

WHAT DO THEY WANT AMERICA'S TOP PRIORITIES TO BE?



**Women's Voices
Women Vote.**

Unmarried Americans want change. They want economic opportunity to reach more people, health care to cost less, and the war to be over.

FAST FACTS

WHAT DO THEY WANT AMERICA'S TOP PRIORITIES TO BE?

	UNMARRIED	MARRIED
PERCEIVED DIRECTION OF THE COUNTRY (Battleground Poll, 2007) *voters only		
RIGHT DIRECTION	21.0%	28.1%
WRONG TRACK	70.3%	60.1%
BELIEVE WAR IN IRAQ IS AN IMPORTANT ISSUE (Battleground Poll, 2007) *voters only		
	55.5%	53.7%
RATING FOR GOVERNMENT PROVIDING FEWER OR MORE SERVICES (National Election Study, 2004) *scale from 1 to 7 measuring support for more government services (higher score indicates support for more services).		
	4.82	4.31

FAST FACTS

WHAT DO THEY WANT AMERICA'S TOP PRIORITIES TO BE?

	UNMARRIED WOMEN	MARRIED WOMEN
PERCEIVED DIRECTION OF THE COUNTRY (Battleground Poll, 2007) *voters only		
RIGHT DIRECTION	18.9%	23.4%
WRONG TRACK	71.4%	65.3%
BELIEVE WAR IN IRAQ IS AN IMPORTANT ISSUE (Battleground Poll, 2007) *voters only		
	58.9%	55.0%
RATING FOR GOVERNMENT PROVIDING FEWER OR MORE SERVICES (National Election Study, 2004) *scale from 1 to 7 measuring support for more government services (higher score indicates support for more services).		
	4.95	4.56

SUMMARY

WHAT DO THEY WANT AMERICA'S TOP PRIORITIES TO BE?

- *Unmarried Americans think the country is headed off on the wrong track and want to see a change in direction (70% wrong track).*
- *Getting out of Iraq and reforming health care are top issue concerns for unmarried America, especially unmarried women.*
- *Unmarried voters also seek relief from stagnant wages and rising costs.*
- *Unmarried Americans also differ from married Americans in that they see a larger role for government on these issues.*

