

GREENBERG QUINLAN ROSNER RESEARCH

November 13, 2006

Unmarried Women in 2006

The women who helped change America

Women's Voices. Women Vote



Women's Voices. Women Vote.

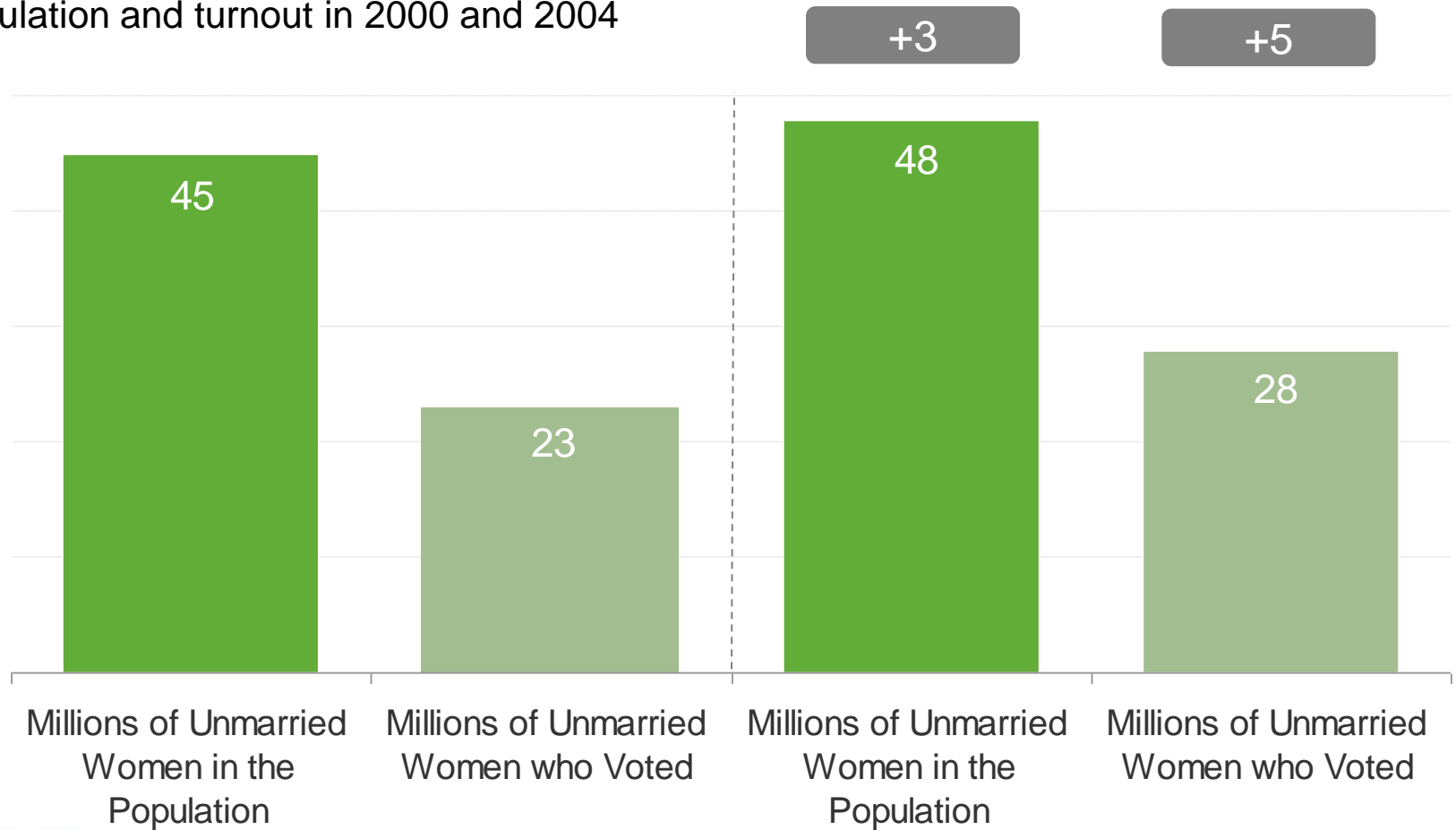
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Unmarried women: a large and underrepresented cohort

