

**GREENBERG QUINLAN ROSNER** RESEARCH

## **New Phase and Shifting Balance**

**Democrats consolidate progressive base while Republicans in deepening trouble**

February 16, 2012



**DEMOCRACY CORPS**  
CARVILLE ♦ GREENBERG



# Methodology and Overview

**This presentation is based on a national survey conducted by Greenberg Quinlan Rosner Research for Democracy Corps and Women's Voices. Women Vote Action Fund.**

**1000 likely 2012 voters (1000 weighted) were interviewed from February 11-14, 2012.**

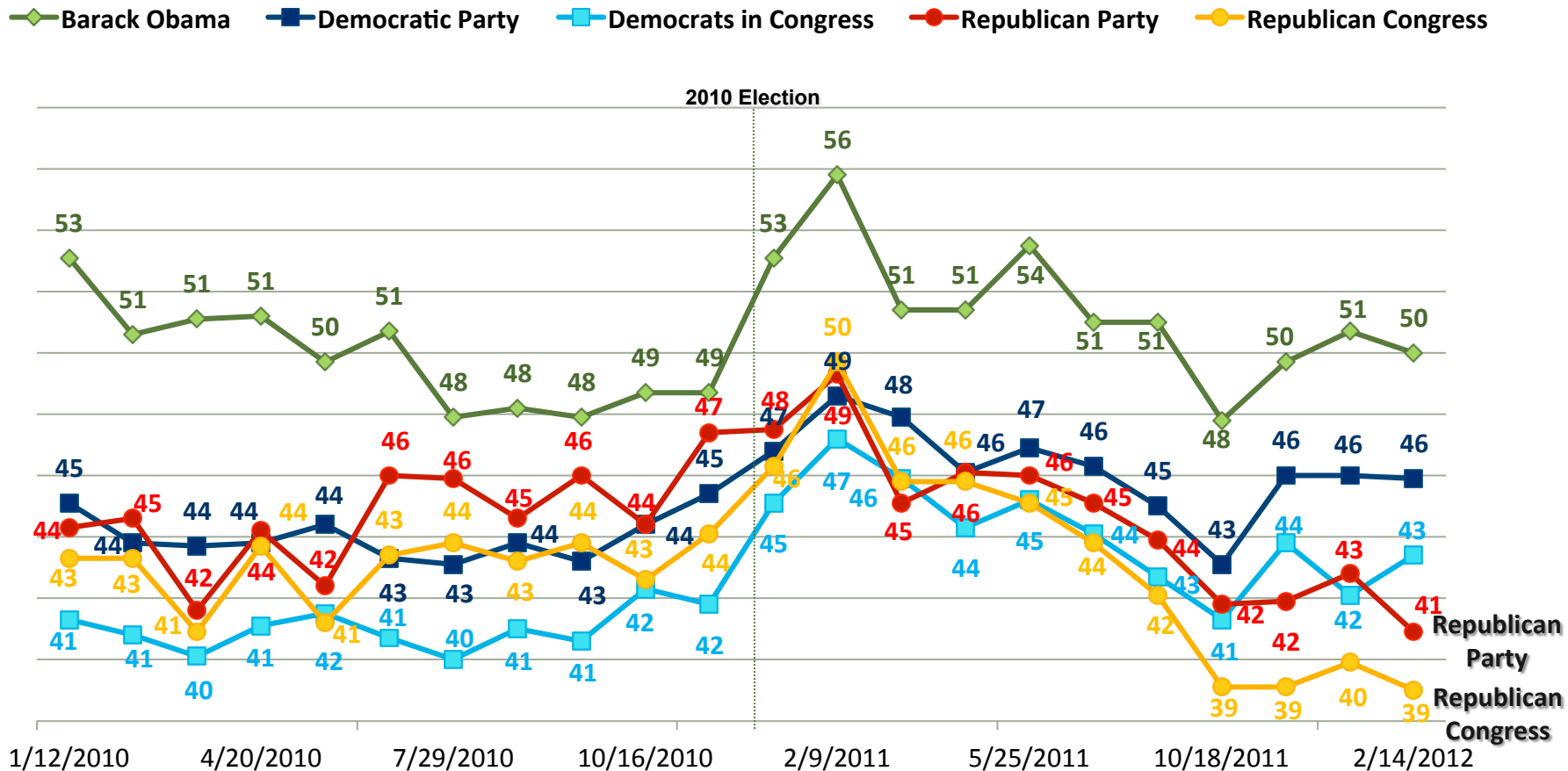
**Unless otherwise noted, margin of error= +/- 3.1 percentage points at 95% confidence.**

# The Collapsing Republican Brand

- **Republican brand is in deep trouble – over half of voters give the Republican Party and Congress cool ratings**
- **Republican primary race and Congressional battles dragging down Romney and the rest of the Republican Party**
- **Romney, the presumed nominee, is tanking and in deep trouble**

# Republican brand in trouble – they continue to fall

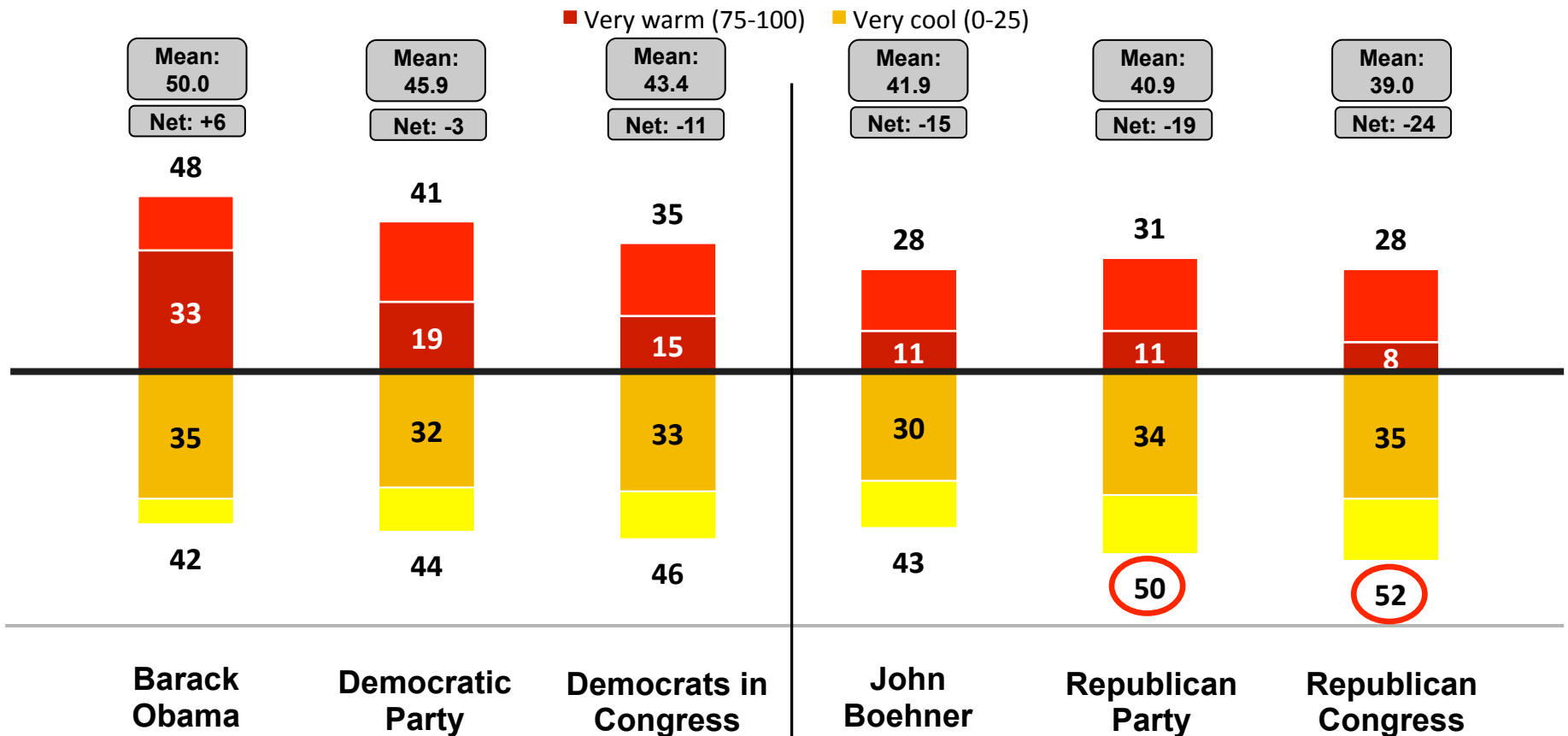
Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.



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

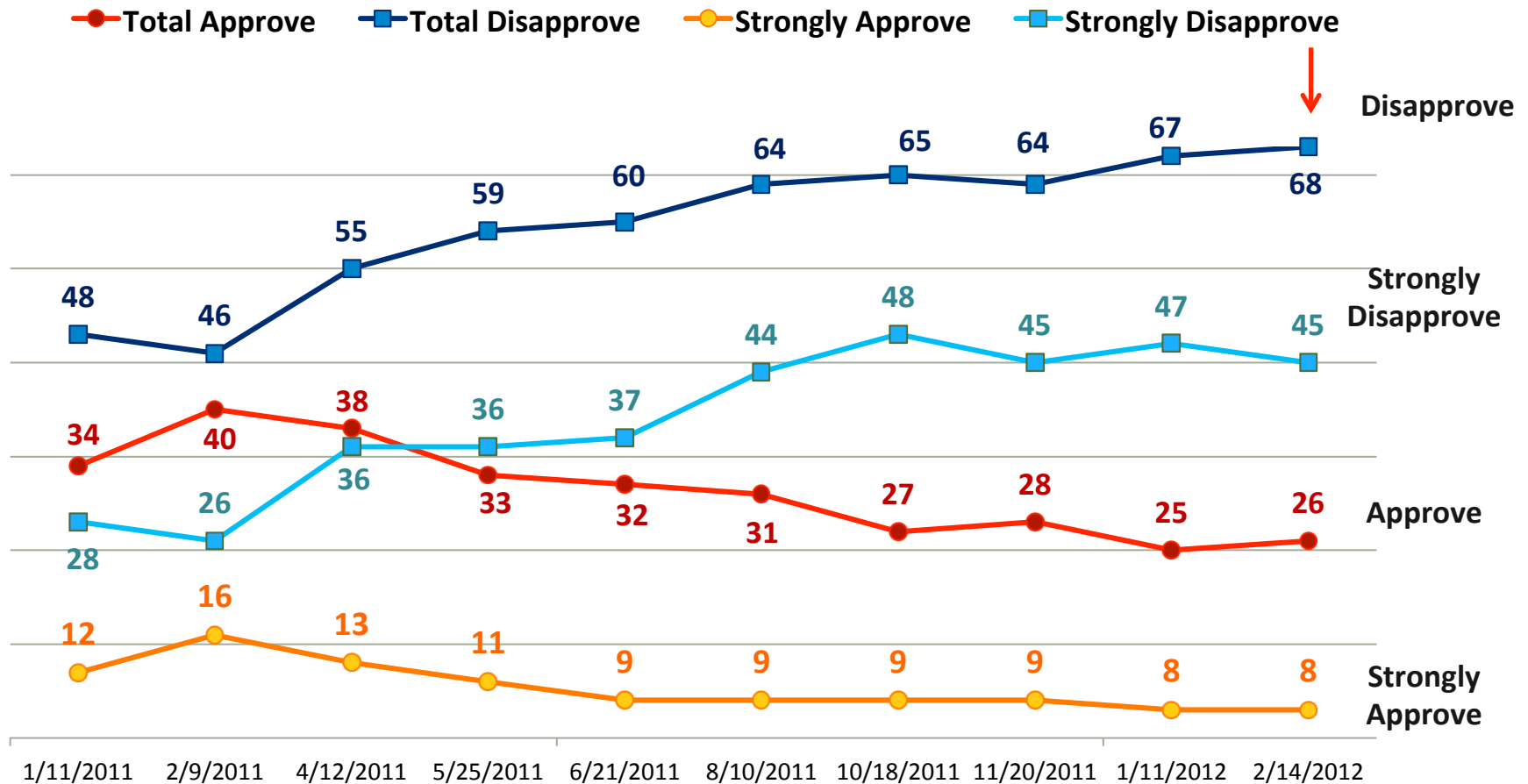
# Over 50 percent give Republicans negative ratings

