

Survey Methodology

- **529 female respondents**, including 366 single women and 163 married women
- All respondents were **18 to 29** years old
- Fully **online survey** using Survey Monkey
- Completely **anonymous** (no names, contact info, or IP addresses recorded)
- Non-probability/**snowball sample** (recruited via email and Facebook)
- Field dates: **March 5th through March 18th**, 2012
- Incentive: Raffle entry for **\$50 gift card**

Makeup of respondents:

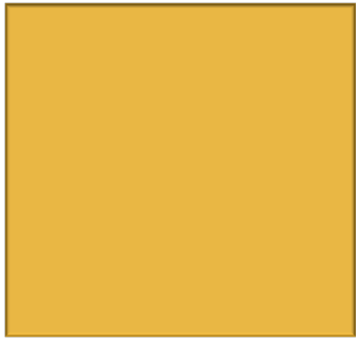
- 94% were registered voters
- 89% white, 2% African American, 3% Hispanic, 3% other
- Nearly all (95%) college-educated

Questionnaire Design

- **Part 1:** Respondents were asked basic screening and voting behavior questions (likelihood to vote, marital status, vote history).
- **Part 2:** Respondents were shown two hypothetical candidate bios (available in Appendix A), then asked to rate each candidate separately on a number of character-based leadership qualities (honest, strong leader, effective, understanding, qualified) and their likelihood to vote for each candidate.
- **Part 3:** Respondents were shown the bios again and asked to compare the two candidates head-to-head on the same leadership qualities and likelihood to vote.
- **Part 4:** Standard demographic questions

Overview of Key Findings

1. Female voters were more likely to vote for and feel positively toward the candidate who shared their marital status.
2. Marital status has little bearing on each candidate's effectiveness or character; however, children were seen as potential time management liability for candidate with children.
3. The single group supported the single candidate by a much larger margin than the married group supported the married candidate.
4. The single female voters self-reported a higher likelihood to vote in November, but national media attention surrounding women's issues potentially fostered a heightened desire for political participation among single female voters.
5. Sampling design and recruitment methods limit applicability of findings to the general population.



