Media Contact:
Mary Flannery
Vision 2020
Mary.Flannery@DrexelMed.edu
215-991-8198

FOR IMMEDIATE RELEASE

WOMEN AND MEN RANK CREATING JOBS AS #1 ISSUE SAYS VISION 2020 PRE-CONVENTION SURVEY

PHILADELPHIA, PA – August 28, 2012 – Results of a new survey on the eve of Presidential nominating conventions, released by Vision 2020 of Drexel University, find that women and men -- whether Democrat, Republican or Independent -- believe that creating jobs is the number one issue in American politics.

More than 1,000 American adults, almost evenly divided by gender, ranked job creation first in importance (38 percent of women; 36 percent of men) over seven other categories that included making healthcare more affordable, balancing the federal budget, reducing the federal deficit, lowering the price of gasoline, providing equal pay for men and women, raising taxes on those making $1million or more, and paying for college. The survey did not ask which candidate was better qualified to address the issue.

"The results of this timely survey confirm that women and men are substantially in agreement on the nation's priorities," said Vision 2020 Co-Chair Lynn Yeakel of Drexel University College of Medicine. "This is all the more reason to believe that the time for shared leadership has come, bringing balance among women and men in key decision-making positions. The survey encourages confidence that Vision 2020's goal of achieving such balance by the year 2020 is very much in play."
Other Key Findings:

- Affordability of healthcare was the second most important of the eight categories to men and women across the board. Within the groups, it was #2 for women who were Democrats or Independents, while it ranked 5th among Republican women, who ranked reducing the deficit 2nd in importance.

- Thirty-eight percent of women who defined themselves as Democrats and 30 percent of women who defined themselves as Independents, said healthcare affordability will determine their vote, while 19 percent of Republican women agreed with that position.

Presenting Sponsor:
The Penn Mutual Life Insurance Company

- In the top three categories, which will determine the votes of those surveyed, there was near uniformity of opinion between men and women on the issues of creating jobs, making healthcare more affordable and raising taxes on the wealthy.

- More men than women said balancing the budget would determine their votes, while supporting equal pay could be a determining factor for more women than men.

Table 1 – Ranking of Importance of Issues

	Women	Men
1	Creating jobs	Creating jobs
2	Making healthcare affordable	Making healthcare affordable
3	Balancing the federal budget	Reducing the federal deficit
4	Reducing the federal deficit	Balancing the federal budget
5	Lowering the price of gasoline	Lowering the price of gasoline
6	Providing equal pay for women and men	Raising taxes for those earning $1 million or more
7	Raising taxes for those earning $1 million or more	Providing equal pay for women and men
8	Paying for college	Paying for college

Institute for Women's Health and Leadership
Drexel University College of Medicine
2900 W. Queen Lane
Philadelphia, PA 19129

p. 215.991.8190
e. vision2020@drexelmed.edu

www.drexel.edu/vision2020

Philadelphia Health & Education Corporation d/b/a
Drexel University College of Medicine is a separate
not-for-profit subsidiary of Drexel University.

Table 2 – Ranking of Importance of Issues by Gender and Party
Women

	Democrat	Republican	Independent
1	Creating jobs	Creating jobs	Creating jobs
2	Making healthcare affordable	Reducing the federal deficit	Making healthcare affordable
3	Raising taxes for those earning $1 million or more	Balancing the federal budget	Reducing the federal deficit
4	Balancing the federal budget	Lowering the price of gasoline	Balancing the federal budget
5	Providing equal pay for women and men	Making healthcare affordable	Lowering the price of gasoline
6	Lowering the price of gasoline	Providing equal pay for women and men	Providing equal pay for women and men
7	Reducing the federal deficit	Raising taxes for those earning $1 million or more	Raising taxes for those earning $1 million or more
8	Paying for college	Paying for college	Paying for college

PennMutual
Presenting Sponsor:
The Penn Mutual Life Insurance Company

Institute for Women's Health and Leadership
Drexel University College of Medicine
2900 W. Queen Lane
Philadelphia, PA 19129

p. 215.991.8190
e. vision2020@drexelmed.edu

www.drexel.edu/vision2020

Philadelphia Health & Education Corporation d/b/a
Drexel University College of Medicine is a separate
not-for-profit subsidiary of Drexel University.

Men

	Democrat	Republican	Independent
1	Creating jobs	Creating jobs	Creating jobs
2	Making healthcare affordable	Balancing the federal budget	Reducing the federal deficit
3	Raising taxes for those earning $1 million or more	Reducing the federal deficit	Balancing the federal budget
4	Lowering the price of gasoline	Lowering the price of gasoline	Making healthcare affordable
5	Reducing the federal deficit	Making healthcare affordable	Lowering the price of gasoline
6	Balancing the federal budget	Raising taxes for those earning $1 million or more	Raising taxes for those earning $1 million or more
7	Paying for college	Providing equal pay for women and men	Providing equal pay for women and men
8	Providing equal pay for women and men	Paying for college	Paying for college

The survey was conducted from August 8-12, 2012 and encompassed interviews with a national sample of 1,026 women and men ages 18 and older who are registered to vote in the United States. A full copy of the survey is available upon request.

About Vision 2020
Vision 2020 is a national initiative advancing women's economic and social equality through collaborations with affiliated organizations and members in 50 states. Its goal is to move America toward equality by 2020, the centennial celebration of the 19th Amendment granting women the right to vote. Vision 2020 is a project of Drexel Univ. College of Medicine Institute for Women's Health and Leadership.

PennMutual
Presenting Sponsor:
The Penn Mutual Life Insurance Company

Institute for Women's Health and Leadership
Drexel University College of Medicine
2900 W. Queen Lane
Philadelphia, PA 19129

p. 215.991.8190
e. vision2020@drexelmed.edu

www.drexel.edu/vision2020

Philadelphia Health & Education Corporation d/b/a
Drexel University College of Medicine is a separate
not-for-profit subsidiary of Drexel University.

Institute for Women's Health and Leadership
Drexel University College of Medicine
2900 W. Queen Lane
Philadelphia, PA 19129

p. 215.991.8190
e. vision2020@drexelmed.edu

www.drexel.edu/vision2020

Philadelphia Health & Education Corporation d/b/a
Drexel University College of Medicine is a separate
not-for-profit subsidiary of Drexel University.