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# Disapproval of Republicans in Congress up to 68 percent

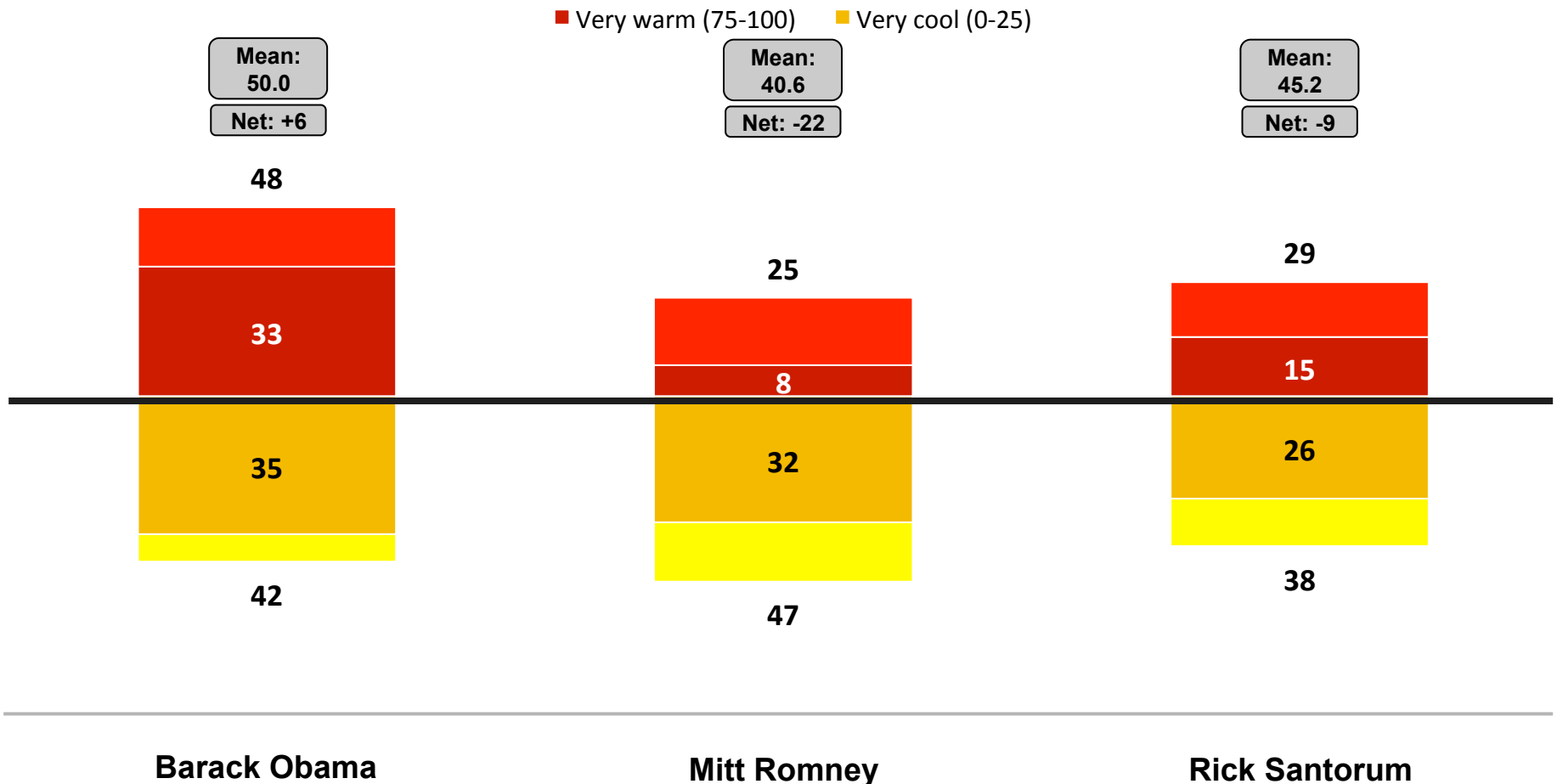
Do you approve or disapprove of the way Republicans in Congress are handling their job in charge of the House of Representatives?



\*Note: Question was not asked in March.

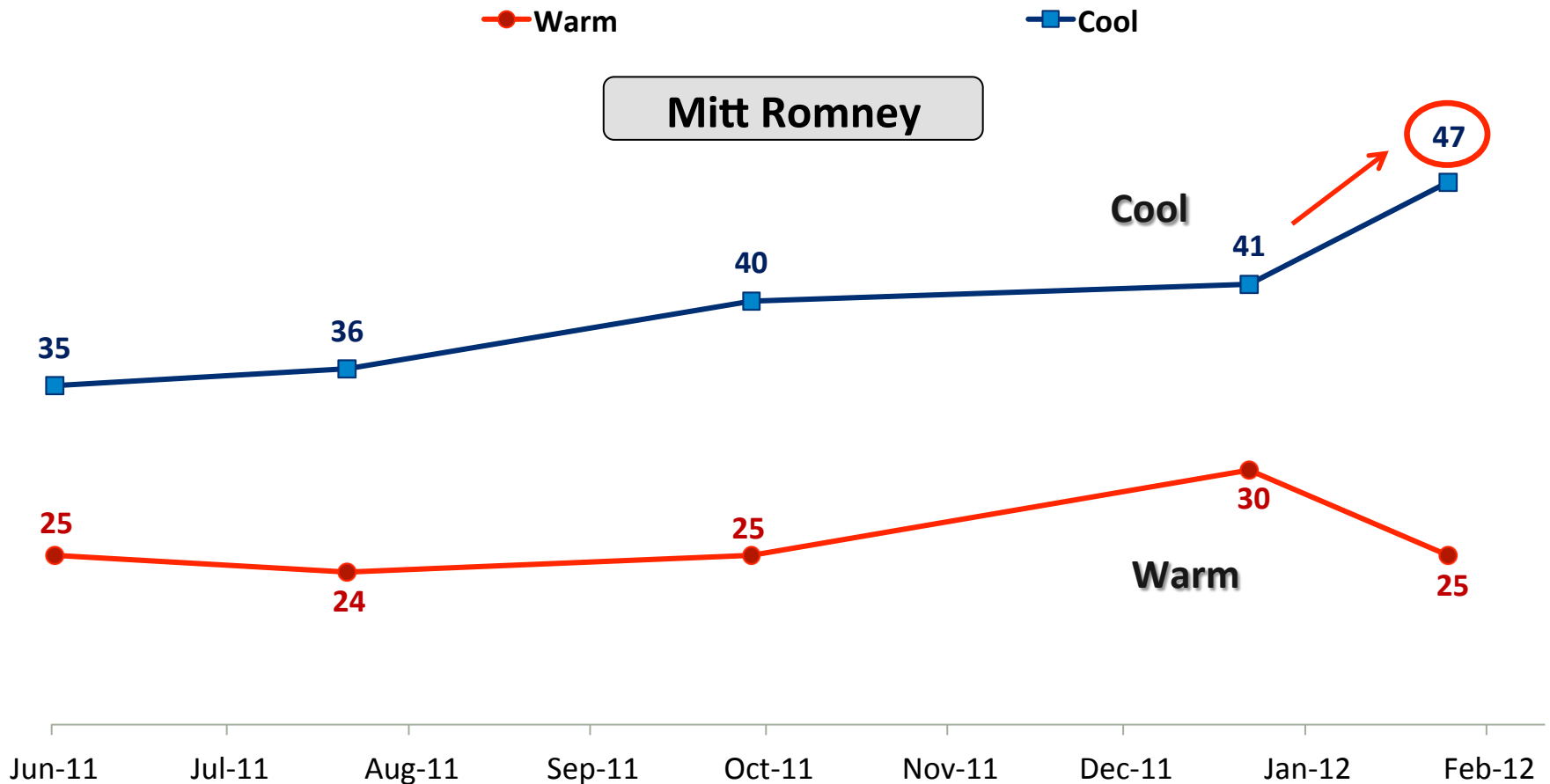
# Romney approaches majority negative; Santorum not much better

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# Sharp rise in negative feelings toward Romney

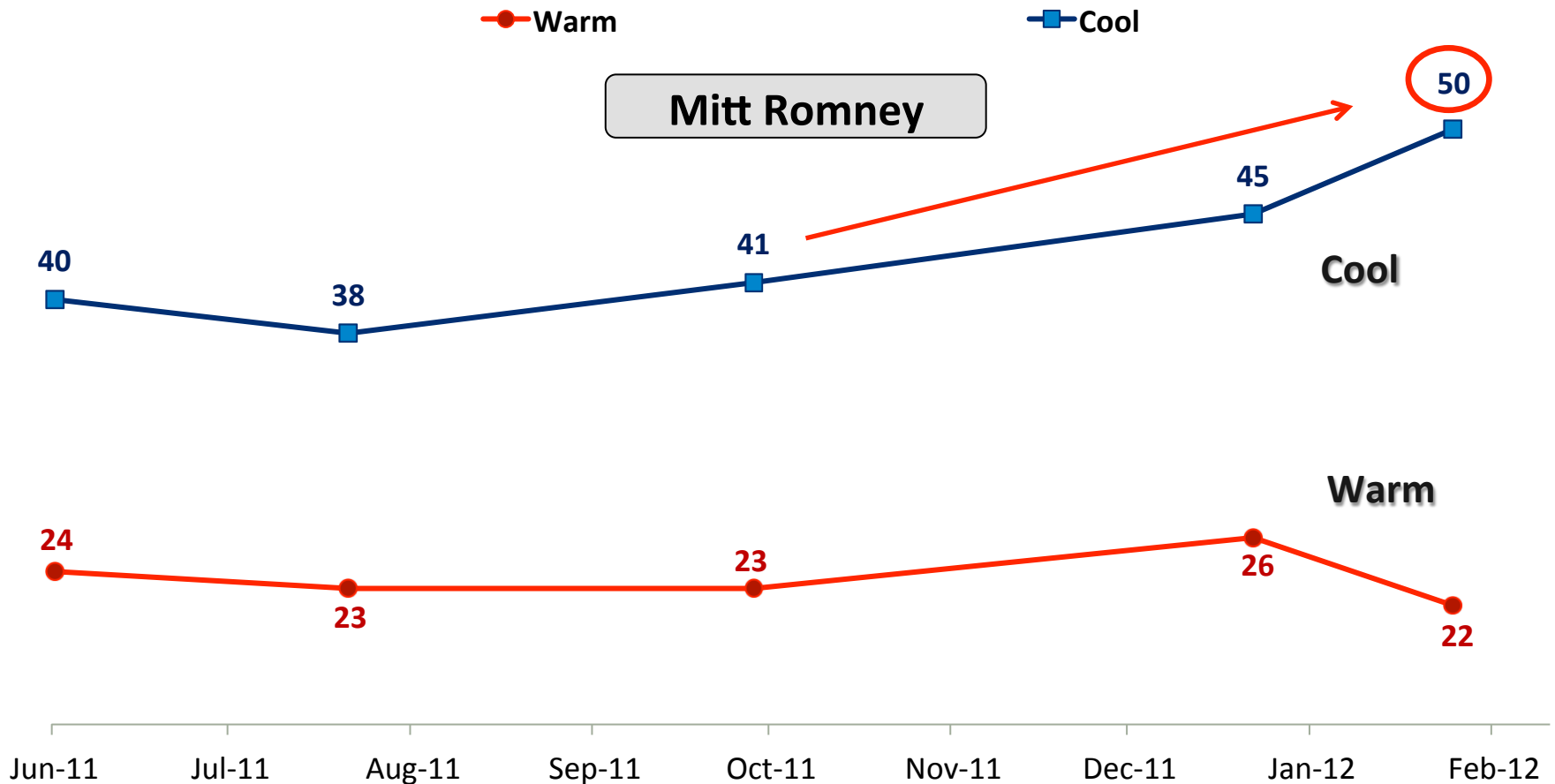
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# And 50 percent of independents now give Romney a negative rating

