

# ***HOW DO THEY LIVE?***



**Women's Voices**  
**Women Vote.**

**Unmarried Americans face more economic challenges than do married Americans. This experience defines much of their lives.**

# ***WHAT IS THEIR ECONOMIC SITUATION?***

**For many unmarried Americans, living on the economic margins is the norm.**



**Women's Voices  
Women Vote.**

# FAST FACTS

## WHAT IS THEIR ECONOMIC SITUATION?

	UNMARRIED	MARRIED
<b>FAMILY INCOME</b> (Current Population Survey, Nov. 2004)		
<b>UNDER \$30K</b>	43.8%	18.3%
<b>\$30K - \$50K</b>	22.7%	21.5%
<b>\$50K - \$75K</b>	16.4%	24.2%
<b>\$75K AND OVER</b>	17.0%	36.0%
<b>SES PERCENTILES</b> (General Social Survey, 2004)		
<b>BOTTOM 25%</b>	30.6%	23.3%
<b>25% - 50%</b>	28.1%	21.4%
<b>50% - 75%</b>	22.2%	26.1%
<b>TOP 25%</b>	19.1%	29.1%
<b>SELF-PERCIEVED CLASS</b> (National Election Study, 2004)		
<b>“WORKING CLASS”</b>	51.6%	39.8%
<b>“MIDDLE CLASS”</b>	42.2%	56.1%

# FAST FACTS

## WHAT IS THEIR ECONOMIC SITUATION?

	UNMARRIED WOMEN	MARRIED WOMEN
<b>FAMILY INCOME</b> (Current Population Survey, Nov. 2004)		
UNDER \$30K	48.8%	18.6%
\$30K - \$50K	21.6%	21.6%
\$50K - \$75K	15.1%	24.0%
\$75K AND OVER	14.4%	35.8%
<b>SES PERCENTILES</b> (General Social Survey, 2004)		
BOTTOM 25%	27.3%	23.9%
25% - 50%	28.6%	23.9%
50% - 75%	22.1%	22.1%
TOP 25%	21.9%	30.2%
<b>SELF-PERCIEVED CLASS</b> (National Election Study, 2004)		
“WORKING CLASS”	46.8%	32.8%
“MIDDLE CLASS”	38.3%	46.3%

# SUMMARY

## WHAT IS THEIR ECONOMIC SITUATION?

- ***Unmarried America is significantly more economically marginalized than married America. Focusing on economic issues may be key to mobilizing them.***
- ***Unmarried Americans – generally with only one breadwinner in their households – have lower family incomes than married America.***
- ***Unmarried African-Americans have significantly lower family incomes than whites and Latinos. This is especially true among unmarried non-voters and unmarried women.***
- ***Unmarried Americans – both voters and non-voters – are more likely to have experienced a “worsening” of their financial situation in the last year.***

# SUMMARY

## WHAT IS THEIR ECONOMIC SITUATION?

- *Like married Americans, more than half of unmarried Americans are employed fulltime. However, non-voters who are unmarried are slightly more likely to have been out of work in the last year.*
- *Unmarrieds are much more likely than married Americans to have explored the job market in the last year – the struggle for upward mobility is a defining theme.*
- *Unmarried Americans are also less satisfied with their current career paths.*
- *While unmarried voters are less likely than married voters to own their own home, a majority do own rather than rent. Unmarried Americans who do not vote tend to be renters.*

# SUMMARY

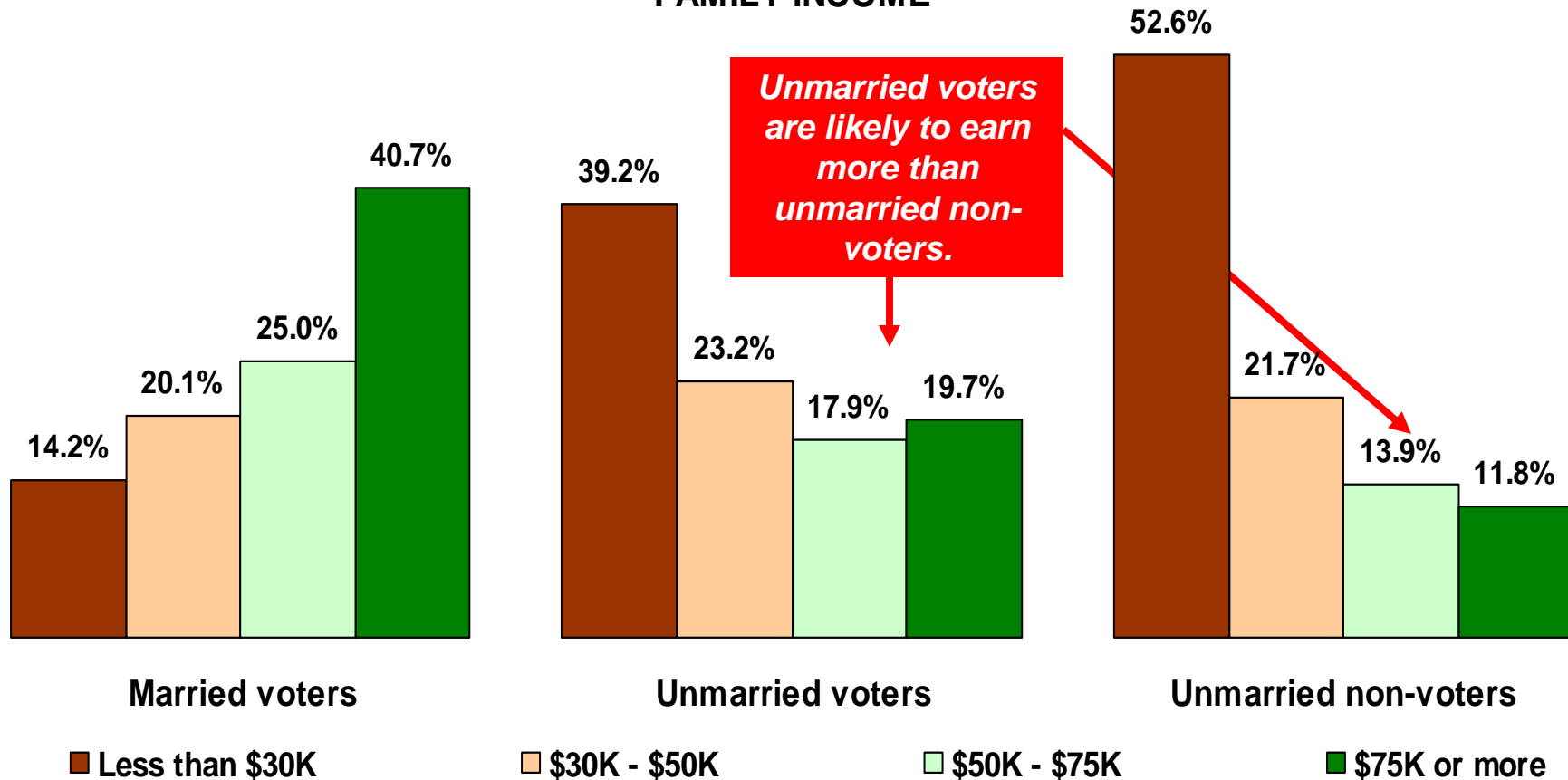
## **WHAT IS THEIR ECONOMIC SITUATION?**

### **Unmarried Women**

- ***Unmarried women fare worse than unmarried men. The differences are especially stark among non-voters.***
- ***Unmarried women are less satisfied with their financial situations than unmarried men are.***
- ***Unmarried African-American women have it especially rough. Compared to unmarried white women, they are considerably more likely to be dissatisfied with their personal finances and more likely to rent their homes.***

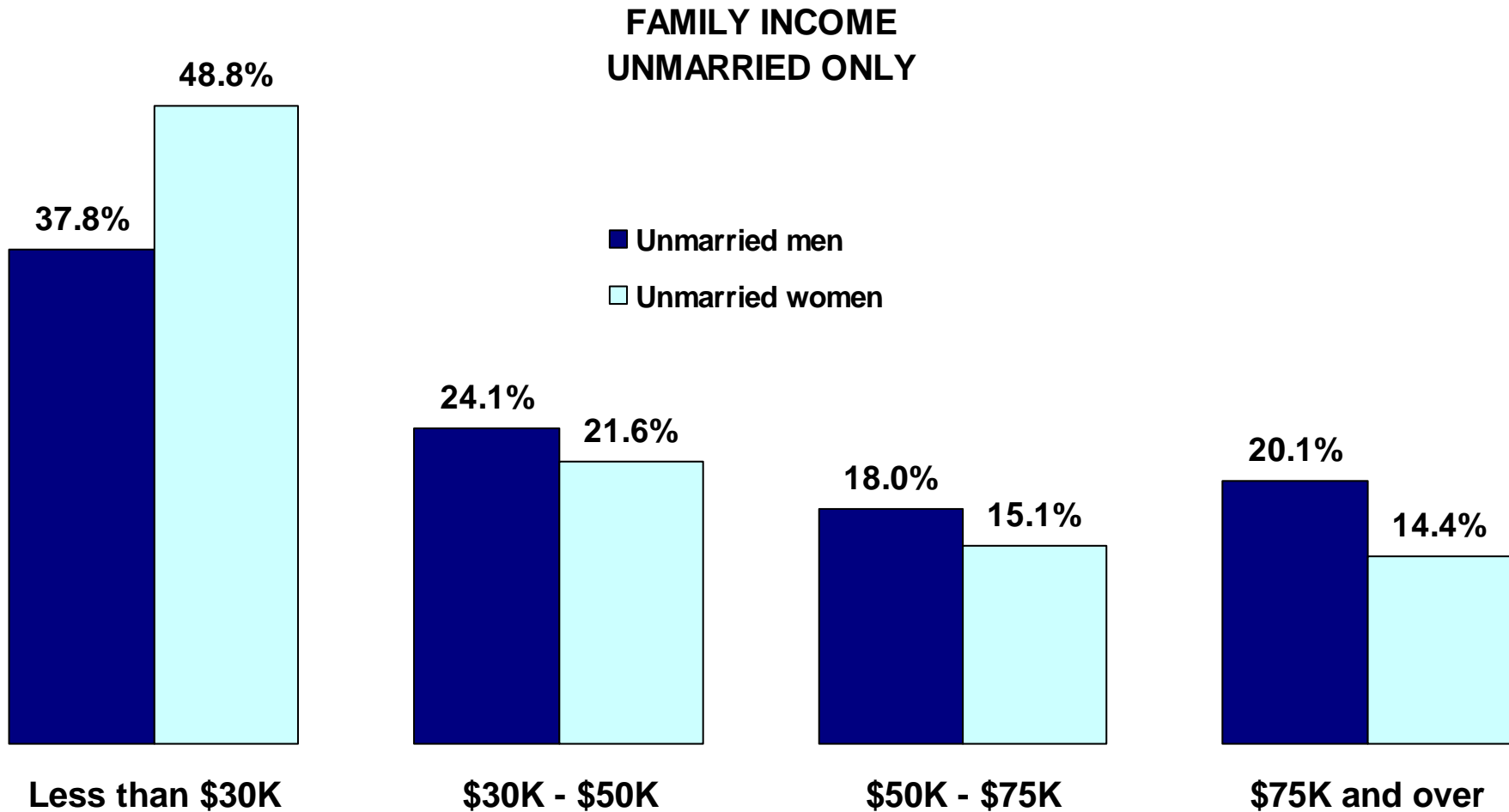
**Unmarried Americans have lower family incomes than married Americans. Unmarried Americans who do not vote exist even more on the economic margins.**

**FAMILY INCOME**



**NOTE: DATA DIFFERS SLIGHTLY FROM DATA IN SECTION II DUE TO DIFFERENT DATASET.**

*Among unmarried Americans, men have considerably higher incomes than women. Almost half of all unmarried women have family incomes under \$30,000 per year.*



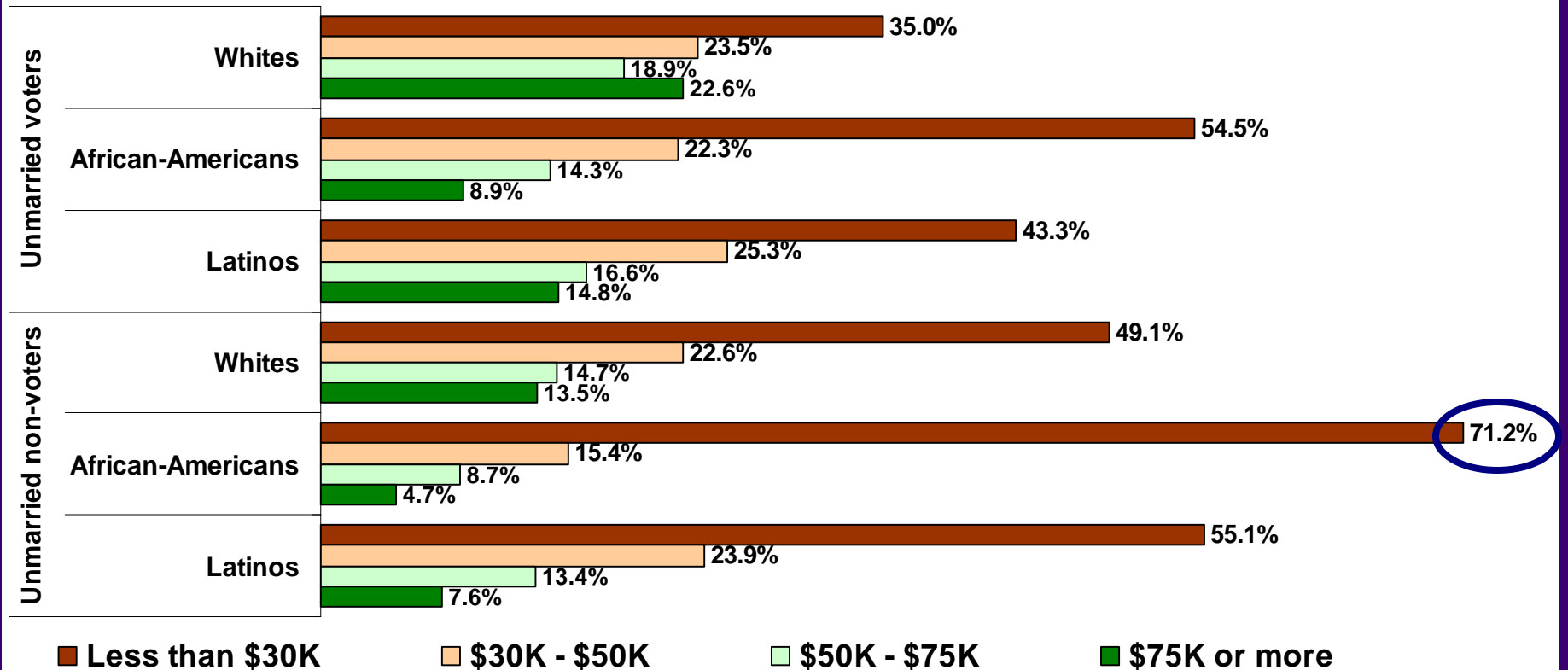
Current Population Survey, Nov 2004

Unmarried America, 2007



*Low family incomes are predominant among unmarried minorities. In particular, more than 7 out of 10 unmarried, non-voting African Americans have family incomes under \$30,000 per year.*

**FAMILY INCOME  
UNMARRIEDS ONLY**



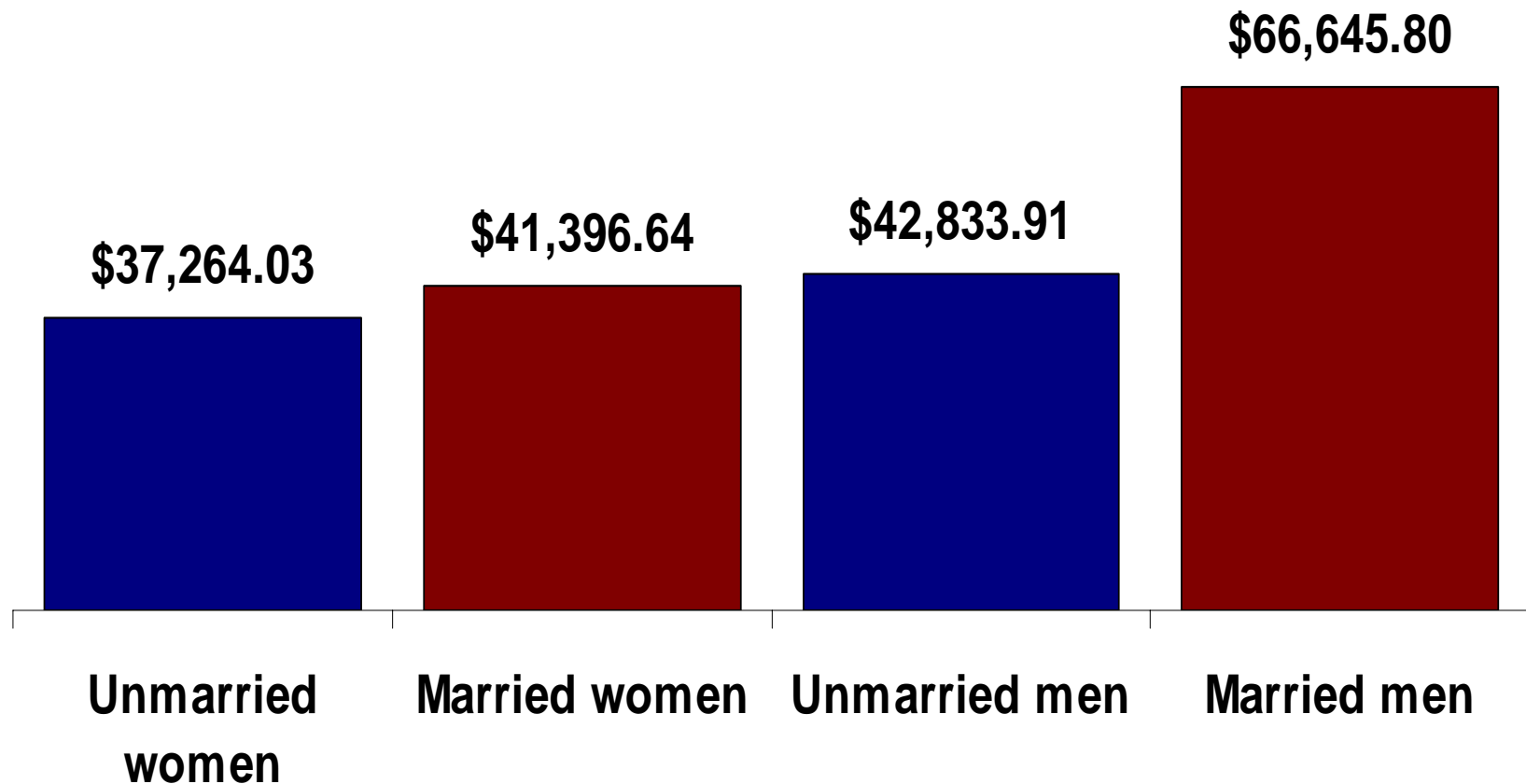
Current Population Survey, Nov 2004

Unmarried America, 2007

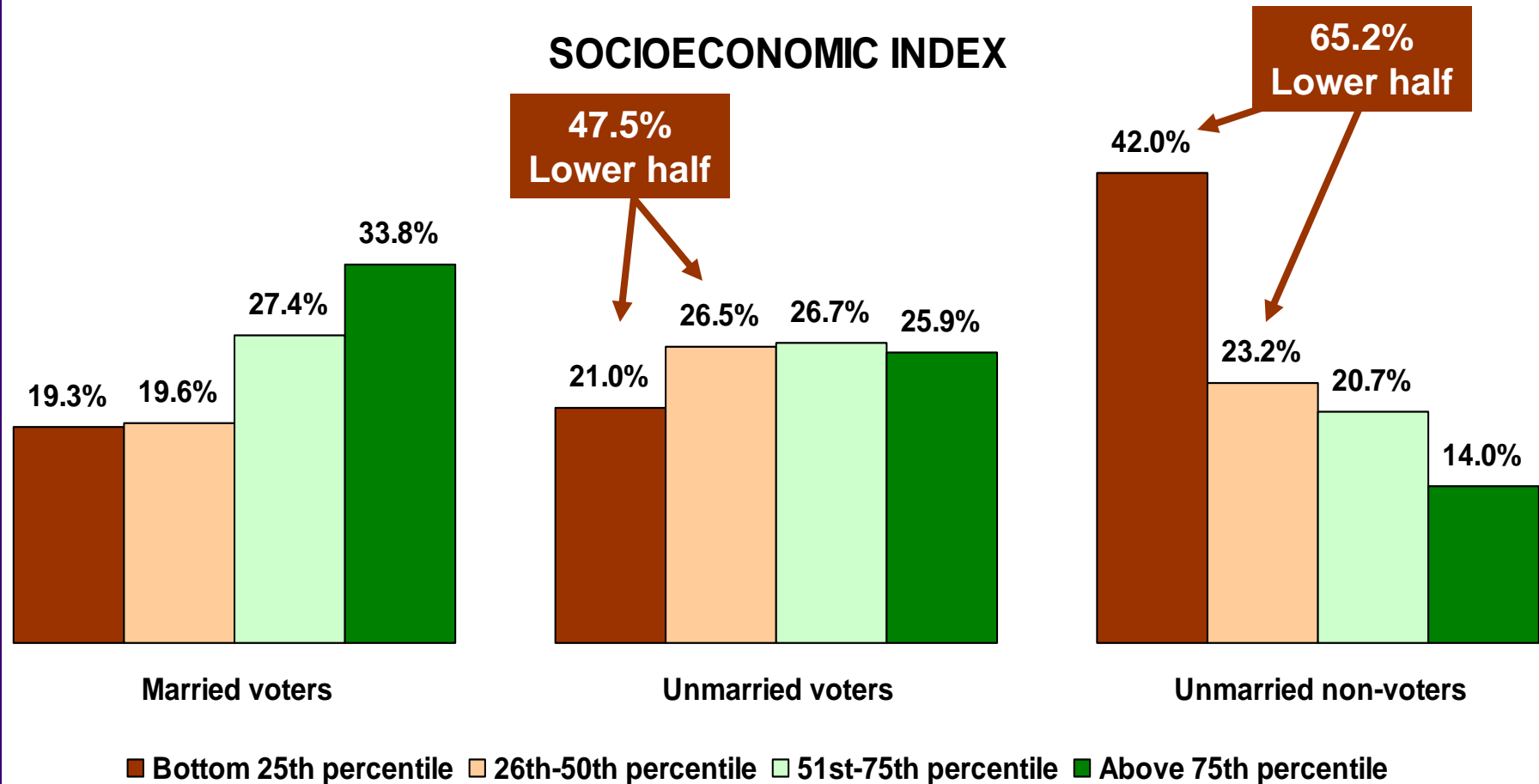


*There is an income disparity not only between men and women but also between married and unmarried. Unmarried women make only 56 cents for every dollar married men make, while married women and unmarried men earn roughly the same amount.* 11

Mean Personal Yearly Earnings based on Marital Status

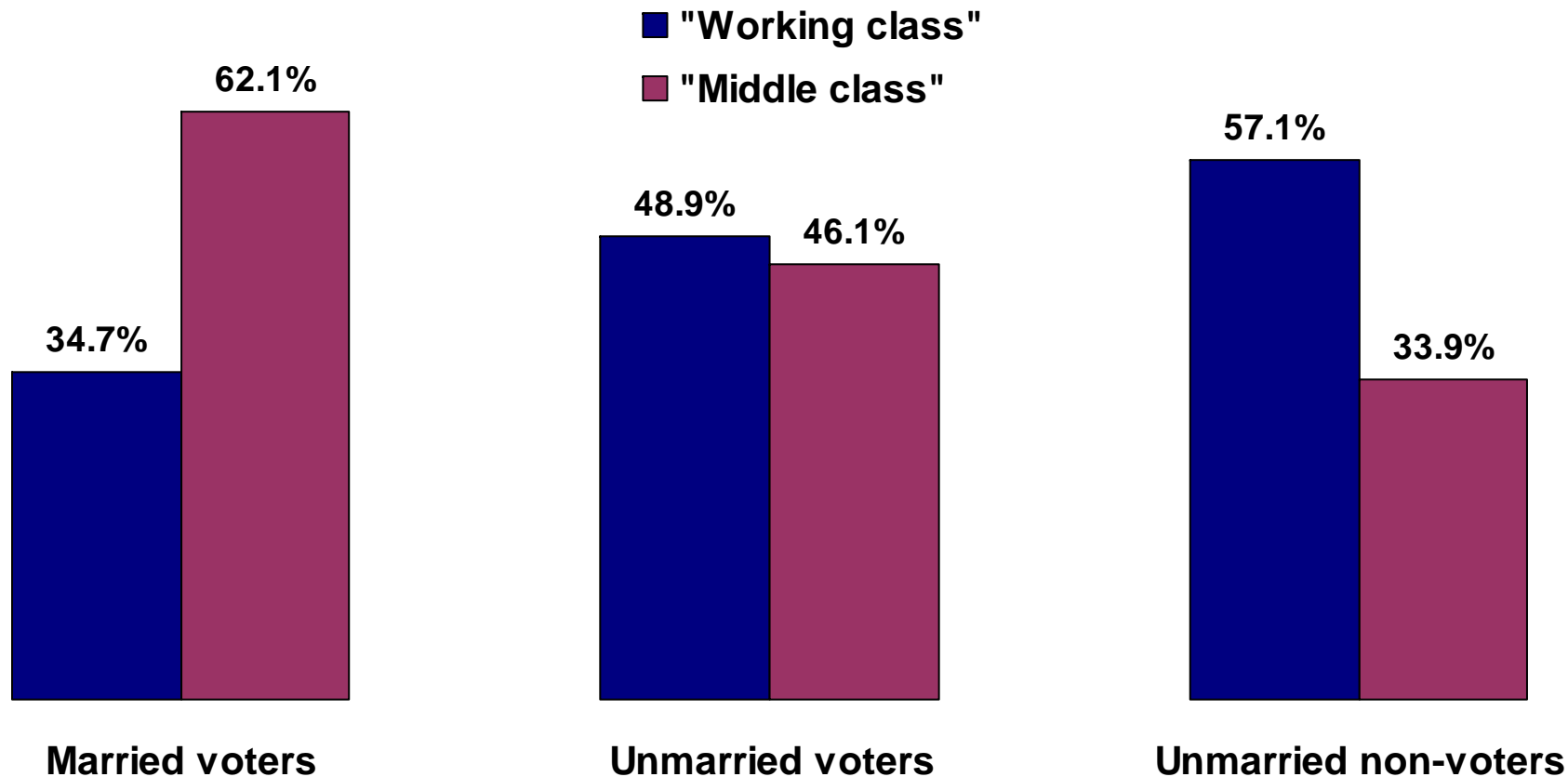


*The economic struggles of unmarried voters is especially highlighted by their socioeconomic standing, with almost half of unmarried voters – and nearly two-thirds of unmarried non-voters – in the lower half of the socioeconomic range.*



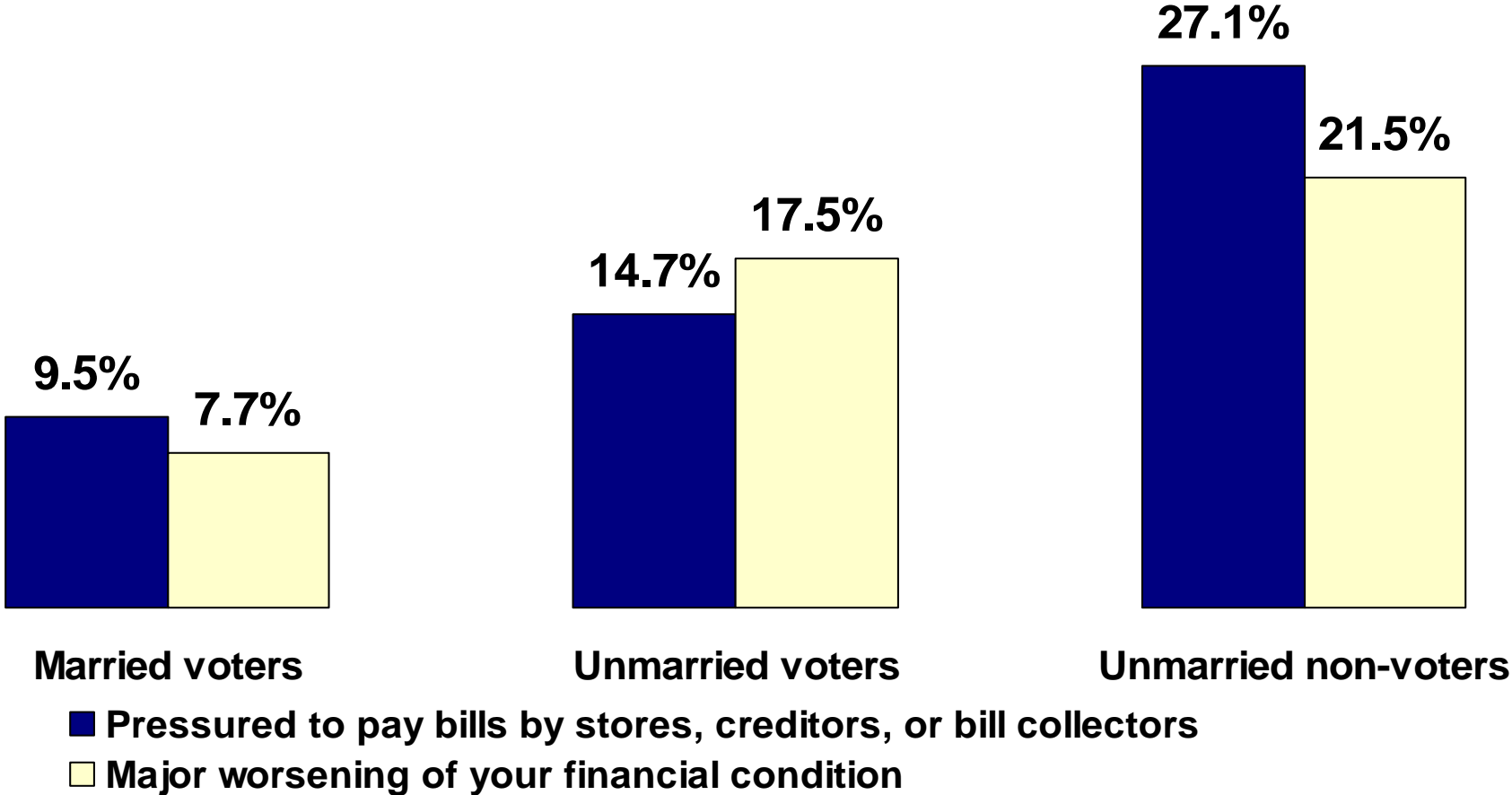
*The language of “working America” or “working families” speaks more to unmarried Americans. Unlike married voters, unmarried voters are a bit more likely to see themselves as “working class” rather than “middle class” while unmarried non-voters definitely see themselves as “working class.”*

### SELF-PERCEIVED CLASS



*Financial burdens are a very salient issue for unmarrieds – especially non-voters – as many of them have had a considerable financial problem over the previous year. Their rate of financial difficulties is much higher than married voters.*