CANDIDATE A
KAREN ANDERSON

Karen has never been married

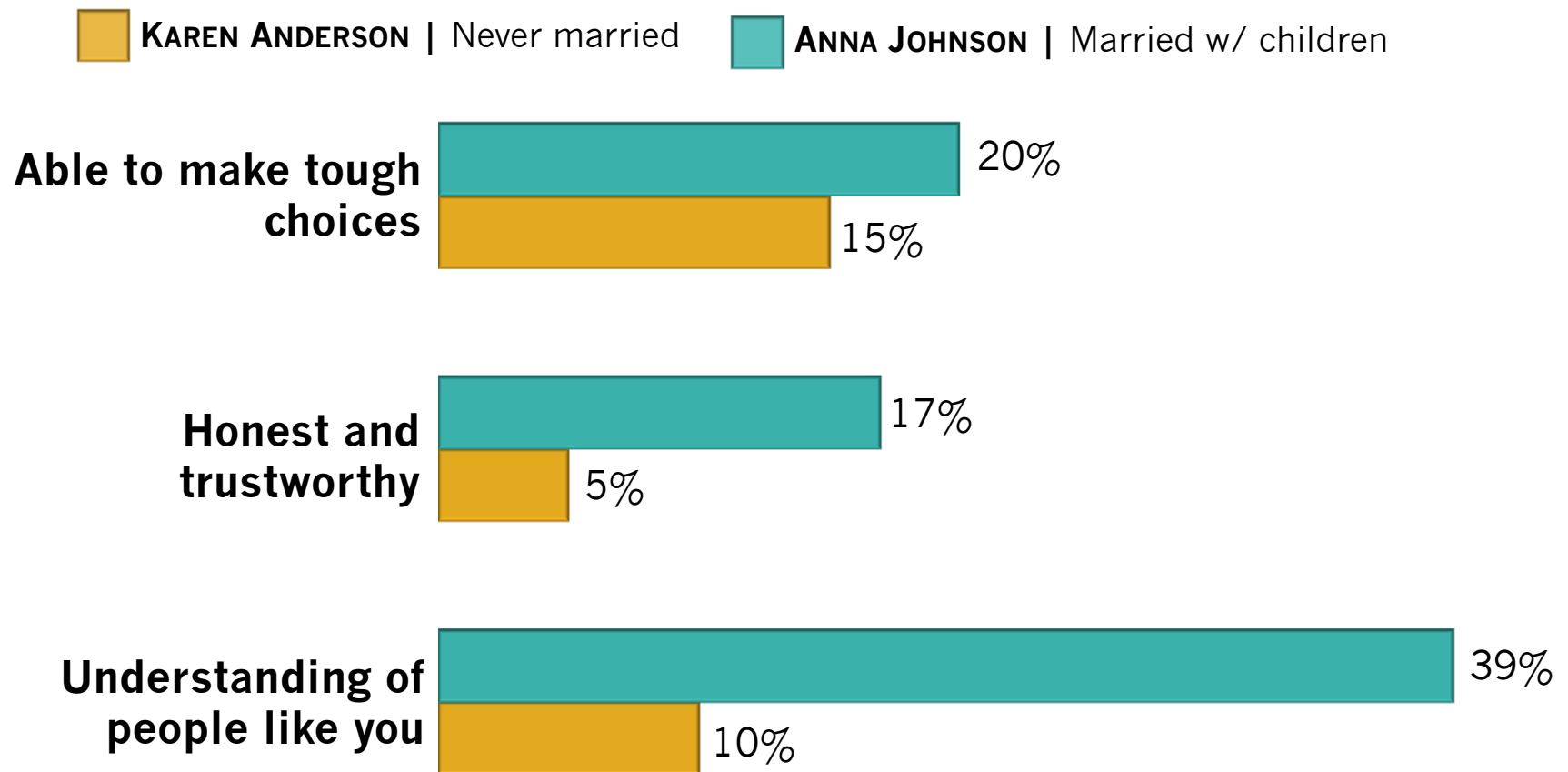


CANDIDATE B
ANNA JOHNSON

Anna is married with children

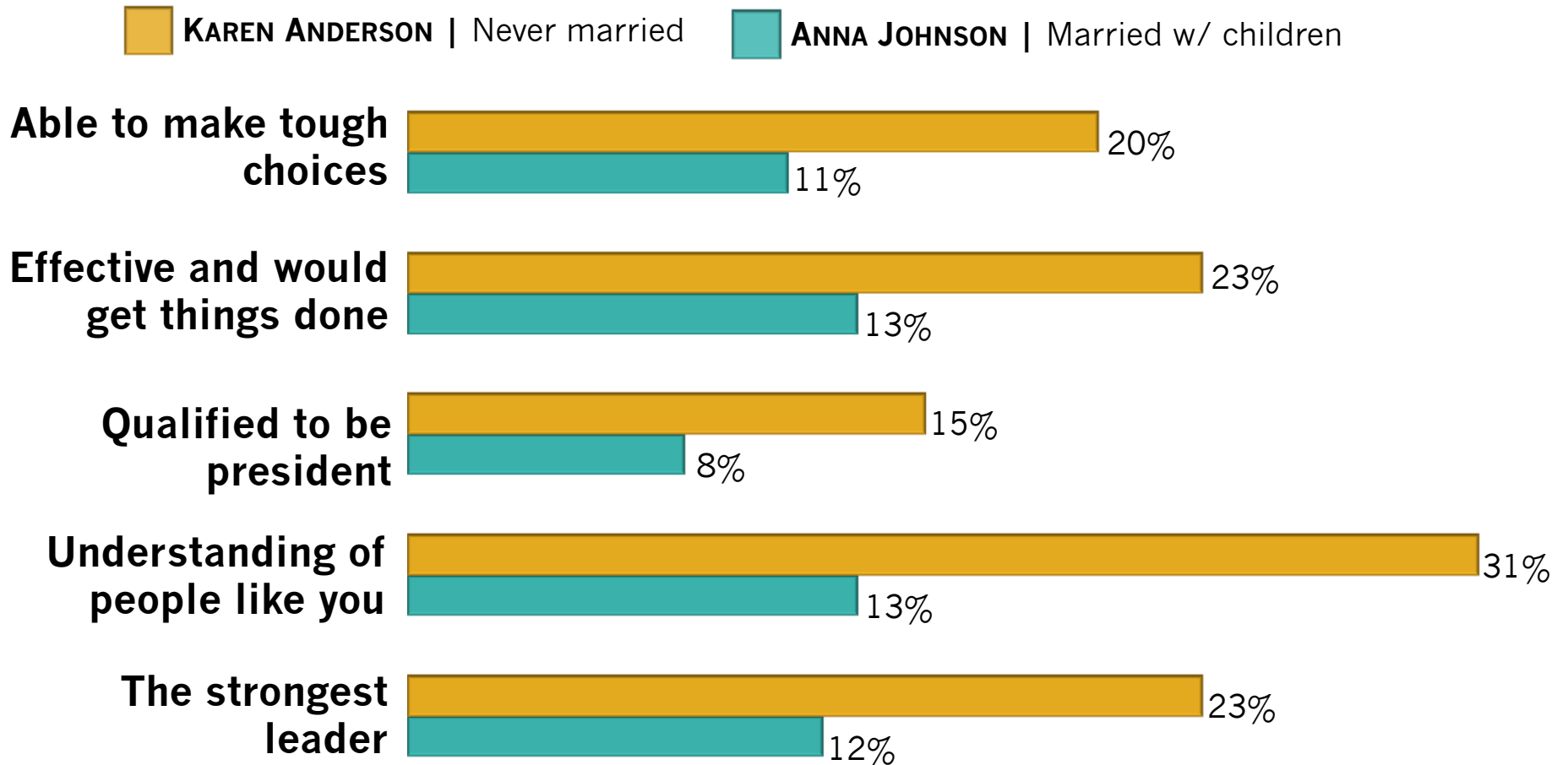
Female Voters were More Likely to Feel Positively Toward the Candidate who Shared Their Marital Status

