

GREENBERG QUINLAN ROSNER RESEARCH

The 2014 Election and Looking Ahead

National Survey of 2016 Likely Voters
November 7, 2014



The method: survey of 2014 voters and presidential year voters

This presentation is based on this unique survey of 1429 likely 2016 voters across the country conducted by Greenberg Quinlan Rosner Research for Democracy Corps and Women's Voices Women Vote Action Fund.

WVWVAF is a 501(c)(4) social welfare organization. It participated in this survey to gather information about how to improve civic engagement of under-represented segments of the American population.

This includes oversamples conducted for WVWVAF in Senate Battleground seats to allow more in-depth message testing in these states as well as an oversample of unmarried women that voted in 2014. Responses include:

- **1429 Likely 2016 Voters**
- **1030 2014 Voters**
- **783 Rising American Electorate Respondents**
- **608 Senate Battleground Electorate Respondents**

This survey was conducted from November 3-5, 2014 using a list of 2010 voters, 2012 voters, and new registrants. Unless otherwise noted, the margin of error for the full sample is = +/- 2.59% at 95% confidence.

Results among 2014 voters are weighted to reflect election results and Exit Poll demographic results publicly posted by Edison Research. The 2016 electorate is weighted to reflect 2012 responses.

50 percent of respondents were reached by cell phone, in order to account for ever-changing demographics and trying to accurately sample the full American electorate.

Battleground State Oversamples

This survey also includes oversamples of 200 2016 likely RAE voters and 200 2016 likely non-RAE voters across the Senate Battleground. Integrated with the base sample, these results reflect responses from 608 Senate Battleground voters.

This portion of the survey was conducted by Greenberg Quinlan Rosner Research for Democracy Corps and Women's Voices. Women Vote Action Fund from November 3-5, 2014 using a list of 2010 voters, 2012 voters and new registrants.

Colorado
Michigan
New Hampshire
North Carolina

Alaska
Arkansas
Iowa
Louisiana

Georgia
Kentucky
Montana
West Virginia

Key Findings

- **Similar to 2010, the 2014 midterm elections were major defeats for Democrats and 2014 a wave election with long-term consequences.**
- **It was produced by the Republicans who were energized by nationalizing the election around Barack Obama and it was produced by the President's failure to engage with an economic narrative and vision relevant to the current tough economy.**
- **With over 40 percent of the Rising American Electorate and unmarried women disapproving of the president, they replicated their 2010 rate of voting – with serious consequences. Still, unmarried women, Hispanics and Millennials increased their vote margin for Democrats, which made the election marginally better.**
- **National Democratic leaders have to address the new economy to be relevant. Voters embrace a middle class, populist narrative but few heard it. They are looking for an economy that works for working people and distrust Republicans who protect tax breaks for the wealthy and are beholden to big money, special interests.**
- **But for all that, Republicans have not raised their odds of electing a president. The Democrats' coalition is still ascendant, and Clinton defeats Romney by 6 points among the presidential electorate that we polled during election week.**

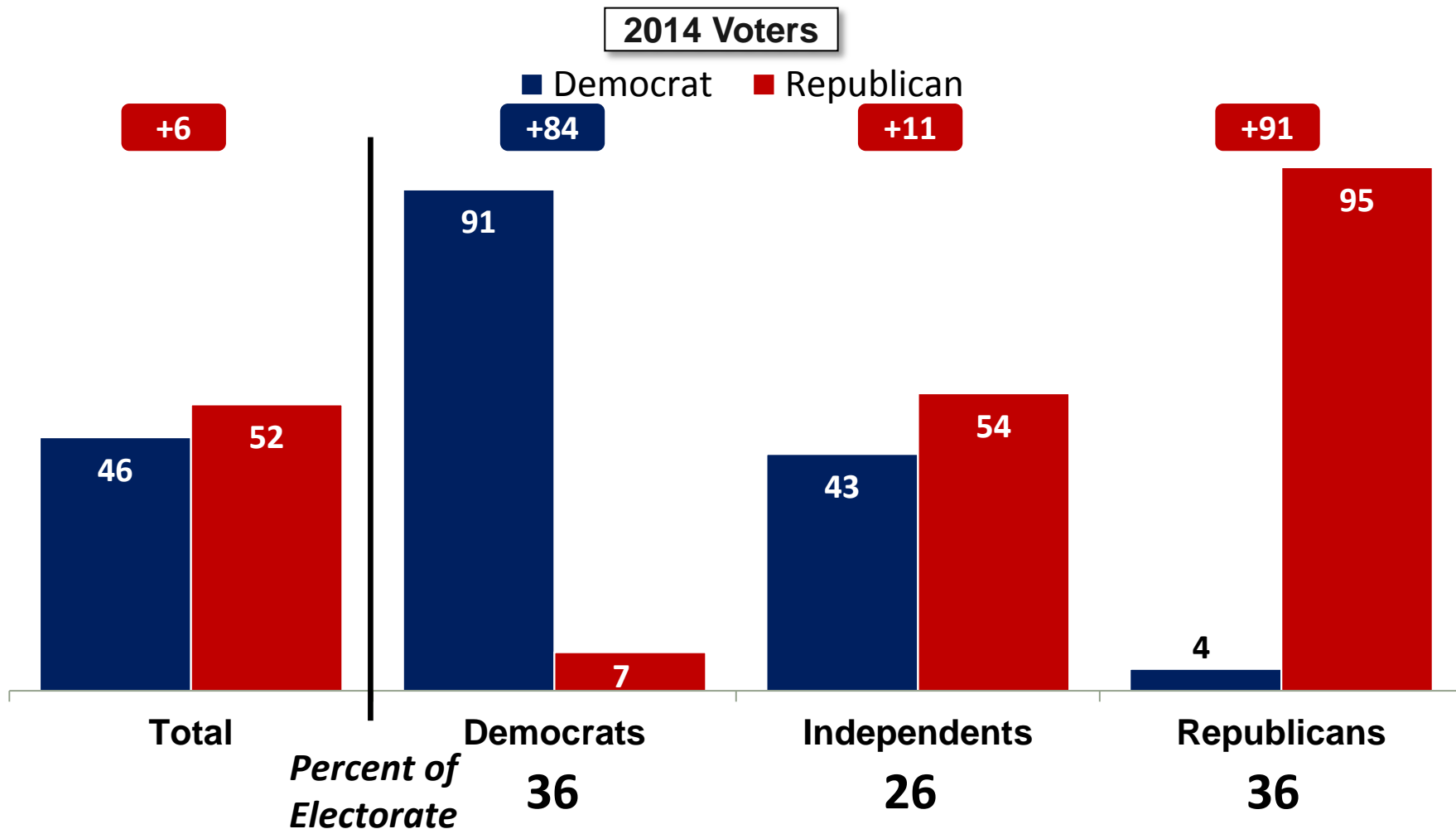
Key Findings (continued)

- **In the presidential electorate, Democrats have a 7-point advantage in party identification; the congressional vote is even; and Clinton has a healthy presidential lead. The Democrats' coalition is largely intact, even if discontented.**
- **Those who voted Democratic this year were focused on the economy, but also the Affordable Care Act, abortion, women's issues and Medicare.**
- **When it comes to the agenda ahead, it's the economy, stupid! – but with recognition that social transformations and a diversifying family structure have changed what policies matter. For the Rising American Electorate, the priorities are to ensure women receive equal pay, reduce the federal deficit, help small businesses, and enact policies that help working women and families.**
- **And if you think things have changed, note that a majority of Republicans favor beginning impeachment investigation of the president.**