- **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

*Note: Data from 2000 and 2004 Current Population Surveys

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

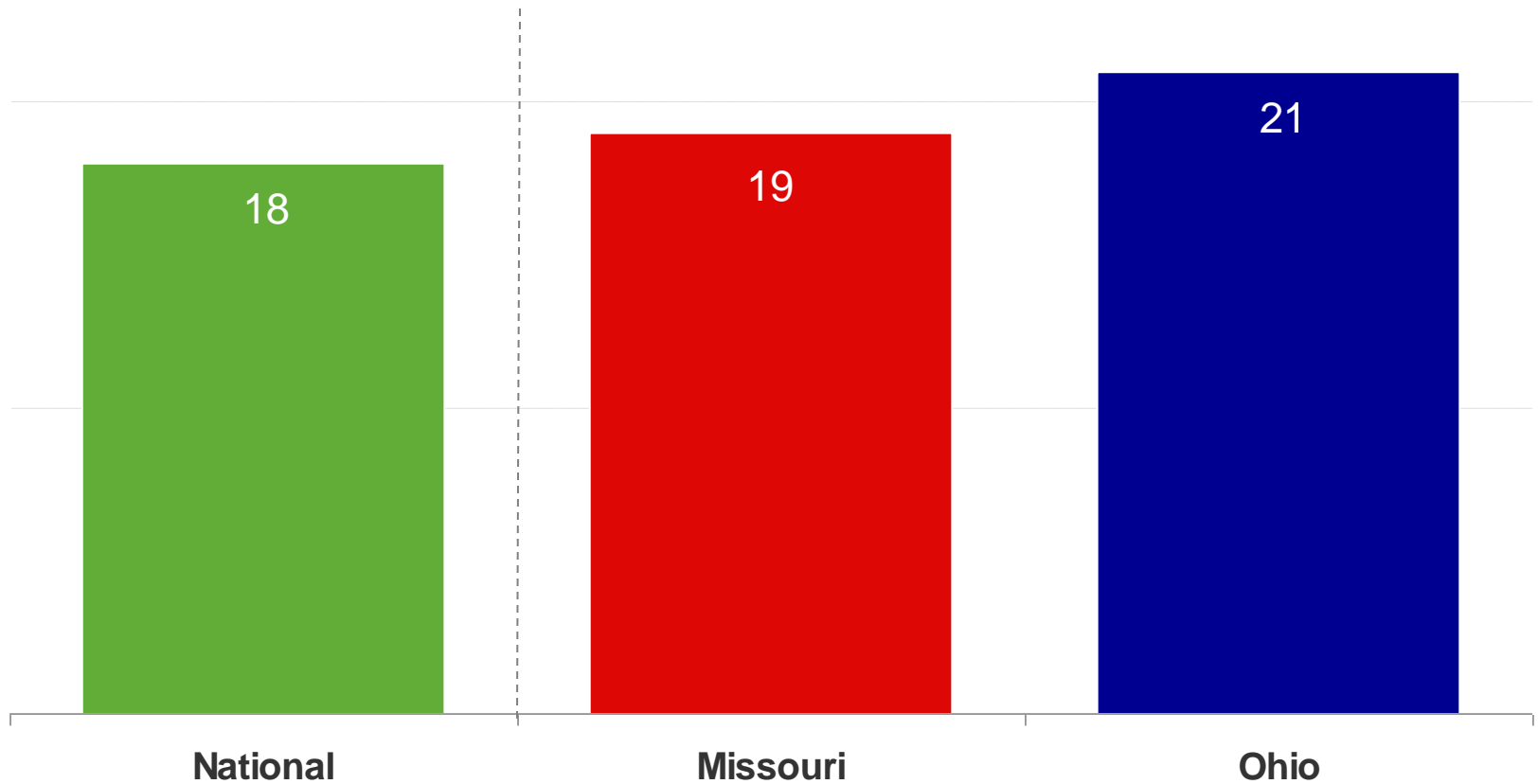
■ 2004 Election Registration and Turnout | 2004 Current Population Survey, November Supplement

