

To: Interested Parties

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Re: Key Findings: *Women and Politics Survey Spring 2008*

Introduction and Methodology

WomanTrend and **Lake Research Partners** are pleased to present Lifetime Television the results and analysis of a recent nationwide telephone poll of American women with oversamples of African-American and Hispanic women nationwide and women in Pennsylvania.

Interviews were conducted April 2-7, 2008 at a Computer-Assisted Telephone Interviewing (CATI) facility using live callers. The sample was drawn utilizing Random Digit Dial, a computer dialing technique that ensures that every household in the nation with a landline telephone has an equal chance of being called. Supplemental lists of African-American and Hispanic women were also employed. Sampling controls were used to ensure that a proportional and representative number of people were interviewed from such demographic groups as age, race and ethnicity, and region according to the most recent figures available from the U.S. Census

The original survey instrument contained 32 questions, including 9 demographic inquiries, and was approved by an authorized representative of Lifetime prior to commencement of data collection.

The margin of error for the main sample is $\pm 4.4\%$ at a 95% confidence interval, meaning that in 19 out of 20 cases, the data obtained would not differ by any more than 4.4 percentage points in either direction had the entire population women nationwide been surveyed. Margins of error for subgroups are higher.

This key findings memo represents the combined work of WomanTrend and Lake Research Partners. Lake Research analyzed questions 1 through 10 (pages 2-4) and WomanTrend questions 11 through 23 (pages 4-9). Kellyanne Conway and Celinda Lake will be sharing their insight into the results on Friday, April 11 at the Satellite Media Tour arranged by Lifetime.

Voting Behavior

Women express a significant level of political engagement. Nine in ten (89%) reported being registered to vote and 90% said they were definitely (78%) or probably (12%) going to vote.

- ✧ Married women, higher income women, more educated women, and Democratic and Republican women are more likely than others to say they will definitely vote in the general election.

Issues and Economic Situation

Economic issue, health care, and the war were primary voting issues. The economy and jobs was the top issue in determining how or if women will vote (38%), followed closely by health care, Medicare, and prescription drugs (31%) and the war in Iraq (28%). On a second tier were taxes and government spending (17%), education (15%), terrorism and homeland security (10%) and immigration (10%). A host of issues followed in single digits, including the environment and global warming (7%), affordable child care and early learning (4%), reproductive rights (4%), foreign policy (4%), breast cancer research and prevention (3%), equal pay (2%), prevention of violence and sexual assault (1%).

- ✧ Most demographic groups placed greatest priority on the economy and jobs, with the exception of Northeastern women, retired, lower income, less educated, and Independent women who rated health care issues as most important to their votes.
- ✧ Clinton voters split between economic issues and health care, while Obama and McCain voters were most concerned with the economy and jobs.

Few women reported an improved economic situation over their situation last year. Only one in five women reported a better economic situation (6% much better, 14% somewhat), while four in ten said their situation is worse (16% much worse, 26% somewhat). Another four in ten women (38%) say their situation is about the same.

- ✧ Clinton's supporters were particularly likely to say their economic situation has gotten worse (55%), compared to 37% of Obama voters and 27% of McCain voters who felt this way.

Vote Preference

There was a virtual tie between the three main Republican and Democratic candidates among women overall. Hillary Clinton received 27% of the vote, while Barack Obama and John McCain each received 25%. Overall, this netted 52% for the Democrats versus half that for the GOP. Only one in six voters (17%) said they were completely undecided.

- ✧ Younger women were split between the two Democratic candidates, while older women leaned toward McCain.

- ✧ Black women supported Obama by a wide margin (57%) and a significant proportion of Latinas supported Clinton (43%). White women were fairly evenly split between McCain and Clinton (30% to 27%), while Obama received 20%.
- ✧ Clinton won Democrats by 6 points.

Among Clinton and Obama voters, roughly half (49%) would like to see Hillary Clinton pick Obama as her running mate should she win the nomination. One in six preferred another choice and 31% said it does not make a difference.