The 2014 result in context

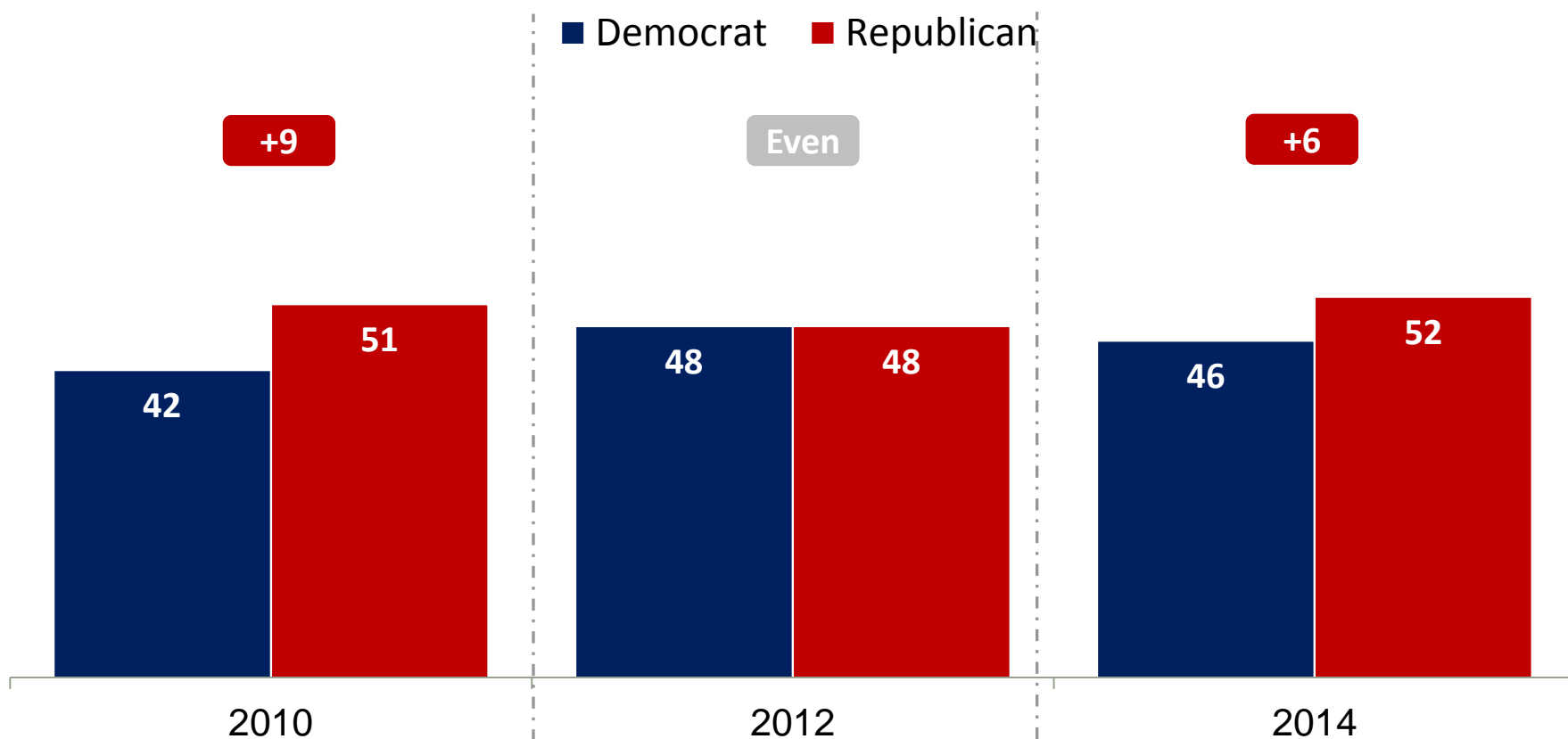
With parties at parity in 2014 electorate, GOP got more out of base and strong independent vote

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



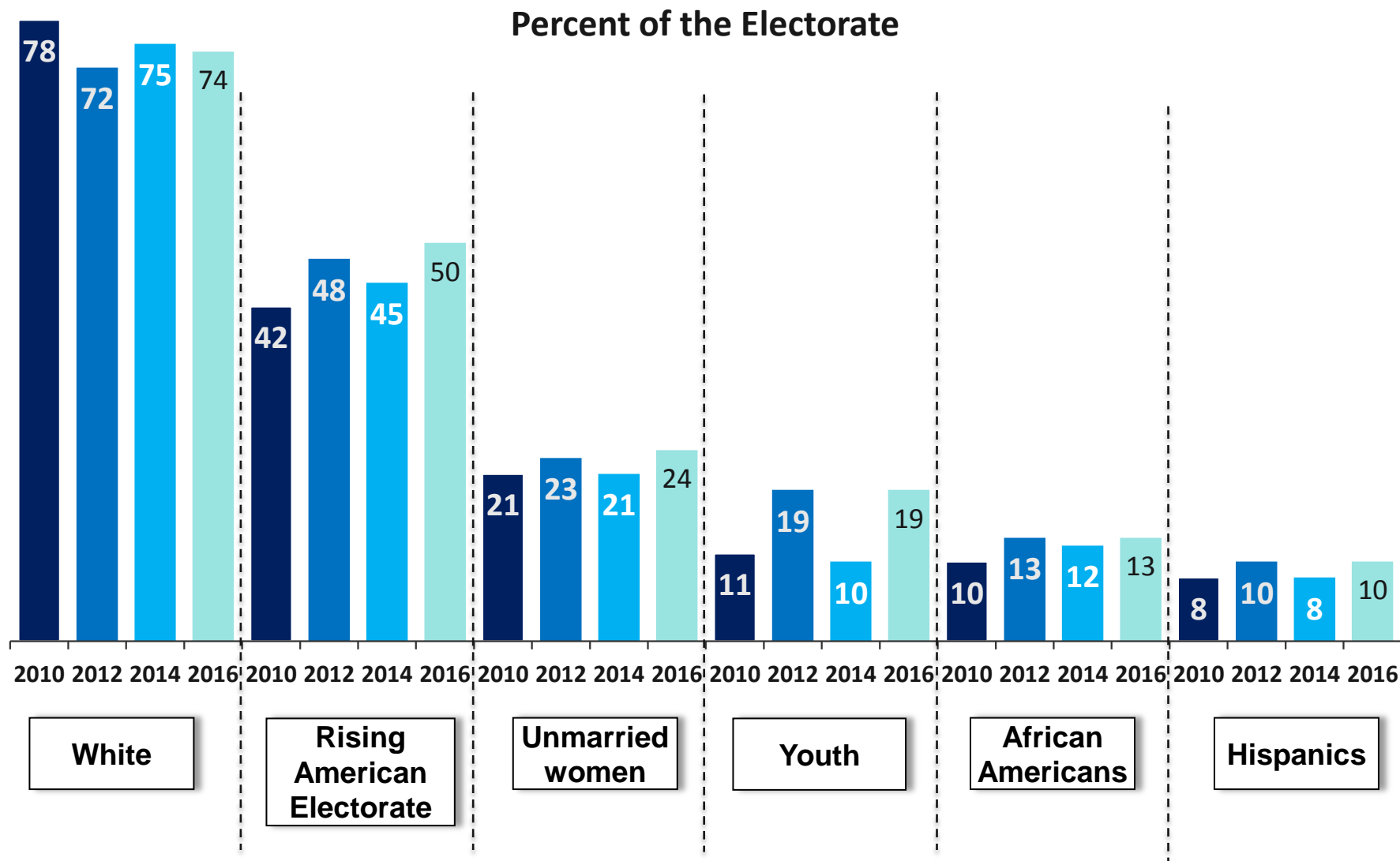
House vote slightly better than 2010, but ingredients for a wave

