

May 3, 2013

Anzalone Liszt Grove Research National Polling Summary

Friends,

Below you will find the Anzalone Liszt Grove Research National Polling Summary, which provides a pollster's take on data and trends that affect political campaigns.

This week we focus on the public perception of women in politics.

Following our analysis are additional news items and data we thought you'd enjoy.

John Anzalone, Jeff Liszt and Lisa Grove

Five years after Hillary Clinton conceded that she wasn't able to "shatter that highest, hardest glass ceiling," Americans are more ready than ever before for a female president. Ninety percent (90%) of voters from nine battleground states said they would vote for a qualified woman candidate from their political party for president, according to a new Anzalone Liszt Grove [survey](#) conducted on behalf of EMILY's List.

When [Gallup](#) first posed this question to Americans in 1937, a mere 33% indicated they would vote for a woman president; that number rose to 55% in 1963 and 78% in 1984. In 2006, Gallup found that 61% of adults thought Americans (as opposed to the respondents personally) were [ready](#) to elect a woman as president. Now, almost three-quarters (72%) of battleground voters believe it is [likely](#) that our *next* president will be a woman.

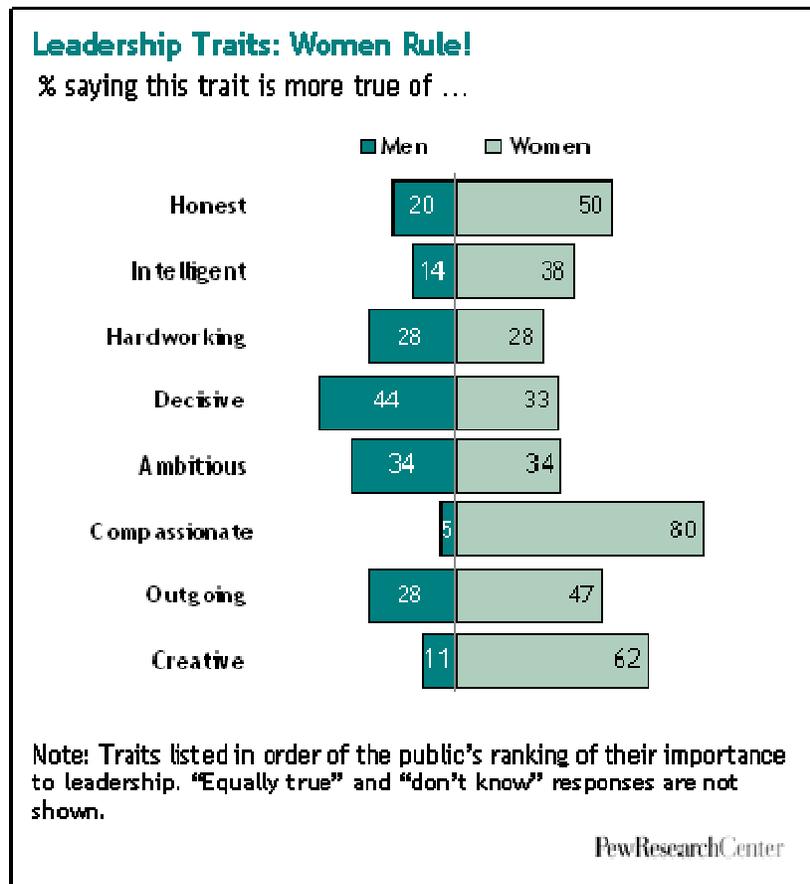
At the same time, a record number of women serve in Congress, including 20 senators and 78 congresswomen. Even in this time of unprecedented disgust with Congress (cockroaches, lice and colonoscopies are all viewed more [favorably](#)), a majority of battleground voters (51%) believe the women elected to Congress will make a [positive](#) difference. On the state level, the number of women serving in their state legislature has more than quintupled since 1971 – now 24% of [state legislators](#) in the country are women. There are also currently five female governors and 11 female lieutenant governors.

Of course, given the fact that women are 51% of the country, there is still a long way to go. The United States currently ranks 77th in the [world](#) in percentage of women in the lower house of a legislative body (17%) – behind Saudi Arabia, China and Sudan. And according to the EMILY's

List [survey](#), 81% of voters in battleground states think that it is harder for a woman to be elected president than a man. So as recruitment for another election cycle gets underway, we take a look at public opinion on the role of gender in politics.

