

GREENBERG QUINLAN ROSNER RESEARCH

The Urgent Policy Agenda for Unmarried Women

Unmarried women focused on critical economic issues

March 25, 2013



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG



THE VOTER PARTICIPATION CENTER

Methodology: cell and demographic change

This presentation is based on our latest national survey conducted by Greenberg Quinlan Rosner for Democracy Corps and Women's Voices. Women Vote Action Fund and the Voter Participation Center.*

The survey of 950 2012 voters (950 weighted) and 840 likely 2014 voters nationwide was conducted from March 9-12, 2013.

Unless otherwise noted, margin of error= +/-3.18 percentage points at 95% confidence.

New this year, we now reach 50 percent of our respondents by cell phone, in order to account for ever-changing demographics and trying to accurately sample the full American electorate.

** Note: The Voter Participation Center's role in this project relates only to policy research for RAE outreach and education.*

Key Findings

The Economy and Sequester:

- Nearly 6 in 10 voters give the economy a negative rating and pocketbook-level indicators have not improved. More than half of the Rising American Electorate report cutting back at the grocery store personally, and almost 40 percent have had to move in with family or had family move in with them to save money.
- Voters are deeply concerned about the sequester cuts – both for themselves and for the country. Three-quarters of the RAE and 71 percent of all voters fear the cuts will affect the country in a negative way.

The Vote:

- Two-thirds of all voters disapprove of the Republican Congress and almost half give negative ratings to John Boehner and the Republican Party.
- Democrats have a strong early lead on Republicans in the generic Congressional vote – up 4 points among likely 2014 voters.
- But despite a lead in the vote, unmarried women's support for Democrats has dropped significantly, from a 36-point margin in November to 23 points now.

Key Findings

Unmarried women:

- Almost 60 percent of unmarried women do not feel the national political debate is raising issues important to them.
- There is room for leaders to re-engage these voters whose participation will be critical Democrats' fortunes in 2014. They are moved by a working women's agenda – that includes support for women-owned small businesses, raising the minimum wage, child care, and pay equity.
- The working women's policy framework pushes unmarried women to a dominant position supporting Democrats, 11 points higher than their current vote, and much stronger than when the policy framework is focused on women's preventive health issues.
- There is work to do emphasizing the benefits of the new health care reform law. Unmarried women – one of the primary beneficiaries of the new law – are largely unaware of its benefits and not seeing its gains. Fifty-five percent of unmarried women think it's too early to tell how the health care law will affect them.

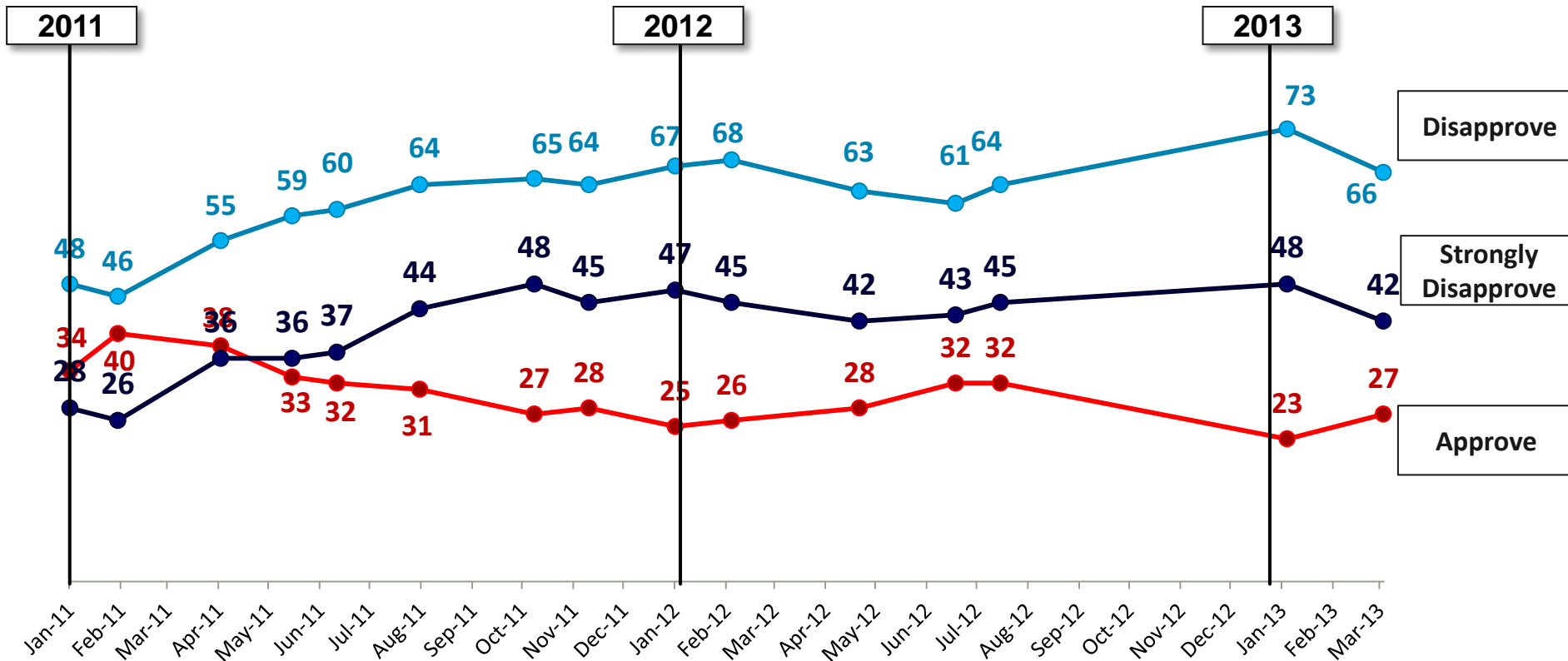
The political sequester fallout

Two-thirds disapprove of Republicans in Congress

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

—●— Total Approve —●— Total Disapprove —●— Strongly Disapprove

Republicans in Congress

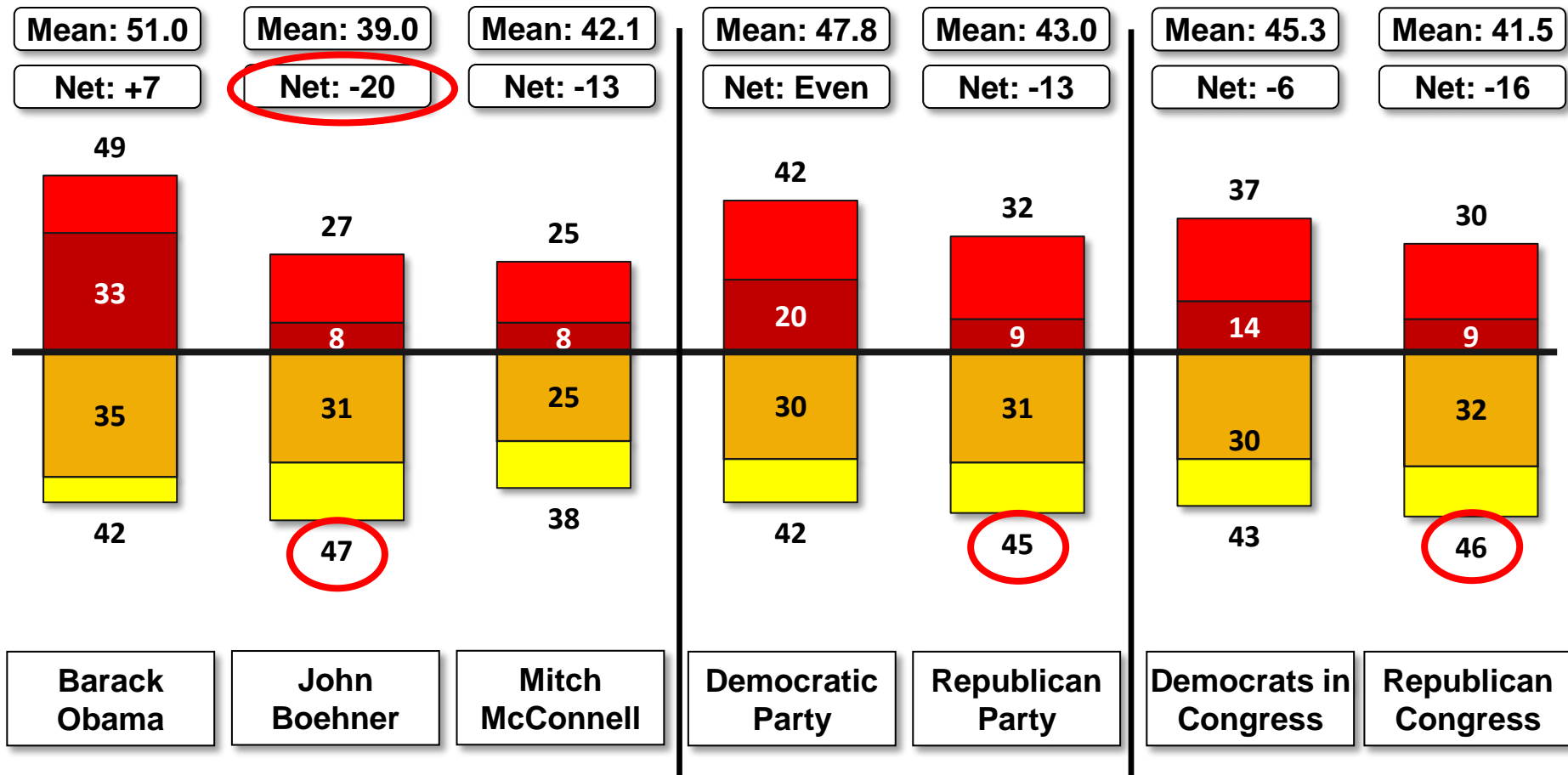


*Note: Question was not asked in March 2011, March 2012, or August – November 2012.

Deep negativity towards Republicans after sequester – led down by Boehner

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.

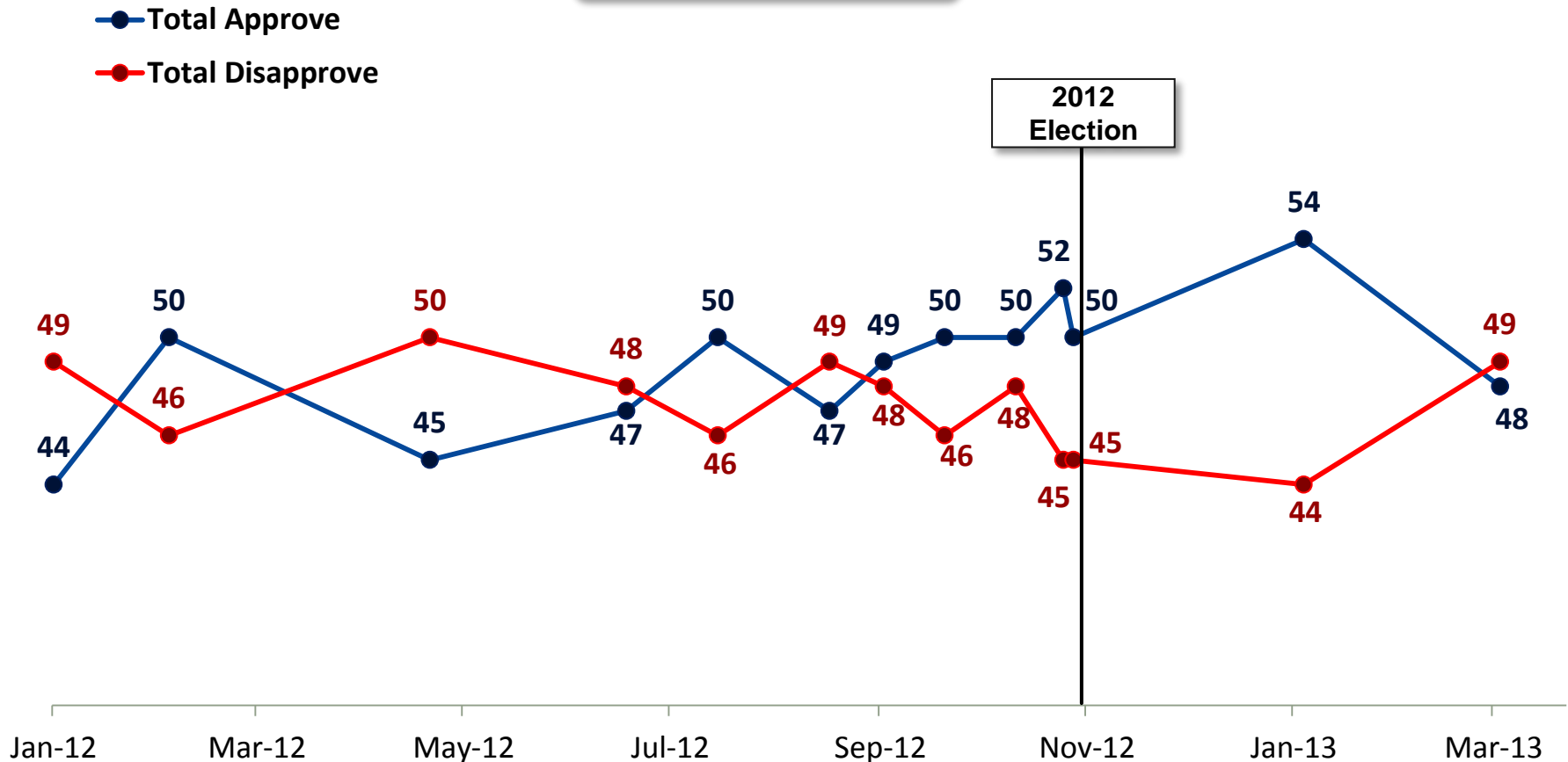
■ Very warm (75-100) ■ Very cool (0-25)



