

# 2008 EMILY's List Women's Monitor



**18 to 80 – Women on  
Politics and Society**



**EMILY's List**

**GARINHARTYANG RESEARCH GROUP**

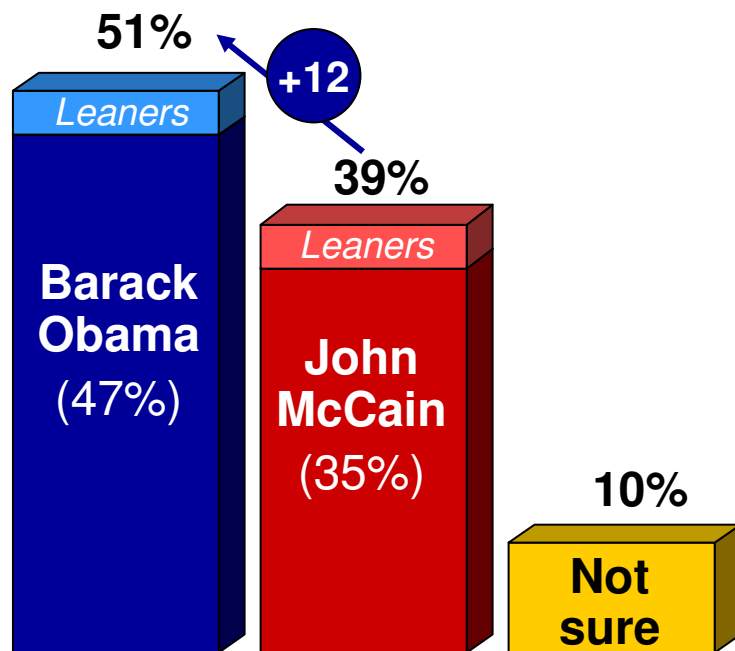
# Methodology

- ◆ Emily's List 2008 Women's Monitor tracks the role of women voters in federal elections.
- ◆ Interviews were conducted August 1 – 7, 2008, among 1,406 women who are registered to vote, categorized by age as follows.
  - Gen Y women age 18 to 27 (born 1981-1990), 202 telephone interviews, 300 online interviews (502 total)
  - Gen X women age 28 to 43 (born 1965-1980), 301 telephone interviews
  - Boomer women age 44 to 62 (born 1946-1964), 300 telephone interviews
  - Senior women age 63 and older (born before 1946), 303 telephone interviews
- ◆ The margin of error is  $\pm 2.7$  percentage points among all women voters, higher among subgroups.

# Snapshot Of Key 2008 Electoral Dynamics

# The Presidential Race Among Women Voters

## Trial Heat for President

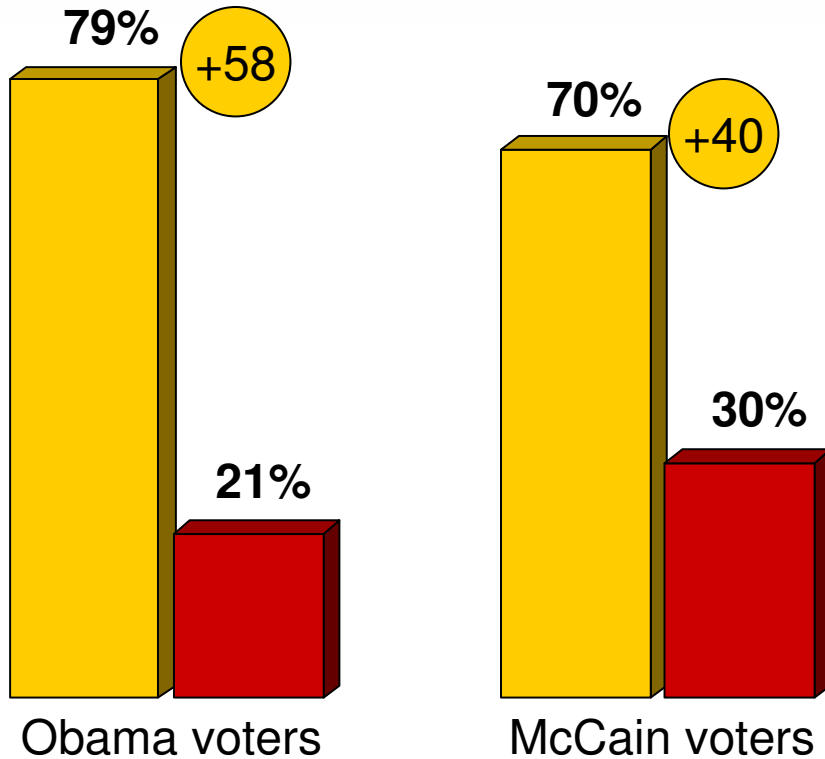


Women Voters and Presidential Elections		
<i>(from VNS exit polls)</i>		
2004	+3	Kerry
2000	+11	Gore
1996	+16	Clinton
1992	+8	Clinton

