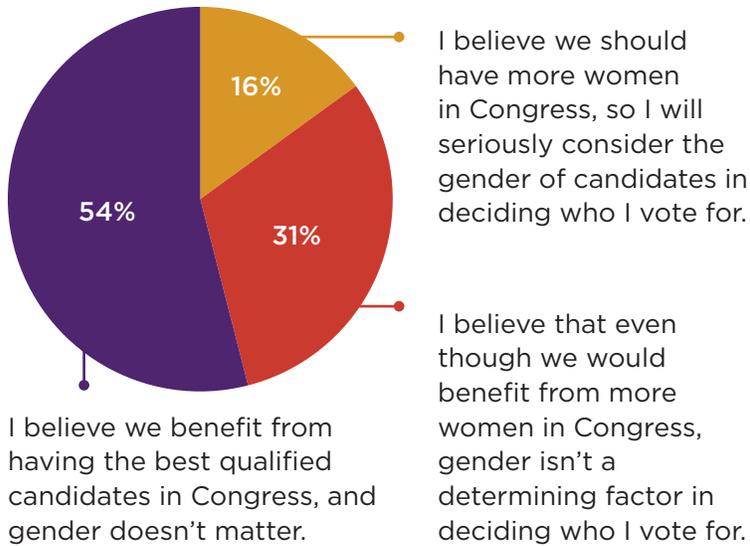


CANDIDATE GENDER PERCEPTIONS SURVEY

(N=1000 Universe Likely Voters 2018) | McLaughlin July 2018 Online Omnibus Survey

Background: The following 3 questions were included in the McLaughlin Associates Online Omnibus Survey fielded July 18–July 24, 2018.

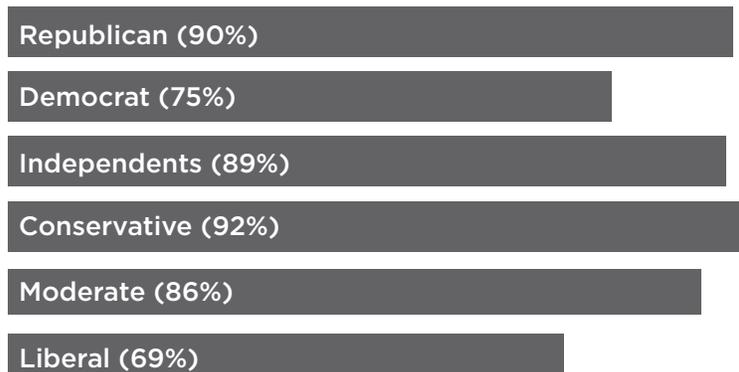
HIGHLIGHTS: (1) WHICH ONE OF THE FOLLOWING BEST DESCRIBES YOUR THOUGHTS ABOUT THE MIDTERM ELECTION?



Democrat women are twice as likely as GOP and Independent women to say we would benefit from more women in Congress and would consider gender when voting:



Majority of ALL party affiliations **and** political ideologies felt that gender is NOT a determining factor:

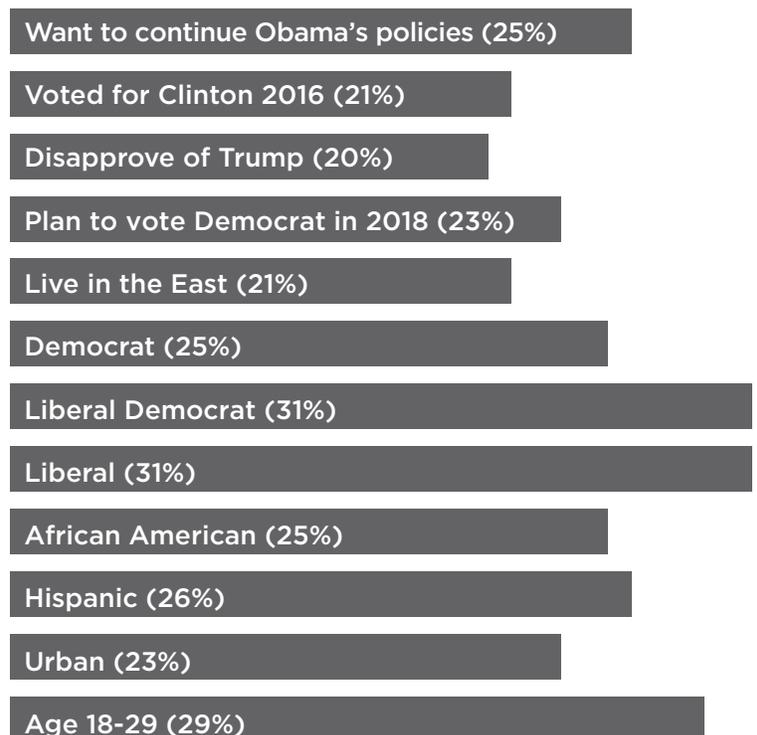


The majority of respondents (**85%**) felt that gender is NOT a determining factor in deciding who they would vote for in the mid-term elections

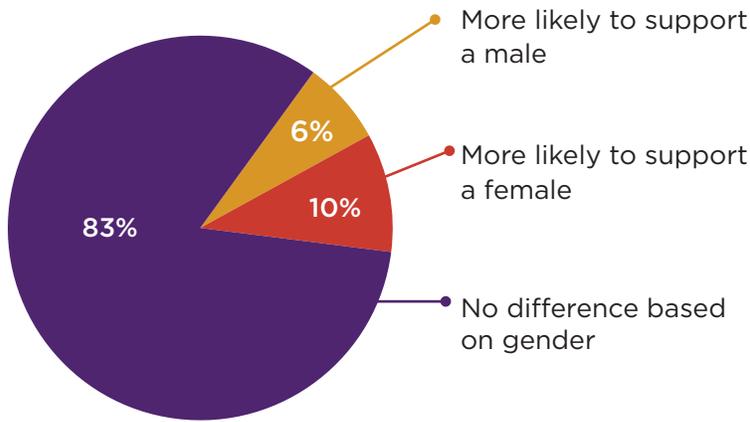
Majority of women (**84%**) felt that gender is NOT a determining factor in deciding who they would vote for in the mid-term elections. This was nearly identical to men (**85%**).