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

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

■ Unmarried women's percentage of the electorate



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

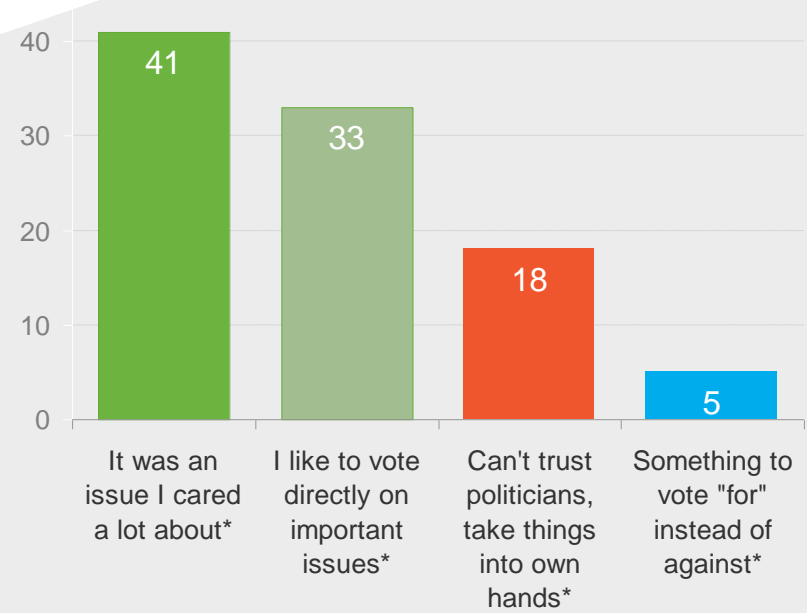
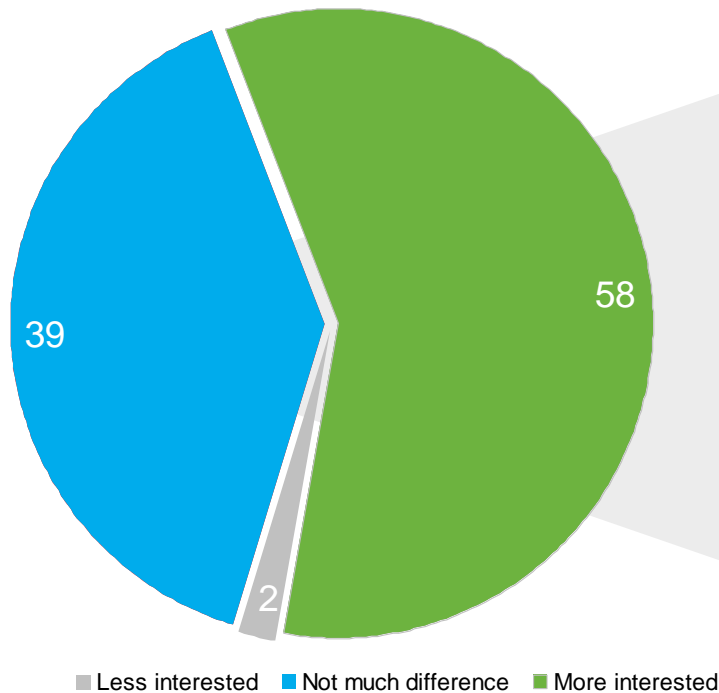
Unmarried women made the critical difference in 2006

- 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.

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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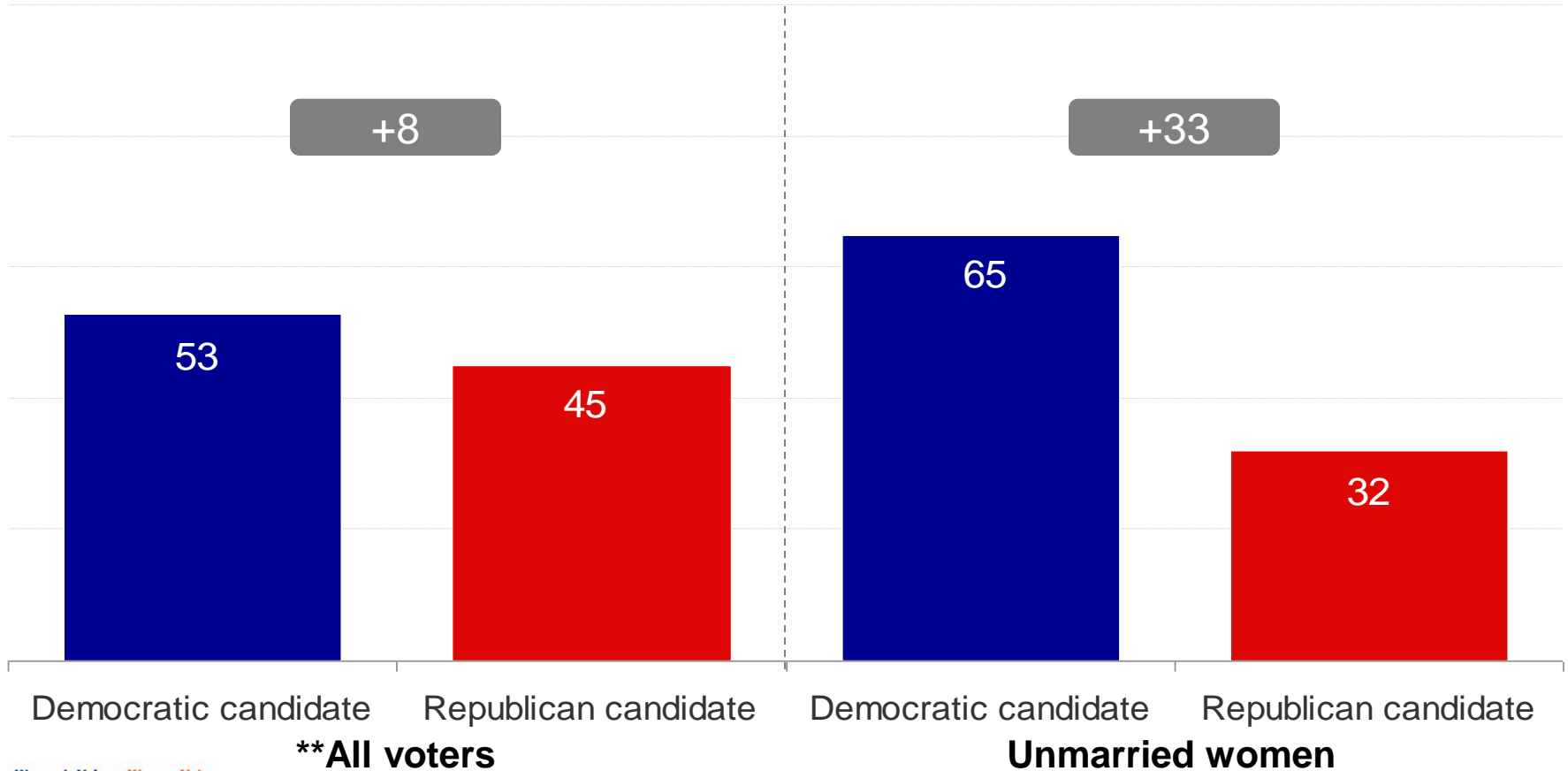


