

GREENBERG QUINLAN ROSNER RESEARCH

November 13, 2006

Unmarried Women in 2006

The women who helped change America



Women's Voices.
Women Vote.

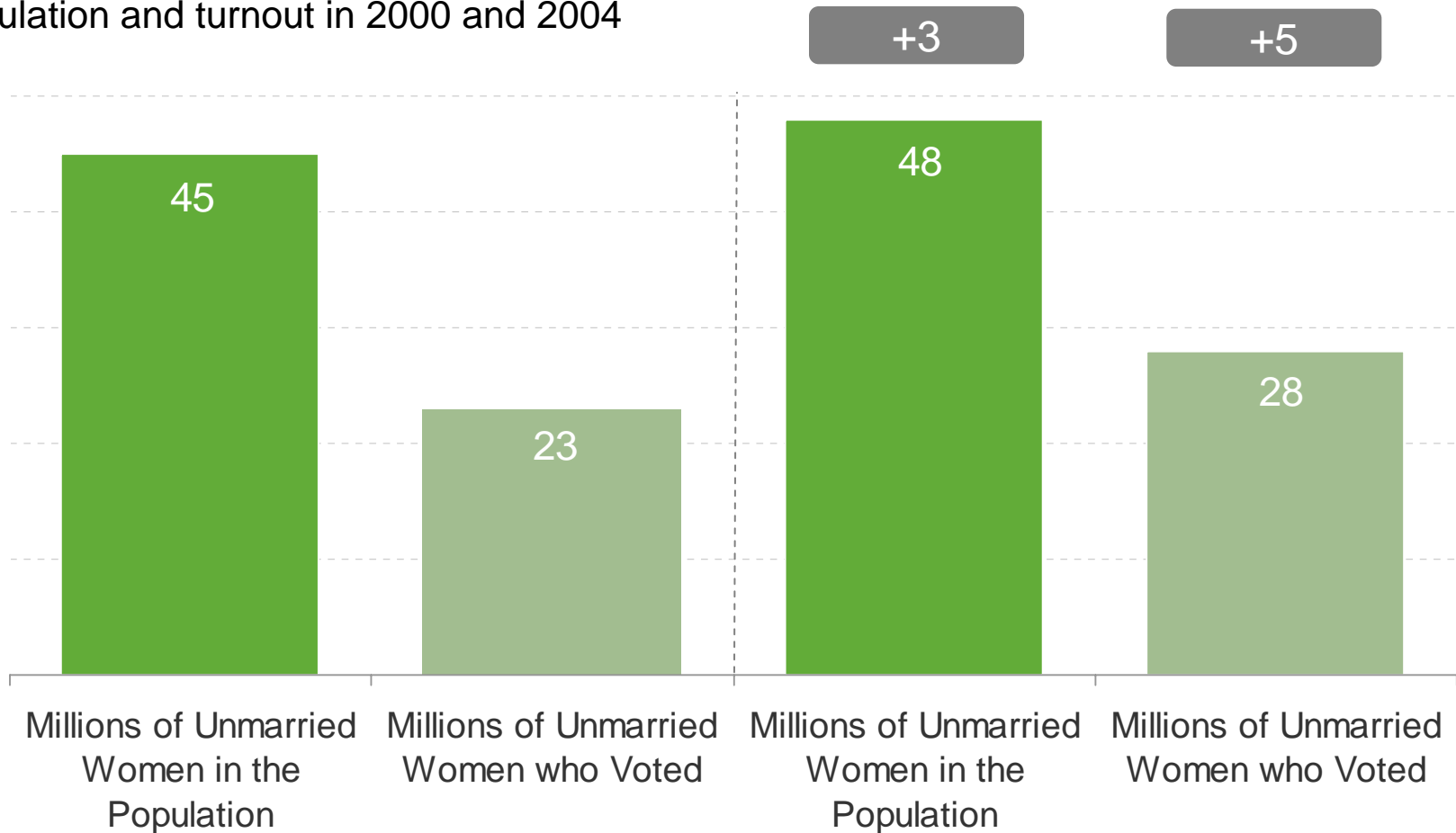
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Unmarried women: a large and underrepresented cohort

- **Unmarried America is an important, fast-growing demographic group:** A majority of households in the country are headed by an unmarried person.
- **Unmarried women are drop-off voters:** In 2004, only 59% of voting-eligible unmarried women turned out to vote, compared to 71% of married women.
- **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
 - 50% of unmarried women make \$30,00 or less
- **Economics, less connection to the community, and logistical issues all impede unmarried women's political participation.**
- **Unmarried women desire information about candidates from non-partisan, third party sources. They do not trust traditional political communications.**

Unmarried women: growing and under-represented

■ Population and turnout in 2000 and 2004



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2000

2004

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

2004 was an improvement, but still more work to do in 2006

■ 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
Unmarried Women	59	10	31
Married Women	71	7	22
Unmarried Men	50	10	39
Married Men	70	7	23

Democrats represented a change agenda –they could not have won in 2006 without unmarried women

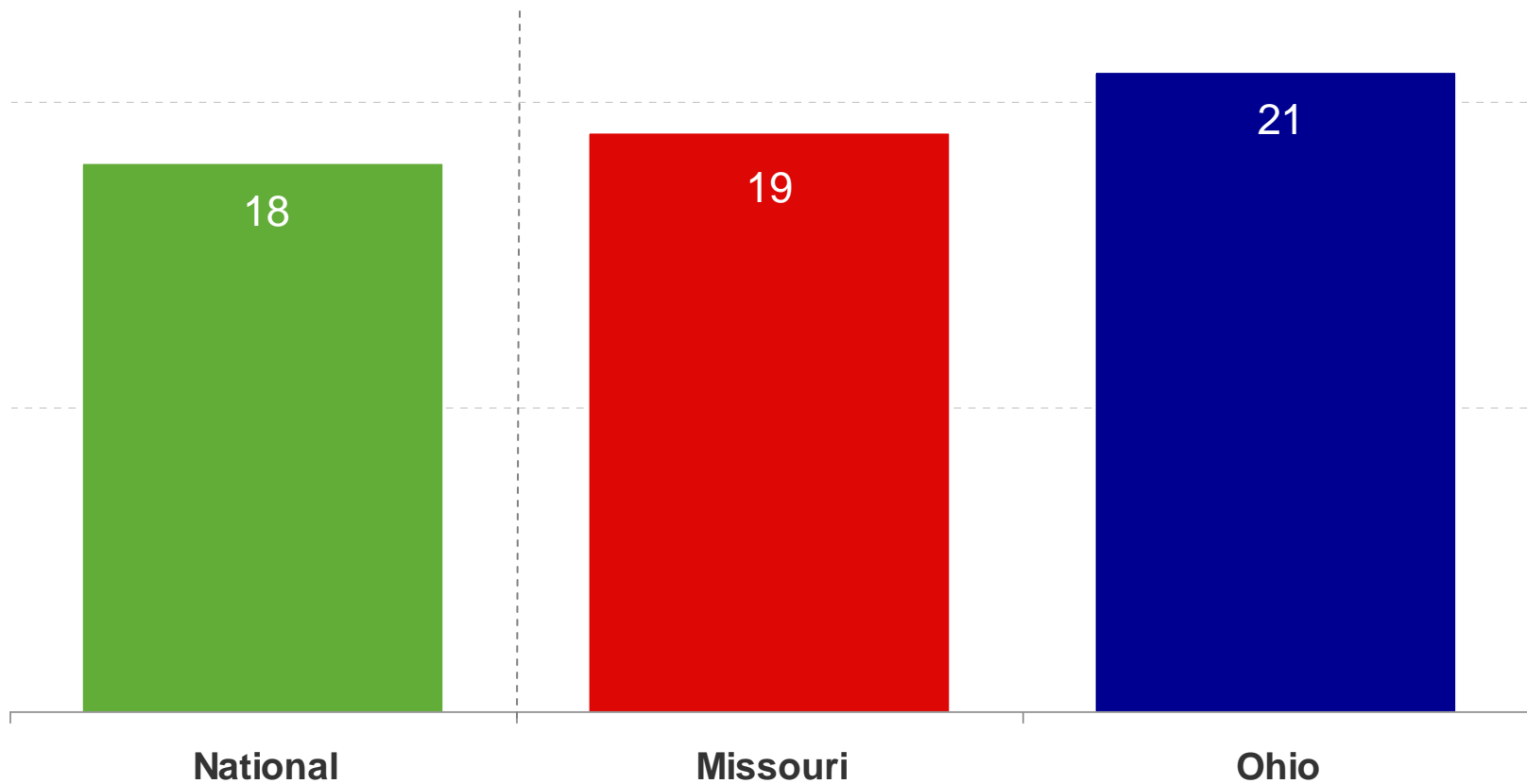
■ The vote in 2006 | 2006 Exit polls

The vote in 2006: House, Senate, Governor

	Percent voted for the Democratic candidate	Percent voted for the Republican candidate
U.S. House – all voters	53	45
U.S. House – unmarried women	65	32
U.S. Senate – all voters	55	40
U.S. Senate – unmarried women	65	29
Governor – all voters	51	42
Governor – unmarried women	63	30

Unmarried women were a higher percentage of the electorate in states where WVVV operated

■ Unmarried women's percentage of the electorate



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**Note: Data from 2006 Exit polls; Missouri and Ohio were the only two states where marital was asked on the exit poll where WVVV also operated*

Comprehensive research program: understanding unmarried women in 2006

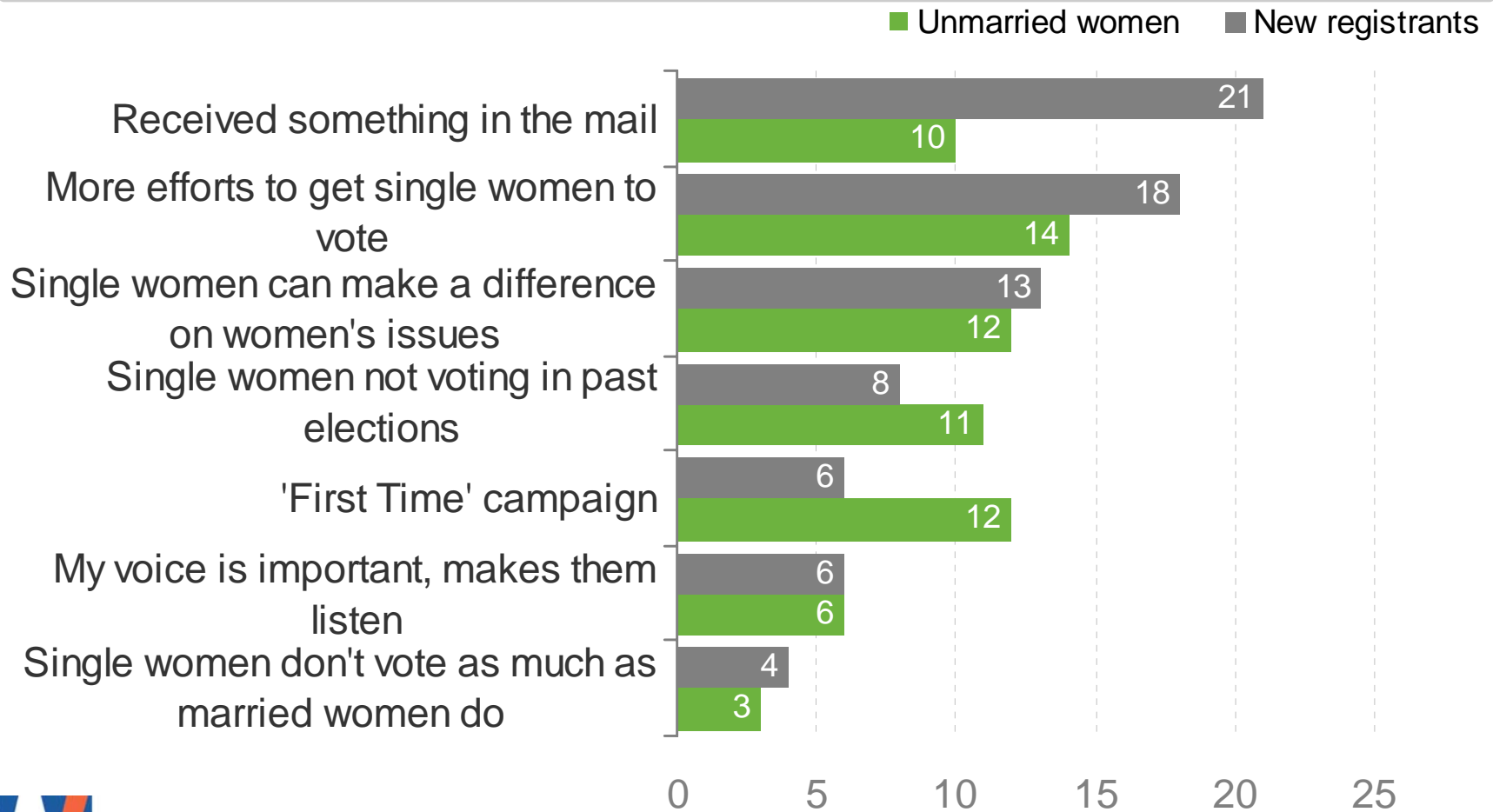
- **Exit Polls:**
 - National and 6 statewide exit poll surveys
 - More than 17,000 total interviews
- **Democracy Corps/Campaign for America's Future Post-Election Survey:**
 - RDD survey of those who voted (1,000 interviews)
 - Conducted November 7-8, 2006
 - Over-sample of unmarried women who voted in 2006
 - 568 total interviews of unmarried women
- **Greenberg Quinlan Rosner/WVWV's Survey of unmarried women in the 12 states in which WVWV operated:**
 - Survey used WVWV's list of unmarried women
 - Conducted November 5-8, 2006
 - 758 total interviews
- **GQRR/WVWV's Survey of unmarried women registered by WVWV this cycle:**
 - Survey used WVWV's list of unmarried women registered this cycle
 - Conducted November 5-8, 2006
 - 500 total interviews: 250 registered through the "Birthday Program" and 250 other new registrants

Unmarried women made the critical difference in 2006

- Democrats could not have won key House and Senate races without the support and turnout from unmarried women because they voted for change. They respond to those who address their issues.
 - They broke for Democratic candidates by the widest margin seen this decade.
- Unmarried women this year sought change, especially in Iraq.
 - Iraq is the #1 agenda item for unmarried women.
 - Also frustration that Republicans did nothing about oil companies and rising costs of health care and gas prices.
 - Unmarried women are financially pressed; economy and affordable health care also top concerns.
- WVWV's programs were instrumental in registering and turning out unmarried women.
 - 1 in 4 unmarried women cited the WVWV voter registration program as the reason they registered.
 - 1 in 4 unmarried women recalled receiving information about single women and voting.

