Swing Female Dial Groups

Las Vegas & Philadelphia Suburbs

May 7 & 9, 2012

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Methodology

- Fabrizio, McLaughlin & Associates completed a series of focus groups in Las Vegas and Philadelphia on May 7th & 9th, respectively.
- In each city two groups were conducted:
  - The first group consisted of female registered voters, likely to vote in 2012, who voted for the Republican for Governor in 2010, yet are leaning Obama or unsure in the 2012 Presidential election.
  - The second group consisted of female registered Republican or Independent voters, likely to vote in 2012, who did NOT vote in 2010, but are undecided or soft Obama voters.
- Focus groups are an excellent tool to find out how people interpret and react to stimuli. However, focus groups are not projectable onto a larger audience as a whole. Ten participants in a room are not a perfect microcosm of a larger audience. It is important to verify focus group findings with quantitative research.

Group Format

I. General issue discussion and post discussion dial audit
II. Congressional discussion and post discussion dial audit
III. Other issues - War on women, Contraception, Issues vs. Comfort, Generational challenges discussion and final dial audit

Key Take-Aways (1)

- The issues that matter the most to these women revolve around the economy and jobs. Health care was also important and the majority wants Obamacare repealed. Gas prices/energy was definitely an issue that impacted them personally and they told us how when prompted.
- No specific "women's issue" could be mentioned top of mind that invoked any type of passion. However, when the moderator brought up contraceptives, several of the women were vocal about the subject, as it was an issue they knew about personally.
- When discussing Congress, these women had very different views on the two parties. They viewed Democrats in Congress as wanting more government and government spending to be the solution to many of the nation's problems. In contrast the women stated Republicans in Congress want smaller government with lower taxes. Several of the women did point out that they felt Republicans in Congress had too narrow of a view on social/moral issues and that they were out of touch with the general population.
- There is very little knowledge of female members of Congress. On the Democrat side, many could name Nancy Pelosi and some mentioned Hillary Clinton as someone they thought was a current member of Congress. On the Republican side a few were able to name Michele Bachmann, and even fewer offered up Sarah Palin as an example of a Republican woman that was in Congress.

Key Take-Aways (2)

- Most of these women feel that their children's generation faces the toughest challenges. They are worried about the huge debt and the tough economy that their children will be inheriting. A case could be made that this generation needs to make the tough choices to protect the next generation.

General Issue Discussion Findings

Economy & Jobs (1)

- Not surprisingly, given the economic climates of these two states, the economy/jobs was the most frequently mentioned issue. A number of the women are, have been or will be, or know someone who is looking for a job. They told stories about themselves, friends and family members being unemployed. It took a long time to find a job for those that have been able to. Some have settled for jobs they feel overqualified for. College students are worried about what jobs will be available for them after they graduate, while a senior retired because she couldn't find a job.

"(I was unemployed for ten months. The firm I worked at dissolved. And what I didn't like about it was the way you have to go about finding a job. Well, I went to a couple job fairs and most of the job fairs wouldn't take your resume and they said, "Go online to find a job." You go online and you send in your resume. You never get a response. I think maybe they could at least let you know that you are not qualified or whatever. You just never ever hear from any of the companies. I probably applied for over 500 jobs and just nothing. And then one day I did get a job from Westchester, but it is just really, really hard." Voted in 2010, Philadelphia Suburb

"I also was unemployed for over two years and I finally got a job in a grocery store." Voted in 2010, Philadelphia Suburb

"I'm not looking anymore. I am going to retire." Did Not Vote in 2010, Las Vegas

"Even now, currently, I can only get a job at my school as work-study, but hopefully in the future I will be able to get a better job, too. But, also, I know for my dad, he was unemployed for almost three years. No, I take that back, it was closer to five years, and it just took him down so hard. His unemployment only lasted for a year and then they took it away from him and like the benefits and stuff. So it was just horrible and it really hurt our household. But, I mean, luckily he has a job now and he is up and going again. But I think he only got that for about a year." Voted in 2010, Philadelphia Suburb

"I had a job and then got laid off. So then I was trying to find the job that I have now and it took me a while to find a job. And then I don't have a college degree, but I know even people that do, it is really hard right now for them to find anything." Voted in 2010, Philadelphia Suburb

Economy & Jobs (2)

- Some of the blame is given to companies that move jobs overseas, with manufacturing and customer service call centers mentioned as examples. Women talked about buying American when they can, but costs of American products are more expensive and some can't afford to. Blame is also given to large retailers like Wal-Mart moving in and closing down local businesses. The cheaper prices for products are seen by some as a positive.