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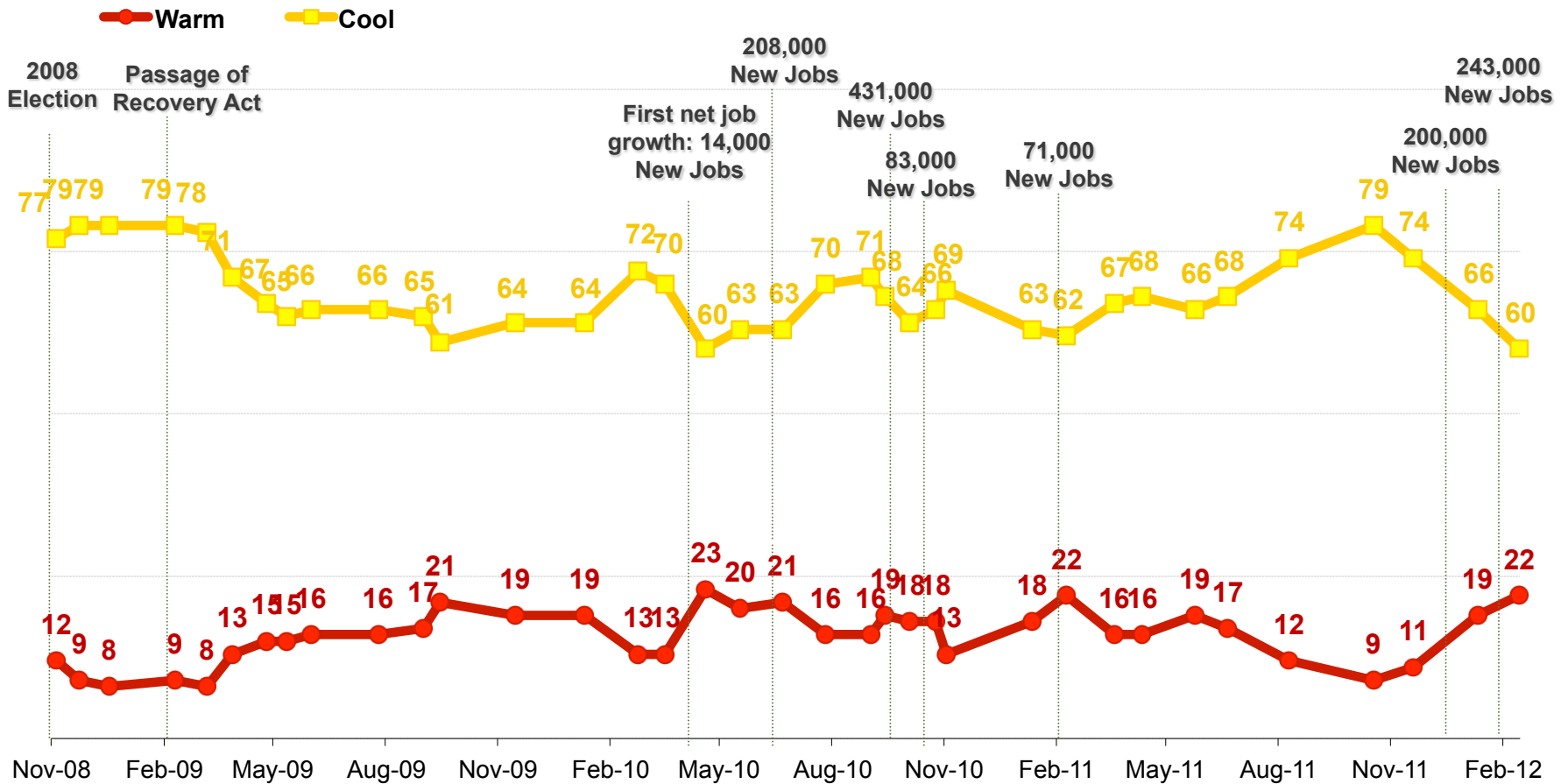


# **Democratic Resurgence – Better Take Notice**

- **Economic climate improving**
- **President Obama heading in the right direction – up to 50 percent on approval and 49 percent on vote**
- **Congressional Democrats, Obama now top of the ticket and winning**
- **Tax debate is shifting heavily against the Republicans and shaping Democrats' new gains**
- **Democrats winning back seniors and consolidating their progressive base – youth, unmarried women and minorities**

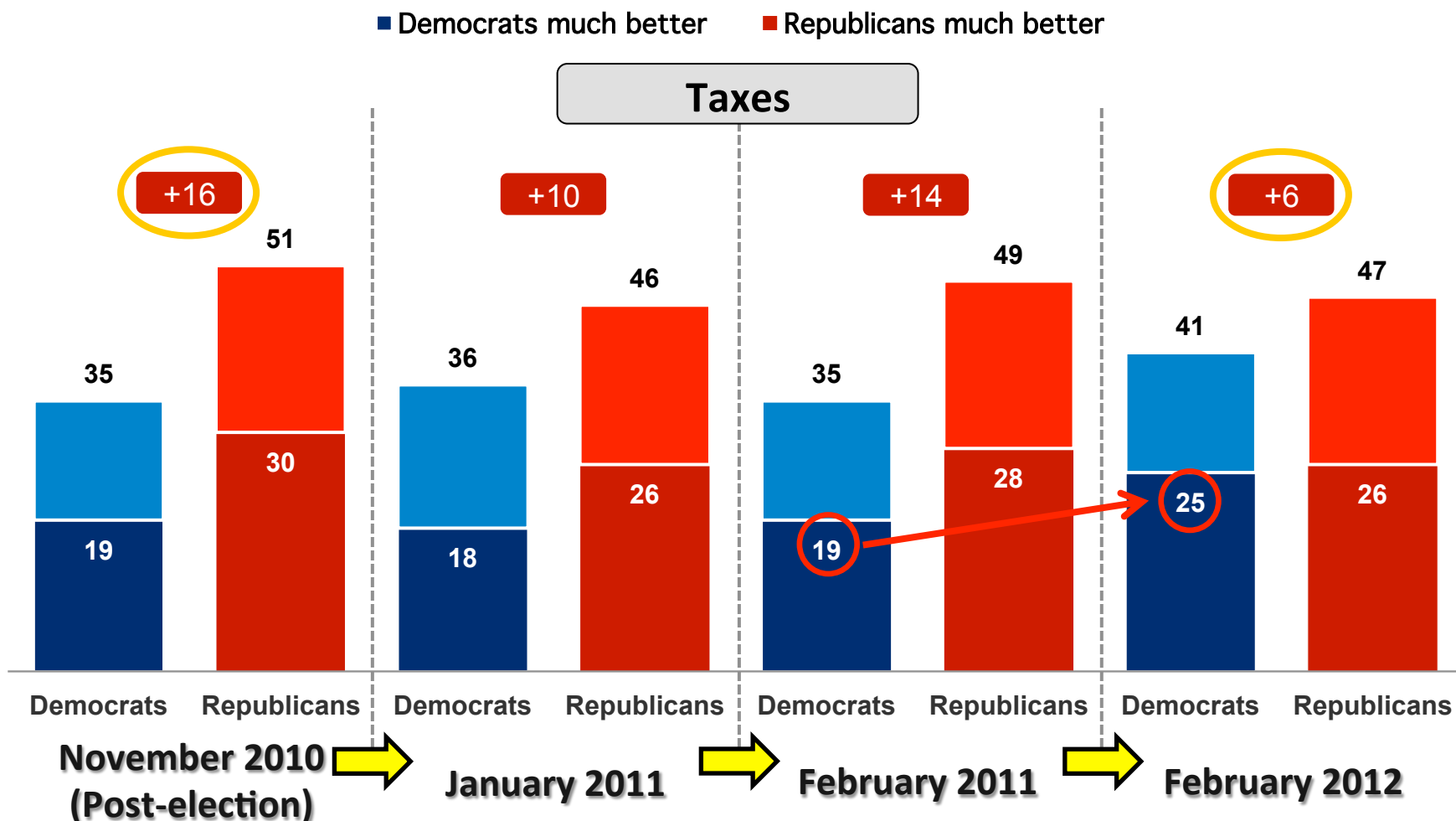
# Economic climate continues to steadily improve

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.**



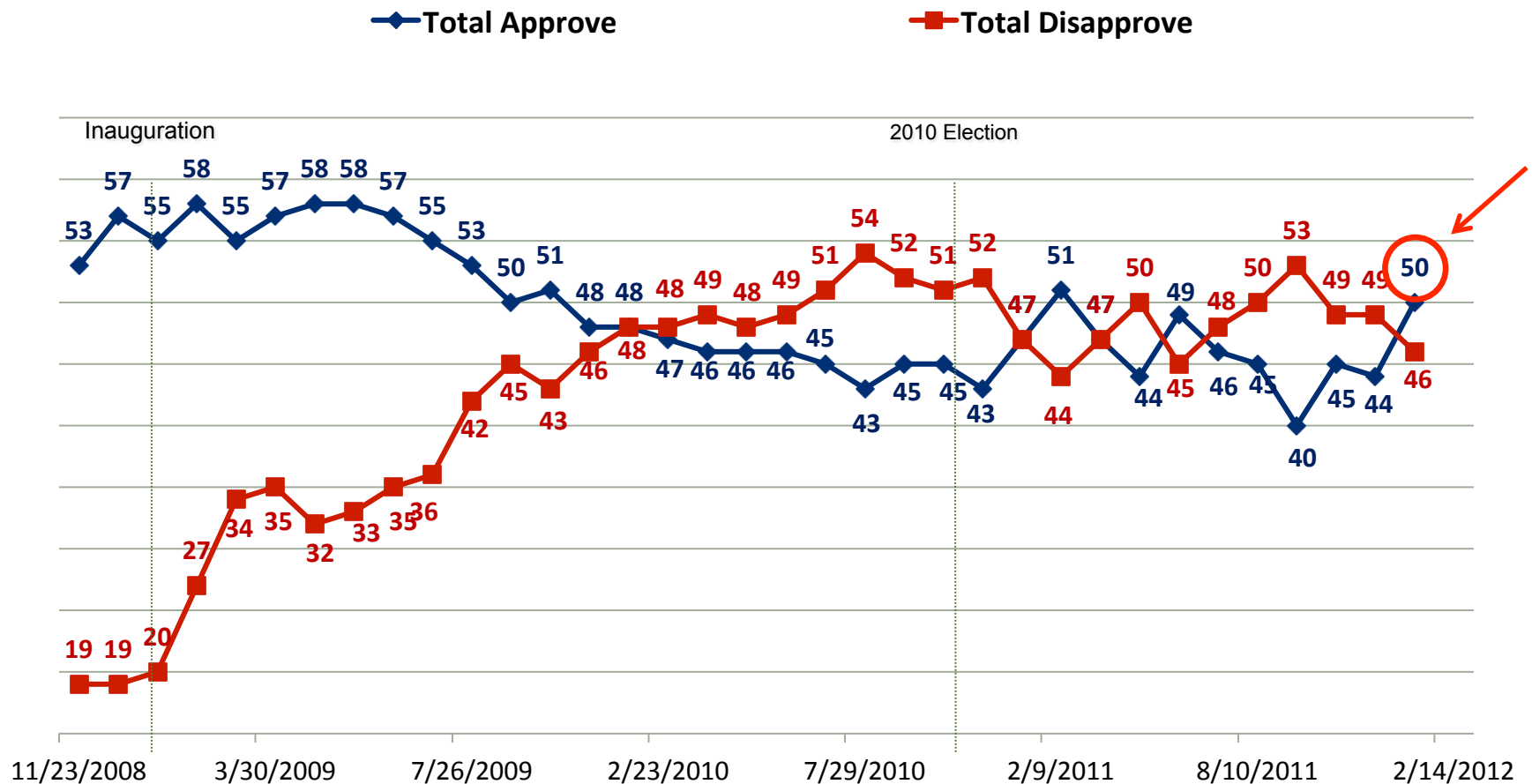
# Democrats gaining major ground in tax debate – 10 points since 2010 election

