# Taking Action – No Excuses!

## EMPOWERMENT

**Lucy Gettman, MA, MSW**

**Women In Government**

February 7, 2020

# State of Play…

1. *There are a record number of women state legislators this year: 2100+ or 29% of all state legislators*
2. *34 of the 50 states individually have a record number of women legislators – including Tennessee!*
3. *56 Women Members of Congress are former state legislators*
4. *The Women's Suffrage Centennial in 2020 will spotlight women in political leadership*
5. *Oh, and 2020 is a presidential election year…*

# Today…

Who’s in the room?

Flashback

Flash Forward

# Who’s in the room?

How many:

Elected officials?

Appointed officials?

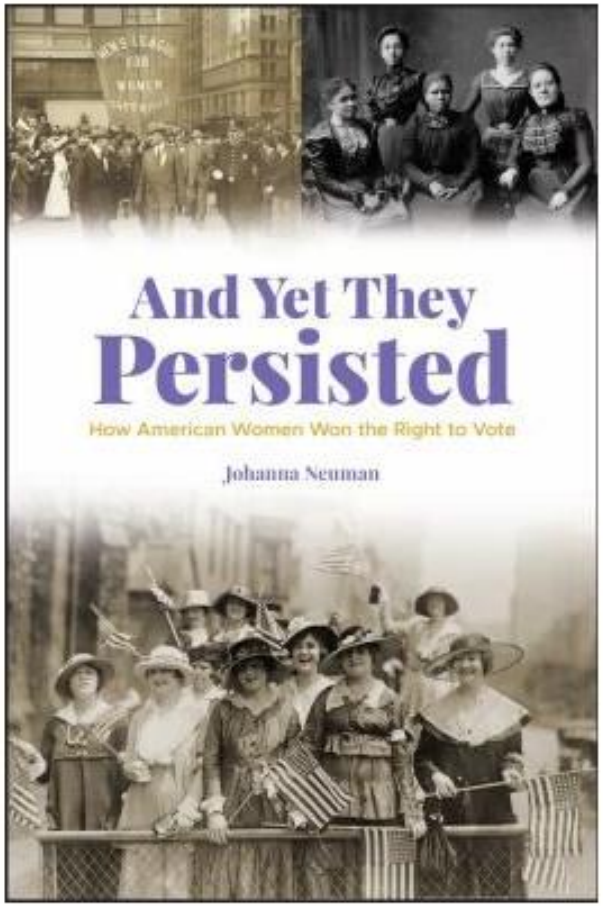
Other public servants?

Smart, passionate, savvy, change agents?

# And Yet They Persisted

## How American Women Won the Right to Vote

## Johanna Neuman



THE BARBARA LEE FAMILY FOUNDATION AND THE WOMEN & POLITICS INSTITUTE AT AMERICAN UNIVERSITY ARE PROUD TO PARTNER FOR GENDER ON THE BALLOT, A NONPARTISAN PROJECT TO EXAMINE AND CONTEXTUALIZE GENDER DYNAMICS IN THE 2020 ELECTION CYCLE.

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# Flashback: Who said it?

"To get the word 'male' in effect out of the Constitution cost the women of the country fifty-two years of pauseless campaigning…During that time they were forced to conduct

