

EMILY'S LIST WOMEN'S MONITOR

18 TO 80: WOMEN ON POLITICS AND SOCIETY

Results Of An In-Depth Post-Election National Survey

Conducted August 2008

By

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This report presents the key findings of the 2008 EMILY's List Women's Monitor, which began in 1996 and is a series of periodic studies that allows observers to assess women voters' role in federal elections. This current national survey focuses specifically on generational trends in women's voting preferences as well as basic orientations to core social trends, with a special emphasis on examining women voters from Generation Y (currently age 18 to 27), Generation X (currently age 28 to 43), the Baby Boom generation (currently age 44 to 62) and the Senior generation (currently age 63 and over).

This most recent survey was conducted from August 1 to 7, 2008, among 1,406 registered women voters. Using the generational construct above, approximately 300 telephone interviews were conducted with women voters from each of the three older generations (Generation X, Boomers, and Seniors); among Generation Y voters, 502 interviews were conducted using a mixed methodology, with 202 interviews conducted by telephone and 300 conducted on-line, for a total of 502 interviews with this generational cohort.

The margin of error for the findings among all women voters is ± 2.7 percentage points, and it is larger for specific subgroups.

Introduction

With so much focus this year on women voters' crucial role and their level of engagement in this historic presidential election, this study's findings provide important insights into identifying and understanding the dominant trends shaping women voters' preferences as they head into the 2008 elections. The analysis is divided into three components that make up the main sections of this report: 1. Snapshot of Key Electoral Dynamics among Women Voters; 2. Profile of Key Generational Trends within the Women's Electorate; and 3. Perceptions of Women's Role in American Life.

Snapshot Of Key Electoral Dynamics Among Women Voters

Women voters' strong support is giving Barack Obama a sizable base in his race against John McCain and it also is providing Democrats with a significant advantage in the race for Congress. This section highlights the key dynamics in both the presidential and congressional races among women voters.

The Mood Among The Electorate

As the parties head into their conventions, women voters express an acutely negative view of the country's direction and a decidedly pessimistic assessment of their own personal situations. By 52 points (72% to 20%), women voters use a negative word to describe the direction of the country overall, with the greatest plurality saying they are "worried" (36%), followed by "dissatisfied" (20%), and "uncertain" (16%). On a more personal level, women voters describe the situation they and their families face in negative terms by 55% to 43%, with a consistent emphasis on the words "worried" (24%) and "uncertain" (18%).

Perhaps propelled in part by the overarching anxiety that they feel both about the country's direction and about their own lives, women voters feel a strong level of personal investment in the outcome of the 2008 elections, especially the presidential election. Eight in 10 (80%) women say the outcome of the presidential election will make a real difference in their own lives and in terms of the things that are important to them, including fully 61% who say who is elected president will make "a lot" of difference and 19% who say it will make "a fair amount" of difference.

Another outgrowth of women's dissatisfaction and frustration is evident in their vision for the type of leadership they are seeking this election season. When asked to identify and prioritize basic qualities they are looking for in their next president, women voters overwhelmingly point to a candidate's having "a vision for the future and positive plans to meet the country's challenges" as most important to them (38%). While this attribute has strong traction across generations, it is intensely motivating for Gen Y voters, nearly half (48%) of whom cite it as most important to them. Other traits that are important, but notably less compelling than having a vision and a positive plan, include a candidate who "unites people and is able to work across party lines to get things done" (31%), "cares about the average person and relates to concerns of people like you" (29%), "has the experience, background and knowledge to be president" (27%), and "has the moral, family, and personal values you can relate to" (25%).

