

GREENBERG QUINLAN ROSNER RESEARCH

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Women on their Own: Demanding Change and Attention to their Challenges

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Women on Their Own – Demanding Change and Attention to their Challenges

In 2004, the marriage gap emerged as one of the defining dynamics of the 2004 Presidential election. Unmarried Americans voted for Kerry by an +18 point margin, where married Americans voted for Bush by a -15 point margin. The gap was particularly strong among unmarried women, or women on their own, who favored Kerry by a +25 point margin versus married women, who opted for Bush by 11 points. For progressives, this gap signifies one of the most important developments in American politics – unmarried women represent the greatest source of growth for a progressive coalition, and the expression of their views have the ability to change the public policy direction of the country.

■ **Table 1:** The Marriage Gap in the 2004 Election: Women and Men

The Marriage Gap

	Kerry	Bush	Net
Total	48	51	-3
Unmarried Women	62	37	+25
Married Women	44	55	-11
Unmarried Men	53	45	+8
Married Men	39	60	-21

National Election Pool's Exit Polls, conducted by Edison Mitofsky, November, 2004

Collectively, unmarried women have the power to change our country. They are part of an emerging American majority as family structure has changed dramatically over the past 50 years, and the number of unmarried Americans has increased considerably. During the 1950's, approximately 80 percent of Americans lived in households headed by married couples; now that number is just less than half.¹ By 2008, more than half of households will be headed by an unmarried person. As America's demographic

¹ Carey, John. 1989. The Changing Face of a Restless Nation. *Business Week*, September 25, 3125.

profile continues to change, unmarried women, with their unique set of interests and concerns, have the potential to change American politics and become a core progressive constituency.

Looking at it another way, in 2004, nearly a quarter of all voters were unmarried women. The Women's Voices Women Vote Action Fund (WVWVAF) seeks to create change in this country by calling more attention to the issues that define the unmarried woman's agenda—healthcare, jobs and the economy, retirement, and education—and by growing the base of unmarried women who vote on these issues. By speaking to these Americans about their sense of responsibility for becoming informed, participating in the political process as citizens, and calling on them to have their say on the issues that matter to them most, unmarried women can become a force that can change American policies and the dynamics of American politics.²

Women on Their Own – Main Findings

- Unmarried women face challenges in our society that have a big impact on their political worldview. In particular, their economic marginality, for many, defines their existence – especially if they have children. Half of unmarried women have household incomes of less than \$30,000 per year, they are younger than average, they are significantly less likely than married people to own a home or car, and many work in low skill jobs without healthcare benefits.
- Unmarried women have a policy agenda that largely reflects their economic circumstances. They want the government to pay attention to the needy and the middle class, to make health care more affordable and accessible, to ensure Americans have access to quality, affordable education and to guarantee Americans a secure retirement.
- Women on their own who do not participate in the democratic process fail to do so largely because they lack information about the candidates and parties and they are cynical about what they hear from politicians. Many women on their own find elections complicated, and they feel that they do not have information from sources they trust.
- Unmarried women want information about the political process and where the candidates stand on the issues they care about most. A majority of unmarried women say that they would be more motivated to vote if they had more information from sources they trust.
- Women on their own are change voters. They give low approval ratings for George Bush and they are convinced the country is headed in the wrong direction.
- Unmarried women are disposed to support Democratic candidates for House, Senate and Governor in 2006.³ In the aggregate, they give Democratic House candidates overall a +24 point margin, Democratic Senate candidates overall a +27 point margin and Democratic Gubernatorial candidates overall a +25 point margin.
- Women on their own respond to messaging that evokes their sense of civic responsibility as Americans and reminds them they can bring change to the issues that matter most to them: education, healthcare and a Congress that is committed to helping middle class Americans. When they hear this discussion their support for individual Democratic candidates grows. And whether the discussion with unmarried women is neutral or invokes the policies of the Republican Congress and Administration, they move in substantial numbers, in the aggregate, towards the Democratic

² This memo is based on a random-digit-dial telephone survey of 1,509 unmarried Americans. Research was conducted January 4-19, 2006 and carries a margin of error of +/- 2.5 percentage points. Additionally, 8 focus groups of unmarried women and men were conducted in Pittsburgh, Tucson, and Detroit between November 16 and December 6, 2005.

