

Political Participation Among Politically Active Women Post-2016

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Abstract

Little research has looked into politically active women post the 2016 Presidential Election. Women are mobilizing at high rates and as we saw in 2018, they are running and winning offices across the Nation. Women hold strong political power and have been a key part of many political and social movements even before they got the right to vote. In the post 2016 era many things we thought we knew before about political participation have changed, but some themes still ring true today. I created a survey of 25 questions to uncover the attitudes and motivations of politically active self-identified women, as well as what messages work to motivate them. With the help of Virginia League of Women Voters and American University's Women and Politics Institute, I distributed my survey and received over 600 responses. Looking into this niche group, I uncovered that politically active women are highly involved, and the ones that are not, family responsibilities and time come in the way of political activities. Additionally, reproductive rights, health and justice is the key issue motivating women to get politically active today. When it comes to increasing their political activity, many women noted needed more tangible tasks from organizations and campaigns, even some at the local level. The themes and findings through this research are critically important as we head into the 2020 election cycle because women will be a force on the ground, at the ballot box, and getting elected into office. We need to learn from 2016 and politically active women in order to keep this momentum going.

Introduction

From the Temperance Movement to suffrage to fighting for equal pay and against sexual harassment in the workplace, women have influenced social movements and been a noticeable force in politics. In 1992, coined the "Year of the Woman," 24 women were elected to Congress - the largest number up to that point. Though women have always been politically active, women increased their participation in politics since 1992, especially following the 2016 election. On January 20, 2017, close to 4.1 million women nationally and 300,000 internationally took to the streets to protest not only the election of President Donald Trump, but other social issues deeply rooted in gender inequality. Women sent a message that this was just the beginning (Chenoweth, 2017). Followed by #MeToo and #TimesUp, more women spoke up about injustice and the need for greater female representation in government. On November 6, 2018, their message was actualized when 102 women were elected to Congress, 35 of them winning for the first time, marking the largest representation by women in U.S. history at 23.4 percent (DeSilver, 2018). Women did not just win in record numbers at the ballot box in 2018, they were also mobilizing in massive amounts on the ground to help elect more women to office. Voter turnout increased by 12 percent among women from 2016 to 2018 (Bureau, 2019). Mobilization was unlike any other year previously, with women of color leading mobilization efforts across the country, amounting to a 37 percent increase in the number of women of color voters compared to 2016 (Chiu, 2019). Mobilization of friends and family played a key role in the higher turnout among women of color voters with 84 percent of black women, 75 percent Asian American Pacific Islander (AAPI), 72 percent Native American, 70 percent Latinas, compared to 66 percent of white women mobilizing their friends and family to vote (AAPI Civic Engagement, 2019).

Women's overall civic and political engagement has increased since 2016, surpassing that of men, and making them a crucial group to mobilize when it comes to issues and elections (Jones, 2018). Women have historically been underrepresented at every level of government. Yet, it has been shown that when more women are involved and represented in all levels of government, the policies enacted are more likely to benefit women in areas such as health care and education. Additionally, women are more likely to hold progressive views on policies involving social issues and intersectionality (Reinhold, 2008). Further, it has been shown that when young women see other women involved in politics, they see that

political participation is possible and become involved as well, a process described as the “role model effect” (Campbell and Wolbrecht, 2006).

2020 is a vital year to get women motivated on the ground, on campaign trails, and in political office. Young women, and adolescents specifically, have had the highest levels of activism and interest in political activities since the 2016 election (Campbell & Wolbrecht, 2019). Prior research has shown that when people are frustrated with their situation, they often disengage in the activity. For Democratic adolescents, the opposite happened in 2016 with more Democratic young women than ever wanting to throw their hat in the ring (Campbell & Wolbrecht, 2019). The first year after Donald Trump’s election was crucial to mobilizing women across the nation. 58 percent of women reported that since the election they pay increased attention to politics (Pew Research Center, 2017). While women have historically given less money to political campaigns and causes, the number of women donating to either a candidate or major issue increased by 284 percent in 2018, with women making the majority of top donors for large organizations (Zhou, 2018). While it is important to note that political activism and participation among young women increased in the post-Trump era, equally important is how they went about participating and merging old and new ways of political activism together. Women transformed their frustration over the outcome of the 2016 election into marches, town halls, protests, and campaigns to elect more women to elected office (Campbell & Wolbrecht, 2019).

Appealing to Women Voters

According to the Center for American Women and Politics, women have consistently voted at higher rates than men since 1980 (Connley, 2019). Women also tend to have different voter preferences than men (Holma, Schneider, Pondel, 2015). They also vote vastly different than men when it comes to issues and party lines. Women are more likely to care about issues such as health care, gender equality, reproductive health, gun violence, race relations, education, and inequality than men are (Deckman, 2018). A recent study showed that women vote 25 percent more Democratic than men in house elections and are more likely to identify as Democrat than men in general (Deckman, 2018). These differences in voting behavior between men and women make it reasonable to believe that men and women also differ in how and why they become politically motivated.