**56** campaigns of referenda to male voters;

**480** campaigns to urge Legislatures to submit suffrage amendments to voters;

**47** campaigns to induce State constitutions to include women suffrage planks;

**30** campaigns to urge presidential party conventions to adopt woman suffrage planks in party platforms; and

**19** campaigns with 19 successive Congresses."

**Carrie Chapman Catt, Nat'l American Woman Suffrage Assn.**

# Stepping Up and Standing Out

Research on women's political participation and what it means in 2020

# Research Methodology

**600** Women

**200** Men

*Online Interviews*

**Likely 2020 Voters**

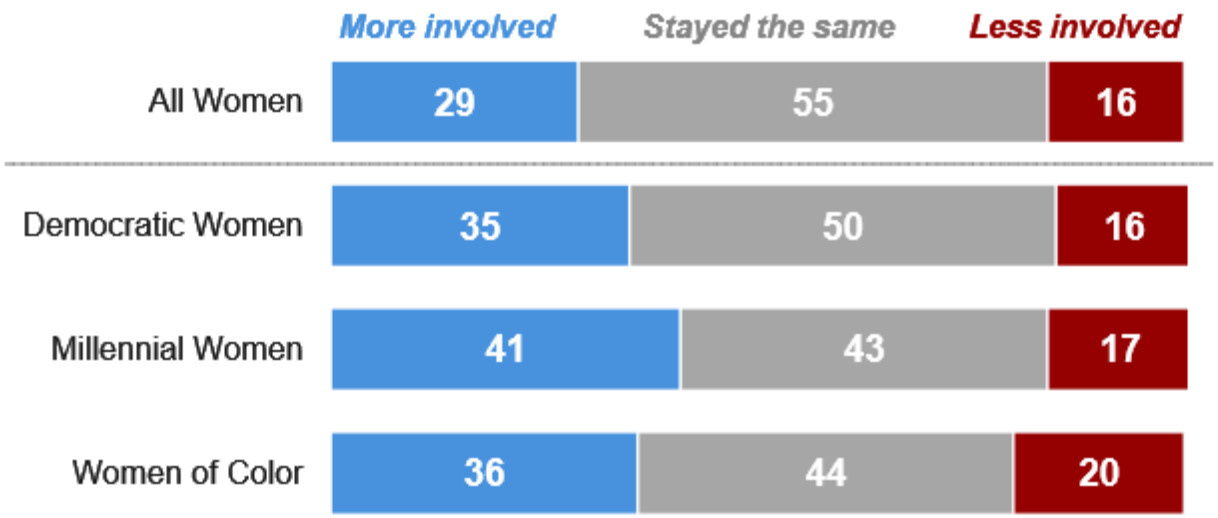
| December 2019 | | | | | | |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Benenson Strategy Group conducted 800 online interviews with likely 2020 general election voters in the United States from December 5th-12th, 2019. The sample was weighted to ensure it is proportionately representative of likely 2020 general election voters nationwide.

- ✓ The margin of error is ± 3.39% at the 95% confidence level. It is higher among subgroups and for questions with smaller base sizes
- ✓ Due to rounding, answer choices may not always add up to 100%

# 2016 marked a new era of women's involvement in politics

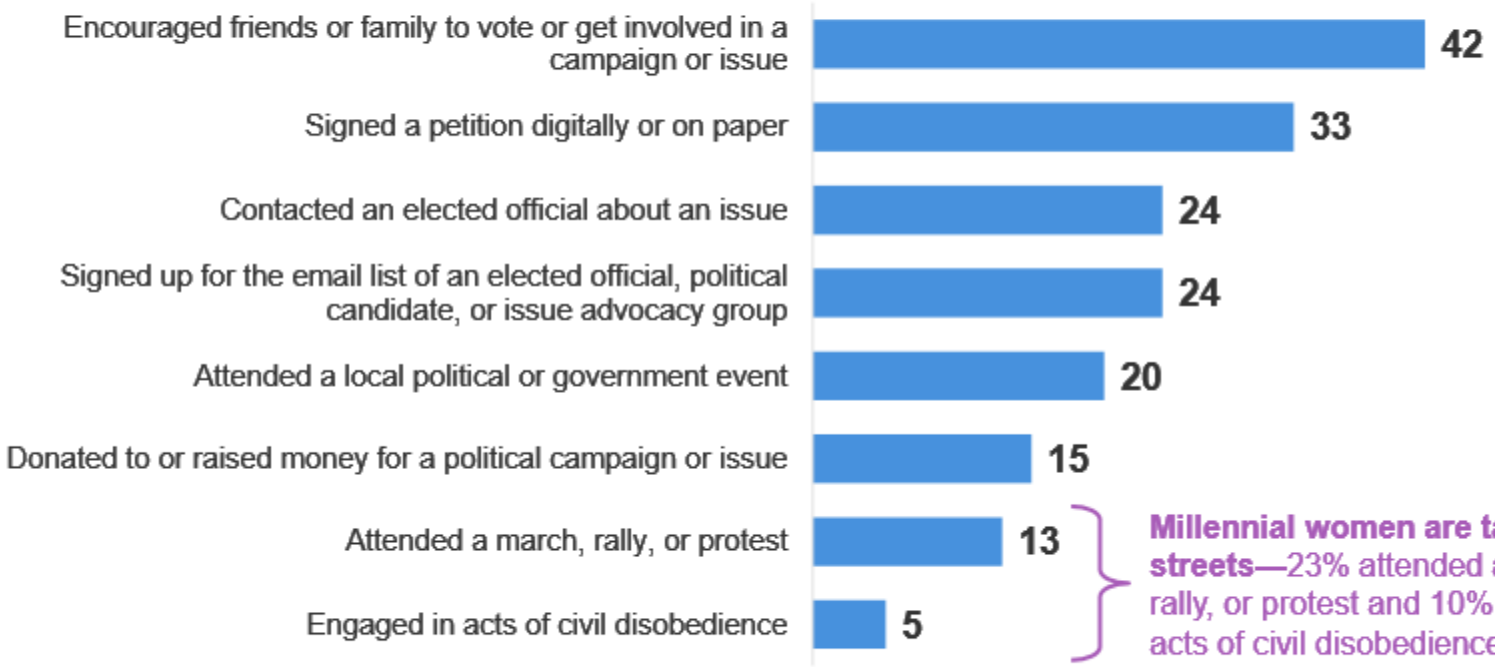
*Thinking back over the last few years, how would you describe your involvement in political issues or campaigns?*