³ All questions about 2006 vote preferences used the names of the candidates running for office in respondents' district or state.

candidates running in their specific Congressional district (7 point shift towards a Democratic candidate).

- Certain subgroups of unmarried women are particularly receptive toward messaging on the issues. Persuasion messaging produces particularly strong movement towards specific Democratic House candidates among certain subgroups: unmarried women drop-off voters, Hispanic unmarried women, unmarried women under 40, middle income unmarried women, unmarried moms, and unmarried women in union households.

Women on their Own: A Growing Demographic

Unmarried America is growing. In the 1960s, roughly a quarter of all adults were unmarried.⁴ Today, nearly half (43 percent) of all voting-eligible adults are unmarried, and nearly half (46 percent) of women are unmarried. Unmarried Americans live very different lives from married Americans. In particular, they face a very different set of economic and social circumstances that relates to their distinctive economic policy agenda.⁵

Focusing on unmarried women:

- Unmarried Americans live in households where they earn significantly less money than their married counterparts; this disparity is most pronounced among unmarried women. Half of all unmarried women have a household income of less than \$30,000 a year versus 19 percent of married women.⁶ Unmarried women are also significantly less likely to have health insurance, own a home or a car, and are less educated than married women.
- It is clear that unmarried women face some structural challenges to improving their lot in life; for example, they are more likely than unmarried men to be single parents (19 percent among unmarried women versus 5 percent among unmarried men).⁷ Single parents are particularly challenged economically and under the current Administration's budget priorities, they are likely to be hurt by cuts to Medicaid, housing assistance, childcare assistance, job training programs and decreased commitment to enforcing child support enforcement.

Women On Their Own Want Change on Healthcare, Jobs, Education, and Retirement Security; A New Focus on Our Needs at Home

Women on their own are unhappy with the direction of the country and are demanding change. Three-quarters (74 percent) of unmarried women think the country is on the wrong track, compared to 58 percent among married women.⁸ As we see above, many of these Americans have incomes that put them on the economic margins, and they would like to see the government address the challenges that result from their economic situation in ways it currently does not. But their discontent is not driven by just economic issues; unmarried women are deeply unhappy about the war in Iraq and want to see a renewed focus on our problems and challenges at home.

⁴ Census Statistical Abstract, 1980. This number is all adults, citizen and non-citizen, and does not include separated adults, thus underestimating the unmarried population.

⁵ See Appendix B: Fast Facts about Unmarried Women

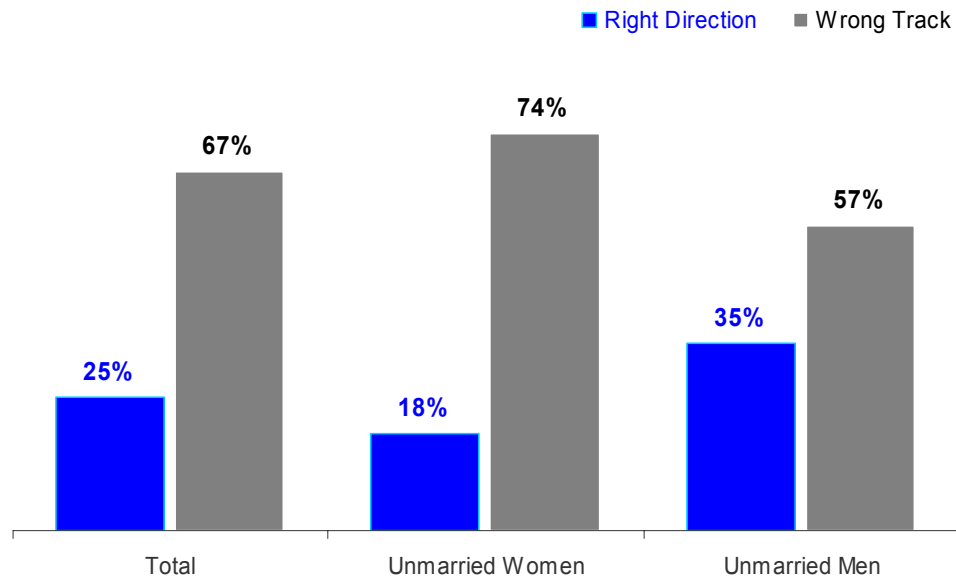
⁶ Current Population Survey, November 2004 Supplement. Part of these income differences are related to the fact that unmarried women are younger and have lower levels of educational attainment than their married counterparts.