SUMMARY

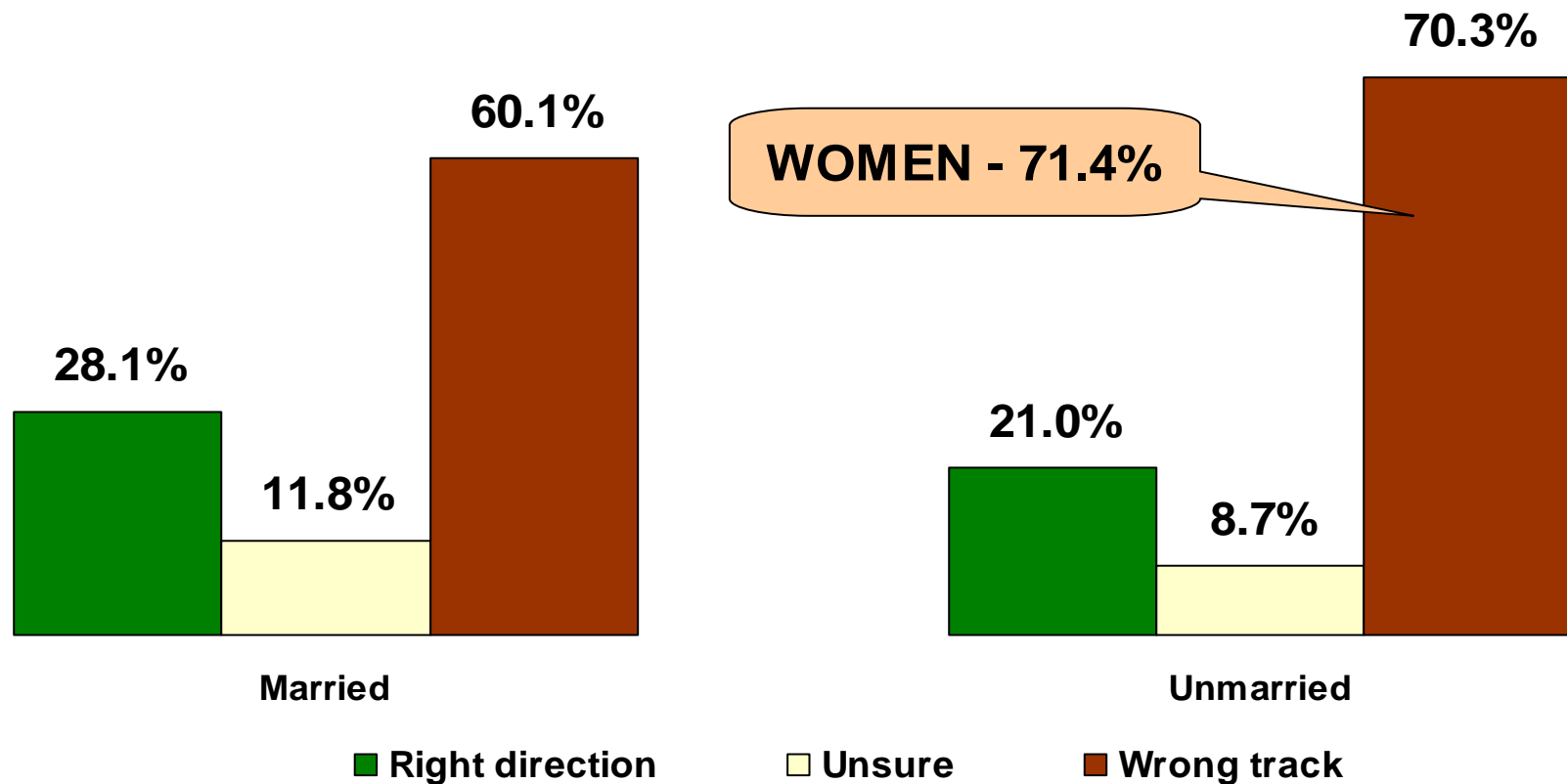
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WHAT DO THEY WANT AMERICA'S TOP PRIORITIES TO BE? Unmarried Women

- ***Iraq is the most important issue today for unmarried women.***
- ***On most issues pertaining to government policy, unmarried female voters take a more progressive viewpoint than their male counterparts and see a larger role for government in helping to solve the challenges they face.***

Married voters think the country is heading down the wrong track, but unmarried voters are especially likely to feel this way.

COUNTRY GOING IN THE RIGHT DIRECTION OR OFF ON THE WRONG TRACK?