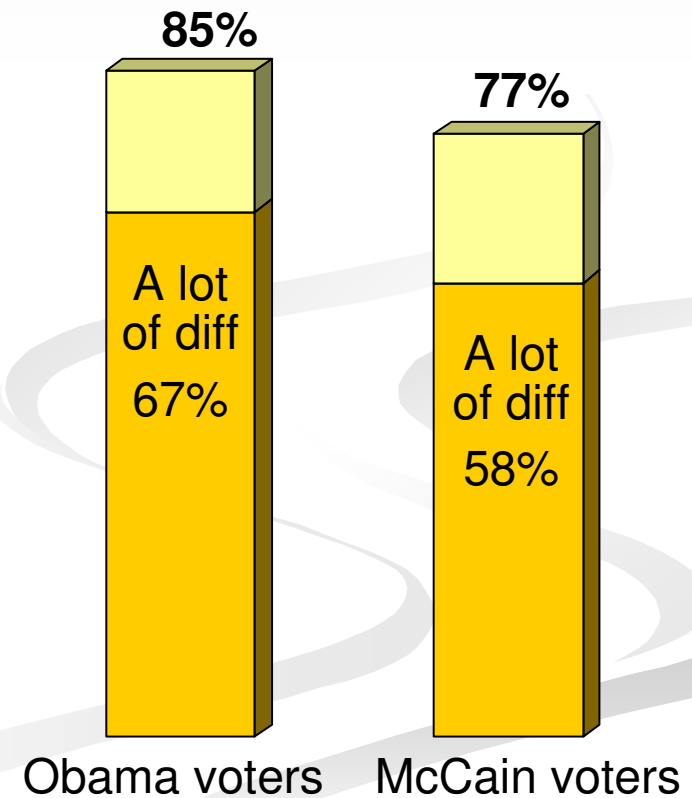
# Intensity Favors Obama

## Intensity of Support

■ Mind is made up ■ Mind not made up



## Outcome of presidential election will make a lot/fair amount of difference in my life



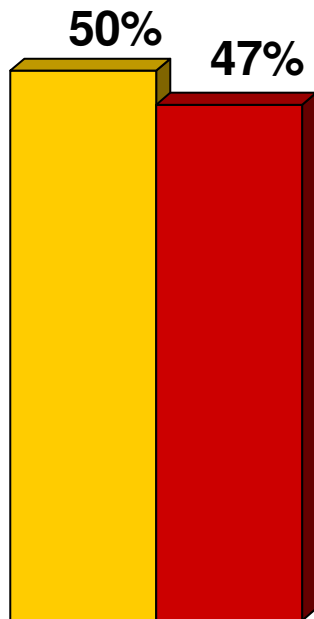
# The Presidential Race Across Generations/Key Audiences

	Vote/lean Obama	Vote/lean McCain	Advantage Obama
<b>All women voters</b>	<b>51%</b>	<b>39%</b>	<b>+12</b>
Gen Y	62%	32%	+30
Gen X	49%	41%	+8
Boomers	49%	43%	+6
Seniors	49%	38%	+11
Whites	44%	46%	-2
African Americans	91%	3%	+88
Hispanics	61%	33%	+28
Catholics	58%	34%	+24
Nonevangelical churchgoers	50%	40%	+10
Evangelicals	33%	58%	-25
High school/less education	50%	39%	+11
Some college	48%	40%	+8
College graduates	50%	45%	+5
Postgraduate education	64%	29%	+35