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 Democrats or the Republicans would do a better job with this issue... **Taxes.**



# The result: Obama approval hits 50 percent— highest in a year

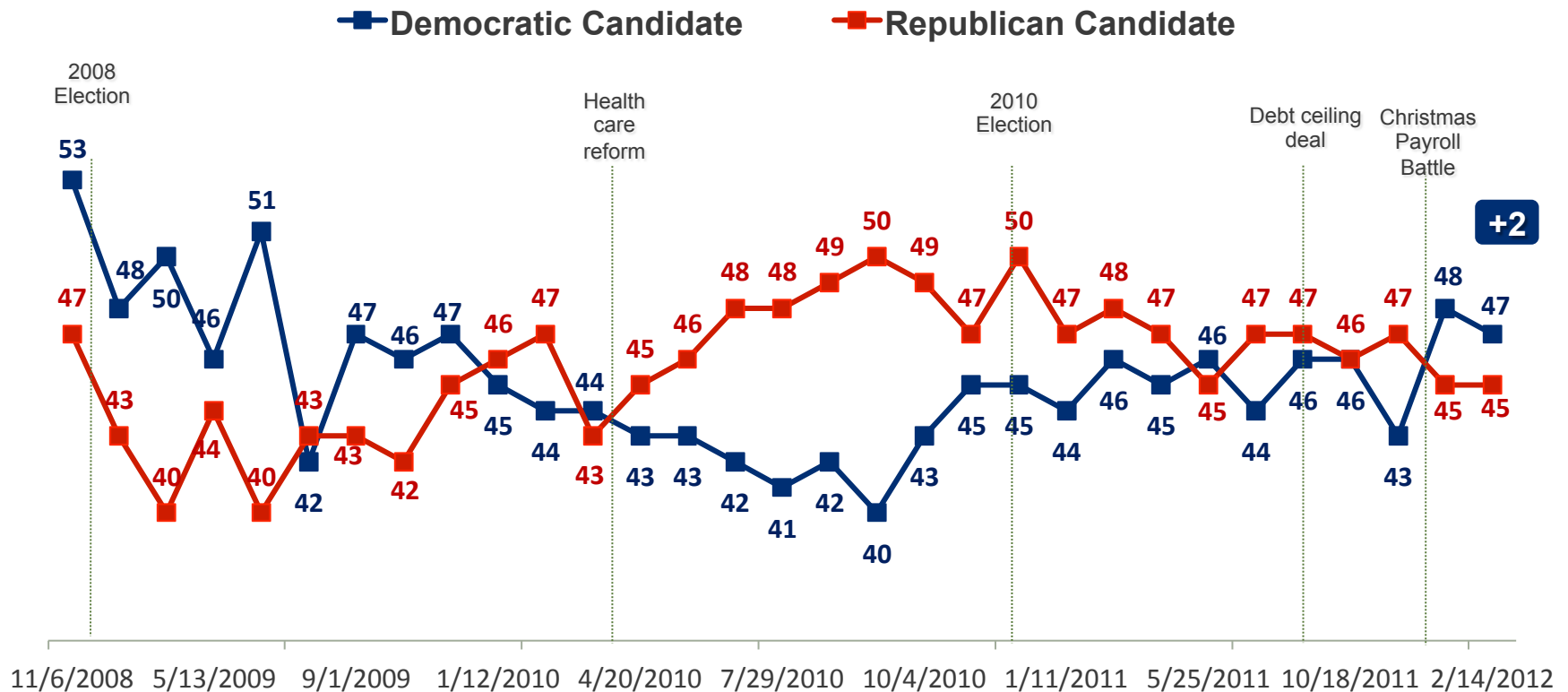
Do you approve or disapprove of the way Barack Obama is handling his job as president?



\*Note: From Democracy Corps surveys since the 2008 election. Before inauguration, question read: "Do you approve or disapprove of the job being done by Barack Obama as president-elect?"

# Democrats remain on top in the Congressional ballot

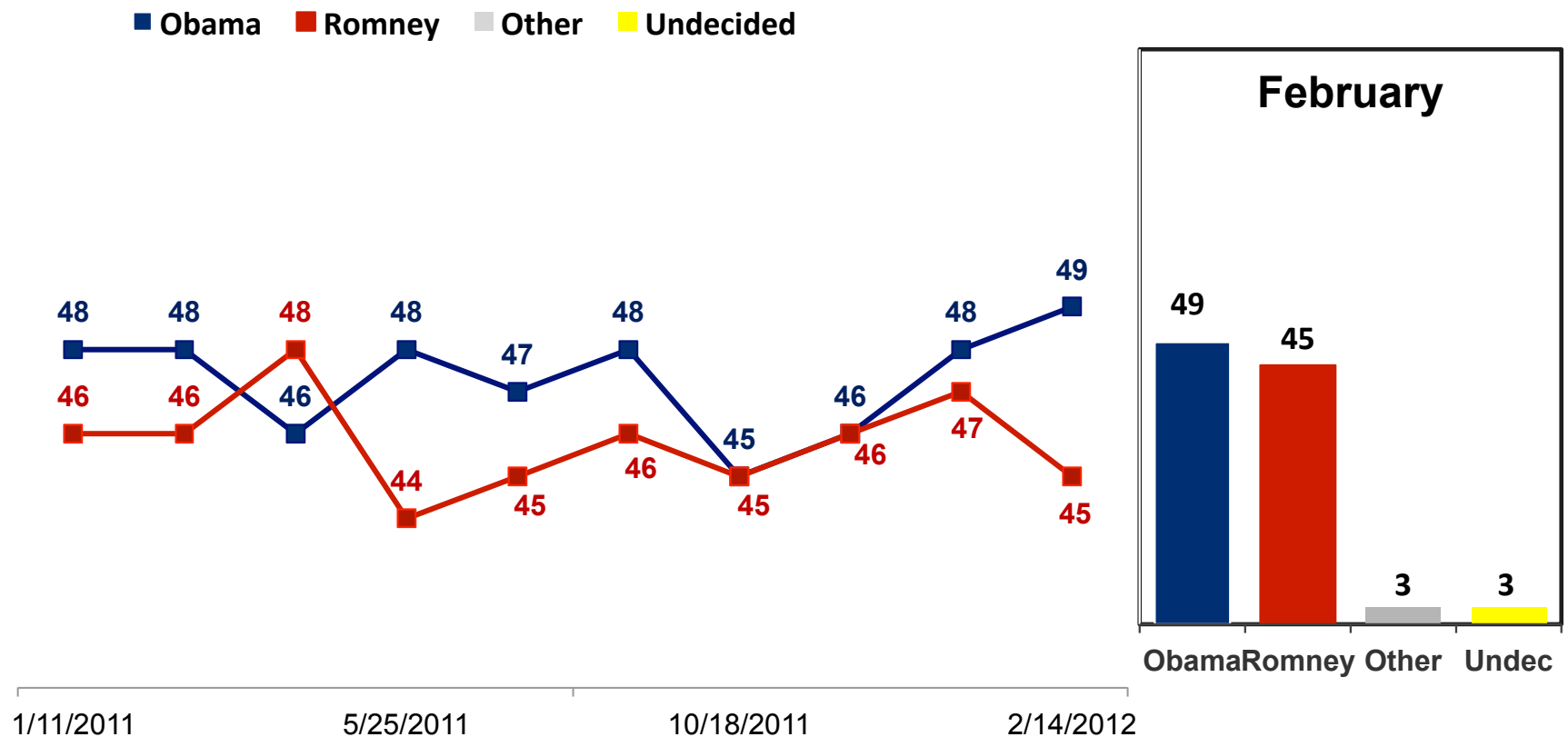
*I know it is a long way off, but thinking about the elections for Congress in 2012, if the election for U.S. Congress were held today, would you be voting for DEMOCRATIC HOUSE CANDIDATE or REPUBLICAN HOUSE CANDIDATE\*?*



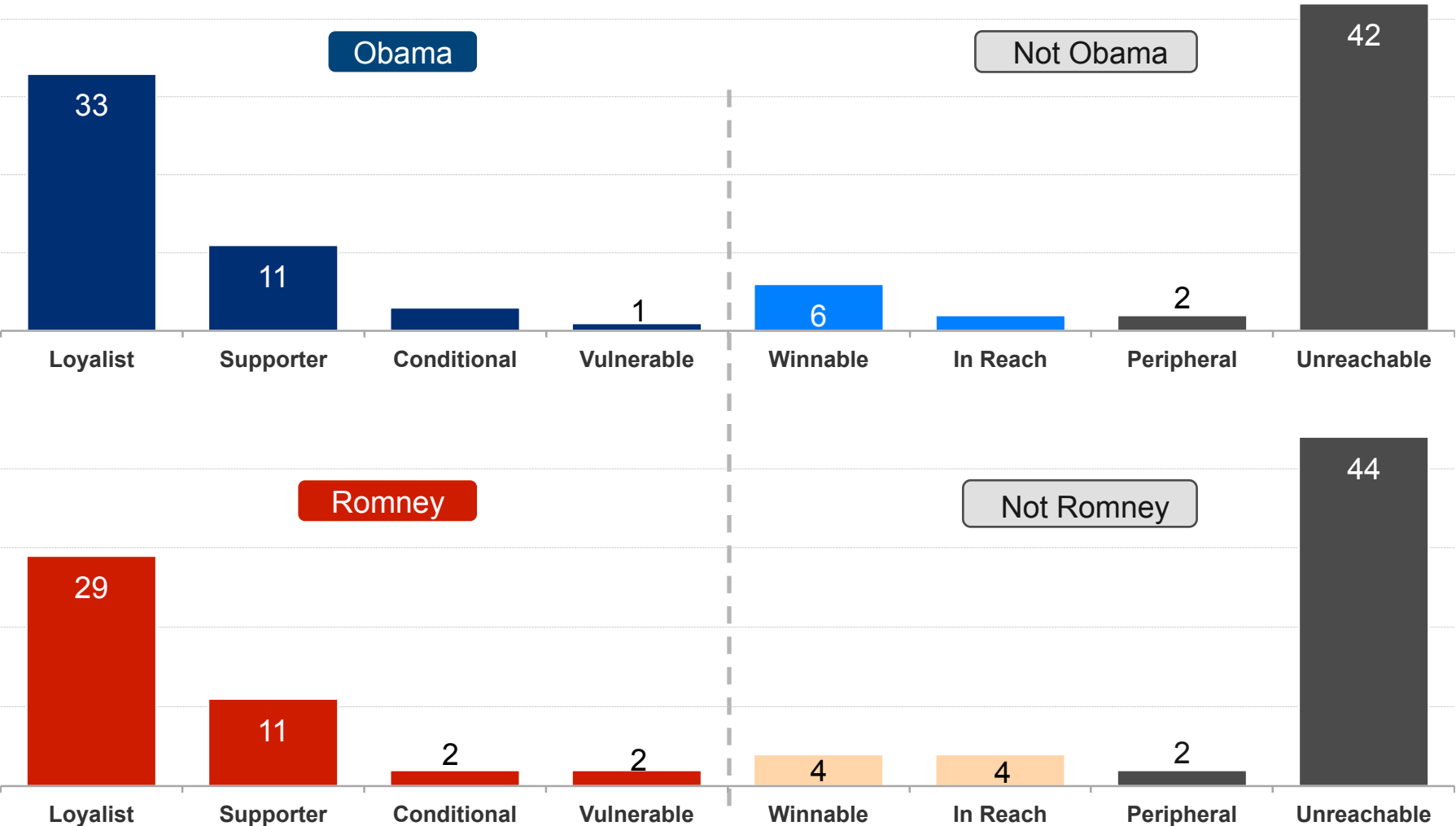
\* In the landline sample, the incumbent names were inserted preceded by party identification. Generic "the Democratic candidate" or "the Republican candidate" were inserted for the opposition. For the cell phone sample and open seat districts, both candidates were given as generic.