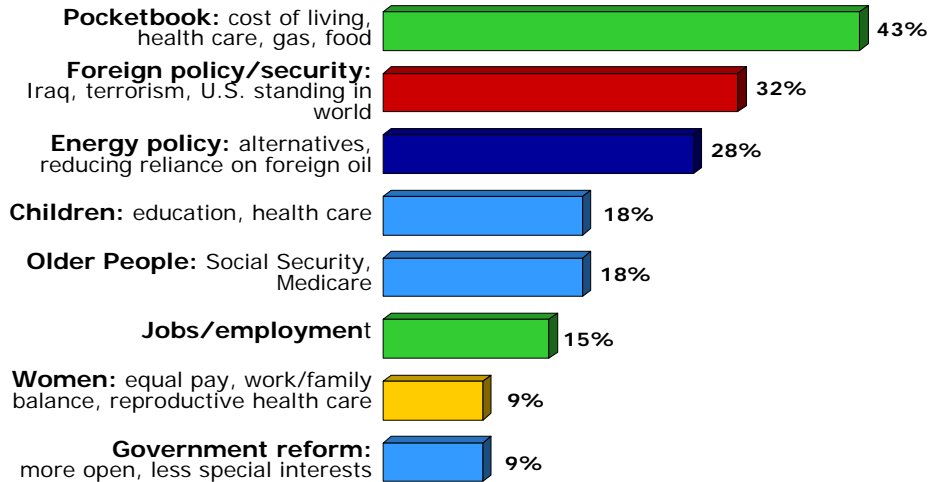
Women voters' issue agenda for 2008 also is in many ways a reflection of their dissatisfaction with both dominant national trends and their own personal circumstances—overwhelmingly, pocketbook issues overshadow women's voting priorities as they prepare to head to the polls in 2008, making concerns such as the cost of health care, gas, and food a top-tier priority for women overall and, notably, for women within each of the four generational cohorts. A second order set of voting priorities involves (collectively) foreign policy, national security, the war in Iraq, and America's global standing as well as (collectively) energy policies and reducing reliance on foreign oil. A third tier of voting concerns comprises issues affecting children (including education and children's health), issues affecting older people, including Social Security and Medicare (driven, not surprisingly, by the priority that senior voters in particular attach to that issue), and issues related to jobs and employment (which, combined with the preeminence of pocketbook, cost-of-living concerns, cast a strong economic narrative to this election season).

"I think women care more about what affects the children, education, and even the economy. We worry about the bills and food, gas. I think more than men because we handle it a lot more than they do."

– Gen X Voter

Women Voters' Issue Agenda

Which one or two types of issues are most important to you in deciding how to vote this year?



The Presidential Race

Against this backdrop, women voters give Barack Obama a strong 12-point marginal advantage over John McCain at this point in the presidential race (51% to 39%). This preference far surpasses Kerry's performance with women voters in 2004 and has the potential to rival or exceed the performance of recent Democratic presidential candidates among women voters. Bolstering Obama's advantage among women voters is the fact that his vote also is more solidified than McCain's—among female Obama voters, 79% say their mind is made up with 21% still considering their choices or unsure, while among female McCain voters, 70% say their mind is made up with 30% still considering their choices or unsure. Further evidence of the greater intensity that Obama enjoys among women voters is the extent to which Obama supporters feel a heightened level of personal investment in the outcome of the presidential race—67% of Obama supporters say who is elected president will make “a lot” of difference to them and to the things that are important to them, whereas 58% of McCain supporters say the same.

Women Voters And Presidential Elections	
<u>Year</u>	<u>Democratic Advantage</u>
2008	+ 12 (Obama) *
2004	+ 3 (Kerry) **
2000	+11 (Gore) **
1996	+16 (Clinton) **
1992	+8 (Clinton) **

*Data from current EMILY's List Monitor ** Data from VNS exit poll.