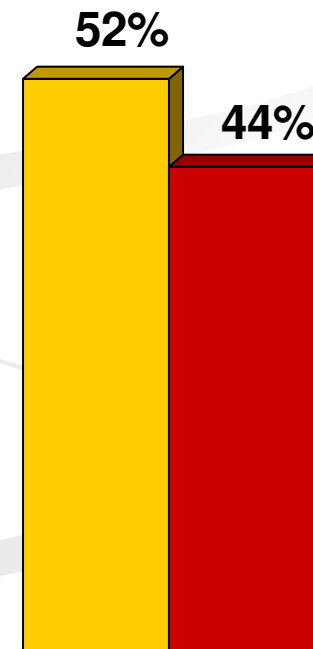
# Still A Fluid Race

## Familiarity with Presidential Candidates

Barack Obama



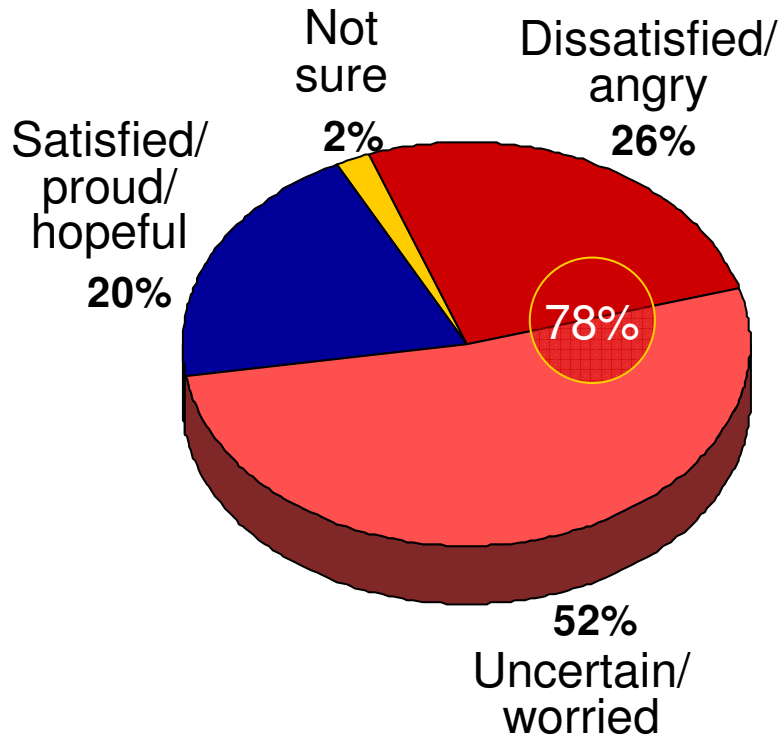
John McCain



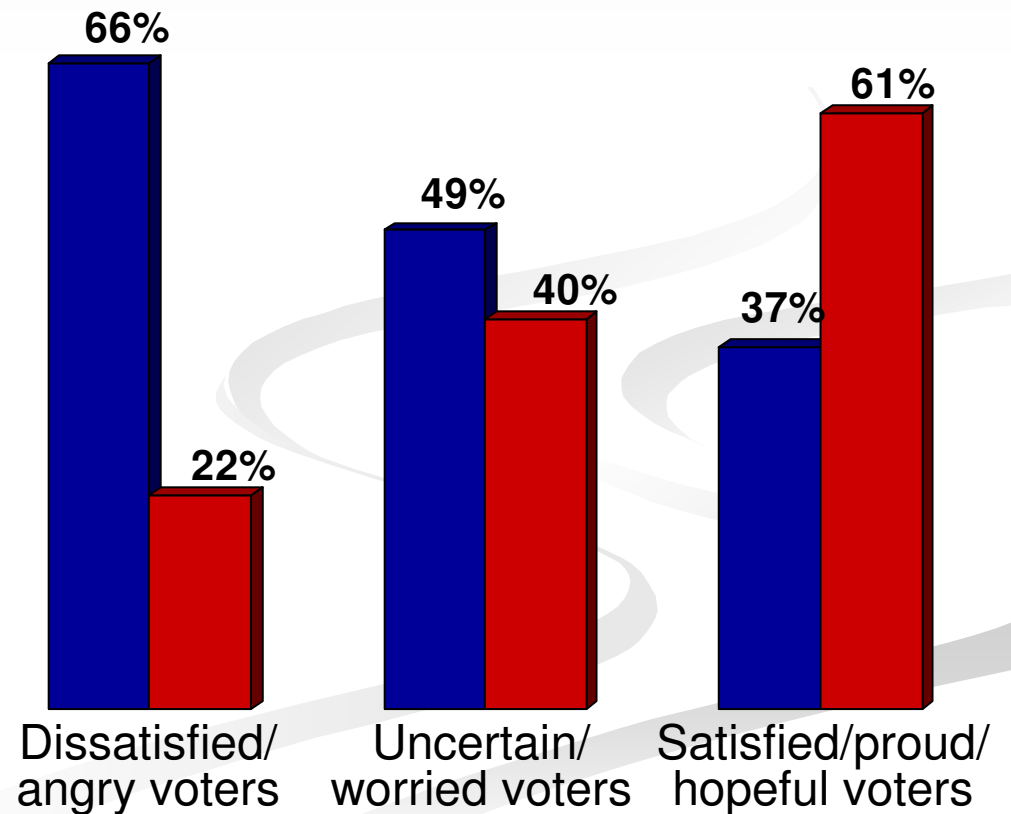
- I have a pretty good sense of him and the kind of president he would be
- I still have a lot to learn about him

# Context For The 2008 Elections

Which word best describes your feelings about the country's overall direction these days?

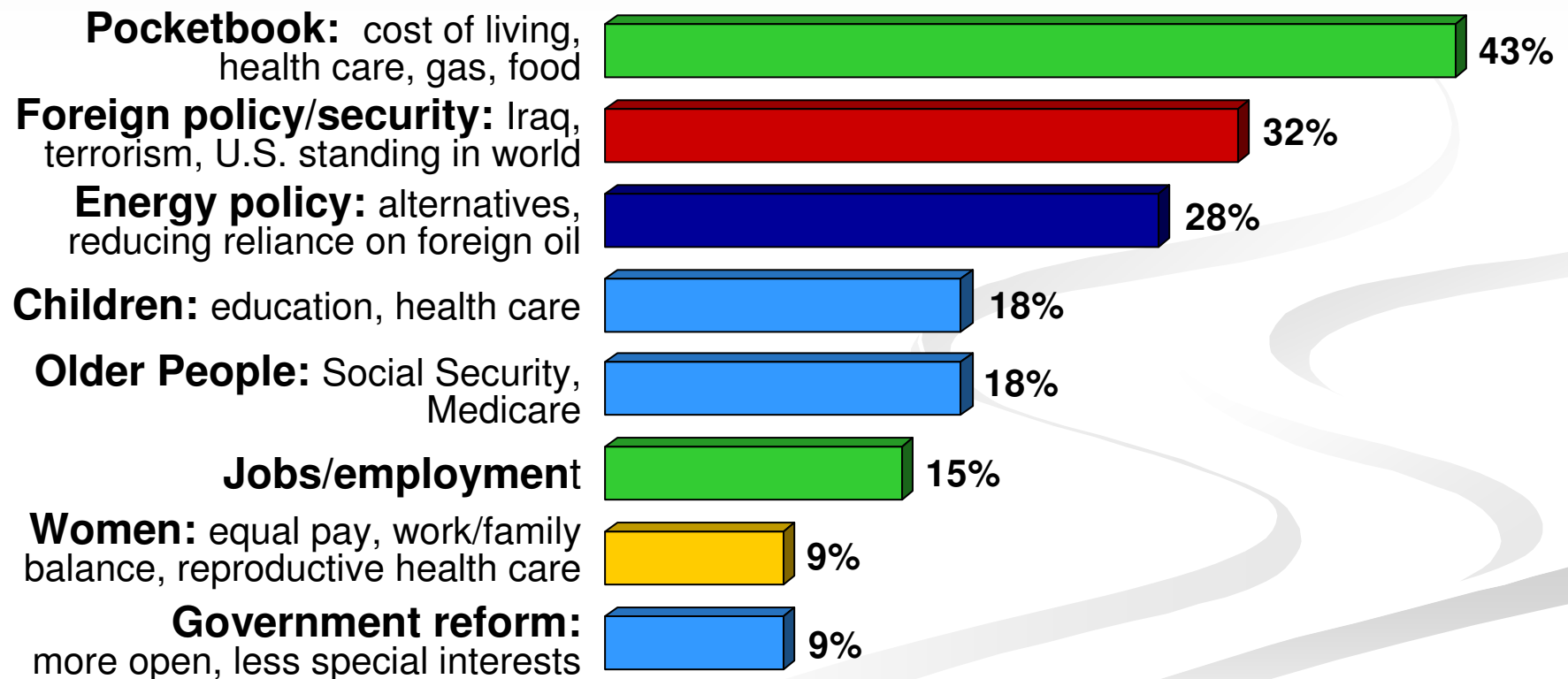


Trial Heat for President



# Women Voters' Issue Agenda

*Which one or two types of issues are most important to you in deciding how to vote this year?*