# Presidential race: Obama widens lead against Romney – closes in on 50 percent mark

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*



# Obama has stronger support than Romney and more winnable voters

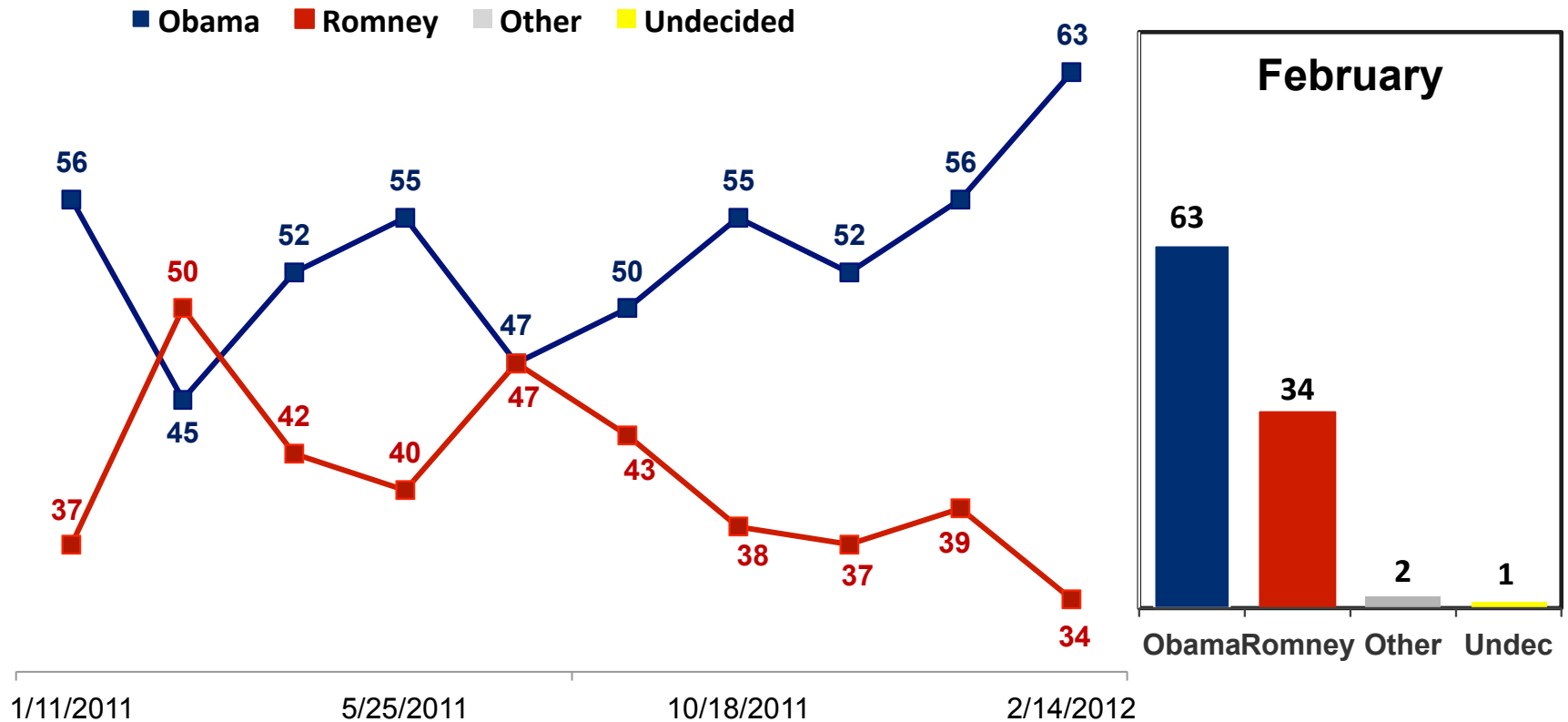




# Romney tanking with suburban voters

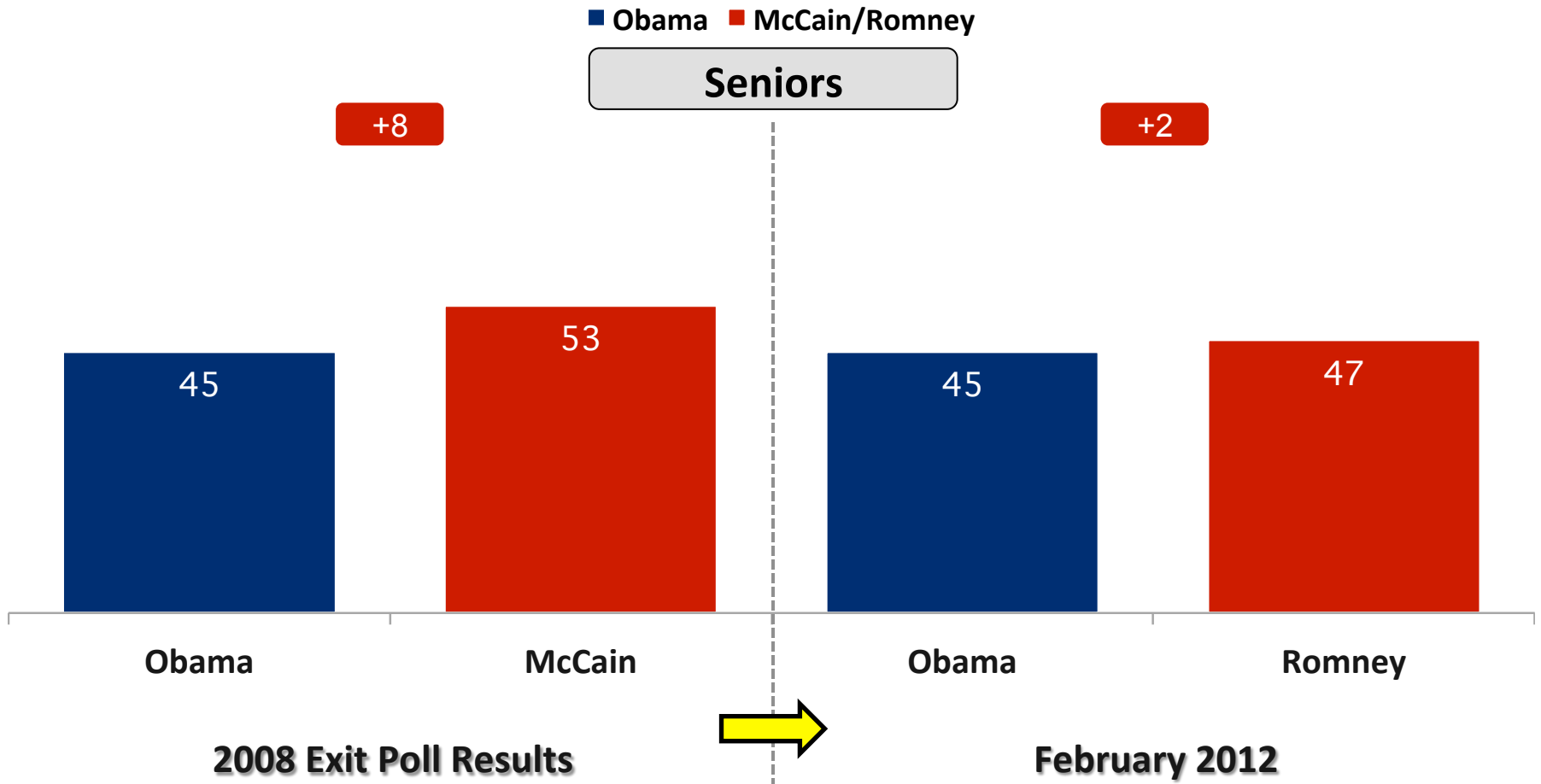
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## Suburban voters



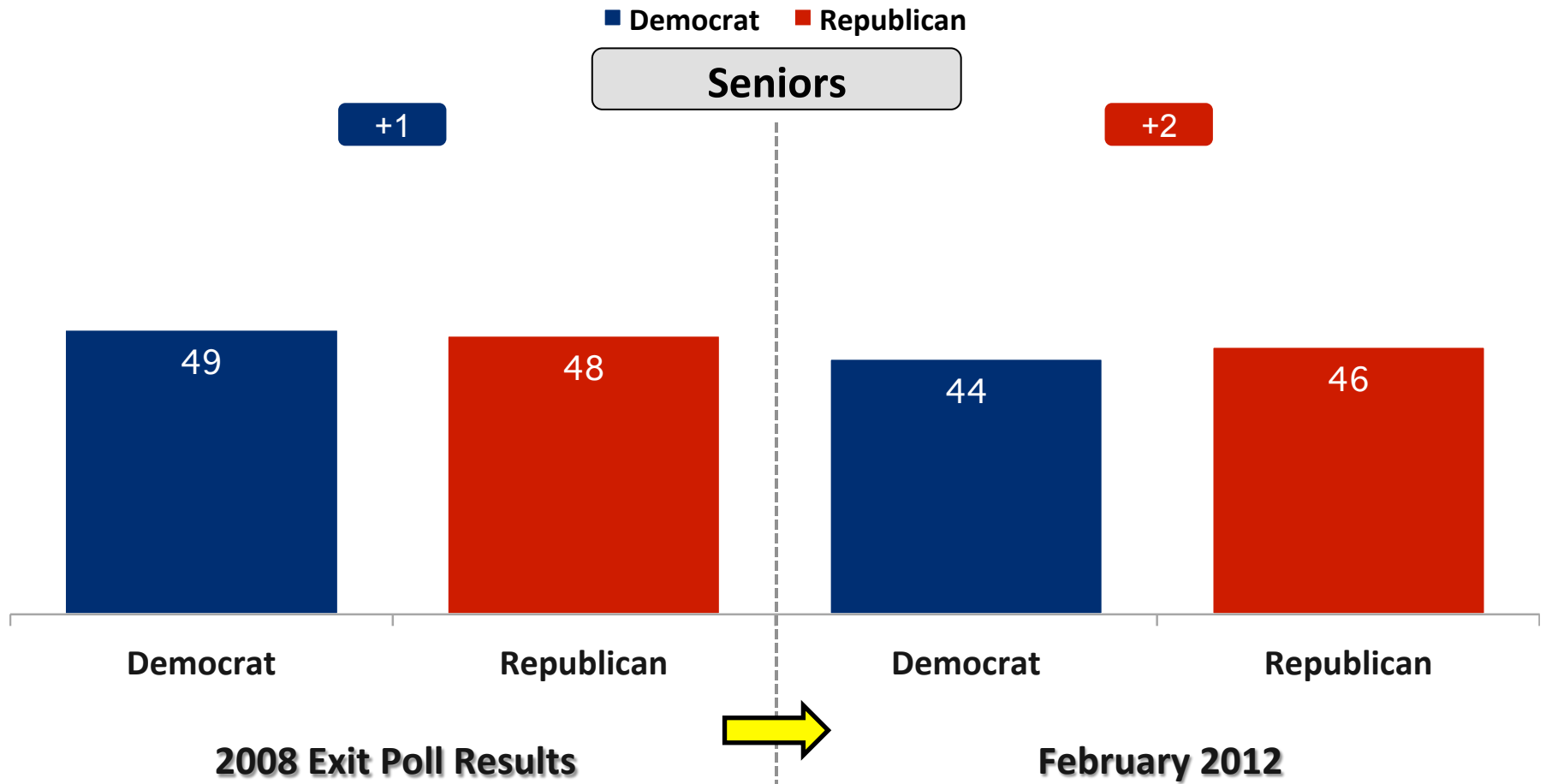
# Romney underperforms McCain among seniors