Respondent: I think it's people want to get a deal and they don't care about it. They want the short term, cheap food, cheap clothes.
Respondent: With some people, there is not a choice, though.
Respondent: That's what I was thinking.
Respondent: Right.
Voted in 2010, Las Vegas

"I think we need to start producing more in the United States instead of sending everything overseas. I think it needs to come back. I think the companies need to be penalized that are going overseas." *Voted in 2010, Philadelphia Suburb*

"My thing is it is really down to small business. I have a lot of family members in the Midwest that have all run their own small businesses, farms, stores. One thing is with them putting a lot of our things overseas all the way down to blue jeans and food and bringing that stuff back. They now have like SuperWalmarts in their area. They have these large stores. All their small like little markets… have all shut down because these places have moved in and they are bringing everything from overseas." Voted in 2010, Las Vegas

- Some blame Obama for not doing enough, while others give him credit for extending unemployment and helping the auto industry.

"Obama because he was handed the worst economic situation when he first took office and I think he has taken drastic steps. I have been a recipient of that. Romney would not have given a bailout to the large banks. The financial institution would have collapsed. He would not have shored up GM or Chrysler. All those automotive jobs would have been out of the country, would have just been gone, and all the residual jobs that come with that. And I think that he has been making progress. There has been a steady improvement in the job situation." Voted in 2010, Las Vegas

"I don't think they put much of a dent in the problem. I think you take one step forward and two back. I think a lot needs to be done." Did Not Vote in 2010, Las Vegas

"Since Obama took office, we have a net loss of jobs. To me that is a failure in a President." Voted in 2010, Las Vegas

Health Care (1)

- Most frequent reasons given to being opposed to Obamacare: the bill is too large and people don't know what is in it, despite the fact that a number of the women worked in the healthcare field. Healthcare, Medicare and insurance in general are seen as being confusing; Obamacare just adds to that confusion.

"I feel like with the ObamaCare that they have a 2,700-page bill that we know nothing about and I am very scared about that, and I think that there are alternative suggestions from different other people that should be looked at and I don't think we were told exactly what was involved in it…. " Did NOT Vote in 2010, Philadelphia Suburb

"Well, I think first and foremost that he did not even know what was in the 1400 pages. 'Sign it and we will tell you what is in it later.' And all the jobs that are going to be lost, there is so much intrusion." Voted 2010, Las Vegas

"I think really just it is too confusing for everybody involved. I think that people don't understand what their coverage is. They don't know where they can get it. It is just out of control." Did NOT Vote in 2010, Philadelphia Suburb

- Other negatives women said about Obamacare: government runs things poorly - can't even manage how they spend money now; government forcing people to buy insurance - people should be able to choose how to spend their money, they may need that money to pay the mortgage, costs will increase - paying for all of the additional people, taking us towards Europe and Canada - long waits for care, and cuts to Medicare - seniors are on fixed incomes.

"Now you have got a government that cannot even manage their own money. You are going to hand them something that is completely out of their ability to understand. These guys in government don't have absolutely any idea what goes on." Did Not vote in 2010, Las Vegas

"Health care is a huge part of the economy, and when I think of the implications of that, it really affects every health care provider down through the whole value chain of business. But in addition, it is going to come back to the consumer. So I see health care costs going up for everybody because now we are paying or would be paying for coverage for a full population." Voted in 2010, Philadelphia Suburb

"I think that he is trying to have the government in control of too much. Like I don't think that the government should force you to get insurance when you can't afford it, like choose your insurance over your mortgage." Voted in 2010, Las Vegas

"Canada surely doesn't have it right. I've got friends there that they wait months and months for a test that they are required to have." Did Not vote in 2010, Las Vegas

- Parts of Obamacare are seen positively: not allowed to refuse insurance coverage for pre-existing conditions and allowing children to stay on parents plan until they are 26.