Married Voters: Which candidate is better described as...?



Female Voters were More Likely to Feel Positively Toward the Candidate who Shared Their Marital Status, Continued

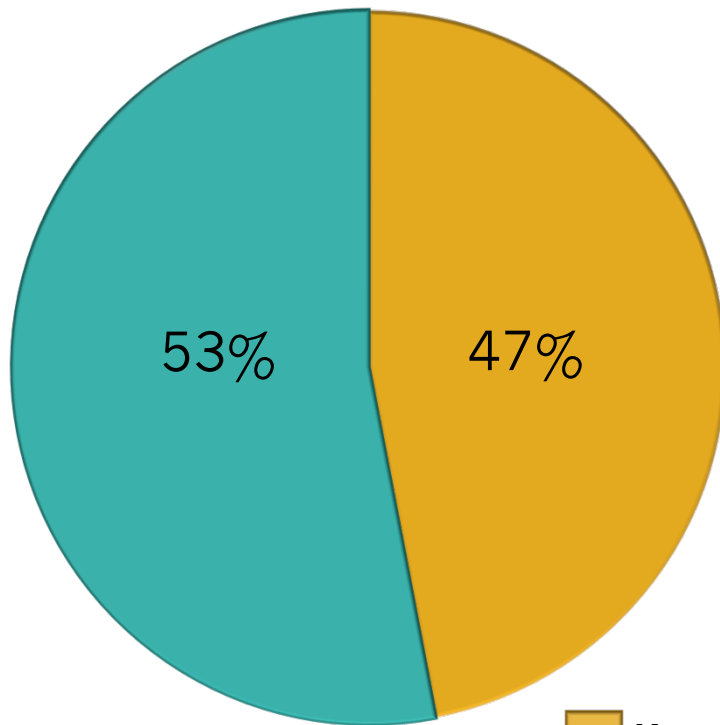
Single Voters: Which candidate is better described as...?