⁷ Current Population Survey, November 2004 Supplement.

⁸ Democracy Corps, January 31-February 2, 2006.

■ **Figure 1:** Unmarried Americans – Country Direction (Percent Responding)

Unmarrieds Believe Country is On Wrong Track



“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?”

Leading Concerns

Unmarried women are preoccupied with worries about economic issues, particularly healthcare, jobs and the economy, education and retirement. They worry about the cost of healthcare and in many cases about getting coverage; they worry about retirement and how they will take care of themselves when they age and become infirm. They also worry about the educational opportunities for themselves, so they can get a better paying job, and for their children, to make sure they have a better chance in life.

“It’s the war, it’s the cost of living, gas. I mean how are most of us gonna get to work, you know what I mean, at \$3.00 a gallon for a while there? And we don’t really have a choice, we have to go to work.” (Hispanic woman, Tucson)

“People don’t have jobs, they don’t have health insurance. And if they find a job, the job is not as good as before. And if you see the gas prices and everything is getting high, high, high priced, you have to pay a lot. You find a job and you stick to that job because it’s like take it or leave it, and even if you don’t like the money.” (White woman, Detroit)

“Healthcare industry is really bad. As far as the way we take care of our seniors. People only having minimal coverage.” (African American woman, Detroit)

■ **Table 2:** Unmarried Americans – Concerns (Percent Responding)

Iraq, Economy, and Healthcare Top of Mind for Americans on Their Own

	Total	Unmarried Women	Unmarried Men
The War in Iraq	31	34	27
The Economy and Jobs	29	26	33
Healthcare	29	32	24
Education	25	26	24
Retirement and Social Security	23	24	22
Terrorism and Homeland Security	18	18	18
Gas Prices	15	15	15
Taxes	9	7	12
The Federal Debt	9	7	11
Transportation and Roads	2	2	3

“Now I am going to read to you a list of concerns that people have. Please tell me which TWO of these you think your member of Congress should be paying the most attention to.”

Belief in a Strong Role of Government

Despite a general cynicism about politicians and politics, unmarried women favor an expansive role of government — as a source for helping those in need and as a watchdog over powerful interests. Women on their own extend this support of a more expansive role of government to their own lives. These women, many of whom are living paycheck to paycheck and are struggling to make ends meet, believe the government should support those in need, even if it means going deeper into debt (62 percent agree).

“Everything is going up. My pay is going down. I’m paying more a month for everything and knock on wood I’m healthy but still, you have to have [health insurance] so you have to pay for it. There has to be like an even keel for everybody to afford it.” (White woman, Pittsburgh)

“I think the government, it doesn’t seem so much about the people anymore. Like we’re second, on the second burner, if I could say that. The economy’s bad, jobs, lack of jobs, people, I can even feel it in my business, people are afraid to spend money for things that are not vital.” (White woman, Detroit)

“Your kids can get grants to go to the schools if you are on welfare. Like my parents worked, but I had to pay for my own school. And how could you look at me... why couldn’t I get something for free? My parents couldn’t pay it either. Some situations are harder than others, but it’s like you are always squeezed when you are in the middle.” (White woman, Pittsburgh)

Women on their own, moreover, support a strong government role in protecting people against powerful interests. They support government regulation of business as “necessary to protect the public interest” (50 percent agree), rather than viewing such regulation as doing “more harm than good” (40 percent agree). This result is not surprising, given that unmarried women are also believe that their voices are not heard in the policy making process because powerful interests like energy and pharmaceutical companies have disproportionate power.

Attitudes Toward Security and Foreign Policy: Failing in Iraq and Losing Focus on the Needs at Home

As you see in Table 2, the war in Iraq leads unmarried women’s list of concerns. It is the number one issue they think they believe their member of Congress should be paying attention to (34 percent), comparable to healthcare and jobs and the economy. Sixty-five percent of unmarried women strongly believe the war in Iraq is “not worth the cost in U.S. lives and dollars.” And, while the loss of life shocks these women, they also strongly believe that our government should focus on spending their money solving problems here at home. A majority of women (58 percent), in fact, believe domestic concerns should take precedence over foreign affairs.