"There are provisions in that bill that I do agree with, like any of you here that have children, if they turn 21 or 18, they can't be on your insurance anymore. Those children can stay on until they are 26." Voted in 2010, Las Vegas

"If they want to support health care, do something like okay, if you have a previous situation, they can't cut you out. That's good. Okay, there are a lot of people that have those issues." Did Not vote in 2010, Las Vegas

Health Care (2)

- The current system is not working. People fall through the cracks of the healthcare system; covered if you are really poor or rich, but you miss out if you are in between. Costs of healthcare is too expensive, even people with health insurance bypass medical visits because co-pays are too high.

"I think the health insurance issue, I think a lot of people fall through the cracks. I think private insurance is hugely expensive. If you don't have a job that has health care, you're screwed kind of. So I don't think a lot of the issues are addressed and I am not sure that Obama's health care plan is going to work. So I am concerned and I think just the whole health care system is sort of screwed up a little bit." Did Not vote in 2010, Las Vegas

"I just think that private, getting your insurance or having insurance sounds good and I think I am caught between. I am just not sure that I fully believe all of it, I am not sure what the answer is, but I just think that most people are going to fall through the cracks or still have problems. A lot of healthcare seems to either help the really poor or the really rich, but a lot of people in-between seem to fall through. And even when you have private insurance, you still cannot afford to actually go to the doctor because of the doctor bills and things like this." Did Not vote in 2010, Las Vegas

- Fraud and abuse are in the current system. People are taking advantage of government assistance that should not be, while others are struggling to get buy living paycheck to paycheck.

"I would like to see some guidelines as far as people that get all this government assistance. They should have to prove they are looking for a job, pass drug testing. I mean, it is ridiculous. I really think there needs to be a lot more government guidelines, or else there are going to be people just living off the government, and I am struggling paycheck-to-paycheck trying to do the right thing and I am the one being penalized for it." Voted in 2010, Philadelphia Suburb

"Actually, nobody wants the poor not to be taken care of, but where I work I see such an abuse of the welfare system and the Medicaid cards. When people are coming into the hospital on a regular basis and they've got their nails done and their hair fixed and $200 boots on and they are getting free health care, my doctor says they walk in and they can get whatever tests they want." *Did NOT Vote in 2010, Philadelphia Suburb*

- Obama's plan is not the answer, have limited knowledge on Romney's position.

"Well, hopefully Romney would do something different than what is on the books now. But whether you believe he will do it that is a whole other story. I don't know, but I don't think Obama is the answer." Did NOT Vote in 2010, Philadelphia Suburb

"I am undecided. I don't think Barack is going in the right direction with it. I honestly don't. I think I did pick Mitt Romney, only because I probably shouldn't have picked him because I agree with some of his other platforms, but I am hoping that maybe he can get the health care system going in the right direction because I don't think Obama is taking it in the right direction." Voted in 2010, Philadelphia Suburb

Health Care (3)

- While there is no clear answer on how to fix healthcare, fixes should: make healthcare more affordable, improve portability so that if a person loses a job they can keep their plan, a new plan needs to be written by doctors and nurses not politicians, healthcare is confusing, make it simple so that everyone can understand it, and deal with the fraud and abuse in the system.

"It seems to me like I remember them talking at one time about being able to pool the insurance and give the insurance a little bit -- More competitive, because I would like to see something like that happen so that it is more affordable to get insurance, because I don't like the idea of the government telling me I have to have what they tell me I have to have. I want it to be my choice." Voted in 2010, Las Vegas

"Well, I think that, you know, both of my parents work and they do not have health insurance because my mom's company does not provide it and actually, well, my dad just got laid off. So my mom was under my dad and now there is nothing. And, you know, I just think that something, there needs to be some type of change." Voted in 2010, Philadelphia Suburb

"All right, you know, make it affordable for everybody, but make it across the board for everybody. Personally, I don't think we should be giving politicians free health care for the rest of their life. I think they should pay just like everybody else." Did Not Vote in 2010, Las Vegas

"Well, I think that with the current health care act that is up, I think it is just so confusing, especially, you know, we are not politicians, we are not immersed in the political world all the time. Like if they came out with something that was easy for us to read and understand, put it at a level where we can read it and say, Okay, this is what we currently have now, these are the changes that we are going to do." Did Not Vote in 2010, Las Vegas