# Most Important Qualities In A President

	All women	Gen Y	Gen X	Boomers	Seniors
Vision for future, positive plans to meet challenges	38%	48%	38%	39%	32%
Unites people, works across party lines	31%	27%	27%	34%	35%
Cares about, relates to average person	29%	36%	28%	30%	22%
Experience, background, knowledge	27%	25%	26%	28%	26%
Moral, family, personal values I relate to	25%	25%	28%	25%	22%
Independent, doesn't follow party line	13%	14%	18%	10%	12%

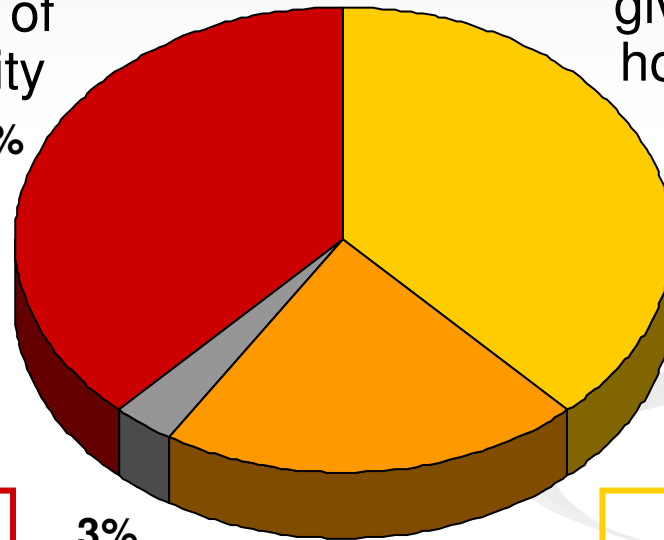
# Most Important Presidential Trait

Someone who will give me a feeling of safety and security

38%

Someone who will give me a feeling of hope and optimism

38%



3%  
Neither/  
not sure

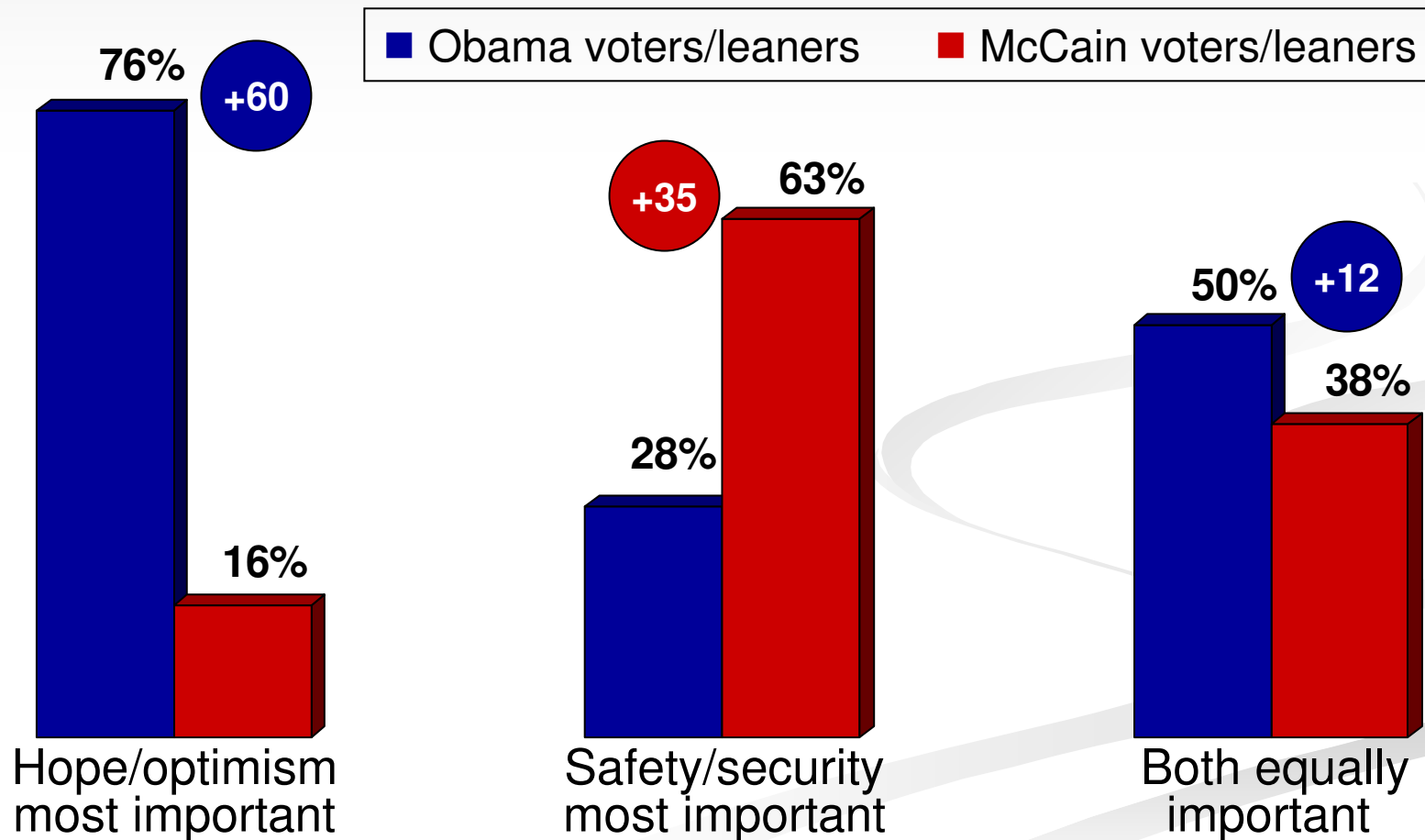
21%  
Both  
equally

	Security	Hope
Republicans	60%	16%
Non-college	43%	35%
Independents	40%	32%
Gen X	40%	33%
Seniors	40%	36%