■ **Table 3:** Unmarried Americans – Argument Testing (Percent Responding)

Unmarried Americans Favor An Expansive and Domestically Focused Government

	Total	Unmarried Women	Unmarried Men
The war in Iraq was worth the cost in US lives and dollars OR	25	23	28
The war in Iraq was NOT worth the cost in US lives and dollars	70	71	68
The government should do more to help needy Americans, even if it means going deeper into debt OR	61	62	59
The government today can’t afford to do much more to help the needy	32	29	36
It’s best for the future of our country to be active in world affairs OR	37	34	40
We should pay less attention to problems overseas and concentrate on problems here at home	57	58	54
Government regulation of business is necessary to protect the public interest OR	49	50	48
Government regulation of business usually does more harm than good	42	40	46

“Now I’m going to read you some pairs of statements. As 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.”

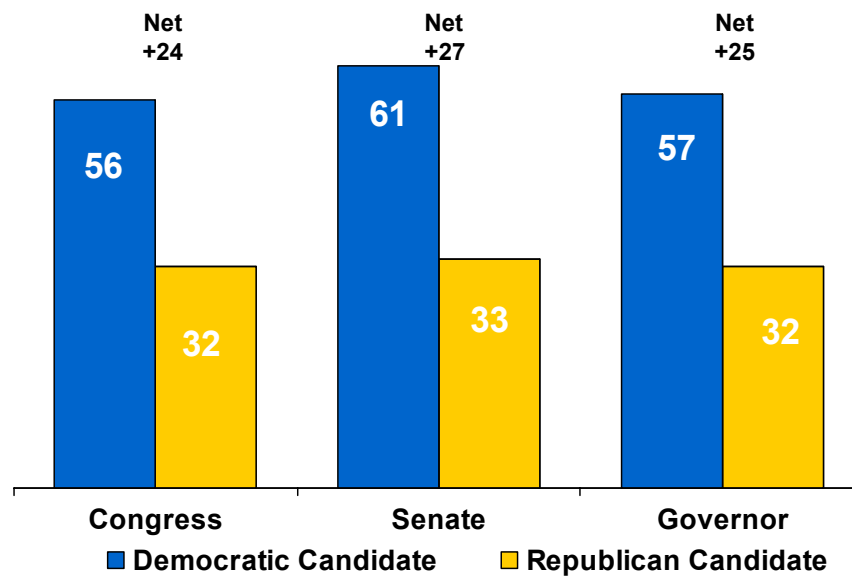
Our Nation’s Leadership – Deeply Disappointing and Out of Touch

Unmarried Americans are demanding change. In 2004, they did not get the change they sought at the polls. Today, their dissatisfaction with the Bush Administration and the direction of the country grows as they see an Administration that continues to fail to address rising healthcare costs, education, the economy, and retirement security. The current budget proposal, moreover, promises further trouble; cuts to Medicaid, housing assistance, childcare assistance, childcare enforcement and job training will further challenge unmarried women, particularly if they have children.

In 2004, Kerry captured 62 percent of the unmarried women’s vote, a margin of +25 points over Bush. Today, fueled by the same discontent that drew them to the polls in 2004, unmarried women voice dissatisfaction with the Bush Administration. Two thirds (65 percent) disapprove of the job President Bush is doing.⁹

Moreover, unmarried women are poised to vote for change in November. In vote simulations for the November elections where we gave respondents the specific names of candidates running for their state and Congressional offices, Democratic candidates fared well. When considered in aggregate, unmarried women favor the Democratic candidate in House races (+24 point margin), Senate races (+27 point margin), and Governor races (+25 point margin).

Figure 2: Unmarried Women – 2006 Aggregate Vote for District Specific Candidates



“Thinking about the election for (Congress/Senate/Governor) this year, if the election for (Congress/Senate/Governor) were held today, would you be voting for (name of Democratic candidate) or (name of Republican candidate)?”

**All questions about 2006 vote preferences used the names of the candidates running for office in respondents’ district or state.*

WWVAF Survey of Unmarried Americans, January 4-19, 2006

⁹ Unmarried women are more likely to disapprove of the direction of the country than Americans in general. In a recent survey of likely voters, 63 percent of unmarried women disapproved of Bush’s job in office, versus 52 percent of Americans in general (Democracy Corps, January 31-February 2, 2006).