"(Reworked) but not by politicians. It needs to be done by doctors and people in the industry who know what they are talking about, not by a federal government who wants to just mandate "Okay, so you are this age. Okay, this is what your option is. Sorry. And by the way, if you do go to the doctor and you do go to Urgent Care, we are going to automatically take it out of your bank and we are going to have automatic access to that." Voted in 2010, Las Vegas

"I look at it, I don't think any of us really understand the implications, and every few months you hear a little bit more about some of the taxes that are going to be associated with the new health care bill. So I am scared to death that we are just creating more government bureaucracy and we cannot even manage the fraud that we have in the system now, to the point where literally I think if you could deal with that and have health care responsibly allocated, then you would be able to cover far more people and deal with the true deserving people, deserving individuals as opposed to just give-away programs for anybody that does not take personal accountability." Voted in 2010, Philadelphia Suburb

Gas Prices (1)

- Interestingly enough, gas prices was hardly mentioned as a top issue for these women, but when the moderator prompted them about it, nearly all said it was a big issue for them. There were mixed opinions on whether or not the President can do anything about gas prices. A few thought that the President could influence gas prices by increasing domestic production, but the majority of these women did not think the President could do much about it.

"He can allow for drilling." *Did Not Vote in 2010, Philadelphia Suburbs*

"Gas price is definitely an issue." Did NOT Vote in 2010, Las Vegas

"He has no control over people going out there and betting against us as consumers that the cost of gas is going to go up or down. He has no control over that." Voted in 2010, Las Vegas

"Obama had the opportunity with the Keystone Drilling Pipeline." Voted in 2010, Las Vegas

- Some blame the oil companies for making billions and controlling prices.

"Oil companies are making billions and billions." Did Not Vote in 2010, Las Vegas

"I think it is controlled by the oil companies." Did NOT Vote in 2010, Philadelphia Suburb

"I think the oil companies have a stranglehold on these things where we are forced. You know, make it easier to buy cars that don't -- you know, hybrids or this or that. I don't know. It just seems like there is a bit of a stranglehold with the oil companies." Did Not Vote in 2010, Las Vegas

Gas Prices (2)

- Women in every group indicated that the higher gas prices had a personal impact on their lives: consolidating errands to make only one trip with the car, less discretionary spending, not going on vacations or day trips anymore, missing family events, not visiting family/friends as often (out of town and across town), consolidating vehicles, not using boats/RVs and the cost to transport goods is being passed onto consumers.

"Traveling, whether you are flying or driving. I mean, airfare has gone through the roof due to gas prices, and then to take a road trip is just as bad." Did NOT Vote in 2010, Philadelphia Suburb

"Because we don't go on vacations anymore because I am charging $550 a month in gas to get to and from work, to get my kids to and from their activities." Voted in 2010, Las Vegas

"Well, I think actually I have kept going in the car. It is just the money that I might spend on some other things, I haven't done so. I might not go to the movies because I am having to put the gas in the car, because like that is something that I have needed to keep doing" Did NOT Vote in 2010, Las Vegas

"I would do day trips with my kids, because we can't afford a big week vacation here or there. So we would take a day trip and they are going to have to go to the shore." Voted in 2010, Philadelphia Suburb

"I won't be going to my brother's wedding this year because it is almost $600 a ticket." Did NOT Vote in 2010, Las Vegas

"…You know, it is just really, really hard because I would allocate it to something else. I think that is the biggest thing with gas prices is it is making it so people can't have the lifestyle that they want to have. You know, I really think that is the key. That's the kicker." Voted in 2010, Philadelphia Suburb

Respondent: And just even running errands, trying to consolidate running errands.
Respondent: Pack them all into one little trip.
Respondent: Exactly, one day.
Respondent: You know, areas, yes.
Respondent: But you've got to map it out so you don't backtrack.
Respondent: Yes.
Respondent: It is a big expense.
Respondent: It takes a lot of time.
Voted in 2010, Las Vegas

"Well, my husband and I each had a car, you know, so that way when he was at work I had a car to run errands or do my grocery shopping while the kids were in school. We have had to just cut down to just using one car and it is not even the minivan because, you know, the van sucks up more gas than my husband's little Honda Civic. So now we are just registering and insuring the Honda Civic, and my van is just pulled into the driveway because that sucks up more gas in that. So when we go to the park or anything, we have to do several trips. He takes the first half with the older kids and then comes back and picks me and the smaller kids up. And that has been the biggest thing. ." Did NOT Vote in 2010, Las Vegas

Tax Laws

- These women had very little knowledge of the tax laws and how they might be different for households with one working person versus two. When probed if they thought that tax laws were unfair to working women, no one could say. There was not a feeling of tax laws being unfair toward women versus men.

