Survey 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 African American, 200 Latinx, 250 AAPI, and 250 Native American/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 so there is an equal percentage of Democrats and Republicans. African American voters were weighted by region, age, and education; Latinx and Native American 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.

The margin of error for the base sample is +/-2.2%.

Focus Group Methodology

- Lake Research Partners and Bellwether Research and Consulting conducted six focus groups with men and women October and November of 2022 segmented as follows:

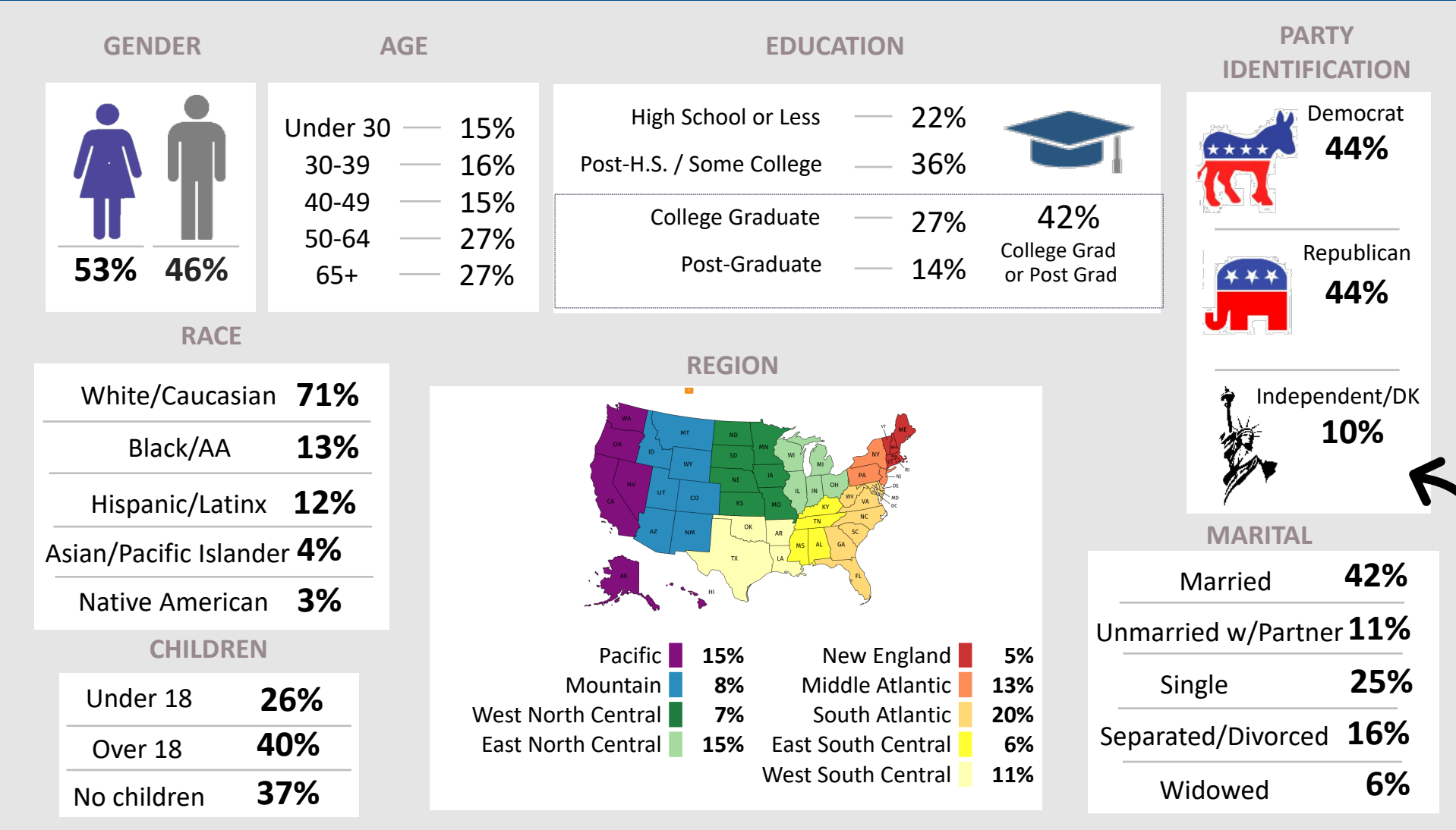| Date	Demographics
Oct. 24	Women, mixed race in a state that has elevated a woman from SoS or LG to governor
Oct. 25	Men, mixed race in a state with a woman lieutenant governor
Oct. 27	Women, mixed race in a state with a man lieutenant governor
Nov. 1	Women, mixed race in a state with a woman lieutenant governor
Nov. 2	Men, mixed race in a state with a man lieutenant governor
Nov. 3	Men, mixed race in a state that has elevated a woman from SoS or LG to governor

	Democratic Woman LG States	Republican Woman LG States	Man LG States	States that have elevated a woman from SoS or LG to governor
	VT, NV, CT, KY, MN, RI, CO, IL, DE, CA, NJ	MA, SC, ID, FL IN, MT, UT, VA	NE, KS, MD, ND, OH, AK, HI, NM, NY, PA, WI, IA, MI, SD, AL, AR, GA, LA, MS, NC, OK, TX, WA	OR, AL, NY, OK, AZ
Joint	CO, KY, NJ, IL, MN, CT	FL, MT, UT, MA, IN	NE, KS, MD, ND, OH, AK, HI, NM, PA, WI, IA, MI, SD	
Separate	VT, NV, RI, DE, CA	SC, VA, ID	AL, AR, GA, LA, MS, NC, OK, TX, WA	

- 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.

Qualitative Research Statement of Limitations

- In opinion research, qualitative research seeks to develop insight and direction rather than quantitatively precise or absolute measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered in a qualitative frame of reference.

- The reader may find that some of the information seems inconsistent in character upon first reading this report. These inconsistencies should be considered as valid data from the participant's point of view. That is, the participant may be misinformed or simply wrong in his or her knowledge or judgment, and we should interpret this as useful information about their level of understanding.

- This study cannot be considered reliable or valid in the statistical sense. This type of research is intended to provide knowledge, awareness, attitudes, and opinions about issues and concerns.

- The following limitations are inherent in qualitative research and are stated here to remind the reader that the qualitative data presented here cannot be projected to any universe of individuals.

    - Statement 1. Participants who respond to the invitation of a stranger to participate in this research show themselves to be risk takers and may be somewhat more assertive than non-participants.

    - Statement 2. Some participants speak more often and more forcefully in focus group sessions than other participants, so their opinions tend to carry more weight in the findings.

    - Statement 3. Participants "self-select" themselves.

    - Statement 4. Participants were not selected randomly; as a result each person in the pool of possible participants did not have an equal chance to be selected.

Demographics of Voters Nationwide

GENDER

53% (female) 46% (male)

AGE

Under 30	15%
30-39	16%
40-49	15%
50-64	27%
65+	27%

EDUCATION

High School or Less	22%
Post-H.S. / Some College	36%
College Graduate	27%
Post-Graduate	14%

42% College Grad or Post Grad

PARTY IDENTIFICATION

Democrat **44%**

Republican **44%**

Independent/DK **10%**

Party identification was weighted with Democrats and Republicans even for the total, men, and women in order to examine gender dynamics outside of partisanship.

Independent, don't know with weak partisans = 59%

RACE

White/Caucasian	**71%**
Black/AA	**13%**
Hispanic/Latinx	**12%**
Asian/Pacific Islander	**4%**
Native American	**3%**

CHILDREN

Under 18	**26%**
Over 18	**40%**
No children	**37%**

REGION

Pacific	**15%**	New England	**5%**	
Mountain	**8%**	Middle Atlantic	**13%**	
West North Central	**7%**	South Atlantic	**20%**	
East North Central	**15%**	East South Central	**6%**	
		West South Central	**11%**	

MARITAL

Married	**42%**
Unmarried w/Partner	**11%**
Single	**25%**
Separated/Divorced	**16%**
Widowed	**6%**

Summary of Key Findings

- Overwhelmingly, voters say they do not prefer a woman or a man lieutenant governor. Of those who do have a preference, there is a substantial gender gap between women and men for whom they prefer to vote; **women prefer a woman lieutenant governor and men prefer a man lieutenant 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, more think they'd prefer a man to a woman.**

- **There is not a lot of intensity around identity politics.** That could be because people do not think of the lieutenant governor office as that important, so they are satisfied with whomever is in the role no matter their race or gender.

- The biggest problem is not support, but **lack of intensity** regarding the lieutenant governor office.

- **Responding to crisis, interacting with the community, and getting things done** are the most important roles and traits to voters for a woman lieutenant governor to play.

- Voters want a lieutenant governor who establishes their own profile. **The lieutenant governor's relationship with the governor is less salient. Voters are more interested in the lieutenant governor's interaction with and relationship to them.**

- They want to know which **results the lieutenant governor has achieved**, **not how or what she assisted**. They want someone who is a **problem solver** and want to know **what problems she has solved**.

Summary of Key Findings

- Voters want an **ethical and accountable** lieutenant governor, and one who **gets things done and delivers results**.

- Two areas emerge from the findings that are most important for this role: **listening and communicating with the people/community and being active and getting results.**

- We tested two profiles for a lieutenant governor, one that combined service and results and one that combined values and results. Both profiles included biographical information, including previous elected office. Voters reacted to these profiles and a photo of either an AAPI woman, Black woman, Latina woman, Native women, or white woman lieutenant governor who is running to be the next governor. Across race of the hypothetical woman lieutenant governors, **voters gave both lieutenant governor profiles high ratings on being qualified and being likeable**.

- In focus groups, **many voters 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. Participants say **a good or successful lieutenant governor is often a connector to or from the people**. Critical roles are to **listen to the people** and **report back to the governor**, **connect people to the governor** as well as to **oversee operations and make sure things work**.

Key Findings – Identity Politics

- More than seven in ten (73%) voters say there is no difference in their gender preference when voting for a lieutenant governor. The rest are split between whether they would prefer to vote for a woman (13%) or a man (12%) lieutenant governor.
  - Across subgroups, about two-thirds or more say there is no difference in the gender preference when voting for a lieutenant governor. However, there is a gender gap in preferring a woman or a man, especially among voters under 50. Nearly a quarter (23%) of younger men prefer to vote for a man, and nearly a quarter (23%) of younger women prefer to vote for a woman. AAPI (19%), Black (17%), Latinx (17%), and Indigenous (17%) voters have a slight preference for a woman lieutenant governor over a man. Democrats (19%) and Independents (14%) favor a woman, while Republicans (18%) are more likely to say they would prefer a man.

- By the end of the survey, voters' preference to vote for a woman for lieutenant governor increases by 6 points (13% to 19%), although 69% say there is no difference.
  - The biggest increases in preference to vote for a woman LG are among AAPI voters (+11 points), women (+9), and Democrats (+9).

- When it comes to what they think their friends and neighbors prefer, nearly a quarter (24%) think their friends and neighbors are more likely to prefer voting for a man for lieutenant governor (9% for a woman). Half (53%) say it would make no difference to their friends and neighbors.
  - Across demographic subgroups, only Black women, Black non-college-educated voters, Independent women, Independent people of color, and Latinx Independents think their friends and neighbors would prefer to vote for a woman over a man lieutenant governor.

- At the end of the survey, voters are slightly more likely to think their friends and neighbors would prefer to vote for a woman (+5 points for woman, -3 for man), but no difference stays the same (53%).
  - AAPI (+9 points) and Black (+8 points) voters, women (+6), and Democrats (+6) make up the biggest increases in assumed preference to vote for a woman.

Key Findings – Identity Politics

- There is little sign of identity politics for many groups when we ask voters how important it is to them to have more men/women leaders or leaders of different racial and ethnic groups in elected office.

- Voters do not think it is important to have more white leaders, AAPI, Hispanic/Latino/a, Native American/Indigenous, Black/African American, women of color, leaders of color, men, or women leaders. Less than three in ten think having these kinds of leaders is important overall. Nearly half think it is not important at all to have more Native American/Indigenous, AAPI, and Hispanic/Latinx leaders in elected office.
  - There is a partisan gap. While Democrats prioritize electing more women, Republicans – if anything – think we should elect more men.
    - Democrats think electing more women leaders is most important (40% important). Independents think electing more women leaders (30%) and leaders of color (28%) are most important (30% important), while Republicans think electing more men (22% important) and white leaders (20% important) are most important.
  - About half or more Black voters say it is important to have more Black/African American leaders (54%), leaders of color (50%), and women of color leaders (49%).
  - Latinx voters are most likely to say it is important to elect more Hispanic/Latino/a leaders (40% important) and leaders of color (37% important).
  - AAPI voters believe it is most important to elect more AAPI leaders (41%), leaders of color (40%), and women leaders (39%).
  - Half (51%) of Native American voters rate electing more Native American/Indigenous leaders as important.
  - A quarter or fewer white voters say it is important to elect more of any of these kinds of leaders. A quarter (25%) say it is important to elect more women.

Key Findings – Identity Politics

- Participants in the women 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 critique from the public, and having to promote your accomplishments more than a man would have to. Men participants did not see as much of a difference.
  - "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
  - "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
  - "**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

Key Findings – Identity Politics

- There was also a distinction between the women and men 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. 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 them more votes from people of their same race.

    - "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

    - "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

    - "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

Key Findings – Perception of the Role of Lieutenant Governor

- Many participants do not have that much information about lieutenant governors or who they are, and they feel they do not hear from them.

- They say a good or successful lieutenant governor is often a bridge to and for the people – they listen to communities and report to the governor, oversee operations and make sure things work, and connect people to the governor.

- Voters in the survey think the three most important roles for a woman lieutenant governor to play are
  - focusing on issues that matter in the state (41%),
  - helping the governor and state government respond to a crisis in the state, like a wildfire, hurricane, mass shooting, or other crisis (31%),
  - and listening to the people and bringing that information back (30%).

- The least important roles to voters are
  - sitting on the governor's cabinet (11%),
  - helping constituents with different agencies of government (10%),
  - and representing the state to key stakeholders, like big corporations, other states, or other countries (9%).

Key Findings – Perception of the Role of Lieutenant Governor

- When asked in the focus groups if there are any roles they think a woman lieutenant governor would handle better than a man, some of the women say all the roles in a provided list, while some of the men insist there is no difference between 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 more nurturing and compassionate.

- A majority of voters say they have warm, favorable feelings (63%; 28% very favorable) about a governor who has a prominent and active woman lieutenant governor, but three in ten say they are neutral or are not sure if they have favorable or unfavorable feelings about this kind of governor and intensity is low.

  - Among demographic subgroups, Democrats (75%) and 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 lieutenant governor. Democrats (81) and women over 50 (80) have the highest mean rating.

Key Findings – Desirable Qualities for a Woman LG

- In a list of different qualities that a woman lieutenant governor could have, nearly all voters rate all the qualities as important to earning their vote, with over six in ten who rate being ethical (62%), listening to the people (62%), and standing up for the people (61%) as being very important.

  - Standing up for and listening to the people are the most important qualities for voters under 50 (56% stand up for the people, 55% listening to the people), Black voters (59% stand up for the people, 60% listening to the people), and Native/Indigenous voters (75% stand up for the people, 73% listening to the people).

  - For Latinx voters, listening to the people (63% very important) and getting things done (62%) are most important. For AAPI voters, the most important are listening to the people (54%) and being able to handle a crisis (53%).

  - Independents think being accountable (62%) is the most important quality for a woman lieutenant governor who is running to be the next governor to have.

- Qualities that are oriented toward a lieutenant governor's relationship and interaction with the governor and institutions are included in a bottom tier of importance for a woman lieutenant governor who is running to be the next governor to have.

  - Across demographic subgroups, voters rate supporting the governor as the least or one of the least important qualities.

Photos and the Lieutenant Governor's Relationship with the Governor

SSA White woman   SSB Black woman   SSC Latina woman   SSD AAPI woman   SSE Native woman

Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.

- The person I turn to for follow-through and to see the job is done
- She is one of the most effective lieutenant governors in the country
- She is the one I can always count on to tell me the truth
- She is one of the best lieutenant governors in the country
- One of the most important people I go to for advice
- My right-hand person

- My governing partner, who is helping me deliver on my ambitious policy proposals
- She is one of the most respected members of my team
- My partner in a number of important initiatives
- She and her team are with me in a true partnership
- I know I can lean on her as a sounding board
- She has been a great friend and closest advisor as governor

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Key Findings – The Lieutenant Governor's Relationship with the Governor

- Survey respondents split into five groups, with each group reacting to an accompanying photo of either a hypothetical AAPI woman lieutenant governor, or a Black, Latina, Native/Indigenous, or white woman lieutenant governor. Across the races of the woman lieutenant governor presented, voters rated qualities of **being the best**, **effectiveness**, **honesty, and follow-through**. Men and women voters rate these same traits as most qualified.

- For the white woman lieutenant governor, the top testing statements about her relationship with the governor that make voters think she is qualified to become the next governor are:
  - *The person I turn to for follow-through and to see the job is done* – 46% very qualified, 75% qualified
  - *She is one of the most effective lieutenant governors in the country* – 45% very qualified, 75% qualified
  - *She is the one I can always count on to tell me the truth* – 43% very qualified, 72% qualified

- For the Black woman lieutenant governor, the top testing statements are:
  - *She is one of the most effective lieutenant governors in the country* – 47% very qualified, 72% qualified
  - *She is one of the best lieutenant governors in the country* – 46% very qualified, 72% qualified

- For the Latina woman lieutenant governor, the top testing statements are:
  - *The person I turn to for follow-through and to see the job is done* – 42% very qualified, 70% qualified
  - *She is one of the most effective lieutenant governors in the country* – 40% very qualified, 69% qualified

- For the AAPI woman lieutenant governor, the top testing statements are:
  - *The person I turn to for follow-through and to see the job is done* – 45% very qualified, 73% qualified
  - *She is one of the most effective lieutenant governors in the country* – 42% very qualified, 72% qualified
  - *She is the one I can always count on to tell me the truth* – 40% very qualified, 69% qualified

- For the Native woman lieutenant governor, the top testing statements are:
  - *The person I turn to for follow-through and to see the job is done* – 44% very qualified, 72% qualified
  - *She is the one I can always count on to tell me the truth* – 39% very qualified, 69% qualified

Key Findings – The Lieutenant Governor's Relationship with the Governor

- The statements about the woman lieutenant governor's relationship with the governor rank similarly across the race of the women, except for the Black lieutenant governor, whose top-testing statements are about being one of the most effective (47% very qualified) and best (46%) lieutenant governors in the country rather than also including follow-through and/or truth-telling.

- For the Native lieutenant governor, being someone the governor can always count on to tell them the truth (39% very qualified) is more important than being one of the most effective in the country (37% very qualified).

- Compared to the other women lieutenant governors, the statement about being one of the most respected members of their team makes the Black woman more qualified.

% Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian Woman*	Native Woman*
She is one of the most respected members of my team	38	**43**	37	37	36

- A similar yet opposite phenomenon emerges for the Latina woman where compared to the other women lieutenant governors, being a great friend and closest advisor does not make them as qualified as the others.

% Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian Woman*	Native Woman*
She has been a great friend and closest advisor as governor	32	32	**26**	32	29

*split sampled question

Key Findings – What makes a Woman LG Qualified?

- When focus group participants were asked how they can tell a lieutenant governor who is running to be the next governor is qualified to be governor, many said it would come down to their **accomplishments** and whether they **have a proven track record**, the kind of **experience they had prior to being lieutenant governor**, and whether they **interact with, understand, and spend time with the community** they represent.

- Examples of things a lieutenant governor could accomplish that would be important to participants include accomplishments that are oriented toward **getting things done and delivering results but are all grounded in community**. They can pass a law or bill, but it should be something that has a direct positive effect on the community. Establishing relationships and being out in the public eye is seen as an accomplishment, and working on an important issue that is directly impacting the state or community is important.

- Noticeably, these top statements are about the lieutenant governor's actions and results, not her relationship to the governor.

> 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

Photos and What makes a Woman LG Qualified?

SSA White woman   SSB Black woman   SSC Latina woman   SSD AAPI woman   SSE Native woman

Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.

- She is a proven problem solver
- A strong advocate for our different communities, the lieutenant governor working to build our state so everyone has the opportunity to get ahead
- The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs
- She has been a relentless fighter for our senior citizens and children
- She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%

- She is someone who brings new voices and perspectives to the table
- We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls
- She leads initiatives on providing mental health services
- She is the head of a number of important initiatives
- She leads the program to support small businesses
- She leads initiatives on attracting large employers to the state

Key Findings – What makes a Woman LG Qualified?

- Looking at another list, again, survey respondents split into five groups, with each group reacting to an accompanying photo of either a hypothetical AAPI woman lieutenant governor, or a Black, Latina, Native/Indigenous, or white woman lieutenant governor. For lieutenant governors of every race, being a **proven problem solver is critical to convey qualifications to be the next governor**. The other top qualifications vary by race, but all relate to prioritizing the needs of people or communities.

- For the white woman lieutenant governor, the top testing statements that make voters think she is qualified to become the next governor are:
  - *She is a proven problem solver* – 50% very qualified, 79% qualified
  - *The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs* – 49% very qualified, 75% qualified
- For the Black woman lieutenant governor, the top testing statements are:
  - *She is a proven problem solver* – 46% very qualified, 75% qualified
  - *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% very qualified, 74% qualified

- For the Latina woman lieutenant governor, the top testing statements are:
  - *She has been a relentless fighter for our senior citizens and children* – 42% very qualified, 71% qualified
  - *She is a proven problem solver* – 42% very qualified, 68% qualified

- For the AAPI woman lieutenant governor, the top testing statements are:
  - *She is a proven problem solver* – 47% very qualified, 74% qualified
  - *The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs* – 45% very qualified, 73% qualified

- For the Native woman lieutenant governor, the top testing statement is:
  - *She is a proven problem solver* – 45% very qualified, 72% qualified

- For the hypothetical AAPI, Black, Latina, Native/Indigenous, or white woman lieutenant governors, AAPI, Black, Latinx, Native, and white voters approach the statements about how qualified these hypothetical women candidates are with unique perspectives.

Key Findings – What makes a Woman LG Qualified?

- The statement "she is a proven problem solver" rates the highest for all the women lieutenant governors, along with being a "strong advocate for our different communities" for the Black woman lieutenant governor (46% very qualified) and being a "relentless fighter for our senior citizens and children" for the Latina lieutenant governor (42% 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 Latina and Native women as it does for the others. Women have a difficult time proving economic credentials, and we have seen in past research that this is especially challenging for Latina leaders.

% Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian Woman*	Native Woman*
She leads the program to support small businesses	45	44	**36**	41	**36**

- 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.

Sorted by % Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian Woman*	Native Woman*
She leads initiatives on attracting large employers to the state	42	43	40	40	**34**

*split sampled question

Key Findings - Photos

- In an exercise where survey respondents had to rank ten photos from most qualified to be governor to least qualified to be governor, voters rank the photo of Lieutenant Governor Eleni Kounalakis signing legislation with people around her as the most qualified to be governor (17%) and rank the photo of Lieutenant Governor Diane Primavera cutting a ribbon as least qualified (5%).
    - Across demographic subgroups, voters rank the top 5 photos similarly, except for Black voters who rank the photo of LG Juliana Stratton holding a piece of legislation with the governor and people around her as most qualified (23%).
- When asked what stood out most about the photos, voters volunteer a range of responses. What stood out most is that all of the photos were of women (12%). Photos that showed women working with the people/community (11%) and the different actions they were doing in the photos (7%) also stood out to voters.

Enlarged photos can be found on the next two slides

% Most qualified	1	2	3	4	5	6	7	8	9	10
Lieutenant Governor Photo										
Lieutenant Governor Name Key	Eleni Kounalakis	Winsome Earle Sears	Deidre Henderson	Kristen Juras	Juliana Stratton	Janice McGeachin	Peggy Flanagan	Molly Gray	Susan Bysiewicz	Diane Primavera

Best-testing Photos

Worst Testing Photos

Key Findings - Profiles

- We tested two different profiles of a fictional woman governor who is running to be governor. One profile leads with service and results and the second profile leads with values and results. We conducted a five-way experiment where survey respondents saw photos alongside the profiles of either a hypothetical AAPI, Black, Latina, Native/Indigenous, or white woman lieutenant governor and read profiles that had unique candidate names.

- There is not much difference overall between any of the women lieutenant governors of different race/ethnicities in terms of their qualifications and likeability for either profile. Across voters' partisanship, all women are rated qualified and likeable.
    - **For profile 1**, about one in five think all the women are very qualified (rated 100) and at least seven in ten think all the women are qualified (rated 51-100).
    - For profile 1, about one in five think all the women are very likeable (rated 100) and at least two-thirds think all the women are likeable (rated 51-100) based on the profile 1 language.
    - **For profile 2**, voters rate each woman fairly similarly on being very qualified, though there is a 5-point difference between the Black woman and the AAPI woman. Voters also rate the Black, Native, and white women similarly on overall qualifications, while rating the Latina and AAPI women slightly higher.
    - Likely voters also rate the women similarly on being very likeable, with the Native woman rated slightly lower than the Black and Latina women. The Native woman is rated the least likeable on the overall likeable ratings as well based on the profile 2 language.

Key Findings – Profile 1 by Key Demographic Subgroups

- By a two-to-one margin, Indigenous voters think the Native woman lieutenant governor is more qualified than the women of other races. Indigenous voters are significantly more likely than white, Black, Latinx, and especially AAPI voters to think the Native woman lieutenant governor is very qualified.

- AAPI voters think the Black lieutenant governor is the most qualified (25% very qualified), whereas Black and Latinx voters (27%, respectively) think the Latina woman lieutenant governor is the most qualified (however, there is not a significant difference in their rating compared to the women of other races).

- Nearly three in ten (29%) Democrats think the Latina and the Black women lieutenant governors are very qualified.

- By at least four points, men (20% very likeable), Democrats (31%), and Black voters (30%) think the Black woman lieutenant governor is the most likeable compared to the women lieutenant governors of different races.

- A quarter of women think the Native and Latina women lieutenant governors are very likeable (26%, respectively), and over three in ten (34%) Indigenous voters think the Native woman lieutenant governor is very likeable.

- Latinx voters think the Latina woman is the most likeable (29% very likeable).

Qualifications	Highest Qualified Rating among:
Black woman – Imani Williams	AAPI voters, Democrats
Latina woman – Teresa Garcia	Black voters, Latinx voters, Democrats
AAPI woman – Jennifer Nguyen	x
White woman – Cynthia Smith	x
Native American woman – Michelle Yazzie	Indigenous voters

Likeability	Highest Likeable Rating among:
Black woman – Imani Williams	Men, Democrats, Black voters
Latina woman – Teresa Garcia	Women, Latinx voters
AAPI woman – Jennifer Nguyen	x
White woman – Cynthia Smith	x
Native American woman – Michelle Yazzie	Women, Indigenous voters

Key Findings – Profile 2 by Key Demographic Subgroups

- Three in ten Democrats (31%) and Black voters (29%) think the Black woman lieutenant governor is very qualified, and a quarter of women think the Black and Latina women are very qualified.

- Compared to the women of other races, men think the Native woman (21% very qualified) is the most qualified and Latinx voters think the Latina woman and AAPI woman are the most qualified (29% very qualified, respectively).

- Latinx voters also think the Latina and AAPI women are the most likeable (30% very likeable for the Latina, 33% very likeable for the AAPI woman).

- A quarter (26%) of women think the Latina woman is very likeable, and over three in ten (34%) Indigenous voters think the Black woman is very likeable.

- The Black woman lieutenant governor's qualifications and likeability are paralleled for Democrats and Black voters (32% very likeable for Democrats, 28% very likeable for Black voters).

Qualified	Highest Qualified Rating among:
Latina woman – Gabriela Martinez	Women, Latinx voters
AAPI woman – Leena Patel	Latinx voters
Black woman – Tamika Lewis	Democrats, Black voters, women
White woman – Sarah Anderson	x
Native American woman – Laura Begay	Men

Likeability	Highest Likeable Rating among:
Latina woman – Gabriela Martinez	Latinx voters, women
AAPI woman – Leena Patel	Latinx voters
Black woman – Tamika Lewis	Indigenous voters, Democrats, Black voters
White woman – Sarah Anderson	x
Native American woman – Laura Begay	x

Profile 1

Cynthia Smith

Imani Williams

Teresa Garcia

Jennifer Nguyen

Michelle Yazzie

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.

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.

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.

Profile 2

Sarah Anderson

Tamika Lewis

Gabriela Martinez

Leena Patel

Laura Begay

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.

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.

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.

Core Attitudes

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

When I say lieutenant governor, what comes to mind?
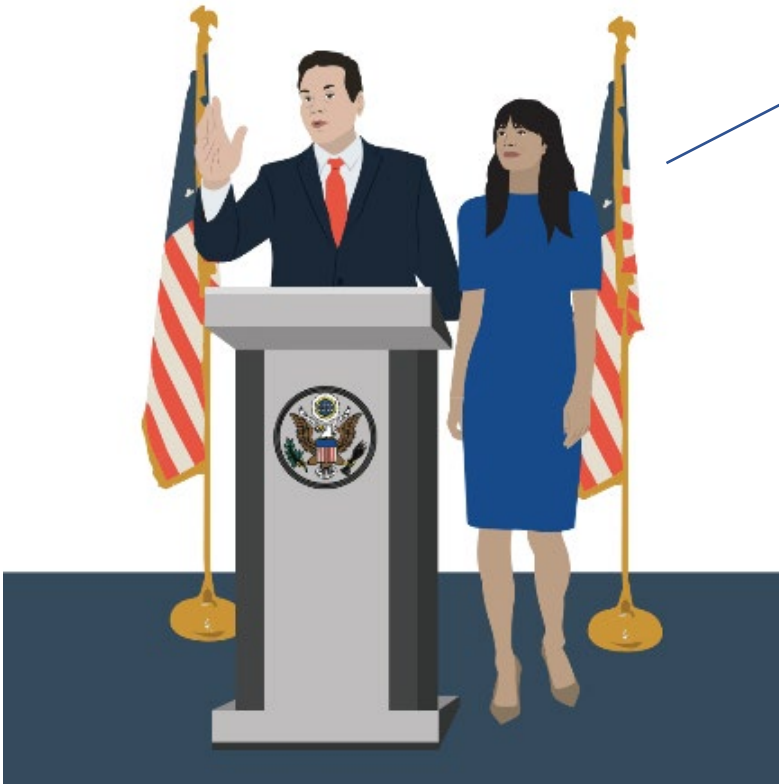
More than seven in ten voters say there is no difference in their gender preference when voting for a lieutenant governor. The rest are split between whether they would prefer to vote for a woman or a man lieutenant governor.

Now for something slightly different. Assuming candidates have equal qualifications, would you prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

(+1)

Prefer to vote for a woman	Prefer to vote for a man	No difference	Not sure
13	12	73	2
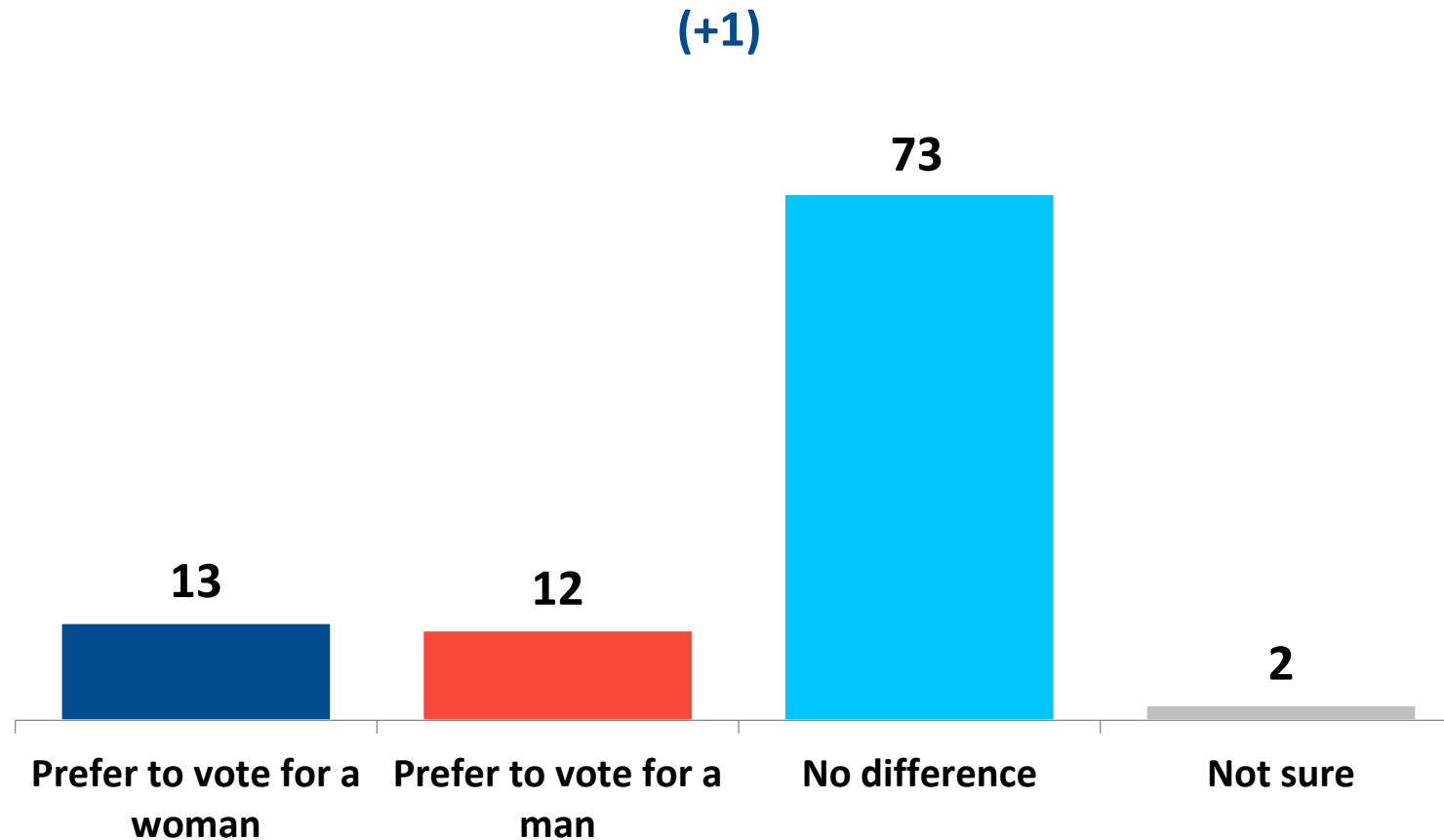
Across subgroups, at least 65% of voters say there is no difference in their preference for a woman or man lieutenant governor. However, that camouflages a large gender gap, especially among voters under 50. AAPI, Black, Latinx, and Indigenous voters have a slight preference for a woman lieutenant governor. Democrats favor a woman, Republicans favor a man, and Independents split.