- ✧ **There was little difference between Clinton and Obama supporters in this regard**, with 48% of Clinton voters and 51% of Obama voters saying they would like to see Obama as her running mate.
- ✧ There is a stark difference between the two candidate's supporters. While two-thirds of Clinton's voters favored Obama picking her as his running mate, only a quarter of Obama supporters felt this way and 50% said he should pick someone else.

The ongoing campaign between the Democratic candidates elicited a mix of both positive and negative reactions from their respective supporters, though few favor one of the candidates dropping out at this point in the campaign or said it is having a negative effect on the Democratic party. Three in ten women (29%) said they were sick of the negative campaigning, while one in five reported they were glad to see the ongoing race because it allows more voters to take part. One in five were worried about how the Superdelegates will make their decision and 16% said they were glad to have more time to learn about the candidates. Roughly one in seven said it is giving McCain an advantage or that Hillary Clinton should drop out. Only one in ten women said that the ongoing campaign was harming the Democratic Party or that they were frustrated with the nomination process, and only 7% say Obama should drop out.

- ✧ Clinton supporters were most likely to say they are tired of the negative campaigning (26%), followed by being glad to have more time to learn about the candidates (21%).
- ✧ A third of Obama supporters were tired of the negative campaigning and 27% said Hillary Clinton should drop out of the race.

The Pennsylvania Primary

Roughly half of Pennsylvania women (52%) have definitely decided for whom to vote in the state’s primary. However, a significant proportion were still making up their minds – 15% said they are leaning toward one candidate or another and nearly one in five (18%) said they are still trying to decide for whom to vote. Only 13% of women did not plan on voting in the primary election.

- ✧ Among those who plan on voting, Hillary Clinton enjoyed a narrow 5-point lead over Barack Obama (34% to 29%), with John McCain trailing at 20%).

Feelings About McCain Largely Unchanged; Obama Bounces Around But Nets No Change; Clinton’s Image Suffers a Hit.

In terms of the Presidential Election, the beginning of 2008 feels more like eons ago than just a little over three months. The daily dynamism of the race, uncertain outcome and guarantee to make history with one of the “firsts,” – the first woman, first African-American, or first President over the age of 70 when elected, makes this the most exciting, nail-biting contest in recent history.

These twist and turns are reflected in response to a few questions on the Lifetime poll of women about the candidates themselves. **More than 40% of women say that their opinion of Hillary Clinton and/or Barack Obama have changed since the start of 2008; 30% claimed the same about John McCain.**

<i>Thinking for a moment about how you feel about _____ today...</i>		
Would you say you like John McCain more, less, or about the same as you did at the start of this year?	Would you say you like Barack Obama more, less, or about the same as you did at the start of this year?	Would you say you like Hillary Clinton more, less, or about the same as you did at the start of this year?
15% LIKE MORE	23% LIKE MORE	15% LIKE MORE
15% LIKE LESS	22% LIKE LESS	26% LIKE LESS
60% EXACTLY THE SAME	48% EXACTLY THE SAME	55% EXACTLY THE SAME
7% NO OPINION	6% NO OPINION	4% NO OPINION

John McCain: Split Opinion and Status Quo

Six-in-ten (60%) women surveyed said their opinion of John McCain wasn’t any different than it was a few months ago – twice the number who had changed their minds about him either for better (15%) or for worse (15%).

- ✧ Republicans were more inclined than their Democratic or Independent peers to say their image of McCain had grown more positive in the past months. McCain supporters were more apt than Clinton or Obama backers to say the same.

- ✧ African-American and Hispanic women were considerably more likely than most to reveal they had no opinion of John McCain.

Those who revealed an improved or impaired opinion of McCain were given the opportunity to explain themselves in open-ended fashion. Those who reported that they liked McCain more now generally pointed to his stance on the issues (46%). Others attributed it to his portrayal in the media (23%), personal characteristics (22%), or experience (18%).

Women who were not as hot on McCain as they had been in January blamed their deteriorated opinion on his stances on the issues (42%), personal characteristics (37%), and the fact that they simply wanted a change from the current administration (29%).

