

**GREENBERG QUINLAN ROSNER** RESEARCH

# Obama regains lead: The best closing argument

October 22, 2012



DEMOCRACY CORPS  
CARVILLE ♦ GREENBERG

**ROOSEVELT**  
INSTITUTE

# Methodology and Overview

**This presentation is based on a survey conducted by Greenberg Quinlan Rosner Research for Democracy Corps.**

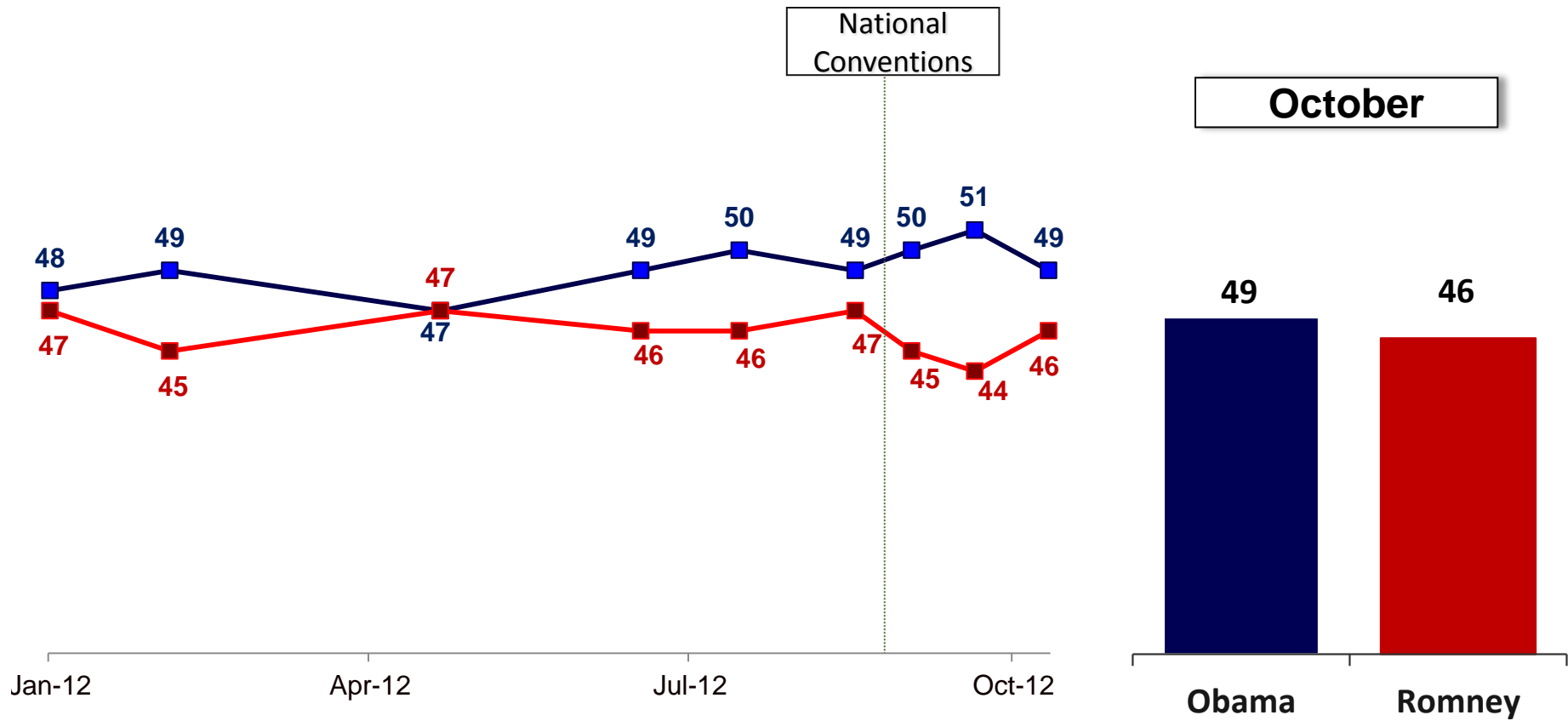
**The survey of 1,000 likely 2012 voters (1000 weighted) nationwide was conducted from October 18-21, 2012.**

**Unless otherwise noted, margin of error= +/-3.1 percentage points at 95% confidence.**

**The race after 2<sup>nd</sup> debate pushes back to  
2012 norm**

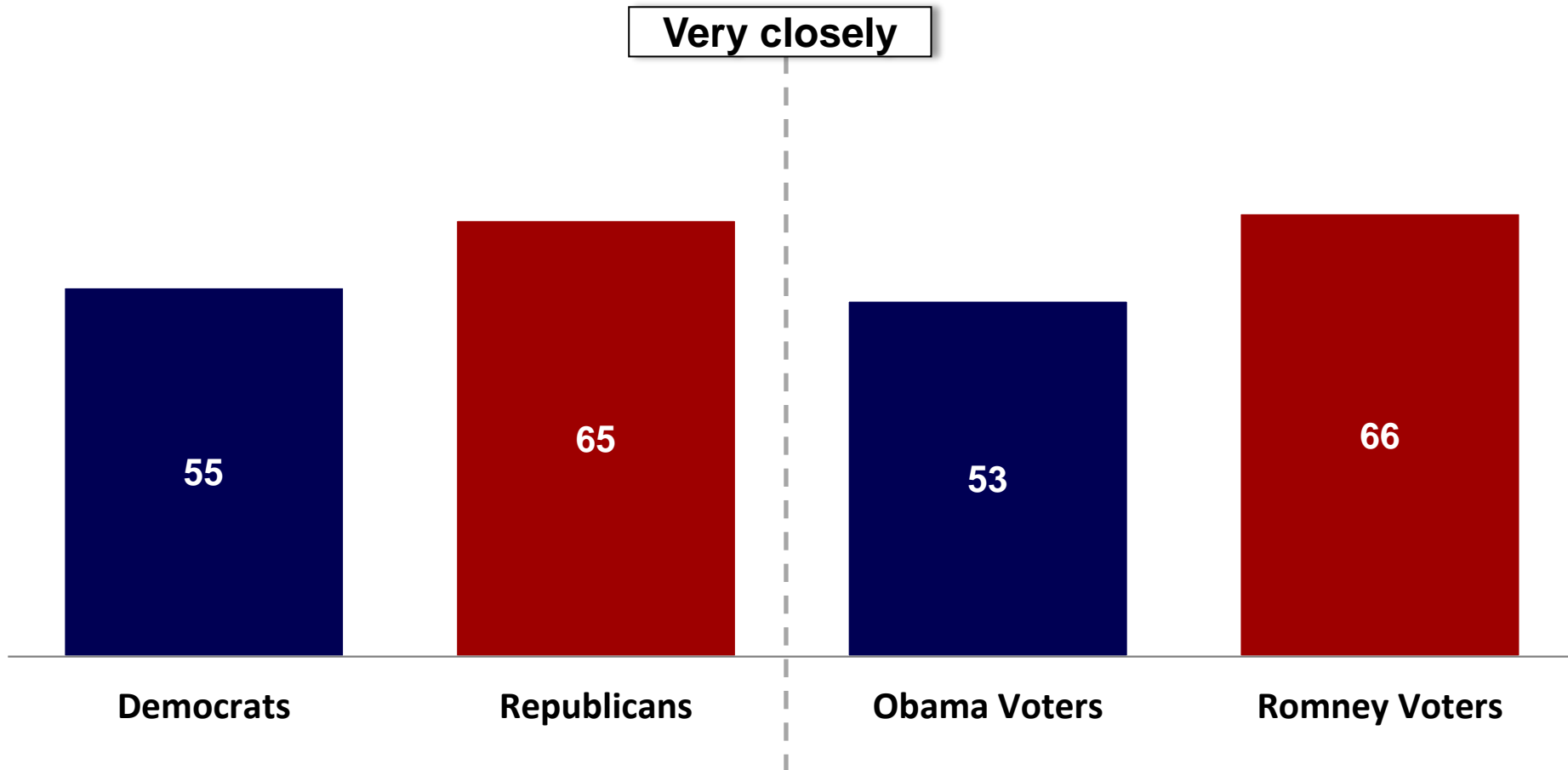
# Presidential race back to 2012 norms – after 2<sup>nd</sup> debate

Thinking about the presidential election, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?

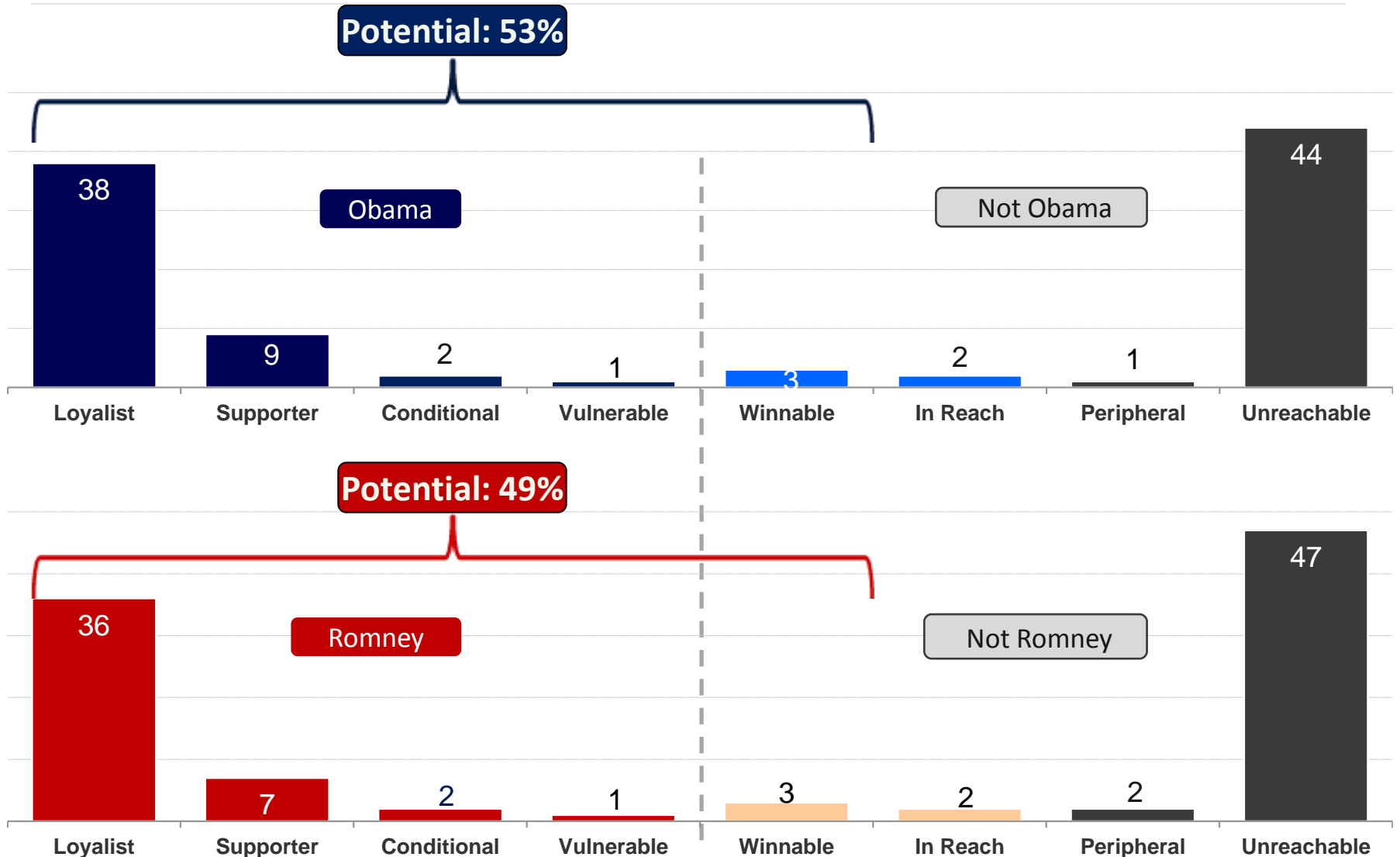


# But Romney base more engaged in the election

*How closely have you been following news about candidates for this year's presidential election -- very closely, fairly closely, not too closely, or not closely at all?*



# Both Obama and Romney have few additional voters to win – but equal

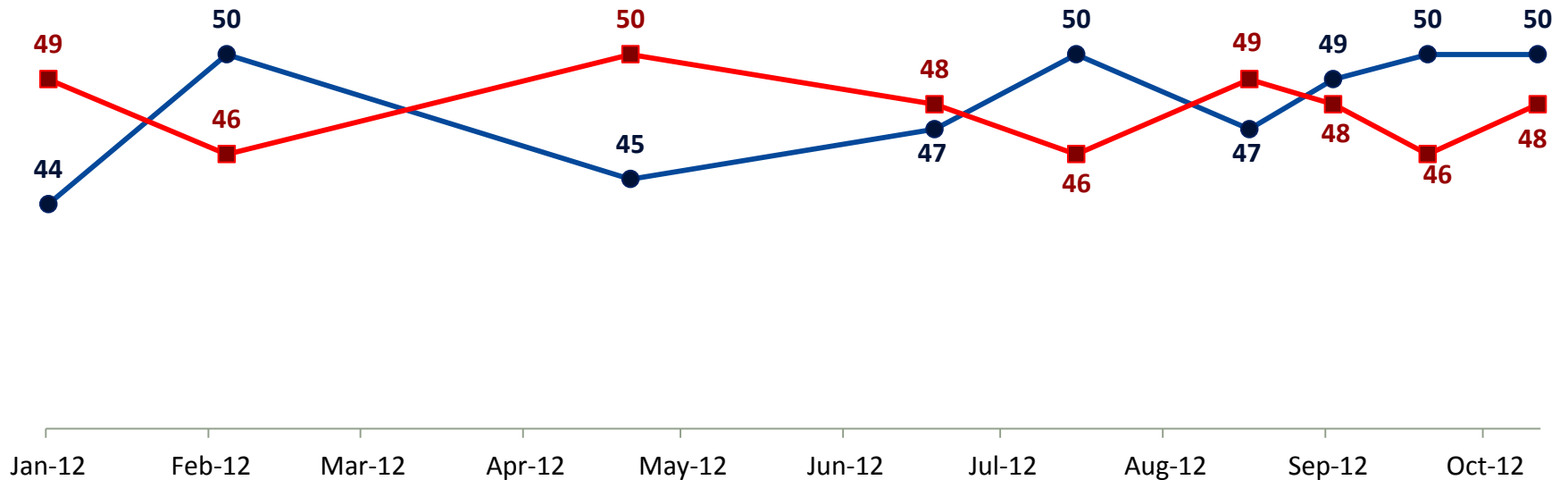


# Obama approval at 50 percent

Do you approve or disapprove of the way Barack Obama is handling his job as president?

