

GREENBERG QUINLAN ROSNER RESEARCH

The Women's Economic Agenda

Unmarried women focused on critical economic issues

July 22, 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 (1150 unweighted) and 841 likely 2014 voters nationwide was conducted from July 10-15, 2013. We oversampled an extra 200 unmarried women to allow for more detailed subgroup analysis.

Unless otherwise noted, overall margin of error= +/-2.89 percentage points at 95% confidence. The margin of error for unmarried women = +/-4.45 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 nonpartisan policy research for RAE outreach and education.*

Key Findings

- The Democrats' policy agenda is stronger and more motivating when it includes women's economic policies. Those who heard the women's policies are more likely than those who did not to say that Democrats are better on the economy, looking out for the middle class, and looking out for women. This is especially true among key subgroups, including all women, unmarried women, and college-educated women.
- The top three policy areas in this agenda all have strong and intense support – as popular as Medicare – and set out new areas for winning broad engagement:
 1. **Pay equity and make work pay:** Jobs don't pay, especially for women. Pay equity is very much an issue of raising pay at work and it has intense support. It is the top policy item among all voters, women, and unmarried women. When combined with policies to raise the minimum wage, it moves unmarried women.
 2. **Don't discriminate against working women who have children:** There is intense support for strengthening policies to prevent employers from firing or demoting women when they get pregnant or take maternity leave. Together with pay equity, voters in general and women in particular want to help working women manage their family choices. Work-family balance is a critical framework in the survey.
 3. **Scholarships to help working women:** With many women getting trained and in school to deal with the new economy, there is big support, particularly among unmarried women, for scholarships to extend education aid.

Key Findings

- Unmarried women, a key voting bloc for Democrats, are not as engaged as the general population and are less likely to report that they intend to vote in 2014. As we learned in March, these women do not believe Washington is addressing the issues most important to them. This economic agenda for women, however, has the potential to reverse that.
- Unmarried women are more likely than others to drop-off from presidential-year voting and less likely to turn out in this election – as is evident in this survey.
- Seniors are surprisingly supportive of Democrats – again, evident in this survey.
- Democrats are best positioned to talk about women's issues when they discuss their economic agenda first as a matter of raising pay and incomes for working women and families. Encompassed within raising incomes for women and families are some key policies that would improve the pocketbook economies for these women – including childcare and opportunities to start and maintain women-owned small businesses.
- The Democratic agenda as a whole – including protecting Medicare, raising the minimum wage, supporting green energy, and the women's economic agenda – is stronger than the economic policy agenda currently offered by Republicans. In fact, the strongest Republican policies (school choice and approving the Keystone pipeline) are only as strong as the weakest policies in the women's economic agenda.

Proposals to address financial pressures of families

Work and family balance, equal pay to get more money at work most important frameworks

Now let me read you some short statements about improving work and economic security for working families in the United States. Please tell me which ONE you think should be the biggest priority for the federal government to focus on.

Work-family balance

Pay

Childcare

36

29

20

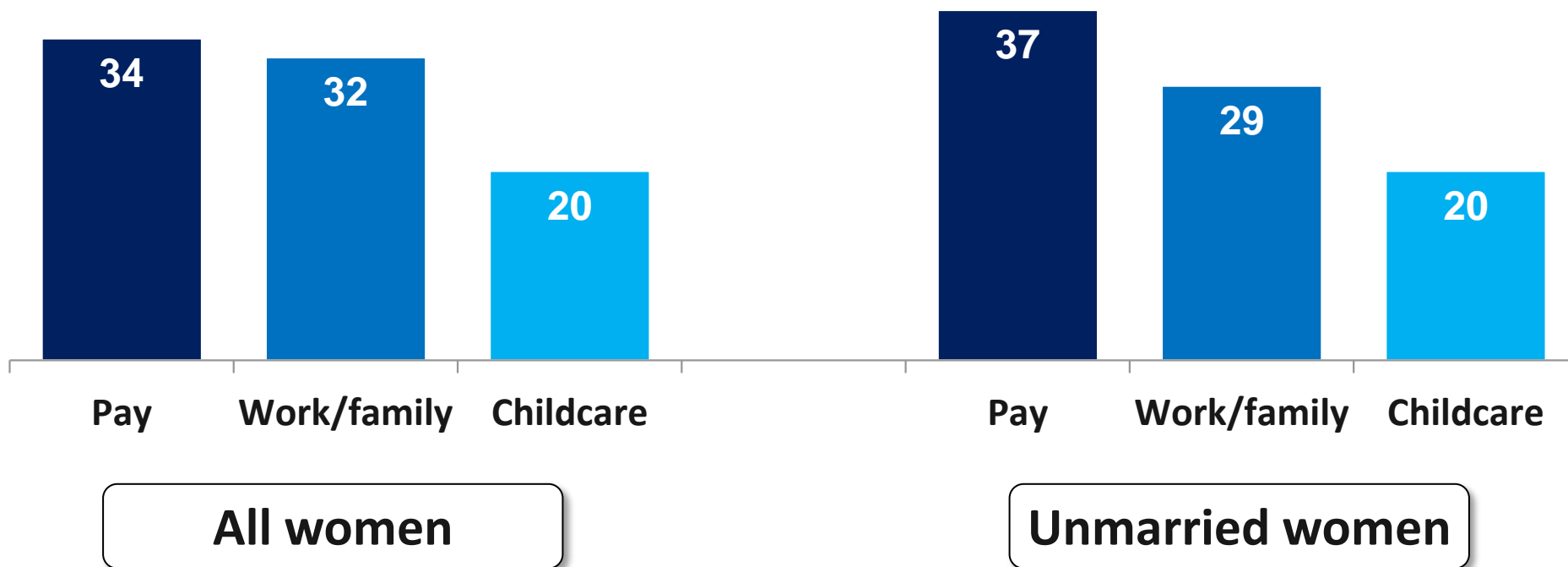
Ensure work and family balance by enacting policies that allow working parents to support their families and care for their children.

Ensure that women get equal pay for equal work by passing paycheck fairness legislation and raising the minimum wage.

Increase access to affordable, high quality childcare for working mothers and families, including high quality preschools for low income families.

Among women and unmarried women, raising the minimum wage as a way to make work pay strongest

Now let me read you some short statements about improving work and economic security for working families in the United States. Please tell me which ONE you think should be the biggest priority for the federal government to focus on.



The survey experiment showing impact of women's agenda

Framework 1: Women's economic agenda

List of Democratic proposals to deal with financial pressures facing families



3 proposals common to both frameworks



4 additional proposals focused on helping economic pressures facing women



Rotated with 7 Republican proposals



Test: Democrats/Republicans better on list of issues, including who's better on the economy, for the middle class, and for women

Framework 2: General Democratic agenda

List of Democratic proposals to deal with financial pressures facing families



3 proposals common to both frameworks



4 additional general Democratic proposals on a range of issues



Rotated with 7 Republican proposals



Test: Democrats/Republicans better on list of issues, including who's better on the economy, for the middle class, and for women

The policies: Framework 1 -- the women's economic agenda

Framework 1: Women's economic agenda

Ensure that women get equal pay for equal work to raise wages for working women and families.

Protect pregnant workers and new mothers so they can't be fired or demoted when they become pregnant or take maternity leave.

Expand access to scholarships so working women and parents can continue their education and train for jobs that are available now and in the future.

Expand access to public pre-school and Head Start programs to help working families and children.

Expand access to high quality, affordable childcare for working mothers and families.

Help small businesses succeed by providing more access to capital and incentives for women-owned small businesses.

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

Make Child Tax Credits permanent and targeted to those working families who need it most.

The policies: Framework 2 -- a general Democratic agenda

Framework 2: General Democratic agenda

Help small businesses succeed by providing more access to capital and incentives for small businesses.

Invest in wind, solar, and green energy technology to improve our environmental future and make the country less dependent on foreign oil.

Make sure everyone has access to affordable health care by expanding state health insurance exchanges.

Pass comprehensive immigration reform to create a path to citizenship for hard-working and law-abiding undocumented immigrants currently living and working in the US.

And policies common to both frameworks

Policies common to both frameworks

Protect Medicare benefits and premiums for seniors and future retirees.

Cut subsidies to oil companies, agribusiness, and multinational corporations and instead invest in education, infrastructure, and technology.

Raise the minimum wage to 9 dollars an hour.

The Republican policies

Republican policies

Simplify the tax code by lowering rates for everyone and eliminating tax deductions and loopholes.

Give parents a choice in where they send their kids to school, including charter schools and vouchers.

Reform Medicare to provide future seniors with a voucher so they have the choice to buy private health insurance.

Limit the damage caused by Obamacare by eliminating the individual and employer mandates.

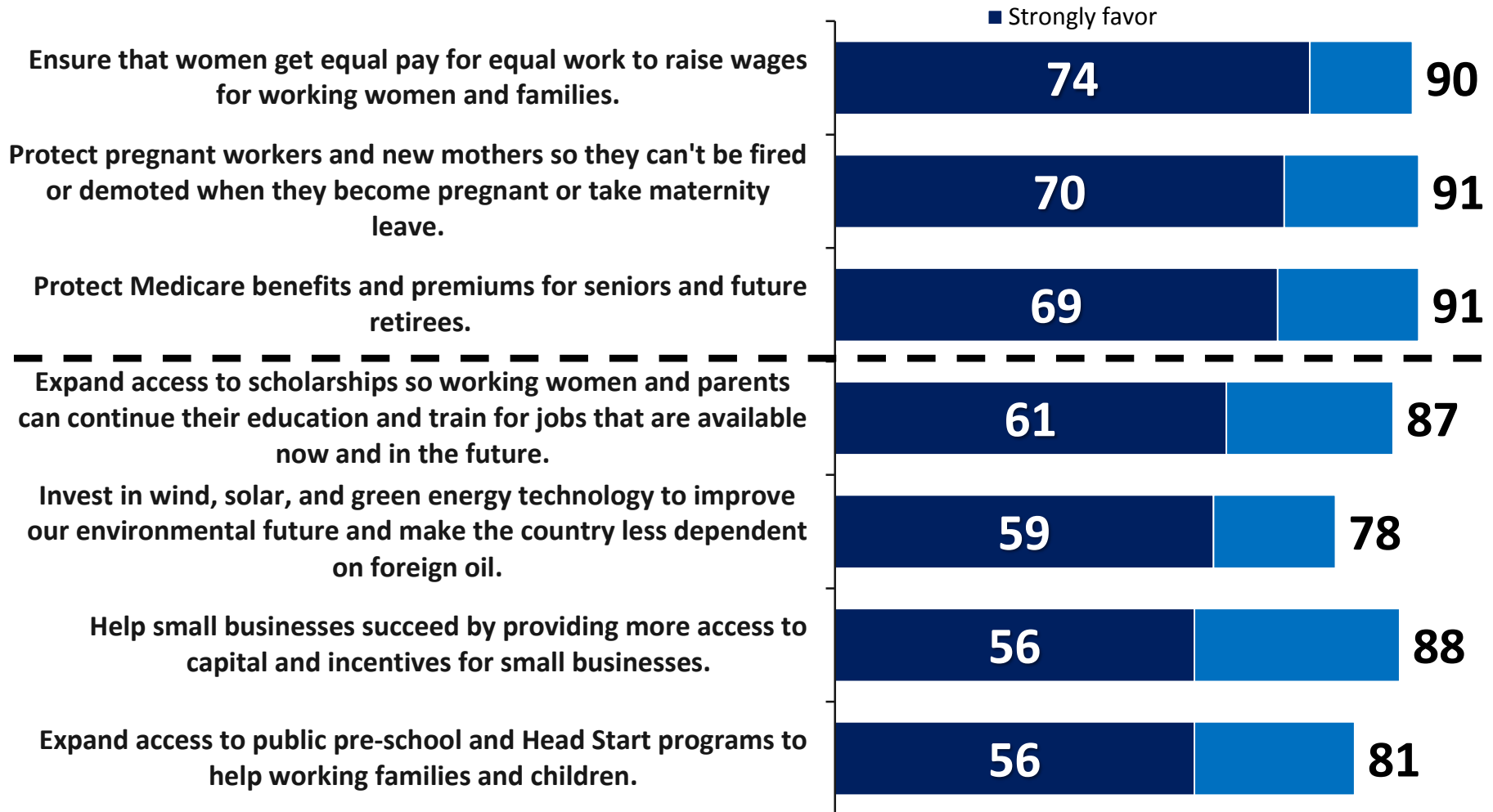
Lower corporate tax rates so companies have more money to hire workers.

