

GREENBERG QUINLAN ROSNER RESEARCH

February 2007

The Unmarried Women's Agenda

The First 100 Hours for America's Unmarried Majority



Women's Voices.
Women Vote.

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Landmark study: unmarried women after the first 100 hours

- Methodology:
 - Telephone survey
 - 1000 unmarried women adults (single, widowed, divorced, separated)
 - 566 who voted in the 2006 election
 - 434 who did not vote in the 2006 election
 - Random Digit Dialing (RDD)
 - Nationwide survey
 - January 28-30, 2007

Optimism that the new Congress will bring change

- In 2006, unmarried women voted for change in dramatic numbers.
- They are optimistic that the new Congress and new leadership can bring the change they seek on Iraq, health care, the economy.
- They overwhelmingly support the measures enacted by the new Congress in the first 100 hours.
- More politically engaged women are more aware of the change that the new Congress has brought about; less engaged women are not only less aware of the changes, but also as a result are less enthusiastic about the new Congress.

A change agenda: Iraq, health care, the economy, pay equity

- Top priority for unmarried women: get out of Iraq
- Health care remains another important item on the agenda
 - Nearly unanimous support for fully funding State Children’s Health Insurance (SCHIP)
 - Overwhelming, bipartisan support for Massachusetts-style health insurance program
 - Widespread support for expanding coverage for the uninsured and increasing access to prenatal care
- Women on their own seek economic relief from rising costs and stagnant wages.
- Pay equity remains a critically important issue for these women.

Agendas that motivate

- Politically disengaged unmarried women are motivated by a desire to bring needed change to America.
- Among politically disengaged, support for the new Congressional agenda was higher when it included items specific to the unmarried women's agenda. These unmarried women want to see themselves in the work in Washington.
- Unmarried women are one of the fastest growing demographic groups in America, and addressing the issues that matter to them will help engage this critical group of voters.

2006 – a change election



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

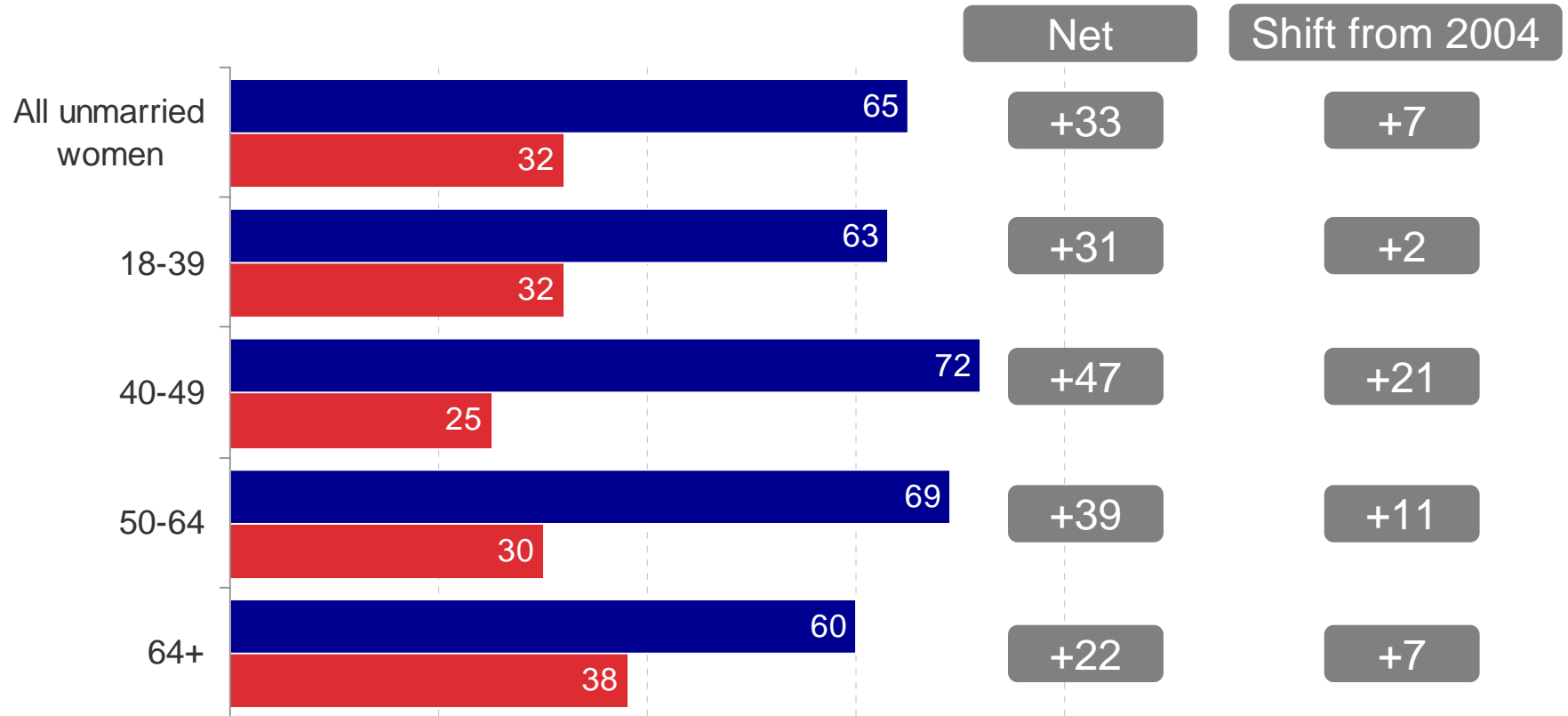
■ The vote in 2006 | 2006 Exit polls

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

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...



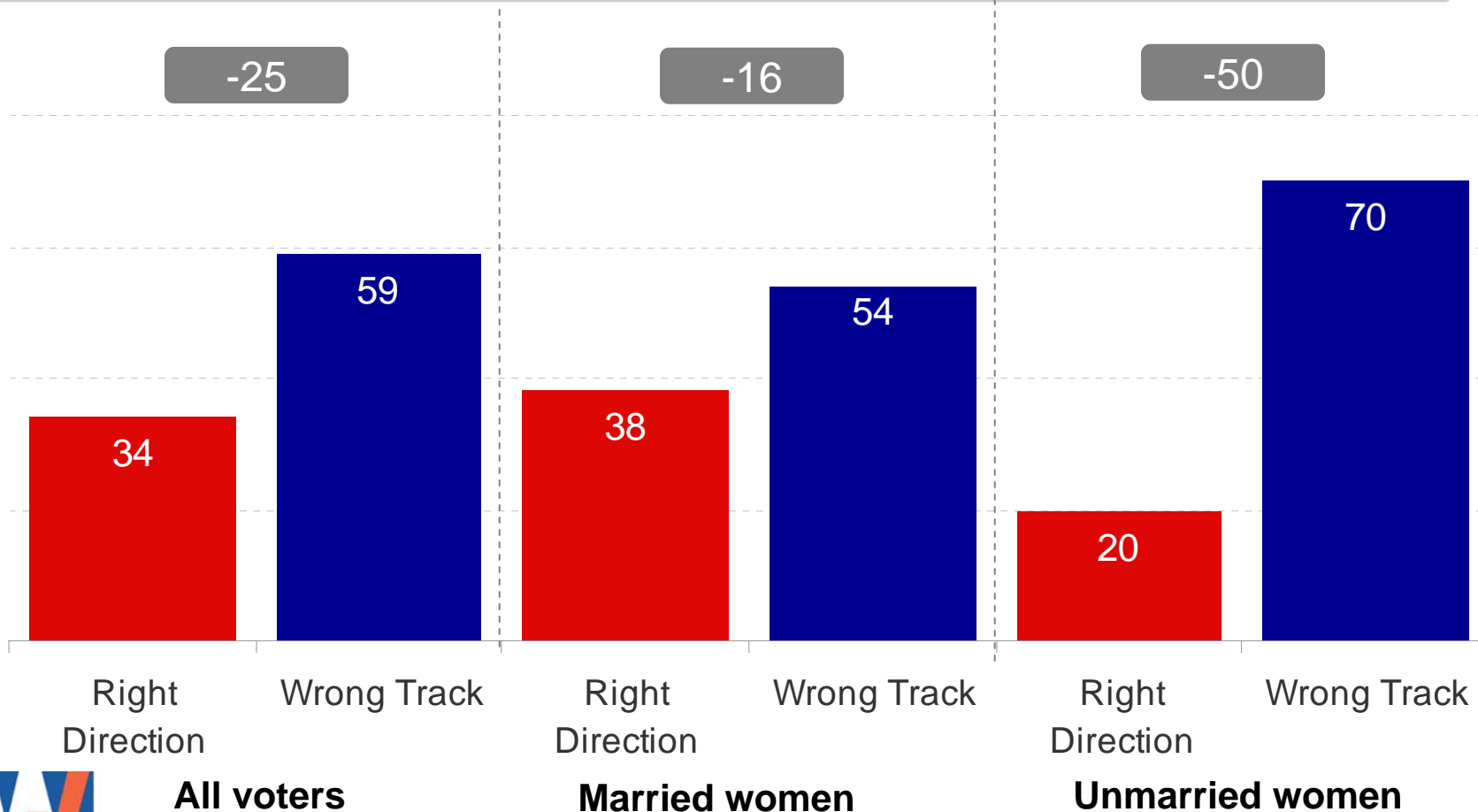
■ Republican candidate ■ Democratic candidate

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

Unmarried women saw country as more dramatically more “off track” than married women

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?



All voters

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Married women

Unmarried women

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

Unmarried women – change voters

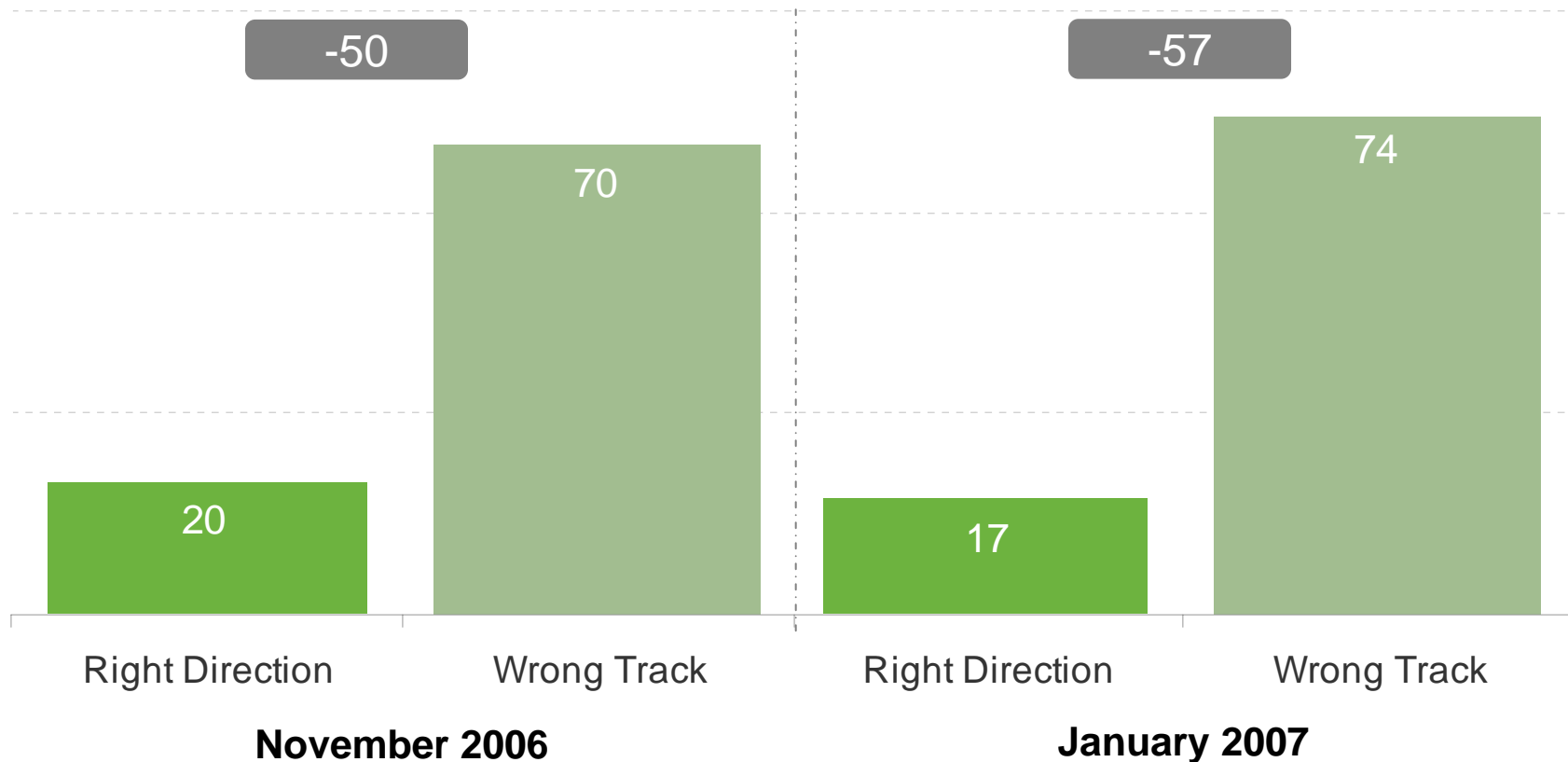


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Unmarried women – want change even more than last November

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?