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



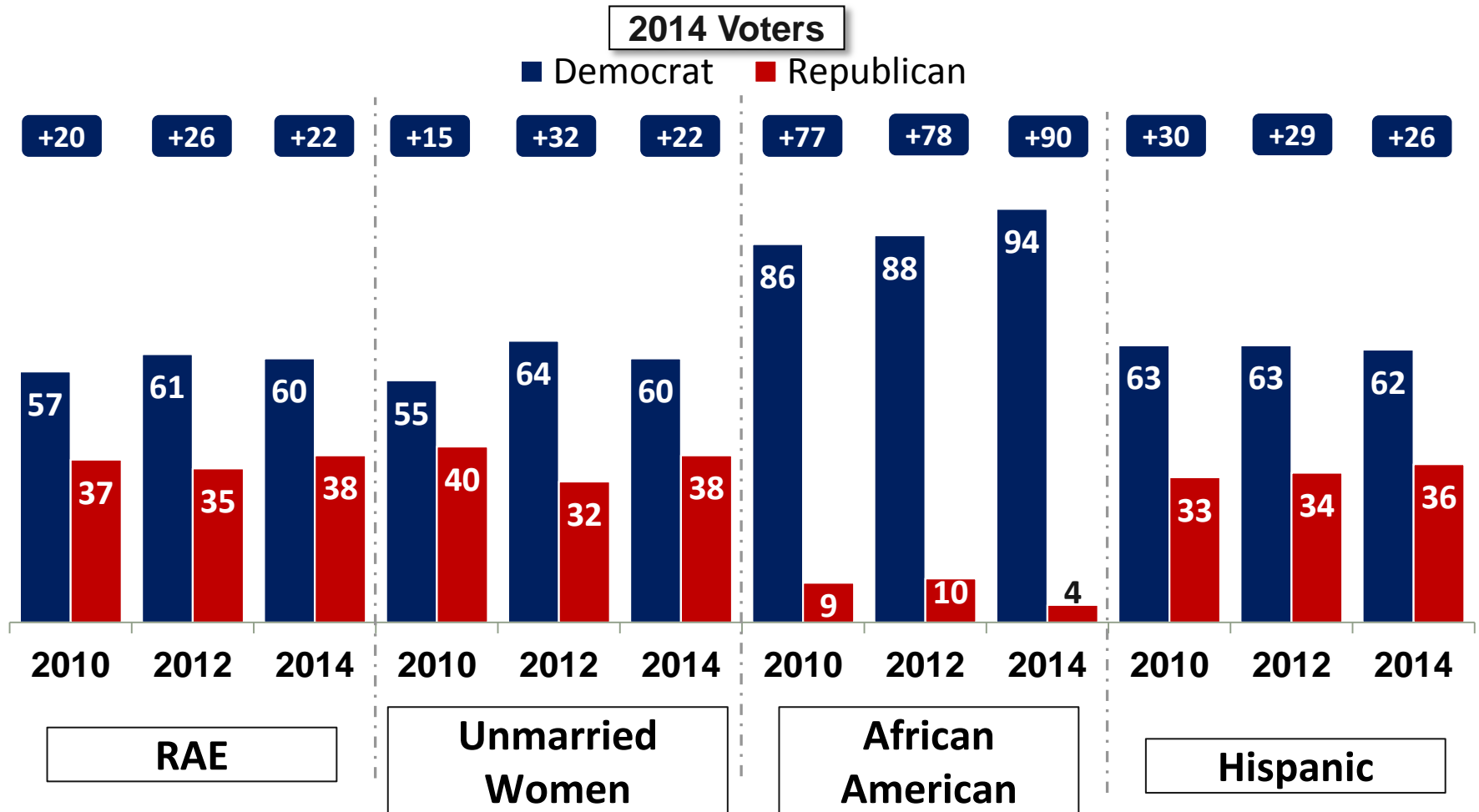
Results based on previous Democracy Corps Post-Election Research

2014 electorate very similar to 2010, producing a big drop in turnout compared to presidential year



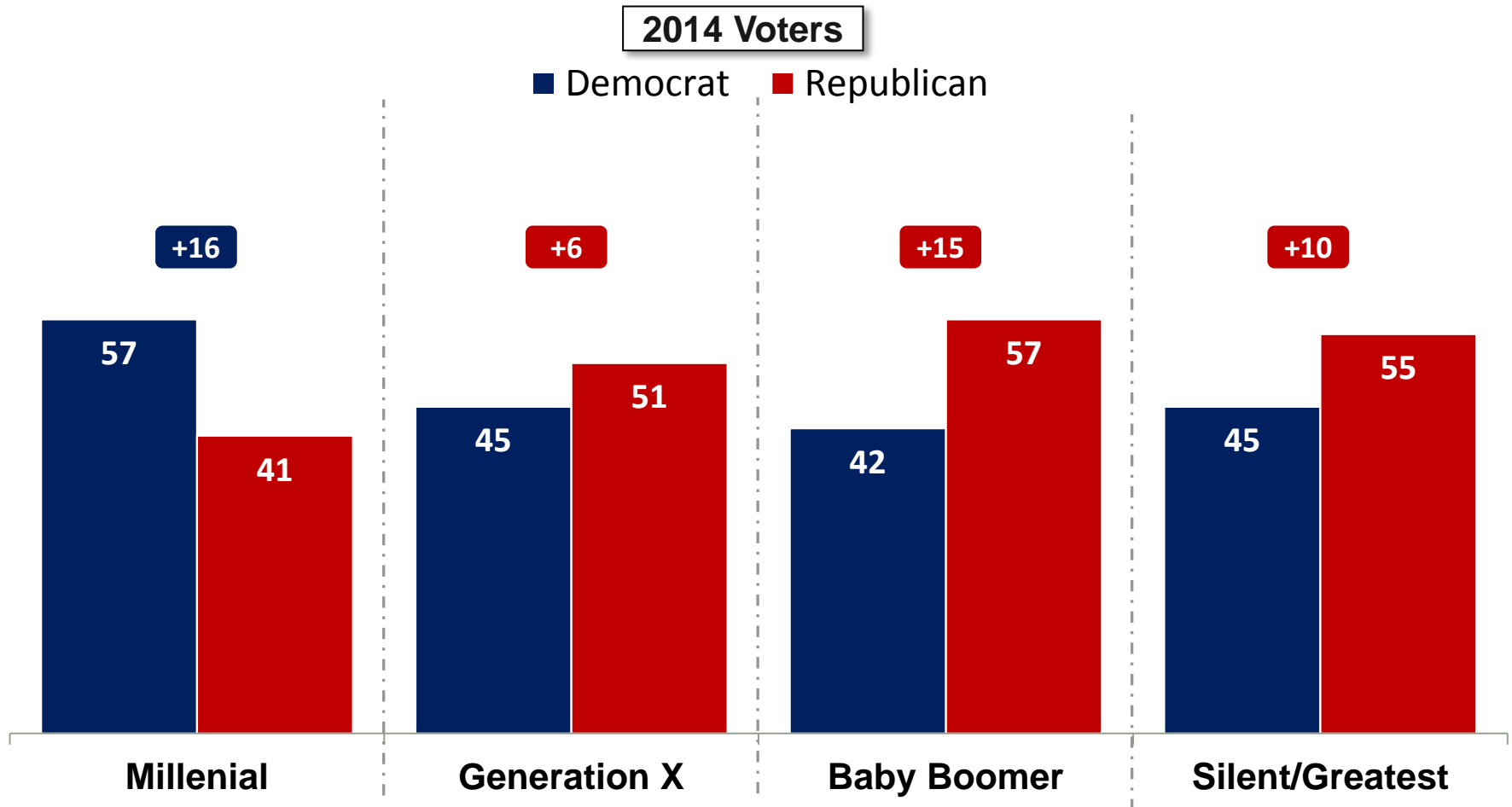
Democrats made gains with RAE and unmarried women, but loss among Hispanics

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



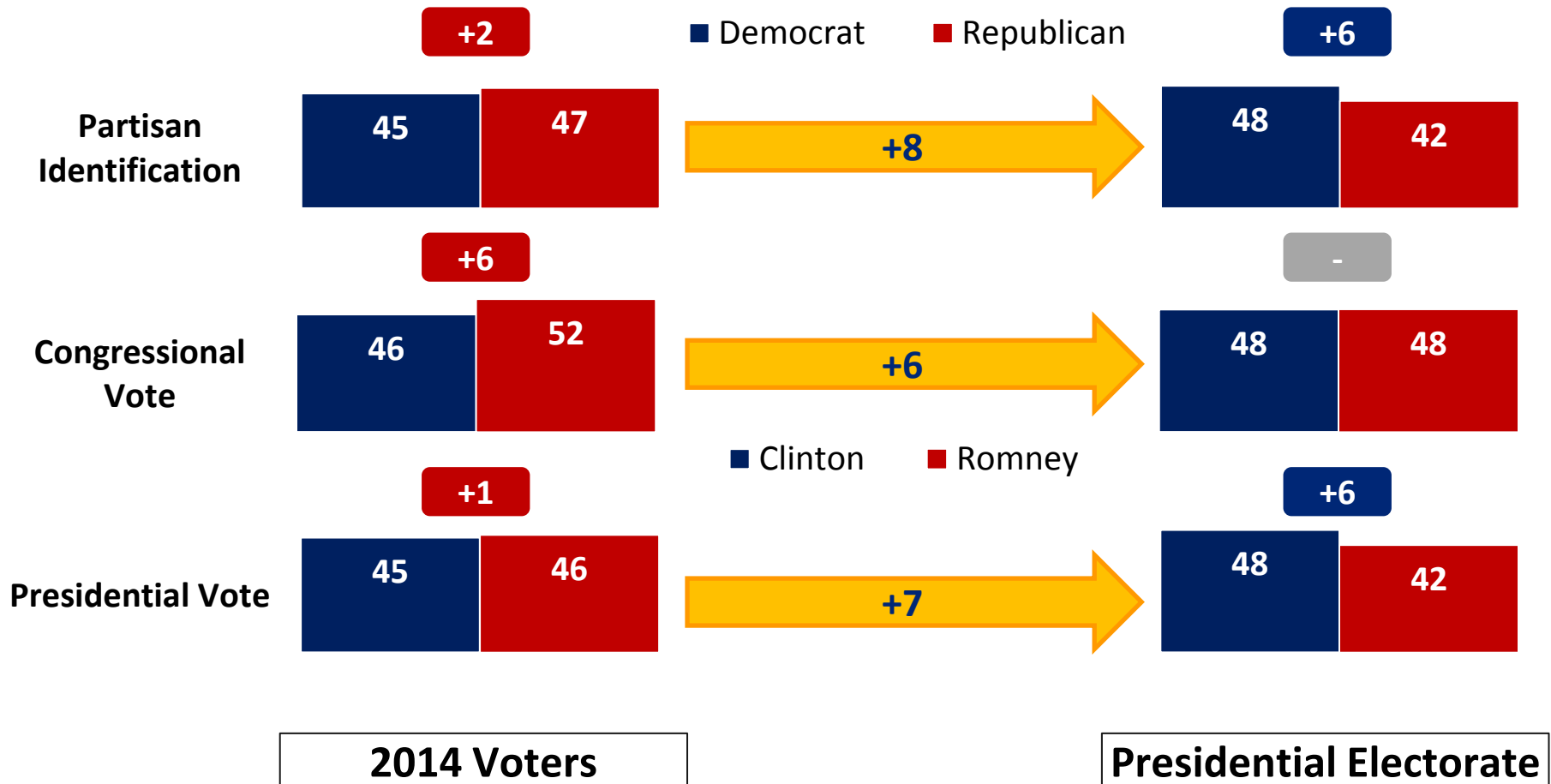
Millennials only age group to go Democratic in 2014