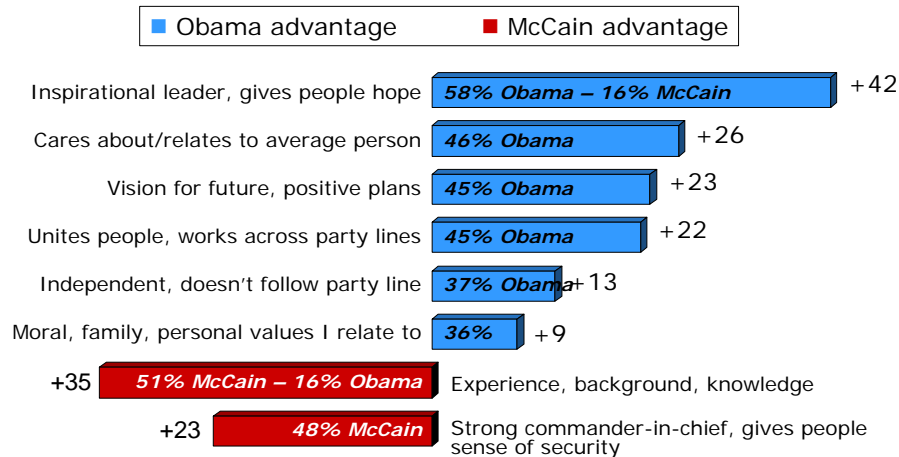
Obama’s strength with women voters is evident across generational cohorts as he wins women in every age category (including an overwhelmingly 30-point margin among women in Generation Y) as well as key audiences of women voters who have proven critical in recent federal elections, including non-college-educated women, Catholics, and non-evangelical churchgoers.

Presidential Race Among Key Audiences of Women			
<u>Audience</u>	<u>Obama</u> %	<u>McCain</u> %	<u>Obama</u> <u>Advantage</u> ±
All Women	51	39	+12
Gen Y	62	32	+30
Gen X	49	41	+8
Boomers	49	43	+6
Seniors	49	38	+11
Whites	44	46	-2
African Americans	91	3	+88
Hispanics	61	33	+28
Catholics	58	34	+24
Non-evangelical churchgoers	50	40	+10
Evangelicals	33	58	-25
High school or less	50	39	+11
Some college	48	40	+8
College graduates	50	45	+5
Postgraduates	64	29	+35

Obama’s advantage among women voters currently is rooted in their superior assessment of him on multiple critical leadership qualities. In comparing Obama and McCain, women voters see Obama as decisively better on a broad range of key measures, including many of the traits they say are most important to them in choosing a presidential candidate. By contrast, McCain’s perceived advantages among women voters are much narrower, but they also are sizable and center on being a strong commander in chief and having the experience, background, and knowledge to be president.

Women Voters' Evaluations Of The Presidential Candidates

Which candidate is better on each of these qualities?



McCain's advantage among women voters as an able commander in chief is perhaps his strongest and only real lever in continuing to try to appeal to and make up ground among an audience that represents a majority of the country's electorate. While concerns about national security cast a long and arguably dominant shadow over the 2004 elections, it clearly is still an important piece of the 2008 dynamic among women voters. In fact, when asked to choose between electing a president who will provide them with a "feeling of safety and security" and one who gives them "a feeling of hope and optimism," women voters are divided completely evenly, with 38% gravitating toward each type (and an additional 21% volunteering they want both traits). Among women voters who say they are looking for hope and optimism, Obama holds a 60-point advantage (76% to 16%), while among the equally sized group who identify safety and security as preeminent, McCain holds a narrower 35-point advantage (63% to 28%). (Among the one in five voters who volunteers that they value both traits equally, Obama leads by 50% to 38%).

Finally, while these findings identify a range of sizable and significant advantages as well as some narrower but still evident challenges for Senator Obama as he heads into the final weeks of the campaign, the data also suggest that this remains a fluid and dynamic race. Better than three in seven women voters say they still have a lot to learn about each of the presidential candidates (44% about McCain, 47% about Obama), while just a slim majority say they already have a pretty good sense of each of these men (50% Obama, 52% McCain).

The Race for Congress

Democrats have a decisive 19-point advantage over Republicans in the generic congressional trial heat (55% to 36%). This significant margin frames 2008 as a potentially historic year in terms of Democrat's performance with women voters.

Women Voters And Congressional Elections

<u>Year</u>	<u>Democratic Advantage</u>
2008	+ 19 *
2006	+12**
2004	+ 6**
2002	0 (even)**
2000	+8**
1998	+6**
1996	+10**
1994	+6**
1992	+10**

*Data from current EMILY's List Monitor ** Data from VNS exit poll.