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Unmarried women voted overwhelmingly for Democrats for Congress

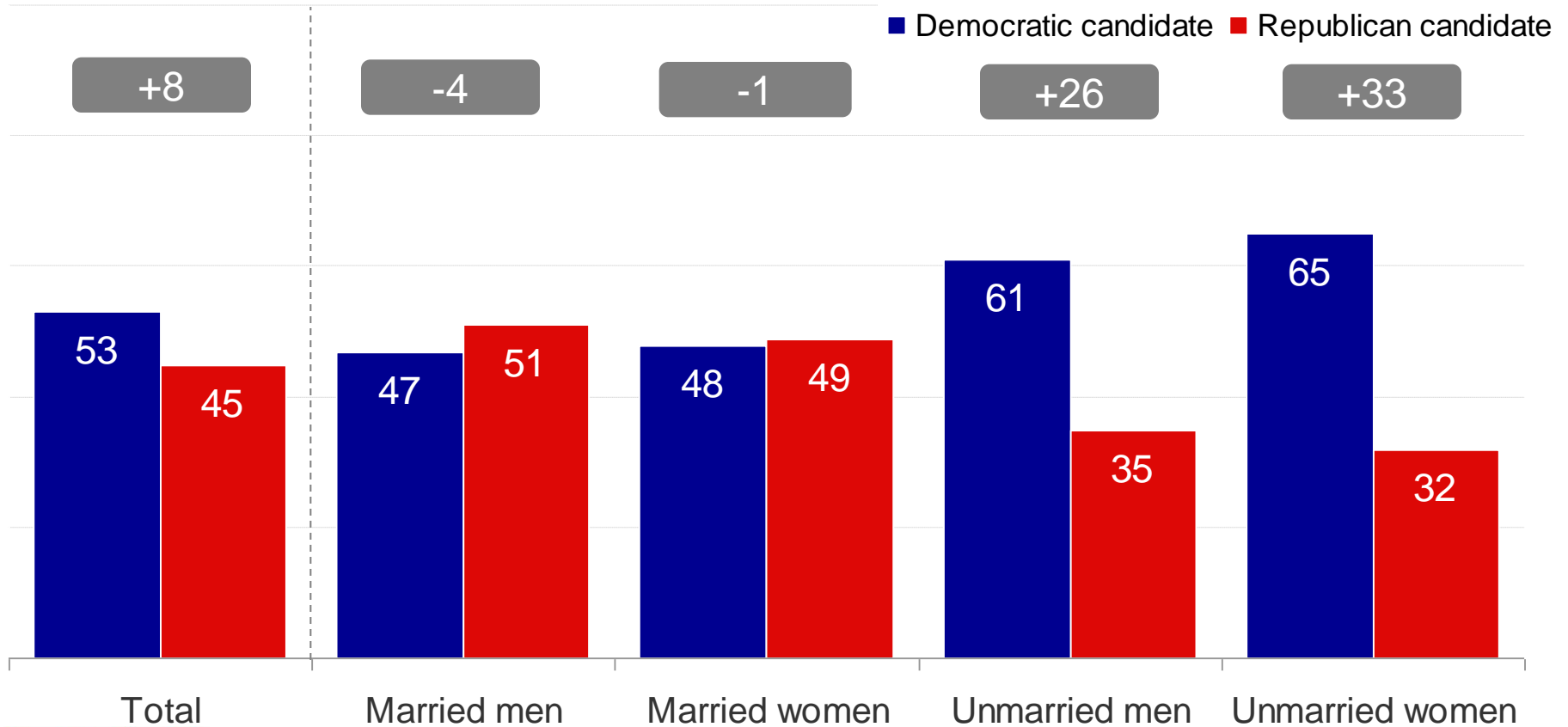
Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...