'Getting single women to vote' and 'First Time campaign' had high recall in the areas where WVWV operated

(IF HEARD SOMETHING ABOUT UNMARRIED WOMEN AND VOTING) What specifically have you seen or heard?



The campaign

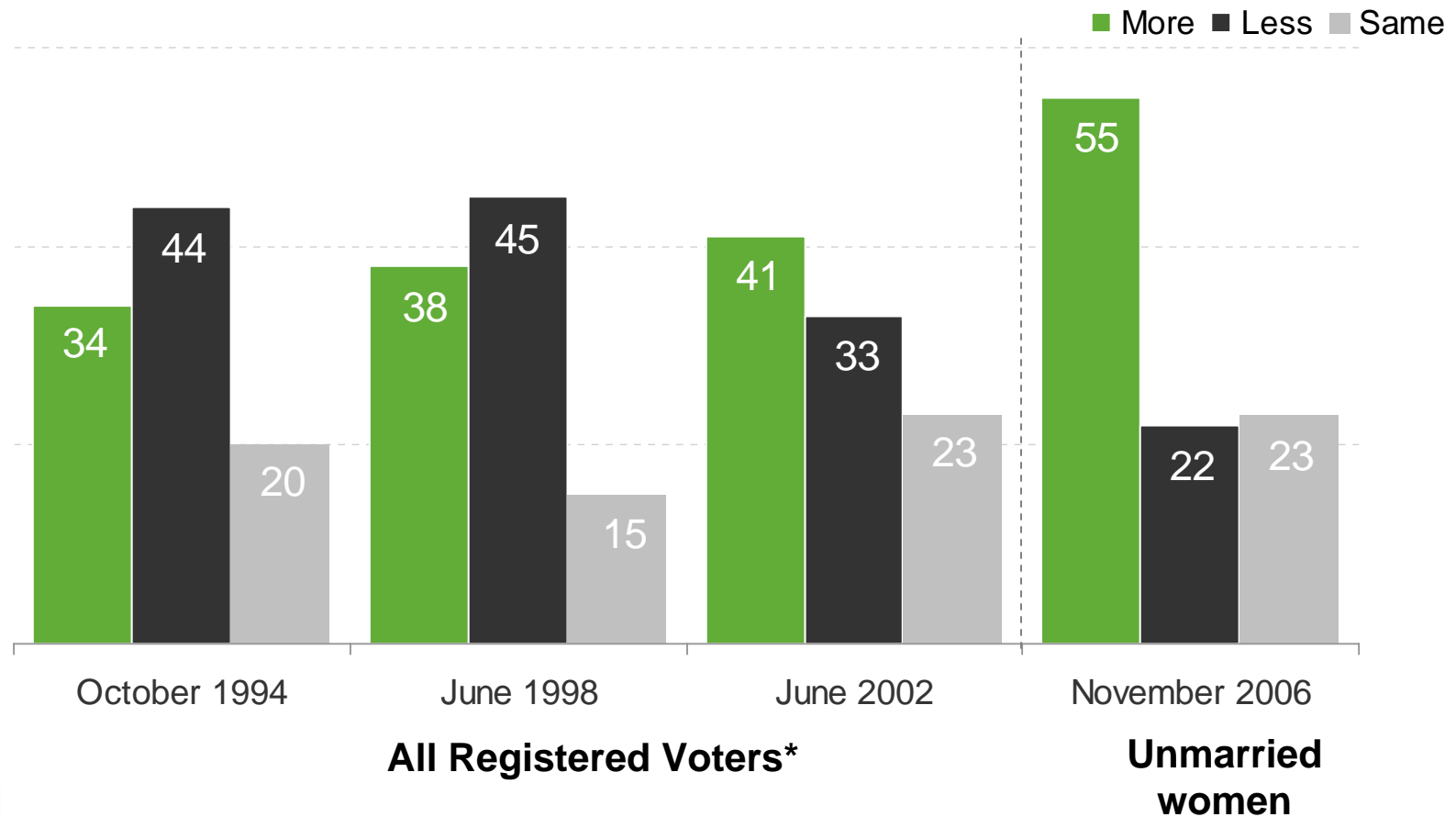


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Unmarried women in WVWV states more enthusiastic than average off-year election voter

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

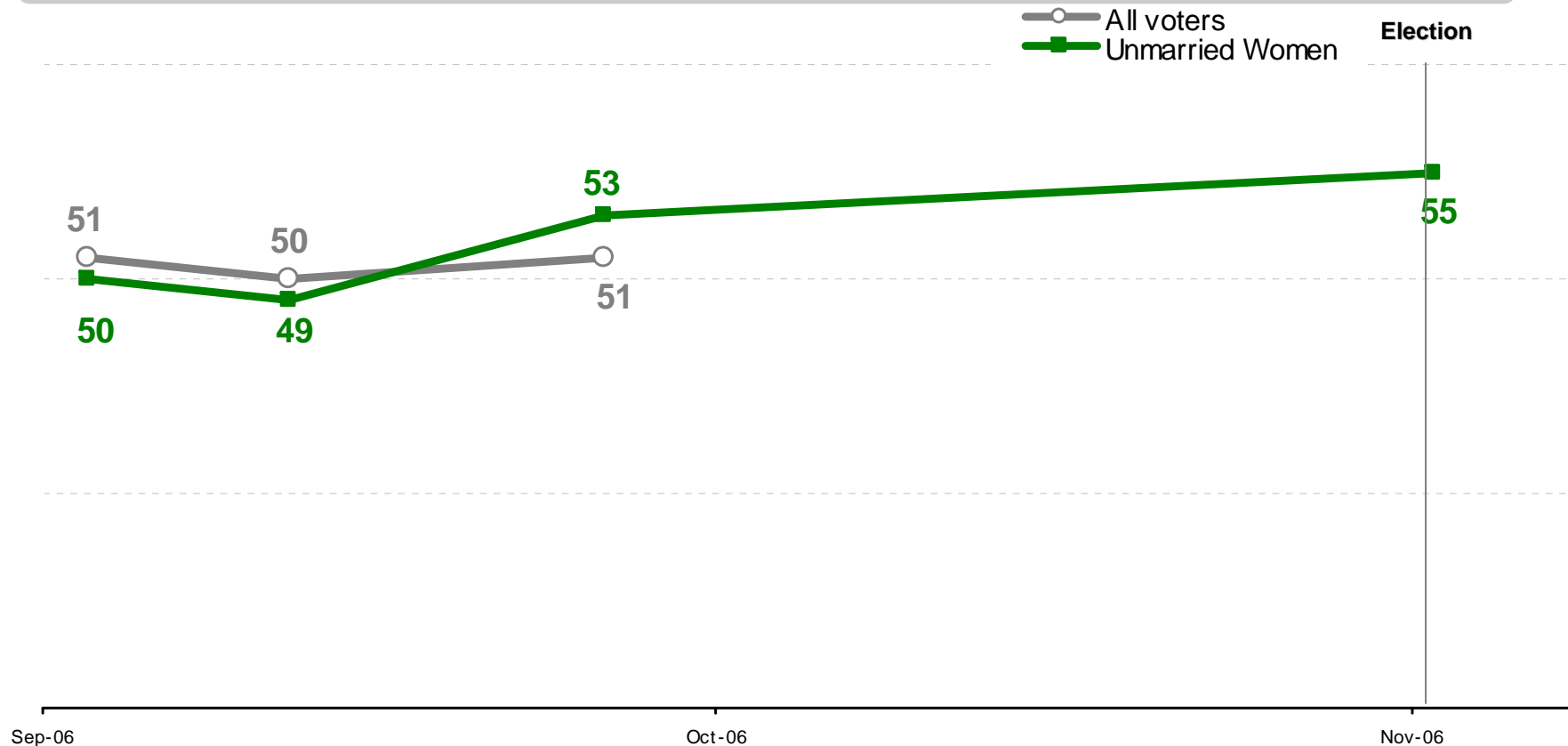


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Note*: Based on historical data from the Pew Research Center, "Republicans Cut Democrats lead in Campaign's Final Days", release dated November 5, 2006 ; unmarried women numbers from WVWV 12-state survey

In states where WVVV operated enthusiasm rose during campaign

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



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Note*: Data from Sept. 2005 – Oct. 2006 from Democracy Corps National surveys conducted among likely voters; last data point from WVVV 12-state survey

The voting experience

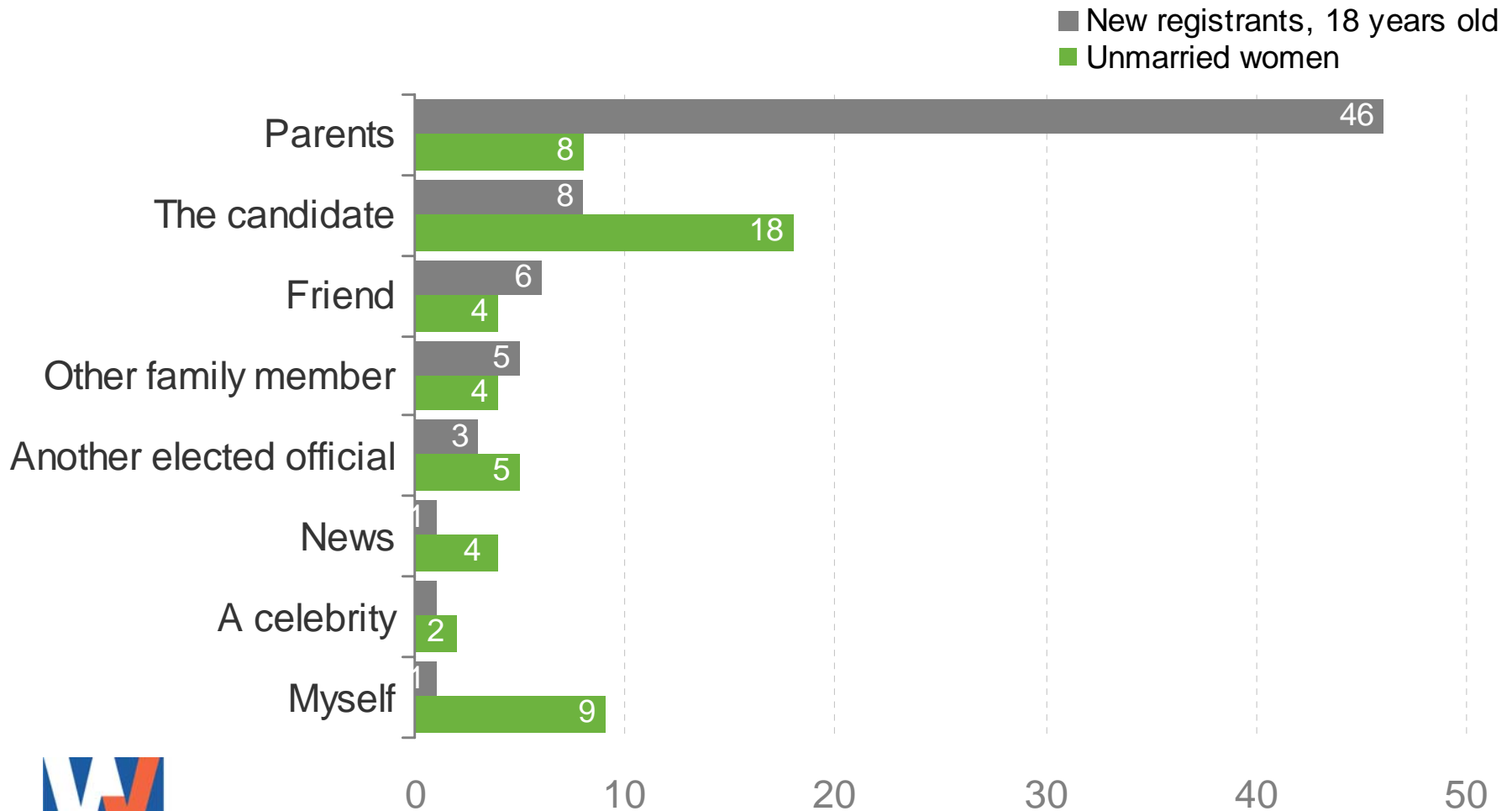


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Parents influence 18 year-olds; the candidate influences established voters

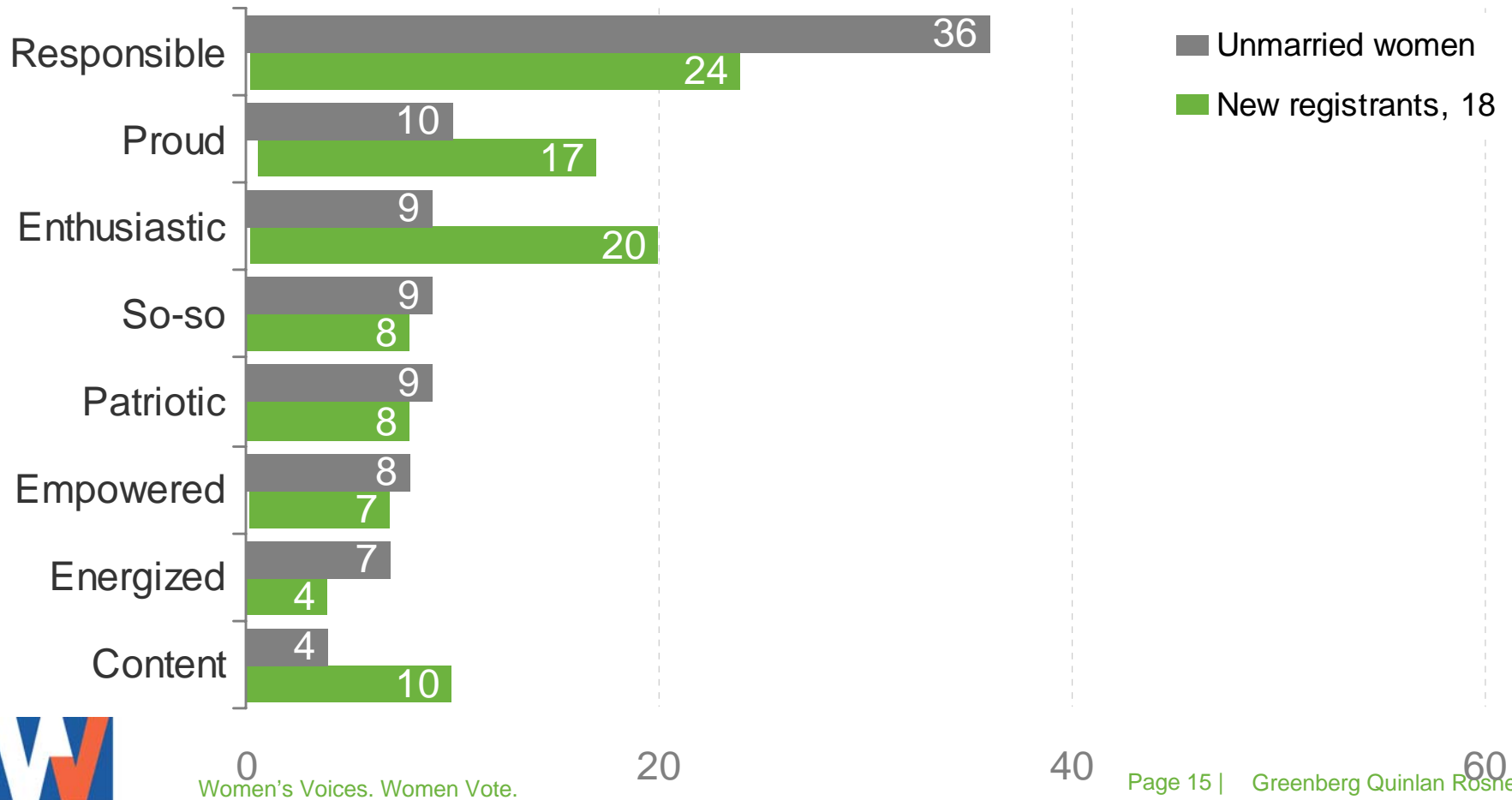
In the election for Congress, who was most influential in helping you decide how to vote?



