

# SECOND IN COMMAND

THE CHALLENGES AND OPPORTUNITIES  
FACING WOMEN LIEUTENANT GOVERNORS



# INTRODUCTION

Today, more women are serving in elected offices than ever before—and one office is closer to gender parity than the rest: the lieutenant governorship. Nearly 49 percent of lieutenant governors in the United States are women.

In states across our nation, lieutenant governors hold power in both the executive and legislative branches. These integral, influential leaders partner with governors to set the state policy agenda and oversee initiatives to boost state economies, expand educational opportunities, promote public health and well-being, respond to any number of crises, and more.

But lieutenant governors are not just second in command. Often, they are next in line. And that is why the Barbara Lee Family Foundation (BLFF) focused on the lieutenant governorship as part of our decades-long effort to promote women's leadership in executive office.

Nationwide, lieutenant governors have a higher rate of winning gubernatorial races than mayors, attorneys general, state senators, and even members of Congress. Since 1980, more than 70 lieutenant governors have become governor. Out of those 70, 12 were women. Our research shows that voters believe women seeking executive office are just as electable as their male counterparts.

SECOND IN COMMAND finds that most voters believe lieutenant governors are qualified to serve as governor—and that the office prepares women candidates to serve as governor. In that way, the path forward is clear. This research provides needed context and concrete strategies for women considering a run for lieutenant governor, women already serving in the role, and governors who serve alongside them.

# OUR PARTNERS & METHODOLOGY



Lake Research Partners and Bellwether Research and Consulting designed and administered this survey that was conducted online from January 3 to January 12, 2023. The survey reached a total of 2,900 likely 2024 voters nationwide, which includes a base sample of 2,000 likely 2024 voters with oversamples of 200 Black, 200 Latinx, 250 Asian American and Pacific Islander (AAPI), and 250 Native/Indigenous likely 2024 voters. The oversamples were weighted down into the base sample to their proper proportion of the universe for a total sample size of 2,000.

The sample was drawn from an online panel of listed adults and screened to be likely 2024 voters. The base sample was weighted by region, region by gender, age, race by gender, and party identification to reflect attributes of the actual population. To control for party identification, the party identification for the total, men, and women, was weighted for an equal percentage of Democrats and Republicans. Black voters were weighted by region, age, and education; Latinx and Native/Indigenous voters were weighted by region and age; and AAPI voters were weighted by gender and age. All oversamples were weighted down into the base to reflect their actual proportion of likely 2024 voters.

Lake Research Partners and Bellwether Research and Consulting conducted six focus groups with men and women in October and November of 2022. Participants were recruited to reflect a mix of race, age, urbanicity, marital status, parental status, party identification, ideology, employment status, income, and education.

This report uses the term “participants” in reference to the participants of the six focus groups.

# KEY FINDINGS

1

## **A PROMINENT & ACTIVE WOMAN LT. GOVERNOR REFLECTS POSITIVELY ON THE GOVERNOR.**

A solid majority (63%) of voters say they have warm, favorable feelings about a governor who has a prominent and active woman lt. governor, though intensely warm, favorable feelings were low and three in ten voters were neutral. Across gender, age, party identification, and race, majorities of voters feel warmly, and Democrats (75%), AAPI (70%), Black (68%), and Latinx (67%) voters are most likely to say they have warm, favorable feelings about a governor who has a prominent and active woman lt. governor.

2

## **WITH LITTLE KNOWLEDGE AMONG VOTERS ABOUT LT. GOVERNORS, THE ROLE IS A BLANK SLATE.**

For much of the electorate, there is a lack of awareness around the role of lieutenant governors. Governors and lt. governors have an opportunity to define the role and tell the story of their accomplishments to the public.

3

## **VOTERS DON'T HAVE STRONG OPINIONS ABOUT LT. GOVERNORS.**

Voters say they do not have that much information about a lieutenant. governor and what roles they may play. They feel they do not hear much from them or about them. This lack of intensity about the role could be because people do not think of the office of lieutenant governor as that important.

# KEY FINDINGS

4

## **MOST PEOPLE DON'T EXPRESS A PREFERENCE FOR THE GENDER OF A LT. GOVERNOR.**

Though for those who did express a preference, there was a gender gap: Men preferred a man Lt. governor and women preferred a woman Lt. governor. Black, Latinx, AAPI, and Native/Indigenous voters prefer a woman. However, while most say their friends and neighbors would likely have no gender preference, both men and women voters think their neighbors would prefer a man Lt. governor.

5

## **VOTERS WANT TO KNOW ABOUT ACCOMPLISHMENTS IN OFFICE.**

They want to know what individual results the Lt. governor has achieved themselves, rather than how they may have assisted the governor. Across demographic subgroups, voters rate supporting the governor as the least or one of the least important qualities. Voters want to know which results the Lt. governor has achieved, not how or what she assisted. They want someone who is a problem solver and want to know what problems they solved.

# KEY FINDINGS

6

## **VOTERS ARE MORE INTERESTED IN THE LG'S RELATIONSHIPS WITH CONSTITUENTS THAN HER RELATIONSHIP WITH THE GOVERNOR.**

The Lt. governor's relationship with the governor was less important to voters. It was less relevant if the governor and Lt. governor were friends, or liked each other. What matters is that the Lt. governor listens to the people and stands up for the people while being ethical and accountable.