- Total Approve
- Total Disapprove

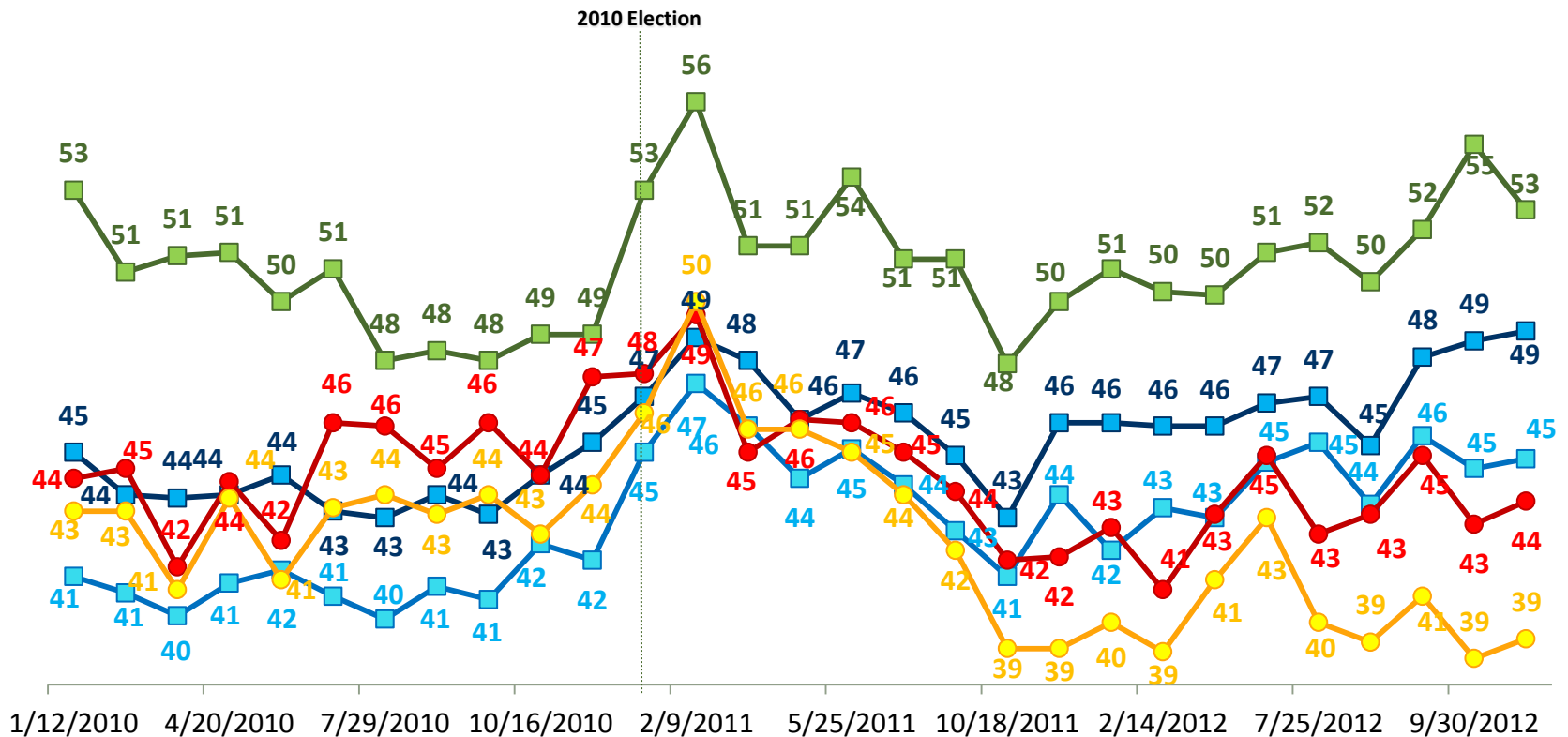
Barack Obama



# Obama and Democrats in Congress still enjoy image advantage that sustains vote

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

■ Barack Obama   
 ■ Democratic Party   
 ■ Democrats in Congress   
 ● Republican Party   
 ● Republican Congress

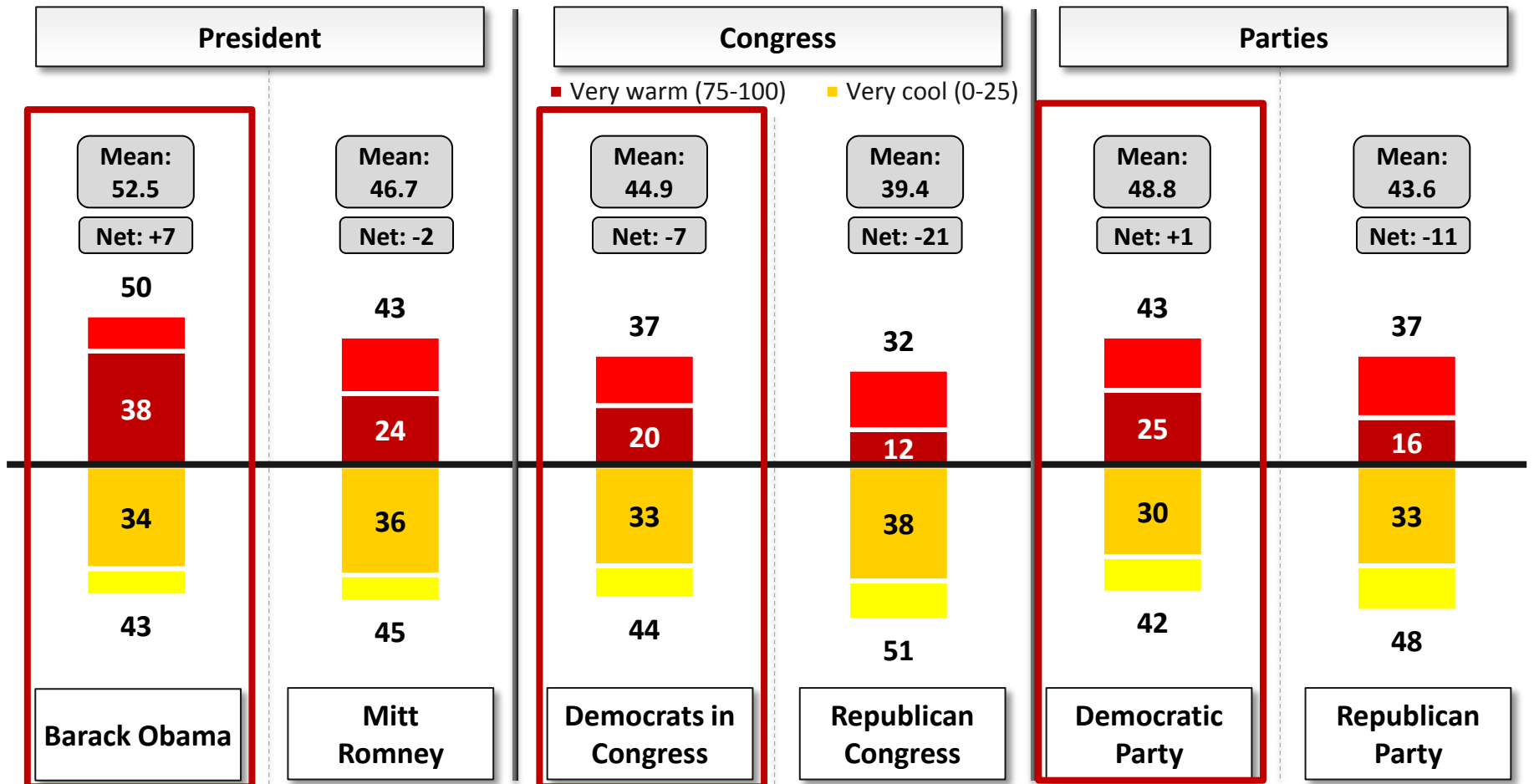


\*Note: From Democracy Corps surveys conducted in the past two years. Data represents MEAN ratings, likely voters.



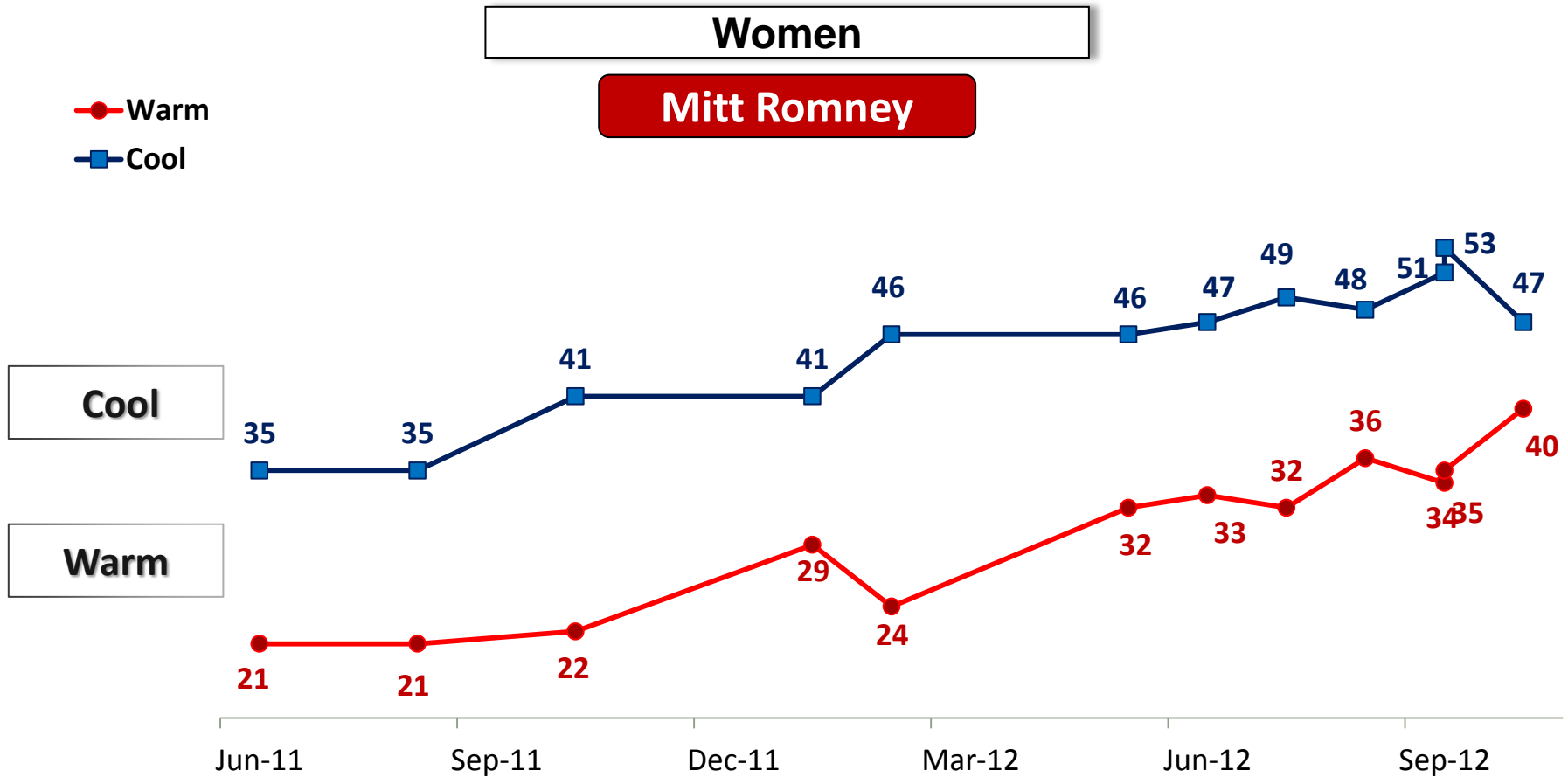
# Obama, Democrats continue to brand advantage that explains election

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.



