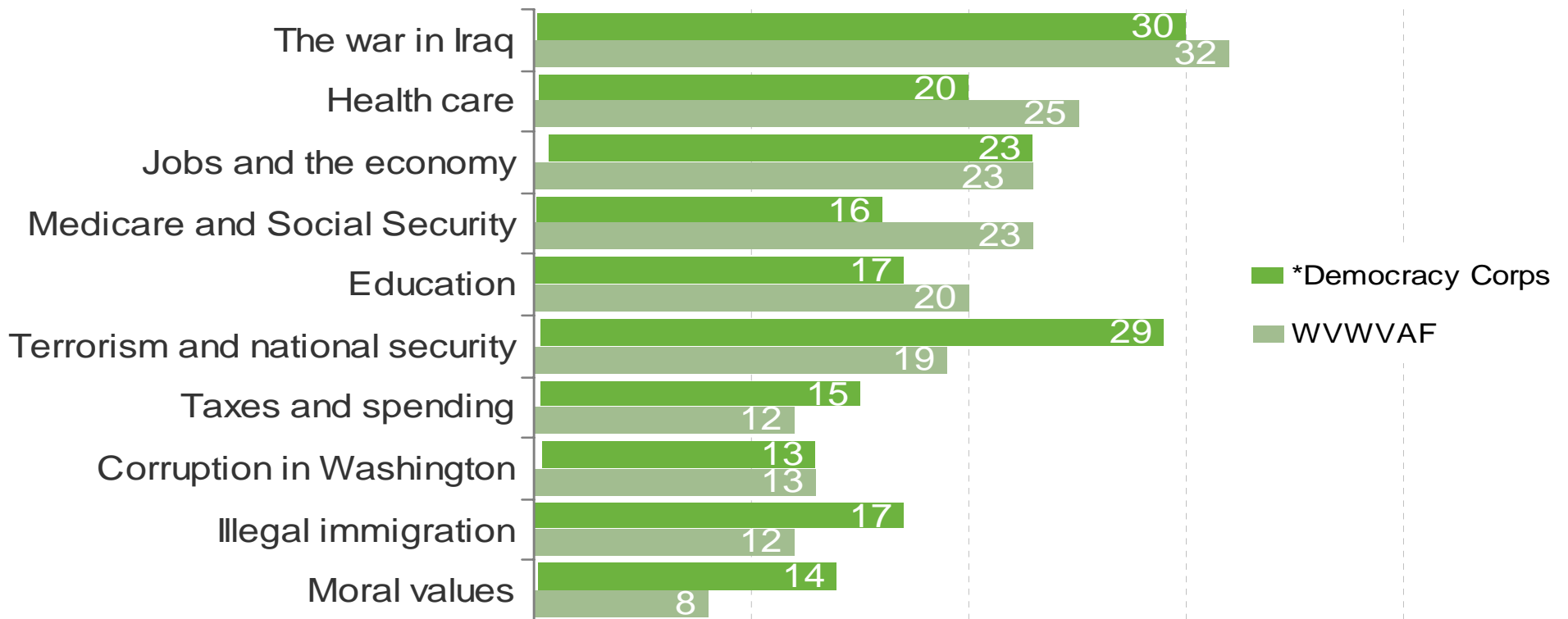
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## Iraq, health care, economy top list of concerns for unmarried women

*In deciding how to vote for Congress, which ONE of the following issues is MOST important to you? And from that list, which one of the following issue areas would be SECOND MOST important to you in deciding how to vote for Congress? (COMBINED)*