**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...



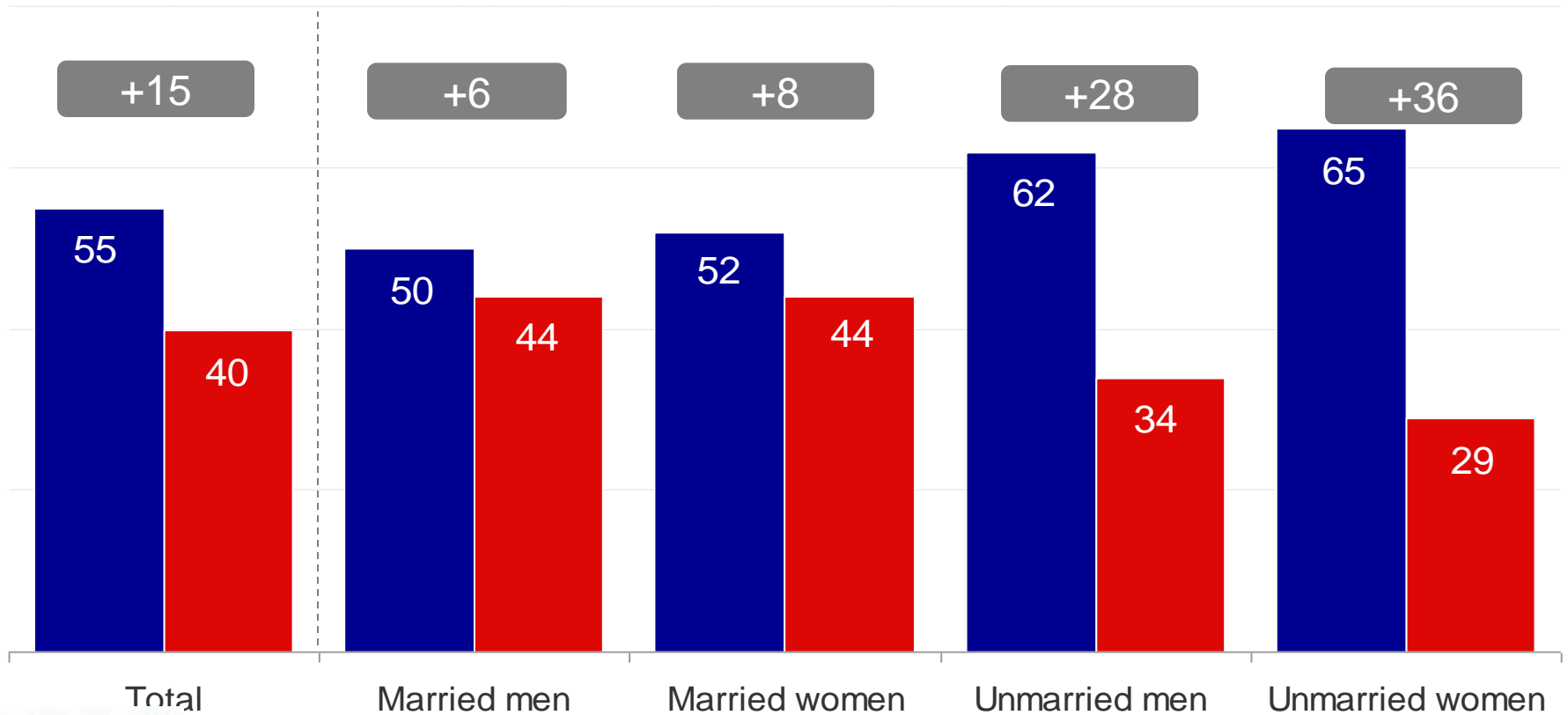
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**Note: Data from National Exit Poll conducted November 8, 2006 of 6,255 voters*