### FINANCIAL PROBLEMS IN PAST YEAR



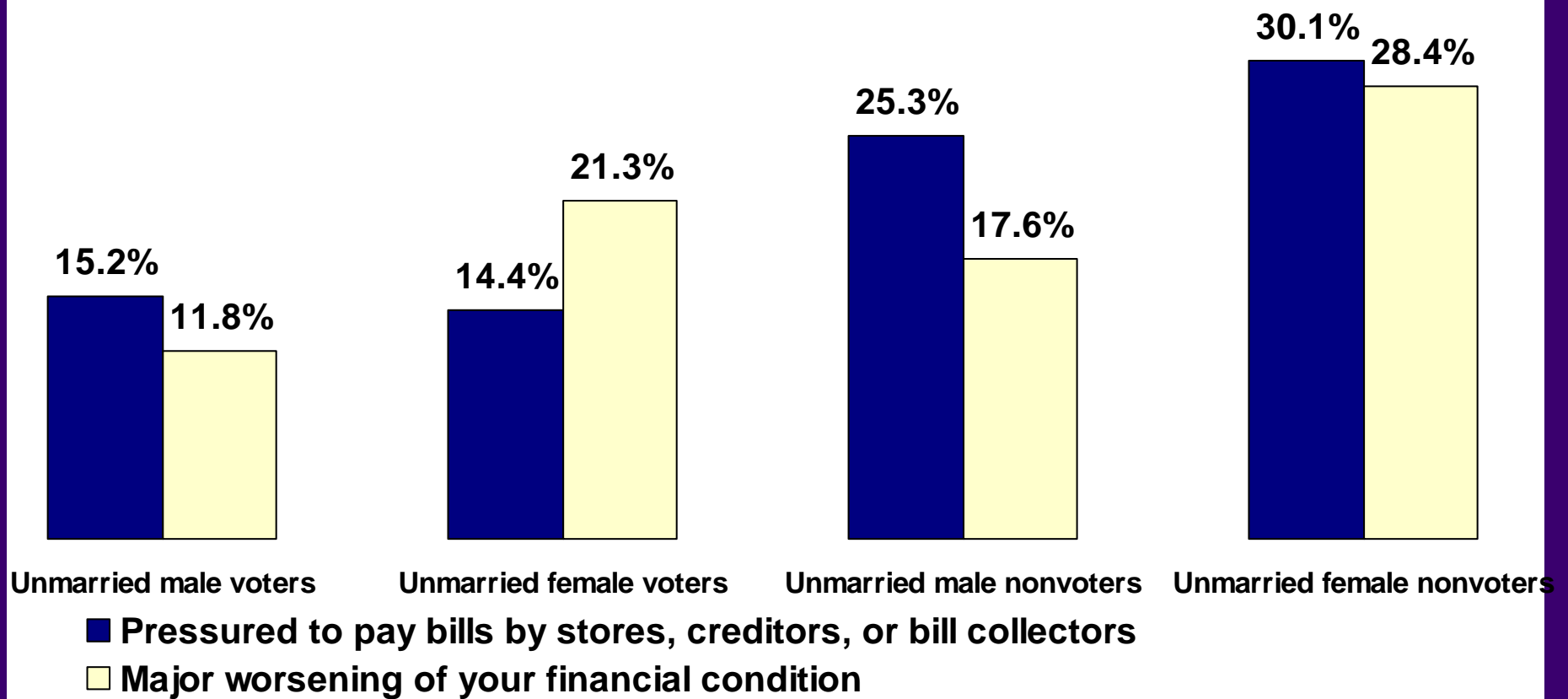
General Social Survey, 2004

Unmarried America, 2007



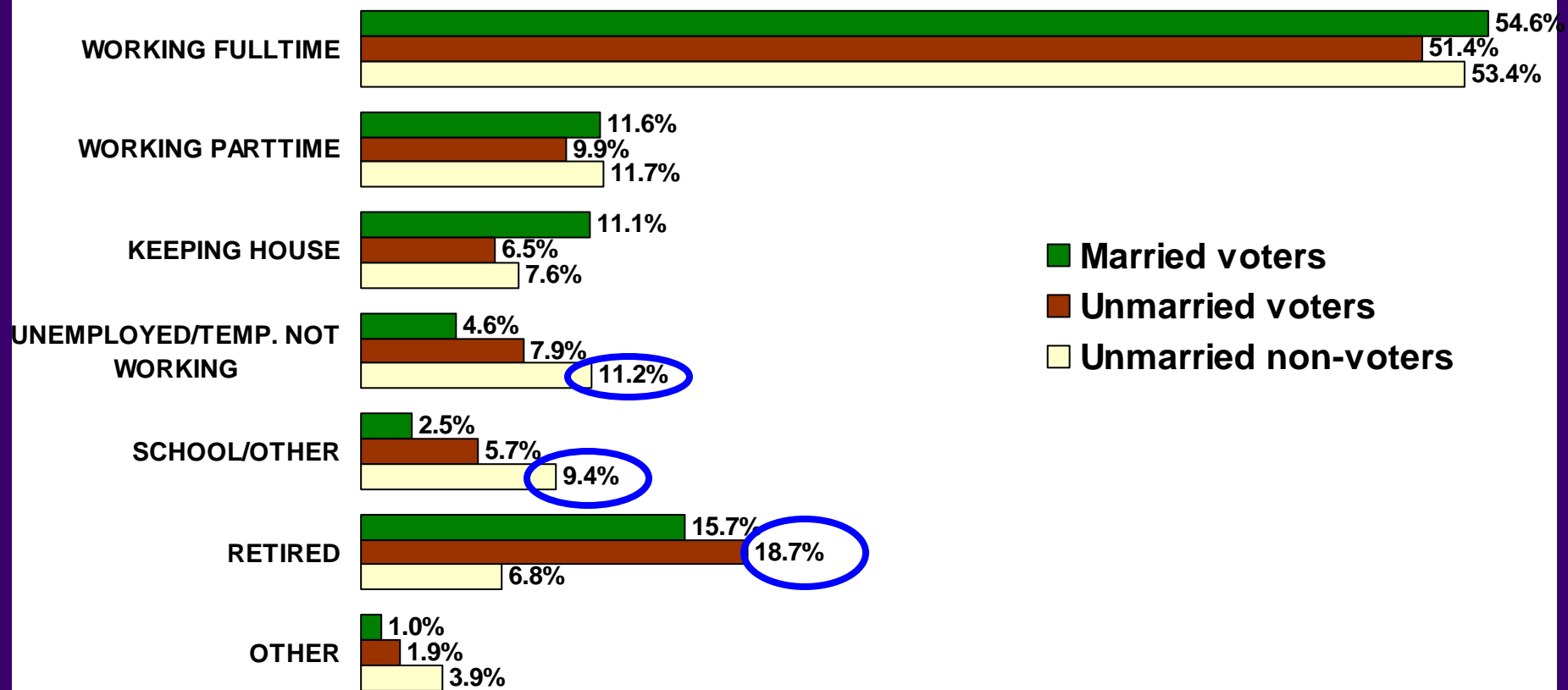
*Unmarried women are more likely than unmarried men to have felt a major worsening of their financial situation in the last year.  
 Unmarried non-voting women are more likely to feel pressured than their male counterparts.*

**FINANCIAL PROBLEMS IN PAST YEAR**  
All Unmarrieds Only



*Employment is a pretty consistent trend, with just over half of all married voters, unmarried voters and unmarried non-voters working full-time. However, the non-voters are somewhat more likely to be out of work or in school, while the unmarried voters are more likely to be retired.*

### EMPLOYMENT STATUS



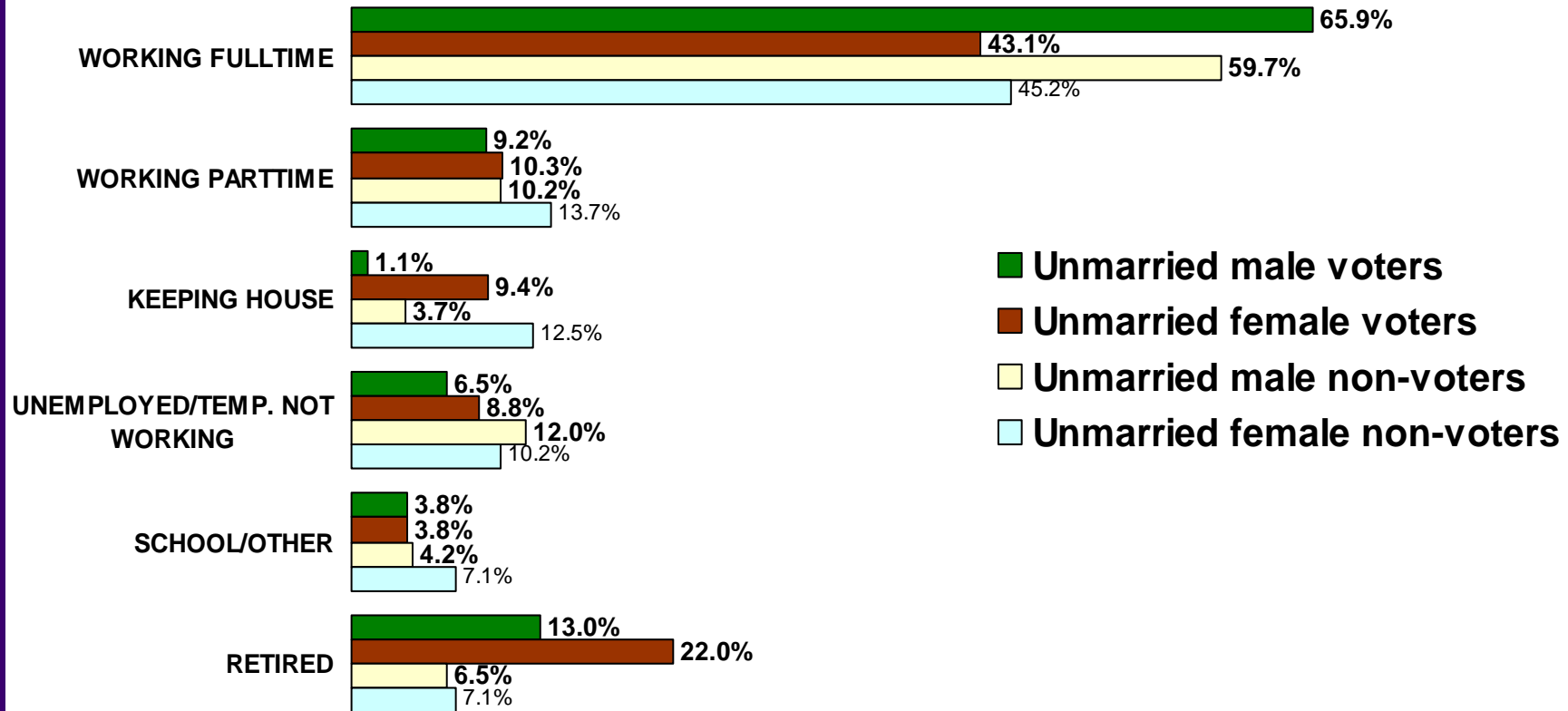
General Social Survey, 2004

Unmarried America, 2007



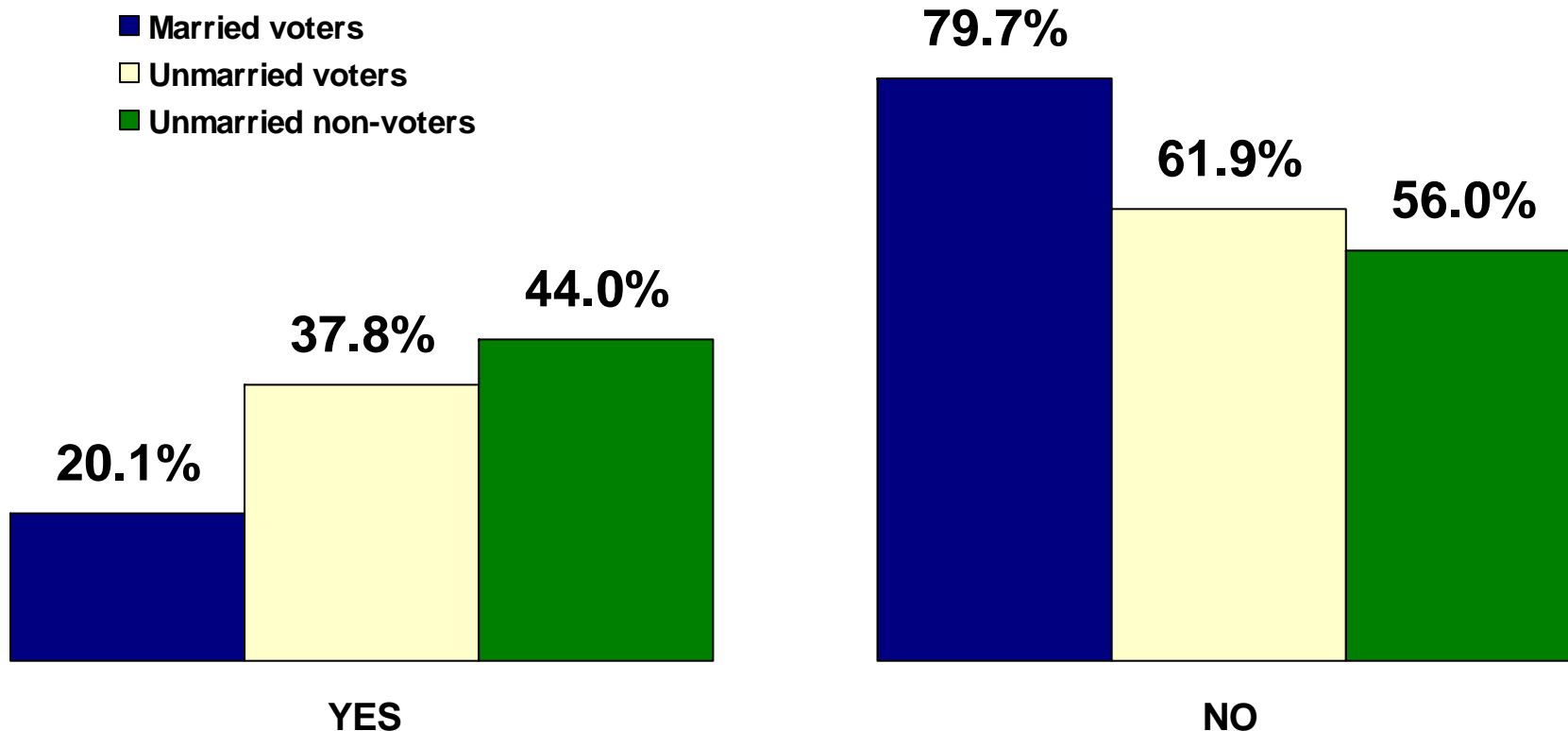
**Unmarried women are significantly less likely to be employed full-time than unmarried men – in part because many are widows.** 17

**EMPLOYMENT STATUS**  
**All Unmarrieds Only**



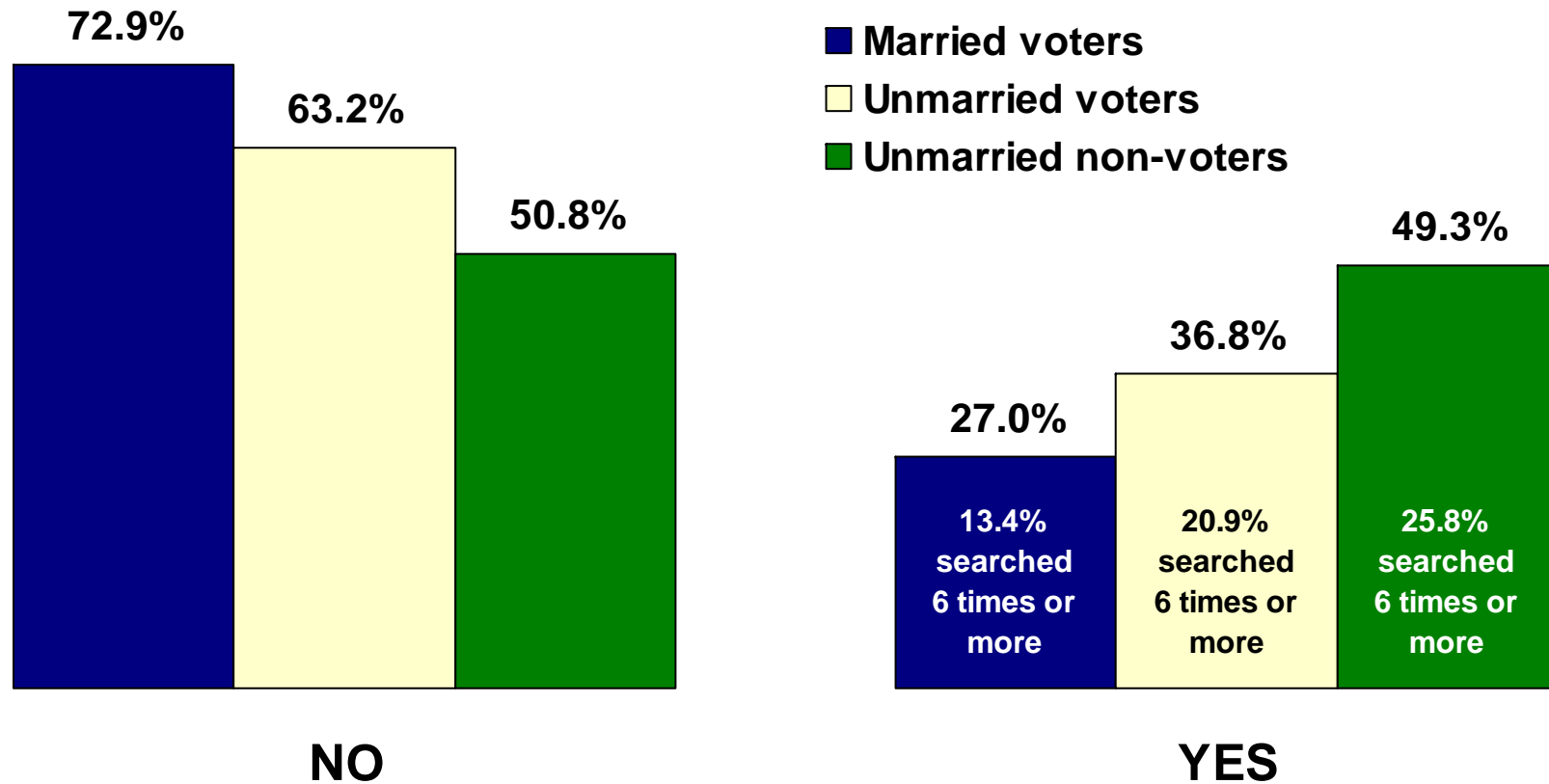
*More than one-third of of unmarried voters, and more than two-fifths of unmarried non-voters, have been unemployed at some point in the last ten years - a far higher rate than for married voters.*

### UNEMPLOYED AT ANY TIME IN THE LAST TEN YEARS?



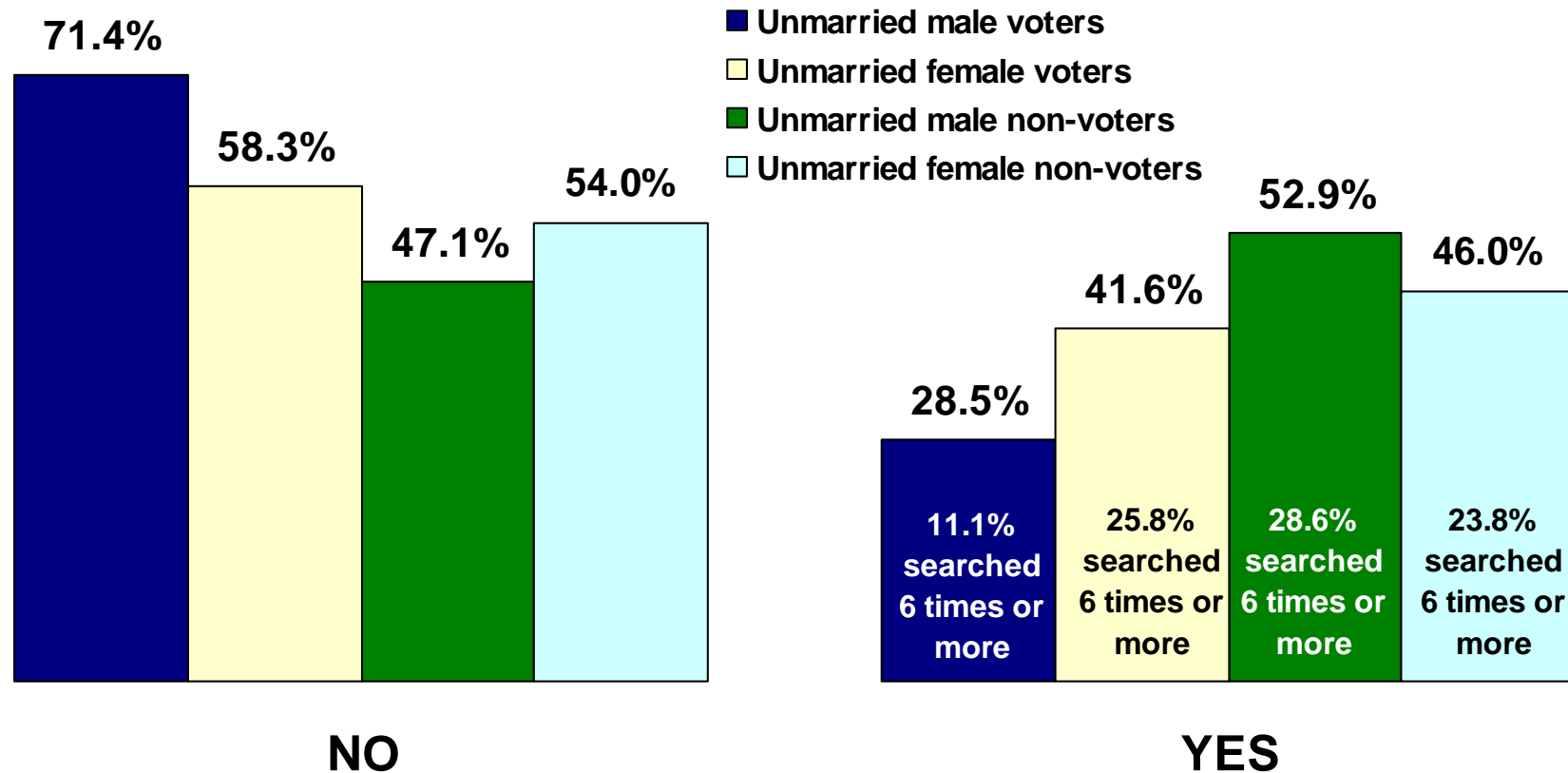
**Almost 37 percent of working unmarried voters, and close to half of unmarried non-voters, have explored other job opportunities in the last year.** 19

**SEARCHED FOR INFORMATION ABOUT A NEW JOB OR EXPLORED CAREER OPPORTUNITIES IN THE PAST YEAR**



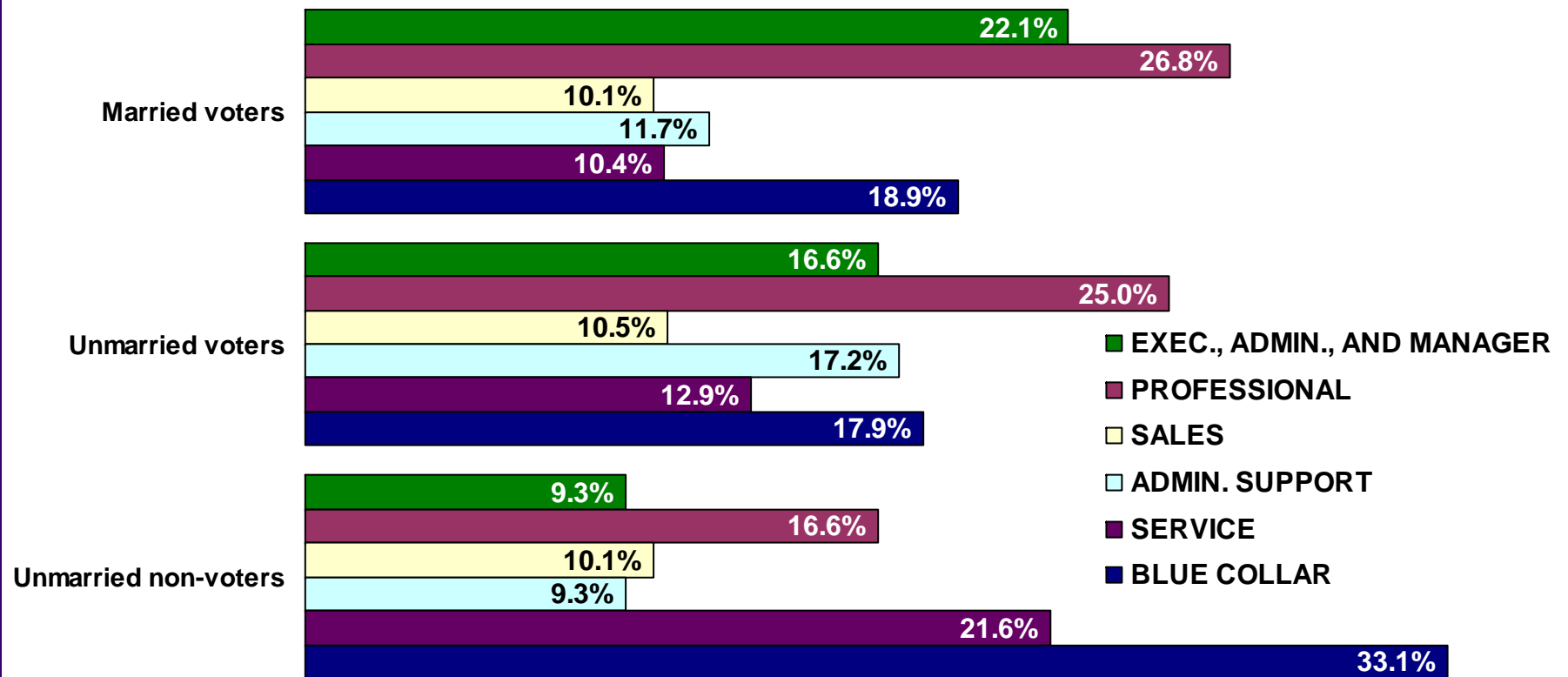
*Unmarried men who vote are the least likely to have looked for another job in the last year, but unmarried men who do not vote are the most likely to have conducted a job search in the last year.*

**SEARCHED FOR INFORMATION ABOUT A NEW JOB OR EXPLORED CAREER OPPORTUNITIES IN THE PAST YEAR**

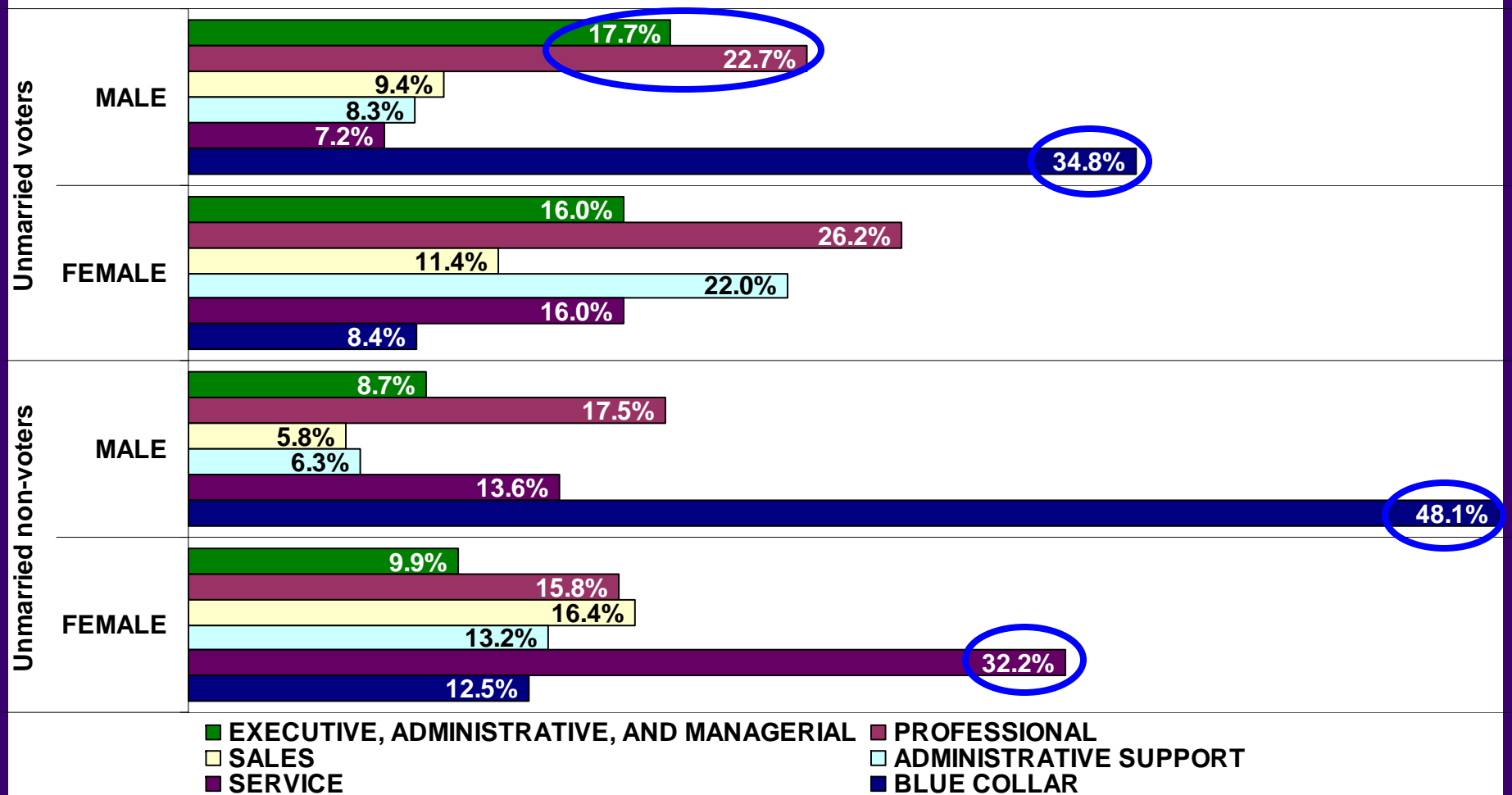


*The most common occupations for married voters are/were executive, administrative or professional. The professions are the most common career for unmarried voters, while unmarried non-voters are found most in the service and blue-collar industries.*

### PAST OR PRESENT OCCUPATION



*Unmarried women who vote are about as likely to be professionals or executives as they are to be in the service, sales, or administrative support fields, while unmarried women who do not vote are most likely to be in the service industry.*