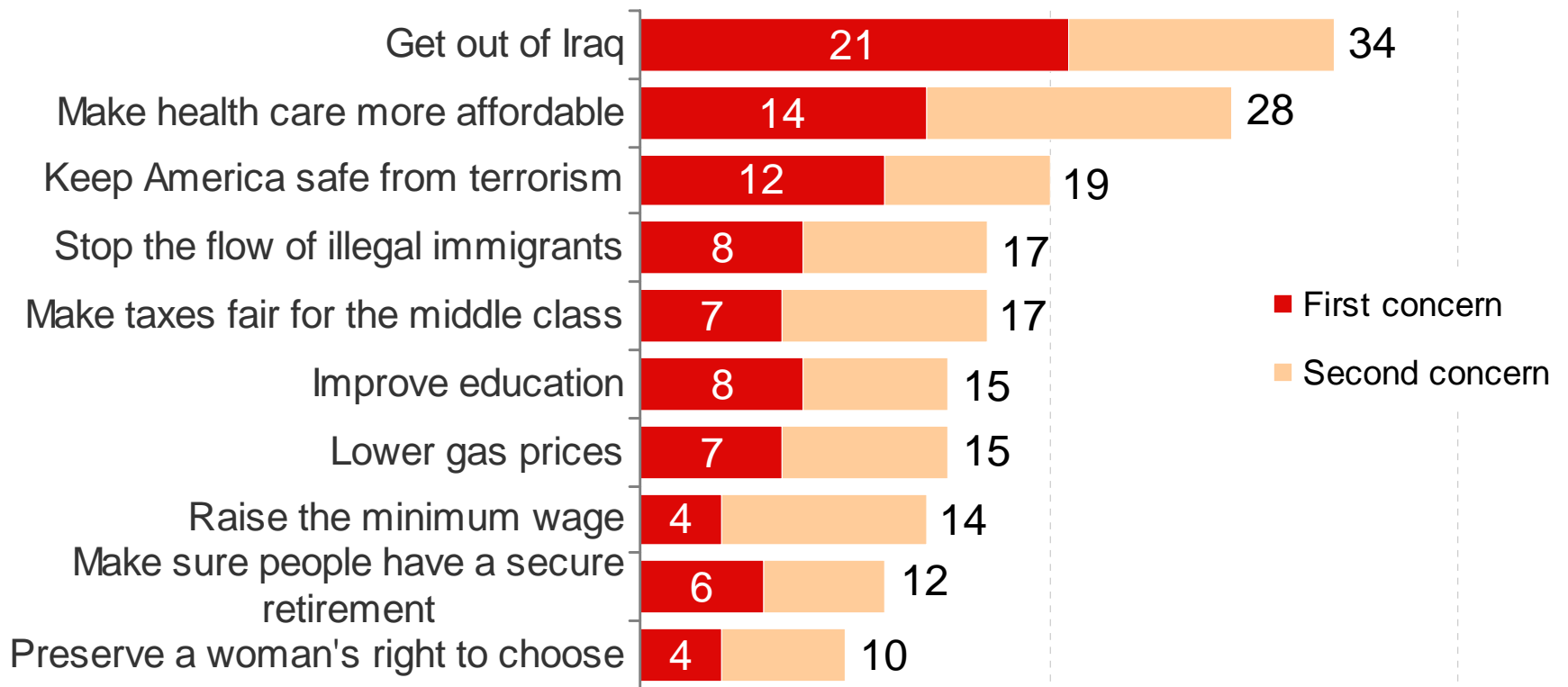


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*\*Note: Democracy Corps national survey conducted August 23-27, 2006.*