Looking ahead, **only 9% of women** said they expect to be **less politically involved in 2020.**

# Women are participating in a range of political activities

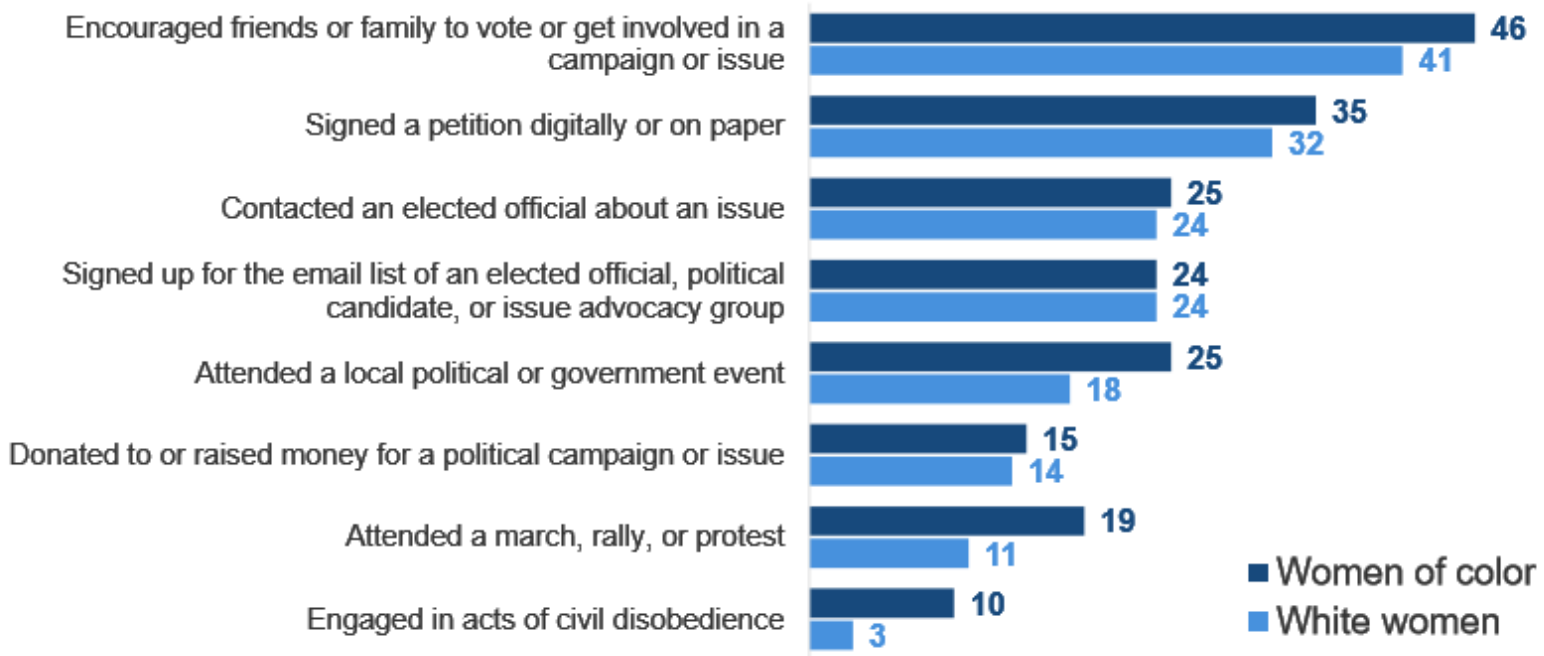
***% of women voters who said they have taken each of the following actions in the past few years***