*I know it's a long way off, but thinking about the presidential election in 2012, 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 Democrats near 2008 levels in Congressional vote

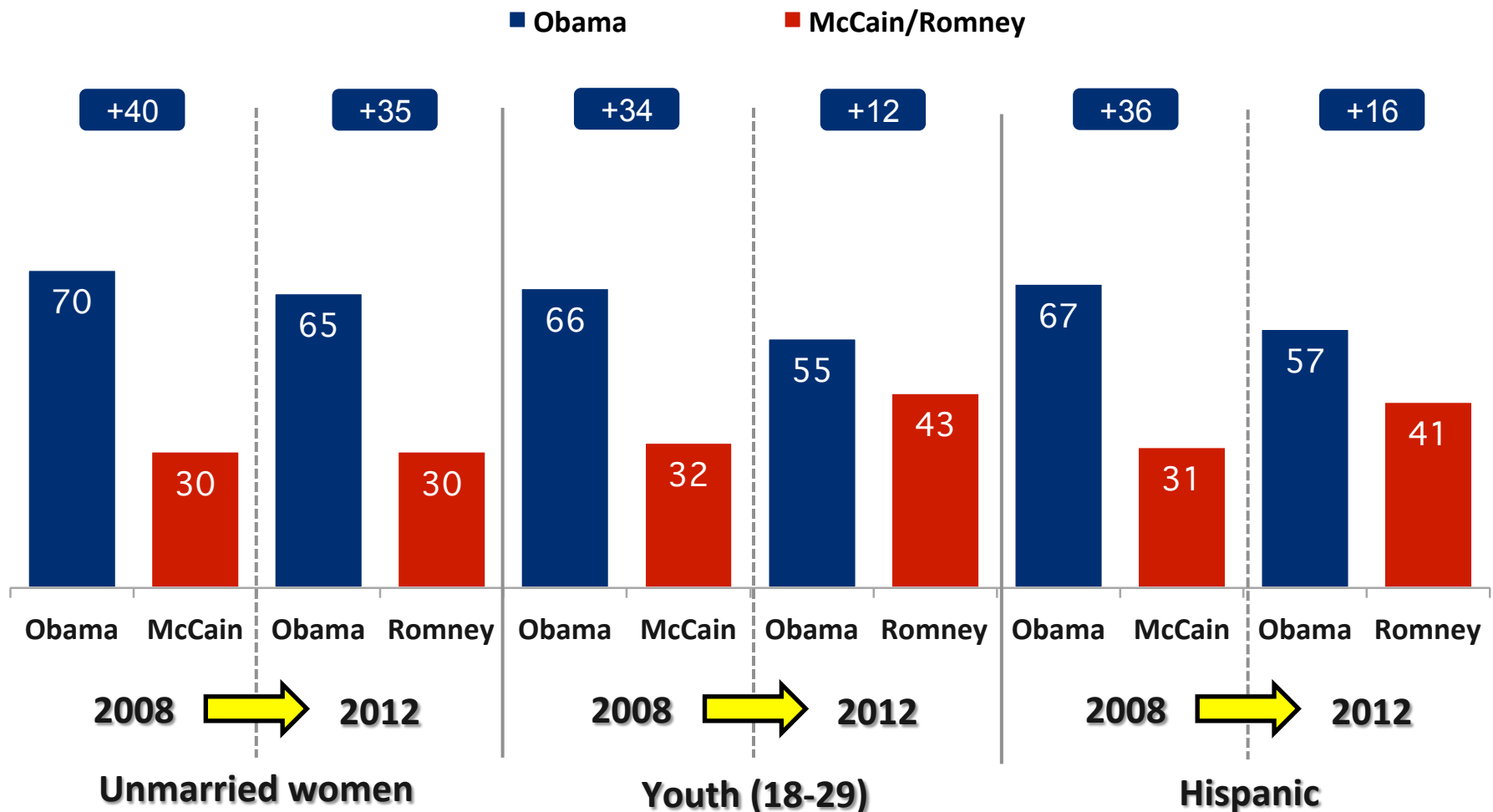
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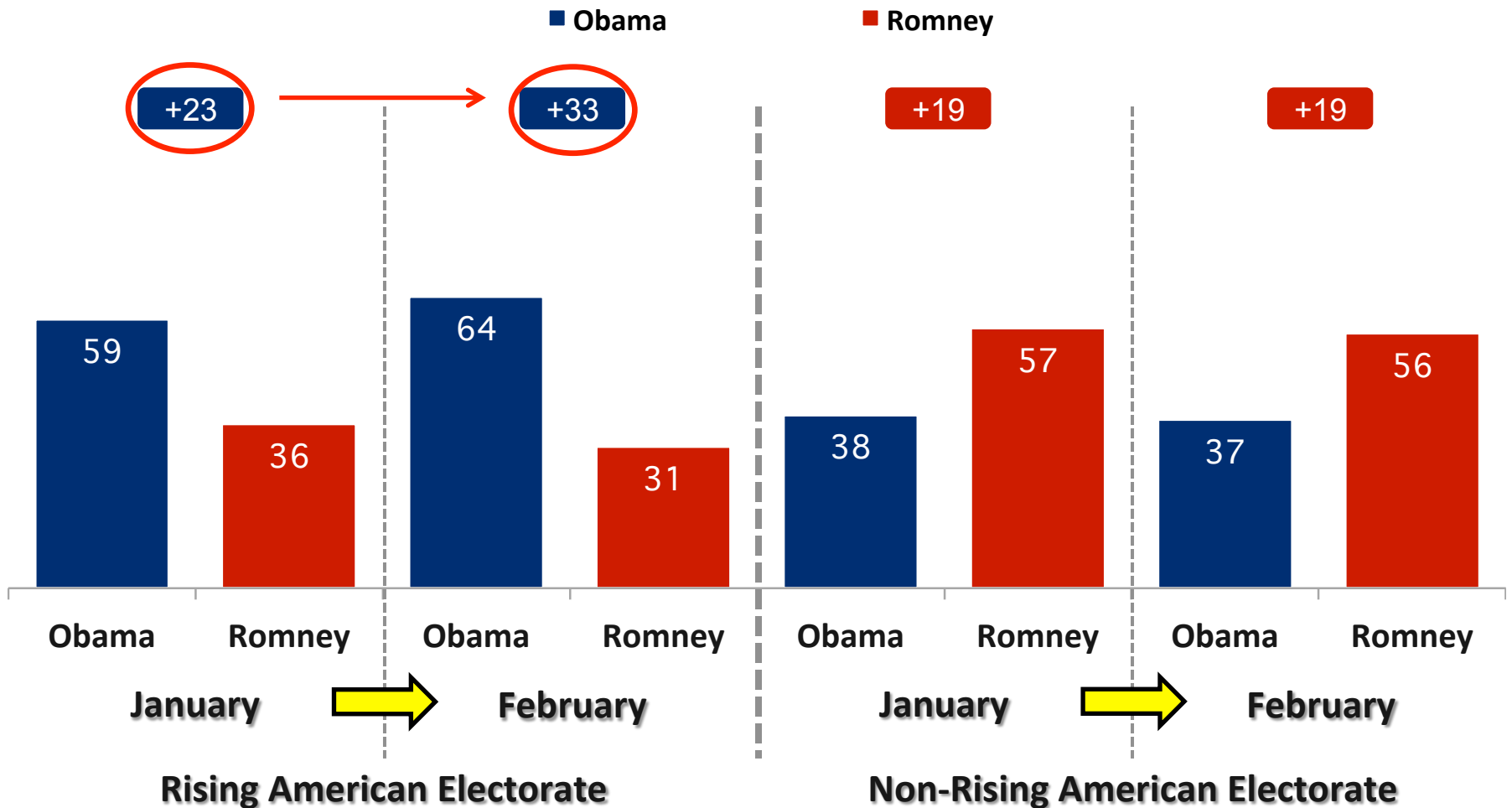
# Still room for growth among youth, Hispanics

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*



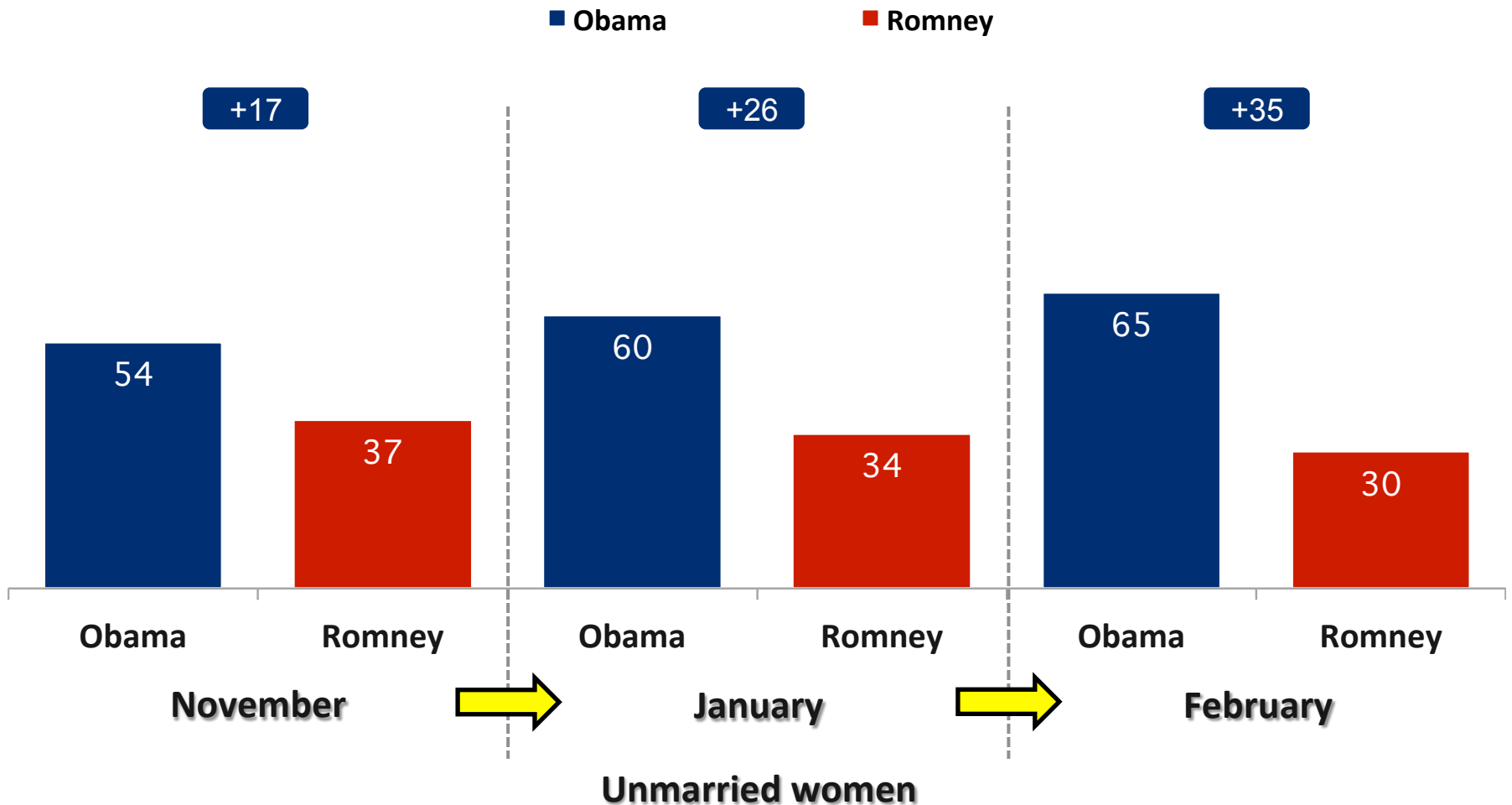
# Obama has consolidated Rising American Electorate since January

