



## TAKE SIX: Women on Their Own

### 20 Million Unmarried Women Did Not Vote In 2004

#### Who are they?

- They are women on their own. They are 46% of all voting age women
- 50% have never been married; the other 50% include women who are divorced or widowed
- Most work outside the home (12% work at home) and 14% have graduated from college
- They are economically vulnerable
- 30% earn less than \$15,000 annually; more than half earn less than \$30,000 annually
- They think of themselves as independent and self-reliant
- 19% are mothers, 31% of those under 45 have children at home, and they are more likely to identify with other mothers
- Nearly half are renters; are more likely to move & change their phone # since the last election

#### Why are they important?

- The 20 million single women who did not vote in 2004 are the biggest group of potential new voters in the country
- And they are far more likely to vote Democratic -- if they vote:
  - > In 2000, Gore won single women voters by a margin of 31%
  - > In 2004, Kerry won single women by a margin of 25%; AND they increased their numbers and percent age of the overall electorate
- If they vote, unmarried women could be the most important agents of change in 2006

#### Why do they want?

- They want change and a new direction for America
- Financial security and better pay
- Health care they can count on as a job benefit or affordable options to purchase on their own
- If they are younger or have children, better and affordable educational opportunities for themselves and their children
- A secure retirement
- A strong role for government to meet these needs, but they are skeptical that government can get anything done

#### Why don't they vote?

- They would rather not vote than risk making uninformed decisions
- They believe that politicians do not listen to them and don't follow through on promises
- They are less likely to belong to networks that give information about elections and the political process

#### How do we communicate with them?

- Give them a reason to vote: their vote matters; their vote can create change
- Have other strong, independent women speak with them
- Respect their hard work. Refer to them as strong, independent and capable
- Talk about their collective power as 22 million strong



6 Steps to Victory on November 7th

**TAKE SIX:** New Voter Sheet

Name:	
Address:	
Voting Address:	
Home Phone:	
Work Phone:	
Job:	
Email:	
County:	
Precinct & Voting Place:	
Need to Register: (ID Requirement?)	
Wants Absentee	
Early Voting:	
Best Time to Call:	
Best Time to Go Vote:	
Needs Ride:	
Needs Babysitter:	
Other:	
Notes:	
How and When Voted:	