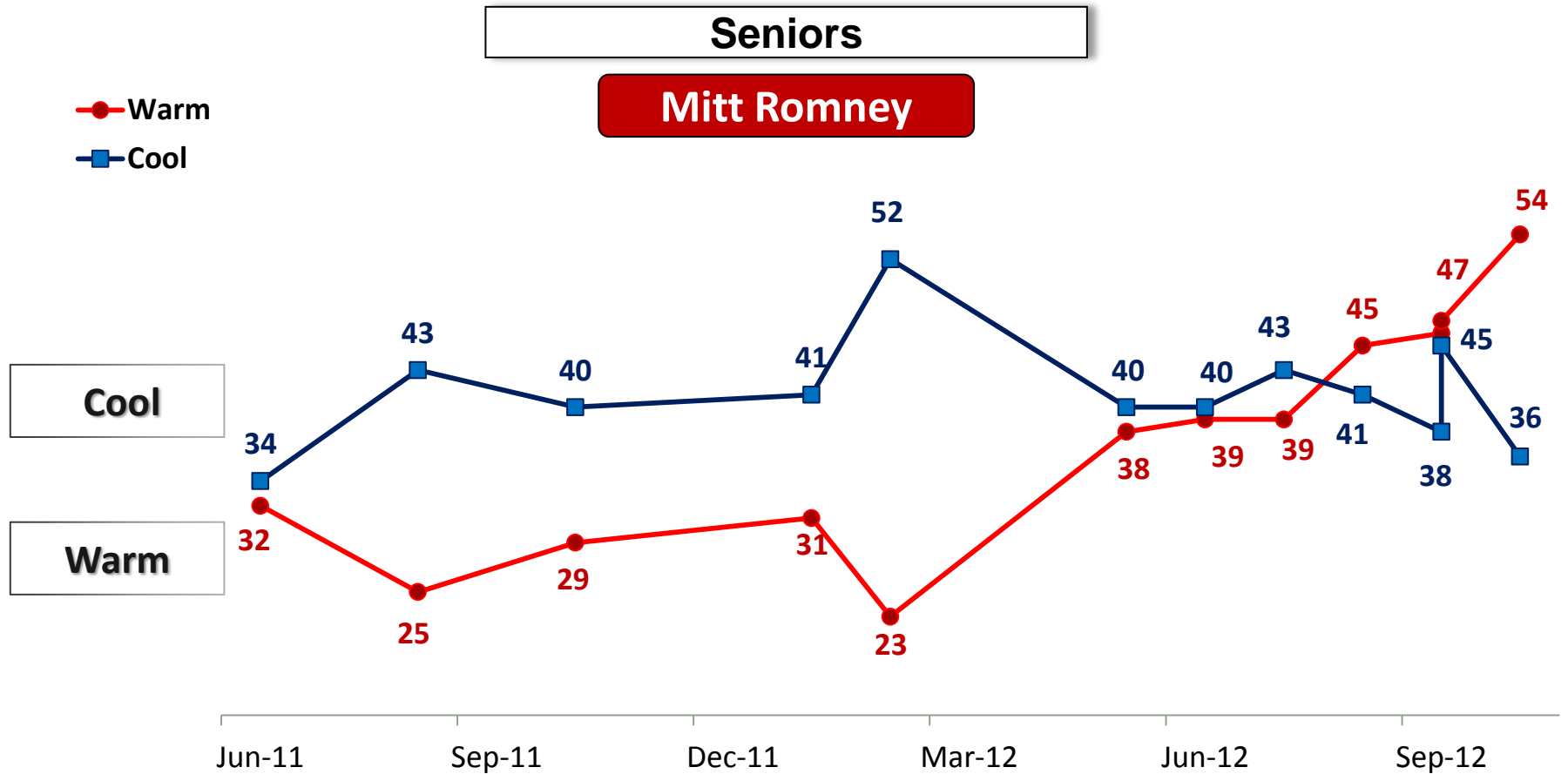
# Favorability increases significantly among women

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold....**Mitt Romney**.



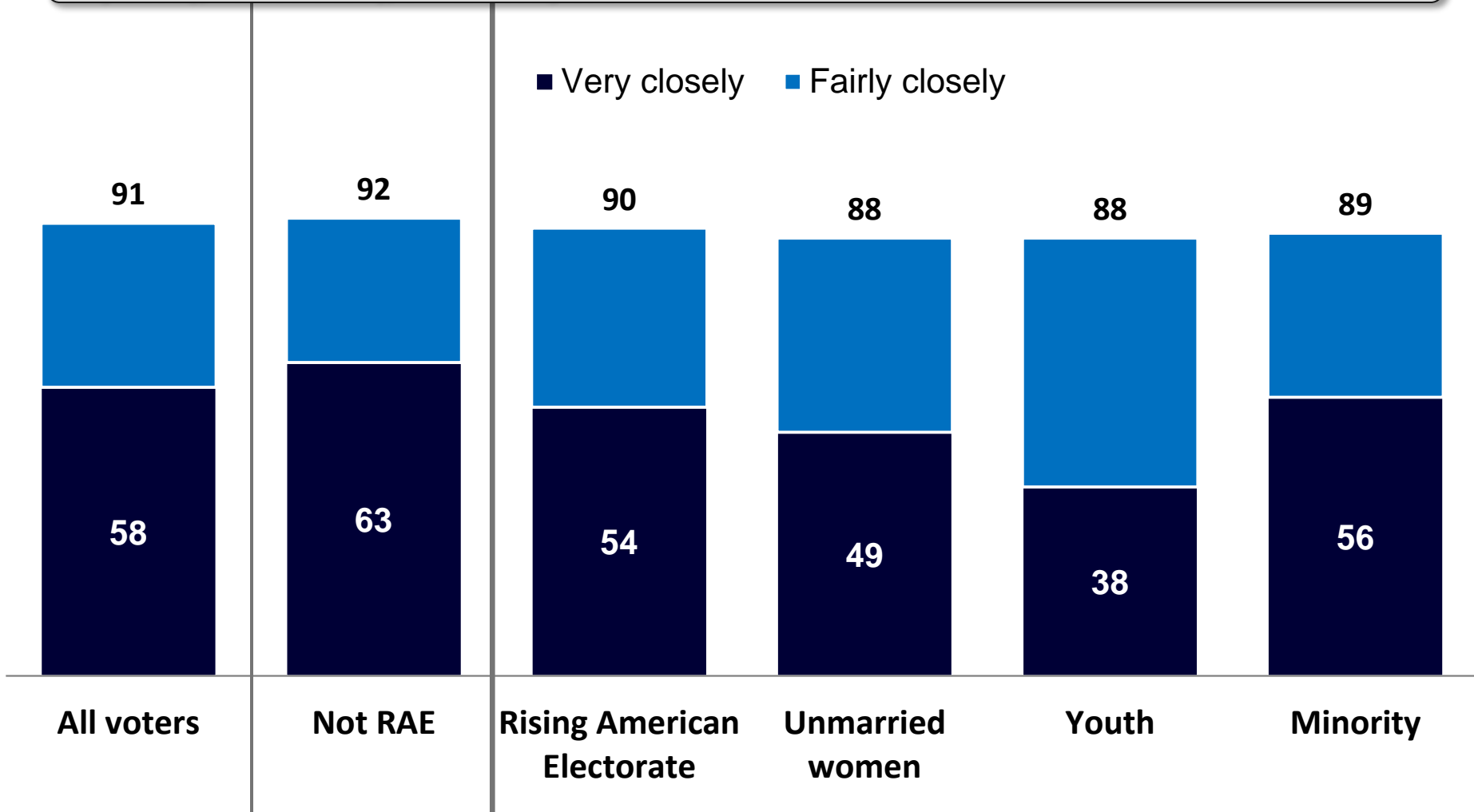
# And seniors

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold....**Mitt Romney**.



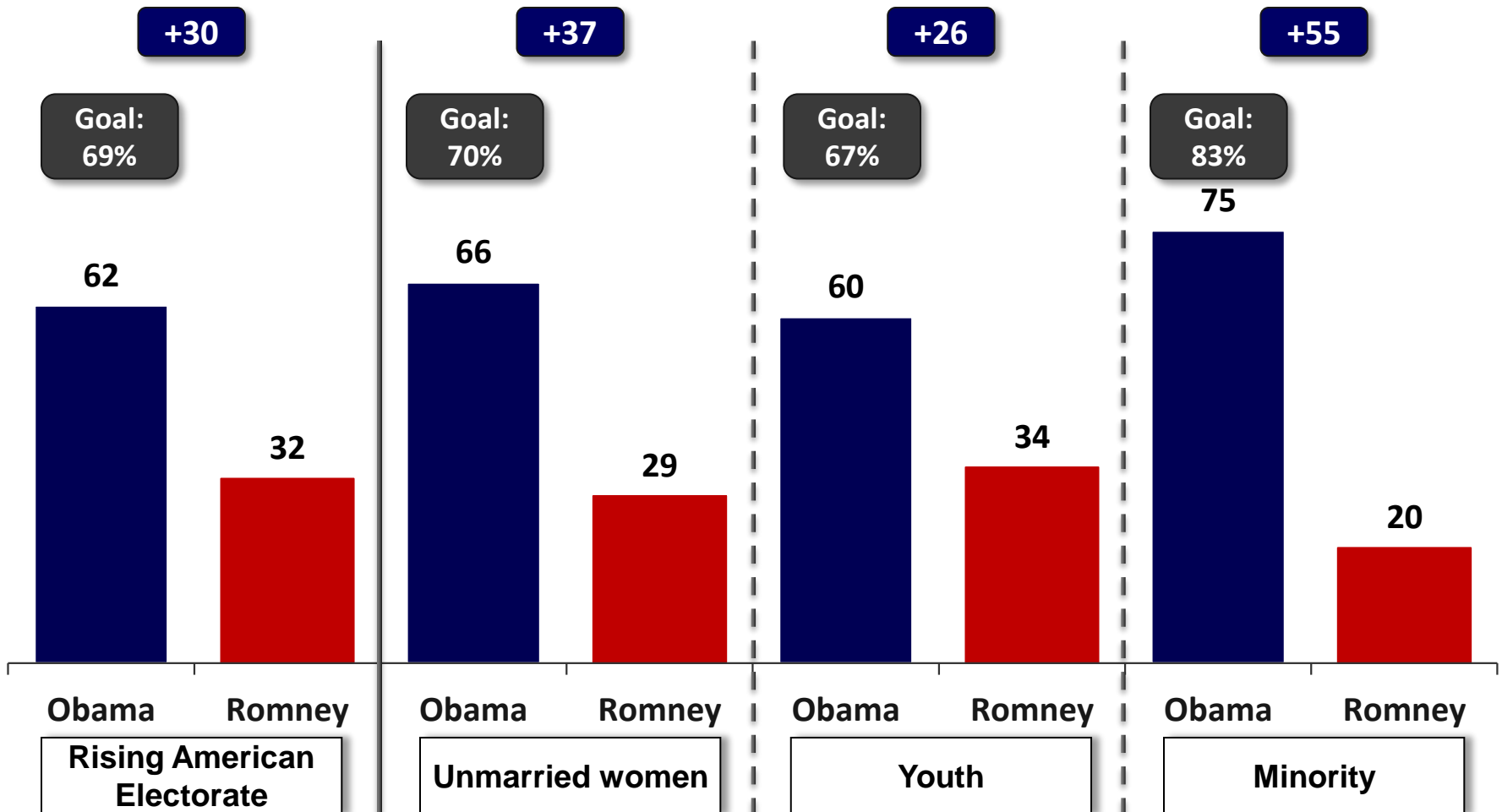
# Rising American Electorate less engaged overall, driven by young voters. Unmarried women lag behind population overall

How closely have you been following news about candidates for this year's presidential election -- very closely, fairly closely, not too closely, or not closely at all?



