

HOW MUCH ATTENTION DO THEY PAY TO POLITICS?



**Women's Voices
Women Vote.**

Unmarried Americans follow political stories less than married Americans. Unmarried Americans have a negative outlook on politics and government and are less sure that politics is relevant to their daily lives.

FAST FACTS

HOW MUCH ATTENTION DO THEY PAY TO POLITICS?

	UNMARRIED	MARRIED
AVERAGE NUMBER OF DAYS READ/WATCHED IN THE PAST WEEK (National Election Study, 2004)		
NATIONAL TV NEWS	3.21	3.78
LATE AFTERNOON/EARLY EVENING LOCAL NEWS	3.18	3.31
LATE LOCAL NEWS	2.68	2.83
LOCAL NEWSPAPER	2.53	3.35
WERE "VERY MUCH INTERESTED" IN THE 2004 POLITICAL CAMPAIGNS (National Election Study, 2004)		
	44.9%	55.4%
WATCHED PROGRAMS ABOUT 2004 CAMPAIGNS ON TV (National Election Study, 2004)		
	83.4%	88.1%

FAST FACTS

HOW MUCH ATTENTION DO THEY PAY TO POLITICS?

	UNMARRIED WOMEN	MARRIED WOMEN
AVERAGE NUMBER OF DAYS READ/WATCHED IN THE PAST WEEK (National Election Study, 2004)		
NATIONAL TV NEWS	3.31	3.77
LATE AFTERNOON/EARLY EVENING LOCAL NEWS	3.58	3.43
LATE LOCAL NEWS	2.64	2.96
LOCAL NEWSPAPER	2.51	3.16
WERE "VERY MUCH INTERESTED" IN THE 2004 POLITICAL CAMPAIGNS (National Election Study, 2004)		
	39.8%	54.4%
WATCHED PROGRAMS ABOUT 2004 CAMPAIGNS ON TV (National Election Study, 2004)		
	82.4%	88.8%

SUMMARY

HOW MUCH ATTENTION DO THEY PAY TO POLITICS?

- *Unmarried Americans follow politics less than married voters. This is especially true among unmarried Americans who do not vote.*
- *Unmarried Americans who vote are more likely than non-voting unmarried Americans to pay attention to current events and to read a newspaper or view a news program on television.*
- *News that originates in Washington, DC, is less likely to interest unmarried America.*
- *The issue – whether international, national, or state – needs to have local relevance to the unmarried voter.*

SUMMARY

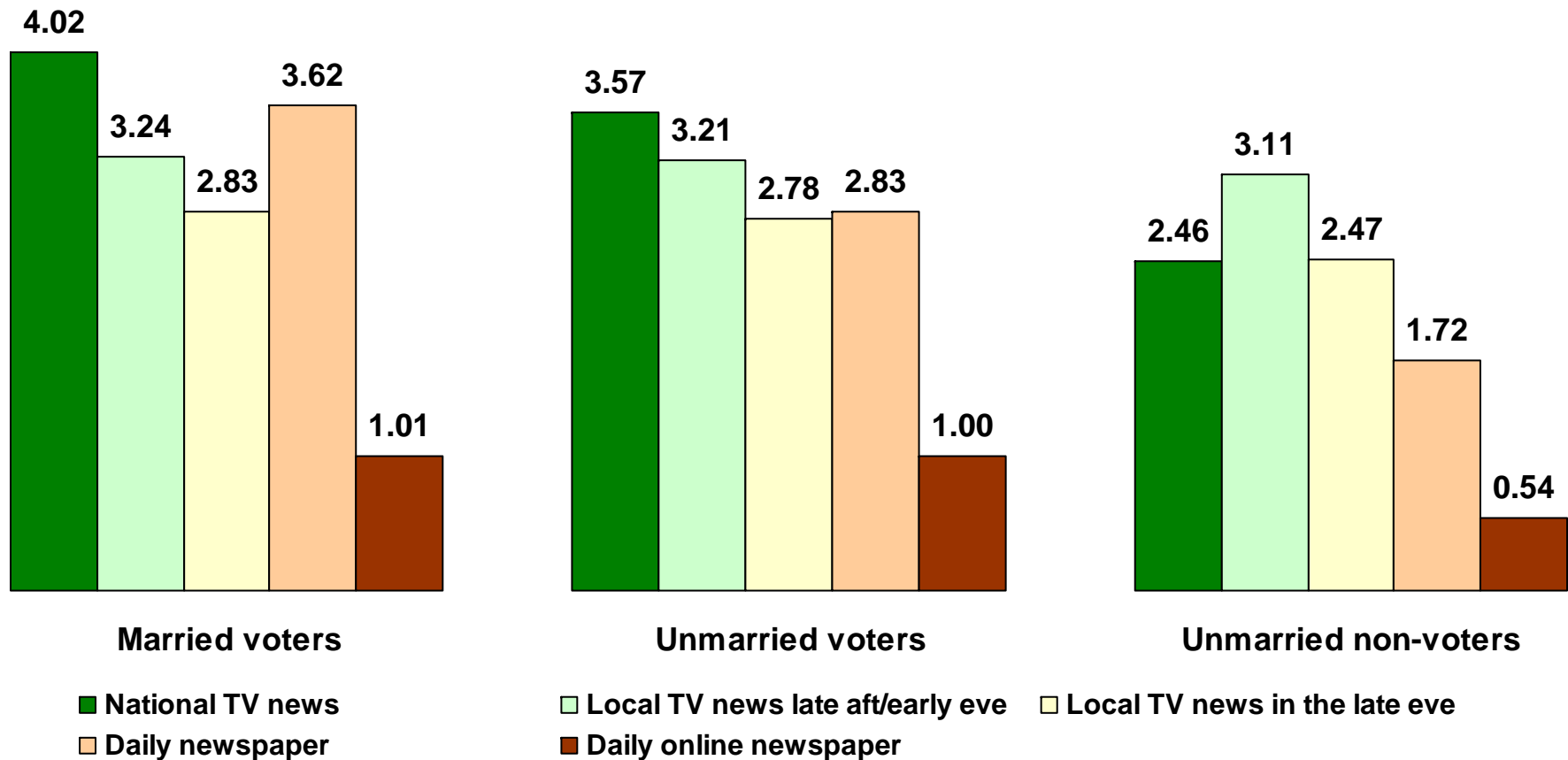
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HOW MUCH ATTENTION DO THEY PAY TO POLITICS? Unmarried Women