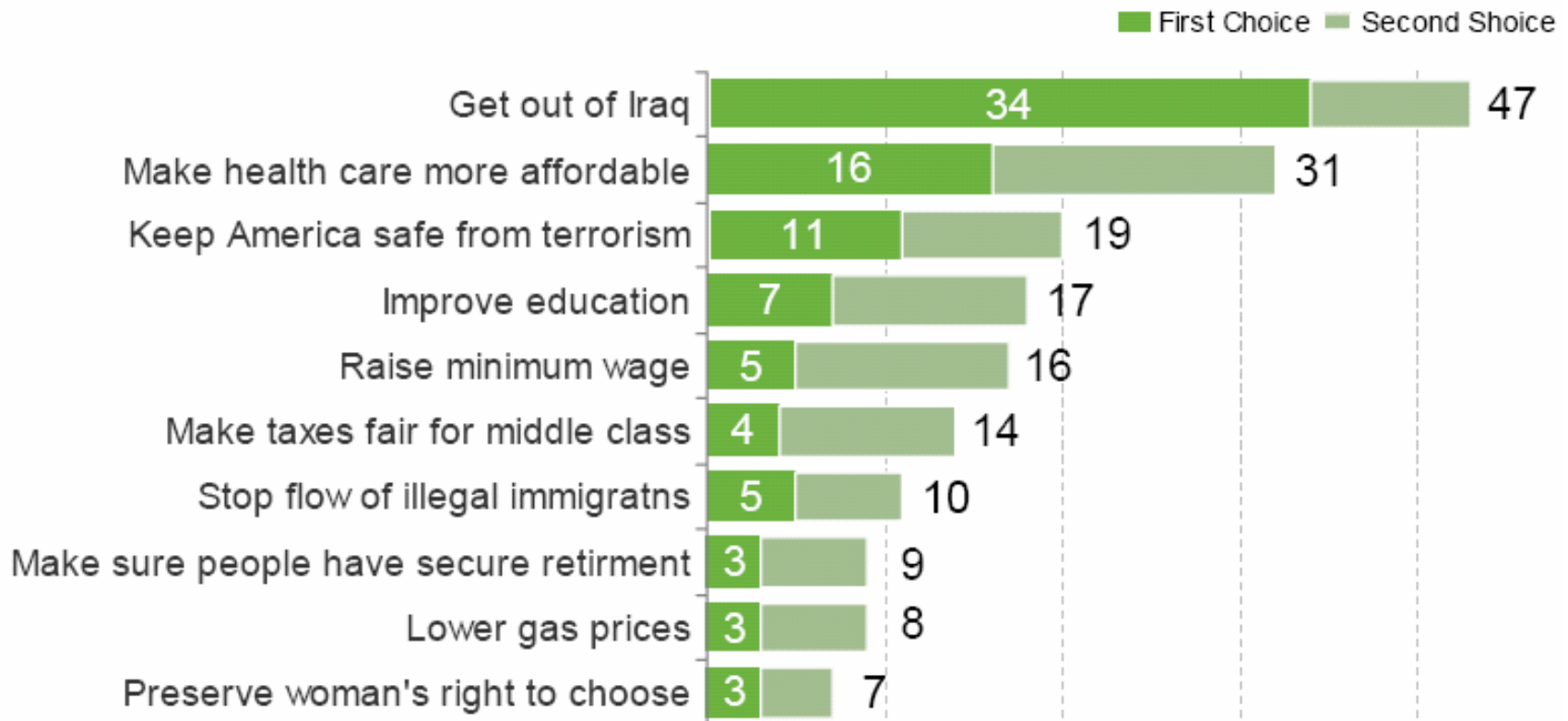
Battleground Poll, Jan 2007

Unmarried America, 2007



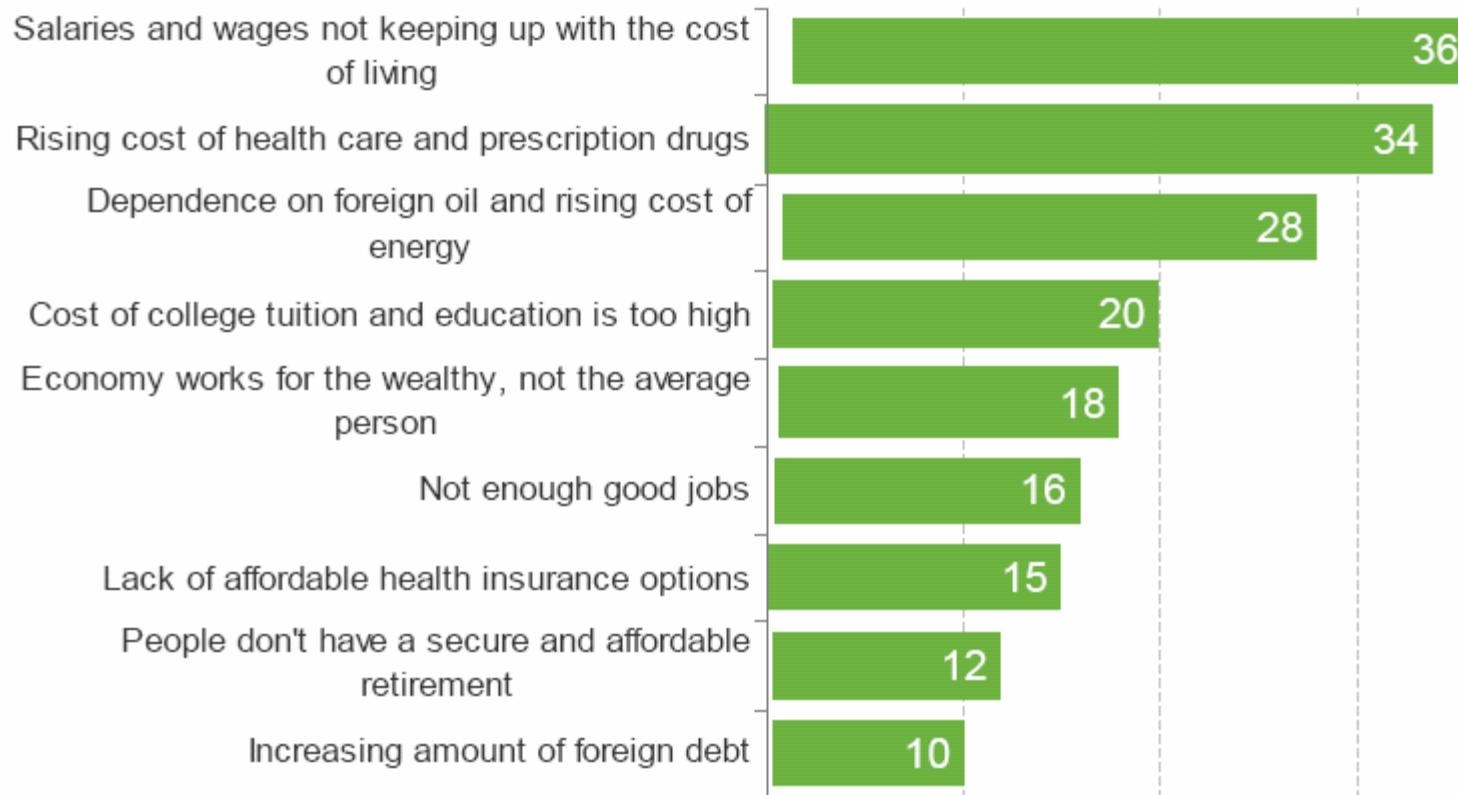
On a somewhat different measure, close to half of unmarried women want Congress to deal with getting the United States out of Iraq, followed by lowering health care costs.

