

GREENBERG QUINLAN ROSNER RESEARCH

Unmarried women were the difference in Virginia

November 8, 2013



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG



Methodology and Overview

The data in this presentation is based on:

- National Election Pool exit polling done by Edison Polling on November 5, 2013;
- 2012 CNN exit polling;
- A post-election survey done by Greenberg Quinlan Rosner for Democracy Corps and Women's Voices Women Vote Action Fund among 622 2009 voters in Virginia conducted November 3-5, 2009. Margin of error +/- 2.9.

Key findings: unmarried women

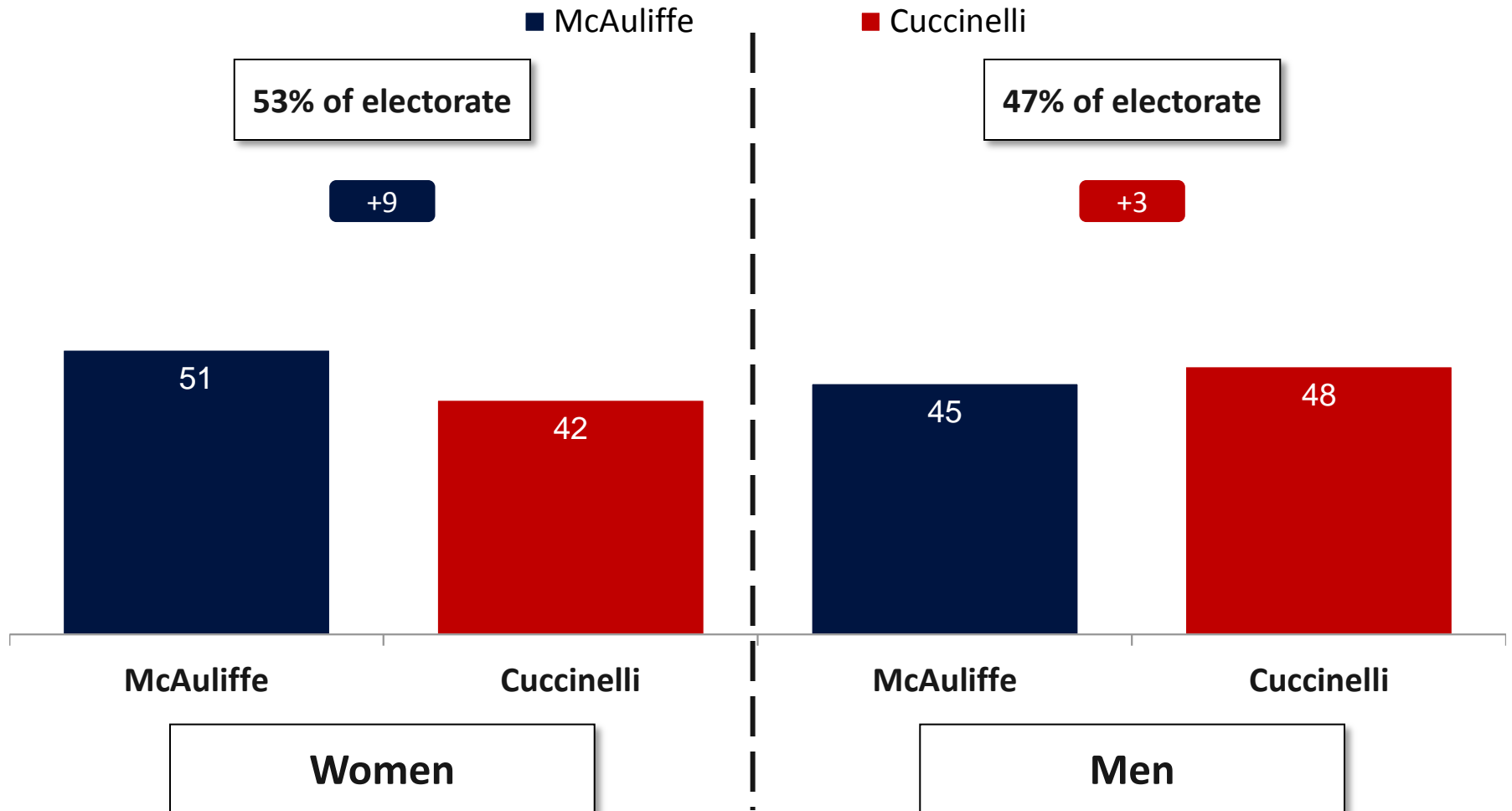
- Unmarried women made the difference in this election. Unmarried women voted for Terry McAuliffe by a decisive 42-point margin. Married women, by contrast, voted Cuccinelli by 9 points.
- This was the biggest difference between married and unmarried women in our tracking. The difference between their votes has been increasing, and marital status was clearly determinative in this election. If unmarried women had voted like married women, Ken Cuccinelli would have won the election by 7 points.
- While unmarried women supported McAuliffe at similar rates as they supported Obama in 2012, their share of the vote declined from 22 percent in the presidential election year to 18 percent in 2013. Democrats cannot take their votes or turnout for granted— and need to give unmarried women a reason to turn out in 2014 by speaking to the issues that matter most to unmarried women.
- The most important issues for unmarried women in this election were the economy, healthcare, and choice issues. Among unmarried women, healthcare and choice issues ranked higher than among the electorate at large.