"Respondent: We don't know enough about it. [Laughter]
Respondent: Really. [Laughter]
Respondent: I didn't know that was happening." Did NOT Vote in 2010, Philadelphia Suburb

"Because you fill out a W-4 when you go to work for someone. They say to withhold at the higher single rate like if you want that money to be withheld from your paycheck. So it is a higher rate for a single person." Voted in 2010, Philadelphia Suburb

- These women were asked their opinion about raising taxes on the wealthy and their reactions were mixed. Some felt that the rich should pay more because they can afford it. However, there was skepticism among many of the women because they said higher taxes on the rich won't fix the problems, because either the government will just wastefully spend the extra money, or that the wealthy will find loopholes that allow them to not have to pay the taxes.

"…. it is not the farmer who gets the loophole. It is the corporation that has huge farms and they have six million cattle and they get the loopholes." Voted in 2010, Las Vegas

"I just think exactly, I agree with her. It will end up somehow back into their pockets. It will just recycle... Not necessarily the politicians themselves, but their interests." Did NOT Vote in 2010, Las Vegas

Spending/Debt/Budget

- Most of these women could not name any specific plans to deal with the budget deficit off the top of their minds. However, when prompted by the moderator, many of the women indicated that they had heard of the Ryan plan. While they had heard the name, most of them indicated that they didn't know very much about it. The few that tried to offer specifics said that they though it cut various government departments or duplicate services, but that they weren't sure what exactly would be cut.

"Well, I actually did hear it, I can't remember, but I did think, 'Oh, that is interesting, and it is different than what we have now.'" Voted in 2010, Philadelphia Suburb

"I believe that it is eliminating a lot of government programs, so less government, more back into states or more into state rights, I believe. I believe it is cutting big government programs, from what I understand." Voted in 2010, Las Vegas

- The women were asked to identify specific areas where they would make cuts to the budget: Reducing foreign aid, cutting out wasteful spending and ending special perks for politicians were among the most frequently mentioned items.

"So there is a lot, not all, don't put down that I am saying all of them, but there was such a duplication of services that it was ridiculous…" Voted in 2010, Philadelphia Suburb

"Foreign aid... To countries that don't like us'" Voted in 2010, Philadelphia Suburb

Women's Issues

- The women were asked if there were any distinct women's issues that should be dealt with. There was some debate about whether or not equality of pay was an important issue. Some of the women felt that it was still important, while others said that things have changed and that it is not as much of a problem as it was in the past. Reproductive rights were also brought up in several of the groups with many of the women indicating that government should not be involved in decisions about their bodies.

"I think nowadays I think we have all, we have just progressed so much further now. There's always going to be a few cases here and there that there can be issues, but majority-wise, I don't see it as that I am discriminated against because I am a female." Voted in 2010, Las Vegas

"Well, reproductive rights, that has been in the news a lot. And I look at it and I think "Well, that is fine. It is a personal decision. But I surely don't want to pay for it as a taxpayer." And there are probably other issues that pertain to people that are just as obvious as that, but they are kind of individual choices that people need to make in their own life." Voted in 2010, Philadelphia Suburb

"I think, and I could be wrong, but I think some of the issues of health care with women. He wants to cut back on some of the amount of mammograms that people are having, what age should they start, what age shouldn't they have them." Did NOT Vote in 2010, Philadelphia Suburb

"A woman is still not paid what a man gets paid." Did NOT Vote in 2010, Las Vegas

Greatest Fears

- When asked to indicate what the greatest fear they currently had for themselves and their families, the responses mostly revolved around economics and health. Many indicated that they were worried about themselves or a family member losing their job and what that would mean for keeping their homes or feeding their families. Several indicated they were worried whether there would be jobs available for their children. Others indicated that they have to live day to day and have no savings, so they worry about something bad happening that will cause them to not be able to pay their bills. There were worries about how some will pay for their retirement and concerns about Social Security being there when they or their children need it. Some of the women were concerned about themselves or their family members getting sick and how they will be able to deal with that financially.