	Hope	Security
Democrats	56%	23%
Non-widowed single	50%	32%
College grads	44%	32%
Boomers	41%	32%
Neg on US direction	41%	36%

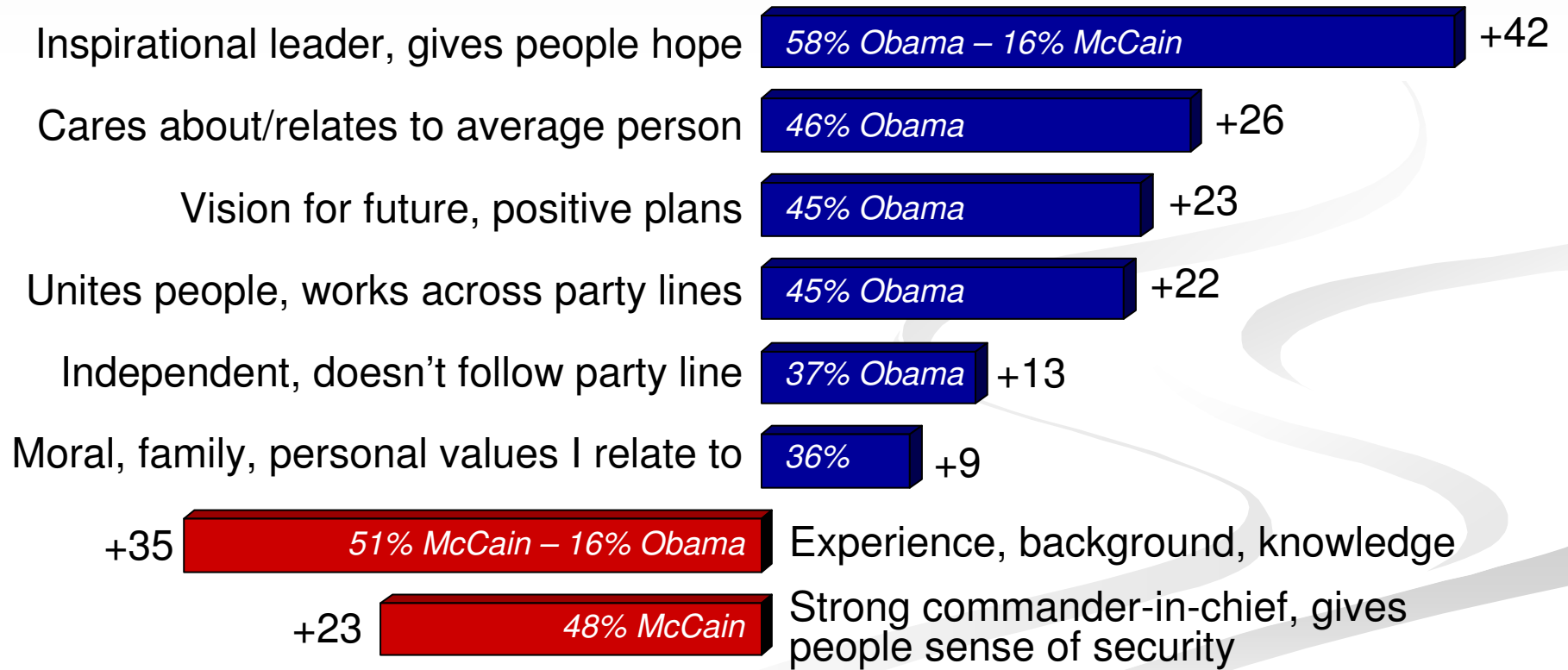
# How Preference For Key Presidential Trait Drives Vote

## Trial Heat for President



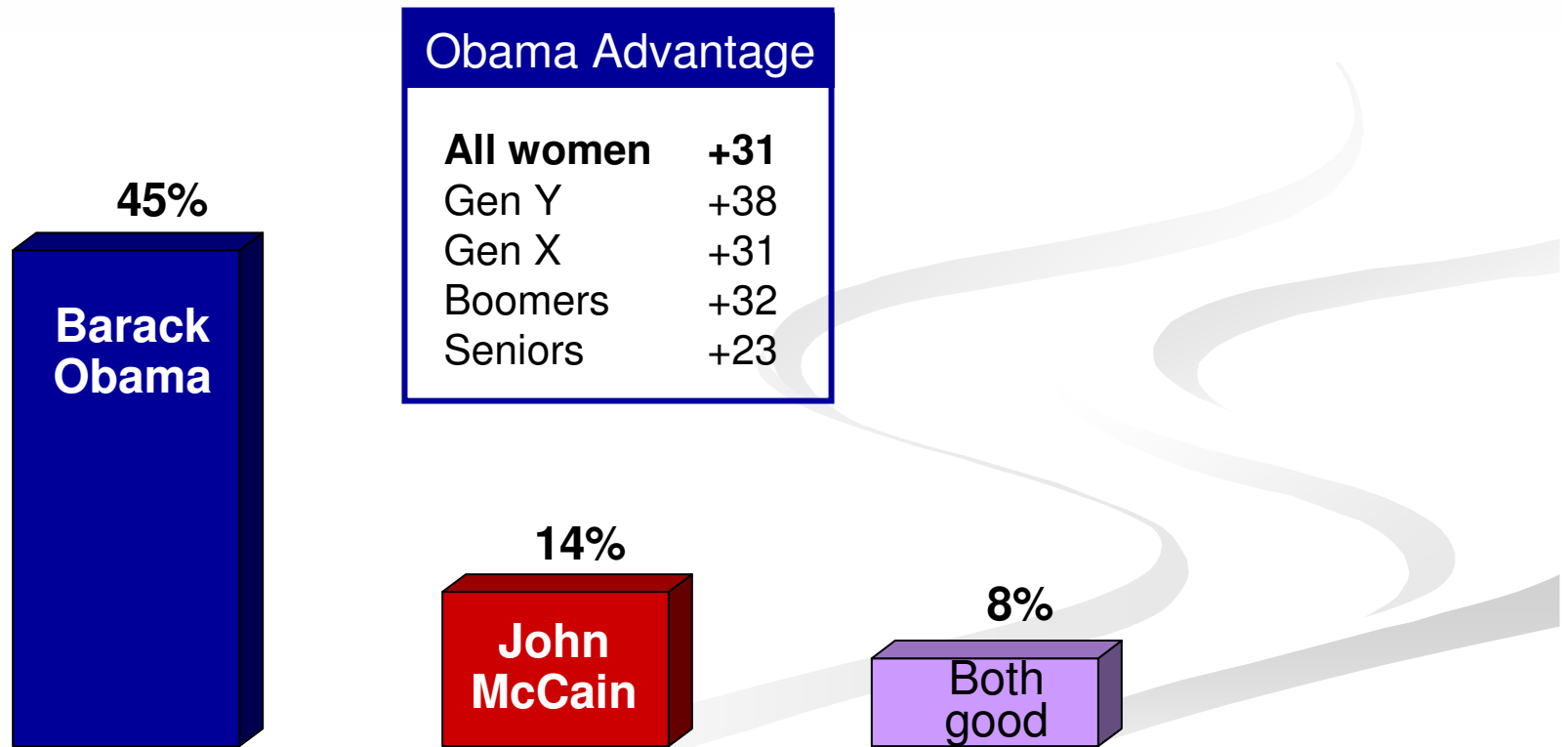
# Women Voters' Evaluations Of The Presidential Candidates

