

**GREENBERG QUINLAN ROSNER** RESEARCH

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February 12, 2008

# Primary and Polling Show Increasing Participation

Women's Voices. Women Vote.

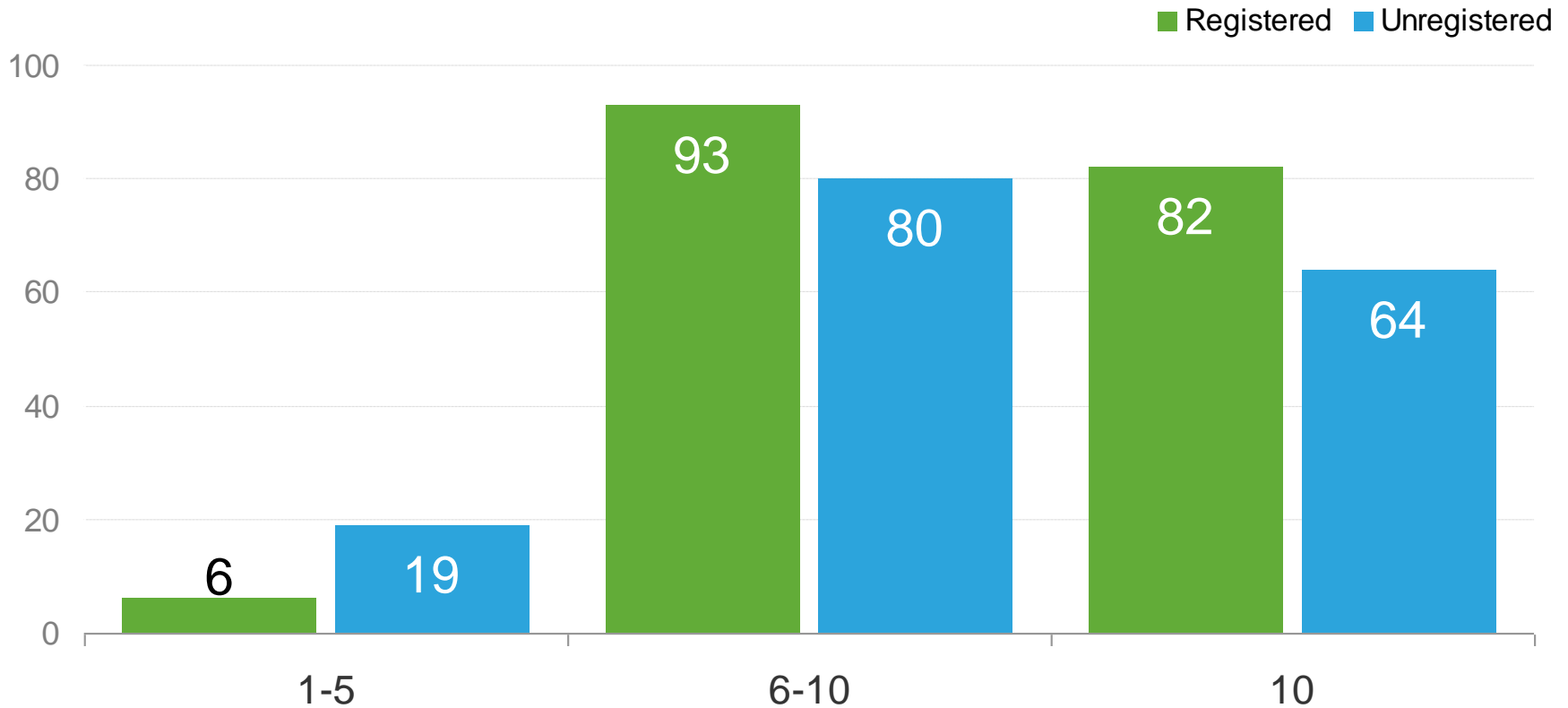
## 2008 Key Facts

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- Historically, unmarried women are underrepresented in politics; 20 million unmarried women did not vote in 2004.
- *But things are changing.*
- Historic turnout among unmarried women in 2008 primaries to date.
- Unmarried women help drive turnout among both youth and women.
- Improved participation rate shown in 2008 polling, building on 2006 improvement.

## Polling Suggest Unmarried Women Energized in 2008

What are the chances that you will vote in the elections for President and other offices in 2008, on a scale of 1 to 10, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote?