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



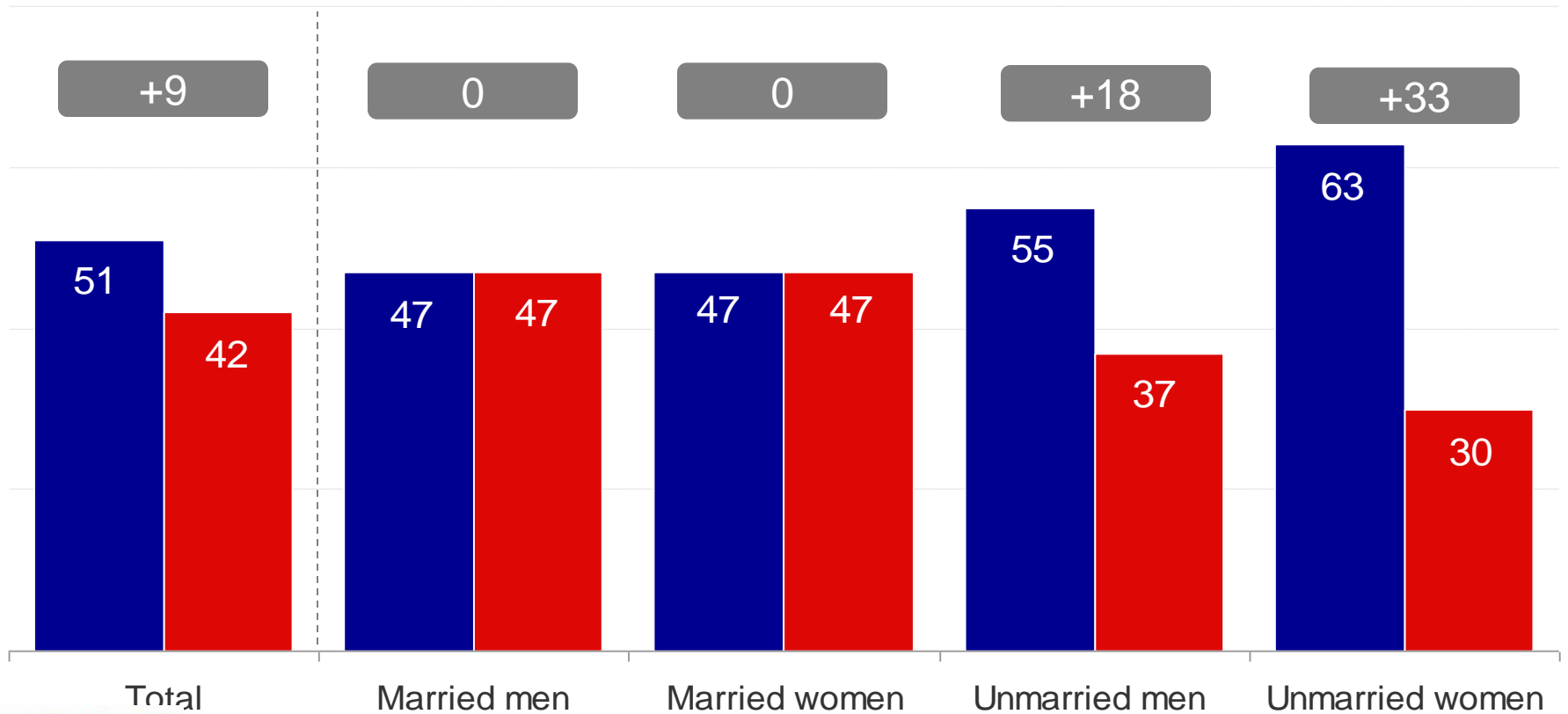
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**Note: Data from National Exit Poll conducted November 8, 2006 of 4,653 voters*