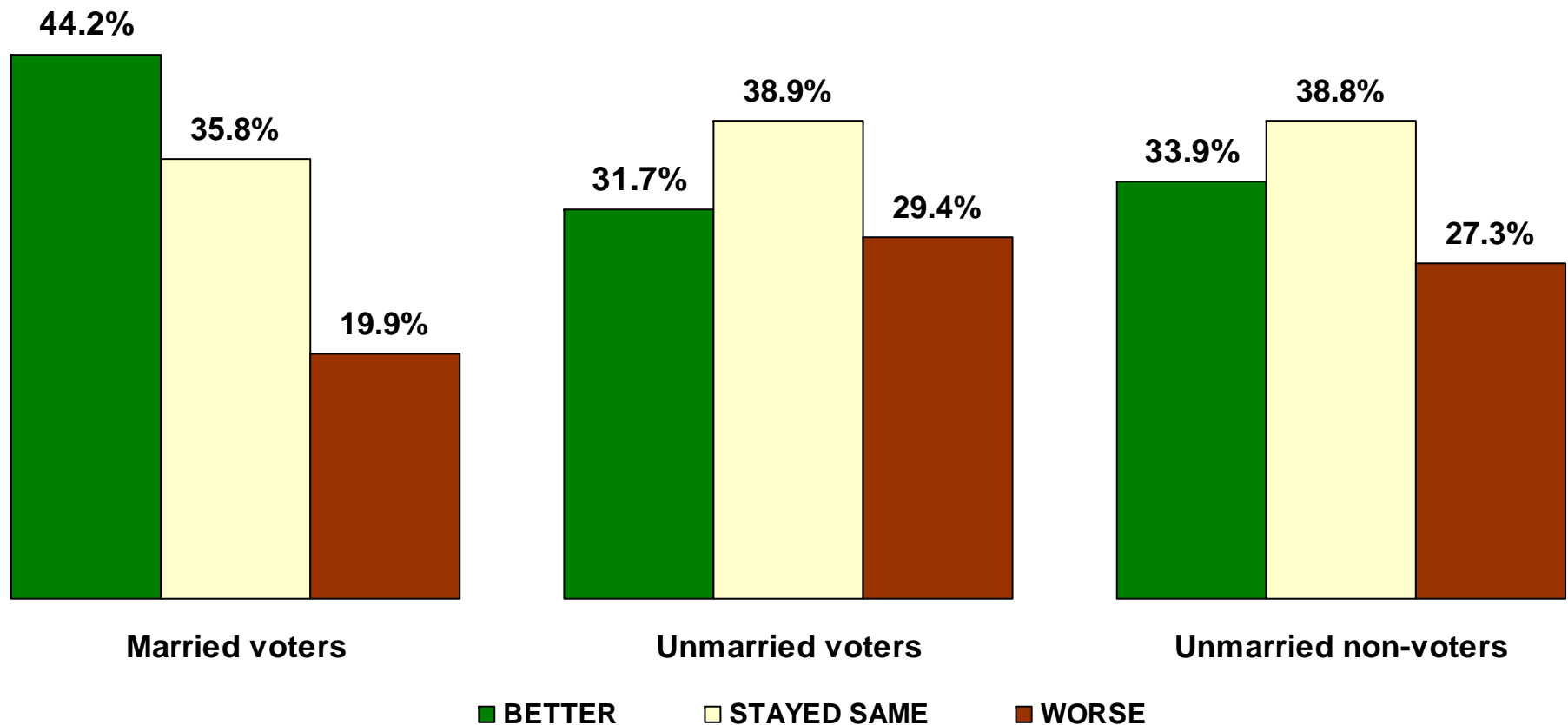
General Social Survey, 2004

Unmarried America, 2007



*Not surprisingly, unmarried voters have also fared worse economically in recent times than married voters. Unmarried voters and non-voters tend to be more likely to see their economic situation as stagnant or deteriorating than married voters.*

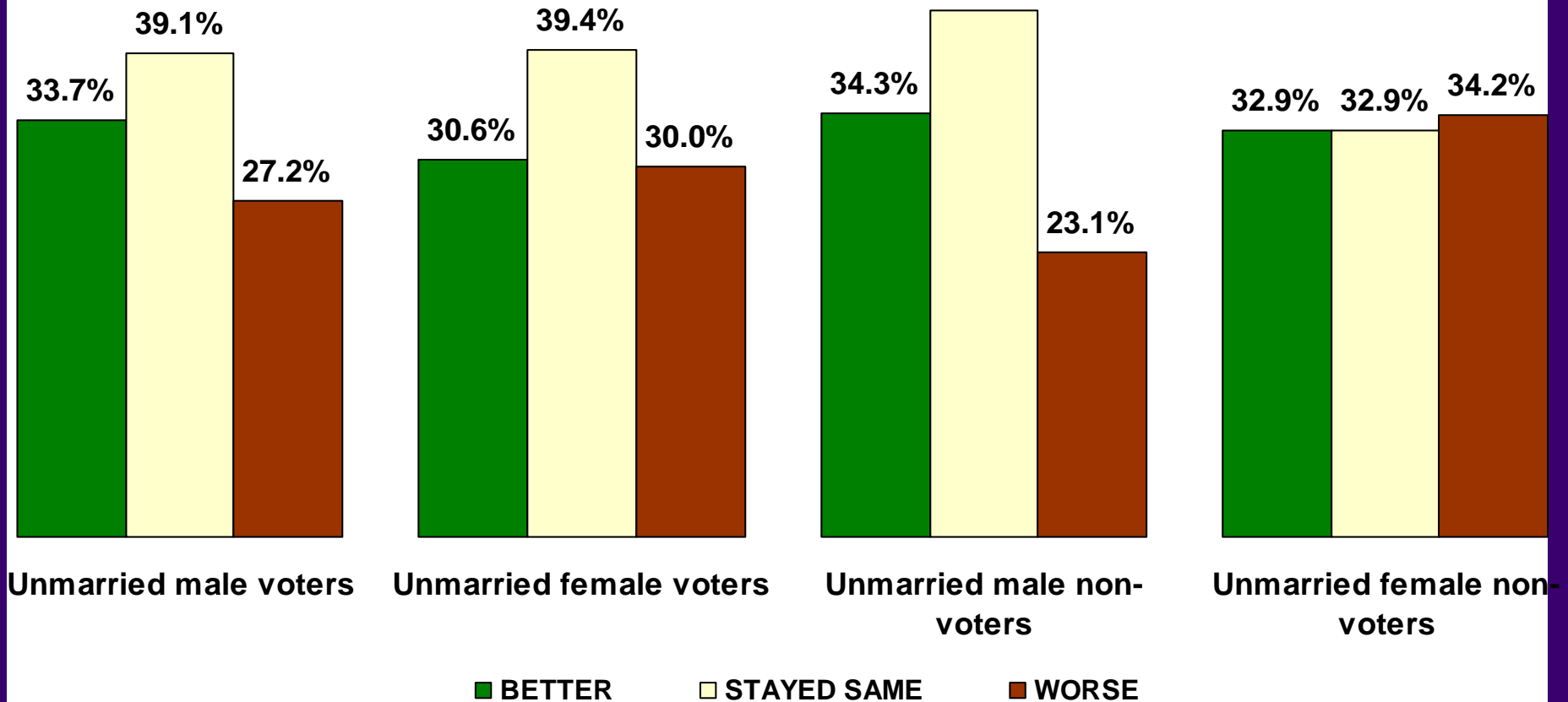
### FINANCIAL SITUATION DURING THE LAST FEW YEARS



*Across gender and voter status, people believe that their financial situation has been stagnant. Non-voting women on their own are the most likely to think that their situation has gotten worse.*

**FINANCIAL SITUATION DURING THE LAST FEW YEARS**

All Unmarrieds Only 42.6%



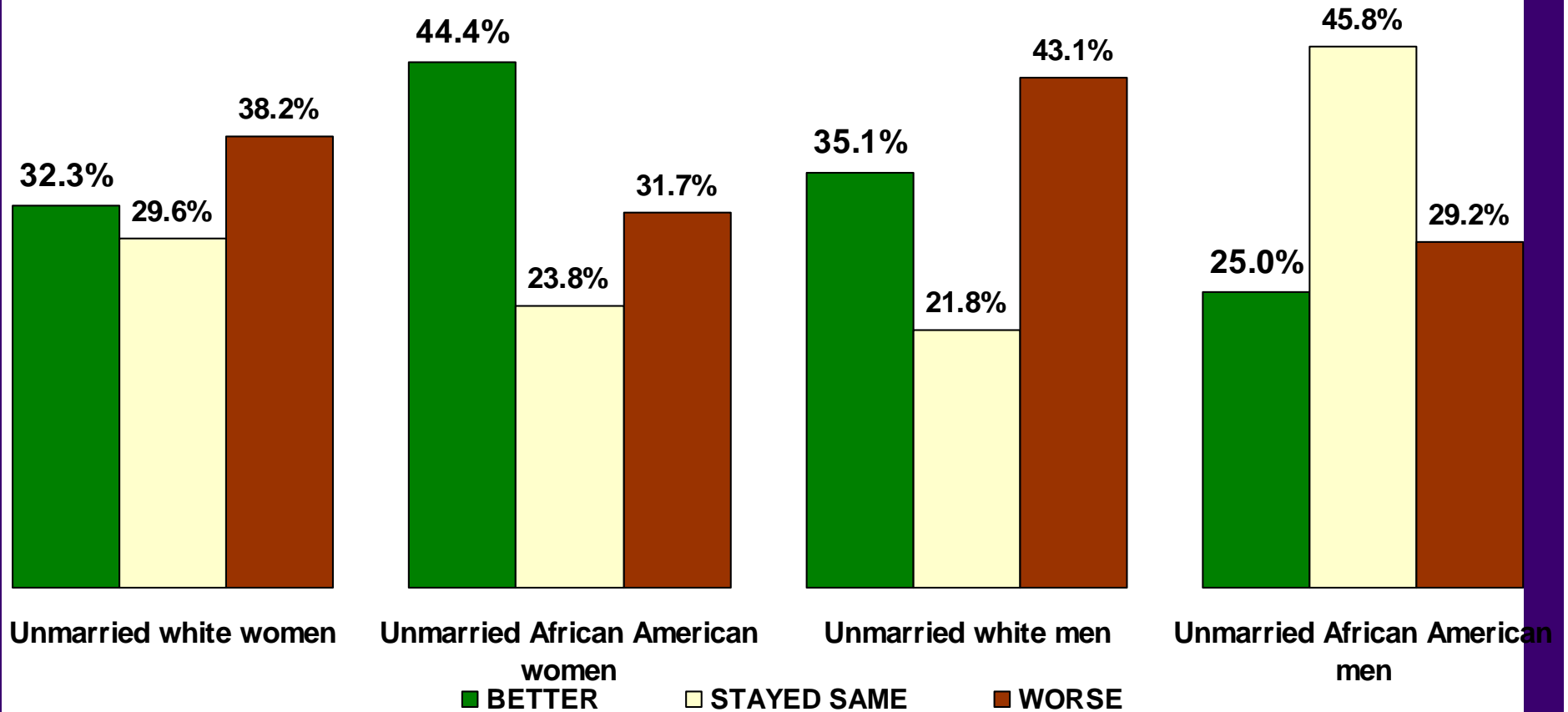
General Social Survey, 2004

Unmarried America, 2007



*Unmarried white men and women are most likely to say their financial situation has gotten worse in the last few years, while a plurality of African-American unmarried women say things have gotten better.*

**FINANCIAL SITUATION DURING THE LAST FEW YEARS**  
All Unmarrieds Only



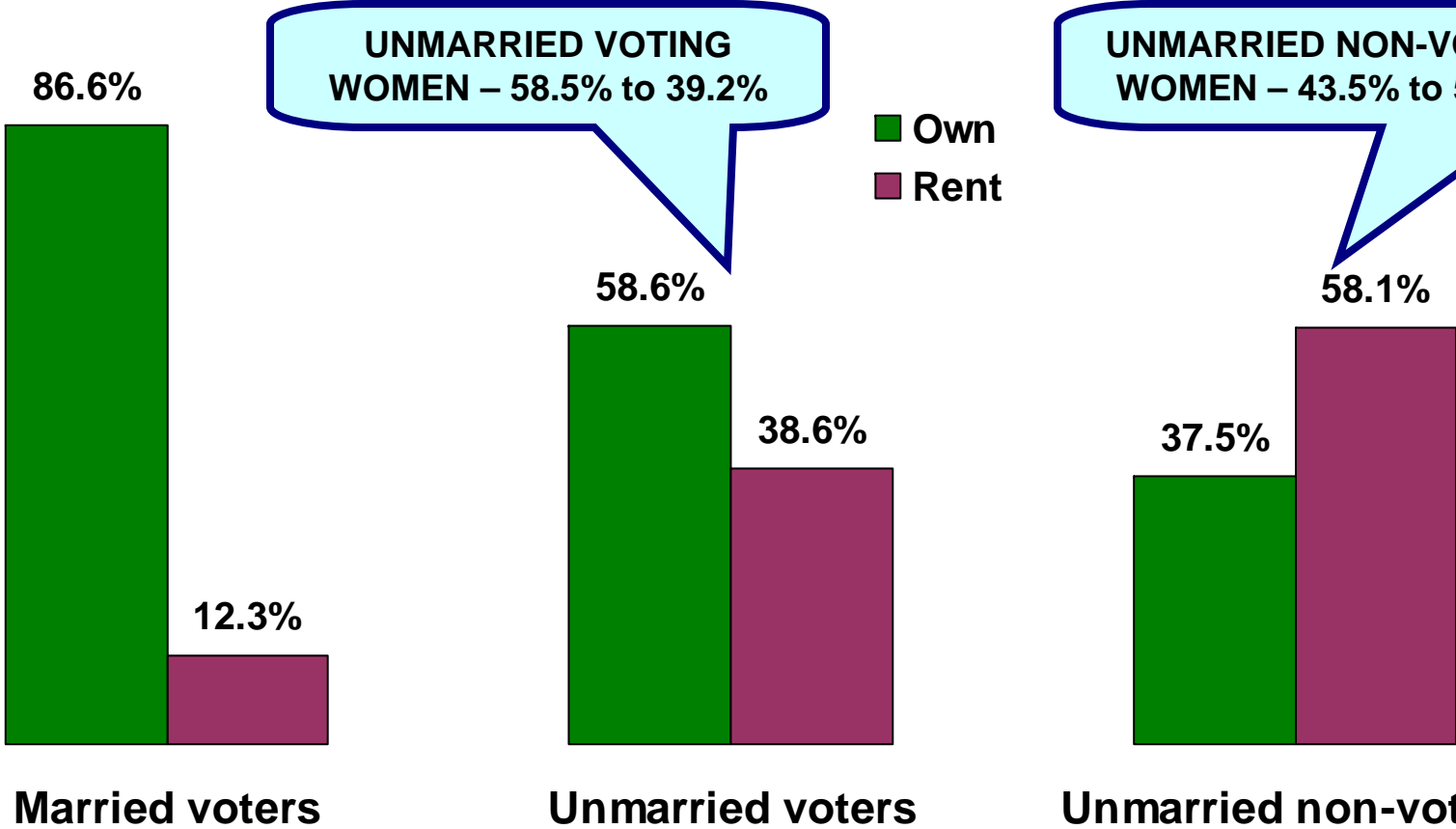
General Social Survey, 2004

Unmarried America, 2007



*Married voters tend to own their homes. To a much lesser extent that is true of unmarried Americans who vote. Unmarried Americans who do not vote, however, rent their residences.*

# HOME OWNERSHIP/RENTAL STATUS



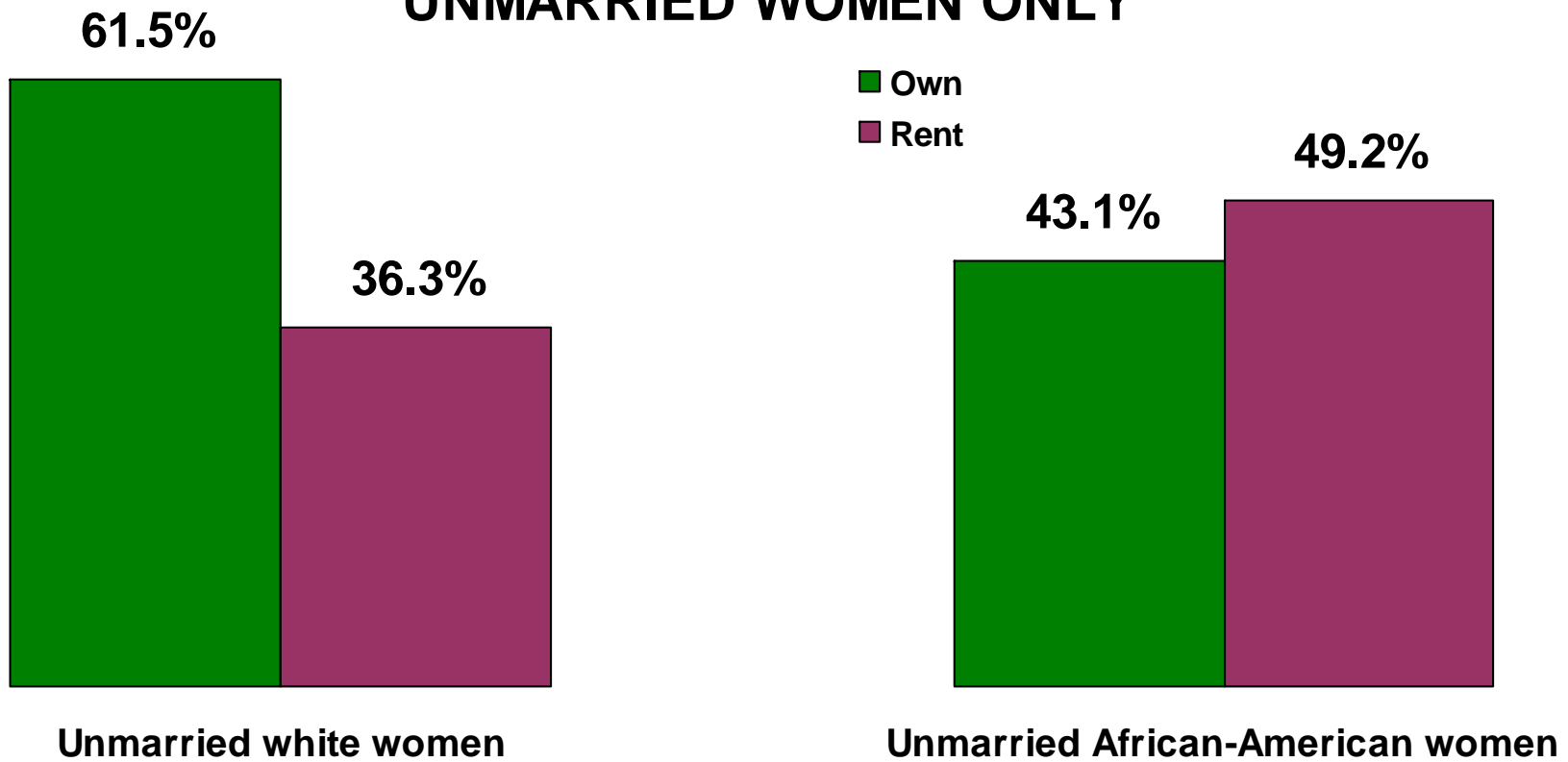
National Election Study, 2004

Unmarried America, 2007



*Among women on their own, whites are much more likely to own instead of rent, while a plurality of unmarried African-American women rent.*

### HOME OWNERSHIP/RENTAL STATUS UNMARRIED WOMEN ONLY



# ***HOW DOES THE HEALTH CARE ISSUE AFFECT UNMARRIED AMERICA?***

**For unmarried  
America health care is  
an on-going struggle.  
They have less access  
and are more likely to  
go without health care  
coverage.**



**Women's Voices  
Women Vote.**

# FAST FACTS

## HOW DOES THE HEALTH CARE ISSUE AFFECT UNMARRIED AMERICA?

	UNMARRIED	MARRIED
<b>HEALTH CARE COVERAGE</b> (Scarborough USA, 2006) *voters only		
<b>MEDICARE</b>	<b>26.5%</b>	<b>19.6%</b>
<b>MEDICAID, OTHER PUBLIC ASSISTANCE</b>	<b>5.7%</b>	<b>1.7%</b>
<b>NONE</b>	<b>14.8%</b>	<b>7.6%</b>
<b>UNABLE TO AFFORD NEEDED MEDICAL CARE IN THE PAST YEAR</b> (General Social Survey, 2004)	<b>15.0%</b>	<b>7.2%</b>

# FAST FACTS

## *HOW DOES THE HEALTH CARE ISSUE AFFECT UNMARRIED AMERICA?*

	<b>UNMARRIED WOMEN</b>	<b>MARRIED WOMEN</b>
<b>HEALTH CARE COVERAGE</b> (Scarborough USA, 2006)		
<b>MEDICARE</b>	<b>27.5%</b>	
<b>MEDICAID, OTHER PUBLIC ASSISTANCE</b>	<b>10.5%</b>	
<b>NONE</b>	<b>18.6%</b>	
<b>UNABLE TO AFFORD NEEDED MEDICAL CARE IN THE PAST YEAR</b> (General Social Survey, 2004)	<b>15.4%</b>	<b>8.4%</b>

# SUMMARY

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## ***HOW DOES THE HEALTH CARE ISSUE AFFECT UNMARRIED AMERICA?***

- ***Unmarried voters struggle to afford health insurance and have less access to health care and health care information. Cost is the primary barrier—because insurance is so expensive, they have less access.***
- ***Unmarried non-voters are more likely than unmarried voters to have no insurance or be on Medicaid or other public assistance for health care. Unmarried voters are, in turn, more likely than married voters to lack insurance or be on Medicaid.***

# SUMMARY

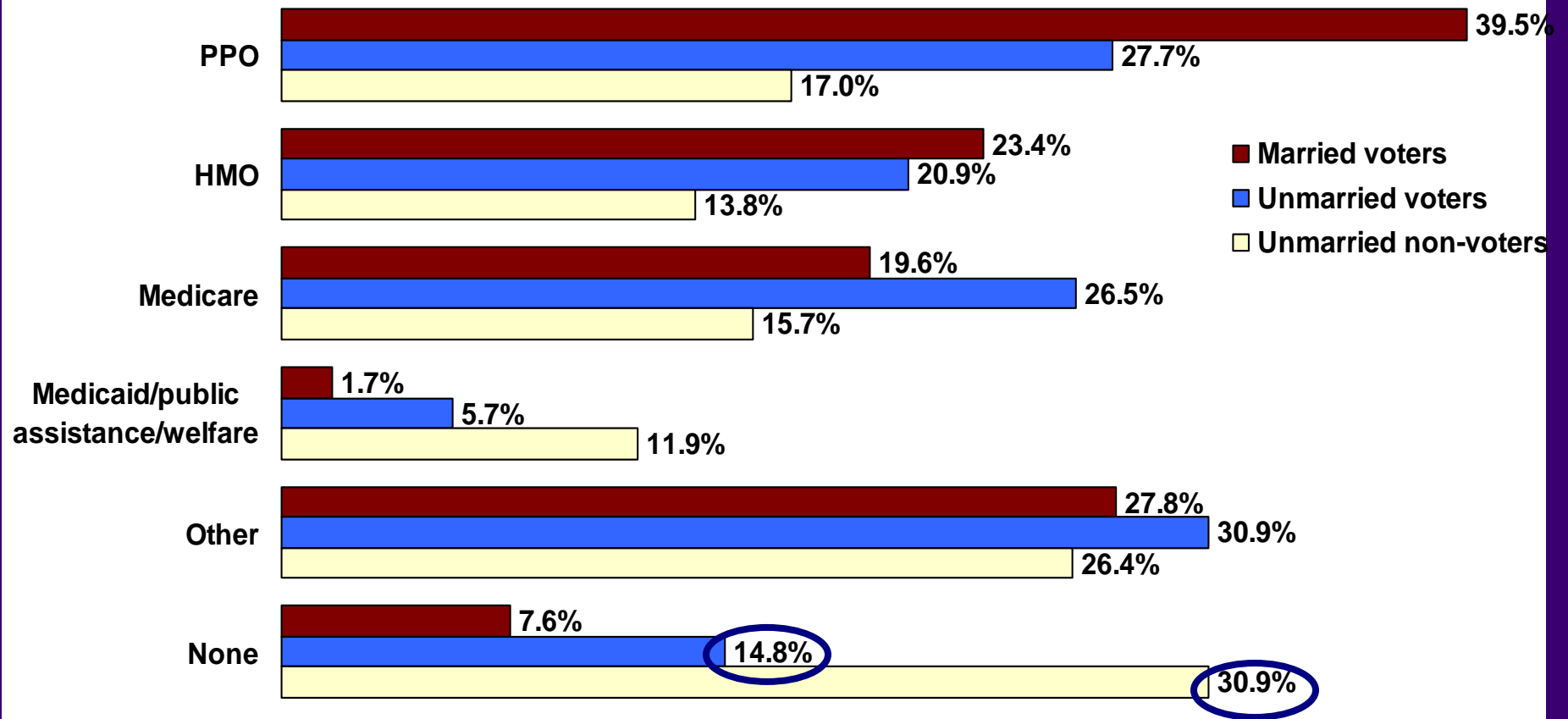
32

## ***HOW DOES THE HEALTH CARE ISSUE AFFECT WOMEN IN UNMARRIED AMERICA?***

- ***Close to one out of five unmarried women have no health care coverage, while more than a quarter of them are covered by Medicare, and another 10 percent are covered by Medicaid or some other public assistance program.***
- ***Over one-fifth of unmarried women who do not vote have been unable to afford necessary health care recently.***
- ***Women on their own are more likely than unmarried men to be on Medicare or Medicaid. This is especially true of unmarried Latina women.***
- ***Almost three out of ten unmarried Latina women have no health coverage.***

*Health care coverage varies widely. Unmarried voters are twice as likely as married voters to be without coverage, and unmarried non-voters are four times as likely to go without coverage.*

**TYPE OF HEALTH COVERAGE = among all adults**



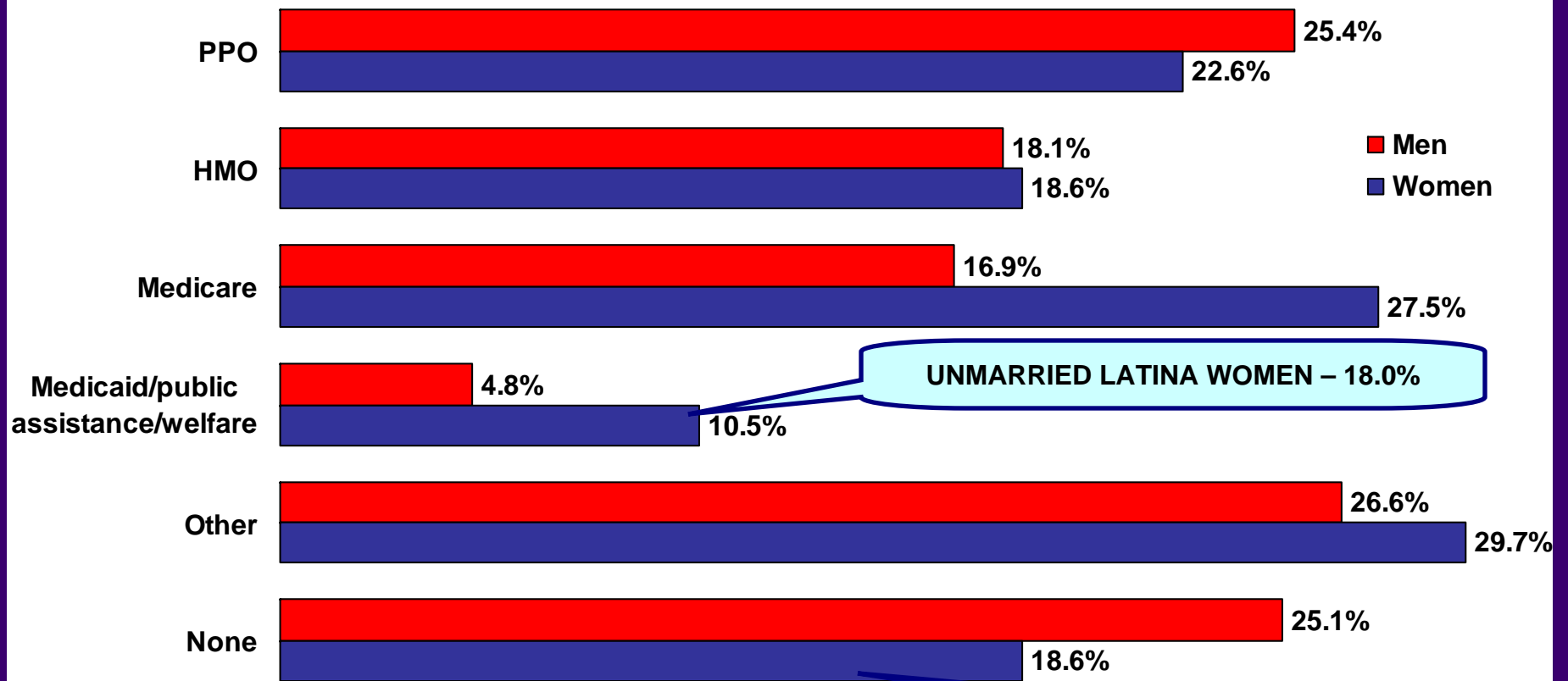
Scarborough USA, 2006

Unmarried America, 2007



*Unmarried women are more likely than men to be covered by Medicare, Medicaid, or a public assistance program. Nearly half of unmarried Latinas are without coverage, or are on Medicaid or a non-Medicare public assistance program.*

### TYPE OF HEALTH COVERAGE UNMARRIEDS ONLY



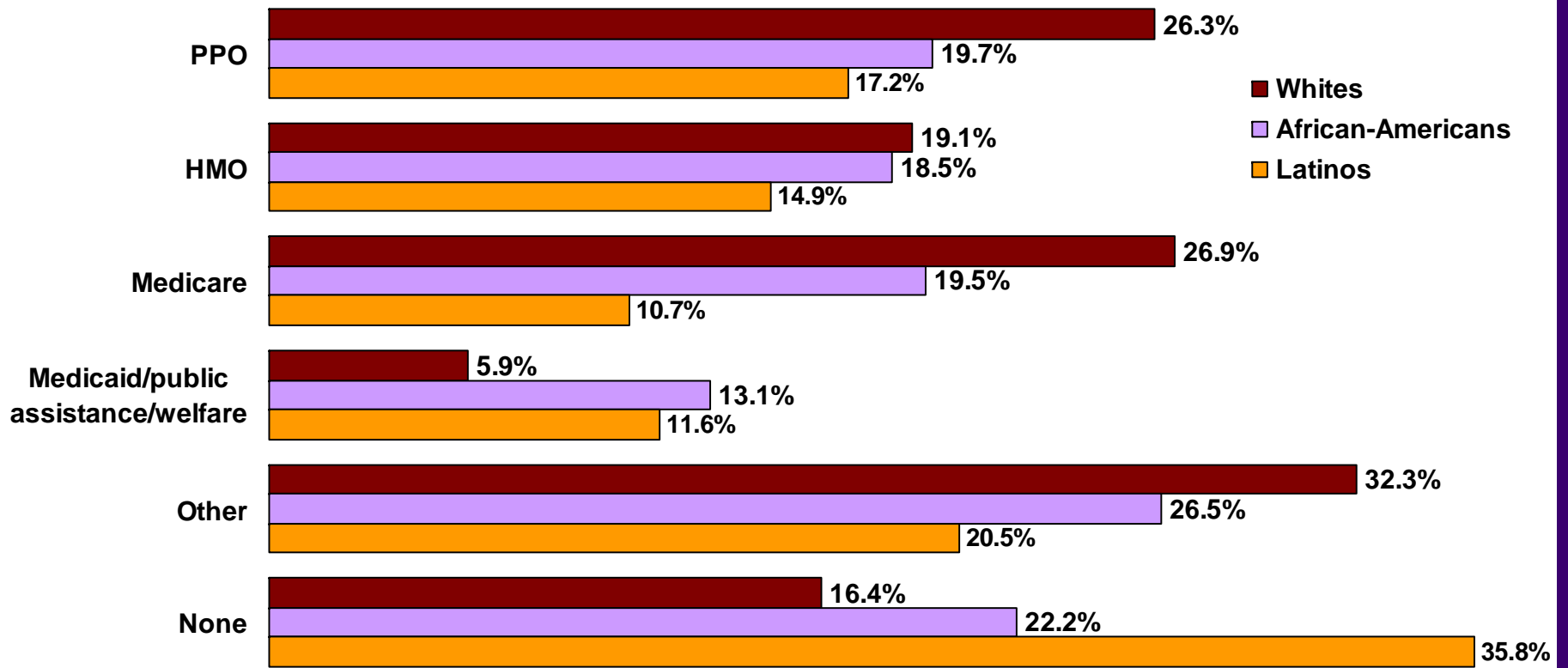
Scarborough USA, 2006

Unmarried America, 2007



*The overwhelming majority of unmarried whites are covered by private insurance or Medicare. Unmarried African Americans are the most likely to be on Medicaid or another public assistance program, while more than one-third of unmarried Latinos have no coverage.*