Now for something slightly different. Assuming candidates have equal qualifications, would you prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

(+1)

	Prefer to vote for a woman	Prefer to vote for a man	No difference	Not sure
	13	12	73	2
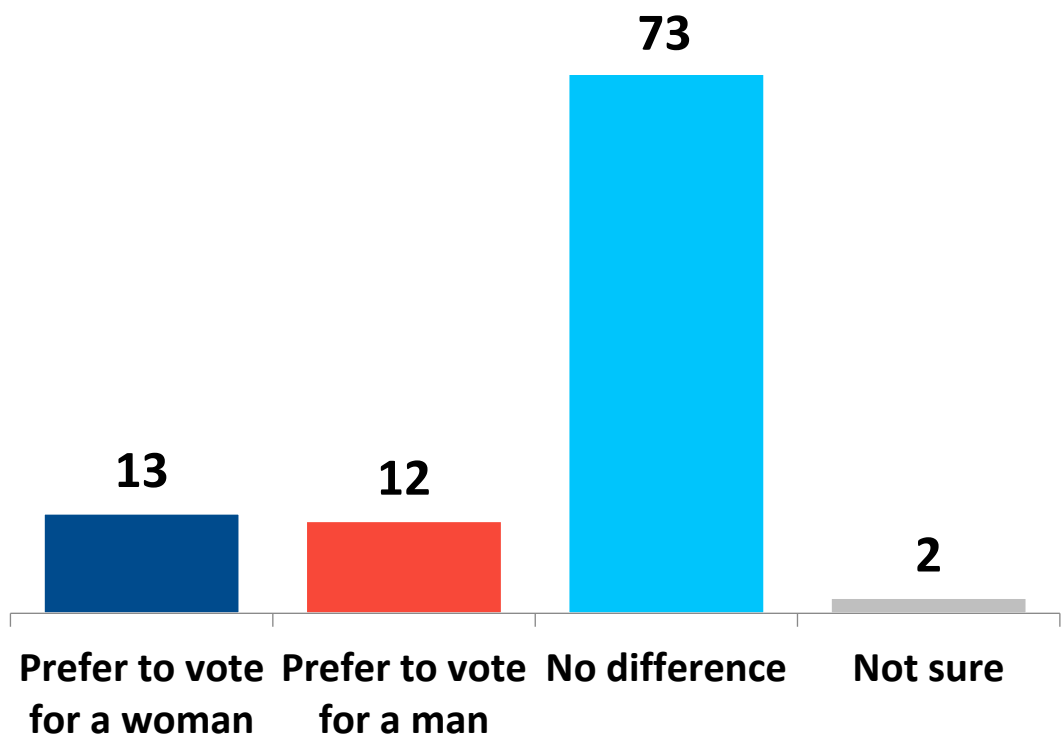
	For a woman	For a man	No difference	Not sure
Men	6	15	78	1
Women	18	9	70	3
Men <50	6	23	70	1
Women <50	23	9	65	3
Men 50+	5	8	85	2
Women 50+	15	9	73	3
Democrat ID	19	7	72	1
Independent ID	15	13	70	2
Republican ID	6	18	74	2
White	11	12	75	2
Black	17	11	67	5
Latinx	17	11	71	2
AAPI	19	10	70	2
Indigenous	17	11	71	1

33

By the end of the survey, voters' preference to vote for a woman for lieutenant governor increases by 6 points, although 69% say there is no difference. The biggest increases in preference to vote for a woman LG are among women and Democrats, who increase by 9 points. Notably, Independents and Republicans increase by 6 points.

Now for something slightly different. Assuming candidates have equal qualifications, would you prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

All Voters	Men	Women	Democrat	Independent	Republican

All Voters — No difference: Initial 73, Final 69; Prefer to vote for a woman: Initial 13, Final 19; Prefer to vote for a man: Initial 12, Final 10

Men — No difference: Initial 78, Final 77; Prefer to vote for a man: Initial 15, Final 12; Prefer to vote for a woman: Initial 6, Final 10

Women — No difference: Initial 70, Final 62; Prefer to vote for a woman: Initial 18, Final 27; Prefer to vote for a man: Initial 9, Final 7

Democrat — No difference: Initial 72, Final 65; Prefer to vote for a woman: Initial 19, Final 28; Prefer to vote for a man: Initial 7, Final 6

Independent — No difference: Initial 70, Final 66; Prefer to vote for a woman: Initial 15, Final 21; Prefer to vote for a man: Initial 13, Final 11

Republican — No difference: Initial 74, Final 71; Prefer to vote for a man: Initial 18, Final 14; Prefer to vote for a woman: Initial 6, Final 12

■ Prefer to vote for a woman

■ Prefer to vote for a man

■ No difference

34

Across racial subgroups, all voters increase in their preference to vote for a woman LG by at least 6 points at the end of the survey. The largest increase is among AAPI voters who increase in their preference to vote for a woman by 11 points.

Now for something slightly different. Assuming candidates have equal qualifications, would you prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?
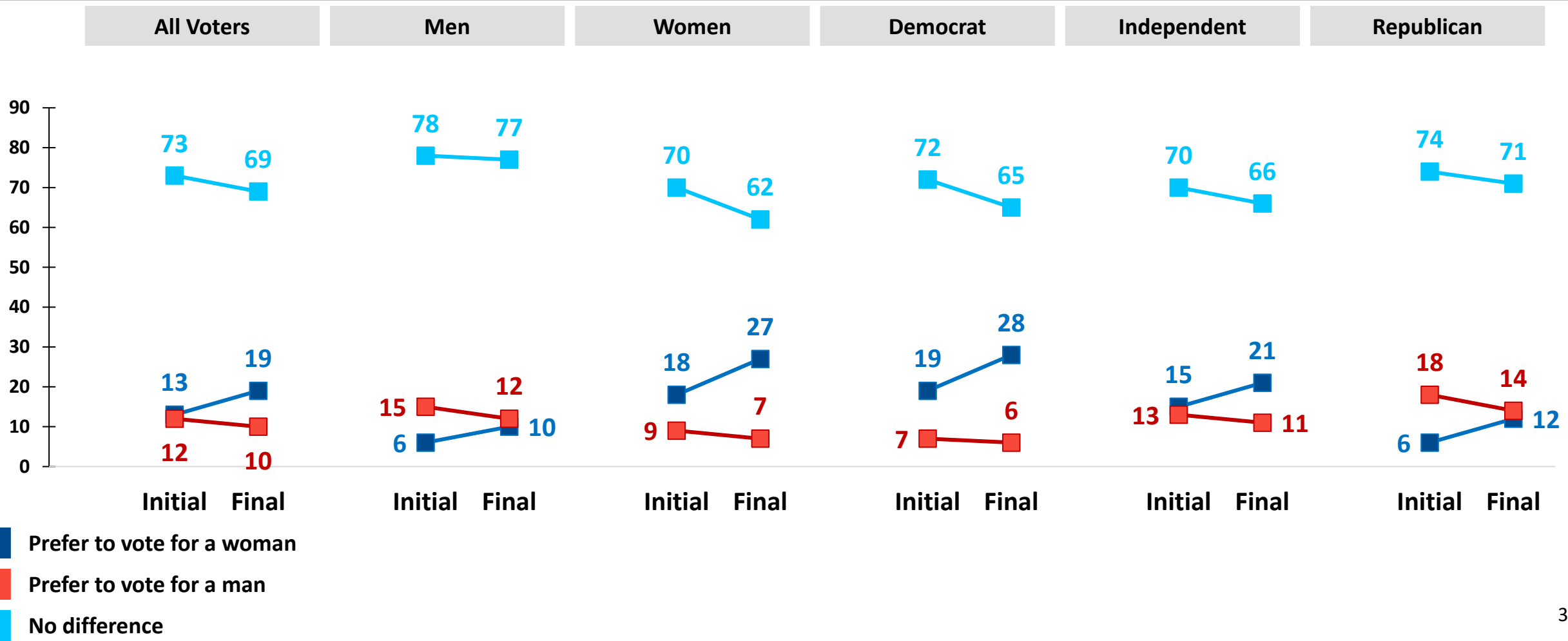

All Voters	White	Black	Latinx	AAPI	Native

Legend:
- Prefer to vote for a woman (dark blue)
- Prefer to vote for a man (red)
- No difference (light blue)

All Voters: No difference: Initial 73, Final 69; Prefer woman: Initial 13, Final 19; Prefer man: Initial 12, Final 10

White: No difference: Initial 75, Final 71; Prefer woman: Initial 11, Final 17; Prefer man: Initial 12, Final 10

Black: No difference: Initial 67, Final 63; Prefer woman: Initial 17, Final 25; Prefer man: Initial 11, Final 9

Latinx: No difference: Initial 71, Final 64; Prefer woman: Initial 17, Final 26; Prefer man: Initial 11, Final 7

AAPI: No difference: Initial 70, Final 60; Prefer woman: Initial 19, Final 30; Prefer man: Initial 10, Final 7

Native: No difference: Initial 71, Final 65; Prefer woman: Initial 17, Final 24; Prefer man: Initial 11, Final 7

However, when it comes to assessing what they think their friends and neighbors prefer, a quarter think their friends and neighbors are more likely to prefer voting for a man for lieutenant governor (9% for a woman). Half (53%) say it would make no difference to their friends and neighbors.

Again, assuming candidates have equal qualifications, do you think that most of your friends and neighbors would prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

(-15)

Prefer to vote for a woman	Prefer to vote for a man	No difference	Not sure
9	24	53	14
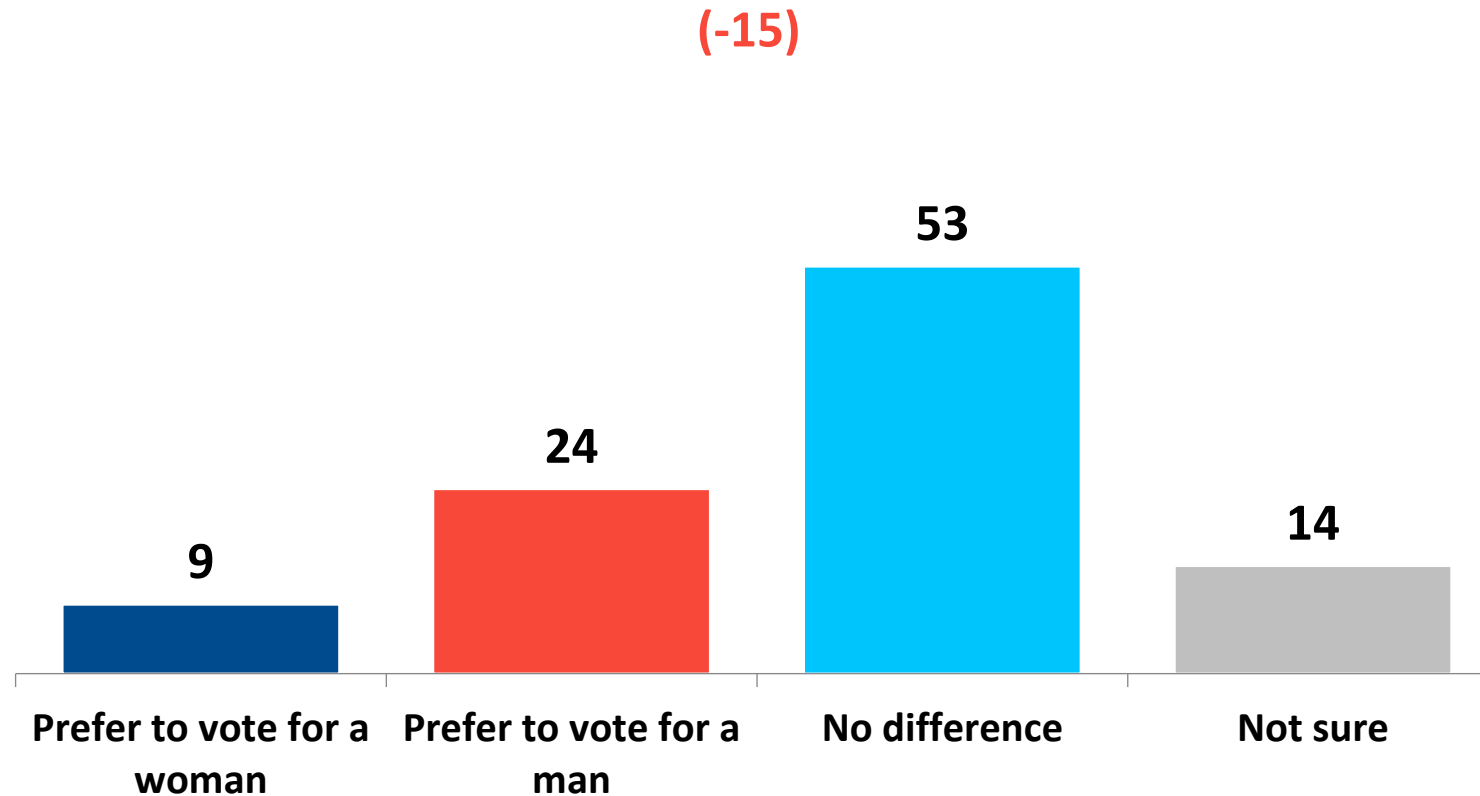
Across demographic subgroups, no subgroup thinks their friends and neighbors would prefer to vote for a woman over a man lieutenant governor. Men under 50 and Republicans are slightly more likely to think their friends and neighbors would prefer to vote for a man. The most likely to say they are not sure what their friends and neighbors prefer are women over 50, Indigenous voters, and women.

Again, assuming candidates have equal qualifications, do you think that most of your friends and neighbors would prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

(-15)

	Prefer to vote for a woman	Prefer to vote for a man	No difference	Not sure
	9	24	53	14
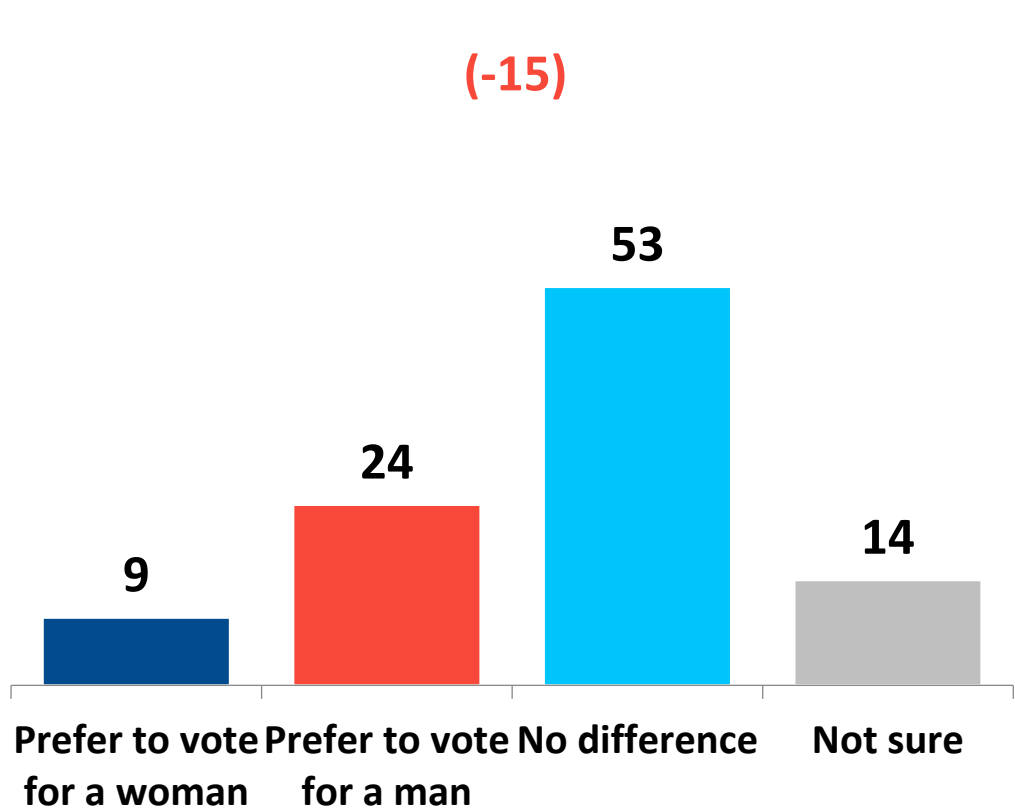
	For a woman	For a man	No difference	Not sure
Men	5	26	59	10
Women	13	23	48	**17**
Men <50	6	**30**	58	6
Women <50	16	22	48	14
Men 50+	5	21	59	15
Women 50+	11	23	48	**18**
Democrat ID	14	22	52	12
Independent ID	11	23	52	13
Republican ID	6	**28**	54	12
White	8	25	54	13
Black	13	21	50	15
Latinx	14	22	51	13
AAPI	11	23	54	12
Indigenous	12	19	52	**18**

At the end of the survey, voters shift in the direction of thinking their friends and neighbors would prefer to vote for a woman for lieutenant governor (+5 points for woman, -3 for man). Again, women and Democrats make up the biggest increases in preference to vote for a woman (+6 points, respectively). Republicans decrease by 5 points in thinking their friends and neighbors would prefer to vote for a man.
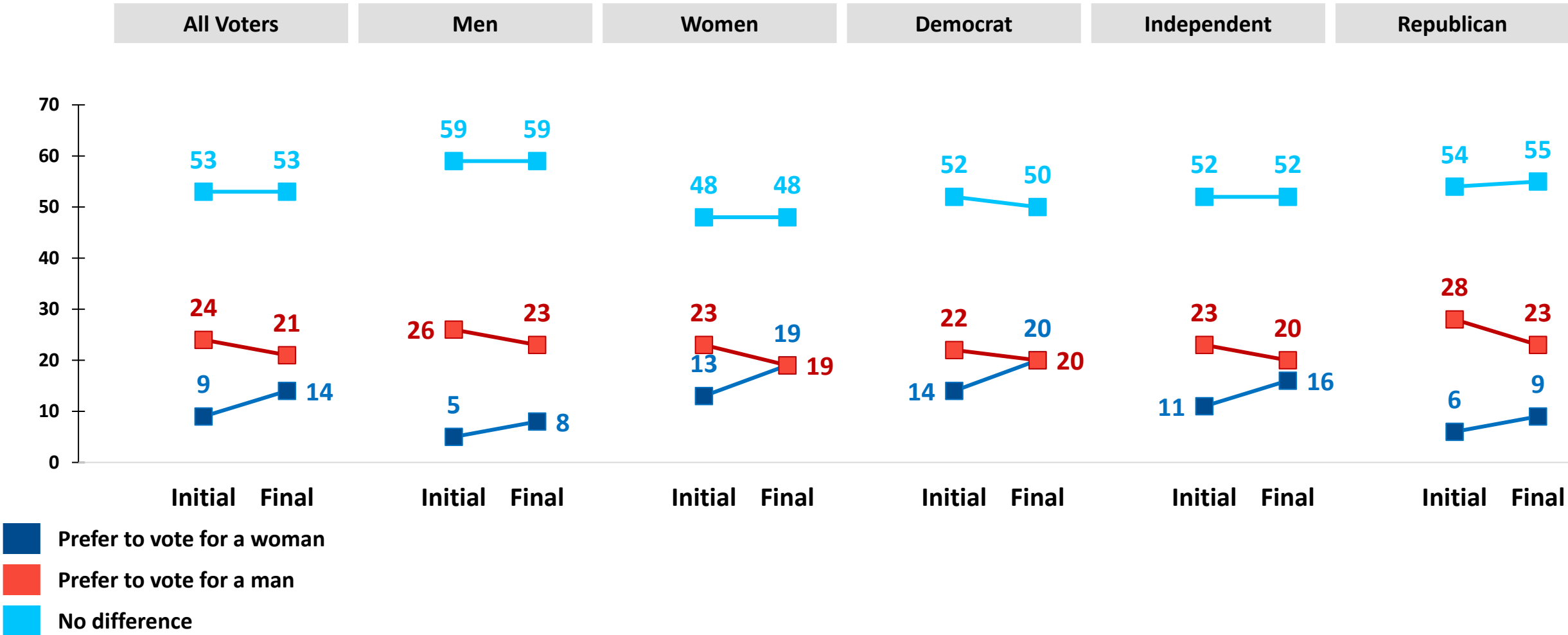
Again, assuming candidates have equal qualifications, do you think that most of your friends and neighbors would prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

| All Voters | Men | Women | Democrat | Independent | Republican |

All Voters
- No difference: Initial 53, Final 53
- Prefer to vote for a man: Initial 24, Final 21
- Prefer to vote for a woman: Initial 9, Final 14

Men
- No difference: Initial 59, Final 59
- Prefer to vote for a man: Initial 26, Final 23
- Prefer to vote for a woman: Initial 5, Final 8

Women
- No difference: Initial 48, Final 48
- Prefer to vote for a man: Initial 23, Final 19
- Prefer to vote for a woman: Initial 13, Final 19

Democrat
- No difference: Initial 52, Final 50
- Prefer to vote for a man: Initial 22, Final 20
- Prefer to vote for a woman: Initial 14, Final 20

Independent
- No difference: Initial 52, Final 52
- Prefer to vote for a man: Initial 23, Final 20
- Prefer to vote for a woman: Initial 11, Final 16

Republican
- No difference: Initial 54, Final 55
- Prefer to vote for a man: Initial 28, Final 23
- Prefer to vote for a woman: Initial 6, Final 9

Legend:
- Prefer to vote for a woman (dark blue)
- Prefer to vote for a man (red)
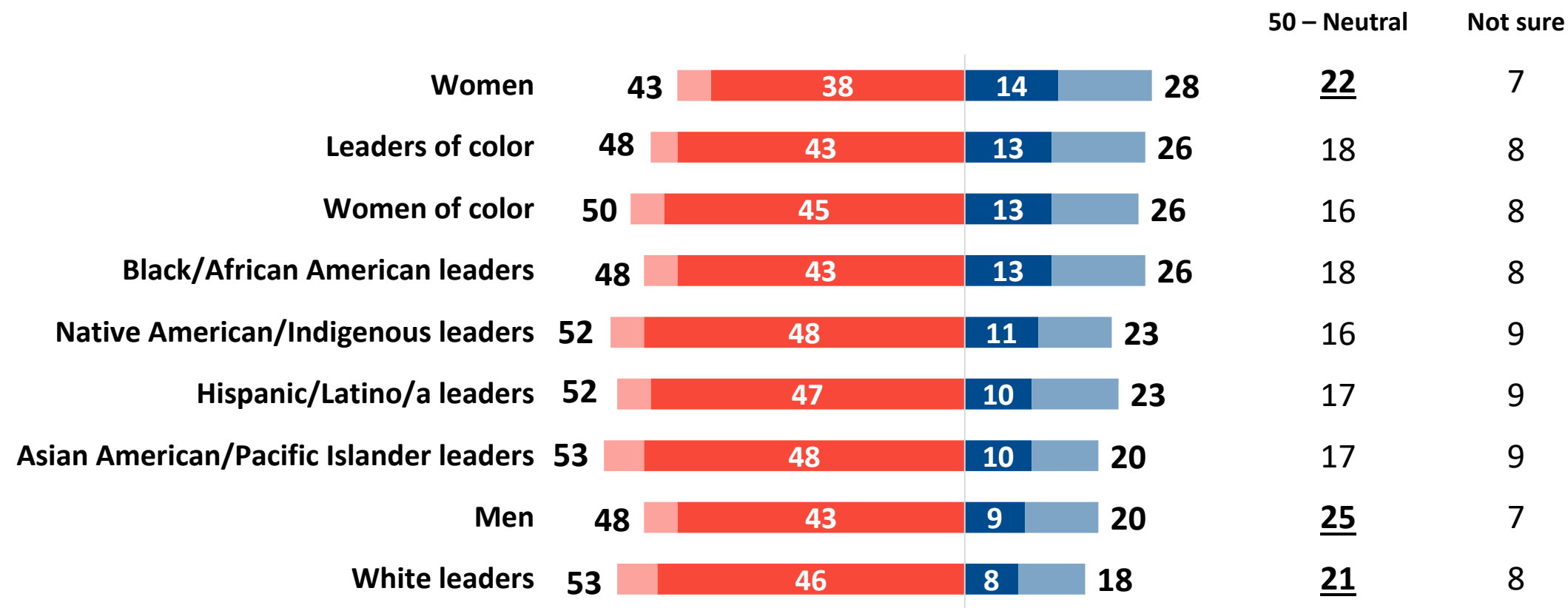- No difference (light blue)

38

Across racial subgroups, all voters increase by the end of the survey in thinking their friends and neighbors would prefer to vote for a woman LG. Black, Latinx, and AAPI voters switch from assuming a preference for a man to assuming a preference for a woman, and Native voters shift from a 7-point advantage for a man to being tied. AAPI voters increase the most in thinking their friends and neighbors would prefer to vote for a woman (+9 points), followed by Black voters who increase by 8 points.

Again, assuming candidates have equal qualifications, do you think that most of your friends and neighbors would prefer to vote for {rotate:} _a woman lieutenant governor or _a man lieutenant governor?

| All Voters | White | Black | Latinx | AAPI | Native |

Prefer to vote for a woman

Prefer to vote for a man

No difference
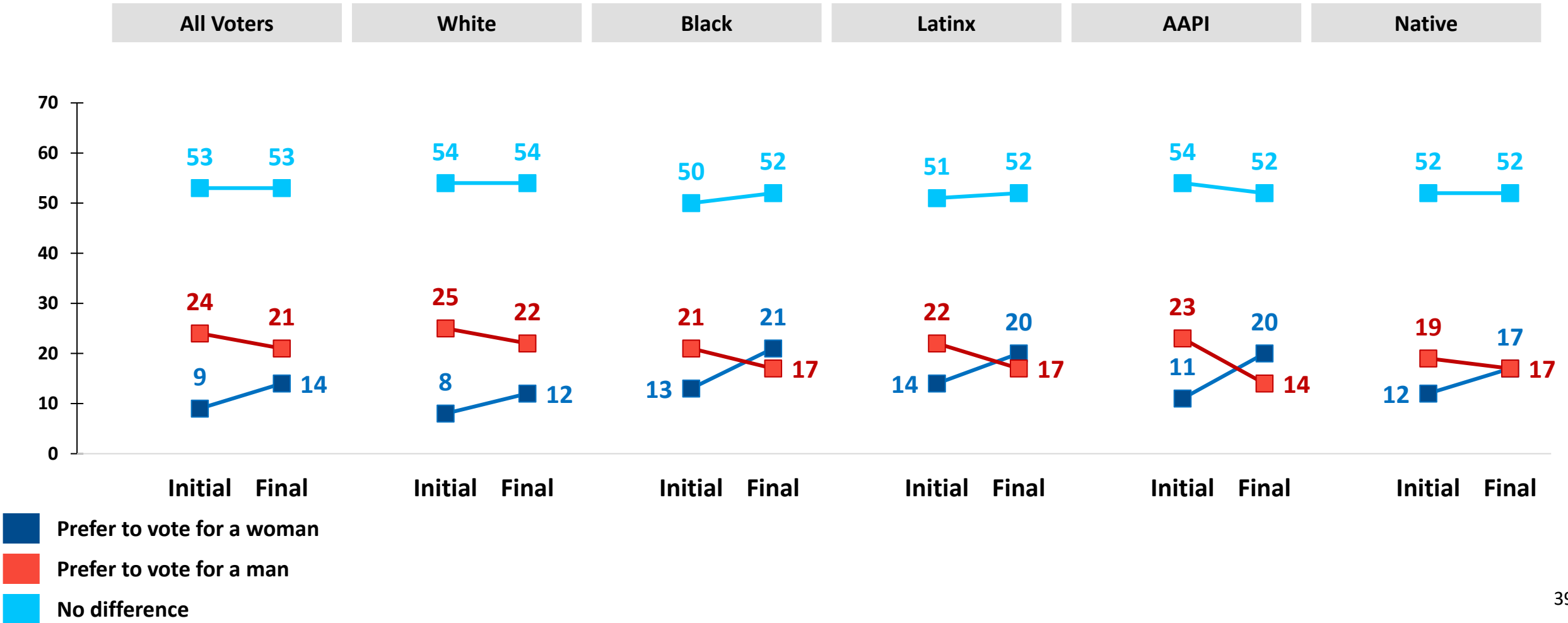
Intensity is very low for how important voters think it is to have more diverse leaders in elected office, and fewer than three in ten think having more of these kinds of leaders is important. Nearly half think it is not important at all to have more Native American/Indigenous, AAPI, and Hispanic/Latinx leaders in elected office.

On a scale that goes from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more of the following kinds of leaders in elected office?

		50 – Neutral	Not sure
Women	43 / 38 / 14 / 28	**22**	7
Leaders of color	48 / 43 / 13 / 26	18	8
Women of color	50 / 45 / 13 / 26	16	8
Black/African American leaders	48 / 43 / 13 / 26	18	8
Native American/Indigenous leaders	52 / 48 / 11 / 23	16	9
Hispanic/Latino/a leaders	52 / 47 / 10 / 23	17	9
Asian American/Pacific Islander leaders	53 / 48 / 10 / 20	17	9
Men	48 / 43 / 9 / 20	**25**	7
White leaders	53 / 46 / 8 / 18	**21**	8

Legend:
- 51-99 - Important
- 100 – Extremely important
- 26-49 Not important
- 0-25 – Not important at all

There is less of a gender gap; men and women react about the same except that men voters find it more important than women voters to have more men in elected office. There are more distinct differences based on age. Younger voters are more likely than older voters to find it important to have more women, leaders of color, Black, women of color, Native, Latinx, and AAPI leaders.

On a scale that goes from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more of the following kinds of leaders in elected office?

Sorted by % Important (Mean important)	All	Gender		Age	
		M	W	<50	50+
Women	28 (42)	26 (40)	29 (44)	31 (43)	25 (42)
Leaders of color	26 (39)	27 (38)	26 (39)	31 (41)	22 (37)
Black/African American leaders	26 (39)	26 (38)	26 (40)	31 (42)	22 (37)
Women of color	26 (38)	24 (36)	27 (40)	30 (41)	22 (36)
Native American/Indigenous leaders	23 (36)	23 (35)	23 (36)	27 (38)	20 (34)
Hispanic/Latino/a leaders	23 (35)	22 (35)	23 (36)	27 (38)	19 (33)
Asian American/Pacific Islander leaders	20 (34)	21 (34)	20 (34)	24 (36)	17 (33)
Men	20 (37)	25 (41)	16 (34)	23 (37)	18 (37)
White leaders	18 (34)	21 (36)	16 (32)	17 (31)	19 (36)

41

There are more distinct differences based on partisanship. Democrats find it more important than Independents and Republicans to have more of almost every type of leader. Partisan differences are less distinct for men leaders and white leaders. It is most important to Democrats to elect more women, women of color, leaders of color, and Black leaders (and Democrats split between it being important and not important to elect more leaders of color, Black leaders, and women of color). It is most important to Independents to elect more women leaders (but a plurality say even this is not important), and it is most important to Republicans to elect more men and white leaders (again a plurality say this is not important).

On a scale that goes from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more of the following kinds of leaders in elected office?

Sorted by % Important (Mean important)	All	PID		
		D	I	R
Women	28 (42)	40 (52)	30 (43)	16 (32)
Leaders of color	26 (39)	38 (49)	28 (40)	14 (27)
Black/African American leaders	26 (39)	38 (49)	27 (40)	13 (27)
Women of color	26 (38)	39 (50)	27 (39)	12 (26)
Native American/Indigenous leaders	23 (36)	33 (44)	25 (36)	13 (26)
Hispanic/Latino/a leaders	23 (35)	31 (44)	23 (36)	14 (26)
Asian American/Pacific Islander leaders	20 (34)	29 (42)	22 (34)	11 (25)
Men	20 (37)	18 (36)	22 (38)	22 (39)
White leaders	18 (34)	16 (32)	20 (34)	20 (36)

42

Black voters, Latinx voters, AAPI voters, and Native/Indigenous voters find it most important to elect more leaders of their own races. They are also more likely than white voters to think it is more important to elect more leaders from communities of color other than their own. Black, Latinx, and AAPI voters also find it more important to elect more leaders of color. AAPI voters believe it is more important to elect more women leaders, and Black voters believe it is more important to elect more women of color leaders. A quarter or fewer white voters say it is important to elect more of any of these kinds of leaders; white voters find electing more women to be most important.

On a scale that goes from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more of the following kinds of leaders in elected office?

Sorted by % Important (Mean important)	All	Race				
		W	B	L	AAPI	NA
Women	28 (42)	25 (40)	40 (52)	35 (49)	39 (50)	39 (50)
Leaders of color	26 (39)	20 (34)	50 (58)	37 (49)	40 (51)	40 (50)
Black/African American leaders	26 (39)	20 (34)	54 (63)	34 (47)	32 (42)	37 (48)
Women of color	26 (38)	20 (34)	49 (57)	34 (46)	36 (47)	39 (50)
Native American/Indigenous leaders	23 (36)	19 (32)	35 (44)	34 (45)	35 (43)	51 (57)
Hispanic/Latino/a leaders	23 (35)	18 (32)	32 (43)	40 (50)	30 (42)	37 (46)
Asian American/Pacific Islander leaders	20 (34)	17 (31)	28 (39)	28 (40)	41 (52)	30 (43)
Men	20 (37)	19 (36)	24 (41)	21 (39)	19 (35)	24 (38)
White leaders	18 (34)	19 (35)	15 (30)	15 (31)	15 (30)	20 (31)

43

Over three quarters of voters think serving as a state's lieutenant governor prepares someone well to serve as the state's governor. However, only three in ten say it prepares them very well.

How well do you think serving as a state's lieutenant governor prepares someone to serve as the state's governor?