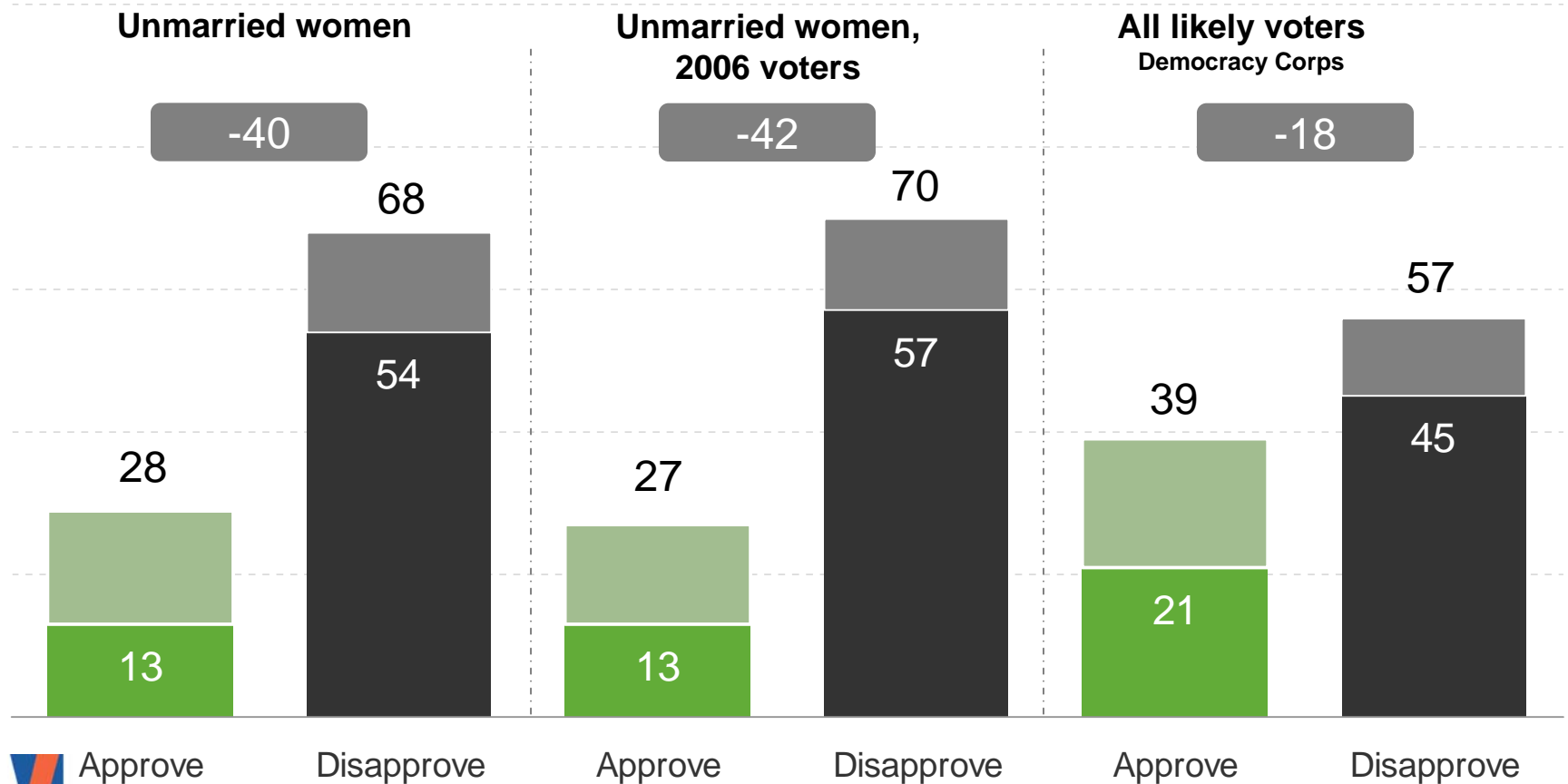
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Note: November 2006 data from the Democracy Corps/CAF post-election survey and GQRR/WVWV oversample of 568 unmarried women, survey conducted November 7-8, 2006.*

Unmarried women: two thirds disapprove of Bush

Do you approve or disapprove of the way your Bush is handling his job as president?

■ Strongly ■ Somewhat
■ Strongly ■ Somewhat

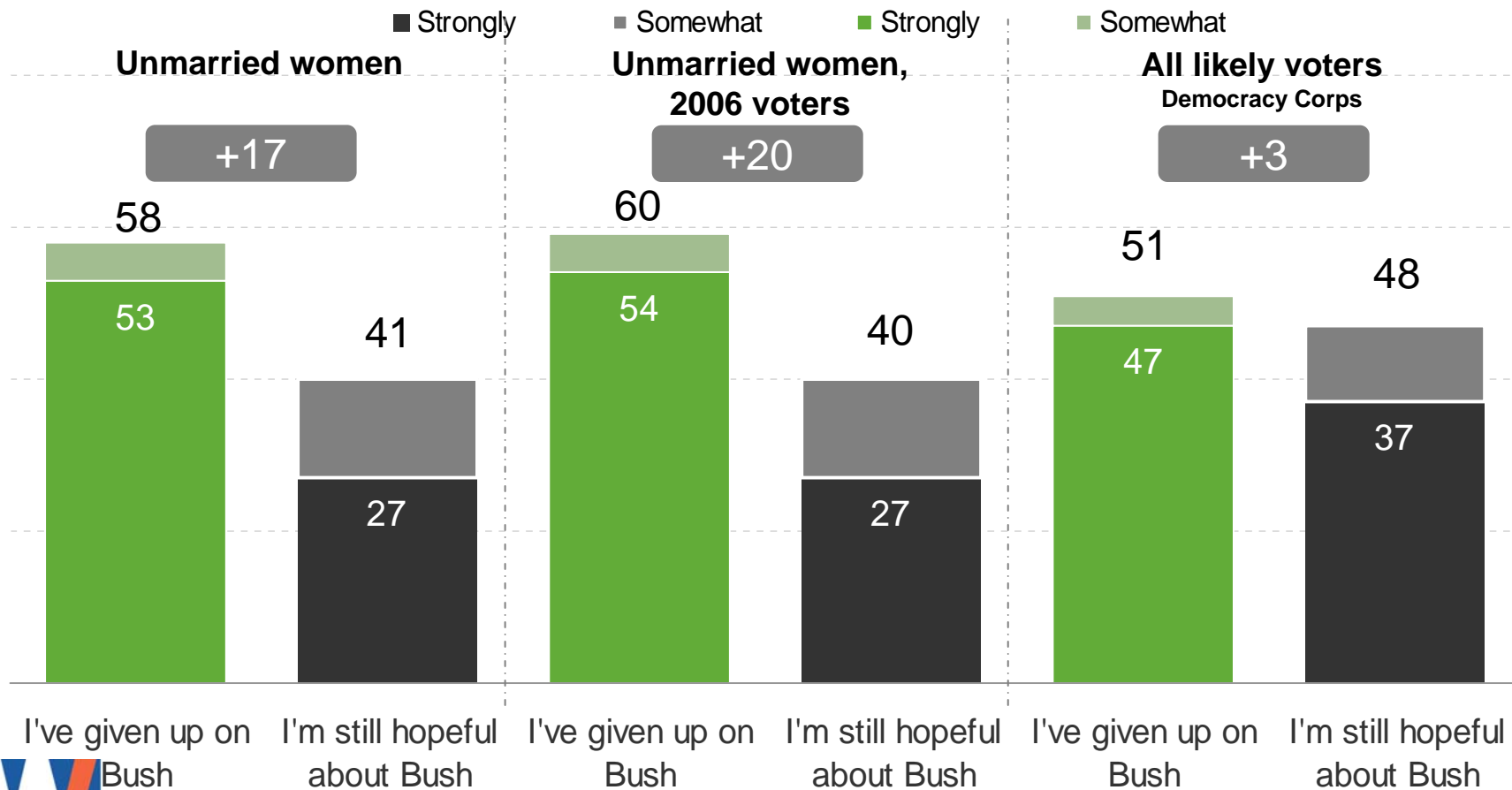


Women's Voices. Women Vote.

Note*: Democracy Corps data from Democracy Corps national survey, conducted January 24-28, 2006 of 1,000 likely voters

Unmarried women: almost 60 percent given up on Bush

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:



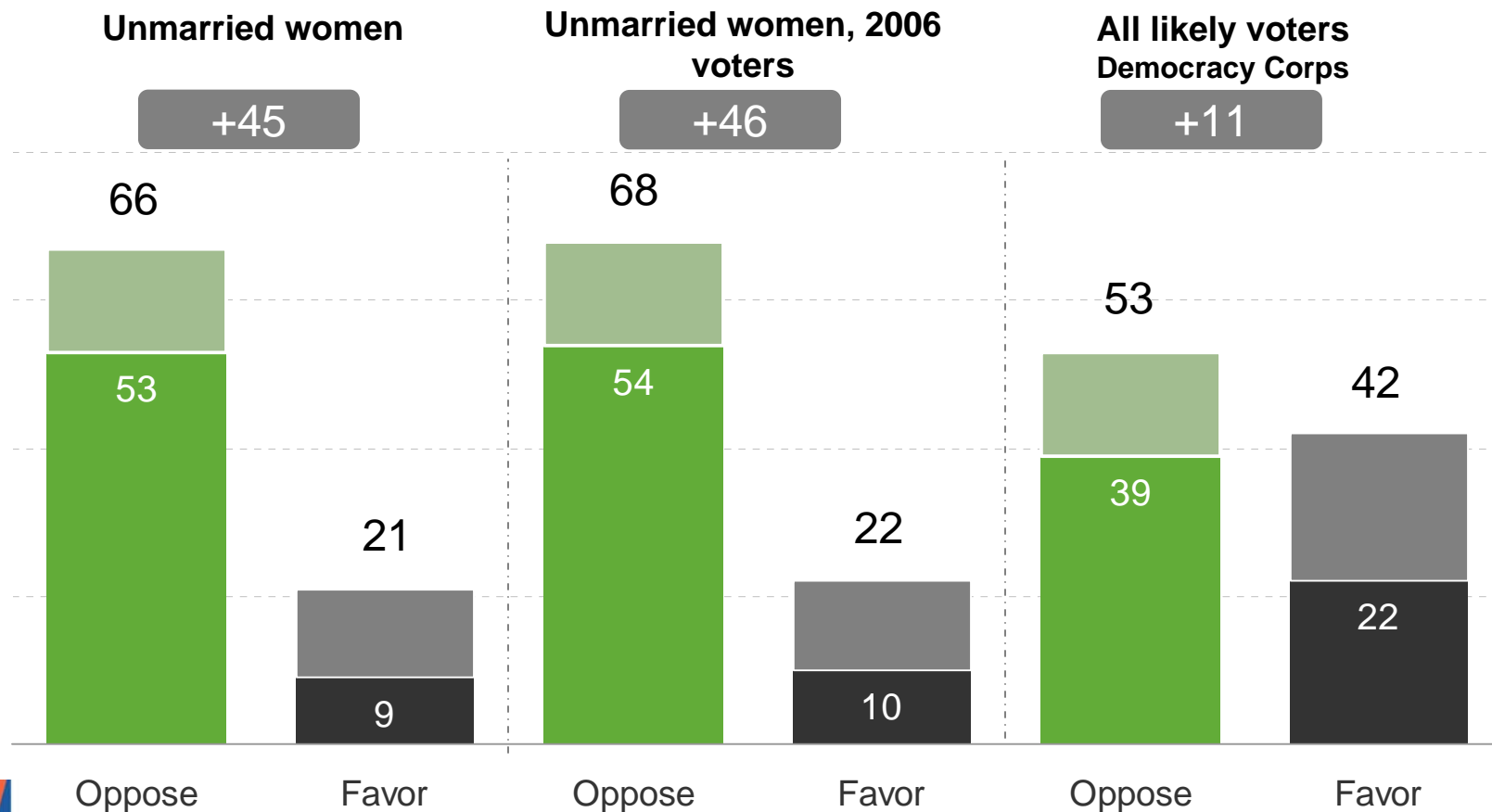
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Note*: Democracy Corps data from Democracy Corps national survey, conducted January 24-28, 2006 of 1,000 likely voters

Two thirds oppose Bush's Iraq escalation

Based on what you have seen or read, overall, do you favor or oppose President Bush's new plan for Iraq?