- ***Unmarried women follow the news more than unmarried men do. This is especially true for TV news.***
- ***Some of their favorite issue-related programs on TV and radio include Larry King Live, religious radio shows, and – for non-voters – the Daily Show with Jon Stewart.***

Married voters are somewhat more attentive to the news than unmarried voters, who are, in turn, more attentive than unmarrieds who do not vote.

NEWS ATTENTION IN THE PAST WEEK (mean # of days seen/read news)



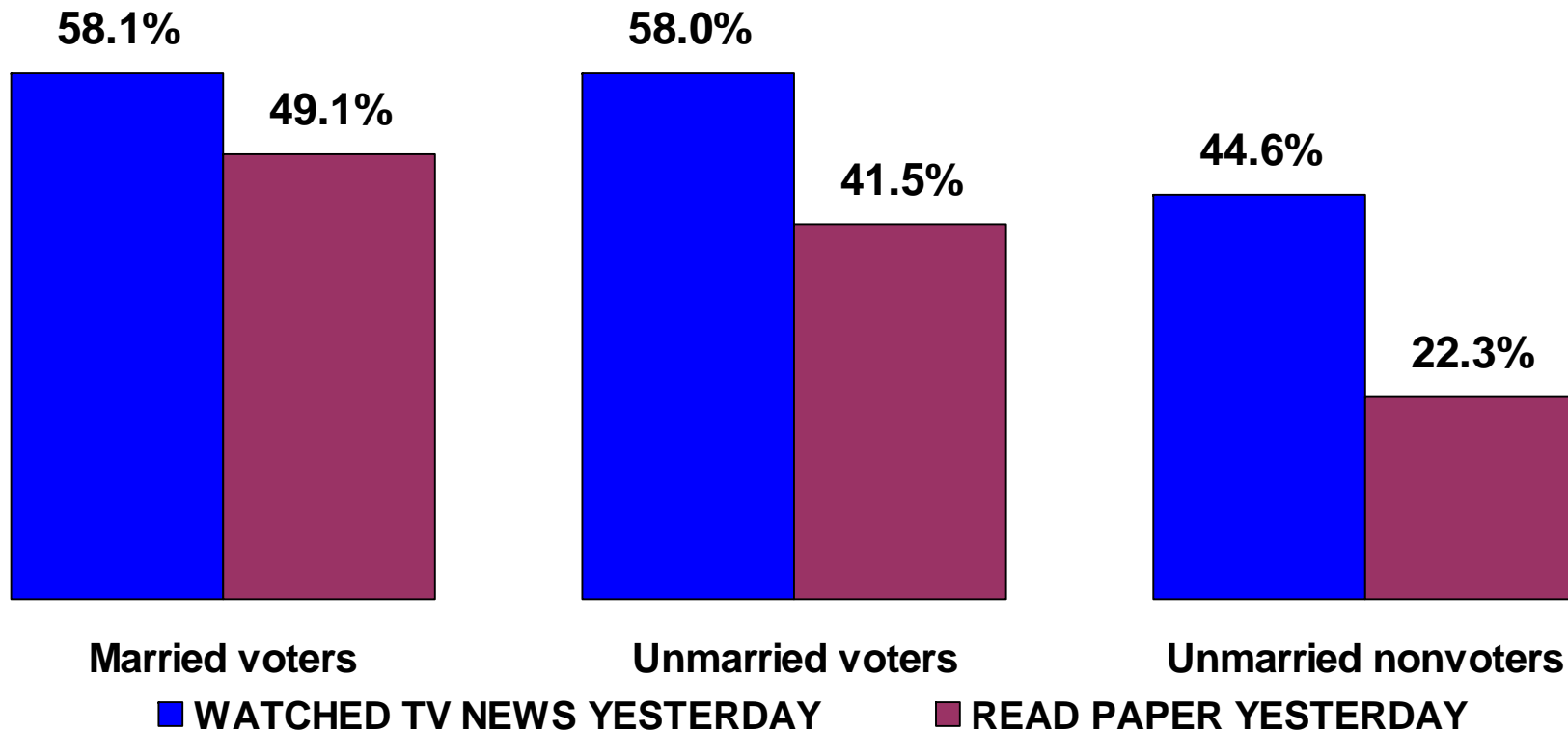
National Election Study, 2004

Unmarried America, 2007



Unmarried Americans are more likely to have watched a news report than to have read one.

WATCHED TV NEWS OR READ PAPER YESTERDAY



Whites who are unmarried and do not vote are significantly less likely than unmarried white voters to read a newspaper or watch a news program. Unmarried African Americans receive their information through TV, regardless of their voting behavior. Unmarried Latinos divide; both voters and non-voters are equally likely to watch a news program, but non-voters are less likely to read a newspaper.