*Which candidate is better on each of these qualities?*



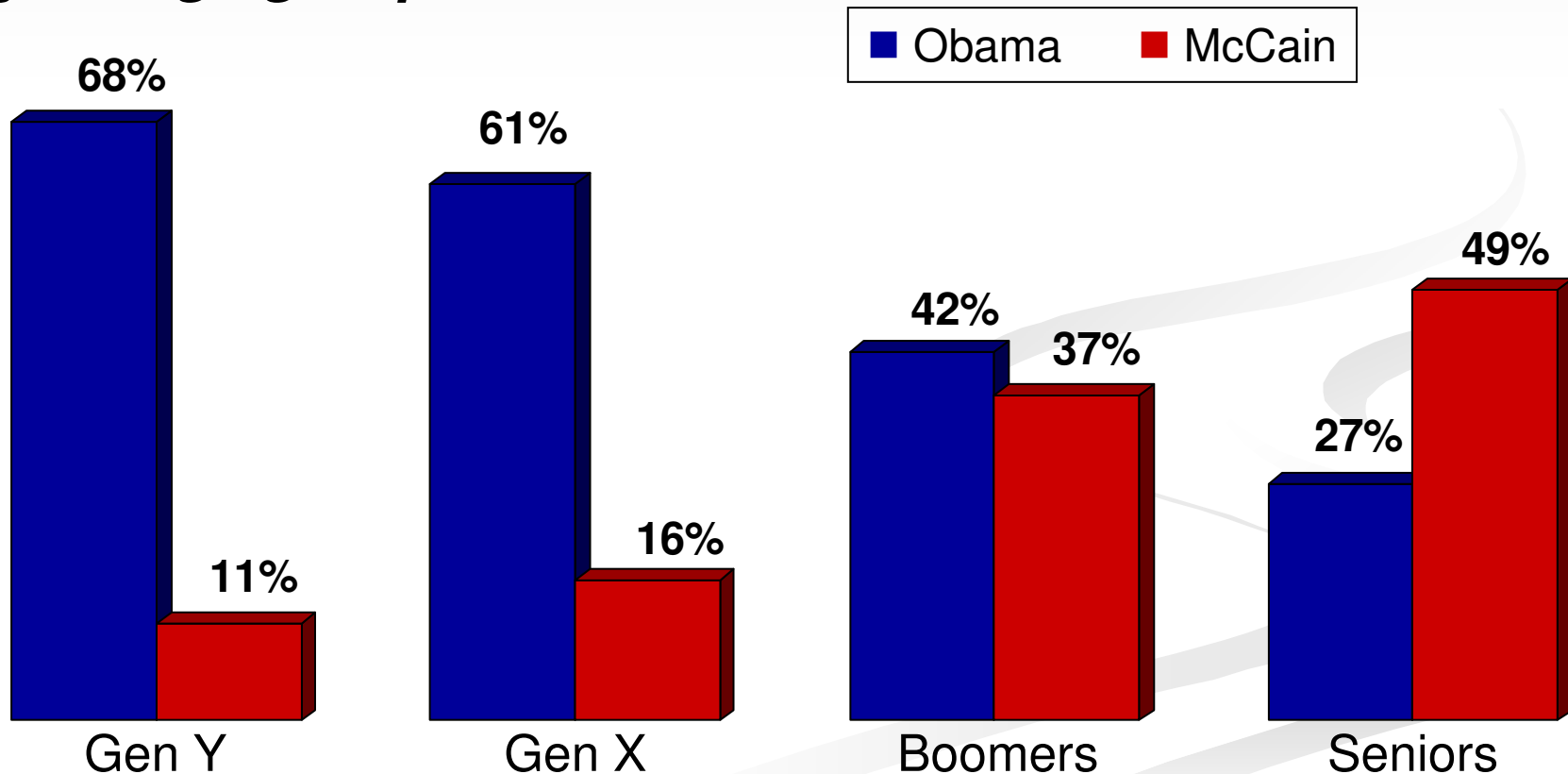
# Relating To Women Voters' Concerns

*Which candidate has a better understanding of the issues and concerns important to women today?*