■ Strongly Oppose ■ Somewhat Oppose ■ Strongly Favor ■ Somewhat Favor



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Note*: Democracy Corps data from Democracy Corps national survey, conducted January 24-28, 2006 of 1,000 likely voters

Hopeful about new Congress

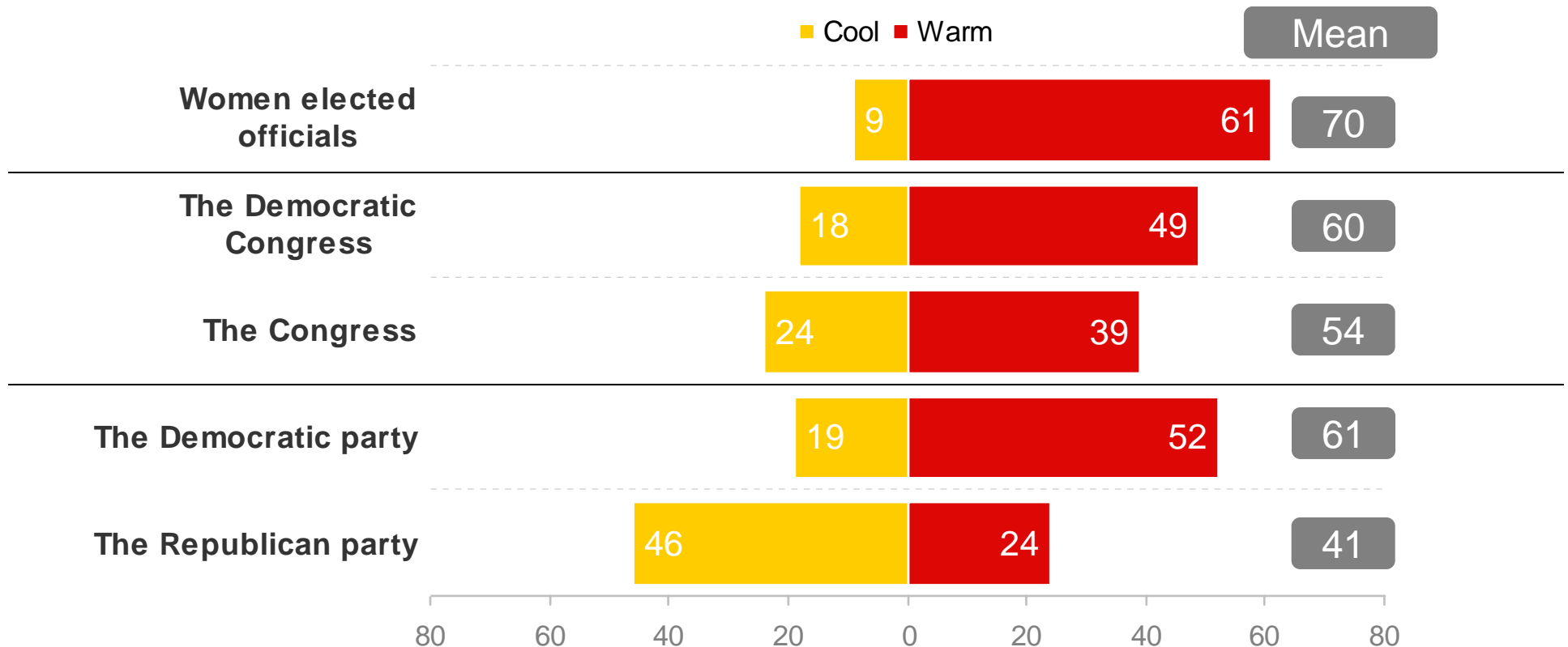


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Unmarried women positive about the new Congress

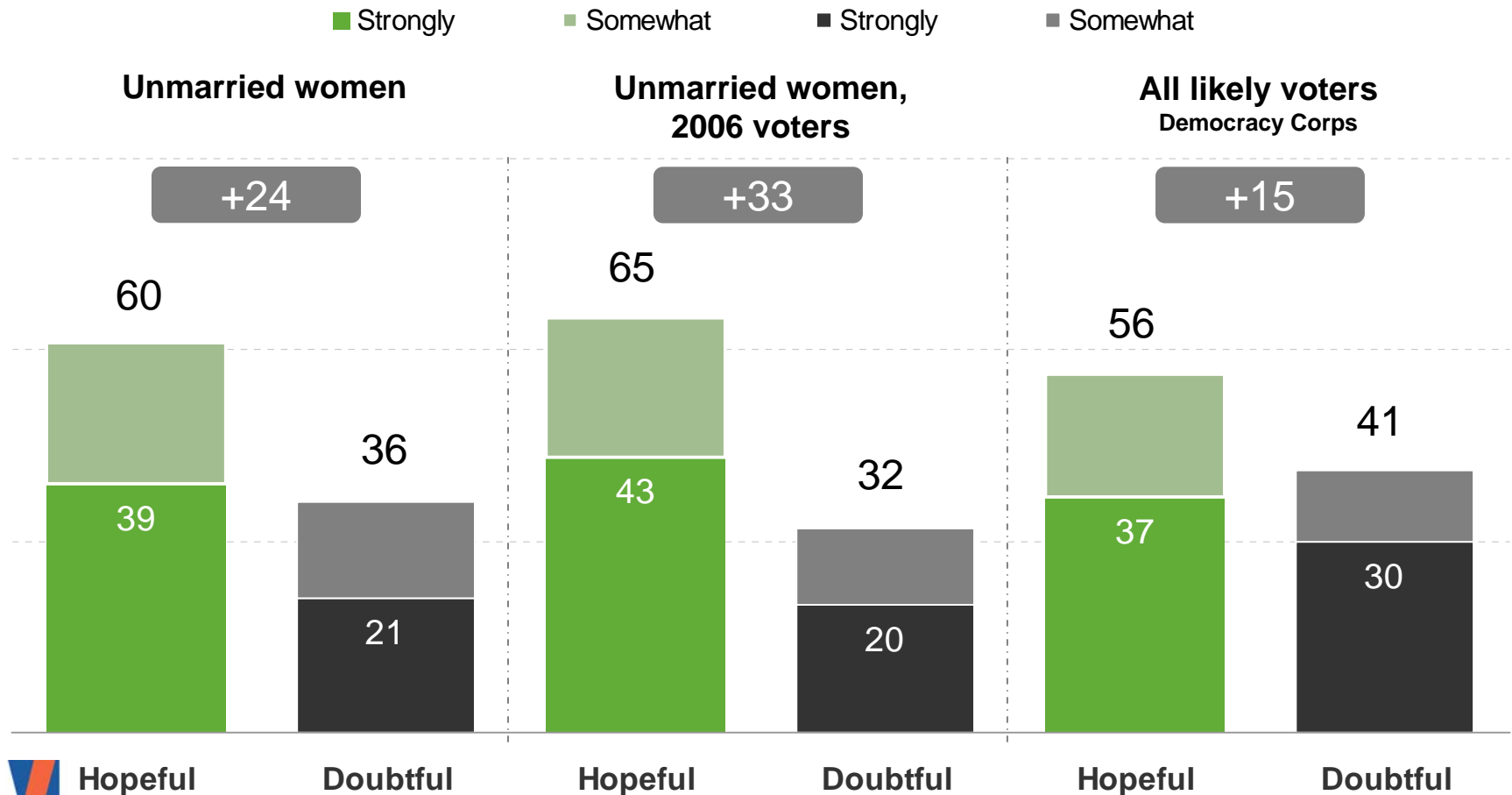
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



Note*: 'Democratic Congress' and 'Congress' split among sample

Unmarried women especially hopeful about new Congress

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:



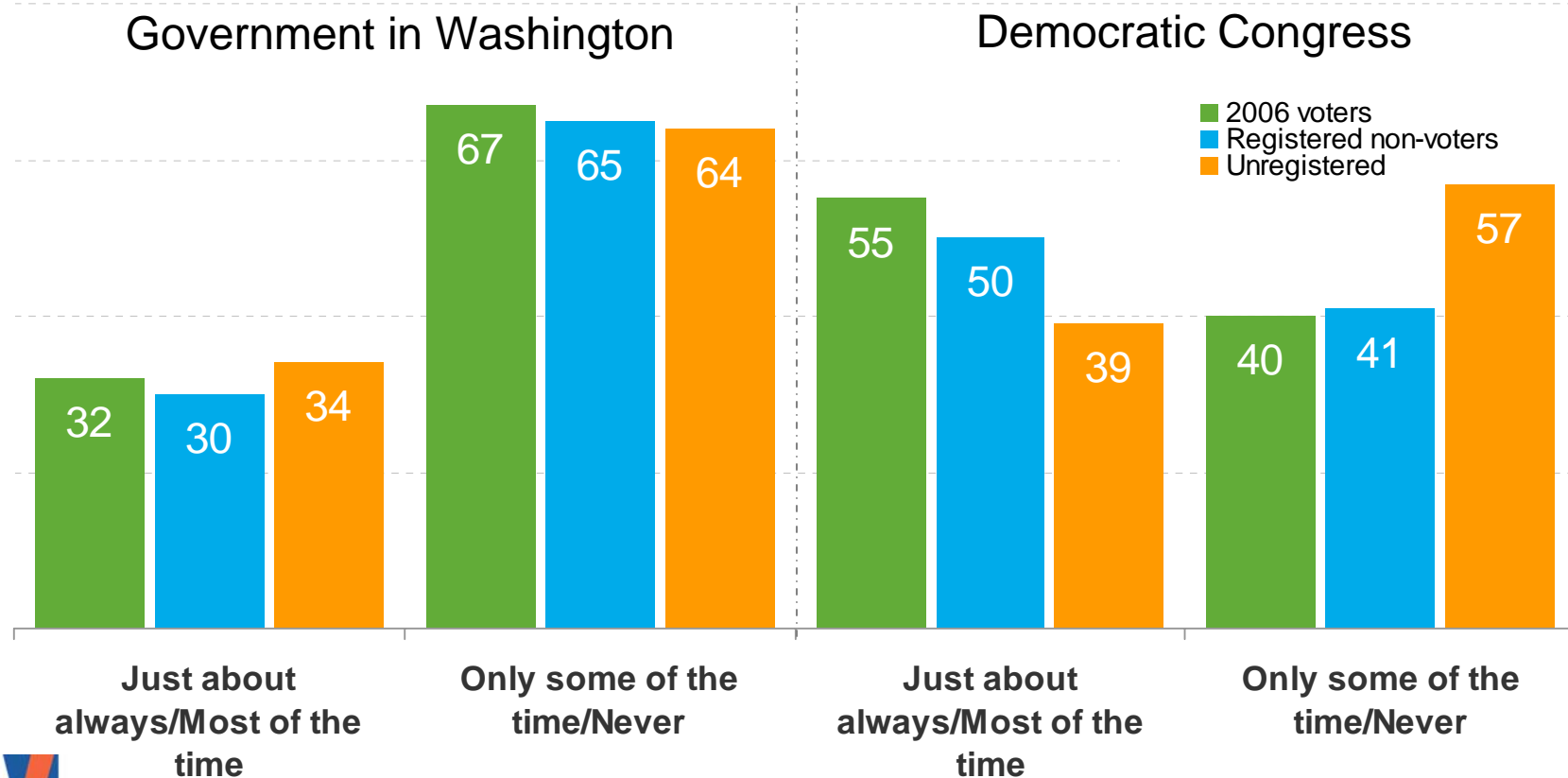
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Note*: Democracy Corps data from Democracy Corps national survey, conducted January 24-28, 2006 of 1,000 likely voters

Unmarried women trust new Democratic Congress, not government in Washington'

Politically engaged more trusting than those who are less engaged

About much of the time do you think you can trust the government in Washington to do what is right – just about always, most of the time, or only some of the time?