Approve the Keystone XL Energy pipeline to reduce energy prices, the cost of oil and our dependence on foreign countries.

Allow hourly employees to convert overtime into future comp-time or flex-time.

Top-ranked policies: equal pay to raise wages, protect pregnant workers, but also Medicare

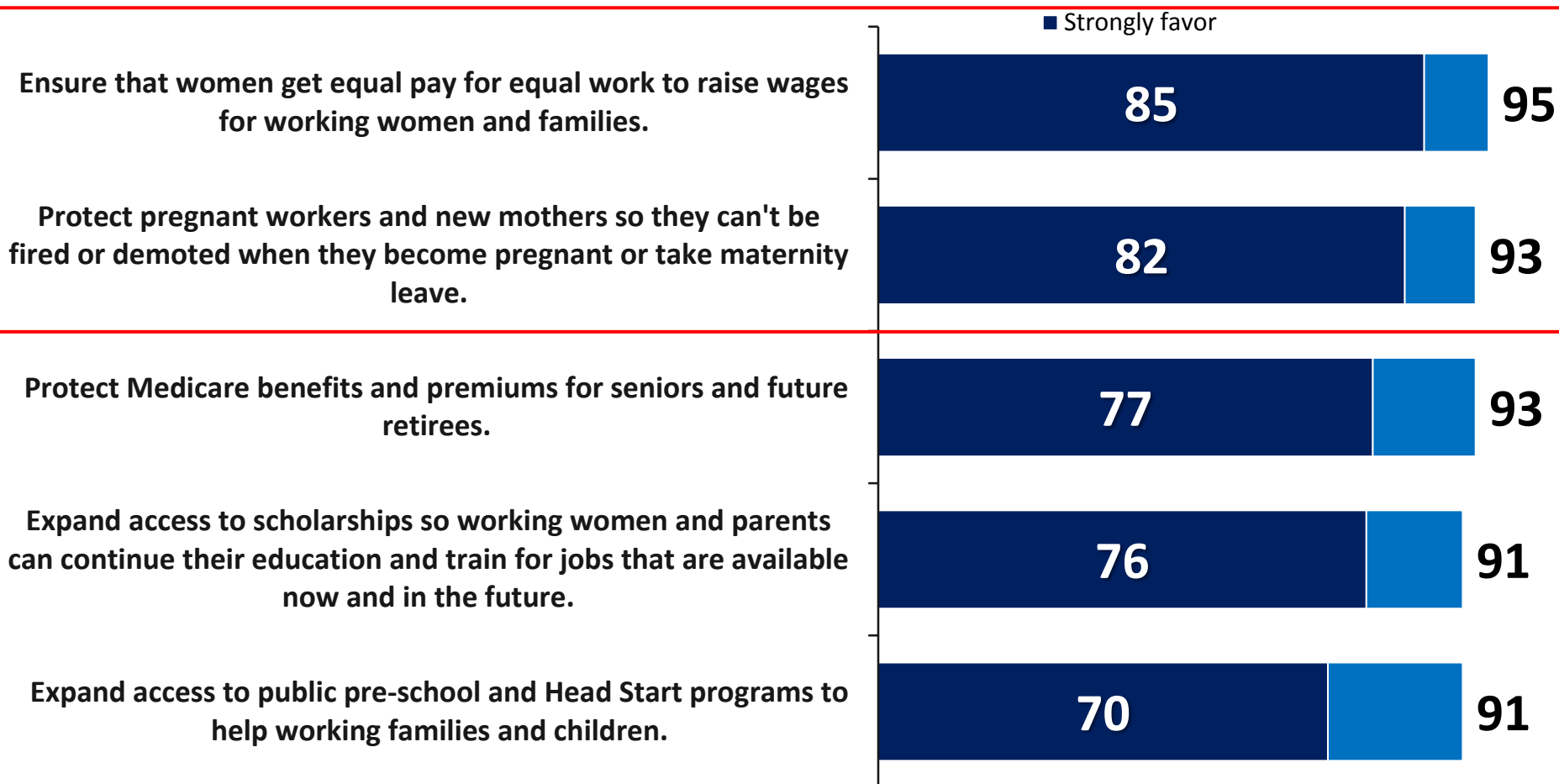
Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing working people and to do something about the insecurities facing families. After each item, please tell me whether you would favor or oppose that policy.



Among unmarried women, equal pay and protecting pregnant mothers very strong; also access to scholarships

Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing working people and to do something about the insecurities facing families. After each item, please tell me whether you would favor or oppose that policy.

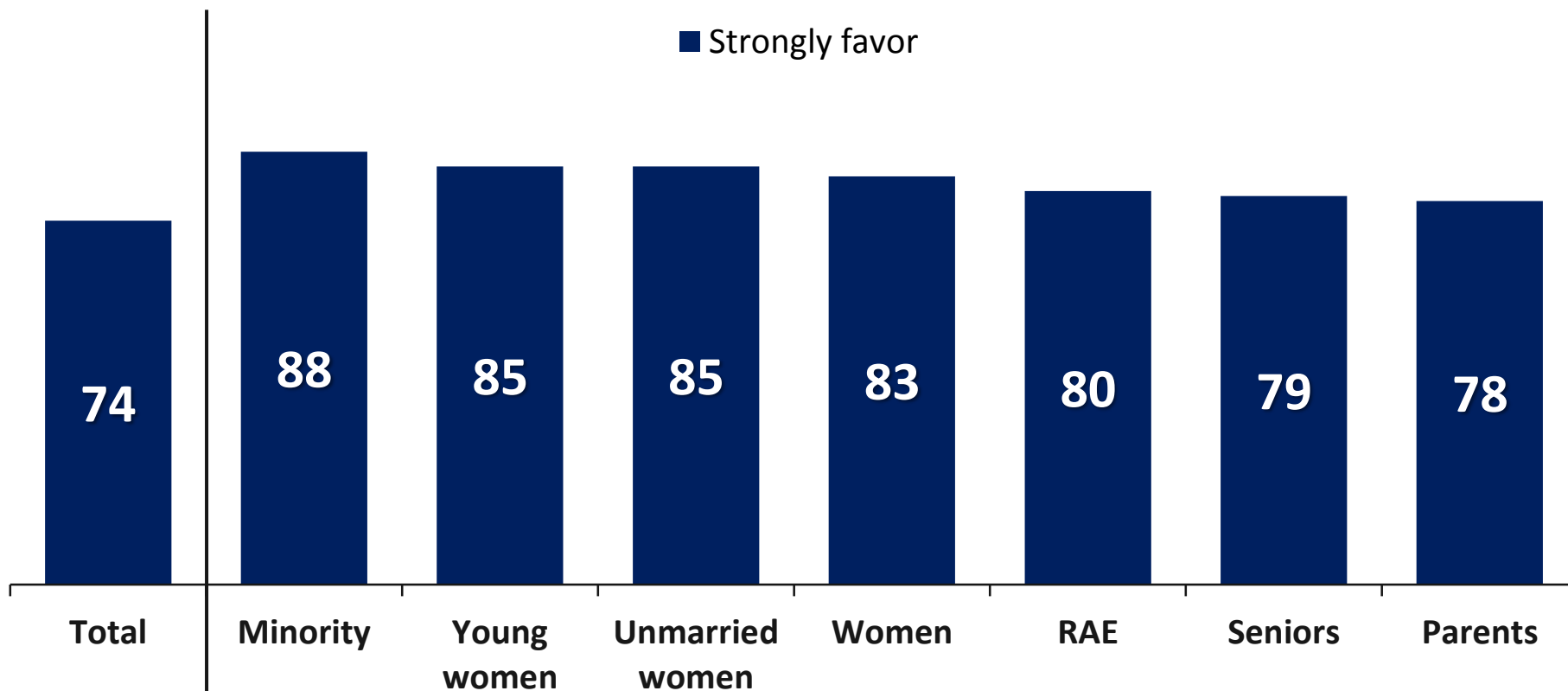
Among unmarried women



Strongest policies: Equal pay popular and intense support

Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing working people and to do something about the insecurities facing families. After each item, please tell me whether you would favor or oppose that policy.

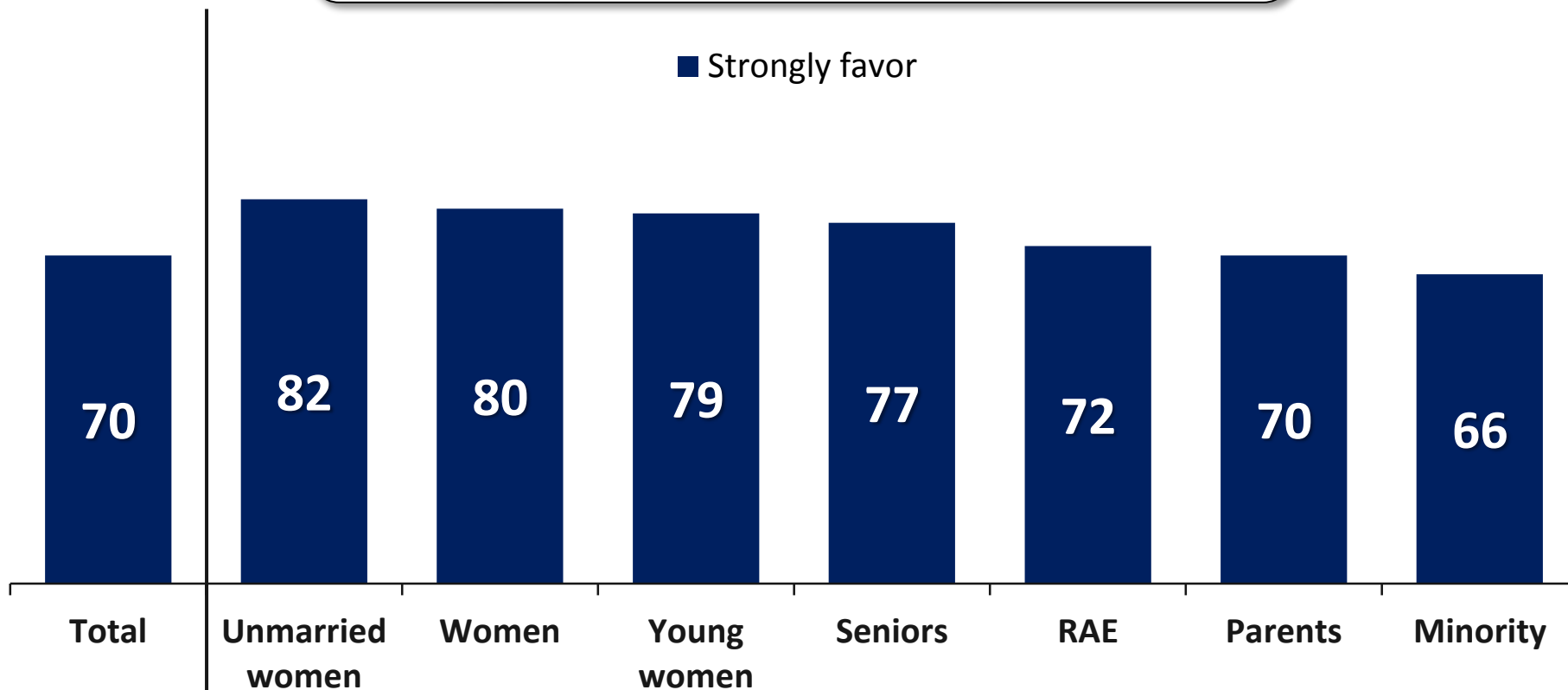
Ensure that women get equal pay for equal work to raise wages for working women and families