Obama approval rating takes a post-sequester hit

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

Barack Obama

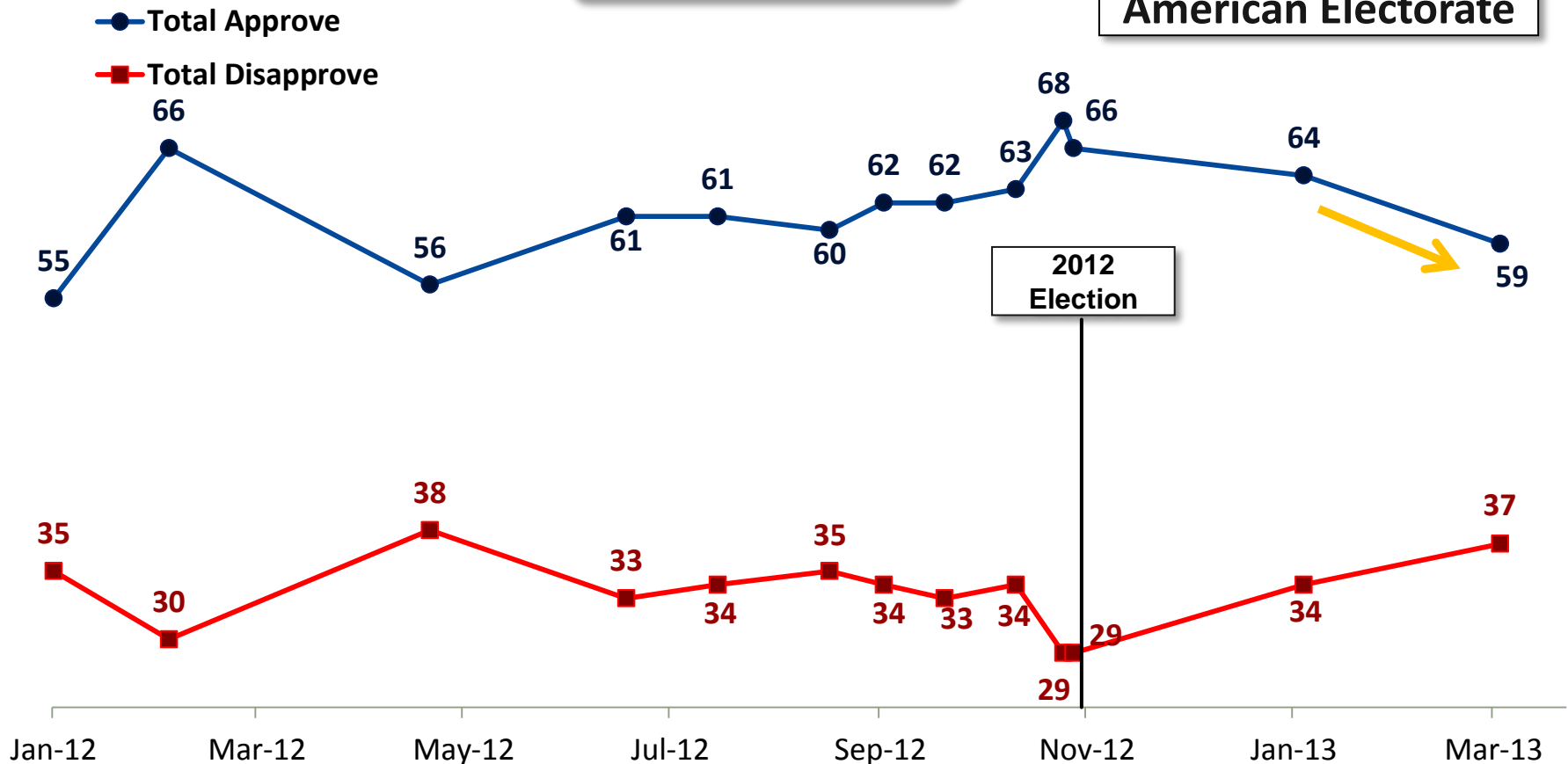


And falls with RAE voters, as well

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

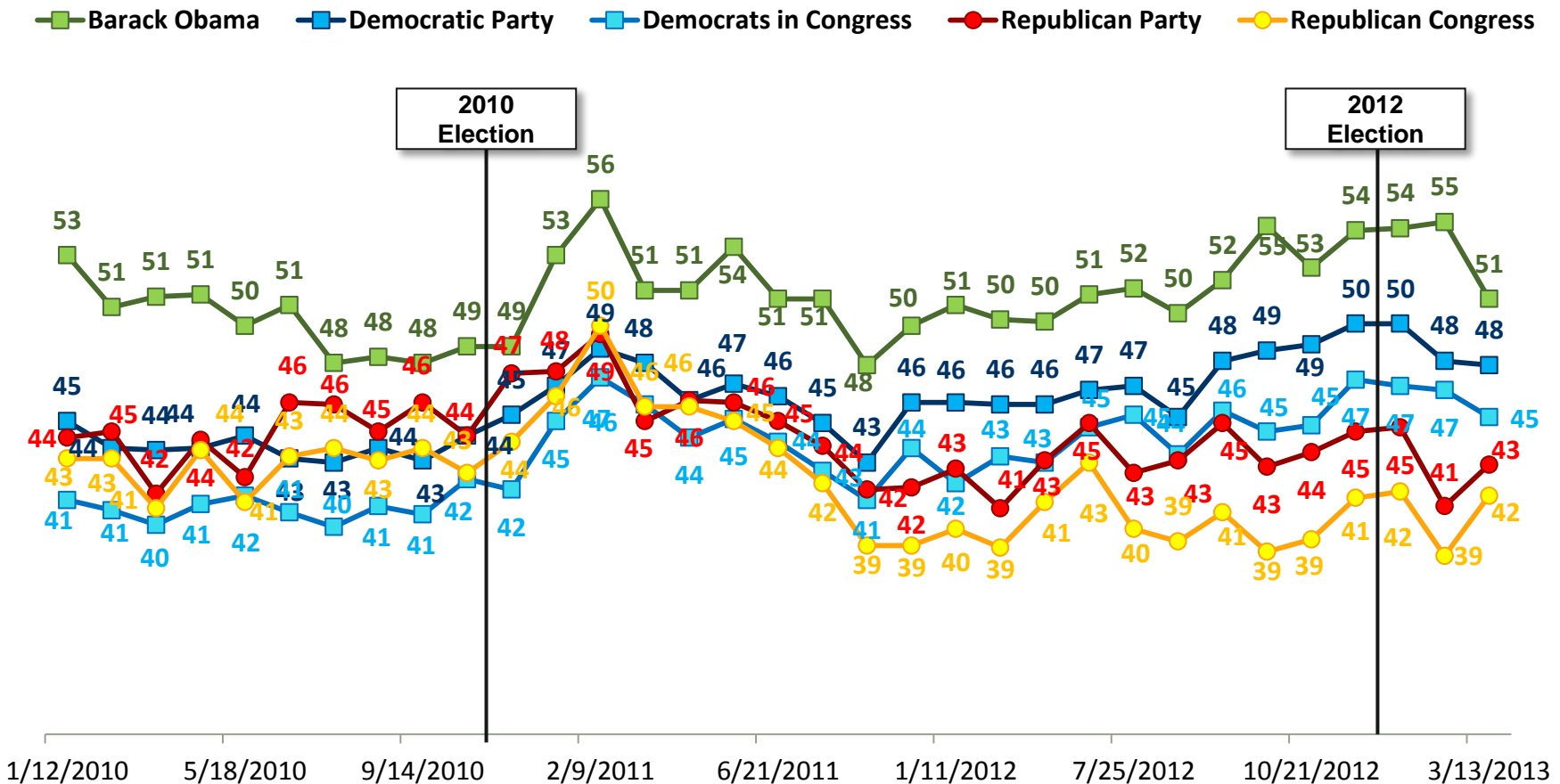
Barack Obama

Among Rising
American Electorate



Feelings toward Washington actors back to 2012 election levels

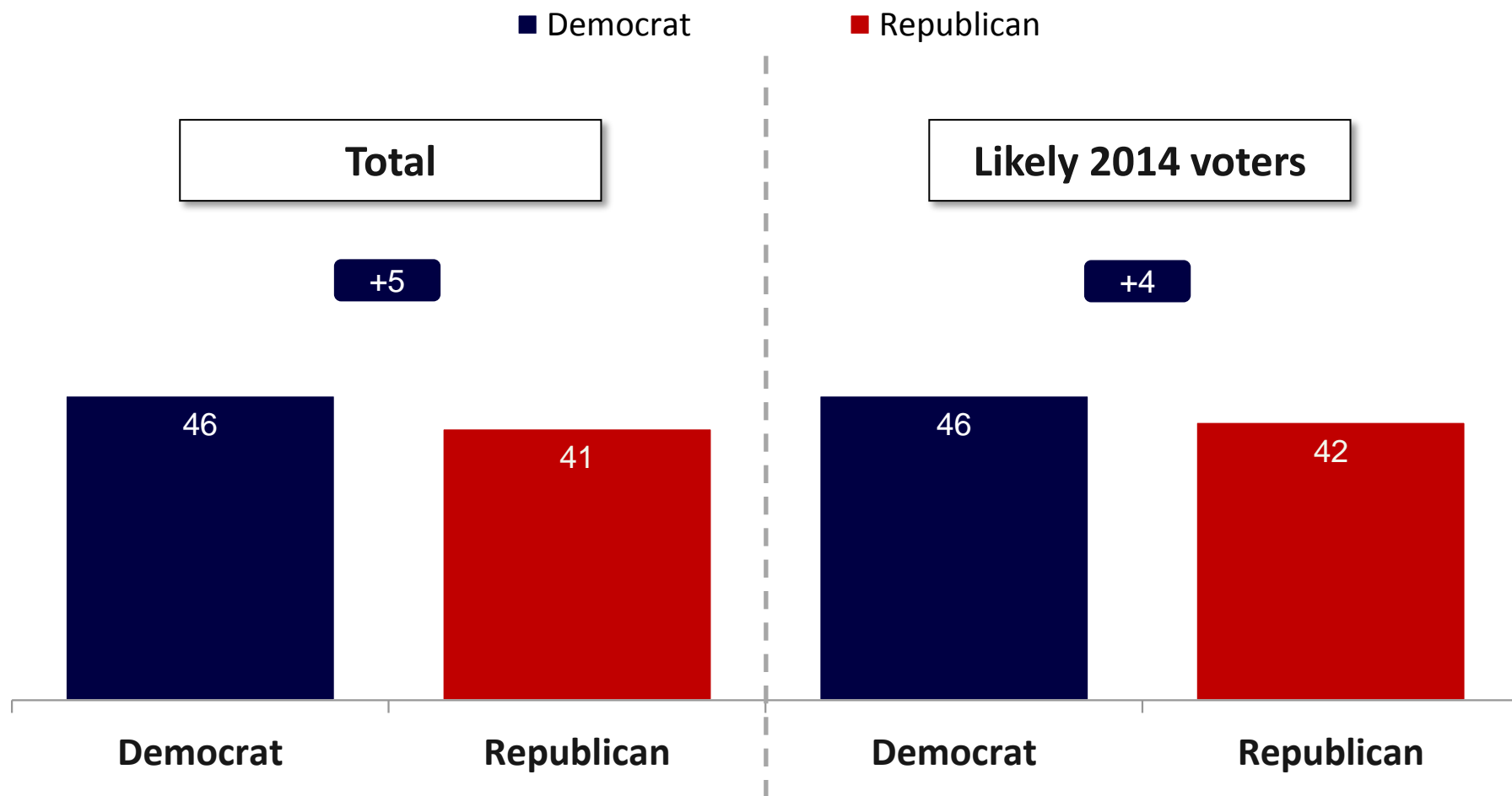
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*Note: From Democracy Corps surveys conducted in the past two years. Data represents MEAN ratings, likely voters.

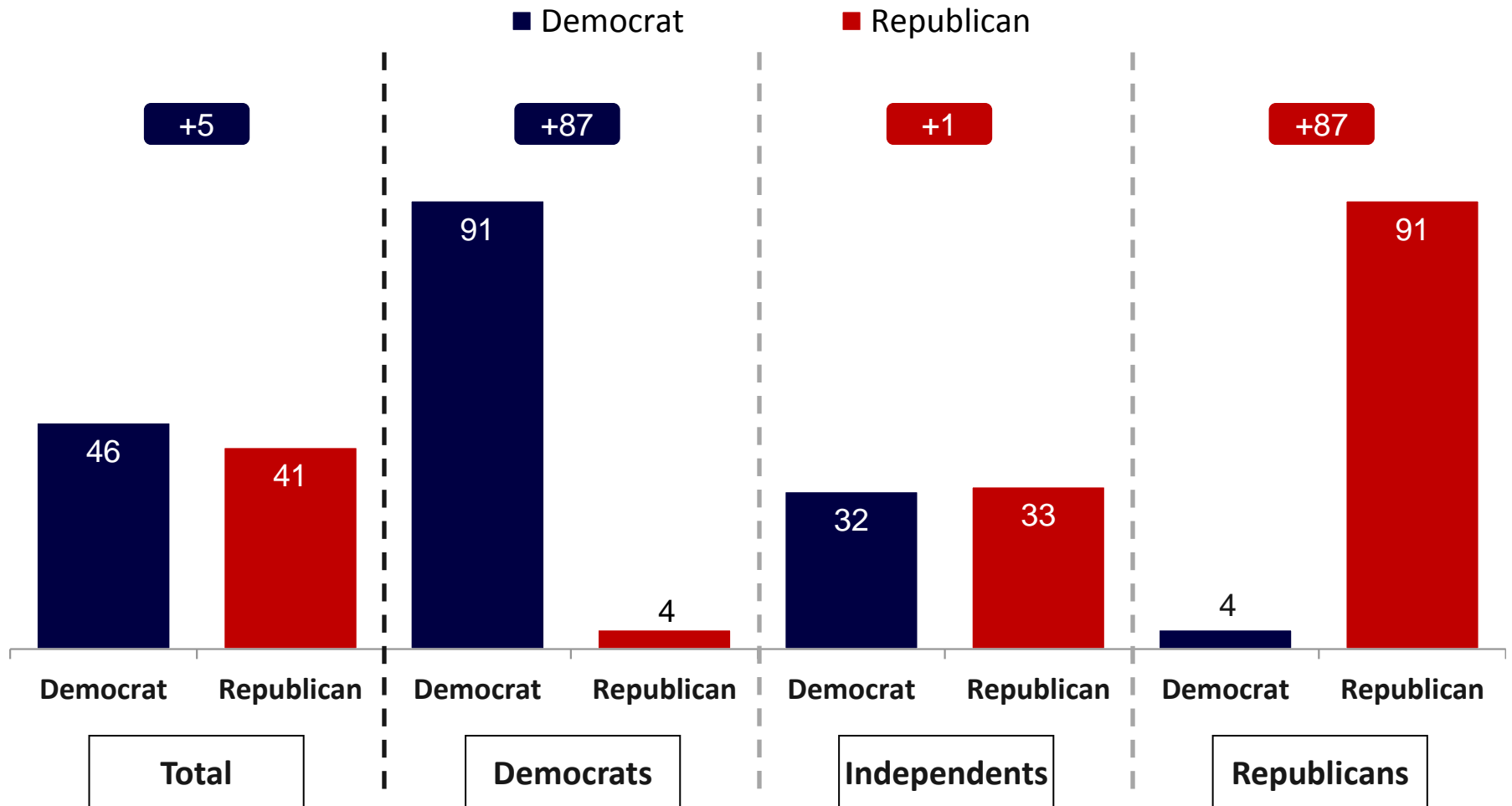
After sequester: Democrats with first real, 4-point lead in Congressional vote

I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



Independents now split

I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



Big improvement among seniors

I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?

