



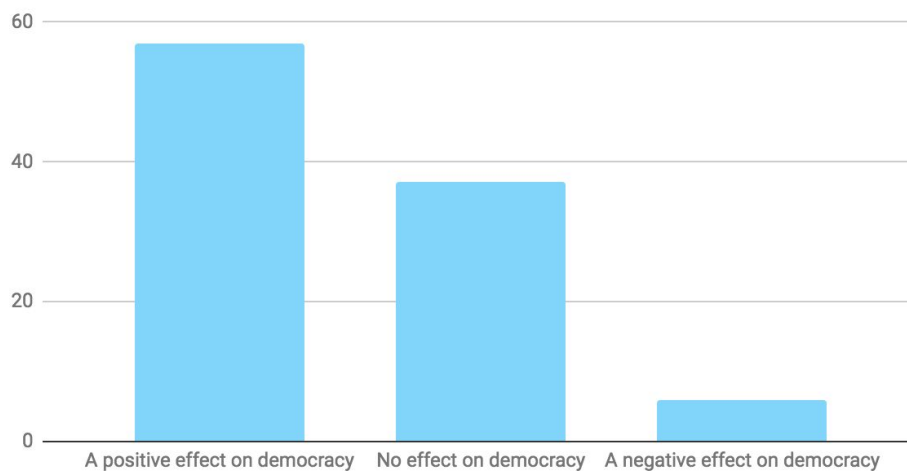
VoteRunLead

November 15, 2018

TO: Interested Parties
FROM: Jane Loria, [Change Research](#)
RE: Voters Eager to Embrace Women in Politics

Change Research recently polled 2018 Midterm Election voters across the United States, finding broad support for female candidates and clear indications that Americans want greater diversity in politics.

Do you believe a greater diversity of women (or more women of color) in government has:



Below are key highlights from the poll:

- **Voters are frustrated with the current state of politics across the country**
 - 53% disapprove of the job Donald Trump is doing as president (47% approve)
 - 47% rate Trump a 1/10
 - 55% disapprove of the national Democratic party
 - 54% disapprove of the national Republican party
 - 79% of voters who disapprove of Trump's job as president say that Trump's policies and actions have motivated them to vote

- **A greater diversity of women in government has a positive effect on democracy, according to:**
 - 57% of voters
 - 62% of women
 - 51% of men
 - 68% of non-white women
 - 97% of Democrats
 - 51% of Independents

- **Candidates from different occupations and backgrounds would improve democracy**
 - 70% of voters believe elected officials who are women veterans would have a positive effect on democracy
 - 59% of voters believe elected officials who are teachers would have a positive effect on democracy
 - 57% of voters believe elected officials who are mothers would have a positive effect on democracy

- **Women are inspired by the current political atmosphere to seek office**
 - 10% of women say they are more likely to run for office because of the 2018 election results, notably:
 - 14% of non-white women are more likely to run
 - 16% of Democratic women are more likely to run

- **Witnessing women lose elections won't deter voters from supporting women candidates in the future**
 - 45% of all voters would be motivated to vote, volunteer in a campaign for women candidates, or be motivated to run for office themselves if they witnessed a large number of women lose elections, including:
 - 55% of women
 - 85% of Democratic women
 - 65% of non-white women
 - Only 1% of all voters would be discouraged from voting for women in future elections if they witnessed a large number of women losing their elections.

- **Across the board, voters are concerned about healthcare, jobs, and immigration**
 - The top issue, cited by 19% of all voters, is healthcare.
 - Women identified healthcare (20%), illegal immigration (17%), and civil rights (11%) as the most important issues while men surfaced jobs and the economy (21%), healthcare (18%) and illegal immigration (12%) as their most pressing concerns.

Change Research conducted a nationwide online poll November 8-9, 2018. Using its Bias Correct Engine to attain a sample reflective of the U.S. electorate, Change Research polled 1289 2018 midterm voters. Post-stratification was performed on age, gender, ethnicity, and 2016 Presidential vote. Survey results available [here](#).