Strongest policies: Protecting pregnant workers broadly popular

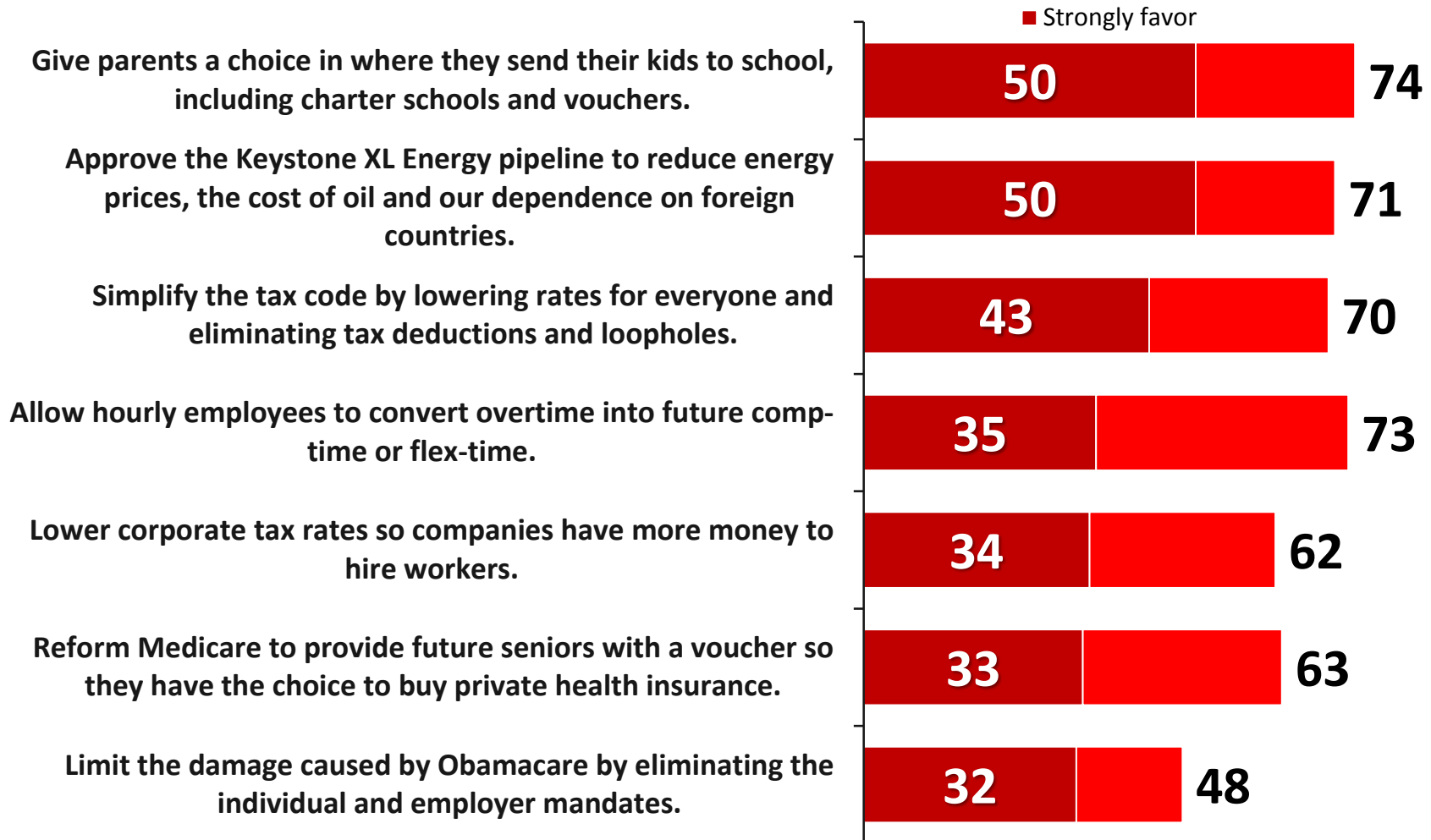
*Now I am going to read you some things being proposed by **Democrats** to deal with the financial pressures facing working people and to do something about the insecurities facing families. After each item, please tell me whether you would favor or oppose that policy.*

Protect pregnant workers and new mothers so they can't be fired or demoted when they become pregnant or take maternity leave



Republican policies

Now I am going to read you some things being proposed by **Republicans** to deal with the financial pressures facing working people and to do something about the insecurities facing families. After each item, please tell me whether you would favor or oppose that policy.



Impact of women's economic agenda

Overall, Democrats close on the economy and dominate on looking out for women, middle and working class people

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.

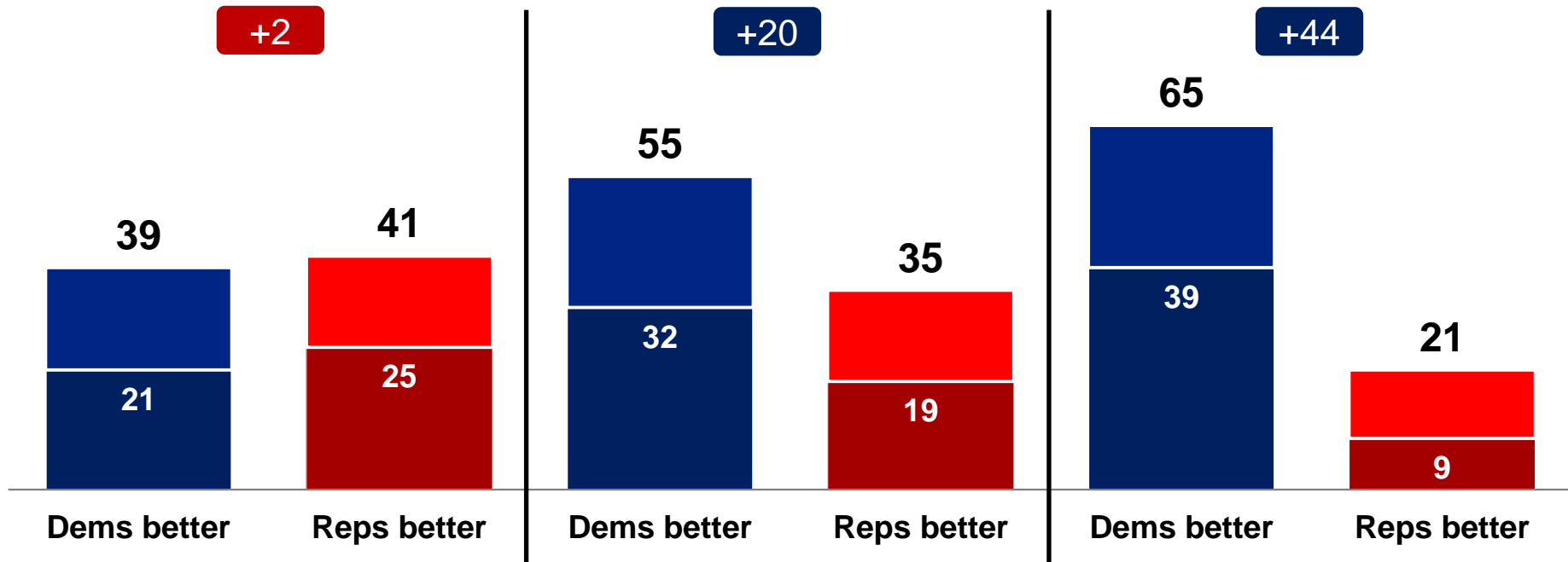
The economy

Looking out for the interests of the middle class and working people

Looking out for the interests of women

■ Dems much better

■ Reps much better



Women's economic agenda pushes unmarried women closer to Democratic approach

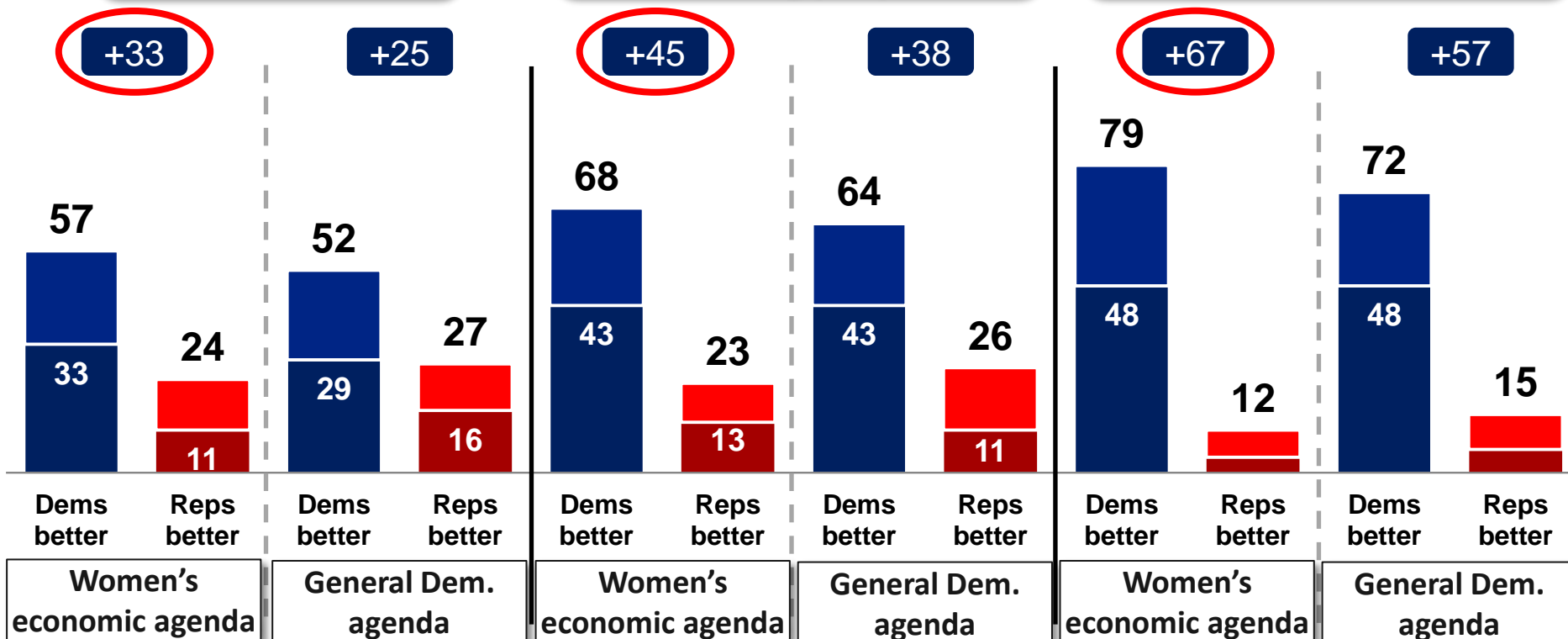
I am going to read you a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans would do a better job with each issue. If you do not know, just tell me and we'll move on.