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



Even on this election day, the presidential electorate gives Democrats and Clinton big margins and parity in the House

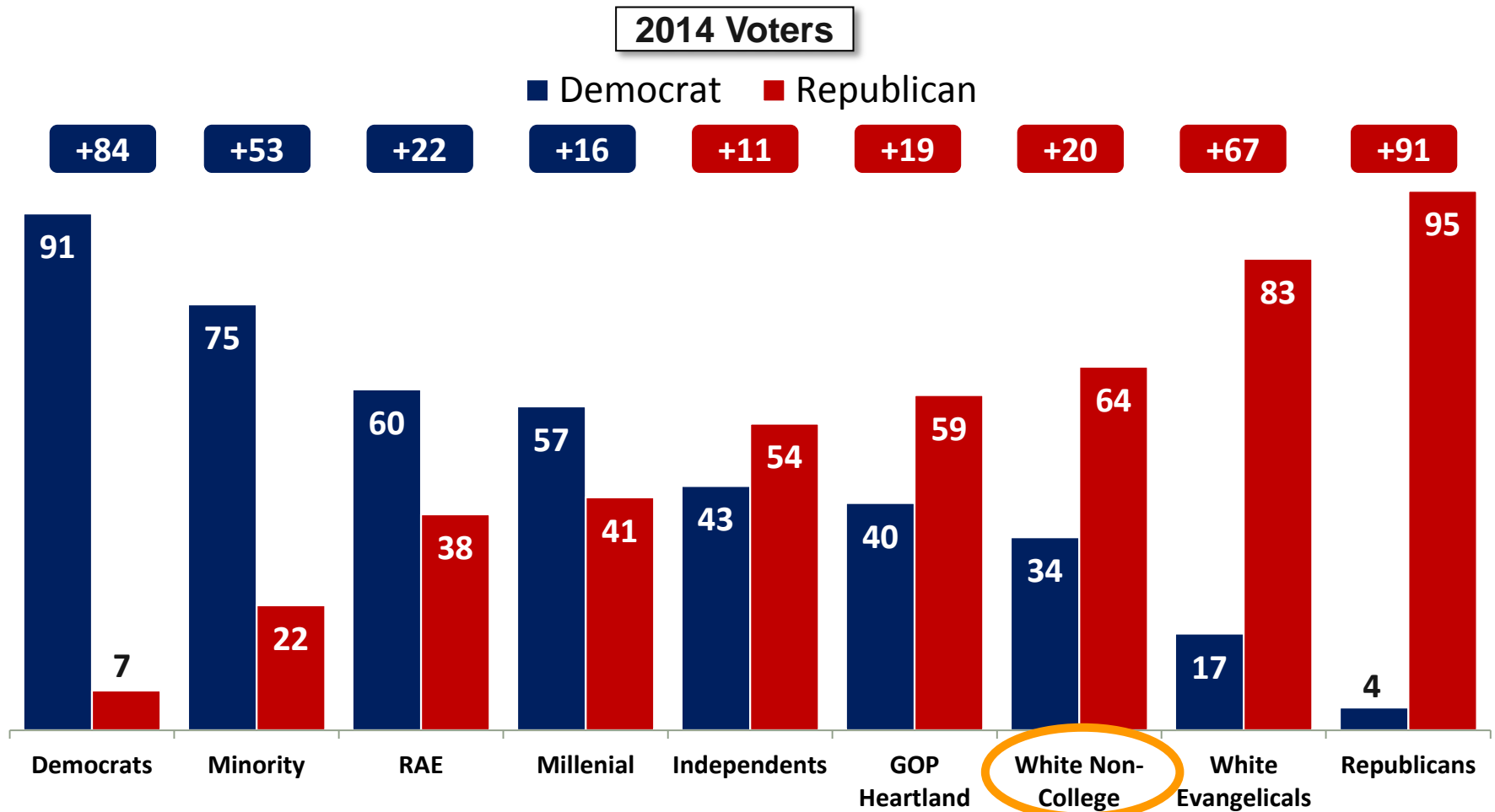
I know it's a long way off, but thinking about the election for President in 2016, if the election for President were held today and the candidates were Hillary Clinton, the Democratic candidate, and Mitt Romney, the Republican candidate, for whom would you vote?



The wave election

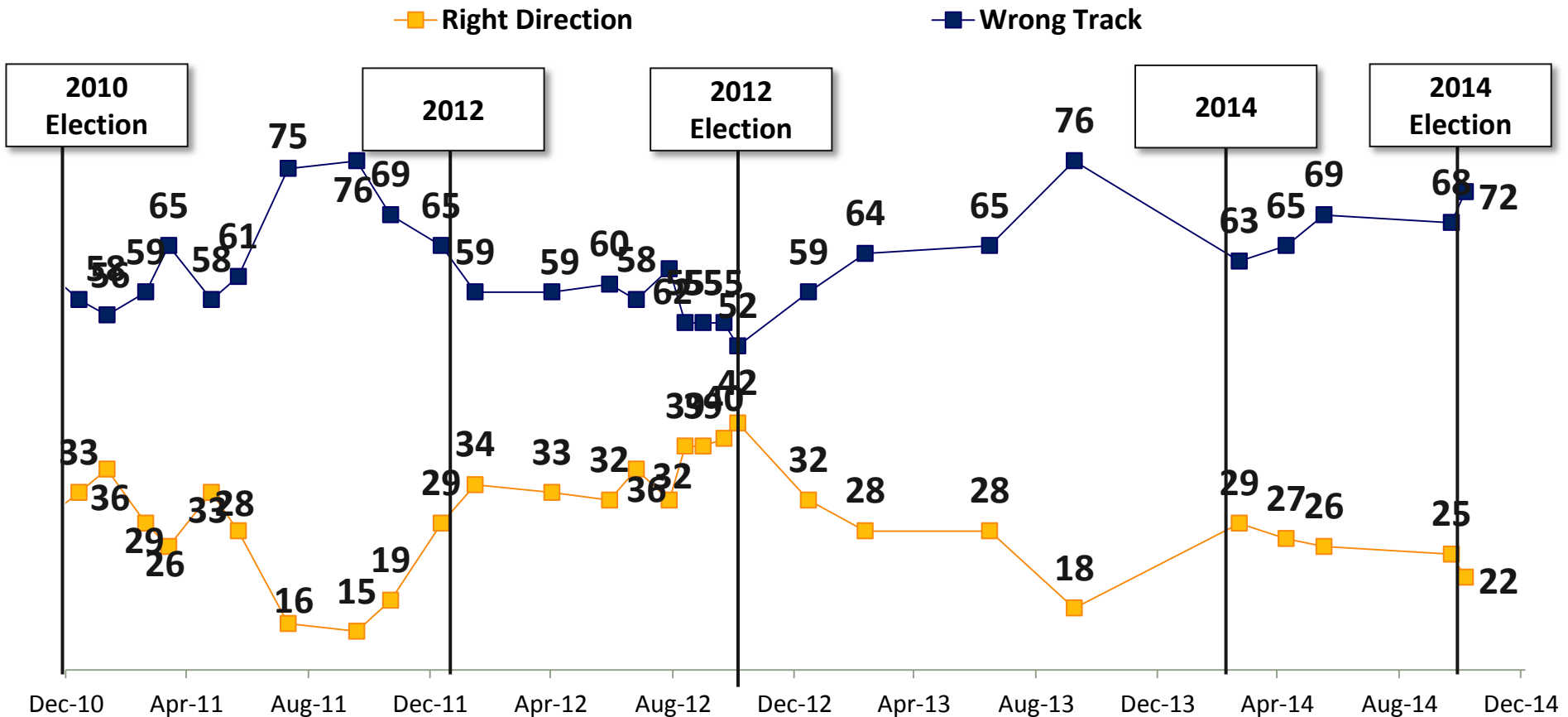
Republicans consolidated base and attracted independents, while only RAE stayed with Democrats