Unmarried women made Democratic governorship wins possible

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

■ Democratic candidate ■ Republican candidate

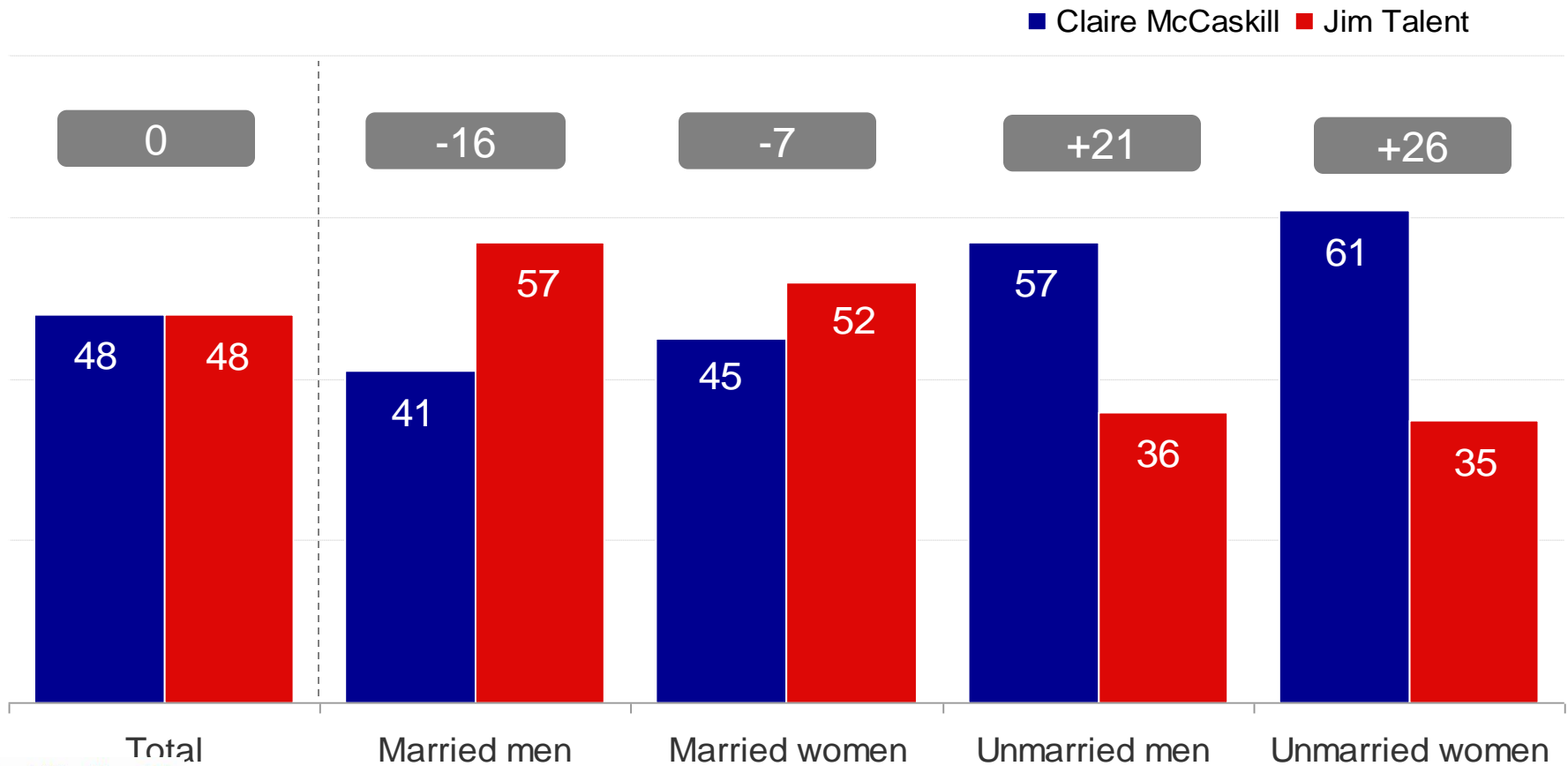


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**Note: Data from National Exit Poll conducted November 8, 2006 of 4,931 voters*