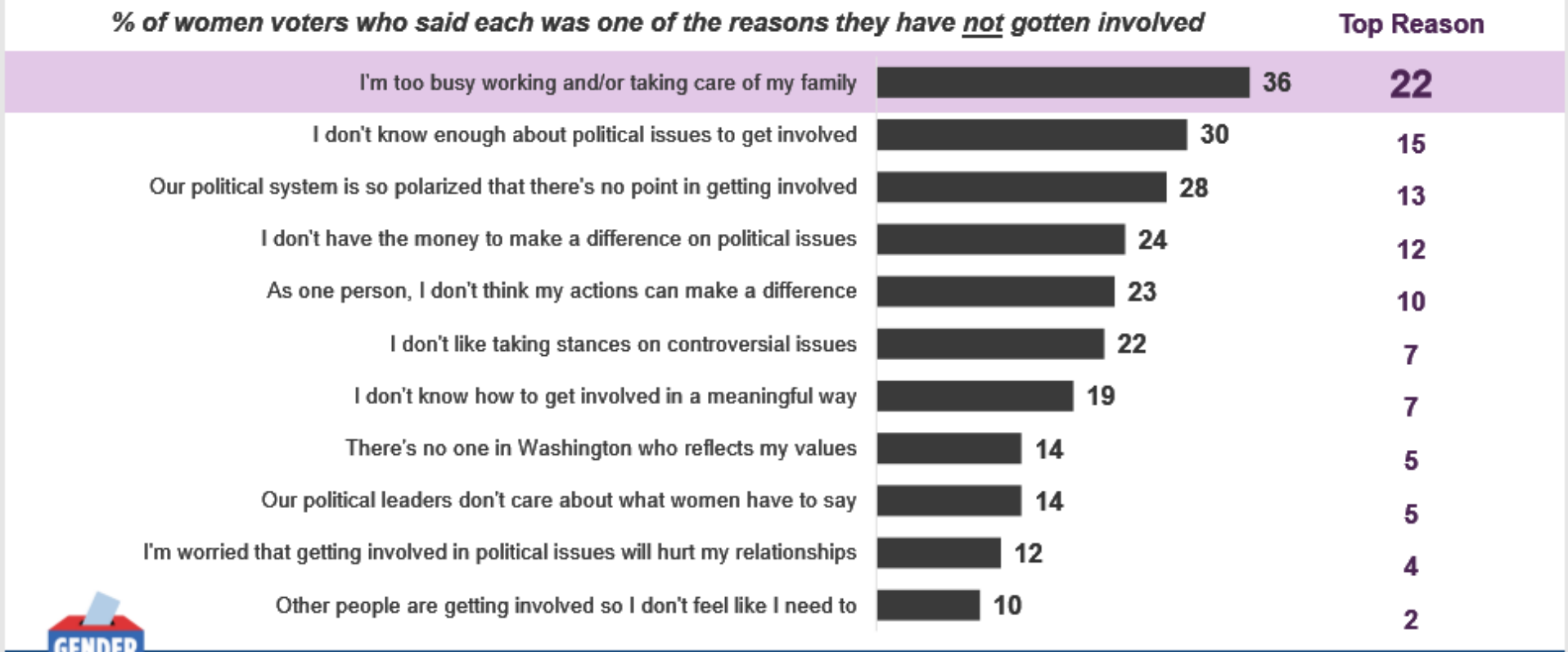

**Millennial women are taking to the streets**—23% attended a march, rally, or protest and 10% engaged in acts of civil disobedience.