Unmarried women feel 'responsible', 'proud' after voting

■ 18 year-olds feel 'enthusiastic'

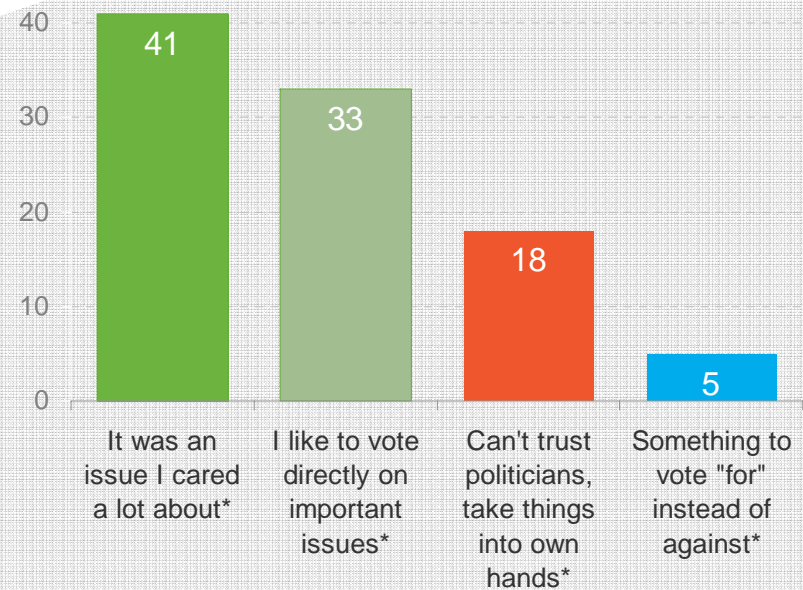
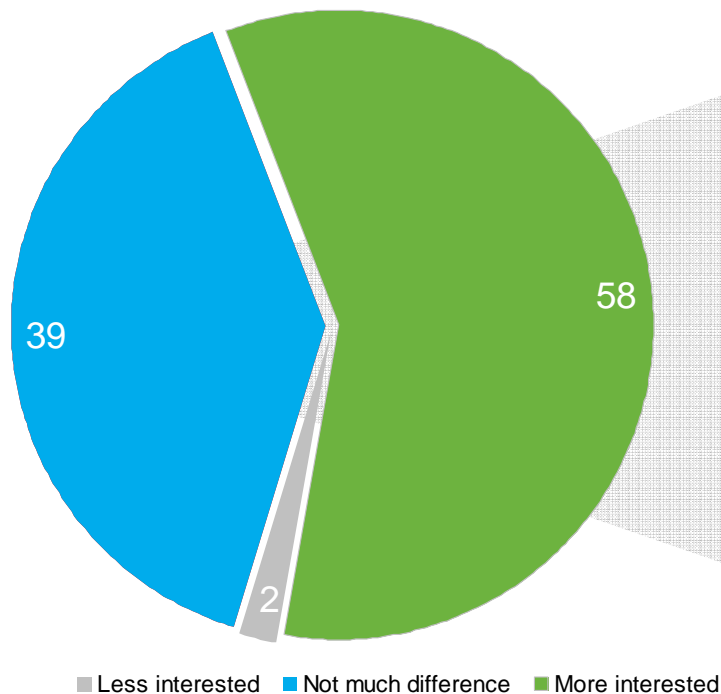
In thinking about the elections, which of the following feelings best describes how you felt about voting this year?



Ballot initiatives a major turnout motivator for unmarried women

There were also ballot initiatives on the ballot in your state having to do with things like raising the minimum wage. Overall, did the initiatives on the ballot make you more interested in the election, less interested in the election, or did it not make much difference?

(IF YES) Which of the following best describes why the ballot initiatives made you more interested in voting?



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Voting their agenda

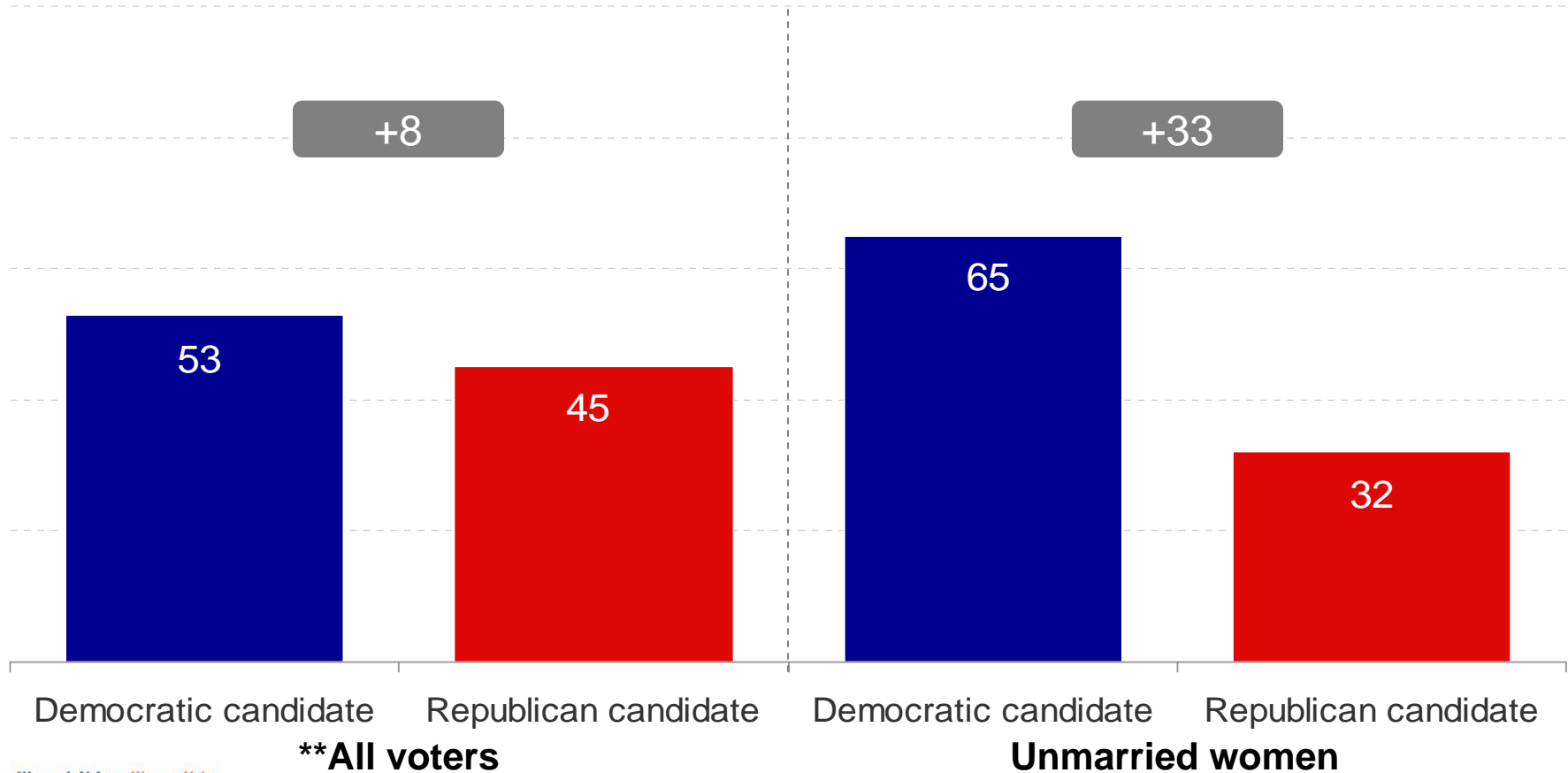


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Unmarried women voted overwhelmingly for Democrats for Congress

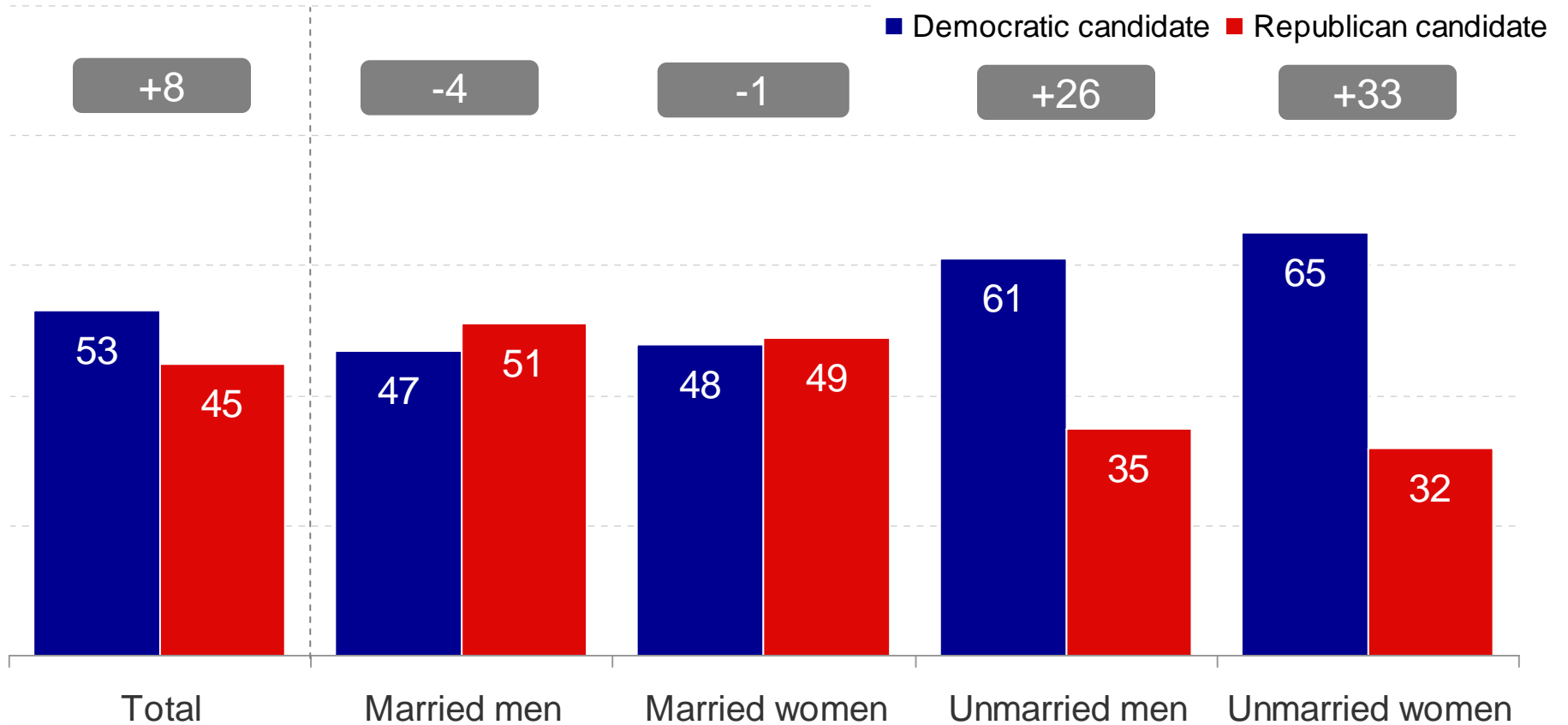
Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...



**Note: Actual names of candidates inserted*
*** All voters from Democracy Corps Post Election survey, conducted November 7-8, 2006 of 2,020 voters; unmarried women numbers from Democracy Corps over-sample of unmarried women.*

Nationally, unmarried women were the most Democratic cohort

In today's election for U.S House of Representatives, did you just vote for...