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Note*: 'Government in Washington' and 'Democratic Congress' split among sample

100 Hours

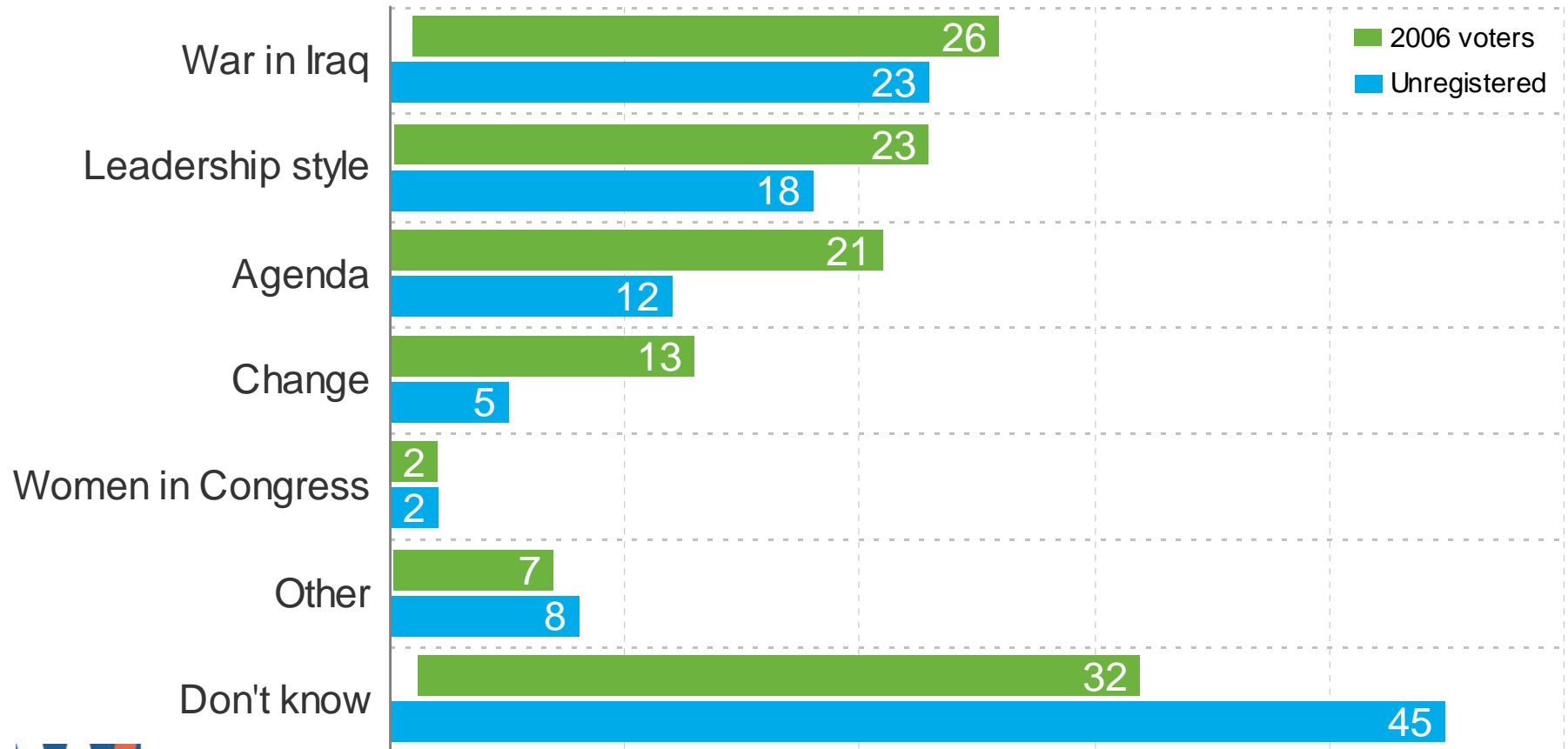


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Paying attention to 100 hours, Iraq and leadership change

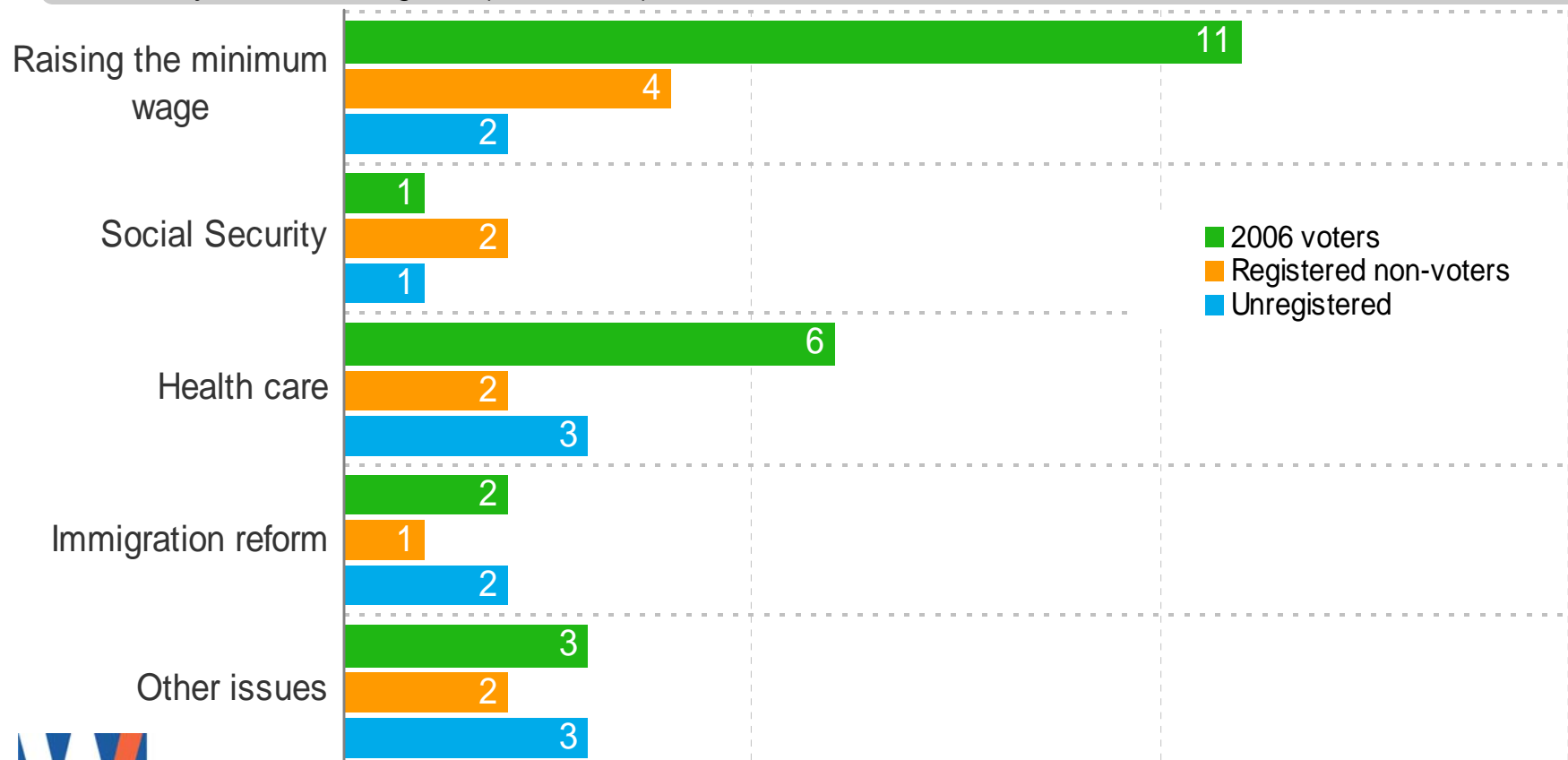
Now, thinking about the new Congress and what is happening in Washington, please tell me what you have heard or read recently about the Congress. (OPEN END)



Raising the minimum wage most commonly mentioned item on the 100 Hours Agenda

■ Politically engaged much more likely to mention any item on 100 Hours agenda

Now, thinking about the new Congress and what is happening in Washington, please tell me what you have heard or read recently about the Congress. (OPEN END)



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Top priorities: Iraq and health care

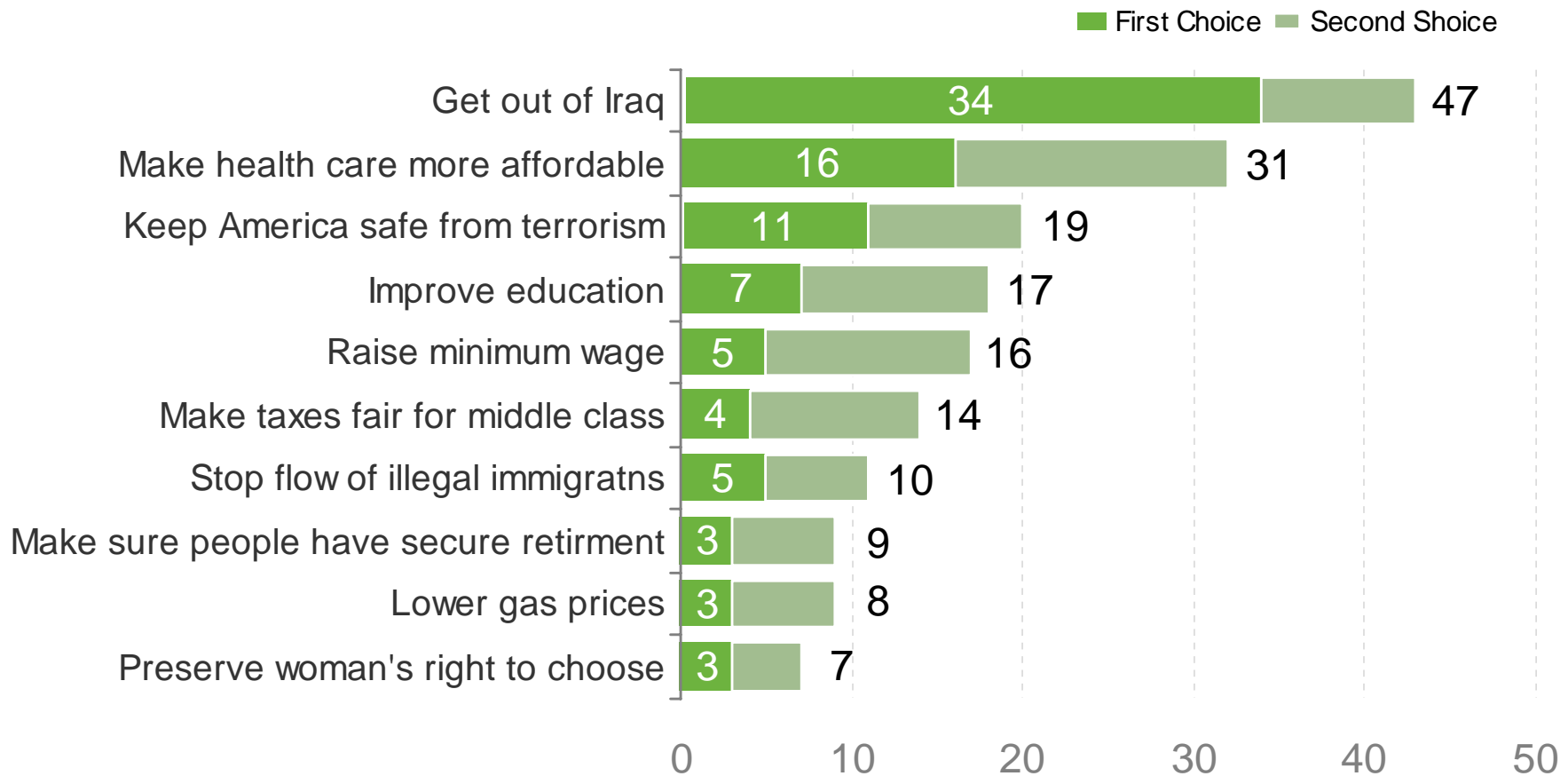


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Iraq and health care their top priorities

What would you most like to see Congress achieve over the next two years? (COMBINED)

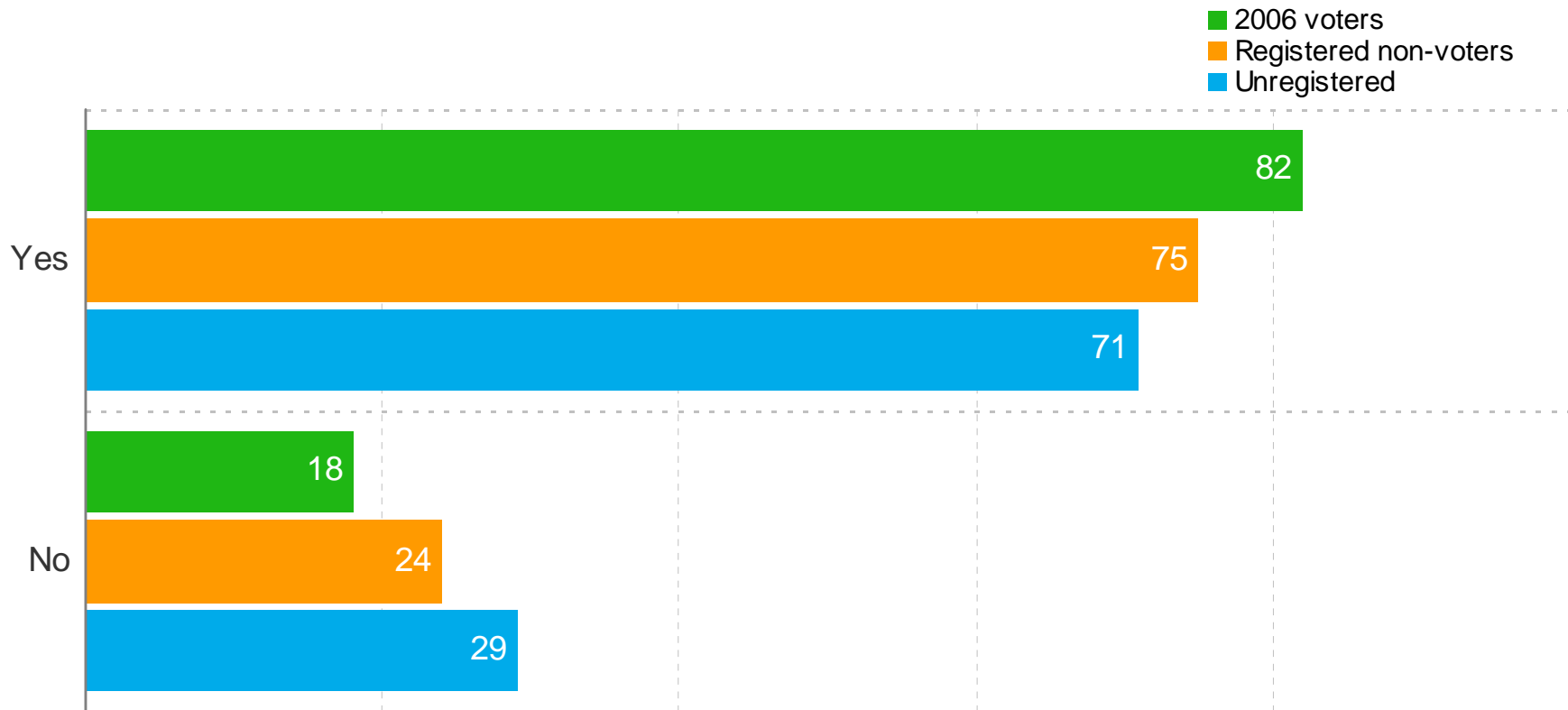


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Note*: Among total unmarried women voters