Among unmarried women

The economy

Looking out for the interests of the middle class and working people

Looking out for the interests of women



Among women, agenda focused on women's economic interests increases Democratic margins on economy and being for women

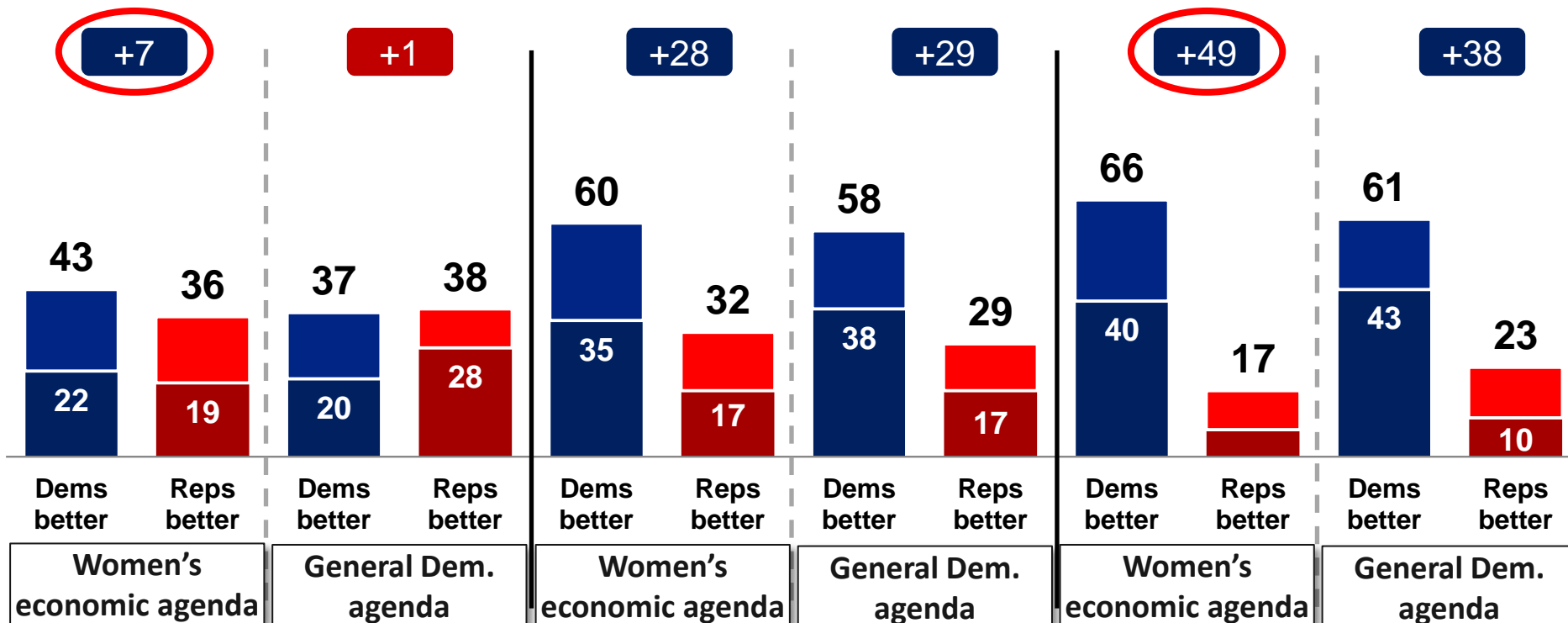
I am going to read you a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans would do a better job with each issue. If you do not know, just tell me and we'll move on.

Among women

The economy

Looking out for the interests of the middle class and working people

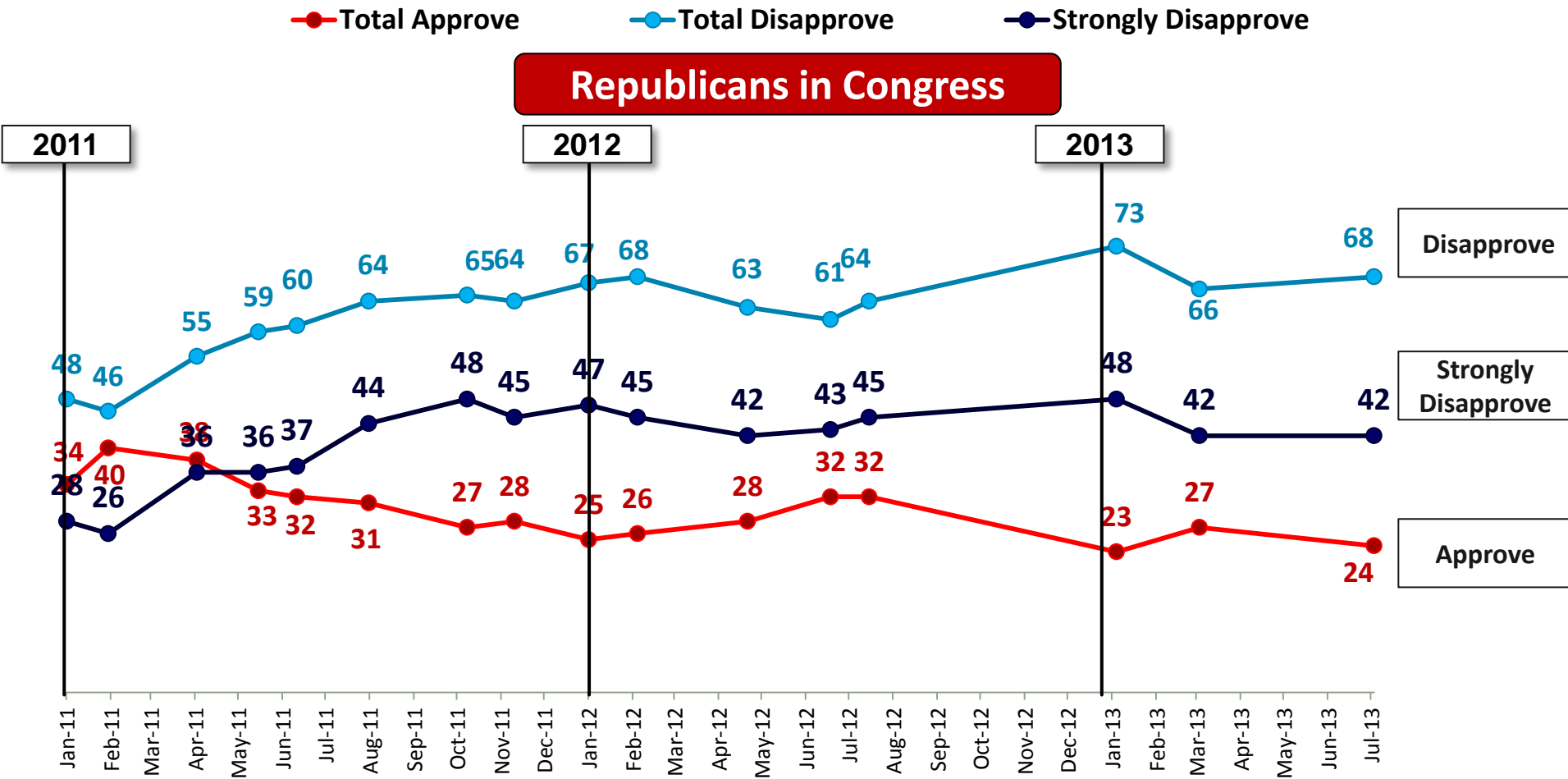
Looking out for the interests of women



Why this matters

Almost 7 in 10 disapprove of Republicans in Congress -- near lowest point

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

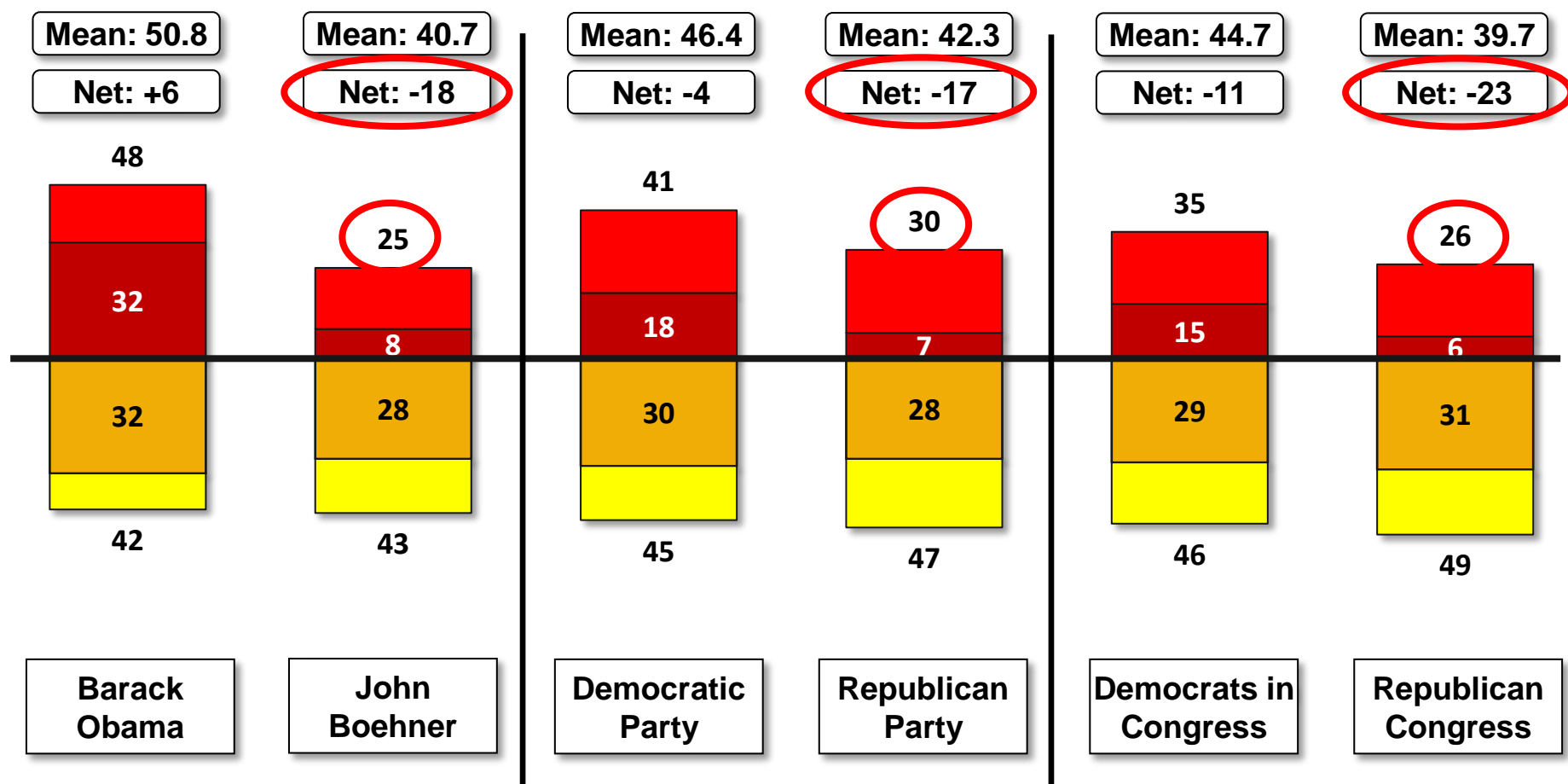


*Note: Question was not asked in March 2011, March 2012, or August – November 2012.