# Unmarried Women Participating in 2008 Democratic Primaries

## Unmarried Women Participating in 2008 Primaries<sup>[1]</sup>

	Iowa	New Hampshire	South Carolina
Proportion of total Population	22	21	24
Proportion of registered voters	20	19	23
Proportion of 2004 general election turnout	21	20	22
Proportion of 2006 general election turnout	19	17	21
Proportion of 2008 Democratic primary/caucus <sup>[2]</sup>	<b>26</b>	<b>22</b>	<b>30</b>

[1] Numbers showing proportion of total electorate and turnout in the 2004 and 2006 general election and the registration figures are from the 2006 Current Population Study.

[2] Marital status was not asked in Iowa and South Carolina among Republican caucus/primary goers.

# Unmarried Women Participating in 2008 Democratic Primaries

## Unmarried Women Participating in 2008 Primaries<sup>[1]</sup>

	Feb 5 primary states
Proportion of total Population	25
Proportion of registered voters	24
Proportion of 2004 general election turnout	23
Proportion of 2006 general election turnout	22
Proportion of 2008 Democratic primary/caucus <sup>[2]</sup>	<b>26</b>

[1] Numbers showing proportion of total electorate and turnout in the 2004 and 2006 general election and the registration figures are from the 2006 Current Population Study.

[2] Data includes only the 16 February 5 states where marital status was asked.

# Unmarried Women Participating in 2008 Democratic Primaries

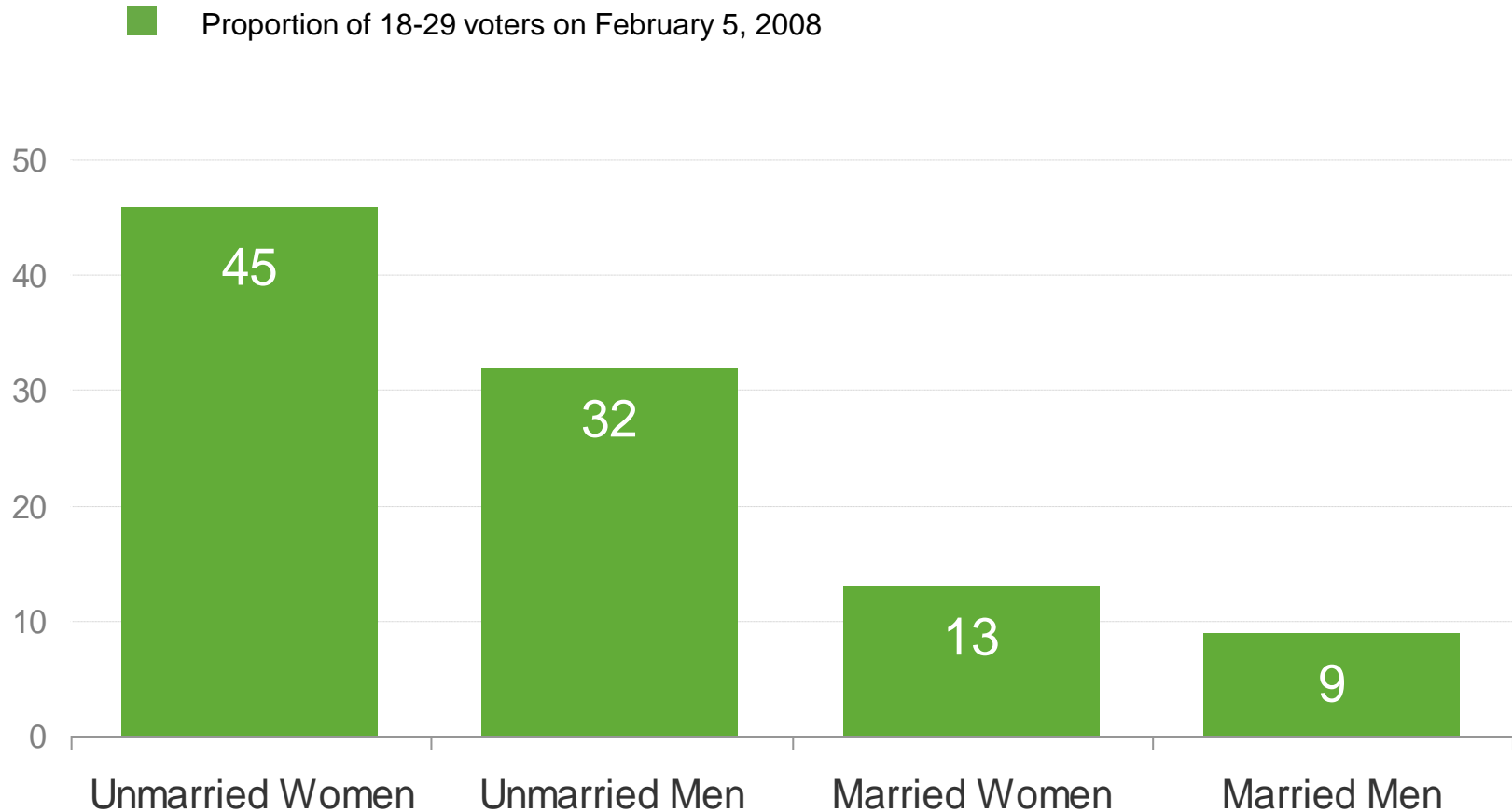
## Unmarried Women Participating in 2008 Primaries<sup>[1]</sup>