### TYPE OF HEALTH COVERAGE UNMARRIEDS ONLY



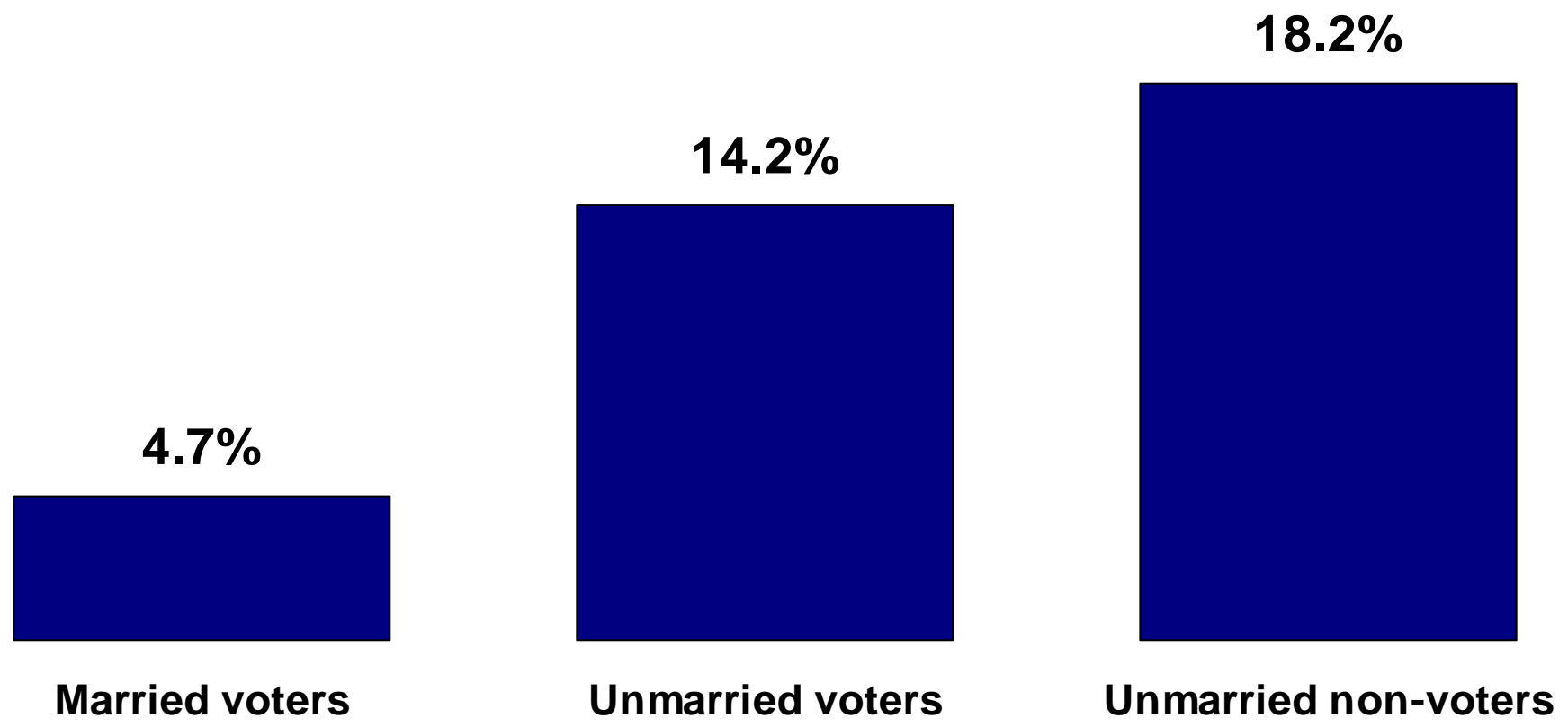
Scarborough USA, 2006

Unmarried America, 2007



*Affording health care is a bigger problem for unmarried America than for married America. While less than 5 percent of married voters have had this problem in the past year, more than 14 percent of unmarried voters – and almost one out of five unmarried non-voters – have been unable to pay for necessary care.*

### UNABLE TO AFFORD NEEDED MEDICAL CARE IN THE PAST YEAR



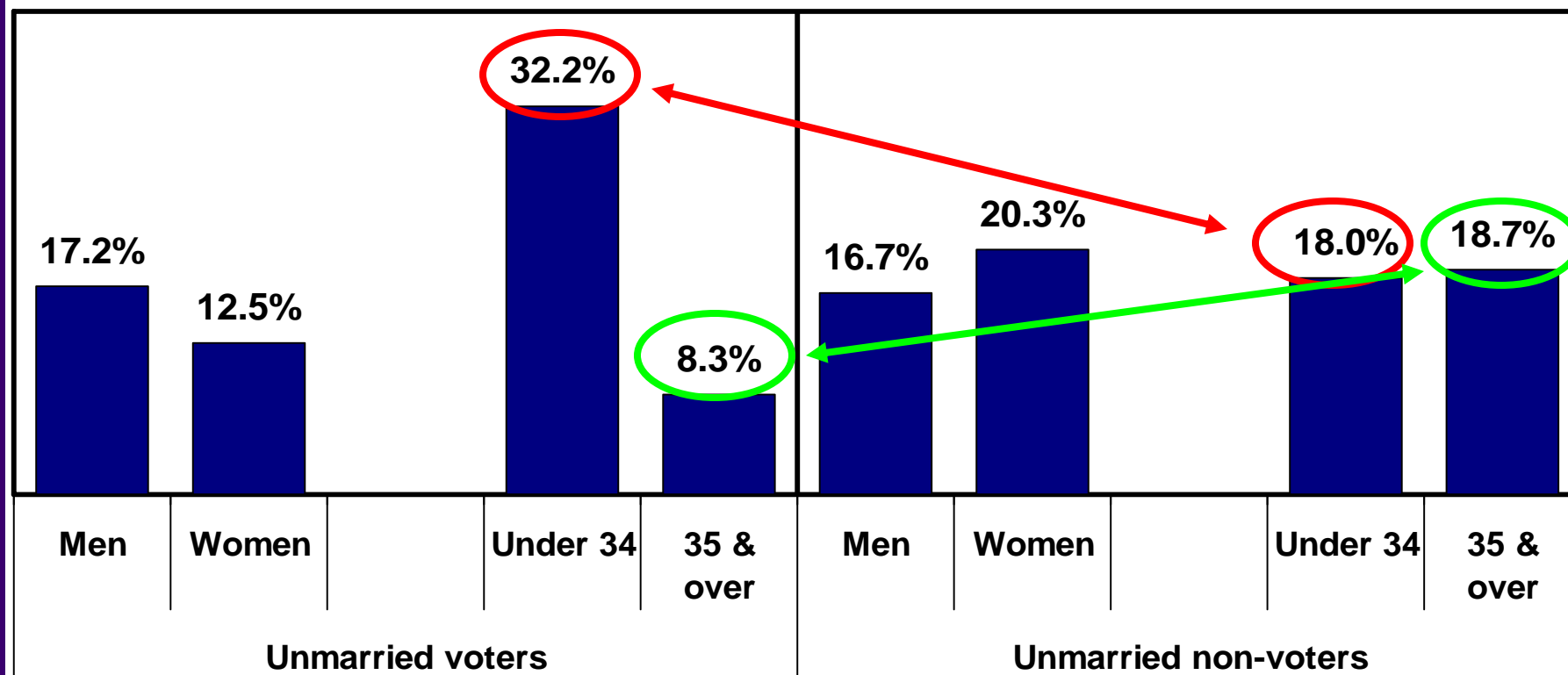
General Social Survey, 2004

Unmarried America, 2007



*Younger voters are more likely than their non-voting counterparts to have been unable to afford needed medical care within the past year, while the trend is reverse for older unmarrieds. In terms of gender, over one-fifth of non-voting women on their own have had serious problems with medical expenses.*

### UNABLE TO AFFORD NEEDED MEDICAL CARE IN THE PAST YEAR UNMARRIEDS ONLY



General Social Survey, 2004

Unmarried America, 2007



# ***WHAT DO THEY VALUE?***



**Women's Voices**  
**Women Vote.**

**Unmarried Americans are less religious than married Americans, but many - especially unmarried women - have strong religious faith. They also tend to be more progressive on social issues and are more open to the opinions of others.**

# **FAST FACTS**

## **WHAT DO THEY VALUE?**

	<b>UNMARRIED</b>	<b>MARRIED</b>
<b>BELIEVE PEOPLE WOULD TRY TO TAKE ADVANTAGE OF THEM ALL OR MOST OF THE TIME</b>	<b>38.8%</b>	<b>28.3%</b>
<b>BELIEVE THEY “CAN’T BE TOO CAREFUL” WITH OTHER PEOPLE</b>	<b>56.9%</b>	<b>47.6%</b>
<b>BELIEVE IT IS “VERY IMPORTANT” TO TRY TO UNDERSTAND THE OPINIONS OF OTHERS</b>	<b>46.1%</b>	<b>43.4%</b>
<b>ARE “VERY HAPPY” WITH THEIR LIVES IN GENERAL</b>	<b>21.9%</b>	<b>41.7%</b>
<b>FEEL GOD’S PRESENCE EVERY DAY</b>	<b>41.9%</b>	<b>53.4%</b>

# **FAST FACTS**

## ***WHAT DO THEY VALUE?***

	<b>UNMARRIED WOMEN</b>	<b>MARRIED WOMEN</b>
<b>BELIEVE PEOPLE WOULD TRY TO TAKE ADVANTAGE OF THEM ALL OR MOST OF THE TIME</b>	<b>36.4%</b>	<b>26.8%</b>
<b>BELIEVE THEY “CAN’T BE TOO CAREFUL” WITH OTHER PEOPLE</b>	<b>60.1%</b>	<b>50.6%</b>
<b>BELIEVE IT IS “VERY IMPORTANT” TO TRY TO UNDERSTAND THE OPINIONS OF OTHERS</b>	<b>49.1%</b>	<b>43.8%</b>
<b>ARE “VERY HAPPY” WITH THEIR LIVES IN GENERAL</b>	<b>23.1%</b>	<b>43.5%</b>
<b>FEEL GOD’S PRESENCE EVERY DAY</b>	<b>50.4%</b>	<b>59.1%</b>

# **SUMMARY**

## **WHAT DO THEY VALUE?**

- ***Unmarried Americans are pretty happy with their personal lives but are less happy than married Americans. This lower level of contentment is especially vivid among unmarried non-voters, who tend to be somewhat more pessimistic about their lives.***
- ***Unmarried America is slightly less religious, in general, than married America. Unmarried Americans are less likely to be attached to a particular religious group or organization.***
  - However, this area may need more research since just as many unmarried Americans as married Americans believe the Bible is the actual word of God. In the end, the difference probably tends to be about “attendance” and rather than “belief.”
- ***Unmarried Americans are also slightly more progressive on social policy issues including abortion and reproductive rights and marriage for gay and lesbian couples.***

# **SUMMARY**

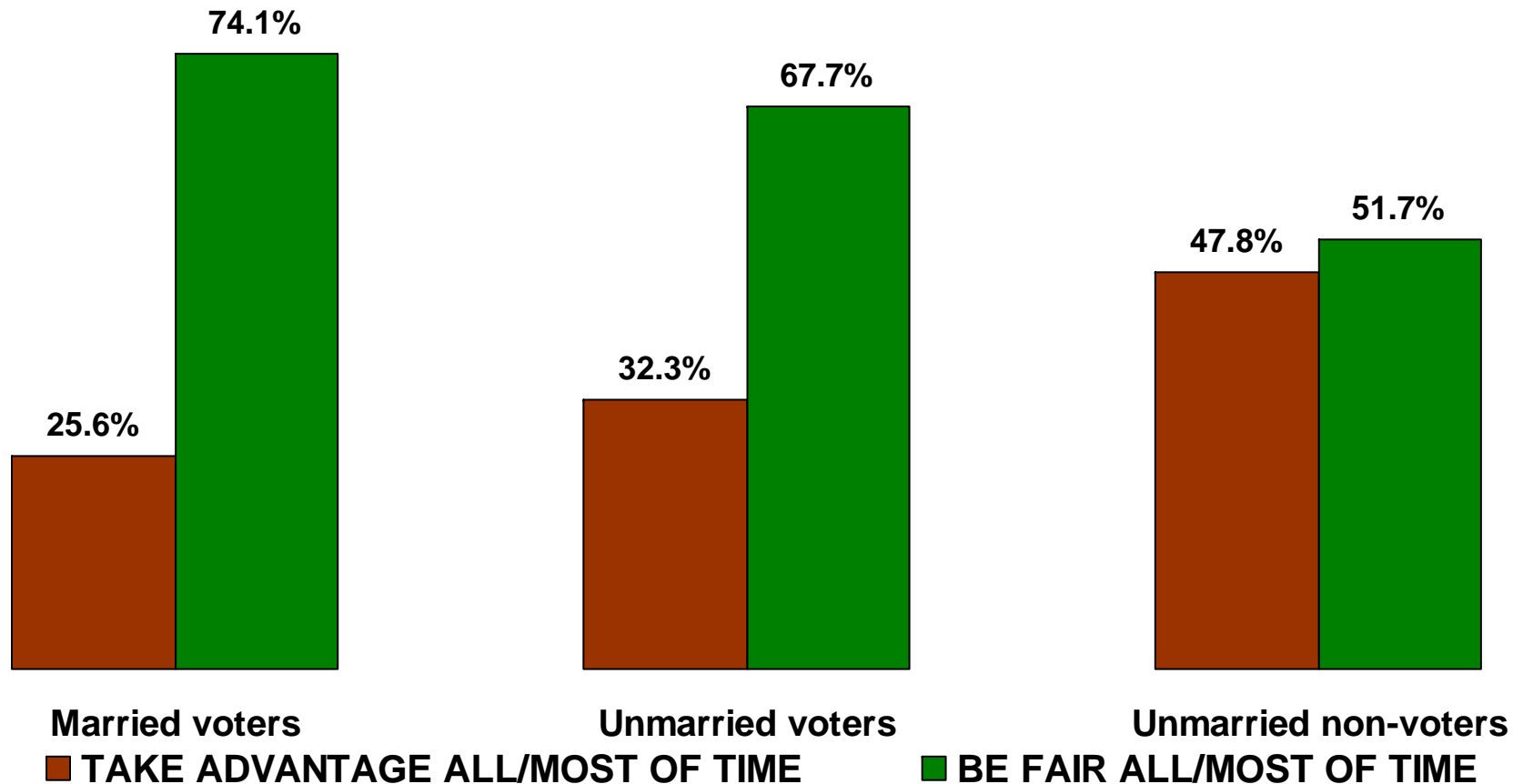
## **WHAT DO THEY VALUE?**

### **Unmarried Women**

- ***Unmarried women tend to be more satisfied and less alienated than unmarried men.***
- ***Despite their financial problems, unmarried African-American women are happier about things than unmarried white women.***
- ***Unmarried women are more religious than unmarried men. More than half of unmarried voting females say they feel the presence of God every day, and about two-fifths of all unmarried women believe the bible is the word of God.***
- ***Unmarried women under 30 are more accepting of abortion in various circumstances than men of the same age, but the opposite is true of women between the ages of 30 and 49 and those 65 or older.***
- ***Among unmarrieds, women are less trusting of other people than men are, and unmarried non-voting women especially feel this way. However, they are also more likely than men to believe in understanding the opinions of other people.***

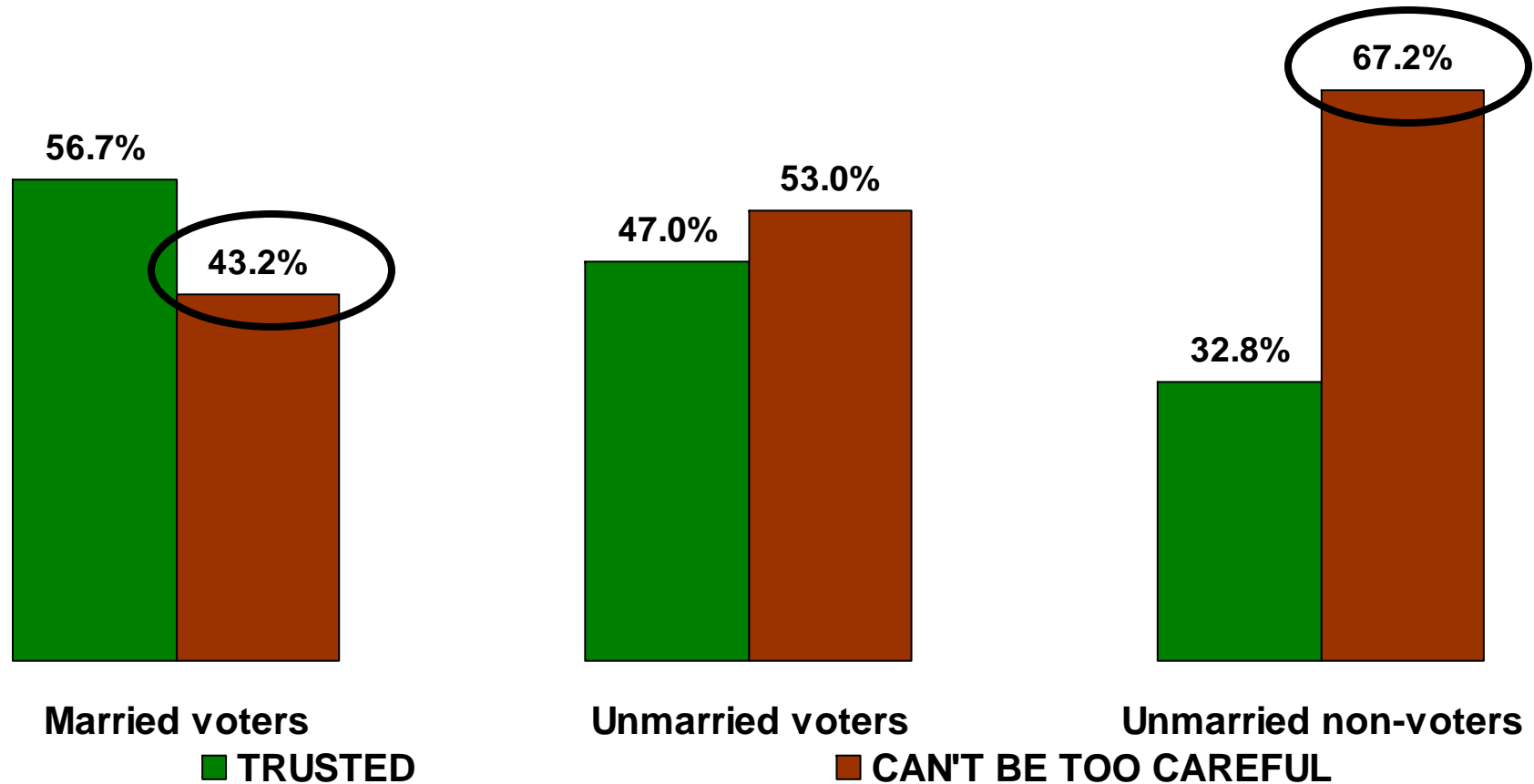
***Voters – both married and unmarried – believe that people are generally fair. Unmarried non-voters, however, have a more pessimistic outlook, and split their opinion on the fairness of people.***

"How often do you think that people would try to take advantage of you if they got the chance, and how often would they try to be fair?"



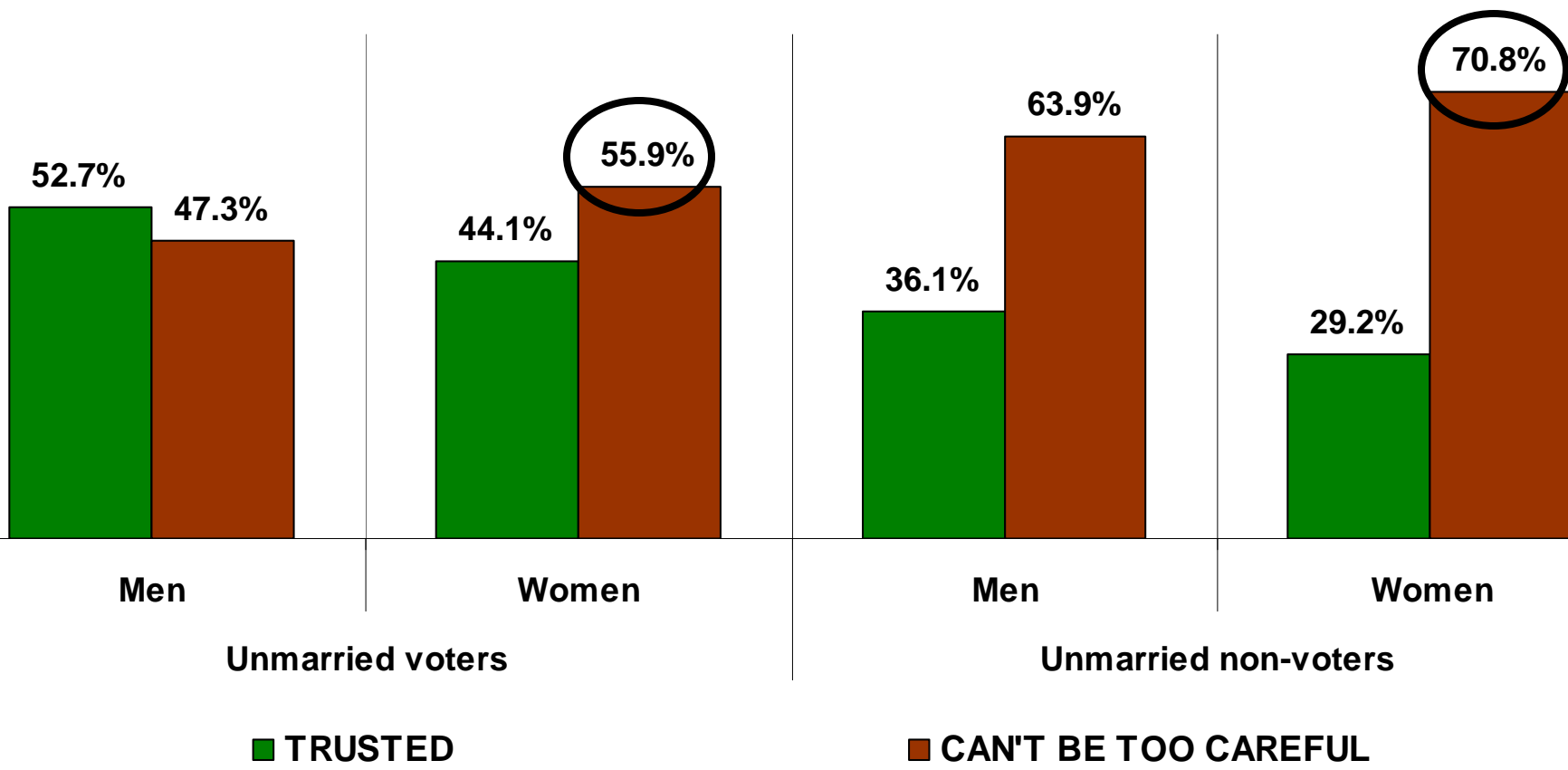
**Unmarried voters also tend to be slightly less trusting of others. This is especially true among non-voting unmarried adults.**

"Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?"



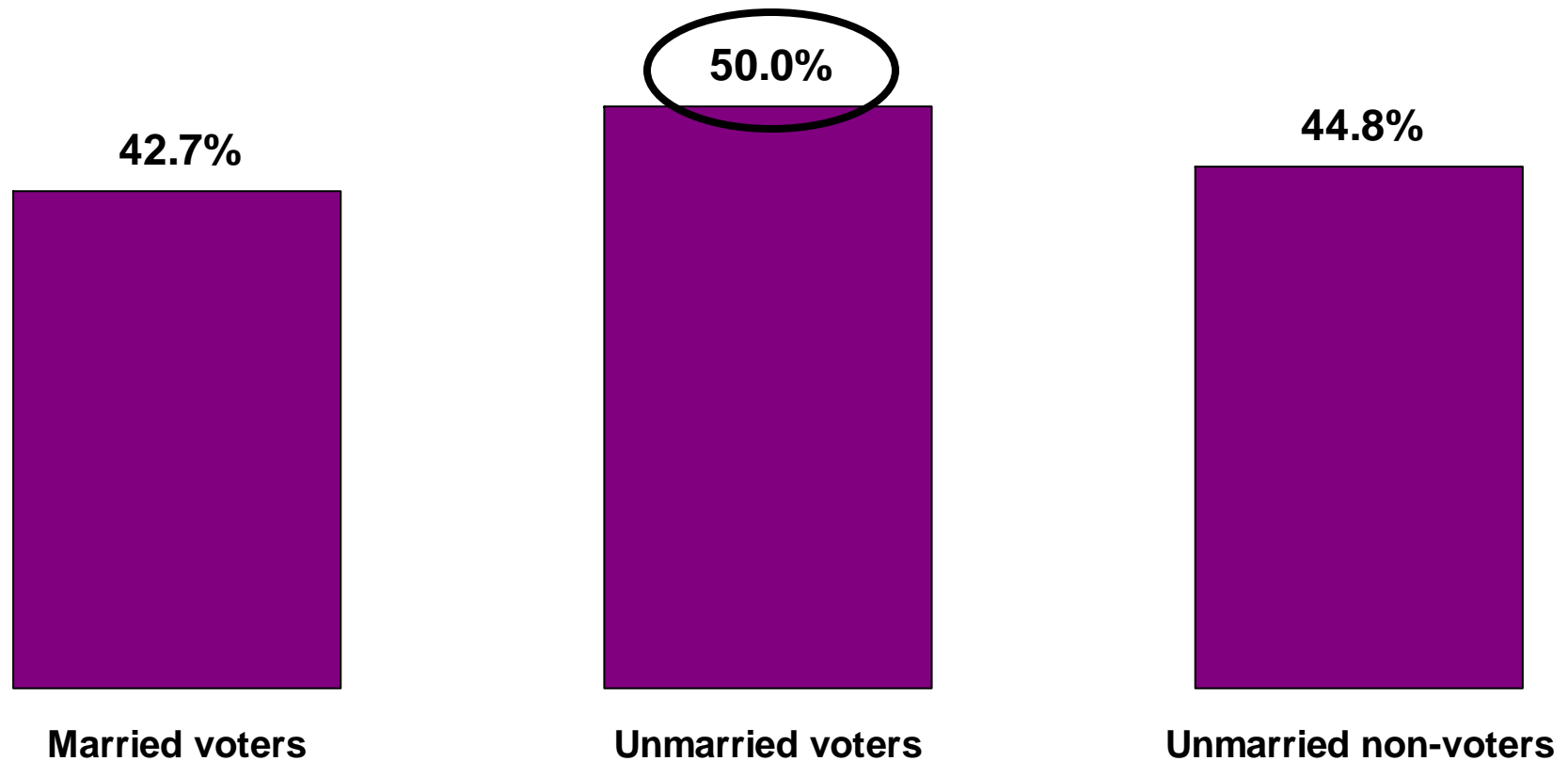
# Among both voting and non-voting unmarrieds, women are less trusting than men.

"Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?"