Deep negativity towards Republicans persists; favorability lowest in tracking among 2012 voters

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.

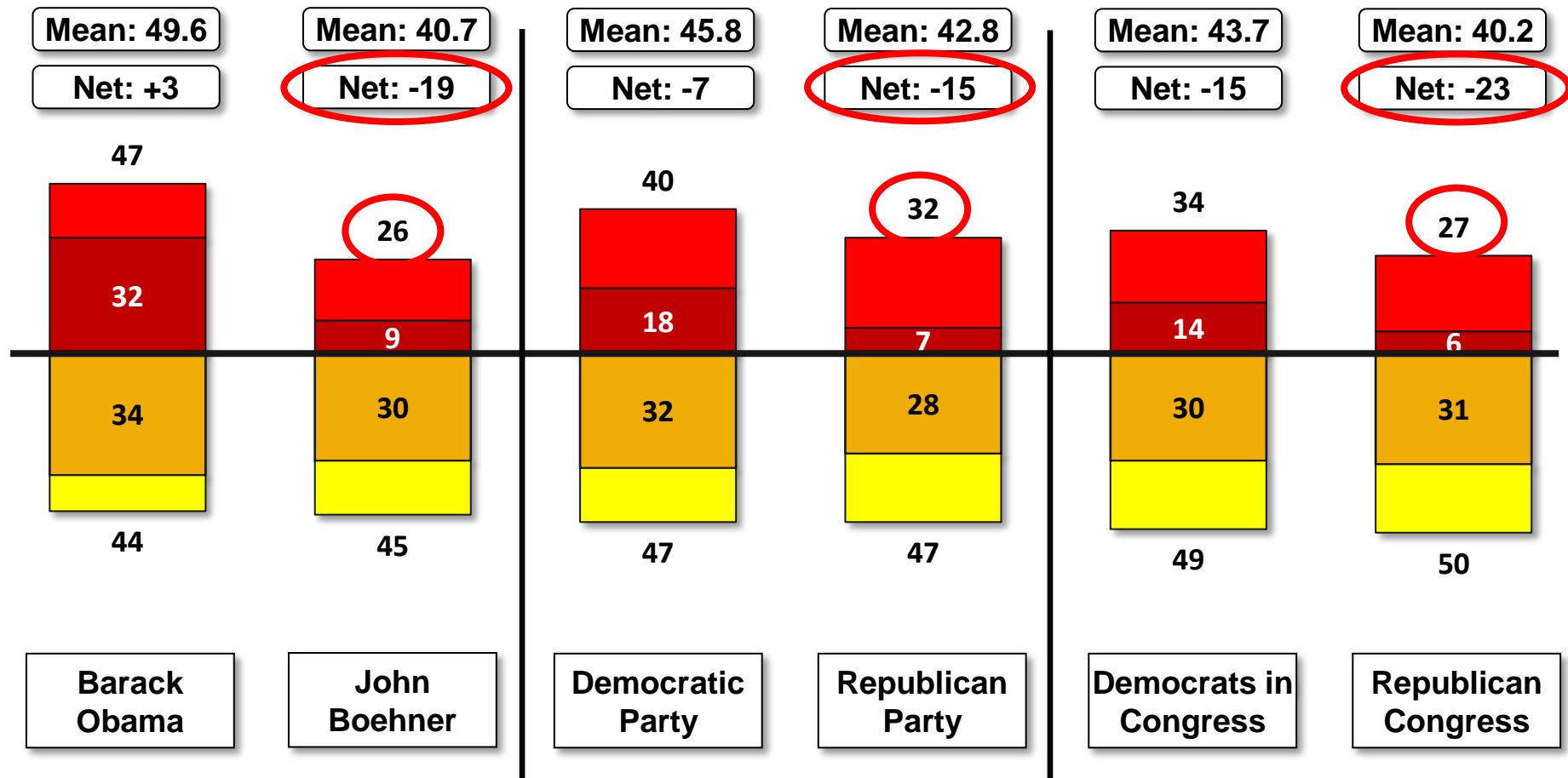
■ Very warm (75-100) ■ Very cool (0-25)



Among likely voters, deep negativity towards Republicans, lower than Democratic counterpart at every level

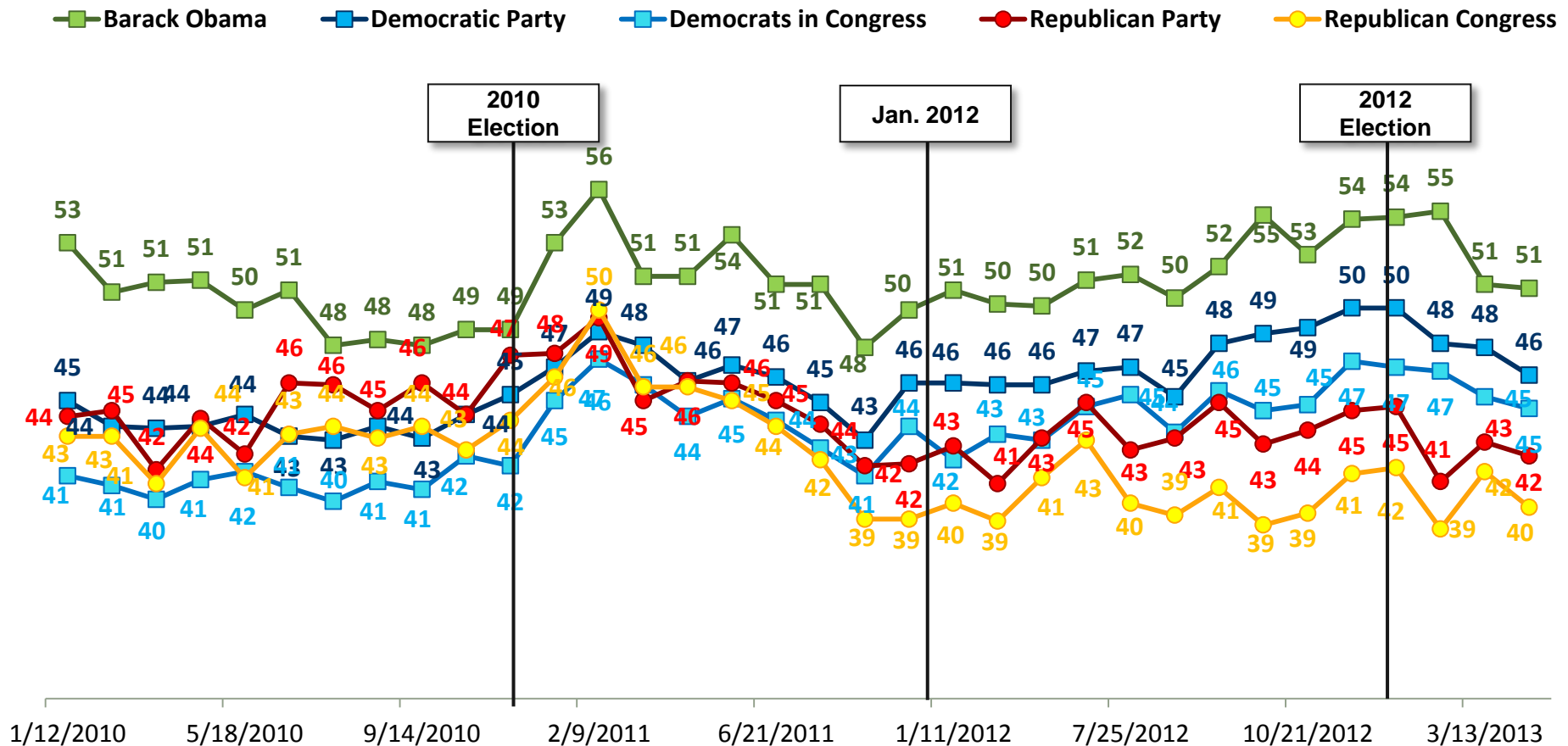
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

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



Little changed in party brand context since start of 2012; Republicans not making gains in image battle

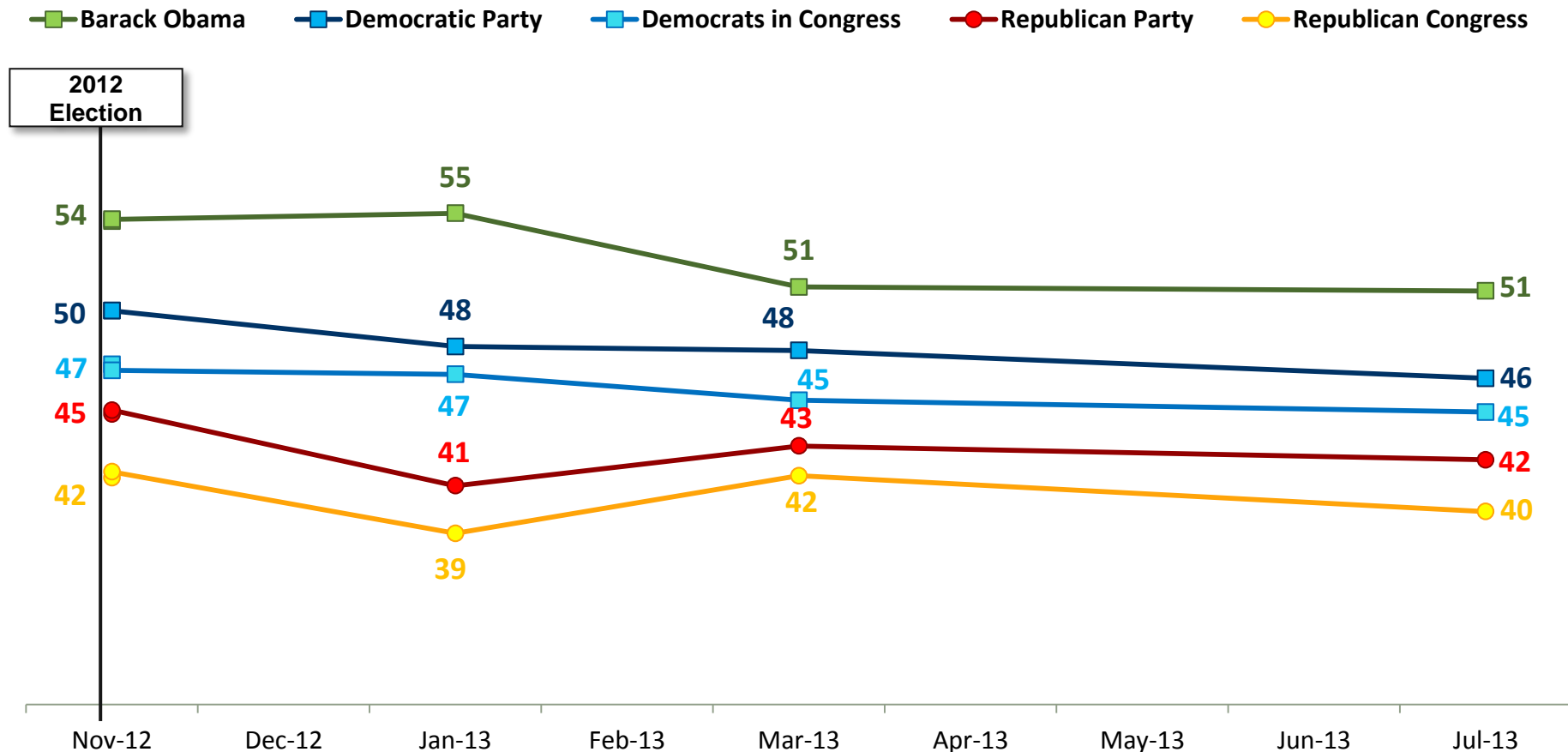
Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.