Women voters' preference for a Democratic congressional candidate extends broadly and across a wide range of key audiences as demonstrated below:

Congressional Race Among Key Audiences of Women

<u>Audience</u>	<u>Democrat</u> %	<u>Republican</u> %	<u>Democratic Advantage</u> ±
All Women	55	36	+19
Gen Y	59	31	+28
Gen X	50	40	+10
Boomers	55	38	+17
Seniors	59	32	+27
Whites	49	41	+8
African Americans	91	5	+86
Hispanics	63	30	+33
Catholics	61	29	+32
Non-evangelical churchgoers	50	40	+10
Evangelicals	37	57	-20
High school or less	59	31	+28
Some college	51	40	+11
College graduates	50	43	+7
Postgraduates	62	30	+32

Profile Of Key Generational Trends Within The Women's Electorate

Underlying the current electoral trends within the women's electorate overall is a rich and fascinating look at the basic orientations, priorities, and trends that define women within each of the four generational categories: Generation Y, Generation X, Baby Boomers, and Seniors. This section of the report explores and reveals the commonalities and distinctions across the generational divides, not just in terms of how women within these age cohorts currently relate to politics and the immediacy of the choices they face in the 2008 elections, but also what drives these trends in terms of definitional life experiences, social attitudes and assessments, and basic information and communication channels.

Political Profile

In the current electoral environment, Barack Obama and the Democrats enjoy considerable advantages among women voters across all four generations and, in fact, within each generational cohort, women voters express a preference for both Obama and for a generic congressional Democrat.

The following table provides a snapshot of key political indicators by generation:

Key Political Measures by Generation				
	<u>Gen Y</u>	<u>Gen X</u>	<u>Boomers</u>	<u>Seniors</u>
<i>Who They Are</i>				
Current age	18-27	28-43	44-62	63 and over
Birth Years	1981-1990	1965-1980	1946-1964	1945 and earlier
<i>Political Trend Lines</i>				
Current presidential vote*	+30 Obama (62%-32%)**	+8 Obama (49%-41%)**	+6 Obama (49%-43%)**	+11 Obama (49%-38%)**
2004 presidential vote	+13 Kerry (56%-43%)	+ 1 Bush (49%-50%)	Even (49%-49%)	+7 Kerry (53%-46%)
Current congressional vote	+28 Democrat (59%-31%)	+10 Democrat (50%-40%)	+17 Democrat (55%-38%)	+27 Democrat (58%-32%)
Political heroes	Bill Clinton	Ronald Reagan	John F Kennedy	John F. Kennedy
*Data from VNS exit polls **Age categories from VNS exit polls are slightly different as follows: 18-29, 30-44, 45-64, 65 and over				

Key Generational Trends And Trademarks

This survey's findings provide a unique opportunity to illuminate and examine many of the key social forces that drive the political dynamics outlined in the table above. Even the commonalities evident in some basic topline political measures often are driven by different experiences and expectations that hold real consequences for how women relate and react not only to current political dynamics but also to larger and more lasting social forces.

Generation Y (Currently Age 18 To 27; Birth Years 1981 to 1990)

With a multifaceted methodology of reaching women voters from Generation Y both by phone and on-line as well as a larger oversample that produced a total of 502 interviews within this cohort, the data from this study provide a detailed profile of this generation of women who are just establishing themselves and asserting their preferences as the newest members of the American electorate.

Gen Y voters are intensely and personally invested in this presidential election, which represents for many their first opportunity to cast such a vote. Not only do these women prefer Obama by an incredible 30-point margin (far surpassing Kerry's 13-point advantage with women in roughly this same age cohort in 2004) with one in eight (12%) identifying him as their political hero, fully 87% of Gen Y women voters say the outcome of the presidential contest will make a real difference to them and to the things that are important in their lives, including nearly two in three (65%) who say it will make "a lot" of difference and an additional 22% who say it will make a "fair amount" of difference. The presidential race clearly is what is driving these voters in the current environment as the fall-off in engagement and investment in down ballot races (including for Congress and for governor) is greater than it is for other generations of women.