Understanding voting patterns and behavior of women allows campaigns and organizations to strategically message this group, though it is important to note that women are not a monolithic group by any means. For example, Latina women might list immigration as their top-priority issue while white women might emphasize health care (APPI Civic Engagement Fund, 2019). More recently, many young women have prioritized access to contraception and abortion as their top-order issues (Barbara Lee Family Foundation, 2012).

A University of Utah study, *Gender Targeting in Political Advertisements*, used a nationally represented sample of American voters to test identity-based appeals that are aimed at women to see if those types of advertisements worked to attract women voters. When viewing an identity-based message, such as a message about the Violence Against Women Act, women were more likely to vote for the candidate than if they were to see an issue-based control message from the candidate (Holman, Schneider, Pondel, 2015). This reinforces the idea that women respond to identity-based messages that they can relate to. They also found that although male and female candidates can use identity-based messaging and be successful to an extent, only female candidates can use these types of messaging to prime female voters (Holman, Schneider, Pondel, 2015). In other words, a message as such coming from a female candidate allows the female voters to relate and identify with the candidate more than a male candidate. An important finding from this study is that unintended audiences of these identity-based messaging, such as men, do not get turned away from a candidate that uses these messages to appeal to female voters (Holman, Schneider, Pondel, 2015).

Research Problem and Question

Few researchers have studied the impact of the 2016 election of Donald Trump on the participation of politically active women. In 2018, we observed a spike of women running in and winning

state-level elections, especially in Virginia. But as a whole, there has been little research on the motivations and attitudes of women post 2016. Additionally, few studies have focused specifically on politically active women, which may allow researchers to understand why and how women become politically engaged, why they remain engaged, and how to maintain their levels of engagement in 2020 and beyond.. Understanding politically active women will allow us to draw conclusions on how to attract apolitical women into politics at every level of government.

My core research questions, motivated by a desire to uncover the attitudes of politically active women, were:

- What is the new language or engagement tool to motivate and activate women?
- How do organizations capitalize on women’s anger, frustrations, and motivations?
- What ways are women getting politically active? Are they using traditional or new methods of political activism?
- Why are women getting politically motivated? What would make them increase their political activity?

Methods

Research Design

I created a 25-question survey to uncover the attitudes and motivations of politically active women and understand what messages work to motivate women to become politically active. I designed this survey to be both qualitative and quantitative in nature. Only individuals who responded as female, or identifying as female, were able to participate in this survey. This survey was intended for politically active women ranging on a Likert scale from 1 (least politically active) to 5 (most politically active). Women who responded below 3 were important to study because the barriers that keep them from participating in politics could be uncovered. Half of the survey questions collected information on the ways the respondents were politically active in 2016 and their motivations and attitudes towards the current political climate. The other half of the survey asked for their attitudes on certain issues (i.e. immigration). The last question of the survey asked “What would make you increase your political activity?” to gain a greater understanding of what would push women to become more active in politics.

Survey Method

The survey was created in Qualtrics and was launched midnight October 21, 2019 and closed at midnight on November 4, 2019, just before Election Day. The survey in full can be found in Appendix A.

The first part of the survey asked respondents demographic questions such as gender, age, race, education, marital status and political identification. The second part of the survey asked questions focused on political participation, wherein participants were asked to rank their activity level, as well as answer questions in response to how and at what levels of government they are politically active. In this question I defined political activity as:

- Volunteering
- Talking to friends and family about the current political climate
- Fundraising for a candidate or cause
- Donating money to a candidate or cause
- Attending a march or rally
- Voting
- Belonging to a political organization
- Signing petition
- Calling your representatives
- Canvassing/phone banking for a candidate or cause
- Urging friends to vote or run for office
- Running for office yourself
- Other: [Open ended]
- No

The next section of the survey asked participants about their attitudes toward the 2016 election and the current political climate. Following these questions, respondents were asked to identify their top three issues that motivate them to become politically active. Respondents were also asked which methods of communications from organizations and campaigns do they prefer, as well as what messages motivate them the most. The remainder of the survey asked respondents issue specific messaging questions such as, “Which issue within the environment do you think is most urgent to activate around?” The final question was an open-ended question that asked respondents what would make them increase their political activity.

In addition to this survey, I conducted six in-depth interviews with experts in the field of women and politics in order to gain a greater understanding of the political landscape today. Each interview lasted between 30 and 60 minutes, and each interviewee was asked the same questions, with some follow-up questions if necessary. The interviews were with experts from the Yale Women’s Campaign School, The League of Women Voters, Rutgers Center for American Women and Politics, Supermajority, Virginia’s List, and a political scientist from the University of Notre Dame. Each of these interviews supported my survey findings and gave me a more comprehensive understanding of how to motivate women to participate in politics in 2020.