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



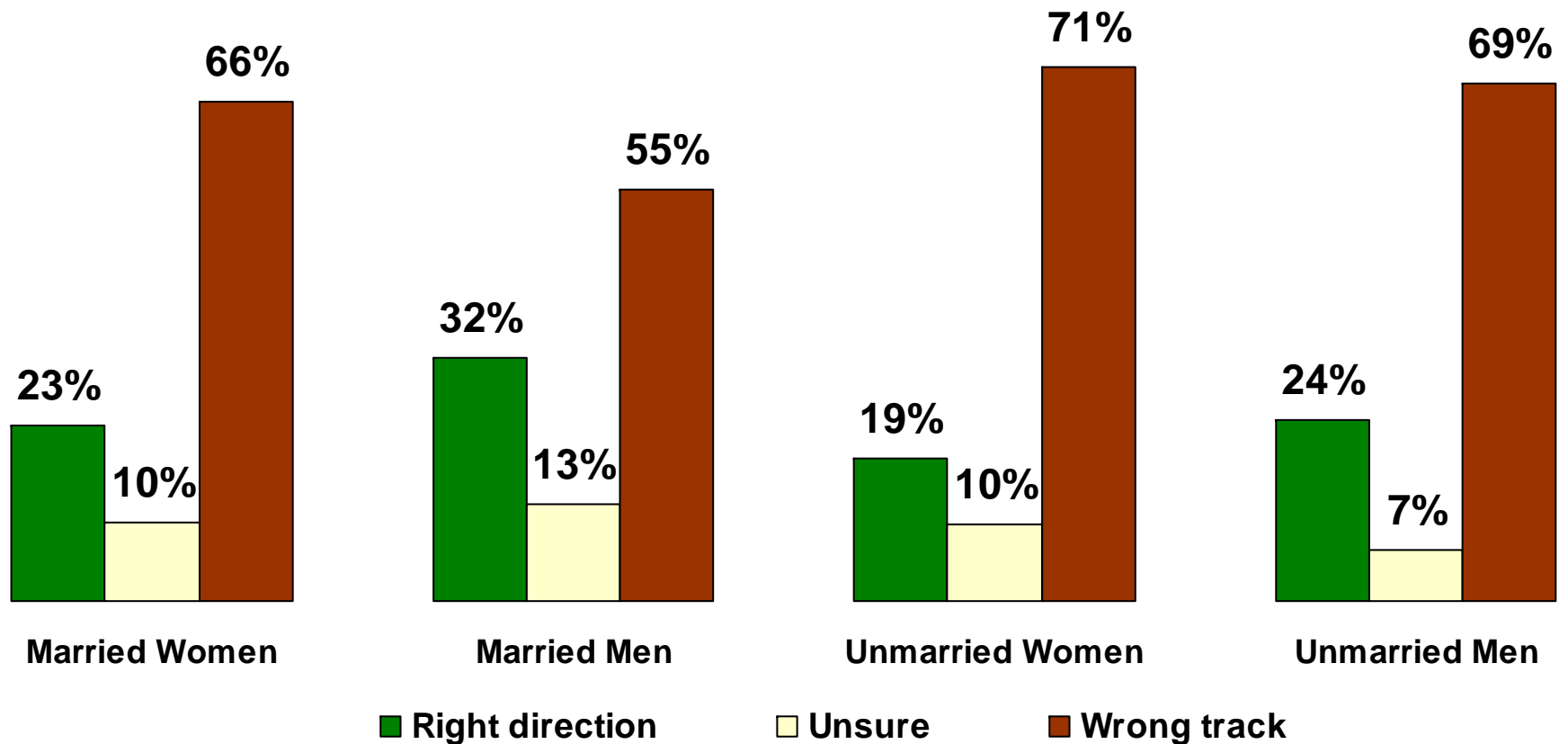
For unmarried women, the rising costs associated with everyday expenses and health are their biggest pocketbook concerns.