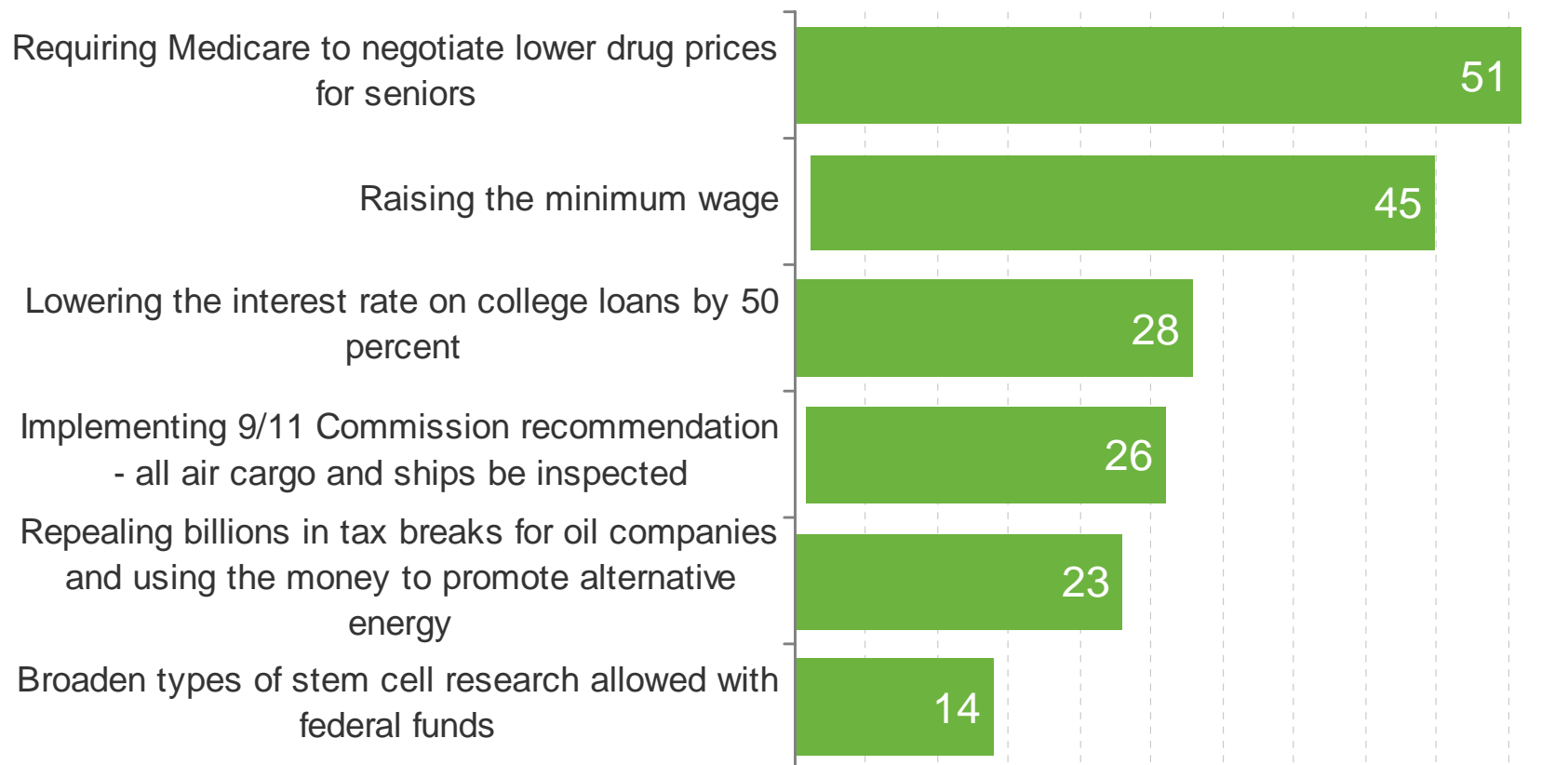
Health care: almost 30 percent of unregistered without insurance

Do you currently have health insurance?



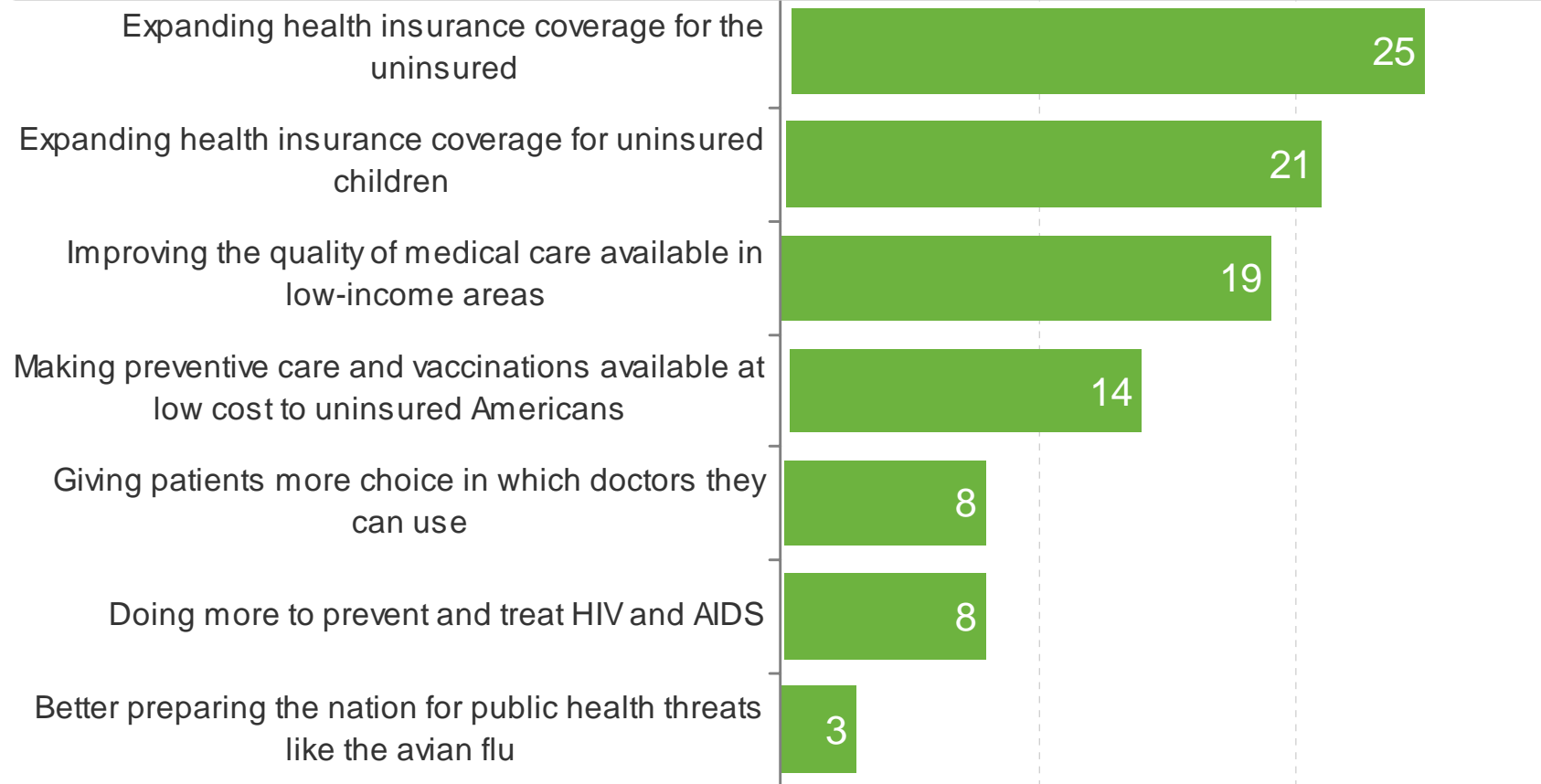
Lowering drug prices most important item in 100 Hours' Agenda

Now I am going to read you a number of things that the House of Representatives has passed in the last few weeks. Please tell me which TWO you think were the most important for the Congress to focus on.



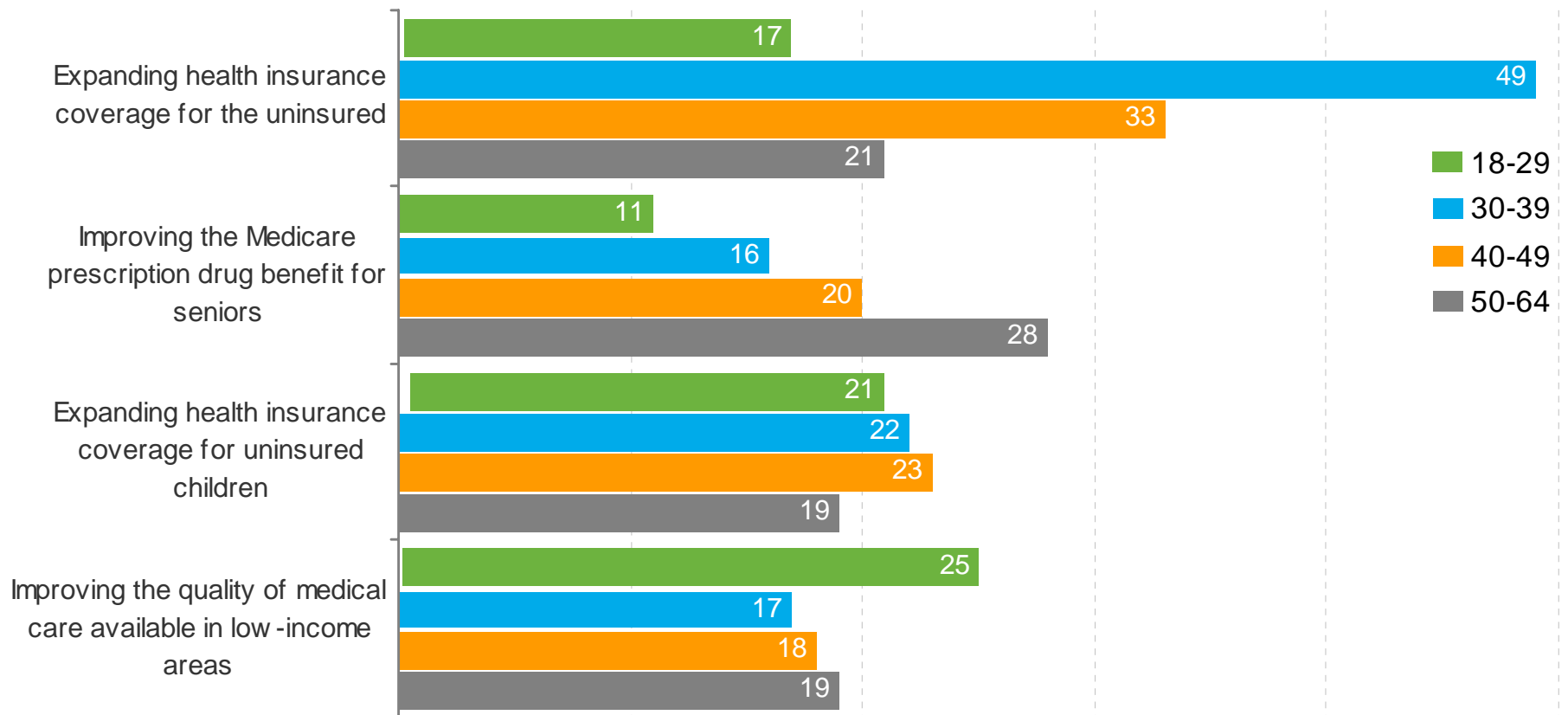
Expanding health insurance coverage for uninsured top health care priority

If you had to pick ONE of the following health care issues for the president and Congress to work on in the next year, which would it be?



Health care priorities vary by age

If you had to pick ONE of the following health care issues for the president and Congress to work on in the next year, which would it be?