Although the majority of respondents in each of the following sub-groups said that gender is NOT a deciding factor, these groups had the highest incidence of respondents who **did** feel that we should have more women in Congress **and** that they **would** seriously consider the candidate's gender in deciding who to vote for.

Percentage of each sub-group who feel that we should have more women in Congress **and** that they **would** seriously consider the candidate's gender in deciding who to vote for:



HIGHLIGHTS: (2) ARE YOU MORE OR LESS LIKELY TO SUPPORT A CANDIDATE BECAUSE THE CANDIDATE IS MALE OR FEMALE?



The majority of respondents (**83%**) said gender would make NO difference in their likelihood to support a candidate.

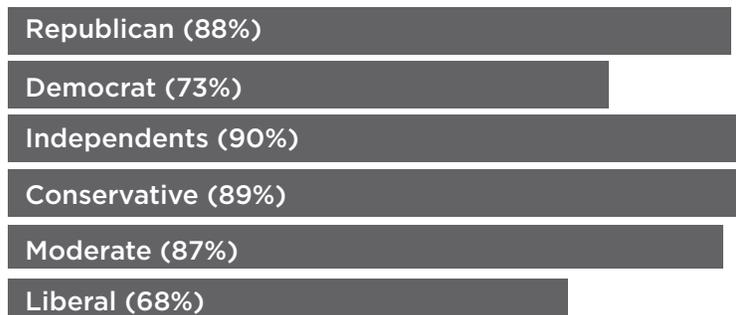
Majority of women (**84%**) and men (**83%**) said gender would make no difference.

13% of women said they would be more likely to support a candidate who is female while **10%** of males said they would be more likely to support a male.

Importantly we see that Democrat women are significantly more likely than Republican and Independent women to say they are more likely to support a female candidate *because she is female*.

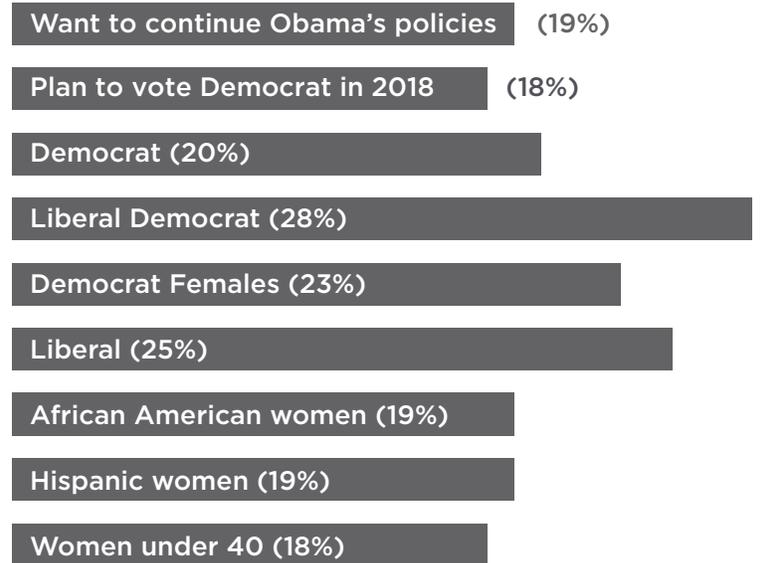


Majority of ALL party affiliations and political ideologies said gender would make NO difference in their likelihood to support a candidate.

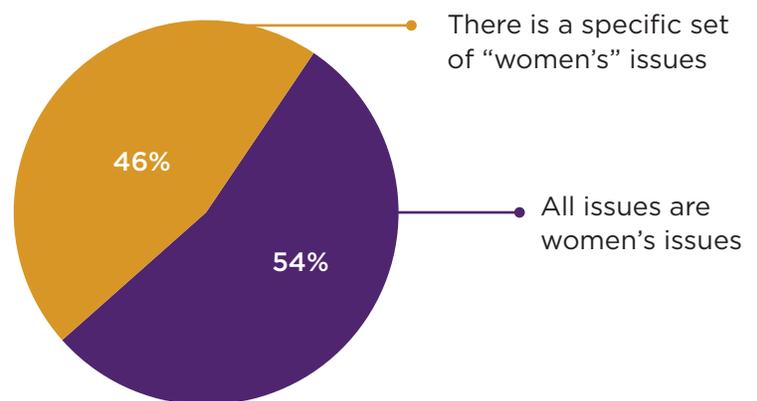


Although the majority of respondents in each of these sub-groups below said gender would make NO difference in their likelihood to support a candidate, the following had the highest incidence of respondents within that group saying they would support a candidate because they are a woman.

Percentage of each sub-group who would support a candidate because she is a woman:



HIGHLIGHTS: (3) IN THINKING ABOUT ISSUES THAT ARE IMPORTANT TO WOMEN, SOME PEOPLE BELIEVE ALL ISSUES ARE WOMEN'S ISSUES, WHILE OTHERS BELIEVE THERE IS A SPECIFIC SET OF "WOMEN'S" ISSUES. WHAT DO YOU THINK?



57% of women believe all issues are women's issues versus **43%** who believe there is a specific set of "women's" issues.

51% of men believe all issues are women's issues versus **49%** who believe there is a specific set of "women's" issues.