7

## **VOTERS WANT TO SEE THEIR LT. GOVERNOR CREATE TWO-WAY CONVERSATIONS, SHOW ACCOUNTABILITY, & ACTIVELY GET THINGS DONE.**

The traits that voters said are most important are focusing on issues that matter in the state, helping respond to a crisis, and listening to the people and bringing information back.

# WHAT DO VOTERS THINK ABOUT LT. GOVERNORS?

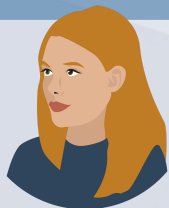
There is a lack of intensity about lieutenant governors. In polling, intensity—either driven by positive or negative feelings—tends to predict support or action.

Many participants in our focus groups did not know much information about lieutenant governors or who they are, and voters feel they do not hear from lieutenant governors.

When focus group participants were asked what comes to mind when they hear “lieutenant governor,” words like being “second” to someone or something, or being a “vice” (“vice governor,” “vice president”) came up. Words with negative connotations were also said, i.e., “powerless” and “puppet.”

“I feel like it's important, but the problem is I'm finding **I don't really know much about ours. It's always hearing about the governor or the mayors.** It's not...so, it should be probably more important...”

– Woman from a state with a man LG



**“I've never seen them do anything.”**

– Man from a state with a woman LG



# HOW MUCH DO GENDER AND RACE MATTER TO VOTERS?

Women participants in our focus groups acknowledged there are aspects of the role of lieutenant governor **that are different for a woman lieutenant governor**. This includes things like having to be more aware of your image, combatting elevated critiques from the public, and having to promote your accomplishments more than a man would have to.

Men participants were less willing than women participants to acknowledge that women lieutenant governors face unique challenges.

"I think that a female running for **governor might have to promote herself more and her accomplishments than a man might have to do, just to kind of prove herself. And women don't do as much self-promotion, typically so.** That's the only real difference, I'd say."

-Woman from a state that has elevated a woman from SoS or LG to governor

"As long as they are qualified, you know that's the thing. You know whatever gender or race, I mean the party is going to try to spin it to get votes. **But for me, it's all about qualifications for the role, right.**"

- Man in a state with a man LG

"I think she may be judged **differently by the public, by people in the public who have decided that women and men are different and need to be judged differently.** But what we've talked about in what a lieutenant governor should do should apply to both men or women, whoever has the role?"

- Woman from a state that has elevated a woman from SoS or LG to governor

There was also a distinction between the women and men focus groups when it came to lieutenant governors of different races. The women noted how the role is harder for women in general, but it becomes ten times harder when you are a woman of color, having to prove yourself more and work harder.

“Yeah, I was just going to say that it would be hard enough with just being a woman, but you know... and I am just saying African American, it would be even harder. **You would have to work harder just to prove yourself and to whatever you are implementing, you would have to make sure that you bring it home.**”

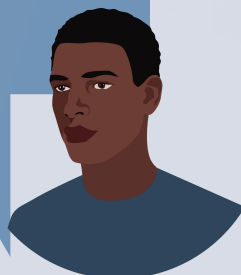
– Woman from a state that has elevated a woman from SoS or LG to governor



The men did not see much of a difference when it comes to the race of the lieutenant governor. Any difference they did note had a more positive association, i.e., being a woman of color would drive more campaign enthusiasm or earn the candidate more votes from people of their same race.

“Yeah, it would like maybe drive some enthusiasm, you know kind of like when Obama was elected. Sort of that kind of... a lot of that energy beyond him just being a good speaker and a good candidate, it was wow, we are going to really do something by electing an African American or just any non-white male president. **So, yeah, it's not the qualification, but it can definitely drive some kind of fashion, I guess....** In the campaign, yeah.”

– Man in a state with a man LG



"I think so. For a woman, **and if you're a white woman, then you have to prove yourself in that you're capable of doing it. But if you are coming from Asian, Black community, or Mexican, you have to work probably 10x times to prove yourself that you're capable more than white women.** So, there's kind of like racism involved and there's kind of like **more discrimination**, not because you're a woman but because of where your race is coming from."

-Woman from a state that has elevated a woman from SoS or LG to governor



"Well, the same thing. I mean it can be, as I said, a Vietnamese refugee and Hispanic woman, a Black man, it doesn't matter who it is, **I am not distinguishing among races or ethnicity.**"

- Man in a state with a man LG



# ADVANTAGES FOR WOMEN LIEUTENANT GOVERNORS

When asked if there are any roles they think a woman lieutenant governor would handle better than a man, some of the women in our focus groups said all the roles, while some of the men said there is no difference by gender.

Other men participants did say that women may be better with working and interacting with children in the community, and some women participants said something similar, that a woman lieutenant governor would be better at doing outreach with people and children because they are perceived to be more nurturing and compassionate.



# CARVING OUT A NICHE

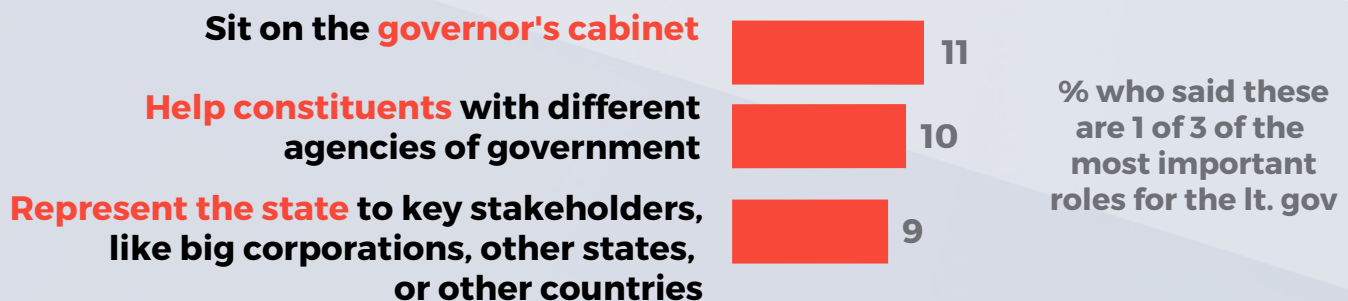
Voters want to see the Lt. governor accomplish goals and solve problems on their own, and not just assist the governor.