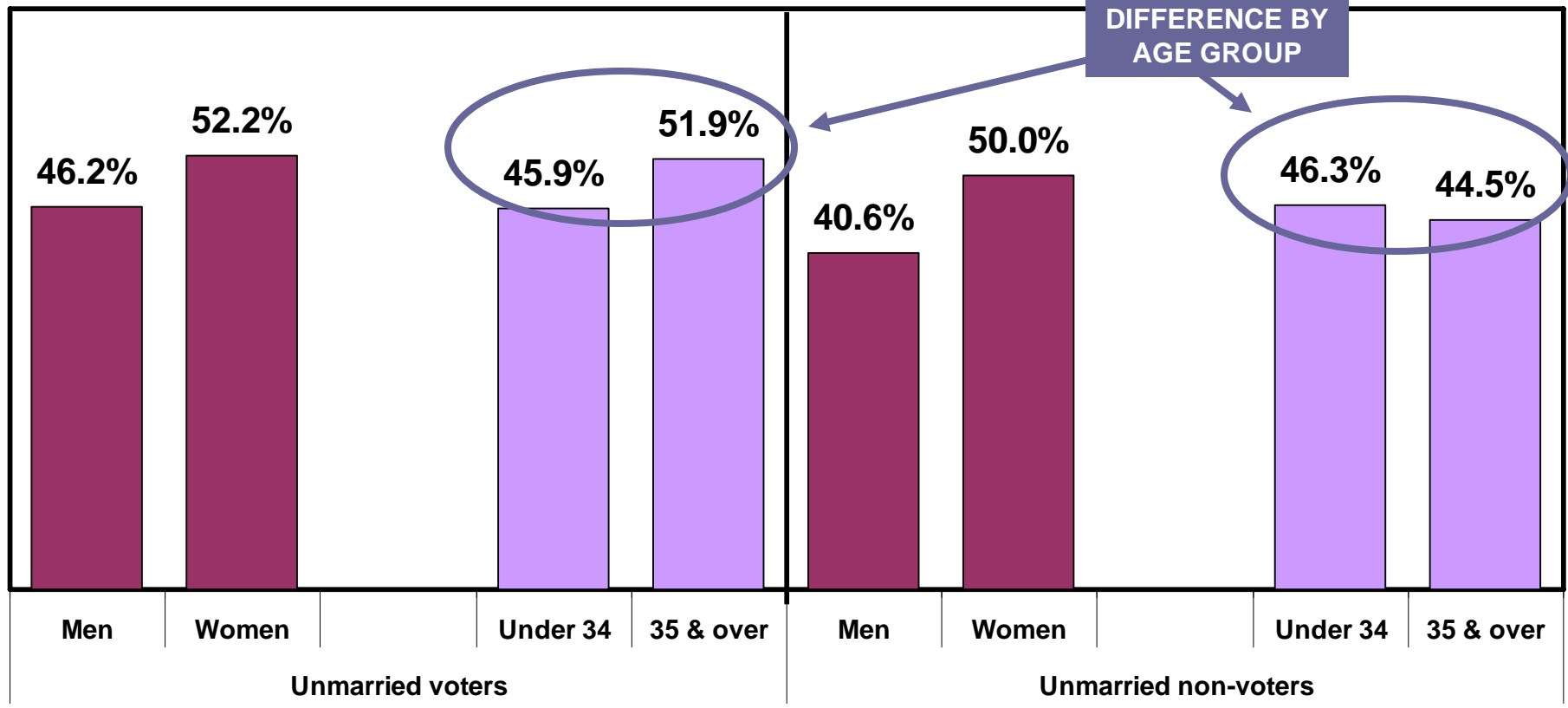
*Unmarried America is slightly more likely than married America to think that it is very important to try and understand the opinions of others.*

"VERY IMPORTANT" TO TO TRY TO UNDERSTAND THE OPINIONS OF OTHERS



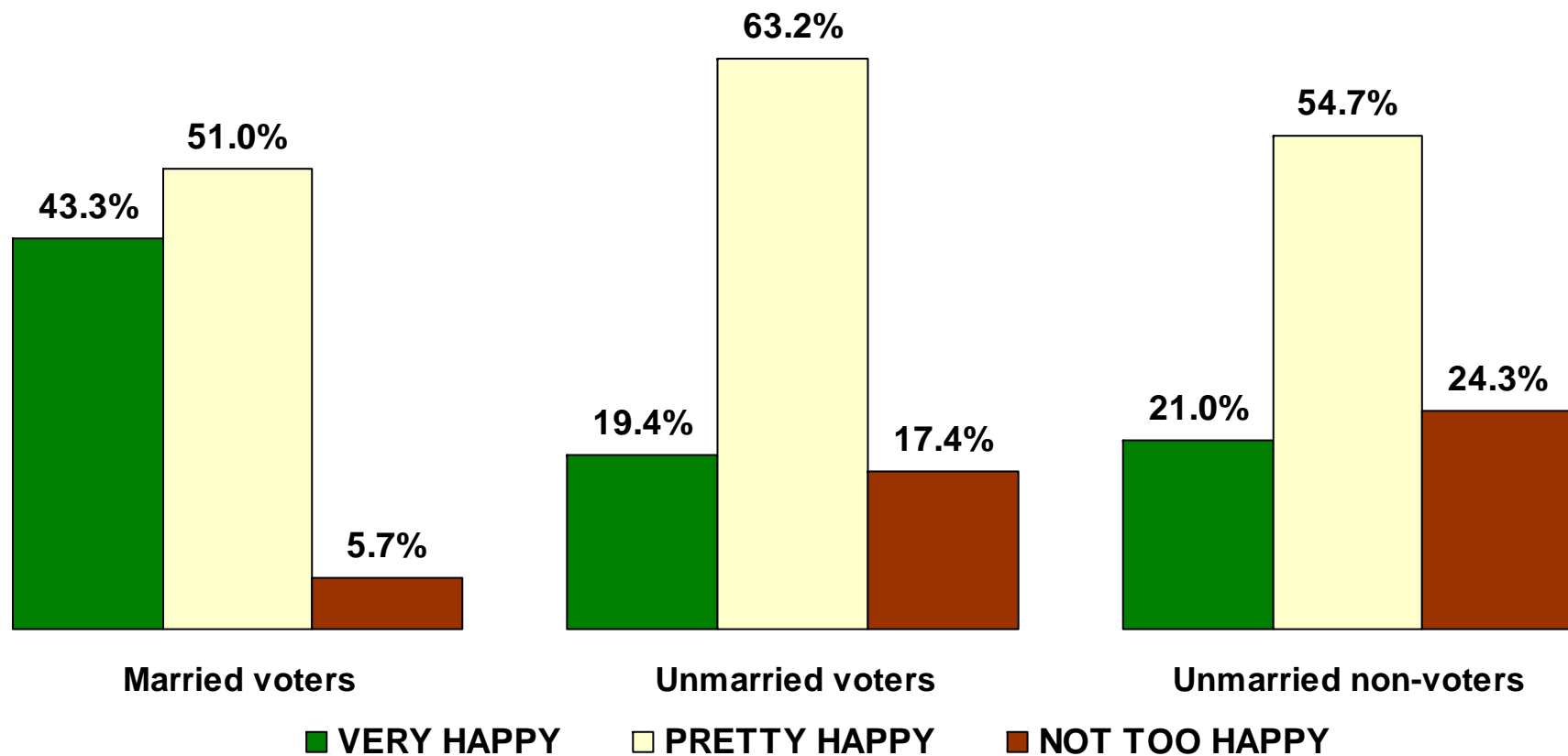
*At least half of unmarried women – voters and non-voters alike – consider it very important to understand the opinions of others, while unmarried men are less likely to feel this way.* 47

**"VERY IMPORTANT" TO TRY TO UNDERSTAND THE OPINIONS OF OTHERS**



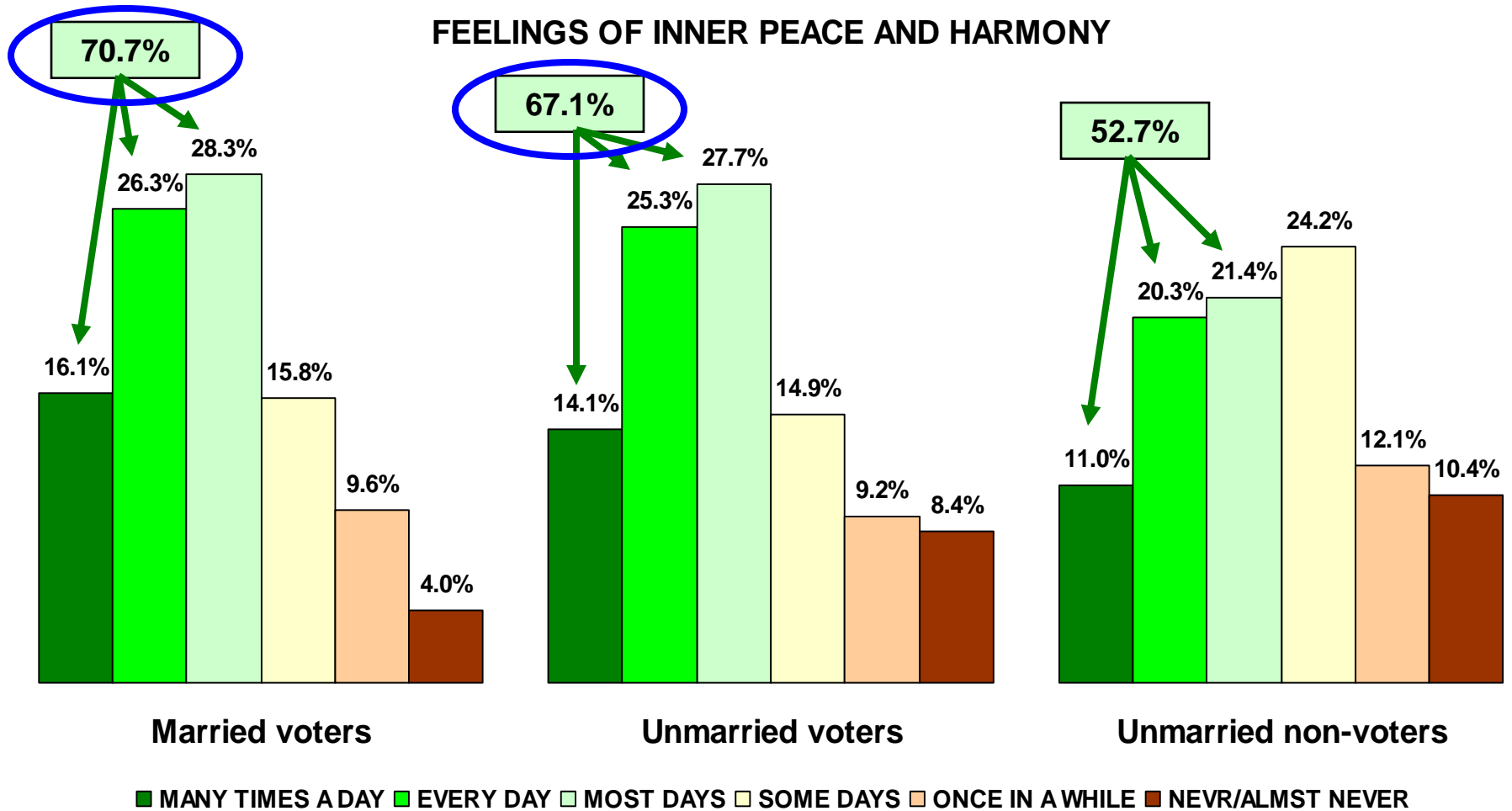
*Most unmarried Americans are pretty happy with their current circumstances, but they are less likely to say they are “very happy” compared to married Americans.*

## GENERAL HAPPINESS



*While over two-thirds of married and unmarried voters feel inner peace on most days, unmarried non-voters are somewhat less content.*

**FEELINGS OF INNER PEACE AND HARMONY**

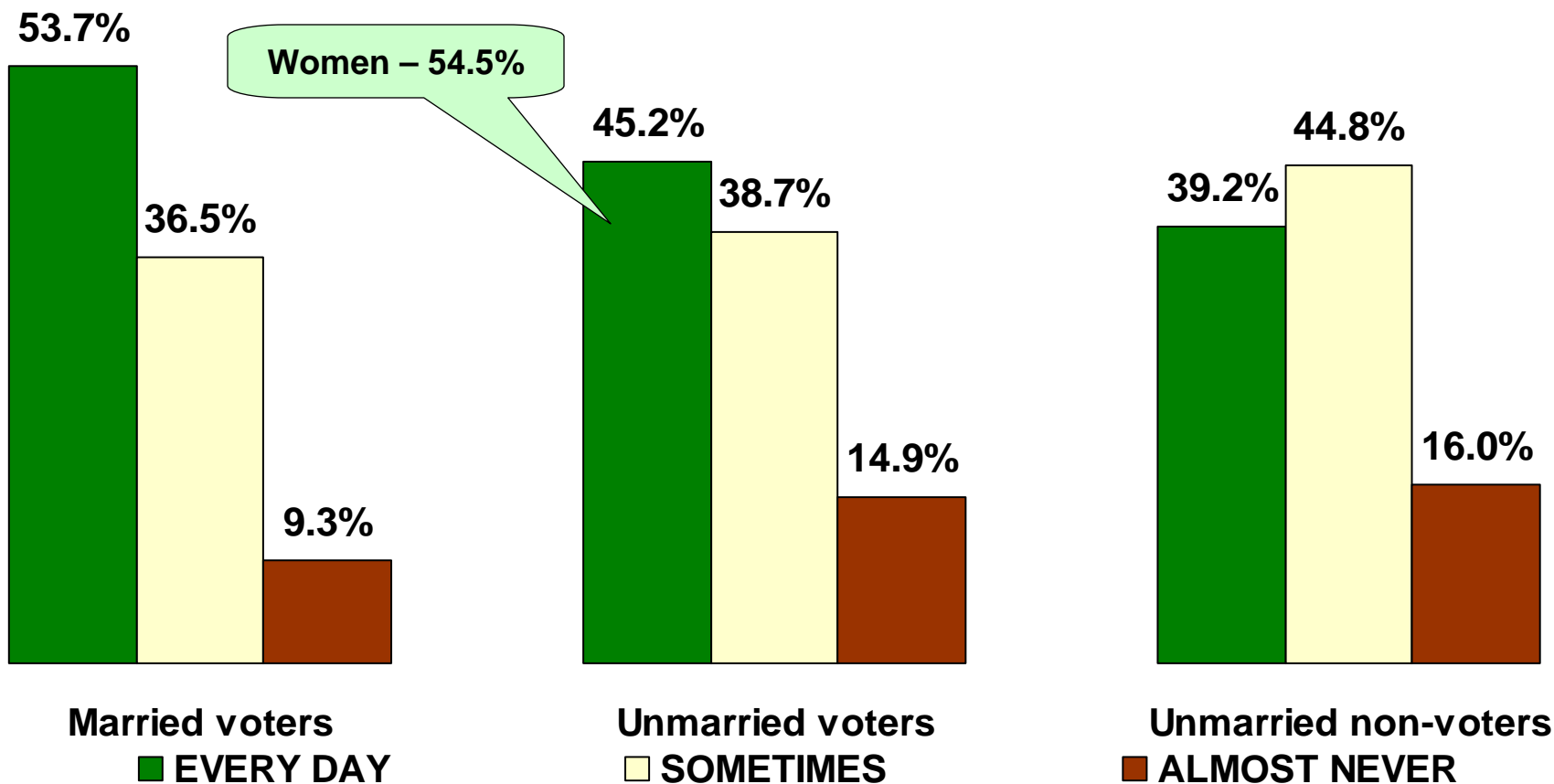


General Social Survey, 2004  
 Unmarried America, 2007



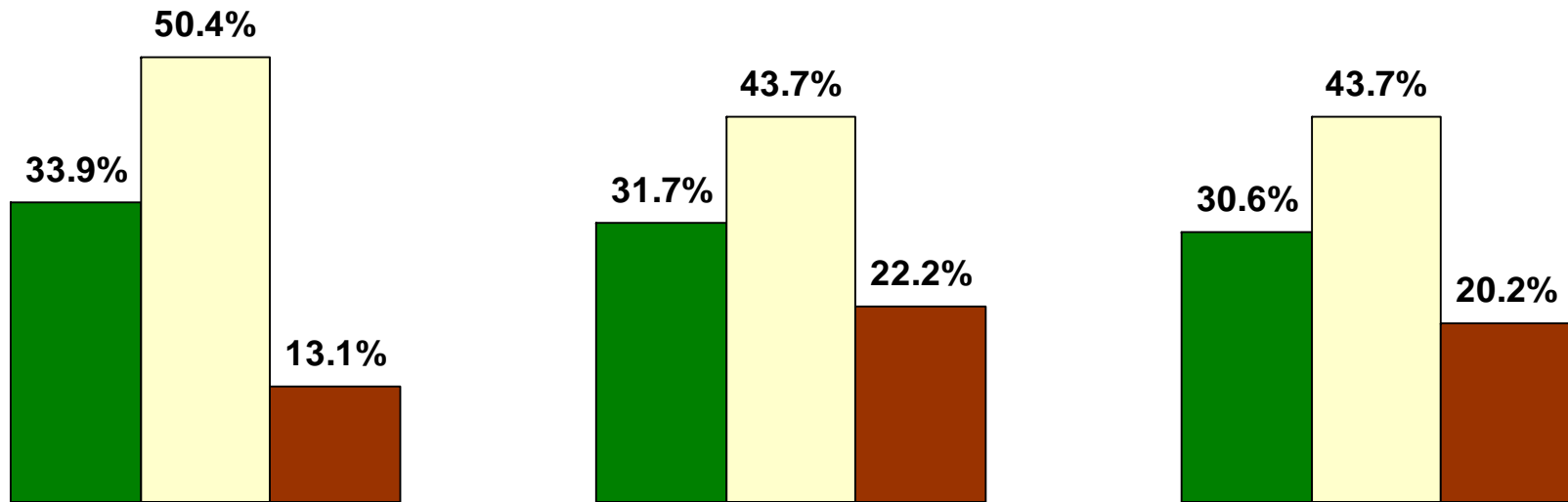
*A plurality of unmarried voters believe they feel the Lord's presence every day, while a plurality of unmarried non-voters feel it only sometimes. However, unmarried voting women are very inclined to feel God's presence.*

### FEEL GOD'S PRESENCE (frequency)



*About a third of Americans in all three groupings believe the Bible is the actual word of God – indicating some shared religious priorities. However, while only one in ten married voters say the Bible is a book of fables, two in ten unmarried Americans feel that way.*

**BELIEF IN THE LITERAL TRANSLATION OF THE BIBLE**  
("Which of these statements do you agree with the most...?")



**Married voters**

**Unmarried voters**

**Unmarried non-voters**

- The Bible is the actual word of God and is to be taken literally, word for word
- The Bible is the inspired word of God but not everything in it should be taken literally, word for word
- The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men



General Social Survey, 2004

Unmarried America, 2007



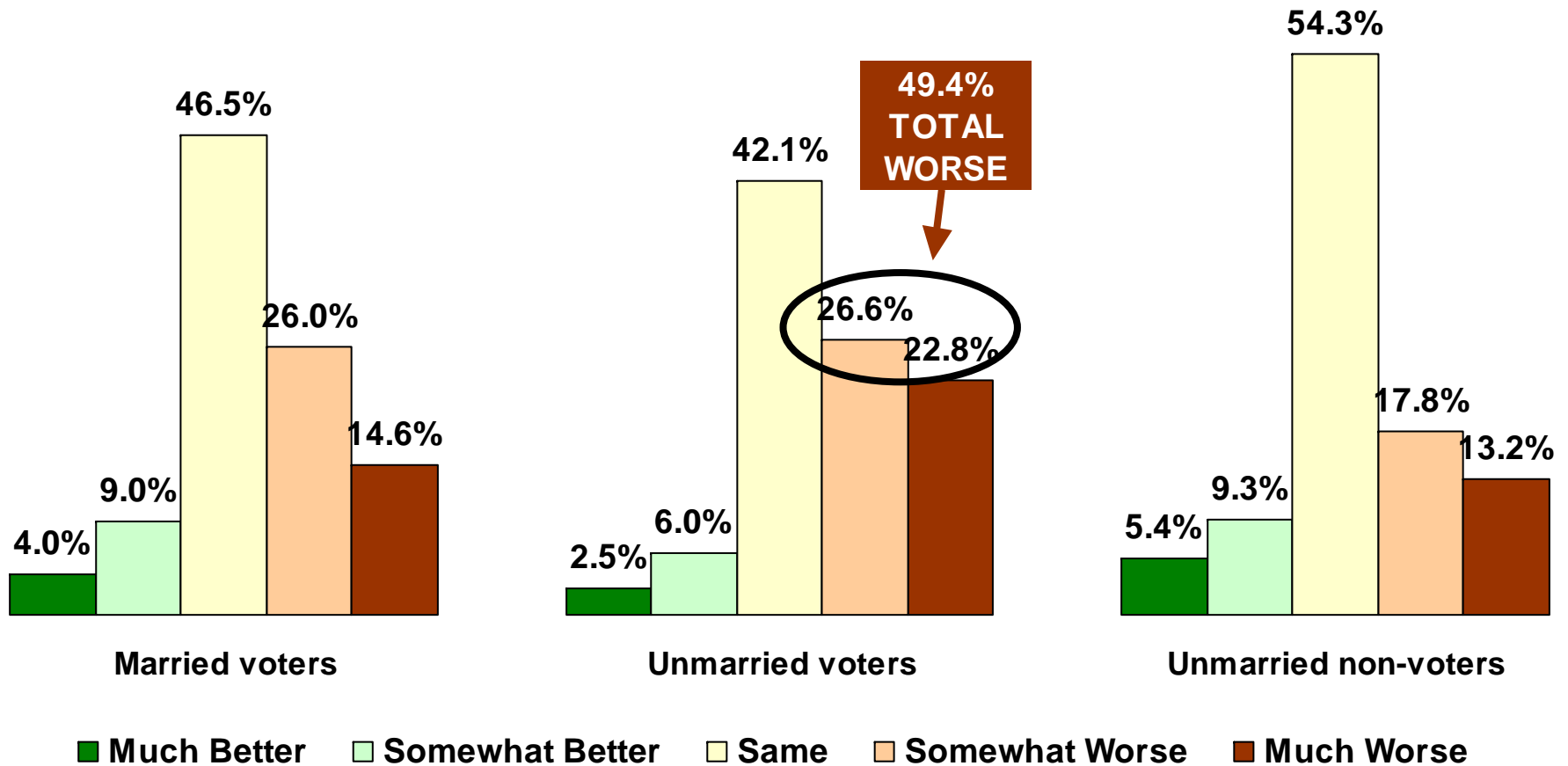
*While younger voters take the Bible less literally than older voters, the true dividing line on this topic is gender: at least two out of five unmarried women – both voters and non-voters – believe the Bible is the true word of God. By contrast, over one-third of unmarried male voters think it is just a collection of stories and writings.*

		FEELINGS ABOUT THE BIBLE		
		WORD OF GOD	INSPIRED WORD	BOOK OF FABLES
Unmarried voters	Men	17.4%	42.4%	35.9%
	Women	40.0%	44.4%	14.4%
	Under 35	23.7%	49.2%	27.1%
	35 & over	34.0%	42.4%	20.4%
Unmarried non-voters	Men	24.1%	45.4%	24.1%
	Women	41.1%	42.5%	15.1%
	Under 35	25.6%	48.9%	21.1%
	35 & over	36.7%	40.0%	20.0%

Among married voters, the gender gap on this issue is essentially nonexistent. Thirty-five percent of married men and 37% of married women believe the Bible is the word of God, 51% and 47% believe it is the inspired word, and 10% of married men and 15% of married women believe it is just a book of fables, respectively.

*In the last election, very few Americans, either unmarried or married, felt the moral climate in America had improved since 2000. Half of unmarried Americans who voted felt the climate worsened, compared to 40 percent of married voters.*

"How much better/worse/same is the moral climate in America since 2000?"



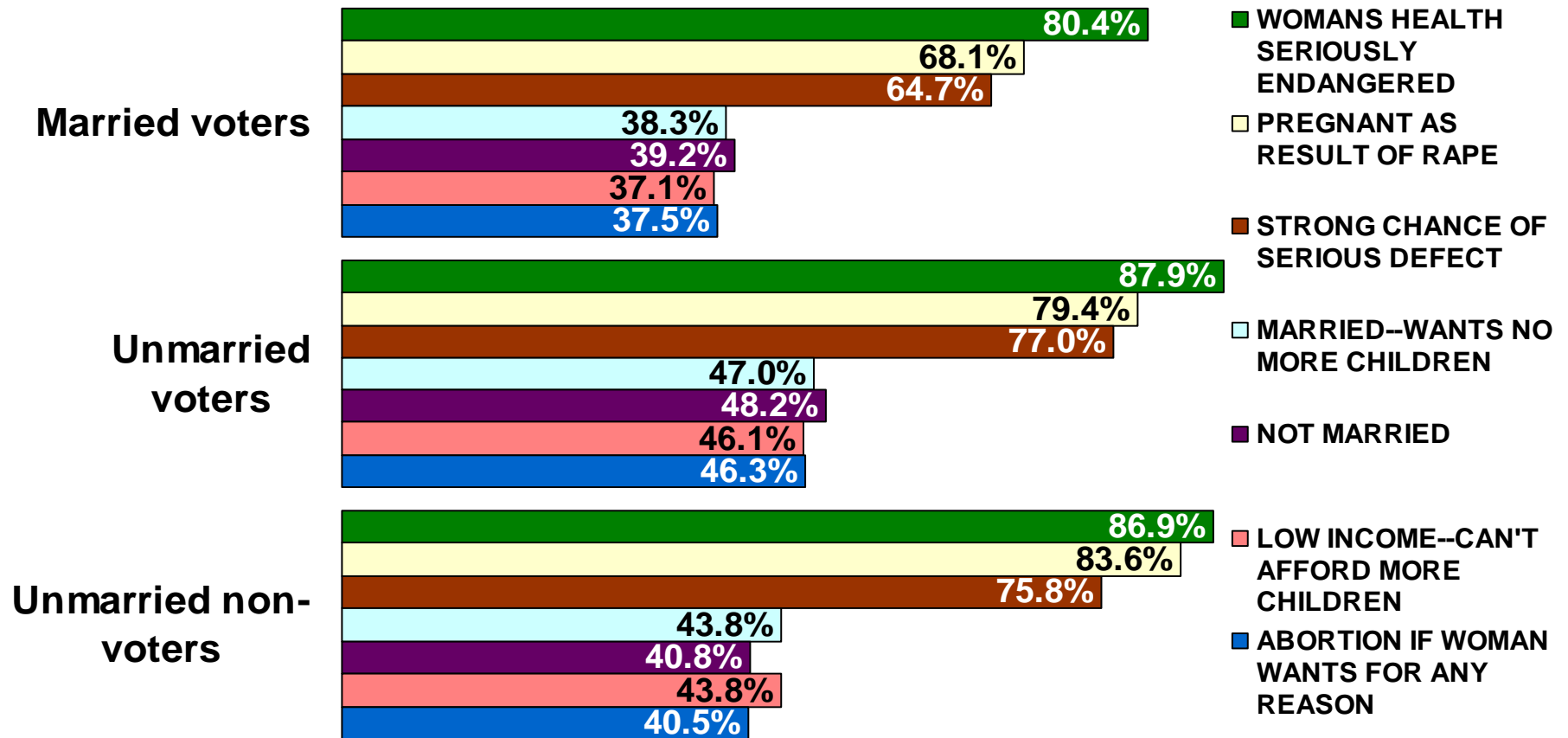
National Election Study, 2004

Unmarried America, 2007



*Unmarried Americans – both voters and non-voters – support abortion rights more fervently than do married Americans. The three situations in which it is most acceptable for a large majority of all groups are when a woman’s health is in danger, when she has been raped, or when there is a strong chance of a serious birth defect.*

**CIRCUMSTANCES UNDER WHICH ABORTION IS ACCEPTABLE**



*Unmarried women under 30 are more accepting of abortion than unmarried men of the same age, but women between the ages of 30 and 49 and 65-plus view abortion as less acceptable than their male cohorts do.*

**CIRCUMSTANCES UNDER WHICH ABORTION IS ACCEPTABLE  
UNMARRIEDS ONLY**

	Women under 30	Men under 30	Women 30-49	Men 30-49
WOMANS HEALTH SERIOUSLY ENDANGERED	84.2%	76.1%	79.9%	88.6%
PREGNANT AS RESULT OF RAPE	70.3%	72.9%	64.7%	79.7%
STRONG CHANCE OF SERIOUS DEFECT	70.3%	58.6%	63.6%	74.8%
NOT MARRIED	31.7%	28.9%	35.8%	51.2%
MARRIED--WANTS NO MORE CHILDREN	33.8%	25.4%	37.1%	47.6%
LOW INCOME--CAN'T AFFORD MORE CHILDREN	33.8%	29.9%	37.6%	44.4%
ABORTION IF WOMAN WANTS FOR ANY REASON	30.9%	27.6%	39.3%	44.4%

	Women 50-64	Men 50-64	Women 65 & over	Men 65 & over
WOMANS HEALTH SERIOUSLY ENDANGERED	80.4%	84.6%	82.5%	91.3%
PREGNANT AS RESULT OF RAPE	73.0%	77.7%	72.6%	77.3%
STRONG CHANCE OF SERIOUS DEFECT	67.9%	69.9%	77.4%	82.6%
NOT MARRIED	50.0%	50.0%	27.4%	46.7%
MARRIED--WANTS NO MORE CHILDREN	47.3%	50.0%	29.0%	56.5%
LOW INCOME--CAN'T AFFORD MORE CHILDREN	47.7%	43.3%	27.9%	50.0%
ABORTION IF WOMAN WANTS FOR ANY REASON	43.8%	47.1%	26.2%	42.2%



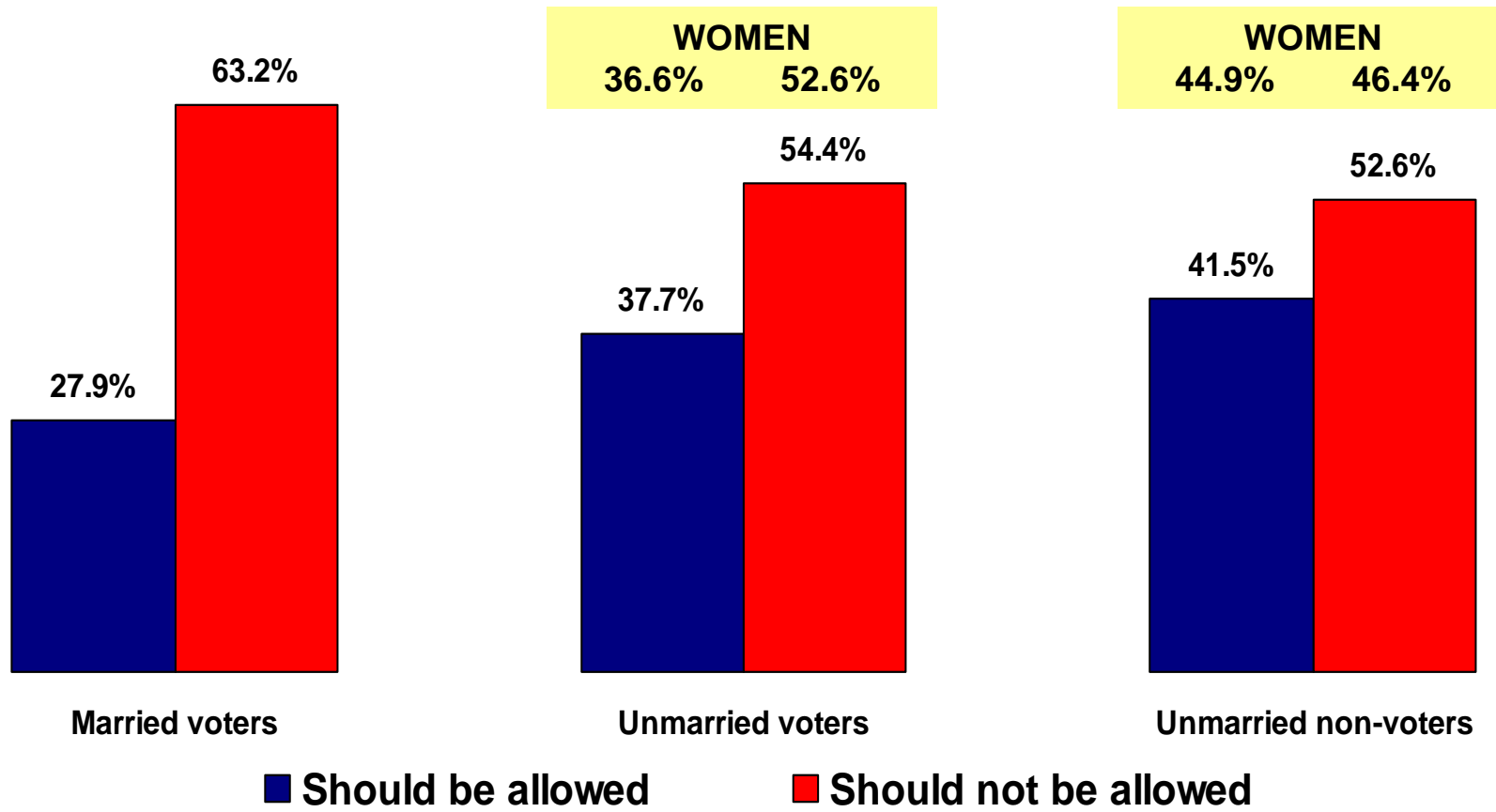
General Social Survey, 2004

Unmarried America, 2007



*Unmarried voters are more accepting of same-sex marriage compared to married voters. Slightly more than a third of unmarried voters, and four in ten unmarried non-voters believe same-sex marriage should be allowed. Only a quarter of married voters agree.*

### SAME-SEX MARRIAGE



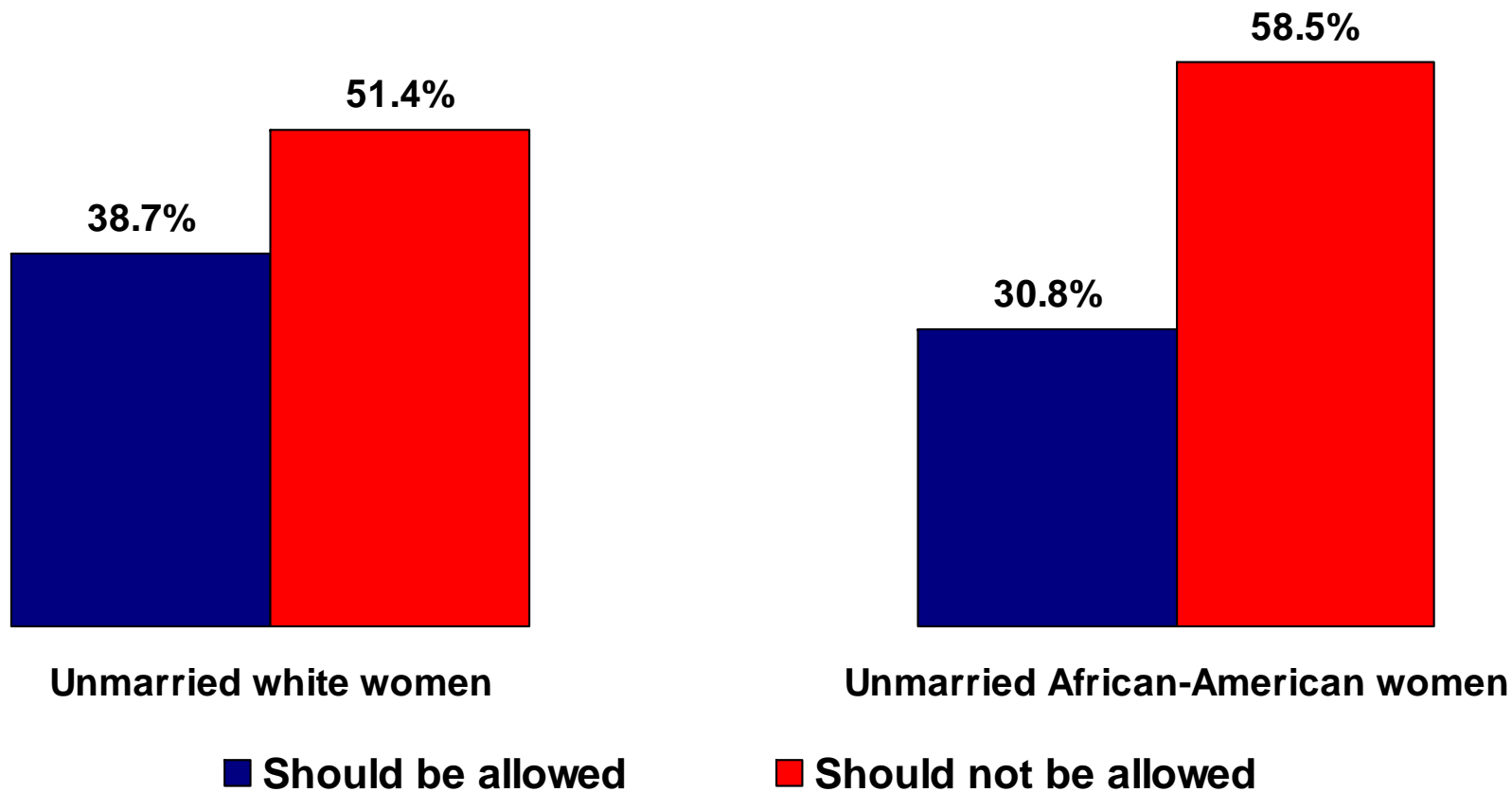
National Election Study, 2004

Unmarried America, 2007



*Both black and white unmarried women oppose same-sex marriage, but African-American women are more opposed to it (by almost a two-to-one margin).*