(+61)

77

32

16

4

7

Well

Not well
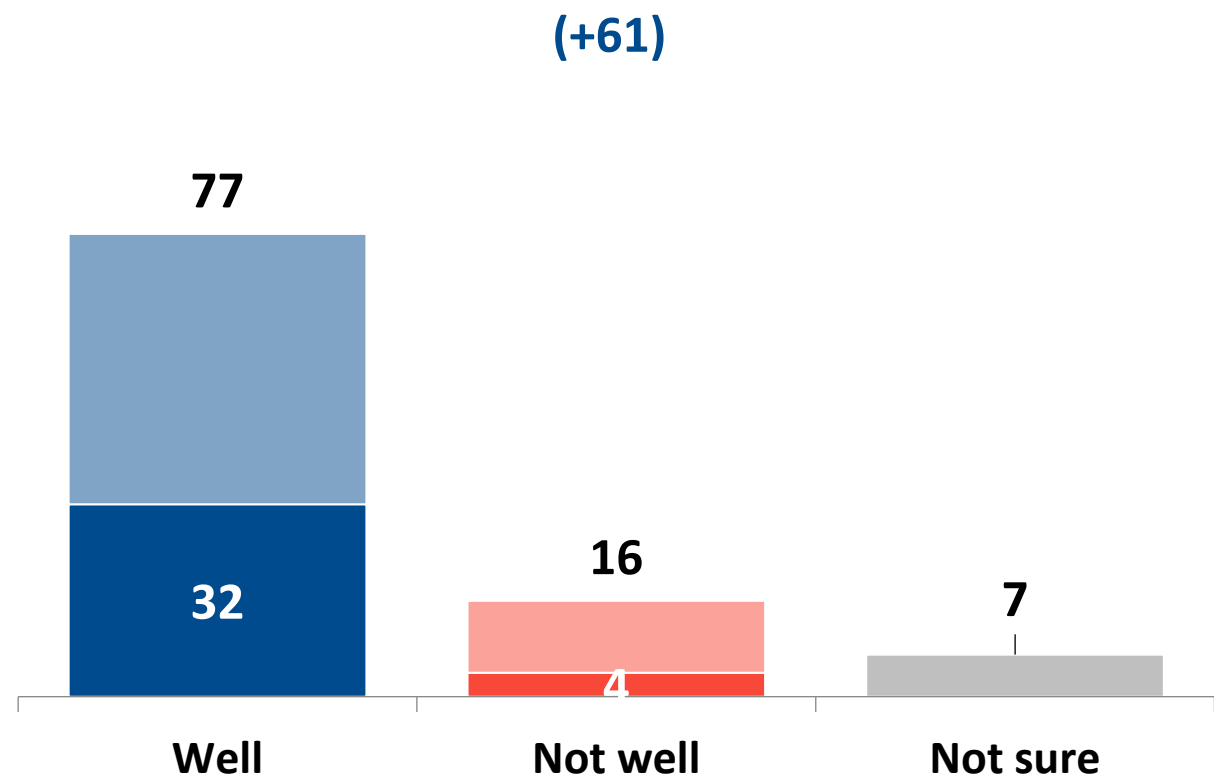
Not sure
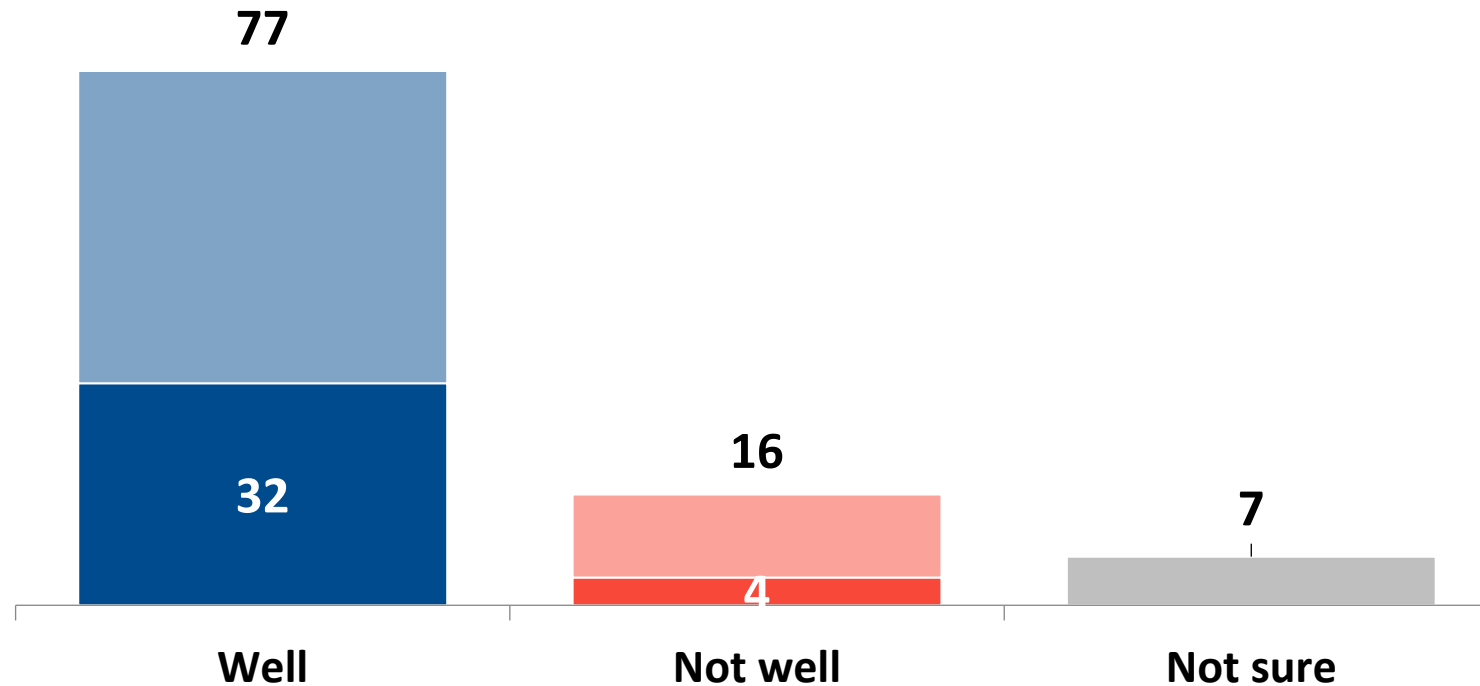
Somewhat well

Very well

A little well

Not well at all

Across demographic subgroups, at least seven in ten voters think serving as a state's lieutenant governor prepares someone well to serve as the state's governor. The highest intensity is among men under 50, Black and Latinx voters, Democrats, and Independents, but even among these groups, intensity remains low.

How well do you think serving as a state's lieutenant governor prepares someone to serve as the state's governor?

(+61)

77

32

16

4

7

Well

Not well

Not sure

- Somewhat well
- Very well
- A little well
- Not well at all

	Very well	Well	Not well	Not sure
Men	35	78	17	4
Women	30	76	14	10
Men <50	38	82	15	4
Women <50	30	75	13	12
Men 50+	33	75	20	5
Women 50+	30	77	15	8
Democrat ID	37	81	13	6
Independent ID	37	79	14	7
Republican ID	30	75	18	7
White	31	76	17	7
Black	39	81	12	7
Latinx	37	80	14	6
AAPI	27	73	15	11
Indigenous	31	78	12	10

45

At the end of the survey, voters increase by 6 points in thinking serving as a state's lieutenant governor prepares someone well to serve as the state's governor. This perception increases across gender and partisanship.

How well do you think serving as a state's lieutenant governor prepares someone to serve as the state's governor?
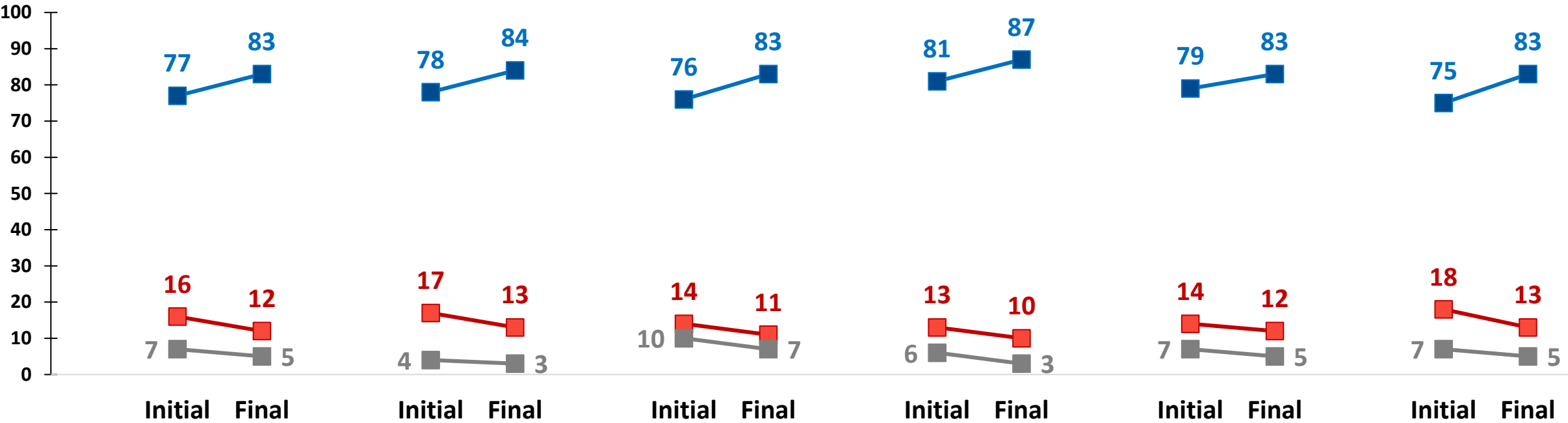
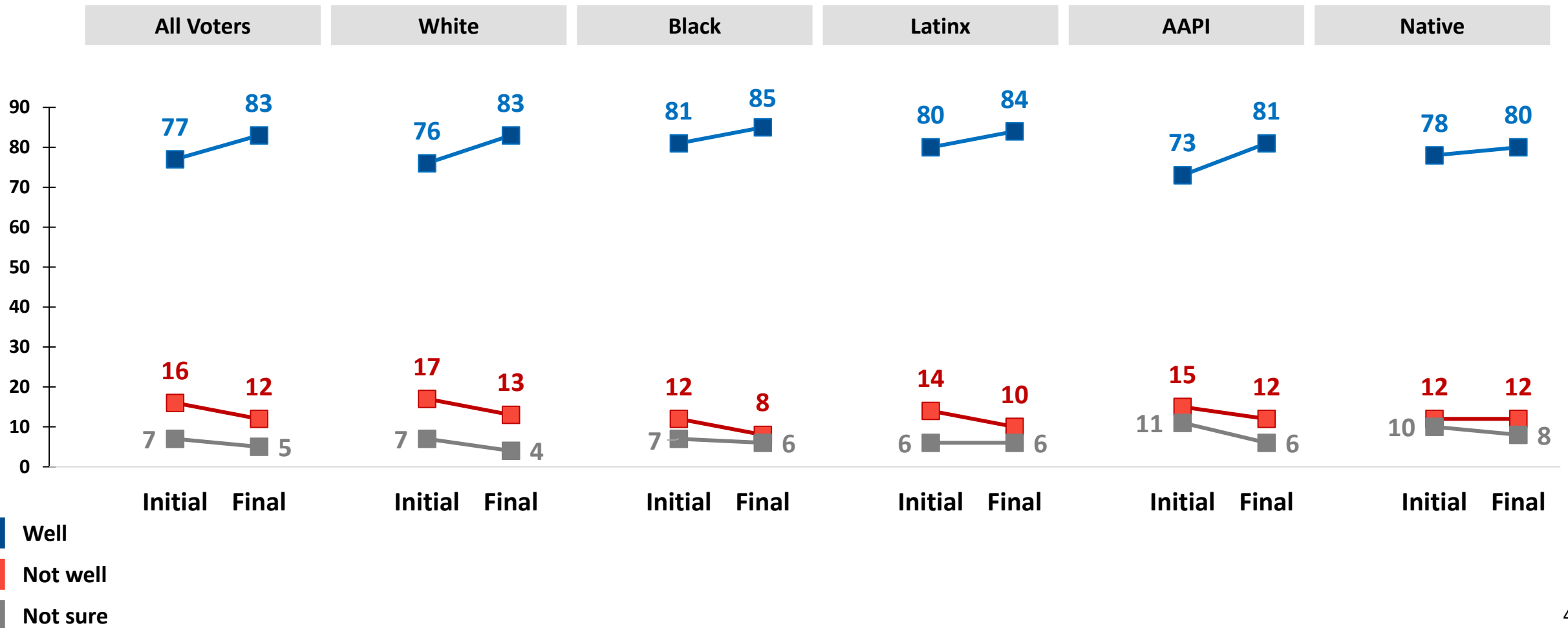| All Voters	Men	Women	Democrat	Independent	Republican

Well

Not well

Not sure

Across racial subgroups, how well voters think serving as a state's lieutenant governor prepares someone to serve as the state's governor increases, especially for AAPI (+8 points) and white voters (+7 points).

How well do you think serving as a state's lieutenant governor prepares someone to serve as the state's governor?

All Voters	White	Black	Latinx	AAPI	Native

All Voters
- Well: Initial 77, Final 83
- Not well: Initial 16, Final 12
- Not sure: Initial 7, Final 5

White
- Well: Initial 76, Final 83
- Not well: Initial 17, Final 13
- Not sure: Initial 7, Final 4

Black
- Well: Initial 81, Final 85
- Not well: Initial 12, Final 8
- Not sure: Initial 7, Final 6

Latinx
- Well: Initial 80, Final 84
- Not well: Initial 14, Final 10
- Not sure: Initial 6, Final 6

AAPI
- Well: Initial 73, Final 81
- Not well: Initial 15, Final 12
- Not sure: Initial 11, Final 6

Native
- Well: Initial 78, Final 80
- Not well: Initial 12, Final 12
- Not sure: Initial 10, Final 8

Legend:
- Well (blue)
- Not well (red)
- Not sure (gray)

Four in five voters think a lieutenant governor is qualified to serve as the state's governor, but again only about one third say they are very qualified.

Generally, how qualified do you think a lieutenant governor is to serve as the state's governor?

(+66)
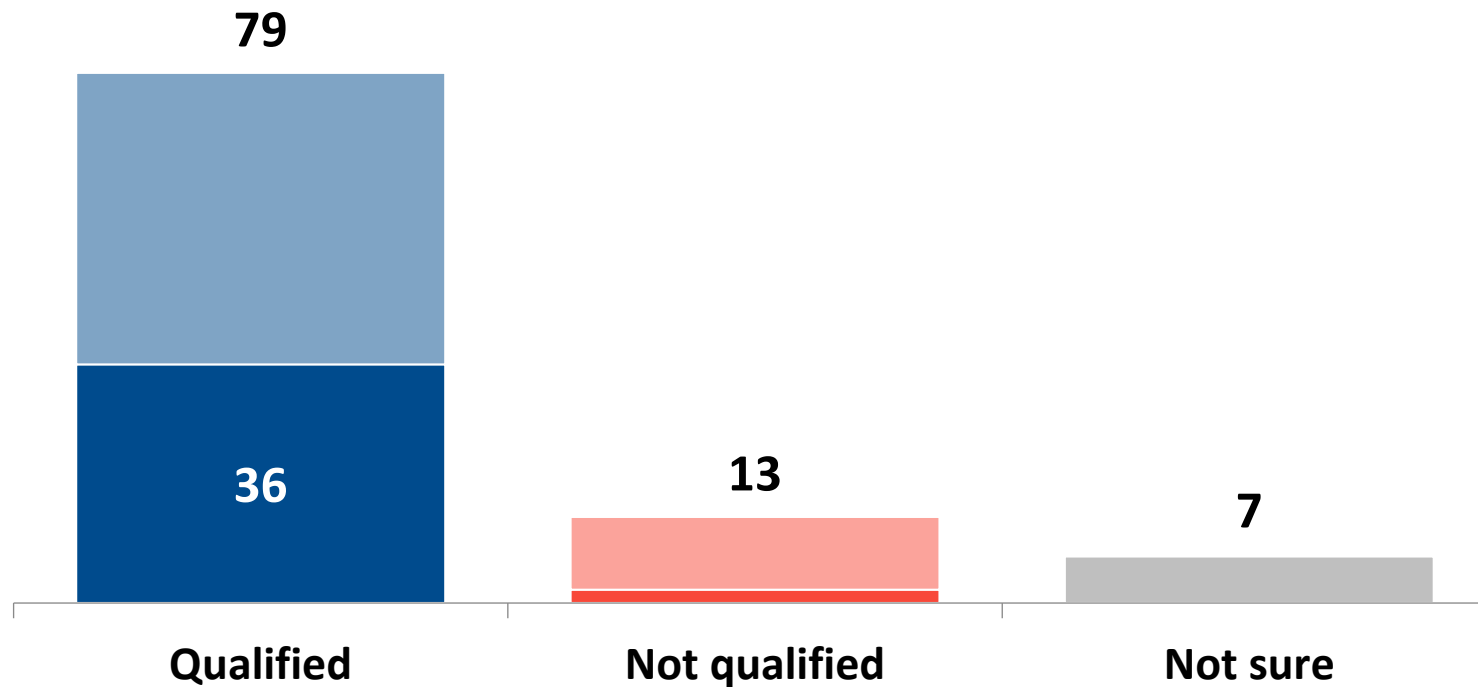
79	13	7
36		
Qualified	Not qualified	Not sure

Somewhat qualified · A little qualified

Very qualified · Not qualified at all

48

Four in ten Black and Latinx voters, men under 50, Democrats, and Independents think a lieutenant governor is very qualified to serve as the state's governor.

Generally, how qualified do you think a lieutenant governor is to serve as the state's governor?

79 (+66)

36

Qualified

13

Not qualified

7

Not sure

- Somewhat qualified
- Very qualified
- A little qualified
- Not qualified at all
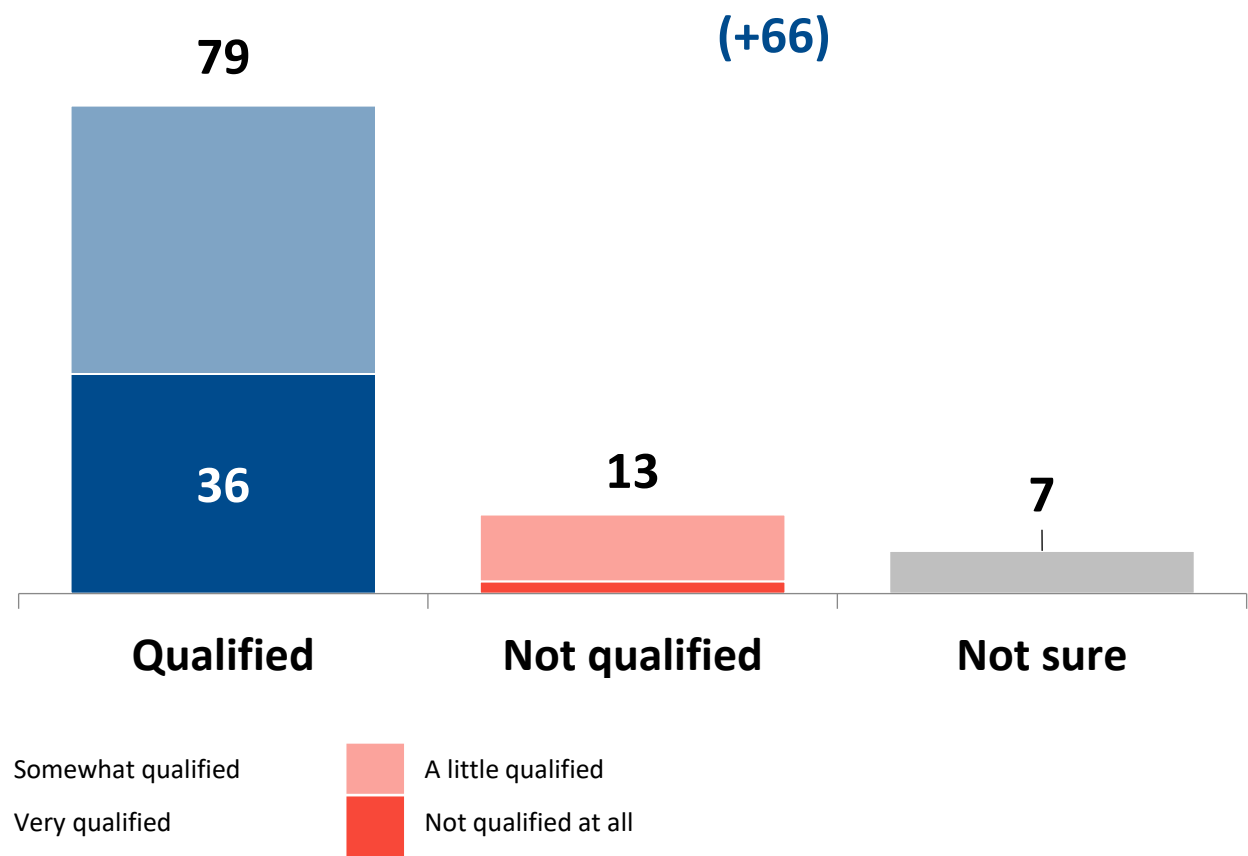
	Very qualified	Qualified	Not qualified	Not sure
Men	39	81	14	4
Women	33	78	12	10
Men <50	42	81	14	6
Women <50	33	76	13	11
Men 50+	35	82	15	3
Women 50+	34	80	11	9
Democrat ID	40	84	11	5
Independent ID	40	81	11	8
Republican ID	33	78	15	7
White	34	79	14	7
Black	43	84	9	7
Latinx	40	81	12	6
AAPI	27	78	10	11
Indigenous	33	75	15	10

Voters increase by 6 points in how qualified they think a lieutenant governor is to serve as the state's governor by the end of the survey. Across gender and partisanship, voters increase at about the same rate.

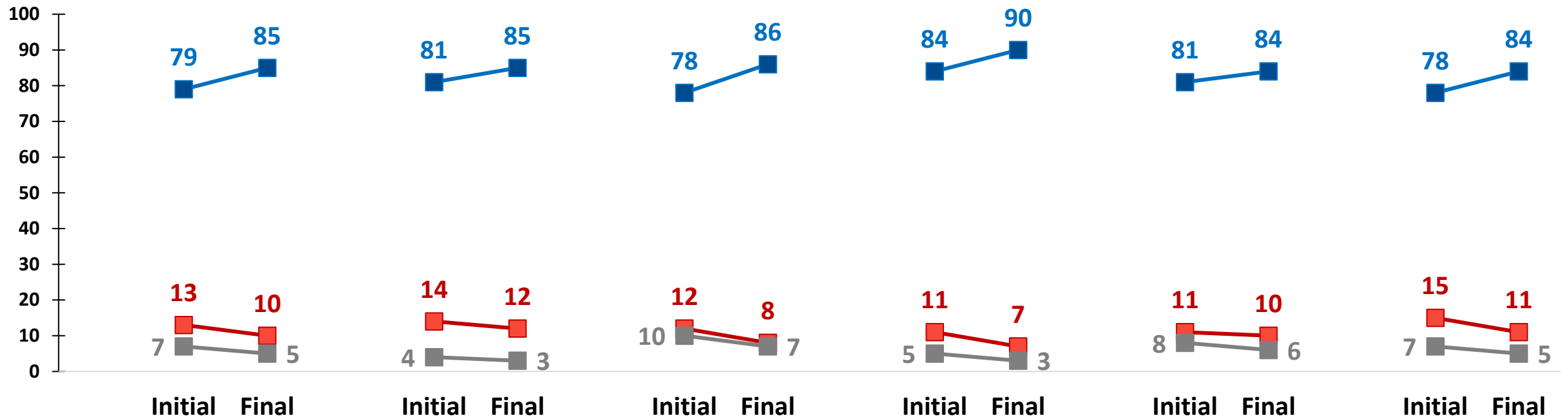**Generally, how qualified do you think a lieutenant governor is to serve as the state's governor?**

	All Voters	Men	Women	Democrat	Independent	Republican

Qualified (Initial → Final):
- All Voters: 79 → 85
- Men: 81 → 85
- Women: 78 → 86
- Democrat: 84 → 90
- Independent: 81 → 84
- Republican: 78 → 84

Not qualified (Initial → Final):
- All Voters: 13 → 10
- Men: 14 → 12
- Women: 12 → 8
- Democrat: 11 → 7
- Independent: 11 → 10
- Republican: 15 → 11

Not sure (Initial → Final):
- All Voters: 7 → 5
- Men: 4 → 3
- Women: 10 → 7
- Democrat: 5 → 3
- Independent: 8 → 6
- Republican: 7 → 5

Legend:
- ■ Qualified
- ■ Not qualified
- ■ Not sure

50

At the end of the survey, Native/Indigenous (+10 points) and Latinx (+7 points) voters increase the most in how qualified they think a lieutenant governor is to serve as the state's governor.

Generally, how qualified do you think a lieutenant governor is to serve as the state's governor?
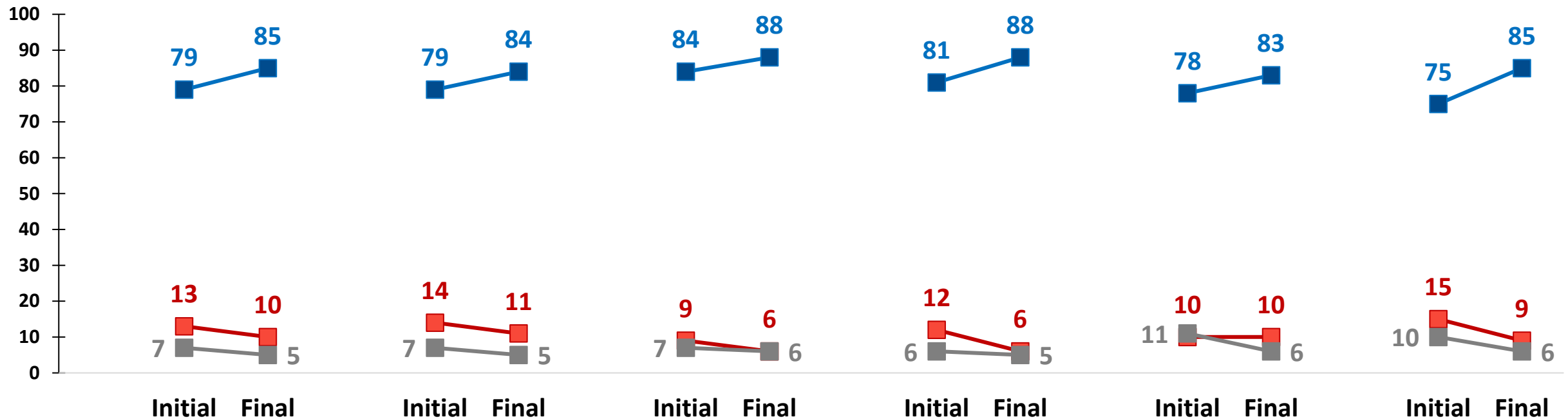

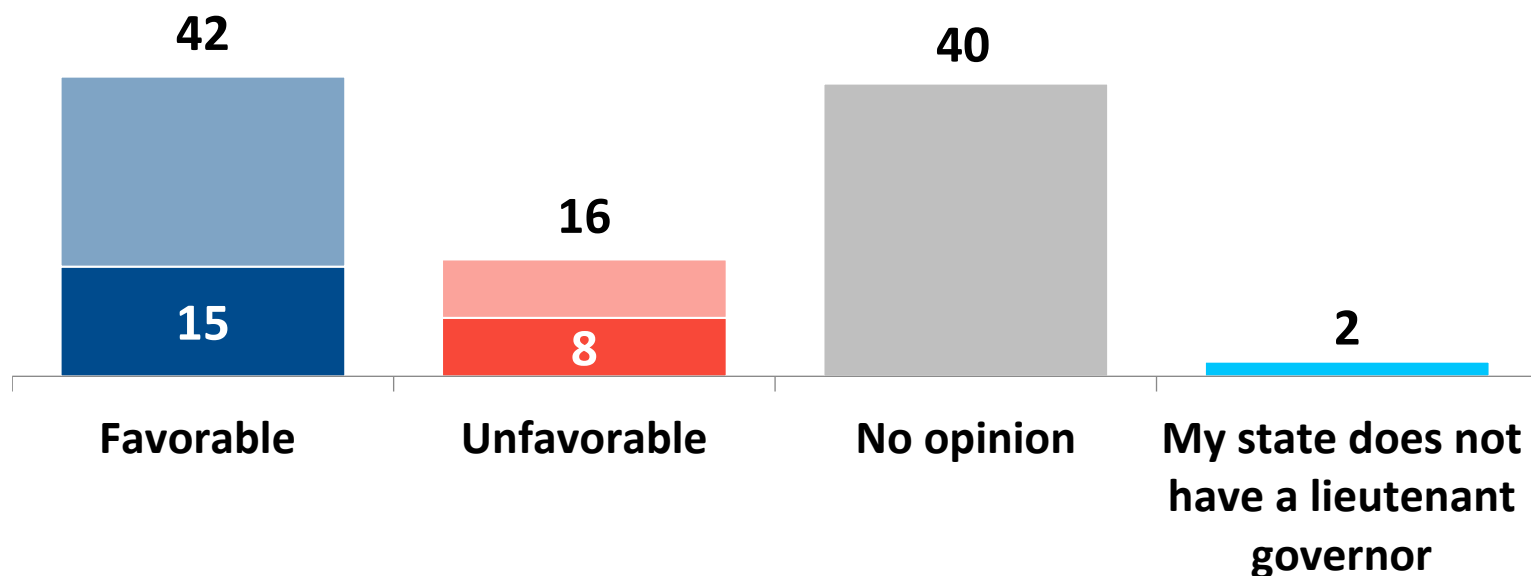|	All Voters	White	Black	Latinx	AAPI	Native
Qualified (Initial)	79	79	84	81	78	75
Qualified (Final)	85	84	88	88	83	85
Not qualified (Initial)	13	14	9	12	10	15
Not qualified (Final)	10	11	6	6	10	9
Not sure (Initial)	7	7	7	6	11	10
Not sure (Final)	5	5	6	5	6	6

Qualified

Not qualified

Not sure

Voters are split between having a favorable impression of their state's lieutenant governor and having no opinion. Only 15% have a very favorable impression.

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of your state's lieutenant governor? If you do not know enough about your state's lieutenant governor to have an impression, select no opinion.


(+26)

	Favorable	Unfavorable	No opinion	My state does not have a lieutenant governor
Total	42	16	40	2
Very	15	8		

Legend:
- Somewhat favorable
- Very favorable
- Somewhat unfavorable
- Very unfavorable

Subgroups split between feeling more favorable and not having an opinion toward their lieutenant governor. Indigenous voters, women, including women over 50, and Independents are the most likely to have no opinion of their state's lieutenant governor. Over half of men under 50 say they have a favorable impression. Although 45% of Indigenous voters say they have no opinion, the remainder split between having a favorable and unfavorable impression.

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of your state's lieutenant governor? If you do not know enough about your state's lieutenant governor to have an impression, select no opinion.

(+26)
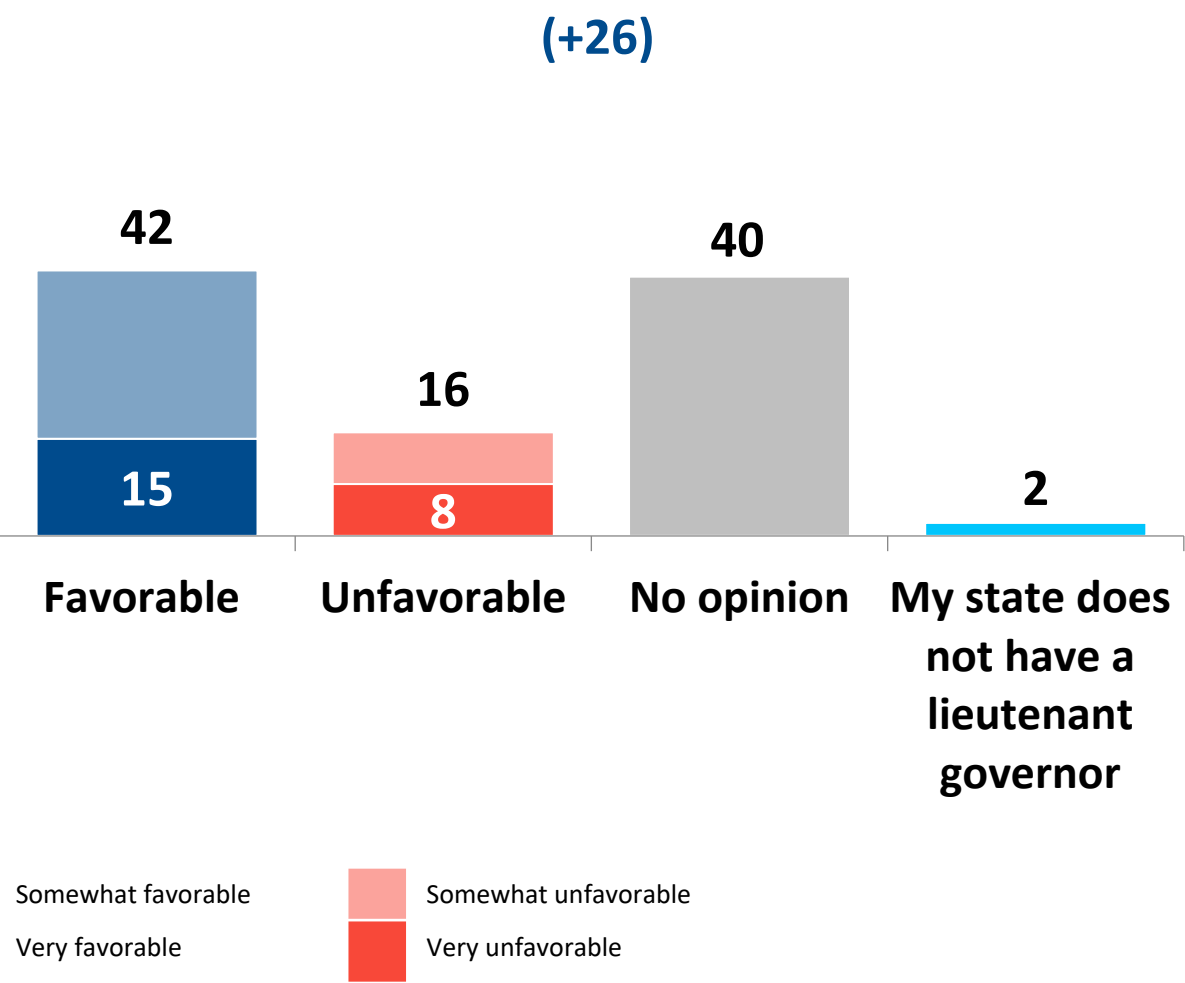
	Favorable	Unfavorable	No opinion
Men	47	17	34
Women	37	15	**46**
Men <50	**55**	16	27
Women <50	42	13	43
Men 50+	39	18	40
Women 50+	33	16	**47**
Democrat ID	45	15	37
Independent ID	45	15	38
Republican ID	41	16	39
White	40	16	41
Black	45	16	38
Latinx	46	19	33
AAPI	46	13	40
Indigenous	**28**	**24**	**45**

Chart values:
- Favorable: 42 (Very favorable 15)
- Unfavorable: 16 (Very unfavorable 8)
- No opinion: 40
- My state does not have a lieutenant governor: 2

Legend:
- Somewhat favorable
- Very favorable
- Somewhat unfavorable
- Very unfavorable

53

Many participants do not have that much information about lieutenant governors and feel they do not hear from them. They say a good or successful lieutenant governor is often a bridge to and for the people – they listen to communities and report to the governor, oversee operations and make sure things work, and connect people to the governor.