There are some unmarried women who are particularly exercised by the current state of affairs. For example, African American and Hispanic unmarried women overwhelmingly favor specific Democratic candidates in the House, Senate, and Governor’s races (at minimum a +55 point margin for African American women and a +44 point margin for Hispanic women). The Democrat candidates in these races also win white women, but not nearly with the same margins (at minimum a +10 point margin).

■ **Table 4:** Unmarried Women’s Vote by Race – 2006 Aggregate Vote for District Specific House Candidates

Unmarried Women’s Vote by Race

	Total	White Women	African American Women	Hispanic Women
Democratic Congressional Candidate	56	49	84	65
Republican Congressional Candidate	32	40	9	20
<i>Net (Democratic Candidate – Republican Candidate)</i>	+24	+10	+75	+46
Democratic Senatorial Candidate	61	55	87	69
Republican Senatorial Candidate	33	40	8	24
<i>Net (Democratic Candidate – Republican Candidate)</i>	+27	+14	+79	+45
Democratic Gubernatorial Candidate	57	53	75	70
Republican Gubernatorial Candidate	32	36	20	25
<i>Net (Democratic Candidate – Republican Candidate)</i>	+25	+17	+55	+44

“Thinking about the election for (Congress/Senate/Governor) this year, if the election for (Congress/Senate/Governor) were held today, would you be voting for (name of Democratic candidate) or (name of Republican candidate)?”

There are also divisions among unmarried women by age, where the dividing line appears to be 40 or younger. Democrats have a strong partisan advantage with younger unmarried women (under 40 years), and when the data are aggregated across candidates, these women strongly favor the Democratic candidates in the major state races (at minimum a +30 point margin).

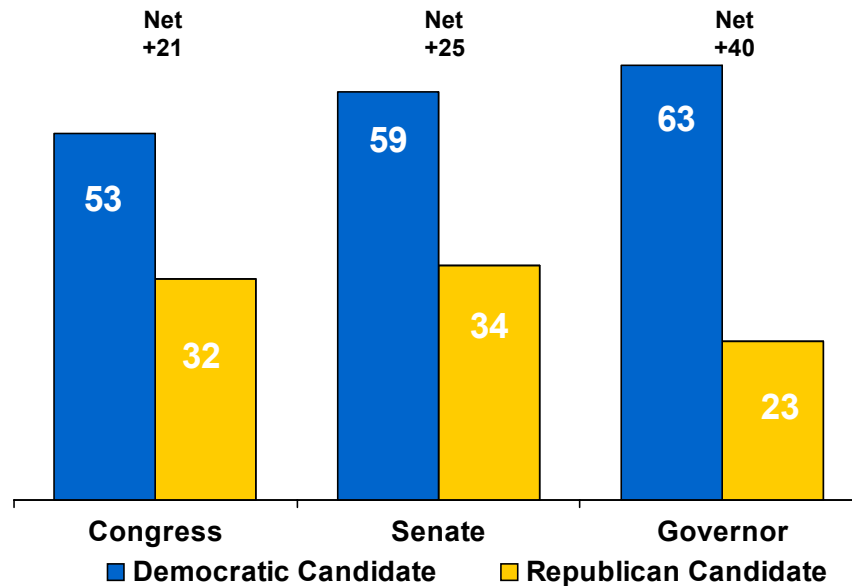
■ **Table 5:** Unmarried Women's Vote by Age - 2006 Aggregate Vote for District Specific House Candidates

Unmarried Women's Vote by Age

	Total	Under 40	Over 40
Democratic Congressional Candidate	56	58	55
Republican Congressional Candidate	32	29	34
<i>Net (Democratic Candidate – Republican Candidate)</i>	+24	+30	+21
Democratic Senatorial Candidate	61	63	59
Republican Senatorial Candidate	33	29	36
<i>Net (Democratic Candidate – Republican Candidate)</i>	+27	+34	+23
Democratic Gubernatorial Candidate	57	64	54
Republican Gubernatorial Candidate	32	28	35
<i>Net (Democratic Candidate – Republican Candidate)</i>	+25	+36	+19

Finally, there are important differences by level of engagement. Unmarried drop off voters (i.e., women who voted in 2004, but not 2002), identify with the Democrats by +37 points and gave Kerry a +20 point margin in 2004. These unmarried women who have demonstrated uncertainty about their participation in the 2006 elections, favor the Democratic candidate in their local House race by a margin of +21 points, the Democratic candidate in their Senate race by a margin of +25 points, and the Democratic candidate in their Governor's race by a margin of +40 points.