For Gen Y voters, the Internet is an integral part not just of their social lives, but also in their emerging political lives—76% of these young women report that they are members of a social networking site such as Facebook or MySpace and one in three (25% of all Gen Y women) of them uses these sites to learn about and get involved with political candidates and issues. Overwhelmingly, the Internet, including not just traditional news sites but also blogs and e-mails, is Gen Y's "go to" source of political news with nearly half (48%) identifying it as their primary source; notably, more than one in 10 (11%) of these women also identifies cable shows, such as *The Daily Show* and *The Colbert Report*, as a primary news source.

Gen Y voters also see themselves as having very different voting priorities than their mothers and even their older sisters—in fact, 72% of Gen Y women voters say they have different interests and concerns than older generations when it comes to choosing candidates. Specifically they point to their heightened concern about the earth and the environment as well as their ability to find good-paying jobs as notable distinctions they care more about than do older women.

"Most of my generation is much more aware of the need to improve the environment at a national level. We are much more concerned with issues like good jobs, minimum wage increase, etc."

– Gen Y Voter

Backing up from these core political measures, Generation Y women are unique in other consequential ways. Gen Y voters are divided nearly evenly about whether this is a good time to be a young person just starting off in this country—51% of these women disagree, but 47% agree—whereas older women (even Gen Xers) are more pessimistic on this front by significantly larger margins.

Gen Y women voters also have a more favorable and optimistic view of other key social and economic trends. For example, Gen Y women are the only generation of women voters who express a net favorable view of the growing acceptance of gays, lesbians, and same-sex unions (53% favorable, 28% unfavorable, 18% neutral) and, along with their Generation X older sisters, react positively to America's increasing racial diversity with non-whites expected to attain majority status by 2050 (46% favorable, 14% unfavorable, 40% neutral).

In terms of major economic trends, Gen Y women also are distinct from other women in that they are the only cohort who express a decisively positive and open view of America's shift from a primarily manufacturing-based economy to one driven by the service and technology sectors (39% favorable, 20% unfavorable, 40% neutral). However, even more than their Gen X older sisters who seem to have adjusted to the reality of an economy in which multiple jobs and multiple employers is the norm, Gen Y women voters are more concerned than resolved about this trend (28% favorable, 40% unfavorable, 31% neutral).

Generation X (Currently Age 28 To 43; Birth Years 1965 To 1980)

Generation X women are a "hybrid" in many ways, bridging the gap between the distinctive attitudes and priorities of Generation Y and those of older Boomers and Seniors. On a purely demographic front, Gen X women stand out for their role as mothers of young children: 73% of Gen X women have children under the age of 18 and 75% are married.

In terms of their current orientation to politics, there is a notable drop-off among Gen Xers (compared with Gen Y women) in their personal investment in the presidential race, and further, these women are the most likely to say they have a lot more to learn about both presidential candidates, with a majority saying this about both Obama (54%) and McCain (52%).

Gen Xers also are distinct in their marginal preference for a presidential candidate who offers safety and security (40%) over hope and optimism (33%), and while Obama leads by eight points with Gen X women overall (49% to 41%), he also has the largest disadvantage with this group vis-à-vis McCain on being a strong commander in chief. This disadvantage creates a clearly defined challenge for Obama as he looks to broaden his overall advantage with these voters. Gen X voters also distinguish themselves in putting a stronger (relative to other women voters) emphasis on values when evaluating presidential candidates, but on this measure, Gen Xers see Obama as better than McCain by 11 points (37% to 26%).

In examining reactions to and perceptions of major social trends that define much of their generational identity, Gen Xers in many ways represent a middle ground between the distinctive outlook of Generation Y women and the attitudes of older Boomers and Seniors. So for example, whereas Gen Y voters see greater acceptance of gays, lesbians, and same-sex unions as a favorable development, and both older generations of women have unfavorable reactions to this trend, Gen Xers are divided nearly evenly (40% favorable, 41% unfavorable, 19% neutral).

This “in between” status or nearly equal divisions within the Gen X cohort itself is also evident in how these women interpret the national economic shift from manufacturing to service and technology—while Gen Y voters are favorable toward this shift and Boomers and Seniors are decidedly unfavorable, Gen Xers are divided neatly (35% favorable, 34% unfavorable, 29% neutral).