Leadership

Despite the disparity in the amount of women in positions of political leadership, Americans do not think women lack the personality traits inherent to good leadership. When given eight traits related to leadership – honesty, intelligence, hard work, decisiveness, ambition, compassion, being outgoing, and creativity, adults in a 2008 Pew Social and Demographic Trends [poll](#) ranked women as superior to men on five of the traits (honesty, intelligence, compassion, being outgoing, creativity), and equal to men on two (hard work and ambition). Men were only ranked as superior on decisiveness.



When it comes to being president specifically, battleground voters in the EMILY's List [survey](#) ranked judgment and leadership as the most important qualities to have. When asked whether a male or female president would do a better job "using good judgment," 94% said that a woman would be as capable as or more capable than a male president. And two-thirds rejected the idea that a woman would be more likely than a man to cave in to party leaders. These battleground voters also favored a female president for working past partisanship, improving education,

understanding middle class struggles, protecting Medicare and Social Security, and protecting a woman's right to choose.

No evidence of the Bradley Effect

When dealing with sensitive issues such as opinions on gender and race, it is important that surveys take into account the respondents' possible reluctance to speak truthfully. A 2008 Pew survey, designed to test such hidden biases, also found voter openness to female candidates. In the study, two separate groups were given a profile of a hypothetical candidate for Congress – one group got a profile of “Ann Clark,” the other of “Andrew Clark,” but otherwise the profiles were identical. The survey found [no difference](#) in voter reaction to the candidates – similar percentages of voters viewed the candidates favorably, believed the candidates were qualified, and said they were likely to vote for the candidate.

So what gives?

Despite voters viewing female candidates in a positive light, women continue to be underrepresented in politics. A 2012 [study](#) by American University surveyed almost 4,000 male and female potential candidates and identified several factors that contribute to the gender disparity. The women surveyed are much more likely to perceive elections as contentious and feel that high-profile female candidates like Hillary Clinton and Sarah Palin were the victims of gender bias. They are much less likely to think they are qualified to run for office and receive fewer suggestions to run for office.

Furthermore, seven out of ten of these female potential candidates [doubt](#) that women running for office raise as much money as similarly situated men. And perceptions are important: the women surveyed are more likely than men to view fundraising so negatively that it is a deterrent to running for office. Women who have run for office – and won – agree. In a 2008 [survey](#) of state legislators, 56% of women believed it was harder for women than men to raise campaign funds.

On the Congressional level, there is more parity. In fact, in 2010, female House incumbents raised approximately \$100,000 more than their male counterparts, and female challengers raised around \$74,000 more than their male peers. However, women donate far less money to federal candidates than men. In 2010, only 27% of [total contributions](#) to individual candidates were made by women. A greater female donor base could be especially helpful to women candidates of color: African-American, Asian and Latina women all received less financial support on average than male candidates of color.

For more information on the EMILY's List campaign, please visit <http://emilyslist.org/madam-president>.

OTHER NEWS FROM THE POLLING AND POLITICAL WORLD

The African-American [turnout](#) rate passed the white rate for the first time last November

Gallup looks at [approval ratings](#) and finds that history is usually kinder to ex-presidents

PPP finds [backlash](#) against Senators who voted against background check legislation...while Quinnipiac shows bill co-sponsor Pat Toomey [gaining](#) a net 7 points in his job approval rating

National Journal dives into the candidate [recruitment](#) process

Gallup finds that 45% of adults say they recently made a [special effort](#) to buy American – and that patriotism and U.S. economic benefit were bigger motivators than quality

Harvard looks at young Americans' [attitude](#) towards politics and public service

Public Polling

PRESIDENT OBAMA'S JOB RATING

Polling Firm	Date	Sample	Approve	Disapprove
RCP Average	4/5 - 4/28	--	49	47
Gallup	4/26 - 4/28	1500 A	50	43
Rasmussen	4/26 - 4/28	1500 LV	50	47
FOX News	4/20 - 4/22	1009 RV	47	45
AP/GfK	4/11 - 4/15	1004 A	50	47
ABC / Wash Post	4/11 - 4/14	RV	47	49

GENERIC CONGRESSIONAL VOTE

Polling Firm	Date	Sample	Democrats	Republicans
RCP Average	3/9 - 4/29	--	42	40
Quinnipiac	4/25 - 4/29	1471 RV	41	37
Rasmussen	4/22 - 4/28	3500 LV	39	40
Dem Corps	3/9 - 3/12	840 LV	46	42

PARTY SELF ID

Polling Firm	Date	Dem	Rep	Ind/Other
Pollster.com Trend	May 2	33.4%	24.5%	32.8%

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