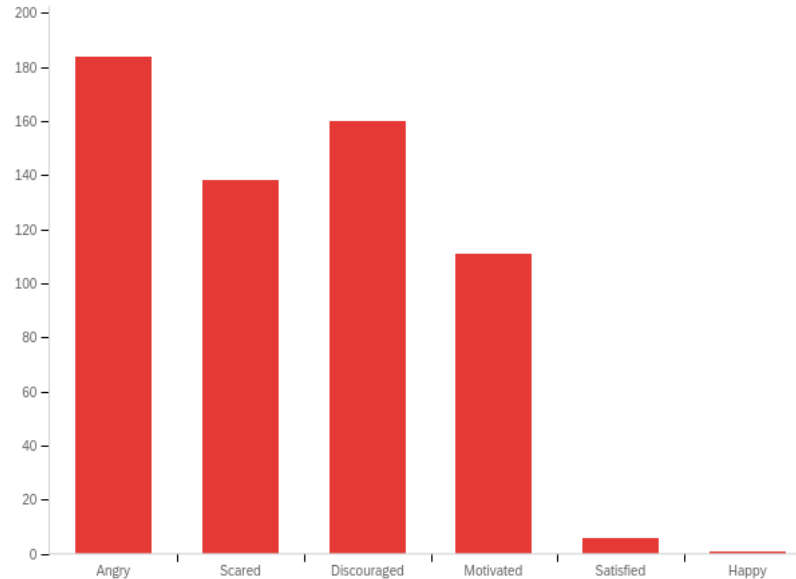
Distribution

During the early stages of this research, I contacted organizations including the League of Women Voters of Virginia and American University’s Women and Politics Institute to gauge their interest in distributing the survey to their members. Members of these organizations were presumably affiliated because of their above-average level of political participation. From October 21st to November 4th, each organization pushed out the survey’s anonymous link through their social media channels and email lists. Additionally, I and friends, family, and American University professors distributed the anonymous link through social media channels and email lists. Many of the individuals interviewed also shared the survey link with colleagues at their organization. More than 400 responses were recorded on the first day of the survey being live. A majority of these responses originated from the League of Women Voters of Virginia. The distribution from Qualtrics below illustrates how many people clicked and responded on the anonymous link from October 21st to November 4th. During this time period, many participants were working on the Virginia off-year election which was held on Tuesday, November 5th.

Results

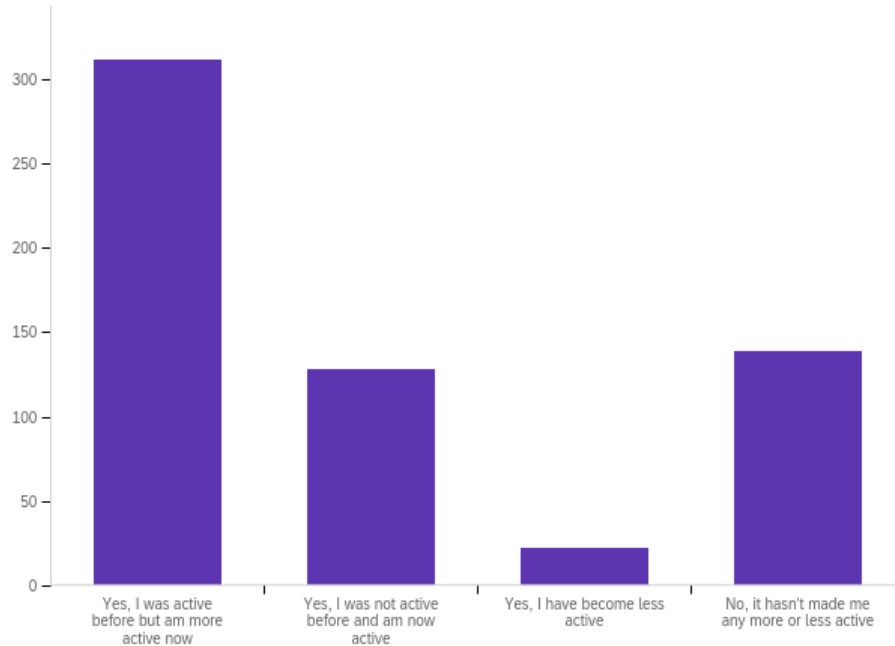
The survey was comprised of mostly Democratic (75 percent), white (85 percent), 61+ (41 percent), women (97%). When asked about their gender, 3 percent of respondents identified as “Prefer not to answer” or “Self-Describe” and were still able to complete the survey (Appendix B). 90 percent of respondents ranked their political activity as 3 or higher, with 1 being not at all active and 5 being very active. When asked how they felt about the current political climate, respondents most commonly indicated they felt angry, discouraged, and scared. Outside of these demographic findings, I will discuss several key findings below.