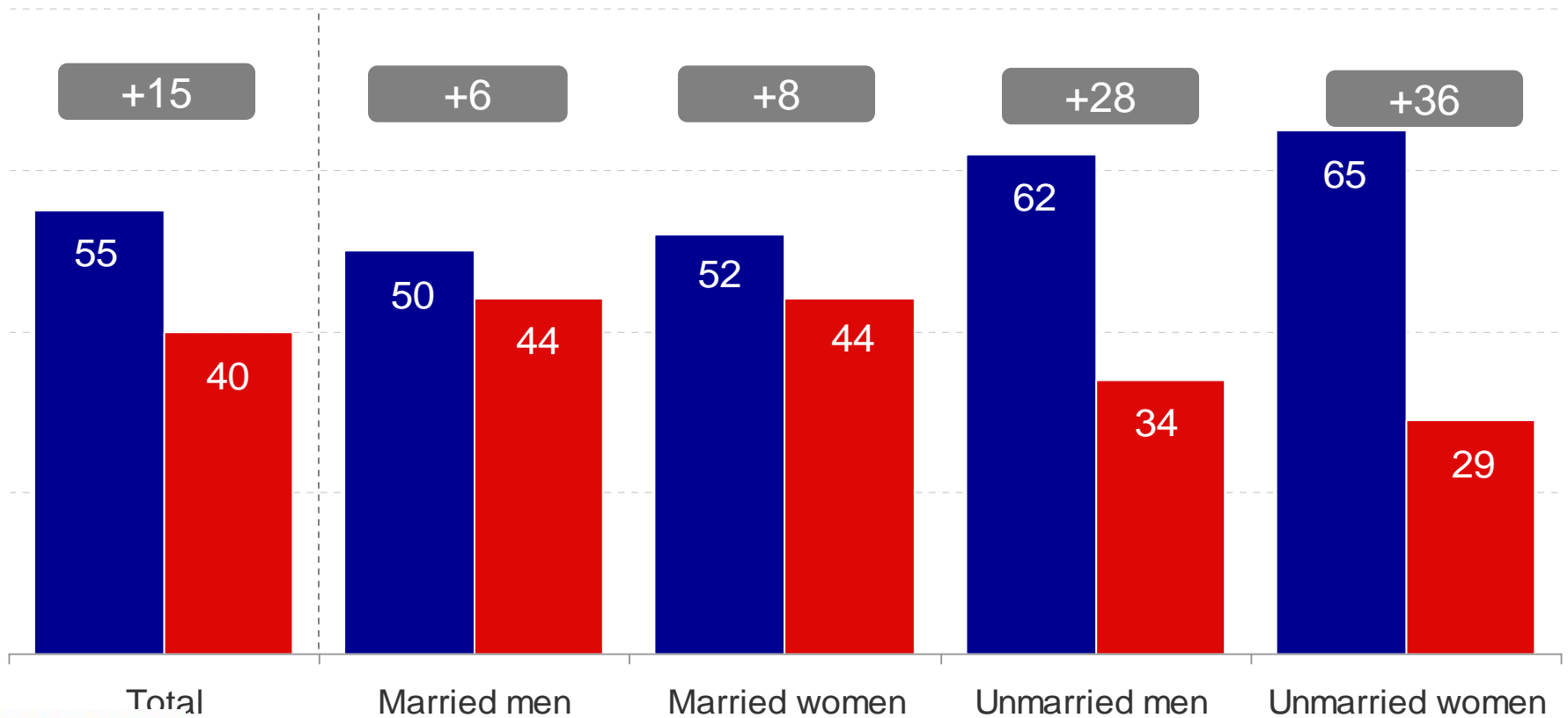
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**Note: Data from National Exit Poll conducted November 8, 2006 of 6,255 voters*

Unmarried women strongest backers of Democratic Senatorial candidates

In today's election for U.S. Senator, did you just vote for...

■ Democratic candidate ■ Republican candidate



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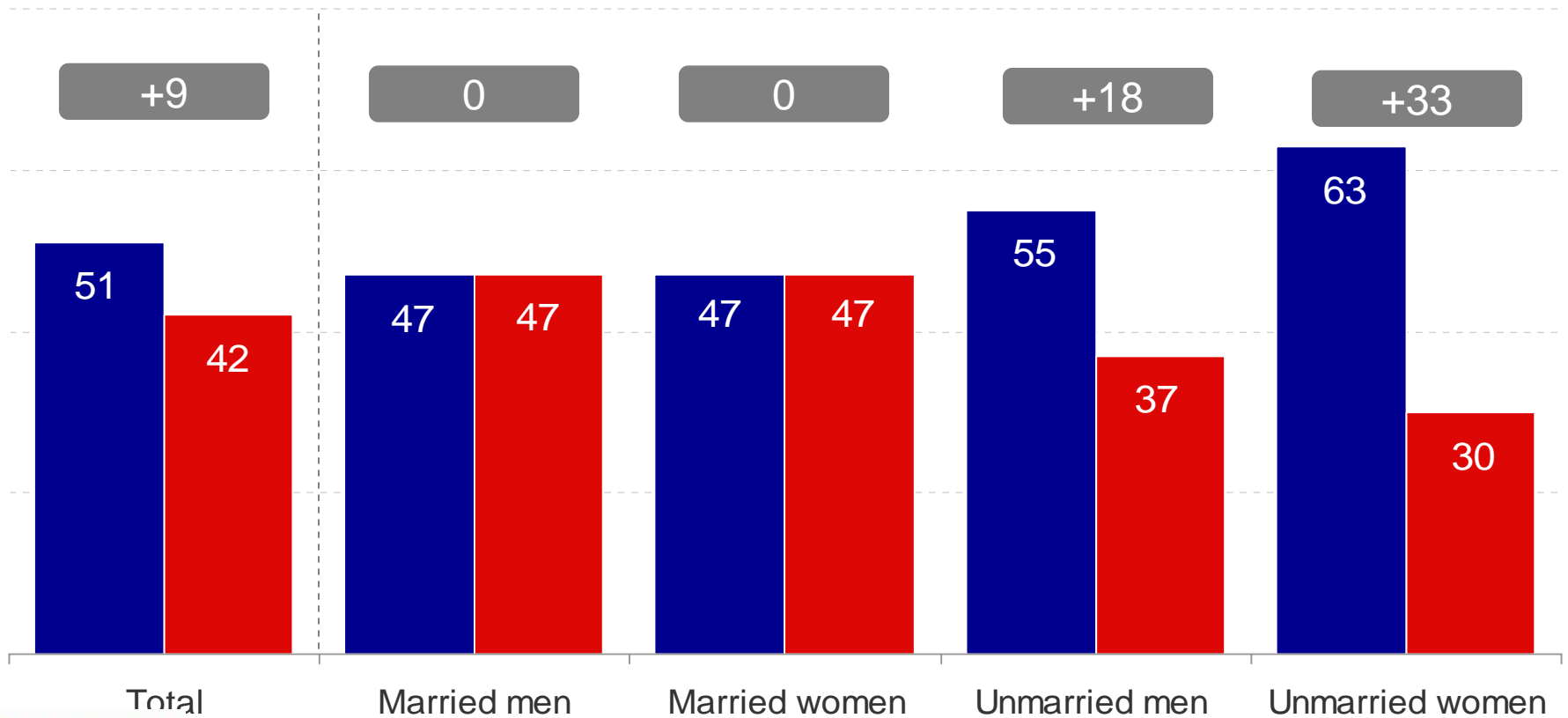
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**Note: Data from National Exit Poll conducted November 8, 2006 of 4,653 voters*

Unmarried women made Democratic governorship wins possible

In today's election for Governor, did you just vote for...

■ Democratic candidate ■ Republican candidate



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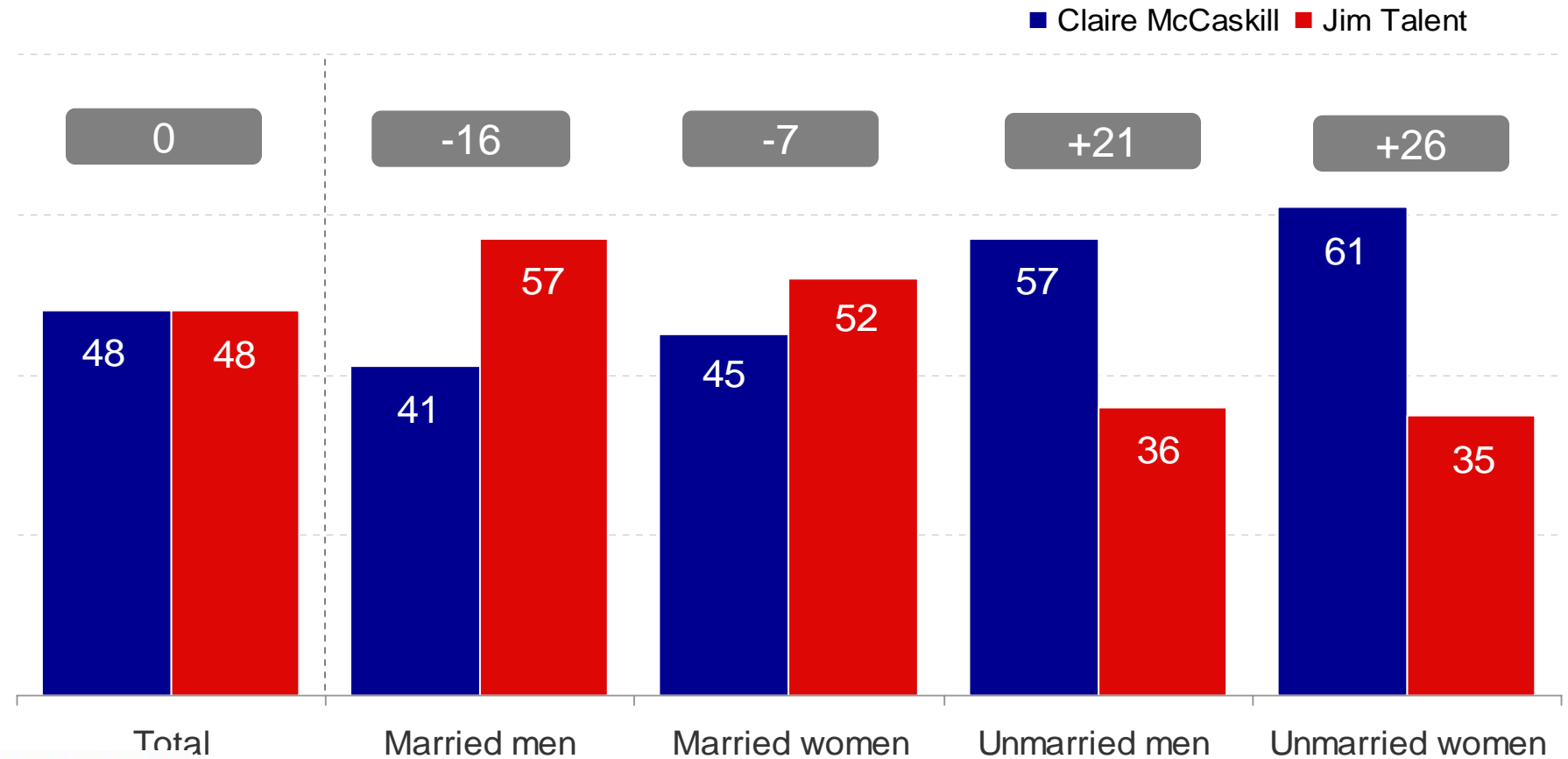


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**Note: Data from National Exit Poll conducted November 8, 2006 of 4,931 voters*

Sure defeat in Missouri without unmarried women's vote

In today's election for U.S. Senator, did you just vote for...



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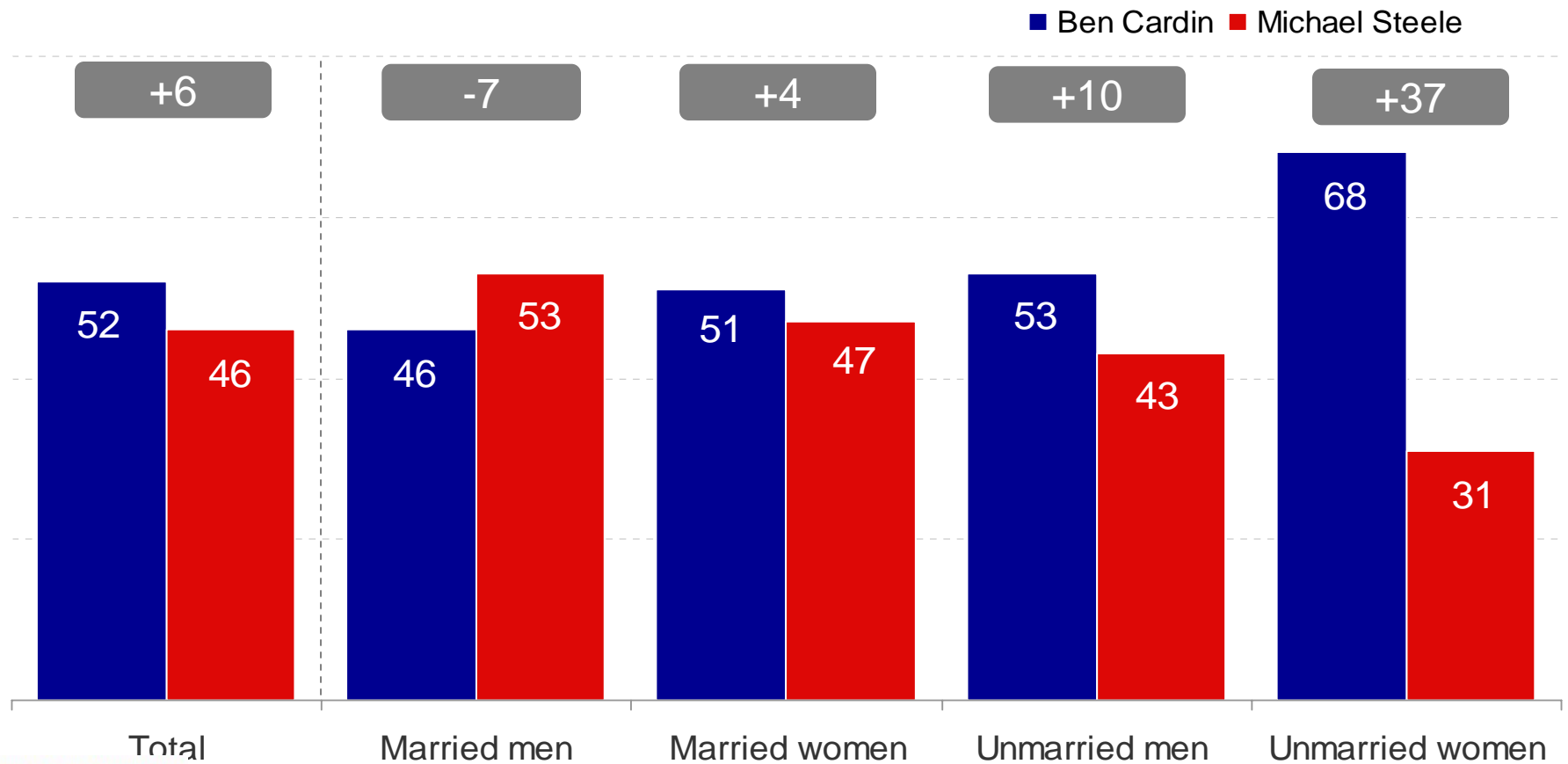
1300 Connecticut Avenue NW, 6th Floor
Washington, DC 20036

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**Note: Data from Missouri Exit Poll conducted November 8, 2006 of 2,402 voters*

Unmarried women clinched Ben Cardin's victory

In today's election for U.S. Senator, did you just vote for...