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



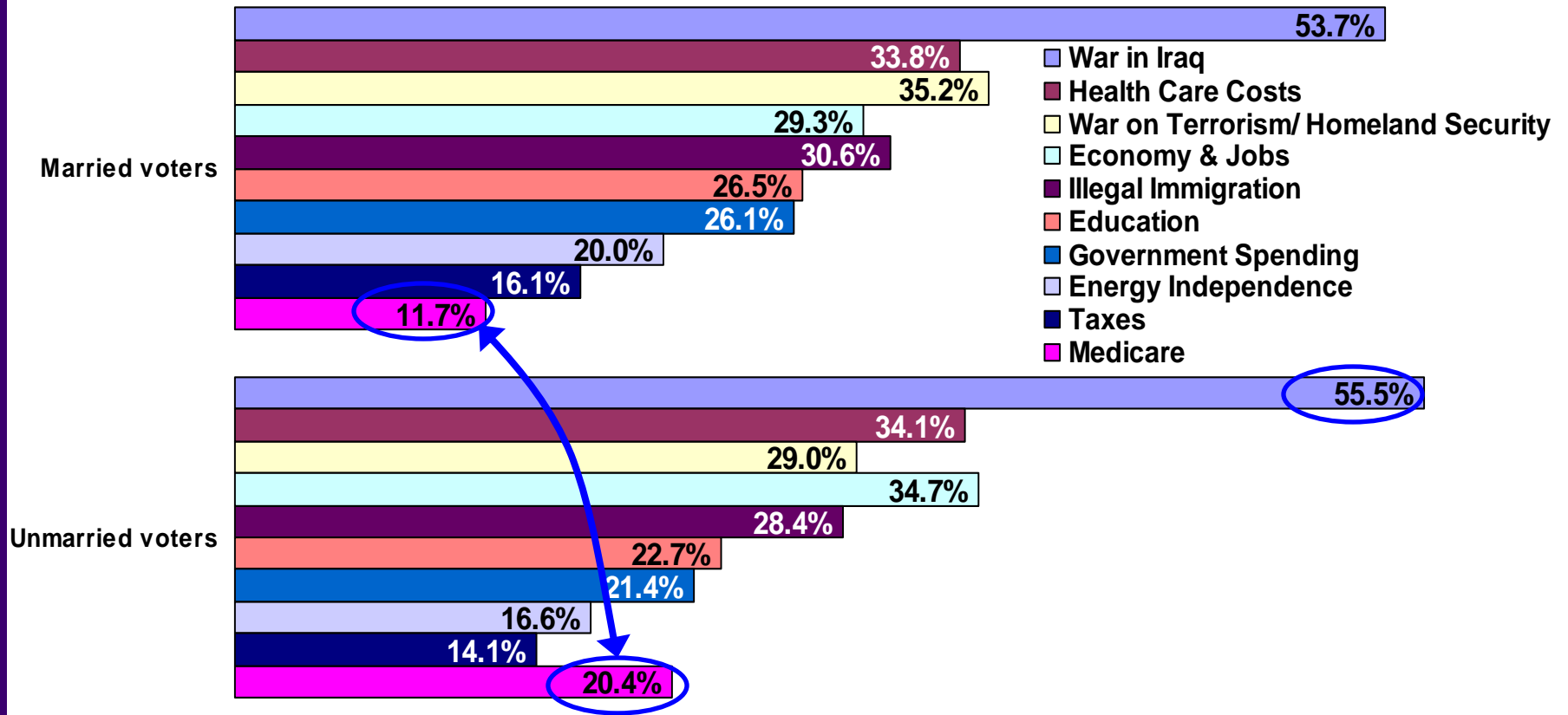
Unmarried women are slightly more likely to say that the country is off on the wrong track – unmarried men are awfully pessimistic as well. Married men are the most likely to say things are going in the right direction.