Voters in our survey think the **three most important roles** for a woman lieutenant governor to play are:

% who said these are 1 of 3 of the most important roles for the Lt. gov



The least important roles to voters are:



# AN EFFECTIVE WOMAN LG

A lieutenant governor may wear many hats in her state. Voters said that a good or successful lieutenant governor is often a bridge to and for the people—she listens to communities and reports to the governor, oversees operations and makes sure things work, and connects people to the governor.

In addition to our survey, we explored how voters view a Lt. governor's role in focus groups. The three roles that a lieutenant governor may play in state government that stood out to participants are: becoming the governor if the governor should vacate the office, helping the governor and state government respond to a crisis, and following up on the governor's initiatives. Again, as in our survey, we see a common theme that being able to respond to a crisis is important to voters. We have found this repeatedly in past BLFF studies.

## Handling a Crisis

In previous BLFF research on handling a crisis, we found that of all the actions a woman governor may take before, during, and after a crisis, the three most important are:

- Plan for access to resources (90% very important)
- Work with other electeds (85%)
- Develop a comprehensive plan to prepare (84%)

Right behind those are a range of activities from listening to those impacted to giving attention to local businesses.

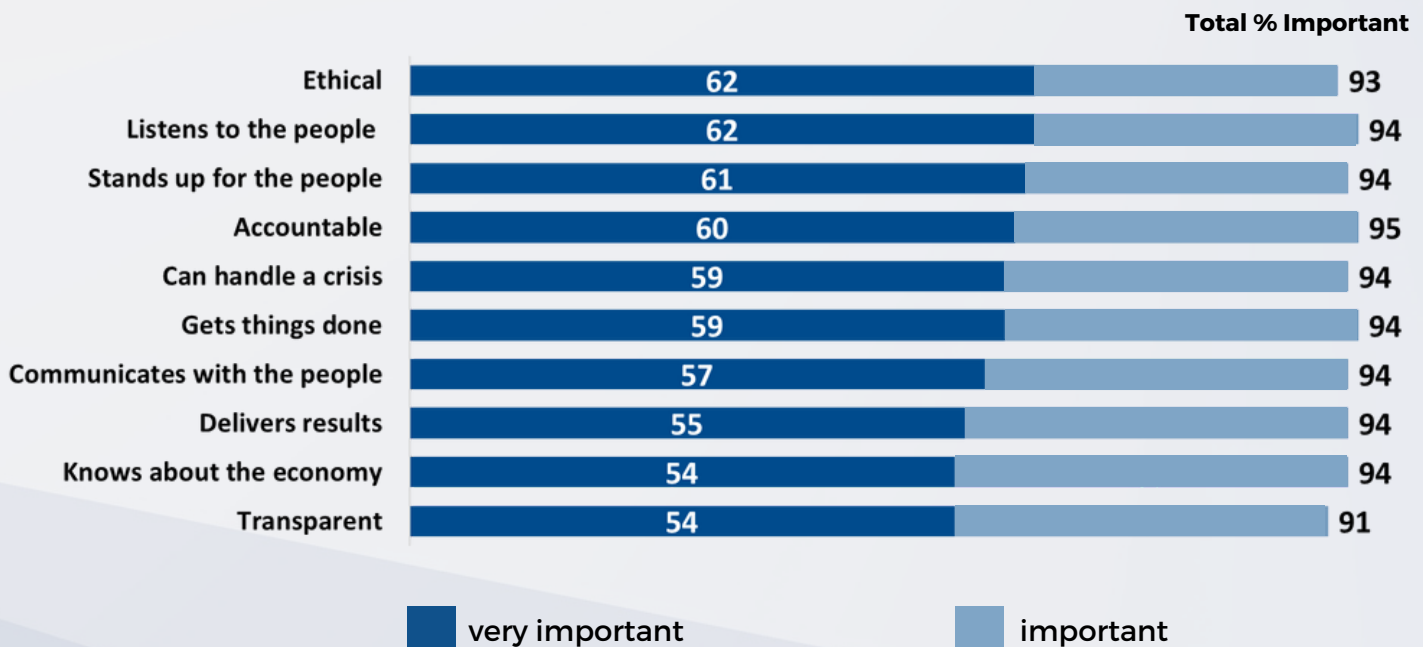
The only action that voters think is not as urgently important is updating the public via social media (50% very important).



# QUALITIES VOTERS WANT IN A WOMAN LT. GOVERNOR

When considering what qualities are most important for a woman Lt. governor who is running to be the next governor, **over six in ten voters rated being ethical (62%), listening to the people (62%), and standing up for the people (61%) as being *very important*.**

How important to earning your vote is it that a woman lieutenant governor who is running to be the next governor have these qualities?



In the survey, different voter groups prioritized different traits when rating the most important traits for a lt. governor seeking to be governor.