## Iraq and economic issues top priorities for 110<sup>th</sup> Congress

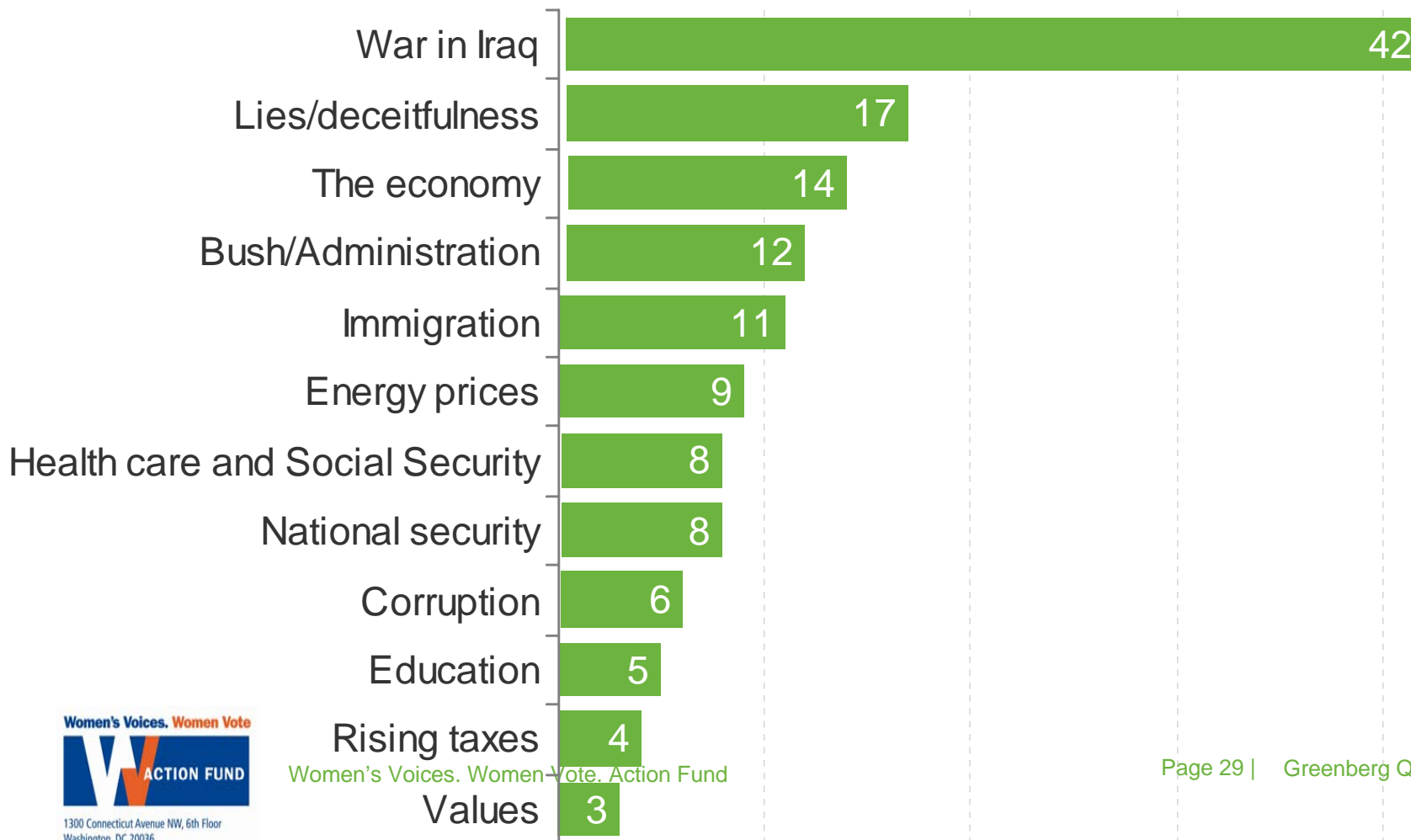
*What would you most like to see Congress achieve over the next two years? If you could pick something else, what else would you like to see Congress achieve over the next two years? (COMBINED)*



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## Unmarried women most angry about Iraq

Would you say you are generally content with the way things are going in the country today, or is there something you would say you are angry about? (IF SAY ANGRY) Why is that? (OPEN END)



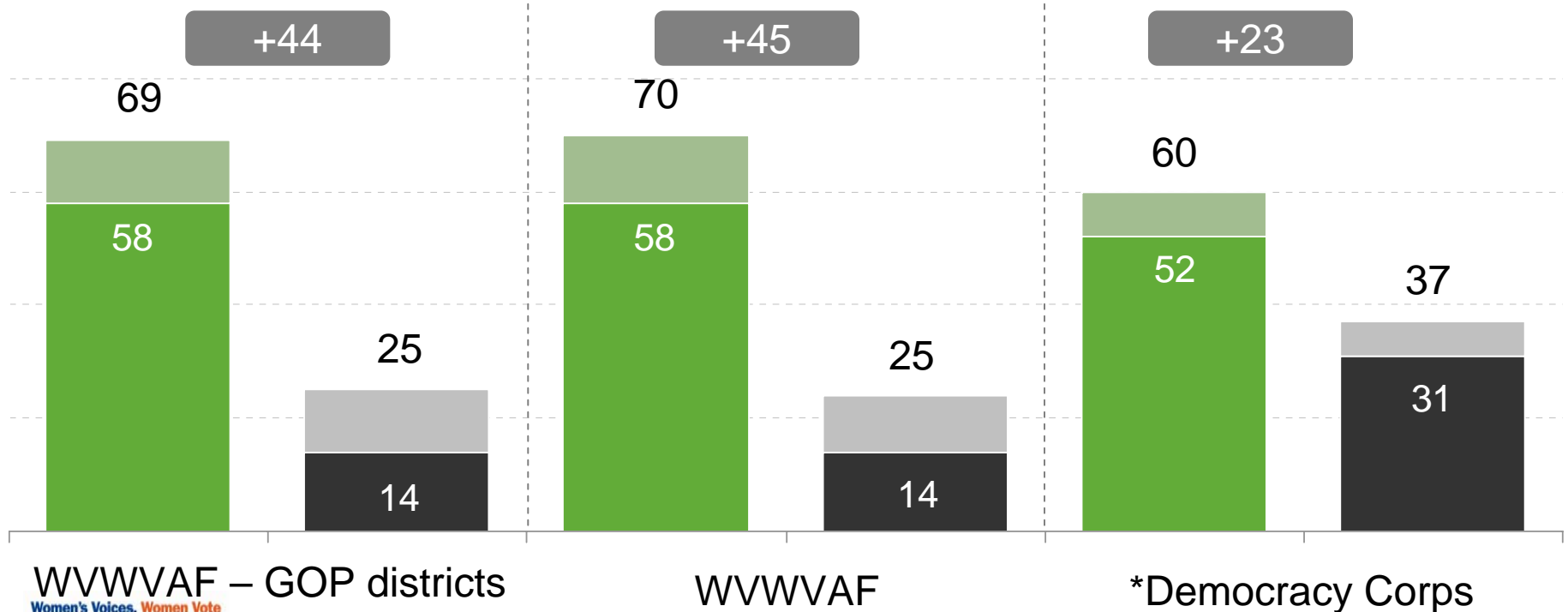
# Unmarried women more anti-war than avg. likely voter