Key findings: Rising American Electorate

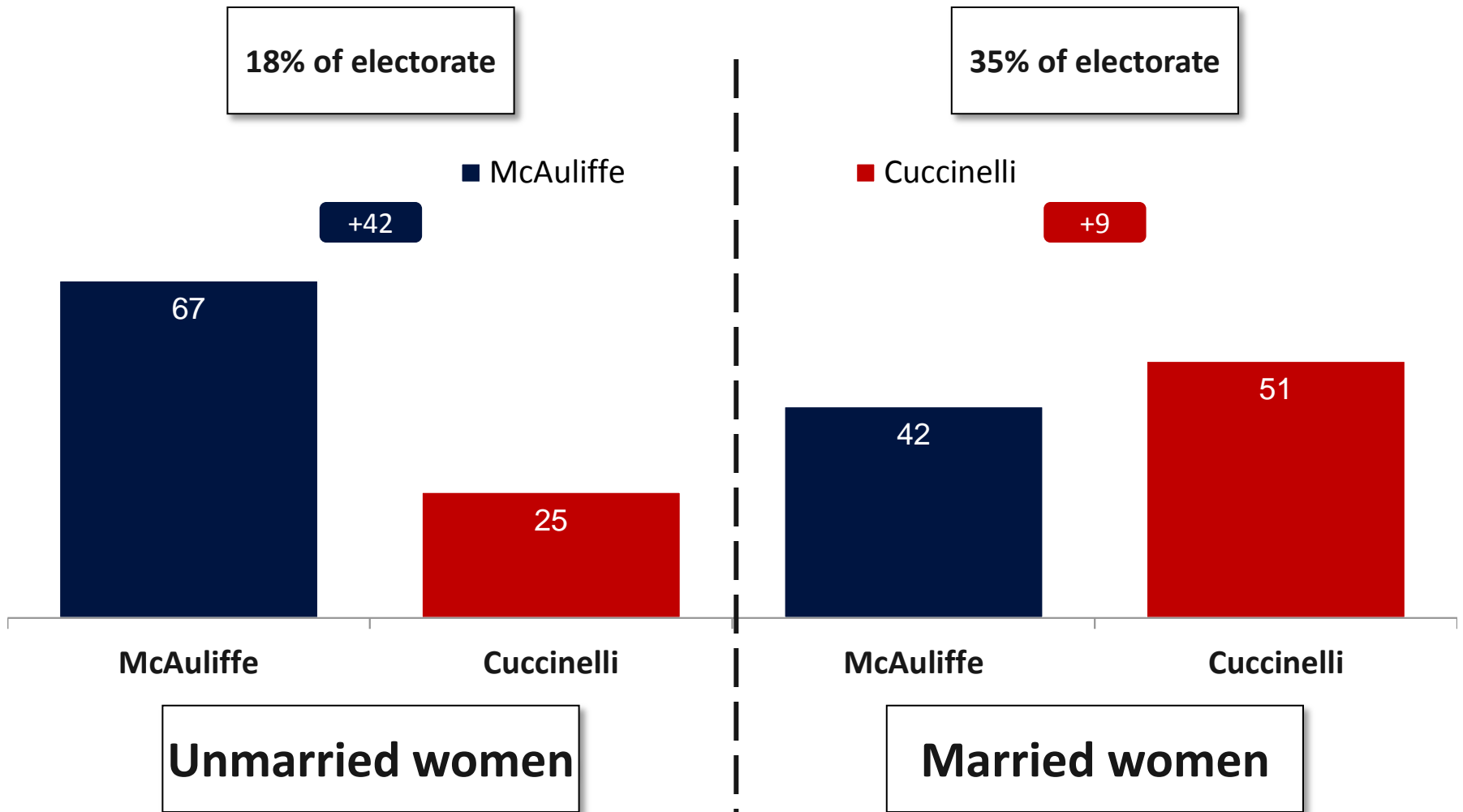
- Vote share among all groups in the Rising American Electorate dropped from 2012 to 2013, due to smaller share among unmarried women and young voters. Unmarried women, who were a quarter of the presidential year electorate, represented 18 percent of Virginia voters in 2013.
- However, African Americans – just 16 percent of the 2009 electorate in Virginia – represented 20 percent of Virginia voters in 2013.
- While young voters supported McAuliffe in stronger numbers this year than they did Deeds in 2009, they were far less supportive of McAuliffe than Obama. However, their votes largely did not move to the Republican column. Instead, young people supported independent candidates in higher proportions than the electorate as a whole.

The vote

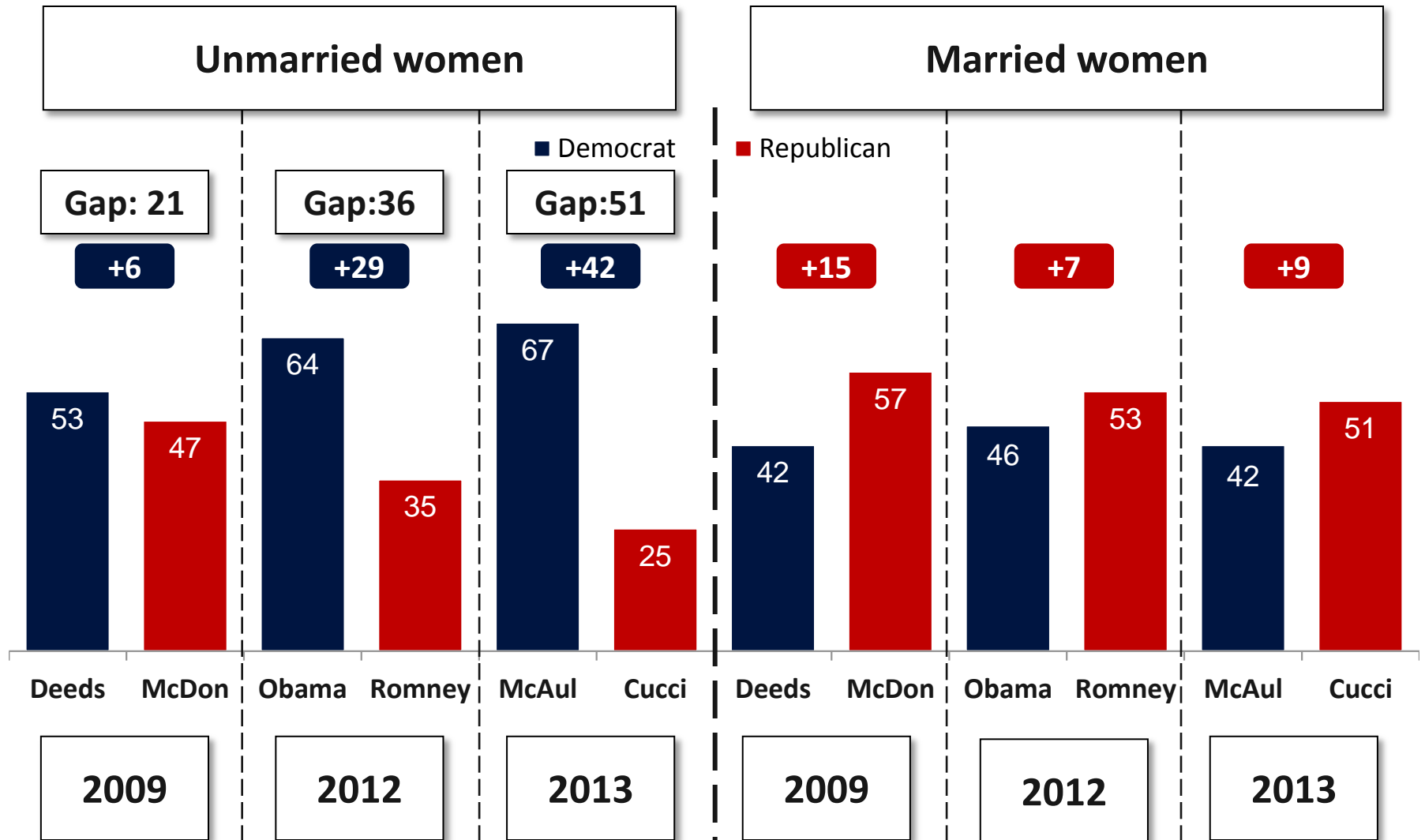
Women played a significant role in McAuliffe's victory