*Note: From Democracy Corps surveys conducted in the past 3 years. Data represents MEAN ratings.

Since 2012 election, mostly stable, but Republicans still trail in image battle

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.

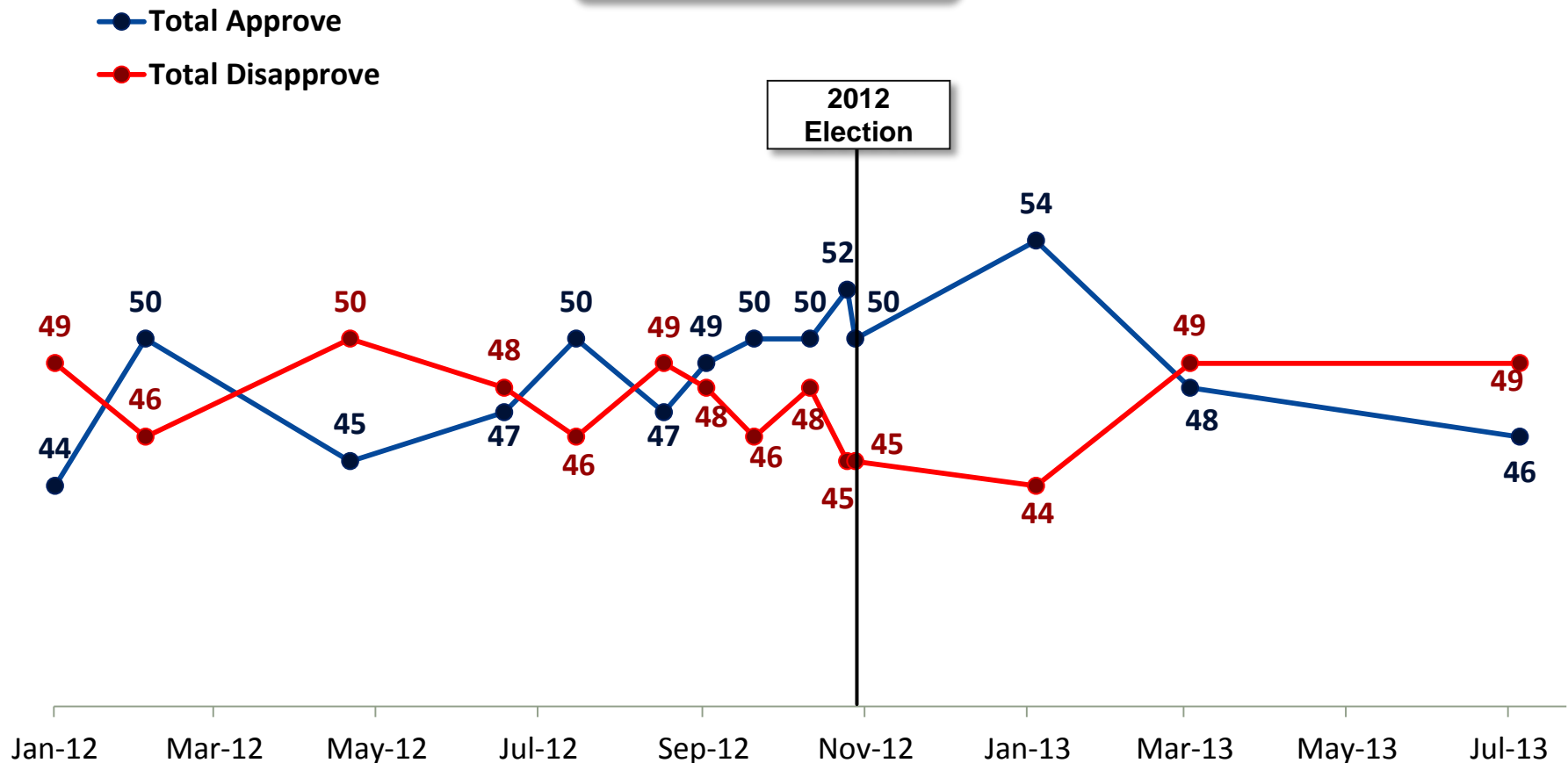


*Note: Data represents MEAN ratings.