# Women of color are stepping up and standing out

*% of women voters who said they have taken each of the following actions in the past few years*



# Time is the biggest barrier for women's political participation




GENDER ON THE BALLOT

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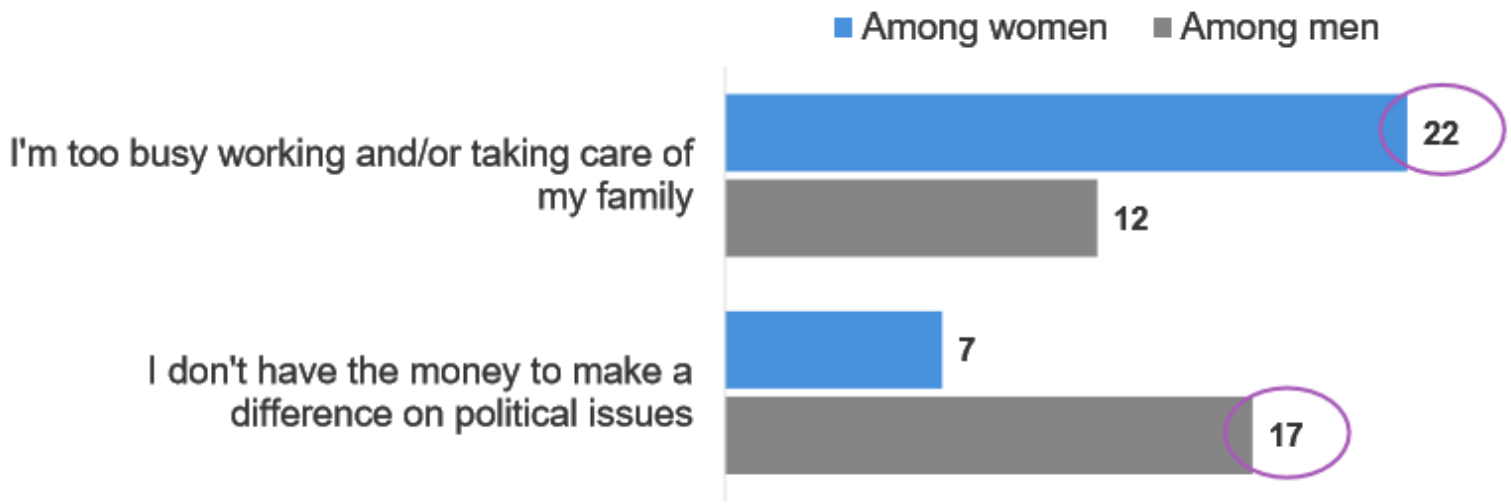
School of Public Affairs

BARBARA LEE FAMILY FOUNDATION

# Key distinction: women are less likely to view money as an obstacle

*% of voters who said each was their **top reason** for why they have not gotten involved in political issues or campaigns*



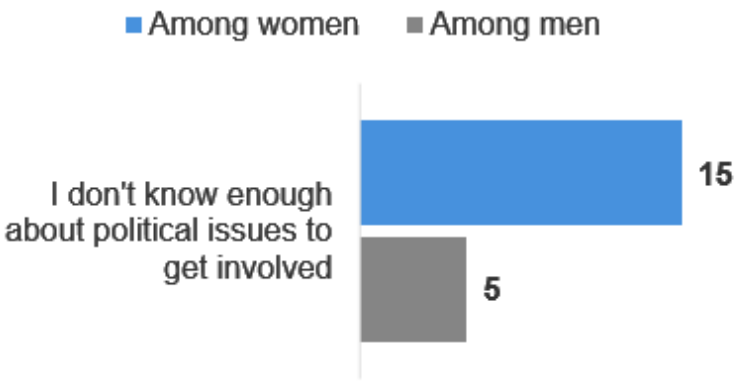
# Confidence in their own political knowledge is a barrier unique to women

*% of voters who say they get news from each of the following sources **once a day or more***