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

The war in Iraq was not worth the cost of U.S. lives and dollars  
OR

The war in Iraq was worth the cost of U.S. lives and dollars

- First strongly
- First not so strongly
- Second strongly
- Second not so strongly



WVVAF – GOP districts only

WVVAF

\*Democracy Corps



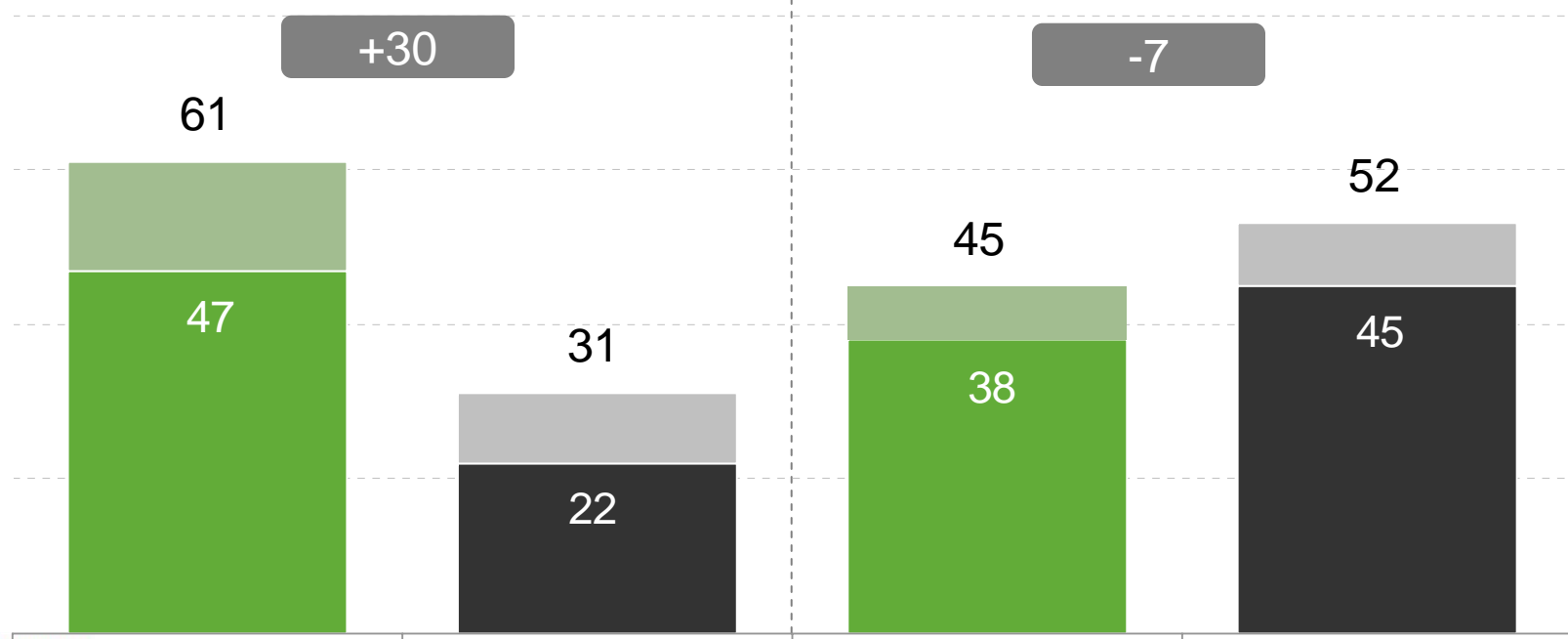
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\*Note: Democracy Corps survey conducted nationally of 1000 likely voters, August 23-27, 2006.