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*



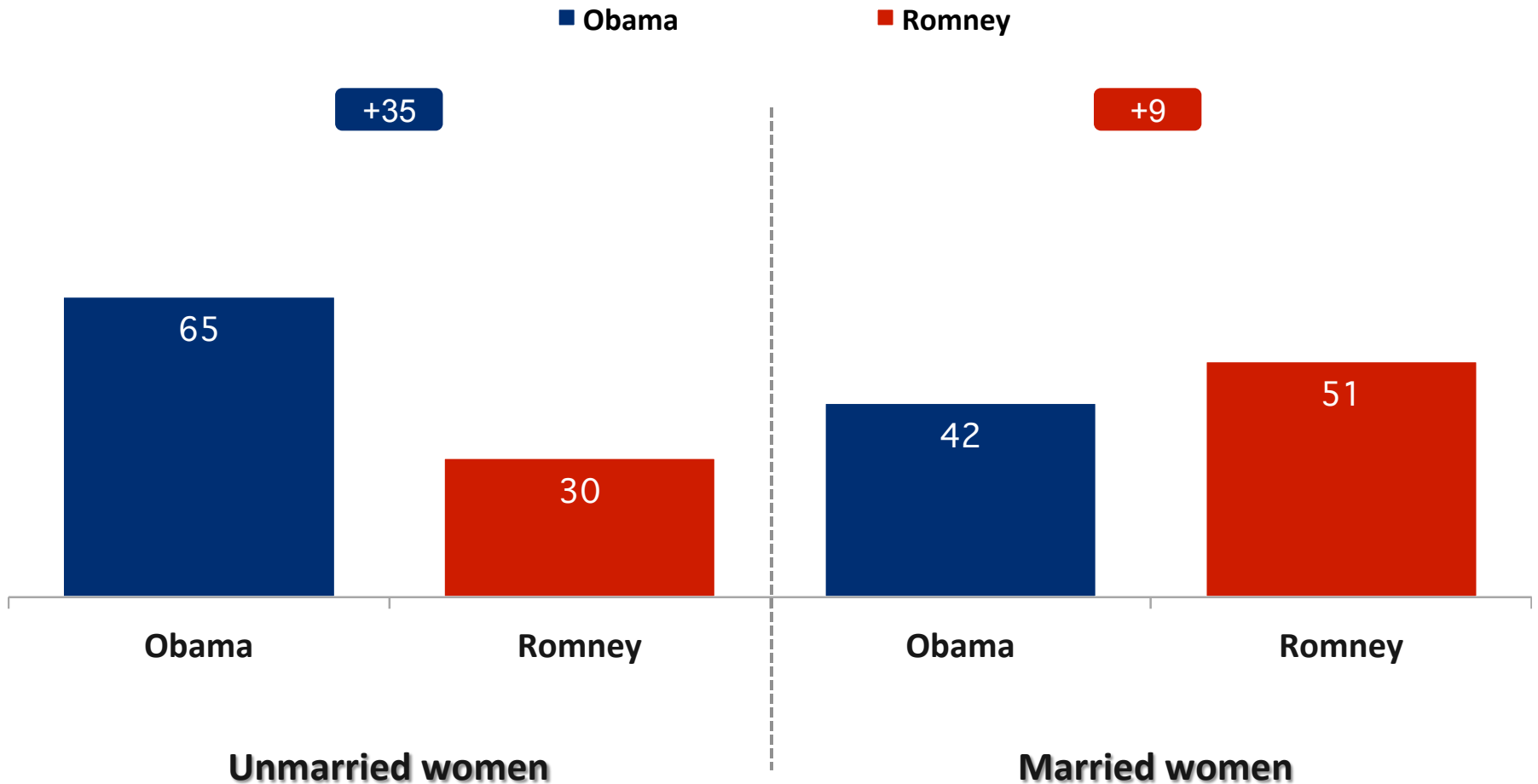
# Especially among unmarried women

*I know it's a long way off, but thinking about the presidential election in 2012, 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 there's a considerable gap between unmarried and married women

*I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?*



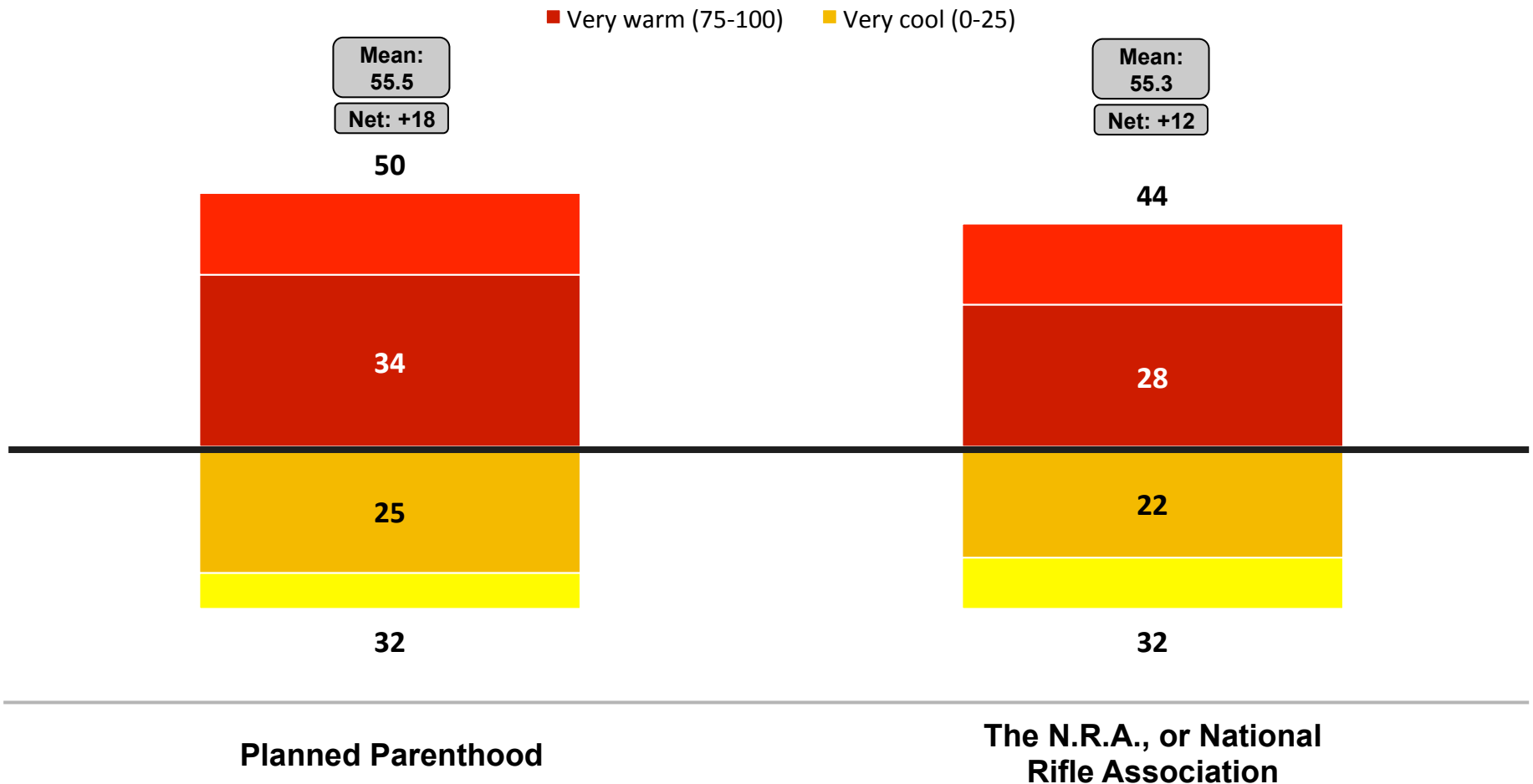
# Reigniting Culture War Unlikely to Revive Republican Chances

- Overall, voters support President Obama's position on the recent debate on contraception and Catholics are divided
- This debate could amplify Democratic advantage on issues affecting women



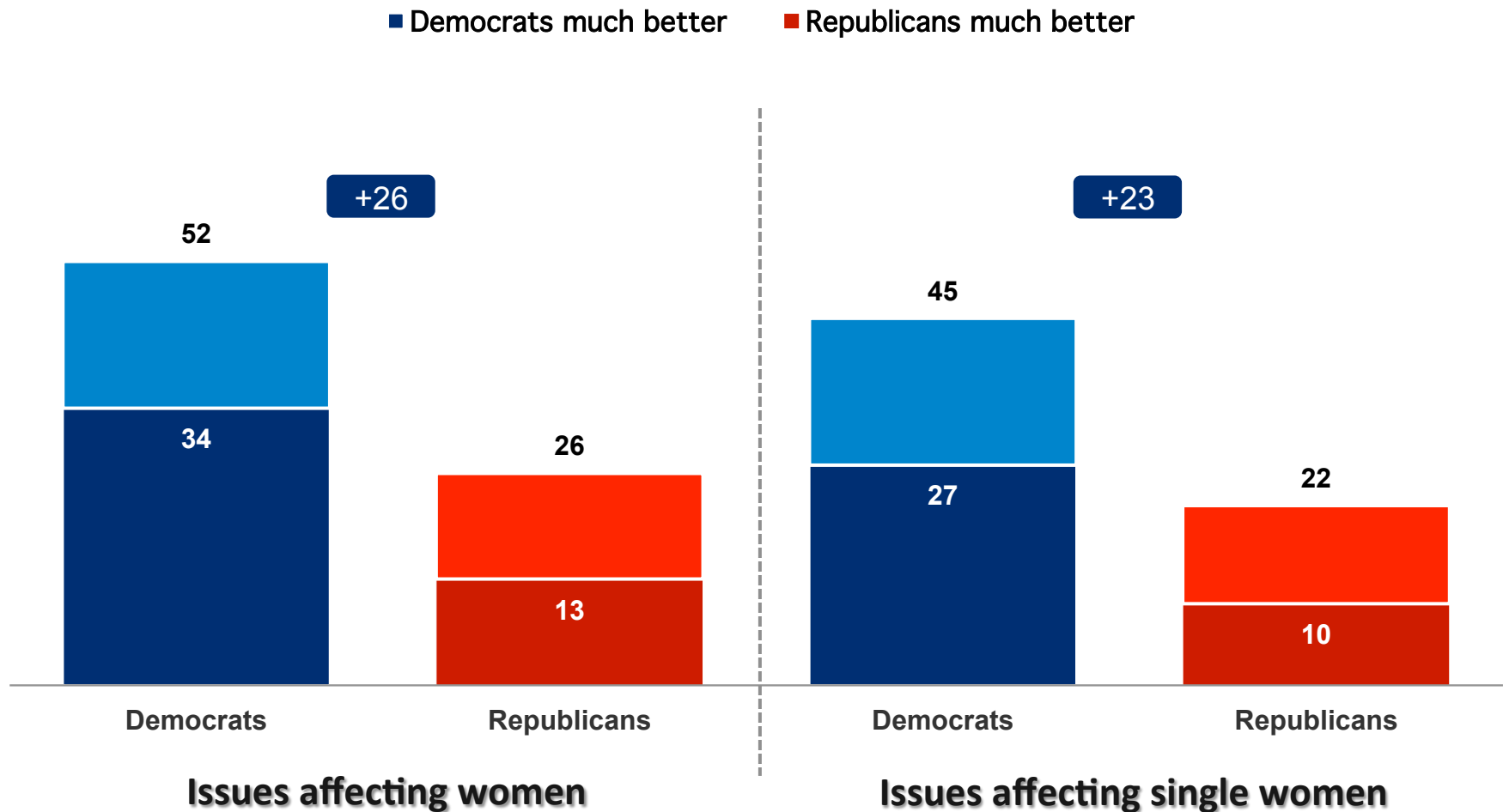
# Planned Parenthood More Popular than NRA

