



Unmarried Women Under Age 55: A Key Audience to Turn Out this Election

Lake Research Partners in partnership with PSG Consulting and Alper Strategies & Media designed this online survey that was administered and conducted from July 31-August 7, 2024. The survey reached a total of 801 unmarried women under 55 registered voters in battleground states (AZ, GA, MI, MT, NC, NV, PA, OH, and WI).



In a recent study of unmarried women under age 55 across battleground states, we found that this group is very Democratic and favors voting for Kamala Harris and Democrats in Congress. Black younger unmarried women are especially strong, Latinas solidly favor the Vice President and Democrats, and young unmarried white women are one of the few groups of white voters who vote Democratic. Over a million unmarried women under 55 live in Georgia, Michigan, North Carolina, Ohio, Pennsylvania, and hundreds of thousands live in Arizona, Nevada, Montana, and Wisconsin. In races that will be decided on the margins, younger unmarried women can make the difference. But to make the difference and increase turnout this November, **persuasion and mobilization** strategies are needed. They need information, and respond to contrasts, empowerment, and seeing themselves.

1) Unmarried women under age 55 in battleground states are very Democratic and should be included in turnout efforts.

This audience is largely Democratic in their attitudes, values, and views, and needs to be animated this election. Unmarried women under 55 vote Democratic and are excited about

Presidential Vote	
	Kamala Harris 56
	Donald Trump 27
	Robert F. Kennedy Jr. 8
	Jill Stein 2

Harris. If the election for President were today, **a majority (56%) would vote for Kamala Harris**. Intensity to vote for Harris is high with 47% who strongly support Harris. Similarly, in a generic House ballot, **a majority (56%) would vote for the Democratic candidate in their district** (compared to 26% for the Republican candidate and 12% are undecided).

Congressional Vote	
	Democrat 56
	Republican 26
	Other 4
	Undecided 12

While white overall voters remain a difficult target, **unmarried white women under age 55 are a key persuasion target and one of the few white groups Democrats lead**. Nearly half (45%) of younger unmarried white women identify as Democrats and while 42% identify as Republicans, pluralities would vote for Harris (46% for Harris, 36% for Trump) and a Democratic candidate (47%) in a generic House ballot (34% vote Republican).

Black unmarried women under 55 are a key turnout target as well. Three quarters would vote for the Democratic candidate in a generic House ballot and would vote for Kamala Harris (76%, respectively). **Unmarried Latinas under 55 are a persuasion and turnout target** as a majority (56%) would vote for the Democratic candidate in a generic House ballot (26% Republican) and for Kamala Harris (54%).

Half (51%) of unmarried women under 55 rate the job being done by Kamala Harris as Vice President as excellent/good (24% excellent) and out of a list of politicians and institutions, she is rated most favorably (36% have a very favorable impression of Kamala Harris, 59% favorable) along with Democrats in Congress (24% very favorable, 54% favorable). In contrast, Trump (55% very unfavorable, 63% unfavorable) and Republicans in Congress’s (42% very unfavorable, 59% unfavorable) favorability is underwater with these women.

Younger unmarried women’s strong support for Kamala Harris and the Democratic party makes them a key target turnout audience to win Democratic races up and down the ballot in these competitive states.

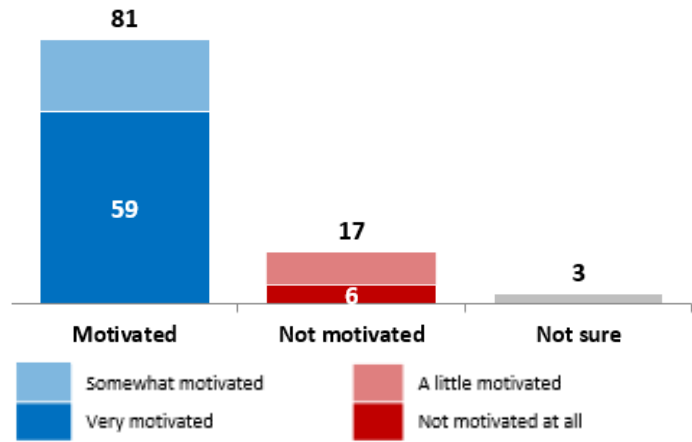
2) Unmarried women under 55 make up a large portion of voters in battleground states and can be the margin of victory. They need persuasion and mobilization this election to make them feel like their vote matters. They are a key turnout target for Democrats.

Unmarried women under 55 are a crucial voting bloc in the 2024 elections, making up over a million of voters in most of the battleground states and 114,000 to 725,000 in the rest. This can easily be the margin of victory.

	Younger unmarried women ¹	2020 Margin of Victory
Arizona	725,771	10,457
Georgia	1,156,330	11,779
Michigan	1,050,590	154,188
Montana	114,222	98,816
Nevada	354,688	33,596
North Carolina	1,016,903	74,483
Ohio	1,229,016	475,669
Pennsylvania	1,338,656	81,660
Wisconsin	638,874	20,682

¹ This table represents the number of unmarried women voters under age 50 in battleground states.