Figure 1: Respondents’ self-reported feelings toward the current political climate



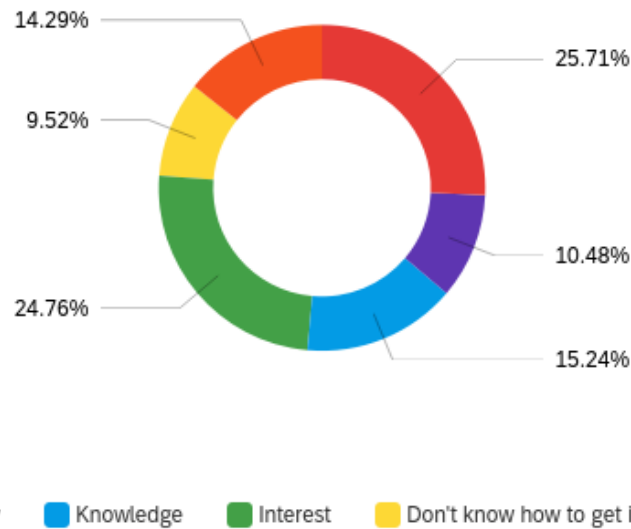
Women have always been politically active, even before they got the right to vote in 1919. Thus, high levels of political participation among women was not a new phenomenon in 2016. In my qualitative interview with Christina Wolbrech, a political scientist at the University of Notre Dame, she said, *“Women, for 200 years, have been central to political activism and social movements before even getting the right to vote.”* Similarly, Cara Bernard, Digital Communications Associate at Supermajority said, *“Women have been leading in a lot of ways prior to 2016. Women make up the majority of voters on campaigns, approaching the majority of donors, and also the majority of campaign staff. There’s been a lot of activism involved that women have already been involved in.”* These observations rang true in the survey with 51 percent of respondents saying that they were active before the 2016 election but are more politically active now - noting that the political environment has changed their level of political engagement. Further, women are not a monolithic group, and that was supported through my survey and interviews. Kelly Ditmar, Assistant Professor of Political Science, Center for American Women and Politics at Rutgers, said, *“Women do not all care about the same things or come to politics for the same reasons. How might this resonate with different groups? What priorities do we need to appeal to different groups?”* In the survey, 56 percent of respondents said that they are more motivated to increase their political activity when something affects either them or their family.

Figure 2: Respondents’ self-reported level of political engagement post-2016



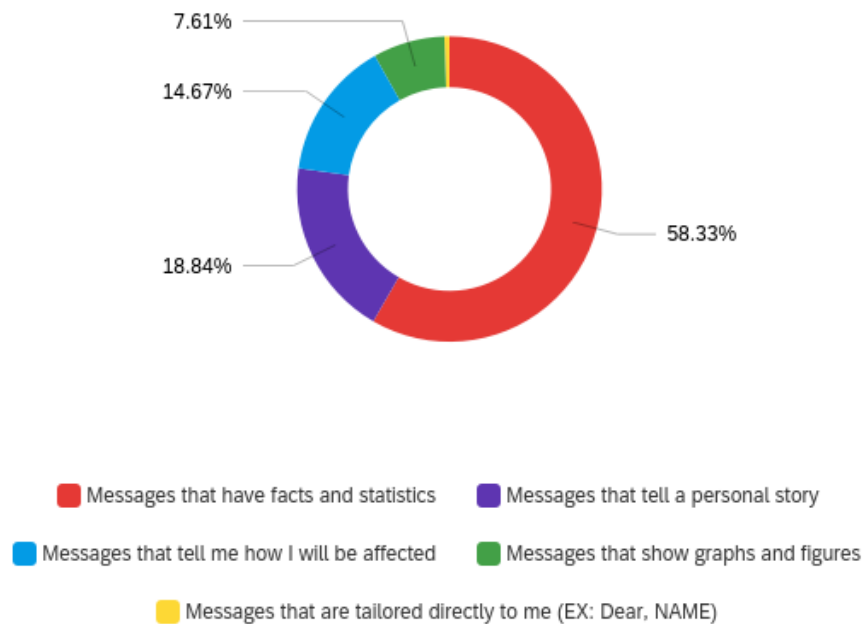
When asked to identify their top three motivating issues, reproductive health, rights, and justice, climate change, and gun reform were almost equally tied. Reproductive rights, health, and justice (43 percent) were the top motivators when the respondents were asked to rank their top three issues. Respondents were then asked to pick the most urgent issue to activate around within the reproductive health, rights and justice space, in which many said access to abortion.. The top three political activities respondents took part in were 1) talking with friends and family about the current political climate (13.7 percent), 2) voting (14.7 percent), and donating money to a candidate or cause (10.5 percent). Some respondents also noted in “other” that they currently work for a campaign or they help register people to vote which were two important political activities that were not reflected in my definition of political activity above. Top barriers to political participation were time constraints either from work and/or family responsibilities and not being energized enough by the candidate or party. An additional barrier raised by respondents was that they were currently maxxed out with their political activities, which is likely due to the highly politically active sample I surveyed.