### SAME-SEX MARRIAGE UNMARRIED WOMEN ONLY



National Election Study, 2004

Unmarried America, 2007



# ***WHAT ARE THEIR CONSUMER HABITS?***



**Women's Voices**  
**Women Vote.**

**Consumer habits are defined by purchasing power, and unmarried Americans tend to have less purchasing power than married Americans.**

# FAST FACTS

## WHAT ARE THEIR CONSUMER HABITS?

	UNMARRIED	MARRIED
<b>MADE A PURCHASE OVER THE INTERNET IN THE PAST 12 MONTHS</b> (Scarborough USA, 2006) *voters only	44.5%	53.1%
<b>HAS LIFE INSURANCE</b> (Scarborough USA, 2006) *voters only	63.5%	78.8%
<b>OWNS...</b> (Pew Media Consumption survey, 2006)		
<b>A DVD PLAYER</b>	81.6%	90.9%
<b>A CELL PHONE</b>	64.7%	81.6%
<b>A DIGITAL VIDEO RECORDER/ TIVO</b>	18.9%	26.6%

# FAST FACTS

## WHAT ARE THEIR CONSUMER HABITS?

	UNMARRIED WOMEN	MARRIED WOMEN
<b>MADE A PURCHASE OVER THE INTERNET IN THE PAST 12 MONTHS</b> (Scarborough USA, 2006) *voters only	38.3%	
<b>HAS LIFE INSURANCE</b> (Scarborough USA, 2006) *voters only	56.2%	
<b>OWNS...</b> (Pew Media Consumption survey, 2006)		
<b>A DVD PLAYER</b>	79.1%	91.6%
<b>A CELL PHONE</b>	65.4%	84.1%
<b>A DIGITAL VIDEO RECORDER/ TIVO</b>	16.6%	23.0%

# SUMMARY

## WHAT ARE THEIR CONSUMER HABITS?

- *The top household items purchased by both voters and non-voters are household maintenance items.*
- *Married voters are more likely than unmarried voters to have life insurance, who are, in turn, more likely to have life insurance than unmarried non-voters. The percentage of unmarried Latinos with life insurance is very low.*
- *Automobile ownership is much more common among married voters than among unmarrieds. The highest car-owning/leasing rate for unmarrieds is found among whites and voters.*

# SUMMARY

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## **WHAT ARE THEIR CONSUMER HABITS?**

### **Online buying**

- ***Unmarried adults citizens purchase considerably less over the Internet than married adults do, again reflecting their lower income levels. Unmarried women buy less than men.***
- ***Unmarried voters purchase more online than non-voters, and younger and white unmarrieds purchase more than other groups. The online buying rate for unmarried seniors is very low.***
- ***While unmarried voters use the Internet most to buy travel-related items, unmarried non-voters are more likely to use it for buying clothing and accessories.***

# SUMMARY

63

## **WHAT ARE THEIR CONSUMER HABITS?**

### **Unmarried women**

- ***Unmarried women are similar to unmarried men both in their frequency of household item purchases and the types of items they buy.***
- ***Unmarried women buy online less than men do. Their top Internet purchases are clothing and accessories.***
- ***Women are about as likely as men to have life insurance, but Latinas have very low rates of life insurance coverage.***
- ***Car owning or leasing for unmarried women is considerably less than for unmarried men.***
- ***Most unmarried women own DVD players and cell phones, but in general, they have fewer electronic products than unmarried men.***

# *Unmarried non-voters intend to buy more high-ticket items in the next 12 months than unmarried voters do.*

## TOP ITEMS INTEND TO PURCHASE IN THE NEXT 12 MONTHS

### UNMARRIED VOTERS

- Furniture – 12.1%
- Digital camera – 9.3%
- Mattress – 8.9%
- Computer – 8.3%
- Major appliance – 7.5%
- High Definition Television (HDTV) – 5.9%

### UNMARRIED NON-VOTERS

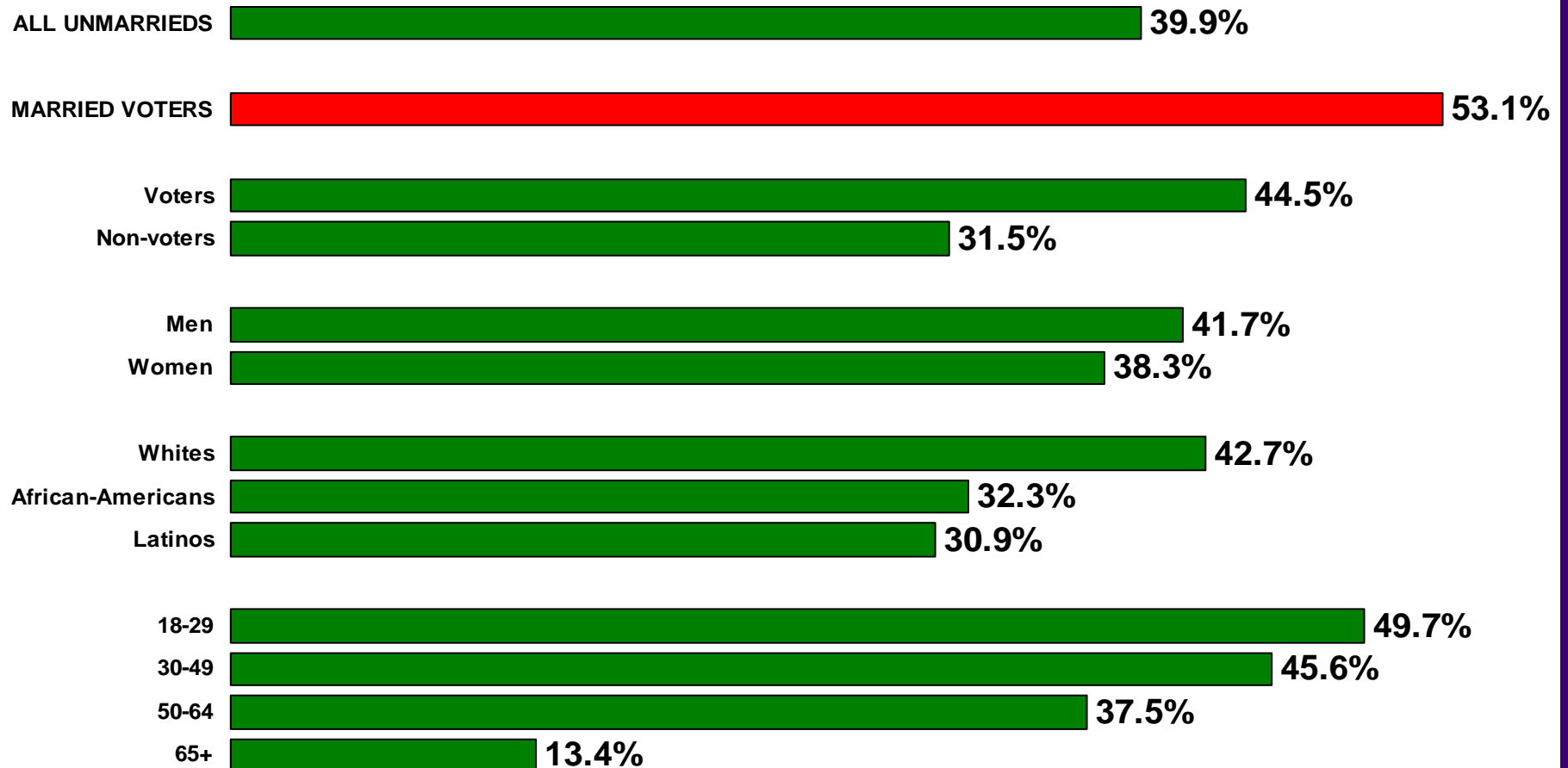
- Furniture – 13.7%
- Computer – 11.1%
- Digital camera – 10.7%
- Mattress – 10.0%
- Wireless/cellular service for self – 7.4%
- Major appliance – 7.2%
- MP3 player (iPod, etc.) – 6.7%
- High Definition Television (HDTV) – 5.9%
- DVD player – 5.6%
- Video game system – 5.0%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried Americans shop often on the Internet, but less often than married Americans. Unmarried women are slightly less likely than unmarried men to shop on the web.*

## ANY INTERNET PURCHASES IN THE PAST 12 MONTHS



Scarborough USA, 2006

Unmarried America, 2007

***Unmarried voters are much more likely than unmarried non-voters to shop on the Internet. While unmarried non-voters choose clothing first, unmarried voters look for travel related material.***

### TOP ITEMS PURCHASED ON THE INTERNET IN THE PAST 12 MONTHS

#### UNMARRIED VOTERS

- Airline tickets – 18.2%
- Books – 18.1%
- Clothing & accessories – 17.8%
- Other travel reservations (hotels, auto rental, etc.) – 12.1%
- CDs, tapes, or other music – 11.7%

#### UNMARRIED NON-VOTERS

- Clothing & accessories – 12.2%
- Books – 10.6%
- Airline tickets – 9.9%
- CDs, tapes, or other music – 8.1%

Scarborough USA, 2006

Unmarried America, 2007

*The most popular on-line purchases for unmarried women are clothing and accessories; they purchase these at the same rate as unmarried men. For most other popular items, men buy at a higher rate than women.*

## TOP ITEMS PURCHASED ON THE INTERNET IN THE PAST 12 MONTHS

### UNMARRIED WOMEN

- Clothing & accessories – 17.8%
- Books – 15.6%
- Airline tickets – 14.8%
- Other travel reservations (hotels, auto rental, etc.) – 9.4%
- CDs, tapes, or other music – 9.3%

### UNMARRIED MEN

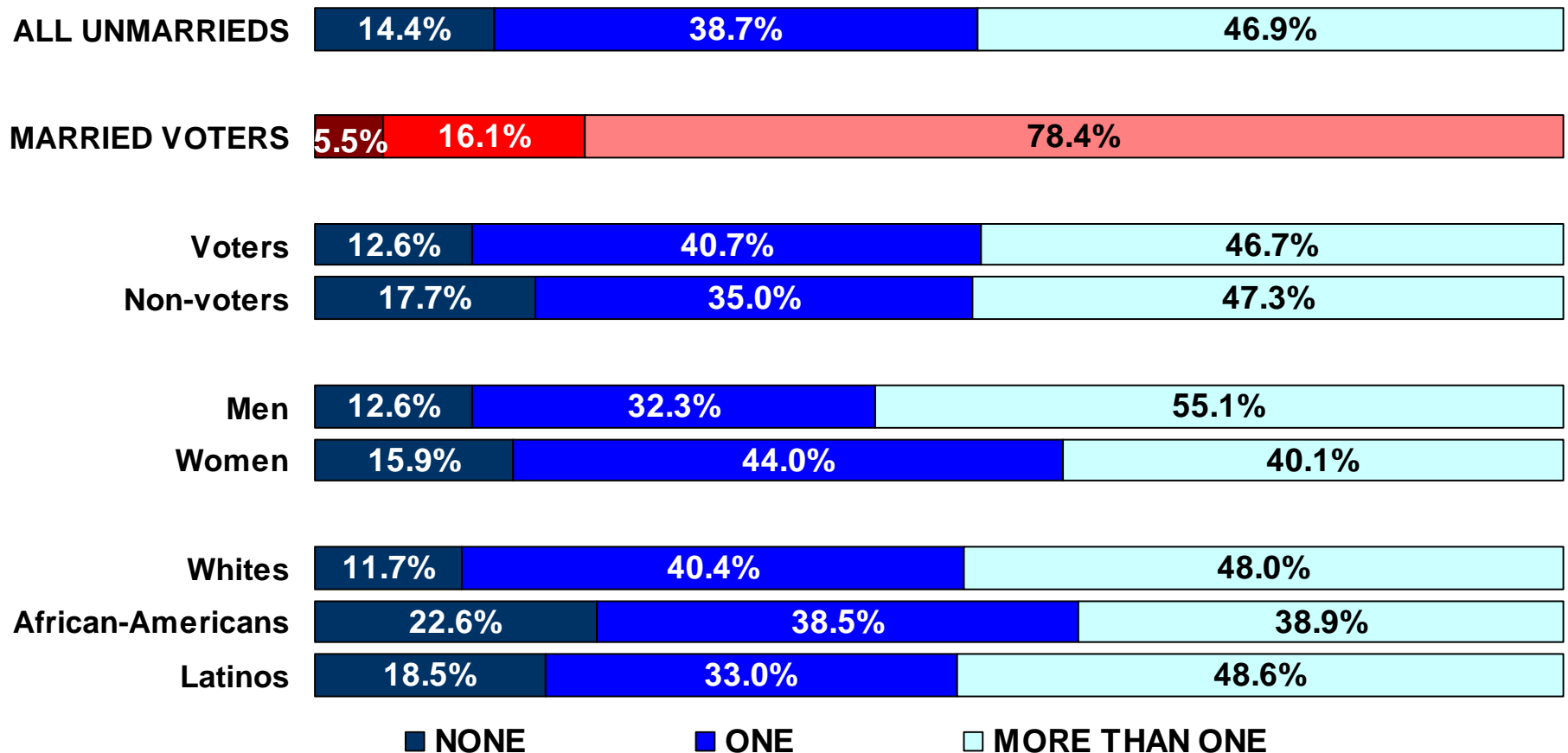
- Books – 20.2%
- Airline tickets – 19.2%
- Clothing & accessories – 17.8%
- CDs, tapes, or other music – 15.9%
- Computer hardware/software – 15.3%
- Other travel reservations (hotels, auto rental, etc.) – 13.2%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried Americans are less likely to own or lease a car – and much less likely to own or lease more than one car – than married voters. The lowest rates of car owning/leasing are found among African-Americans, Latinos, non-voters, and women.*

### CARS OWNED OR LEASED BY HOUSEHOLD



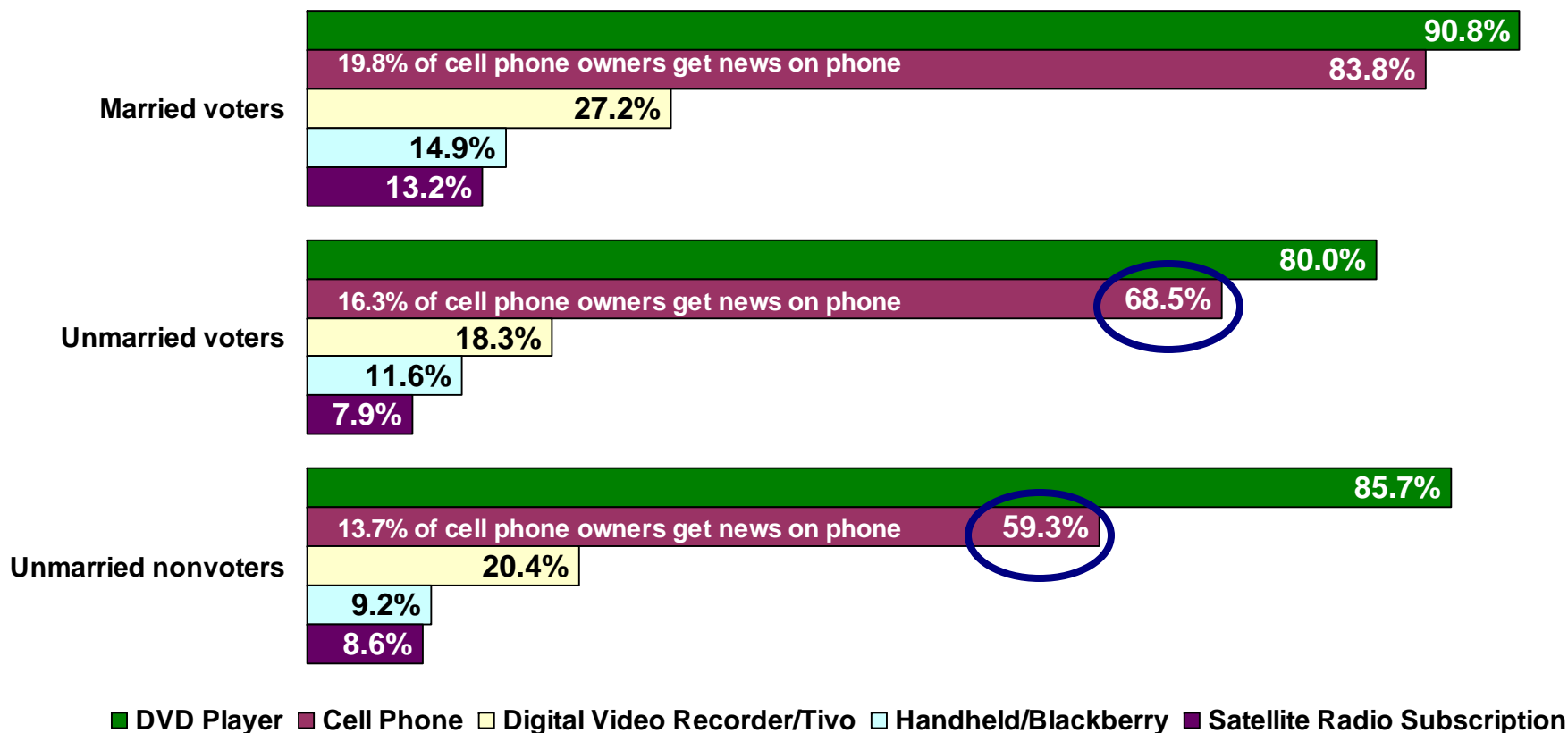
Scarborough USA, 2006

Unmarried America, 2007



**Cell phone text-messaging is becoming a quick and viral way to spread information from one person to the next, but unmarried voters are less likely than married voters to have a cell phone.**

**"Do you own a...?"**



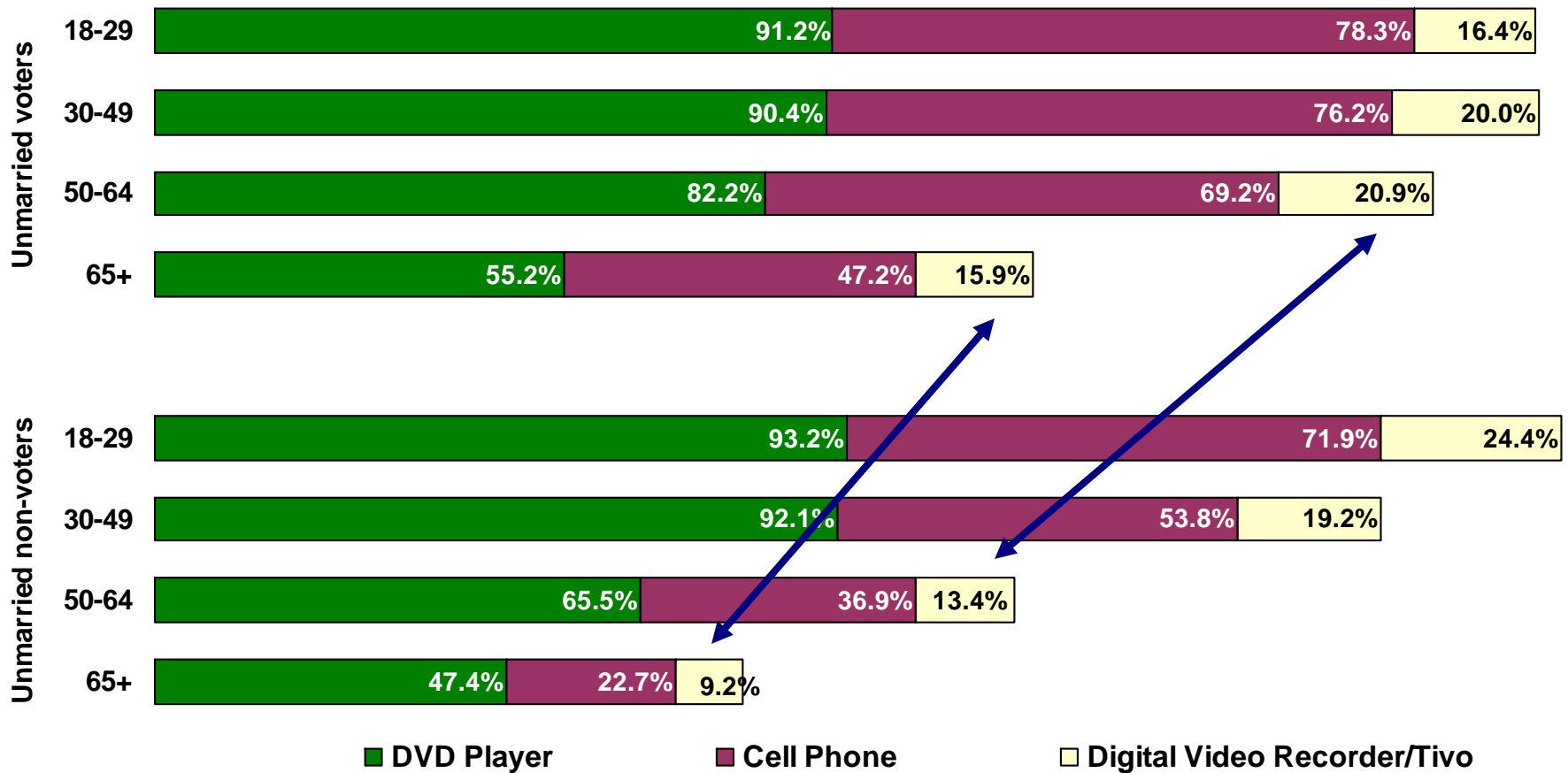
Pew Media Consumption survey, 2006

Unmarried America, 2007



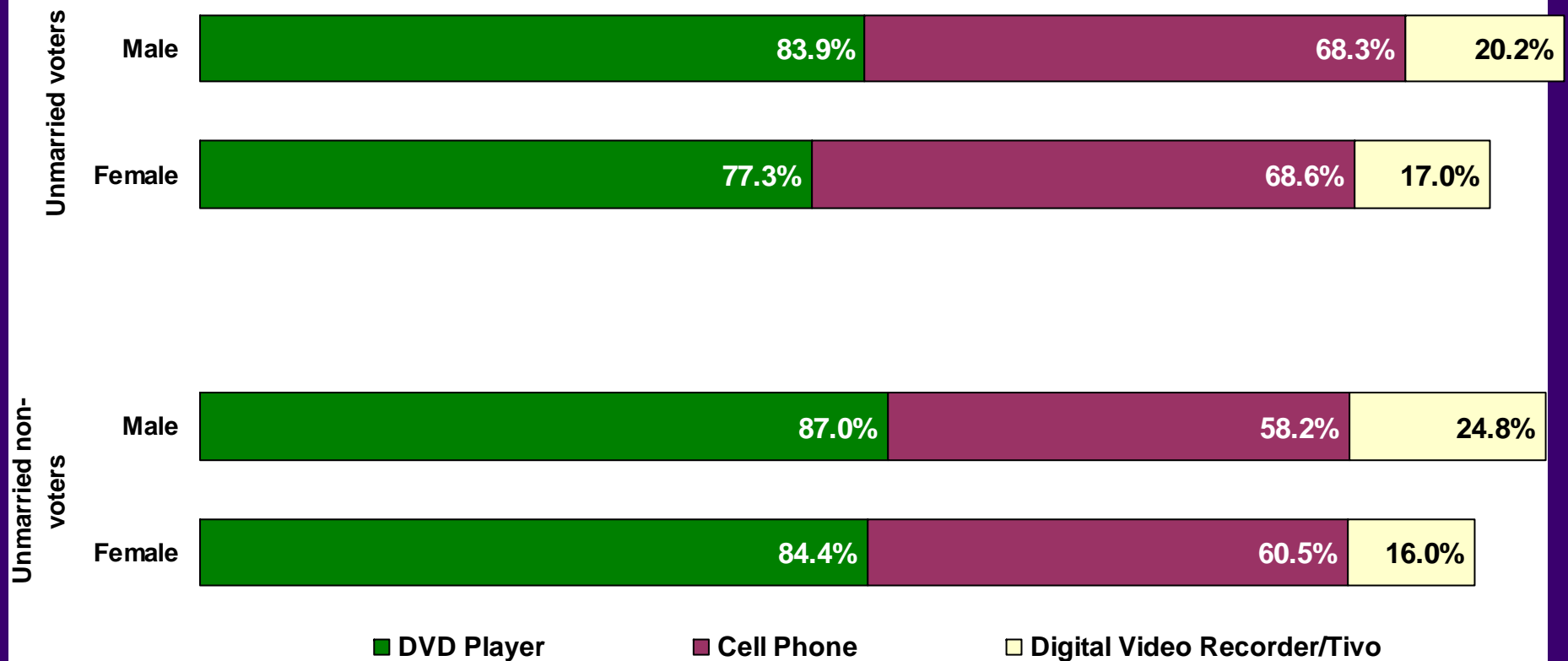
**Younger voters have the most electronics. While there is no difference in owning electronics between unmarried voters and non-voters under 30, middle-aged voters are somewhat more likely to own these devices than their non-voting counterparts are. This difference is even more pronounced among seniors.**

**"Do you own a...?"**



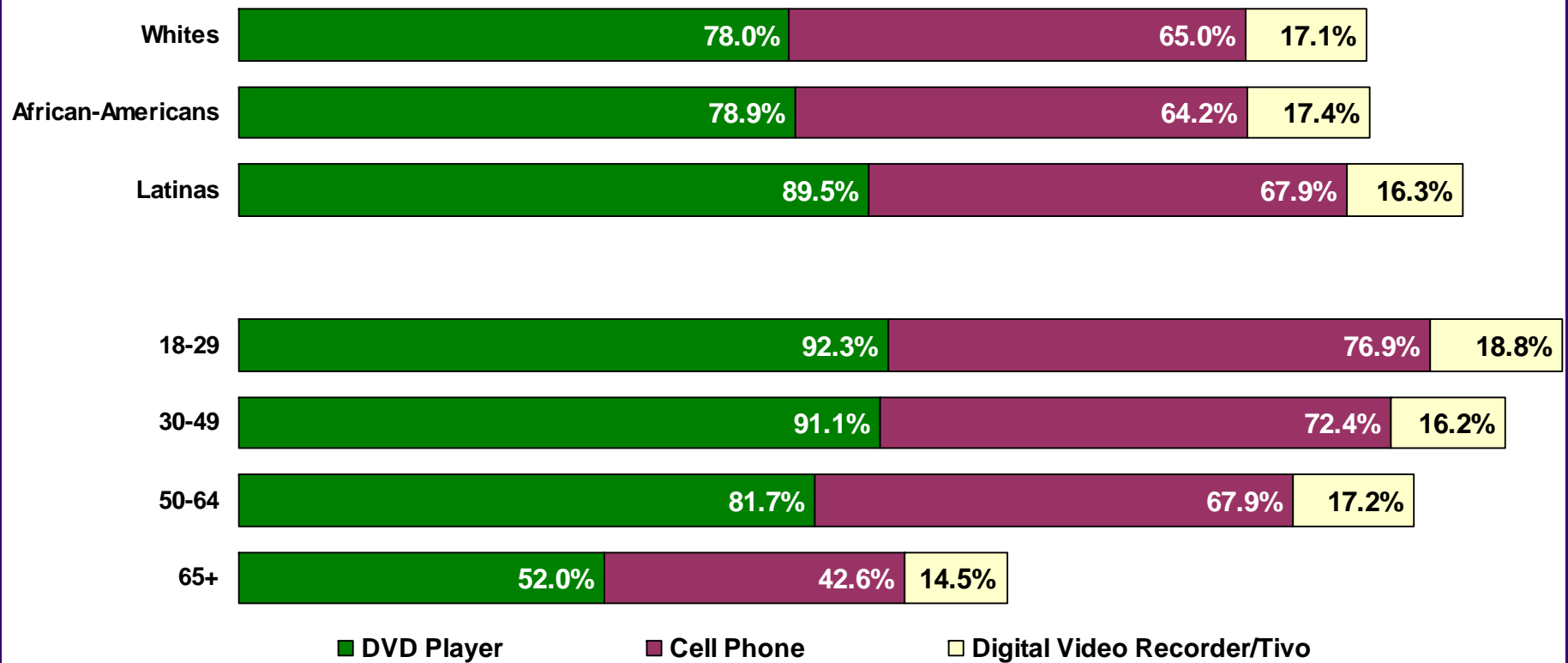
*Unmarried voting women purchase fewer electronic items than unmarried men do. There is no serious gender gap among non-voters, but Tivos and video recorders are more popular among non-voting men.*

"Do you own a...?"