■ Democrat

■ Republican

Among seniors

+11

+2

38

49

43

45

Democrat

Republican

Democrat

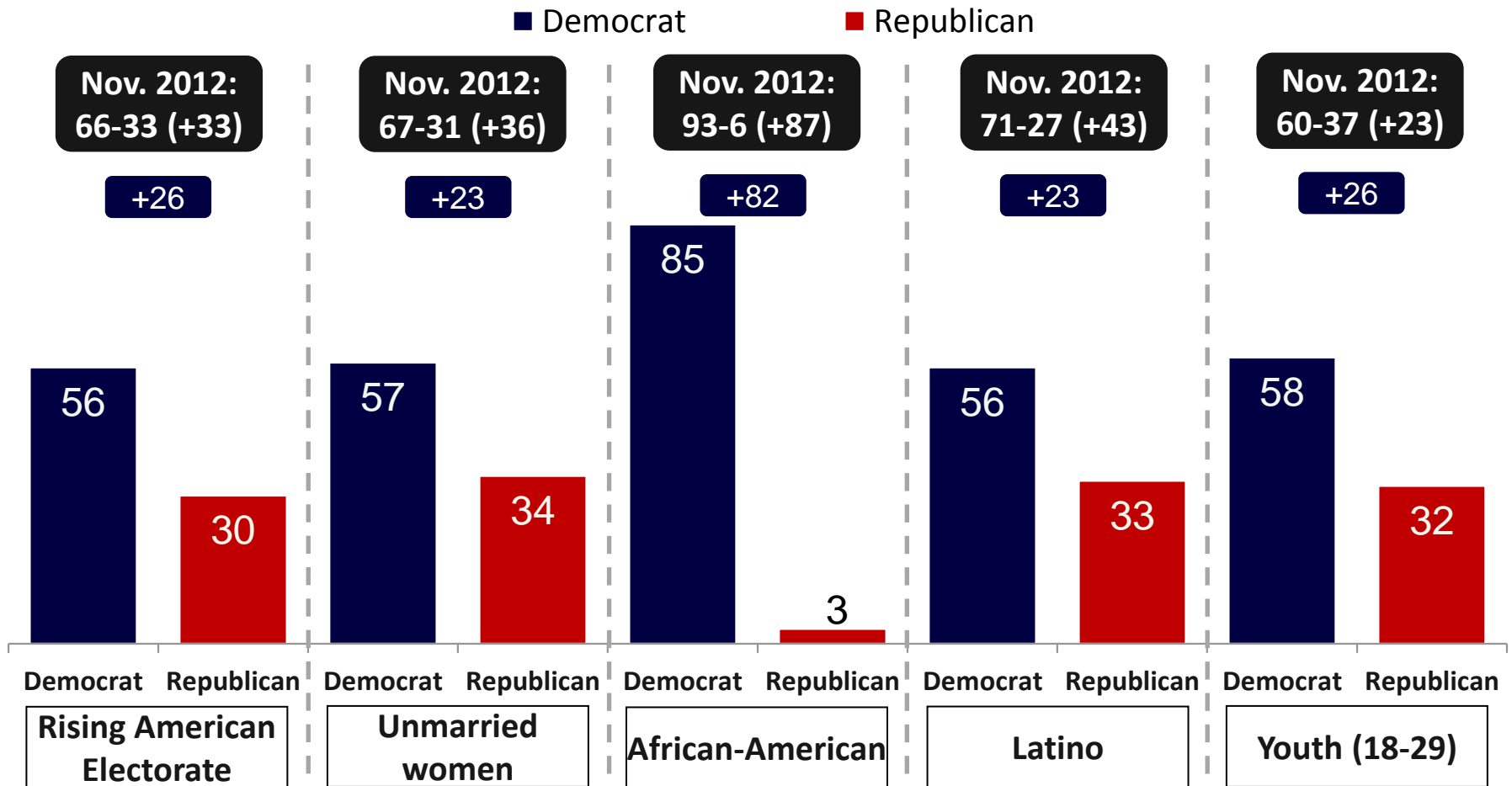
Republican

January

March

But Democratic support way off from 2012 among RAE, driven by unmarried women

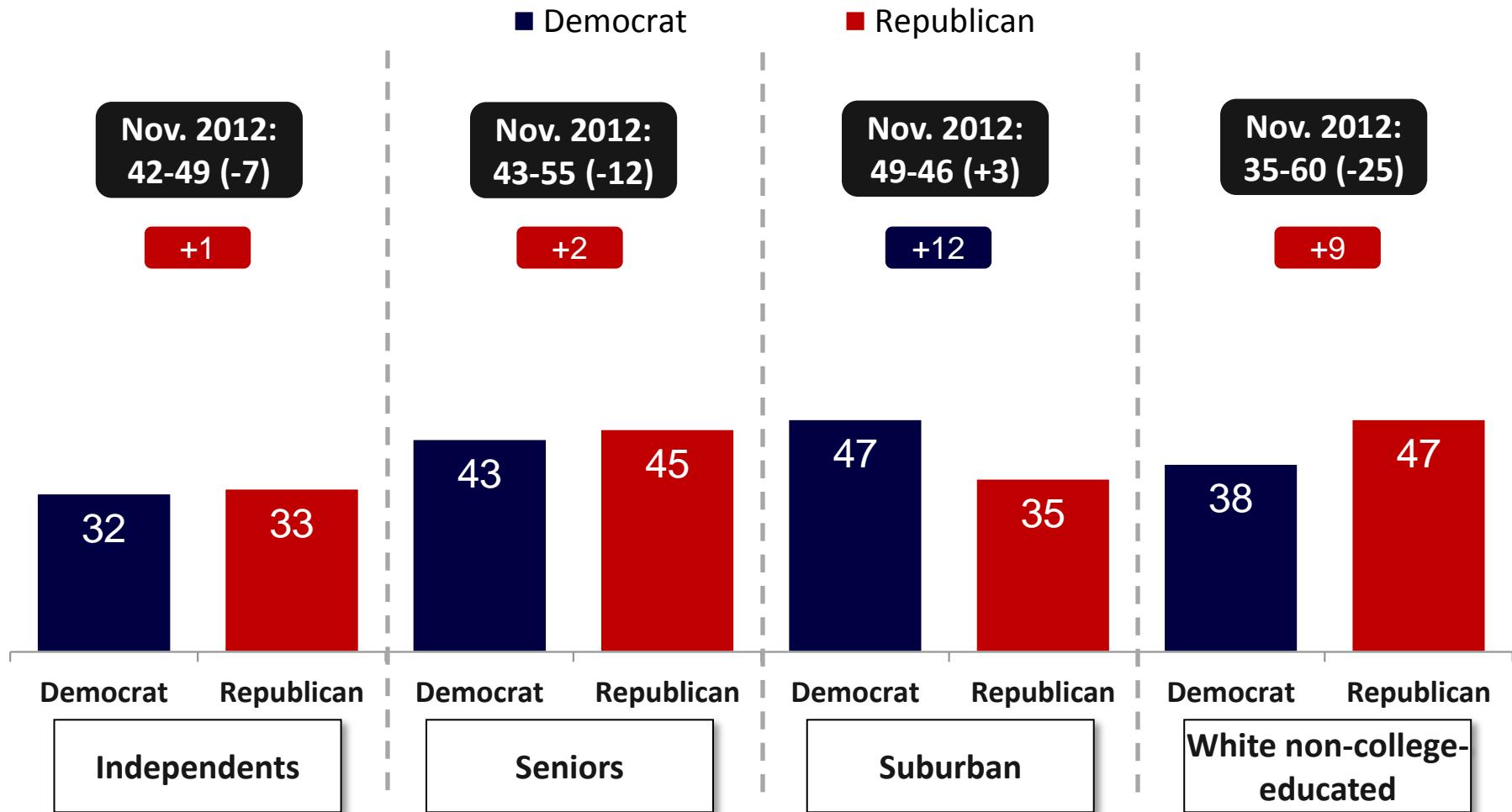
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**Note: 2012 Presidential results from CNN exit polling, except for Rising American Electorate which comes from Democracy Corps Post-Election Survey, November 5-8, 2012.*

Democrats in a better position among swing groups than 2012

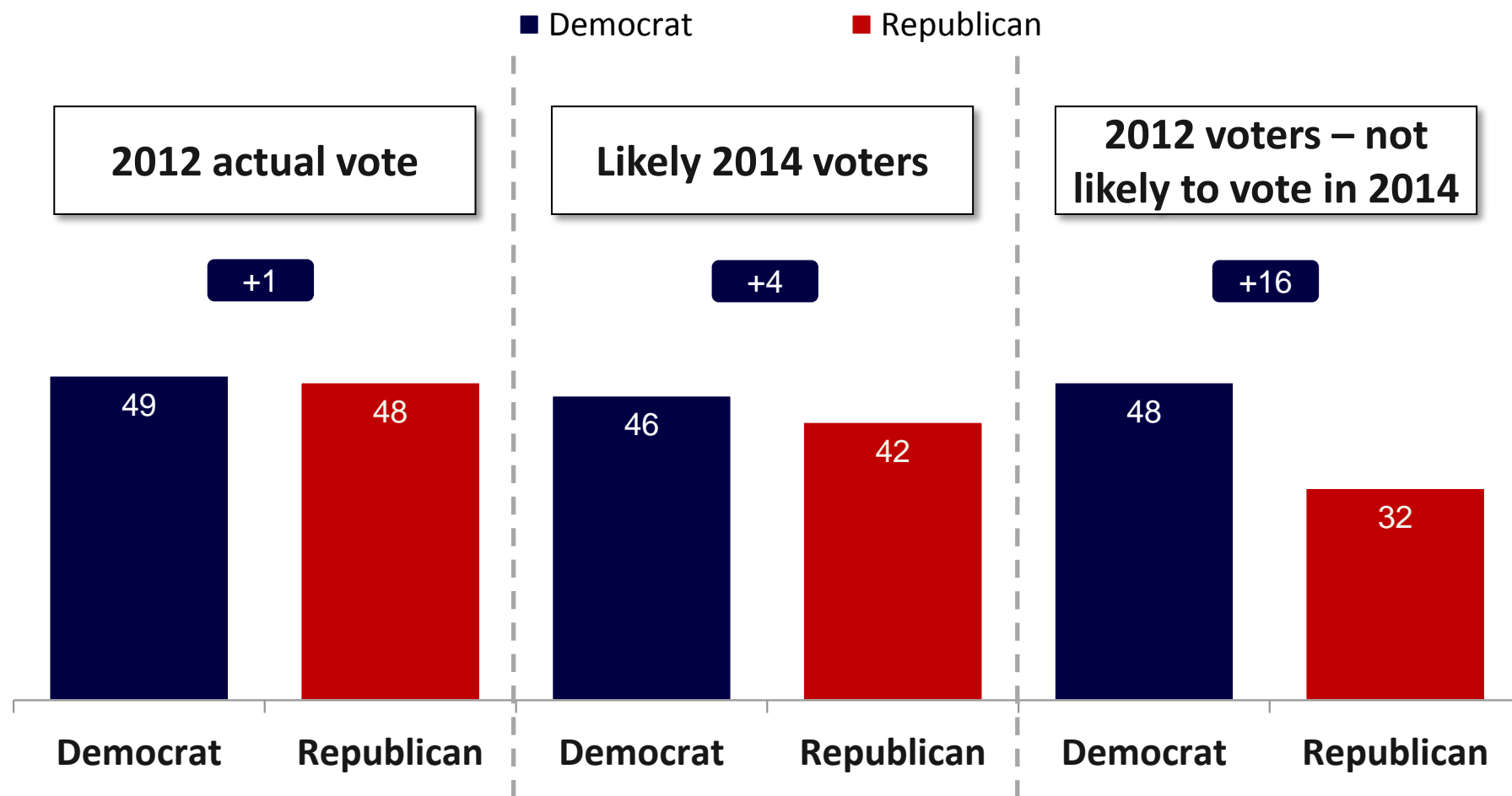
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**Note: 2012 results from Democracy Corps Post-Election Survey, November 5-8, 2012.*

Democrats outperforming 2012 margin, but big potential to motivate those not likely to vote in 2014

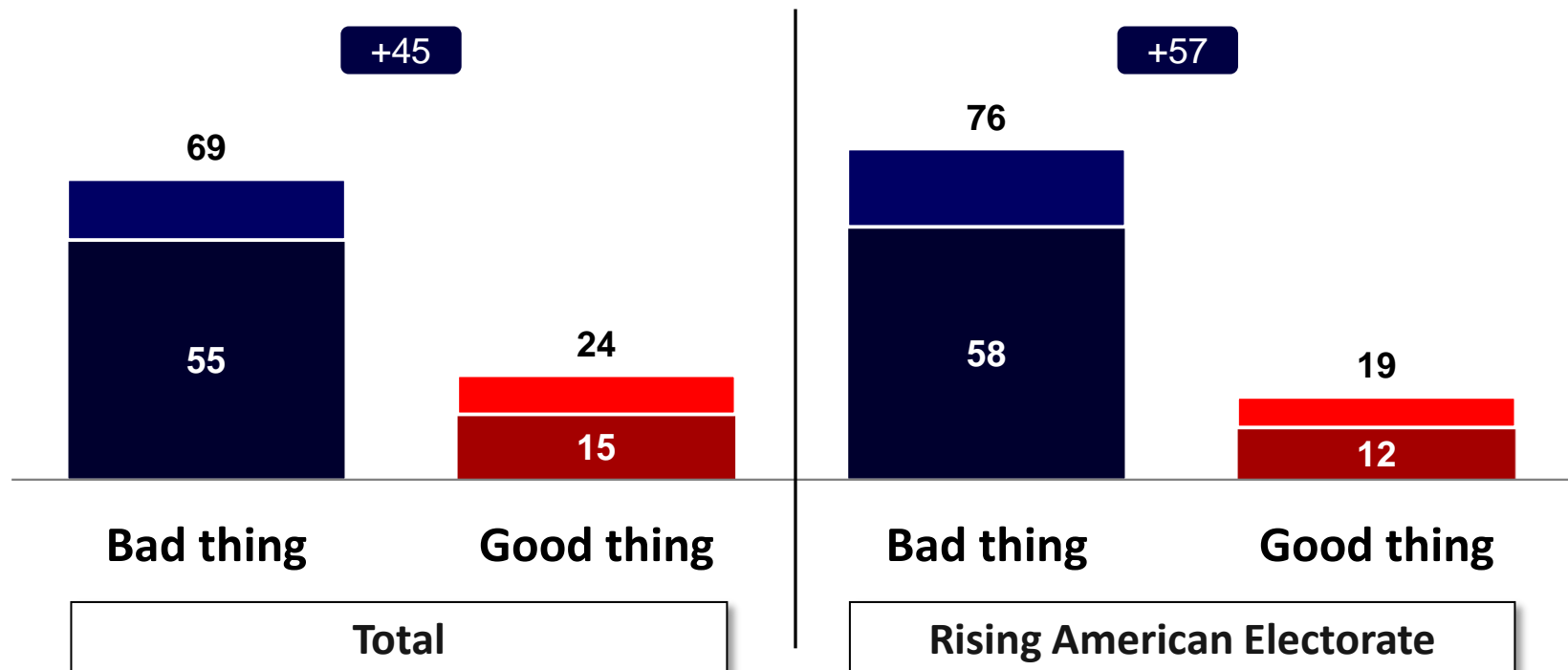
I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



More than two-thirds think sequester cuts are bad, and over three-quarters among the Rising American Electorate

As you may know, there will be cuts this year to defense and military readiness, education and teachers, public safety and airline security personnel, women's and infants' health services, unemployment benefits and scientific research. All in all, do you think these spending cuts in defense and domestic programs are a good thing or bad thing?

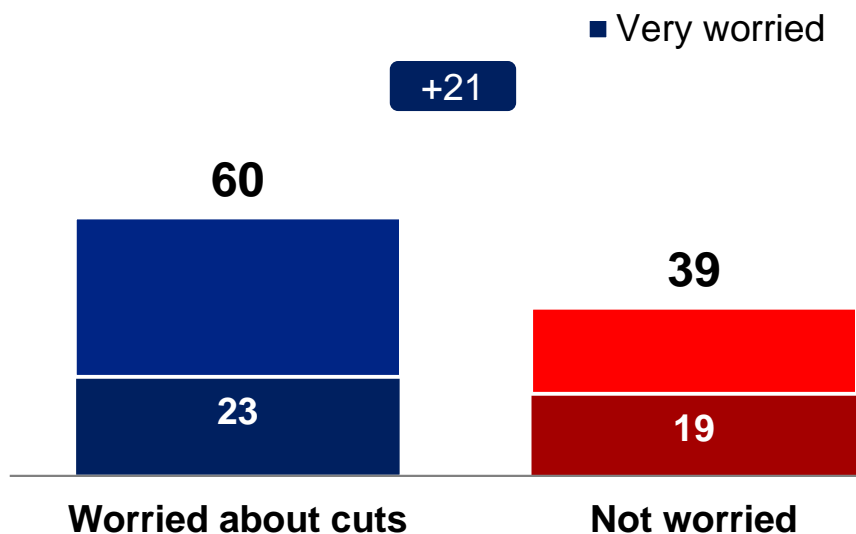
**Do you think these spending cuts in
defense and domestic programs are a...**



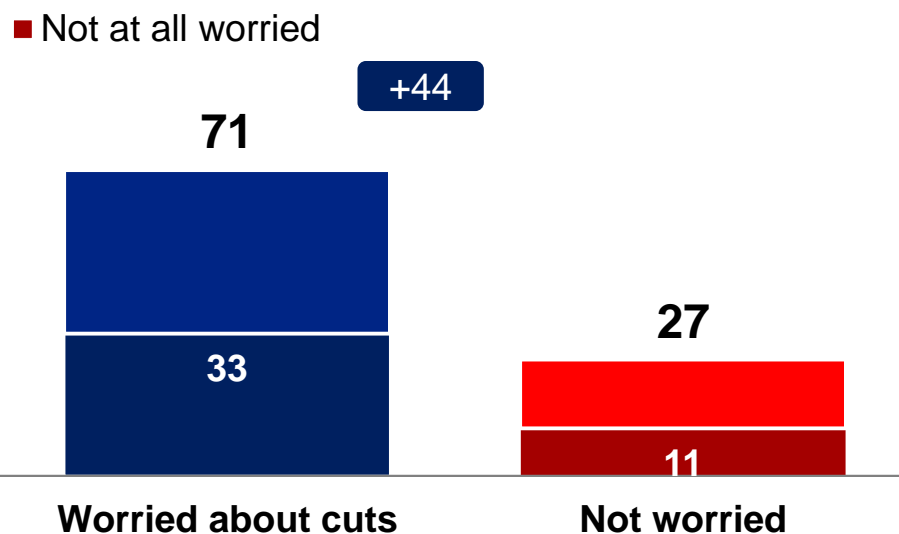
Broad concern over sequester cuts – worried it will hurt the country and them personally