But only 59% are feeling very motivated to vote in this November election for President (81% motivated overall). We typically like to see higher intense vote motivation, in the 70-80% range, so **this indicates that unmarried women under 55 need to be a target for persuasion and mobilization this election.** For those who are feeling only somewhat motivated, not motivated to vote, or are unsure, they say the main reasons they feel this way is because the system is corrupt and rigged (33%), they feel their vote doesn't matter or won't make a difference (26%), or they are worried their vote won't be counted (22%). **These women need reassurance that their vote will be counted this election and that it does matter.**

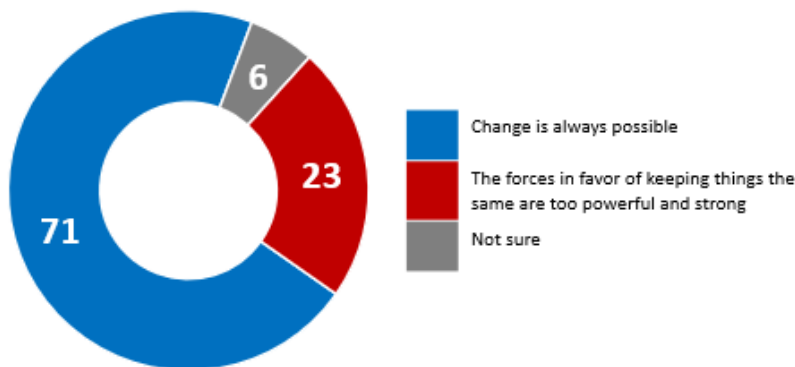


How motivated are you to vote in this November election for President?

Although they are not feeling as intensely motivated to vote, **they are engaged.** Over three quarters (77%) say they are engaged in this upcoming presidential election (42% very engaged).

3) Unmarried women under 55 feel disempowered, but they are hopeful and change oriented. With the right messaging that speaks to their lives and the issues they care about, like the economy and abortion, we can be successful in mobilizing them.

A plurality of unmarried women under 55 feels that they are losing power (41%), only 14% say they are gaining power, and 35% say their power is about the same as it has been. This feeling of disempowerment combined with their lower intense motivation to vote this election, should ring alarm bells that this audience needs a messaging strategy that will empower them and assure them that their vote does matter.

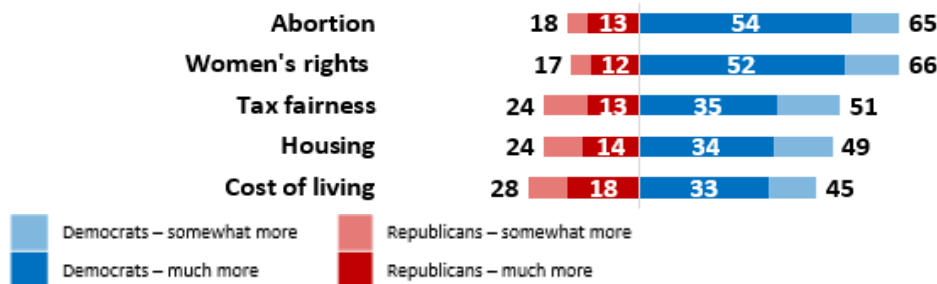


Which of the following comes closer to your opinion, even if neither is perfect?

Unmarried women under 55 are hopeful and change oriented, which **increases the opportunity for persuasion and mobilization efforts to work.** When asked to choose between a change is possible versus a status quo statement, seven in ten side with the view that change is always possible (71%) compared to less than a quarter (23%) who side with the forces in favor of keeping things the same are too powerful and strong.

When it comes to the election, a majority (58%) are more excited about the election given the announcement that Kamala Harris is the likely Democratic nominee (36% much more excited). The top associations with Harris are all positive. These unmarried women under 55 believe that Kamala Harris is a fighter (35% describes her very well), is someone who gives them hope (35%), is on the side of people like them (33%), and can get things done (32%). **These women need a permission structure to lean into their hope and orientation toward change.**

To empower these voters, **they need to hear the right messaging that speaks to their real life needs.** These women report feeling the most intensely worried about being able to afford their rent or housing (50% very worried), losing basic rights and freedoms like access to reproductive health care (46%), and taxes going up beyond what they can afford (46%). **These concerns they worry about translate directly to the issues they want elected officials to address.** They think **inflation and rising prices** (40%) and **women’s rights + abortion access** (34% combined) are the most important issues for elected officials to address. Notably, they think it is likely that these important issues will be addressed if Democrats control Congress and the White House (57% likely, 29% very likely) and they trust Democrats much more than Republicans when it comes to handling these issues.



Which party do you trust more to handle the following issues -- {ROTATE} the _Democrats or the _Republicans?

Please visit the QR code below to access the full memo and toolkit.