Figure 3: Respondents’ self-reported barriers to political participation



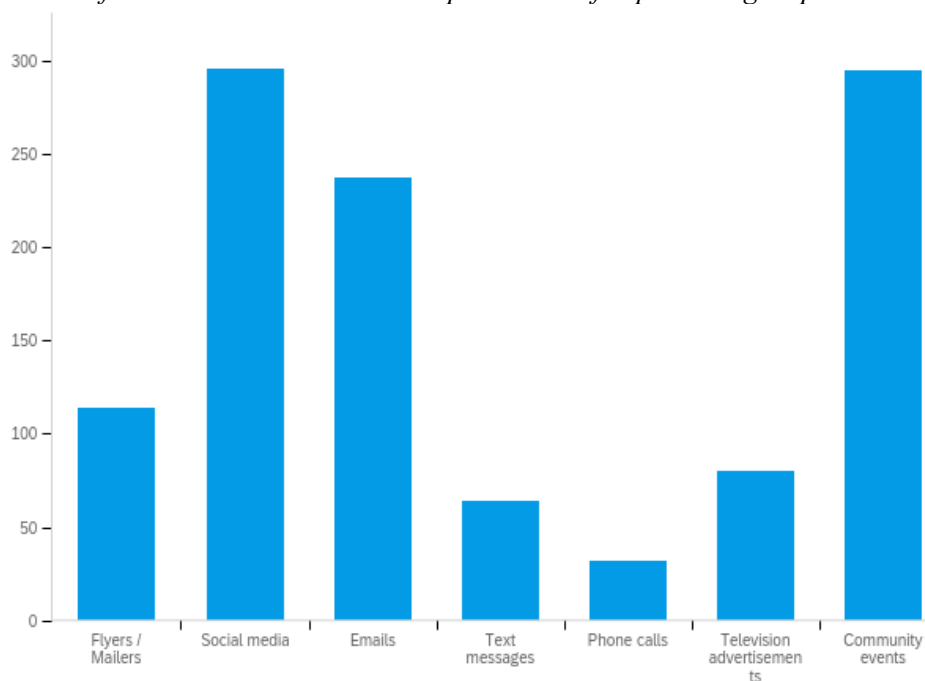
The ways in which women get involved in politics and which issues by which they are most motivated were key research questions. The study also sought to understand effective messaging tactics to motivate women to become politically active. Fifty-eight percent of respondents indicated that messages that contained facts and statistics were most likely to catch their attention. While storytelling is an effective communication tool, statistics and facts proved to drive women to become involved and increase their levels of confidence when speaking about politics. Like an earlier finding, messages with facts and statistics were more effective when they contained information about how it would affect the individual and their family personally.

Figure 4: Types of messages respondents self-report find attention-grabbing



Maggie Bush, Programs and Outreach Director at the League of Women Voters, said, *“Women get involved because they have a personal entry point and they realize that political activism and engagement is going to help their family and community - this still holds true today.”* Many respondents in the open-ended question described a lack of tangible tasks, steps, and communities they could be a part of and expressed wanting more organizations and campaigns to meet them where they are. Bush said, *“If we want to succeed in navigating this field, we have to recognize that and give them a place to do something with that energy - we do this by giving authentic volunteer experience in communities.”* The need for tangible tasks was also confirmed by Bernard from Supermajority who said, *“Being able to help connect and build that community is such a big part of Supermajority. It has tremendous potential to be pushed towards action by giving people specific actions to have them do something (I.E. Where to put their energy when it comes to the recent abortion bans).”* Community events (26 percent) and social media (26 percent) were the top two methods of communications from organizations or campaigns that respondents were most responsive to, followed by emails (21 percent) and mailers (10 percent).

Figure 5: Methods of communication to which respondents self-report being responsive



A theme that was apparent in both surveys and interviews, as well as prior research on the topic, was that many respondents felt like they did not know enough to get politically involved. Additionally, they did not feel confident enough in their own abilities to make a difference or to be involved in politics, whether that be running for office, volunteering for a campaign, or donating to a cause. Therefore, showing women that they can and will make a difference could increase their participation in politics at all levels of government. Scholars Campbell and Wolbrecht from the University of Notre Dame published a study in *The Journal of Politics* in 2006 that discussed women politicians as role models for adolescents. In this study, they discussed the role model effect, which states that the presence of visible female role models makes young women more likely to express an interest to engage in political activity as adults (Campbell and Wolbrecht, 2006).

Discussion

Researching only politically active women offered insight into what motivated and continues to motivate these individuals to be involved in politics. Prior research that examined this group could not be identified. Although the sample was small and not generalizable, the results from this research offer a glimpse into the world of politically active women and expose their attitudes towards politics. One of the

biggest takeaways of this research is that women are angry and mobilizing following the 2016 election. Many women expressed a desire to increase their level of political participation, but cannot do so because of family responsibilities and/or time constraints. This finding is supported by previous research, which found that family responsibilities acted as a barrier to their political participation. Another theme identified in prior research and the current study was women not having confidence in themselves to participate in politics. Fortunately, even though these same barriers are still hindering women from participating politically, we are seeing more women involved in politics than ever before.