	UNMARRIED VOTERS		UNMARRIED NON-VOTERS	
	TV news	Newspaper	TV news	Newspaper
Men	57.1%	43.4%	40.6%	18.9%
Women	62.9%	40.0%	56.2%	25.5%
18-29	52.4%	26.3%	44.6%	20.3%
30-49	54.6%	37.8%	56.9%	22.4%
50-64	66.8%	42.8%	41.9%	14.9%
65+	66.7%	58.2%	63.3%	42.3%
Whites	58.4%	44.7%	42.5%	21.8%
Blacks	70.6%	27.3%	74.3%	24.9%
Hispanics/ Latinos	58.3%	43.7%	59.4%	18.8%



Pew Media Consumption survey, 2006

Unmarried America, 2007



Unmarried America is less interested in news from Washington. Less than half of unmarried non-voters pay attention to news out of Washington, compared to 65 percent of unmarried voters.

% who follow type of news at least “somewhat” closely

MARRIED VOTERS

- Weather - 86.2%
- People & Events in Your Own Community - 77.5%
- Crime - 77.4%
- Health News - 76.8%
- Local Government - 74.1%

- **Washington – 72.5%**

UNMARRIED VOTERS

- Weather - 83.2%
- Health News - 75.2%
- Local Government - 71.9%
- People & Events in Your Own Community - 71.5%
- Crime - 71.2%

- **Washington – 65.0%**

UNMARRIED NON-VOTERS

- Weather - 82.4%
- Crime - 63.3%
- People & Events in Your Own Community - 61.9%
- Entertainment - 57.0%
- Health News - 54.1%

- **Washington – 43.7%**

The complete list of types of news is Business & Finance, Consumer News, Crime, Culture & the Arts, Entertainment, Health News, International Affairs, Local Government, News About Political Figures & Events in Washington, People & Events in Your Own Community, Religion, Science & Technology, Sports, & Weather.

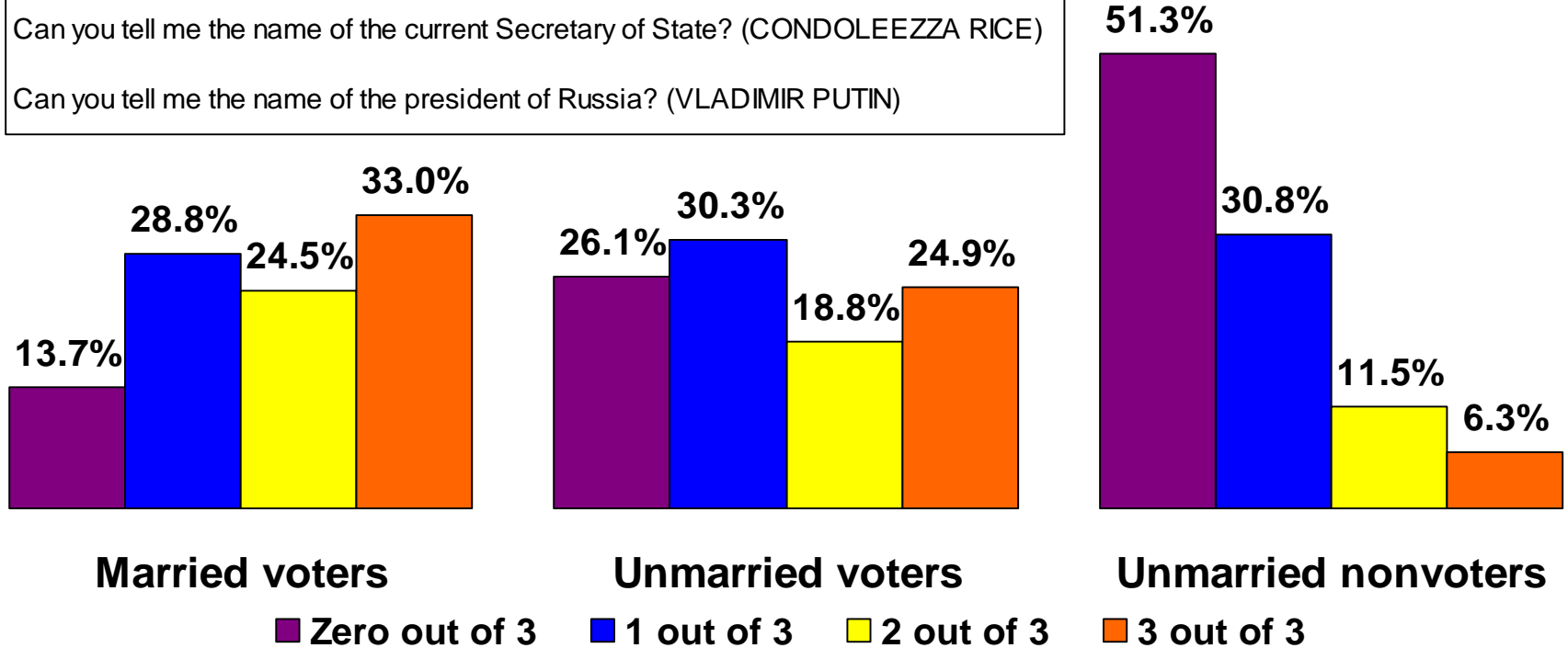
Americans across the board do less than great on a current events quiz. Unmarried voters perform better than unmarried non-voters, but both perform worse than married American voters.