	Maryland	Virginia
Proportion of total Population	27	25
Proportion of registered voters	25	23
Proportion of 2004 general election turnout	21	20
Proportion of 2006 general election turnout	23	20
Proportion of 2008 Democratic primary/caucus <sup>[2]</sup>	<b>28</b>	<b>21</b>

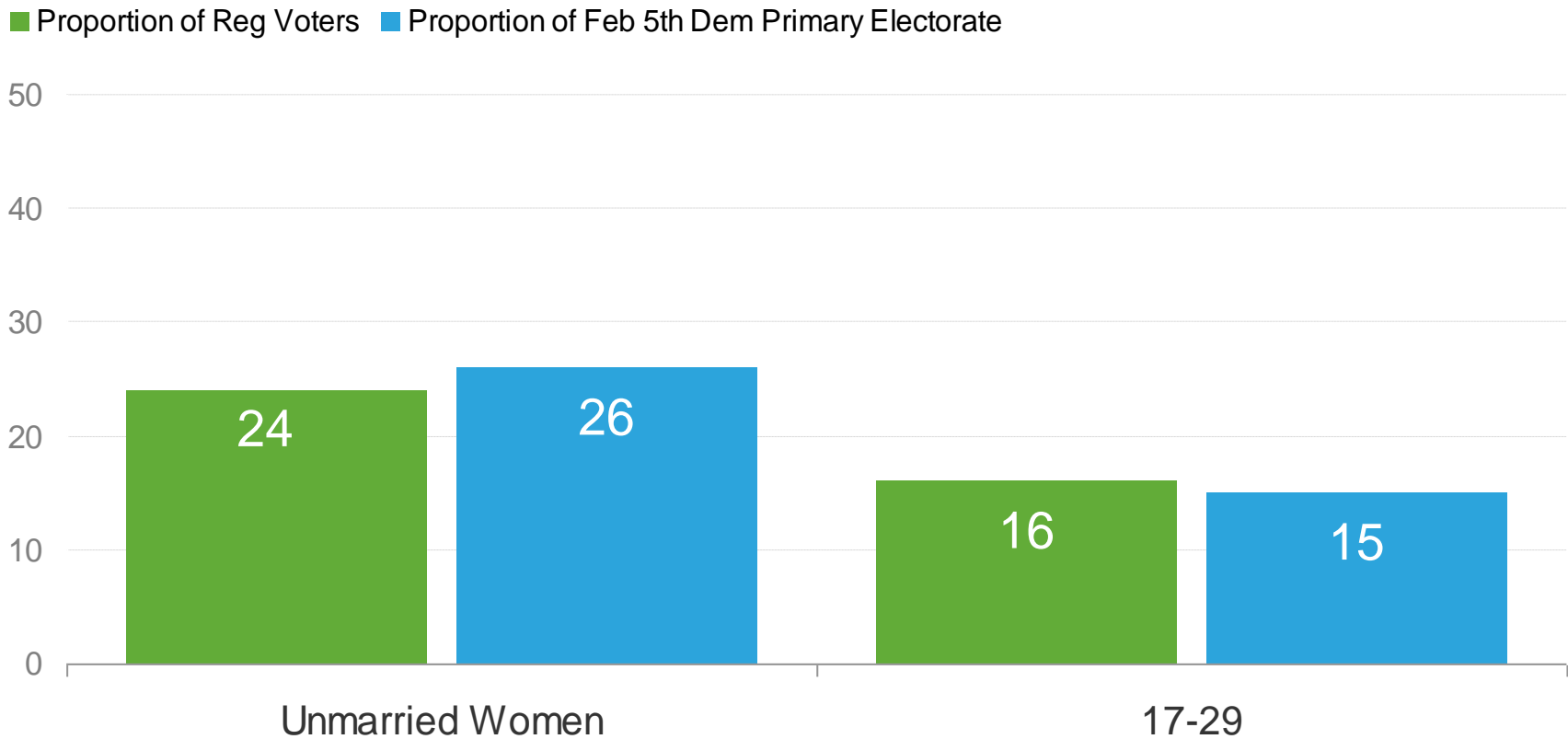
[1] Numbers showing proportion of total electorate and turnout in the 2004 and 2006 general election and the registration figures are from the 2006 Current Population Study.