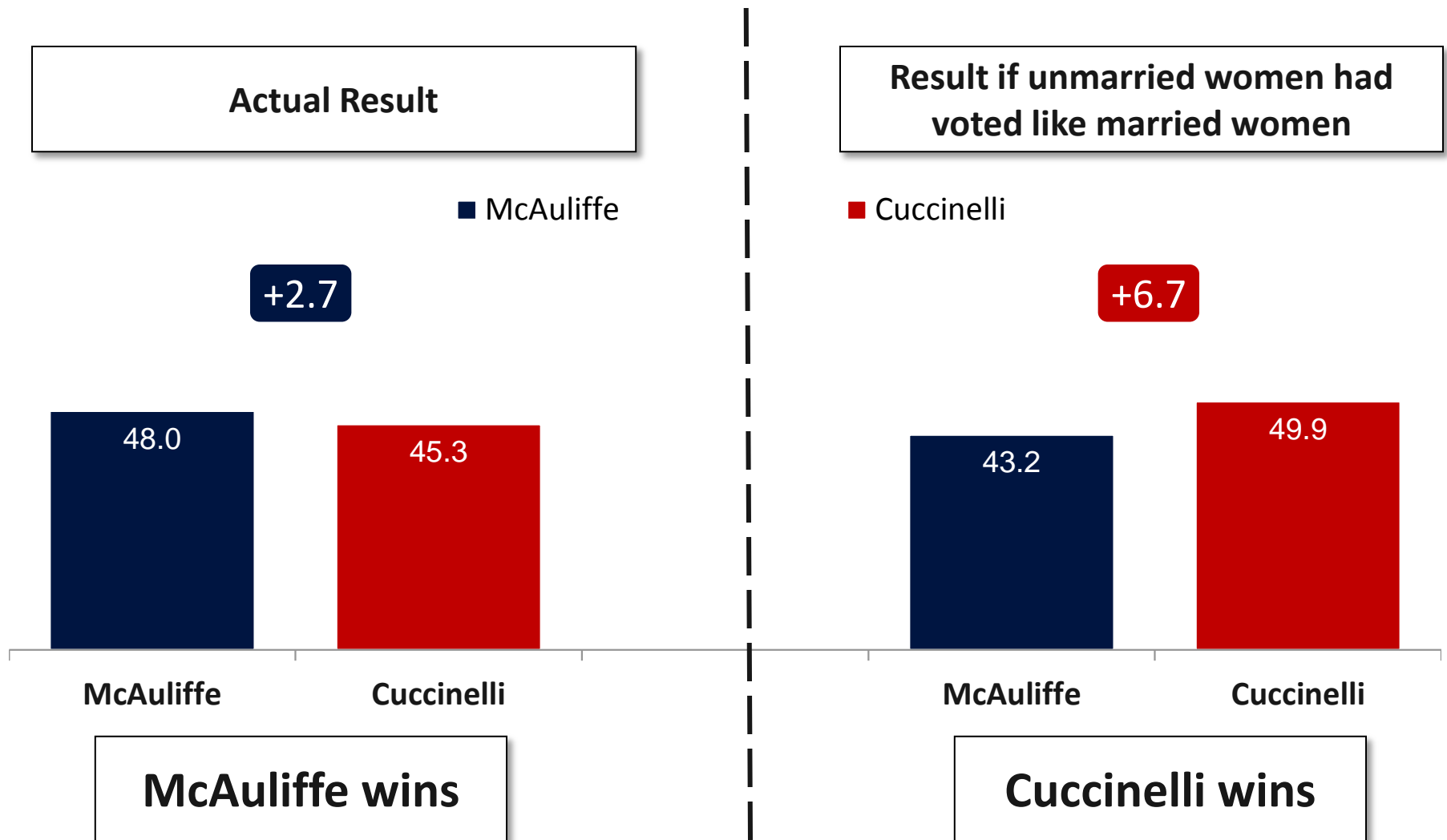
But it was unmarried women who made the difference



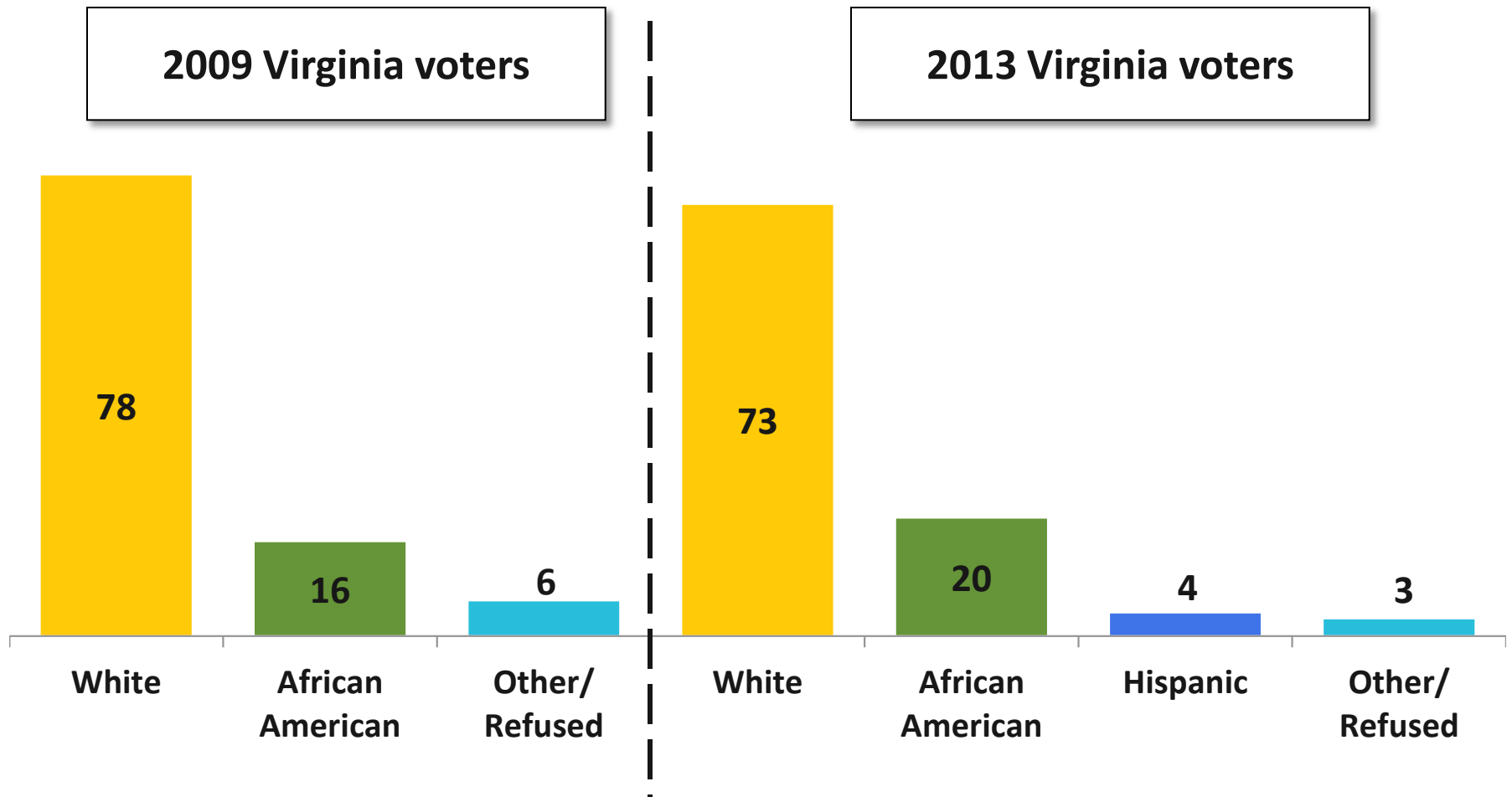
And marital status was more important than in 2009 or 2012—
 difference between married and unmarried women growing over
 time