*As you may know, because the President and Congress did not reach a deal on the deficit, defense and domestic programs will be cut by over one trillion dollars, and 100 billion dollars this year. How worried are you that these cuts will affect **you personally** in a negative way -- very worried, somewhat worried, not too worried, or not at all worried?*

*As you may know, because the President and Congress did not reach a deal on the deficit, defense and domestic programs will be cut by over one trillion dollars, and 100 billion dollars this year. How worried are you that these cuts will affect **the country** in a negative way -- very worried, somewhat worried, not too worried, or not at all worried?*



Worried cuts will have negative effect personally

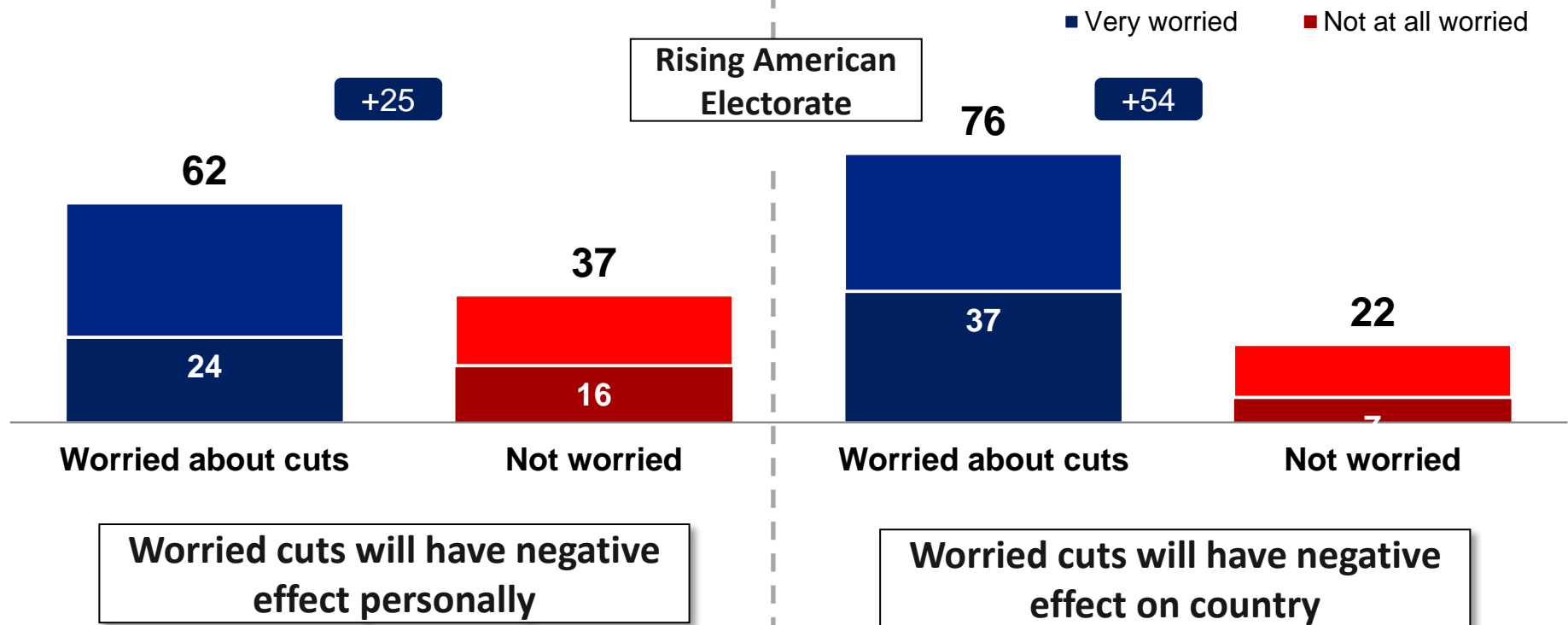


Worried cuts will have negative effect on country

Rising American Electorate even more worried

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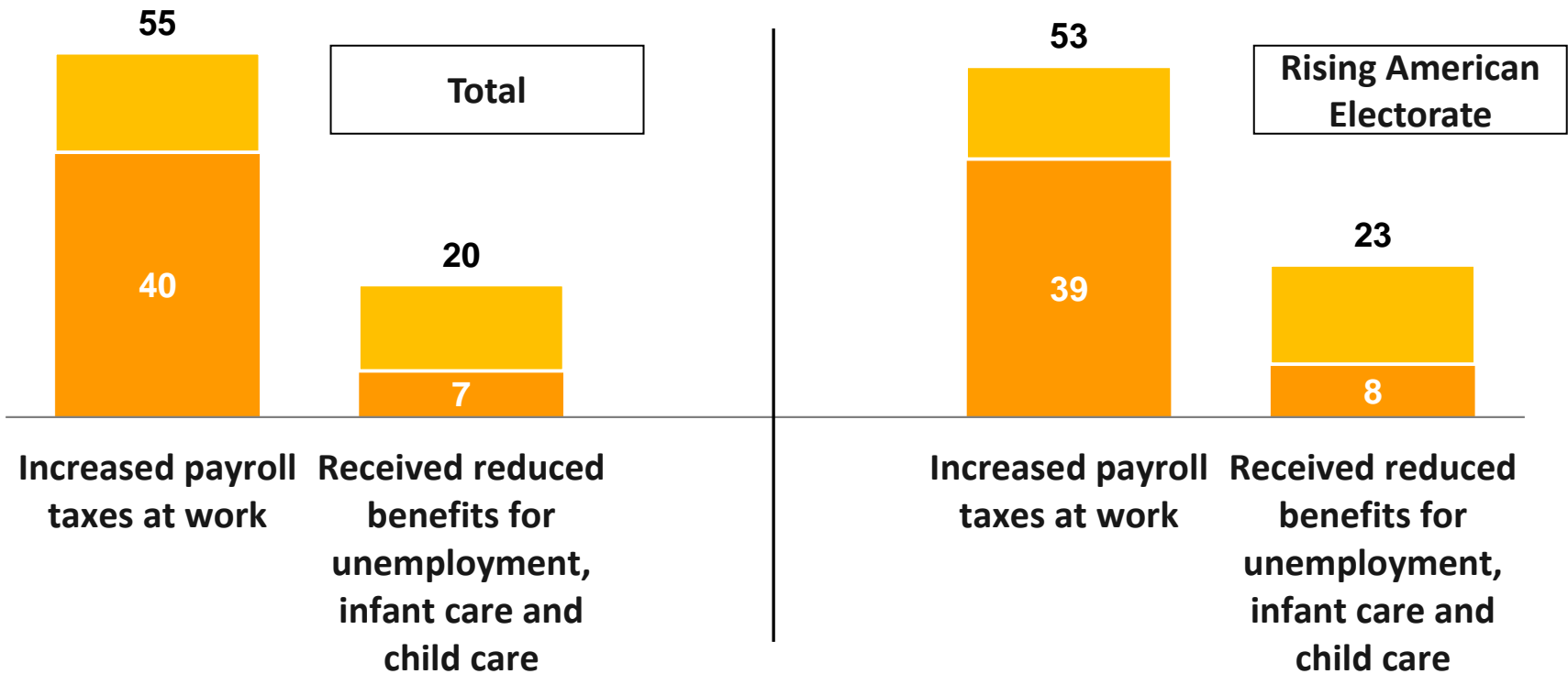
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Fiscal cliff's impact: payroll and benefits

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.

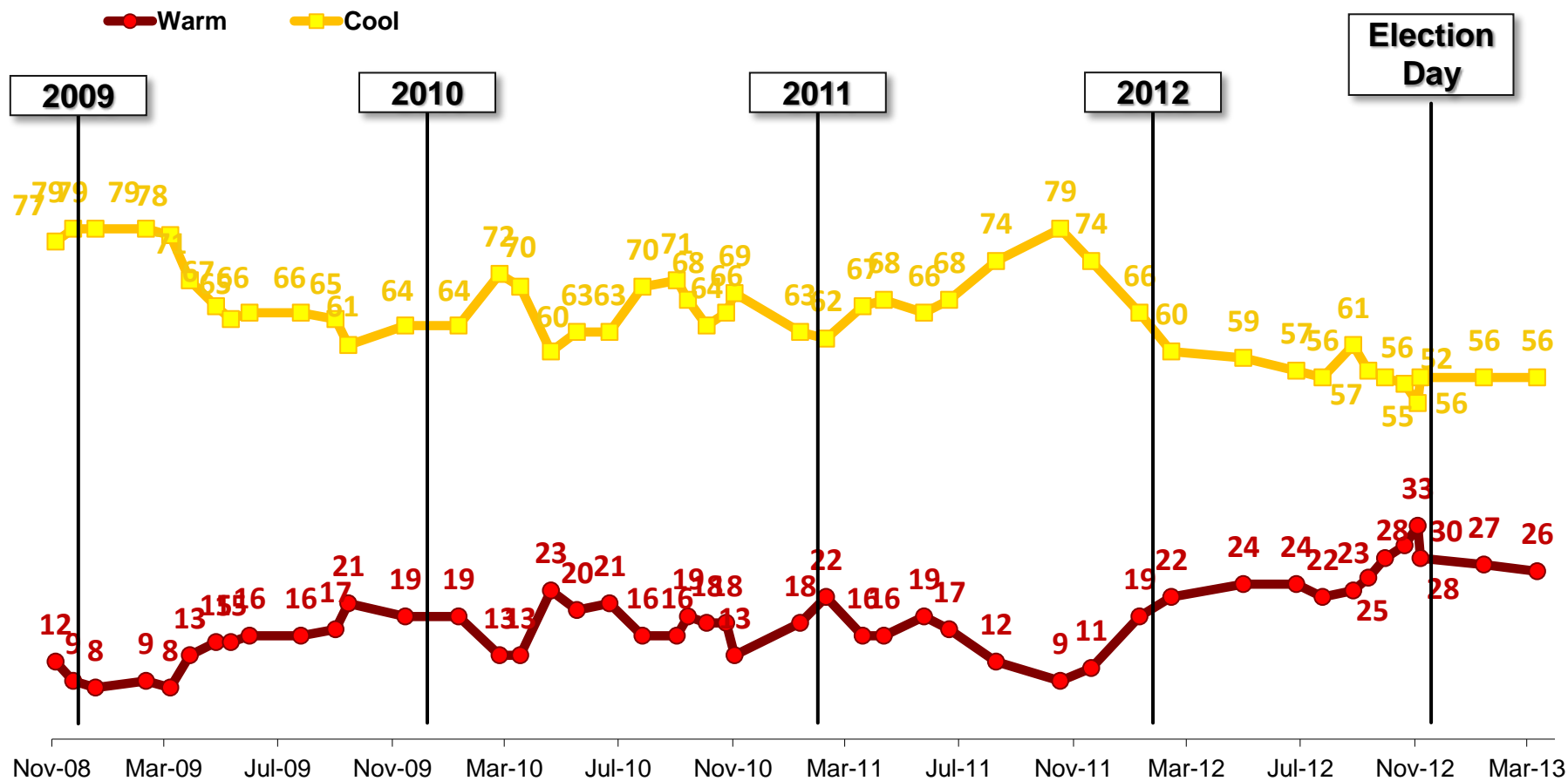
Impacted you or your family



The economy still very hard and few personal gains

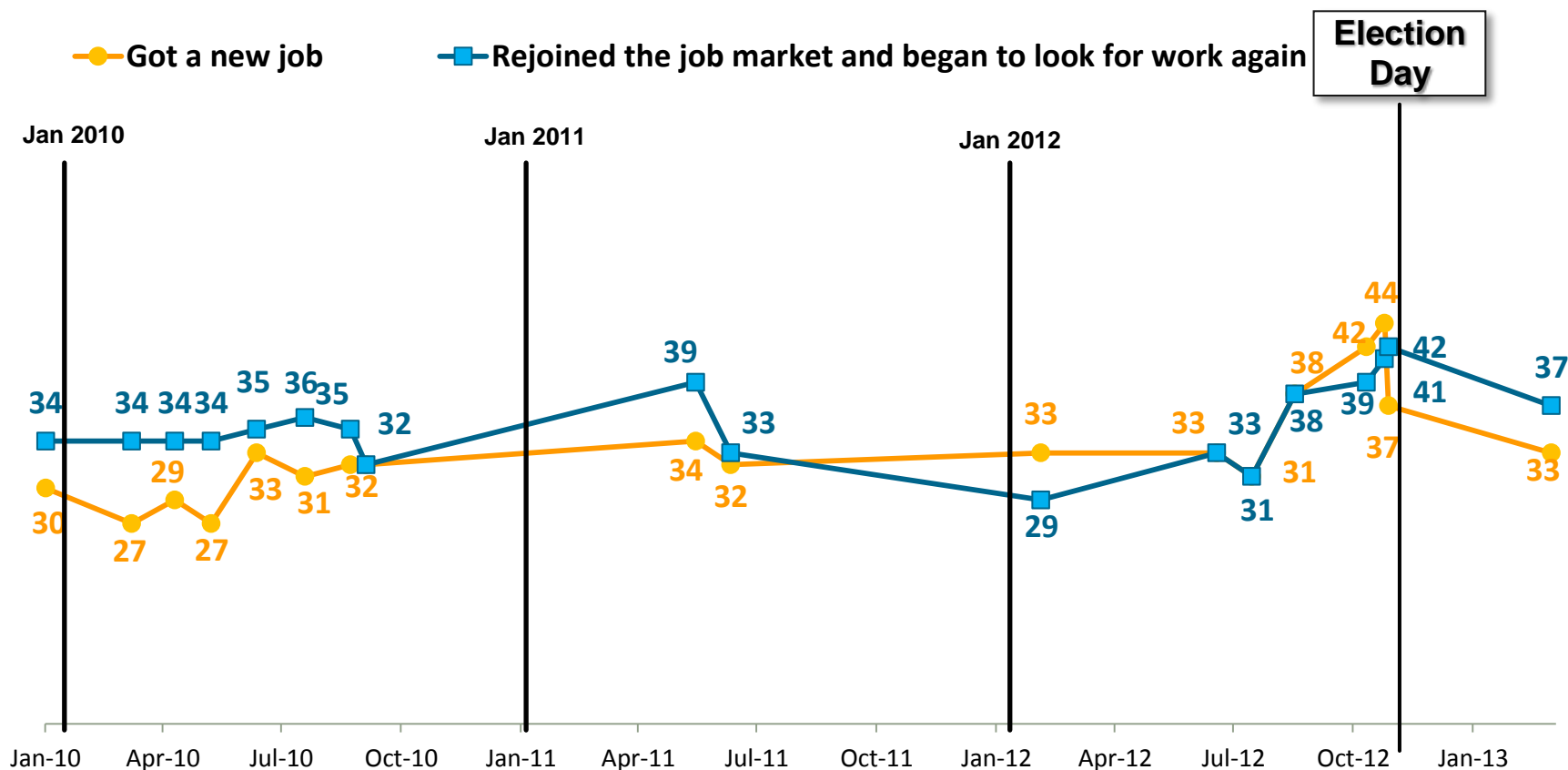
Public's temperature on economy has not warmed in a year – except for final quarter of 2012

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.**



Some weakening in labor market experience

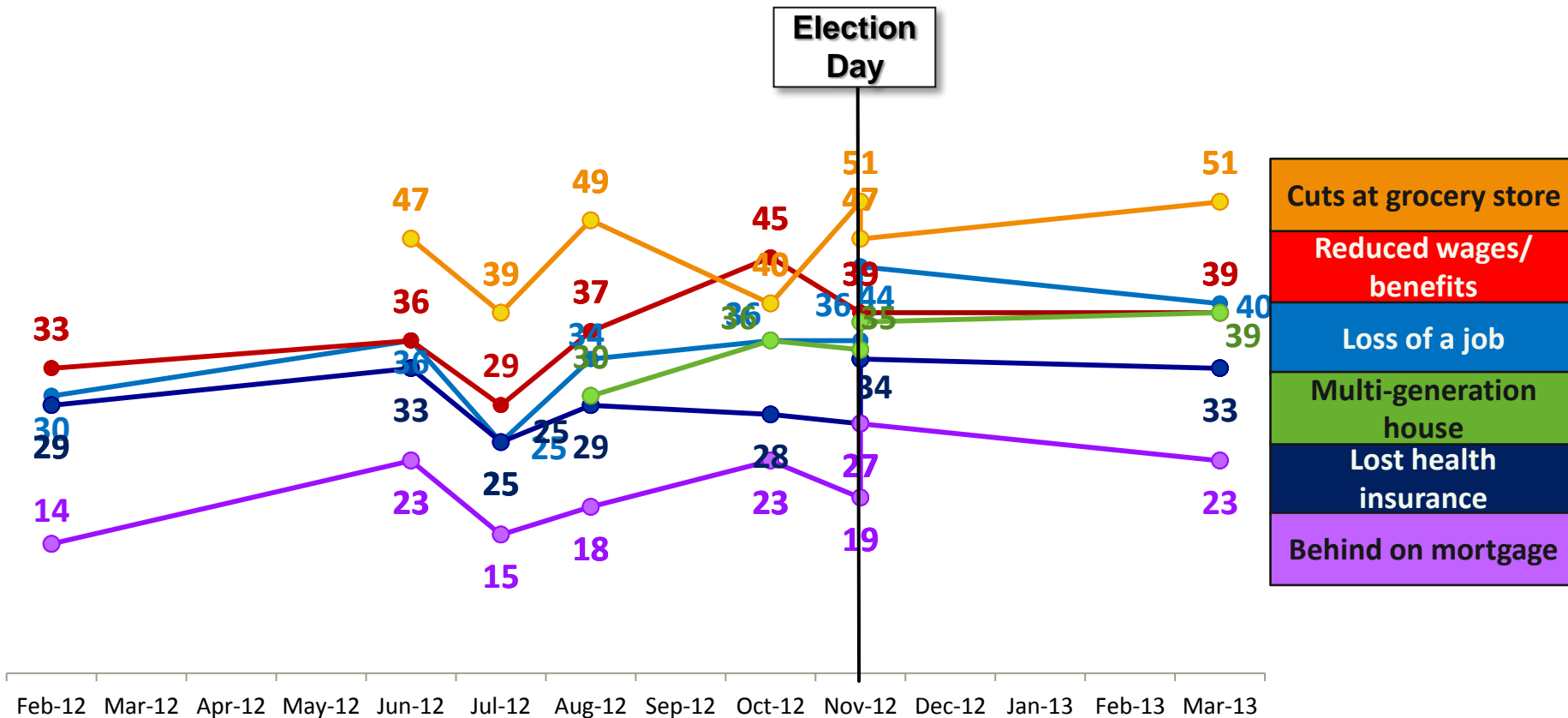
I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has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



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

RAE having a tough time and not improving in this economy

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.