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



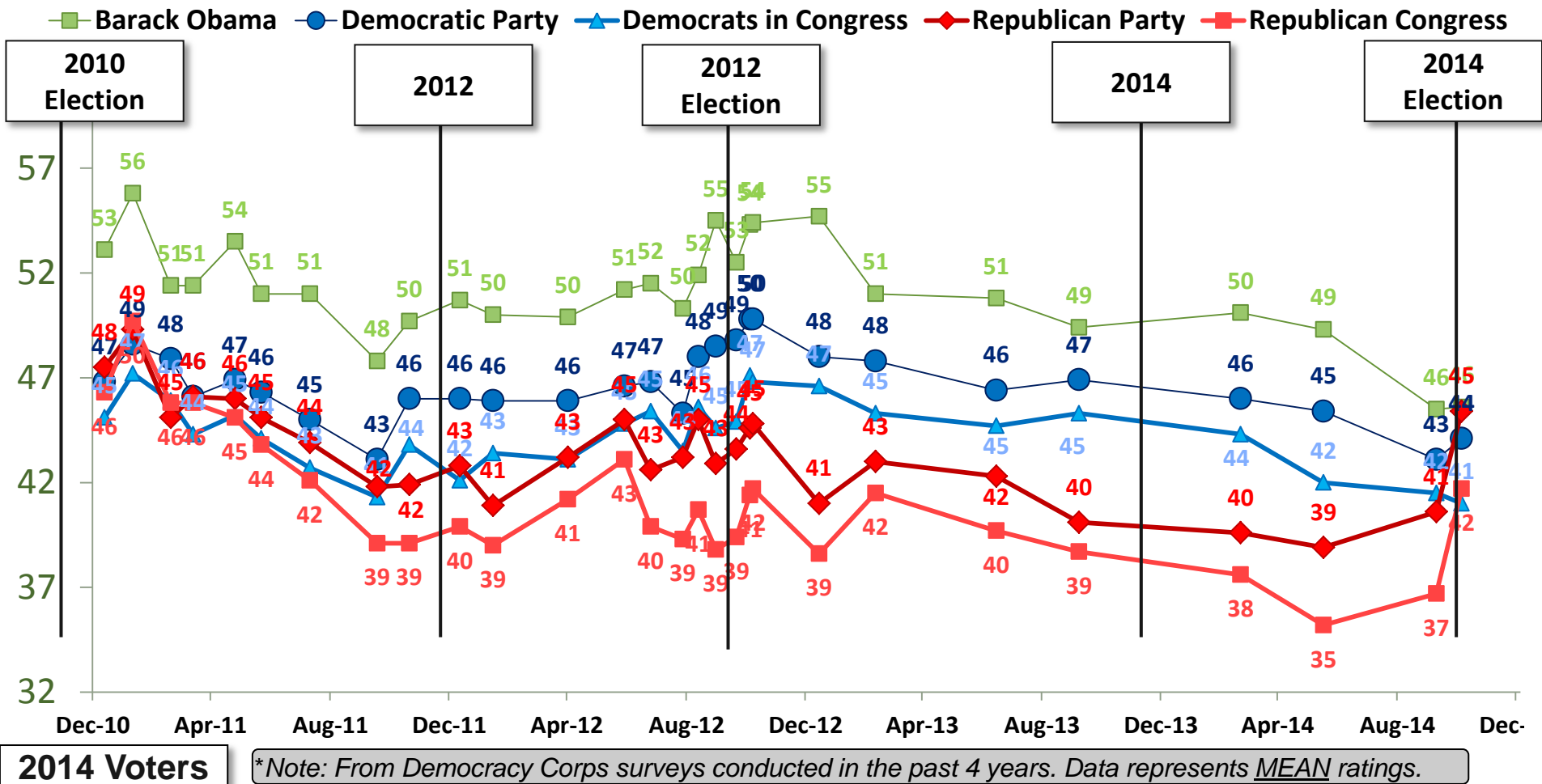
A rising of tide of gloom about state of country

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?



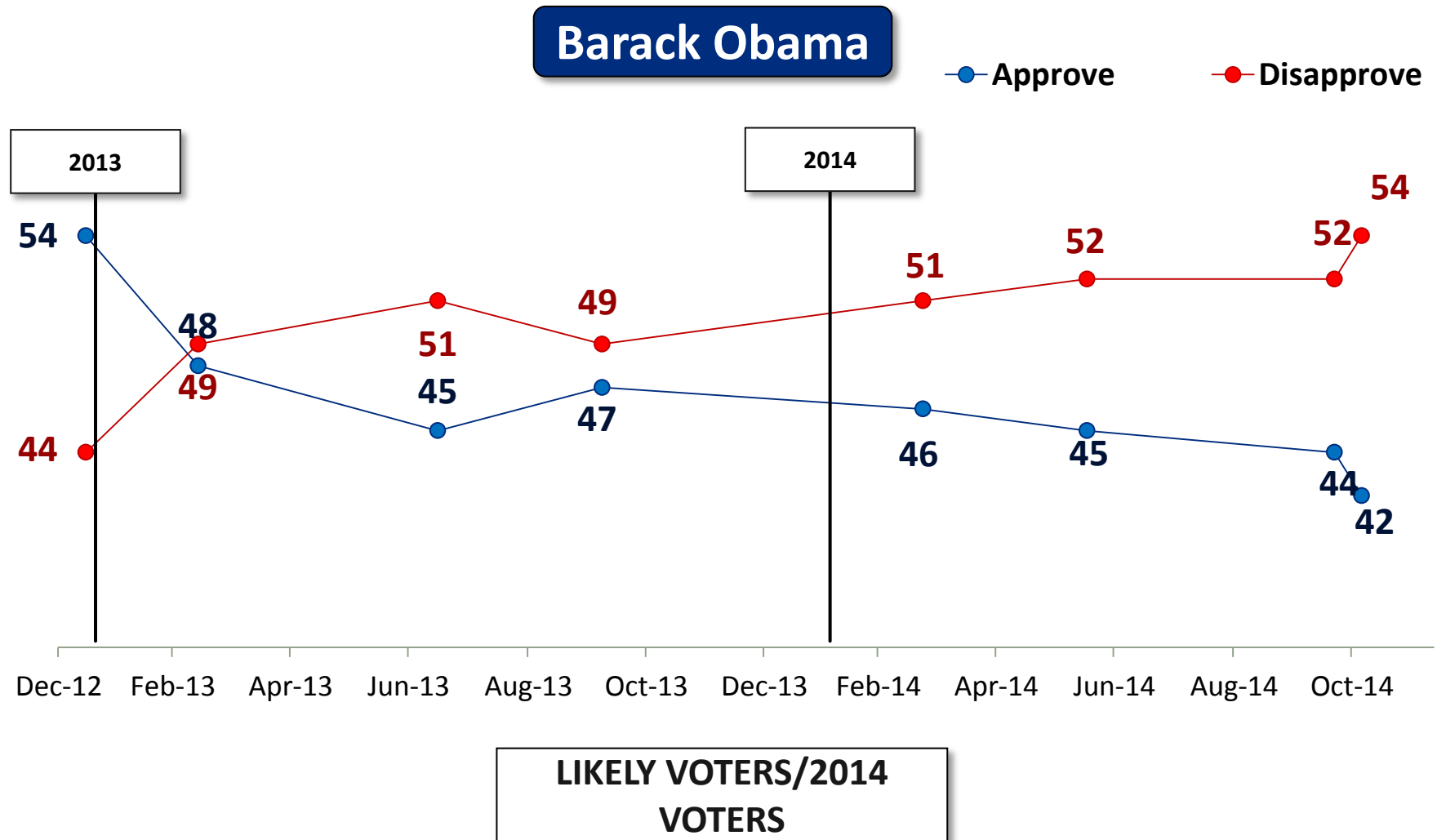
Growing disdain for everyone during 2014 ultimately drove Democrats out of the electorate

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.