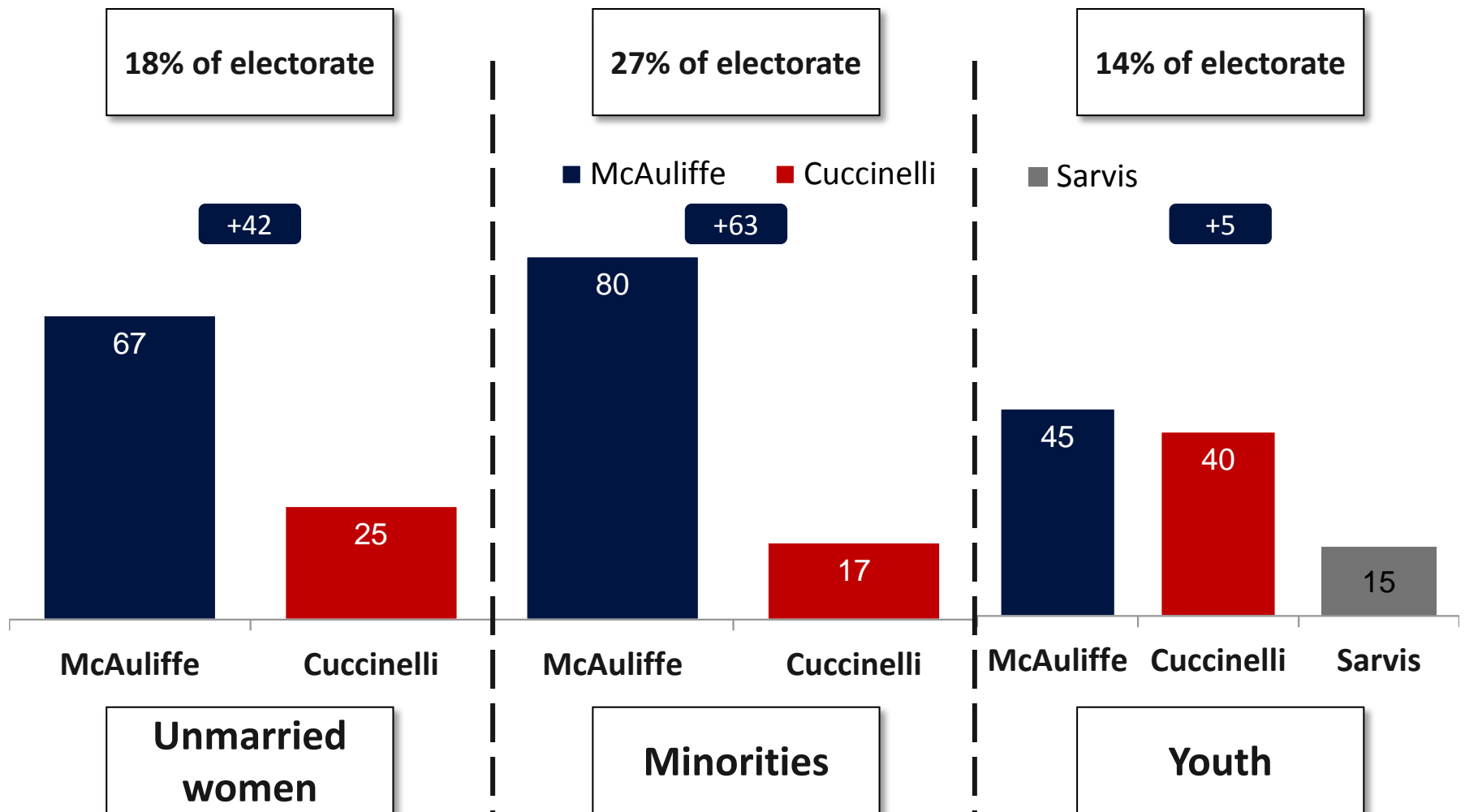
Result would have been much different if unmarried women had voted as married women



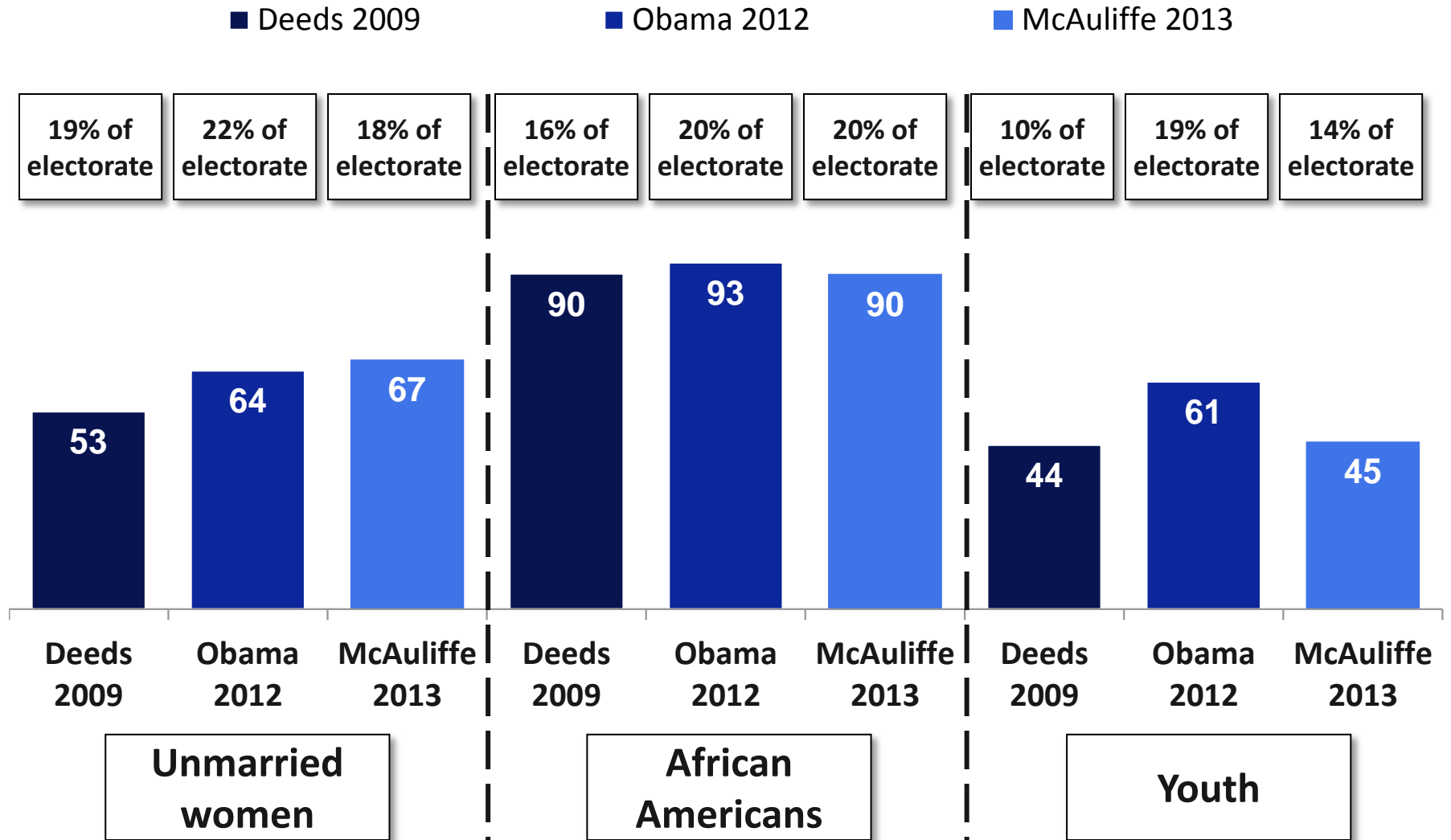
2013 Virginia electorate more diverse than 2009