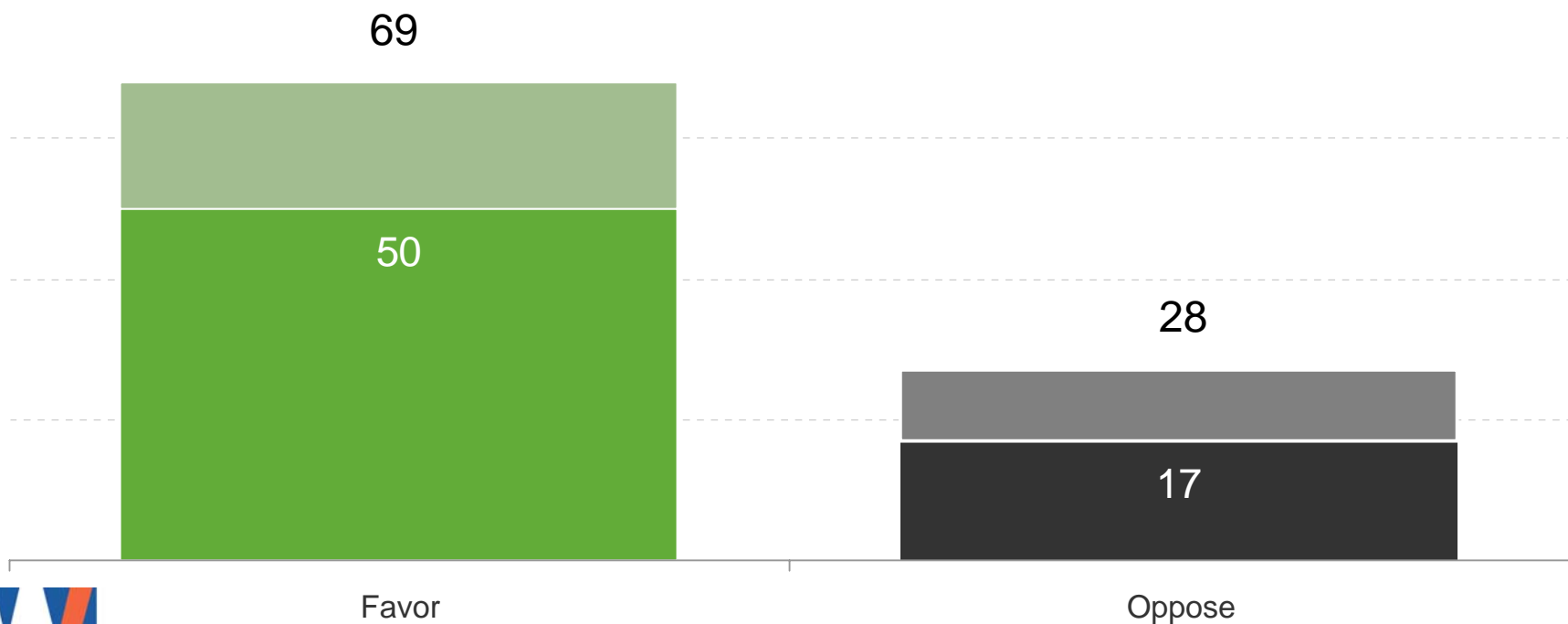


Unmarried women overwhelmingly support Massachusetts-style health insurance plan

To achieve universal health coverage, the government is considering a proposal that would require that everyone have health insurance, the way all drivers are required to have automobile insurance. People with higher incomes who do not have insurance would be required to buy insurance, and the government would help pay for insurance for small businesses and families with incomes up to \$40,000. Would you favor or oppose such a plan?

+41

Strongly
 Strongly
 Somewhat
 Somewhat



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Note: Among total unmarried women voters*

The economy

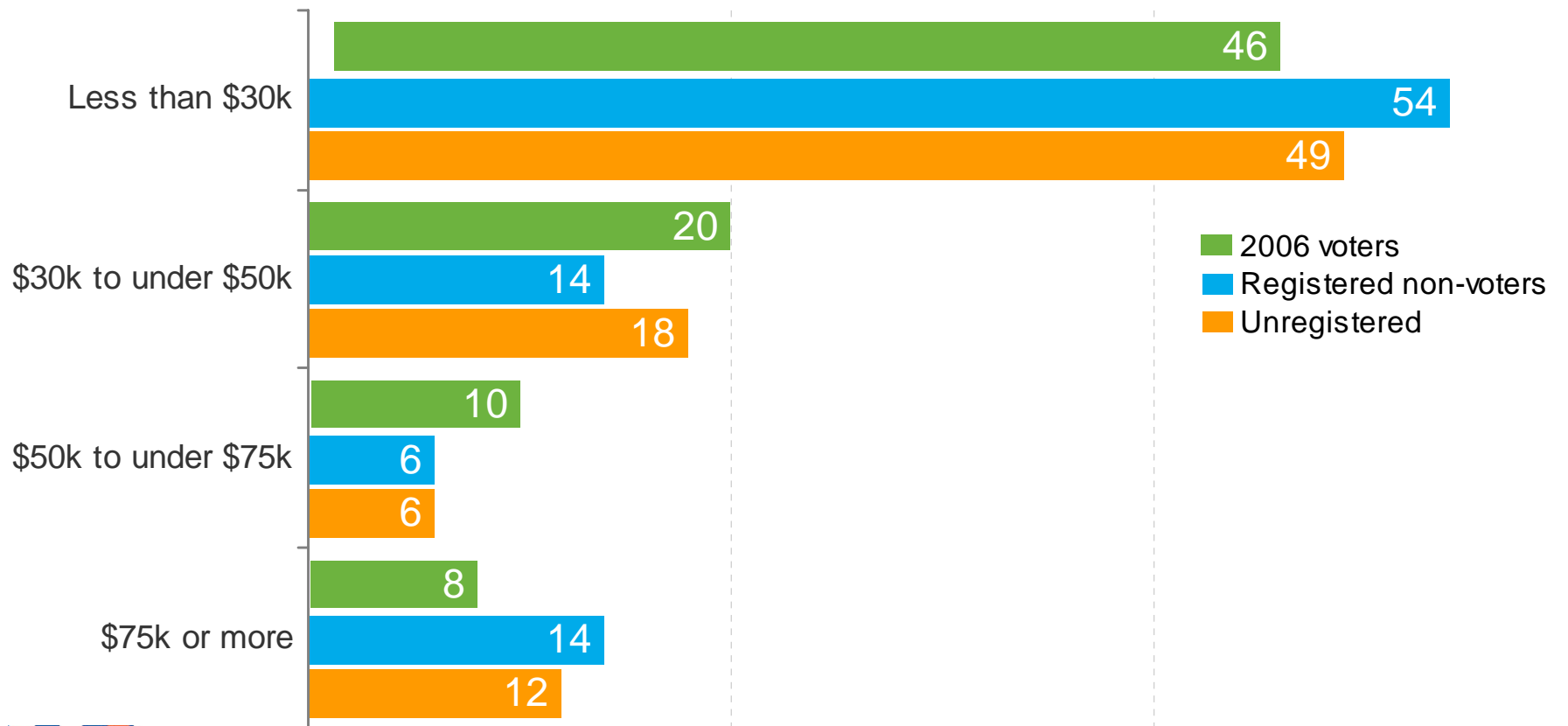


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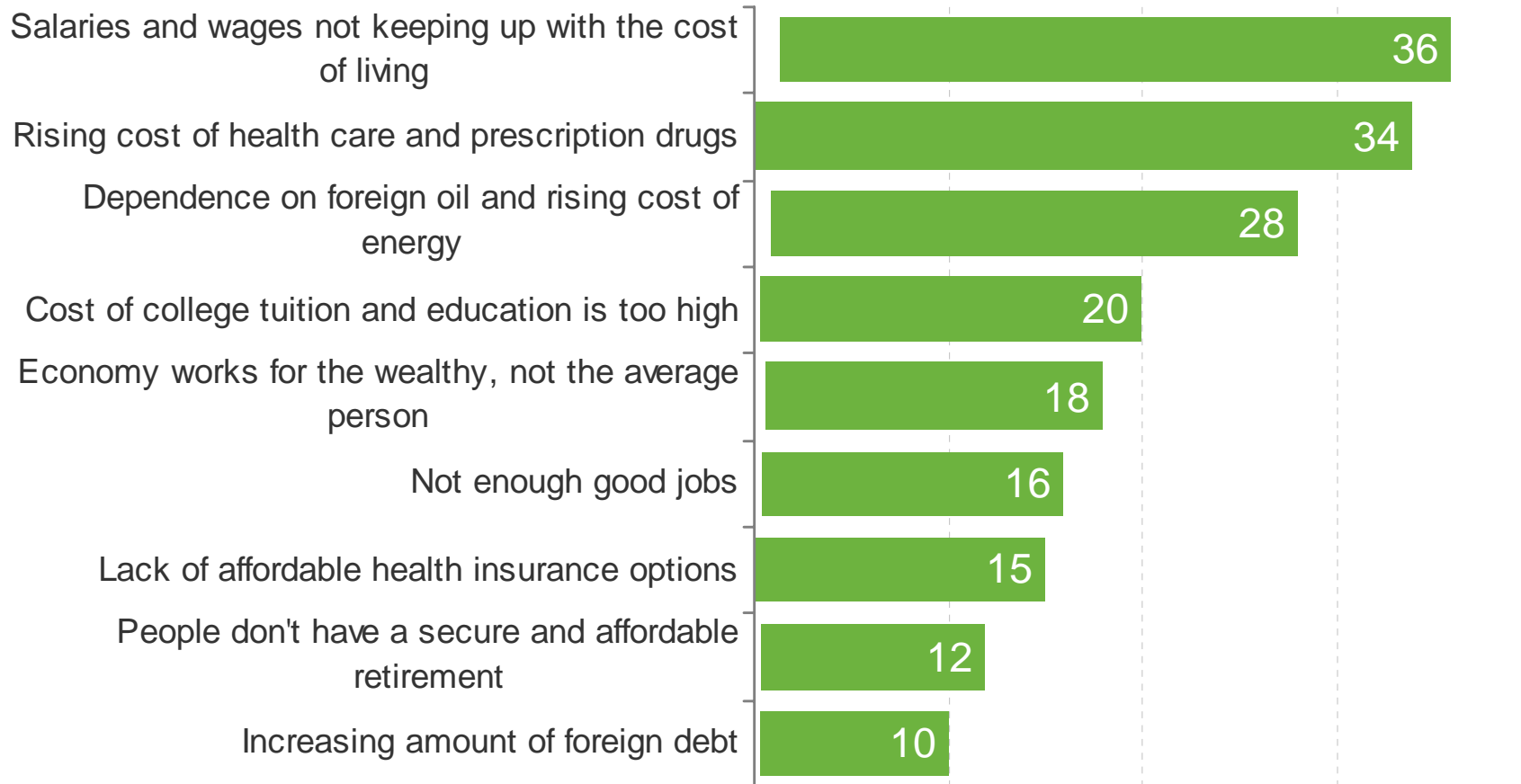
Economy a key issue for unmarried women: roughly half earn less than \$30,000 per year

Last year, that is in 2006, what was your total family income from all sources, before taxes?



Stagnant wages, rising costs hurt women on their own

What are the TWO biggest economic problems that the country is facing now?