Baby Boomers (Currently Age 44 To 62; Birth Years 1946 To 1964)

Baby Boomer women, whose generation straddles three decades, cross the bridge between midlife and older age and their values and beliefs mirror this transformation in kind. While younger Boomers still may be working and raising families, older Boomers are nearing or already in retirement—many are empty nesters, many are shifting their plans toward retirement and living on a fixed income. Given the broad scope of Boomers, their attitudes fluctuate between those of younger and older generations.

Boomer women give Obama the smallest marginal advantage among the four generations of women voters—a six-point lead (49% to 43%). Still this represents a boost from Kerry's 2004 performance, where women in this cohort truly were “ground zero” of the closely contested presidential race, breaking evenly between Bush and Kerry (49% to 49%). Notably, the “education gap” is most apparent among Boomer women—while college-educated Boomers give Obama a decisive 19-point advantage (57% to 38%), non-college-educated Boomers express a marginal three-point preference for McCain (46% to 43%), making them the only generational cohort of non-college-educated women that Obama is not winning.

Boomer women also distinguish themselves in their preference for a presidential candidate who offers hope and optimism (41%) over safety and security (32%).

Boomers are more involved politically than their younger female counterparts. Half (50%) of them proactively seek political information, as opposed to only slightly more than one in four Gen X (28%) and Gen Y (26%) voters. Boomers also typically seek political information in different ways—more through cable news programs (42%) and locals newspapers (21%), less through the Internet and blogs (17%, as opposed to 48% of Gen Y and 28% of Gen X). More than one in three (35%) Boomers reports having made some kind of political contribution in the past 24 months and one in five (19%) of those reports having given directly to a candidate.

As in other generations, pocketbook issues are at the top of Boomer's voting agenda this year, with the cost of health care in particular emerging as an especially salient issue among this generation—36% say it is their top priority for leaders in Washington to focus on in an effort to improve their own personal economic situation.

Boomers have adapted to and been leaders in pushing several social and economic trends, while still reflecting more traditional mindsets on others. Three in four Boomers (75%) have a favorable view of the increasing prevalence of Internet access in American households, on par with Gen X women. However, they are less

enthusiastic than their daughters and younger sisters in terms of racial and gender lifestyle changes—by 26 points (41% to 15%), Boomer women have a positive view of America becoming a more racially diverse society, less than the 34- and 32-point margins expressed by Generation X and Y respectively, but greater than the nine-point margin among Senior women. And Boomer women have a marginally negative view of the growing acceptance of gay and lesbian lifestyles and same-sex unions (34% favorable, 41% unfavorable).

Boomer women, who largely came of age during the women's movement, have been at the center of changing gender roles and this experience drives their perspective on these issues in a more intense way than younger and older generations. Among all four generations of women voters, Boomer women are most likely to disagree with the assertion that women today have equal opportunities in the workplace (69% disagree), to agree that sexism remains a problem for women today (79% agree), and to reject the notion that a woman must be married with children to have a truly fulfilled life (86% disagree).

Seniors (Currently Age 63 And Over; Birth Years 1945 And Earlier)

Older women voters also are a unique constituency driven by their distinct reaction to a broad range of social and economic trends. In the immediate political environment, Senior women provide an 11-point marginal advantage to Obama (49% to 38%), but given these women's overwhelming preference for a Democrat in the generic Congressional trial heat (+27, 59% to 32%) and their strongly Democratic party identification, Senior women actually represent the largest gap or differential between Democrats' advantage in the presidential and congressional match-ups and it is largely driven by non-college-educated Senior women (who vote +12 Obama, +29 congressional Democrat for a gap of 17 points, compared with college-educated Seniors who vote +14 Obama and +20 congressional Democrat for a gap of six points). The challenges and opportunities for Obama with this cohort are evident in Senior women's perception of Obama on two specific measures where his relative advantage lags notably behind other women voters: having the kind of moral, family, and personal values they can relate to (Obama has only a slim 31%-to-29% advantage) and also in being independent-minded and not someone who just follows the party line (where the candidates are seen as even by 32% to 32%).