CORRECT ON CURRENT AFFAIRS QUIZ

Do you happen to know which political party has a majority in the U.S. House of Representatives? (REPUBLICAN PARTY)

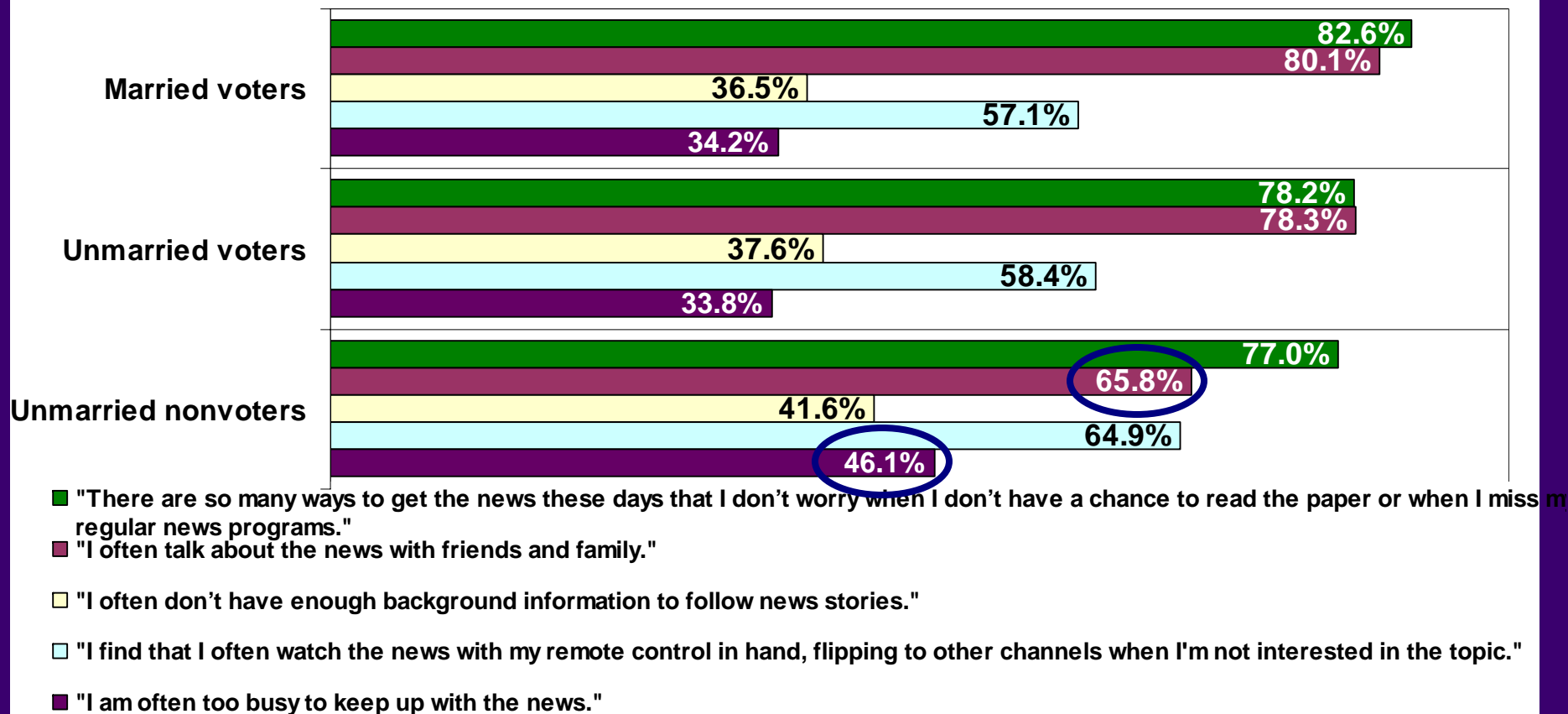
Can you tell me the name of the current Secretary of State? (CONDOLEEZZA RICE)

Can you tell me the name of the president of Russia? (VLADIMIR PUTIN)



When it comes to following news coverage, unmarried voters track closely to married voters. However, unmarried non-voters are the most likely to say they do not have enough background information to follow a story, they are too busy, and they flip the channel when they lose interest. They are also less likely to talk about politics with friends and family.