COUNTRY GOING IN THE RIGHT DIRECTION OR OFF ON THE WRONG TRACK?



Iraq is the dominant issue, but other issues like health care and the economy offer real opportunities to mobilize unmarrieds.

MOST IMPORTANT ISSUES (% total mentions)



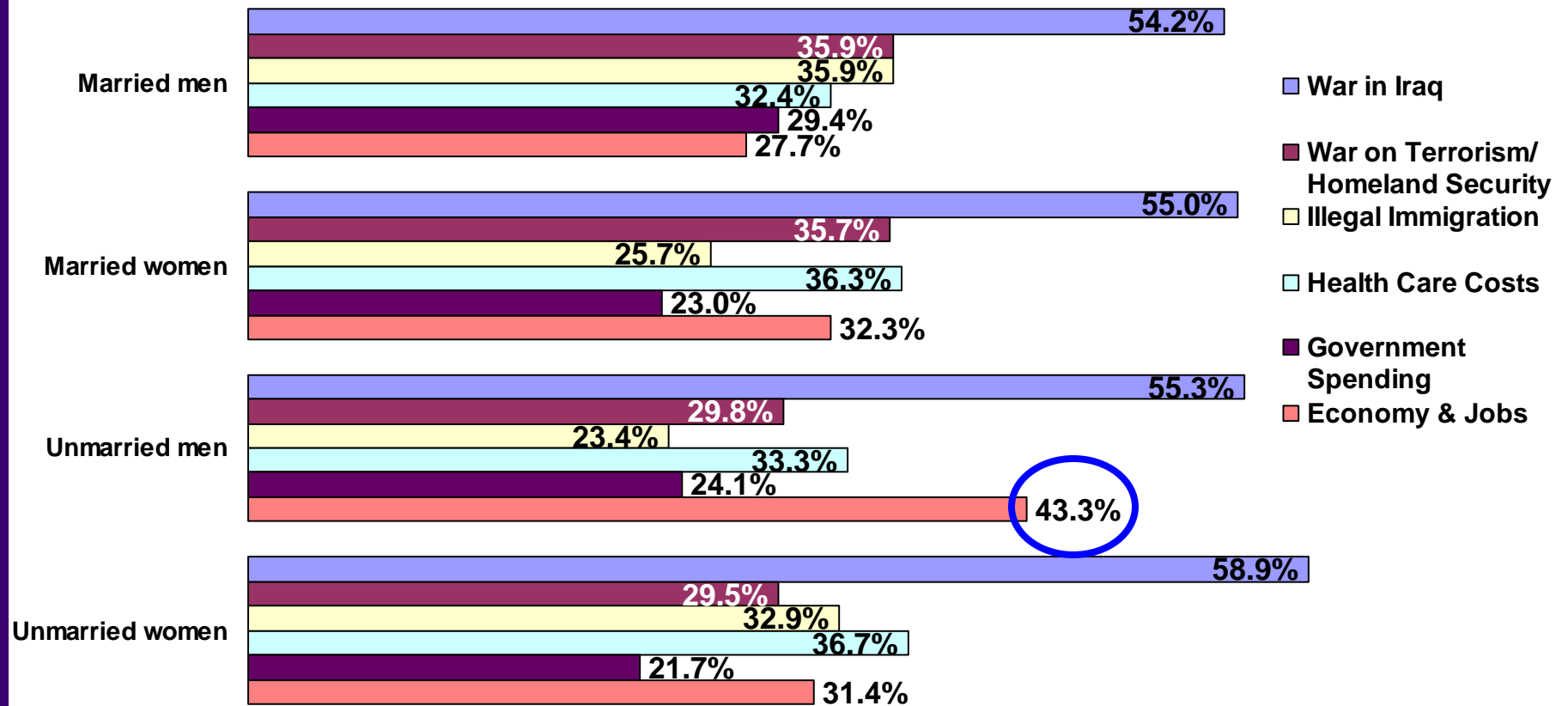
Battleground Poll, Jan 2007