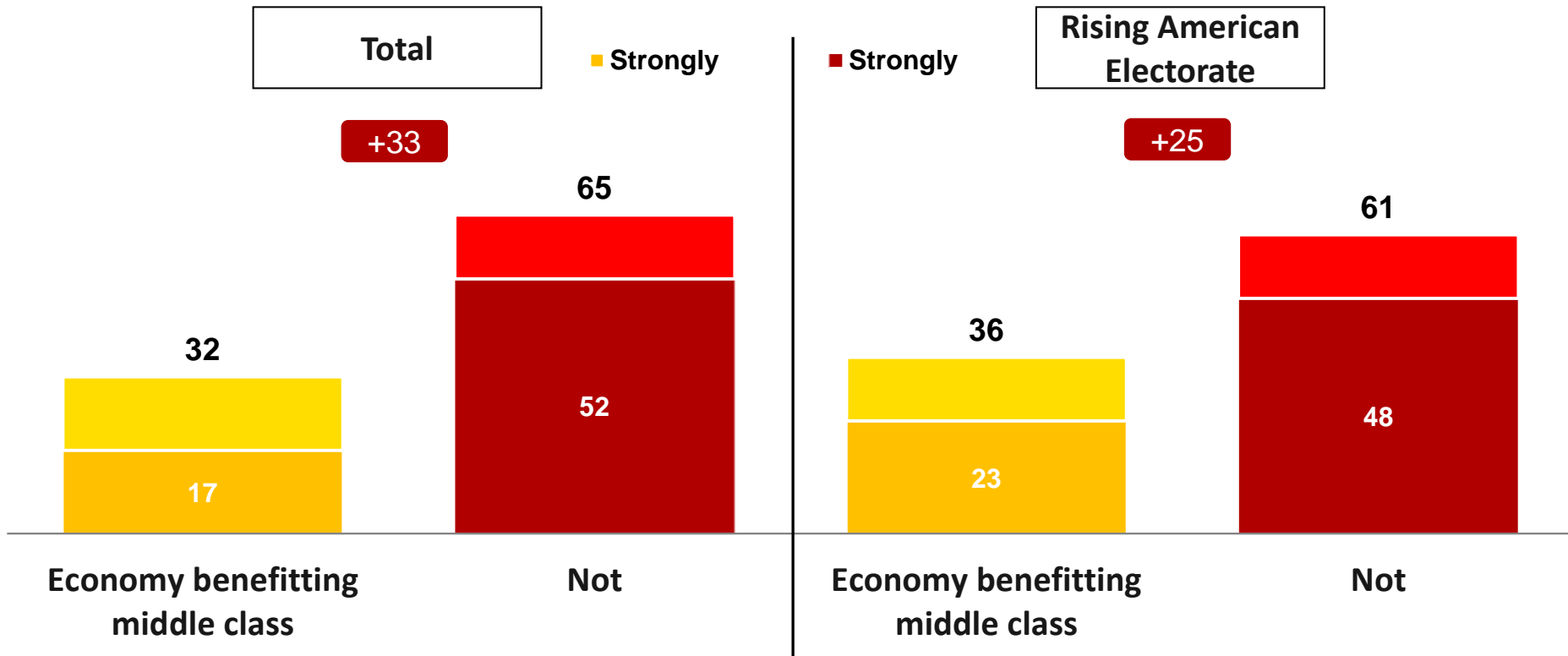
*Note: From Democracy Corps surveys from February 2012 to present. Data reflects the total of those who have felt a personal impact or an impact on someone in their family, except for "changes at grocery store," which reflects only the personal impact.

Strong feelings that economy not working for middle class

Now you're going to see some pairs of statements about the economy. For each pair, please choose whether the *FIRST* statement or the *SECOND* statement comes closer to your own view, even if neither is exactly right.

The economy is beginning to benefit working people and the middle class.

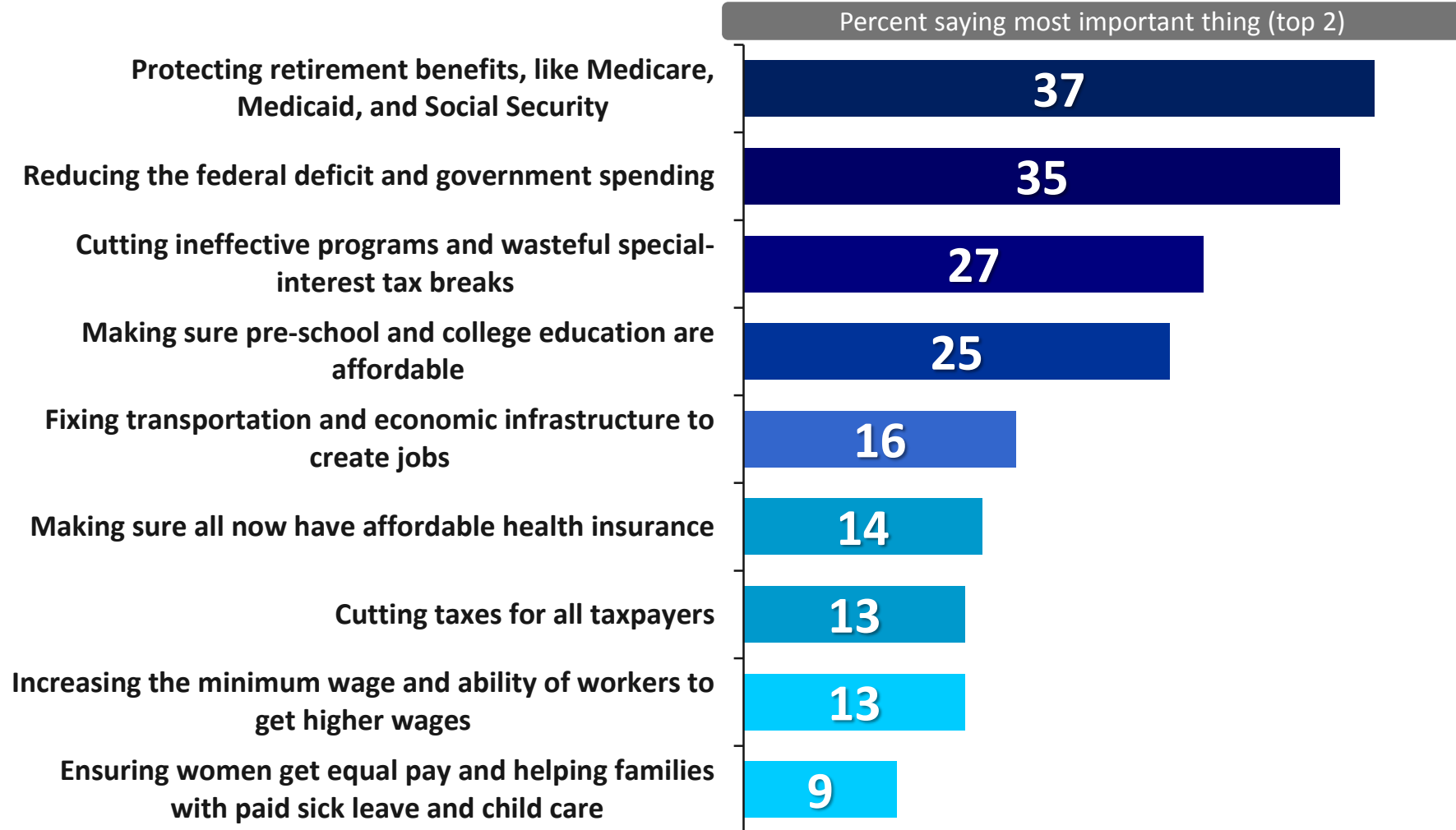
The economy is not beginning to benefit working people and the middle class.



Voters' priorities for the future

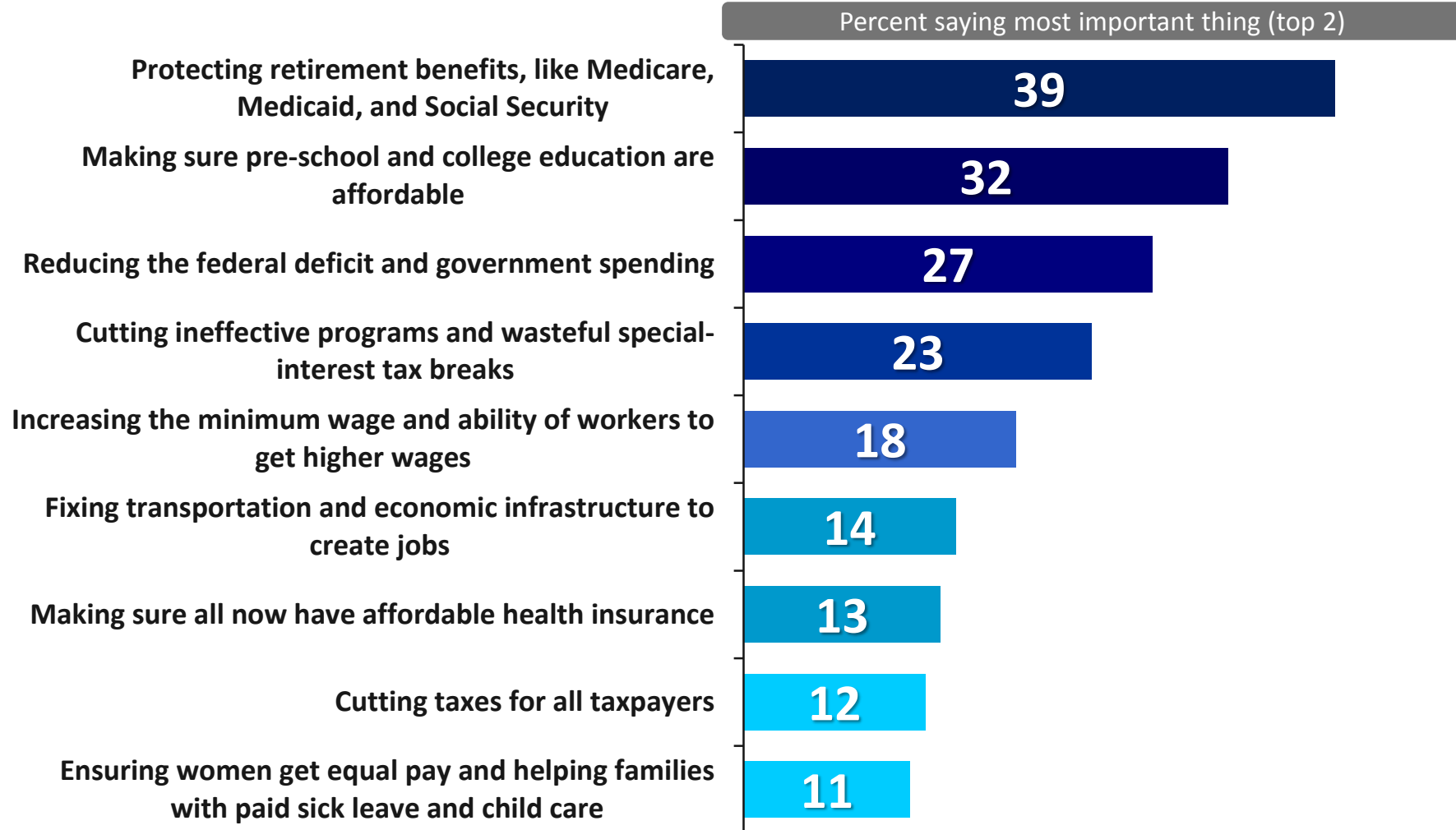
Most important for future of middle class? Protecting middle class retirement benefits and reducing deficit

Now for something a little different. Leaders from both parties say we face big choices that will determine the future of the middle class. Which TWO of the following are the most important things for us to focus on?



Rising American Electorate prioritizes a secure retirement and making education affordable

Among Rising American Electorate

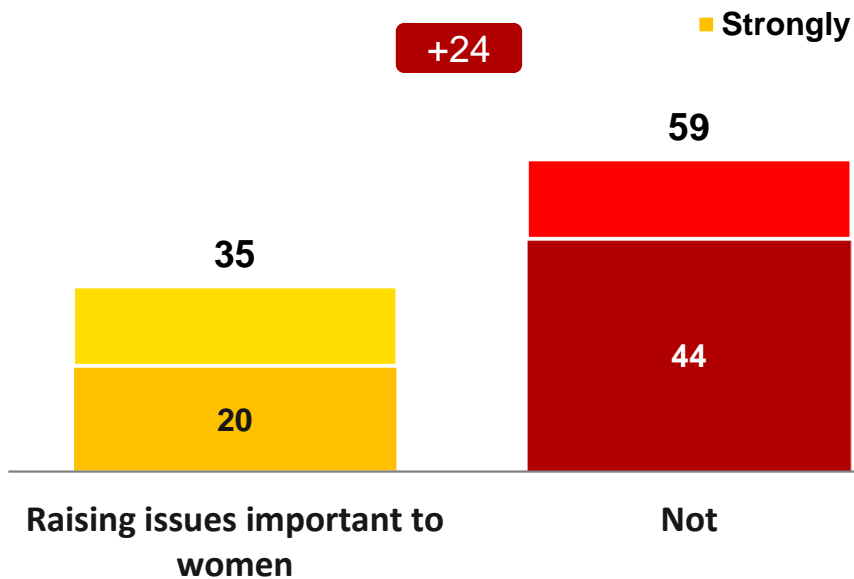


A lot more room for leaders to pursue these issues – especially those important to working and single women

Now you're going to see some pairs of statements about the economy. For each pair, please choose whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

President and the political debate in the country are raising issues important to working and single women.