# Rising American Electorate solidly behind Obama, but not quite at 2008 levels yet

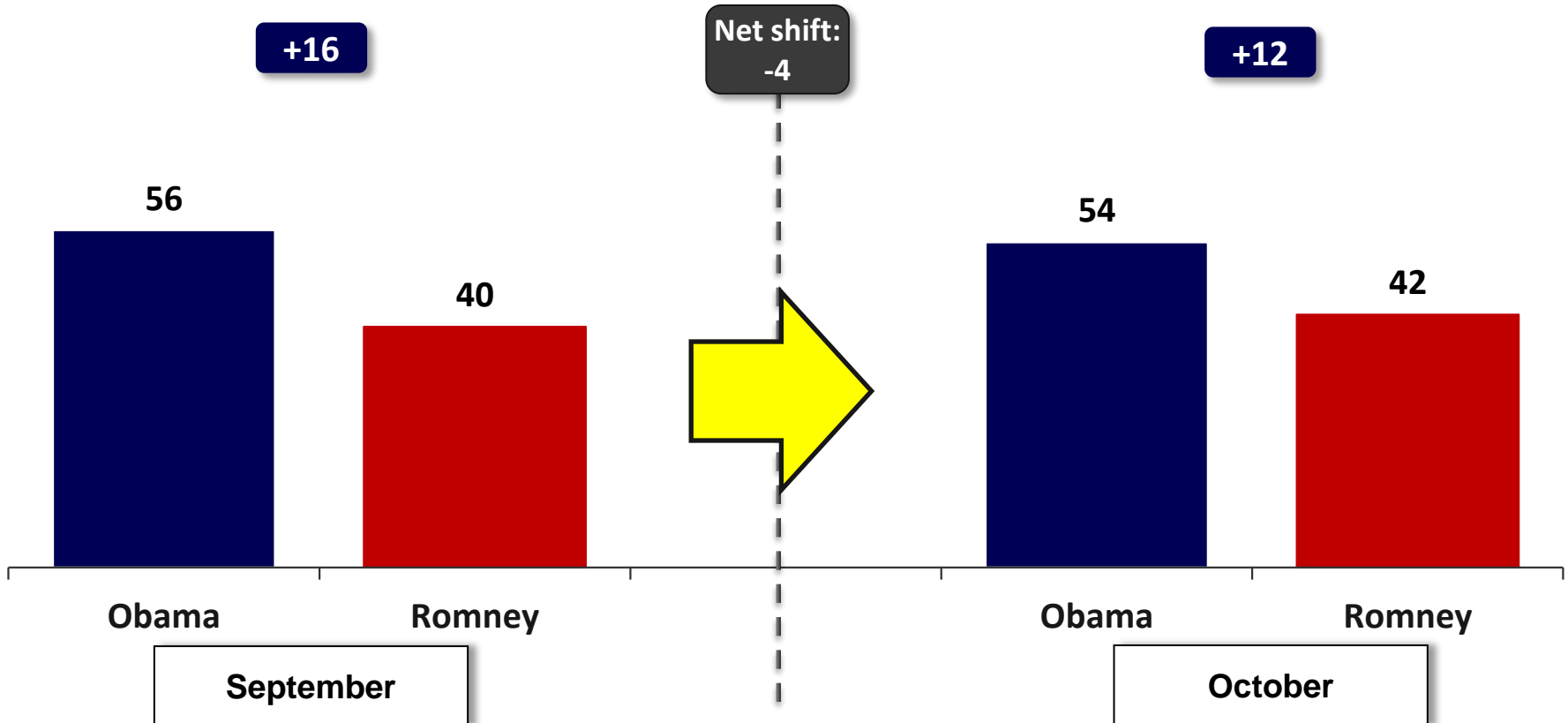
Thinking about the presidential election, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?



# Though overall, Obama's support among women drops some

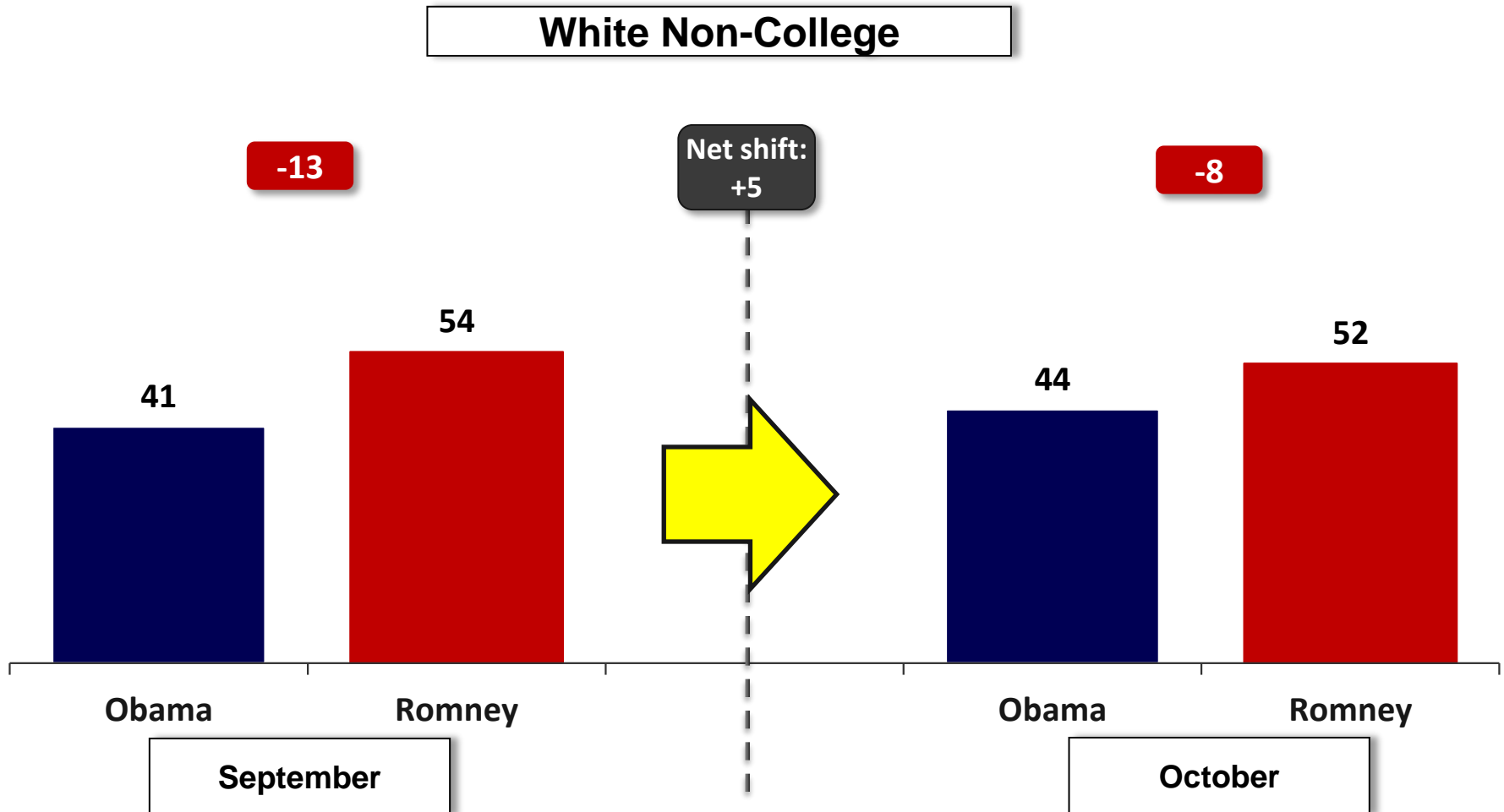
Thinking about the presidential election, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?

## Women



# Obama gaining ground among white non-college voters

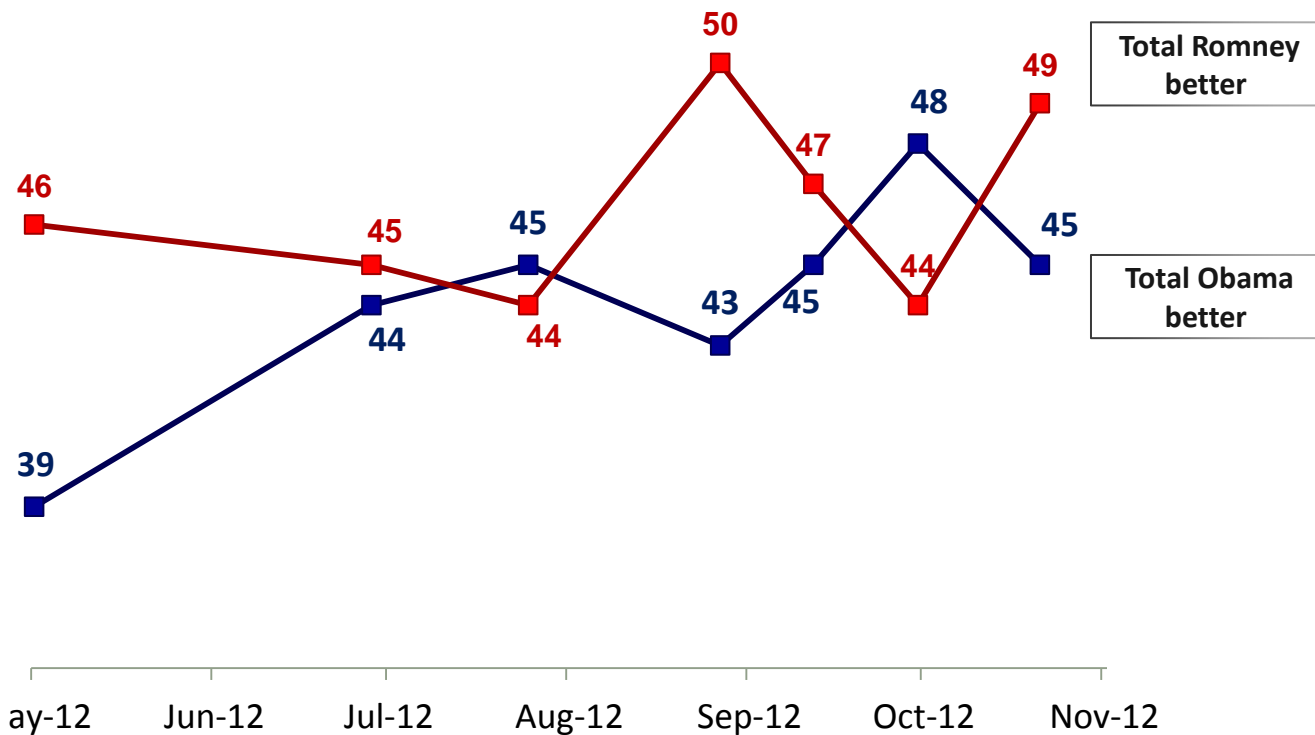
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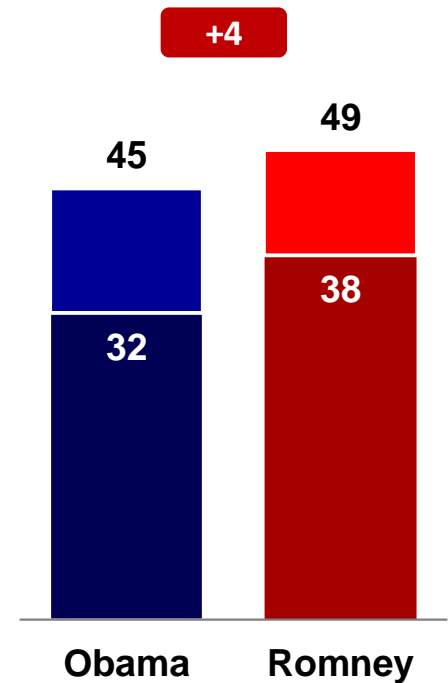
# Romney can make gains because still favored on economy and having economic plans

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think the Barack Obama or the Mitt Romney would do a better job with this issue...**The economy.**