Sure defeat in Missouri without unmarried women's vote

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

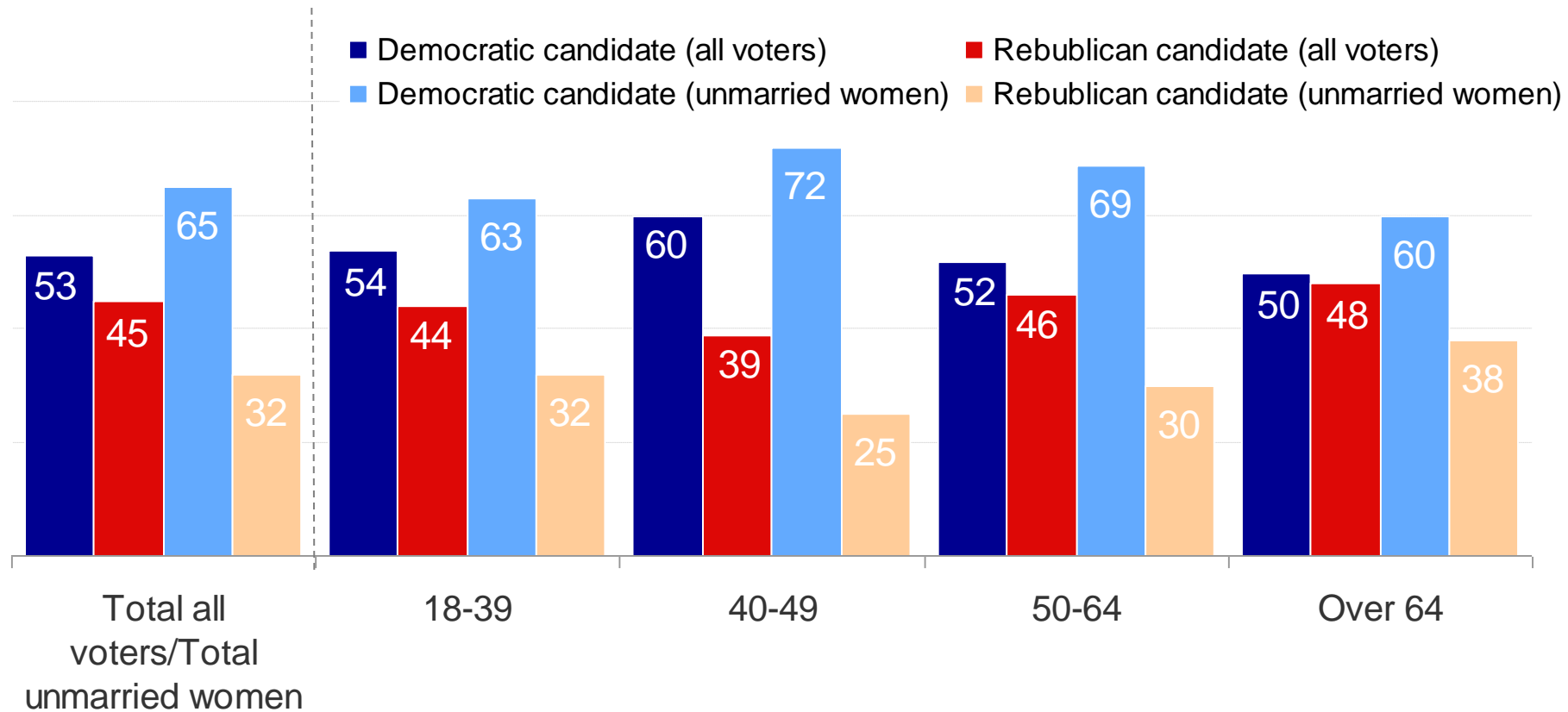


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*Note: Data from Missouri Exit Poll conducted November 8, 2006 of 2,402 voters

Unmarried women more Democratic than average voter at every age

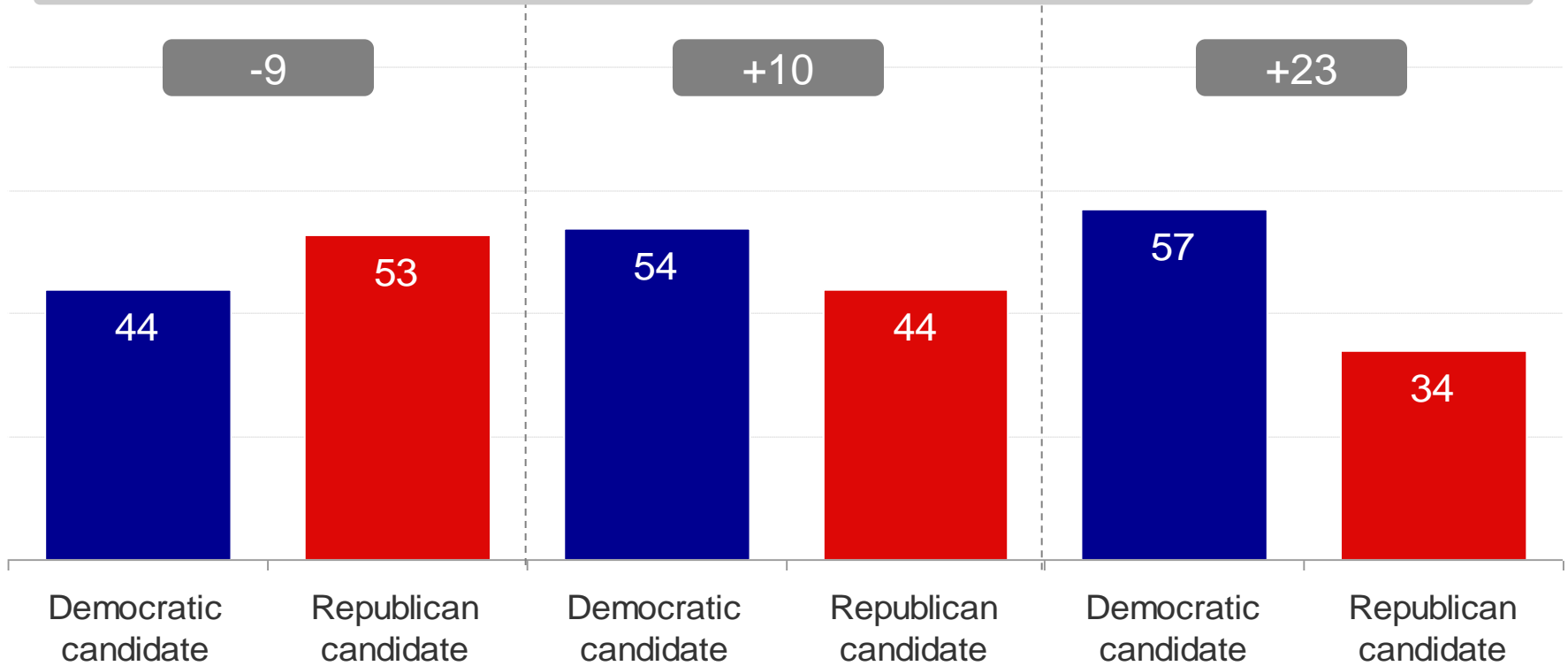
Now let me ask you about the election for Congress held on November 7th in the district where you reside. Did you vote for...



*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.

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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