Barack Obama: A Wrong Turn on Wright; Gaining among Dems, PA Women and Blacks

A combined 45% of women surveyed noted that their opinion of Barack Obama had changed since the start of primary season, with 23% saying they now like him more and 22% reporting they like him less. Forty-eight percent of women revealed that their impression was unchanged.

- ✧ Democrats were notably more likely than most to have an improved opinion of Obama, while Republicans were more apt than women overall to like him less now.
- ✧ African-American women and Pennsylvania women both stood out by their improved opinion of Obama.

When given the chance to explain their answers, women who had a more positive opinion of Obama tied it to his personal characteristics (33%), stance on the issues (32%), the fact that they simply knew more about him now (28%), and his speeches (15%).

Obama's connection with Reverend Jeremiah Wright (36%) was the most common justification given by those who revealed they now like Obama less, followed by the fact that they just dislike him generally (25%), and doubt his experience (12%) and stance on the issues (10%).

Hillary Clinton: Downward Trend Among One-Quarter of Women; Hispanics Improve their Opinion

Hillary Clinton was the only candidate tested to register a significant net change in public opinion since January: 26% of women surveyed revealed they now liked her less compared to just 15% who liked her more. Still, the 55% majority revealed their opinion of Clinton had not changed.

- ✧ Republicans were nearly twice as likely to say their view of Clinton had worsened (39%) as Democrats were to say it had improved (20%).
- ✧ Hispanic women and those residing in Pennsylvania were more likely than most to share an enhanced opinion of Clinton.

Offered the opportunity to expound upon their answers, women who said they liked Clinton more now than they had at the start of 2008 largely pointed to aspects of her personality (67%) – notably that she was tough or a fighter. Others appreciated her stance on the issues (55%) or that they simply knew more about her now (22%). Six percent pointed to Bill Clinton as the reason their opinion of Hillary had improved.

By comparison, 15% of those who said their view of Clinton had gotten worse blamed her husband, while 67% pointed to her personal traits (namely that she was dishonest), 27% disliked her campaign tactics, and 20% disagreed with her position on the issues.

Women Believe Media have Buoyed Obama Due to Race, While it Has Bruised McCain Over His Age. For Clinton, Gender has Been a Wash.

No matter who is elected President this November, the country will be in for something new in the Oval Office. America is poised to be helmed by the first woman Commander-in-Chief, the first African-American, or the oldest President ever elected to a first term. These characteristics of the three surviving Presidential candidates from the original list of 20– Clinton’s gender, Obama’s race, and McCain’s age – have received a lot of attention from the media on all sides, from serious newscasters to partisan pontificators to late-night comedians.

According to American women voters nationwide, the coverage of each candidate's particular characteristic has generated differing levels – and types – of attention. As the following table shows, women are twice as likely to feel Barack Obama has generally benefited from the media treatment of his race, and twice as likely to say John McCain has been hurt rather than helped by attention to his age. Hillary Clinton appears to come out even in their eyes – split between positive and negative coverage based on her sex.

<i>Thinking about the recent news coverage of the presidential race...</i>		
Do you think Barack Obama has received more positive or more negative news coverage because he's African-American ?	Do you think that John McCain has received more positive or more negative news coverage because he's 71 years old ?	Do you think that Hillary Clinton has received more positive or more negative news coverage because she's a woman ?
41% POSITIVE	19% POSITIVE	30% POSITIVE
20% NEGATIVE	36% NEGATIVE	33% NEGATIVE
27% NEUTRAL/NEITHER	27% NEUTRAL/NEITHER	25% NEUTRAL/NEITHER
12% DO NOT KNOW	19% DO NOT KNOW	11% DO NOT KNOW

Barack Obama

By a margin of 2-to-1, these women felt Obama had been helped more than hurt by the press due to his race (41%-20%).

- ✧ There were only small differences with respect to political party in the answers to this question. Forty-five percent of Republicans, 42% of Independents, and 39% of Democrats felt Obama had received more positive coverage because he is African-American, while 17% of Republicans and Independents, and 22% of Dems thought he had been treated more negatively.
- ✧ Those who planned to vote for Obama were more apt than most to believe he had received *unflattering* coverage from the press – this phenomenon held true for each candidate tested.
- ✧ Hispanic women stood out as especially likely to believe Obama had benefited from his race (49%), while African-American women were more apt than average to believe he had gotten the short end of the media stick (30%).