% of voters who selected the statement as very important	Voters by Age		Voters by Race				
	<50	50+	White	Black	Latinx	AAPI	Native
Ethical	52	71	65	56	58	52	70
Listens to people	55	68	63	60	63	54	73
Stand up for the people	56	66	62	59	61	49	75
Accountable	53	66	61	56	60	52	70
Can handle a crisis	53	65	60	58	61	53	70
Get things done	53	63	59	56	62	51	64
Communicates with the people	51	62	58	54	56	47	64
Deliver results	51	59	56	54	59	48	60
Knows about the economy	49	59	56	50	54	44	53
Transparent	47	60	55	51	54	48	52

% of voters who selected the statement as very important	Voters by Party ID		
	Dem.	Ind.	Rep.
Ethical	63	62	63
Listens to people	63	63	61
Stand up for the people	62	63	60
Accountable	59	61	60
Can handle a crisis	59	61	60
Get things done	57	58	60
Communicates with the people	56	58	58
Deliver results	53	56	57
Knows about the economy	51	56	58
Transparent	55	56	53






There is little difference in the traits voters of different parties prioritized.

# WHAT MAKES A WOMAN LG QUALIFIED TO BE GOVERNOR?

Our survey tested hypothetical AAPI, Black, Latina, Native/Indigenous, and white women lieutenant governors.

For lieutenant governors of every race, **being a proven problem solver is critical to convey qualifications to be the next governor.**

Here are some statements that Lt. governors can use in their communications to convey qualifications to voters. **The best statements include action-oriented results.**

Sorted by % very qualified	    				
	White Woman	Black Woman	Latina Woman	AAPI Woman	Native Woman
She is a proven problem solver	50	46	42	47	45
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	49	42	39	45	42
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	47	44	41	43	41
She has been a relentless fighter for our senior citizens and children	47	45	42	42	42
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	46	46	40	42	43
She leads the program to support small businesses	45	44	36	41	36
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	44	44	38	39	39
She leads initiatives on providing mental health services	43	39	39	37	39
She is someone who brings new voices and perspectives to the table	43	40	37	39	39
She leads initiatives on attracting large employers to the state	42	43	40	40	34
She is the head of a number of important initiatives	41	40	38	40	38

When deciding whether a lieutenant governor who is running to be the next governor is qualified to be governor, many focus group participants said it would come down to their accomplishments and whether they are a problem solver with a proven track record.

## THE KINDS OF ACCOMPLISHMENTS VOTERS CITED THAT WOULD MAKE A LG QUALIFIED WERE:

- Tangible accomplishments, like passing a bill or law
- Interaction with constituents and the community, and establishing relationships
- Delivering results on an issue that directly impacts the community



When shown photos of women Lt. governors taking various actions in the course of the role, voters in our survey ranked a woman Lt. governor who was shown signing legislation with people around her as the most qualified to be governor.

Focus group participants told us that three photos of woman Lt. governors stood out to them as indicative of the LG's qualifications: a woman LG with school children, a woman LG talking with an older man at a restaurant, and a woman LG looking at a map with a group of people that includes a man in military uniform.

These images convey a Lt. governor who can deliver accomplishments, take the time to authentically engage with children, is hands-on, cares about education, has crisis management skills, and has an ability to listen to and genuinely engage with people in her state.

**School Children**



**Senior Citizens**




**Military**



# THE GOVERNOR & LT. GOVERNOR RELATIONSHIP

When it comes to the way a governor talks about the lt. governor, in the survey voters rated statements highlighting her effectiveness, honesty, and follow-through as the most effective to convince them she is qualified to be the next governor. Highlighting their friendship or personal relationship was less important.



Sorted by % very qualified	White Woman	Black Woman	Latina Woman	AAPI Woman	Native Woman
The person I turn to for follow-through and to see the job is done	46	44	42	45	44
She is one of the most effective lieutenant governors in the country	45	47	40	42	37
She is the one I can always count on to tell me the truth	43	43	37	40	39
She is one of the best lieutenant governors in the country	41	46	36	38	36
One of the most important people I go to for advice	40	39	38	38	34
My right-hand person	40	41	34	36	35
My governing partner, who is helping me deliver on my ambitious policy proposals	39	39	37	36	34
She is one of the most respected members of my team	38	43	37	37	36
My partner in a number of important initiatives	38	38	33	35	34
She and her team are with me in a true partnership	37	39	35	37	34
I know I can lean on her as a sounding board	37	35	29	32	32
She has been a great friend and closest advisor as governor	32	32	26	32	29

We saw a similar response to the statements in our focus groups. Statements from the governor that conveyed the Lt. governor's qualifications resonated the most with voters.

Strongest  
statements

The person I turn to for follow-through and to see the job is done (b)

She is the one I can always count on to tell me the truth (g)

She is one of the most respected members of my team (j)

Neutral  
statements

My right-hand person

My governing partner, who is helping me deliver on my ambitious policy proposals

My partner in a number of important initiatives

One of the most important people I go to for advice

She and her team are with me in a true partnership

Weakest  
statements

I know I can lean on her as a sounding board (f)

She has been a great friend and closest advisor as governor (h)



The strongest statements that a governor might use to describe his relationship with the lieutenant governor were about her being the person they can turn to for follow-through and to see the job is done, always being able to count on her to tell them the truth, and her being one of the most respected members of their team.