The survey was successful in answering the core research questions. I found that messages containing facts, statistics, and information regarding how the recipient will be affected by the policy, action, or candidate are most effective in mobilizing women. Messages that focus on the top issues of the day, such as reproductive health, rights and justice, are important to disseminate. In order to capitalize on the energy and anger women feel in relation to the current political climate, women and communities must be presented with tangible tasks to increase their participation. While most women reported being politically active at the federal level, many also expressed a desire to get involved in local politics. Women are using traditional ways to become active, such as talking to friends and family, voting, and donating to campaigns, but they are also highly active on social media. With more people using social media as a form of political activism, tangible tasks that incorporate social media and tasks that can be completed over the phone might increase the political activity of women who have competing responsibilities. Of course, we can never overcome all the barriers women face when it comes to political participation, because every woman experiences different barriers. Though the barriers to political participation are as diverse as women themselves, organizations and campaigns can work to make participation easier by understanding those that are most common.

Shortly after I concluded this research and capstone, American University's Women and Politics Institute at and the Barbara Lee Family Foundation's Gender on the Ballot initiative conducted research on what motivates women to become politically active and what their participation looked like heading into 2020. Their survey was a national random sample of 600 women and 200 men. Their key findings were 1) Talking to friends and family is the top activity for becoming active in politics, 2) Family and time serve as the biggest constraints on participation, 3) lack of confidence is also a barrier, and 4) many women reported they have become more politically active since 2016. These key findings further supported and validated my results.

Limitations

Overall, the survey's response rate exceeded expectations for typical voluntary surveys, with 635 responses recorded over the course of two weeks. Most of the findings were supported by previous literature on issues that motivate women to get politically active (i.e. health care, reproductive rights, climate, education, etc.). There are a few demographic characteristics that limit the survey's statistical significance and generalizability. First, the majority (41 percent) of respondents were 61 or older, possibly skewing the data and producing results that are more so aligned with that age group. Despite the majority of respondents being over the age of 61, the younger and older demographics recorded similar responses. One question that produced different responses between age groups was the source from which people get their news. 17 to 45-year olds mostly listed social media and the internet as their top two sources, while individuals 61 and older mostly reported newspapers. Additionally, the question on how often respondents use social media for activism was either daily or never, with the majority of individuals 61 or older primarily indicating they never used social media in this way.

Another limitation of this survey is that most of the respondents were located in the DMV area and not nationally representative. If the survey was nationally representative, it is likely that the responses and demographics would be more variant. In the final open-ended question, many respondents noted that they are currently maxed out due to the Virginia off-year election that was taking place on November 5th. Having this election take place so close to the election possible skewed the data for that question in a sense that many were very involved in the election through working on a campaign, raising money, canvassing, registering people to vote, etc.

Respondents were overwhelmingly (86 percent) white therefore skewing the data to reflect one race group. Additionally, an overwhelming majority (93 percent) were highly educated. I expected these results considering the demographic makeup of the groups I worked with were mostly older, educated, democratic white women. Due to the make-up of respondents being mostly white, educated women, it is not at all representative of women in America. A policy issue that was a top priority for an individual taking this survey is likely different than that of a minority woman who lives in the Midwest and has a lower income and educational status. I urge future researchers on this topic to ensure their samples are nationally representative of politically active women.

Conclusion

I set forth on this research to dig deeper into the motivations of politically active women. While the results may not be generalizable, some themes identified may be felt across demographics. These are the five key takeaways from this study that I hope others can reflect upon for future elections.

1. **Reproductive rights, health, and justice are the number one motivators for political participation:** With the Trump Administration's stances on Title X, abortion bans, and lack of access to affordable birth control, many women reported this issue as their primary motivating factor to get politically involved.
2. **Women want more tangible tasks, events, and groups to attend:** Women reported time and family responsibilities as the biggest barriers when it comes to increasing their political activity. Many reported they are more interested in and able to get involved at the local level. Creating actionable, tangible tasks that they can perform remotely or at their local town hall may increase political participation.
3. **Women are not a monolithic group:** Women reported getting more involved in politics when a candidate or organization focuses on issues that affected them personally. Women's participation and attitudes toward politics are different due to the socioeconomic factors that affect all women differently. Talking about issues with an intersectional lens is essential to celebrate and center marginalized voices.
4. **Show the proof:** While storytelling is an effective communication tool, the majority of women reported that they are motivated the most by statistics, facts, and figures. Women reported higher confidence when they are equipped with facts and statistics they can then share with family and friends.
5. **Inspire more women to get involved by demonstrating that they can make a difference:** Messages that focus on what will happen without women's representation inspire them to become more politically active. Paired with organizational support, such as training, money, and support groups, women are more likely to succeed and increase their confidence in political participation.

When it comes to mobilizing women, campaigns, universities, and organizations need to have a deep understanding of their base, how to keep their base engaged, and how to attract more women to their cause. Politically active women are the future, women are the future.

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APPENDIX A

Women and Politics Survey

Q1 This research project is being conducted by an American University Masters student for her capstone project. The purpose of this research project is to gain a greater understanding of attitudes and messages that resonate with women involved in politics.