TOTAL AGREE WITH STATEMENTS



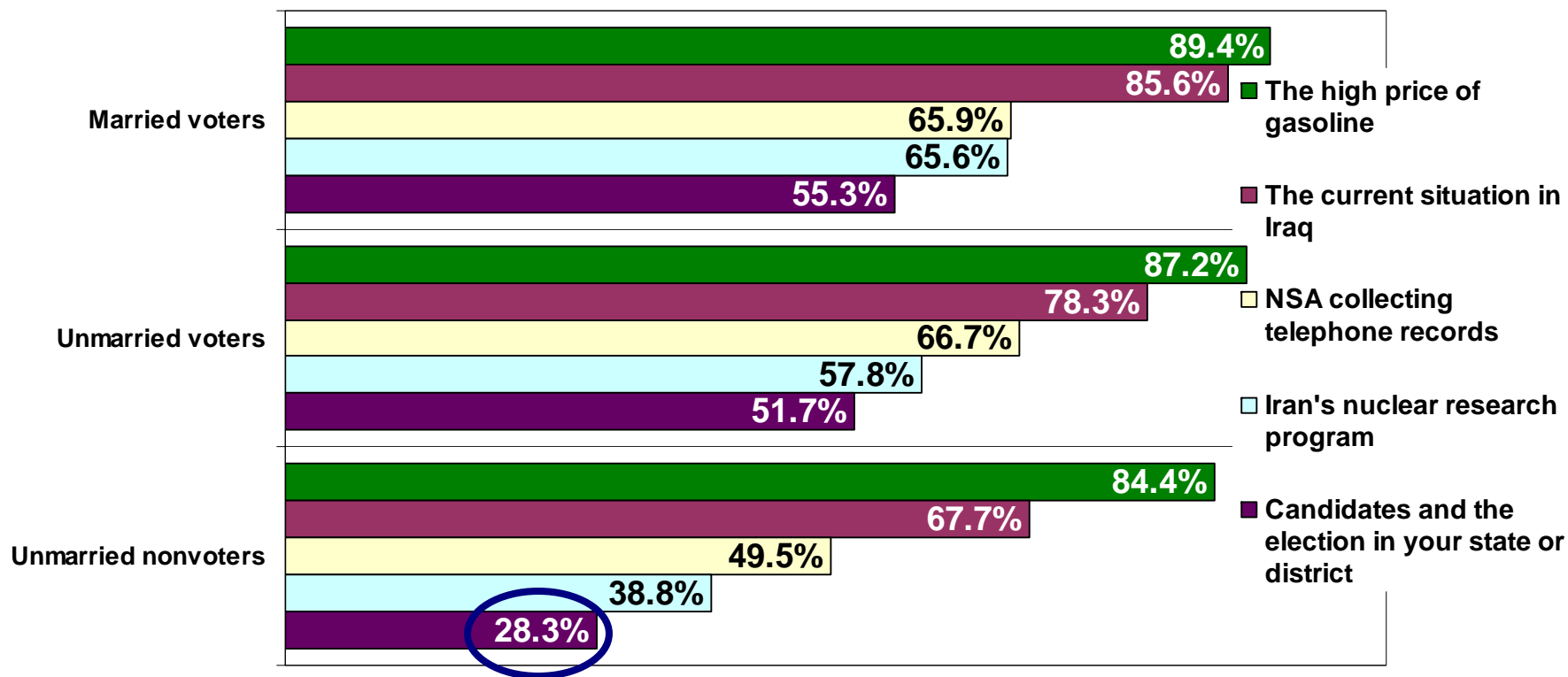
Pew Media Consumption survey, 2006

Unmarried America, 2007



When Pew tracked how closely Americans were following the leading stories of the week, in every case unmarried non-voters trailed unmarried voters, who, in turn, trailed married voters. In June of 2006, information on political candidates was the least-followed issue, especially among unmarried non-voters.