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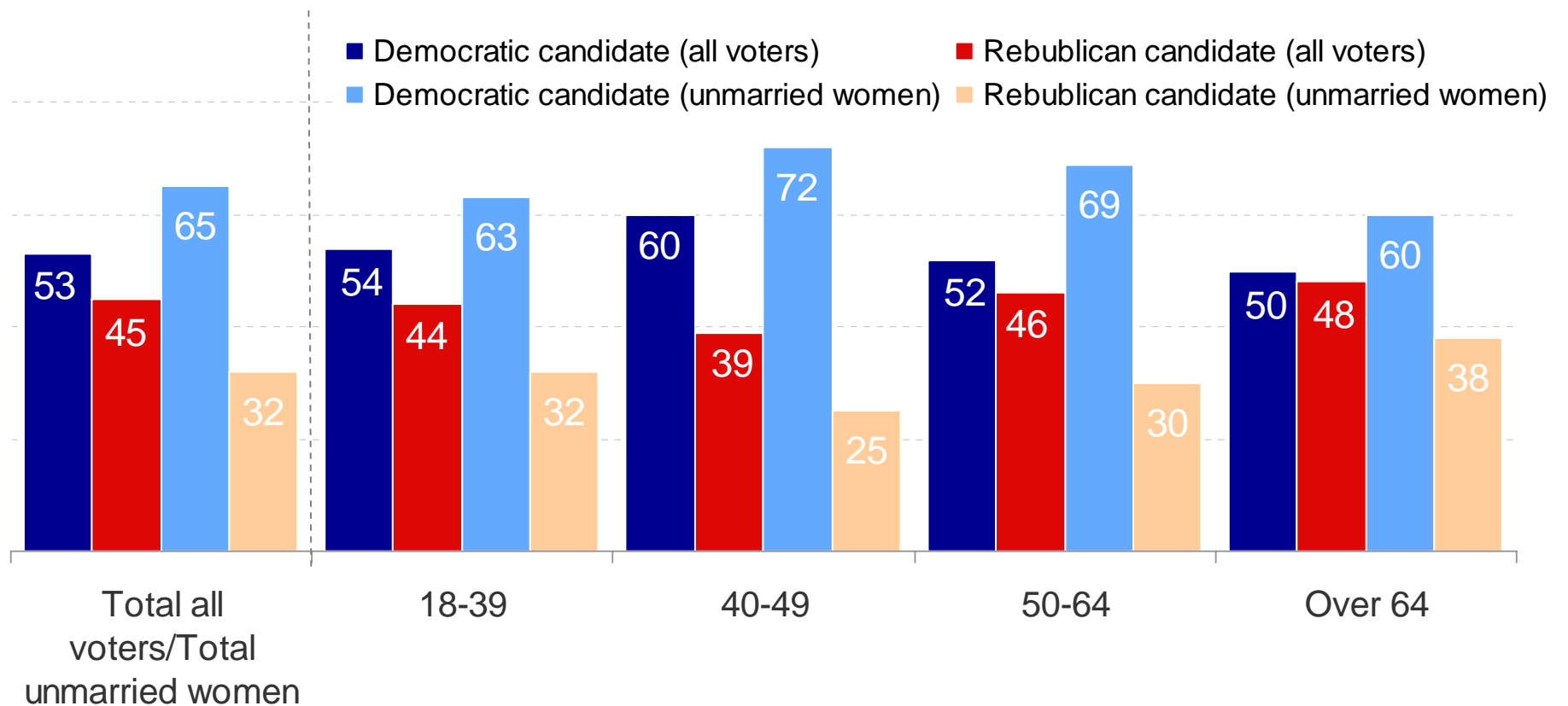
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**Note: Data from Maryland Exit Poll conducted November 8, 2006 of 1,611 voters*

Unmarried women more Democratic than average voter at every age

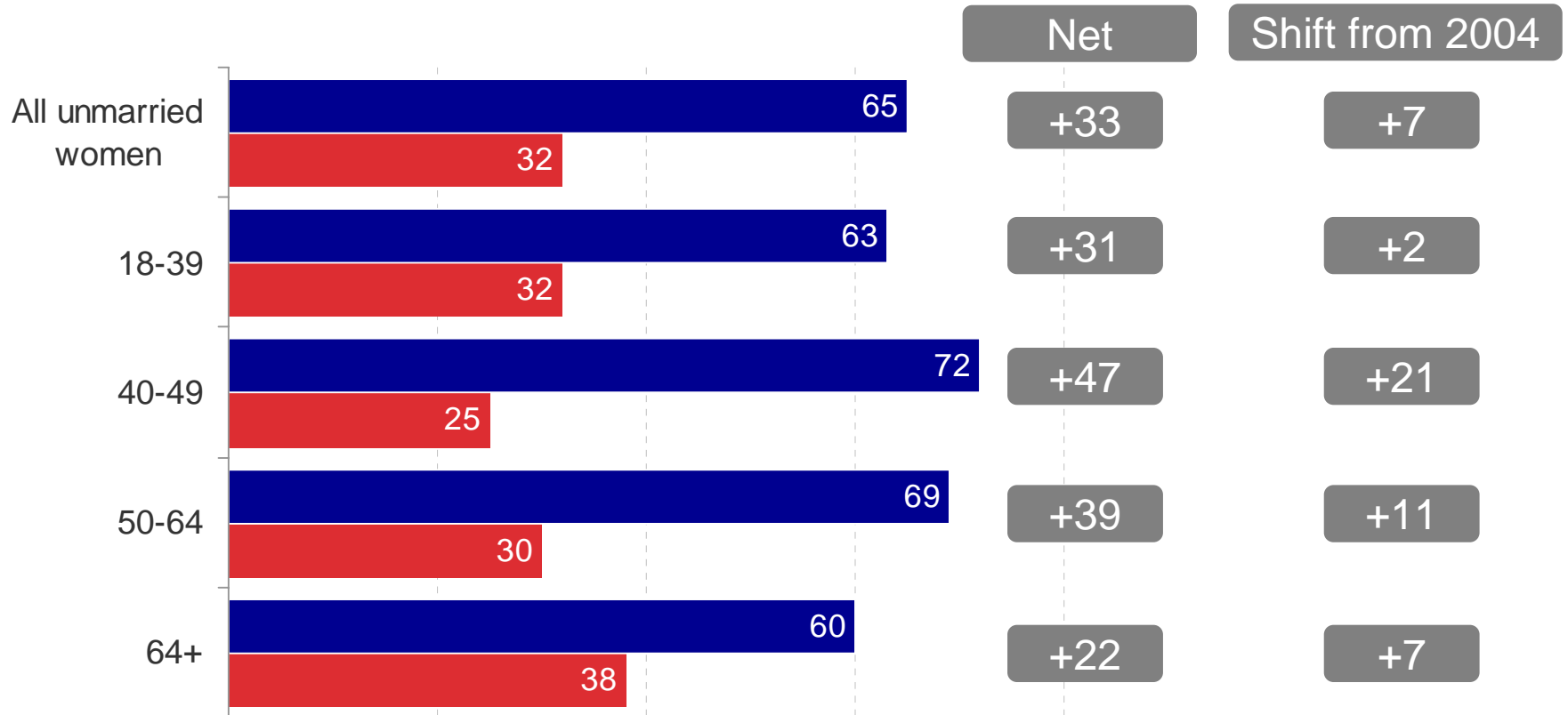
Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...



*Note: Total numbers from Democracy Corps Post-Election survey conducted November 7-8, 2006 of 2,020 voters. Unmarried women numbers from Democracy Corps oversample of unmarried women.

Among unmarried women, Democratic margin increased for every age cohort

Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...

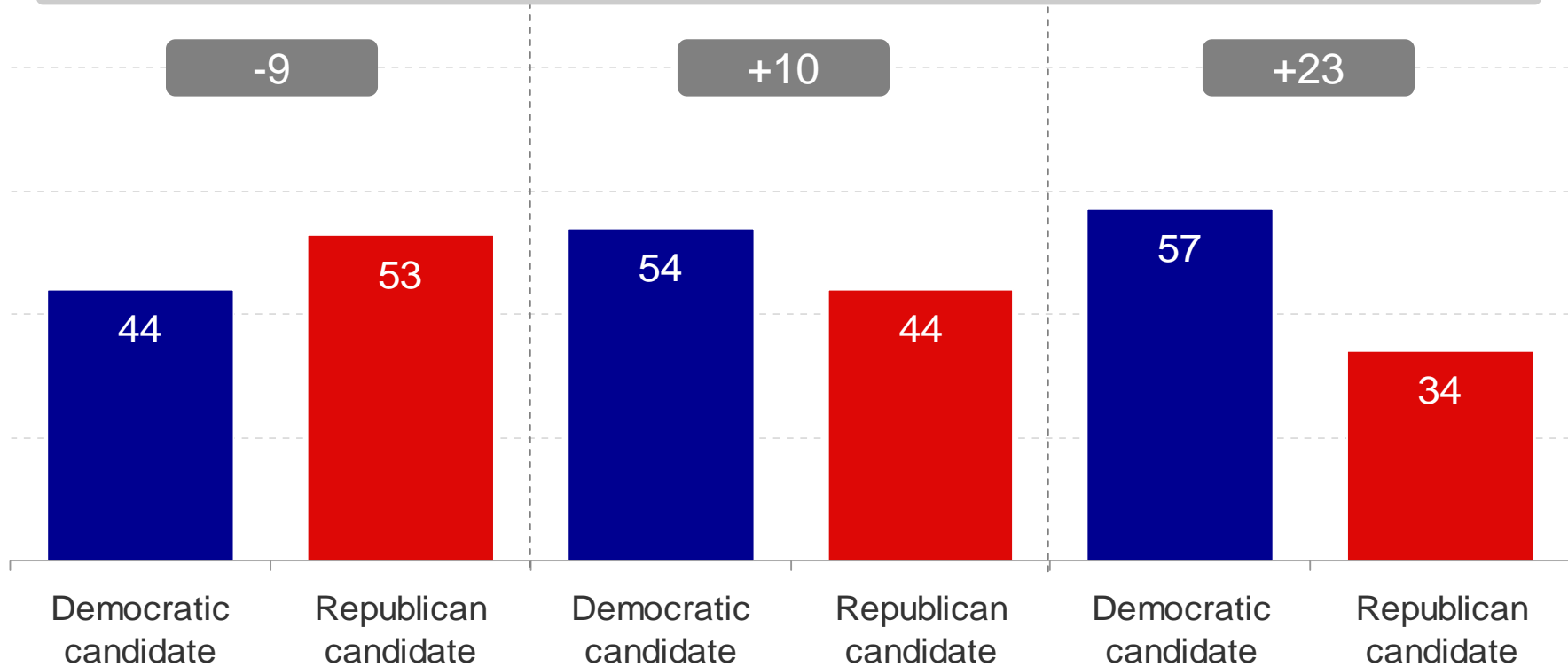


■ Republican candidate ■ Democratic candidate

*Note: 2006 numbers from Democracy Corps over-sample of unmarried women; 2004 numbers from National Exit Polls

Unmarried white seniors broke for Democrats by widest margin in states where WVVV was active

Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...



All white seniors – nationally

Unmarried white seniors nationally

Unmarried white seniors in 12 states where WVVV was active



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Seeking change: Iraq, economy, health care

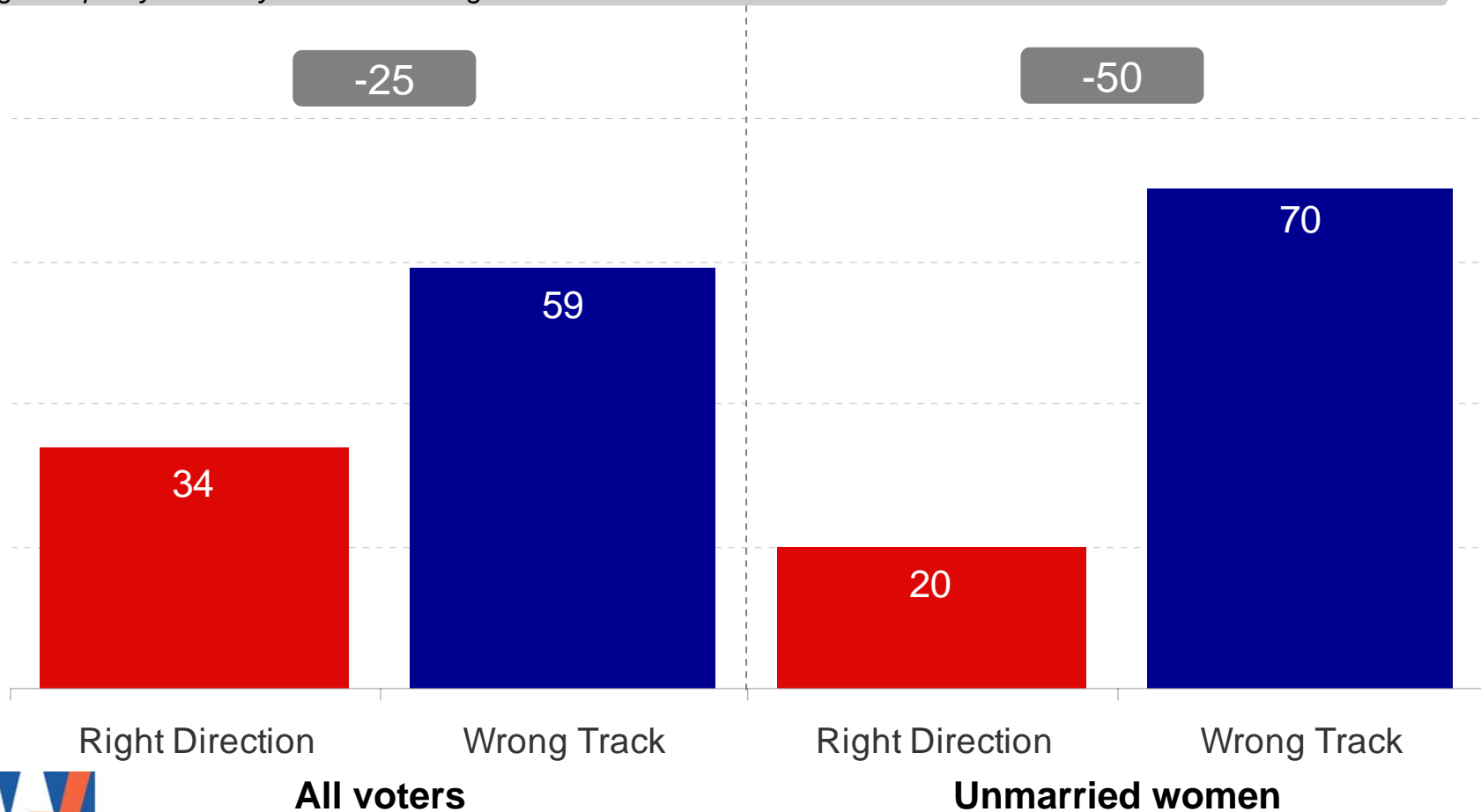


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Unmarried women see country as more dramatically more “off track”

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?