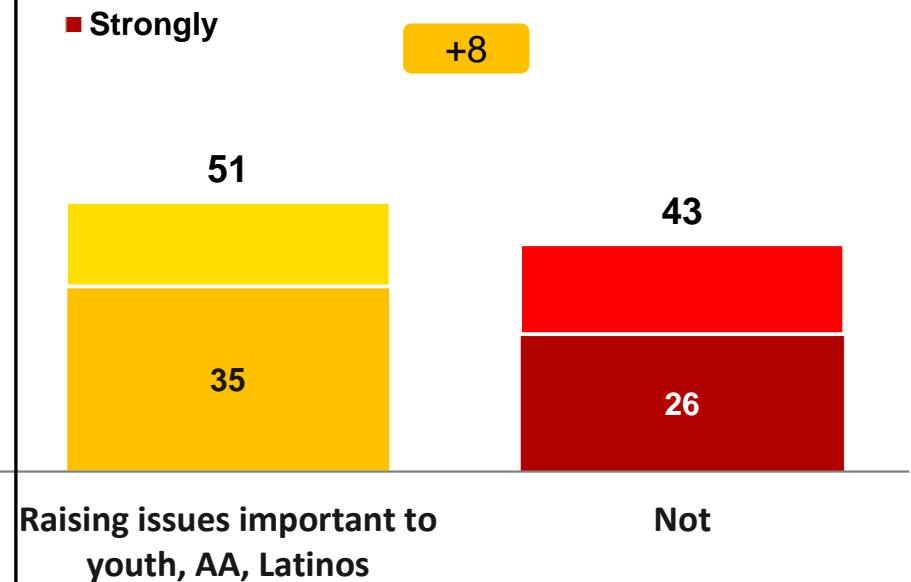
The national political debate in the country just isn't dealing with issues that matter to them.



Among unmarried women

The President and the political debate in the country are raising issues important to younger people, African Americans, and Latinos.

The national political debate in the country just isn't dealing with issues that matter to them.



Among Rising American Electorate

Proposals to address financial pressures of families

Survey exercise: two frameworks

Framework 1: Working women

List of Democratic proposals to deal with financial pressures facing families

4 common proposals to both frameworks

3 additional proposals focused on helping economic pressures facing working women

Rotated with 7 Republican proposals

Test: More likely to support Democrats/Republicans

Test: Broad economic message test

Test: Democrats/Republicans better on list of issues

Framework 2: Preventive health

List of Democratic proposals to deal with financial pressures facing families

4 common proposals to both frameworks

3 additional proposals focused on helping women deal with health insurance and preventive care

Rotated with 7 Republican proposals

Test: More likely to support Democrats/Republicans

Test: Broad economic message test

Test: Democrats/Republicans better on list of issues

The policy proposals

Policy proposals common to both frameworks

Protect Medicare benefits and premiums for seniors and future retirees

Invest in job training, more engineers, and making college more affordable

Help small businesses succeed, including women-owned businesses

Raise the minimum wage to 9 dollars an hour



Framework 1: Working women

Make childcare more available and affordable for working families

Ensure that women get equal pay for equal work and close the wage gap

Expand paid family, maternity, and sick leave for working families

Framework 2: Preventive health

Expand preventive care for women, such as mammograms and cervical cancer screenings

Bar gender rating so insurance companies charge the same rates to women as men

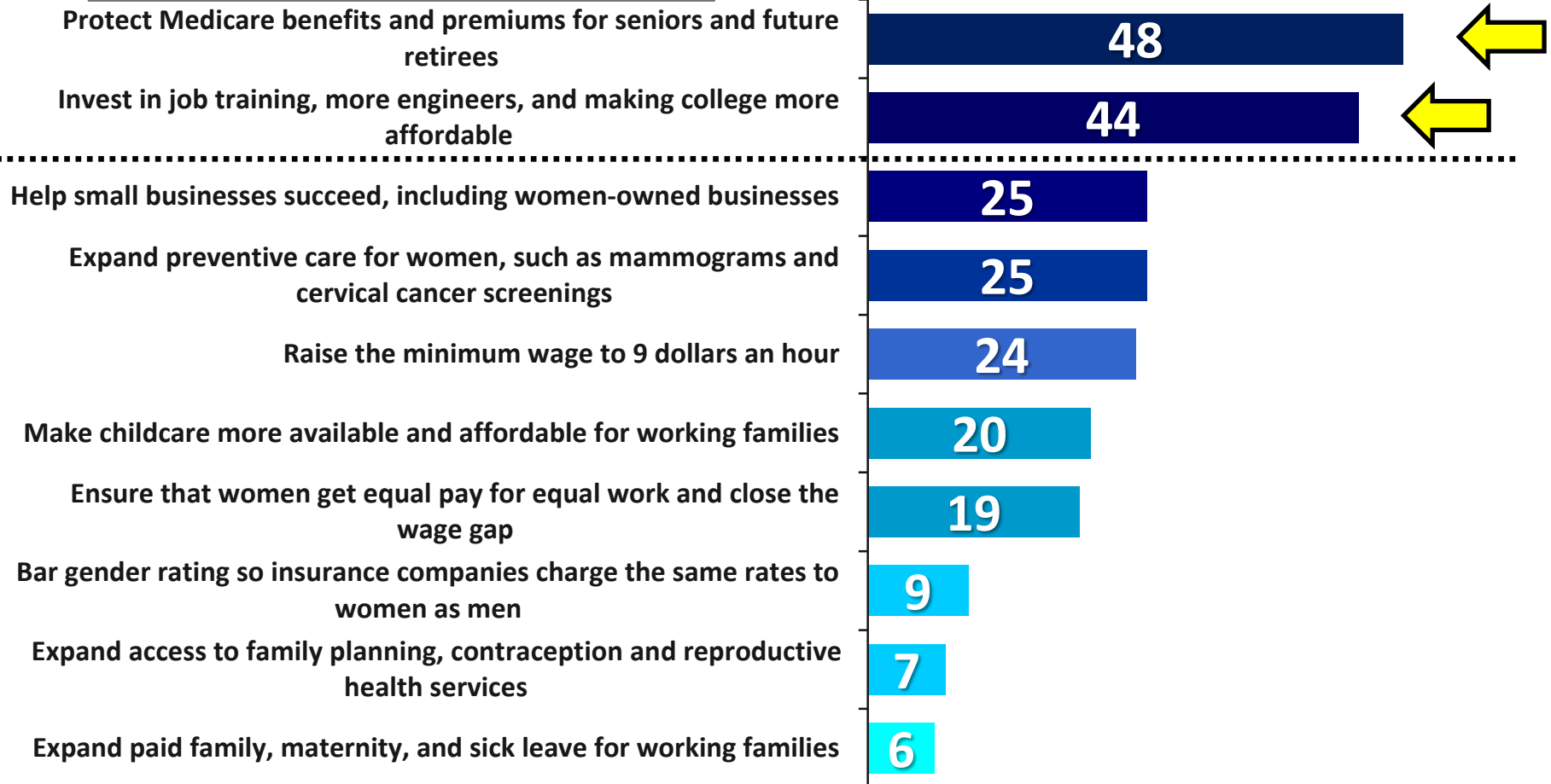
Expand access to family planning, contraception and reproductive health services

Top 2 most important things really stand out among unmarried women

Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing people and to do something about the insecurities facing families. After I read you the list, I want you to tell me which TWO stand out as the most important in your own mind. The list has several items, so please listen closely as I read them.

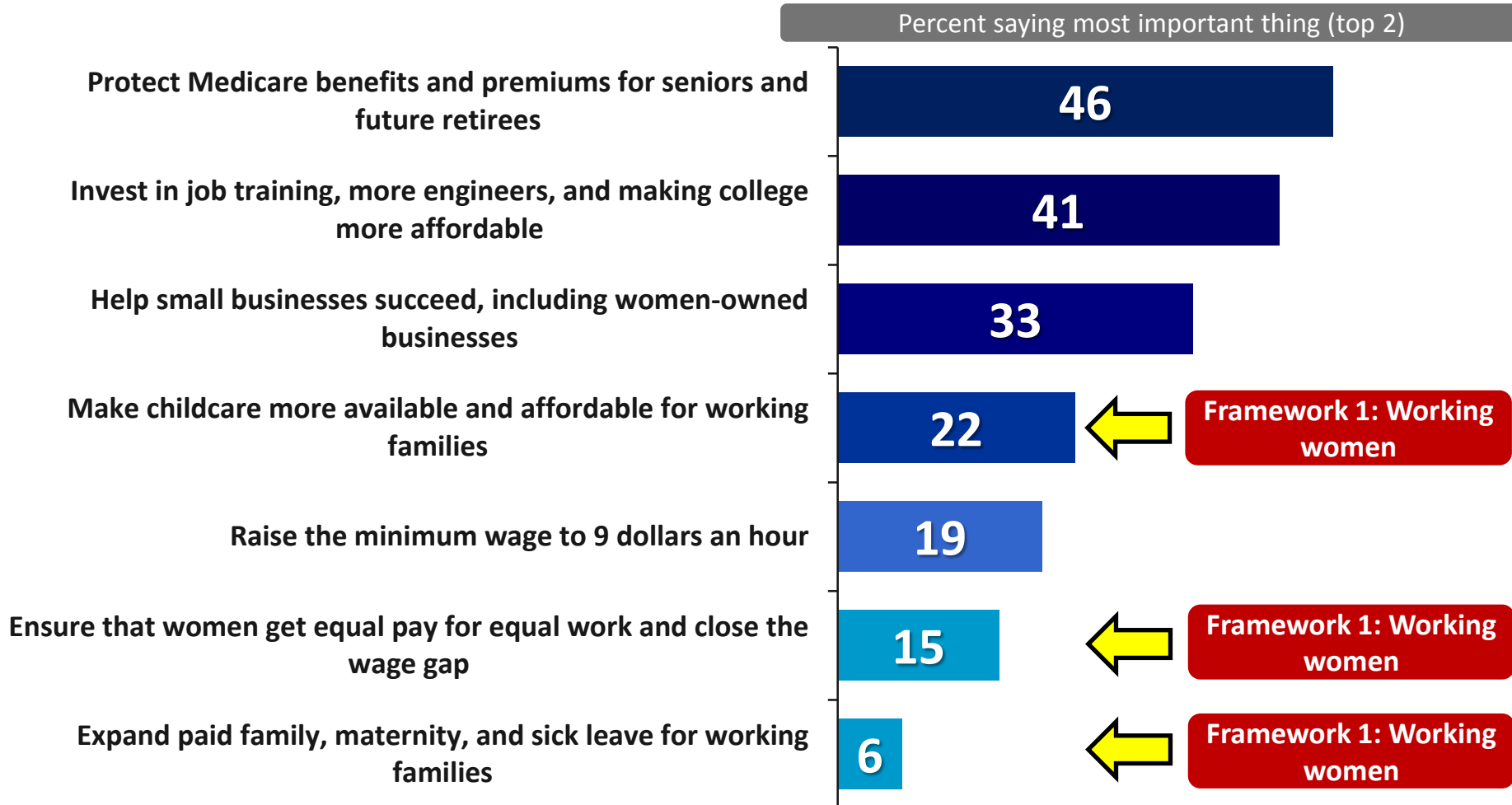
Among unmarried women

Percent saying most important thing (top 2)



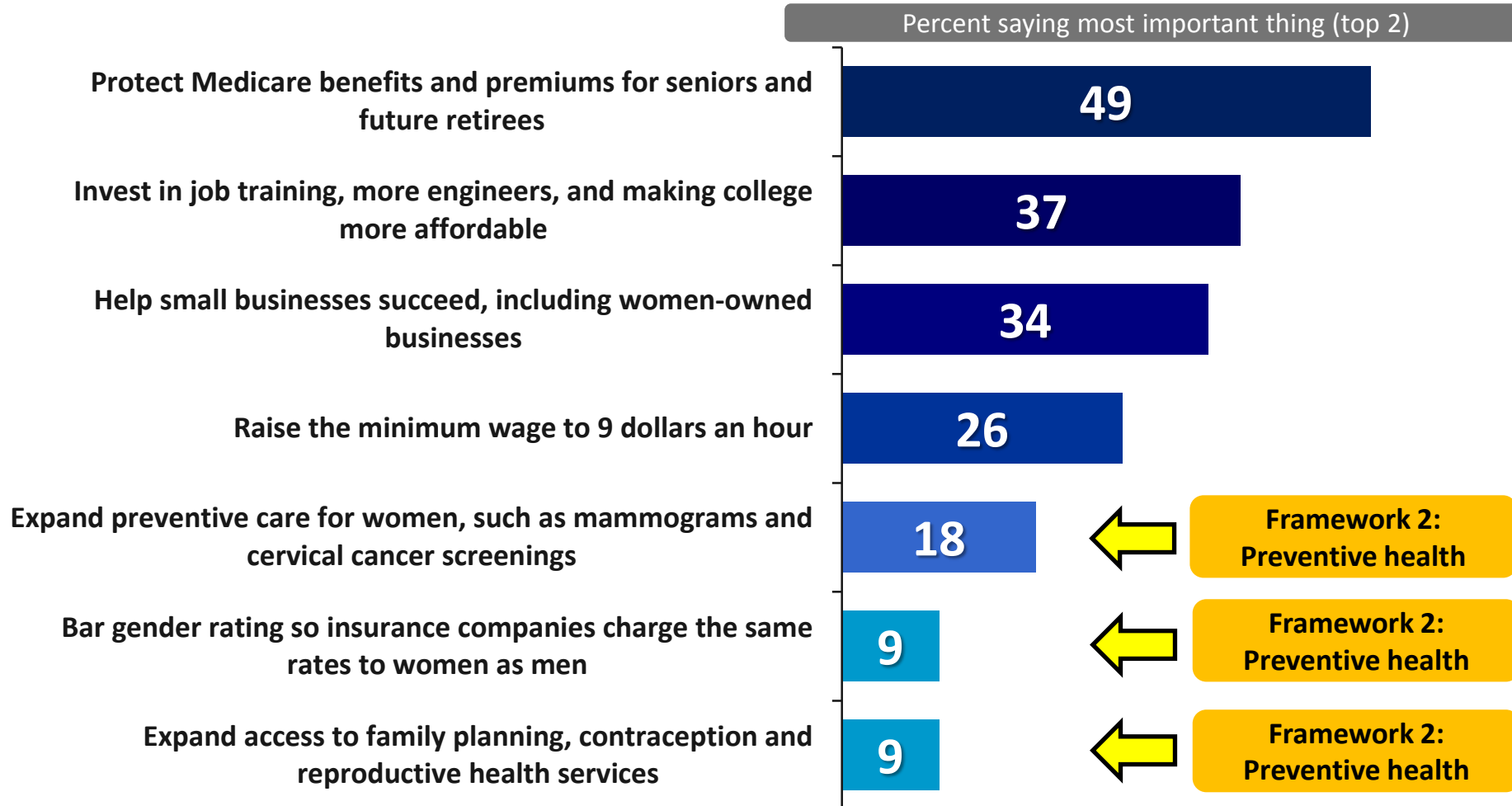
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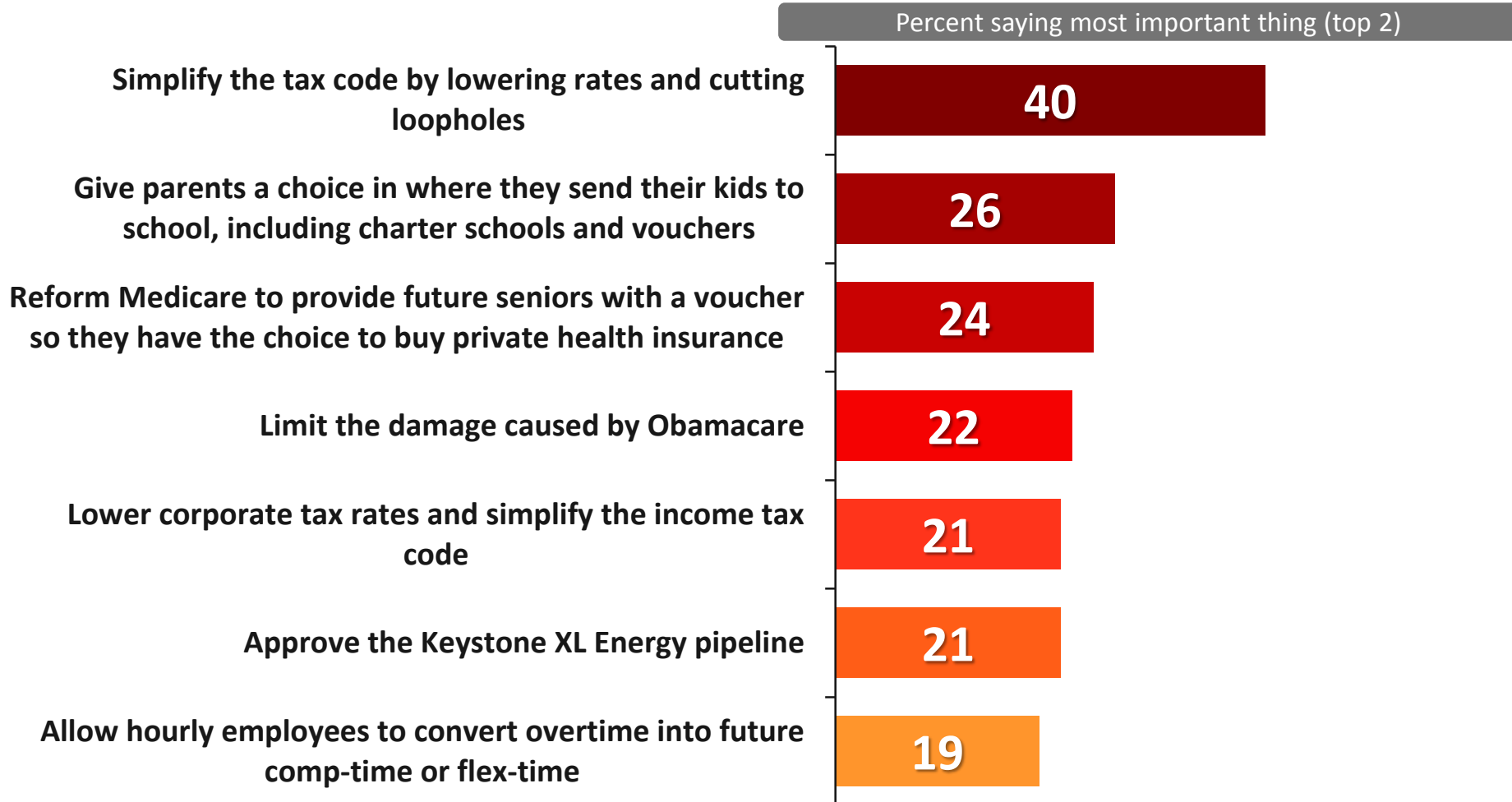
Framework 2: Preventive health issues

Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing people and to do something about the insecurities facing families. After I read you the list, I want you to tell me which TWO stand out as the most important in your own mind. The list has several items, so please listen closely as I read them.



Simplifying tax rates and cutting loopholes most popular Republican proposal

*Now I am going to read you some things being proposed by **Republicans** to deal with the financial pressures facing people and to do something about the insecurities facing families. After I read you the list, I want you to tell me which TWO stand out as the most important in your own mind. The list has several items, so please listen closely as I read them.*



Focusing on economic priorities of RAE – especially unmarried women – can have a real impact

After hearing each side's proposals, voters more likely to support Democrats on the big decisions about the future of the country

*Now, after hearing that list, thinking about **the big decisions regarding the future of the country**, does it make you much more likely to support Democrats/Republicans, somewhat more likely, a little more likely, no more likely, or less likely to support Democrats/Republicans?*

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

49

24

More likely to support Democrats

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

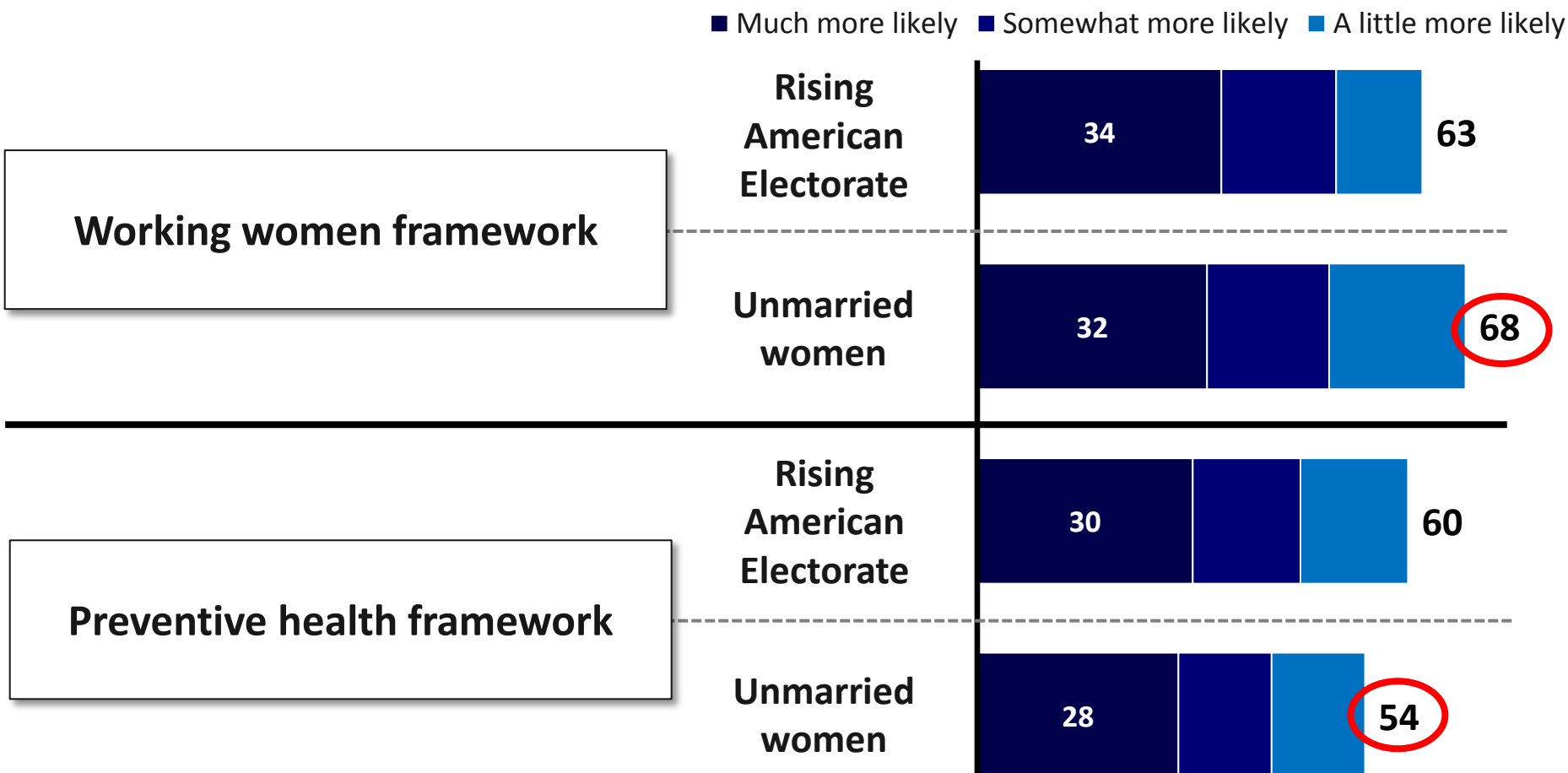
44

18

More likely to support Republicans

Working women framework gets higher support from unmarried women and RAE overall

Now, after hearing that list, thinking about the big decisions regarding the future of the country, does it make you much more likely to support Democrats, somewhat more likely, a little more likely, no more likely, or less likely to support Democrats?



And pushes unmarried women and RAE further than vote

*Now, after hearing that list, thinking about **the big decisions regarding the future of the country**, does it make you much more likely to support Democrats/Republicans, somewhat more likely, a little more likely, no more likely, or less likely to support Democrats/Republicans?*

■ Much more likely

■ Somewhat more likely

■ A little more likely

Cong. Vote:
56%

**Working women
framework**

Cong. Vote:
57%

63

68

34

32

More likely to support Democrats

More likely to support Democrats

Rising American Electorate

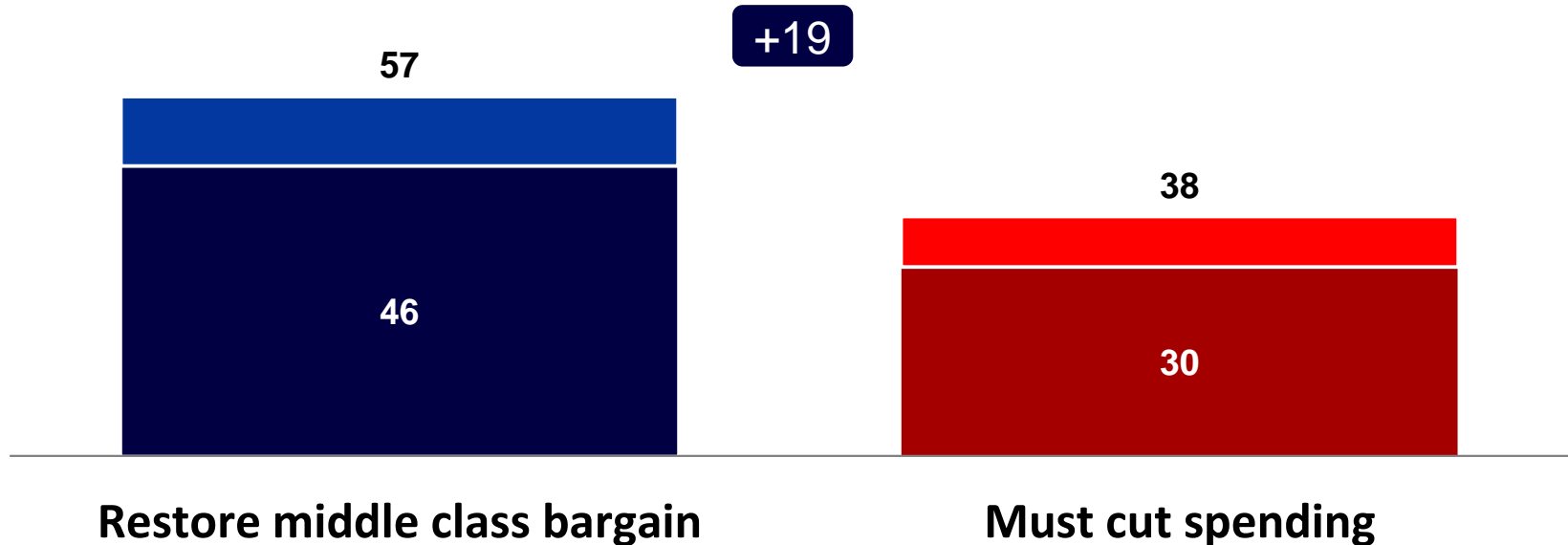
Unmarried women

Democratic message on the middle class bargain dominates

Now I'm going to read you a pair of statements, one that Democrats might say and one that Republicans might say. After I read the statements, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Reducing the deficit is important but we cannot reduce the deficit through cuts alone. We also need to restore the middle class bargain: if you work hard you can get ahead. So let's invest in education, protect retirement security, and reduce health care costs in a balanced way that asks the wealthiest to pay their share to invest in growth that creates good middle class jobs.

Our biggest problem is that we spend too much, not that we tax too little. Our national debt is over 16 trillion dollars. We must cut spending, including Medicare and Social Security so they are there for future generations. Further tax increases will crush our economy and leave our children and grandchildren saddled with debt.

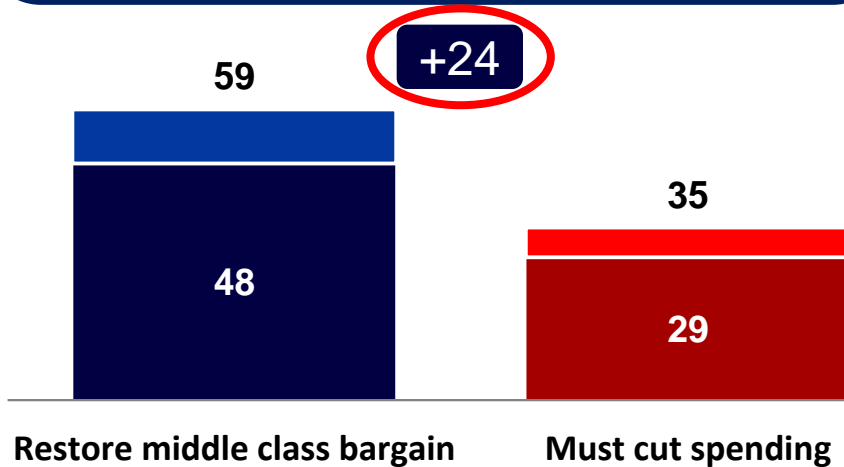


And working women framework pushes Democrats' margin even further

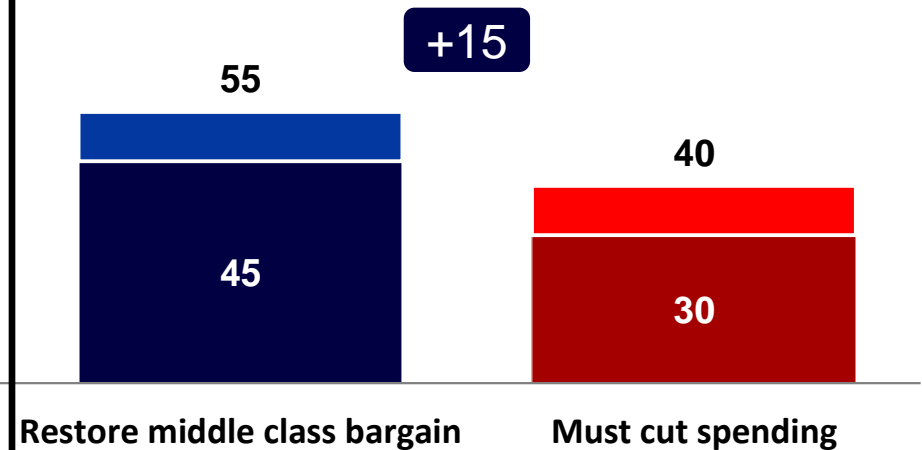
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Working women framework



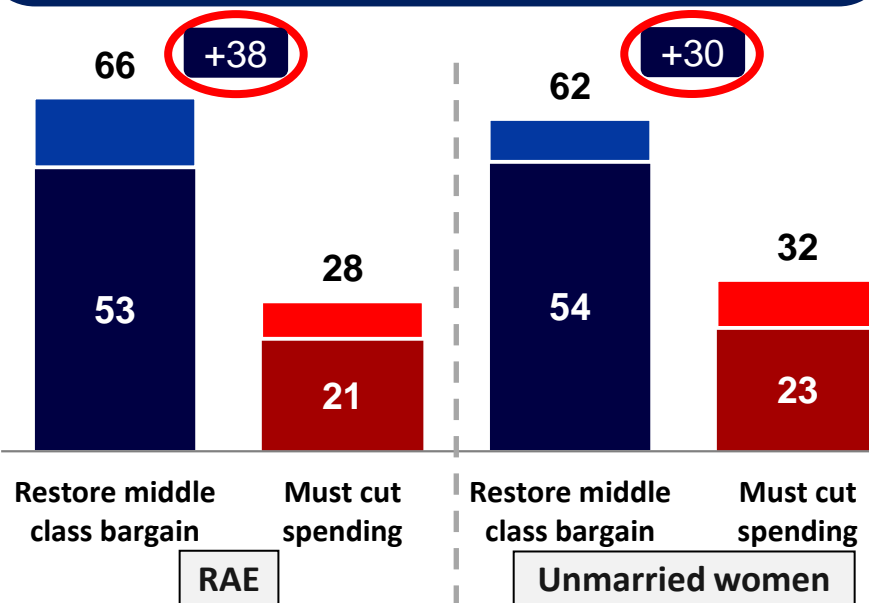
Preventive health framework

And that framework better among RAE and unmarried women

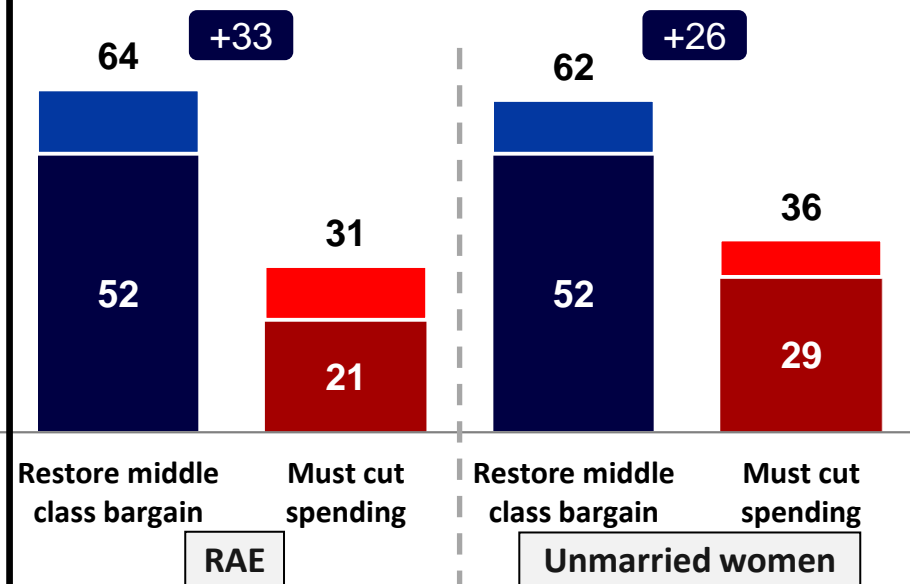
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Working women framework