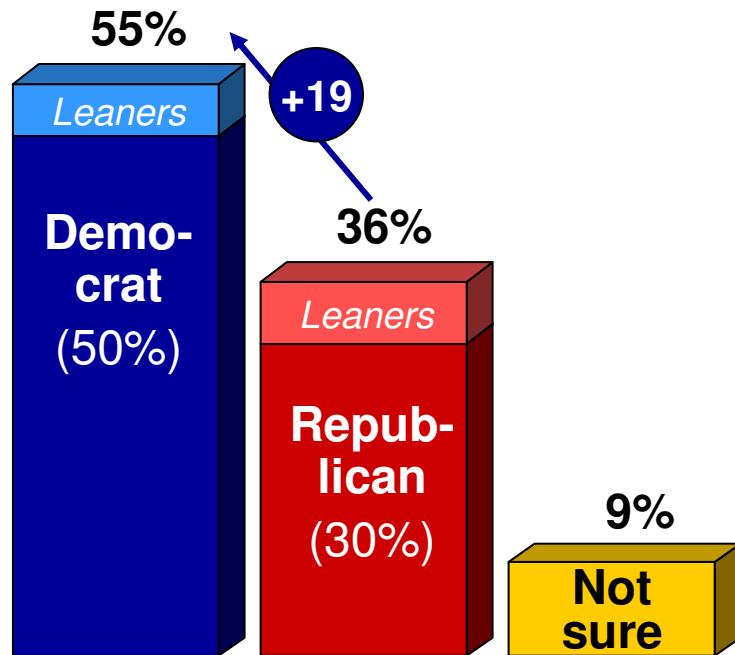
# Relating To Generational Concerns

*Which candidate has a better understanding of the issues and concerns important to your generation and people in your age group?*



# The Congressional Race Among Women Voters

## Trial Heat for Congress



### Women Voters and Congressional Elections

(from VNS exit polls)

2006	+12	Democrat
2004	+6	Democrat
2002	Even	
2000	+8	Democrat
1998	+6	Democrat
1996	+10	Democrat
1994	+6	Democrat
1992	+10	Democrat

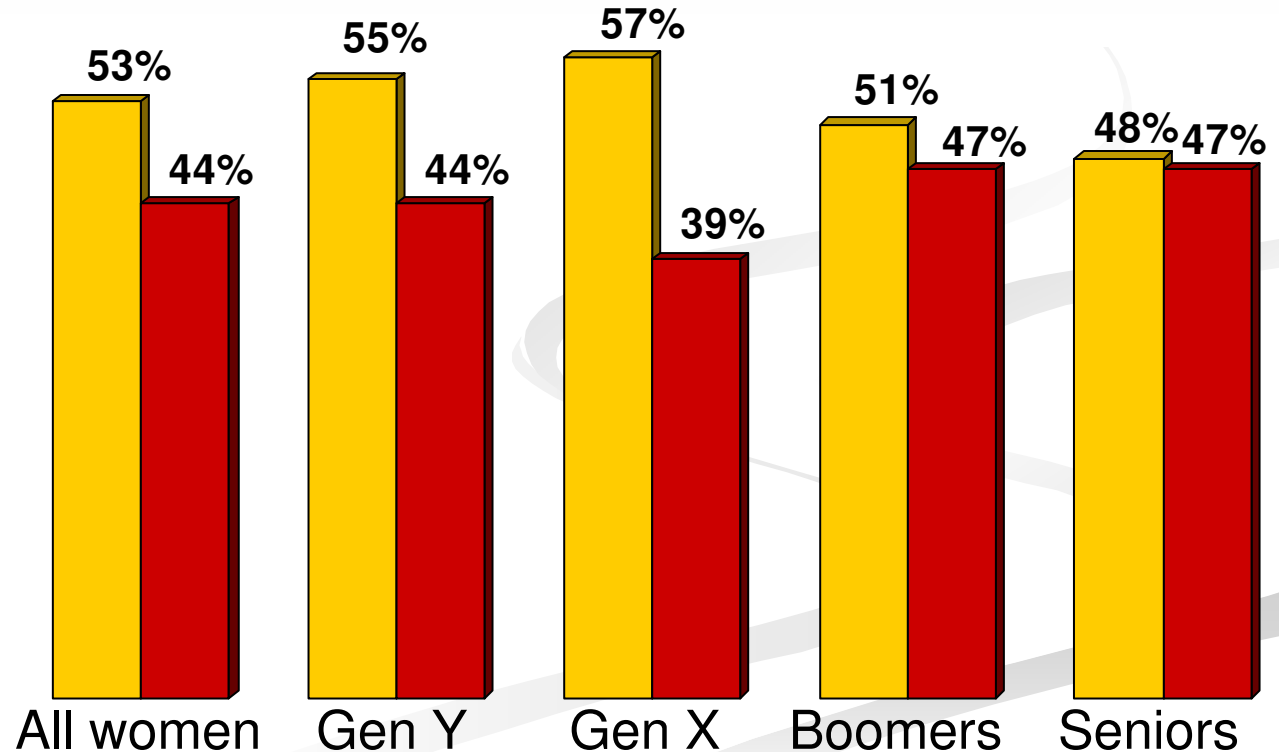
# Generational Profiles



# Perceived Women's Agenda

When deciding how they will vote:

- Women have different concerns, interests, and priorities than men do
- Women have basically the same concerns, interests, and priorities as men do



# Gen Y Millennials

*Age 18 to 27 (born 1981-1990)*

## Political Profile

- ◆ 2004 voted for Kerry by 13 points (56% to 43%)\*
- ◆ Currently voting for Obama by 30 points (62% to 32%)
- ◆ Currently voting for Democrat for Congress by 28 points (59% to 31%)
- ◆ Highest level of engagement in the presidential race: 87% say it will make a lot/fair amount of difference who is elected president
- ◆ Internet is by far their leading source for political news (one in four uses social networking sites to learn about candidates and issues)
- ◆ 72% say they have different voting concerns & priorities than other generations (more concerned about the environment, energy, and securing good paying jobs)
- ◆ Political heroes: Bill Clinton, Hillary Clinton, Barack Obama