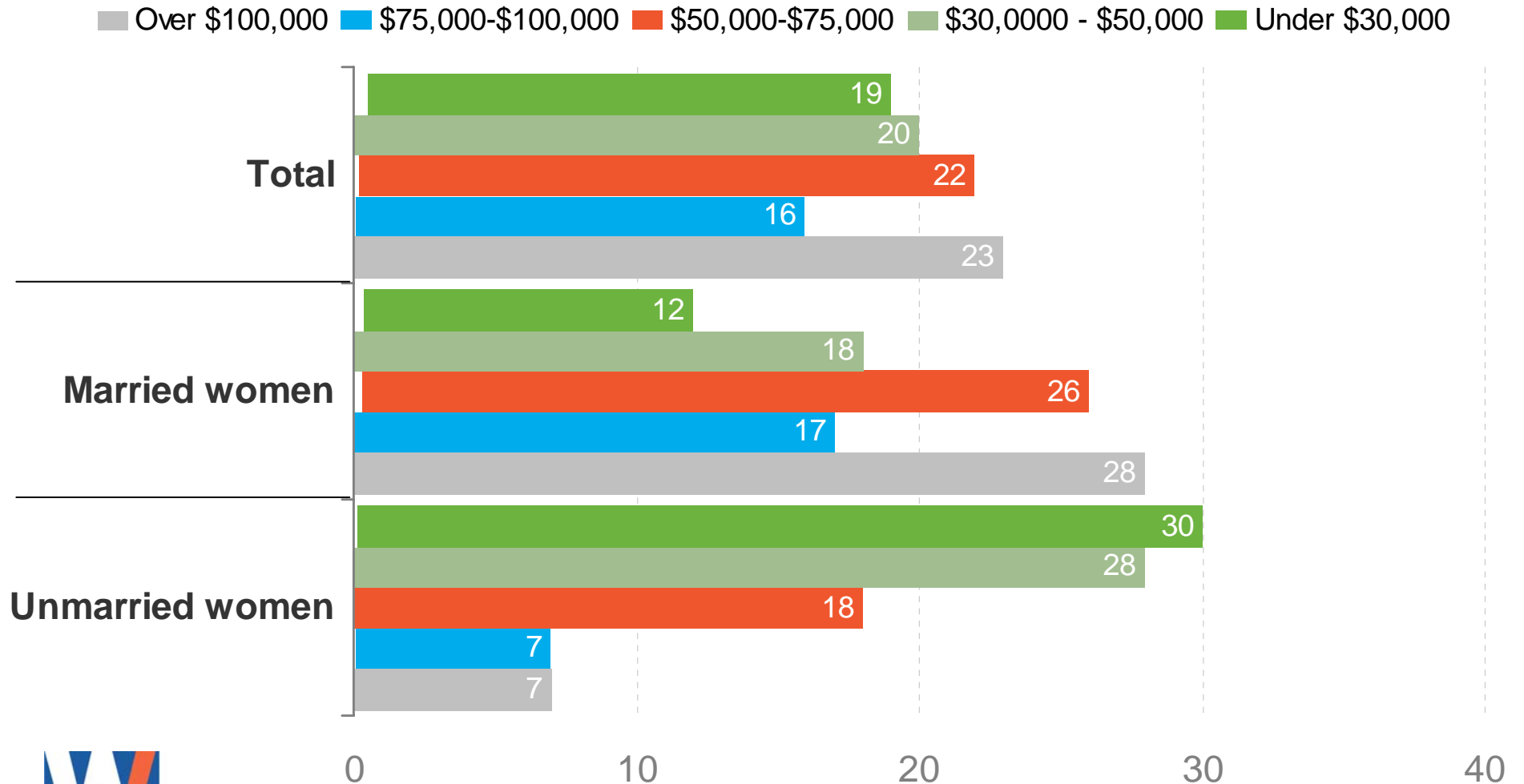


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*Note: Democracy Corps Post-Election survey conducted November 7-8, 2006 of 2,020 voters

Unmarried women struggle more than other cohorts in today's economy

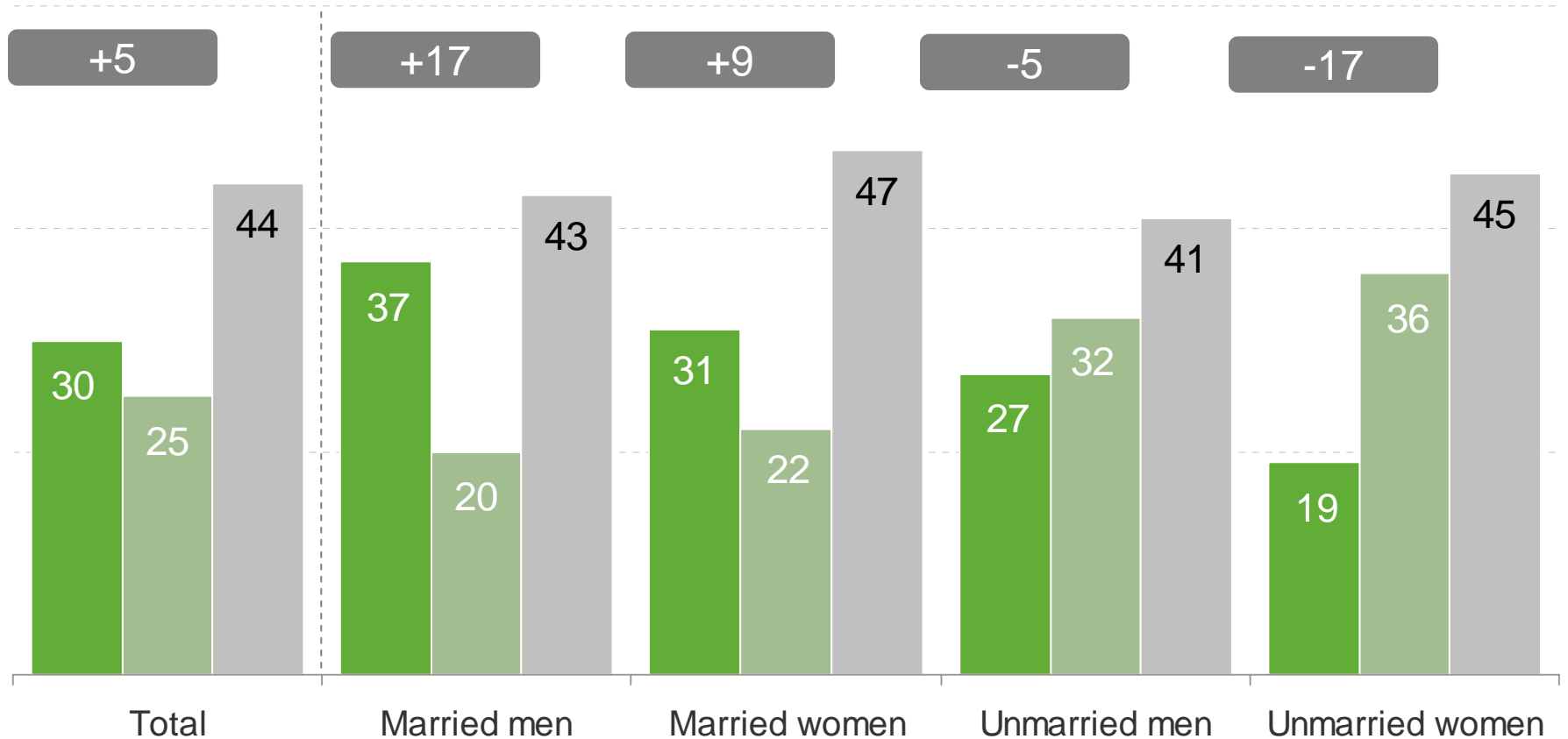


**Note: Data from National Exit Poll conducted November 8, 2006 of 4,931 voters*

Nearly 20% of unmarried women say they are worse off financially today

Compared to two years ago, is your family's financial situation better, worse or the same?

■ Better ■ Worse ■ Same

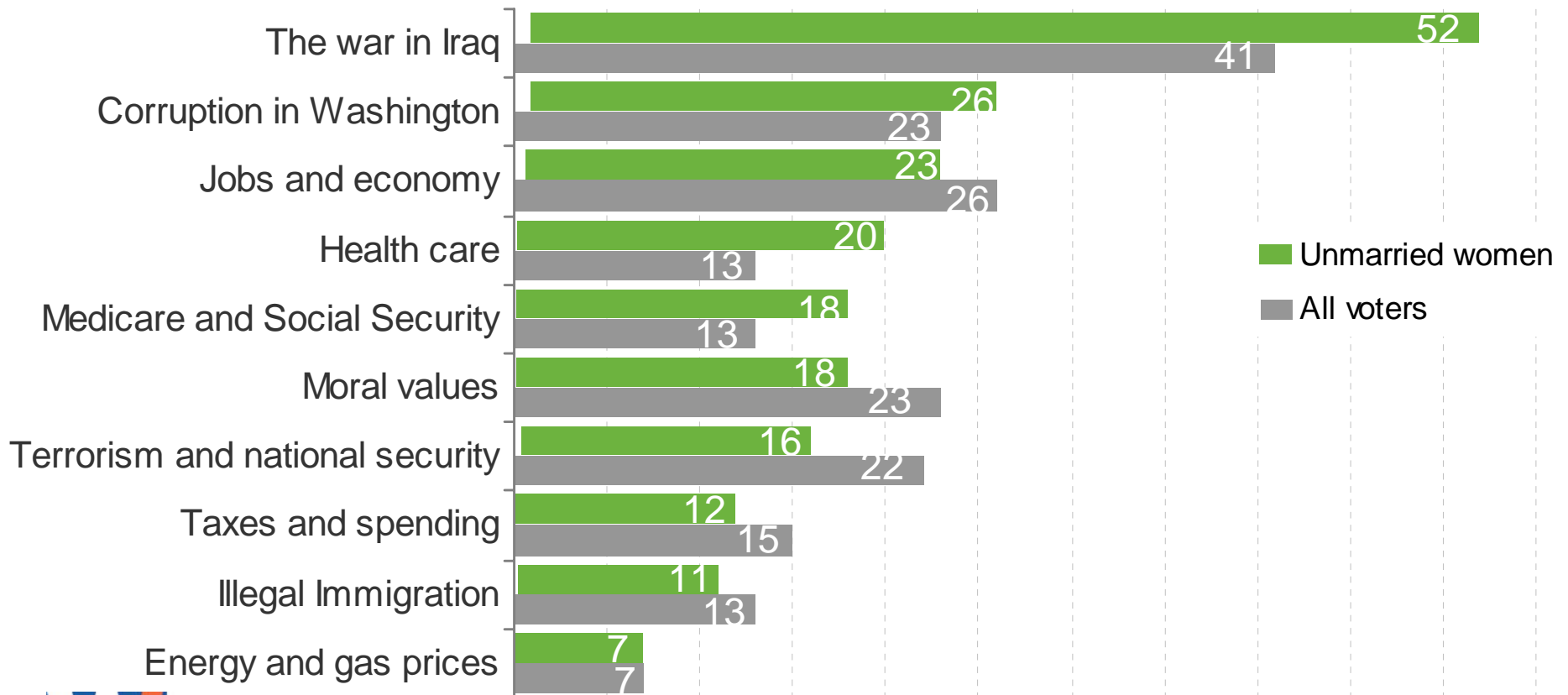


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*Note: Data from National Exit Poll conducted November 8, 2006 of 6,416 voters

Iraq dominates congressional vote 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)



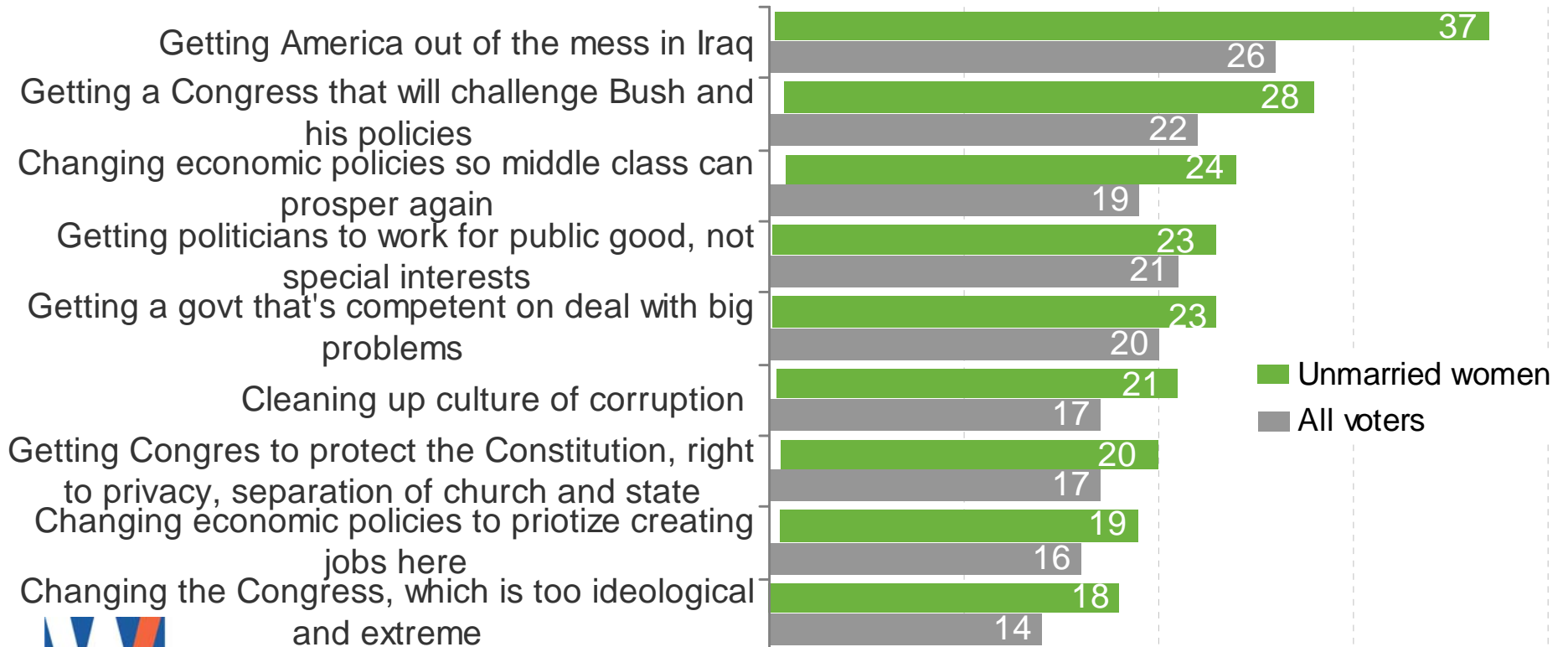
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*Note: Democracy Corps Post-Election survey conducted November 7-8, 2006 of 2,020 voters