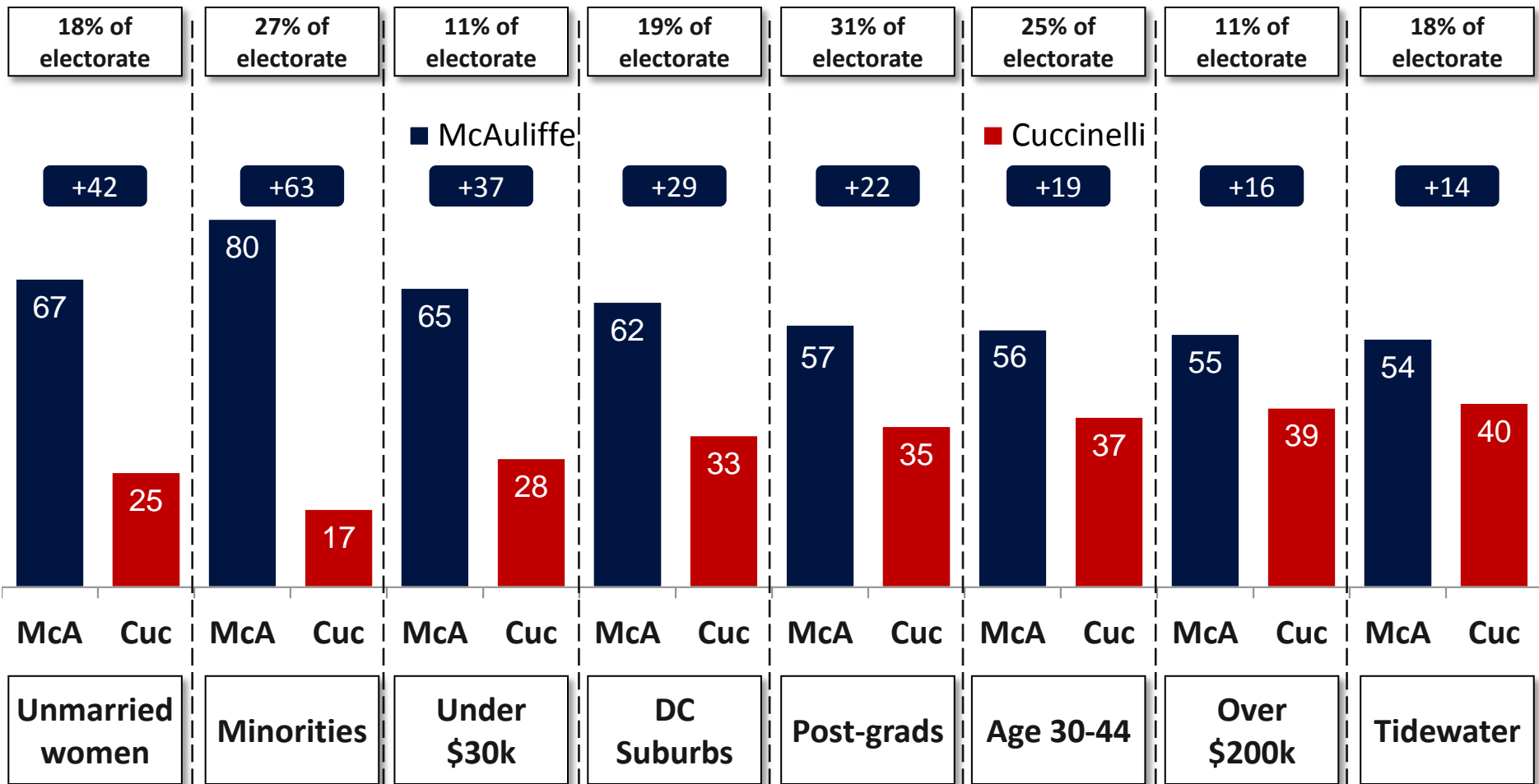
Rising American Electorate a strong McAuliffe base – though youth defect to third-party



McAuliffe matched Obama's performance among unmarried women, African Americans turned out in stronger numbers than 2009, but youth defect to third party in 2013