"Runaway inflation and the collapse of the economy. And we have saved our whole life, but we look at those savings and think they will be gone and we won't be able to control them." Voted in 2010, Philadelphia Suburb

"I'm 61. I'm getting ready to turn 62 in October and I really shouldn't retire because I won't get enough money to live on even if my house was paid for and I still owe on my house, choices that you have to make and with the market crashing and the value. I lost $200,000 in the value of my home, which was part of my retirement." Did NOT Vote in 2010, Philadelphia Suburb

Congressional Findings

Democrats in Congress

- Several women mentioned that they associate Democrats in Congress with bigger government and big government spending. They associate both the Democrats in Congress and Obama with the healthcare reform. They said Democrats want to use the government to fix the problems that the country has. The specific issues that they mentioned they associate with Democrats in Congress are environmental issues, gay marriage, labor issues and welfare.

"Yes, they have big government. They have better insurance than the rest of us." Voted in 2010, Las Vegas

"Yes, they are more for giving more benefits... They would be cutting down because they are for ObamaCare. They would be cutting down on benefits for the older people." Did NOT Vote in 2010, Philadelphia Suburb

- For the most part they feel that Obama and the Democrats in Congress are very similar.

"Not always, no. I think that a lot of Democrats disagree because when he presents his budget, they don't vote for it. So, you know, I don't think. There are a lot of Democrats that I think disagree with some things." Voted in 2010, Las Vegas

"They may differ in small, little tiny things, an individual congressman here or there, but I think a majority of them are of the same mind as he is." Voted in 2010, Las Vegas

- The only female Democrat member of Congress that many could name was Nancy Pelosi with a few others mentioning they thought Hillary Clinton was a member of Congress. There were a couple of women who also named Barbara Boxer, Dianne Feinstein, Claire McCaskill and Debbie Wasserman Schultz.

Republicans in Congress (1)

- The women mentioned that Republicans in Congress want smaller government and to cut taxes which they said was positive. However, most of these women indicated that they disagreed with the Republicans in Congress when it came to social issues – they said that on these issues the Republican views are too narrow and not in line with the general population. They mentioned that the Republicans in Congress want to stop Obamacare. The other specific issues they mentioned about Republicans in Congress were immigration, taxes, abortion and conservative social issues.

"Too narrow in some respects, you know, like gay things, the liberal. I don't think anybody should have anything to say about birth control one way or the other." Voted in 2010, Philadelphia Suburb

"I don't think they are as liberal in their thoughts as the Democrats are when it comes to gay marriage and pro-life and things like that." Did NOT Vote in 2010, Philadelphia Suburb

"… The Tea Party influences certain members of Congress in a big way, just the way Grover Norquist does. And they are afraid to cross them in any way because they will make sure they are voted out if they do…." Voted in 2010, Las Vegas

Republicans in Congress (2)

- In each of the groups it was mentioned that some Republicans in Congress are not happy with Romney as the nominee. They said some Republicans in Congress do not think Romney is conservative enough. They think that at the end of the day the Republicans in Congress will eventually support Romney. Obviously, the competitive primary for the nomination has influenced their opinions on this.

"I don't think the Republicans even like Mitt Romney. [Laughter] I don't think Republicans know who they like. I mean, for somebody who could go Republican very easily, they just seem so scattered." Voted in 2010, Philadelphia Suburb

"Well, I think some of them think that he is a flip-flopper, too. So they don't all agree with him. They might agree with what he is saying but not necessarily believe what he is saying maybe." Did NOT Vote in 2010, Philadelphia Suburb

"Well, I think one of the reasons that a lot of Republicans are so wishy-washy about him is because a lot of Republicans, I mean, I am not saying they are not supporting him, but they are not 'supporting' him because they don't think he is conservative enough." Voted in 2010, Las Vegas

- Not many could name any Republican women in Congress with a few mentioning Michele Bachmann and an even smaller number mentioning they thought Sarah Palin was a member of Congress. One woman did name Olympia Snowe.