You will be filling out an online survey of 25 questions that will take between 5 and 10 minutes. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. This survey is completely voluntary and you can stop or disengage at any point. The result of this study will be used for scholarly purposes only and may be shared with American University representatives.

I agree to participate in this research study

I do not agree to participate in this research study

Q2 Which of these **best** describes how you identify?

Male

Female

Self Describe: _____

Prefer not to answer

Q3 How old are you?

17 or younger

18-29

30-45

46-60

61 or older

62 Prefer not to answer

Q4 Which racial or ethnic group do you **most** identify with?

White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa

Black or African American - A person having origins in any of the Black racial groups of Africa

American Indian or Alaska Native - A person having origins in any of the original peoples of North and South American (including Central America) and who maintains tribal affiliation or community attachment

Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, "Spanish origin," can be used in addition to "Hispanic or Latino"

Asian - A person having origins in any of the original peoples of Far East, Southeast Asia, or the Indian subcontinent including, for example Cambodia, China, India, Japan, **Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam**

Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands

Self Describe: _____

Prefer not to answer

Q5 Which of the following best describes your highest level of education completed?

Some High School

High School

Bachelor's Degree

Master's Degree

Ph.D. or higher

Trade School

Prefer not to answer

Q6 What is your relationship status?

Married

Widowed

Divorced

Separated

Single

In a relationship

Living with a partner
Prefer not to answer

Q7 How would you **best** describe your political identification?

Democrat
Republican
Independent
Something else

Q8 On a scale of 1 to 5 how would you **best** describe your political activity since 2016?

1 Not at all active
2
3
4
5 Very active

Q9 What barriers prevent you from being more politically active? (Check all that apply)

Time
Money
Knowledge
Interest
Don't know how to get involved
Other: _____

Q10 Which political activities do you currently partake in? (Check all that apply)

Volunteering
Talking to friends and family about the current political climate
Fundraising for a candidate or cause
Donating money to a candidate or cause
Attending a march, protest, or rally
Voting
Belonging to a political organization (I.E. Sister District, Swing Left, etc.)
Signing petitions
Calling your representatives
Canvassing/phone banking for a candidate or cause
Urging friends to vote or run for office
Running for office yourself
Other: _____
None of the above

Q11 Which level of government are you the **most** active and/or interested in?

Local
State
Federal
None

Q12 Which emotion **best** describes how you feel about the current political climate?

Angry
Scared
Discouraged
Motivated
Satisfied
Happy

Q13 Has the 2016 election and the current Administration changed your level of political engagement?

Yes, I was active before but am more active now
Yes, I was not active before and am now active
Yes, I have become less active
No, it hasn't made me any more or less active

Q 14 Please choose below your top **three** issues that motivate you the most to become politically active.

Reproductive health, rights and justice

When I see wrong-doing throughout the country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When something on the world stage catches my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Which messages are you **most** likely to pay attention to?

- Messages that have facts and statistics
- Messages that tell a personal story
- Messages that tell me how I will be affected
- Messages that show graphs and figures
- Messages that are tailored directly to me (EX: Dear, NAME)
- None of the above

Q 18 Which **two** methods of communication from organizations and/or campaigns are you **most** responsive to?

- Flyers / Mailers
- Social media
- Emails
- Text messages
- Phone calls
- Television advertisements
- Community events

Q19 Which issue dealing with the environment do you think is **most** urgent to activate around?

- Climate change
- Clean air and water
- Fossil Fuels
- Renewable energy
- Greenhouse gasses
- Emissions
- Sea-level rising
- Carbon dioxide (CO2) levels
- Other _____

Q20 Which issue dealing with guns do you believe is the **most** urgent to activate around?

- Banning all guns
- Banning assault style weapons, high capacity magazines, and bump stocks
- Arming teachers and officials in schools
- Background checks
- Gun control
- Gun violence
- Second Amendment right
- Gun safety
- Common sense gun reform
- Other _____

Q21 Which issue dealing with voting rights do you find **most** urgent to activate around?

- Gerrymandering
- Voter Restoration
- The Voting Rights Act
- Fighting Voter Suppression
- Promoting Access to the Ballot
- Other _____

Q22 Which issue dealing with immigration do you find **most** urgent to activate around?

- Families being separated at the border
- Illegal immigration
- Comprehensive immigration reform
- ICE raids
- Building a wall at the U.S. Mexico border
- Deferred Action for Childhood Arrivals Program (DACA)
- Other _____

Q23 Which issue dealing with women's rights do you find **most** urgent to activate around?

- Equal pay
- Paid family leave
- Sexual harassment and assault
- Access to abortion
- Access to contraception
- Reauthorization of the Violence Against Women Act (VAWA)
- Ratification of the Equal Rights Amendment (ERA)
- Other _____

Q24 Which type of media **best** describes where you get **most** of your information about recent or important events?

- Social media
- Internet
- Radio
- Television
- Newspapers
- Email
- Other _____

Q25 Which **best** describes how frequently you use your social media accounts as a form of political activism?