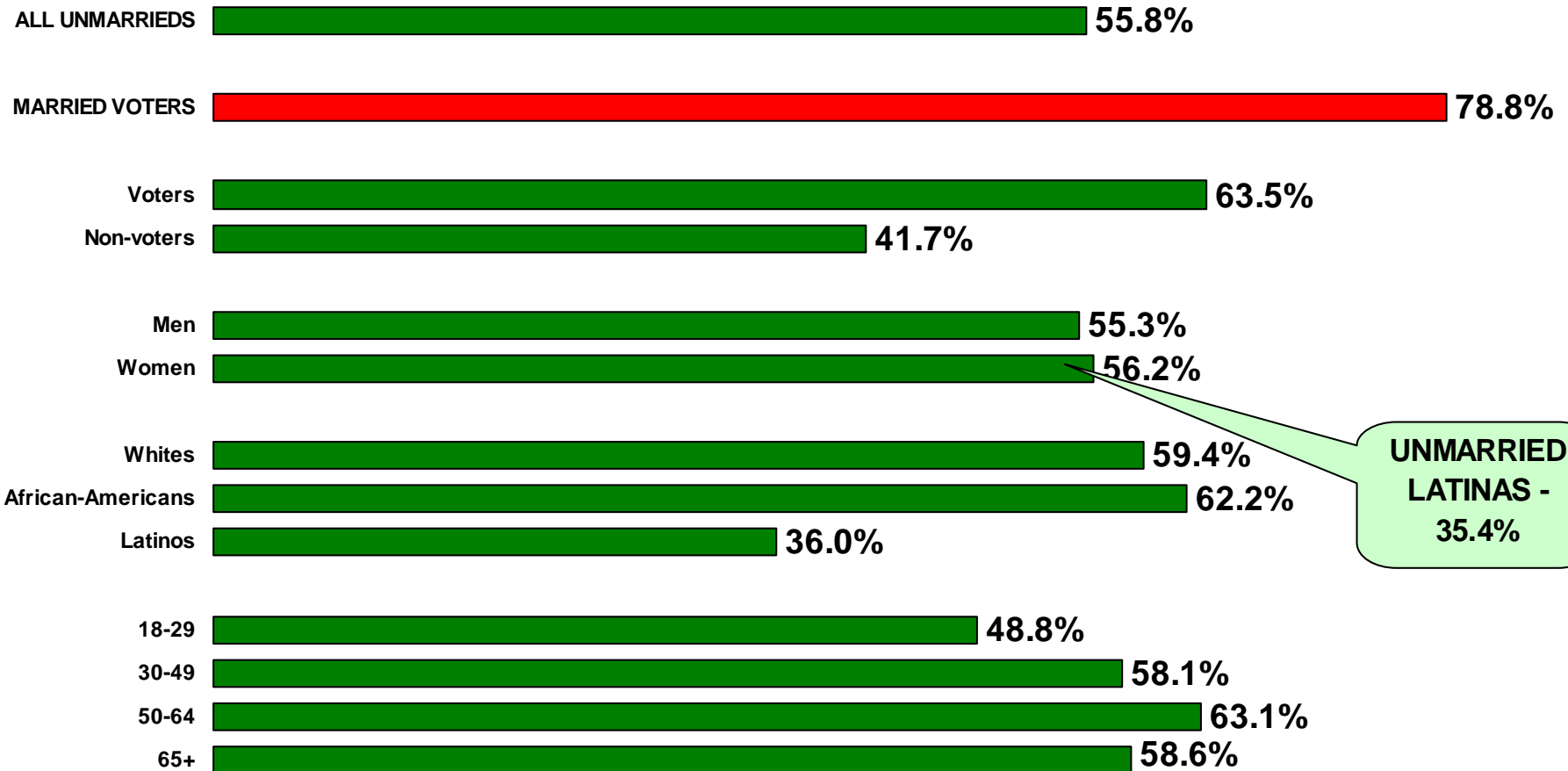
**Unmarried Latina women are more likely than their white and black cohorts to own cell phones and DVD players. Younger unmarried women are more likely to own major electronic items. There is a very sharp drop-off in ownership after age 65.** 72

"Do you own a...?"  
**UNMARRIED WOMEN ONLY**



*Unmarried voters are far less likely than married voters to have life insurance. There is little difference between unmarried men and women, but barely more than one-third of Latino unmarried women have life insurance. Unmarried voters are much more likely than non-voters to have coverage, and less than half of unmarrieds under 30 are covered.*

### HAS LIFE INSURANCE



Scarborough USA, 2006

Unmarried America, 2007



# ***WHAT IS THEIR SOCIAL LIFE LIKE?***



**Women's Voices  
Women Vote.**

**“Belonging” to something is a challenge for unmarried Americans, as they tend to be less socially connected than married Americans.**

# FAST FACTS

## WHAT IS THEIR SOCIAL LIFE LIKE?

	UNMARRIED	MARRIED
<b>HAVE A GROUP OF PEOPLE THEY GET TOGETHER WITH ON A REGULAR BASIS</b> (General Social Survey, 2004)	24.8%	27.9%
<b>ATTEND RELIGIOUS SERVICES AT LEAST ONCE A MONTH</b> (General Social Survey, 2004)	39.6%	56.5%
<b>MEMBERS OF AT LEAST ONE ORGANIZED GROUP</b> (General Social Survey, 2004)	52.6%	68.7%
<b>ENJOY READING A LOT</b> (Pew Media Consumption survey, 2004)	49.0%	55.6%

# FAST FACTS

## WHAT IS THEIR SOCIAL LIFE LIKE?

	UNMARRIED WOMEN	MARRIED WOMEN
<b>HAVE A GROUP OF PEOPLE THEY GET TOGETHER WITH ON A REGULAR BASIS</b> (General Social Survey, 2004)	25.7%	28.0%
<b>ATTEND RELIGIOUS SERVICES AT LEAST ONCE A MONTH</b> (General Social Survey, 2004)	47.9%	59.1%
<b>MEMBERS OF AT LEAST ONE ORGANIZED GROUP</b> (General Social Survey, 2004)	28.2%	36.4%
<b>ENJOY READING A LOT</b> (Pew Media Consumption survey, 2004)	56.1%	64.5%

# SUMMARY

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## **WHAT IS THEIR SOCIAL LIFE LIKE?**

- ***Social connectedness correlates strongly with political participation and information. Unmarried voters are less likely to be connected to others in the community than married voters. Some measures are more stark than others, but the trend is clear.***
- ***Eight in ten unmarried non-voters say they do not do any activities with the same group of people on a regular basis. Unmarried voters are about as likely as married voters to have a group of people with whom they do a regular activity (about a third) but the rate for unmarried non-voters is lower.***
- ***Unmarried voters are more likely to attend church than unmarried non-voters, but all unmarried voters are less likely than married voters to attend church.***
- ***Unmarried Americans are also less likely to belong to at least one organized group – especially non-voters – and even fewer are likely to belong to a church-related group.***

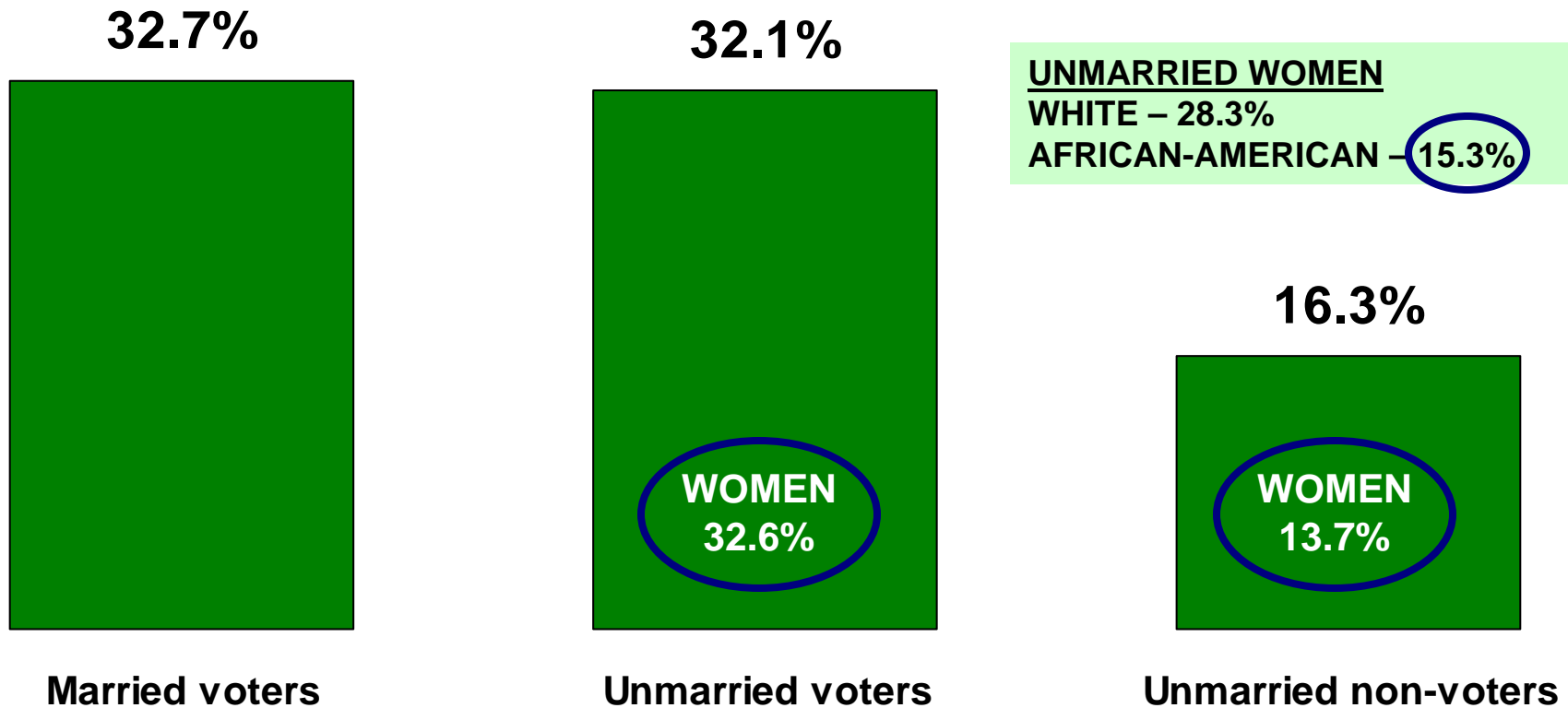
# SUMMARY

## **WHAT IS THEIR SOCIAL LIFE LIKE? Unmarried Women**

- ***Unmarried women tend to be more rooted in their community than unmarried men, and they are more committed to volunteer programs.***
- ***Unmarried women are less socially connected than unmarried men. They are less likely than unmarried men to have a reliable social circle, less likely to spend evenings out with other people, and a little less likely to go to various events and attractions.***
- ***Unmarried African-American women are the most reliable churchgoers, followed by unmarried Latinas, while unmarried white women attend religious services the least often.***
- ***The great dividing line in terms of participating in civic or community activities is voting: unmarried female voters participate much more than unmarried female non-voters. In addition, unmarried white women and unmarried middle-aged women are also more likely to do these sorts of things than other unmarried women.***

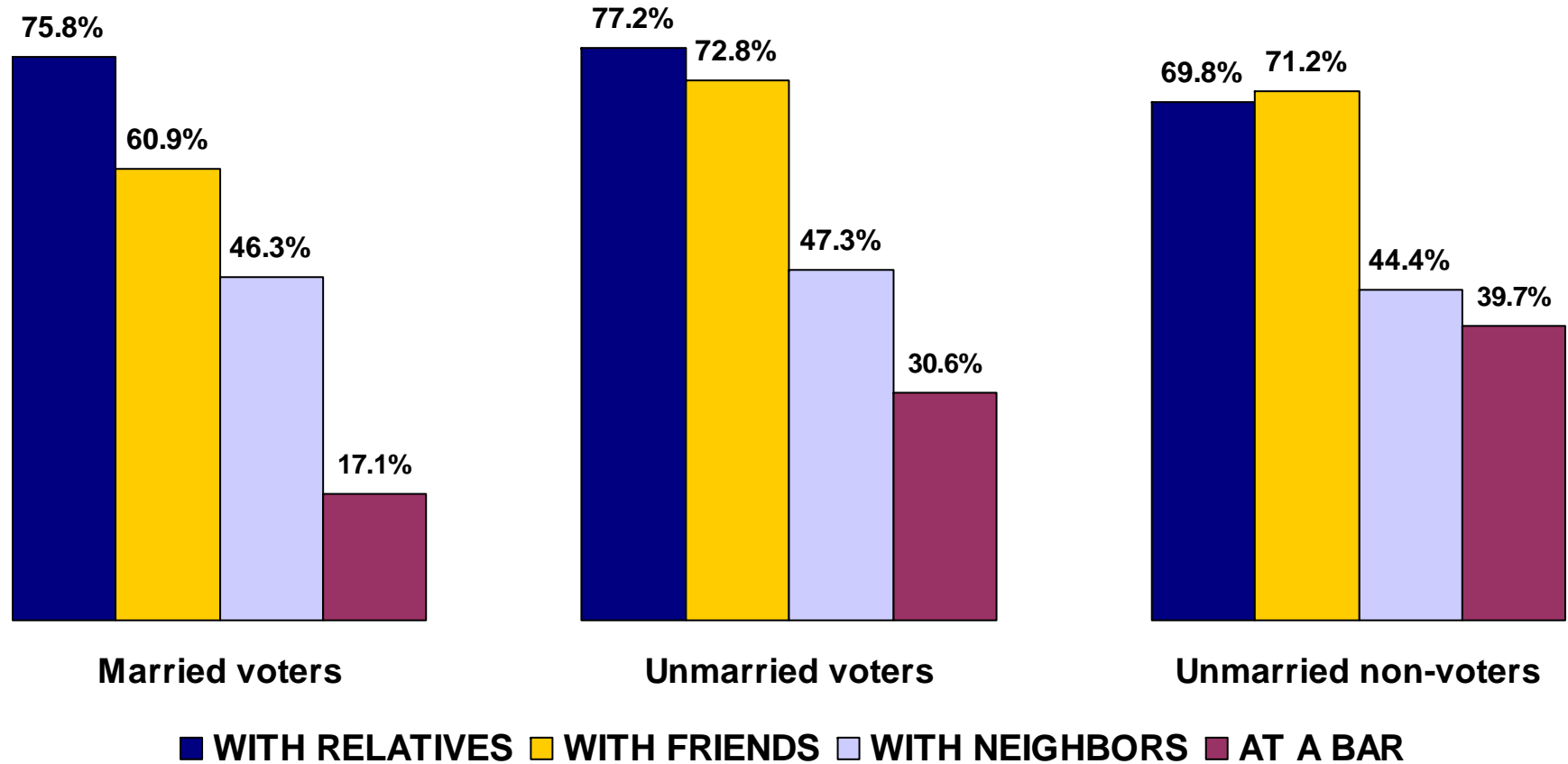
*About a third of voters – both married and unmarried – have a network of people they are active with. However, for unmarried Americans who do not vote, that rate plummets to only one in six. The rates are especially low for African American women or women who do not vote.*

**"Are there any activities that you do with the same group of people on a regular basis...?" (%YES)**



*Both married and unmarried Americans spend regular time with family or friends and occasional time with neighbors. Unmarried Americans are more likely to spend an evening at a bar, especially among unmarried non-voters.*

**SPEND AT LEAST ONE EVENING PER MONTH...**



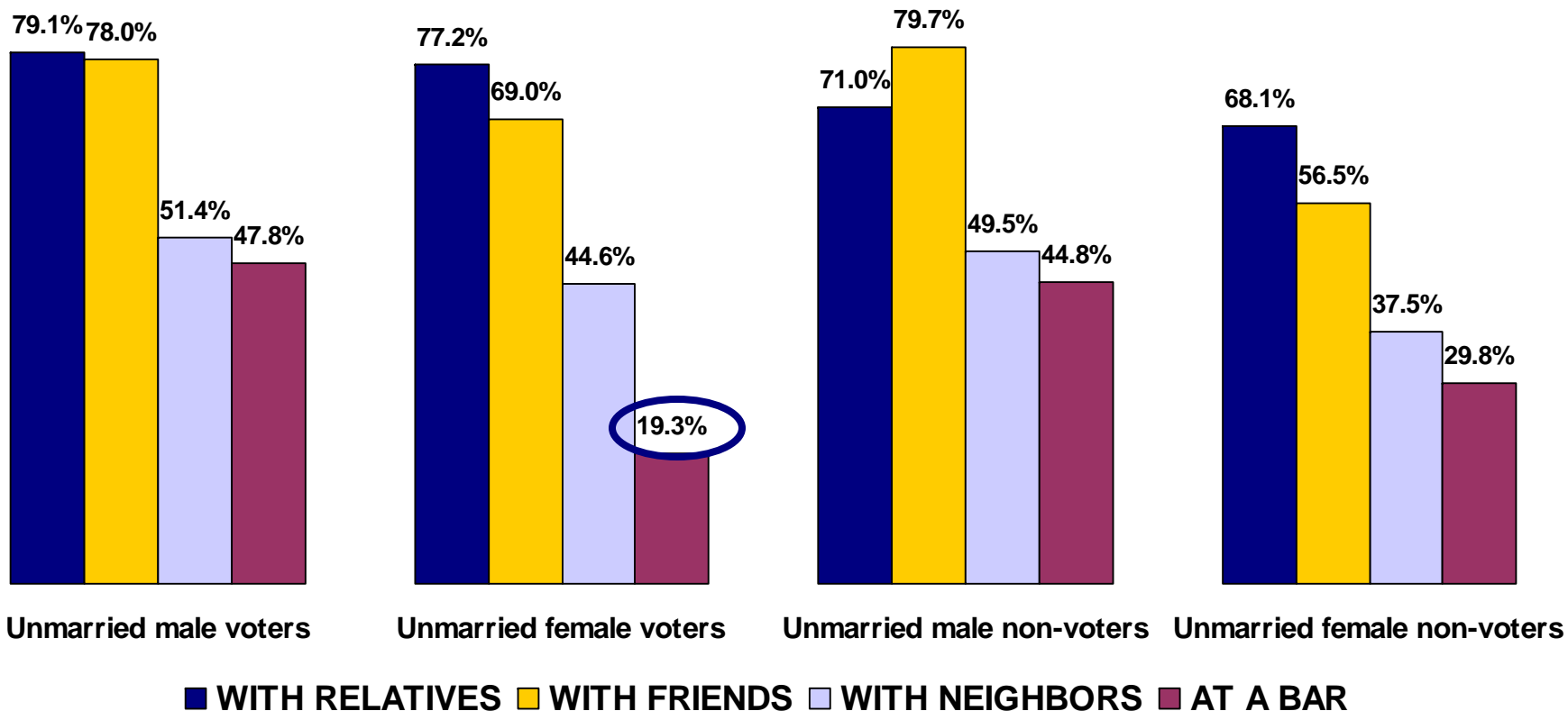
General Social Survey, 2004

Unmarried America, 2007



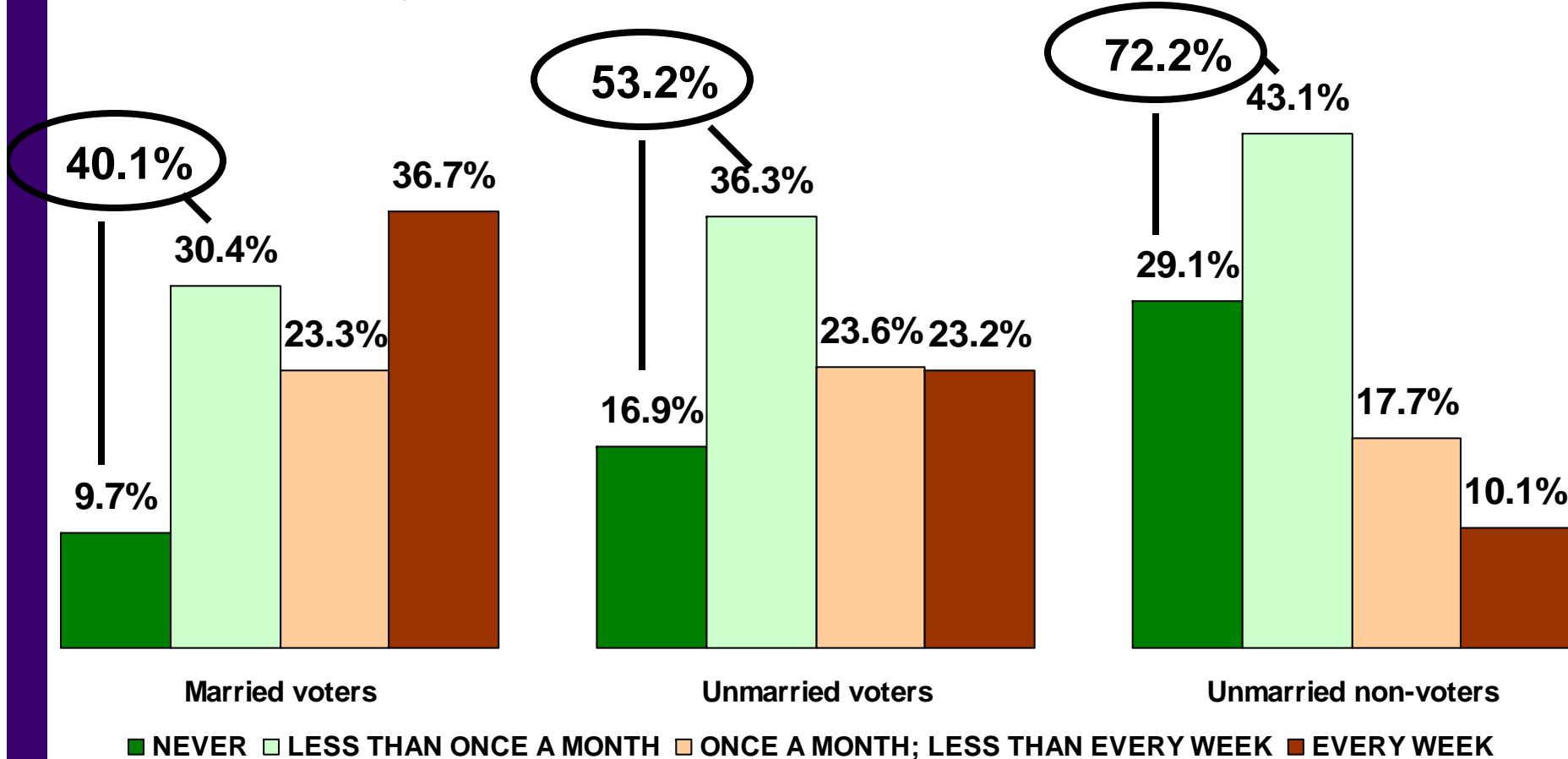
**Unmarried women tend to be less likely than men to do things socially, especially go to bars (less than 1 in 5 unmarried voting women go to a bar at least once a month).** <sup>81</sup>

**SPEND AT LEAST ONE EVENING PER MONTH...**



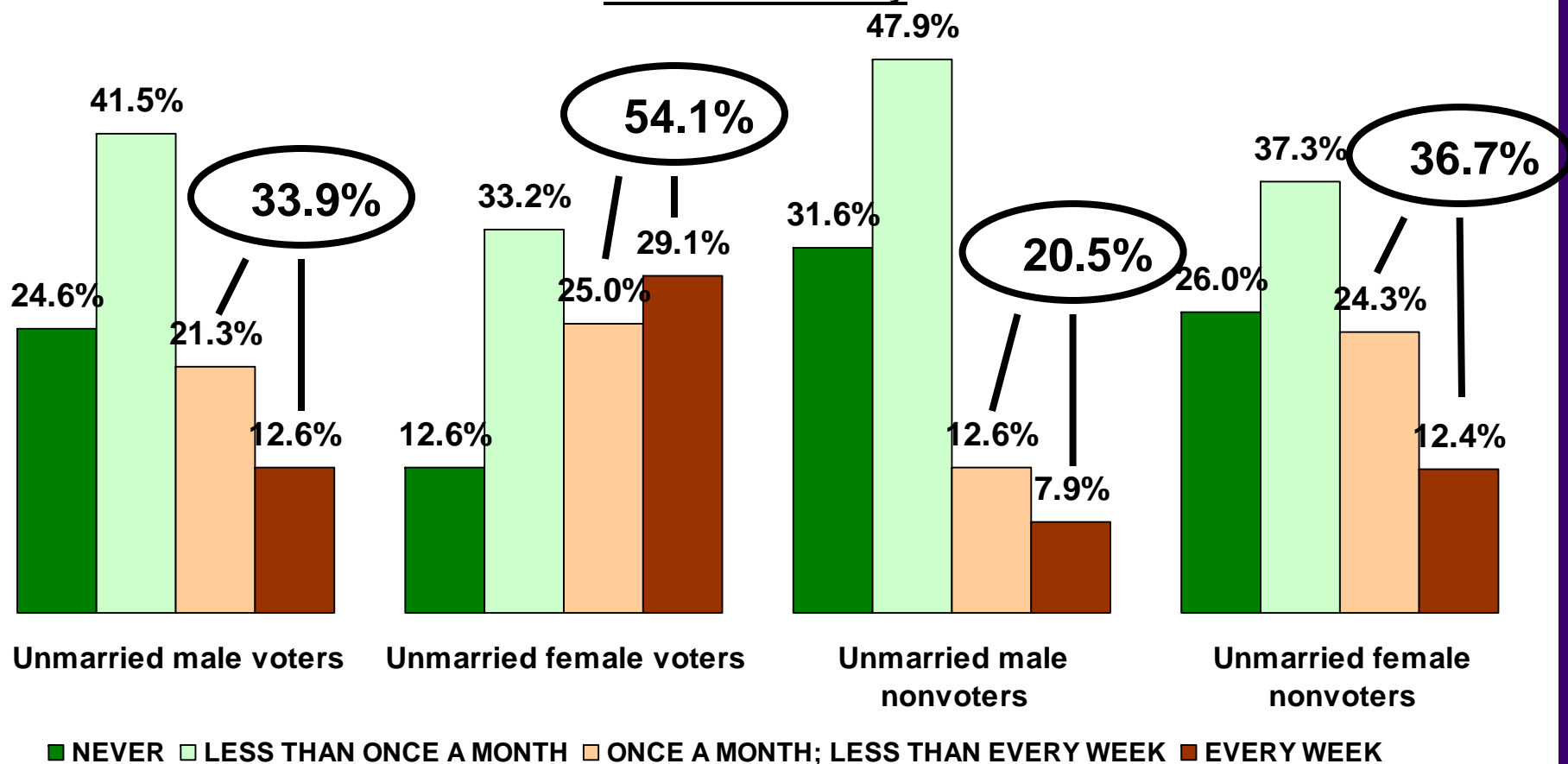
*Unmarried voters are more regular church-goers than unmarried non-voters, but not as frequent as married voters.*

**FREQUENCY OF RELIGIOUS SERVICE ATTENDANCE**



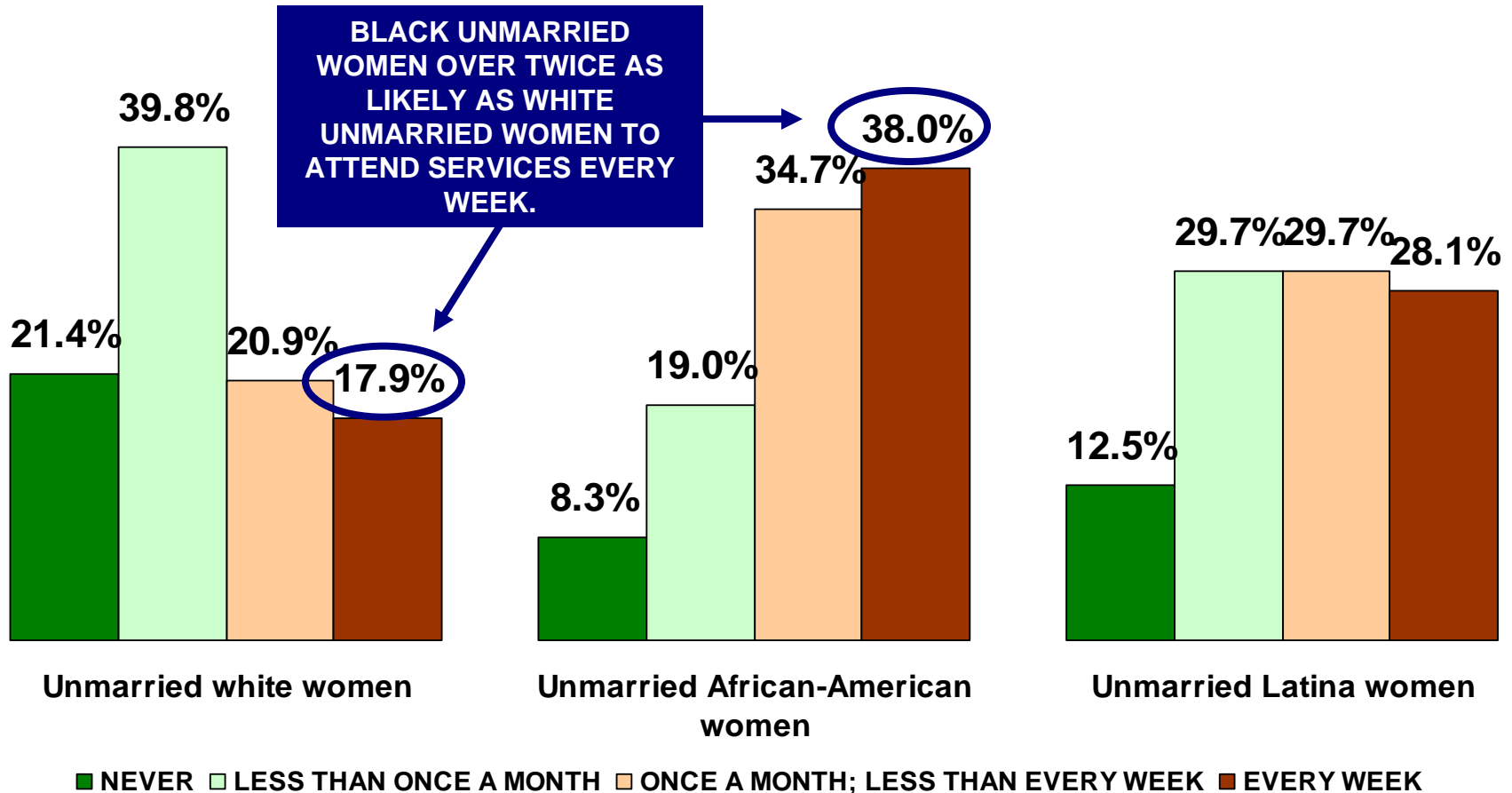
*Unmarried women attend church more frequently than unmarried men, and unmarried female voters are the most frequent church attendees.*

FREQUENCY OF RELIGIOUS SERVICE ATTENDANCE  
All Unmarrieds Only



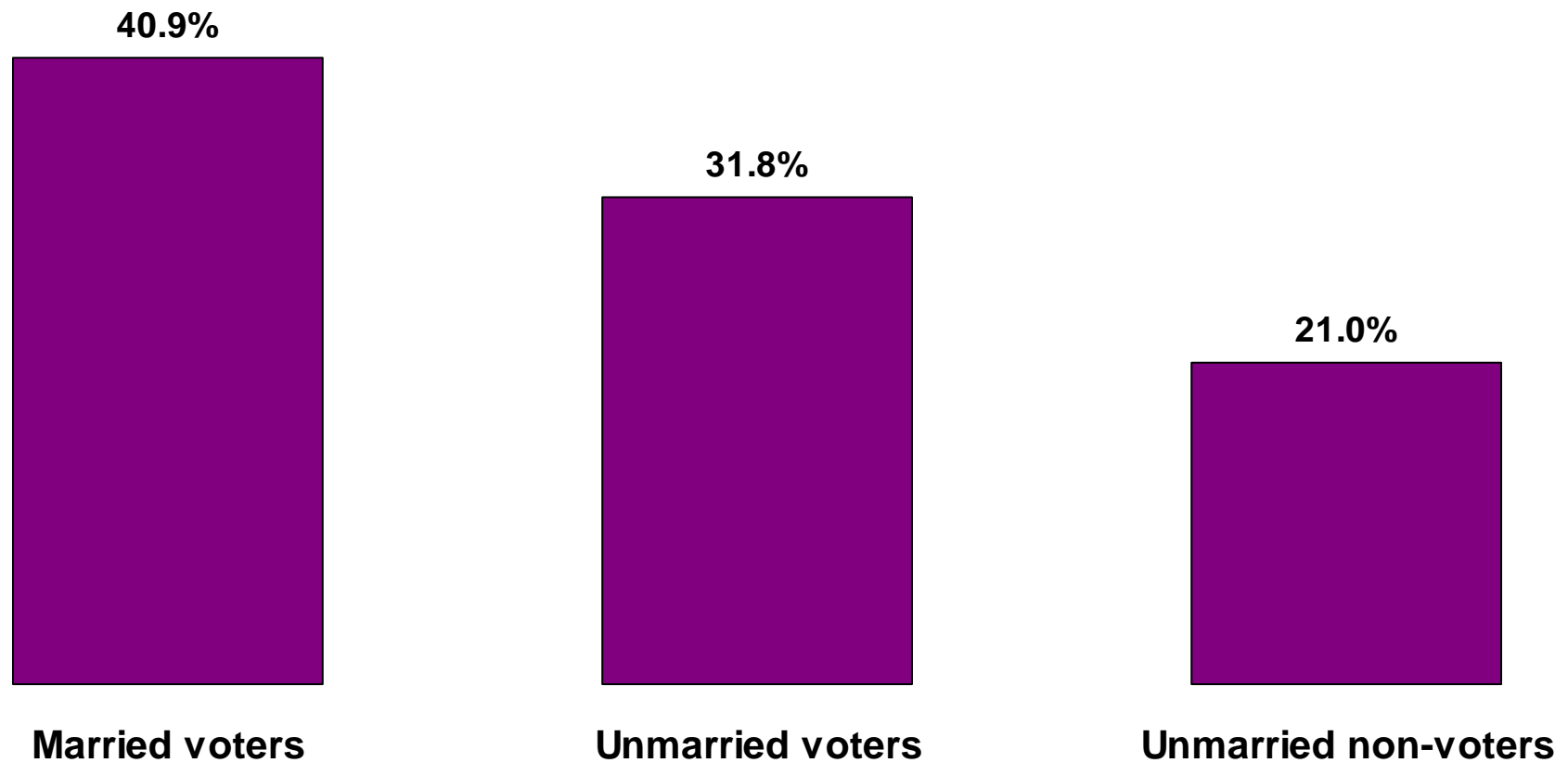
*Among women on their own, African-Americans are much more likely to be regular church attendees than whites, while Latinas are in the middle.*