Obama approval down slightly, but disapproval not up further

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

Barack Obama

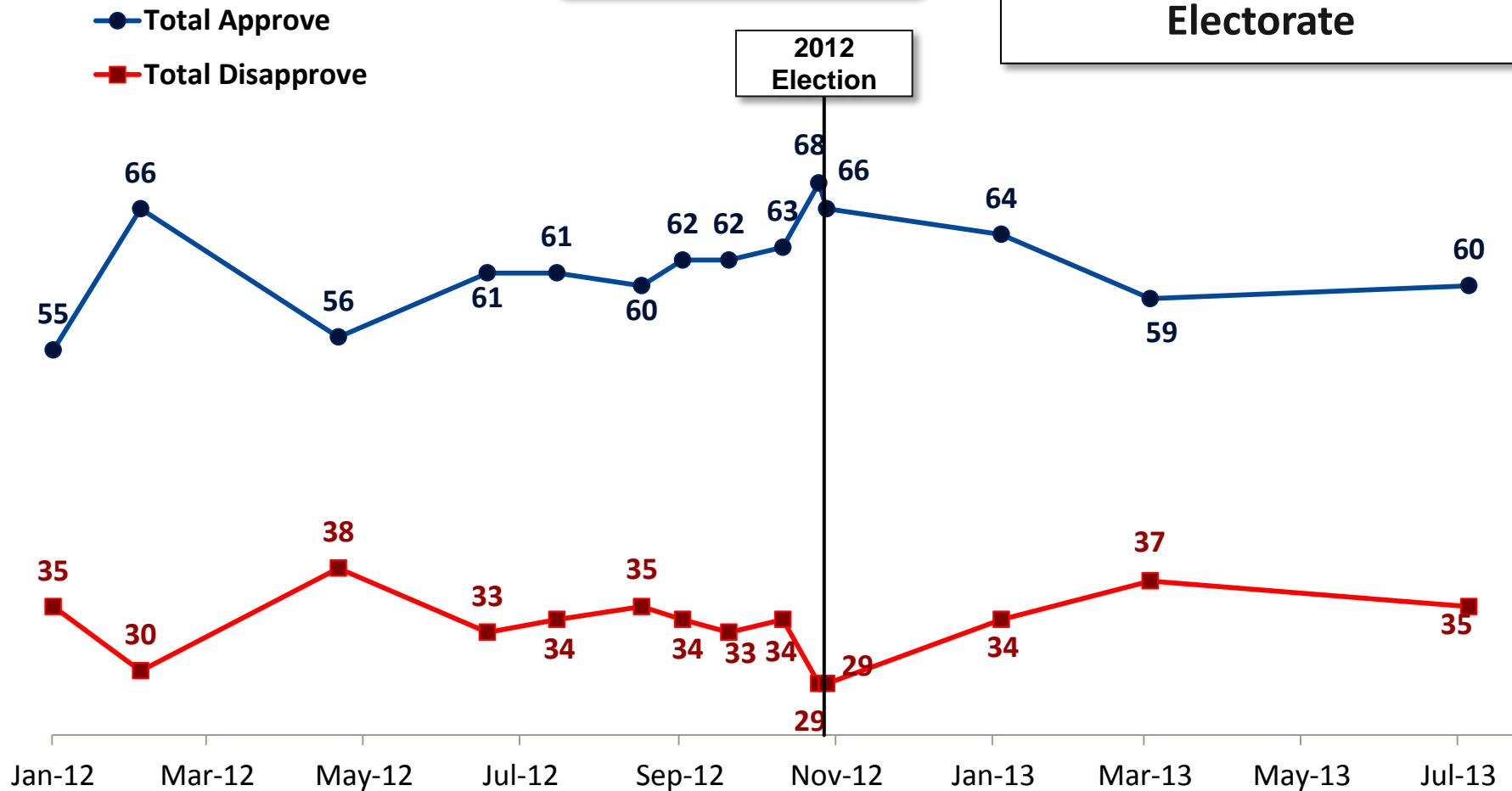


And remains down in Rising American Electorate

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

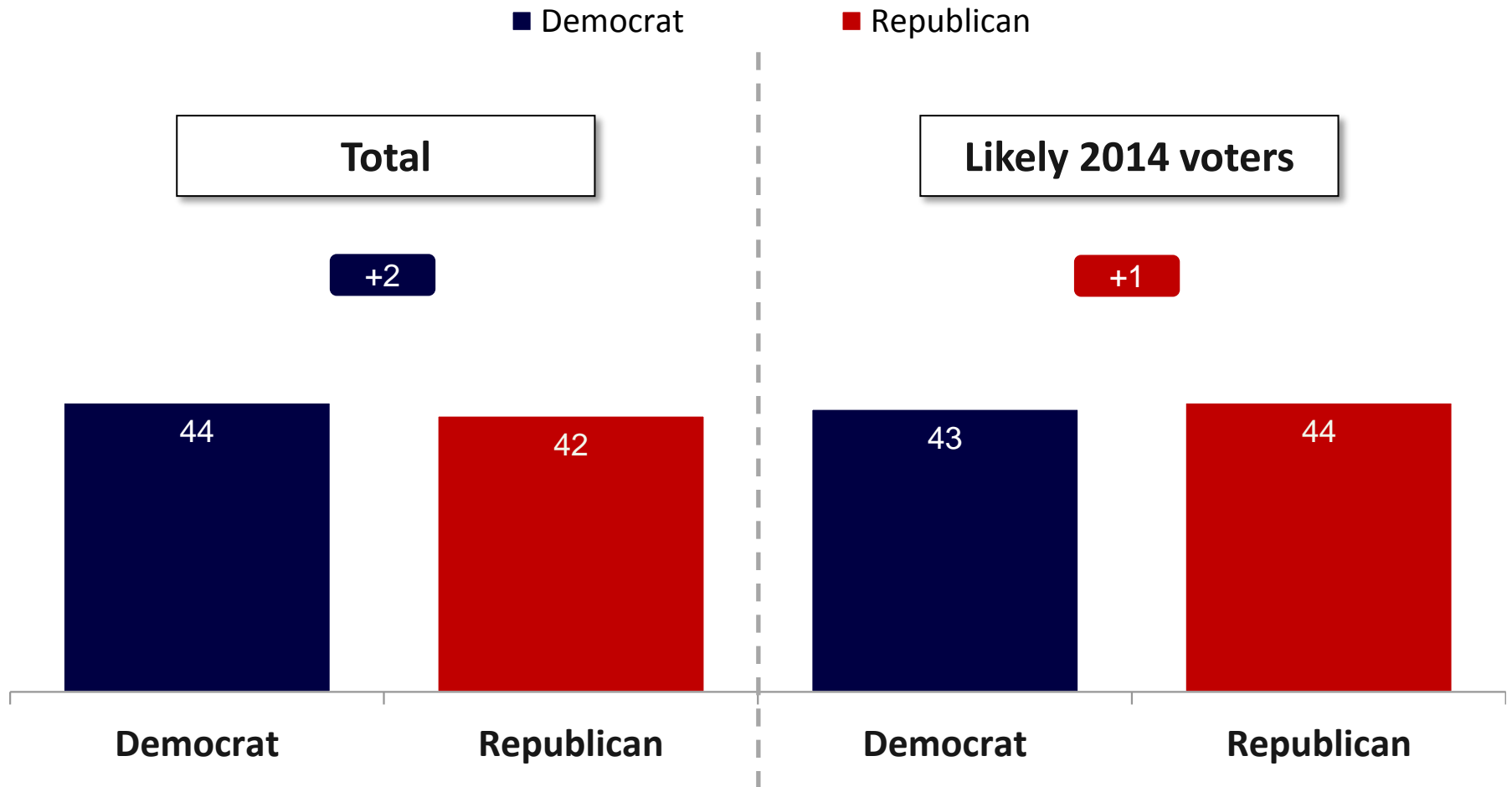
Barack Obama

Among Rising American Electorate



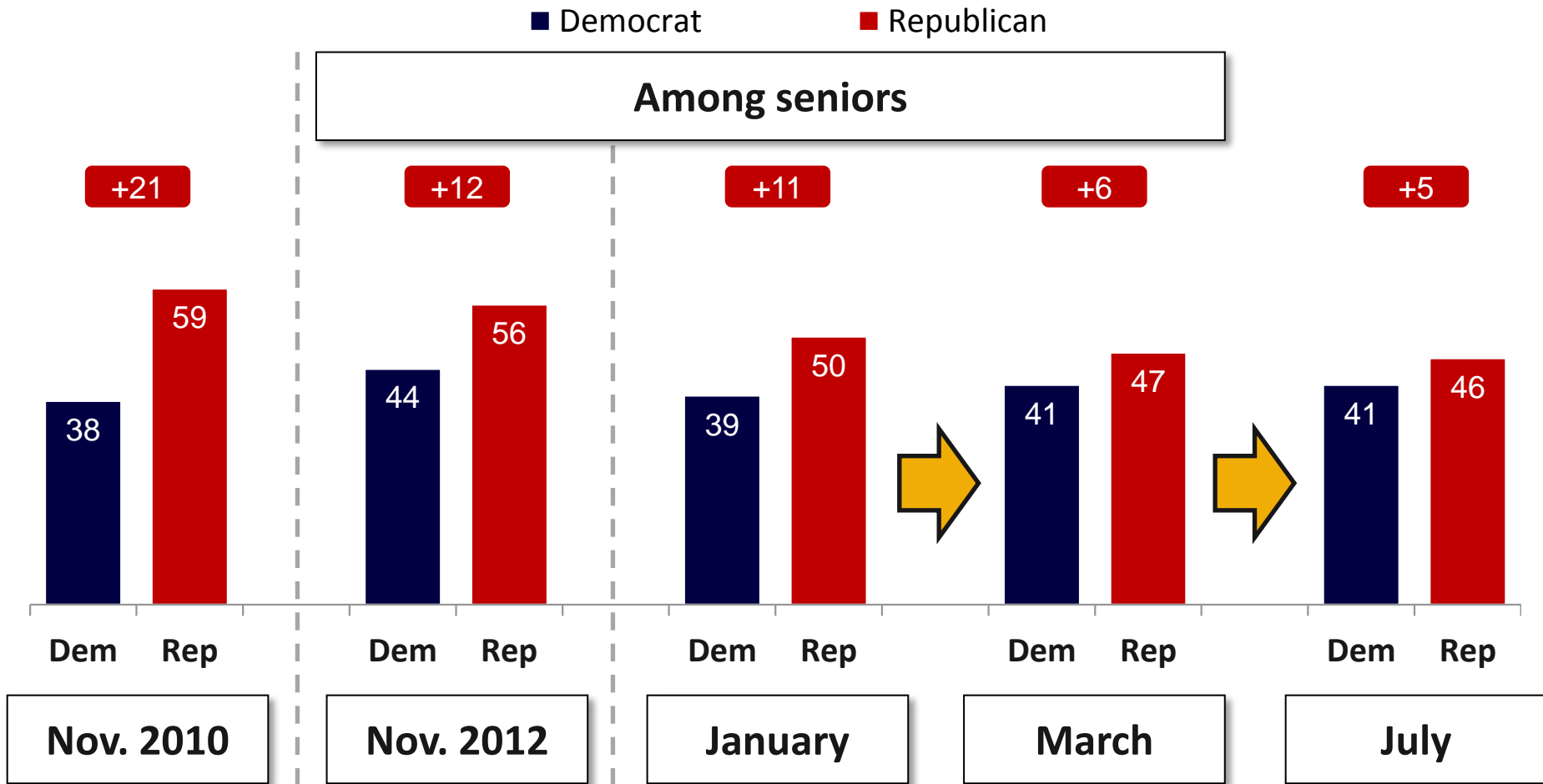
However, Congressional race is a dead heat

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?



Democrats holding ground among seniors likely to vote in 2014

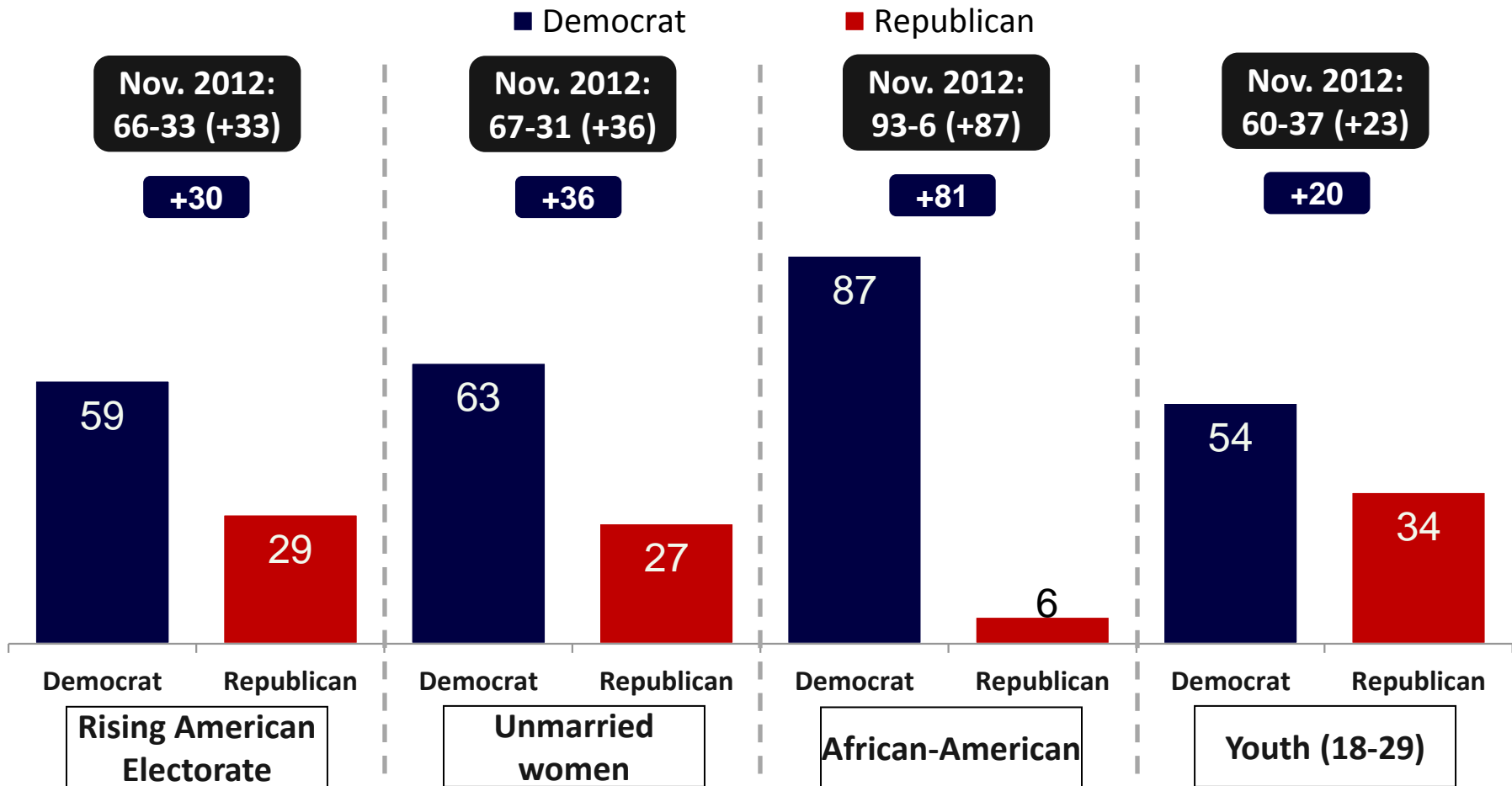
I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



*Note: 2010 and 2012 results from CNN exit polling.