- Daily
- Weekly
- Monthly
- Yearly
- Never

Q26 What would make you increase your political activity? For example, if you are currently a volunteer what would make you run for office? If you are active on social media, what would make you canvass for a candidate?

APPENDIX B

Figure 6: Respondents' self-reported age

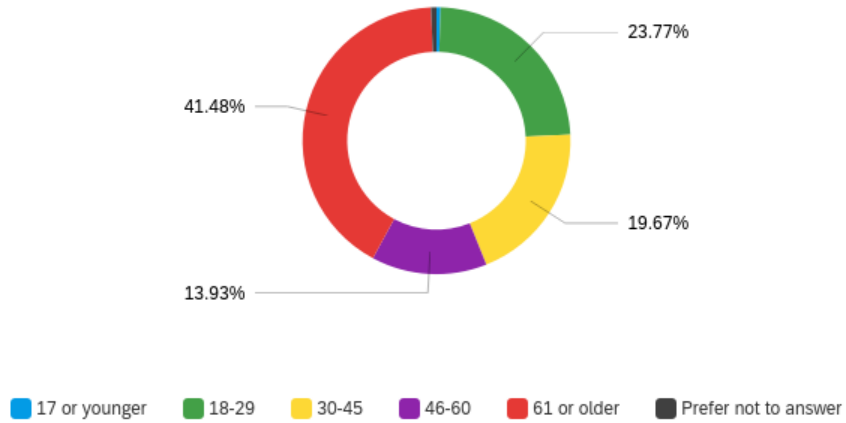


Figure 7: Respondents' self-reported ethnicity

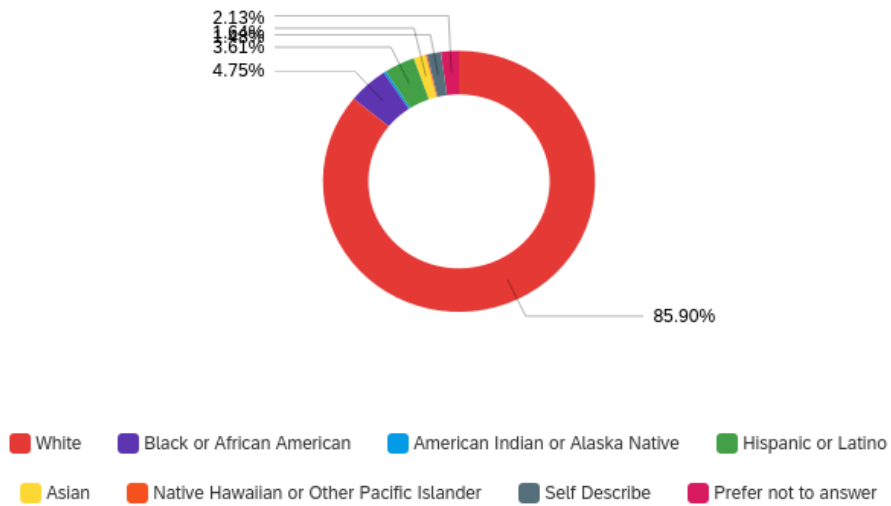


Figure 8: Respondents' self-reported education level

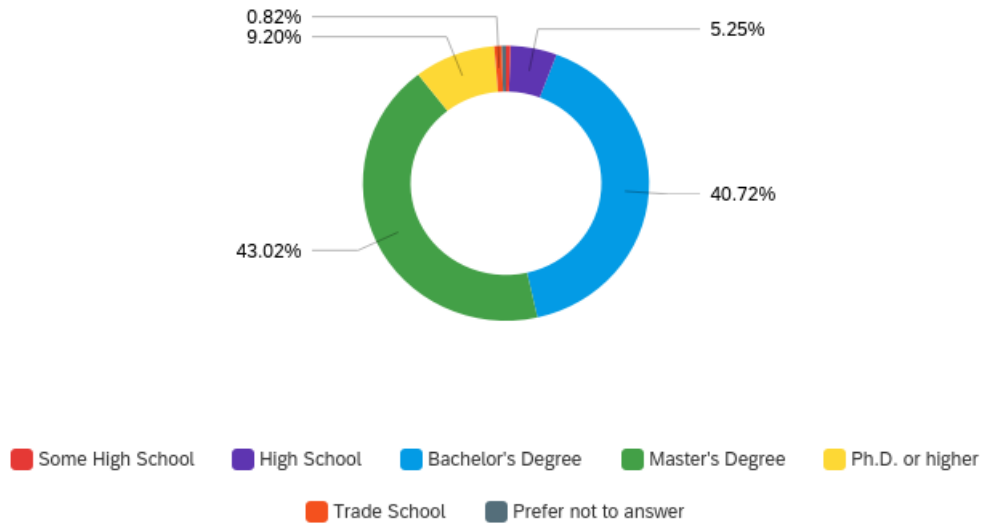


Figure 9: Respondents' self-reported political identity