■ **Figure 3: Drop-Off Women – 2006 Aggregate Vote for District Specific Candidates**



"Thinking about the election for (Congress/Senate/Governor) this year, if the election for (Congress/Senate/Governor) were held today, would you be voting for (name of Democratic candidate) or (name of Republican candidate)?"

**All questions about 2006 vote preferences used the names of the candidates running for office in respondents' district or state.*

WVWVAF Survey of Unmarried Americans, January 4-19, 2006

The Need For Information

Despite the fact that unmarried women hold strong views about the issues that concern them most, the role of government in their lives and our nation's foreign policy, they feel relatively uninformed about politics and elections. Moreover, they are not inclined to trust traditional information from candidates and parties. Unmarried women believe voters should be informed and should cast their vote in a responsible manner – 59 percent feel that more information from trusted sources is the single most effective thing that would get them to vote.

"I need to know more information on the candidates. And in different resources, like magazines, like on TV, pamphlets. I want more information." (White woman, Pittsburgh)

"I think they should provide more information on the candidates or lots of other, our state, who represents our vote and stuff. We get a lot of fliers that just says this and this about them. But I think that the books that they send out right about the time that you're gonna vote, I think we should have them ahead of time." (Hispanic woman, Tucson)

"There's a website that we use a lot at work, it's called Morning Star... The one thing we use the most are these things called fact sheets, where it gives you pretty much the history of the stock, what things are going on, maybe a couple viewpoints, a couple ratings. That's what I'd like to see on a candidate. Give me like three pages and give me the facts. And now Morning Star doesn't like one fund over the other, they're just giving you the facts. They have no opinion on it. They're giving you other people's ratings and opinions and viewpoints and information. So it's kind of like a third party I guess." (White woman, Detroit)

Because these women voice such a hunger for information, information coming from third parties needs to inform unmarried women as much as persuade them.

Issue Messages That Motivate

Third party groups like Women's Voices, Women's Vote Action Fund are well positioned to provide this information. But the information needs to be framed carefully. Unmarried women want change, and the most motivating messages call for change on the issues they care about most. They do not want typical political or partisan information; they want to know that messengers care about their lives and want to help them affect change.

In this research, we found that messaging is twofold. First, it should invoke their civic responsibilities as American citizens. Three-quarters (74 percent) of unmarried women in general, 65 percent of drop-off women voters and 60 percent of unregistered women, find the message on personal responsibility and using their own voice to speak out against the direction of the country a "very convincing" reason to vote. For voters and non-voters alike, we find that these arguments resonate throughout all of our research and we believe unmarried women take it seriously.

Unmarried women respond to a message that:

- 1) evokes their sense of civic responsibility as Americans;
- 2) reminds them they can bring change to the issues that matter most to them: education, healthcare and a Congress that is committed to helping middle class Americans; and
- 3) in some cases, that invokes the Republican Congressional policies that are responsible for unsatisfactory policy environment.

But this messaging must connect notions of civic responsibility to the issues women on their own care about and would help them improve their lives. In other words, unmarried women do not want to cast their vote in a vacuum. They want to vote to create change in a way that addresses the struggles that they face in their lives; these women respond to messages that speak specifically to the economic challenges that directly affect them in their lives — namely education, health care, jobs and the middle class squeeze.

■ **Table 6:** Unmarried Women – Best Civic Duty Messages (Percent Responding “Very Convincing”)

Motivational Message Frameworks: Civic Duty

	Total Women	Not Registered Women	Drop-off Women	Likely Women Voters
[WOMEN ONLY] Unmarried women are doing it on their own. We are paying our bills, we are raising our children, we are making a contribution to society by working and being a part of the community. It is time politicians recognized that and worked to establish equal pay for equal work, affordable healthcare, and better public education.	74	70	74	76
It is the responsibility of every American citizen to participate in our democracy by voting. We can't just look to others to do our job for us and then expect it to get done right. If we don't like the direction the country is going, we need to speak up and say something ourselves.	74	60	65	83
Voting is one of our most basic rights and every American citizen has a responsibility to exercise that right and participate in our democracy.	68	47	65	80
<i>“Now I am going to read you a series of statements that might motivate unmarried Americans to vote this year. As I read each statement, please tell me whether you find that statement very convincing, somewhat convincing, a little convincing, or not at all convincing.”</i>				