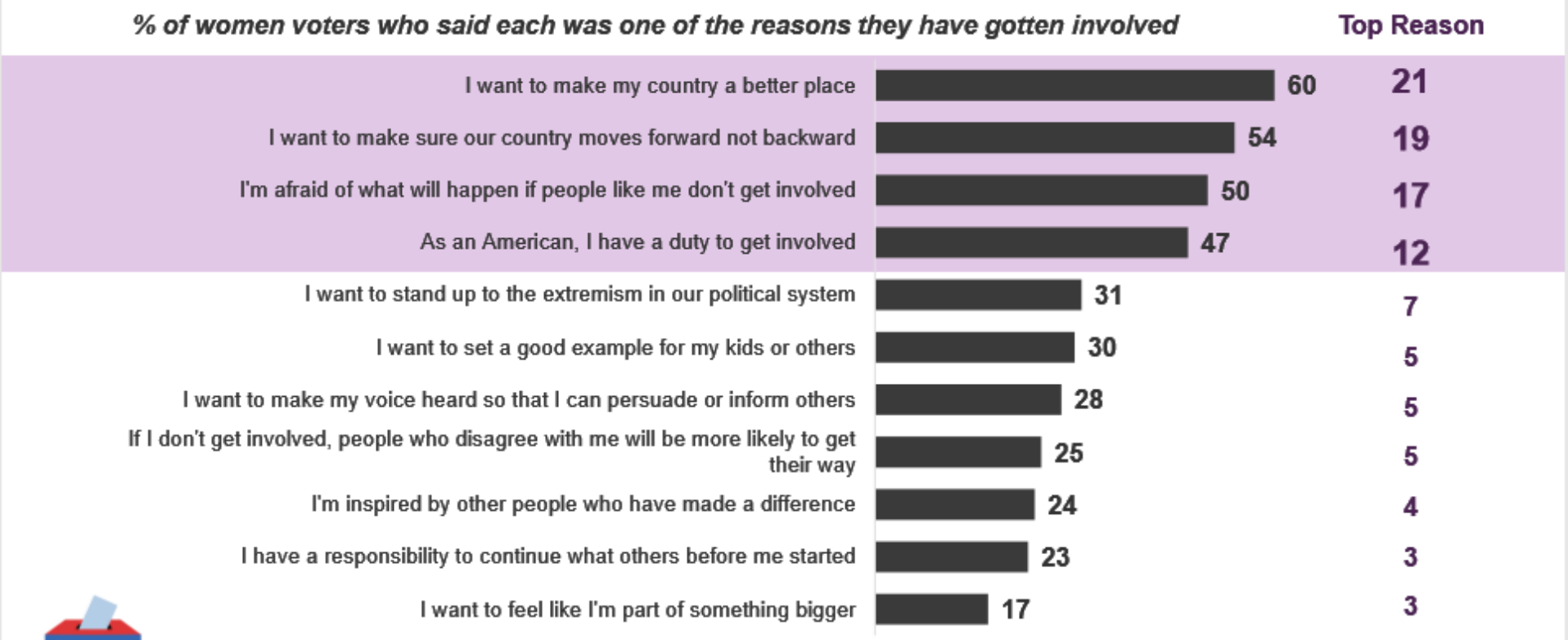
| | Women | Men |
|---|---|---|
| Broadcast network news | 21% | 21% |
| Cable News | 16% | 19% |
| Social Media | 15% | 13% |
| National Newspapers | 6% | 7% |

Women are **3x more likely** than men to choose **"I don't know enough about political issues to get involved"** as their *top* reason

*% of voters who said each was their **top reason** for why they have not gotten involved in political issues or campaigns*