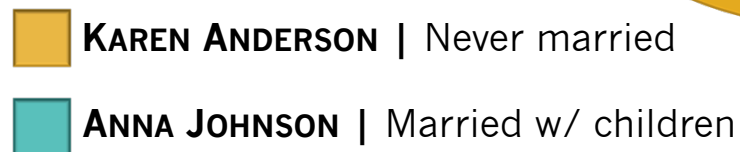
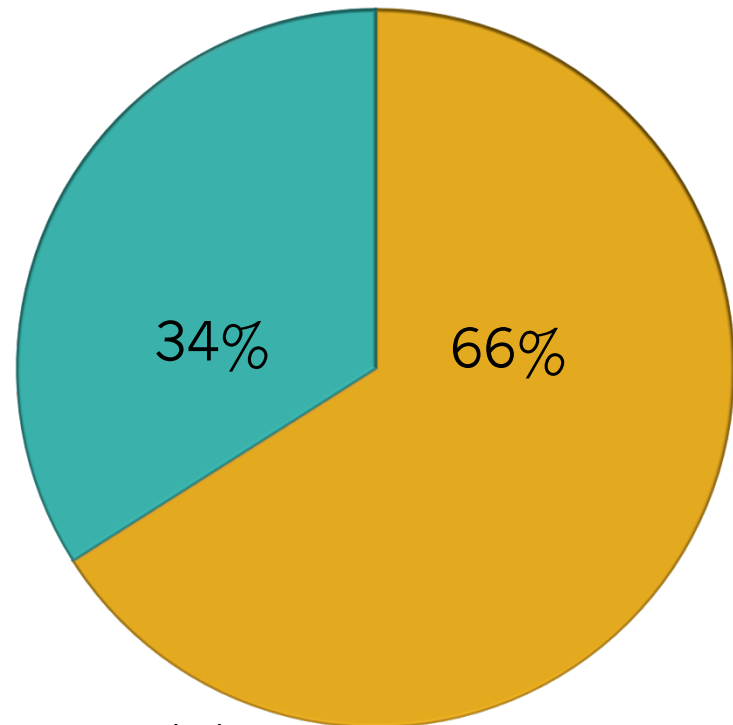
Female Voters were More Likely to Vote for the Candidate Who Shared their Marital Status

Which candidate would you vote for – Karen Anderson or Anna Johnson?