Unmarried women much more likely than the average voter to rank Iraq as top reason to support Democratic congressional candidate

Rank issue as 'single most important reason'

I want to read you some reasons why you may have voted for the Democratic candidate for Congress or considered voting for that candidate. Please tell me if it is the SINGLE MOST IMPORTANT reason for your vote, one of the TOP FEW, NEAR THE TOP, in the MIDDLE, or NOT an important reason why you considered voting for the Democrat for Congress



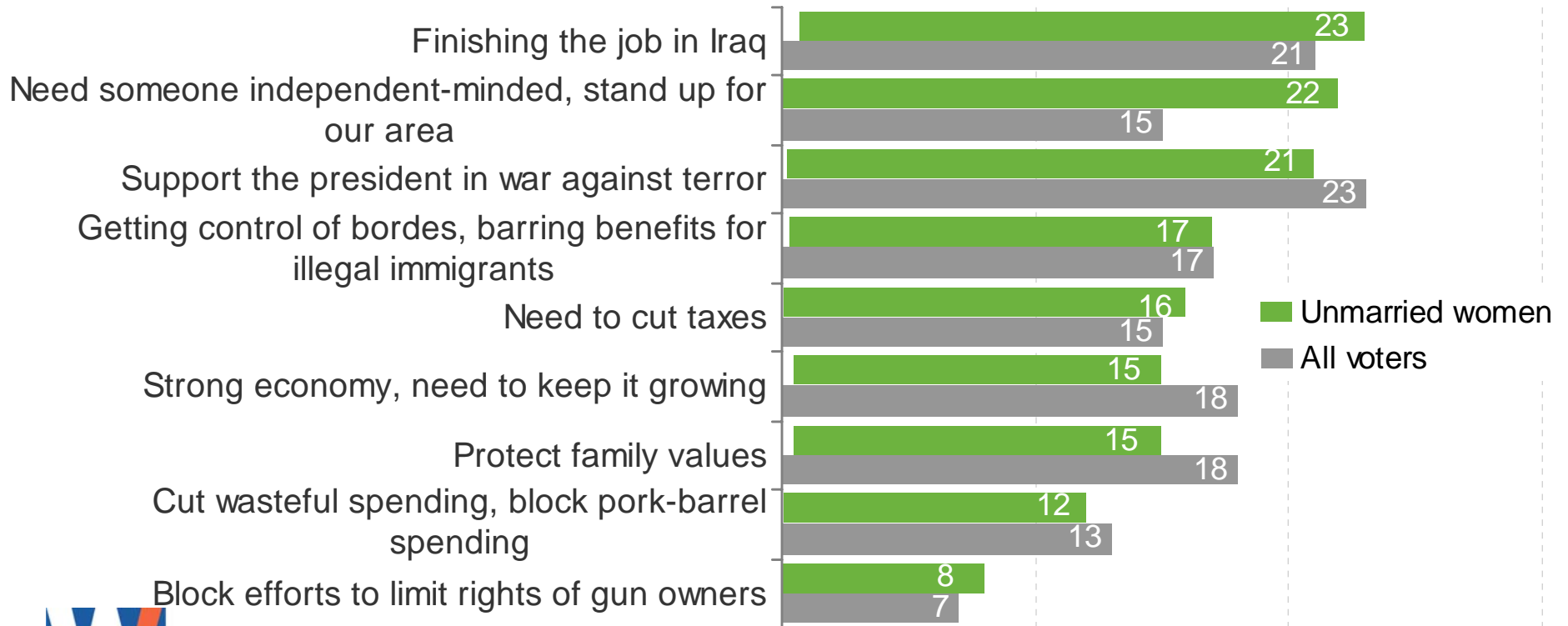
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*Note: Democracy Corps Post-Election survey conducted November 7-8, 2006 of 2,020 voters

'Finishing the job in Iraq' top reason to support GOP congressional candidate

Rank issue as 'single most important reason'

I want to read you some reasons why you may have voted for the Republican candidate for Congress or considered voting for that candidate. Please tell me if it is the SINGLE MOST IMPORTANT reason for your vote, one of the TOP FEW, NEAR THE TOP, in the MIDDLE, or NOT an important reason why you considered voting for the Republican for Congress

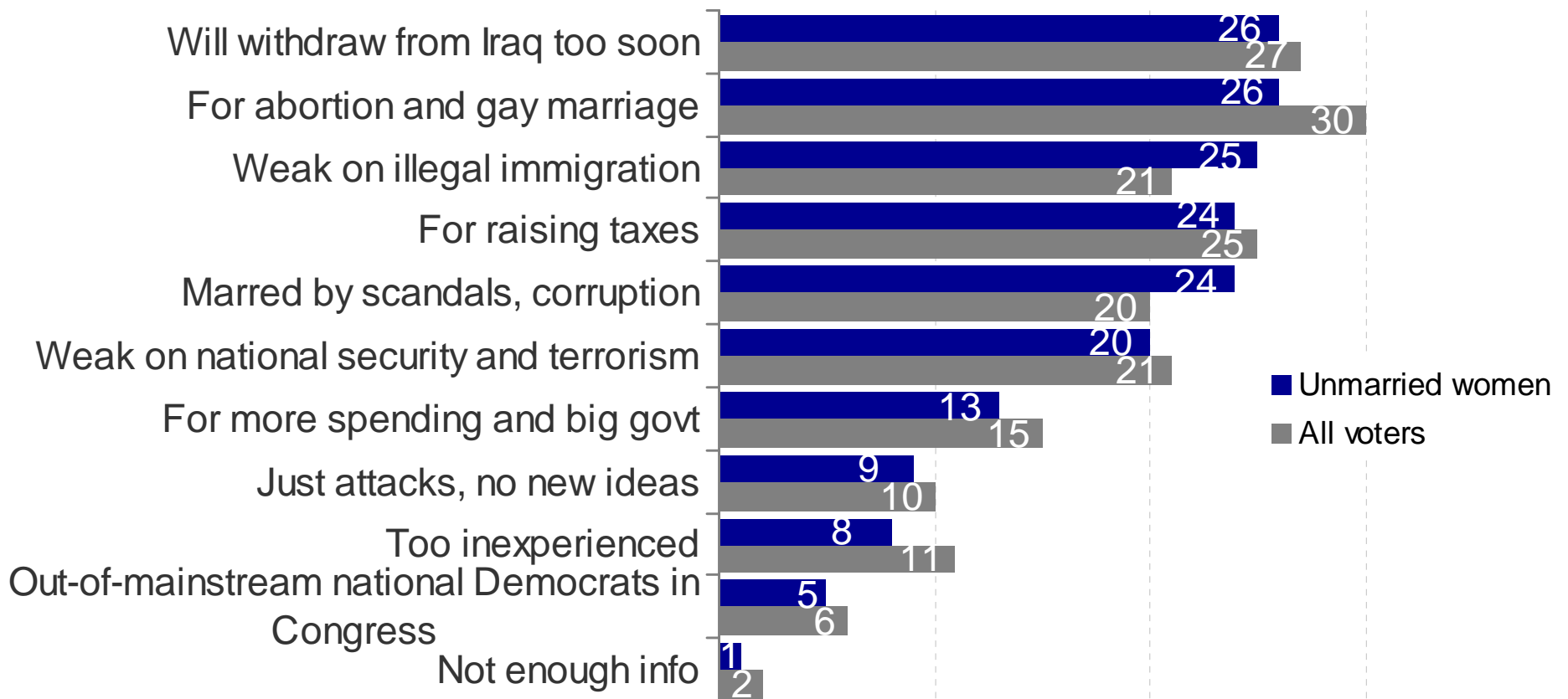


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*Note: Democracy Corps Post-Election survey conducted November 7-8, 2006 of 2,020 voters

Iraq, values, immigration top list of worries about Democrats

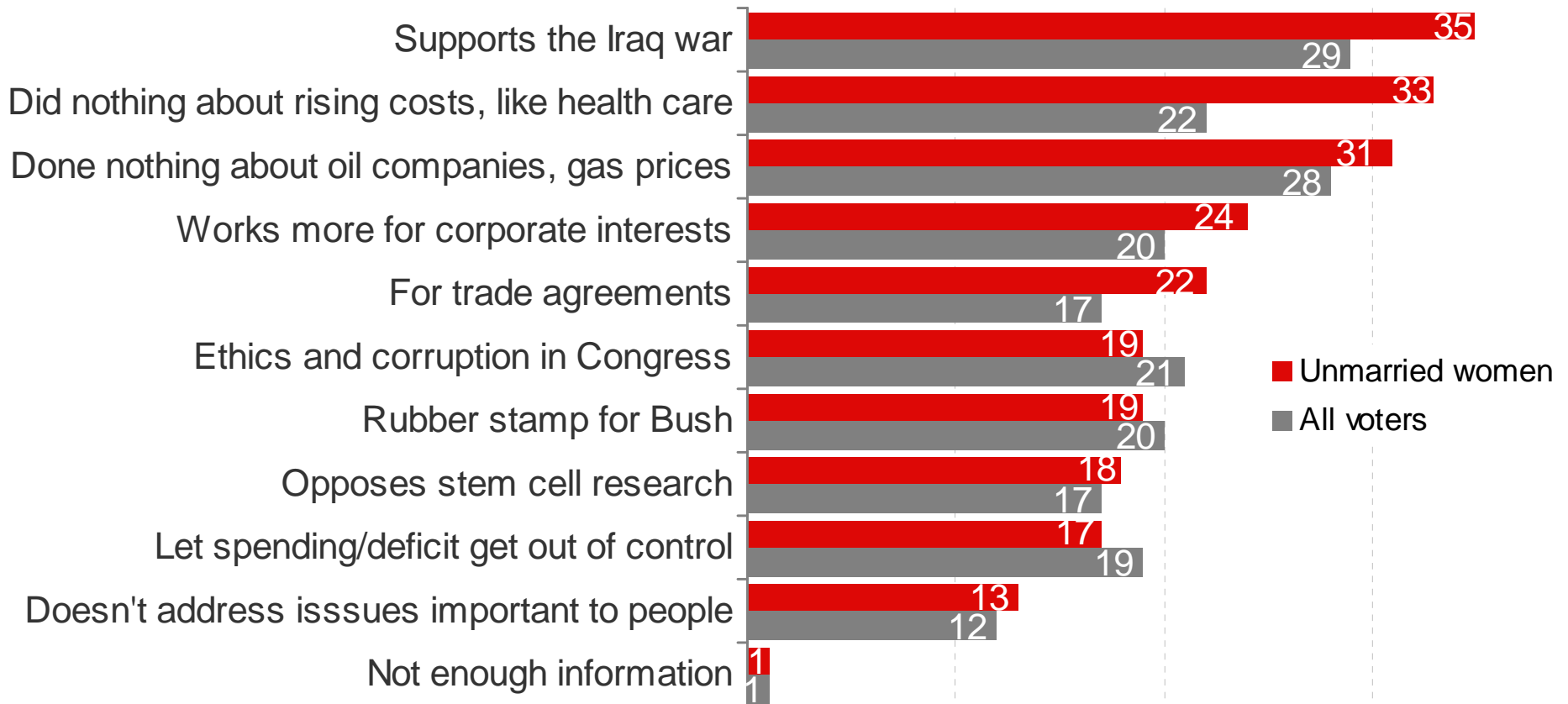
Let me read you a list of doubts about the Democratic candidate for Congress. Regardless of how you voted, which **THREE** describe the most important issues and best reasons NOT to vote for the Democratic candidate for Congress?



Note*: Actual candidate names inserted into question when asked in competitive districts.

Iraq, health care and gas prices top list of doubts about Republicans

Let me read you a list of doubts about the Republican candidate for Congress. Regardless of how you voted, which **THREE** describe the most important issues and best reasons NOT to vote for the Republican candidate for Congress?



Note*: Actual candidate names inserted into question when asked in competitive districts.

The impact of WVWV's programs



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WVWV played a critical role in the 2006 election

- WVWV's programs were instrumental in registering and turning out unmarried women.
 - WVWV operated statewide in Missouri and Arizona, plus 32 congressional districts.
 - WVWV registered new voters in 43 states.
 - WVWV brought more than 80,000 new unmarried women into the electorate this year, including more than 30,000 18-year olds, who will continue to impact elections for decades to come.
 - WVWV's programs had wide and deep penetration with unmarried women, even in a saturated campaign environment:
 - 1 in 4 of all unmarried women recalled WVWV campaign themes.
 - WVWV's programs had the greatest impact with new registrants.
 - 1 in 4 new registrants cited WVWV mailer as why they registered

WVWV's reached over a million unmarried women in 2006

- WVWV registered 87,494 unmarried women in 2006, including more than 30,000 18 year-old unmarried women
- WVWV motivated 24,281 unmarried women to apply for voting by mail
- WVWV's same day registration program reached 294,989 unmarried women
- WVWV's total GOTV program reached 1.24 million unmarried women