# Women are motivated by the aspirations they hold for their country

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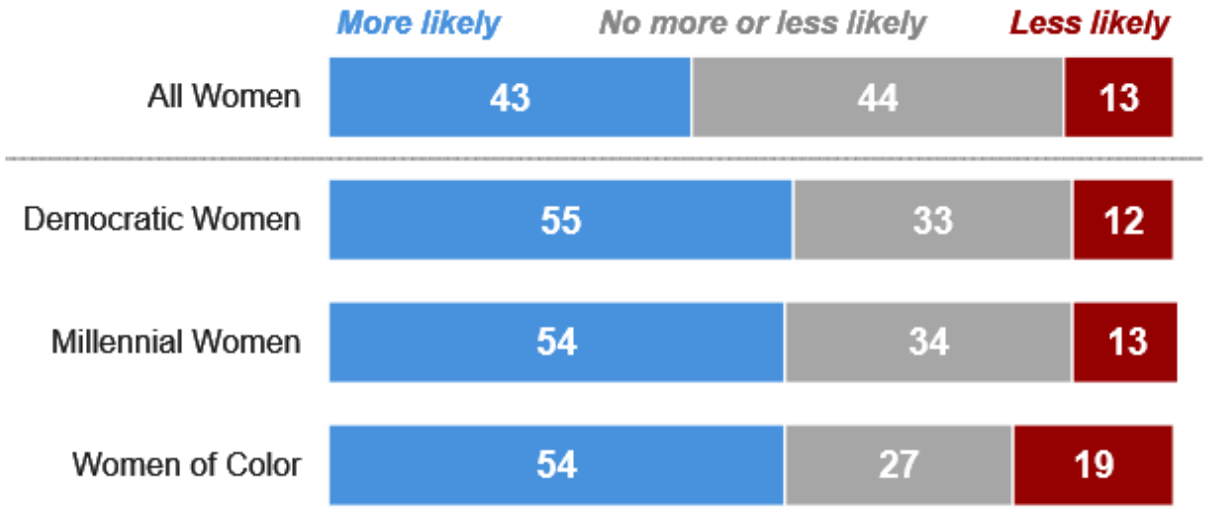
Barbara Lee Family Foundation

# Women are inspired by other women's political involvement

*Would you be more or less likely to volunteer for or donate to a **woman candidate**?*




**41% of Independent** women and **30% of Republican** women say they are more likely to support a woman candidate.

# Takeaways

1. The 2016 election marked a new era of women's involvement in political issues and campaigns & they ***show no signs of stopping*** in the 2020 election cycle.
2. Women are engaging in a range of activities but are particularly focused on ***encouraging friends or family to vote or get involved*** in a campaign or issue.
3. Despite increased involvement in political issues, women voters identified ***time as the biggest barrier*** to getting politically involved.
4. ***Confidence*** in their own political knowledge is also a barrier unique to women.
5. Women, on either side of the political aisle, are ***primarily motivated by the aspirations*** they hold for the country.
6. ***Women are inspired by other women***'s political involvement, especially when it comes to supporting women running for office.

# Flashback: Who said it?

"…the *states*, where the founders had invested so much power over elections, had become the *engines of social change* (emphasis added)."

Johanna Neuman, And Yet They Persisted

# And Yet They Persisted

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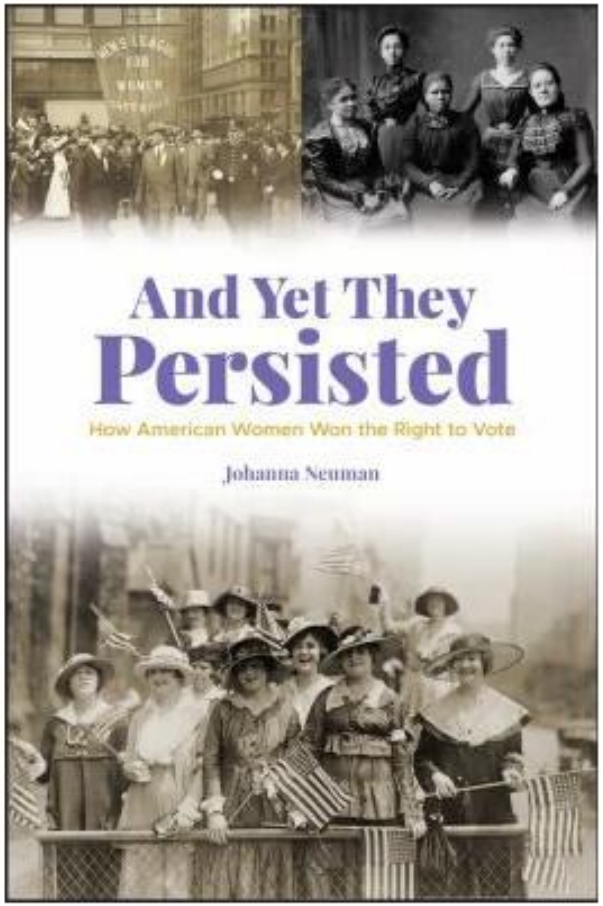

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# Your MCW Resources

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**#ConnectingLegislativeLeaders**