## The economy



## October

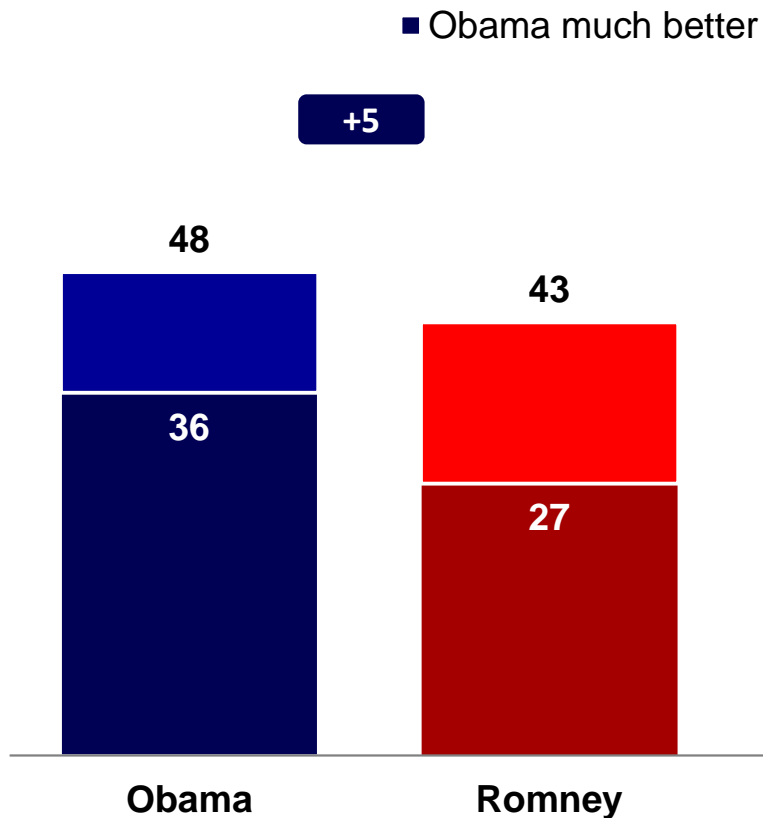




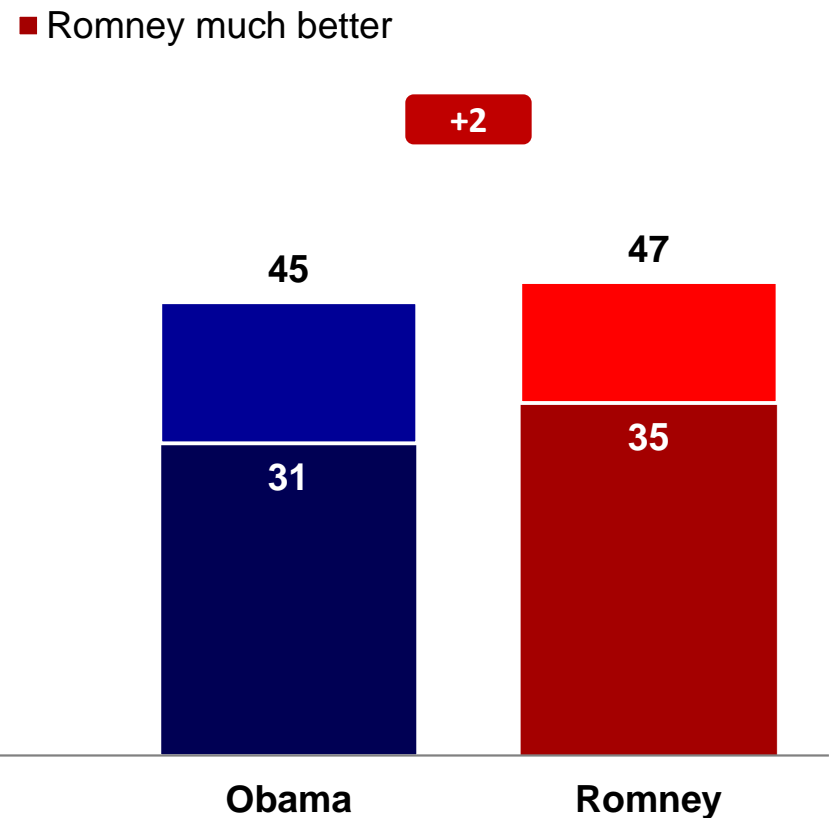
# Obama has advantage on national security and foreign affairs but not on economic plans

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or Mitt Romney would do a better job with this issue.

## National security and foreign affairs



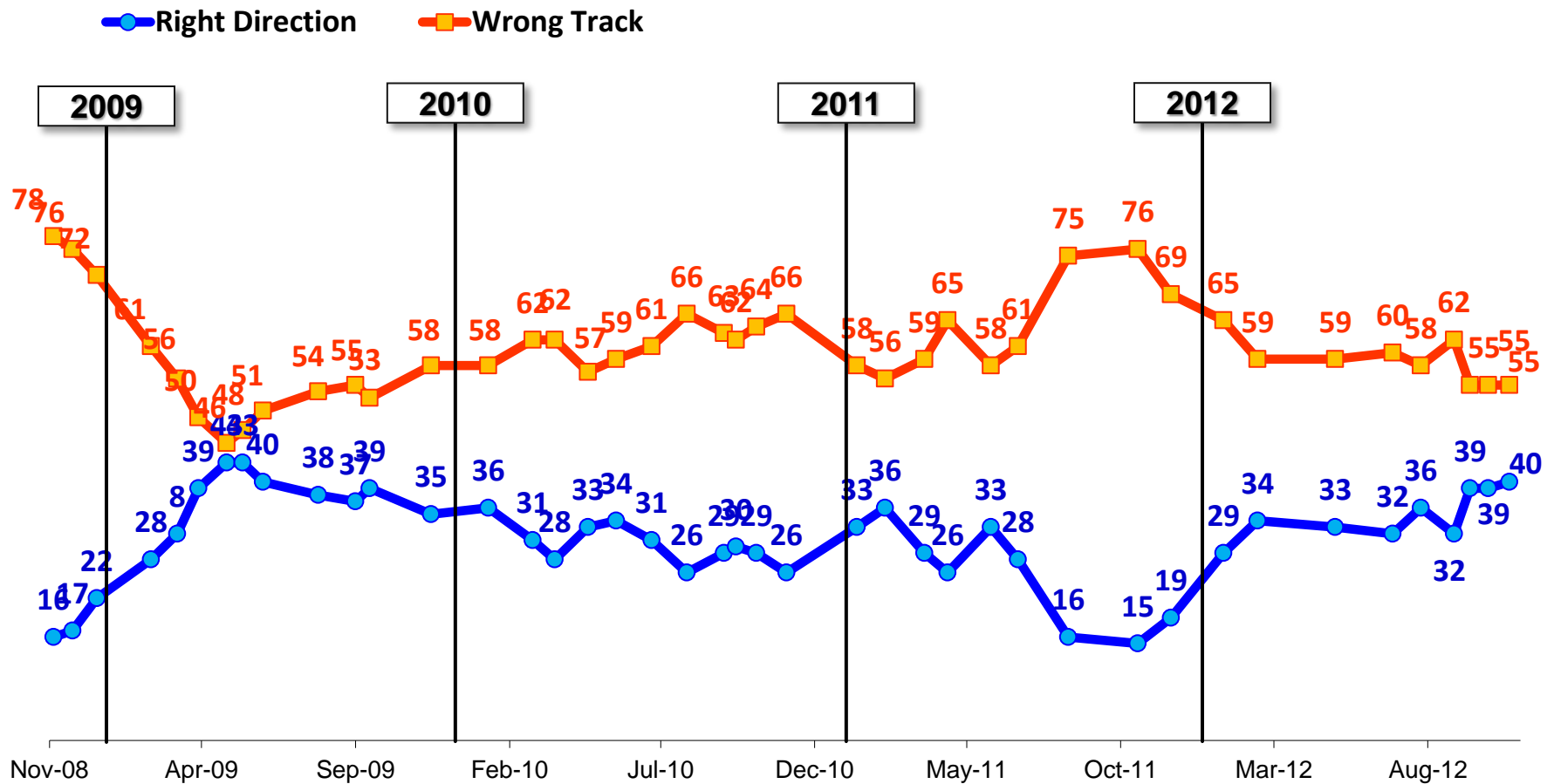
## Having plans for a better economy



**Micro economy still very tough but 50 percent think macro economy improving**

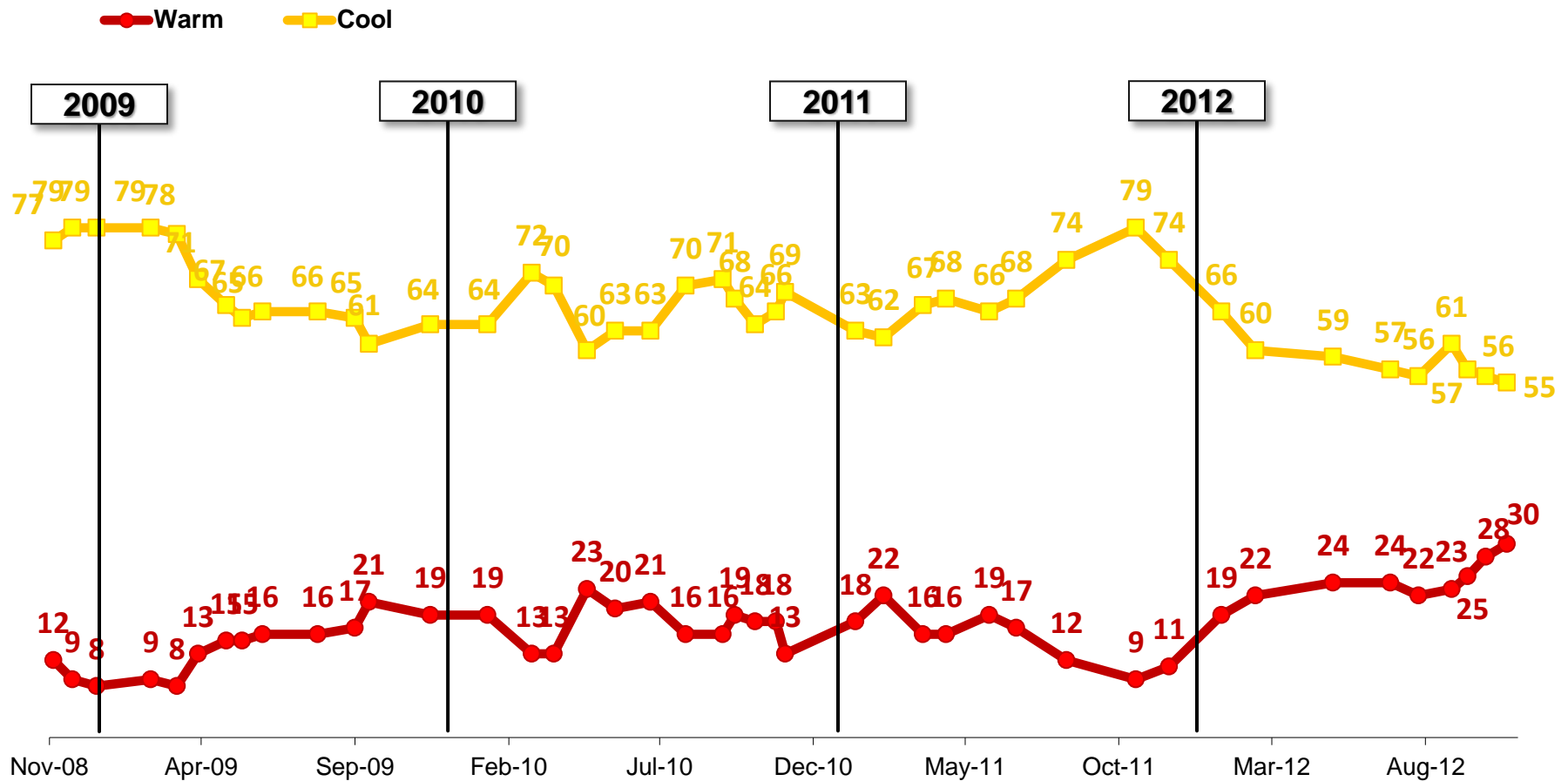
# 55 percent still think on wrong track

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



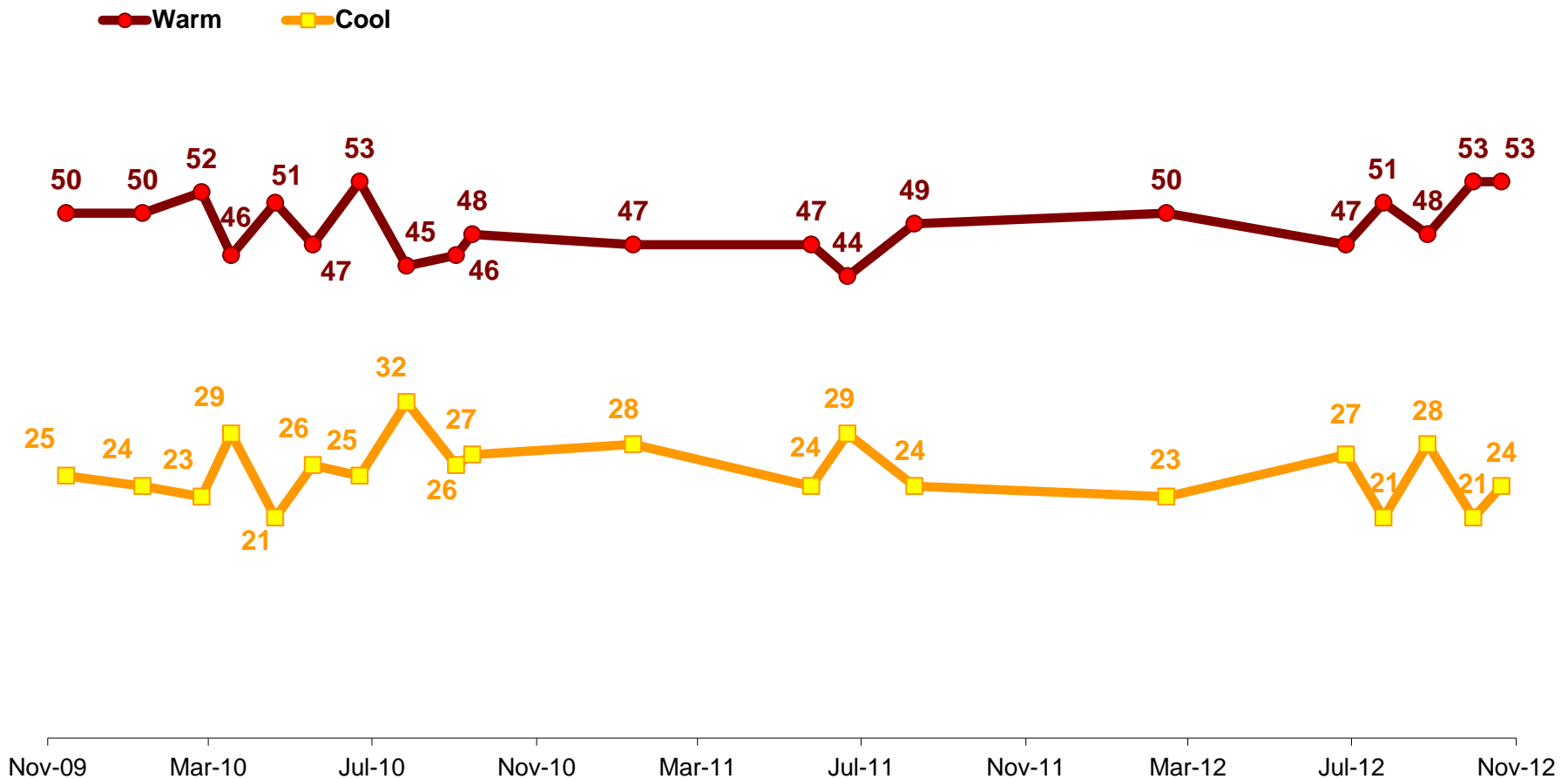
# No gains yet in rating of the economy

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold... **The state of the economy.**