[For statement J]: "If she is respected, then she is probably a person that is pretty honest, has integrity, is transparent, communicates well with everyone. **And respect is a very positive trait. It's a good quality.**"

– Woman from a state that has elevated a woman from SoS or LG to governor



"I picked [statement B as the strongest] because the governor seems to be more into the politics, maybe not so hands-on. **So, for the lieutenant governor to be hands-on and get everything done is important, and for us to see that that's actually happening"**

– Woman from a state with a man LG



"[Statement G is the strongest because it] sounds like a good counterbalance that if the governor is doing something wrong, **the lieutenant governor is going to correct them.**"

– Man in a state with a man LG



The weakest statements to focus group participants were about the lieutenant governor being a great friend and closest advisor, and the governor being able to lean on her as a sounding board.

**“[Statement F is] so patronizing. It just sounds like I know I can lean on her, I ignore most of the time, I don't take her seriously. It's just a very... there's low expectations there. So, it's the most left-handed of compliments.”**

– Man from a state that has elevated a woman from SoS or LG to governor



**“I thought [statement H] was weak because it—to me—minimizes her professionalism by calling her a friend and making it on more of a personal level and not as somebody that is side by side with them.... You want a person to compliment you on your duties. You want to be complimented on your personal, but when it comes to something as important as leading a state, you want to be recognized as what you can offer.”**

– Woman from a state that has elevated a woman from SoS or LG to governor



# TIPS FOR CANDIDATES

## **Carve out your own niche.**

Many voters don't have much understanding about what a Lt. governor does. Rather than only assisting or supporting the governor, voters want to see you take on your own projects.

## **Negotiate your portfolio of issues.**

Voters are interested in your actions on their top issues. Instead of focusing solely on more abstract goals like attracting tourism or international trade to the state, take on challenges that directly impact voters' lives. Make sure you demonstrate listening and taking action. They especially want to know that you can respond to a crisis—pre-planning to prepare, working with other electeds, and listening to those most impacted by the crisis.

## **Be an expert on your state.**

What are the issues that matter most to the communities in your state? Previous BLFF research found that voters want messaging framed around them, and how your work benefited the people in your community.

## **Demonstrate that you're a problem solver + communicate on results.**

Voters want a Lt. governor to be a problem solver. "Getting things done" is one of the most important traits voters prioritized for a qualified Lt. governor. Use action-oriented language and be specific about what you did in order to accomplish goals.

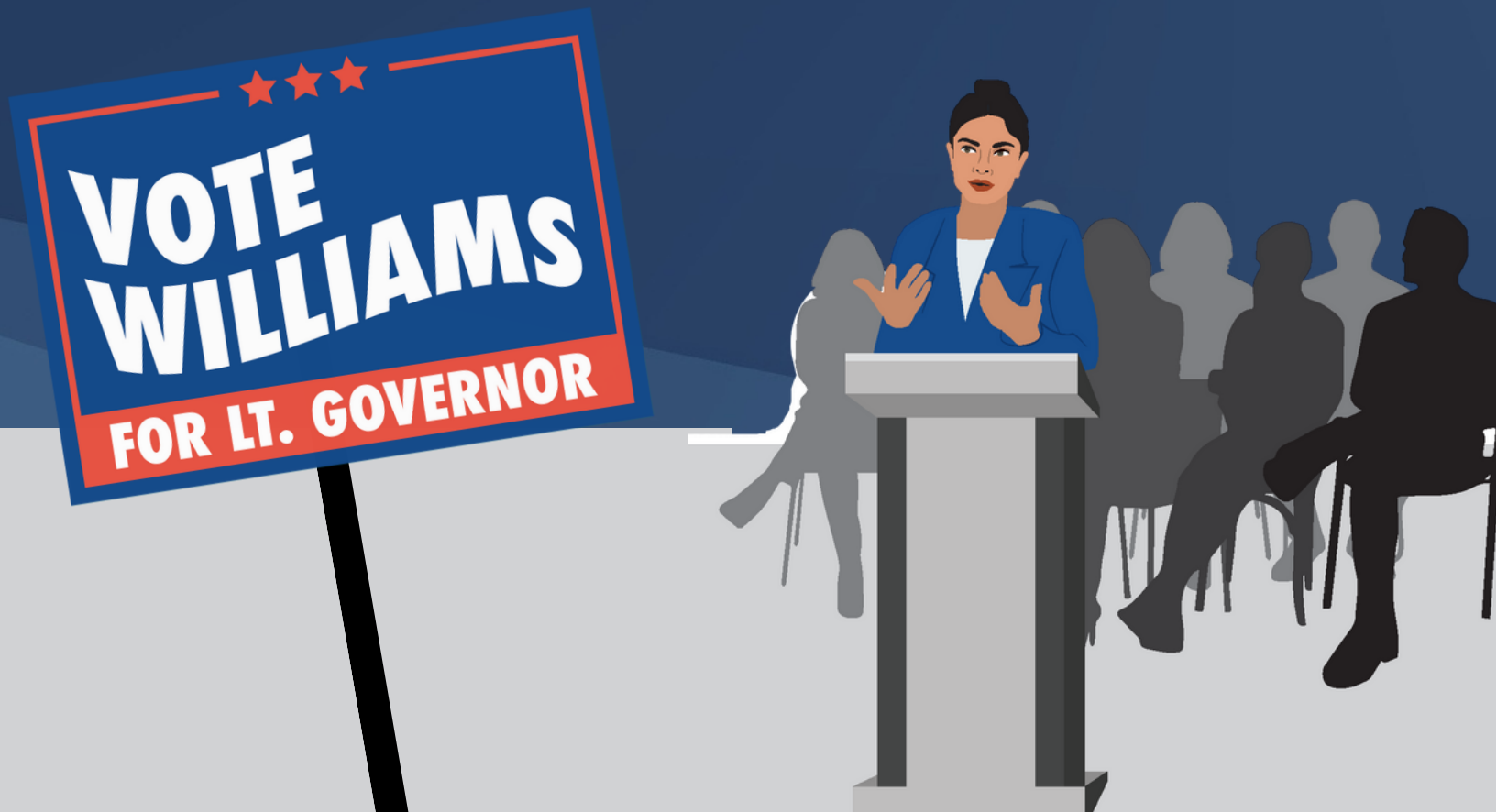
## **Highlight listening to the community.**

Previous BLFF research shows that voters value women leaders who listen to the community. In this project, focus group participants want leaders who listen to communities, oversee operations to make sure things work, and connect people to the governor.