As with Gen Y women, seniors are invested heavily in this election cycle though they demonstrate that engagement in very different ways—half (50%) of Senior women describe themselves as proactive in seeking political news and information and more than four in 10 (41%) have made a contribution to a political candidate, party, or cause in the past 24 months.

Perhaps not surprisingly, Senior women are more focused than women in other generations on Social Security and Medicare as a voting issue and, in fact, this concern nearly rivals pocketbook issues, such as the cost of health care, gas, and food, as a top voting concern. Given this heavy dual focus on their personal financial situation when it comes to making choices at the ballot box this fall, Senior women notably stand out in identifying curbing "wasteful government spending" as

the leading way for elected leaders to improve economic conditions for them and people like them. This uniquely strong focus on reducing government waste and inefficiency presents a prime opportunity for candidates looking to connect with the distinct concerns of Senior women.

In understanding the special concerns that Senior women bring with them as they approach the upcoming election, it is important to point out the very real anxieties and reservations that women in this generation have in reacting to some key economic and social trends. In many ways, this feeling of distress and ambivalence and being left behind or left out of some of the major changes that are sweeping American life are the hallmark traits that define these women's current life experiences. For example, while increasing access to the Internet across American homes is an accepted, almost "no brainer" phenomenon for younger women (even Boomers), fully one in five (20%) Senior women sees this as a negative development. Senior women also are more likely than women in any other generation to view America's increasing racial diversity as a concern—while a marginally bigger plurality of Senior women describe this as a positive trend, still a significant proportion (21%) see it as a negative development. More vociferously, Senior women express reservations about the growing acceptance of gays, lesbians, and same-sex unions, describing this as unfavorable rather than favorable by 49% to 26%.

On a purely economic front, Senior women clearly feel left of the shift of the national economy from largely manufacturing-based to largely service- and technology-based—in fact by two to one (48% to 24%), Senior women characterize this change as a negative development.

Perceptions Of Women's Role In American Life

The final section of this edition of the Women's Monitor provides a glimpse of how women voters—particularly those of different generations—view the progress, challenges, and opportunities that American women face in public and in private life. To a remarkable extent, women voters across generations speak more with one voice than with disparate or contradictory voices in their views on these key measures.

By consistently lopsided margins, women in all generational cohorts view important trends that underscore women's progress in public life as positive developments. Consider the following:

- ✓ 84% of all women have a favorable view of the increasing number of women entering politics and getting elected to important offices, including more than 80% of women in all four generations.
- ✓ 78% of all women feel that it would be better if more women were elected to important offices such as governor, U.S. Senator, and Congress, including 75% or more across the generational divide.
- ✓ Despite Hillary Clinton's close loss in this year's Democratic presidential primary, 69% of all women think that it is very or fairly likely we will have a woman president in next 20 years, a sentiment that women of all ages share nearly equally.
- ✓ Eight in 10 (80%) women voters say that young women today are better off than their mothers' generation because of the increased number of choices and options available to them, including 75% or more women in each generational category.
- ✓ Fully 82% of all women reject the notion that to lead a truly fulfilled life, a woman needs to be married and have children, including 75% or more women of every age group.

While women voters are resoundingly upbeat about many tangible examples of the progress that women in America have achieved and the changes that are occurring, they also are consistent in their articulation of the obstacles and challenges that remain. Most notably, three in four women voters (76%) say that sexism remains a serious problem for women today and this sentiment is echoed by more than seven in 10 women in each of the four generational cohorts. Consistent with that assertion, women overwhelmingly reject the notion that women today have equal opportunities and equal treatment with men in the workplace—61% of all women think that is untrue, and notably older women are even more adamant on this measure than younger women, with 69% of Boomers and 61% of Seniors rejecting the notion that equality in the workplace has been achieved, whereas 57% of Gen X and 50% of Gen Y same the same.

"I don't think women still have equal opportunities and we need to have a stronger voice about work and family. We are looking for equality in jobs and salary."

– Baby Boom Voter

Finally and perhaps surprisingly in terms of conventional wisdom, women of all ages are consistent and decisive in their sense that there remains a need for a women's movement with a strong political voice in America—73% of all women agree with this sentiment, including more than seven in 10 from each generational cohort.