# No gains on personal financial situation

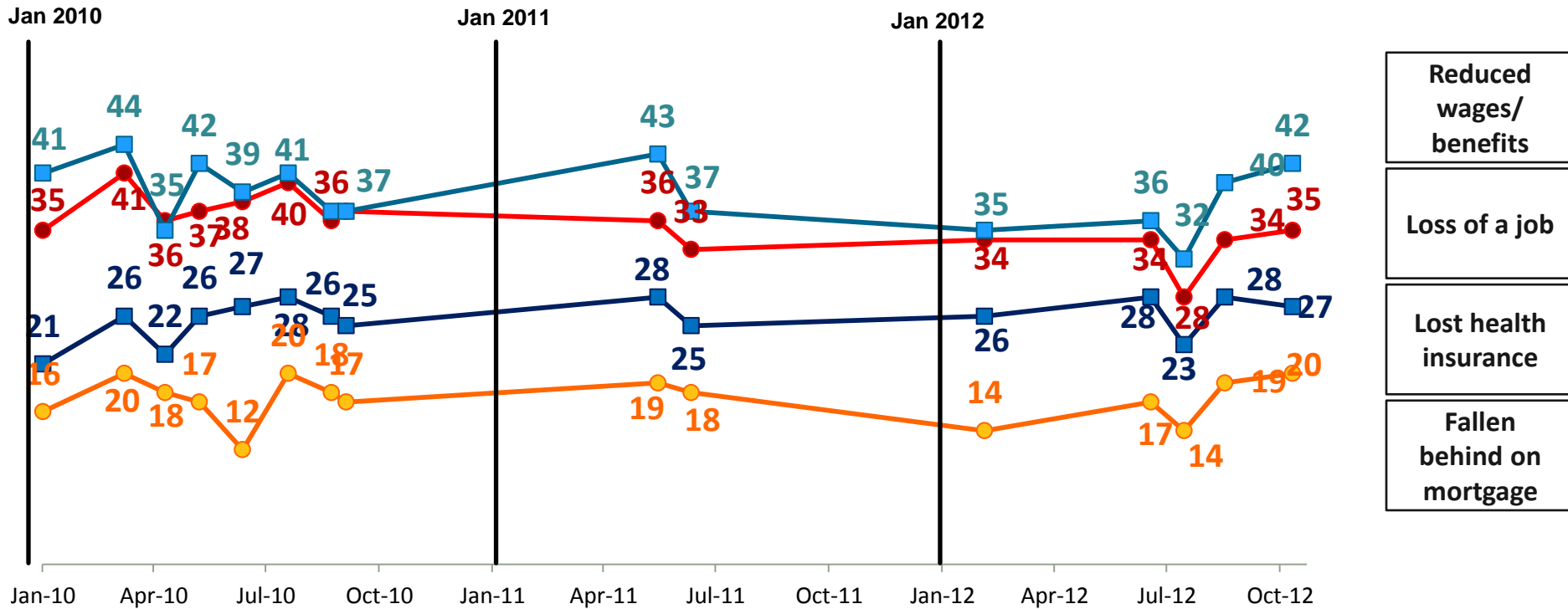
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold... **The state of your personal finances.**



# Personal negative economic indicators (household) show no improvement

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*

- Loss of a job
- Fallen behind on mortgage payments
- Lost health insurance coverage
- Reduced wages, hours or benefits at work

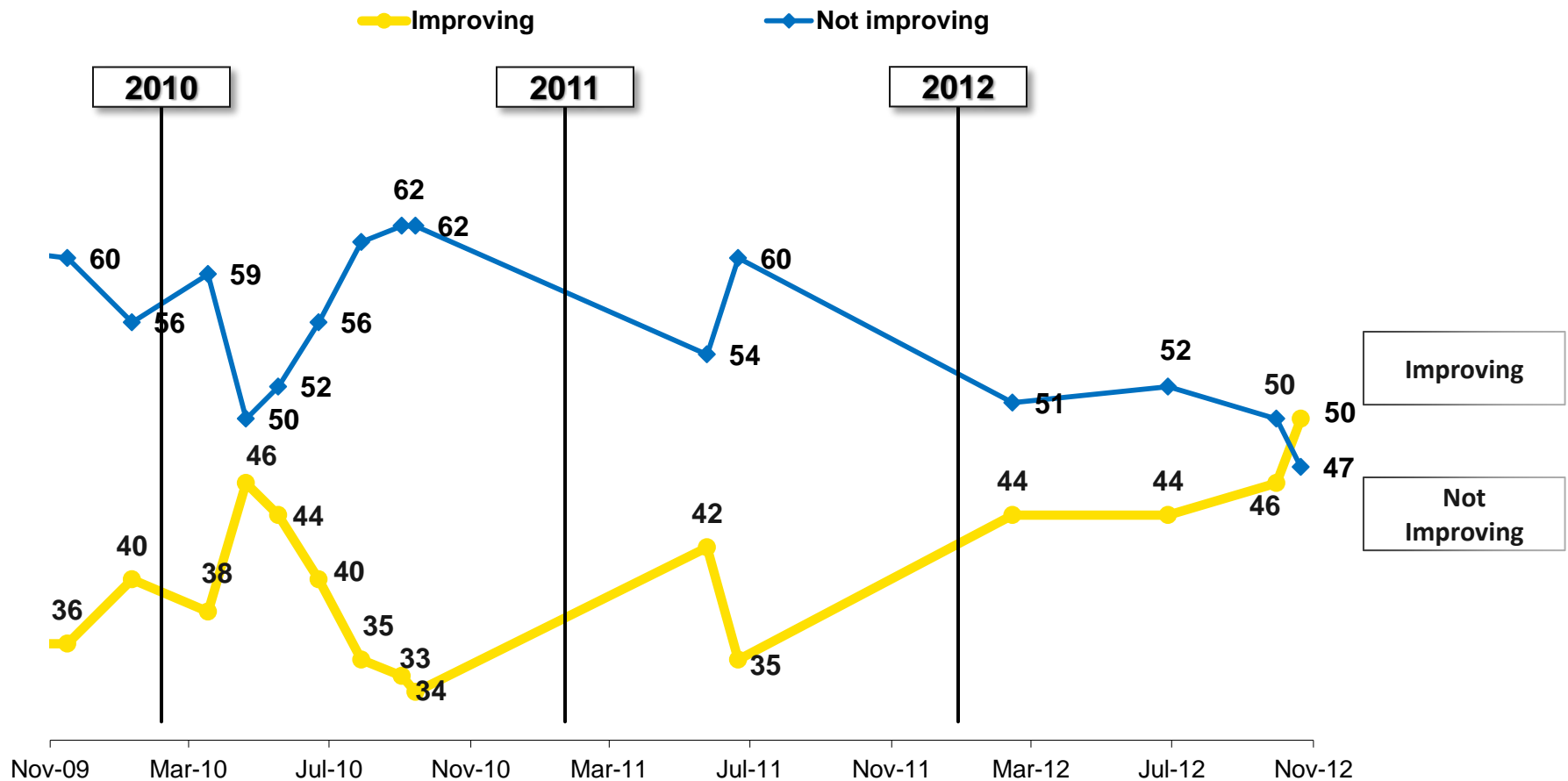


Reduced wages/benefits
Loss of a job
Lost health insurance
Fallen behind on mortgage

\*Note: From Democracy Corps surveys from January 2010 to June 2012. Data reflects the total of those who have felt a personal impact or an impact on someone in their family.

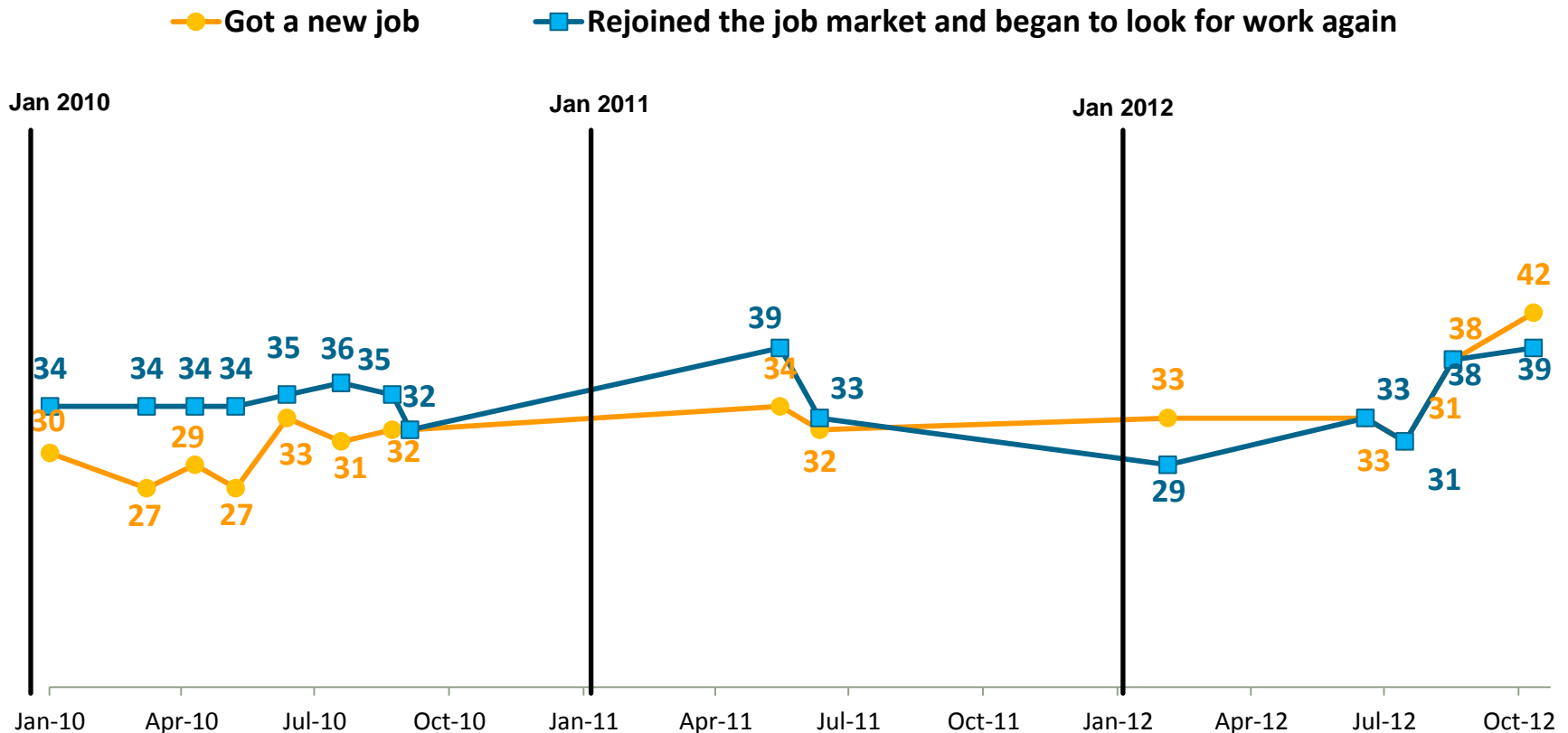
# But half now say nation's economy is improving

*Now, thinking about the nation's, do you believe the economy has already bottomed out and is starting to improve, is at the bottom and is not yet getting any better, or has not bottomed out yet and will still get worse?*



# And first real rise in jobs

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*



\*Note: From Democracy Corps surveys from January 2010 to June 2012. Data reflects the total of those who have felt a personal impact or an impact on someone in their family.