Unmarried America, 2007



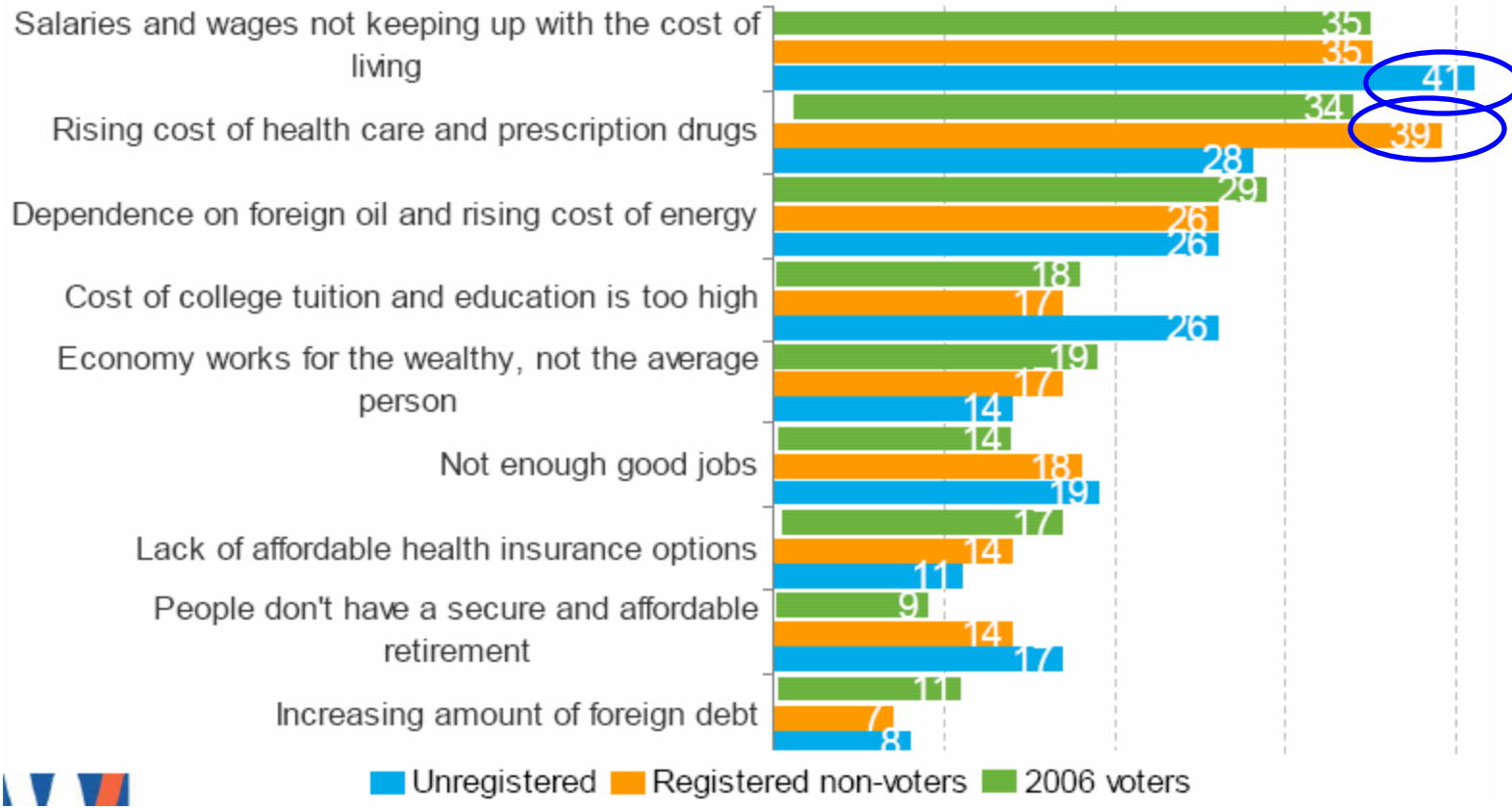
Looking at gender differences among married and unmarried Americans, the economy and jobs emerge as the second biggest concern among unmarried men. They are much more focused on this issue than either married or unmarried women.