"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 after what was just said with Abby." – Woman from a state with a man LG

"I am not super politically involved. I try to keep up with basic things. **I would have been able to tell you the name of our governor, but while some of the other ladies were talking, I looked up the name of our lieutenant governor. I didn't have any idea who it was**. Turns out it is a woman, so I learned something new." – Woman from a state with a woman LG

"I put **advocate**, and I think that's just maybe **making sure that the laws are transparent**, you know, for the people, for the American people or the people that are in your area." – Woman from a state that has elevated a woman from SoS or LG to governor

"I would say they would **back up the governor and really support the people around him**. I mean, I understand there's only like, one person, but **there's tons of people to hear opinions from**, and they would at least be able to step up and, you know, **catch, so to speak, the overflow of the governor, or whatever he can't, and help really listen to what's going on**." – Woman from a state with a man LG

"You know, like **be the voice or be the connection to the governor**." – Woman from a state with a man LG

"Overseeing… **Overseeing the operation and making sure all the things that they implemented are working** from different types of states or different types of cities." – Woman from a state that has elevated a woman from SoS or LG to governor

"I think more so to **go out and be supporting their governor. Be the face around a certain district that our governor can't get to, and really get out in the public and work with the people when the governor can't get out there**… Like in Wisconsin, our lieutenant governor, he is from the Milwaukee area. And outside of that, he doesn't really go outside of Milwaukee, which I think really sucks for us because a lot of people don't know him. **He's the first lieutenant governor in Wisconsin history to be African American and to be in that high of a position**. And now he's going under a lot of stuff because **he's not known by most of Wisconsinites on who he is**, and since it is election time now, it's just smear campaigns. And that's the first you've ever heard about the guy." – Man from a state with a man LG

"**I've never seen them do anything**." – Man from a state with a woman LG

54

On the other hand, most voters do have an impression of their state's governor. A majority say they have a favorable impression, three in ten say they have unfavorable impression, and only 14% say they have no opinion of their governor.
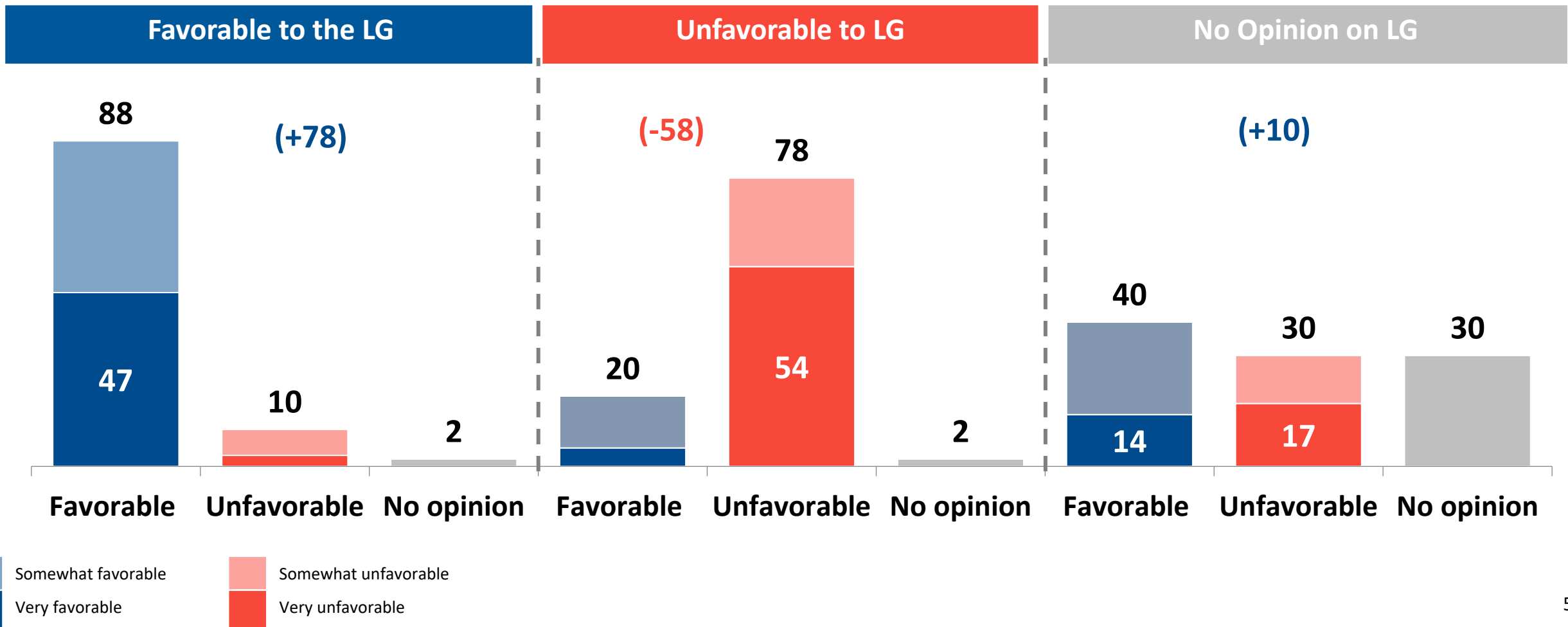
Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of your state's governor? If you do not know enough about your state's governor to have an impression, select no opinion.
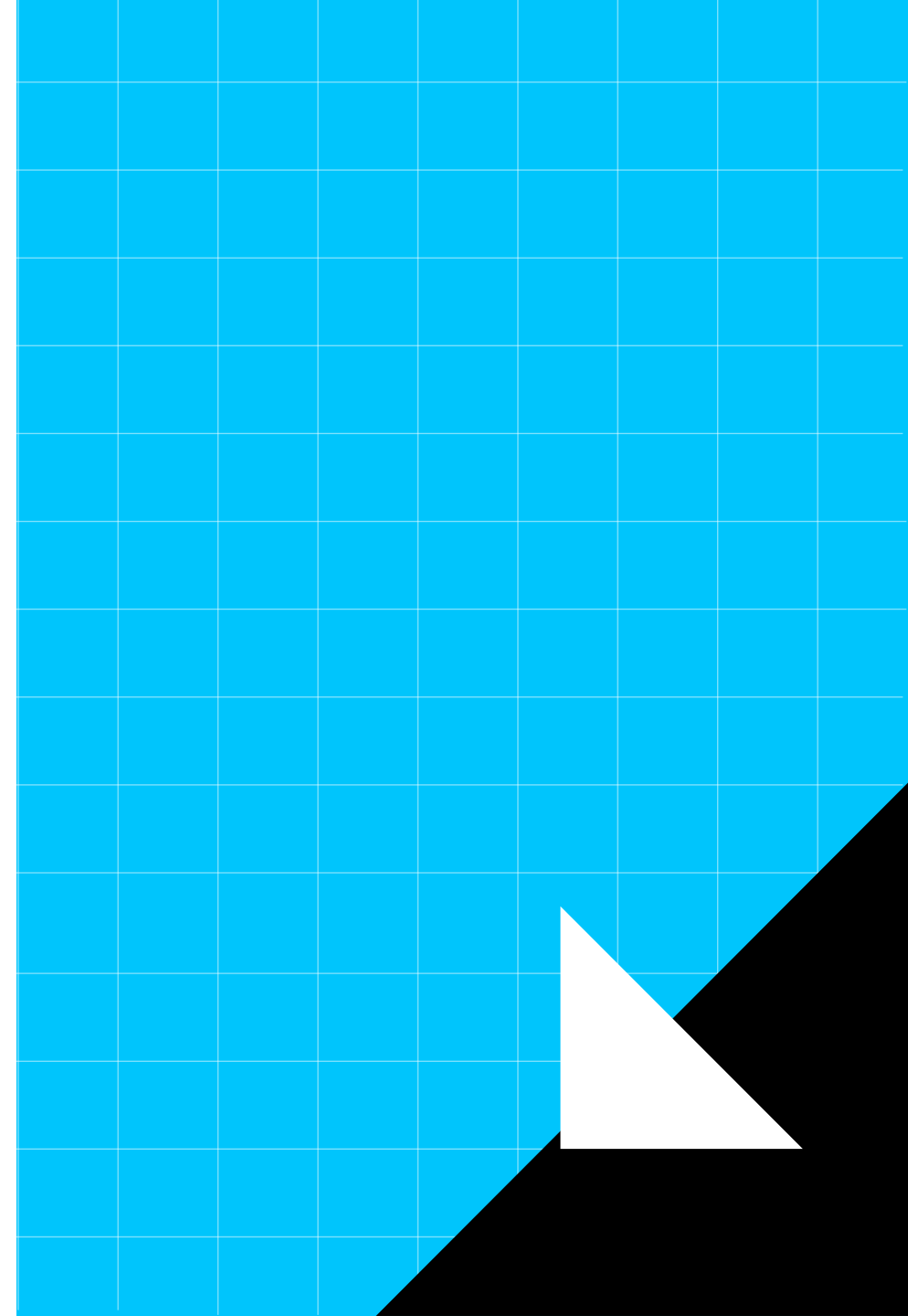
(+27)

- Somewhat favorable
- Very favorable
- Somewhat unfavorable
- Very unfavorable
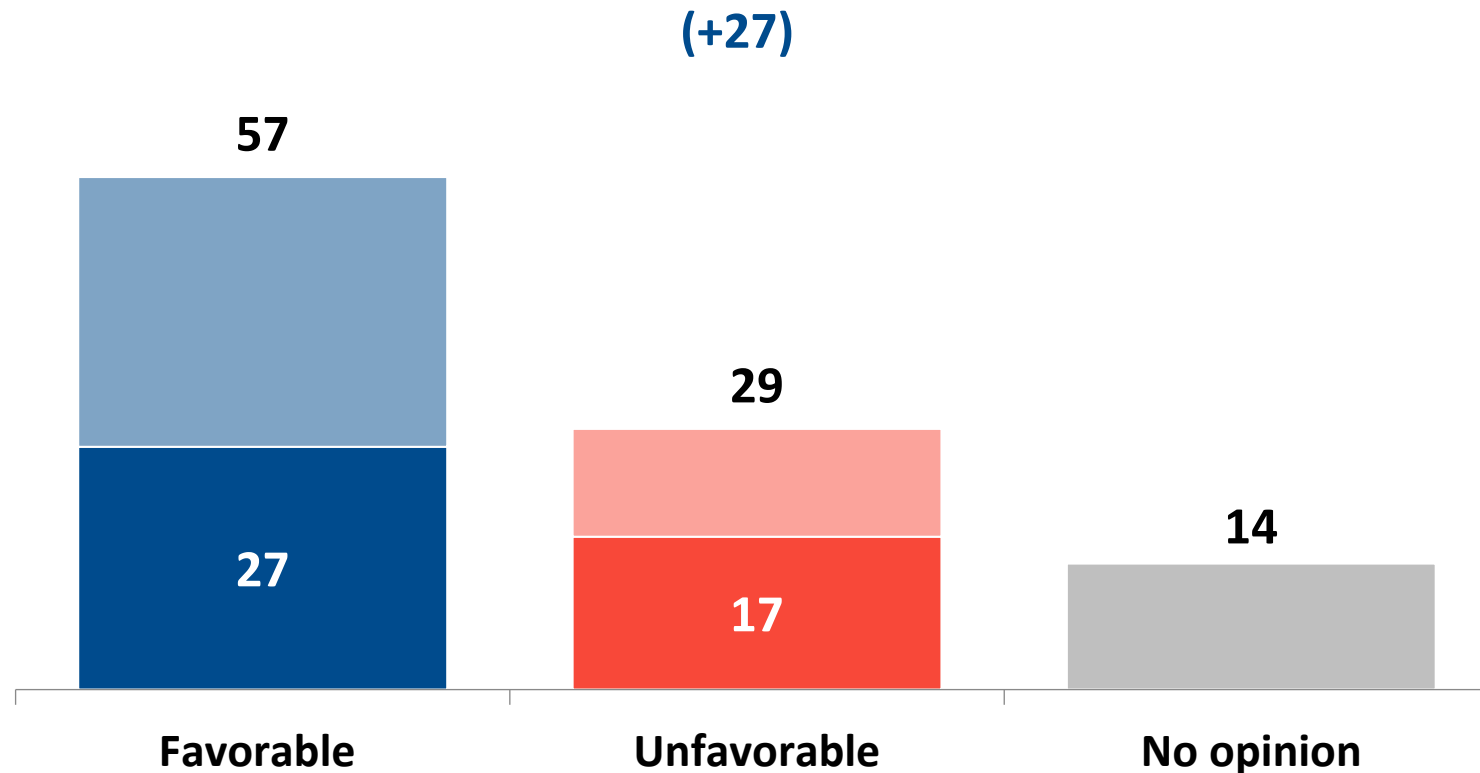
Every subgroup feels more favorable than unfavorable toward their governor. Over six in ten men under 50 and Democrats have a favorable impression of their state's governor. Nearly a quarter of women under 50 and Independents have no opinion of their governor.

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of your state's governor? If you do not know enough about your state's governor to have an impression, select no opinion.

(+27)

Favorable: 57 (Somewhat favorable, Very favorable 27)
Unfavorable: 29 (Somewhat unfavorable, Very unfavorable 17)
No opinion: 14
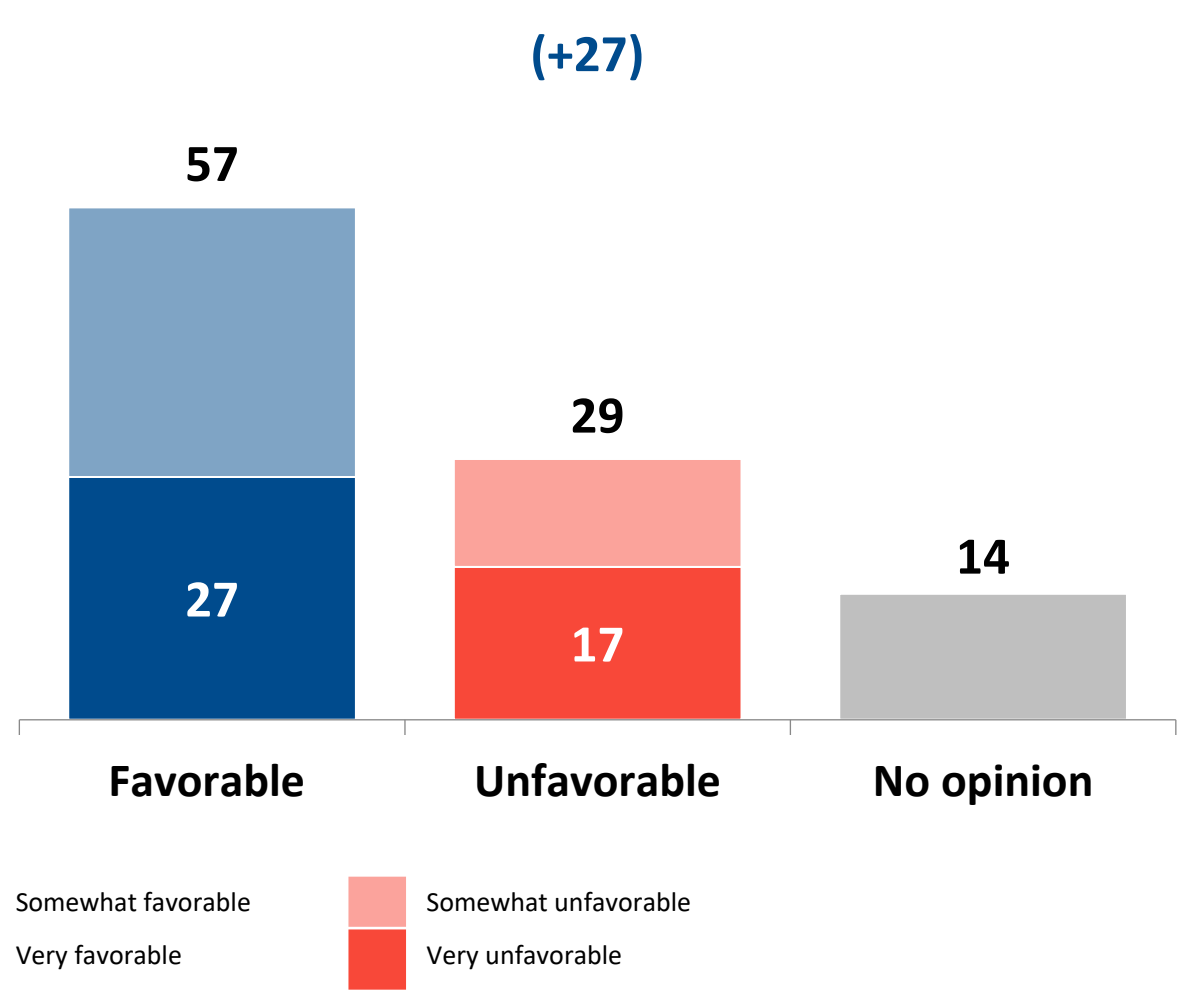
	Favorable	Unfavorable	No opinion
Men	61	29	10
Women	53	30	17
Men <50	**64**	24	12
Women <50	52	25	**23**
Men 50+	59	33	9
Women 50+	54	33	13
Democrat ID	**63**	25	12
Independent ID	58	29	14
Republican ID	53	34	14
White	57	30	13
Black	55	27	18
Latinx	54	32	14
AAPI	58	22	20
Indigenous	48	32	20

Somewhat favorable
Very favorable
Somewhat unfavorable
Very unfavorable

56

Attitudes toward the governor are highly correlated with attitudes toward the lieutenant governor. Voters who have no opinion toward the lieutenant governor favor the governor, but only by 10 points.

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of your state's governor? If you do not know enough about your state's governor to have an impression, select no opinion.

Favorable to the LG	Unfavorable to LG	No Opinion on LG

(+78)   **(-58)**   **(+10)**

	Favorable	Unfavorable	No opinion		Favorable	Unfavorable	No opinion		Favorable	Unfavorable	No opinion
	88 (47)	10	2		20	78 (54)	2		40 (14)	30 (17)	30

Legend:
- Somewhat favorable
- Very favorable
- Somewhat unfavorable
- Very unfavorable

57

Traits and Descriptors:

When focus group participants were asked how they can tell whether a lieutenant governor who is running to be the next governor is qualified to be governor, many said it would come down to their accomplishments and whether they have a proven track record.

- "Looking at **what they helped accomplish**." – Man in a state with a man LG

- "Yeah, **I would kind of like a track record of executive experience**, not necessarily business wise, but maybe if they were like a mayor or you know other levels of government where they have shown that they have been kind of competent leaders. Because the guys that come from…you know maybe they have their own special interests, like they are kind of looking out for themselves rather than what's good for the state, or if they are just kind of looking at it as a stepping stone. Sometimes that is kind of a concern because I know there is a lot of like after they are done in government and they go in for like a lobby or they work for like, I don't know. You know, kind of like these cushy little jobs that they get, almost like their form of like…government formed a golden parachute before they get a cushy consulting gig." – Man in a state with a man LG

- "**Accomplishments**." – Woman from a state with a man LG

- "**Actions**." – Woman from a state with a man LG

- "Definitely consistency. So, as we look back on their tenure…someone mentioned like consistency… have they been loyal to what they said and then what actually transpired and what happened. **Definitely a track record**." – Woman from a state with a man LG

- "**If you look at their track record as far as getting anything done**, any of those lists of things that you showed us, **how many did they incomplete and how many did they take care of**?" – Man from a state that has elevated a woman from SoS or LG to Governor

- "**I would also be interested in what she did before she was lieutenant governor**. Like the woman that we have now, it's kind of like she appeared out of thin air and became lieutenant governor. Like I know, I mentioned the whole new to the state thing. **So, you know, has she been a state senator? Has she been a state rep? Has she worked in state government?**" – Woman from a state with a woman LG

It is also critical to understand whether a lieutenant governor who is running to be the next governor interacts with, understands, and spends time with the community they represent. Other experience matters as well.

- "I think it comes down... I am sorry. **I think it comes down with the experience they have and interaction with the community**, the states. And also, if they have, you know, like experience wise, I would say...and also, I can't decide that this governor is really capable enough. I don't really watch the news or this person is really, you know, unknown person or not really doing his job as far as always in the backstage." – Woman from a state that has elevated a woman from SoS or LG to governor

- "I would also say living in the state, and **understanding the population and the needs of the state**." – Woman from a state with a man LG

- "**Have they spent time in the community**?" - Woman from a state with a man LG

- "**I would also be interested in what she did before she was lieutenant governor**. Like the woman that we have now, it's kind of like she appeared out of thin air and became lieutenant governor. Like I know, I mentioned the whole new to the state thing. **So, you know, has she been a state senator? Has she been a state rep? Has she worked in state government?**" – Woman from a state with a woman LG

Participants gave examples of things a lieutenant governor could accomplish that would be important to voters, which include accomplishments oriented toward getting things done and delivering results grounded in community. They can pass a law or bill, but it should be something that has a direct positive effect on the community, establishing relationships and being out in the public eye is seen as an accomplishment, and working on an important issue that is directly impacting the state or community is important.

The kind of accomplishments that participants find important for a lieutenant governor include…

Tangible accomplishments, like passing a bill or law

- "Uh huh, especially with bills. **Creating bills that are going to be for the people to help them in different areas** – gun violence and education and Medicaid and Medicare, health." - Woman from a state with a man LG

Interaction with constituents and the community, and establishing relationships

- "I think maybe just **keeping in touch with constituents** and other people in the state with their wants and their needs and **being informed and maybe being out in the public and aware**. You know, stepping out of the office maybe and **getting in touch with voters and members of the state.**" – Woman from a state that has elevated a woman from SoS or LG to governor

Delivering results on an issue that directly impacts the community

- "Right now, **we have a big problem with the fentanyl here in Arizona**. That's been a big issue, so they are even talking in the schools about it. And so, I think that **that would be a big issue for the lieutenant governor** to you know…I guess for your research that you are doing so that would be one of the things that might come up." – Man from a state that has elevated a woman from SoS or LG to Governor

Participants in the women groups acknowledged there are aspects of the role that are different for a woman lieutenant governor. This includes things like having to be more aware of your image, combatting more critiques from the public, and having to promote your accomplishments more than a man would have to. Participants in the men groups did not see a difference, though they themselves often hedged on whether the woman is qualified.

Women Groups

- "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

- "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

- "I agree with that. That's basically what I was going to say too. I think it's a harder thing. **They can have the same message but because of it being a male versus female, I think people are more critical of her**. But I think their qualifications shouldn't make a difference. It should just be equal." – Woman from a state that has elevated a woman from SoS or LG to governor

Men Groups

- "**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 don't think so." – Man from a state that has elevated a woman from SoS or LG to Governor

- "**I don't think there is too much difference in male and female these days**. Even if you did have an opinion that it is a sex thing, you'll probably get ran out of town or tortured." – Man from a state that has elevated a woman from SoS or LG to Governor

- "**Even if somebody did have a problem, it is not safe to say it anymore. So, the world has changed**." – Man from a state that has elevated a woman from SoS or LG to Governor

Again, there was a clear distinction in the answers of participants between the women and men groups when it came to whether there was a difference among race. 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. Whereas 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., their being a woman of color would drive more campaign enthusiasm or earn them more votes from people of their same race.

Women Groups

- "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 10 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

- "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

Men Groups

- "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

- "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

- "Well, **it shouldn't matter, but it probably does**." – Man from a state that has elevated a woman from SoS or LG to Governor

- "**It is a higher chance you are going to vote for one of your own**." – Man from a state that has elevated a woman from SoS or LG to Governor

Voters think the three most important roles for a woman lieutenant governor to play are focusing on issues that matter in the state, helping the governor and state government respond to a crisis in the state, like a wildfire, hurricane, mass shooting, or other crisis, and listening to the people and bringing that information back. The least important roles to voters are sitting on the governor's cabinet, helping constituents with different agencies of government, and representing the state to key stakeholders, like big corporations, other states, or other countries.

A lieutenant governor may play many roles in her state. Which two or three of these roles are the most important to you for a woman lieutenant governor to play? (Select up to 3)

Role	Value
Focus on issues that matter in the state	41
Help the governor and state government respond to a crisis in the state, like a wildfire, hurricane, mass shooting, or other crisis	31
Listen to the people and bring that information back	30
Provide transparency and information to the people about the governor's and the state's initiatives	25
Become governor if the governor should vacate the office	22
Follow through on the governor's initiatives	21
Add diversity and balance to the leadership in the state	17
Attract jobs to the state	16
Do outreach to and work with a particular group, like children, seniors, or veterans	14
Lead the state senate	13
Sit on the governor's cabinet	11
Help constituents with different agencies of government	10
Represent the state to key stakeholders, like big corporations, other states, or other countries	9
Other	1
None of these	5

In our crisis research conducted in 2020, we found that of all the actions a woman governor may take before, during, and after a crisis, the three most important are to plan for access to resources (90% very important), work with other electeds (85%), and 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).

In the focus groups, the three roles that a lieutenant governor may play in state government that stand out to participants the most 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, we see a common theme that being able to respond to a crisis is important to voters.

1) Lead the state senate
2) Sit on the governor's cabinet
★ 3) Become governor if the governor should vacate the office
4) Help promote or lead divisions of government, like the Insurance Department or the Department of Higher Education
5) Chair councils, like the Small Business Advocacy Council, the Mental Health and Wellness Council, the STEM Advocacy Council, or the Rural Affairs Council
6) Serve on boards and commissions, like the Board of Education, or the Prescription Plan Commission
7) Promote international trade
8) Lead the state's Department of Tourism
9) Attract jobs to the state
10) Launch public health efforts
11) Help constituents with different agencies of government
★ 12) Help the governor and state government respond to a crisis in the state, like a wildfire, hurricane, mass shooting, or other crisis
13) Do outreach to and work with a particular group, like children, seniors, or veterans
★ 14) Follow up on the governor's initiatives
15) Represent diversity

- "Three. Only because that's all that stands out in regard to like the other items. I wasn't even aware that the LG was responsible for that, if they are. All I know that he replaces the governor if he or she cannot perform his or her duties." – Woman from a state with a man LG

- "Yeah, I think for number 12, it's very critical for us now because it seems as though we are in crisis mode every single week. So, I would want to know that if number three could happen that the LG is able to be responsive in crises and you know make good decisions as far as on the fly and be able to represent our state accurately and get the funding or support of what we need. I'd like to see them in that spot. I think it's too often that they are just looked at as a sidekick and not someone that we see can make impactful decisions." – Woman from a state with a man LG

- "Follow up on the governor's initiatives. He/she should support the governor." – Man from a state with a man LG

When asked if there are any roles they think a woman lieutenant governor would handle better than a man, some of the women say all the roles, while some of the men say there is no difference between 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 more nurturing and compassionate.

"The only thing that I might dare to suggest that a woman might be able to do a little better is number 13. Women tend to be more nurturing, more compassionate, so maybe doing person to person outreach or to small groups or even larger groups might be a little easier and come more naturally for a woman." – *Woman from a state with a woman LG*
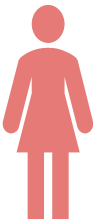
"I don't see that. I think gender shouldn't have anything to do with it. Whether it is a male or a female, they should be able to handle it. It's the job they took and they ran for that office and they should be able to handle it." – *Man from a state with a man LG*
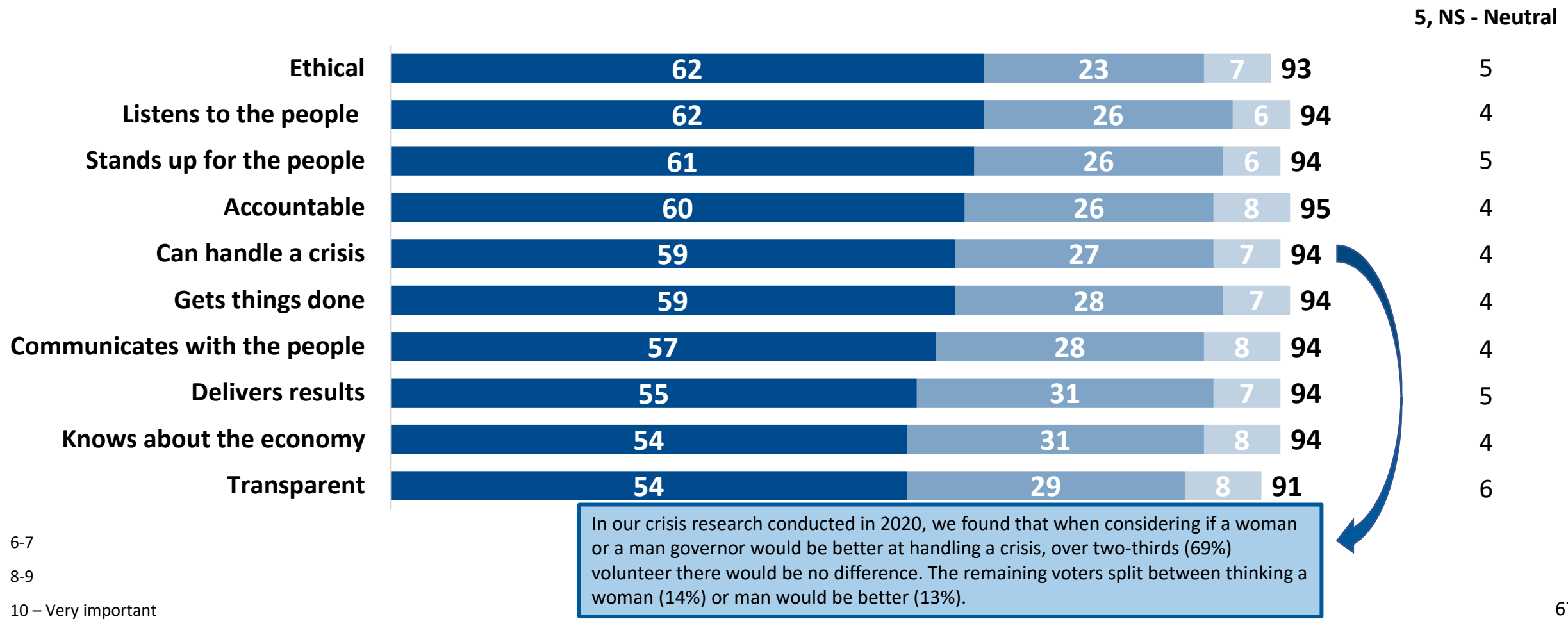
"All of them." - *Woman from a state with a man LG*

"I would say like children's outreach would be better. It helps the economy just kind of traditionally. Just a female LG would be better at that just because like…I don't know. It's like the thing that's built into society, like a female being friendly to children is like normal whereas a male being friendly to children that are not related to him seems somewhat like, I don't know." – *Man from a state with a man LG*

66

Nearly universally, voters rate these qualities as important to earning their vote, but over six in ten rate being ethical, listening to the people, and standing up for the people as being very important.

[TOP TIER] Now for something different. On a scale that goes from 0 to 10, where 0 means not important at all and 10 means 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?
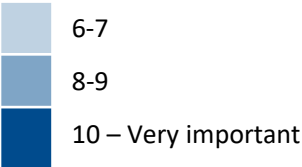
5, NS - Neutral

Quality	10 – Very important	8-9	6-7	Total	5, NS - Neutral
Ethical	62	23	7	93	5
Listens to the people	62	26	6	94	4
Stands up for the people	61	26	6	94	5
Accountable	60	26	8	95	4
Can handle a crisis	59	27	7	94	4
Gets things done	59	28	7	94	4
Communicates with the people	57	28	8	94	4
Delivers results	55	31	7	94	5
Knows about the economy	54	31	8	94	4
Transparent	54	29	8	91	6

6-7
8-9
10 – Very important

In our crisis research conducted in 2020, we found that when considering if a woman or a man governor would be better at handling a crisis, over two-thirds (69%) volunteer there would be no difference. The remaining voters split between thinking a woman (14%) or man would be better (13%).
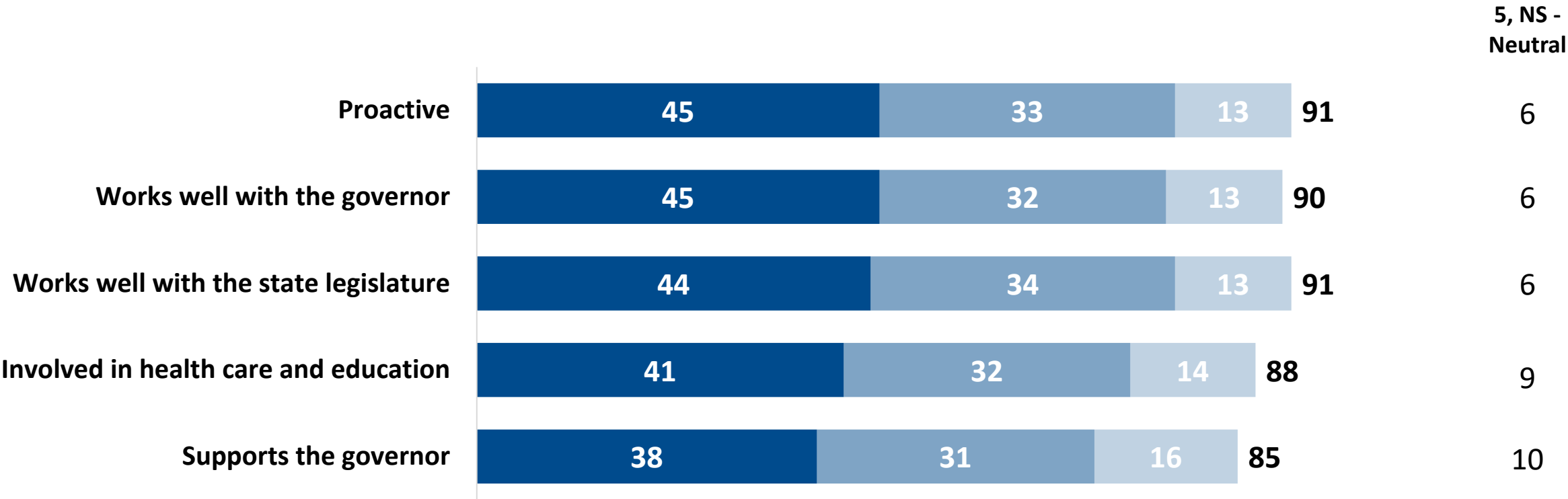
Compared to their counterparts, women and voters over 50 rate these qualities with more intense importance than men and voters under 50. There is a near 20-point gap between voters under and over 50 with how intensely important a lieutenant governor being ethical is to earning their vote. Standing up for the people and listening to the people are the most important qualities for voters under 50, Black voters, and Native/Indigenous voters. For Latinx voters, listening to the people and getting things done are most important and for AAPI voters it is listening to the people and being able to handle a crisis. Independents think being accountable is the most important quality for a woman lieutenant governor who is running to be the next governor to have.

[TOP TIER] Now for something different. On a scale that goes from 0 to 10, where 0 means not important at all and 10 means 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?

Sorted by % Very important (rated 10)	All	Gender		Age		Race					PID		
		M	W	<50	50+	W	B	L	AAPI	NA	D	I	R
Ethical	62	56	68	52	71	65	56	58	52	70	63	62	63
Listens to the people	62	53	69	55	68	63	60	63	54	73	63	63	61
Stand up for the people	61	54	68	56	66	62	59	61	49	75	62	63	60
Accountable	60	52	67	53	66	61	56	60	52	70	59	61	60
Can handle a crisis	59	51	67	53	65	60	58	61	53	70	59	61	60
Gets things done	59	51	66	53	63	59	56	62	51	64	57	58	60
Communicates with the people	57	49	64	51	62	58	54	56	47	64	56	58	58
Delivers results	55	49	61	51	59	56	54	59	48	60	53	56	57
Knows about the economy	54	47	61	49	59	56	50	54	44	53	51	56	58
Transparent	54	47	61	47	60	55	51	54	48	62	55	56	53

Qualities that are oriented toward their relationship and interaction with the governor and institutions are included in a bottom tier of importance for a woman lieutenant governor who is running to be the next governor to have. Although these qualities land in a bottom tier, at least 85% of voters rate these qualities as important.

[BOTTOM TIER] Now for something different. On a scale that goes from 0 to 10, where 0 means not important at all and 10 means 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?

	10 – Very important	8-9	6-7	Total	5, NS - Neutral
Proactive	45	33	13	91	6
Works well with the governor	45	32	13	90	6
Works well with the state legislature	44	34	13	91	6
Involved in health care and education	41	32	14	88	9
Supports the governor	38	31	16	85	10

Legend:
- 6-7
- 8-9
- 10 – Very important

69

Across demographic subgroups, voters rate supporting the governor as the least or one of the least important qualities. Notably, a woman lieutenant governor who works well with the governor and the state legislature is very important to half of voters over 50 and women.

[BOTTOM TIER] Now for something different. On a scale that goes from 0 to 10, where 0 means not important at all and 10 means 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?

Sorted by % Very important (rated 10)	All	Gender		Age		Race					PID		
		M	W	<50	50+	W	B	L	AAPI	NA	D	I	R
Proactive	45	38	51	43	47	45	45	51	39	51	45	47	44
Works well with the governor	45	39	**50**	38	**50**	45	47	46	36	48	45	47	47
Works well with the state legislature	44	36	**50**	37	**49**	44	43	46	35	47	43	45	46
Involved in health care and education	41	35	47	41	41	40	45	46	39	39	44	44	38
Supports the governor	38	**33**	**43**	**33**	43	**38**	**41**	**40**	**33**	**37**	**38**	**41**	40

70

A majority of voters say they have warm, favorable feelings about a governor who has a prominent and active woman lieutenant governor, but three in ten say they are neutral or are not sure if they have favorable or unfavorable feelings about it, and intensity is low.