[2] Marital status was not asked in Maryland or Virginia among Republican primary goers.

## 2008 Democratic Youth Vote Driven by Unmarried Woman

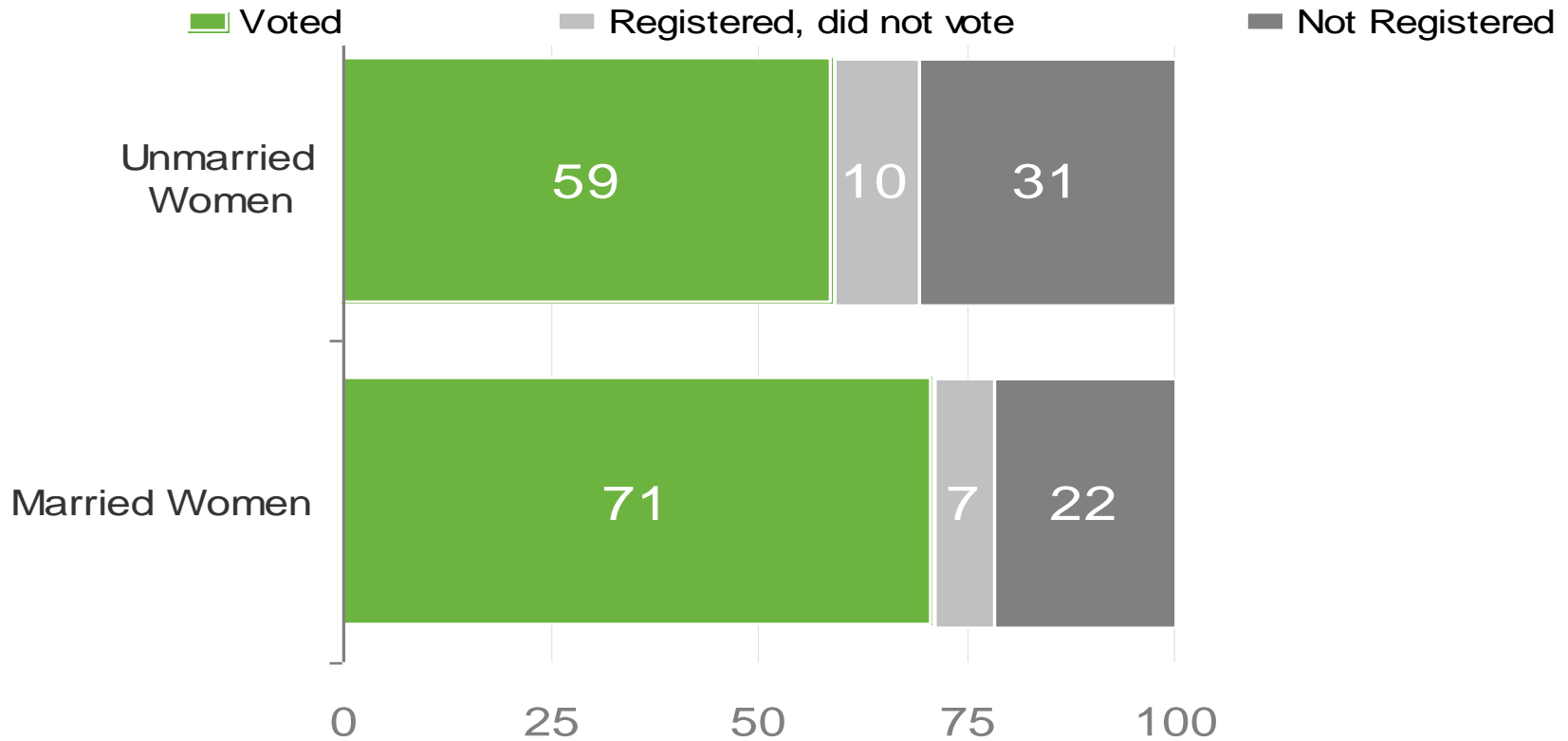


# Unmarried Women Bigger Than Youth Segment

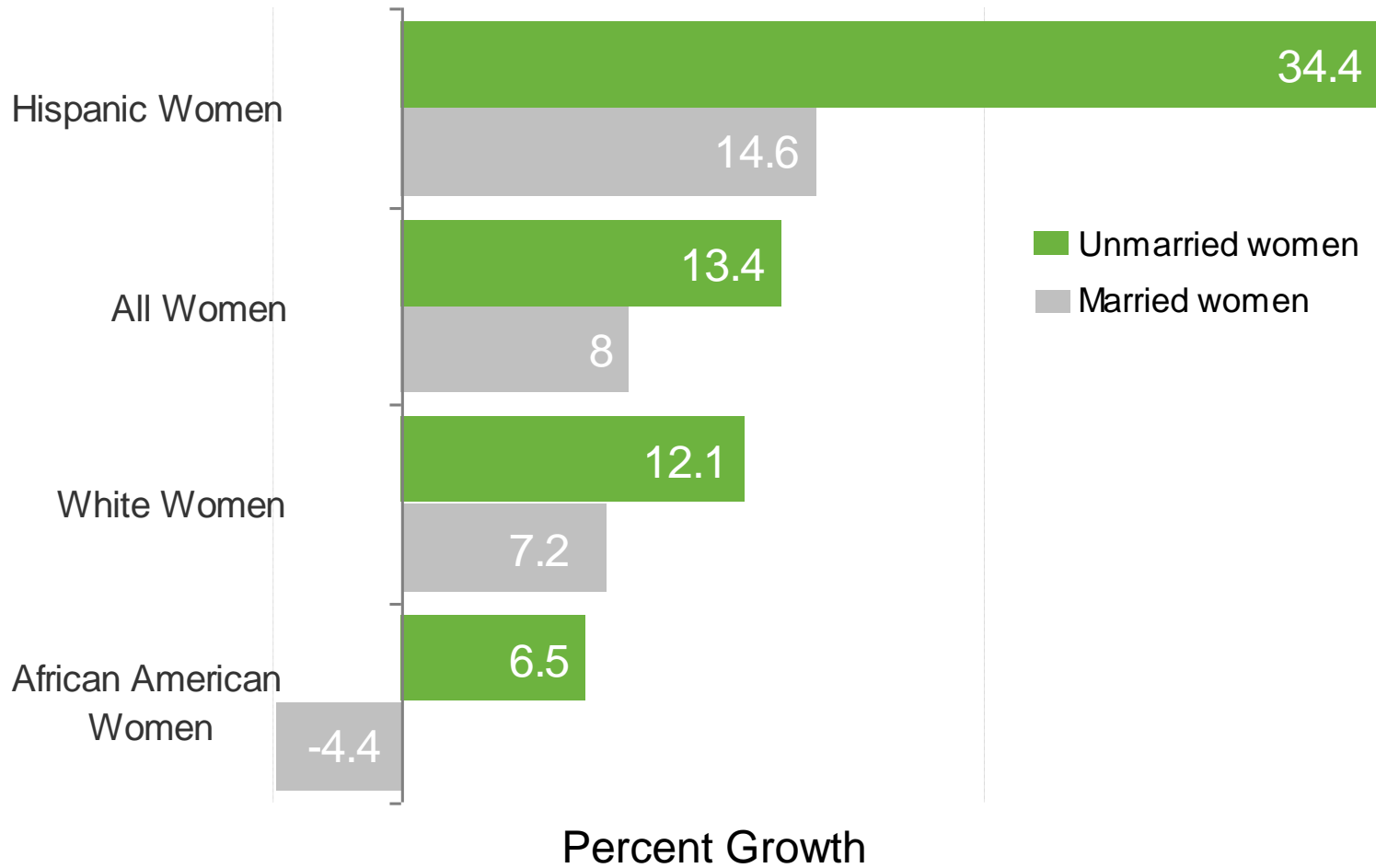