Other Issues Findings

War On Women & Contraception Controversy

- *War on Women* - There was a mix on the awareness level of this issue. Several of the women mentioned that they had heard of it, but there was a decent sized minority that said they were unaware of the war on women. Many thought that it was just a media generated thing or that it was a political ploy by both parties to get votes. There was no real feeling that there is actually a war on women in the United States.

"I think it's a media-manufactured thing. If I said "war on dandelions," the media would make a big deal about it. The media takes these things that I don't think really are part of what the campaign should be and they make such a big deal about it." Voted in 2010, Las Vegas

"I am assuming that has to do with the stance on abortion, the more they are being moderate, wanting restrictions, more restrictions on abortion. That is what I think." Did NOT Vote in 2010, Las Vegas

- *Contraception Controversy* - Many of the women were aware of the controversy around contraception when probed about it by the moderator. At least one person in every group brought up the Georgetown woman who spoke in front of Congress. These women don't want the government interfering with decisions about their bodies; however, many didn't feel that forcing health insurance plans to provide contraception was necessary. While they had heard about this issue, and had a lot of knowledge about it as it was something they personally knew about, it did not invoke a lot of passion in these female voters.

"Why are they talking about this stuff in Congress when there is so much more that needs to be talked about? It is just this is not big in my book." Did NOT Vote in 2010, Philadelphia Suburb

"And I think it started with, there was a lot of commentary from a lawyer in Georgetown I think who basically said that she should not have to pay for her contraceptives, and then there were issues about "Well, she is probably making $160,000. Why should people who are making far less than that pay for contraceptives for this women?" But that was just one issue…" Voted in 2010, Philadelphia Suburb

Generation with the Greatest Challenges (1)

- We again saw a difference of opinion among women on this question. A majority however did feel that it came down to a choice between their generation and their children's generation. Very few people indicated that their parents' generation faced the most difficult challenges.
- The majority of women did feel that their children's generation will have the toughest times. Those who said their children's generation mentioned that things have been spiraling downhill for a long time and getting worse faster than it will ever get better. They are worried that their children's generation will be paying a steep price because of all of the debt we currently have. They expressed concern that the future generation is very entitled and used to instant gratification, and that when it comes time for them to deal with the problems of the country, they won't know what to do because they are used to everything just being given to them. They fear that there will not be jobs available for their children and they won't have the ability to make money to support themselves.

"I think the future generation is going to pay dearly for the debt we are in. I don't think, I mean, all my life I have worked and had money and jobs were easy to come by and it was like a piece of cake, whether you were married or had a man in your life or you were by yourself. But now it is different. It is harder now." Did NOT Vote in 2010, Las Vegas

"It's a huge deficit that we are handing over to our children, and not only that, but the ability that, like many of you have discussed already, that our children, it's the American dream, that they can work and they strive and they can build up and get whatever they work towards and be successful in life based on their work and how hard they go forward. And I think we are losing a lot of that because we have more people than we have ever had on food stamps, we have more people right now on Medicaid than we have ever had in the history of the United States. Everyone feels entitled." Voted in 2010, Las Vegas

Generation with the Greatest Challenges (2)

- Those who said their own generation were focused on the tough economic times that we've been going through. They are worried about finding a job or keeping their current job. They are worried about having enough savings and being able to live comfortably in retirement.

"As the tail end of the baby boomers, I would say our generation does. I would say not my parents' generation. There are no more pensions. I am not sure about Social Security. I am not sure about health care, either. And our costs, the standard of the cost of living has not kept pace with the cost of things. It incrementally is not the same, the cost of things versus your pay, the increases in your pay. So I would say our generation is going to have it tougher." Did NOT Vote in 2010, Philadelphia Suburb

"I think my generation is. But, I mean, that is also because I have friends who are in college now who either are currently in college and can't get jobs or they just graduated with their master's and some with their doctorates because they do the special programs and they cannot get a job anywhere. So, I mean, jobs are a big thing. And then, also, I think looking back like at my parents, like with my parents, they were told to. I guess it's more or less my generation, I feel like we are more lazy then, too…" Voted in 2010, Philadelphia Suburb