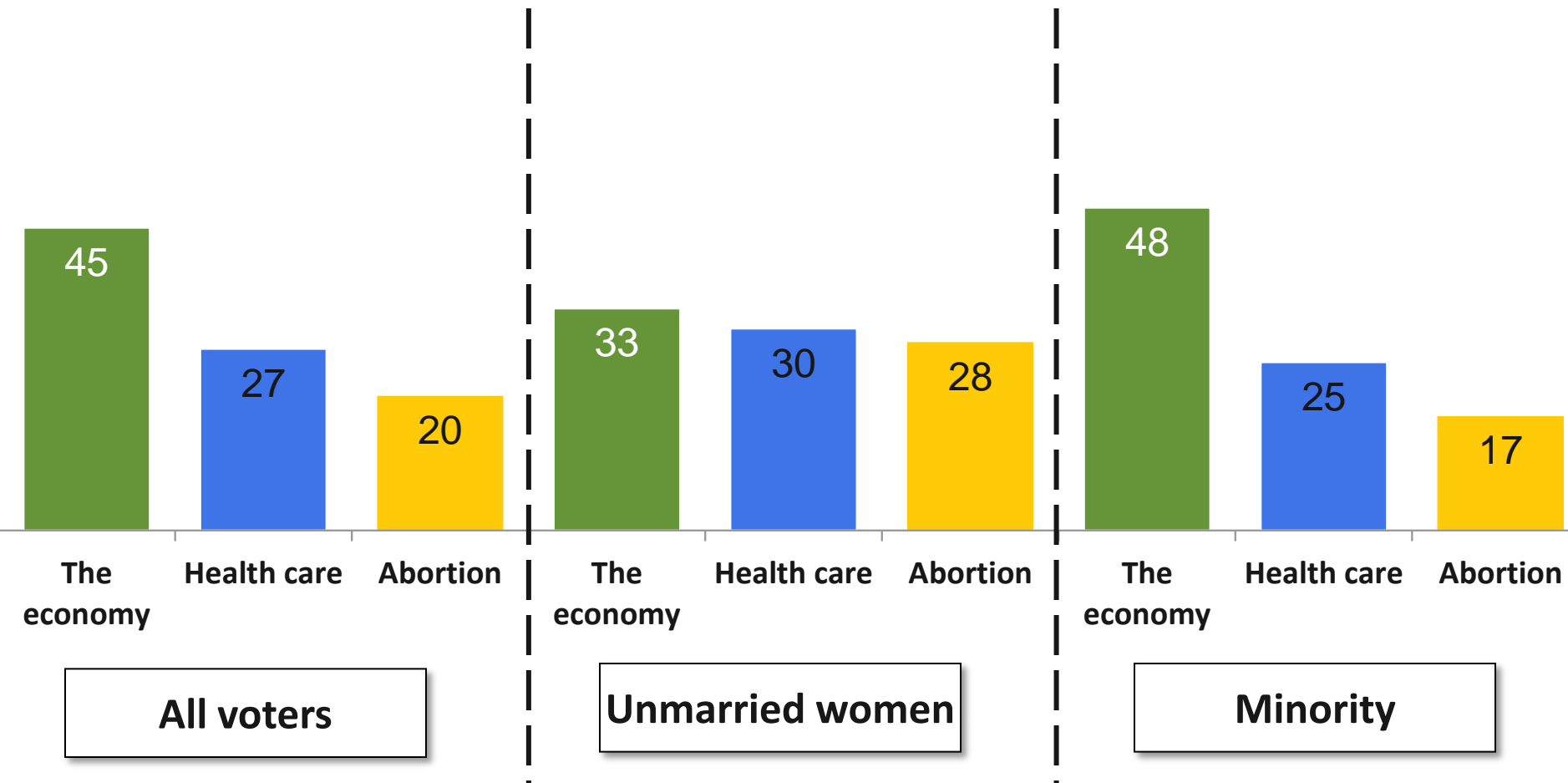


Where did McAuliffe get his highest support and votes?

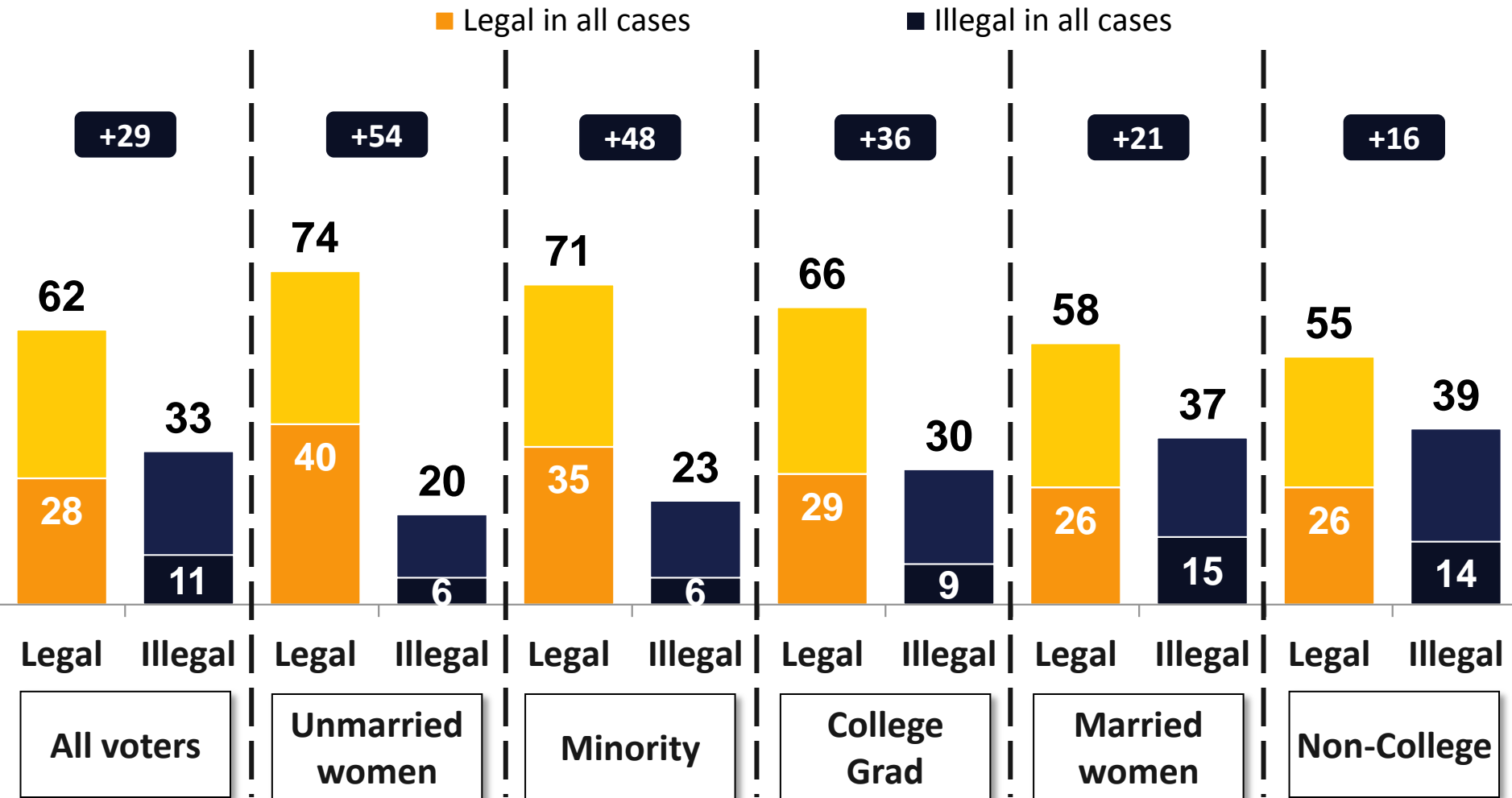


Issues and ideology

Unmarried women driven by health care and abortion, the only group to rank them equal to the economy – and together, health care and abortion well exceed economy