RECENT ISSUES PAID CLOSE ATTENTION TO



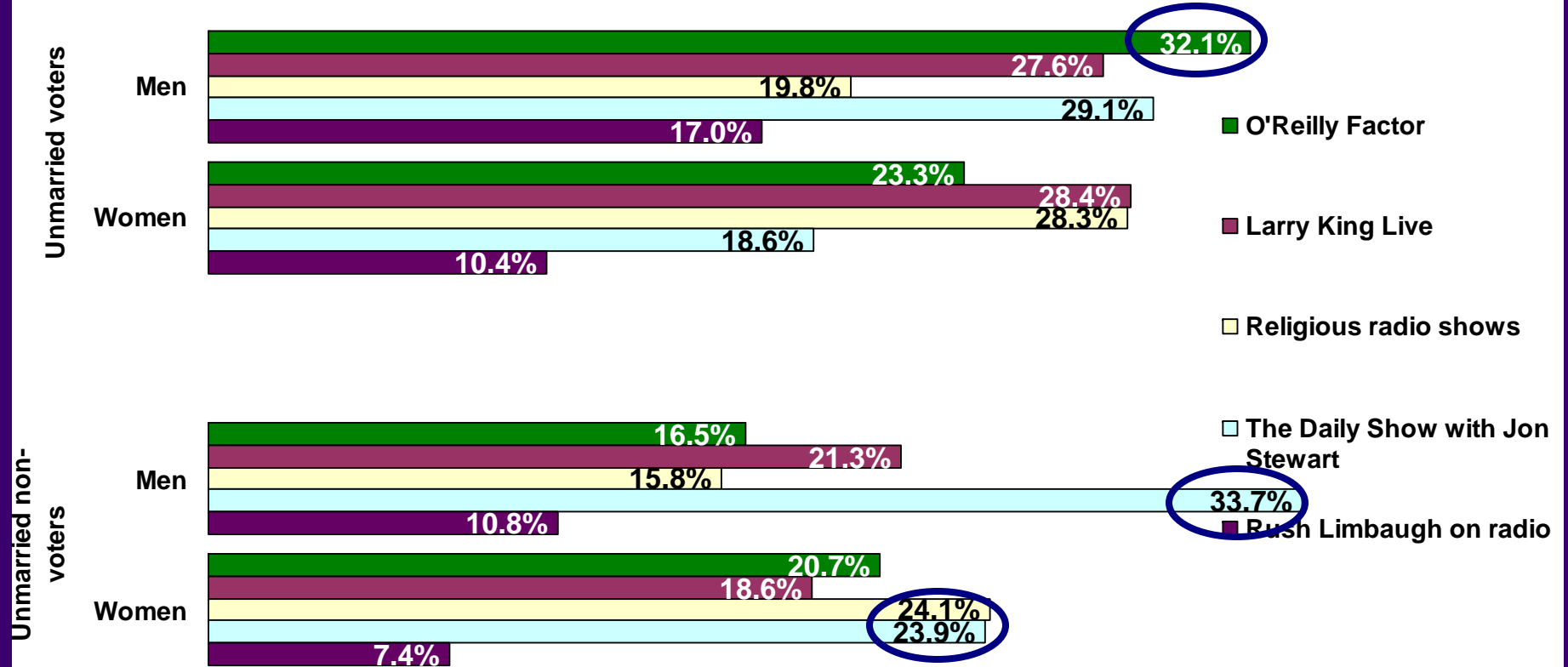
Pew Media Consumption survey, 2006

Unmarried America, 2007



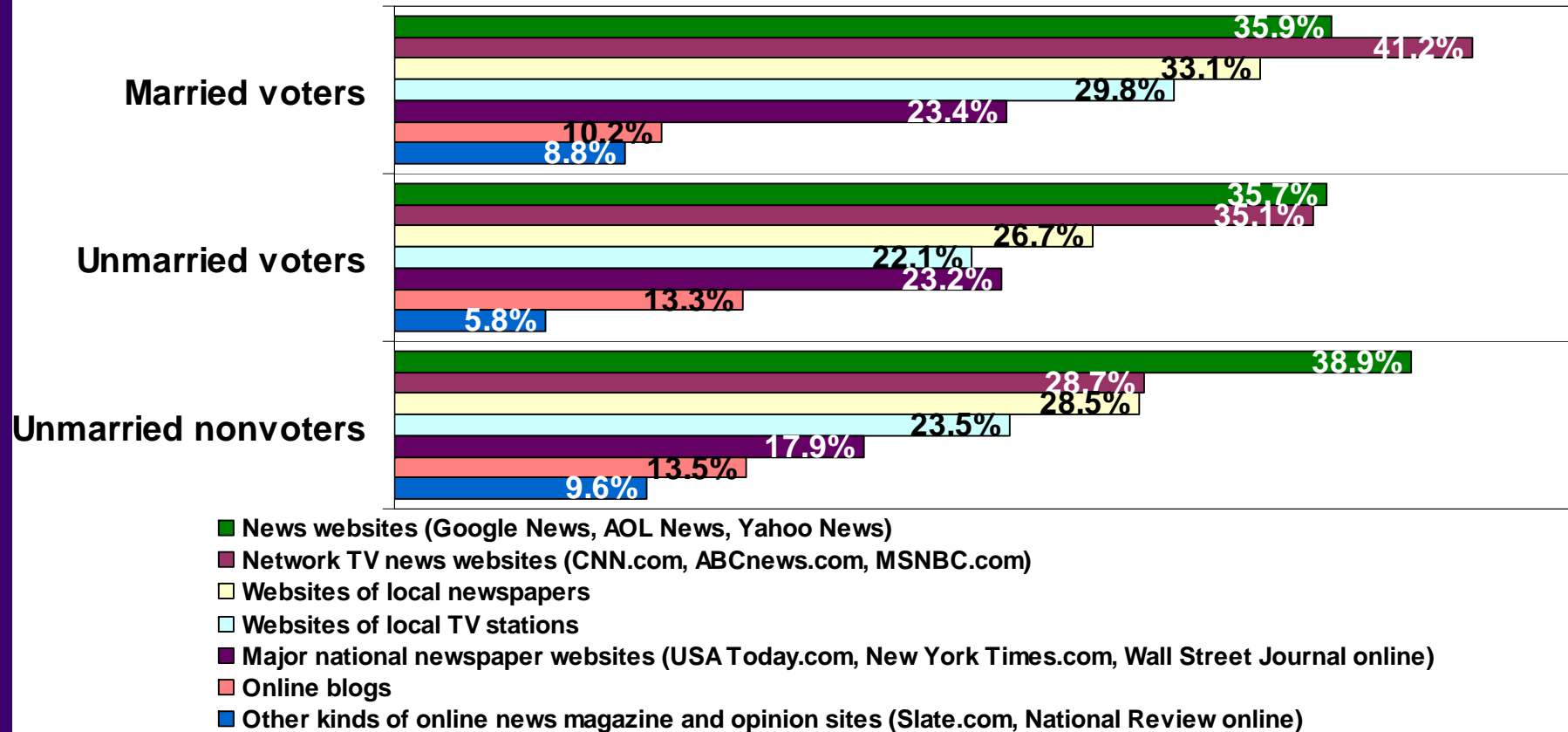
Unmarried men and women have different viewing habits. Men are big fans of the Daily Show; it is, by far, the most popular of the tested programs with non-voting men, and also very popular with voting men and non-voting women. Religious radio is also listened to by both voting and non-voting unmarried women.

WATCH/LISTEN TO SHOW AT LEAST SOMETIMES



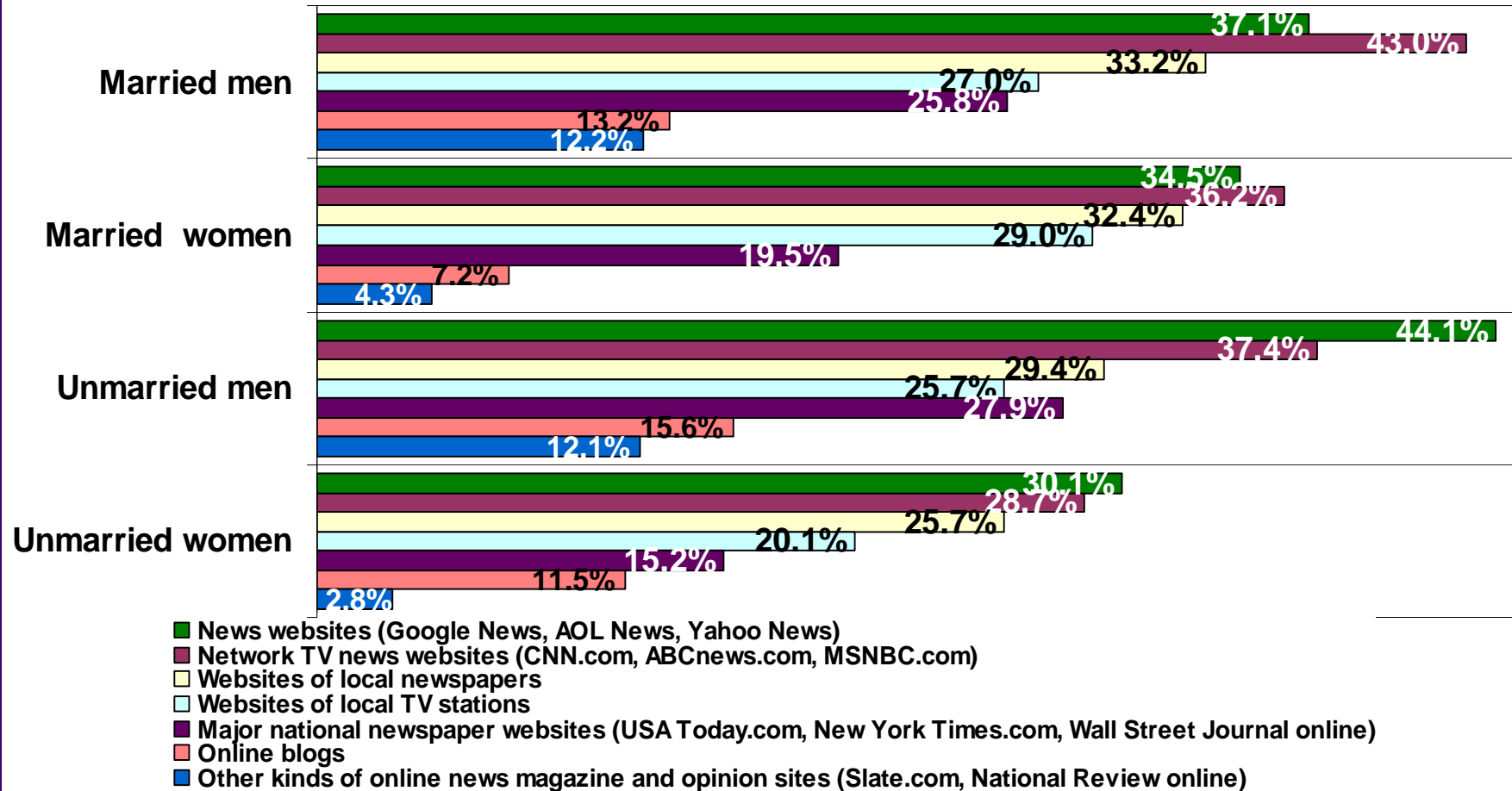
News from search engines is popular across all three groups, but unmarried non-voters are less likely to utilize a news-channel's website.