MOST IMPORTANT ISSUES (% total mentions)



Health care and wages are the top economic concerns overall. Unmarried women who are not registered to vote feel that salaries are the top issue, while unmarried women who are registered but don't vote focus more upon health care costs.

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



Greenberg Quinlan Rosner, Jan. 2007
(unmarried women only)
Unmarried America, 2007



Unmarried America, not surprisingly, has a different economic and social outlook than married America. As the table shows below, unmarried America is consistently more likely to see a role for government in health care, helping communities with diverse backgrounds, and generally providing more services.

MEAN RATINGS (1 through 7)

RATED 1	2 3 4 5 6	RATED 7	Married voters	Unmarried voters	Unmarried non-voters
01. Govt should provide many fewer services	← →	07. Govt should provide many more services	4.18	4.67	5.16
1 Government should help Hispanics	← →	7 Hispanics should help themselves	4.84	4.60	4.48
01. Govt should decrease defense spending	← →	07. Govt should increase defense spending	4.74	4.33	4.65
01. Govt should help blacks	← →	07. Blacks should help themselves	4.78	4.37	4.29
01. Govt should see to jobs and standard of living	← →	07. Govt should let each person get ahead on own	4.47	4.17	3.68
1 U.S. should solve with diplomacy and international pressure	← →	7 U.S. must be ready to use military force	3.93	3.62	3.95
1 Protect environment, even if it costs jobs	← →	7 Jobs & standard of living more important	3.61	3.57	3.57
01. Government should provide health insurance plans	← →	07. Private companies should provide health insurance plans	3.89	3.48	3.18
01. Women and men should have equal roles	← →	07. A woman's place is in the home	2.01	2.00	1.84

Generally speaking, women take the more progressive side of most issues, and see a more expanded role for government. This is particularly true for unmarried voting women, in comparison to unmarried voting men.

MEAN RATINGS (1 through 7)

	Men			Women		
	Married voters	Unmarried voters	Unmarried non-voters	Married voters	Unmarried voters	Unmarried non-voters
Spending and Services	3.97	4.44	5.08	4.41	4.86	5.23
Aid to Hispanics	4.78	4.82	4.47	4.9	4.42	4.49
Defense spending	4.86	4.48	4.62	4.61	4.20	4.68
Government assistance to blacks	4.65	4.62	4.34	4.91	4.18	4.24
Job and Good Standard of Living	4.56	4.40	3.97	4.36	3.99	3.40
Intervention by diplomacy/ military	4.09	3.81	3.91	3.77	3.44	3.99
Environment vs. jobs tradeoff scale	3.64	3.38	3.33	3.58	3.76	3.83
Govt/private medical insurance	3.94	3.55	3.41	3.85	3.42	2.98
Women's role in society	1.92	2.32	1.81	2.11	1.74	1.87

See previous slide for self-placement scale. Lower scores denote more progressive viewpoints except for "spending and services."