In addition to motivational messages, we tested narrower issue messages. As you can see below, economic and education messages stand out. One nagging question, however, in the research to date has been the use of different types of message frames; in other words, can our issue messages be framed neutrally or should they invoke the policies of the Republican Congress? In a split-sample design experiment, we tested issue messages both ways and both tested strongly, though the neutral frames consistently garnered higher ratings among unmarried women.

Table 7: Unmarried Women – Issue Message Testing (Percent Responding “Very Motivating”)

	Very Motivating			Total Motivating		
	Neutral	Republican Congressional Policy	Difference (Neutral – Congressional)	Neutral	Republican Congressional Policy	Difference (Neutral – Congressional)
Education	76	68	8	91	83	8
Healthcare	71	63	8	87	86	1
Outsourcing	65	59	6	88	81	7
For the Middle Class	70	63	7	86	81	5
Corruption	61	57	4	82	79	3
Retirement	62	58	4	81	80	1
Women’s Rights	49	49	-	73	70	3

While it is important to assess affect towards the messaging, it is equally important to look at the impact on the vote. At the beginning of the survey, we asked respondents how they are going to vote for Congress. After hearing the messaging, we re-asked respondents who they would be voting for in November. Among unmarried women, the issue messages overall produced a +7 point shift toward the Democratic candidate. Though they did not test as well on their own, Republican Congressional policy frames did a slightly better job than neutral frames at moving unmarried women toward the Democratic Congressional candidate. Women who heard Republican Congressional policy frames had a net +5 point shift toward the Democratic candidates aggregated across all the races, whereas women who heard only neutral frames had a net +2 point shift toward the Democratic candidate.

Table 8: Shift Summary – Unmarried Women and Men

Shift Summary Table

	Unmarried Women		Unmarried Men	
	Republican Congressional Policy Frame	Neutral Frame	Republican Congressional Policy Frame	Neutral Frame
Toward Democratic Candidate	9	5	8	5
Toward Republican Candidate	4	3	2	6
Net (Neutral – Congressional)	+5	+2	+6	-1

Clearly this movement comes from a set of women who are ready to be motivated. These women want change, and they want officials who will be committed to making changes on education, health care and helping the middle class. They simply need to be talked to, and given extra information about candidates, issues and the elections. Once that information is provided, they move in the direction of change.

Opportunities

Within unmarried women, certain groups merit special attention because they move in larger numbers to Democratic candidates in their Congressional districts. These groups – like drop-off women, Hispanic women, younger women, middle income women, and single moms – show a great deal of receptivity to the messaging and shift toward being more likely to vote for the named Democrat running for Congress in their district.

■ **Table 9:** Shift Summary – Opportunities

Shift Summary Table with Targets

	Toward Democratic Candidate	Toward Republican Candidate	<i>Difference (Democratic - Republican)</i>
Unmarried Women	7	4	+3
Drop-Off Women (voted in 2004 but not 2002)	12	2	+10
Non-Voting Women (registered but did not vote in 2004)	10	8	+2
Politically Independent Women	9	2	+7
Moderate or Conservative Democrats	9	4	+5
Hispanic Women	12	7	+5
Women Under 40	8	3	+5
Women with Some College Education	8	2	+6
Women with Children	10	4	+6
Middle Income Women (\$30K- \$50K)	9	2	+7

**All questions about 2006 vote preferences used the names of the candidates running for office in respondents' district or state.*

Conclusion

Unmarried women are part of an emerging American unmarried majority, however, their political voice does not yet carry the weight of their sheer numbers in the population. They live under a set of circumstances that leads to concern with a specific set of issues, a set that they feel is currently not being properly addressed by the government. They can be motivated to vote if they receive information that educates them on the elections and on the candidates, and can be persuaded by a set of messages that appeals to their sense of civic duty and the issues they most care about: education, healthcare, the economy, and retirement security.