**Closing on future economic plans moves  
the broad base and women**

# Obama and Romney Messages from recent ads and speeches

## Obama Future Plans

As a nation we are moving forward again, but we have much more to do to get folks back to work and make the middle class secure again. Let's create a million new manufacturing jobs and give tax breaks to companies that invest in America, not that ship jobs overseas. Let's produce more oil, clean-coal, natural gas, wind and solar energy right here in America. Let's prepare 100 thousand math and science teachers and expand student aid so more Americans can afford college. And let's reduce the deficit by four trillion dollars over the next decade.

## Obama Progress

Every president inherits challenges. Few have faced so many. But because of the resilience and the determination of the American people, we've begun to fight our way back. Our enemies have been brought to justice and our heroes are coming home from war. Over the last 30 months, we've seen 5 million jobs created in the private sector and the auto industry has come roaring back. There are still challenges to meet, children to educate, and a middle class to rebuild, but the last thing we should do is turn back now.

## Romney Plan

Too many Americans are struggling to find work in today's economy. Too many of those who are working are living paycheck to paycheck, trying to make falling incomes meet rising prices for food and gas. We need policies that will make things better for middle class families. We need a plan to create 12 million new jobs. Let's take advantage of our oil, coal and gas reserves to become energy independent. Let's lower tax rates for the middle class and small businesses, expand trade, crack down on China, and improve job training.

# A future-plan message ties Romney's narrative, and defeats it in strength

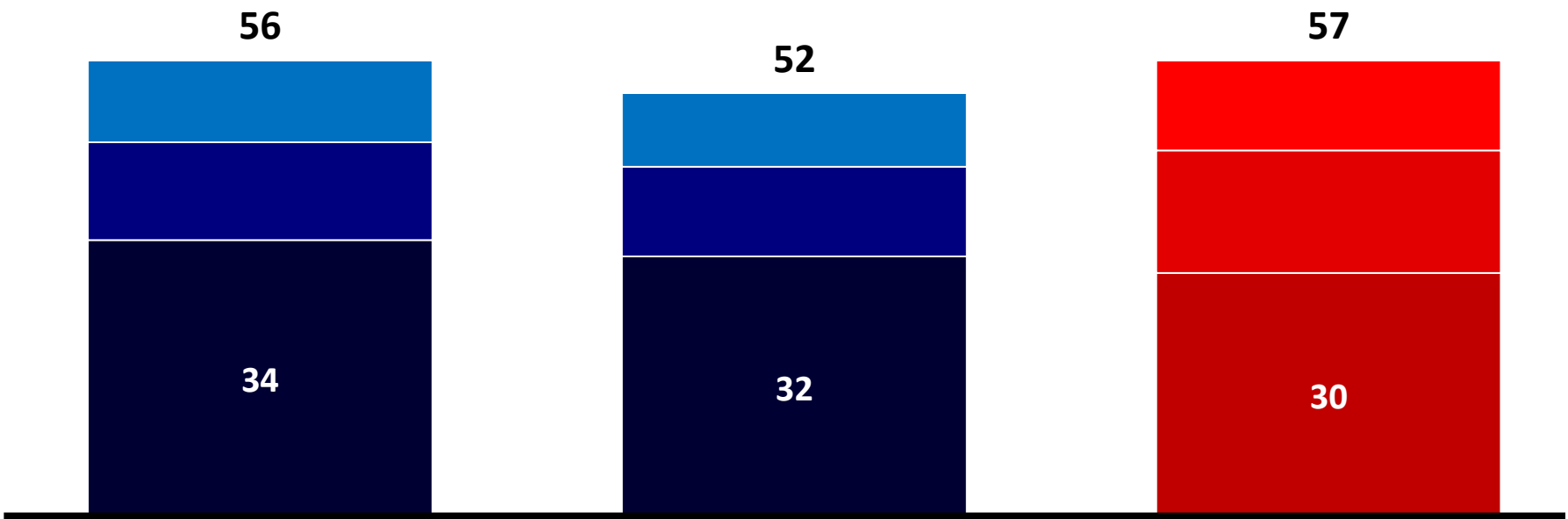
Now I'm going to read you a statement that Barack Obama/Mitt Romney might say about our country. After I read this statement, please tell me whether this statement would make you much more likely to vote for Barack Obama/Mitt Romney, somewhat more likely, a little more likely, no more likely, or less likely to vote for Barack Obama/Mitt Romney.

■ Much more likely   ■ Somewhat more likely   ■ A little more likely

**Obama Future Plans**

**Obama Progress**

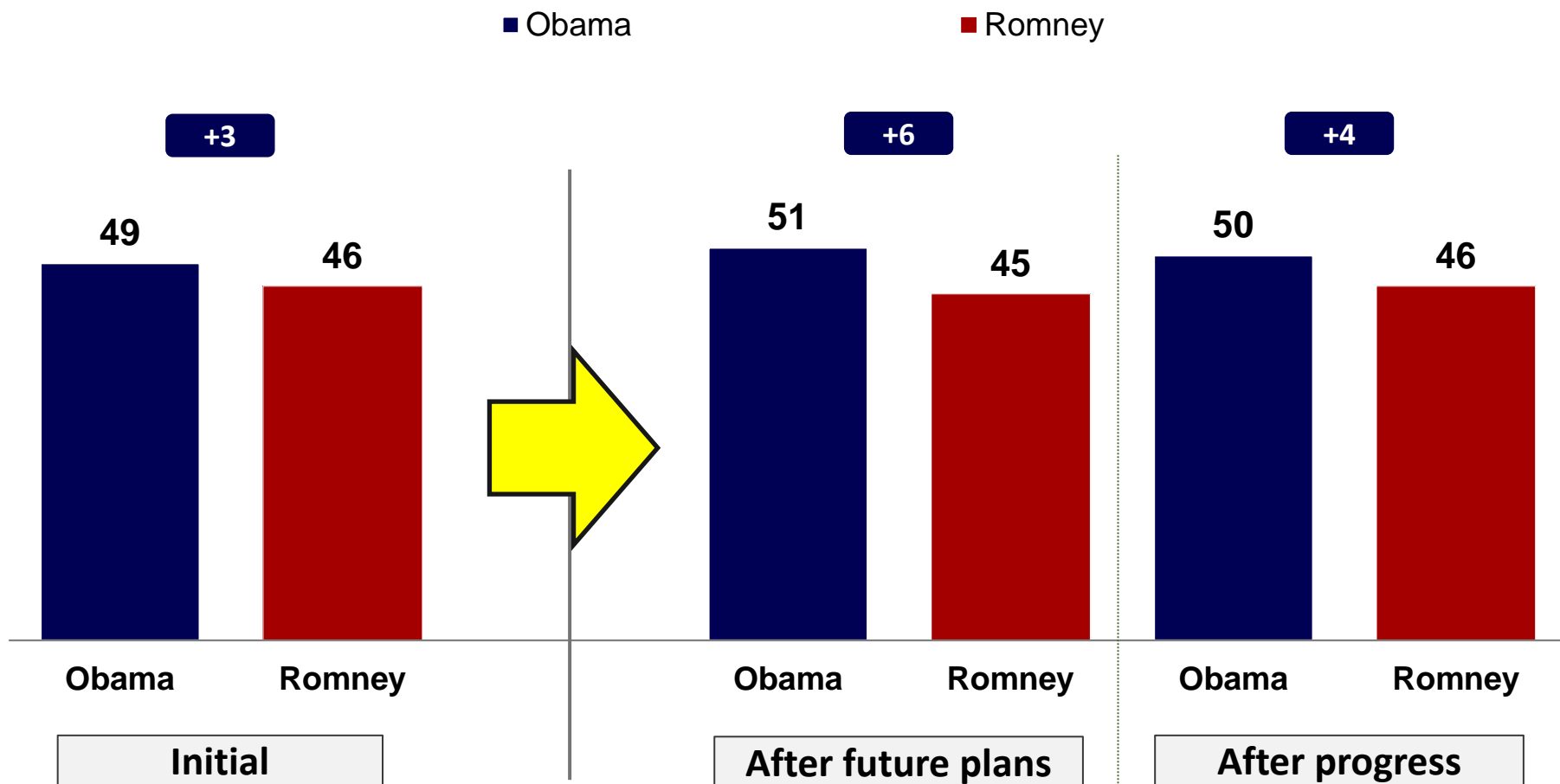
**Romney Plan**



**All voters**

# Focusing on a plan for the future doubles Obama's margin in the vote

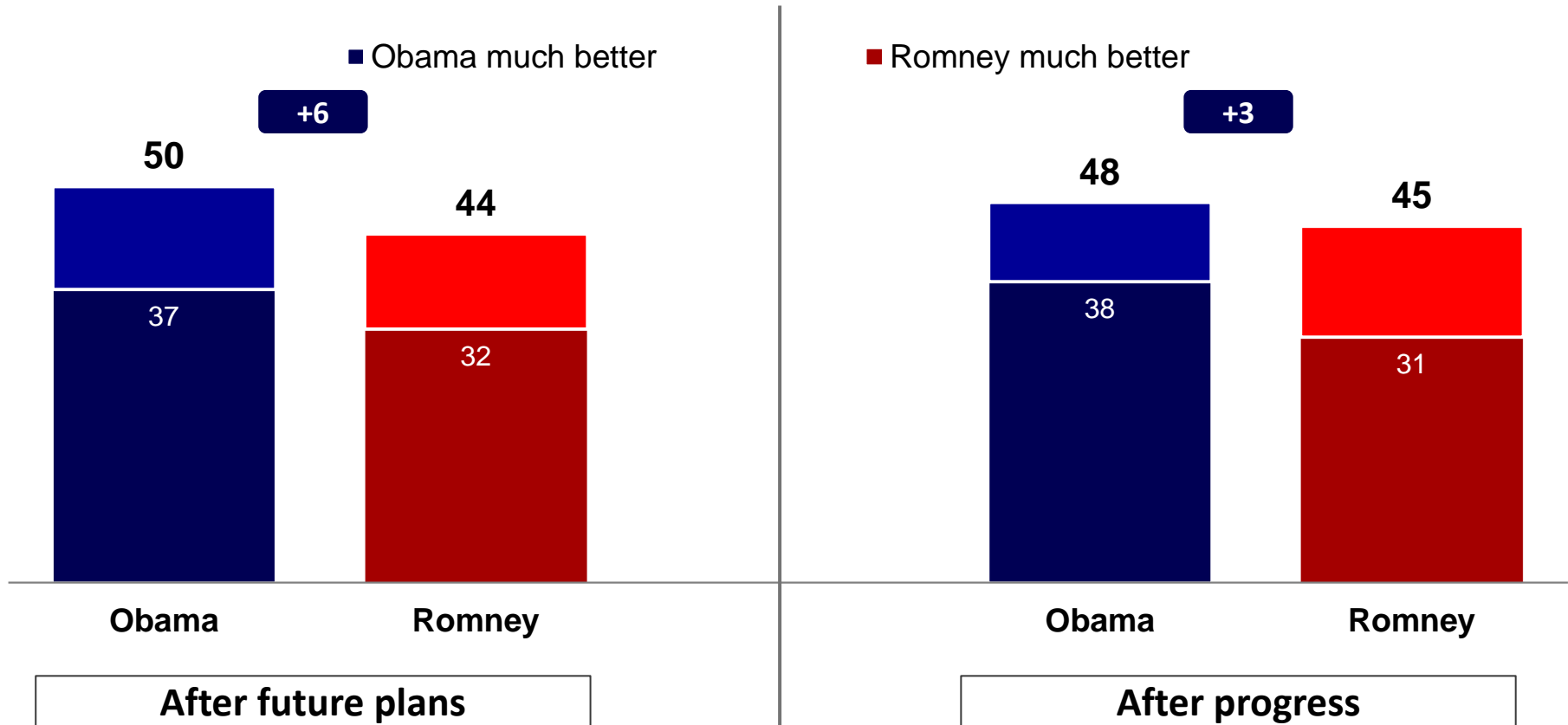
*Thinking about the presidential election, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*



# And focusing on the future doubles Obama's margin on restoring the middle class

Now, I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or Mitt Romney would do a better job with this issue.

