



October 24, 2008  
www.cawp.rutgers.edu/WomensVoteWatch

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### Women Are Majority of Undecided Voters; Gender Gap Persists in National and State Polls

Women are a majority of undecided voters in the 2008 presidential race, as they were in past elections, according to the Center for American Women and Politics (CAWP). For example, a new poll from the Pew Research Center for the People and the Press, conducted two weeks before election day, finds that women are 60 percent of all undecided registered voters and 61 percent of undecided registered white voters. The Pew poll is the only recent poll with a large enough sample to allow a meaningful breakdown of undecided voters by gender and race.

Overall, 8 percent of those polled by Pew are undecided, with fewer non-white than white registered voters having not yet chosen a candidate. Six percent of non-white voters overall and 4 percent of African-American voters are undecided; however, the numbers within these groups are too small to analyze gender differences. Among whites, 10 percent of women and 7 percent of men have not yet made choices in the presidential race.

National and state polls continue to show gender gaps, with national polls reflecting gaps in the 6-7 percentage point range and state polls presenting gaps of varying magnitude, according to CAWP. The Center's latest review of polls is part of Women's Vote Watch, a weekly look at the women's vote in the 2008 presidential election. **A Women's Vote Watch audio press conference will take place on October 30; details are below.**

National Polls							
Overall%		% for Obama		% for McCain		Gender Gap* (percentage point difference)	Source and Dates of Poll
Obama	McCain	Women	Men	Women	Men		
52	38	55	49	35	42	6 pts.	Pew (10/16-10/19)
52	42	56	49	38	45	7 pts.	NBC/Wall Street Journal (10/17-10/20)
54	43	57	50	41	46	7 pts.	ABC/Washington Post (10/18-10/21)
51	42	54	47	39	46	7 pts.	Gallup (10/13-10/19)

\* The gender gap shown for each poll in the table is based on the responses for the leading candidate in that poll.

Battleground State Polls								
State	Overall%		% for Obama		% for McCain		Gender Gap* (percentage point difference)	Source and Dates of Poll
	Obama	McCain	Women	Men	Women	Men		
NC	51	48	52	49	46	50	3 pts.	Fox/Rasmussen (10/19)
FL	48	49	51	45	48	50	5 pts.	Fox/Rasmussen (10/19)
MO	49	44	50	48	43	45	2 pts.	Fox/Rasmussen (10/19)

\* The gender gap shown for each poll in the table is based on the responses for the leading candidate in that poll. For the poll where the candidates are tied overall, gender gaps are shown for both.

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Additional state and national polling data are available at [www.cawp.rutgers.edu/WomensVoteWatch](http://www.cawp.rutgers.edu/WomensVoteWatch)

This release is part of *Women's Vote Watch*, a joint effort by The Center for American Women and Politics (CAWP) and the Communications Consortium Media Center (CCMC) to provide a gender gap analysis of the women's vote from key polls conducted on the presidential race at the national level and in battleground states.

CAWP will release the *Women's Vote Watch* every Friday at 10 a.m. until Election Day at its website [www.cawp.rutgers.edu/WomensVoteWatch](http://www.cawp.rutgers.edu/WomensVoteWatch).

**Please join us Thursday, October 30 at 2 p.m. for an audio press briefing featuring analysis of emerging gender gap patterns and expectations.**

<b>Audio Press Conference</b>	
<b>What:</b>	A gender gap analysis of recent polls
<b>Who:</b>	Debbie Walsh, director of CAWP, and Dr. Susan J. Carroll, CAWP senior scholar and noted expert on the gender gap
<b>When:</b>	<b>2 p.m., Thursday, October 30</b>
<b>How</b>	Toll-free number 800-344-6491; Password: Gender Gap
<b>Please call to reserve a spot: Laura Rogers, 202-326-8705</b>	

The October 7 audio press briefing can be [heard here](#).

#### **About CAWP**

The Center for American Women and Politics, a unit of the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, is a university-based research, education and public service center. Its mission is to promote greater knowledge and understanding about women's changing relationship to politics and government and to enhance women's influence and leadership in public life. CAWP is a leading authority in its field and a respected bridge between the academic and political worlds.

#### **About CCMC**

The Communications Consortium Media Center (CCMC) is a public interest media center dedicated to helping nonprofit organizations use media and new technologies as tools for policy change. It seeks to influence the public debate in ways that respect and support individual rights, healthy families, cultural diversity and a sustainable environment. Its mission is to use communications strategies for policy change. CCMC is a 501 (c)3 nonprofit organization.

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