John McCain

Women's perceptions of McCain's treatment by the press due to his age was almost the opposite of Obama's – by a strong margin, they thought he had received more negative media coverage (36%-19%).

- ✧ Again, political party did not appear to play a dominant role in these women's feelings about how McCain was treated by the press: 18% of Republicans and Democrats and 24% of Independents felt he received more positive attention due to his age, while 39% of Republicans and 34% of Independents and Democrats believed he was more criticized.
- ✧ McCain supporters, too, were more apt than most to believe he was being picked on because of the date on his birth certificate.

Hillary Clinton

Clinton is both pummeled and praised by the media due to her gender, according to these women. Three-in-ten (30%) believed she received more positive coverage and 33% more negative.

- ✧ The difference among the political parties were slightly more pronounced with respect to Clinton than the other two candidates: 26% of Republicans, 25% of Independents, and 33% of Democrats thought she received more complimentary media attention due to her gender, while 29% of Republicans and 37% of Independents and Democrats felt the opposite was true.
- ✧ By 10 points, Clinton backers were more apt than most to feel she was treated unfairly by the media because she is a woman (43%-33%).
- ✧ African-Americans, Hispanics, and Pennsylvania dwellers all stood out as a bit more likely than average to believe Clinton benefited from being a woman

Slight Tugs of Obligation, But Nothing Too Intense.

Twenty-two percent of women surveyed admitted that there was a part of them who felt they should vote for Hillary Clinton because she is a woman, but 17% of them said it was just a "small part" versus 5% who felt a stronger tinge. Obama's status as a racial minority was slightly less compelling to these gals, 15% of whom said a part of them felt they should vote for him (11% said a small part and 4% a big part).

- ✧ In both instances, the youngest women surveyed (aged 18-34) and single women were more likely than most to feel obligated to pull the lever for Clinton or Obama because of their gender and race, respectively.
- ✧ While Hispanic women felt more compelled than most to vote for Clinton because she is a woman (33% vs. 22% overall), African-American women were only slightly more apt than most to say they felt they should vote for Obama (19% vs. 15% overall).

- ✧ Not surprisingly, Democrats were more likely than women overall to report feeling obligated to vote for either candidate (31% for Clinton and 21% for Obama). Republicans were notably more likely to experience a pull to elect a fellow woman (16%) than to feel they should vote for a racial minority (9%). Independents stayed staunchly unaffected in both cases.

Women Deem Clinton and McCain Most Mom-Worthy.

For a Mother's Day surprise, more women would want to introduce their moms to Hillary Clinton (28%) than John McCain (25%) or Barack Obama (20%). While the majority of women stuck with whom they planned to support in the Presidential race, some jumped ship and thought their mothers might prefer to meet someone else:

- ✧ Seventy-eight of Clinton backers wanted to meet the former First Lady, while 2% thought mom would most enjoy meeting Obama and 6% would introduce her to McCain.
- ✧ Obama supporters were most apt to switch candidates: while 68% said they would bring the Illinois Senator home to meet mom on Mother's Day, 10% would rather introduce her to Clinton and 7% to McCain.
- ✧ Advocates of John McCain generally felt their mother would like to meet him (72%), though 4% thought Mom was more of a Clinton gal and 3% would introduce her to Obama.

Casting Call: Meryl Streep Considered Most Hillary-esque, Yet the Role is Still Up-for-Grabs.

From a list of ten actresses, American women felt Meryl Streep was best suited to play Hillary Clinton in a Lifetime movie (17%). Glenn Close (11%) and Diane Keaton (11%) were Streep's closest rivals, followed by Susan Sarandon (8%). A full 20% were unsure, while single digits favored Kathy Bates (5%), Emma Thompson (4%), Meg Ryan (4%), Sharon Stone (4%), Michelle Pfeiffer (4%), and Dianne Wiest (1%).

- ✧ Hillary backers did not differ from women overall in their selection of Streep (17%).