Appendix A: Issue Message Wordings

■ **Table 10:** Issue Message Wordings

	Neutral Frame	Republican Congressional Policy Frame
Education	Getting a good education is key to succeeding in life, but Congress is cutting funds for local schools and slashing student loan programs. It is important to vote so we can elect leaders who are committed to making college affordable for every American and improving public education for our children.	Getting a good education is key to succeeding in life, but the Republican-controlled Congress is cutting funds for local schools and slashing student loan programs. It is important to vote so we can elect leaders who are committed to making college affordable for every American and improving public education for our children.
Health Care	Our healthcare system is in shambles. Health insurance premiums keep going up, and prescription drugs cost seniors too much because Congress accepted millions of dollars in campaign contributions from big drug companies and then made it illegal for Medicare to negotiate lower drug prices. We need to vote so we can bring in elected officials who will work to find solutions for healthcare.	Our healthcare system is in shambles. Health insurance premiums keep going up, and prescription drugs cost seniors too much because the Republican-controlled Congress accepted millions of dollars in campaign contributions from big drug companies and then made it illegal for Medicare to negotiate lower drug prices. We need to vote so we can bring in elected officials who will work to find solutions for healthcare.
Corruption	This Congress is one of the most corrupt and unethical in our nation's history, favoring big corporations over regular Americans. Members of Congress have been caught allowing big campaign contributors and corporate interests to write legislation affecting every American, including laws to block lower gas prices and prescription drug costs. Congressmen have been indicted for ethics violations and accepting bribes. We need to vote to change Congress so it works for all Americans.	This Congress is one of the most corrupt and unethical in our nation's history, favoring big corporations over regular Americans. It elected Tom DeLay Majority Leader after he had been found guilty of four ethics violations. Republican Congressman Duke Cunningham recently pleaded guilty to accepting bribes. Republicans in Congress have even been caught allowing big campaign contributors and corporate interests to write legislation affecting every American, including laws to block lower gas prices and prescription drug costs. We need to vote to change Congress so it works for all Americans.

■ **Table 11:** Issue Message Wordings (Continued)

<p>Retirement</p>	<p>Americans deserve a Congress that will fight to preserve the retirement security they have earned. We need to vote to stop the privatization of Social Security and protect Americans from corporations that bankrupt and eliminate pension plans.</p>	<p>Americans deserve a Congress that will fight to preserve the retirement security they have earned. The Republican-controlled Congress wants to privatize Social Security and has allowed corporations like Enron to mismanage people's retirement accounts. We need to vote to stop the privatization of Social Security and protect Americans from corporations that bankrupt and eliminate pension plans.</p>
<p>Women's Rights</p>	<p>(WOMEN ONLY) Voting is the best way to protect our rights as women. Roe v. Wade, the case that ensured a woman's legal right to choose, is now in jeopardy of being overturned because of the new conservative judges appointed to the Supreme Court.</p>	<p>(WOMEN ONLY) Voting is the best way to protect our rights as women, which are under attack by the Bush Administration. Roe v. Wade, the case that ensured a woman's legal right to choose, is now in jeopardy of being overturned because of the new conservative judges President Bush has appointed to the Supreme Court.</p>

Appendix B: Unmarried America – Fast Facts

■ **Table 12:** Unmarried America – Fast Facts

	Married Women	Unmarried Women	Married Men	Unmarried Men
INCOME*				
Less than \$30K	19	50	19	38
\$30K to under \$50K	21	21	21	24
\$50K to under \$75K	24	15	24	18
\$75K or more	36	14	36	20
MOBILITY*				
Less than 6 months	7	14	7	16
7-11 months	3	6	3	6
1-2 years	13	16	12	17
3-4 years	14	13	14	13
5 years or longer	63	50	63	47
HOME OWNERSHIP**				
Own	84	54	82	51
Do not own	16	46	18	49
EDUCATION*				
Less than H.S.	8	15	10	14
H.S. Graduate	34	33	32	36
Some College / Tech	29	32	25	30
College Graduate	20	14	20	14
Post Graduate	9	6	13	5
CHURCH ATTENDANCE**				
Every week/Almost every week	42	38	36	20
Once or twice a month	15	14	16	15
A few times a year	14	14	17	14
Never	29	34	31	51

* Current Population Survey, 2004 November Supplement

** National Election Study, 2004