# CONCLUSION

While women hold nearly half of elected lieutenant governorships, fewer than 1 in 5 governors are women.

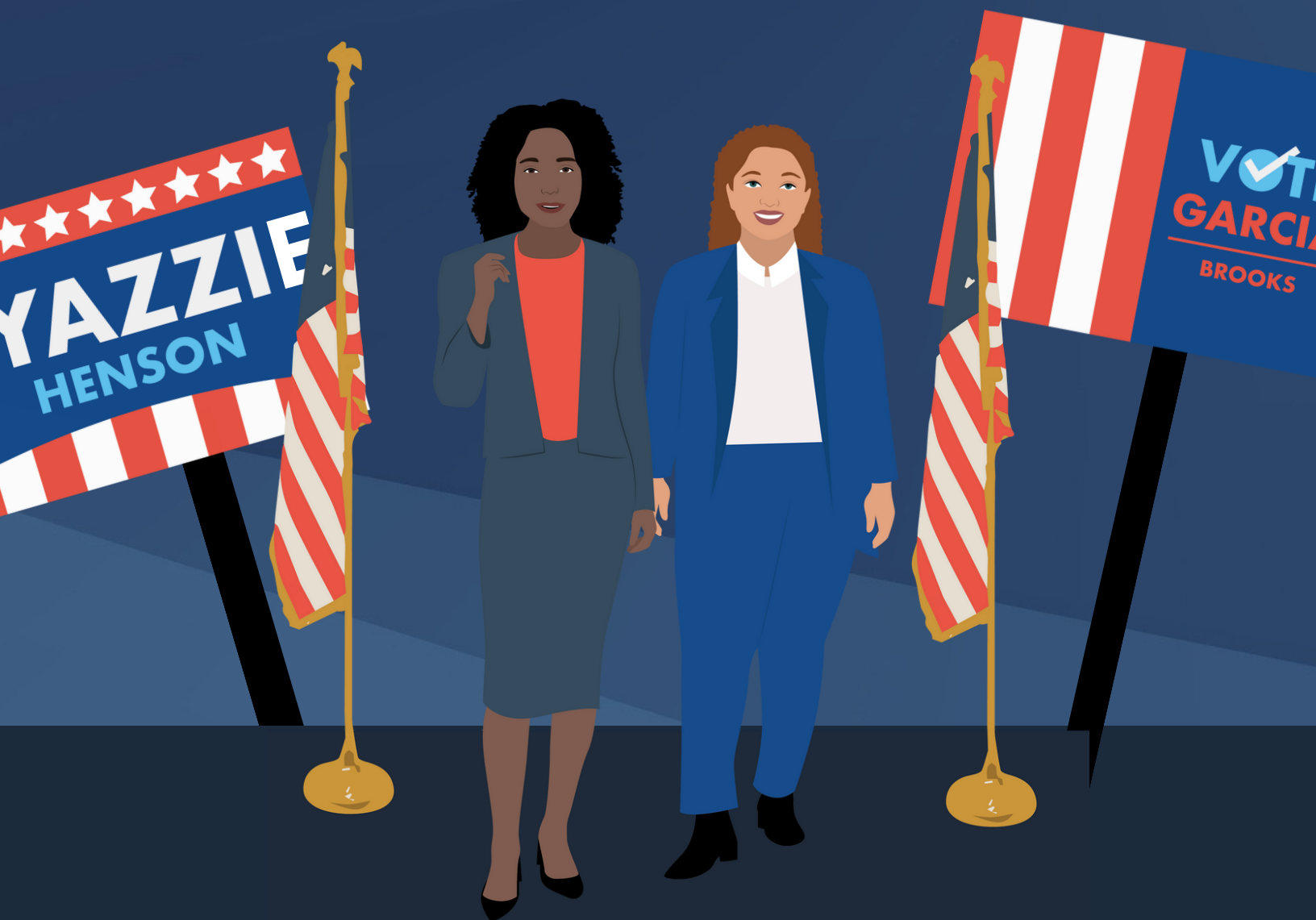
The research is clear: Voters believe women candidates are qualified to serve as lieutenant governors. Once elected, voters want lieutenant governors to demonstrate levelheaded leadership and advocate for their communities—and they want governors to treat their lieutenants as true partners and for the Lt. governor to get things done. **SECOND IN COMMAND** proves voters believe that those who serve as lieutenant governor are well prepared for the next step.



# HYPOTHETICAL WOMEN LT. GOVERNOR CANDIDATES

We tested two profiles for multiple hypothetical women Lt. governors to see what language best demonstrated to voters that she was qualified and likeable. The numbers are remarkably consistent, with high majorities of voters (about 7 in 10) finding each hypothetical woman to be equally qualified and likeable.

