

Political parties push for women's votes

Local political analysts say both political parties are focusing on votes from women.

Rachel Smelter is a proud mother with another little one on the way. She says her two children are two reasons why both political parties are targeting women this election.

"I think the wives are trying to reach out to the mothers and the children," she says.

Smelter says that is because women have influence.

"I think that the women wear the pants in most households," says Smelter, "And if a woman is going to go vote for someone she's going to have control over who her husband or her family is voting for."

Washburn University Political Science professor Mark Peterson says economics play an important role.

"Many women live in environments where there's the dependency on two incomes, or maybe just my income and my child and women are notoriously less well-paid than men in comparable positions, their economic circumstances are more fragile," says Peterson.

"They carry a lot of responsibility for their families and I think for the women that's what it boils down to, is what's best for their family," says Kimberly Gossett, a mother.

Family is a focus for mothers and now the political candidates.

"The families are being a big forefront," says Smelter.

As for women being the swing vote, they say it is possible.

"The parties are just so different; I think the women are going to be the deciding factor," Smelter says.

Peterson says it could be the lack of interest from young voters.

"If young people are apathetic or disaffected about this election, women become the go-to demographic, they're the ones who could be moved."

Peterson says although it's too early to tell if the efforts to draw in female voters will work, there sure are reasons behind it.

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