President's approval fell to new plateau but much lower in the battleground

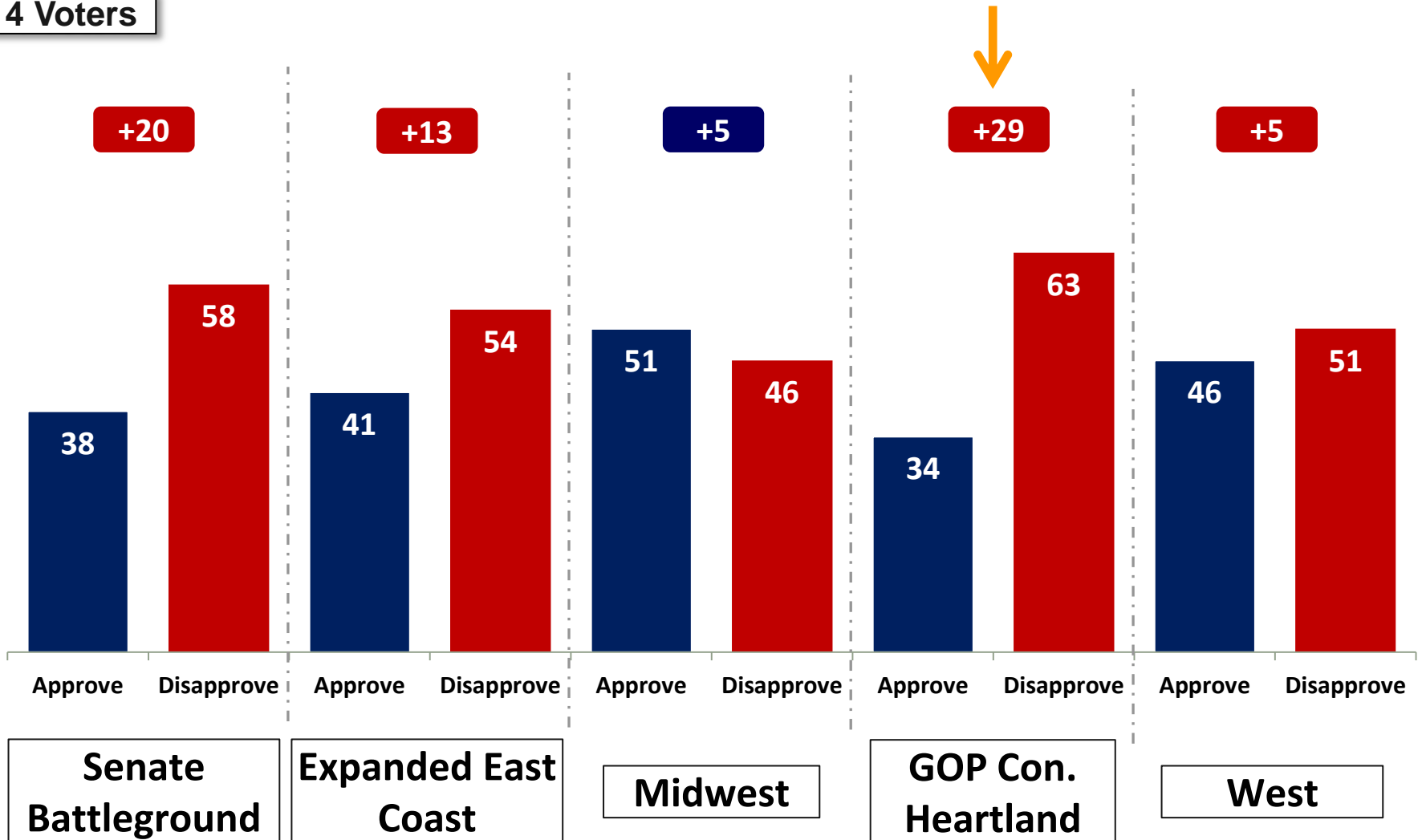
Do you approve or disapprove of the way Barack Obama is handling his job as president?



President struggles in West and East, only above water in Midwest

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

2014 Voters

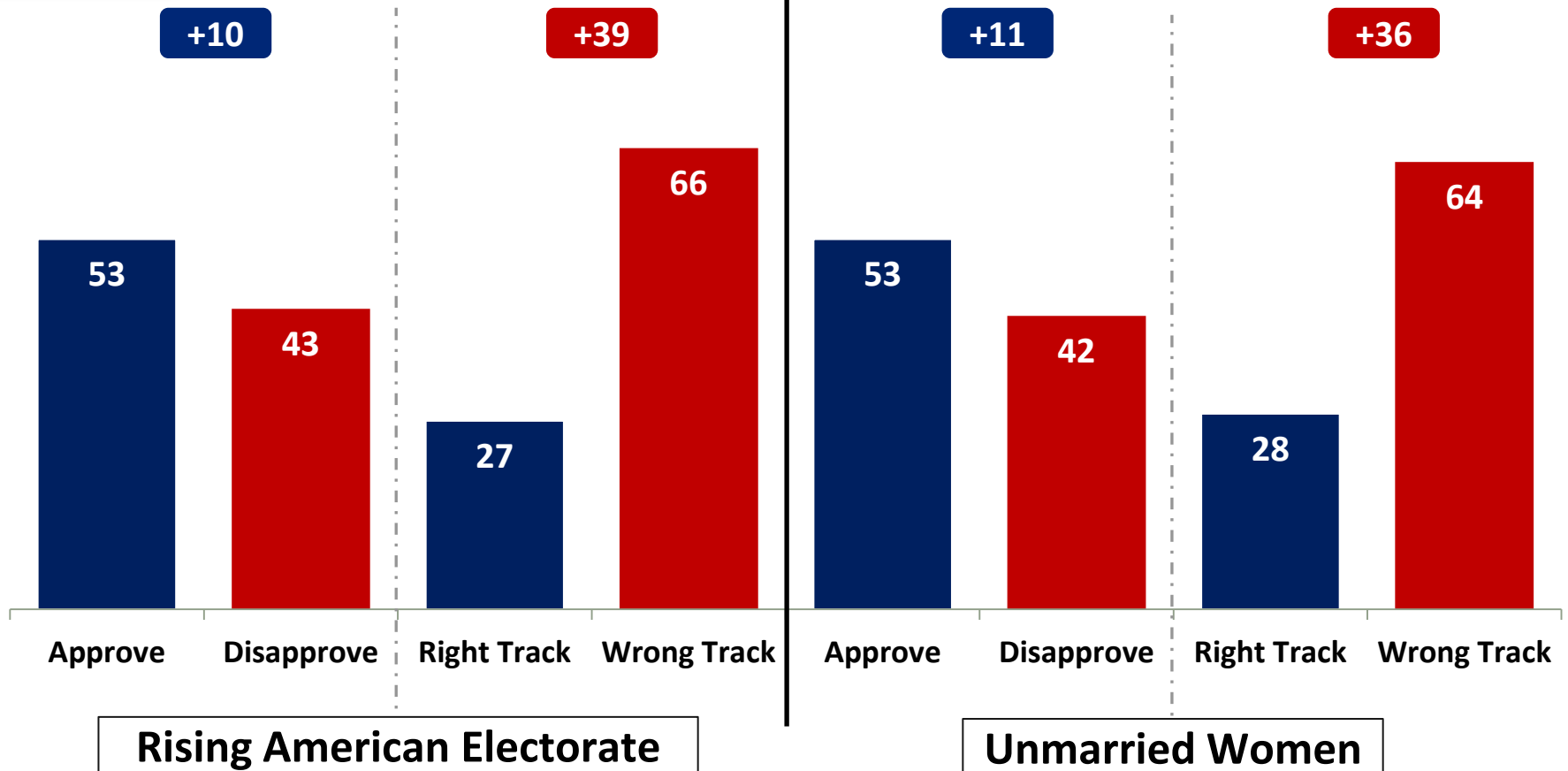


Dem base discouraged with lackluster President and mirrors national attitude, mired in negativity