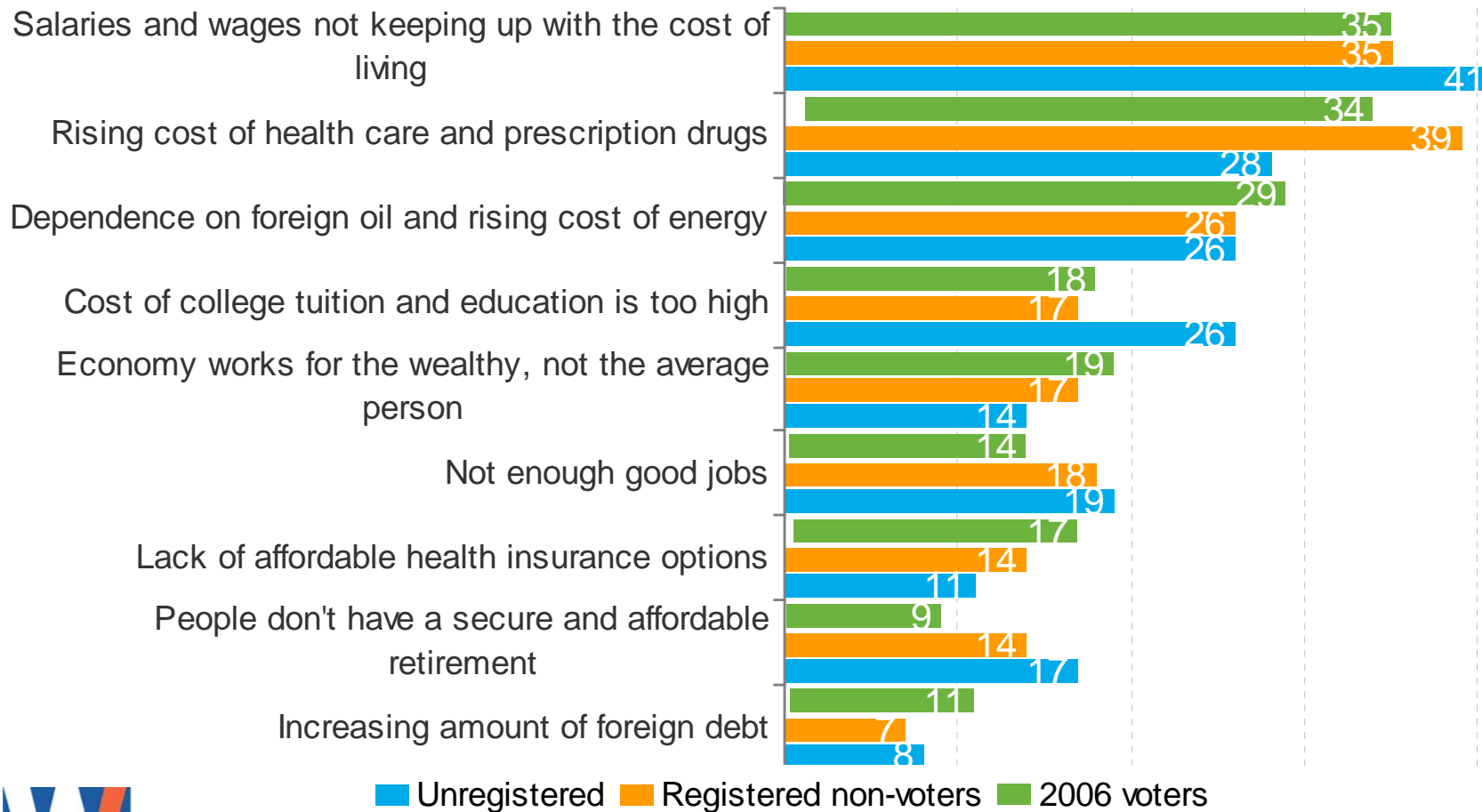


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Note: Among total unmarried women voters*

Unregistered: low salary and high tuition matters most

What are the TWO biggest economic problems that the country is facing now?



The unmarried women’s agenda: pay equity, children’s health insurance, prenatal care, tuition tax credits

Now I am going to read you some things that the Congress may take up this year. After each one, please tell me whether it would make you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support a candidate for Congress.

	Much More likely	Much/Smwt/Little More likely
Enact legislation to ensure that women receive equal pay for equal work by improving legal protections for women who face wage discrimination	73	91
Fully fund the State Children’s Health Insurance Program to ensure that virtually all children have health insurance	70	94
Expand health coverage so a woman who becomes pregnant and does not have health insurance can receive prenatal care, so babies can be born healthier	65	91
Increased federal loans and tuition tax credits to help low income people afford education beyond high school, including community college, technical training and four-year college programs	60	92

Motivating drop-off & unregistered voters

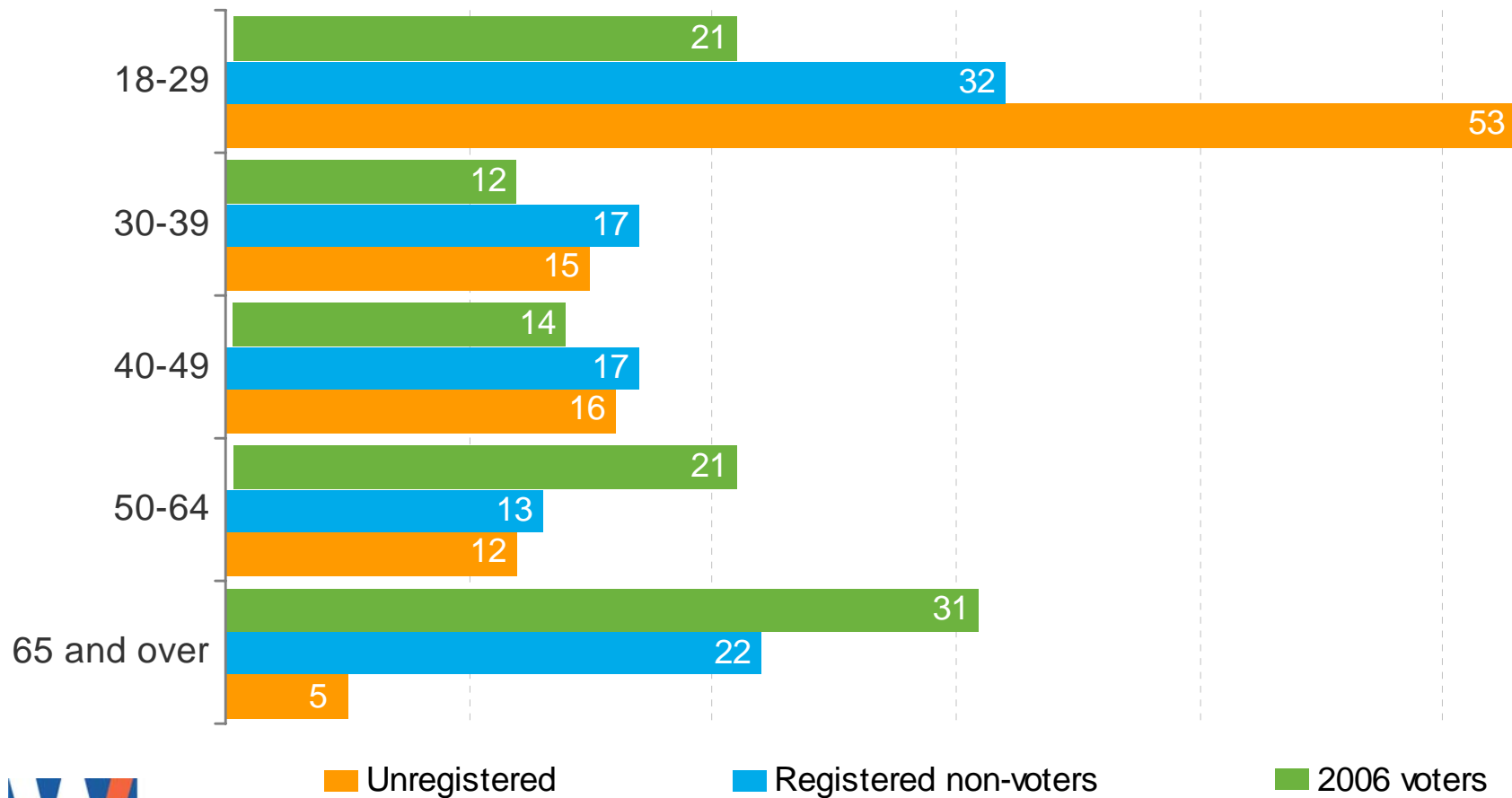


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Most unregistered voters are under 30

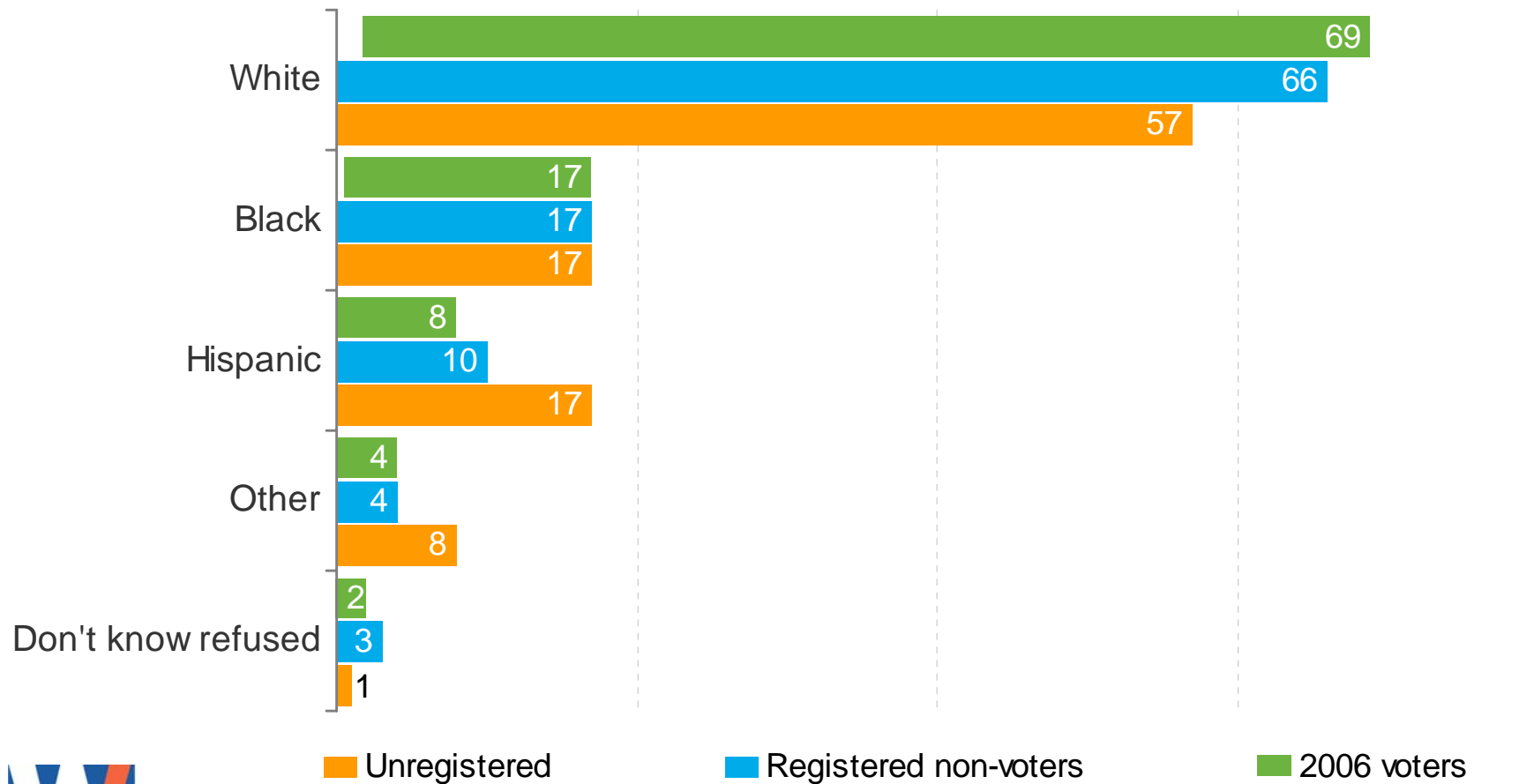
In what year were you born?



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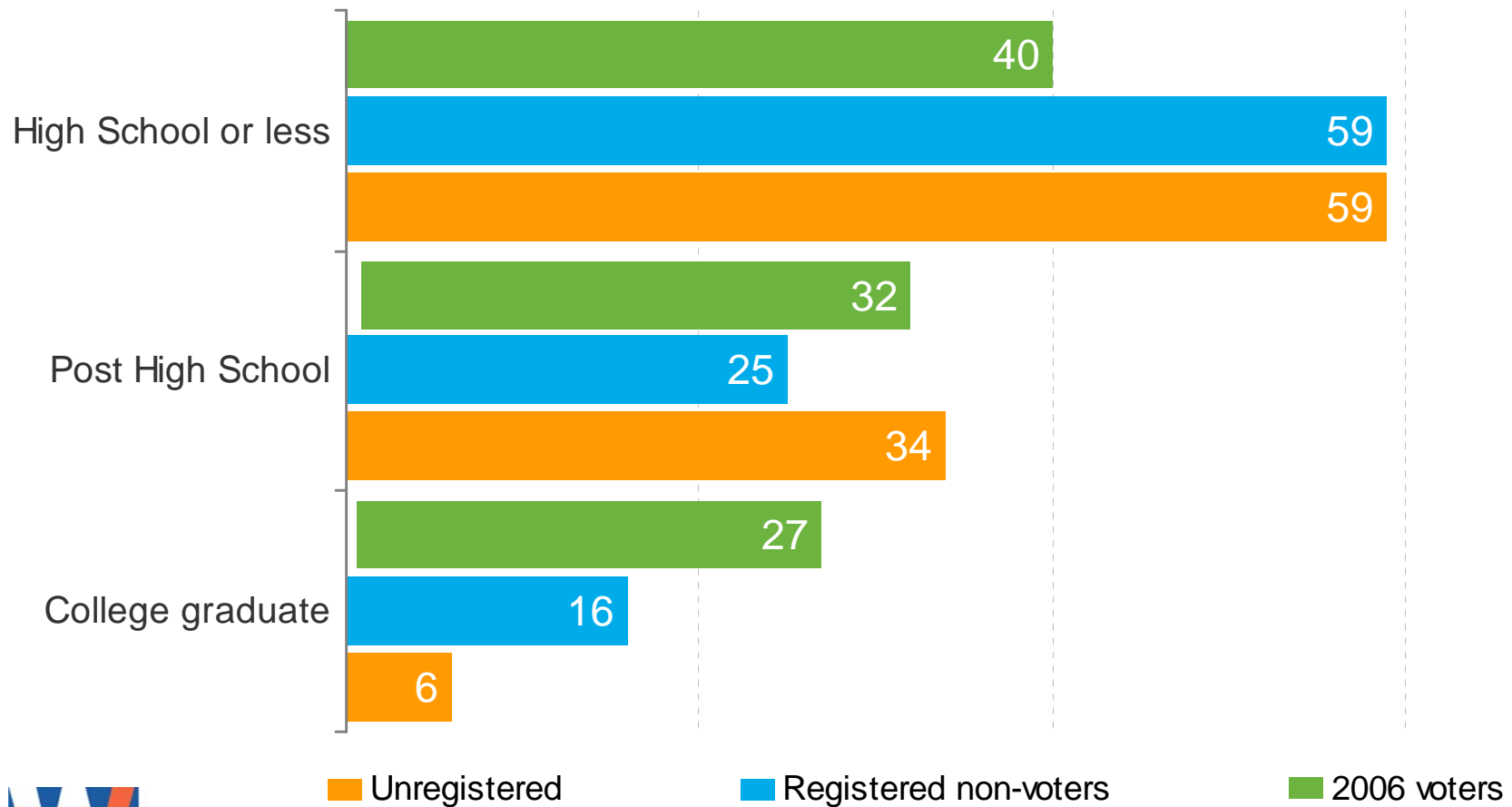
Those who didn't vote are more racially diverse

What is your race?