Married Voters



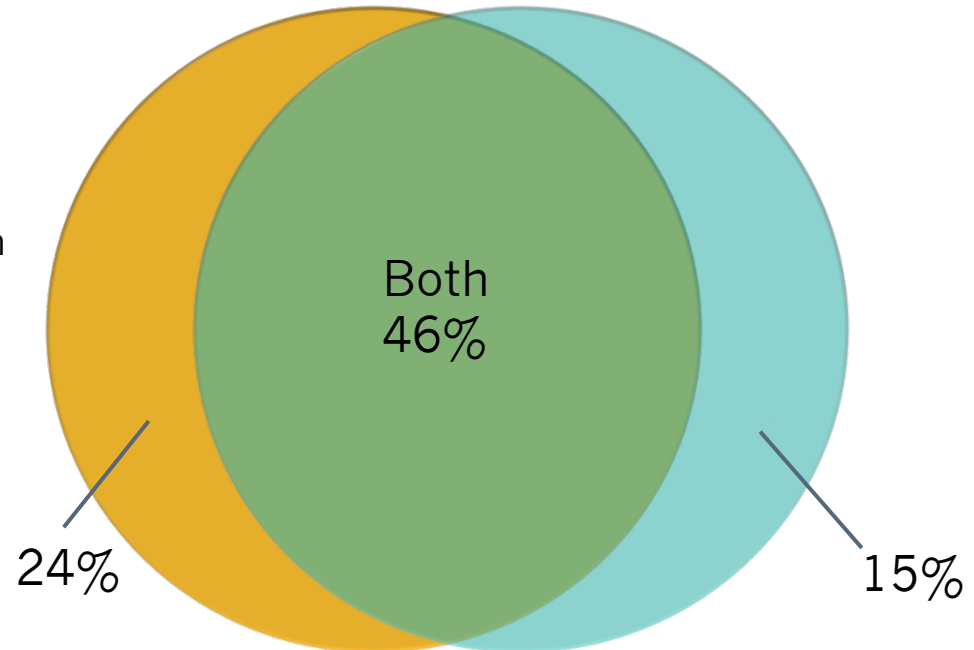
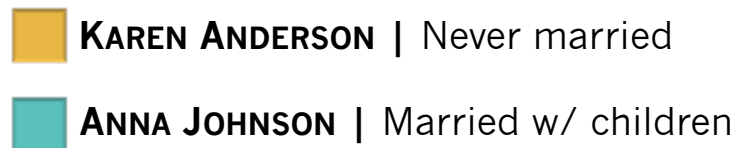
Single Voters



Marital Status Had Little Bearing on Each Candidate's Effectiveness or Character

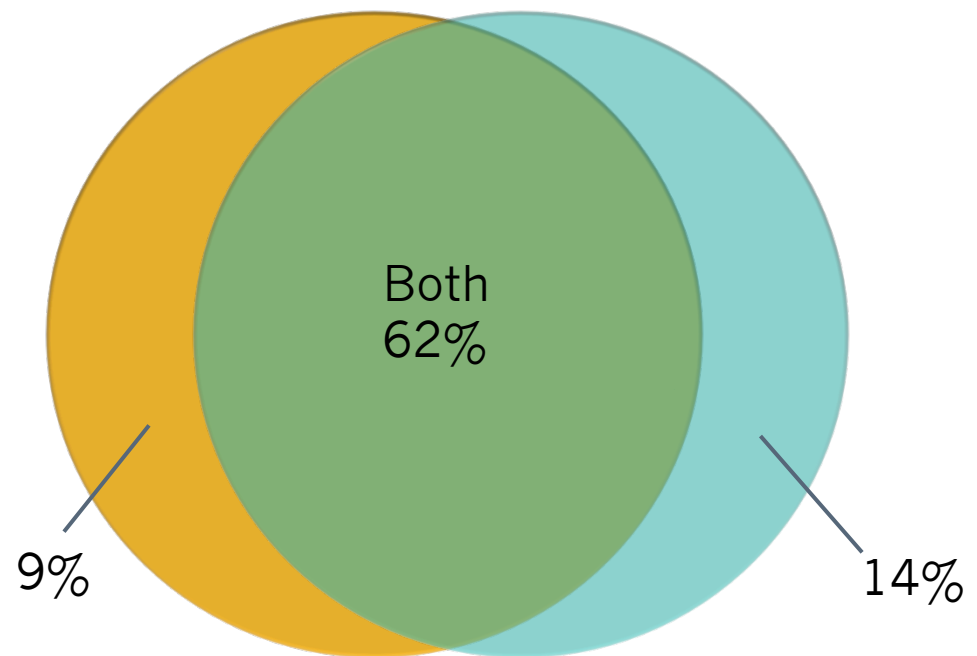
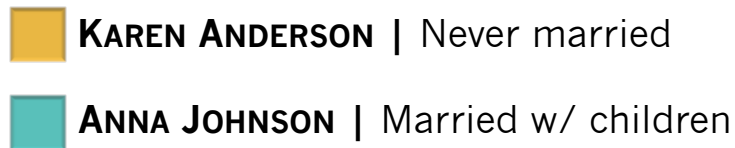
Both candidates received crossover support, even though female voters were more likely to support the candidate who shared their marital status.