On a scale that goes from 0 to 100, where 0 means cool, unfavorable feelings and 100 means warm, favorable feelings, how do you feel about a governor who has a prominent and active woman lieutenant governor?
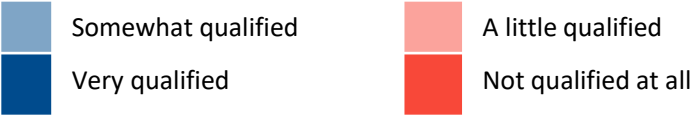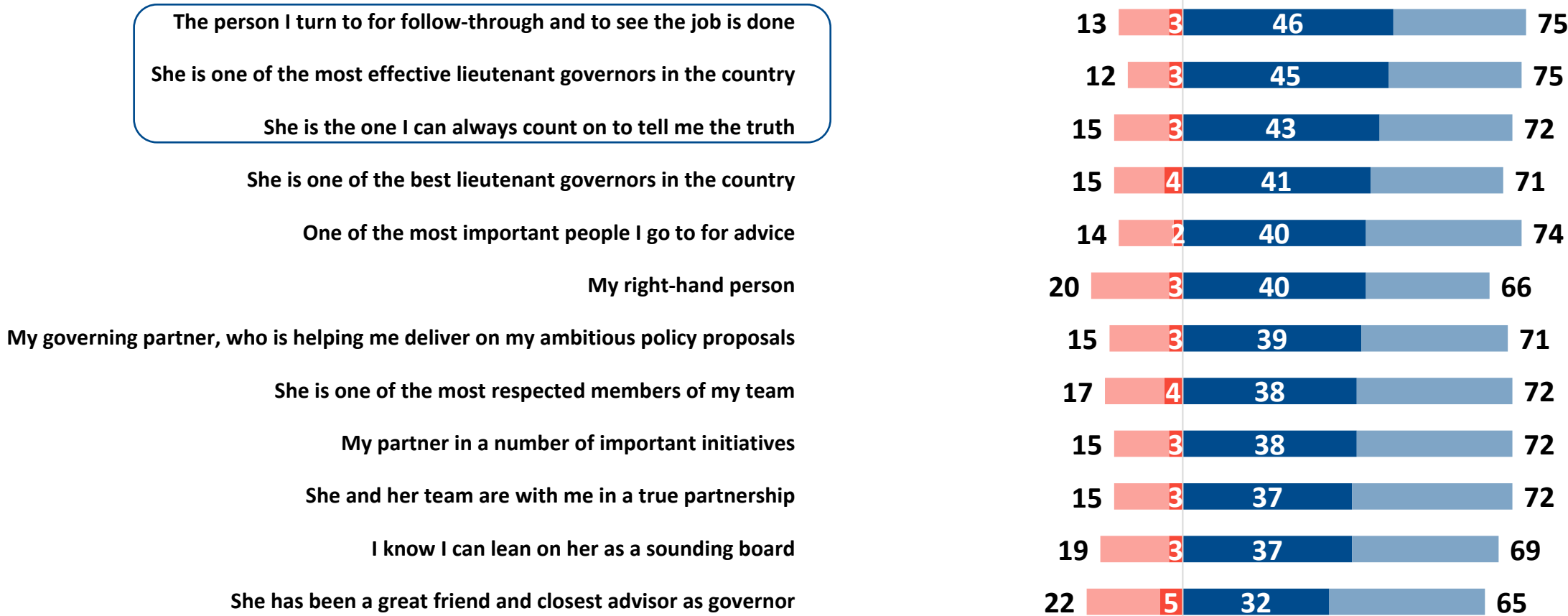
Mean: 75

Favorable — 63 (28)
Unfavorable — 7 (5)
50, NS - Neutral — 30
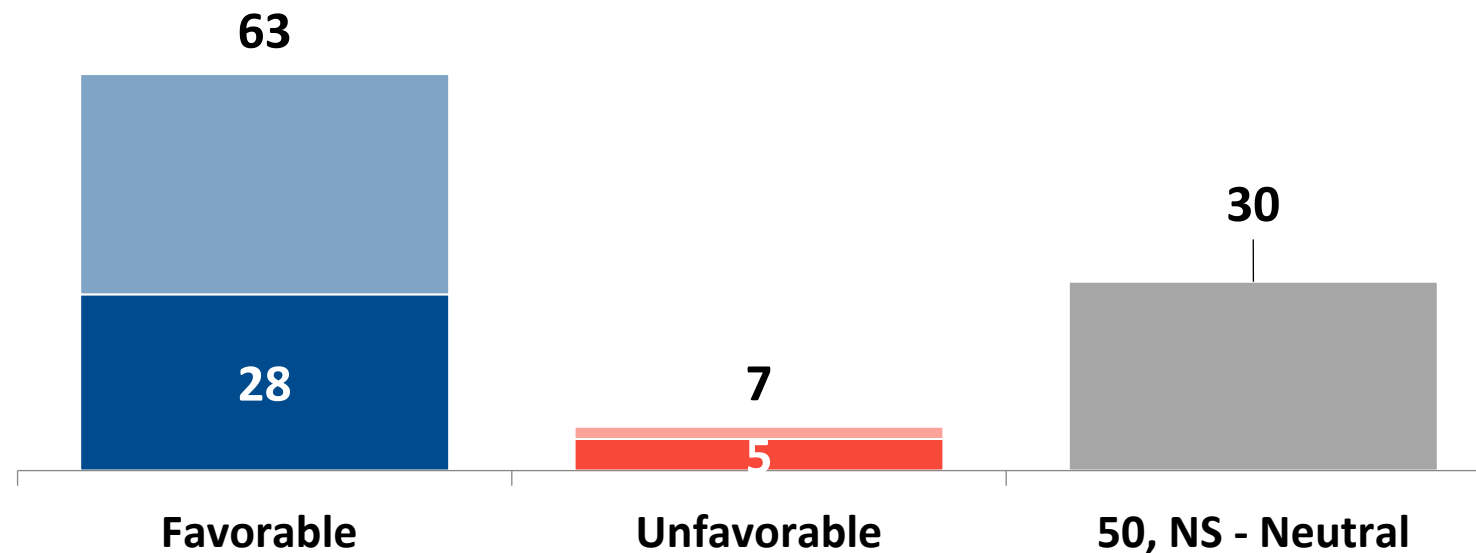
Legend:
- 51-99 - Favorable
- 100 – Very favorable
- 26-49 – Unfavorable
- 0-25 – Very unfavorable

Across demographic subgroups, voters overwhelmingly feel favorable toward a governor who has a prominent and active woman LG. Democrats and AAPI, Black, and Latinx voters are most likely to say they have warm, favorable feelings about a governor who has a prominent and active woman lieutenant governor.

On a scale that goes from 0 to 100, where 0 means cool, unfavorable feelings and 100 means warm, favorable feelings, how do you feel about a governor who has a prominent and active woman lieutenant governor?

Mean: 75

63
28

7
5

30
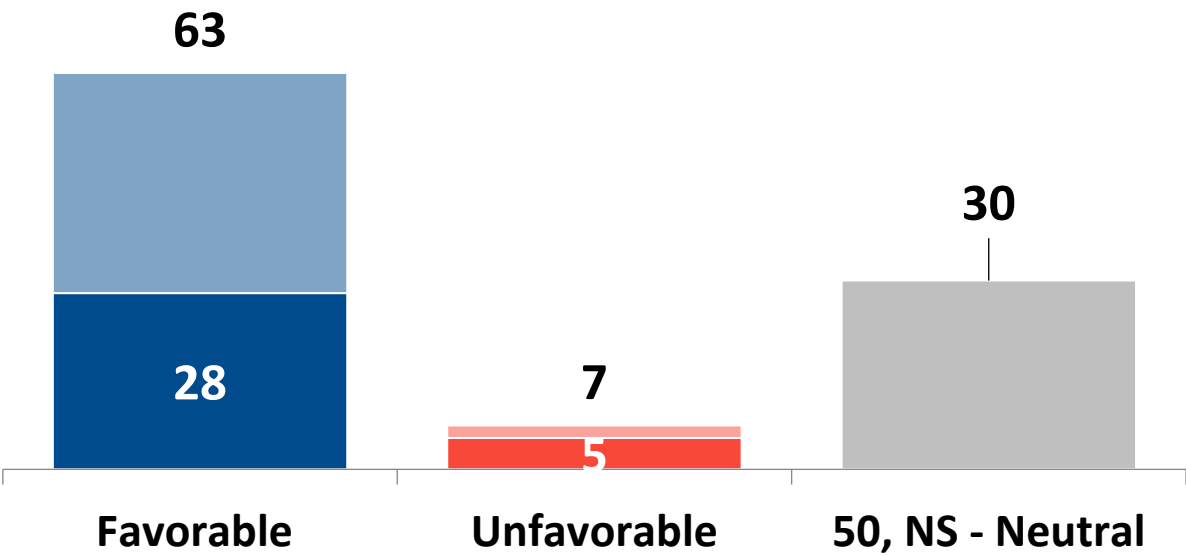
Favorable | Unfavorable | 50, NS - Neutral

	Favorable	Unfavorable	Mean
Men	62	8	73
Women	63	6	77
Men <50	58	11	69
Women <50	62	9	74
Men 50+	65	5	78
Women 50+	65	4	**80**
Democrat ID	75	5	**81**
Independent ID	63	8	76
Republican ID	54	9	71
White	61	7	75
Black	68	9	76
Latinx	67	7	77
AAPI	70	5	77
Indigenous	61	7	76

51-99 - Favorable
100 – Very favorable
26-49 – Unfavorable
0-25 – Very unfavorable

72

All the statements from the governor about the lieutenant governor make about two thirds of voters or more think the white woman lieutenant governor is qualified to become the next governor. The three top testing statements are about follow-through and finishing the job, being the most effective LG in the country, and honesty.

{SSA White Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*
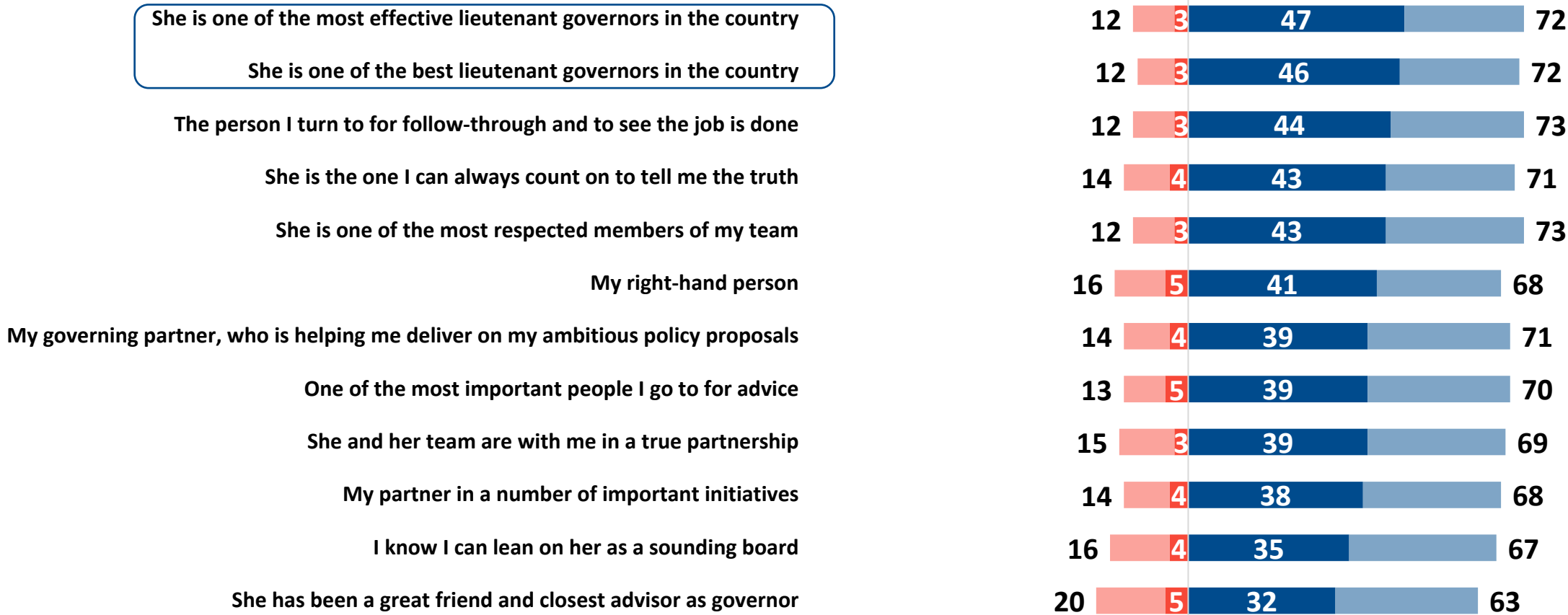
Statement	A little qualified	Not qualified at all	Very qualified	Total
The person I turn to for follow-through and to see the job is done	13	3	46	75
She is one of the most effective lieutenant governors in the country	12	3	45	75
She is the one I can always count on to tell me the truth	15	3	43	72
She is one of the best lieutenant governors in the country	15	4	41	71
One of the most important people I go to for advice	14	2	40	74
My right-hand person	20	3	40	66
My governing partner, who is helping me deliver on my ambitious policy proposals	15	3	39	71
She is one of the most respected members of my team	17	4	38	72
My partner in a number of important initiatives	15	3	38	72
She and her team are with me in a true partnership	15	3	37	72
I know I can lean on her as a sounding board	19	3	37	69
She has been a great friend and closest advisor as governor	22	5	32	65

Somewhat qualified
A little qualified
Very qualified
Not qualified at all

* Split sample

73

Ratings are similar across subgroups. The statement about the woman lieutenant governor being truthful and honest works the best for men and Native American/Indigenous voters. Women and Independents rank statements about her being the person to get the job done and being one of the most effective lieutenant governors in the country equally. Democrats and Black voters think the statement about her being one of the most effective in the country makes her most qualified to become the next governor. Latinx and AAPI voters like follow-through, efficacy, preeminence, and respected team member statements the best. Compared to their counterparts, AAPI voters feel less intense about these statements, which is a typical pattern for AAPI voters.

{SSA White Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*
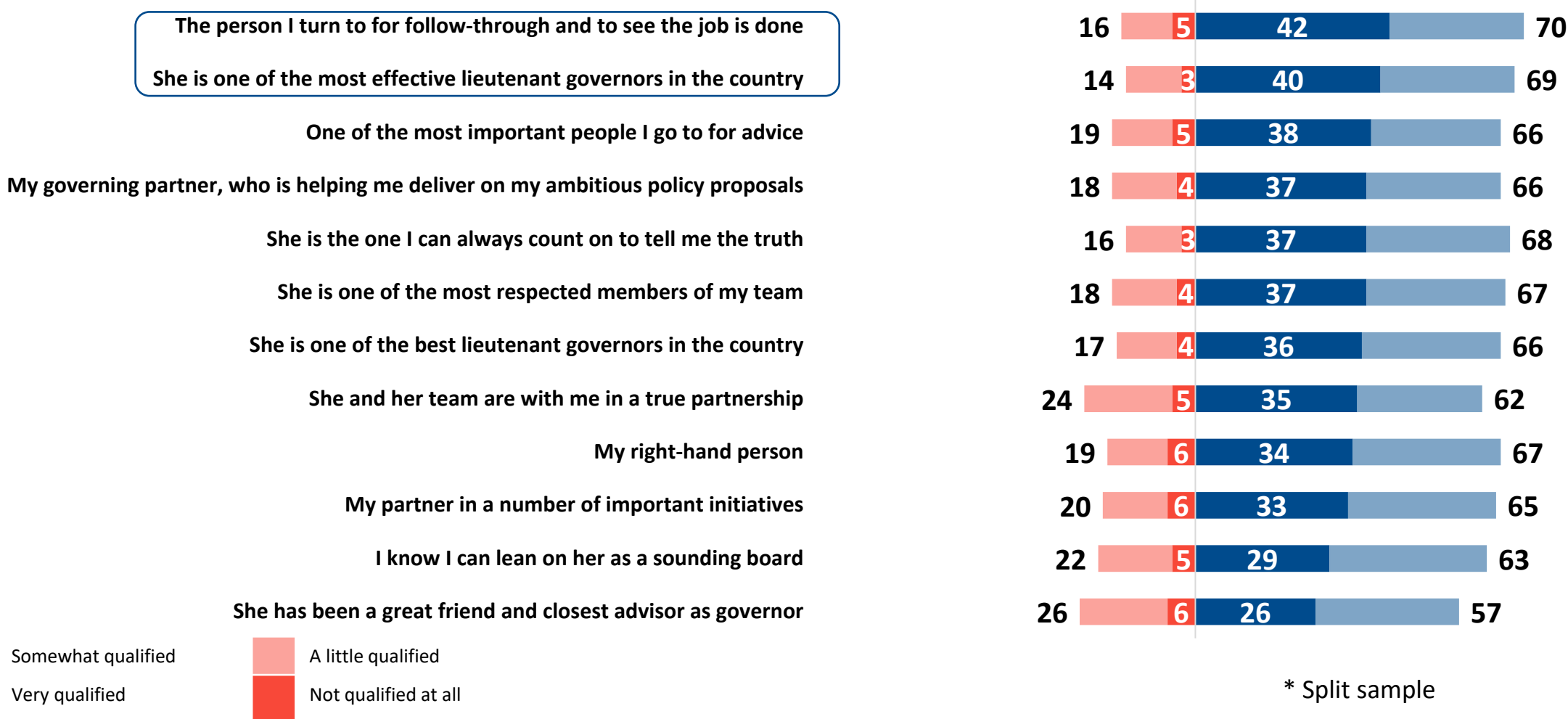
% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
The person I turn to for follow-through and to see the job is done	46	42	50	48	48	47	49	45	37	30	39
She is one of the most effective lieutenant governors in the country	45	44	48	51	48	44	47	51	34	30	44
She is the one I can always count on to tell me the truth	43	46	40	47	44	42	46	39	33	24	49
She is one of the best lieutenant governors in the country	41	41	42	46	44	41	44	40	33	29	39
One of the most important people I go to for advice	40	39	42	43	44	42	43	41	31	24	31
My right-hand person	40	41	40	43	43	40	44	37	27	24	32
My governing partner, who is helping me deliver on my ambitious policy proposals	39	39	38	44	42	37	40	48	29	21	31
She is one of the most respected members of my team	38	36	40	39	42	41	40	38	33	28	38
My partner in a number of important initiatives	38	38	39	45	41	35	39	48	31	24	33
She and her team are with me in a true partnership	37	34	39	41	39	35	39	36	29	25	38
I know I can lean on her as a sounding board	37	37	37	42	40	35	38	42	31	20	31
She has been a great friend and closest advisor as governor	32	33	31	36	34	31	31	42	29	19	25

* Split sample
~ Note small sample size

74

The top testing statements for the Black woman lieutenant governor are about her being one of the most effective and one of the best lieutenant governors in the country, followed by follow-through, truth-telling, and being a highly respected team member.

{SSB Black Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Total
She is one of the most effective lieutenant governors in the country	12	3	47	72
She is one of the best lieutenant governors in the country	12	3	46	72
The person I turn to for follow-through and to see the job is done	12	3	44	73
She is the one I can always count on to tell me the truth	14	4	43	71
She is one of the most respected members of my team	12	3	43	73
My right-hand person	16	5	41	68
My governing partner, who is helping me deliver on my ambitious policy proposals	14	4	39	71
One of the most important people I go to for advice	13	5	39	70
She and her team are with me in a true partnership	15	3	39	69
My partner in a number of important initiatives	14	4	38	68
I know I can lean on her as a sounding board	16	4	35	67
She has been a great friend and closest advisor as governor	20	5	32	63

Somewhat qualified   A little qualified

Very qualified   Not qualified at all

* Split sample

75

Gender, partisanship, and race influence how voters sort these statements. Across gender and party ID, voters rate efficacy and being one of the best as their top or among the top statements. The statement about her team being with the governor in a true partnership also works best among Latinx voters. Democrats, Independents, and Republicans have a large top tier of statements and all like the description of a highly respected team member. Republicans and AAPI voters think the governor saying she is his right-hand person makes her most qualified. Native American/Indigenous voters, AAPI voters, Republicans, Independents, and men think her being someone the governor can always count on to tell them the truth makes her most qualified.

{SSB Black Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

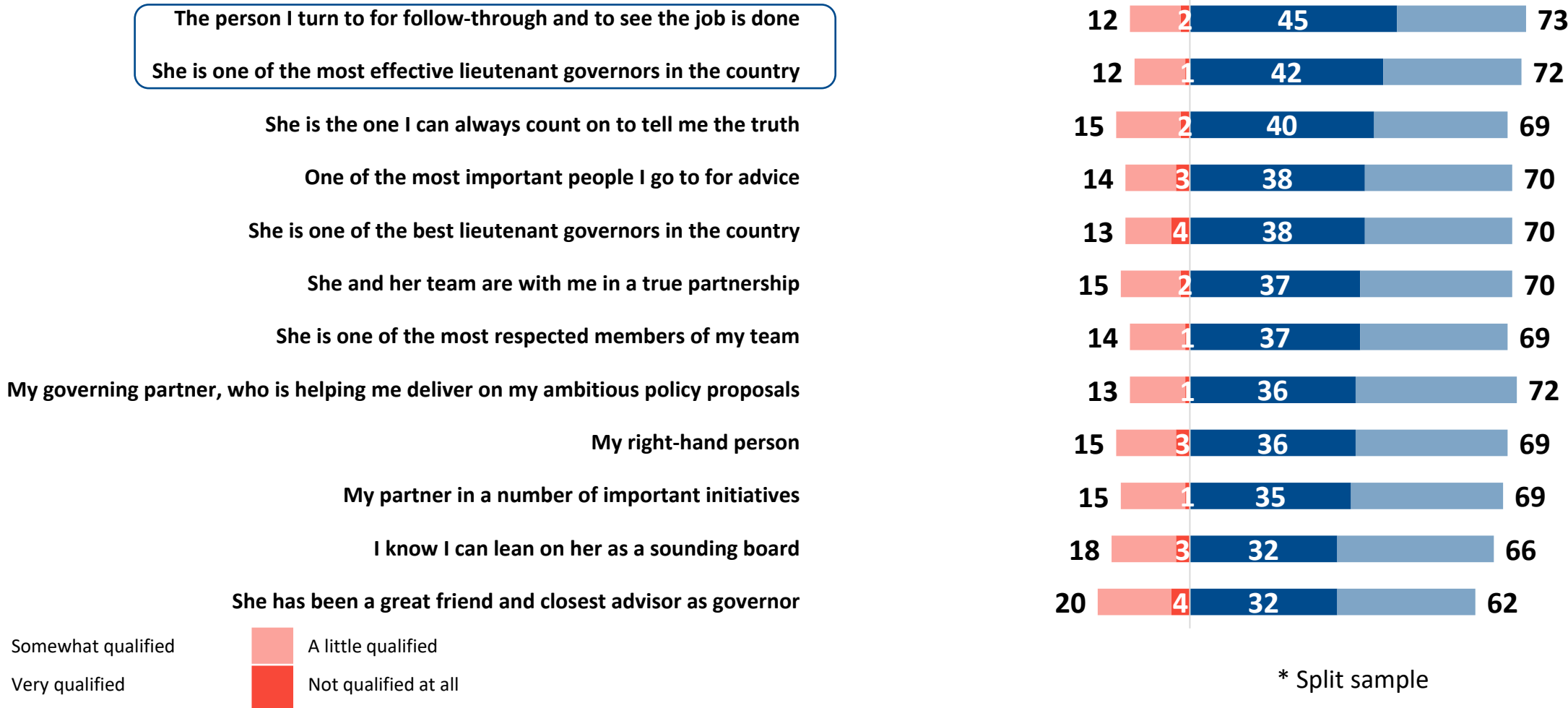| % Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She is one of the most effective lieutenant governors in the country	47	**45**	**48**	**56**	**47**	**37**	**44**	**57**	**49**	44	**61**
She is one of the best lieutenant governors in the country	46	**42**	**48**	**55**	**46**	**38**	**45**	48	45	44	51
The person I turn to for follow-through and to see the job is done	44	**44**	44	**57**	43	32	41	50	**49**	**49**	54
She is the one I can always count on to tell me the truth	43	**44**	43	54	**46**	**35**	41	47	48	**50**	**62**
She is one of the most respected members of my team	43	40	45	**56**	**45**	**34**	41	51	45	46	51
My right-hand person	41	38	44	51	41	**34**	39	48	46	**53**	48
My governing partner, who is helping me deliver on my ambitious policy proposals	39	38	41	**55**	39	28	38	49	37	47	48
One of the most important people I go to for advice	39	35	43	50	40	29	35	49	47	44	41
She and her team are with me in a true partnership	39	39	39	51	38	31	36	48	**50**	46	48
My partner in a number of important initiatives	38	36	40	48	40	29	36	47	40	49	36
I know I can lean on her as a sounding board	35	32	38	45	40	29	34	43	40	39	49
She has been a great friend and closest advisor as governor	32	34	30	41	35	24	28	43	42	43	42

* Split sample
~ Note small sample size

76

At least four in ten voters think statements about the Latina woman lieutenant governor being someone the governor can turn to for follow-through and to see the job is done, and being one of the most effective in the country makes her very qualified to become the next governor. Only a quarter think being a great friend and closest advisor to the governor makes her very qualified, and an equal amount say it does not make her qualified.

{SSC Latina Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Somewhat qualified (total)
The person I turn to for follow-through and to see the job is done	16	5	42	70
She is one of the most effective lieutenant governors in the country	14	3	40	69
One of the most important people I go to for advice	19	5	38	66
My governing partner, who is helping me deliver on my ambitious policy proposals	18	4	37	66
She is the one I can always count on to tell me the truth	16	3	37	68
She is one of the most respected members of my team	18	4	37	67
She is one of the best lieutenant governors in the country	17	4	36	66
She and her team are with me in a true partnership	24	5	35	62
My right-hand person	19	6	34	67
My partner in a number of important initiatives	20	6	33	65
I know I can lean on her as a sounding board	22	5	29	63
She has been a great friend and closest advisor as governor	26	6	26	57

Legend: Somewhat qualified · Very qualified · A little qualified · Not qualified at all

* Split sample

Across demographic subgroups, voters think the Latina lieutenant governor being someone the governor can turn to for follow-through and to see the job is done makes her most qualified, except for Native/Indigenous voters. Black voters think her being someone they can always count on to tell them the truth makes her most qualified, while statements about her being one of the most respected members of their team and one of the most important people they go to for advice are the most likely to make Native American/Indigenous voters say she is very qualified to become the next governor. Republicans also like the advisor and respected team member statements.

{SSC Latina Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
The person I turn to for follow-through and to see the job is done	42	**43**	**41**	**48**	**46**	**37**	**41**	**39**	**48**	**41**	39
She is one of the most effective lieutenant governors in the country	40	**44**	37	**47**	42	32	41	36	36	**39**	41
One of the most important people I go to for advice	38	41	36	40	39	**36**	40	35	33	24	**46**
My governing partner, who is helping me deliver on my ambitious policy proposals	37	38	37	41	40	34	39	34	30	32	36
She is the one I can always count on to tell me the truth	37	39	36	44	40	29	36	**41**	41	33	43
She is one of the most respected members of my team	37	38	35	38	40	**36**	37	36	39	25	**47**
She is one of the best lieutenant governors in the country	36	39	35	44	39	28	37	36	39	30	39
She and her team are with me in a true partnership	35	34	35	42	39	29	35	32	37	33	33
My right-hand person	34	37	31	36	36	33	34	36	35	27	39
My partner in a number of important initiatives	33	35	33	41	37	27	33	37	38	33	39
I know I can lean on her as a sounding board	29	29	30	37	32	23	28	39	30	29	30
She has been a great friend and closest advisor as governor	26	27	25	34	28	19	25	31	32	22	36

* Split sample
~ Note small sample size

78

At least four in ten voters think statements about the AAPI woman lieutenant governor being the person the governor turns to for follow-through and to see the job is done, her being one of the most effective lieutenant governors in the country, and being the one the governor can always count on to tell them the truth make her very qualified to become the next governor.

{SSD AAPI Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Total (Somewhat)
The person I turn to for follow-through and to see the job is done	12	2	45	73
She is one of the most effective lieutenant governors in the country	12	1	42	72
She is the one I can always count on to tell me the truth	15	2	40	69
One of the most important people I go to for advice	14	3	38	70
She is one of the best lieutenant governors in the country	13	4	38	70
She and her team are with me in a true partnership	15	2	37	70
She is one of the most respected members of my team	14	1	37	69
My governing partner, who is helping me deliver on my ambitious policy proposals	13	1	36	72
My right-hand person	15	3	36	69
My partner in a number of important initiatives	15	1	35	69
I know I can lean on her as a sounding board	18	3	32	66
She has been a great friend and closest advisor as governor	20	4	32	62

Somewhat qualified
A little qualified
Very qualified
Not qualified at all

* Split sample

79

Almost every subgroup has follow-through as a top statement – except for Native voters. Democrats, Independents, Black, and Latinx voters rate the statement about efficacy equally high, and this is the top statement for Native American/Indigenous voters. Independents, Republicans, Black, and AAPI voters also like truth-telling. And Independents, Republicans, and AAPI voters like the important advisor role as well. Republicans put true partnership and most respected team member in the top tier. Black and Latinx voters put one of the best LGs in their top tiers, and Black voters also respond to the respected team member statement.

{SSD AAPI Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
The person I turn to for follow-through and to see the job is done	45	47	43	50	43	39	43	37	63	49	53
She is one of the most effective lieutenant governors in the country	42	44	41	48	43	37	39	36	61	43	64
She is the one I can always count on to tell me the truth	40	40	40	46	42	36	37	38	54	48	48
One of the most important people I go to for advice	38	38	39	41	40	36	37	30	54	50	53
She is one of the best lieutenant governors in the country	38	38	39	44	39	33	34	37	60	39	60
She and her team are with me in a true partnership	37	37	36	41	39	36	35	30	52	43	50
She is one of the most respected members of my team	37	38	36	41	39	35	34	37	53	46	47
My governing partner, who is helping me deliver on my ambitious policy proposals	36	37	36	41	38	32	36	29	45	35	42
My right-hand person	36	38	35	38	38	31	34	30	50	46	45
My partner in a number of important initiatives	35	37	34	40	36	31	34	27	47	41	42
I know I can lean on her as a sounding board	32	36	30	38	34	30	30	29	46	39	37
She has been a great friend and closest advisor as governor	32	36	28	37	33	28	29	30	40	40	39

* Split sample
~ Note small sample size

The best-testing statements for the Native woman lieutenant governor is about being the person the governor turns to for follow-through and to see the job is done, followed by being someone the governor can always count on to tell them the truth.

{SSE Native Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Total
The person I turn to for follow-through and to see the job is done	14	4	44	72
She is the one I can always count on to tell me the truth	16	4	39	69
She is one of the most effective lieutenant governors in the country	15	3	37	68
She is one of the most respected members of my team	15	4	36	70
She is one of the best lieutenant governors in the country	16	4	36	66
My right-hand person	16	4	35	68
One of the most important people I go to for advice	17	4	34	66
She and her team are with me in a true partnership	16	5	34	68
My governing partner, who is helping me deliver on my ambitious policy proposals	16	4	34	70
My partner in a number of important initiatives	15	4	34	70
I know I can lean on her as a sounding board	19	5	32	66
She has been a great friend and closest advisor as governor	20	6	29	63

Legend:
- Somewhat qualified
- A little qualified
- Very qualified
- Not qualified at all

* Split sample

81

Across demographic subgroups, except for AAPI voters, voters think the statement about the woman lieutenant governor being someone the governor turns to for follow-through and to see the job is done makes her most qualified. The top statement for AAPI voters is truth-telling. Democrats and Native voters also rate truth-telling high. Democrats like the right-hand person role as well. Black and Latinx voters rate being one of the best LGs high, and Latinx voters also respond to being a highly respected team member.

{SSE Native Woman} Now you will see some statements made by the governor about the relationship he has with the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
The person I turn to for follow-through and to see the job is done	44	46	43	42	47	46	45	44	47	33	55
She is the one I can always count on to tell me the truth	39	38	40	42	40	34	39	42	38	44	58
She is one of the most effective lieutenant governors in the country	37	34	39	36	38	38	38	33	38	34	50
She is one of the most respected members of my team	36	36	37	37	39	33	35	39	48	33	51
She is one of the best lieutenant governors in the country	36	37	36	38	36	37	33	45	48	42	51
My right-hand person	35	37	34	40	37	31	35	41	43	24	39
One of the most important people I go to for advice	34	37	31	37	35	31	35	33	36	29	36
She and her team are with me in a true partnership	34	35	33	35	34	31	33	39	41	22	38
My governing partner, who is helping me deliver on my ambitious policy proposals	34	36	32	37	38	28	33	35	43	21	52
My partner in a number of important initiatives	34	38	30	36	38	28	33	34	41	27	53
I know I can lean on her as a sounding board	32	32	33	35	33	31	31	36	40	29	36
She has been a great friend and closest advisor as governor	29	31	27	29	32	28	28	34	34	19	32

* Split sample
~ Note small sample size

82

The statements about the woman lieutenant governor's relationship with the governor rank similarly across the races of the women except for the Black lieutenant governor whose top testing statements are about being one of the most effective and best lieutenant governors in the country. For the Native lieutenant governor, being someone the governor can always count on to tell them the truth is slightly more intensely important than being one of the most effective in the country. Compared to the other women lieutenant governors, the statement about being one of the most respected members of their team makes the Black woman more qualified. A similar yet opposite phenomenon emerges for the Latina woman compared to the other women lieutenant governors, being a great friend and closest advisor does not make her as intensely qualified as the others.

Sorted by % Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian 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

* Split sample

In the focus groups, 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.

(a) My right-hand person
★ (b) The person I turn to for follow-through and to see the job is done
(c) My governing partner, who is helping me deliver on my ambitious policy proposals
(d) My partner in a number of important initiatives
(e) One of the most important people I go to for advice
(f) I know I can lean on her as a sounding board
★ (g) She is the one I can always count on to tell me the truth
(h) She has been a great friend and closest advisor as governor
(i) She and her team are with me in a true partnership
★ (j) She is one of the most respected members of my team.

Strongest:

- "[For 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

- "**That he relies a lot on her**... No, it's a good thing about her." – Woman from a state that has elevated a woman from SoS or LG to governor

- "It sounds like a good counterbalance that if the governor is doing something wrong, **the lieutenant governor is going to correct them** [why G is strongest]." – Man in a state with a man LG

- "I picked that 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** [why B is the strongest]." – Woman from a state with a man LG

Like the survey findings, 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.

(a) My right-hand person
(b) The person I turn to for follow-through and to see the job is done
(c) My governing partner, who is helping me deliver on my ambitious policy proposals
(d) My partner in a number of important initiatives
(e) One of the most important people I go to for advice
⭐ (f) I know I can lean on her as a sounding board
(g) She is the one I can always count on to tell me the truth
⭐ (h) She has been a great friend and closest advisor as governor
(i) She and her team are with me in a true partnership
(j) She is one of the most respected members of my team.

Weakest:

- "I hated H… I don't know. She has been a great friend to me. **That's just saying you know what, I don't have to do my job. She is going to do it for me…** You don't want nobody to be like that. You know you want somebody that is going to do their job. I mean you could be friendly with each other but not to the point of you know what, she can carry the weakest link that I give out. I don't like that." – Woman from a state that has elevated a woman from SoS or LG to governor

- "I thought it ["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

- "I guess it's the sounding board. So, a sounding board is just a device that repeats phrases. **I don't want the same things coming out from the Lieutenant Governor** [F]." – Woman from a state with a woman LG

- "**It's 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. [F]" – Man from a state that has elevated a woman from SoS or LG to Governor

- "To me, [F] sounds like you're looking for someone that will listen to everything you say. And I mean, you want someone to listen, but still, you want someone who can respond to you. That just doesn't sound good to me right there." – Man from a state that has elevated a woman from SoS or LG to Governor

About three quarters or more voters think all statements make the white woman lieutenant governor qualified to become the next governor, and all statements receive at least four in ten intensity ratings. About half of voters think that the woman lieutenant governor being a proven problem solver and making it a priority to meet with people across the state make her very qualified to become the next governor.

{SSA White Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Total
She is a proven problem solver	11	3	50	79
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	15	4	49	75
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	13	2	47	77
She has been a relentless fighter for our senior citizens and children	13	2	47	76
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	14	3	46	76
She leads the program to support small businesses	13	2	45	77
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	12	3	44	77
She leads initiatives on providing mental health services	14	3	43	74
She is someone who brings new voices and perspectives to the table	17	4	43	73
She leads initiatives on attracting large employers to the state	13	3	42	76
She is the head of a number of important initiatives	17	4	41	74

Somewhat qualified A little qualified
Very qualified Not qualified at all

* Split sample

86

Women, voters across party, and white, AAPI, and Native voters respond well to problem-solving. Women, Independents, Republicans, white, Latinx, and Native voters rate prioritizing meeting people across the state. The statement about how she delivered major improvements in job skills and education works best for men, Democrats, and Black voters, while the statement about fighting for seniors and children resonates with Democrats, Independents, and Black voters. The statement about her being a strong advocate for different communities works best for Black, Latinx, and Native American/Indigenous voters. Men and Independents also like the focus on small businesses.