Preventive health framework

Democrats even on the economy and dominate on looking out for women, middle class

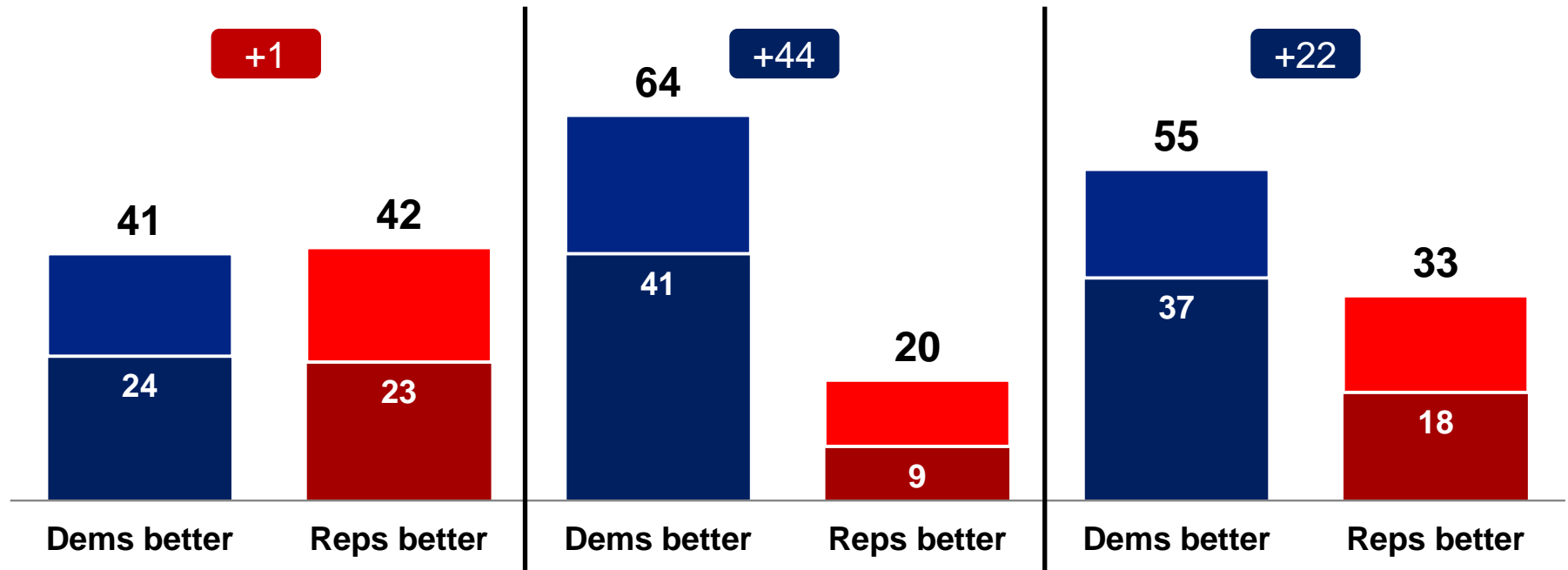
I am going to read you a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans would do a better job with each issue. If you do not know, just tell me and we'll move on.

The economy

Looking out for the interests of women

Standing up for the middle class

■ Dems much better ■ Reps much better

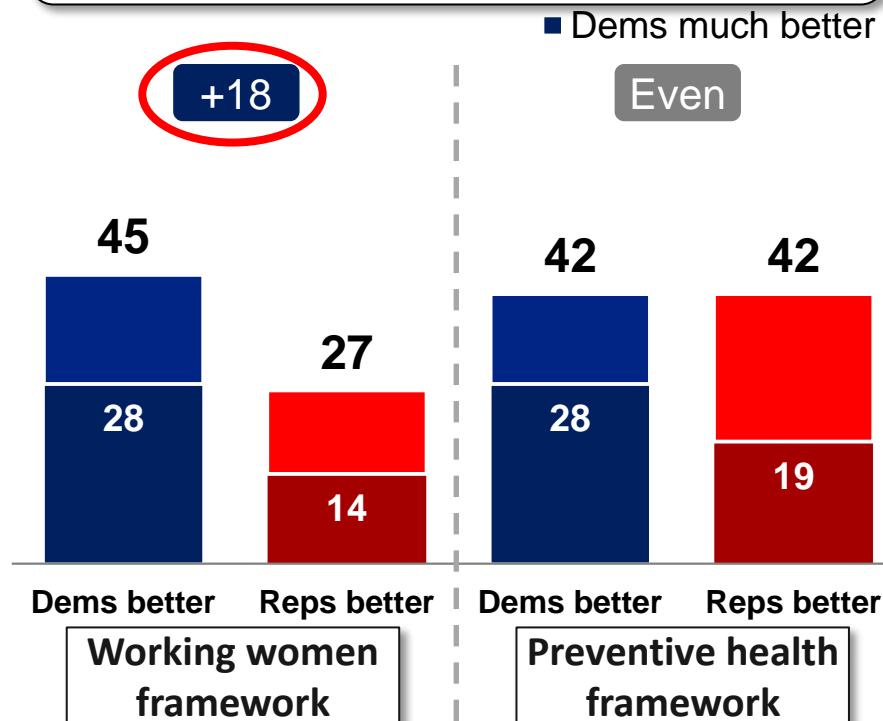


Working women framework pushes unmarried women towards Democrats' long-term plans

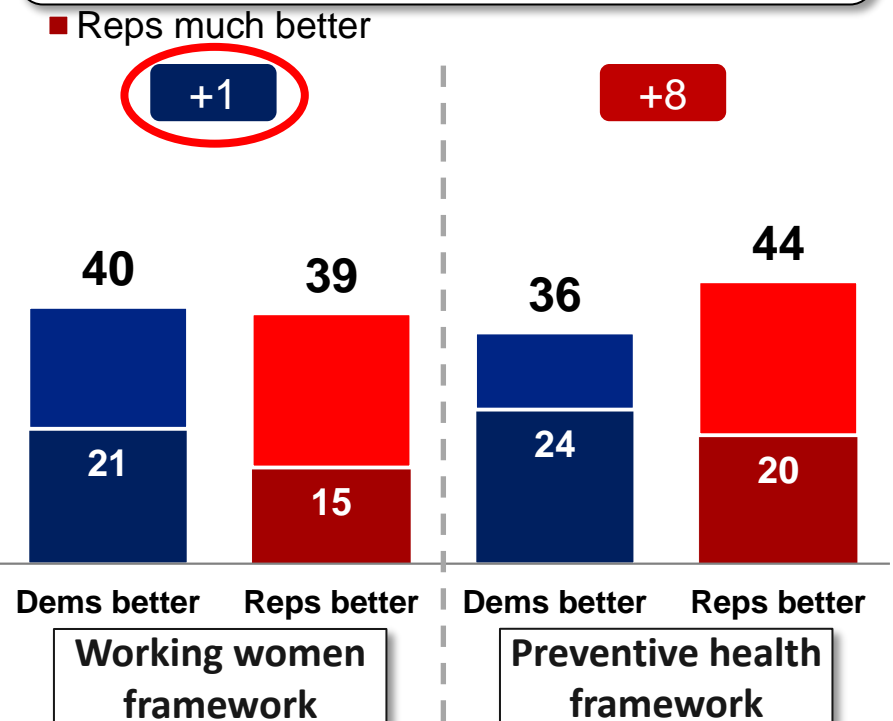
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Among unmarried women

Addressing our long-term problems



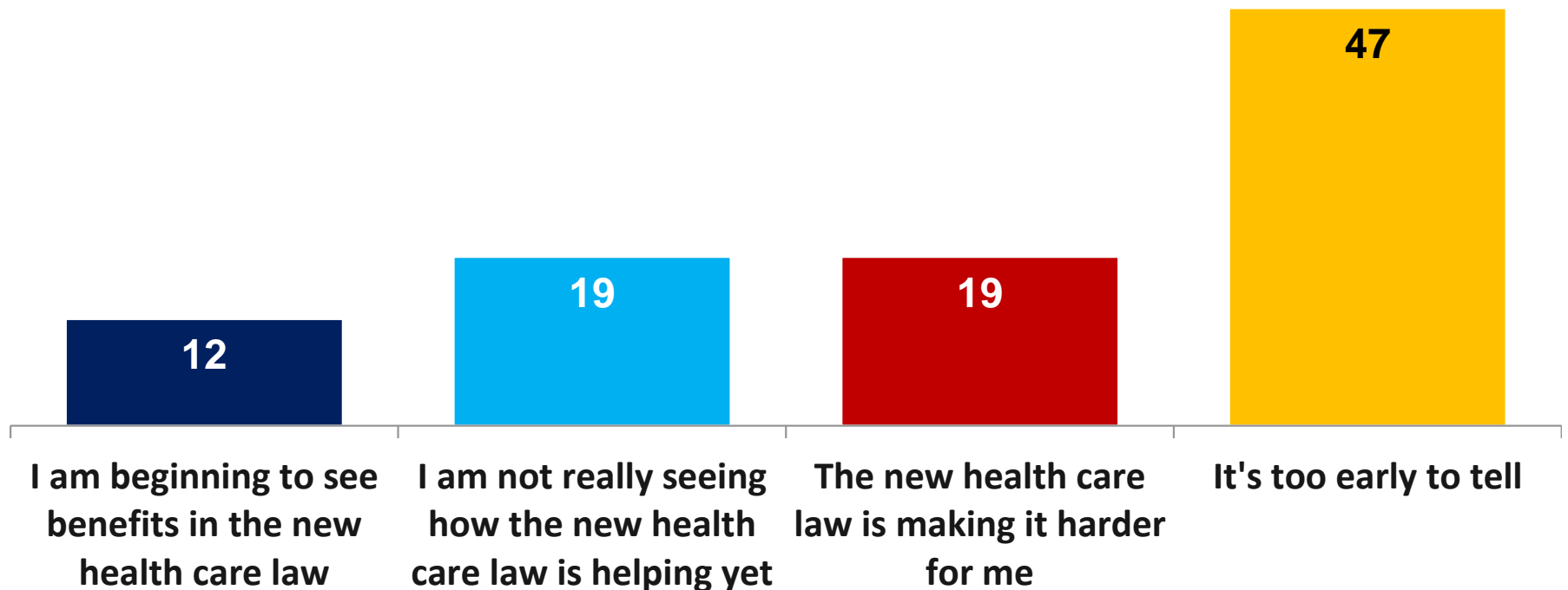
Getting the deficit down over the long-term



The health care reform law

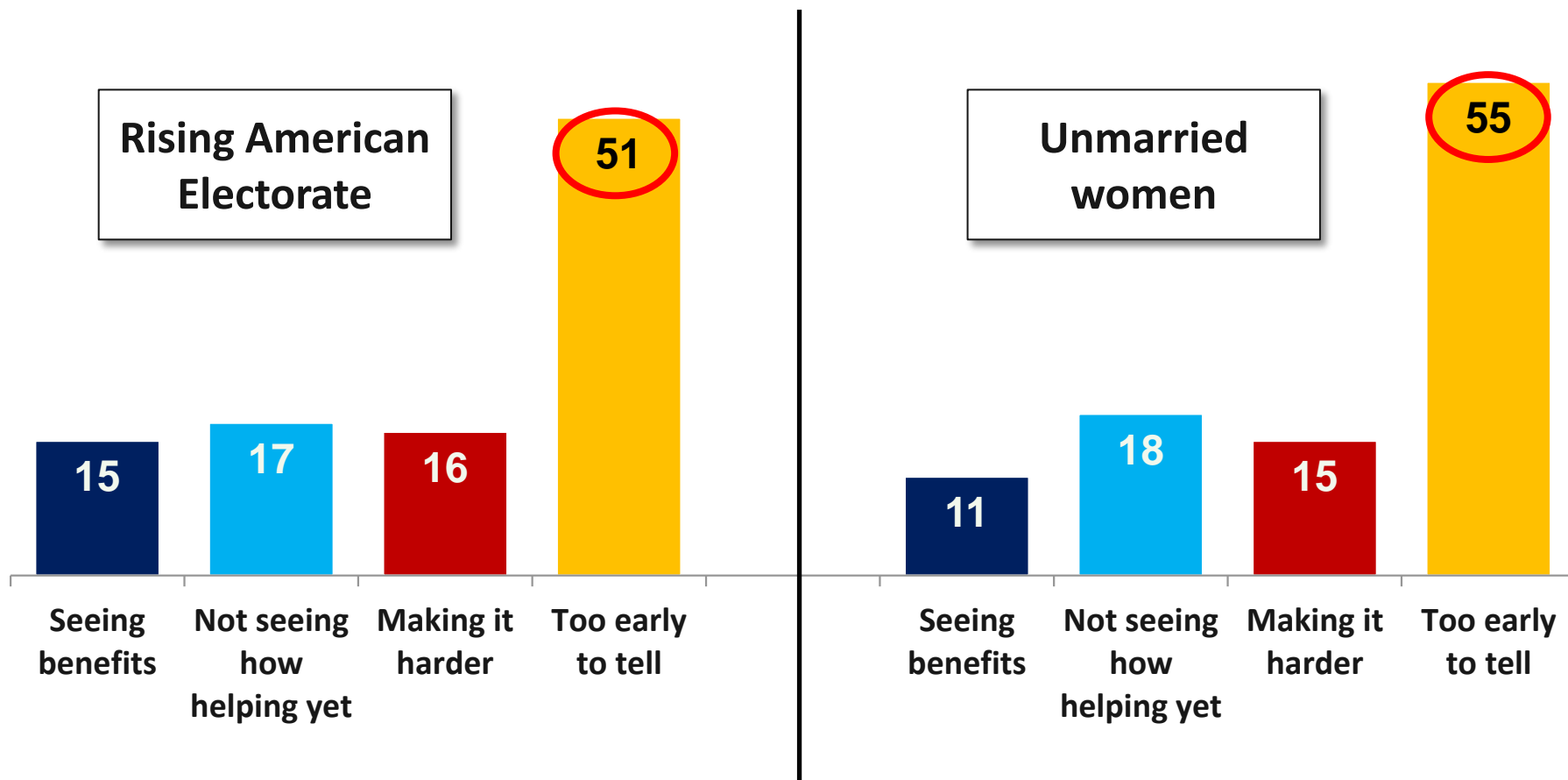
Most don't know how health care law will affect them; less than 20 percent think it's making it harder for them

I want to ask you about the new health care reform law. I'm going to read you a few short statements about the health care reform law. After I read all the statements, please tell me which one of these statements comes closest to your experience.



Over 50 percent of RAE and unmarried women think it's too early to tell how health care law affecting them

I want to ask you about the new health care reform law. I'm going to read you a few short statements about the health care reform law. After I read all the statements, please tell me which one of these statements comes closest to your experience.



GREENBERG QUINLAN ROSNER RESEARCH

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