**FREQUENCY OF RELIGIOUS SERVICE ATTENDANCE**



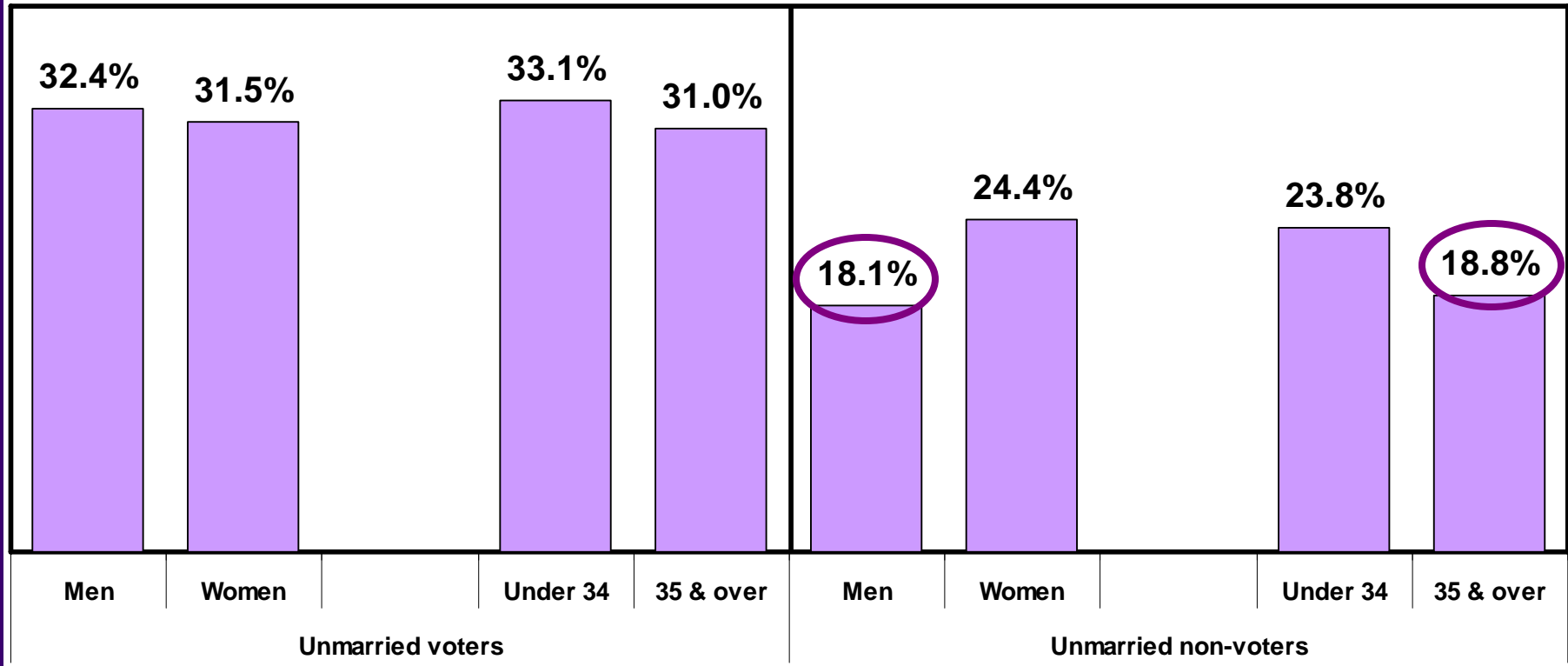
*Being a member of an organization is correlated with marital status and participation. Only 2 out of 10 unmarried Americans who do not vote belong to at least one organized group. The rate is 3 in 10 among unmarried voters, and even higher among married voters.*

**MEMBER OF AT LEAST ONE ORGANIZED GROUP**



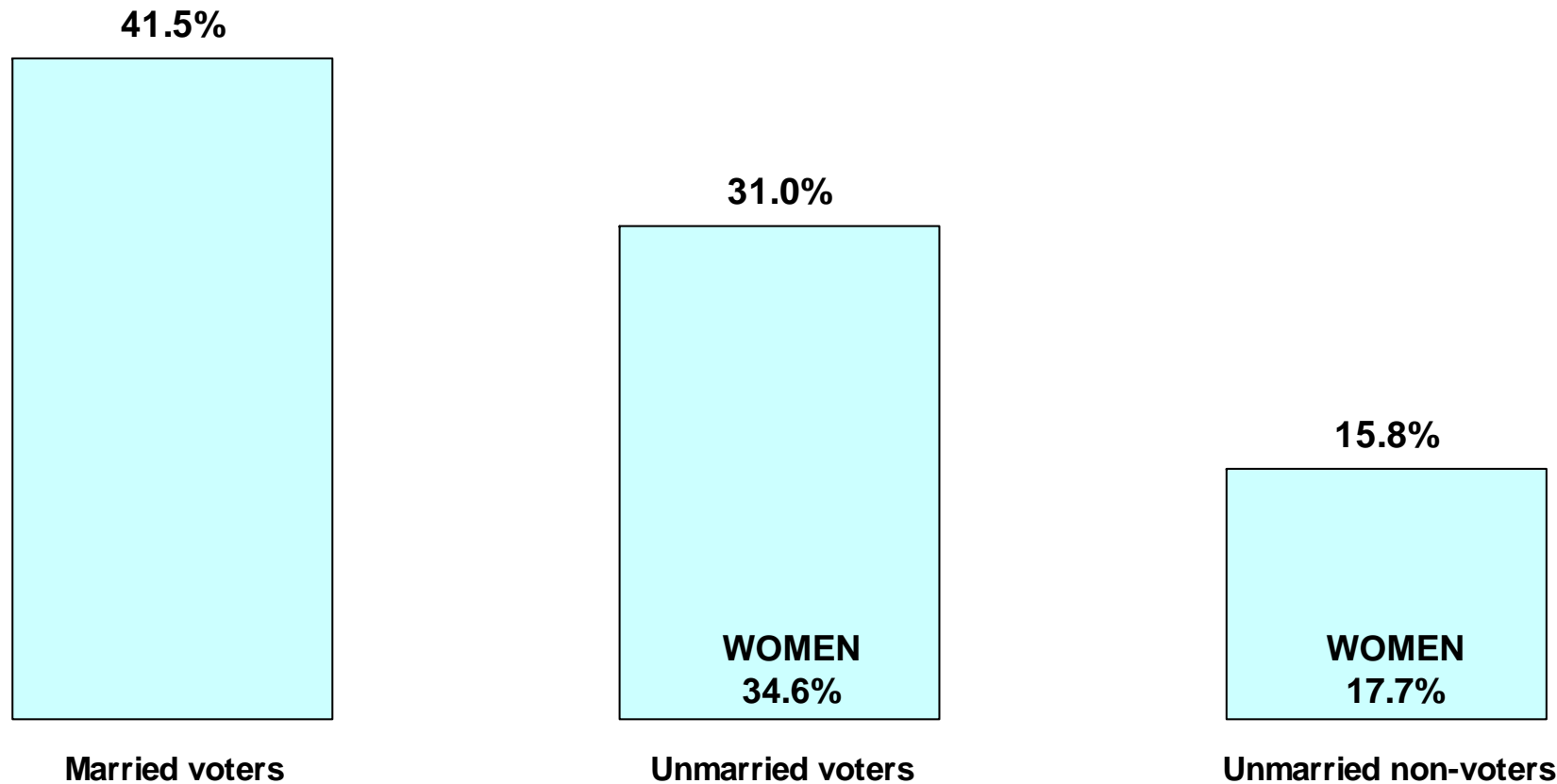
*Group membership rates are pretty consistent for unmarried voters by gender and age, but among unmarried non-voters, men and people 35 and over are less likely than women and younger voters to belong to a club or organization.*

**MEMBER OF AT LEAST ONE ORGANIZED GROUP**



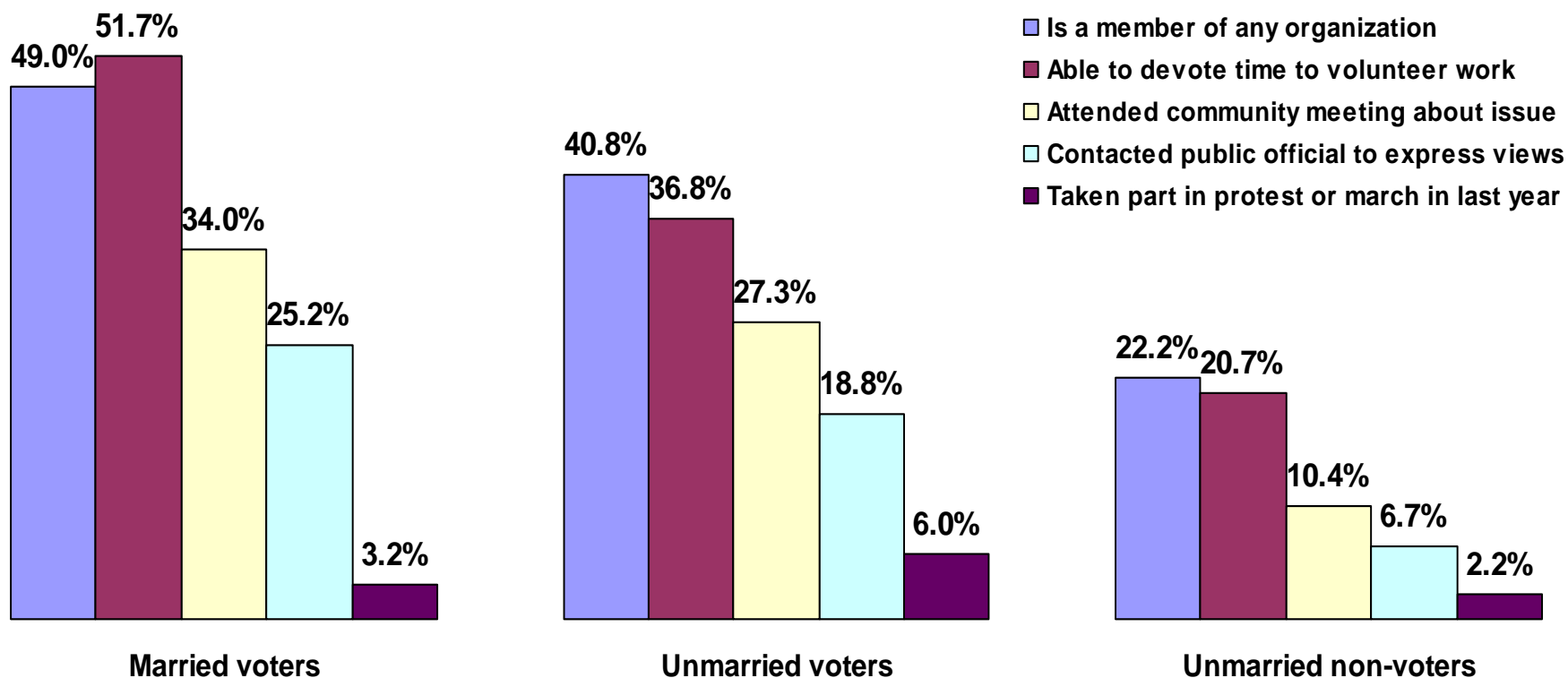
*A third of unmarried voters belong to a church group. Unmarried women are somewhat more active in church groups than men in both the voting and non-voting cohorts.*

### MEMBER OF A CHURCH OR CHURCH-RELATED GROUP



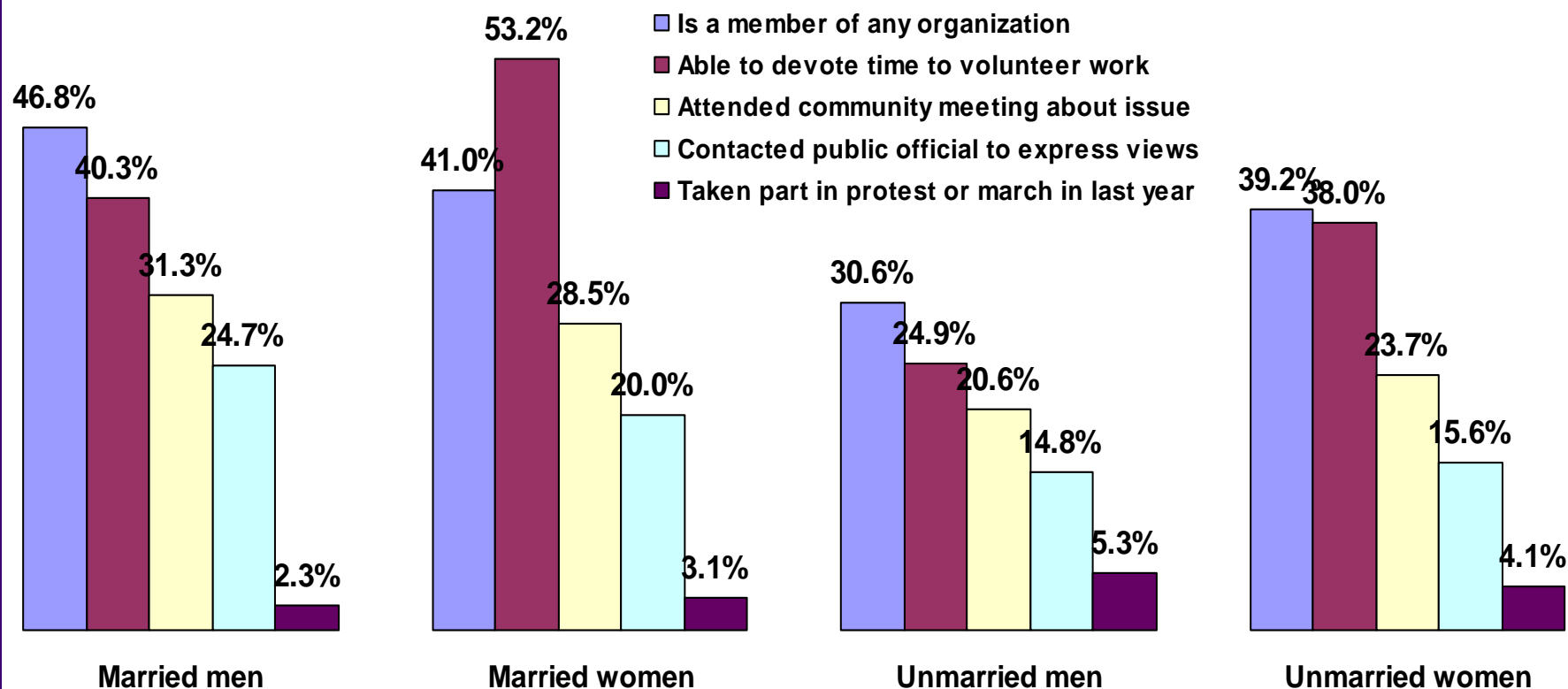
**Most indications are that unmarried America is less engaged in the community. This is less true of unmarried Americans who vote, but they are still less engaged than married Americans.**

**CIVIC OR COMMUNITY ACTIONS**



*By far, married women are the most likely to have time to devote to volunteer work, but there is a noticeable gender gap among both married and unmarried Americans. Women are more active in their communities than men.*

**CIVIC OR COMMUNITY ACTIONS**



*Among unmarried women, voters are much more active in public affairs than non-voters. This is very true in terms of membership in organizations. Whites are also more active than blacks, except for attending community meetings.*

**CIVIC OR COMMUNITY ACTIONS  
UNMARRIED WOMEN ONLY**

	<b>Is a member of any organization</b>	<b>Able to devote time to volunteer work</b>	<b>Attended community meeting about issue</b>	<b>Contacted public official to express views</b>	<b>Taken part in protest or march in last year</b>
Voters	47.7%	41.5%	28.8%	20.5%	5.1%
Non-voters	21.6%	29.0%	10.1%	2.9%	1.4%
Whites	43.2%	42.6%	18.7%	18.1%	4.5%
African-Americans	34.4%	29.5%	32.3%	11.3%	3.3%
Under 30	38.5%	37.2%	19.5%	11.5%	6.5%
30 - 44	42.3%	40.4%	19.2%	11.5%	0.0%
45 - 59	50.0%	35.4%	36.7%	25.0%	6.3%
60 and over	29.9%	39.4%	22.4%	17.9%	3.0%

*Unmarried non-voters engage in more physical activities than unmarried voters do. Also, almost 3 out of 10 voters participated in volunteer work in the past year – almost twice as many as the non-voters.*

### TOP ACTIVITIES IN THE PAST 12 MONTHS

#### UNMARRIED VOTERS

- Gardening – 42.5%
- Swimming – 31.9%
- Volunteer work – 29.6%
- Photography – 25.9%
- Bicycling – 20.7%
- Bowling – 20.7%

#### UNMARRIED NON-VOTERS

- Gardening – 30.5%
- Swimming – 30.5%
- Jogging, running – 24.0%
- Fishing – 21.2%
- Photography – 20.4%
- Bowling – 20.3%

**VOLUNTEER WORK – 16.2%**

Scarborough USA, 2006

Unmarried America, 2007

*Non-sports-related hobbies dominate the list of activities for unmarried women, while men are more drawn to physical sports. Women are also more likely to do volunteer work.*

### TOP ACTIVITIES IN THE PAST 12 MONTHS

#### UNMARRIED WOMEN

- Gardening – 42.8%
- Swimming – 30.9%
- Volunteer work – 27.8%
- Sewing, crafts – 27.1%
- Photography – 24.3%

#### UNMARRIED MEN

- Gardening – 32.7%
- Swimming – 32.0%
- Fishing – 28.3%
- Bicycling – 25.4%
- Free weights - circuit training – 24.2%
- Jogging, running – 23.7%
- Photography – 23.5%

**VOLUNTEER WORK – 21.2%**

Scarborough USA, 2006

Unmarried America, 2007

*Racially, most of the same activities are shared by whites, African-Americans and Latinos. However, unmarried whites engage in leisure activities more often than blacks and Latinos.*

### TOP ACTIVITIES IN THE PAST 12 MONTHS

#### UNMARRIED WHITES

- Gardening – 43.0%
- Swimming – 33.5%
- Volunteer work – 26.4%
- Photography – 25.3%
- Fishing – 20.8%
- Bowling – 20.7%
- Bicycling – 20.3%

#### UNMARRIED AFRICAN-AMERICANS

- Gardening – 27.3%
- Swimming – 23.6%
- Volunteer work – 22.4%
- Jogging, running – 22.2%
- Bowling – 21.3%
- Photography – 19.6%

#### UNMARRIED LATINOS

- Jogging, running – 29.7%
- Gardening – 29.3%
- Swimming – 28.5%
- Photography – 21.2%
- Bicycling – 20.2%
- Volunteer work – 19.9%
- Free weights - circuit training – 19.4%

Scarborough USA, 2006

Unmarried America, 2007

*Younger unmarried America engages in a wider range of physical activities, while gardening appears more popular when people reach 50 years of age. Notably, volunteer work is pretty constant, with around one-quarter of unmarried adults from all age groups having volunteered.*

### TOP ACTIVITIES IN THE PAST 12 MONTHS

#### UNMARRIED 18-29

- Swimming – 42.5%
- Jogging, running – 34.2%
- Bowling – 33.5%
- Gardening – 30.5%
- Photography – 28.5%
- Free weights - circuit training – 26.0%
- Bicycling – 26.0%
- Volunteer work – 25.1%

#### UNMARRIED 50-64

- Gardening – 46.3%
- Volunteer work – 23.6%
- Swimming – 23.4%
- Photography – 23.3%

#### UNMARRIED 30-49

- Gardening – 38.7%
- Swimming – 34.0%
- Photography – 25.8%
- Volunteer work – 23.5%
- Bicycling – 23.2%

#### UNMARRIED 65 & OVER

- Gardening – 44.8%
- Volunteer work – 27.5%
- Sewing, crafts – 22.6%

Scarborough USA, 2006

Unmarried America, 2007

***Professional sporting events are the most popular type of events to attend for both unmarried voters and non-voters. Unmarried non-voters are less likely to attend live theater, art museums, symphonies, or operas.***

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### TOP EVENTS ATTENDED/PLACES VISITED IN THE PAST 12 MONTHS

#### UNMARRIED VOTERS

- Any professional sports event – 35.5%
- Any casino – 30.8%
- Live theater – 24.9%
- Zoo – 22.8%
- Art museum – 17.4%
- Rock concert – 13.4%
- Symphony concert, opera, etc. – 10.2%

#### UNMARRIED NON-VOTERS

- Any professional sports event – 29.6%
- Any casino – 26.2%
- Zoo – 24.1%
- Six Flags – 12.8%
- Live theater – 12.5%
- Rock concert – 11.2%

Scarborough USA, 2006

Unmarried America, 2007

# Unmarried women are much less likely than men to go to sporting events, and more likely to see live theater.

## TOP EVENTS ATTENDED/PLACES VISITED IN THE PAST 12 MONTHS

### UNMARRIED WOMEN

- Any casino – 29.4%
- Any professional sports event – 27.8%
- Live theater – 24.2%
- Zoo – 24.2%
- Art museum – 15.5%

### UNMARRIED MEN

- Any professional sports event – 40.4%
- Any casino – 29.0%
- Zoo – 22.1%
- Rock concert – 16.4%
- Live theater – 16.0%
- Art museum – 13.2%
- Six Flags – 10.8%

*The list of top events and places looks similar for whites, blacks and Latinos, but blacks are a little less likely than whites and Latinos to have attended professional sporting events. Live theater is more popular for whites, while zoos and Six Flags parks are a bit more popular among African-Americans and Latinos.*

**TOP EVENTS ATTENDED/PLACES VISITED IN THE PAST 12 MONTHS**

**UNMARRIED WHITES**

- Any professional sports event – 34.0%
- Any casino – 28.5%
- Live theater – 23.0%
- Zoo – 21.4%
- Art museum – 15.2%
- Rock concert – 14.3%

**UNMARRIED AFRICAN-AMERICANS**

- Any casino – 29.3%
- Any professional sports event – 28.5%
- Zoo – 24.8%
- Live theater – 17.9%
- R&B/rap/hip-hop concert – 13.8%
- Six Flags – 13.2%

**UNMARRIED LATINOS**

- Any professional sports event – 35.7%
- Any casino – 31.2%
- Zoo – 29.0%
- Six Flags – 17.3%
- Art museum – 12.6%



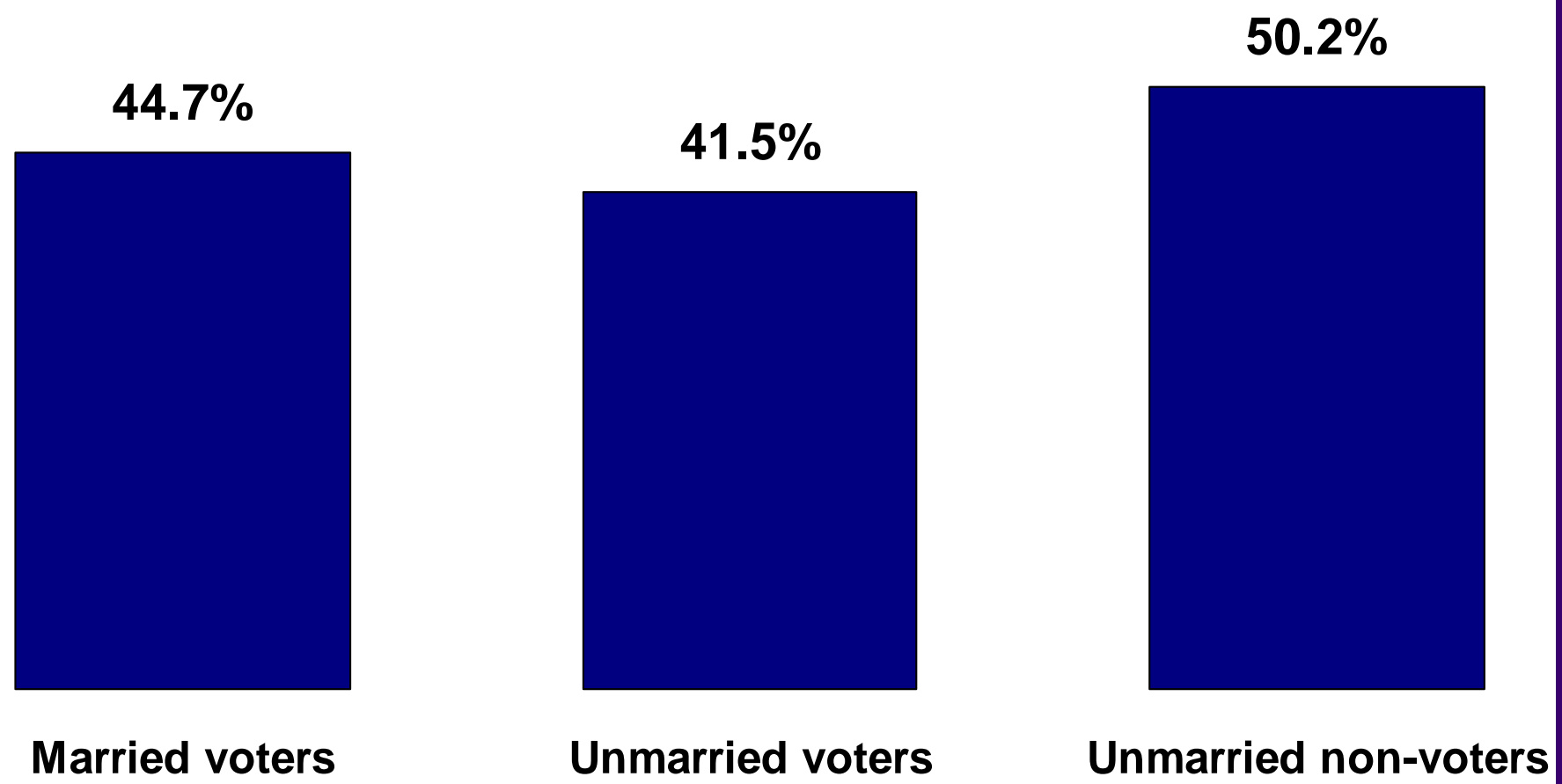
Scarborough USA, 2006

Unmarried America, 2007



*Unmarried non-voters tend to exercise more often than married voters or their unmarried voting counterparts.*

**GOT VIGOROUS EXERCISE YESTERDAY**



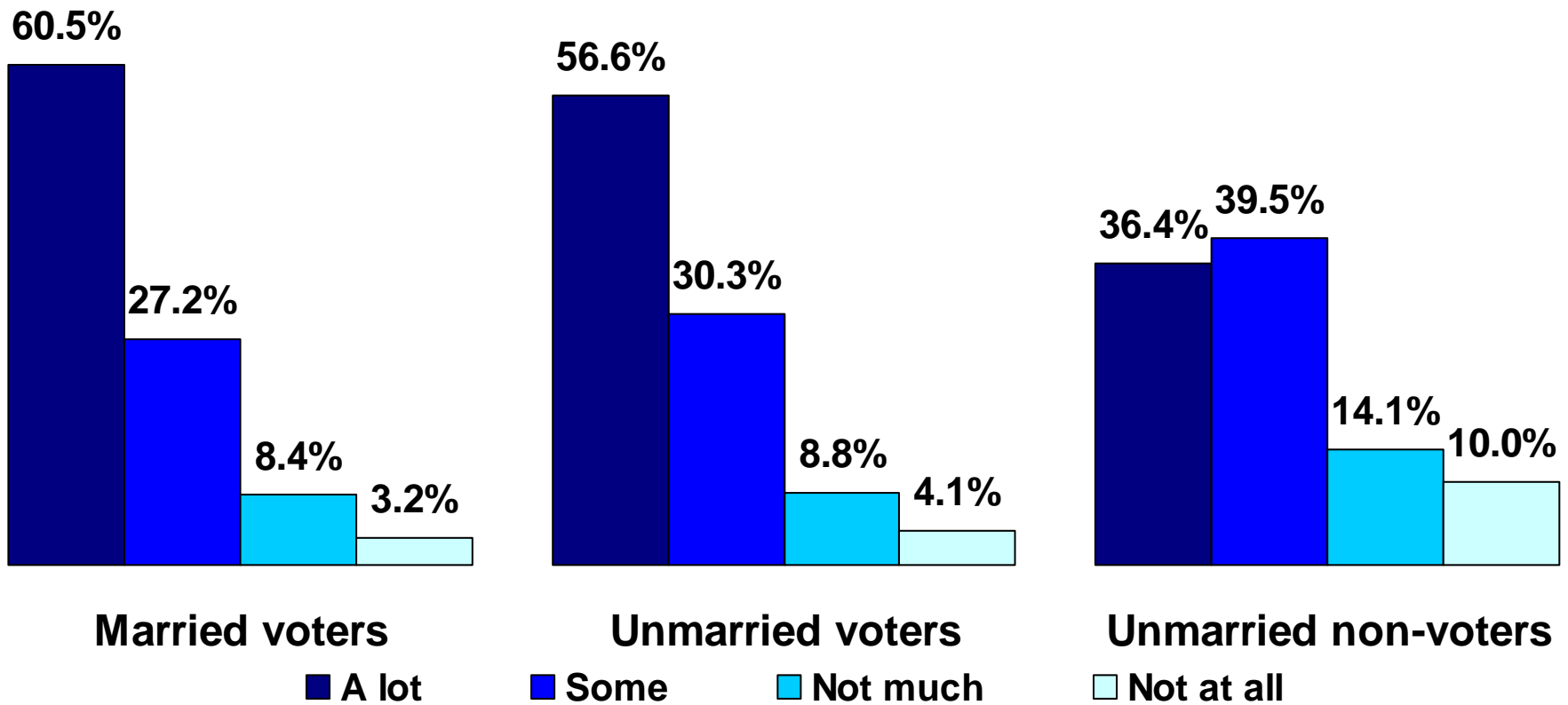
Pew Media Consumption survey, 2006

Unmarried America, 2007



*Reading is an activity that both married and unmarried voters enjoy. Unmarried non-voters, on the other hand, are less likely to enjoy reading.*

### ENJOYMENT OF READING



# ***UNMARRIED AMERICA***

## ***2007***

[www.lakeresearch.com](http://www.lakeresearch.com)

[www.wv.org](http://www.wv.org)

The logo for Women's Voices Women Vote features a large, stylized "W" where the left side is white and the right side is red, set against a dark blue background. Below the "W" is the text "Women's Voices" in white and "Women Vote." in red.

**Women's Voices**  
**Women Vote.**