{SSA White Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

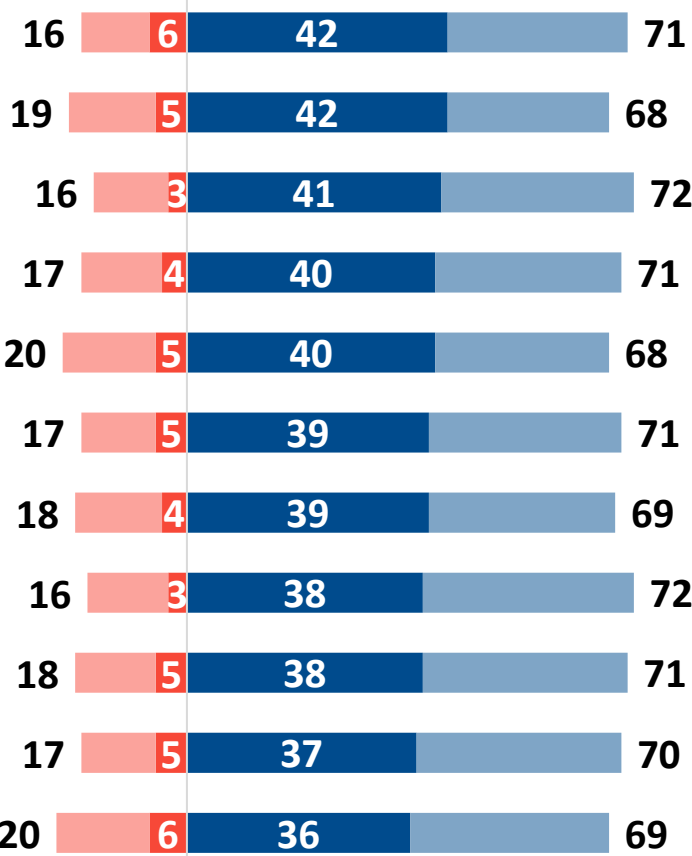| % Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She is a proven problem solver	50	46	**53**	**52**	**50**	**49**	**53**	48	36	**37**	**55**
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	49	46	**51**	49	**50**	**51**	**51**	47	**40**	32	**54**
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	47	**49**	46	**53**	**49**	44	48	**53**	39	31	49
She has been a relentless fighter for our senior citizens and children	47	44	50	**51**	**49**	44	49	**52**	34	25	48
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	45	47	49	45	45	46	**52**	**42**	30	**55**
She leads the program to support small businesses	45	**47**	43	46	**49**	45	48	44	35	31	49
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	44	43	46	48	45	45	46	44	34	31	49
She leads initiatives on providing mental health services	43	43	44	49	46	40	44	43	41	28	50
She is someone who brings new voices and perspectives to the table	43	40	45	45	45	43	44	44	36	30	41
She leads initiatives on attracting large employers to the state	42	42	44	45	43	47	45	42	34	29	40
She is the head of a number of important initiatives	41	42	42	48	45	38	43	45	34	31	43

* Split sample
~ Note small sample size

87

There is little difference between the rating of each statement made about a Black woman LG, and all receive at least four in ten who give it very qualified ratings. Statements about the Black woman lieutenant governor being a proven problem solver and a strong advocate for our different communities rise to the top. Leading mental health initiatives rates a little lower than other statements.

{SSB Black Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Total
She is a proven problem solver	12	3	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	13	4	46	74
She has been a relentless fighter for our senior citizens and children	13	3	45	72
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	14	3	44	72
She leads the program to support small businesses	14	4	44	72
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	13	3	44	73
She leads initiatives on attracting large employers to the state	12	3	43	74
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	12	4	42	74
She is the head of a number of important initiatives	14	4	40	72
She is someone who brings new voices and perspectives to the table	13	5	40	73
She leads initiatives on providing mental health services	14	4	39	71

Somewhat qualified
A little qualified
Very qualified
Not qualified at all

* Split sample

88

There is little variance in how men, women, Democrats, and Independents rated these statements – they tend to like most of them and rate them similarly. Compared to their counterparts, Republicans have less intensity in how qualified they think these statements make her to become the next governor. Across race, voters react to a unique combination of statements. Messaging to different racial subgroups about a Black woman LG needs to be targeted to include the most salient elements.

{SSB Black Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She is a proven problem solver	46	45	48	59	47	37	45	48	52	46	65
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	45	47	59	46	36	44	54	51	54	63
She has been a relentless fighter for our senior citizens and children	45	44	46	57	47	36	42	50	52	52	63
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	44	43	45	56	44	33	42	53	46	43	58
She leads the program to support small businesses	44	44	44	52	45	37	42	52	48	44	57
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	44	43	44	56	45	33	41	45	50	57	46
She leads initiatives on attracting large employers to the state	43	44	42	53	45	33	39	53	54	45	58
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	42	43	42	55	43	31	40	51	48	40	60
She is the head of a number of important initiatives	40	40	41	53	42	29	37	48	45	51	50
She is someone who brings new voices and perspectives to the table	40	39	41	54	41	30	36	51	50	50	50
She leads initiatives on providing mental health services	39	38	41	52	41	30	37	44	46	43	48

* Split sample
~ Note small sample size

89

Again, there is little difference between the rating of each statement for a Latina woman LG, but statements about the woman lieutenant governor being a relentless fighter for our senior citizens and children, being a problem solver, and increasing access to job training and education rise to the top. Notably, leading the program to support small business is rated lowest in how qualified it makes her to become the next governor, which is something we have seen in other data.

{SSC Latina Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Somewhat qualified (Total)
She has been a relentless fighter for our senior citizens and children	16	6	42	71
She is a proven problem solver	19	5	42	68
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	16	3	41	72
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	17	4	40	71
She leads initiatives on attracting large employers to the state	20	5	40	68
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	17	5	39	71
She leads initiatives on providing mental health services	18	4	39	69
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	16	3	38	72
She is the head of a number of important initiatives	18	5	38	71
She is someone who brings new voices and perspectives to the table	17	5	37	70
She leads the program to support small businesses	20	6	36	69

Legend:
- Somewhat qualified
- A little qualified
- Very qualified
- Not qualified at all

* Split sample

90

For most subgroups, being a relentless fighter for seniors and children, being a problem solver, and delivering improvements in job skills and education with stats resonate the most. Men, Independents, and white and Black voters rate almost every statement about the Latina LG about the same. Black voters only rate heading a number of important initiatives significantly lower than other statements. Native voters respond the most to problem solving, but they also really like supporting small business.

{SSC Latina Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

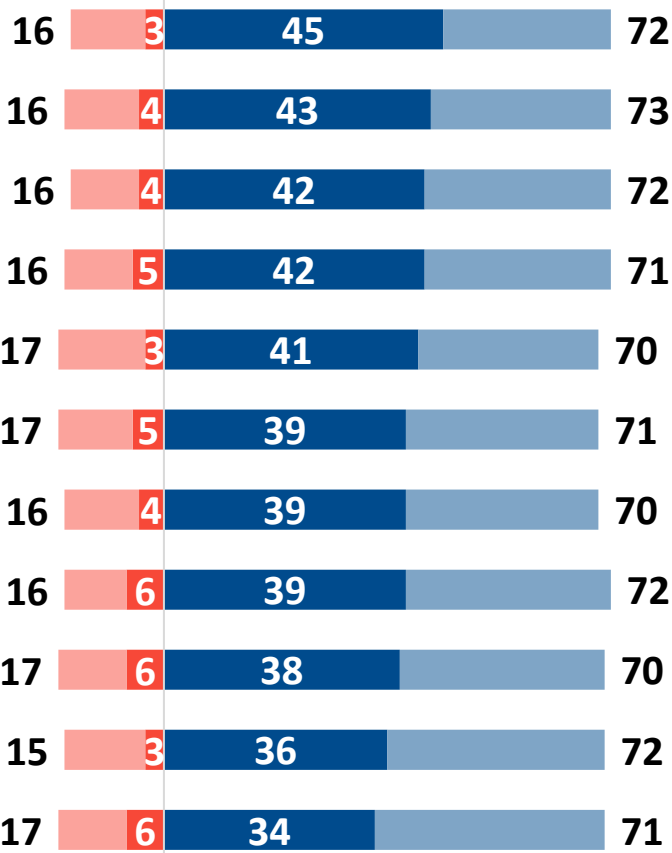| % Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She has been a relentless fighter for our senior citizens and children	42	40	45	49	44	36	41	42	51	43	61
She is a proven problem solver	42	39	45	46	42	38	41	42	50	46	66
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	41	41	42	51	41	32	39	43	52	48	55
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	40	39	42	48	42	34	41	38	44	41	59
She leads initiatives on attracting large employers to the state	40	39	40	45	38	33	40	40	44	36	48
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	39	37	43	48	41	31	39	39	47	37	51
She leads initiatives on providing mental health services	39	37	42	50	42	27	38	41	48	42	51
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	38	38	38	45	40	31	37	43	43	42	54
She is the head of a number of important initiatives	38	37	39	44	39	31	39	31	41	39	54
She is someone who brings new voices and perspectives to the table	37	36	39	44	37	30	36	41	46	37	56
She leads the program to support small businesses	36	35	38	39	38	32	34	43	44	44	60

* Split sample
~ Note small sample size

Being a proven problem solver and making it a priority to meet with people across the state are the top statements that make voters think the AAPI woman lieutenant governor is very qualified to become the next governor. A statement about her leading initiatives on providing mental health services ranks the lowest.

{SSD AAPI Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little	Not	Very		Total
She is a proven problem solver	12	1	47		74
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	14	2	45		73
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	14	3	43		72
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	14	3	42		73
She has been a relentless fighter for our senior citizens and children	13	2	42		74
She leads the program to support small businesses	13	2	41		73
She leads initiatives on attracting large employers to the state	16	4	40		70
She is the head of a number of important initiatives	16	2	40		69
She is someone who brings new voices and perspectives to the table	14	2	39		72
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	13	2	39		73
She leads initiatives on providing mental health services	15	2	37		71

Somewhat qualified
A little qualified
Very qualified
Not qualified at all

* Split sample

92

Across demographic subgroups, except for AAPI and Native American/Indigenous voters, the statement about her being a proven problem solver is most likely to make voters think the AAPI LG is very qualified to become the next governor. AAPI and Native American/Indigenous voters think the statement about how she delivered major improvements makes her most qualified. The statement about her leading the program to support small businesses also works well with AAPI voters and Independents. Black and Latinx voters like the statement about leading initiatives on attracting large employers.

{SSD AAPI Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She is a proven problem solver	47	**50**	**45**	**53**	**47**	**45**	**46**	**39**	**62**	49	49
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	45	**49**	**42**	48	**45**	**43**	**44**	**38**	55	46	**56**
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	43	46	**41**	**50**	**44**	37	41	**39**	**61**	**54**	**59**
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	42	42	**42**	**51**	**45**	33	41	35	53	43	53
She has been a relentless fighter for our senior citizens and children	42	44	40	47	42	39	40	36	53	51	53
She leads the program to support small businesses	41	44	39	43	**44**	40	41	30	45	**54**	50
She leads initiatives on attracting large employers to the state	40	39	42	46	42	35	37	**39**	**59**	49	51
She is the head of a number of important initiatives	40	42	39	45	40	35	40	33	47	43	48
She is someone who brings new voices and perspectives to the table	39	43	36	47	41	33	38	37	49	46	48
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	39	40	39	44	40	36	37	35	55	43	53
She leads initiatives on providing mental health services	37	37	37	44	39	33	35	32	48	45	50

* Split sample
~ Note small sample size

93

Being a proven problem solver is the top testing statement for the Native/Indigenous woman lieutenant governor, followed by advocating for different communities so they can have opportunities, prioritizing meeting with people, and fighting for seniors and children. Surprisingly, all statements about her leading initiatives and programs rank the lowest, especially ones about business.

{SSE Native Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

Statement	A little qualified	Not qualified at all	Very qualified	Somewhat qualified total
She is a proven problem solver	16	3	45	72
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	16	4	43	73
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	16	4	42	72
She has been a relentless fighter for our senior citizens and children	16	5	42	71
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	17	3	41	70
She is someone who brings new voices and perspectives to the table	17	5	39	71
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	16	4	39	70
She leads initiatives on providing mental health services	16	6	39	72
She is the head of a number of important initiatives	17	6	38	70
She leads the program to support small businesses	15	3	36	72
She leads initiatives on attracting large employers to the state	17	6	34	71

Legend: Somewhat qualified · A little qualified · Very qualified · Not qualified at all

* Split sample

94

Across gender, partisanship, and among white voters, the problem solver and advocate statements are the best-testing. For Black voters, the statement about how we're making it through difficult times with her leadership is most likely to make them think she is very qualified to become the next governor. The statement about how she delivered major improvements in job skills and education also works well with Black voters, and ranks equally at the top with her being a proven problem solver for AAPI voters. Latinx and Native voters think the statements about her being a relentless fighter for our senior citizens and children and prioritizing meeting with people across the state makes her very qualified.

{SSE Native Woman} Now you will see some statements about the woman lieutenant governor who is pictured. For each statement, please rate how qualified you think the woman lieutenant governor is to become the next governor.*

% Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI~	NA~
She is a proven problem solver	45	**43**	**48**	**47**	**45**	**43**	**46**	44	44	**39**	53
A strong advocate for our different communities, the lieutenant governor is working to build our state so everyone has the opportunity to get ahead	43	**42**	**45**	**48**	**43**	**40**	**44**	45	45	32	57
The lieutenant governor has made it a priority to meet with people across the state and focus on their experiences and needs	42	38	**46**	**45**	**45**	**40**	41	45	**51**	36	**62**
She has been a relentless fighter for our senior citizens and children	42	39	**45**	**45**	**43**	39	41	43	**54**	35	**63**
She delivered major improvements in jobs skills and education by increasing access to training and post-high school education by 45%	41	37	44	**47**	**44**	38	40	**48**	44	**39**	41
She is someone who brings new voices and perspectives to the table	39	37	42	39	42	**41**	39	43	45	36	53
We're making it through difficult times with the leadership of a lieutenant governor who helps the governor make the tough calls	39	37	42	44	40	35	38	**49**	43	37	48
She leads initiatives on providing mental health services	39	36	42	42	41	35	38	41	49	36	52
She is the head of a number of important initiatives	38	38	38	40	39	36	37	42	47	31	47
She leads the program to support small businesses	36	37	37	39	37	33	36	37	48	37	45
She leads initiatives on attracting large employers to the state	34	33	36	37	36	30	32	39	48	29	35

* Split sample
~ Note small sample size

95

The statement about being a proven problem solver rates the highest for all the women lieutenant governors, along with being a strong advocate for our different communities for the Black woman LG and being a relentless fighter for our senior citizens and children for the Latina LG. Compared to the other women lieutenant governors, the statement about leading the program to support small businesses doesn't work as well for the Latina and Native women 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.

Sorted by % Very qualified	White Woman*	Black Woman*	Latina Woman*	Asian 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

* Split sample

(a) She is the head of a number of important initiatives.
(b) Someone who brings new voices and perspectives to the table.
⭐ (c) She is a proven problem solver.
(d) She heads initiatives on education and small business.
(e) She is highly qualified to serve as lieutenant governor.
(f) The lieutenant governor and I have spent the past several months meeting with people across the state and with their advice in mind, we're ready to rebuild stronger than we ever were before.
(g) A strong advocate for our rural and small-town communities, the lieutenant governor is working to build our state, so everyone has the opportunity to get ahead.
(h) We're making it through tough times with the leadership of a lieutenant governor who helps me make the tough calls.
(i) She is one of the most able lieutenant governors in the country.
(j) She delivered for our state on major improvements in our economic commission and post high school training.
⭐ (k) She has been a relentless fighter for our seniors and children.

- "If there's anything that would be a job for problem solving, it would be something in the government. **So, somebody who can look at different angles and decide what is the best way to solve the problem with people in mind. And I think that she's going to be…You know the fact that she thinks concretely and also abstractly in creative ways that we've had to do such as COVID, I think that's important that they have that as part of their repertoire because I think they'd be facing a lot as lieutenant governor** [C]." – Woman from a state with a woman LG

- "**Solving problems gets things done** [C]." – Man from a state that has elevated a woman from SoS or LG to Governor

- "**I said it was short and to the point** [C]." – Man from a state that has elevated a woman from SoS or LG to Governor

- "**Children need someone to advocate for them**, and anybody who's willing to fight for seniors, to me, **it just says a lot about your character** [why K is strongest]." – Man in a state with a man LG

- "Yeah, I like that. Yeah, **it's something that shows about what their values are and often kind of a forgotten part of you know a political kind of landscape, you know, especially seniors**. They are people we kind of neglect in our society, generally, compared to other kinds of cultures [why K is strongest]." – Man in a state with a man LG

- "I did. And the reason that I picked it is because **it indicates a track record of success, a track record of an accomplishment**. She has been a relentless fighter for our seniors and children. And that was the same reason that I picked the other two that I picked, which was three and 10, because it indicates an accomplishment. Some of the other ones are awfully vague and don't indicate that anything's ever been accomplished through this person [K]." – Woman from a state with a woman LG

Photos:
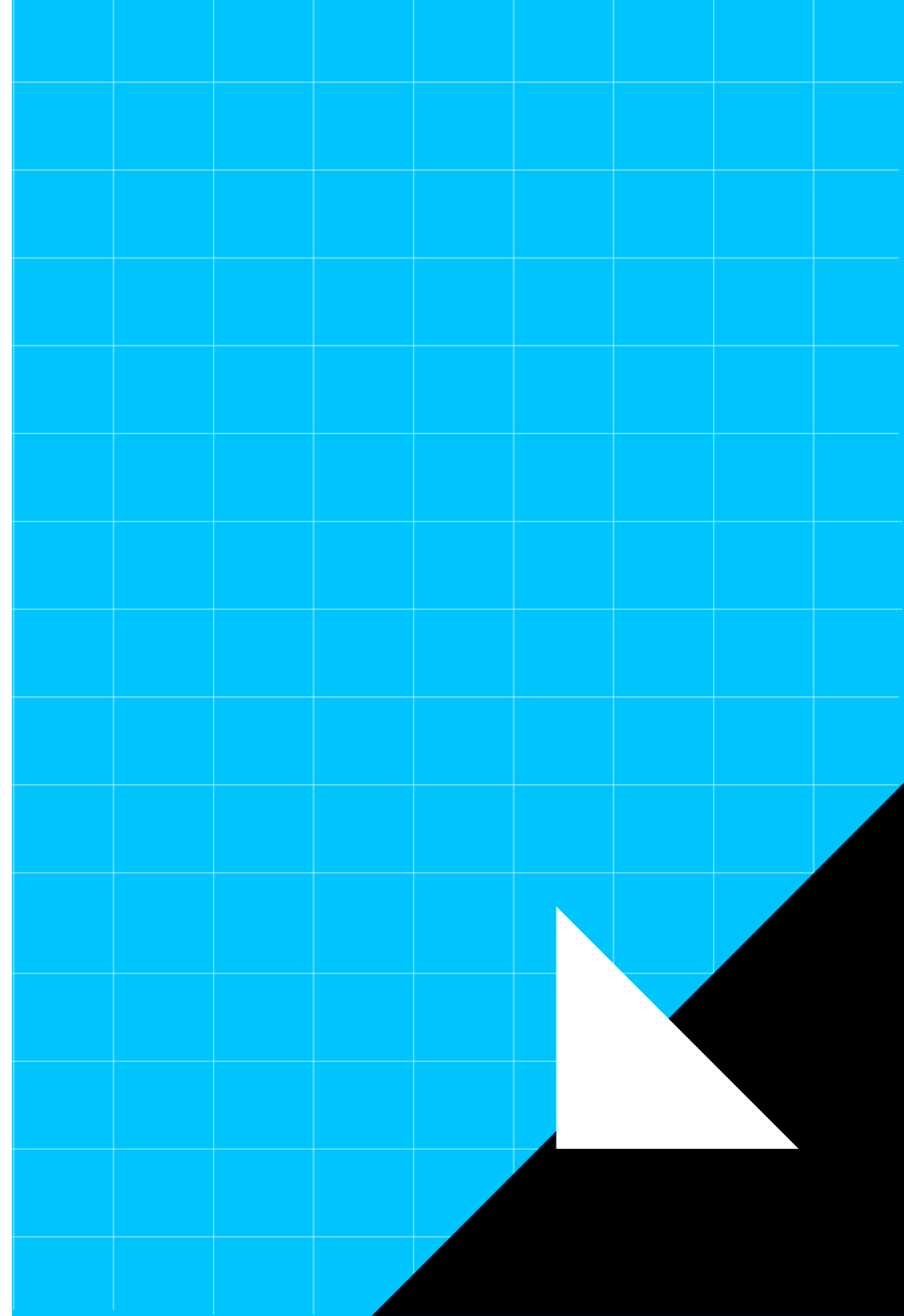
Now you are going to look at ten photos of women lieutenant governors. Rank the photos from most qualified to be governor to least qualified to be governor.

Voters rank the photo of Lieutenant Governor Eleni Kounalakis signing legislation with people around her in support as the most qualified to be governor and rank the photo of Lieutenant Governor Diane Primavera cutting a ribbon as least qualified. There is a lot of variation on ranking each of these photos.

1
17%
Eleni Kounalakis

2
14%
Winsome Earle Sears

3
11%   Deidre Henderson

4
10%   Kristen Juras

5
10%   Juliana Stratton

6
10%   Janice McGeachin

7
8%   Peggy Flanagan

8
7%   Molly Gray

9
7%   Susan Bysiewicz

10
5%   Diane Primavera

While voters are more likely to rank a few photos as the most qualified, every photo is evenly distributed across the rankings from most to least qualified.

Now you are going to look at ten photos of women lieutenant governors. Rank the photos from most qualified to be governor to least qualified to be governor.

Legend: Rank 1 – most qualified · Rank 2 · Rank 3 · Rank 4 · Rank 5 · Rank 6 · Rank 7 · Rank 8 · Rank 9 · Rank 10 – least qualified
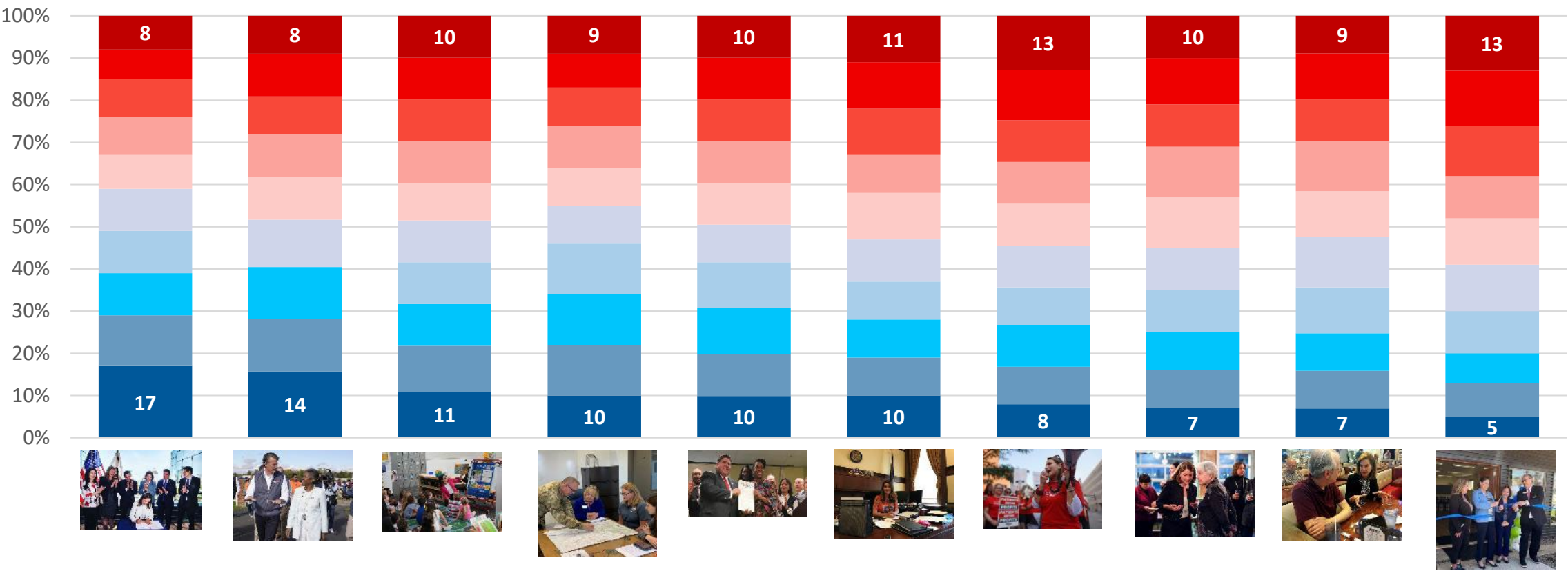
In a rank ordering of the photos from most qualified to least qualified, voters are split on ranking the photo of LG Juliana Stratton holding a piece of legislation with the governor and people around her in support as one of the more qualified or one of the less qualified, but a majority rank the photo of LG Kounalakis signing a piece of legislation with people around her in support as one of the more qualified images. Six in ten voters ranked the photo of LG Primavera cutting a ribbon as one of the less qualified images.

41	59

Eleni Kounalakis

43	57

Winsome Earle Sears

48	52

Deidre Henderson

45	55

Kristen Juras

49	51

Juliana Stratton

52	48

Janice McGeachin

54	46

Peggy Flanagan

55	45

Molly Gray

52	48

Susan Bysiewicz

59	41

Diane Primavera

Rank 6-10 – Less qualified   Rank 1-5 – More qualified

101

Across demographic subgroups, voters rank the top 5 photos among all voters similarly, except for Black voters who rank the photo of LG Juliana Stratton holding a piece of legislation with the governor and people around her in support as most qualified. Black voters rank the two photos of Black women lieutenant governors higher than other photos.

Sorted by % Most qualified (1)	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI	NA
	17	15	19	16	16	19	18	11	16	17	18
	14	13	15	13	15	15	14	15	12	14	12
	11	12	11	10	11	12	12	7	11	8	11
	10	10	11	9	9	12	11	8	9	11	12
	10	11	10	14	11	6	8	**23**	10	10	7

Across demographic subgroups, voters rank the photo of a woman lieutenant governor at a ribbon cutting event as the least qualified. Photos of women lieutenant governors talking with senior citizens are also less likely to be ranked as the most qualified. AAPI voters liked the photo of LG Peggy Flanagan standing up at a protest slightly more than the photo of LG Janice McGeachin sitting at a desk.

Sorted by % Most qualified (1)	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI	NA
	10	10	9	10	10	10	9	9	11	9	11
	8	9	8	10	9	7	8	8	10	**12**	12
	7	8	6	7	7	7	7	7	8	9	11
	7	6	7	6	6	8	7	6	6	6	3
	5	**6**	**5**	**5**	**5**	**6**	**5**	**6**	**6**	**5**	**3**

103

Voters volunteer that what stood out most about the photos was that all the photos were of women, working with the people/community, and being in action.

Thinking about the photos that you just saw, what stood out the most? (Open-end)

Category	Value
That they were women	12
The women working with the people /community	11
Ones that looked like they were getting things done /in action	7
The different actions they were doing in the photos	6
Their race	5
When they are with children	5
Who is with them in the photo	4
Their looks /appearance	3
The military presence	3
Diversity	3
If they looked professional /qualified	3
When they are signing a law /papers	3
Ones that were helping others	2
A specific photo number	1
Other	31
Nothing	6
Unintelligable /don't know	1

Voters volunteered that it stood out that the photos depict women in power, show women leaders interacting with people and communities or in a variety of settings undertaking a variety of tasks, and illustrate that they are involved and achieving things.

Thinking about the photos that you just saw, what stood out the most? (Open-end)

That they were women — 12
- "All women in power."
- "Women in power is what stood out and how times are changing for the better."
- "All types of women."

The women working with the people /community — 11
- "A woman speaking to the people."
- "That all of them were serving the communities in different ways."
- "That they interact with the community."
- "The involvement of the women in the photos stood out the most."

Ones that looked like they were getting things done /in action — 7
- "They seem to have boots on the ground."
- "Their activism and involvement."
- "I liked the photos showing women getting things done."
- "The ones that were actually doing something and meeting with people."

The different actions they were doing in the photos — 6
- "Actions of people in photos."
- "The accomplishments and how nice the photos were."
- "The activities they were doing."
- "Politicians involved with many different tasks or responsibilities."

In the focus groups, these are the three photos that stood out most to participants and make them think the lieutenant governor is qualified to become the next governor. Interestingly, the photo of Susan Bysiewicz talking with an older man (H) is less likely to be ranked as the most qualified in the survey, whereas focus group participants liked this photo and thought it made her look qualified.

A

H

F

All photos used in the focus groups can be found on the next slide

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Several women participants across groups thought Lieutenant Governor Eleni Kounalakis signing a bill signified that she is delivering an accomplishment, which is significant for voters and also for the lieutenant governor's experience and leadership. This photo conveys professionalism and high-value leadership.

Positives

No negatives raised.

- "To me, she looks **stern, business-minded, very like on top of her game**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "**Professional and accomplishing something**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "She is showing her **ability to make decisions**." – Woman from a state with a man LG

- "She is signing something – **that is huge**." – Woman from a state with a man LG

- "I actually had chosen this because the woman is signing [it appears to be] **an important document**. So, you know, if you want them to **have experience**, that was the perception that I had." – Woman from a state with a woman LG

The photo of Virginia Lieutenant Governor Winsome Earle Sears had mixed reactions in the focus groups. No one – those who reacted positively or negatively – seemed to know that she is in conversation with the governor. Participants liked that she is out in a community, listening and engaging. Some women participants worried that the dynamic favors the man.

Positives

- "Oh, she is sitting there, obviously, **out at a community event**, she is **rubbing elbows with somebody who could be important**, which means you know, as a female **she could handle her own**. You know, **she's well dressed**. So, you know those things just point out. And plus, **she's older too, so you know maybe she might have a little wisdom on it**. You know, it's hard to judge people just by looks, but you know, that's what it is." – Man from a state that has elevated a woman from SoS or LG to governor

- "**That is what I would want in a politician is for them to listen and then respond**." – Woman from a state that has elevated a woman from SoS or LG to governor

Negatives

- "I didn't like this because I feel like **the man is leading the woman**, like telling her stuff. So, that's the one I didn't like. – Woman from a state with a woman LG

- "[She] kind of looked like **arm candy**." – Woman from a state with a woman LG

- "And I did not like this because **the height difference bothered me**. It looks **like he's talking down on her**." – Woman from a state with a woman LG

The things that stood out to participants about the photo of Lieutenant Governor Deidre Henderson are that she is involved in education and is taking the time to authentically engage with children, which shows that she is hands-on. However, some thought this was just a photo-op or played into stereotypes about "women's issues" like education.

Positives

- "Well, the fact that she's even with young kids in school. I mean, that's teaching them who she is, first of all. You know **a lot of times kids grow up and they don't really know anything about who's representing our states, and then just the hands-on**." – Woman from a state with a man LG

- **"She's interacting. She is out there meeting with children, school- aged children, children that need to be educated because they're our future**. I like that." – Woman from a state with a man LG

- "**I like the fact that also she's engaging with the children** and she's showing an interest in the education, and maybe she's, you know, going over some things or like they're telling her about what they're doing in the classroom, so she's interested in what they're doing. Also, **hands-on as well**." – Woman from a state with a woman LG

- "**Being involved in education, and potentially hoping to help with some of the issues**." – Man from a state with a woman LG

- "It's just basically **making yourself seen**, you know. Some of the times, even with our lieutenant governor, I mean, except for when she was running, you know, three years ago, I didn't really see her so much." – Man from a state with a woman LG

- **"She actually looks like she's communicating with the children**. Doing really good there. And it's she's engrossed in it. So, what she's doing, she, in fact, is enjoying her job with the children." – Woman from a state with a woman LG

- "The reason I chose that one more and that one piqued my eye the most is because **it doesn't look like a photoshoot. She is kneeling and she's actually engaging in the task**, so it's not just like show off or just to see like a photo op. That's what caught my attention. It seems like **she is genuinely trying to connect with the children. That is not just for show**. And that's what caught my attention more than the oh, it's a woman and children, looks nice. It didn't give me that impression." – Woman from a state with a woman LG

Negatives

- "So, this is a lieutenant governor, and it sounds like you know she's volunteering at some spot but **trying to get a photo taken there. You know, do that on your free time**. You don't need to announce it. Otherwise, **it's too fake**." – Man from a state with a man LG

- "Like one of my things is be humble you know as a leader. Like **do things just because you want to do them, you are not doing it because you want to get your picture taken**. You are doing **it because you truly care**." – Man from a state with a man LG

- "I know a lot of people liked [this], but I really felt like **it just brought up like that stereotypical, like oh, put the woman with the kids and take a nice picture by them for me**." – Woman from a state with a woman LG

110

A photo of Lieutenant Governor Kristen Juras pouring over maps with a team including a man in a military uniform does not elicit much reaction across groups, but several woman participants say it stands out. This photo shows crisis management skills, which is important.

Positives

No negatives raised.

- "That's actually why I picked this. Because **it looks like they were more in like crisis management mode**." - Woman from a state with a man LG

- "I chose this as one of mine because **the woman is dealing with the military**. I am kind of envisioning maybe like a state guard type situation. Again, you know, **we just had a major hurricane blow through our state, so that's important work**, at least that I see a lieutenant governor in my state would be necessary." - Woman from a state with a woman LG

A photo of Lieutenant Governor Juliana Stratton holding up a document with the governor also does not cause much reaction for participants. The few who react note that this photo conveys interracial cooperation and an achievement for constituents.

Positives

- "I mean, not that I know any of those people, but for me, **it was just seeing a Black person and a white person willing to work together**." – Man from a state with a man LG

- "It looks like **they got something resolved**, you know. It's probably a signed piece of paper or **some legislation that, you know, would help constituents**." – Man from a state with a man LG

No negatives raised.

The photo of Lieutenant Governor Janice McGeachin at her office desk elicited more negative responses than positives. Several invoked an ivory tower. While this kind of photo used to convey hard work and dedication, now it seems to communicate distance from the people she is serving.

Positives

- "[She has] lots of papers. **It looks like she is doing a lot of work**. It seems like she is in an office, but again, we are assuming that's her office." – Man from a state with a man LG

- "I thought she was a Broncos fan." – Man in state with a man LG

Negatives

- "I didn't like this. I feel like **it's like locked away in an ivory tower** kind of." – Man from a state that has elevated a woman from SoS or LG to governor

- "She **don't even look like she's supposed to be there**. Like **she is a secretary** and whoever is there, she just steps in and takes their picture." – Man from a state that has elevated a woman from SoS or LG to governor

- "This looks like **a cluttered desk**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "Oh, so you are **sitting behind an office**. Great." – Woman from a state with a man LG

- "This also kind of shows **like a staged set**. It's like s**he's in that ivory tower of, you know, the law,** and **she comes down to hobnob with the locals**." – Woman from a state with a woman LG

The photo of Lieutenant Governor Peggy Flanagan with a bullhorn is one of the most divisive in the focus groups. Participants who like this image say she's getting something done, this shows she cares, it is easy to understand her stance, and that she is out in community with the people and for the people. Others say she looks like an unprofessional troublemaker who cannot listen to opposing views.