# Unmarried women strongly favor starting to reduce US troops

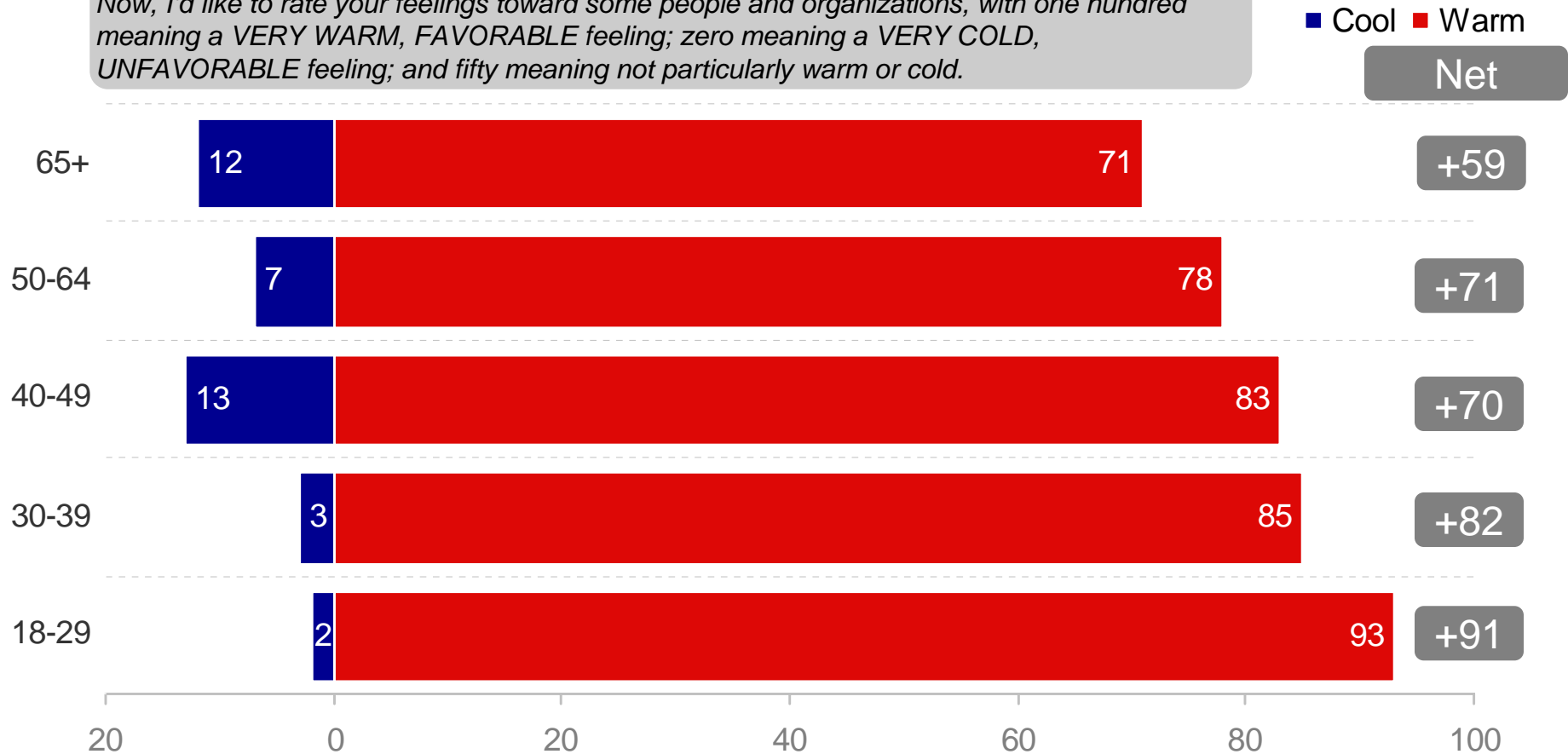
Now I'm going to read you a pair of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right:  
*In Iraq, the current course cannot bring stability and we need to start reducing the number of U.S. troops*  
 OR  
*We must stay the course to achieve stability and finish the job in Iraq*

- First strongly
- First not so strongly
- Second strongly
- Second not so strongly