READ ONLINE SITES AT LEAST SOMETIMES



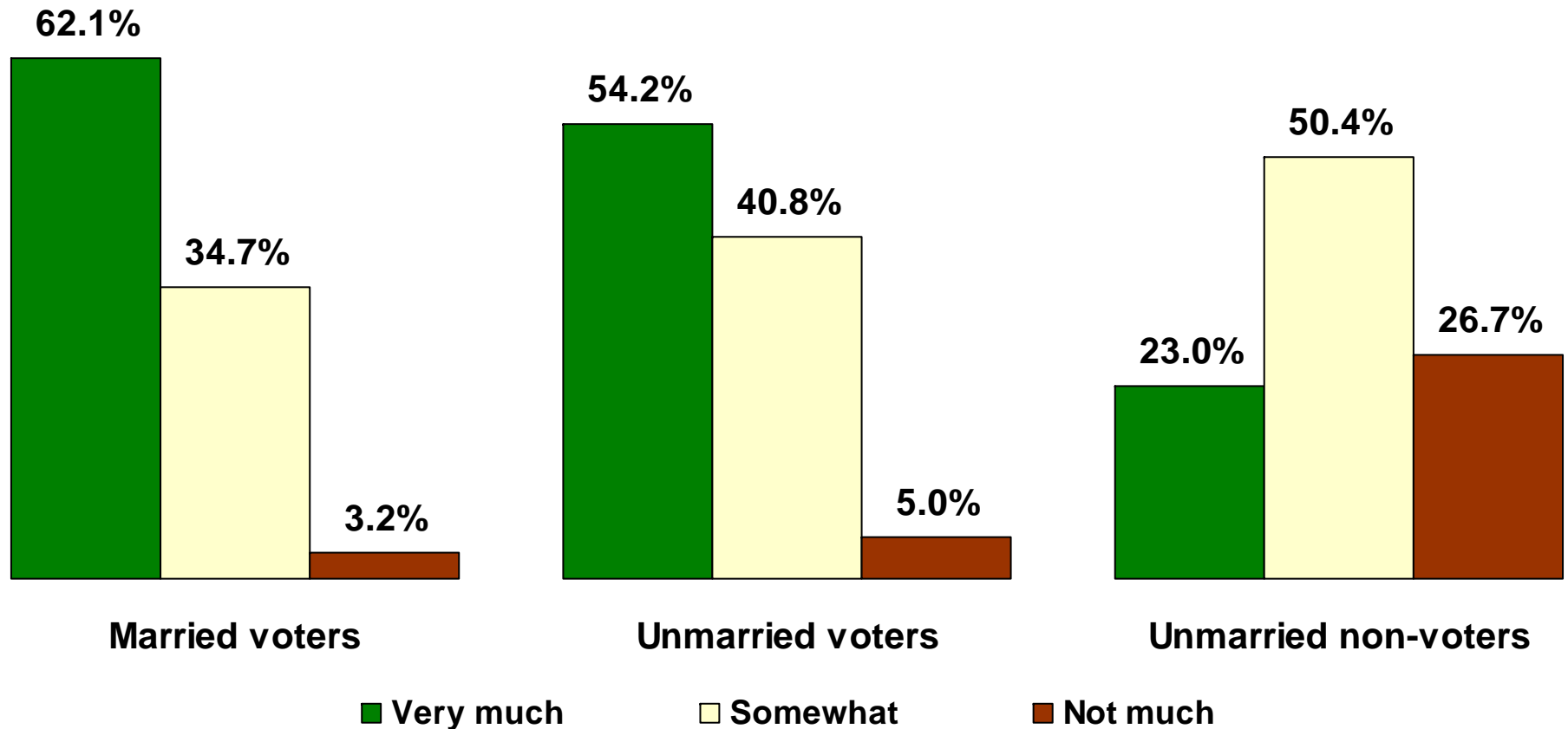
Married Americans are more likely to use network TV news sites, while unmarrieds, particularly unmarried men, are more likely to use sites like Google or Yahoo News.