We tested profile #1 and profile #2 across race category, using different photos and names for each hypothetical candidate.



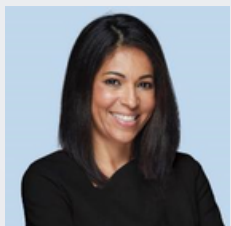
# —PROFILE #1

## LEAD WITH HISTORY OF PUBLIC SERVICE



**Cynthia Smith**

Lieutenant Governor NAME has a long history of public service. Before voters elected her lieutenant governor, NAME served four terms in the state house, where she focused on our economic competitiveness as a state. NAME is credited for her leadership on addressing mental health, expanding affordable health care, attracting new and high-paying jobs to the state, and responding to the needs of small businesses.



**Imani Williams**

As lieutenant governor, she has met with people across the state and led efforts to train more workers for high-tech jobs, to prioritize community needs by safeguarding our neighborhoods and schools from violence, and to exceed the state's energy efficiency targets. Currently she leads the state's Post High School Readiness Program, which is focused on creating new and better career opportunities and job skills for people in the state.



**Teresa Garcia**

She has a master's degree and volunteered in her community, where she expanded services for women and children survivors of domestic violence. A mom of two grown children, she first ran for office because she wants to make our state a great place to raise families.



**Jennifer Nguyen**



**Michelle Yazzie**

# —PROFILE #2

## LEAD WITH VALUES & ACHIEVEMENTS AS LIEUTENANT GOVERNOR



**Sarah Anderson**

Lieutenant Governor NAME shares our values of working hard, doing what's right, and helping others. As lieutenant governor, she listened to people's health care concerns, and led a successful transformation of the state's Medicaid system. As a member of the Board of Education, she successfully increased efficient investments in schools to ensure our school-aged children have the resources they need.



**Tamika Lewis**

Before voters elected her lieutenant governor, NAME served three terms in the state legislature, where she had a reputation for looking out for everyday residents instead of special interests and lobbyists. She led the way on enterprise zone legislation to give tax incentives that promote small businesses and bring good paying jobs, and improved transparency and information sharing across state programs for senior citizens.



**Gabriela Martinez**

As a young woman, she worked her way through college, graduating at the top of her class. She then ran a small business with her husband that created over 100 jobs. She is the mother of two grown children, who continue to work at the family business.



**Leena Patel**



**Laura Begay**



# WHITE WOMAN LG

A plurality of voters thought statements from a governor in support of their woman Lt. governor could make the LG seem very qualified. The top testing statements about how a governor describes the relationship with a woman Lt. governor that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
The person I turn to for follow-through and to see the job is done	46	75
She is one of the most effective lieutenant governors in the country	45	75
She is the one I can always count on to tell me the truth	43	72

The top testing statements that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is a proven problem solver	50	75
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	49	75

# PROFILES

We tested two profiles of white women lieutenant governors:



**Cynthia Smith**, whose profile led with her history of public service.



**Sarah Anderson**, whose profile led with values and achievements.

Cynthia Smith	Sarah Anderson
<ul style="list-style-type: none"><li>• Seen as the most likeable by: Native voters</li></ul>	<ul style="list-style-type: none"><li>• No groups are more likely than others to think Sarah Anderson is very qualified or very likeable.</li></ul>
<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats and Latinx voters</li></ul>	
<ul style="list-style-type: none"><li>• Voters rate them equally intensely when it comes to qualified and likeable.</li></ul>	

## TAKEAWAYS

Cynthia Smith	Sarah Anderson
<ul style="list-style-type: none"><li>• There is notably a 20-point margin between how qualified Latinx voters think Cynthia Smith is compared to Sarah Anderson.</li></ul>	<ul style="list-style-type: none"><li>• Republicans and AAPI voters rate Sarah Anderson higher on qualifications than likeability</li></ul>
<ul style="list-style-type: none"><li>• A quarter of Indigenous voters think Cynthia Smith is very likeable, while one in ten think Sarah Anderson is very likeable.</li></ul>	



# BLACK WOMAN LG

A plurality of voters thought statements from a governor in support of their woman Lt. governor could make the LG seem very qualified. The top testing statements about how a governor describes the relationship with a woman Lt. governor that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is one of the most effective lieutenant governors in the country	47	72
She is one of the best lieutenant governors in the country	46	72

Being described as "one of the most respected members of my team" by the governor, leads voters to view her as more qualified compared to other Lt. governor candidates.

The top testing statements that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is a proven problem solver	46	75
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	46	74

# PROFILES

We tested two profiles of Black women lieutenant governors:



**Imani Williams**, whose profile led with her history of public service.



**Tamika Lewis**, whose profile led with values and achievements.

Imani Williams	Tamika Lewis
<ul style="list-style-type: none"><li>• Seen as the most likeable by: Native voters, Democrats, Black voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats, and Native voters</li></ul>
<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats and Black voters</li></ul>
<ul style="list-style-type: none"><li>• Voters rate them equally intensely when it comes to qualified and likeable.</li></ul>	

## TAKEAWAYS

Imani Williams	Tamika Lewis
<ul style="list-style-type: none"><li>• Black and Indigenous voters find her more qualified than likeable.</li></ul>	<ul style="list-style-type: none"><li>• Indigenous voters rate her higher on likeability than qualifications.</li></ul>



# NATIVE WOMAN LG

A plurality of voters thought statements from a governor in support of their woman lt. governor could make the LG seem very qualified. The top testing statements about how a governor describes the relationship with a woman lt. governor that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is the person I turn to for follow-through and to see the job is done	44	72
She is the one I can always count on to tell me the truth	39	69

The top testing statements that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is a proven problem solver	45	72

- For the Native lieutenant governor, being someone the governor can always count on to tell them the truth (**39% very qualified**) is equally as important (within the margin of error) as being one of the most effective lt. governors in the country (**37% very qualified**).
- Compared to the other women lieutenant governors, the statement about leading “the program to support small businesses” doesn’t work as well for the Native woman as it does for the others. Similarly, the statement about “leading initiatives on attracting large employers to the state” also does not work as well for the Native woman as it does for the other women lieutenant governors.