## Restoring the middle class



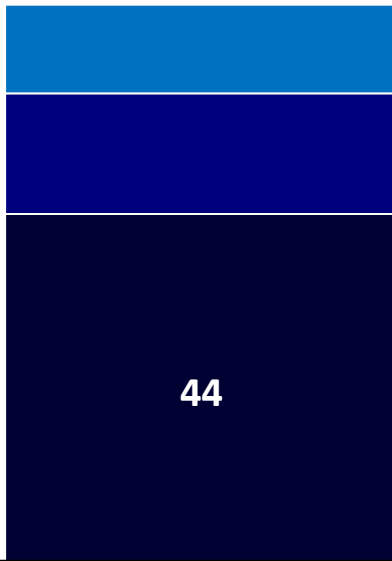
# A future-oriented narrative pushes Obama's base voters past 2008 margin

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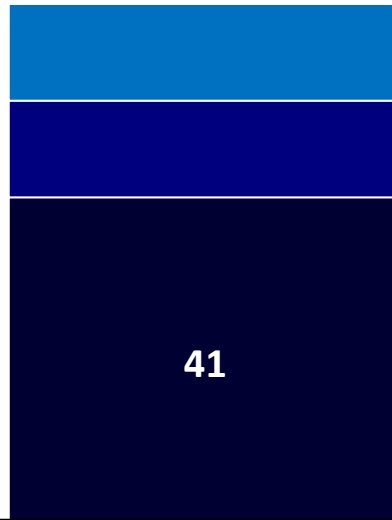
## Obama Future Plans

70



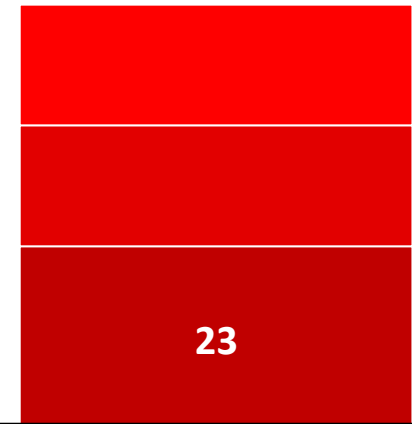
## Obama Progress

65



## Romney Plan

53



**Rising American Electorate**

# Driven by unmarried women

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**Obama Future Plans**

**Obama Progress**

**Romney Plan**

75

67

51

42

47

23

**Unmarried women**

# And youth

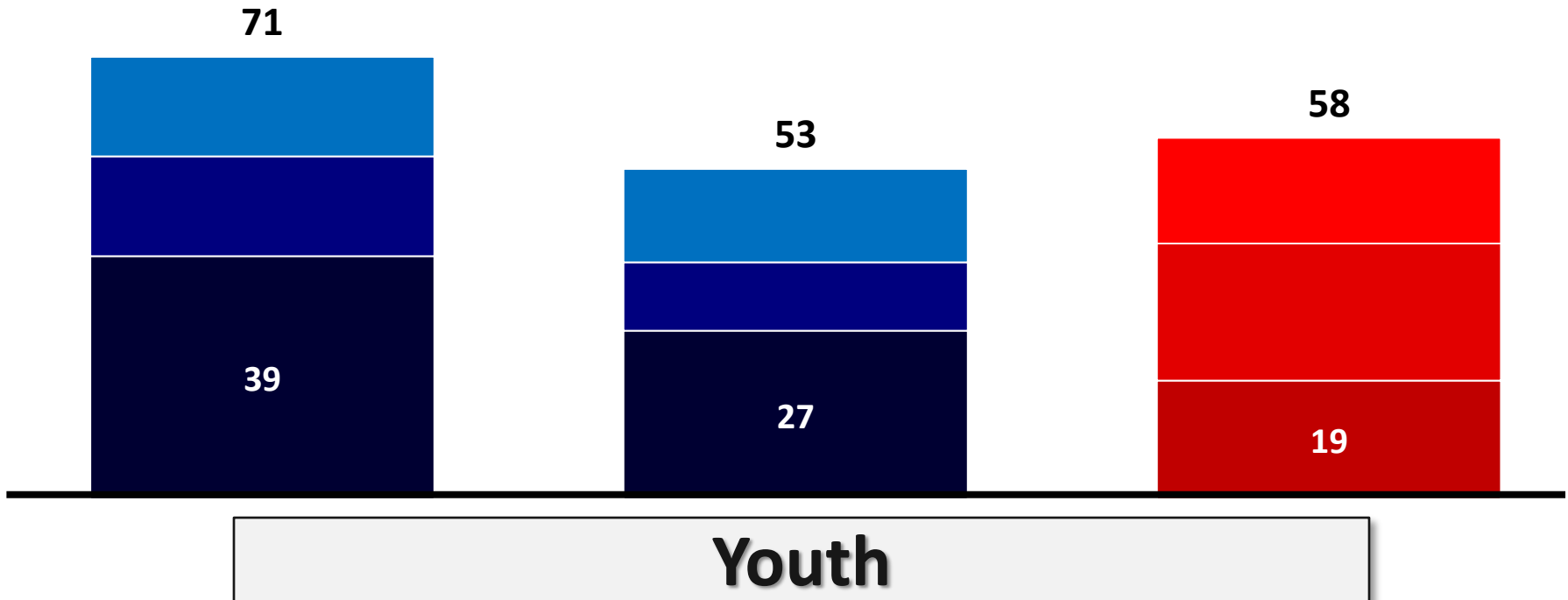
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**Obama Future Plans**

**Obama Progress**

**Romney Plan**





# Minority voters split, but minority intensity driven by future plans

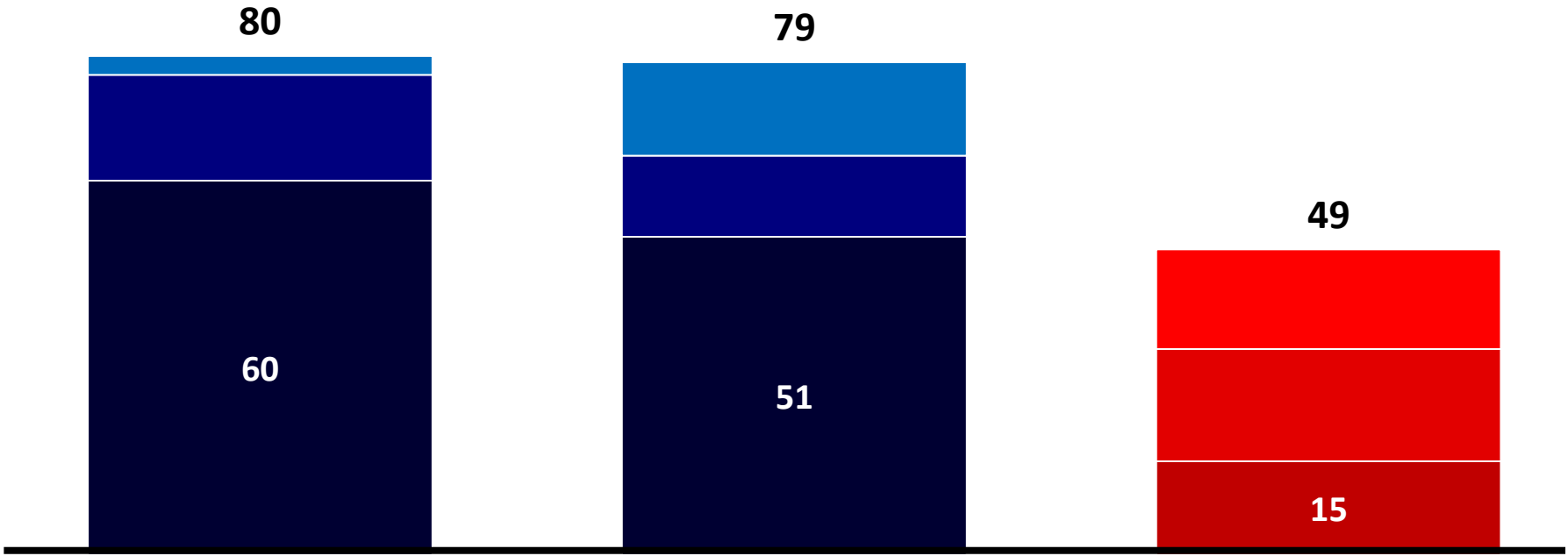
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**Obama Future Plans**

**Obama Progress**

**Romney Plan**



**Minority**

# White non-college voters – intensity gains on progress

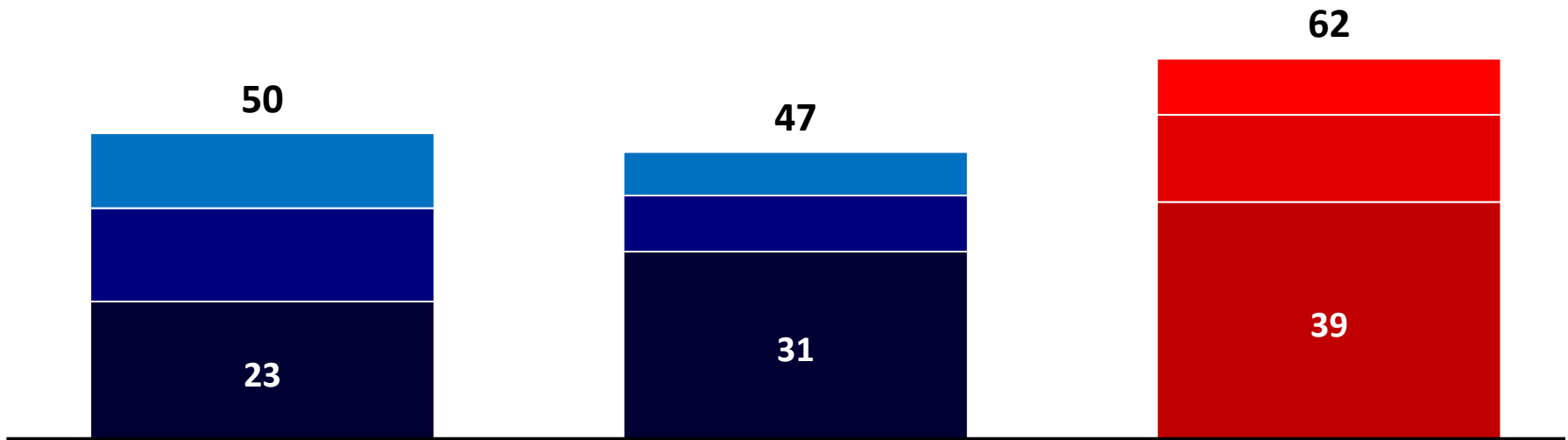
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**Obama Future Plans**

**Obama Progress**

**Romney Plan**



**White non-college**

# Seniors prefer progress argument

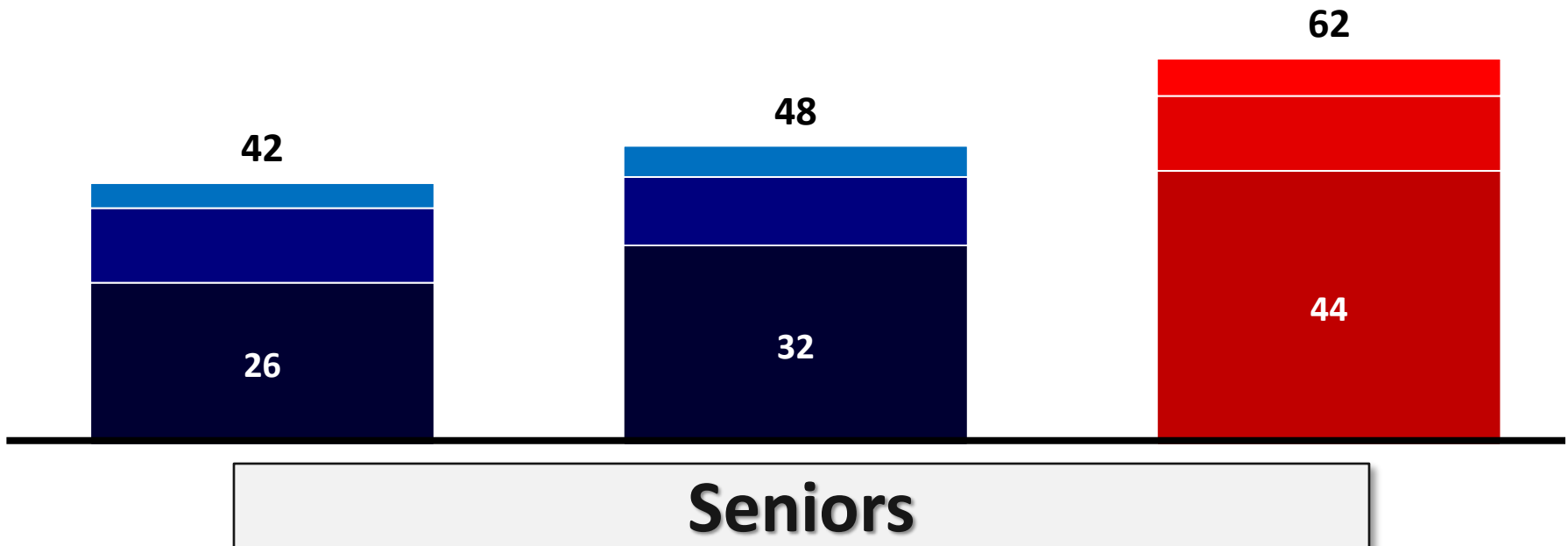
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**Obama Future Plans**

**Obama Progress**

**Romney Plan**



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