Positives

- "She **looks like she'd be loud and probably get something done with that bullhorn**. So, you know that's why picked her. I was like **she looks like she could be loud and annoying and get some issues done.**" – Man from a state that has elevated a woman from SoS or LG to governor

- "She seems to be **out in the community helping with whatever the issue is**, showing that she kind of **cares about what the people have to say**." – Man from a state with a woman LG

- "It looks like **she is saying something very powerful**, something very positive to get the crowd going. It just **looks very powerful to me**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "**It's hard to track down what people in government have done, what bills they passed, what laws they passed, what they actually support, what they want for the future**. That can be hard to find out. It can be hard to find out whether they actually do believe it. **But with somebody standing in front of a black and white protest, it's pretty clear**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "The picture shows that **she's out there with the people and she's not afraid to speak for us**." – Woman from a state with a woman LG

- "I feel like she was being **a part of the community**. She's **dressed like everyone else**. I mean, **she's like, one of us, basically**." – Woman from a state with a woman LG

Negatives

- "I didn't like this because I see a protester with a bullhorn. **She just looks like a troublemaker**." – Man from a state that has elevated a woman from SoS or LG to governor

- "To me, **she doesn't seem professional or serious**. And that's just going off of appearance, but that's the impression that I get." – Woman from a state that has elevated a woman from SoS or LG to governor

- "With the bullhorn and everything, it just brings up like oh, **this is somebody that's just going to scream at people who disagree with her.** This isn't somebody that can talk to other people. This is somebody that just **is going to yell and my way or the highway** kind of picture." – Woman from a state with a woman LG

- "[If she] was starting a riot, you know, then I might be a little bothered. I don't know what she is doing." – Man from a state with a woman LG

Participants have divided reactions to a photo of Lieutenant Governor Molly Gray in close conversation. Some like that she is listening to a senior citizen, while others read more nefarious undertones from the composition of the photo.

Positives

- "Because **she is talking to a senior**, which I think, **unfortunately, seniors in America are being ignored most of the time**. We're all going to get old one day and I would like some help if I needed." – Woman from a state with a woman LG

Negatives

- "It just seemed they are like, I don't know, **gossiping or eavesdropping**. I don't know. That conversation doesn't…I don't know, it's **something about that conversation that doesn't seem right**." – Man from a state that has elevated a woman from SoS or LG to governor

- "**It just seems like a private conversation**. Hi, baby. You know, **talking about something you don't want anyone else to hear**. All that comes to mind for me." – Man from a state that has elevated a woman from SoS or LG to Governor

Participants react positively to the photo of Lieutenant Governor Susan Bysiewicz's conversation with an older constituent. They note that this image shows genuine engagement and the ability to listen.

Positives

No negatives raised.

- "You know it seems **genuine**. You know, **she's sitting down with a constituent and they're having a very, you know, in-depth conversation**. But, yeah, I mean, to me, what resonates the most is it just seems very genuine and cares." – Man from a state with a woman LG

- "I like it because it looks like **she is talking with the everyday folk**, so **relating to the people**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "There are two people, and they look like **they are intently listening to each other and having a real conversation**. And either one of them could be the lieutenant governor, but it looks like **they are focused on what the other person is actually saying. They are listening**." – Woman from a state that has elevated a woman from SoS or LG to governor

- "Outreach. Just like **talking to people like in everyday spaces**." – Woman from a state with a man LG

- "It looks like **she's just in a cafe**, you know, **maybe in a small town talking to the rural older folks** or something." – Woman from a state with a man LG

- "It struck me that she was, you know, **animatedly discussing something with that gentleman**. And to address an earlier question, one of the skills that I would value in a lieutenant governor is **the ability to negotiate. And it kind of looks like she's negotiating something**, and negotiation skills, I think, would be tantamount in that role." – Woman from a state with a woman LG

Lieutenant Governor Diane Primavera's ribbon cutting event gets mixed reactions from participants. Some think this is an achievement and illustrates involvement, while others think this is staged and not substantive work.

Positives

- "**Promoting jobs, promoting employment, opening new opportunities**." – Woman from a state with a man LG

- "And showing that **she's there and involved**." – Woman from a state with a man LG

Negatives

- "Something for the media. **It's just like something for the media**." – Woman from a state with a man LG
- "A photo op." – Woman from a state with a man LG
- "**Anybody can just show up for an event and cut a ribbon or accept a plaque or accept a check**. I think a lieutenant governor, whether it's a man or woman, **needs to actually work and get stuff done, not just the arm candy for the governor**." – Woman from a state with a woman LG

Lieutenant Governor Lisa Cano Burkhead's official headshot shows how important it is for a lieutenant governor to share images of engagement and action shots. While participants understand the utility of this kind of image, it gives them no information and should not be used for promoting a candidate.

Positives

- "[She] just **looks clean-cut**." – Man from a state with a man LG

Negatives

- "[This] looks a little **gimmicky**. Like, you know, even though she is smiling, it just **looks like what you expect**." – Woman from a state that has elevated a woman from SoS or LG to governor
- "I don't think you would possibly find your way out of it [taking this kind of photo as a lieutenant governor]. But I do agree it's **not exactly appealing**." – woman elevate state
- "[This] is good, but **I wouldn't really use that to promote myself**. **It's to have in the archives**, but I really wouldn't use it." – Woman from a state with a man LG
- **"It's good for your office hanging on the wall**, but I don't care to see it, you know." – Woman from a state with a man LG
- "The one that really bothered me was this one, because this is **this is a photo shoot**." – Woman from a state with a woman LG
- "And **she's just looking pretty. It's for show**." – Woman from a state with a woman LG
- "I did not like this. **It just doesn't show her doing anything**. It's just like **a yearbook photo**." – Woman from a state with a woman LG

PROFILES:
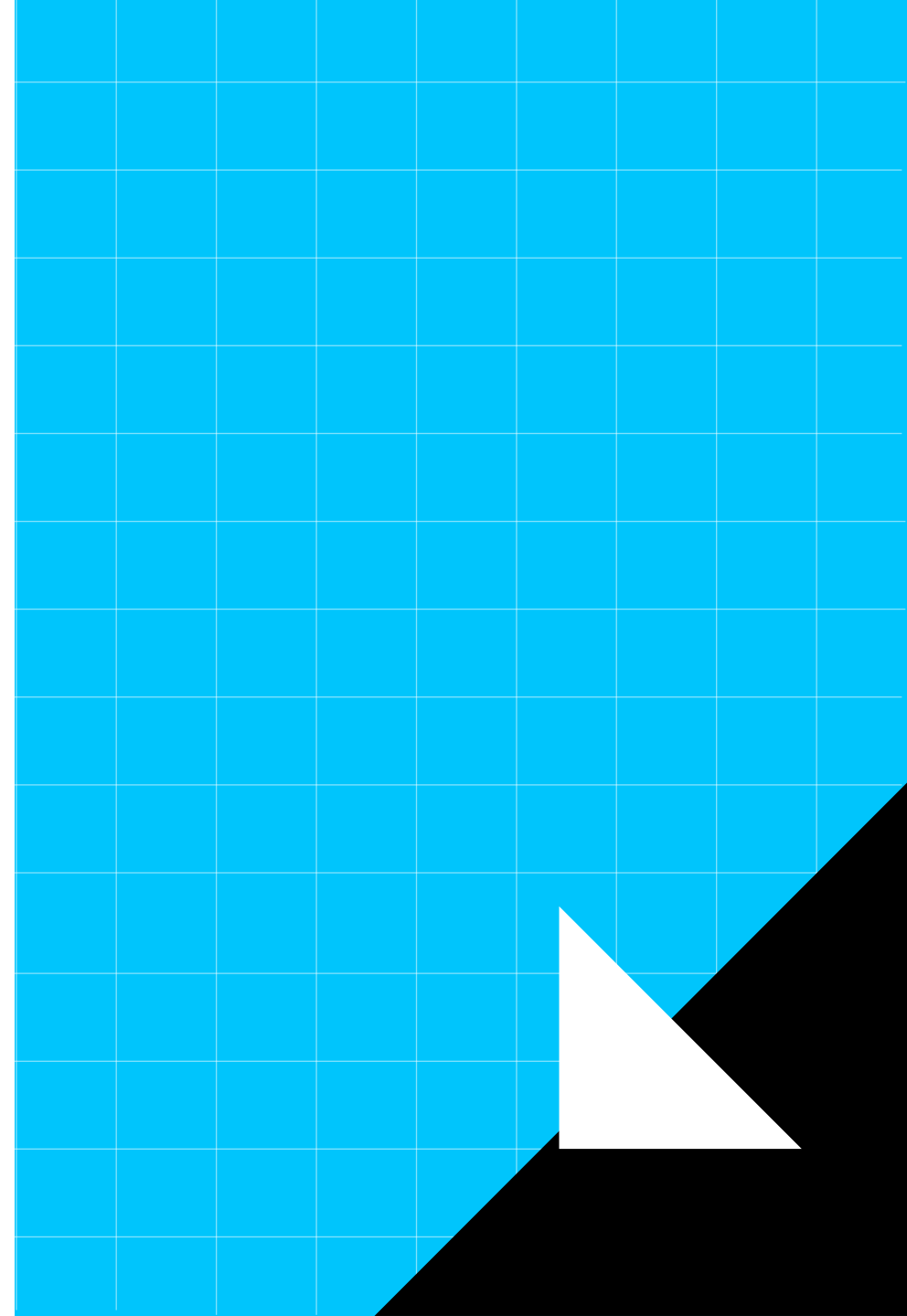
Profile 1 – Lead with History of Public Service

Cynthia Smith

Imani Williams

Teresa Garcia

Jennifer Nguyen

Michelle Yazzie

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.

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.

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.

Profile 2 – Lead with Values and Achievements as Lieutenant Governor

Sarah Anderson

Tamika Lewis

Gabriela Martinez

Leena Patel

Laura Begay

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.

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.

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.

Summary of Profile 1 Ratings

There is not much difference overall between any of the women lieutenant governors of different races/ethnicities in terms of their qualifications and likeability. Across partisanship, all women are rated qualified and likeable, and all ratings are quite high.

Democrats rate the Black, Latina, and AAPI women lieutenant governors the highest for qualifications, and the Latina woman for likeability.

Independents rate all the women similarly.

Republicans rate the Black and white women lieutenant governors the highest for qualifications and likeability.

Summary of Profile 1 Ratings	Mean Qualified Rating			
	Total	Dem	Ind	Rep
Black woman – Imani Williams*	77	81	76	74
Latina woman – Teresa Garcia*	76	81	76	71
AAPI woman – Jennifer Nguyen*	76	82	76	71
White woman – Cynthia Smith*	76	78	75	74
Native American woman – Michelle Yazzie*	75	79	75	71

Summary of Profile 1 Ratings	Mean Likeable Rating			
	Total	Dem	Ind	Rep
Black woman – Imani Williams*	77	80	76	75
Latina woman – Teresa Garcia*	76	82	76	72
AAPI woman – Jennifer Nguyen*	75	80	76	71
White woman – Cynthia Smith*	75	75	74	74
Native American woman – Michelle Yazzie*	74	79	74	70

* Split sample

Summary of Profile 2 Ratings

Among the second profiles, there is not much difference overall between any of the women lieutenant governors of different races/ethnicities in terms of their qualifications and likeability. Across partisanship, all women are rated qualified and likeable, and all ratings are high.

Democrats have the highest mean qualified and likeable ratings for the Latina, AAPI, and Black women lieutenant governors.

Independents rate the Latina and AAPI women lieutenant governors the highest in terms of qualifications and likeability.

Republicans have the highest mean qualified and likeable ratings for the Latina woman lieutenant governor.

Summary of Profile 2 Ratings	Mean Qualified Rating			
	Total	Dem	Ind	Rep
Latina woman – Gabriela Martinez*	77	80	77	76
AAPI woman – Leena Patel*	77	81	77	74
Black woman – Tamika Lewis*	75	82	75	70
White woman – Sarah Anderson*	75	77	74	73
Native American woman – Laura Begay*	73	77	73	71

Summary of Profile 2 Ratings	Mean Likeable Rating			
	Total	Dem	Ind	Rep
Latina woman – Gabriela Martinez*	78	80	78	76
AAPI woman – Leena Patel*	76	81	76	71
Black woman – Tamika Lewis*	75	81	74	71
White woman – Sarah Anderson*	75	75	74	75
Native American woman – Laura Begay*	71	76	70	69

* Split sample

123

Voters rate Cynthia Smith equally qualified and likeable. Seven in ten voters think she is qualified and likeable, one fifth think she is very qualified and very likeable, and a quarter feel neutral about her qualifications and likeability or are not sure how they feel.

Profile 1

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Cynthia Smith is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Cynthia Smith seem? 50 is neutral.*

71
19
Qualified

4
Not qualified

25
50, NS - Neutral

70
19
Likeable

5
Not likeable

25
50, NS - Neutral

51-99 – Qualified
100 – Very qualified
26-49 – Not qualified
0-25 – Not qualified at all

51-99 – Likeable
100 – Very likeable
26-49 – Not likeable
0-25 – Not likeable at all

* SSA White woman

124

Across gender, partisanship, and race, solid majorities of voters find Cynthia Smith to be qualified and likeable. Latinx voters are the most likely to think Cynthia Smith is very qualified and qualified overall. Men, Republicans, and AAPI voters are the least likely to think she is very qualified. Indigenous voters are the most likely to think she is very likeable. While AAPI voters have lower intense ratings, they have the highest overall ratings. Democrats and Latinx voters rate her higher on qualifications than likeability; AAPI and Native voters rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Cynthia Smith is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Cynthia Smith seem? 50 is neutral.*

Profile 1	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	19	71	19	70
Men	13	71	16	70
Women	24	71	21	69
Democrats	25	77	22	73
Independents	21	64	20	64
Republicans	14	68	15	69
White	17	71	18	70
Black	22	64	21	62
Latinx	26	82	19	73
AAPI^^	14	79	15	80
Indigenous^^	21	64	25	73

* SSA White woman
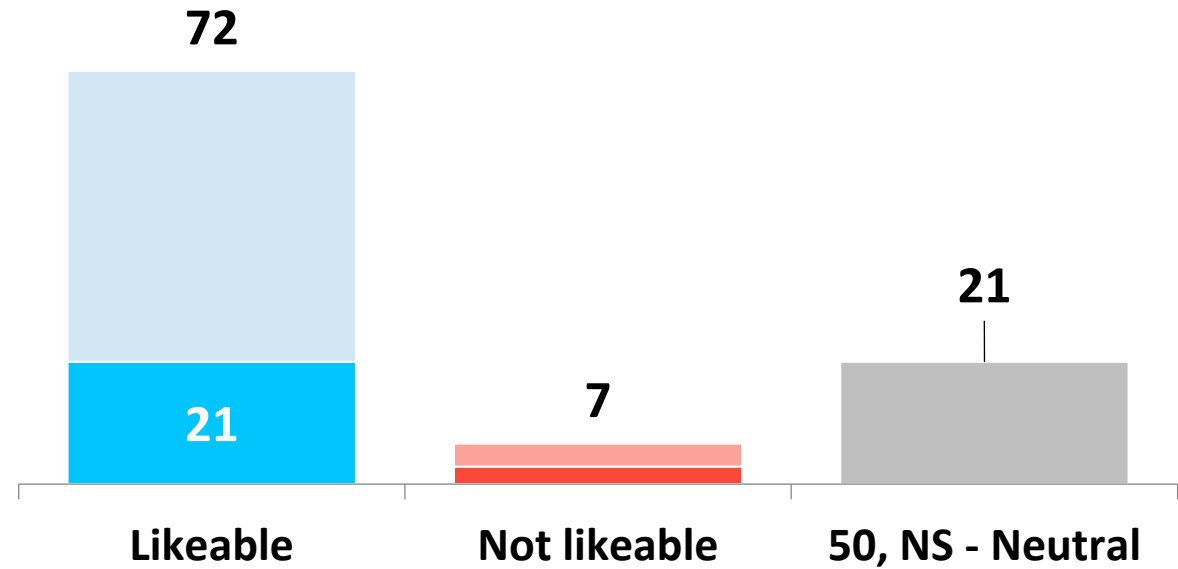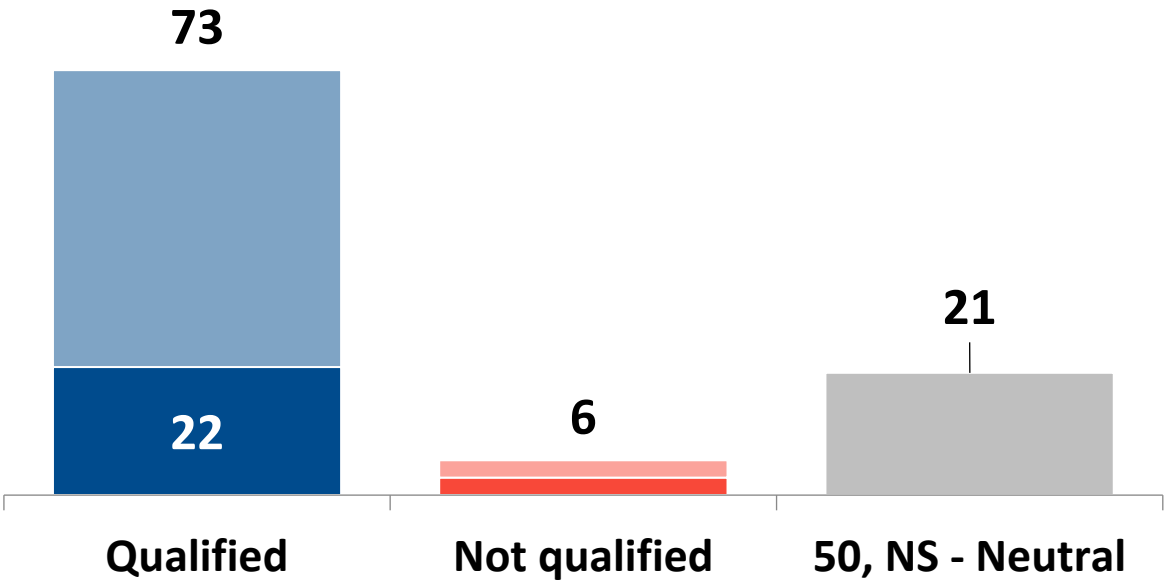^^ Note small sample size

125

Voters rate Imani William's qualifications very similar to her likeability. Seven in ten think she is qualified and likeable and one fifth think she is very qualified and very likeable. Over one fifth feel neutral about her qualifications and likeability or are not sure how they feel.

Profile 1

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Imani Williams is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Imani Williams seem? 50 is neutral.*

73 **22** **71** **23**

20 **5** **22** **6**

Qualified **Not qualified** **50, NS - Neutral** **Likeable** **Not likeable** **50, NS - Neutral**

51-99 – Qualified   26-49 – Not qualified   51-99 – Likeable   26-49 – Not likeable

100 – Very qualified   0-25 – Not qualified at all   100 – Very likeable   0-25 – Not likeable at all   * SSB Black woman

126

Across gender, partisanship, and race, solid majorities of voters find Imani Williams to be qualified and likeable. Democrats are the most likely out of demographic subgroups to think Imani Williams is very qualified and very likeable; Black voters are also more likely to find her very likeable. Republicans are less likely to find her very qualified or very likeable. Black and Indigenous voters find her more qualified than likeable. No subgroup finds her more likeable than qualified.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor <u>Imani Williams</u> is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor <u>Imani Williams</u> seem? 50 is neutral.*

Profile 1	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	20	73	22	71
Men	18	75	20	74
Women	21	71	23	68
Democrats	<u>29</u>	80	<u>31</u>	79
Independents	22	68	24	67
Republicans	<u>13</u>	69	<u>16</u>	67
White	18	73	20	71
Black	25	<u>**72**</u>	<u>30</u>	64
Latinx	22	71	25	67
AAPI^^	25	83	22	82
Indigenous^^	21	<u>**78**</u>	27	63

* SSB Black woman
^^ Note small sample size

127

Voters rate Teresa Garcia's qualifications very similar to her likeability. Seven in ten think she is qualified and likeable and one fifth think she is very qualified and very likeable. One fifth feel neutral about her qualifications and likeability or are not sure how they feel.

Profile 1

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Teresa Garcia is to be the next governor? 50 is neutral.*
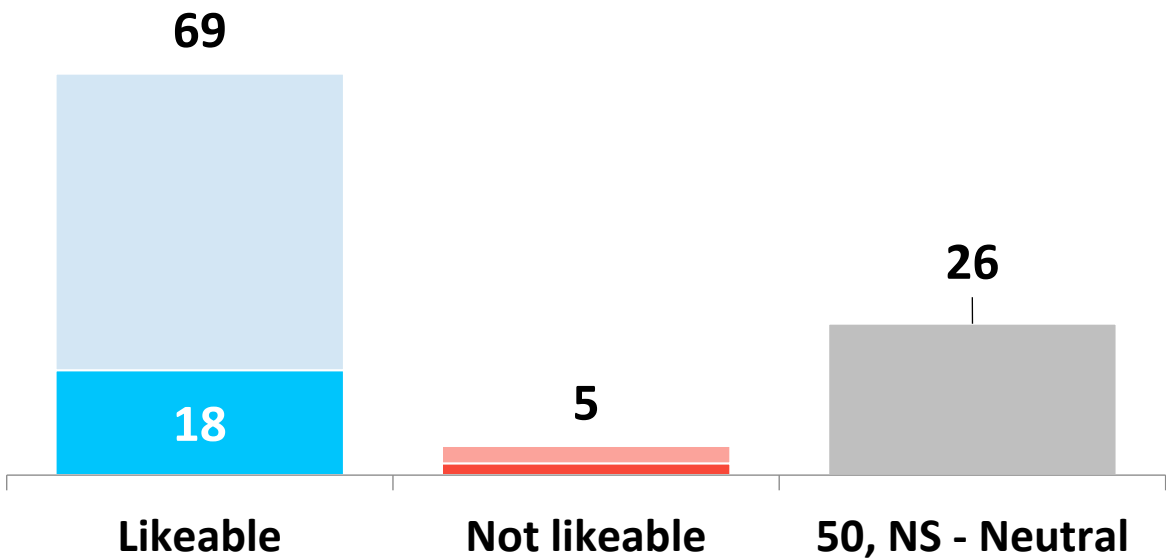
After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Teresa Garcia seem? 50 is neutral.*

73	
22	
6	
21	

Qualified · Not qualified · 50, NS - Neutral

72	
21	
7	
21	

Likeable · Not likeable · 50, NS - Neutral

51-99 – Qualified   26-49 – Not qualified
100 – Very qualified   0-25 – Not qualified at all

51-99 – Likeable   26-49 – Not likeable
100 – Very likeable   0-25 – Not likeable at all

* SSC Latina woman

128

Across gender, partisanship, and race, solid majorities of voters find Teresa Garcia to be qualified and likeable. Democrats, Black, and Latinx voters are the most likely to think Teresa Garcia is very qualified; Democrats, Latinx, and Native voters are the most likely to think she is very likeable. Republicans are less likely to find her very qualified; Republicans and AAPI voters are the least likely to think she is very likeable, but AAPI voters have high overall likeability ratings. Black and Indigenous voters rate her higher on qualifications than likeability; AAPI voters rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Teresa Garcia is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Teresa Garcia seem? 50 is neutral.*

Profile 1	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	22	73	21	72
Men	17	72	16	71
Women	26	73	26	73
Democrats	_29_	82	_27_	82
Independents	22	71	22	70
Republicans	_15_	65	_16_	63
White	20	71	21	70
Black	_27_	**74**	20	69
Latinx	_27_	80	_29_	83
AAPI^^	21	74	_12_	**82**
Indigenous^^	20	**88**	26	80

* SSC Latina woman
^^ Note small sample size

129

Solid majorities find Jennifer Nguyen qualified and likeable, with about a fifth who rate her very qualified or very likeable. About a quarter feel neutral about her qualifications or likeability or are not sure how they feel.

Profile 1

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Jennifer Nguyen is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Jennifer Nguyen seem? 50 is neutral.*

72

19

6

23

Qualified | Not qualified | 50, NS - Neutral

69

18

5

26

Likeable | Not likeable | 50, NS - Neutral

- 51-99 – Qualified
- 100 – Very qualified
- 26-49 – Not qualified
- 0-25 – Not qualified at all

- 51-99 – Likeable
- 100 – Very likeable
- 26-49 – Not likeable
- 0-25 – Not likeable at all

* SSD AAPI woman

130

Across gender, partisanship, and race, solid majorities of voters find Jennifer Nguyen to be qualified and likeable. Democrats, Black, and Native voters are the most likely to think Jennifer Nguyen is very qualified; Democrats are also the most likely to think she is very likeable. While AAPI voters do not give her higher intensely qualified or likeable ratings, they do give her higher overall ratings. Men and Republicans are less likely to find her very qualified and very likeable, men have high overall qualification and likeability ratings. Democrats, Latinx, and Native voters rate her higher on qualifications than likeability; no groups rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Jennifer Nguyen is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Jennifer Nguyen seem? 50 is neutral.*

Profile 1	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	19	72	18	69
Men	15	73	14	72
Women	22	70	21	67
Democrats	25	82	24	77
Independents	20	69	20	66
Republicans	15	63	13	63
White	17	72	16	70
Black	23	63	22	64
Latinx	25	70	22	65
AAPI^^	22	88	20	86
Indigenous^^	33	81	19	75

* SSD AAPI woman
^^ Note small sample size

131

Seven in ten voters think Michelle Yazzie is qualified and two thirds think she is likeable, with about two in ten voters rating her as very qualified and very likeable. About a quarter feel neutral about her qualifications and likeability or are not sure how they feel.
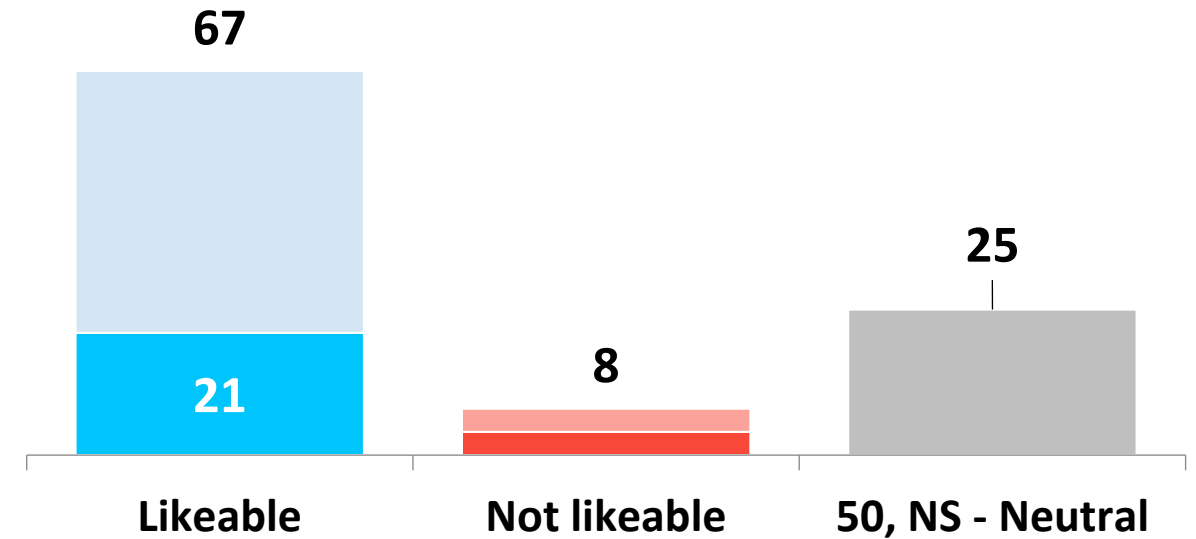
Profile 1

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Michelle Yazzie is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Michelle Yazzie seem? 50 is neutral.*

70

22

8

22

Qualified | Not qualified | 50, NS - Neutral

67

21

8

25

Likeable | Not likeable | 50, NS - Neutral

51-99 – Qualified
100 – Very qualified
26-49 – Not qualified
0-25 – Not qualified at all

51-99 – Likeable
100 – Very likeable
26-49 – Not likeable
0-25 – Not likeable at all

* SSE Native woman

132

Across gender, partisanship, and race, solid majorities of voters find Native LG Michelle Yazzie to be qualified and likeable. Native voters are the most likely to think Michelle Yazzie is very qualified; Democrats and Native are the most likely to think she is very likeable. Republicans are less likely to find her very qualified; no subgroup is less likely to find her very likeable. Independent and Republican voters rate her higher on qualifications than likeability; Native voters rate her higher on likeability than qualifications, with extremely high overall likeability ratings.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor <u>Michelle Yazzie </u>is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor <u>Michelle Yazzie</u> seem? 50 is neutral.*

Profile 1	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	22	70	21	67
Men	18	69	16	67
Women	26	71	26	67
Democrats	27	78	**<u>27</u>**	78
Independents	23	**<u>69</u>**	21	63
Republicans	**<u>16</u>**	**<u>66</u>**	17	60
White	22	70	21	66
Black	25	66	25	66
Latinx	25	79	25	77
AAPI^^	16	71	21	69
Indigenous^^	**<u>38</u>**	78	**<u>34</u>**	**90**

* SSE Native woman
^^ Note small sample size

133

Most subgroups rate the different women LGs about the same on being very qualified to be governor. Women voters rate all the women higher than men. Democrats rate all the women higher than Independents or Republicans. Indigenous voters are significantly more likely than white, Black, Latinx, and especially AAPI voters to think the Native woman lieutenant governor is very qualified. AAPI voters are more likely to rate the Black LG as very qualified compared to the white LG.

Profile 1

Sorted by % Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI^^	NA^^
*	22	18	26	**27**	23	16	22	25	25	16	**38**
*	22	17	26	**29**	22	15	20	**27**	**27**	21	20
*	20	18	21	**29**	22	13	18	25	22	**25**	21
*	19	13	24	**25**	21	14	17	22	26	14	21
*	19	15	22	**25**	20	15	17	23	25	22	33

* Split sampled ^^ Note small sample size

134

Women rate the Native, Latina, white, and AAPI LGs as more intensely likeable compared to men. Democrats rate the Black, Native, and Latina LGs are more intensely likeable than Independents or Republicans. Black voters are more likely than white and AAPI voters to think the Black woman lieutenant governor is very likeable, Native voters are more likely than voters of other races to rate the Native LG as very likeable, and Latinx voters are more likely than white, Black, and especially AAPI voters to rate the Latina LG as very likeable.

Profile 1

Sorted by % Very likeable	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI^^	NA^^
*	22	**20**	23	**31**	24	16	20	**30**	25	22	27
*	21	16	**26**	27	21	17	21	25	25	21	**34**
*	21	16	**26**	27	22	16	21	20	**29**	12	26
*	19	16	21	22	20	15	18	21	19	15	25
*	18	14	21	24	20	13	16	22	22	20	19

* Split sampled ^^ Note small sample size

135

Profile 1 Takeaways

- Most subgroups rate each of the hypothetical women lieutenant governors similarly on intense qualifications and intense likeability. This is especially true for how men, women, Democrats, Independents, Republicans, and white voters rate each candidate on being very qualified and very likeable.

- The exceptions are:
  - Black voters rate the Latina woman as more intensely qualified than likeable.
  - Latinx voters rate the white woman as more intensely qualified than likeable.
  - AAPI voters rate the Latina woman as more intensely qualified than likeable.
  - Native voters rate the AAPI woman as more intensely qualified than likeable.

- On both qualifications and likeability, women voters rate the hypothetical women lieutenant governors as more intensely qualified and more intensely likeable than the men voters do.

- On both qualifications and likeability, Democrats rate the hypothetical women lieutenant governors as more intensely qualified and more intensely likeable than the Republican voters do.

About seven in ten voters think Sarah Anderson is qualified and likeable, and about a fifth find her very qualified and very likeable. A quarter of voters feel neutral about her qualifications and likeability or are not sure how they feel.