\*Data of voters who were age 18 to 29 in 2004

# Gen Y Millennials

*Age 18 to 27 (born 1981-1990)*

## A Look Inside

- ◆ Evenly split (more optimistic than other women) on whether this is a good time to be a young person starting out in America (47% agree, 51% disagree)
- ◆ Unique in viewing shift from manufacturing to service and technology as positive development (39% favorable, 20% unfavorable), but more worried about prospect of changing jobs and employers (40% unfavorable, 28% favorable)
- ◆ The only generation to have a favorable view of increasing acceptance of gays and lesbians and same sex unions (53% favorable, 28% unfavorable)
- ◆ More than three in four (76%) are members of a social networking site; 25% get info about candidates and issues there

# Gen X

*Age 28 to 43 (born 1965-1980)*

## Political Profile

- ◆ 2004 narrowly favored Bush by 1 point (49% Kerry, 50% Bush)\*
- ◆ Currently voting for Obama by 8 points (49% to 41%)
- ◆ Currently voting for Democrat for Congress by 10 points (50% to 40%)
- ◆ Significant drop-off from Gen Y in engagement in the presidential race: 77% say who is elected president will make a lot/fair amount of difference; have the most to learn about both candidates (54% admit they still have a lot to learn about Obama, 52% say same about McCain)
- ◆ Notable in preferring a president who gives them a sense of safety and security (40%) over one offering hope and optimism (33%); give McCain strongest margin over Obama on being a strong commander in chief
- ◆ Political heroes: Ronald Reagan, Bill Clinton, Hillary Clinton

\*Data of voters who were age 30 to 44 in 2004

# Gen X

*Age 28 to 43 (born 1965-1980)*

## A Look Inside

- ◆ 75% are married, 73% have children under 18 at home
- ◆ A “hybrid” generation bridging the gap between Gen Y and older Boomers and Seniors, with divided identities on key social and economic trends including
  - Greater acceptance of gays, lesbians and same sex unions (40% favorable, 41% unfavorable)
  - Shift from manufacturing to service and technology based economy (35% favorable, 34% unfavorable)

# Boomers

*Age 44 to 62 (born 1946-1964)*

## Political Profile

- ◆ 2004 evenly split (49% Kerry, 49% Bush)\*
- ◆ Currently voting for Obama by 6 points (49% to 43%)
- ◆ Currently voting for Democrat for Congress by 17 points (55% to 38%)
- ◆ Half (50%) describe themselves as pro-active in seeking political information
- ◆ Notable in preferring a president who offers hope and optimism (41%) over security and safety (32%)
- ◆ Especially likely to see affordable health care as personal pocketbook issue
- ◆ Political heroes: John Kennedy, Hillary Clinton, Ronald Reagan, Bill Clinton

\*Data of voters who were age 45 to 64 in 2004

# Boomers

*Age 44 to 62 (born 1946-1964)*

## A Look Inside

- ◆ Notable in their preference for a president who offers hope and optimism (41%) over one who offers safety and security (32%)
- ◆ Health care affordability is an especially relevant, pocketbook issue
- ◆ Having come of age during the women's movement, Boomers are especially charged in their perspective on gender roles:
  - **They are least likely to feel women have equal opportunities as men in the workplace**
  - **Most likely to say sexism is still a problem**
  - **Most likely to reject the notion that a woman needs to be married with children to have a truly fulfilled life**
- ◆ They more closely mirror Gen Y and Gen X in views of expanding access to the internet

# Seniors

*Age 63 and older (born before 1946)*

## Political Profile

- ◆ 2004 voted for Kerry by 7 points (53% Kerry, 46% Bush)\*
- ◆ Currently voting for Obama by 11 points (49% to 38%)
- ◆ Currently voting for Democrat for Congress by 27 points (59% to 32%)
- ◆ Of all generations, biggest gap in Democratic advantage between congressional (+27) and presidential (+11) vote
- ◆ Issue agenda heavily centered on pocketbook issues and Social Security/Medicare; place uniquely strong emphasis on curbing government waste and inefficiency as a personal economic issue
- ◆ Half (50%) describe themselves as pro-active in seeking political information
- ◆ 41% have made a political contribution (candidate, cause, party) in past 24 months
- ◆ Political heroes: JFK, Reagan, Bill Clinton, Hillary Clinton

\*Data of voters who were age 45 to 64 in 2004

# Seniors

*Age 63 and older (born before 1946)*

## A Look Inside:

Seniors express reservations about many national & social trends that they see as leaving them behind

- ◆ One in five (20%) has an unfavorable view of growing access to Internet in American homes
- ◆ One in five (21%) has an unfavorable view of America's increasing racial diversity
- ◆ By a 24-point margin, they have a critical view of the economic shift from manufacturing to service and technology (24% favorable, 48% unfavorable)
- ◆ By a 23-point margin, they have a negative view of society's increased acceptance of gays and lesbians and same sex unions (26% favorable, 49% unfavorable)

# Status Check: Perceptions Of Women's Role In American Life

# All Generations Of Women Regard Many Key Trends As Positive

- ◆ 84% view favorably that more women are entering politics and being elected to important offices
- ◆ 78% believe it would be better if more women were elected to important offices such as governor, U.S. senator, and member of Congress
- ◆ 69% think it is very or fairly likely we will have a woman president in the next 20 years
- ◆ 80% say young women today are better off because of the increased number of choices they have compared with those of their mother's generation
- ◆ 82% reject the idea that women need to be married and have children in order to be truly fulfilled

# But Women Are Unanimous That Challenges Remain

- ◆ 76% say sexism is still a serious problem for women today
- ◆ 61% reject the notion that women today have equal opportunities and treatment as do men in the workplace (notably, older women—Boomers and Seniors—are even more adamant on this measure)
- ◆ 73% say there still is a strong need for a woman's movement with a strong political voice in America (more than seven in 10 women in each generation)