# PROFILES

We tested two profiles of Native women lieutenant governors:



**Michelle Yazzie**, whose profile led with her history of public service.



**Laura Begay**, whose profile led with values and achievements.

Michelle Yazzie	Laura Begay
<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats and Native voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats, Native, and Latinx voters</li></ul>
<ul style="list-style-type: none"><li>• Seen as the most qualified by: Native voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most qualified by: Black voters</li></ul>
<ul style="list-style-type: none"><li>• Voters rate them equally intensely when it comes to qualified and likeable.</li></ul>	

## TAKEAWAYS

Michelle Yazzie	Laura Begay
<ul style="list-style-type: none"><li>• Independent and Republican voters rate her higher on qualifications than likeability.</li></ul>	<ul style="list-style-type: none"><li>• Most subgroups rate her higher on qualifications than likeability.</li></ul>
<ul style="list-style-type: none"><li>• Highest likeability ratings amongst one's own racial demographic group (90%), while Native voters rate her higher on likeability than qualifications</li></ul>	
<ul style="list-style-type: none"><li>• Native voters are significantly more likely than white, Black, Latinx, and especially AAPI voters to think she is very qualified</li></ul>	



# AAPI WOMAN LG

A plurality of voters thought statements from a governor in support of their woman Lt. governor could make the LG seem very qualified. The top testing statements about how a governor describes the relationship with a woman Lt. governor that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
The person I turn to for follow-through and to see the job is done	45	73
She is one of the most effective lieutenant governors in the country	42	72
She is the one I can always count on to tell me the truth	40	69

The top testing statements that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She is a proven problem solver	47	74
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	45	73

# PROFILES

We tested two profiles of AAPI women lieutenant governors:



**Jennifer Nguyen**, whose profile led with her history of public service.



**Leena Patel**, whose profile led with values and achievements.

Jennifer Nguyen	Leena Patel
<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats and Latinx voters</li></ul>
<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats, Black, and Native voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats, Latinx, and Native voters</li></ul>
<ul style="list-style-type: none"><li>• Voters rate them equally intensely when it comes to qualified and likeable.</li></ul>	

## TAKEAWAYS

Jennifer Nguyen	Leena Patel
<ul style="list-style-type: none"><li>• Democrats, Latinx, and Native voters rate Jennifer Nguyen higher on qualifications than likeability.</li></ul>	<ul style="list-style-type: none"><li>• Independents, Republicans, Latinx, and Indigenous voters rate Leena Patel higher on qualifications than likeability.</li></ul>
<ul style="list-style-type: none"><li>• Native voters rate Jennifer Nguyen as more intensely qualified than likeable.</li></ul>	



# LATINA WOMAN LG

A plurality of voters thought statements from a governor in support of their woman Lt. governor could make the LG seem very qualified. The top testing statements about how a governor describes the relationship with a woman Lt. governor that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
The person I turn to for follow-through and to see the job is done	42	70
She is one of the most effective lieutenant governors in the country	40	69

Being described as “a great friend and closest advisor” by the governor leads voters to view her as less qualified compared to the other candidates.

The top testing statements that make voters think she is qualified to become the next governor are:

% OF VOTERS WHO RATED THIS STATEMENT AS:	VERY QUALIFIED	QUALIFIED
She has been a relentless fighter for our senior citizens and children	42	71
She is a proven problem solver	42	68

# PROFILES

We tested two profiles of Latina women lieutenant governors:



**Teresa Garcia**, whose profile led with her history of public service.



**Gabriela Martinez**, whose profile led with values and achievements.

Teresa Garcia	Gabriela Martinez
<ul style="list-style-type: none"><li>• Seen as the most likeable by: Democrats and Latinx voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most likeable by: Native and Latinx voters</li></ul>
<ul style="list-style-type: none"><li>• Seen as the most qualified by: Democrats, Black, and Latinx voters</li></ul>	<ul style="list-style-type: none"><li>• Seen as the most qualified by: Latinx voters</li></ul>
<ul style="list-style-type: none"><li>• Voters rate them equally intensely when it comes to qualified and likeable.</li></ul>	

## TAKEAWAYS

Teresa Garcia	Gabriela Martinez
<ul style="list-style-type: none"><li>• Black &amp; AAPI voters rate her as more intensely qualified than likeable.</li></ul>	<ul style="list-style-type: none"><li>• Latinx &amp; AAPI voters rate her as more qualified than likeable.</li></ul>

Every candidate has their own unique story about who she is and what she has achieved. Successful profiles include a few elements that consistently convey qualifications and likeability to voters.



## Voters respond positively to these elements:



Include accomplishments framed around voters



Talk about what you've done for communities



Amplify shared values



Include issues like the economy, small businesses, mental health, education and training, high-paying jobs, community safety, health care



Give a bit of personal detail but that should come after accomplishments



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