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

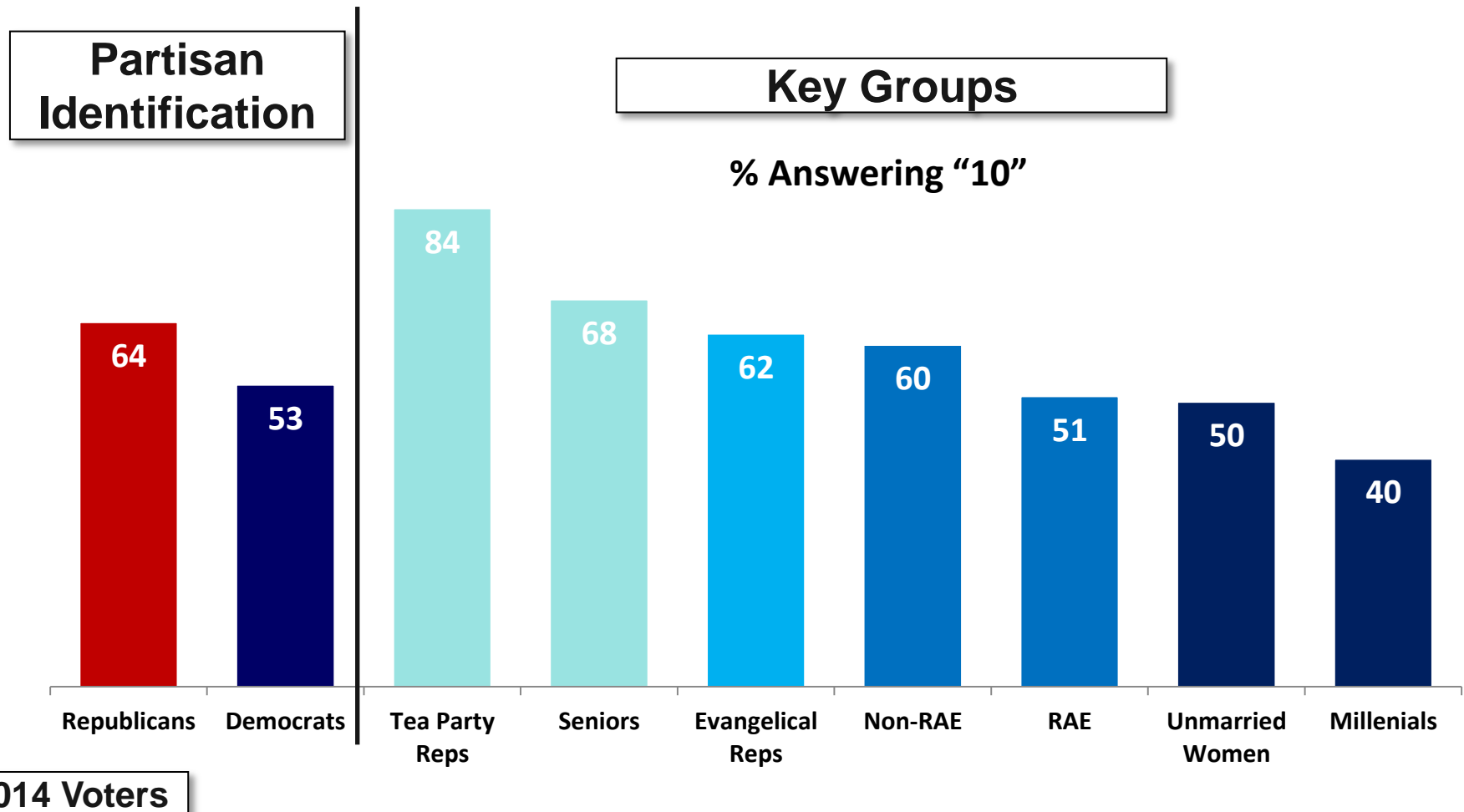
Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

2014 Voters



Intensity of discontent drives huge Republican edge in enthusiasm; Democratic base not energized

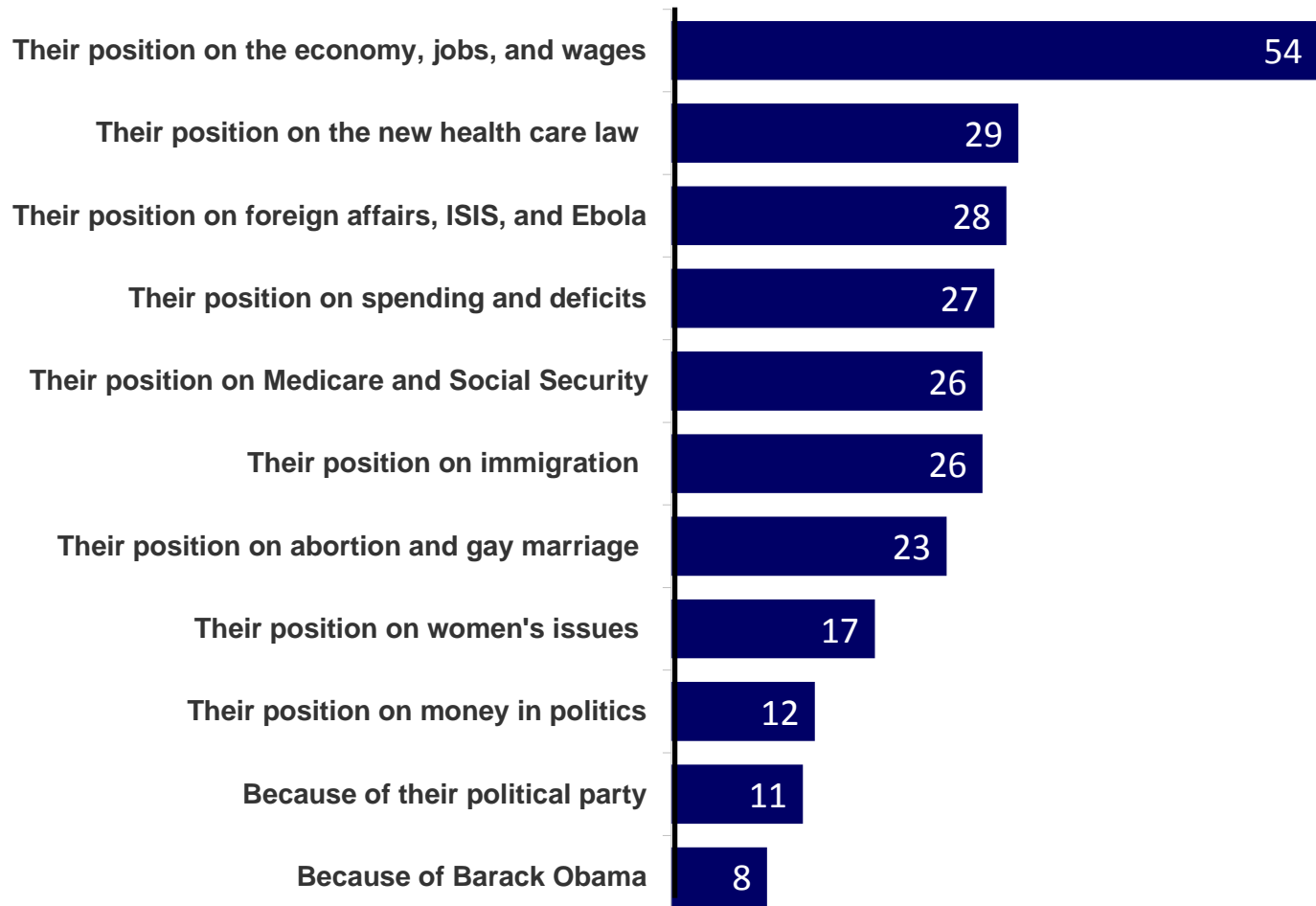
And, how interested are you in the November elections for U.S. Congress and other state and local offices? Please rate your interest from one to ten, with one meaning that you have no interest in this election and ten meaning that you are extremely interested. Of course, you can choose any number between one and ten.