Married Voters: Which candidate would be the most effective and get things done?



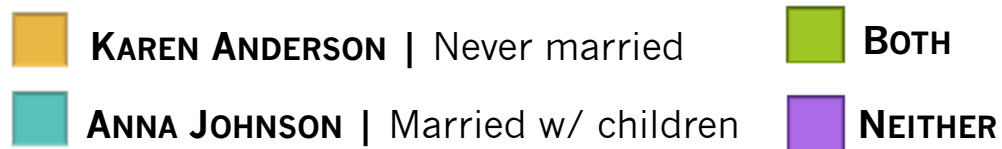
Marital Status Had Little Bearing on Each Candidate's Effectiveness or Character, Continued

Single Voters: Which candidate is more honest and trustworthy?

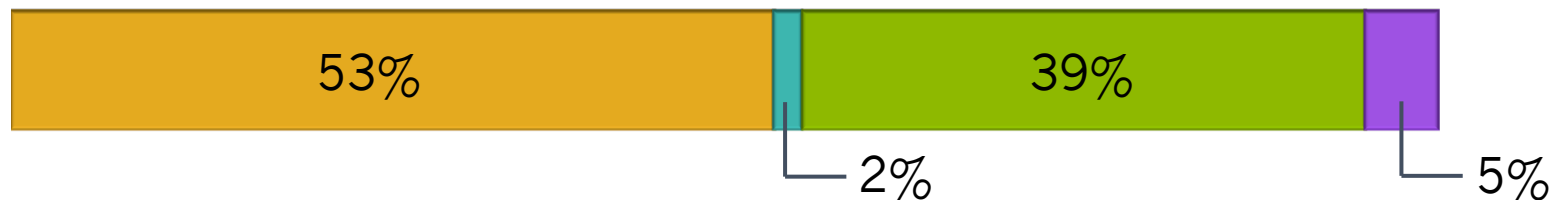


However, Having Children was Seen as Potential Time Management Liability

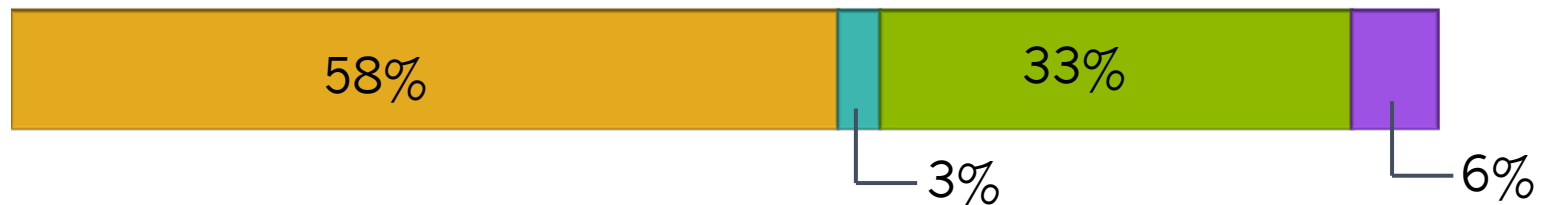
Which candidate would have the most time to fulfill the duties of the presidency?