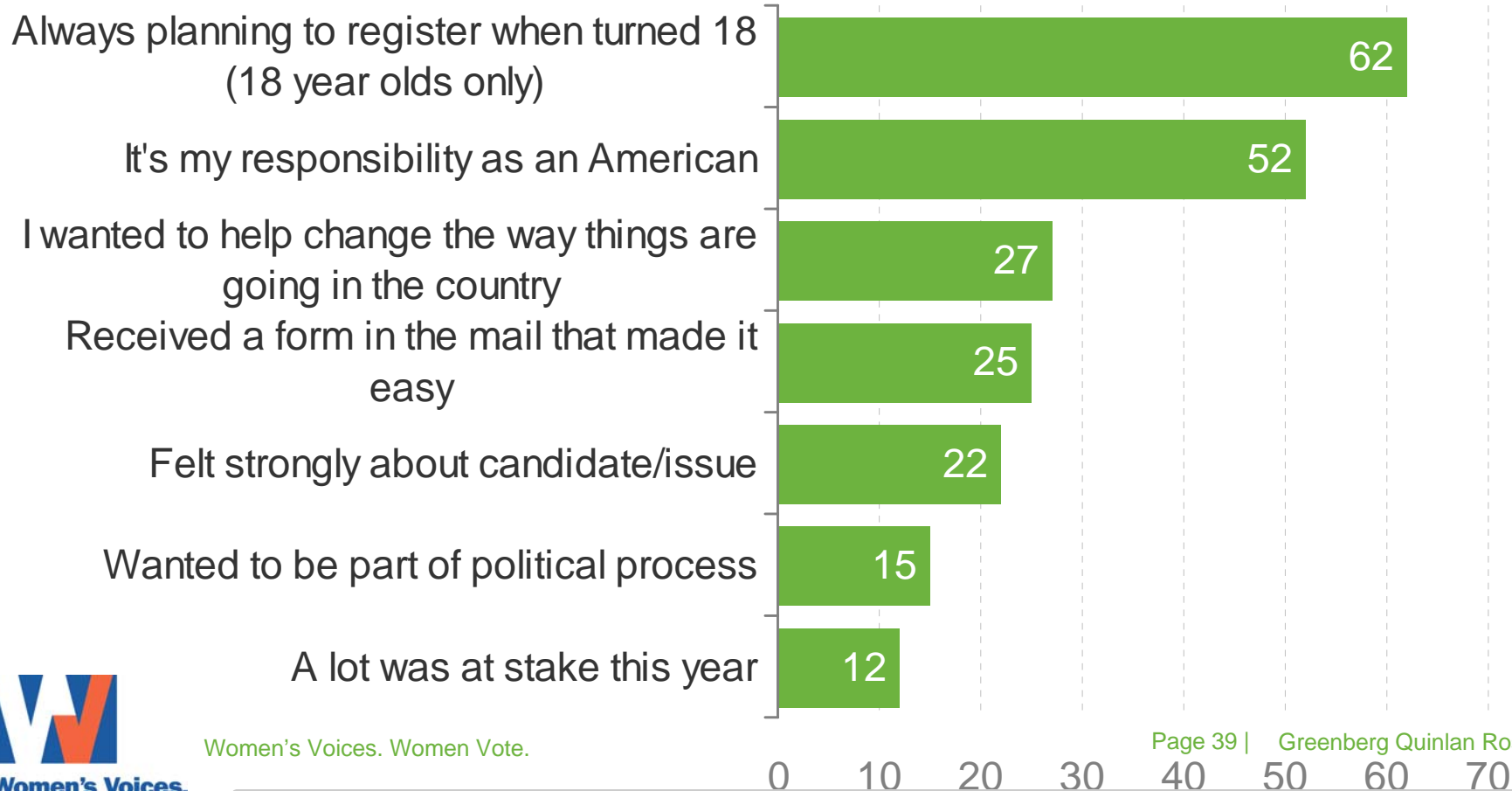


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1 in 4 registered because they got a form in the mail that made it easy

■ Civic responsibility, desire for change, turning 18 other top reasons to register

I'm going to read you a list of reasons why some people registered to vote this year. Please tell me which ONE best describes why you decided to register to vote this year. Now please tell me which one NEXT best describes why you decided to register to vote this year. (COMBINED)



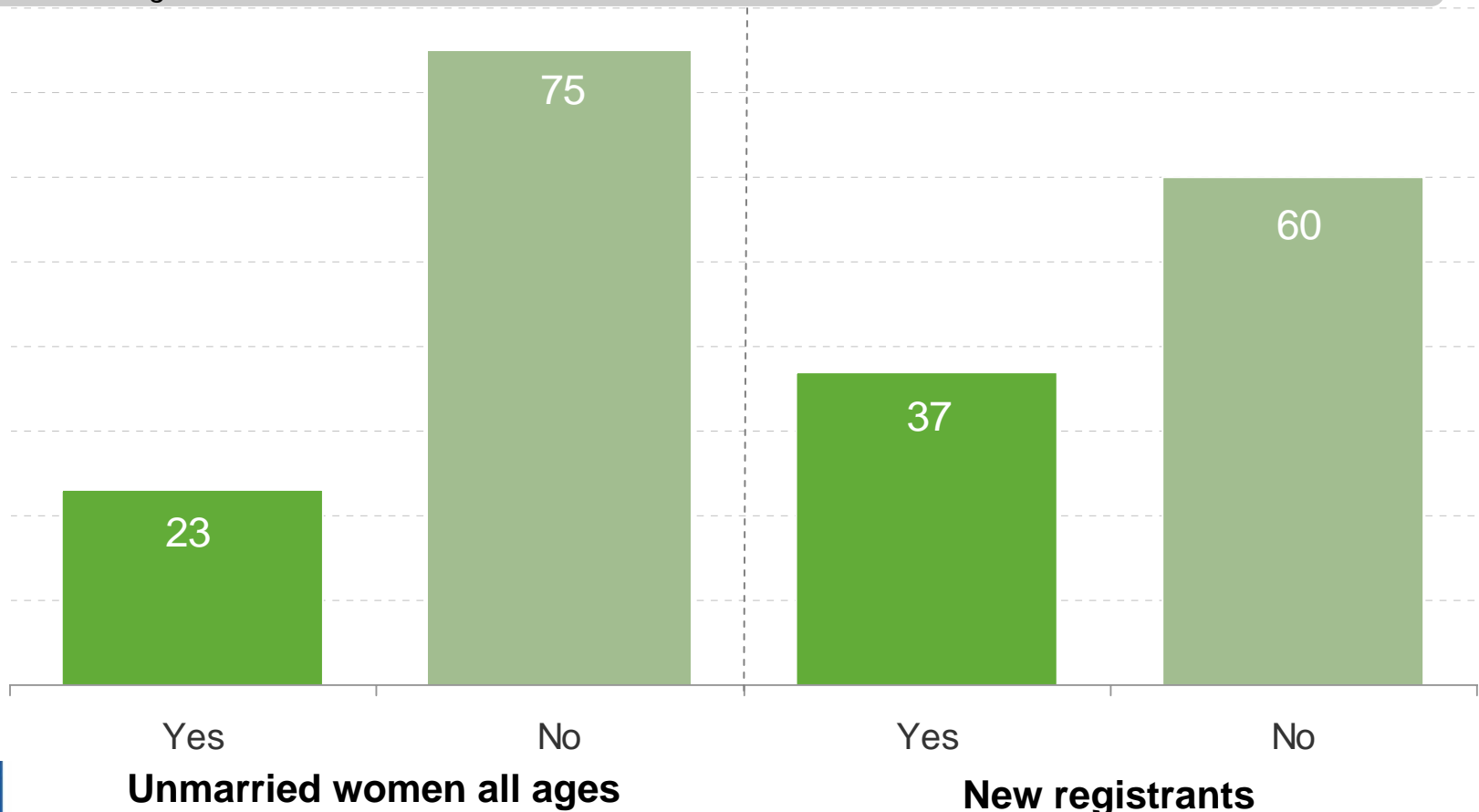
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**Note: From the WVWV new registrants survey; asked among new registrants, including 'Birthday Program'*

1 in 4 unmarried women recall hearing WVWV's message

■ Number even higher for new registrants

Have you seen or heard anything over the course of the election about women and voting, particularly single women on their own and voting?



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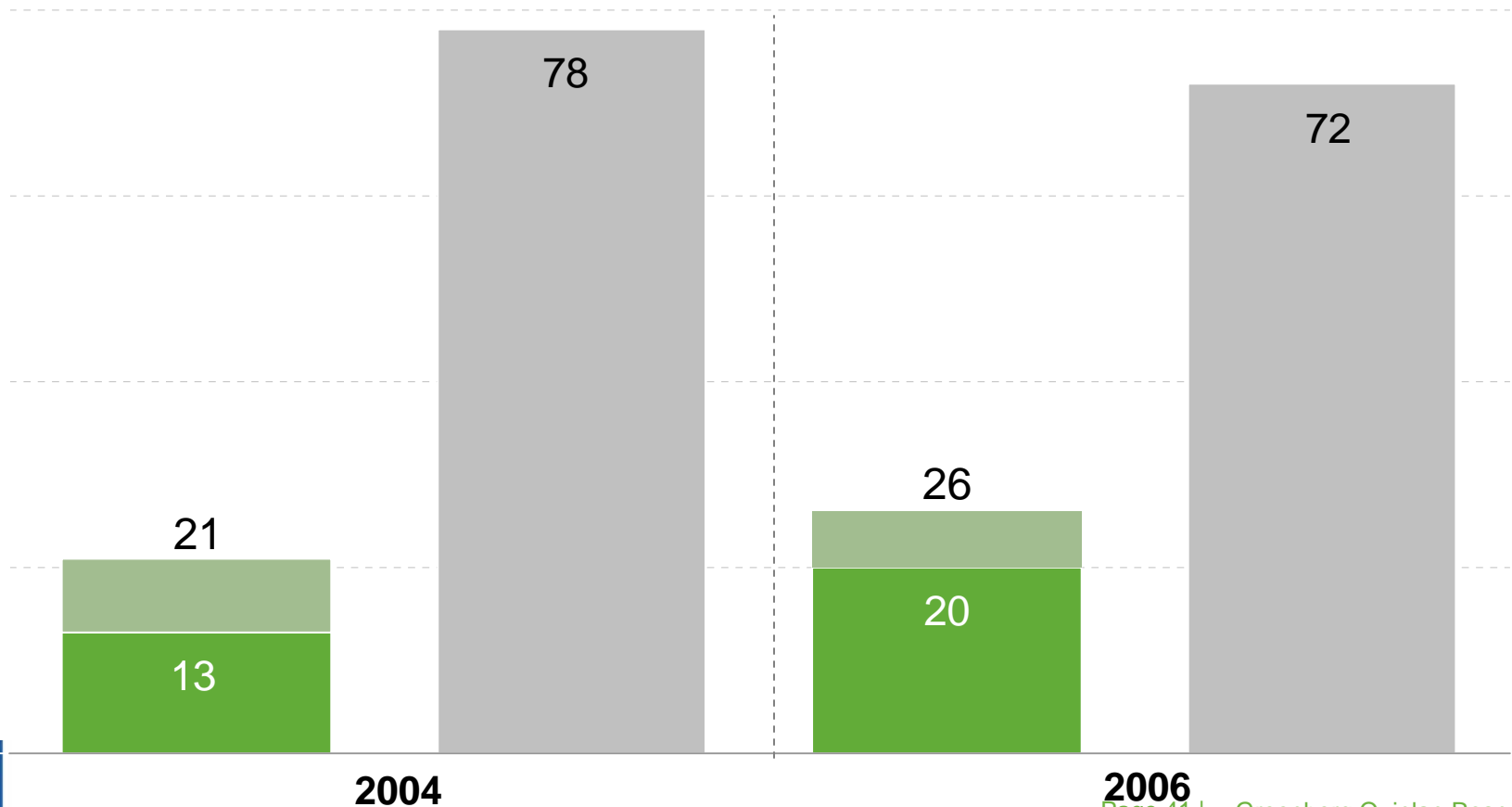
Source: WVWV 12-state survey and WVWV New Registrants survey

WVWV's programs had a bigger impact in '06 compared to '04

■ Asked of those in states where WVWV operated who recalled being contacted by WVWV

Did this make you more or less likely to vote, or didn't it make any difference?

- Much more likely
- A little more likely
- No difference



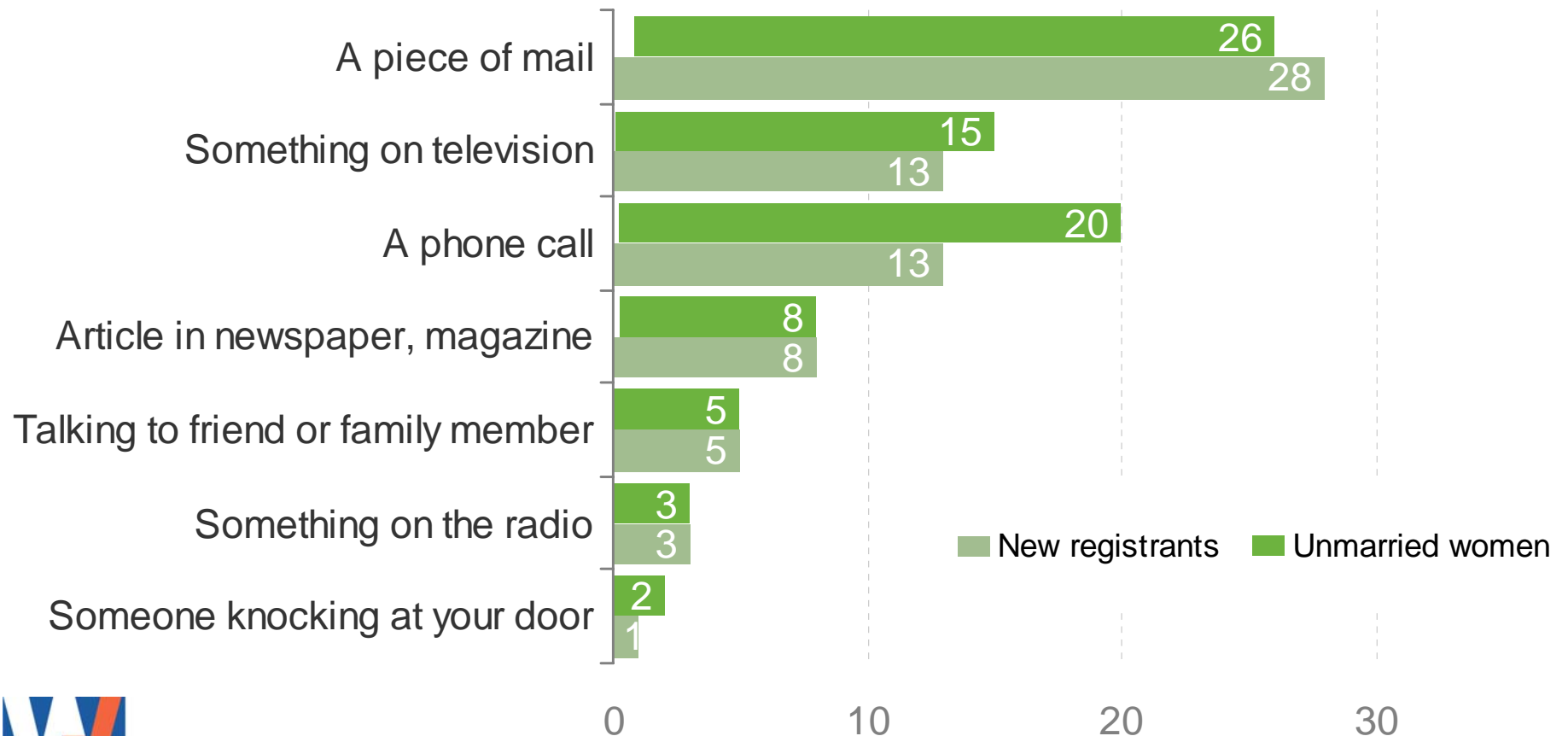
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Source: 2006 numbers from WVWV 12-state survey; 2004 numbers from WVWV post-election survey in 2004, conducted in the states in which WVWV operated that cycle.

40% of unmarried women & 60% of new registrants recall receiving info about single women and voting

Did you receive information from any of the following sources about single women and voting or women who are not married and voting?



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Source: WVWV 12-state survey and WVWV new registrants survey