# Historically, Participation Not What It Should Be

Turnout and registration among married and unmarried women in 2004 Elections

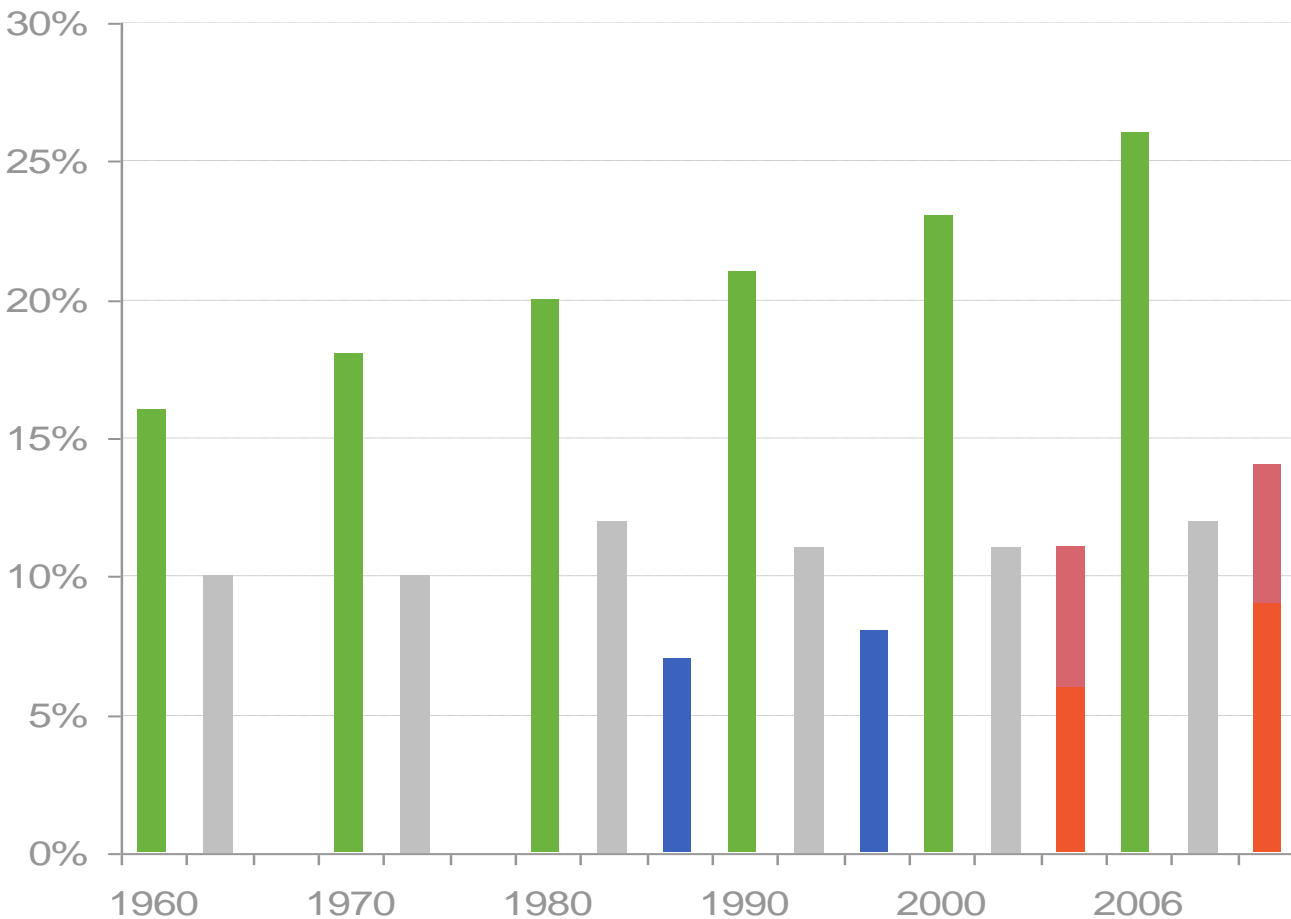


## Participation Rates Improved 2002 - 2006



# Unmarried Women Largest Voting Block

- Hispanic non-citizen
- Hispanic
- Hispanic, citizenship unknown
- African Americans
- Unmarried Women



# GREENBERG QUINLAN ROSNER RESEARCH

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