Single Voters



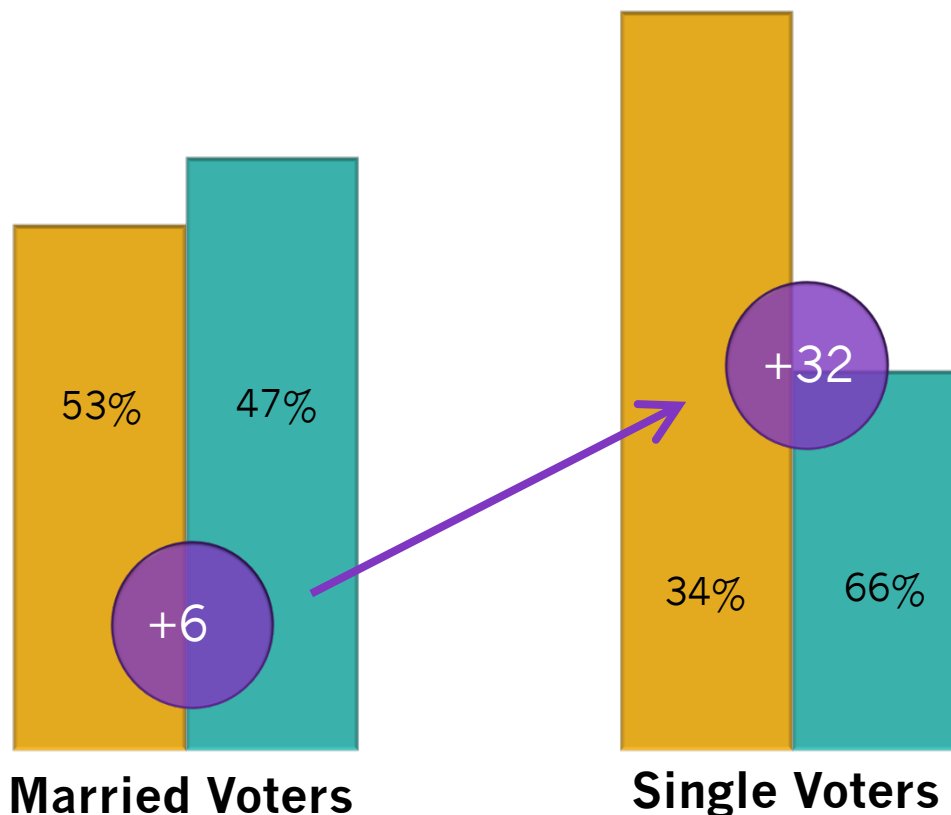
Married Voters



Apparent Enthusiasm Gap Between Married & Single Female Voters

The single group supported the single candidate by a much larger margin than the married group supported the married candidate.

