

May 2, 2013

To: Interested Parties
Fr: Anzalone Liszt Grove Research
Re: Findings from Madam President Battleground Polling

Voters in battleground states are ready for a woman president, and believe that America will elect a woman in the next presidential election according to polling conducted by Anzalone Liszt Grove Research.

The following are key findings from EMILY's List Madam President battleground polling conducted April 3-9, 2013 by Anzalone Liszt Grove Research for EMILY's List. The poll was conducted among N=800 likely 2016 voters in nine presidential battleground states. The sample also included an oversample of N=50 Hispanic voters, and N=300 interviews among likely Democratic primary and caucus-goers in NH, NV, and IA in addition to the base sample of N=800 2016 voters.

- Battleground voters are ready for a woman president, and the country is, too. Almost unanimously (90%), voters in the battleground states would consider voting for a qualified woman candidate from their party. Their readiness goes deeper than this though – 86% believe that America is ready to elect a woman president, and 72% believe that it is likely that America will elect a woman president in the next presidential election, including 86% of Democratic primary voters.
- A majority of voters (51%) believe that the women elected to the U.S. Congress and Senate last cycle are making a positive difference; only 2% believe their impact has been negative. Even more voters (62%) believe that the women in office from their political party are fighting for values and priorities that match their own.
- While voters believe that it is harder for a woman to be elected president than it is for a man, 75% also believe that a woman president would be a good thing for this country. Beyond this, three-quarters also believe that it will send a positive signal to our children and grandchildren (75%).
- On nearly every issue tested, a female president is perceived to be as capable or *more capable* than a male president. Voters are more inclined to believe that a female president would be as/more qualified than a man to understand the challenges middle class families face, and understand what it means to juggle work and family as so many Americans do right now. They also believe a female president would do as good/better job than a male president on exercising good judgment, ending partisan bickering, and putting families ahead of politics.
- Voters reject the idea that a female president would be weaker than a male, or more likely to cave to party leaders. A plurality does not agree with the idea that a female president could be perceived as weaker, and flat-out rejects the suggestion that a female president is more likely than a man to cave to leaders in her party (67% disagree).
- A woman candidate has the potential to bring more voters into the political process. Nearly half (49%) of voters say that if a woman ran for president in 2016 they would be more likely to pay attention – additionally minority voters are even more likely to engage. Beyond this, women, non-college voters, and unmarried women are all more likely to engage with a woman at the top of the ticket.