READ ONLINE SITES AT LEAST SOMETIMES



Unmarried non-voters had considerably less interest in the 2004 campaign than voters did. Only a quarter of unmarried non-voters felt the election was very interesting to them, compared to 54 percent of unmarried voters.

LEVEL OF INTEREST IN 2004 CAMPAIGNS



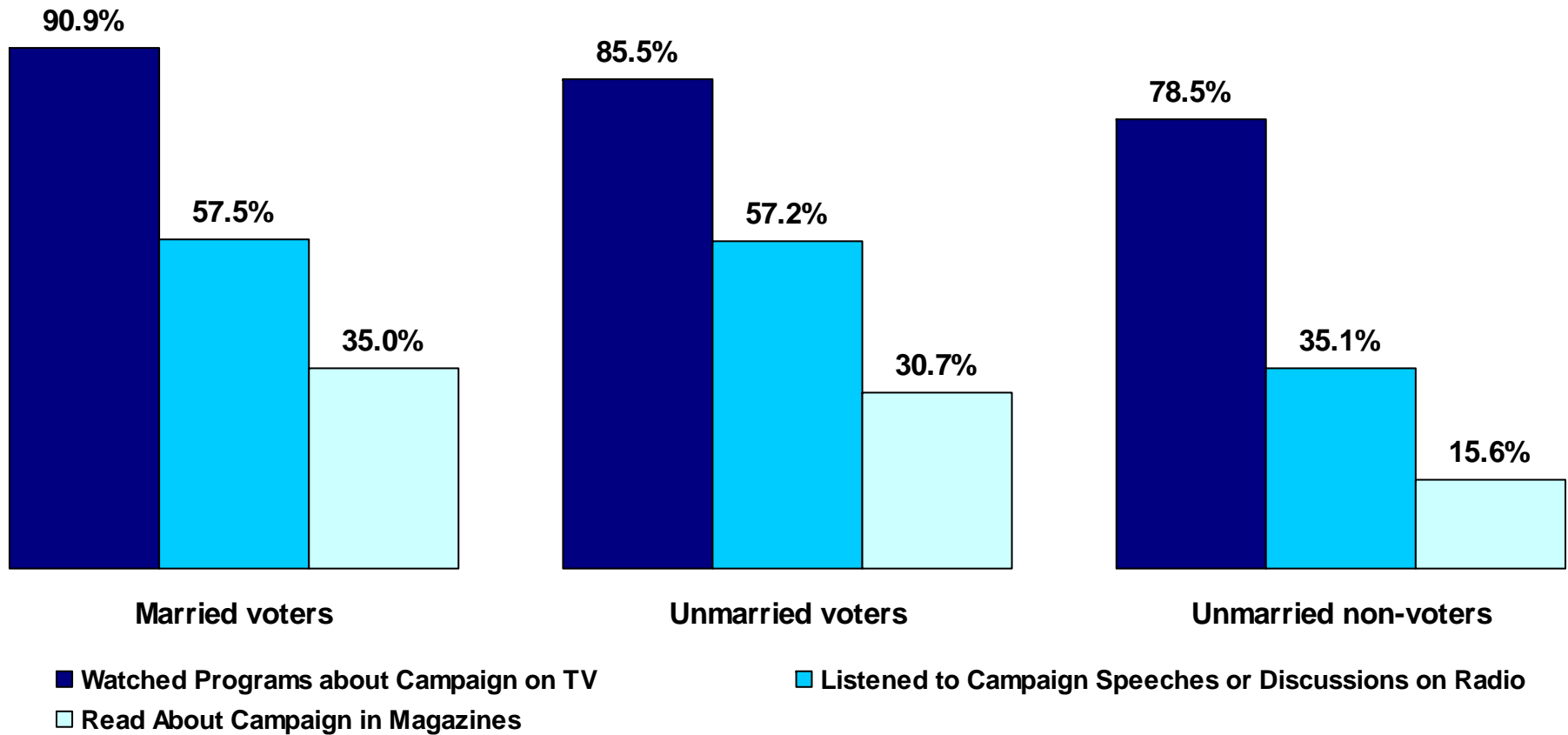
National Election Study, 2004

Unmarried America, 2007



Television was the main source used to gain information on the campaign for both voters and non-voters.

ATTENTION TO 2004 CAMPAIGNS



National Election Study, 2004

Unmarried America, 2007



Among unmarried women, voters and non-voters were almost even for watching TV shows about the election, but voters listened to the radio and read magazines more. White women were more attentive than black women in terms of TV and magazines, and younger women listened to the radio more than older women, while the reverse was true for magazines.

**ATTENTION TO 2004 CAMPAIGNS
UNMARRIED WOMEN ONLY**

	Watched Programs about Campaign on TV	Listened to Campaign Speeches or Discussions on Radio	Read About Campaign in Magazines
Voters	83.0%	50.0%	26.1%
Non-voters	81.2%	42.0%	17.4%
Whites	85.8%	49.0%	28.4%
African-Americans	73.8%	47.5%	14.8%
Under 30	82.1%	51.9%	19.2%
30 - 44	69.2%	55.8%	23.1%
45 - 59	79.6%	41.7%	30.6%
60 and over	94.0%	40.9%	24.2%



National Election Study, 2004

Unmarried America, 2007



Other than voting, the only campaign-related activity that people participated in was trying to influence other people's votes. In particular, unmarried voters were slightly more active than married voters in persuading others how to vote.

PARTICIPATION IN CAMPAIGN ACTIVITIES