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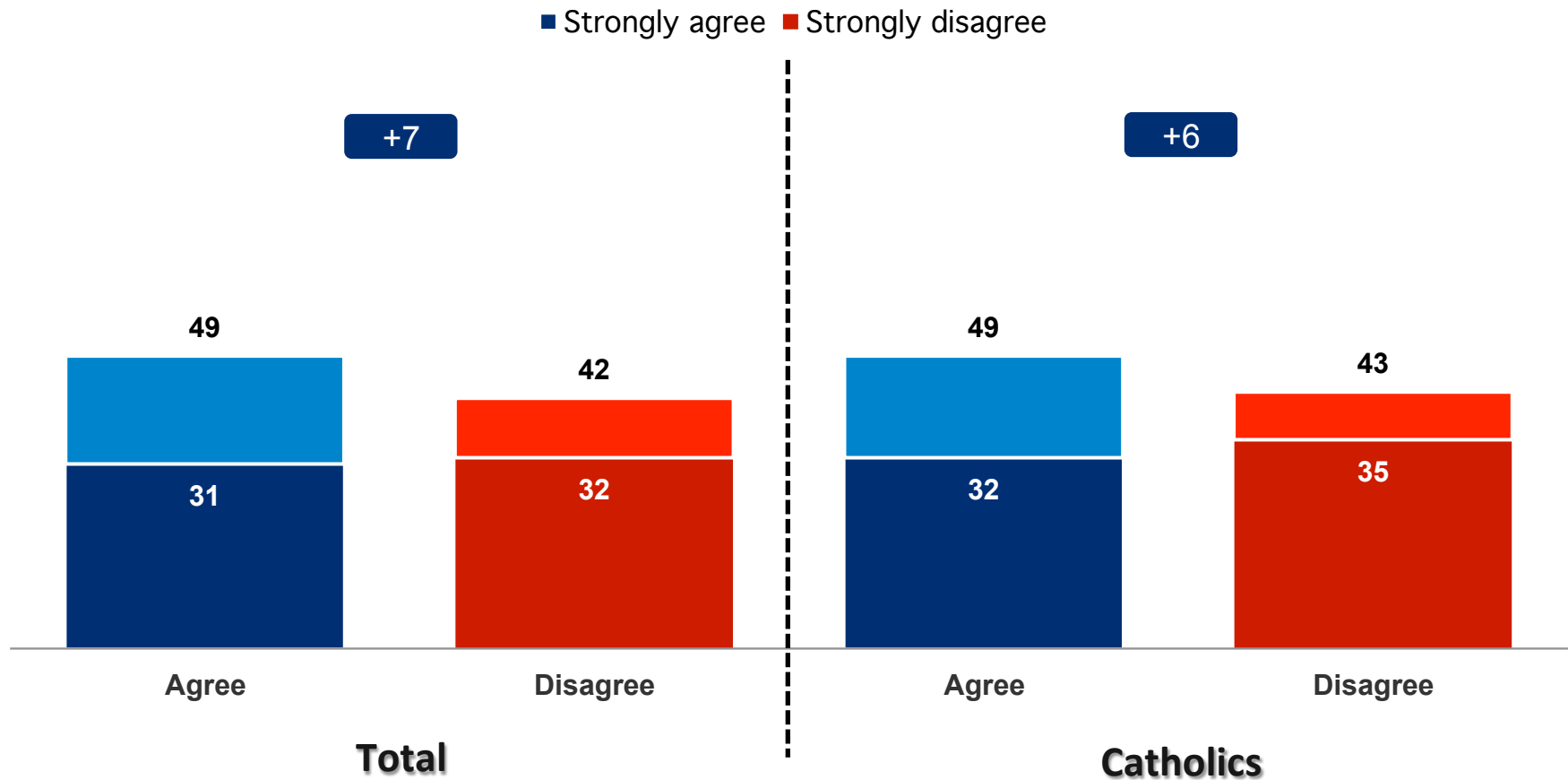
# Democrats seen as being much more on the side of women

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 Democrats or the Republicans would do a better job with this issue.



# Catholics agree with Obama's stance on contraception

*As you may have heard, under the new health care reform law, all health insurance plans, starting in August, will begin covering the costs of contraception and birth control, without any co-pays. Churches, synagogues, mosques and places of worship were exempted, but Catholic hospitals and universities that employ people of different faiths, when they provide health insurance, those policies will need to cover the cost of contraception and birth control. As you have heard about this story, did you mostly agree with these new policies or mostly disagree with them?*

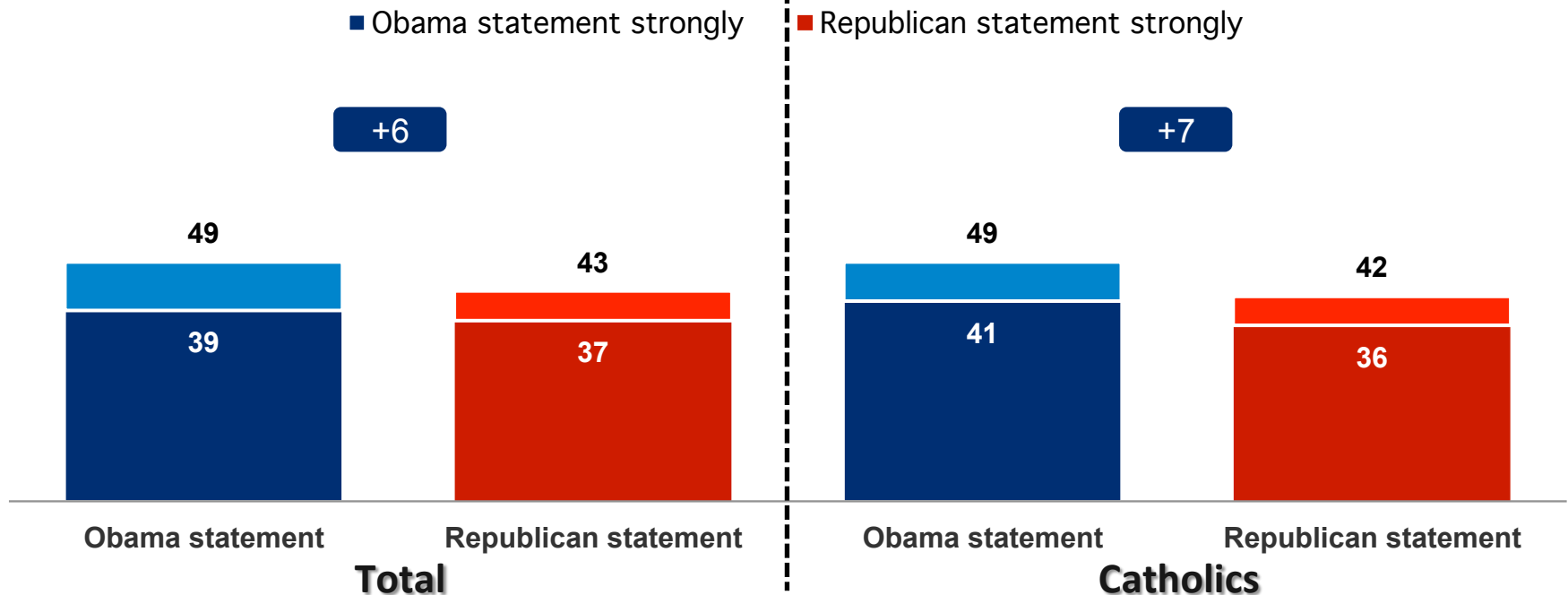


# In principled debate, voters side with Administration

Let me tell you more about this issue. After I read these statements, please tell me which one comes closer to your point of view.

President Obama says this rule is important because women for the first time are guaranteed preventive health coverage, including prescription contraception without co-pays, as recommended by the Institute of Medicine. But churches, synagogues and places of worship are exempted and where a Catholic hospital or university objects, their employees will be able to get their coverage without added cost directly from the insurance company. This strikes the right balance, religious liberties are protected and women can still get coverage where they work.

Republican presidential candidates and leaders say this not about women's rights or contraception. This is an attack on religion and on all people of faith. In imposing this requirement, the federal government is violating a First Amendment right that has stood for more than two centuries. Religious organizations will be required to condone contraception because their insurance plans must include it. The government should not require religious organizations to violate their own principles.

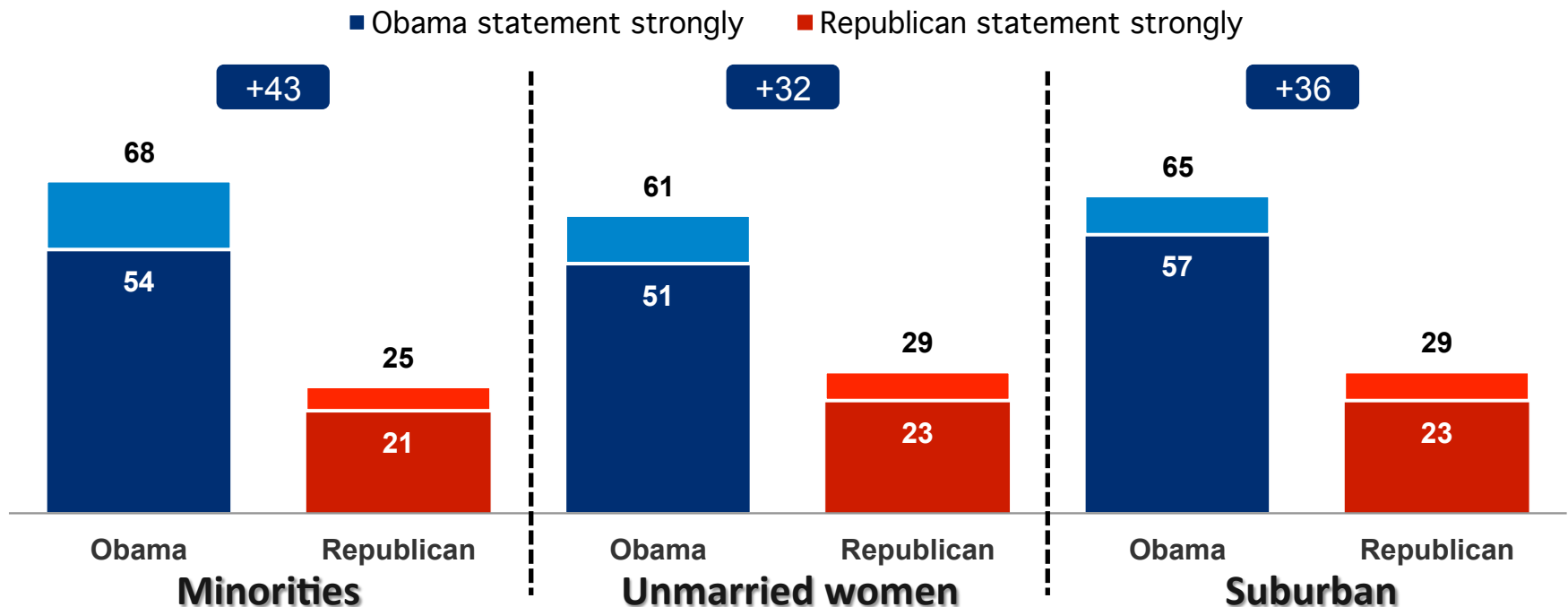


# Other key groups strongly side with Obama

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