 **KAREN ANDERSON** | Never married  **ANNA JOHNSON** | Married w/ children

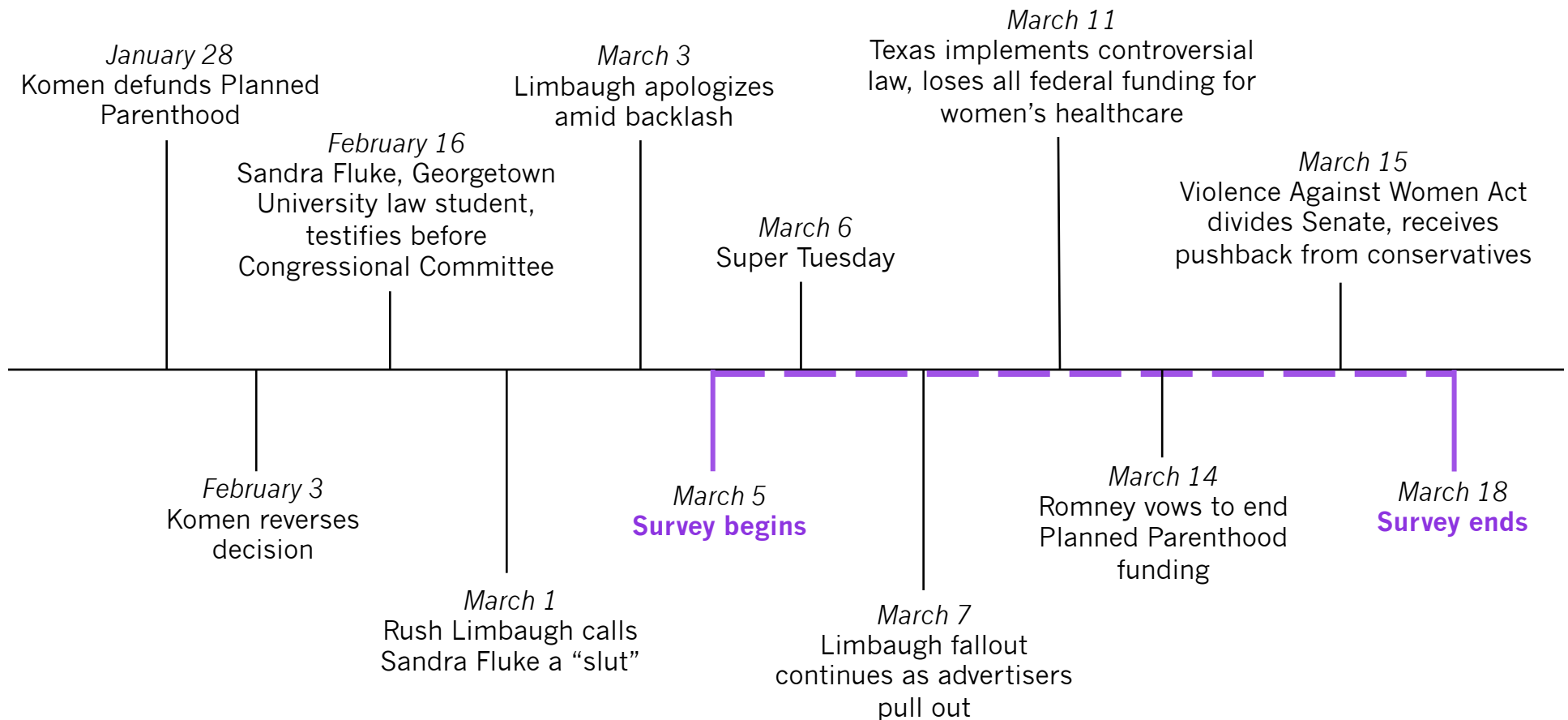


The single group self-reported a higher likelihood to vote in Nov and were more likely to have voted in Nov '08:

	Single	Married
Will vote in Nov	82%	76%
Voted in '08	89%	86%

Women and Politics at the Forefront of National Political Dialogue

National media attention surrounding women's issues could have influenced respondents' reactions and answers to survey questions.



Conclusion and Note on Findings

In this study, I examined the attitudes and opinions of female voters with regard to marital status and female candidacy. Female candidates who understand these attitudes and opinions will ultimately run smarter, more efficient, and more successful campaigns.

The findings of this study are for academic research purposes only and cannot be generalized to a larger population. The findings do not represent the attitudes and opinions of anyone other than the 529 female respondents who participated in this study. Future research using a probability-based sample is necessary to generalize to a larger population.

**For more information about this study, please contact Emily Kirby:
mlekirby@gmail.com**

Appendix A: Candidate Bios

KAREN ANDERSON was born in Mankato, Minnesota. She graduated from the University of Wisconsin at Madison and went to law school at Stanford University. Karen has never been married. She served three terms in the Minnesota state legislature before being elected governor, where she spearheaded bipartisan efforts to extend broadband access to rural communities, balance the state budget, and increase government transparency. She's running for president because she knows that her Midwestern commonsense and values are just what Washington needs to get this country back on track.

ANNA JOHNSON lives in Fort Wayne, Indiana with her husband and their three children. When she's not helping one of her kids with their homework, Anna serves as governor of Indiana to make it a better place for her kids. Anna graduated from Notre Dame, then earned a law degree from Yale University. Anna spent three terms in the Indiana state legislature before being elected governor. As governor, Anna has worked to reduce the deficit, extend Internet access throughout the state, and establish an open door policy between the government and the citizens of Indiana. Anna is running for president because she knows that her Hoosier values can help get our country moving in the right direction.