Profile 2

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Sarah Anderson is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Sarah Anderson seem? 50 is neutral.*

70

23

18

7

Qualified   Not qualified   50, NS - Neutral

69

25

19

6
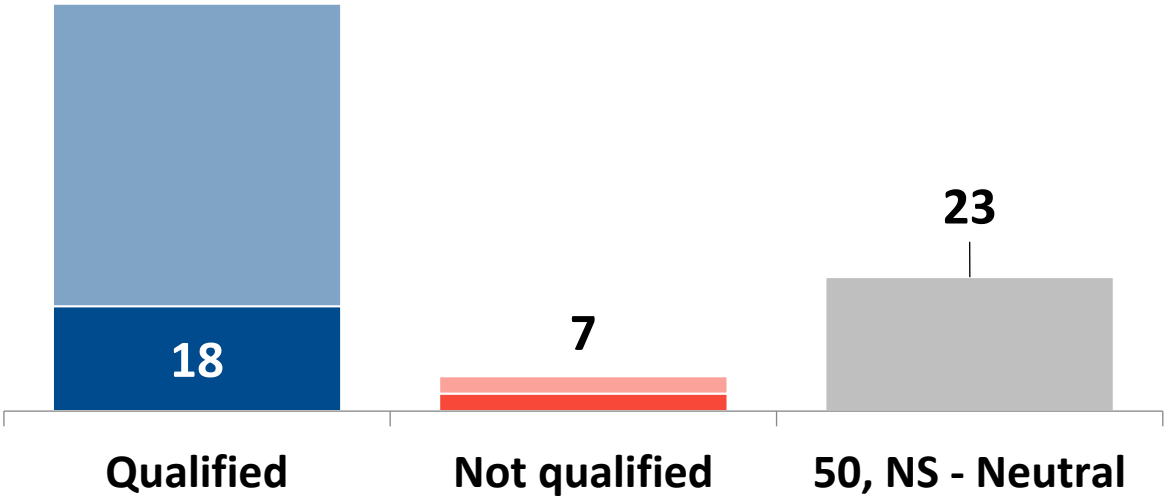
Likeable   Not likeable   50, NS - Neutral

51-99 – Qualified
100 – Very qualified
26-49 – Not qualified
0-25 – Not qualified at all

51-99 – Likeable
100 – Very likeable
26-49 – Not likeable
0-25 – Not likeable at all

* SSA White woman

137

Across gender, partisanship, and race, solid majorities of voters find Sarah Anderson to be qualified and likeable. No groups are more likely than others to think Sarah Anderson is very qualified or very likeable. Latinx, AAPI, and Native voters are less likely to find her very qualified; AAPI and Native voters are less likely to find her very likeable. Black voters rate her lower on overall qualifications and likeability. Republicans and AAPI voters rate her higher on qualifications than likeability; no subgroups rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Sarah Anderson is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Sarah Anderson seem? 50 is neutral.*

Profile 2	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	18	70	19	69
Men	16	69	18	69
Women	19	71	21	69
Democrats	20	72	21	70
Independents	19	67	20	66
Republicans	18	**73**	18	69
White	19	74	20	72
Black	15	56	18	56
Latinx	**13**	62	15	60
AAPI^^	**11**	**78**	**12**	68
Indigenous^^	**9**	59	**12**	57

* SSA White woman
^^ Note small sample size

138

Nearly seven in ten voters think LG Tamika Lewis is qualified to be the next governor, and similar numbers find her likeable. A quarter feel neutral about her qualifications and likeability or are not sure how they feel.
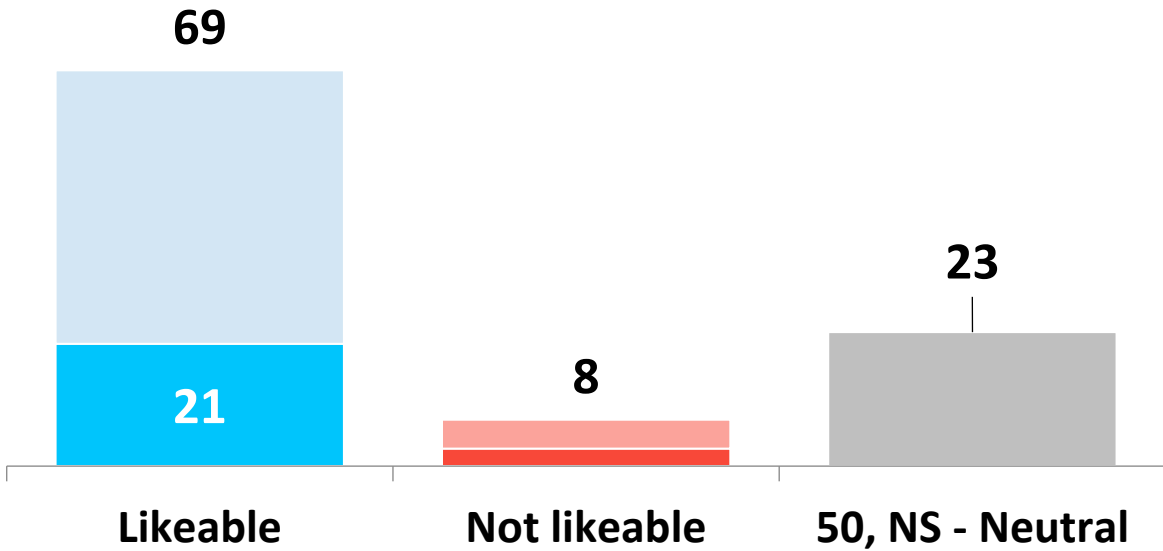
Profile 2

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Tamika Lewis is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Tamika Lewis seem? 50 is neutral.*

69

25

22

6

Qualified **Not qualified** **50, NS - Neutral**

69

23

21

8

Likeable **Not likeable** **50, NS - Neutral**

51-99 – Qualified

100 – Very qualified

26-49 – Not qualified

0-25 – Not qualified at all

51-99 – Likeable

100 – Very likeable

26-49 – Not likeable

0-25 – Not likeable at all

* SSB Black woman

139

Across gender, partisanship, and race, solid majorities of voters find Tamika Lewis to be qualified and likeable. Democrats and Black are more likely than others to think Tamika Lewis is very qualified; Democrats and Indigenous voters are more likely to find her very likeable. Republican voters are less likely to find her very qualified and very likeable. Indigenous voters rate her higher on likeability than qualifications; no subgroups rate her higher on qualifications than likeability.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Tamika Lewis is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Tamika Lewis seem? 50 is neutral.*

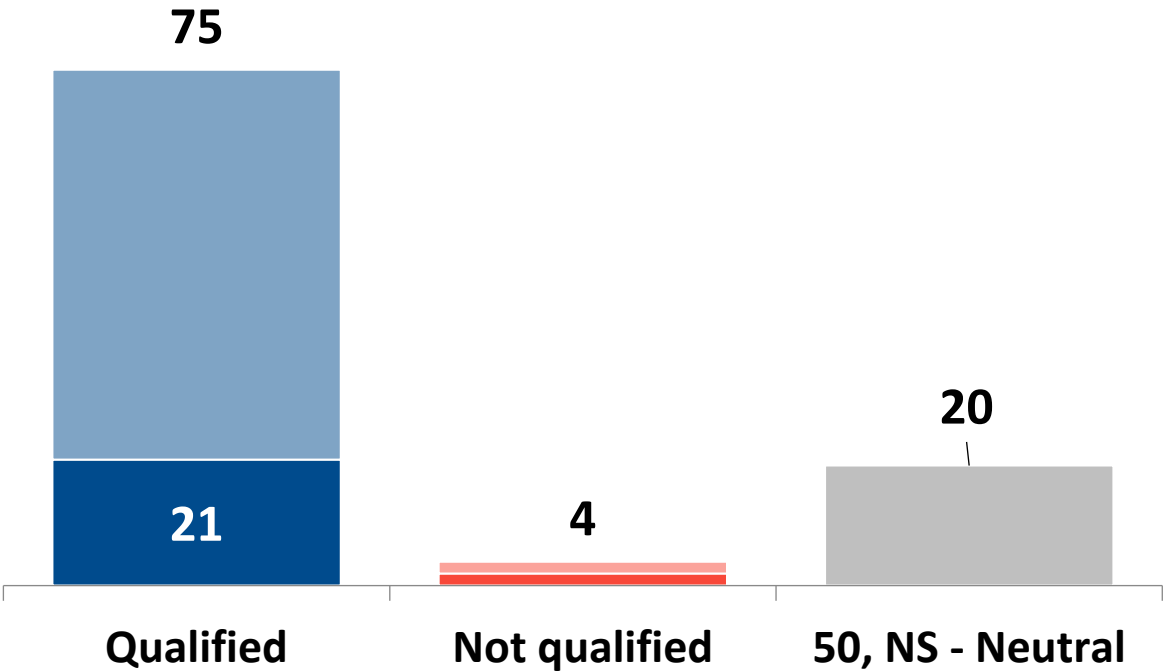| Profile 2	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	22	69	21	69
Men	18	69	20	72
Women	25	69	22	67
Democrats	**31**	79	**32**	79
Independents	23	65	23	65
Republicans	**12**	62	**12**	63
White	20	68	20	68
Black	**29**	73	28	70
Latinx	24	66	21	68
AAPI^^	21	73	22	75
Indigenous^^	26	70	**34**	**86**

* SSB Black woman
^^ Note small sample size

140

Three quarters of voters think Gabriela Martinez is qualified and two in ten think she is very qualified and very likeable. About two in ten feel neutral about her qualifications and likeability or are not sure how they feel.
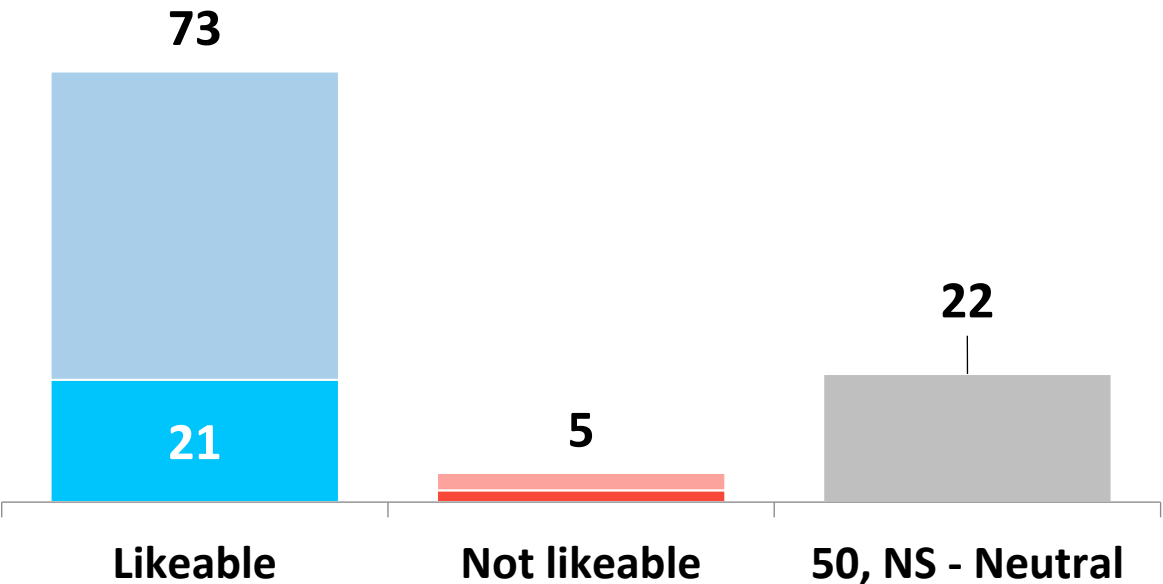
Profile 2

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Gabriela Martinez is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Gabriela Martinez seem? 50 is neutral.*

75

21

4

20

Qualified Not qualified 50, NS - Neutral

73

21

5

22

Likeable Not likeable 50, NS - Neutral

51-99 – Qualified 26-49 – Not qualified
100 – Very qualified 0-25 – Not qualified at all

51-99 – Likeable 26-49 – Not likeable
100 – Very likeable 0-25 – Not likeable at all

* SSC Latina woman

141

Across gender, partisanship, and race, solid majorities of voters find Gabriela Martinez to be qualified and likeable. Latinx voters are more likely than others to think Gabriela Martinez is very qualified and very likeable. Indigenous voters are more likely to find her likeable overall. Men are less likely to find her very qualified and very likeable. Latinx and AAPI voters rate her higher on qualifications than likeability; no subgroups rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Gabriela Martinez is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Gabriela Martinez seem? 50 is neutral.*

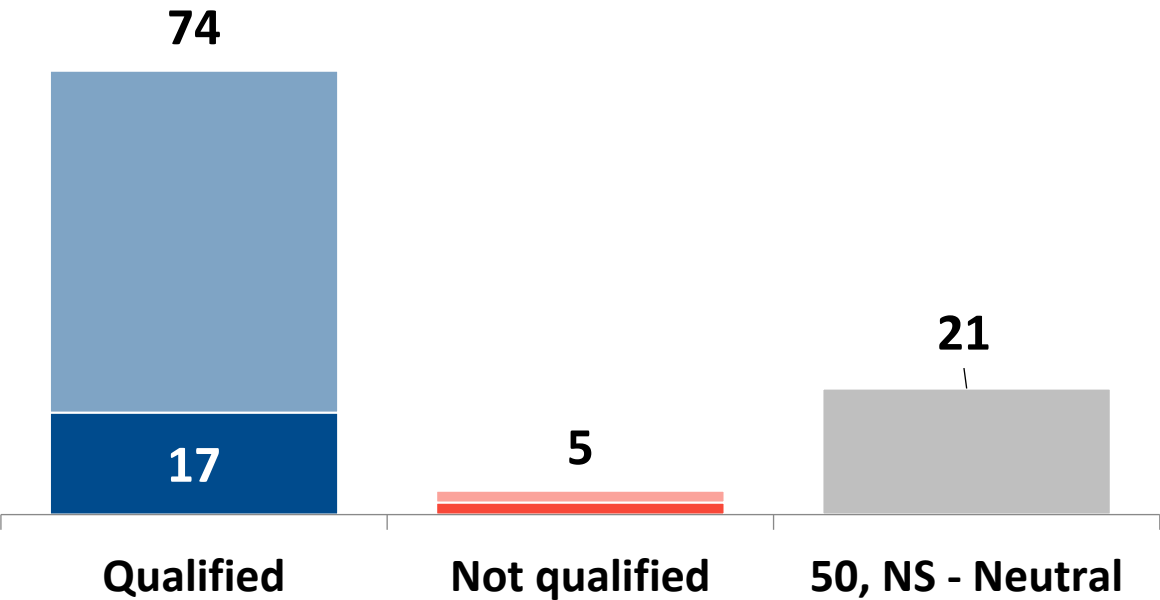| Profile 2	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	21	75	21	73
Men	**16**	73	**16**	71
Women	25	78	26	76
Democrats	26	79	25	**80**
Independents	22	73	22	72
Republicans	18	74	20	70
White	19	77	20	74
Black	24	61	17	63
Latinx	**29**	**85**	**30**	78
AAPI^^	22	**80**	18	75
Indigenous^^	22	78	**26**	**82**

* SSC Latina woman
^^ Note small sample size

142

Over seven in ten find Lieutenant Governor Leena Patel to be qualified and likeable, with about one in five who find her very qualified and very likeable. Nearly a quarter feel neutral about her likeability or are not sure how they feel.
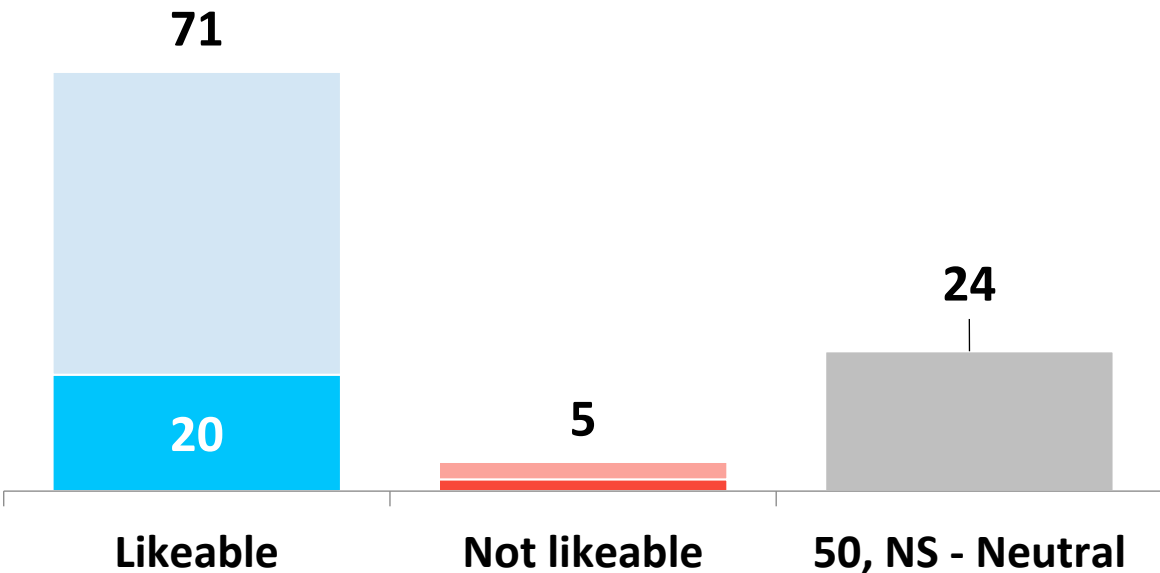
Profile 2

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Leena Patel is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Leena Patel seem? 50 is neutral.*

74 — Qualified
17 — (100 – Very qualified)
5 — Not qualified
21 — 50, NS - Neutral

71 — Likeable
20 — (100 – Very likeable)
5 — Not likeable
24 — 50, NS - Neutral

	Qualified	Not qualified	50, NS - Neutral

	Likeable	Not likeable	50, NS - Neutral

Legend (left):
- 51-99 – Qualified
- 100 – Very qualified
- 26-49 – Not qualified
- 0-25 – Not qualified at all

Legend (right):
- 51-99 – Likeable
- 100 – Very likeable
- 26-49 – Not likeable
- 0-25 – Not likeable at all

* SSD AAPI woman

Across gender, partisanship, and race, solid majorities of voters find Leena Patel to be qualified and likeable. Democrats, Latinx, and Indigenous voters are more likely than others to think Leena Patel is very qualified; Democrats and Latinx voters are more likely than others to find her very likeable. Republicans are less likely to find her very qualified and very likeable, and Black voters are less likely to find her qualified and likeable. Independents, Republicans, and Latinx and Indigenous voters rate her higher on qualifications than likeability; no subgroups rate her higher on likeability than qualifications.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Leena Patel is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Leena Patel seem? 50 is neutral.*

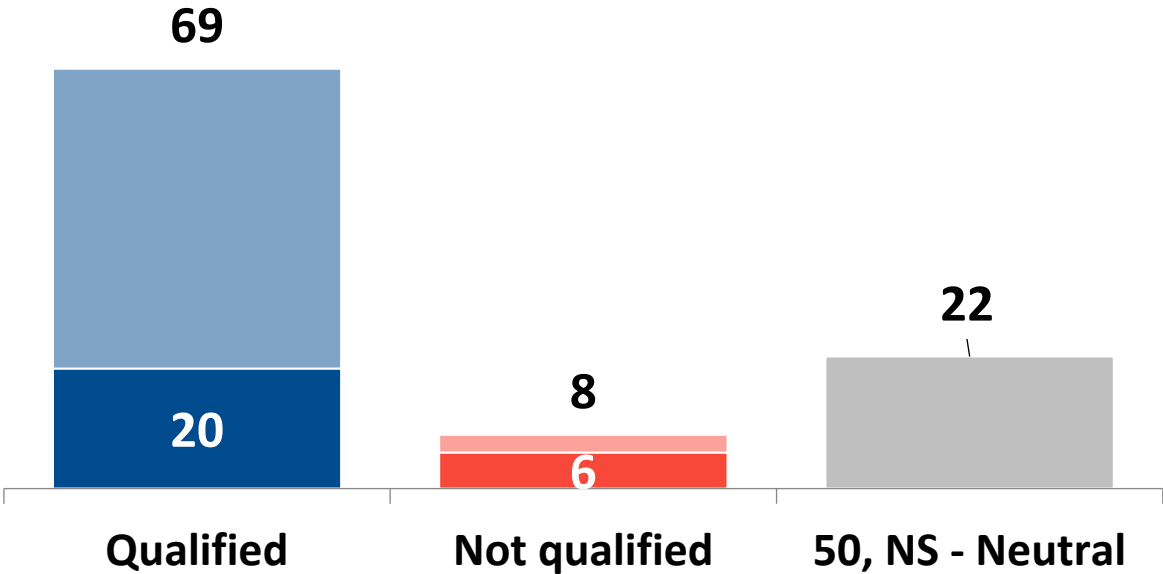| Profile 2	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	17	74	20	71
Men	16	79	19	76
Women	17	70	21	66
Democrats	24	78	27	78
Independents	19	**72**	23	67
Republicans	11	**73**	13	66
White	14	75	17	72
Black	23	59	19	60
Latinx	29	**83**	33	74
AAPI^^	16	78	19	80
Indigenous^^	24	**76**	18	70

* SSD AAPI woman
^^ Note small sample size

144

Voters are slightly more likely to find Lieutenant Governor Laura Begay qualified to be governor than they are to find her likeable. Nearly seven in ten voters think Laura Begay is qualified, and one fifth think she is very qualified, while less than two thirds think she is likeable and 16% think she is very likeable. About a quarter feel neutral about her qualifications and likeability or are not sure how they feel.
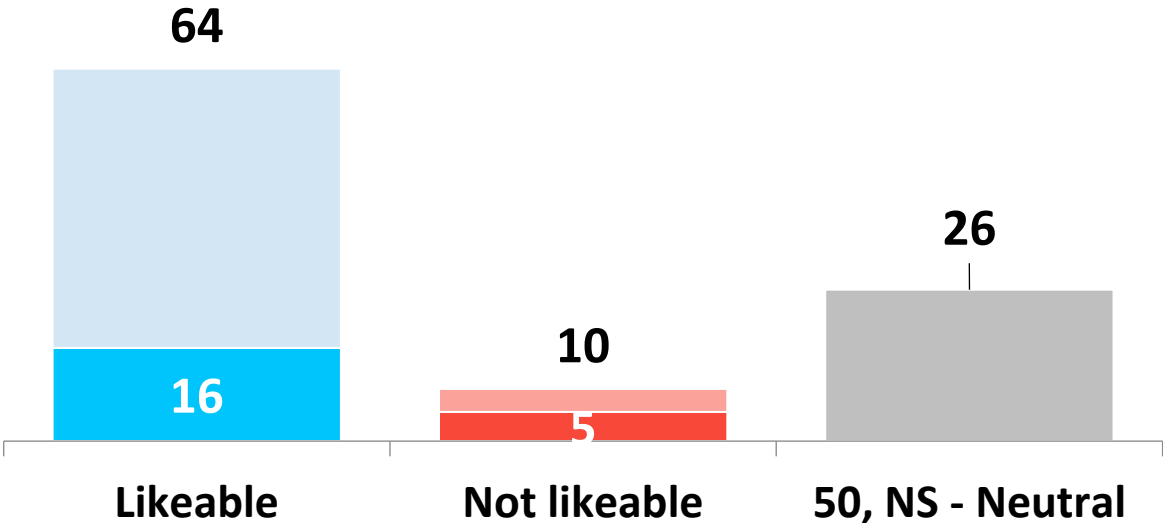
Profile 2

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Laura Begay is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Laura Begay seem? 50 is neutral.*

Qualified	Not qualified	50, NS - Neutral
69	8	22
20	6	

Likeable	Not likeable	50, NS - Neutral
64	10	26
16	5	

51-99 – Qualified   26-49 – Not qualified
100 – Very qualified   0-25 – Not qualified at all

51-99 – Likeable   26-49 – Not likeable
100 – Very likeable   0-25 – Not likeable at all

* SSE Native woman

145

Across gender, partisanship, and race, solid majorities of voters find Laura Begay to be qualified and likeable. Black voters are more likely than others to think Laura Begay is very qualified; Democrats, Latinx, and Indigenous voters are more likely to find her very likeable. Republicans are less likely to find her very qualified and very likeable, and Black voters are less likely to find her qualified and likeable. Most subgroups rate her higher on qualifications than likeability.

After reading this, on a scale that goes from 0 to 100, where 0 means she is not qualified at all, and 100 means she is very qualified, how qualified do you think Lieutenant Governor Laura Begay is to be the next governor? 50 is neutral.*

After reading this, on a scale that goes from 0 to 100, where 0 means she is not likeable at all, and 100 means she is very likeable, how likeable does Lieutenant Governor Laura Begay seem? 50 is neutral.*

Profile 2	% 100/Very Qualified	% Qualified	% 100/Very likeable	% Likeable
Total	20	69	16	64
Men	21	**71**	14	65
Women	18	68	19	64
Democrats	23	**75**	**21**	71
Independents	19	**64**	16	59
Republicans	15	**67**	14	60
White	20	**70**	16	65
Black	**25**	65	19	62
Latinx	17	71	**21**	70
AAPI^^	15	**70**	16	65
Indigenous^^	23	**84**	**22**	70

* SSE Native woman
^^ Note small sample size

146

Three in ten Democrats and Black voters think the Black woman lieutenant governor is very qualified, and a quarter of women think the Black and Latina women are very qualified. Compared to the women of other races, men are slightly more likely think the Native woman is very qualified. Latinx voters are more likely to think the Latina woman and AAPI woman are very qualified. Fewer than one in ten Indigenous voters think the white woman is very qualified.

Profile 2

Sorted by % Very qualified	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI^^	NA^^
	22	18	**25**	**31**	23	12	20	**29**	24	21	26
	21	16	**25**	26	22	18	19	24	**29**	22	22
	20	**21**	18	23	19	15	20	25	17	15	23
	18	16	19	20	19	18	19	15	13	11	**9**
	17	16	17	24	19	11	14	23	**29**	16	24

* Split sampled ^^ Note small sample size

147

There is a big gender gap in reacting to the Latina woman LG's likeability. Latinx voters find the Latina and AAPI women LGs more intensely likeable than voters of other races do. Black and Native voters find the Black woman LG more intensely likeable.

Profile 2

Sorted by % Very likeable	Total	Gender		Party ID			Race				
		M	W	D	I	R	W	B	L	AAPI^^	NA^^
	21	20	22	**32**	23	12	20	**28**	21	22	**34**
	21	16	**26**	25	22	20	20	17	**30**	18	26
	20	19	21	27	23	13	17	19	**33**	19	18
	19	18	21	21	20	18	20	18	15	12	12
	16	14	19	21	16	14	16	19	21	16	22

* Split sampled ^^ Note small sample size

148

Profile 2 Takeaways

- Most subgroups rate each of the hypothetical women lieutenant governors similarly on intense qualifications and intense likeability. This is especially true for how women, Democrats, Independents, Republicans, white, Latinx, and AAPI voters rate each candidate on being very qualified and very likeable.

- The exceptions are:
  - Men voters rate the Native woman as more intensely qualified than likeable.
  - Black voters rate the Latina woman and Native woman as more intensely qualified than likeable.
  - Native voters rate the AAPI woman as more intensely qualified than likeable and rate the Black woman as more intensely likeable than qualified.

- Women rate the Black woman lieutenant governor higher than men on intense qualifications and rate the Latina lieutenant governor higher than men on intense qualifications and likeability.

- On both qualifications and likeability, Democrats rate the hypothetical AAPI, Black, Latina, and Native women lieutenant governors as more intensely qualified and more intensely likeable than the Republican voters do.

Most subgroups rate the two profiles of white women LGs about the same on qualifications. Democrats, Black, Latinx, and Indigenous voters think Cynthia Smith is more qualified to be the next governor than Sarah Anderson is, while Republicans think Sarah Anderson is more qualified than Cynthia Smith. There is notably a 20-point margin between how qualified Latinx voters think Cynthia Smith is compared to Sarah Anderson.

Profile 1

Cynthia Smith

	% Very Qualified	% Qualified
Total	19	71
Men	13	71
Women	24	71
Democrats	**25**	**77**
Independents	21	64
Republicans	14	68
White	17	71
Black	**22**	**64**
Latinx	**26**	**82**
AAPI^^	14	79
Indigenous^^	**21**	**64**

Profile 2

Sarah Anderson

	% Very Qualified	% Qualified
Total	18	70
Men	16	69
Women	19	71
Democrats	20	72
Independents	19	67
Republicans	**18**	**73**
White	19	74
Black	15	56
Latinx	13	62
AAPI^^	11	78
Indigenous^^	9	59

* Split sampled
^^ Note small sample size

150

Most subgroups rate the two profiles of white women LGs about the same on likeability. Across Black, Latinx, AAPI, and Native voters, voters think Cynthia Smith is more likeable than Sarah Anderson. A quarter of Indigenous voters think Cynthia Smith is very likeable, while one in ten think Sarah Anderson is very likeable.

Profile 1

Cynthia Smith

	% Very likeable	% Likeable
Total	19	70
Men	16	70
Women	21	69
Democrats	22	73
Independents	20	64
Republicans	15	69
White	18	70
Black	21	**62**
Latinx	19	**73**
AAPI^^	15	**80**
Indigenous^^	**25**	**73**

Profile 2

Sarah Anderson

	% Very likeable	% Likeable
Total	19	69
Men	18	69
Women	21	69
Democrats	21	70
Independents	20	66
Republicans	18	69
White	20	72
Black	18	56
Latinx	15	60
AAPI^^	12	68
Indigenous^^	12	57

* Split sampled
^^ Note small sample size

Most subgroups rate the two profiles of Black women LGs about the same on qualifications. Men, Republicans, white, Latinx, AAPI, and Indigenous voters think Imani Williams is more qualified than Tamika Lewis. However, intensity is higher for Tamika Lewis among Indigenous voters.

Profile 1

Imani Williams

	% Very Qualified	% Qualified
Total	20	73
Men	18	**75**
Women	21	71
Democrats	29	80
Independents	22	68
Republicans	13	**69**
White	18	**73**
Black	25	72
Latinx	22	**71**
AAPI^^	25	**83**
Indigenous^^	**21**	**78**

Profile 2

Tamika Lewis

	% Very Qualified	% Qualified
Total	22	69
Men	18	**69**
Women	25	69
Democrats	31	79
Independents	23	65
Republicans	12	**62**
White	20	**68**
Black	29	73
Latinx	24	**66**
AAPI^^	21	**73**
Indigenous^^	**26**	**70**

* Split sampled
^^ Note small sample size

Most subgroups rate the two profiles of Black women LGs about the same on likeability. Black and Indigenous voters think Tamika Lewis is more likeable than Imani Williams. AAPI voters think Imani Williams is seven points more likeable than Tamika Lewis.

Profile 1

Imani Williams

	% Very likeable	% Likeable
Total	22	71
Men	20	74
Women	23	68
Democrats	31	79
Independents	24	67
Republicans	16	67
White	20	71
Black	30	**64**
Latinx	25	67
AAPI^^	22	**82**
Indigenous^^	**27**	**63**

Profile 2

Tamika Lewis

	% Very likeable	% Likeable
Total	21	69
Men	20	72
Women	22	67
Democrats	32	79
Independents	23	65
Republicans	12	63
White	20	68
Black	28	**70**
Latinx	21	68
AAPI^^	22	**75**
Indigenous^^	**34**	**86**

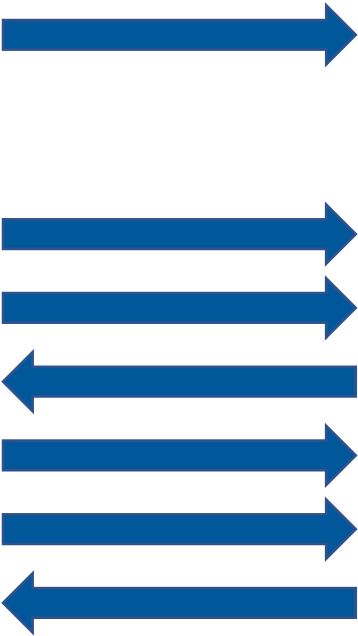* Split sampled
^^ Note small sample size

Across racial subgroups, there is a difference in how qualified they think Teresa Garcia is versus Gabriela Martinez. Women voters, Republicans, as well as white, Latinx, and AAPI voters think Gabriela Martinez is more qualified than Teresa Garcia. Black and Indigenous voters think Teresa Garcia is more qualified than Gabriela Martinez.

Profile 1

Teresa Garcia

	% Very Qualified	% Qualified
Total	22	73
Men	17	72
Women	26	**73**
Democrats	29	82
Independents	22	71
Republicans	15	**65**
White	20	**71**
Black	27	**74**
Latinx	27	**80**
AAPI^^	21	**74**
Indigenous^^	20	**88**

Profile 2

Gabriela Martinez

	% Very Qualified	% Qualified
Total	21	75
Men	16	73
Women	25	**78**
Democrats	26	79
Independents	22	73
Republicans	18	**74**
White	19	**77**
Black	24	**61**
Latinx	29	**85**
AAPI^^	22	**80**
Indigenous^^	22	**78**

* Split sampled
^^ Note small sample size

154

Men and women rate the two profiles of Latina women LGs about the same on likeability. Black, Latinx, and AAPI voters think Teresa Garcia is more likeable than Gabriela Martinez, but AAPI voters' intensity is higher for Gabriela Martinez. Republicans think Gabriela Martinez is seven points more likeable than Teresa Garcia.

Profile 1

Teresa Garcia

	% Very likeable	% Likeable
Total	21	72
Men	16	71
Women	26	73
Democrats	27	82
Independents	22	70
Republicans	16	**63**
White	21	70
Black	20	**69**
Latinx	29	**83**
AAPI^^	**12**	**82**
Indigenous^^	26	80

Profile 2

Gabriela Martinez

	% Very likeable	% Likeable
Total	21	73
Men	16	71
Women	26	76
Democrats	25	80
Independents	22	72
Republicans	20	**70**
White	20	74
Black	17	**63**
Latinx	30	**78**
AAPI^^	**18**	**75**
Indigenous^^	26	82

* Split sampled
^^ Note small sample size

155

Many subgroups rate one AAPI woman higher than the other on qualifications. Men, Republicans, and Latinx voters think Leena Patel is more qualified than Jennifer Nguyen. However, AAPI and Indigenous voters think Jennifer Nguyen is more qualified. Notably, women are five points more likely to think Jennifer Nguyen is very qualified than Leena Patel is.

Profile 1

Jennifer Nguyen

	% Very Qualified	% Qualified
Total	19	72
Men	15	**73**
Women	**22**	70
Democrats	25	82
Independents	20	69
Republicans	15	**63**
White	17	72
Black	23	63
Latinx	25	**70**
AAPI^^	**22**	**88**
Indigenous^^	**33**	**81**
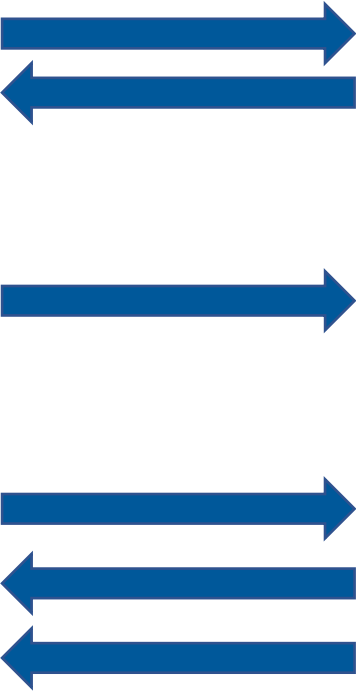
Profile 2

Leena Patel

	% Very Qualified	% Qualified
Total	17	74
Men	16	**79**
Women	**17**	70
Democrats	24	78
Independents	19	72
Republicans	11	**73**
White	14	75
Black	23	59
Latinx	29	**83**
AAPI^^	**16**	**78**
Indigenous^^	24	**76**

* Split sampled
^^ Note small sample size

Across partisanship, voters rate the two AAPI women LGs about the same on likeability. Men and Latinx voters think Leena Patel is more intensely likeable than Jennifer Nguyen. For Latinx voters, there is a ten-point margin between Leena Patel's likeability and Jennifer Nguyen's. On the other hand, AAPI and Indigenous voters think Jennifer Nguyen is more likeable than Leena Patel.

Profile 1

Jennifer Nguyen

	% Very likeable	% Likeable
Total	18	69
Men	**14**	72
Women	21	67
Democrats	24	77
Independents	20	66
Republicans	13	63
White	16	70
Black	22	64
Latinx	**22**	**65**
AAPI^^	20	**86**
Indigenous^^	19	**75**

Profile 2

Leena Patel

	% Very likeable	% Likeable
Total	20	71
Men	**19**	76
Women	21	66
Democrats	27	78
Independents	23	67
Republicans	13	66
White	17	72
Black	19	60
Latinx	**33**	**74**
AAPI^^	19	**80**
Indigenous^^	18	**70**

* Split sampled
^^ Note small sample size

157

Many subgroups rate the two Native women LGs about the same on qualifications. Independents and Latinx voters think Michelle Yazzie is more qualified than Laura Begay, and women are eight points more likely to think Michelle Yazzie is very qualified than Laura Begay. Conversely, Indigenous voters think Laura Begay is more qualified overall than Michelle Yazzie, however, intensity is 15 points higher for Michelle Yazzie.

Profile 1

Profile 2

Michelle Yazzie

	% Very Qualified	% Qualified
Total	22	70
Men	18	69
Women	**26**	71
Democrats	27	78
Independents	23	**69**
Republicans	16	66
White	22	70
Black	25	66
Latinx	**25**	**79**
AAPI^^	16	71
Indigenous^^	**38**	**78**

Laura Begay

	% Very Qualified	% Qualified
Total	20	69
Men	21	71
Women	**18**	68
Democrats	23	75
Independents	19	**64**
Republicans	15	67
White	20	70
Black	25	65
Latinx	**17**	**71**
AAPI^^	15	70
Indigenous^^	**23**	**84**

* Split sampled
^^ Note small sample size

Across demographic subgroups, voters think Michelle Yazzie is more intensely likeable than Laura Begay.

Profile 1

Michelle Yazzie

	% Very likeable	% Likeable
Total	**21**	67
Men	16	67
Women	**26**	67
Democrats	**27**	**78**
Independents	**21**	63
Republicans	17	60
White	**21**	66
Black	**25**	66
Latinx	**25**	**77**
AAPI^^	**21**	69
Indigenous^^	**34**	**90**

Profile 2

Laura Begay

	% Very likeable	% Likeable
Total	**16**	64
Men	14	65
Women	**19**	64
Democrats	**21**	**71**
Independents	**16**	59
Republicans	14	60
White	**16**	65
Black	**19**	62
Latinx	21	**70**
AAPI^^	**16**	65
Indigenous^^	**22**	**70**

* Split sampled
^^ Note small sample size

In the focus groups, when asked what advice they would give to a woman lieutenant governor who is running for governor, many responses were oriented toward telling the candidate to highlight their accomplishments and to make sure they have a "resume" that reflects consistent accomplishments and actions, especially for the community. Many would also tell them to be true to themselves and to not just run on the fact that they are a woman candidate.

"Have a well-rounded resume." – Man from a state that has elevated a woman from SoS or LG to Governor

"Yeah, get your feet and your hands dirty. Go out into the community. Meet the people. You know make sure you are not perceived as sitting up there on the high horse or you know at the high house. You know you are one of the people and you are more relatable." – Man from a state that has elevated a woman from SoS or LG to Governor

"Highlight economic accomplishments or what they plan on doing with regards to the economy, like jobs and stuff like that." – Man from a state with a woman LG

"Be true to yourself and what you think while you help others." – Woman from a state with a man LG

"Action. Not words, action." – Woman from a state with a man LG

"I would like on your resume like, of course, list all your accomplishments of what you...you know what I am saying...like where you started and what you finished with and then you know have a diverse list of issues that you are willing to work on or you are starting to work on." – Man in a state with a man LG

"And don't focus on running as a woman. Focus on running as who you are." – Woman from a state with a man LG

"Stay consistent. When you start off good in the beginning when you're running for the office and you make all these little promises or goals, go one by one and do your goals, stay consistent. Don't veer off like oh, I changed my mind or no, we are not going to get that done or not finding reasons or obstacles and excuses to not get your goals done. Just stay focused and follow through." – Woman from a state with a man LG

"I would say like highlight your achievements, like concrete." – Man in a state with a man LG