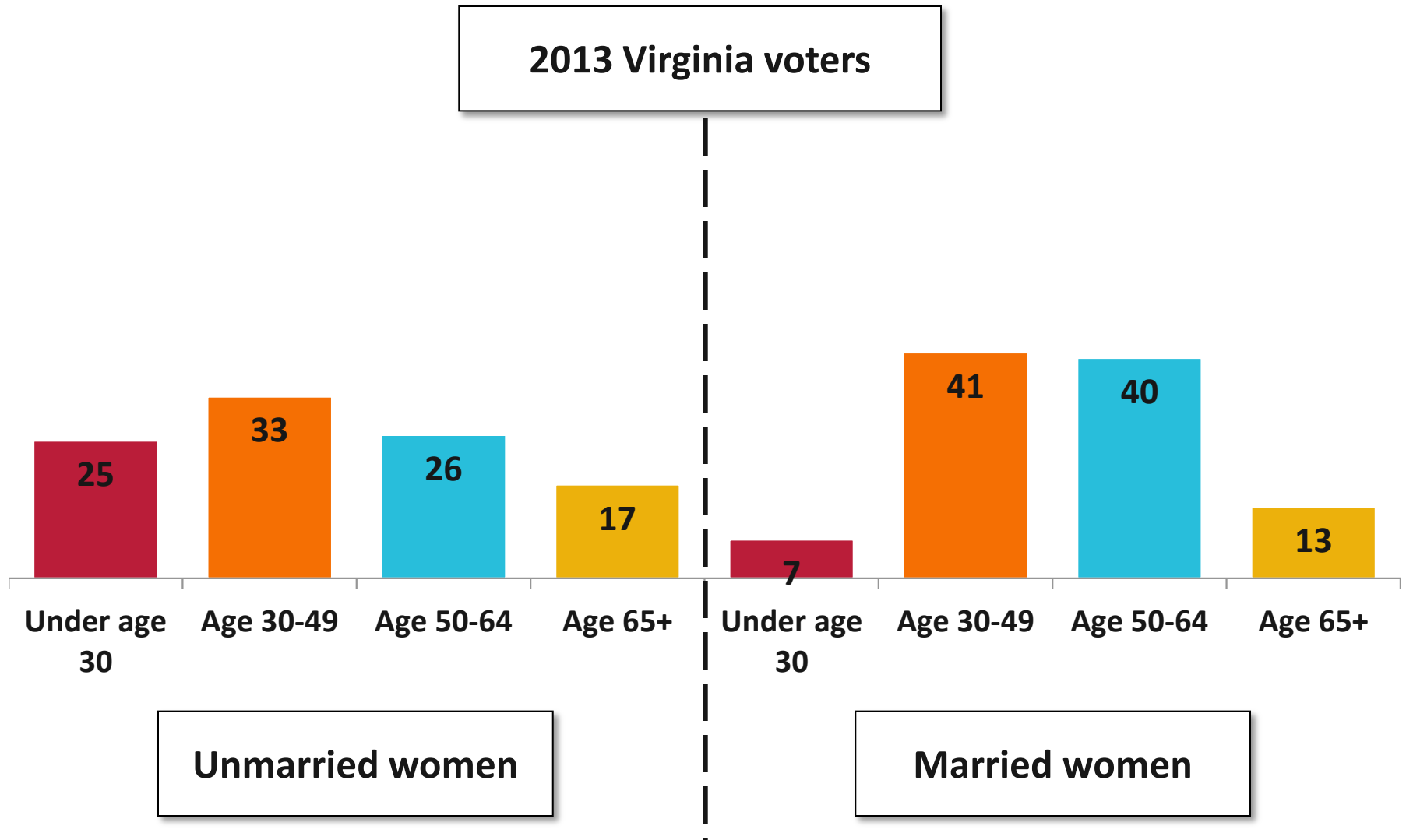


Broadly pro-choice electorate, but unmarried women most pro-choice group

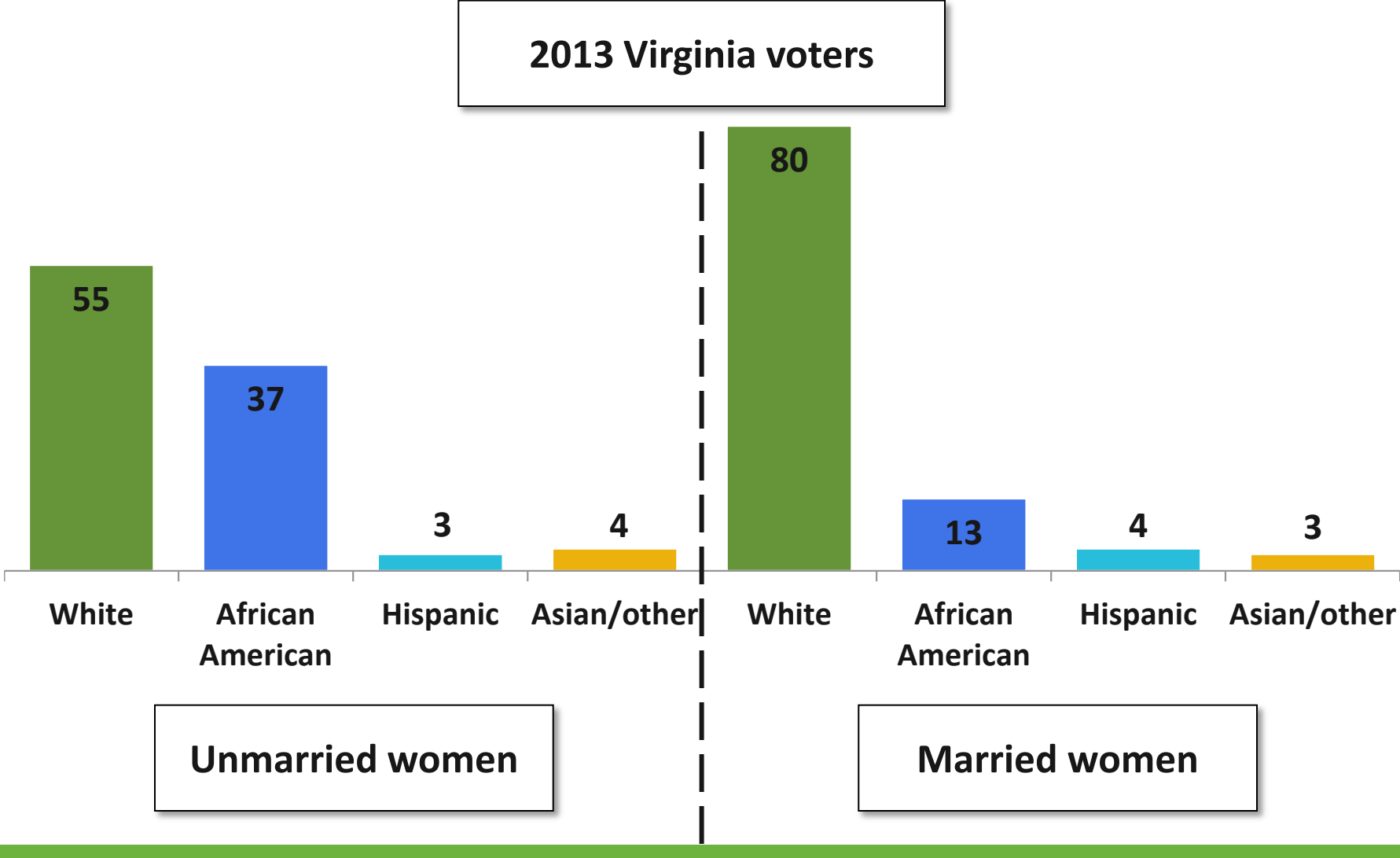


A Closer Look at Unmarried Women

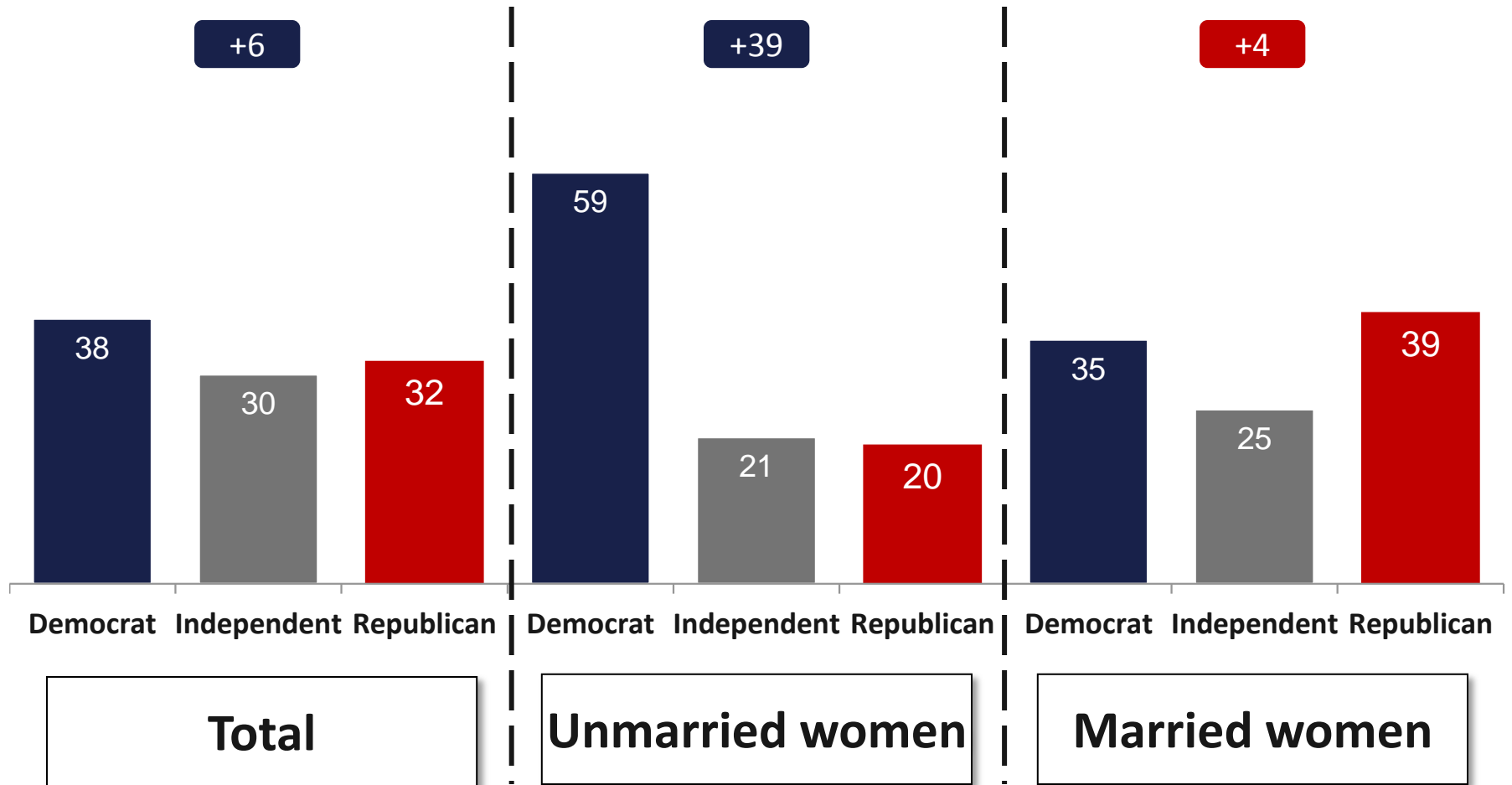
Unmarried women more evenly distributed across age groups; married women primarily age 30-64