Margins among RAE not far off from 2012

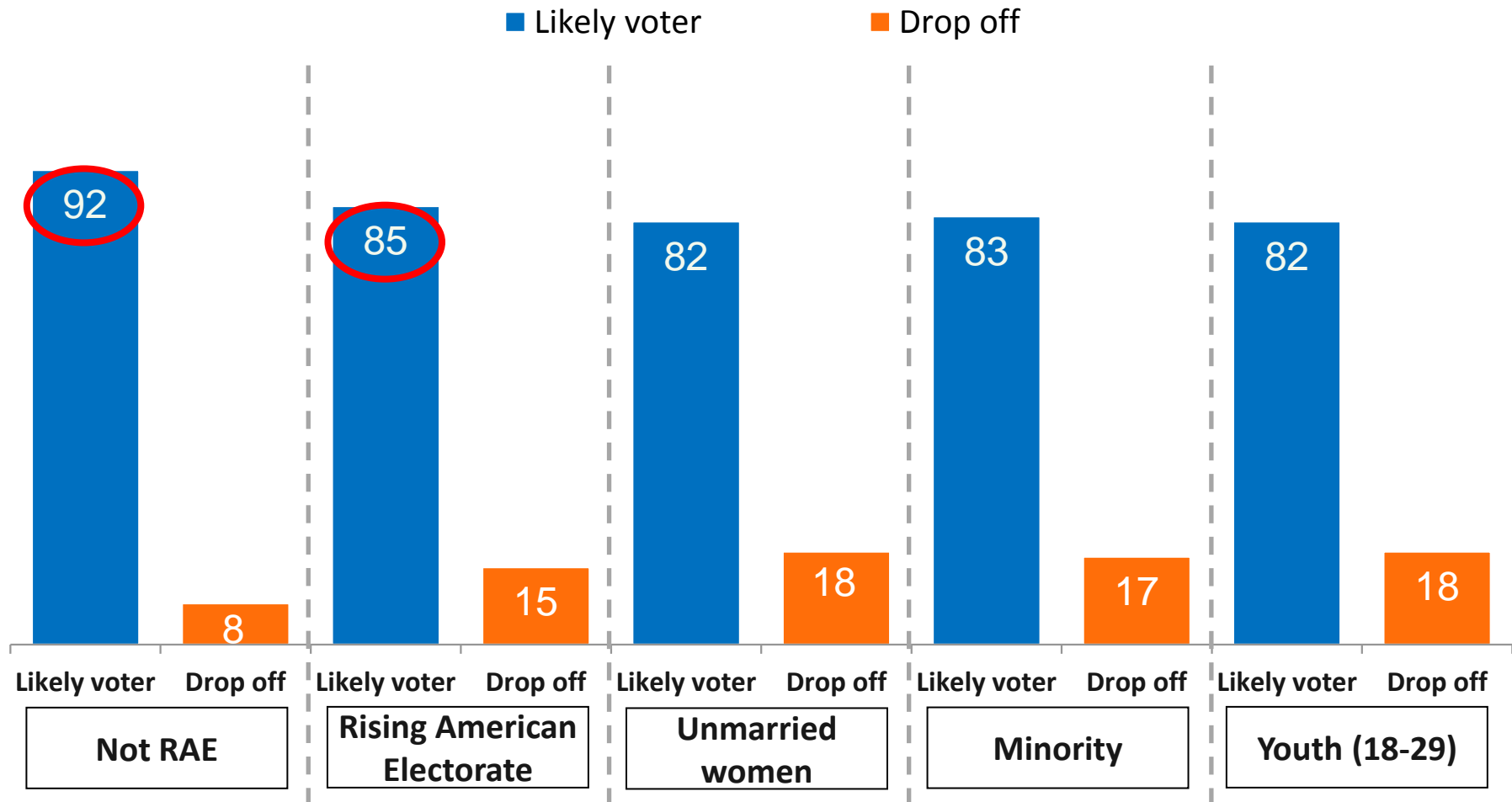
I know it's a long way off, but thinking about the election for Congress in 2014, if the election for U.S. Congress were held today, would you be voting for – the Democratic candidate or the Republican candidate?



* 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.

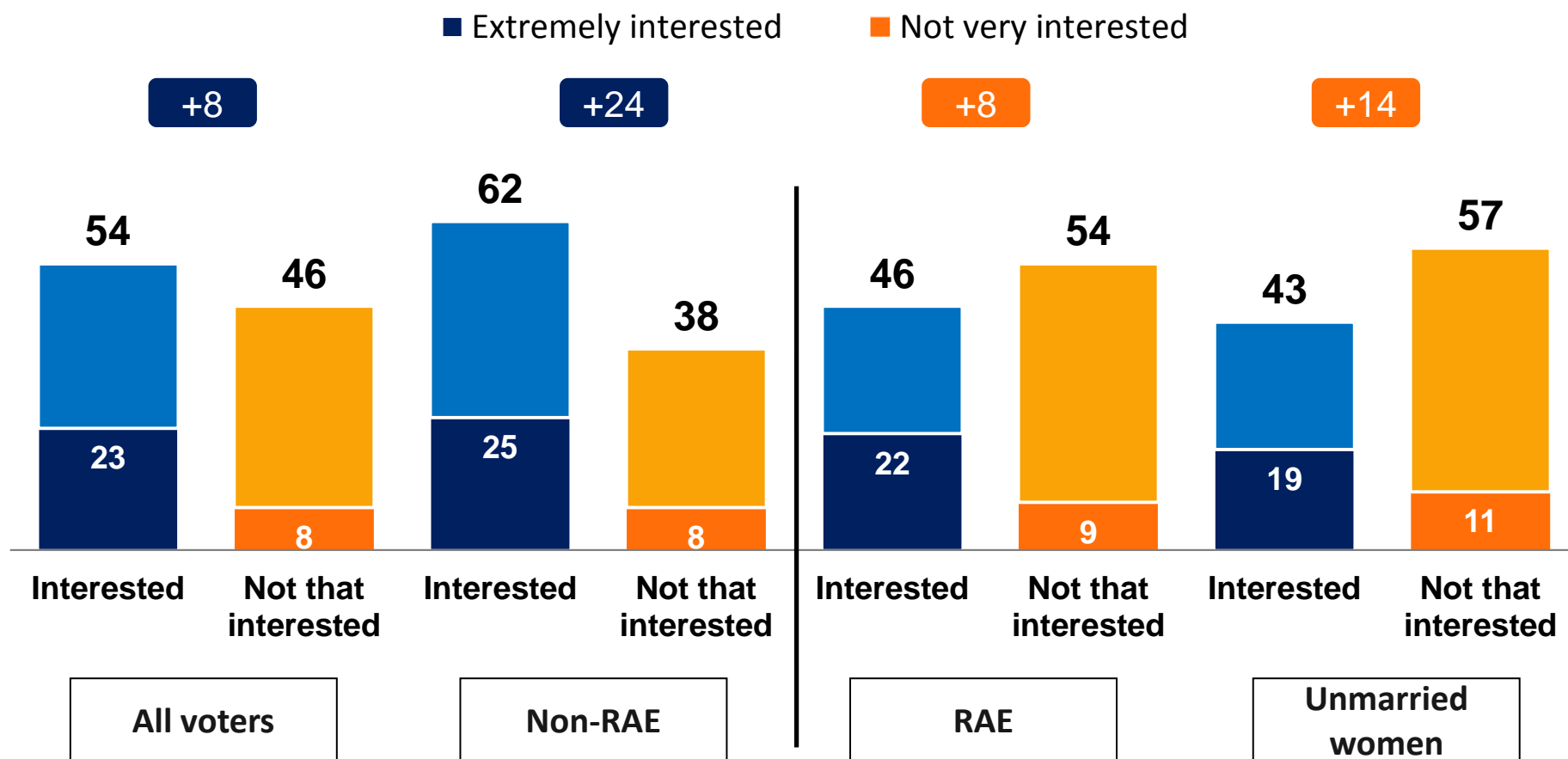
But base voters lag behind other voters in likelihood to vote

I know it's a long way off, but what are the chances of your voting in the election for Congress in 2014: are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?



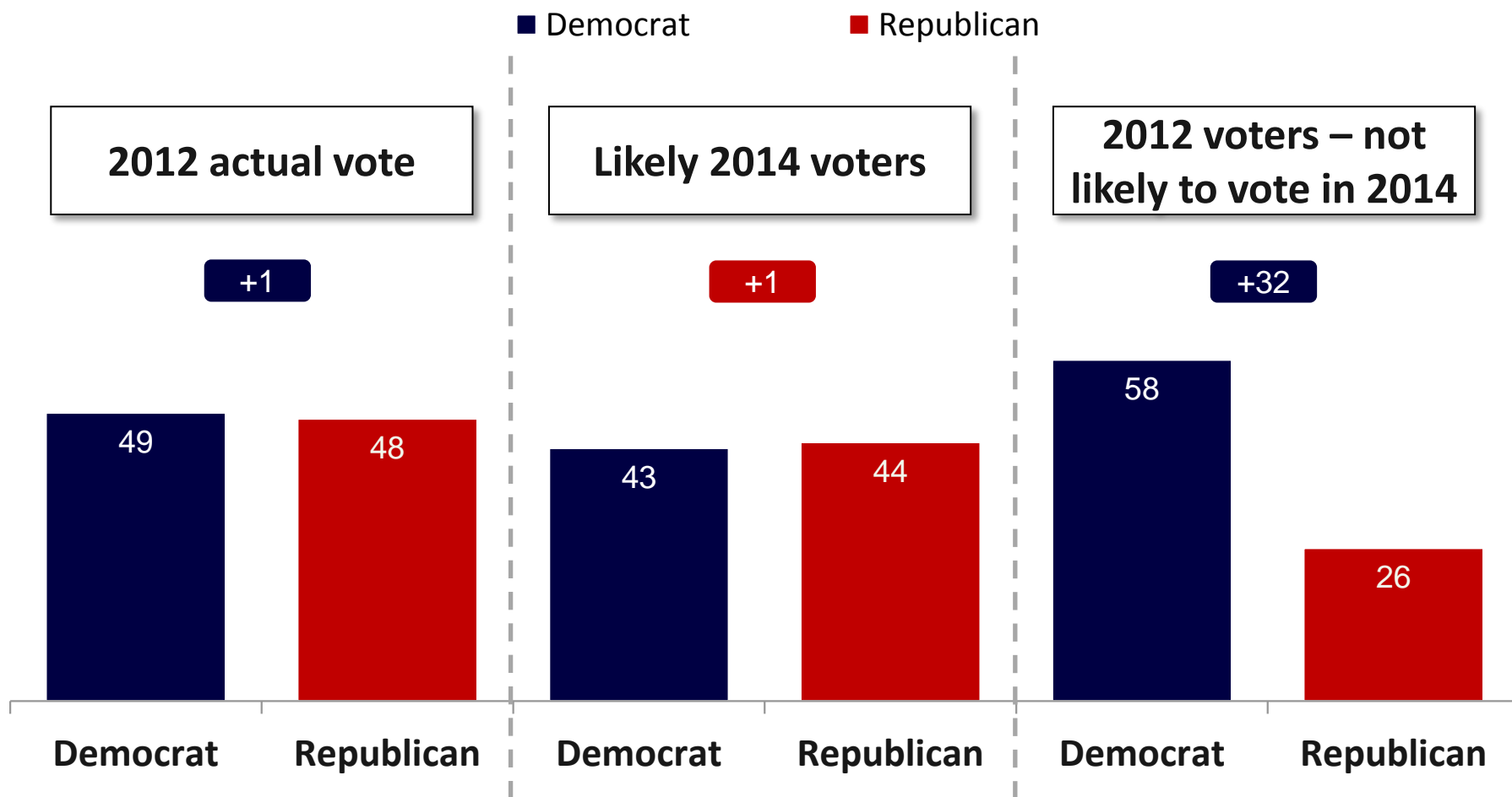
And unmarried women/RAE much less engaged in politics

How **interested** are you in following news about politics and elections -- extremely interested, very interested, somewhat interested, or not very interested?



As a result, huge potential among 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?



GREENBERG QUINLAN ROSNER RESEARCH

WORLD HEADQUARTERS
10 G Street, NE
Suite 500
Washington, DC 20002
T: 202.478.8300
F: 202.478.8301

EUROPEAN HEADQUARTERS
405 Carrington House
6 Hertford Street
London, UK W1J 7SU
T: +44.(0).207.096.5070
F: +44.(0).207.096.5068

LATIN AMERICAN HEADQUARTERS
Cabrera 6060, 7D
C1414 BHN
Ciudad de Buenos Aires, Argentina
T: +54.11.4772.0813

www.greenbergresearch.com | www.gqrr.com