Drop-off and unregistered voters less educated

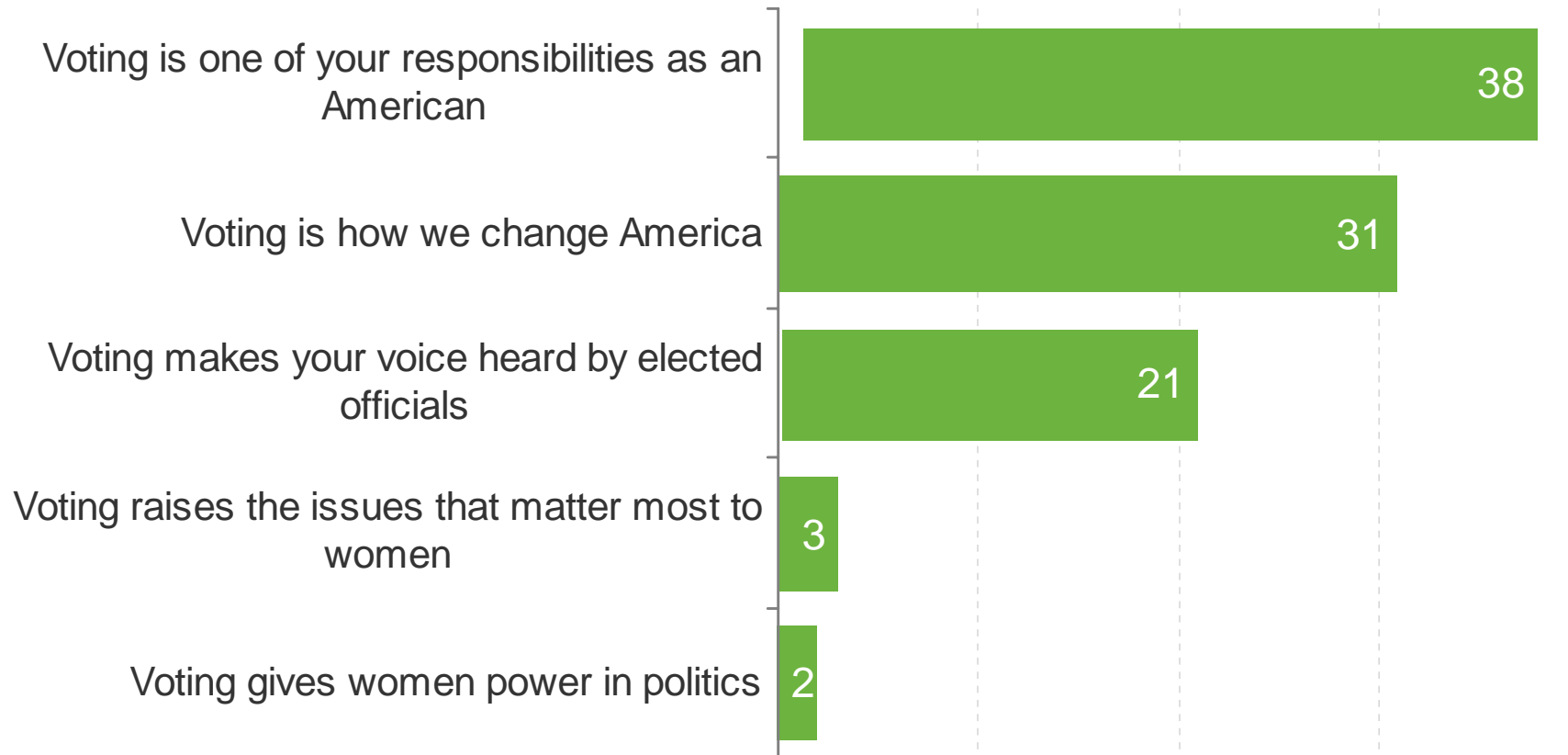
What is the last year of schooling you have completed?



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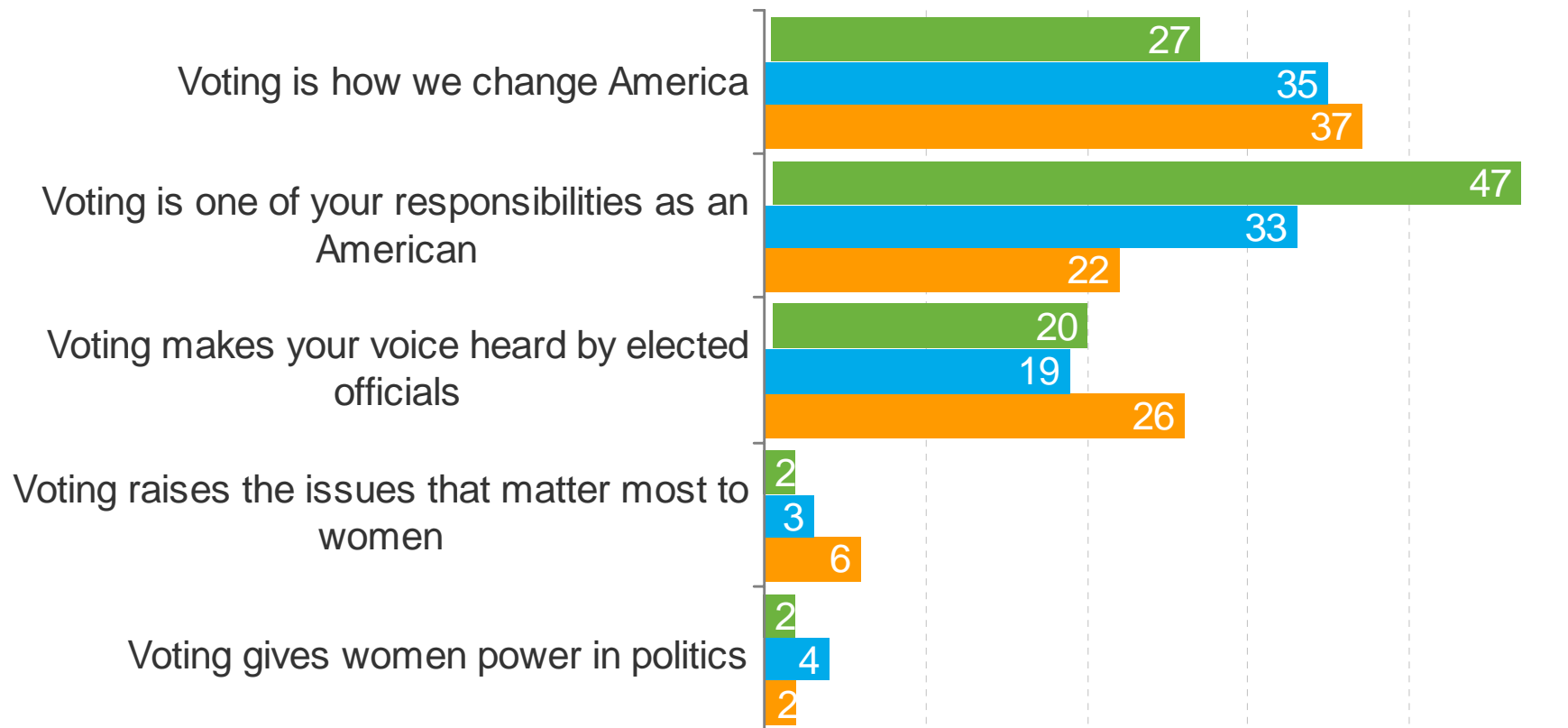
Civic responsibility, 'changing America' dominant reasons to vote in '06

Which of the following reasons stands out as the most important reason to vote?



Changing America most important motivator for least engaged

Which of the following reasons stands out as the most important reason to vote?



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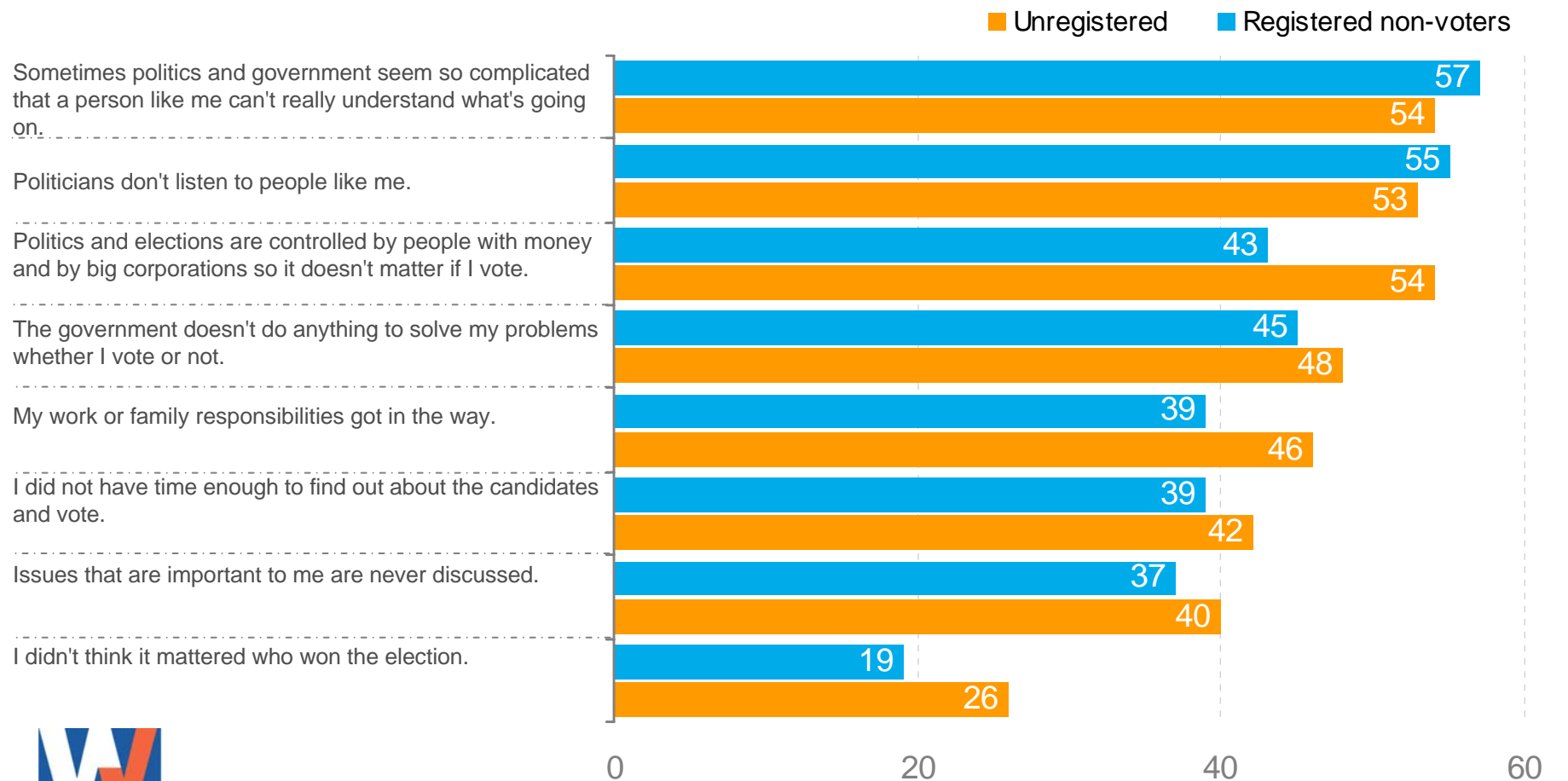
Unregistered

Registered non-voters

2006 voters

Non-voters do not participate because politics are too complicated and they are cynical about politicians

Here are some statements that people have made about why they did not vote in recent elections. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.



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