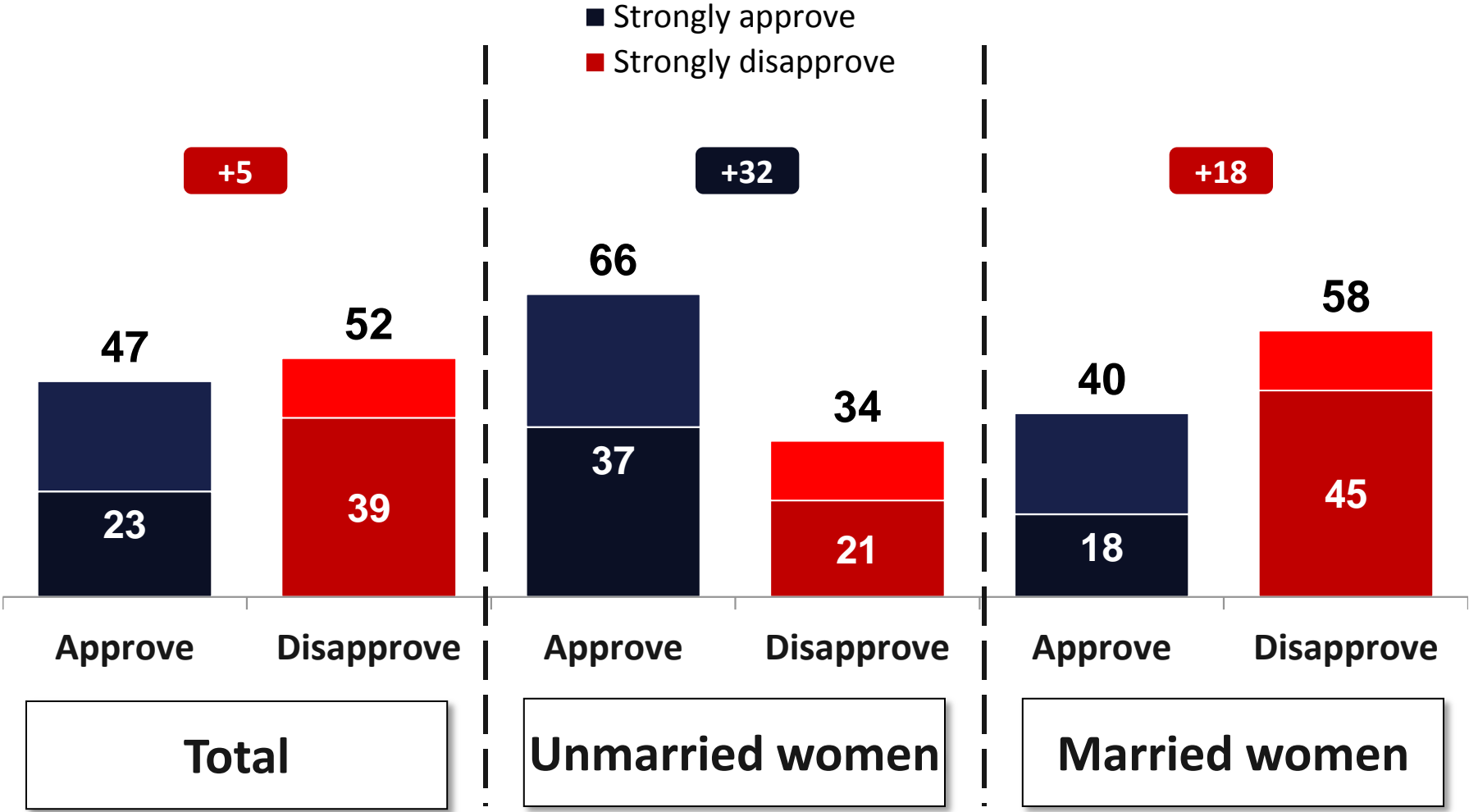
And more racially diverse than married women



Almost 6 in 10 unmarried women in Virginia election were Democrats



And more strongly approve of Obama than Virginia electorate at large and married women



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