## All ages overwhelming favor increase in the minimum wage

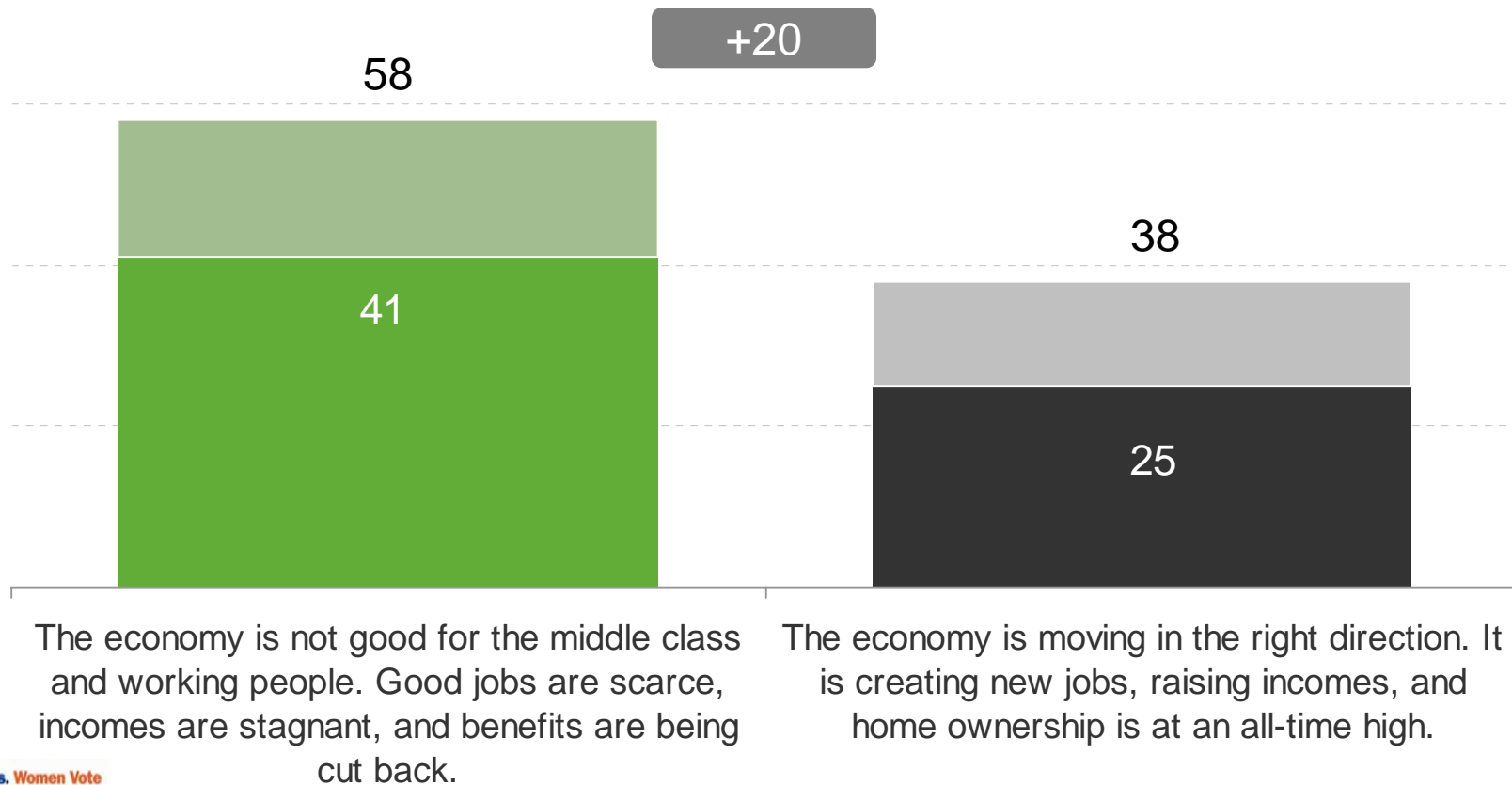
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



## Large majority believe economy moving in the wrong direction

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

- Strongly
- Strongly
- Not so strongly
- Not so strongly



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## Unmarried women have the power to change America

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- Growing demographic, underrepresented in the electorate.
- Their agenda is not being addressed, and they desire change.
- Don't vote because they lack:
  - Information about voting, issues, and candidates
  - Sense that they can make a difference
- Opportunity to present them with this information – in the right way – and turn unmarried women out to vote in record numbers.