The economy election

This is an economy election for both Democrats and Republicans

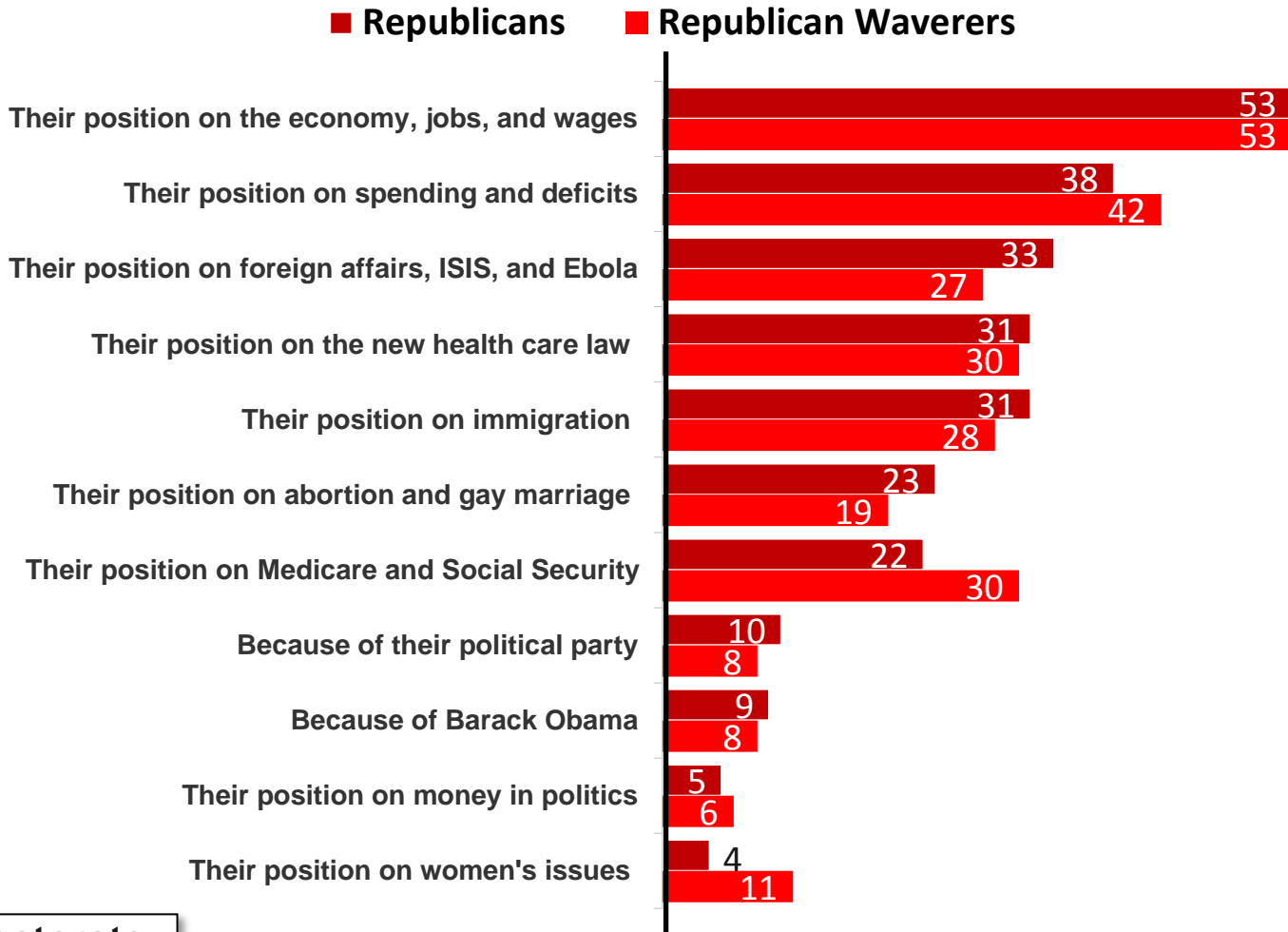
Now I am going to read you a list of reasons people vote for one candidate over another. After I read this list, tell me which THREE are the most important when deciding who to vote for in the election for U.S. Senate/Congress.



2014 Voters

Republicans able to unify behind Obama's failed economy, the deficit, and foreign dangers

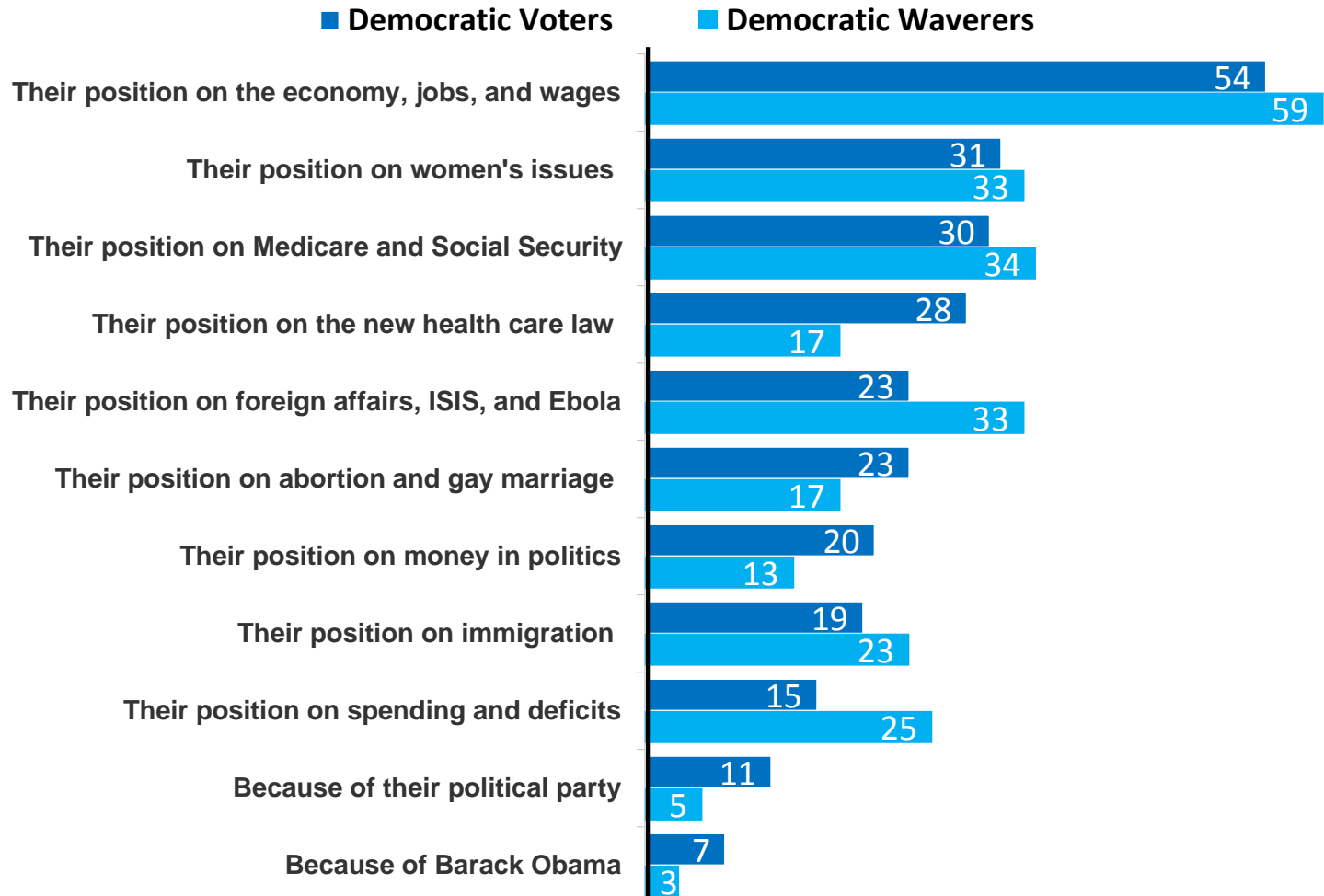
Now I am going to read you a list of reasons people vote for one candidate over another. After I read this list, tell me which **THREE** are the most important when deciding who to vote for in the election for U.S. Senate/Congress.



Presidential electorate

Democratic votes were on the economy but also women's issues, Medicare and ACA – wavered on foreign and spending

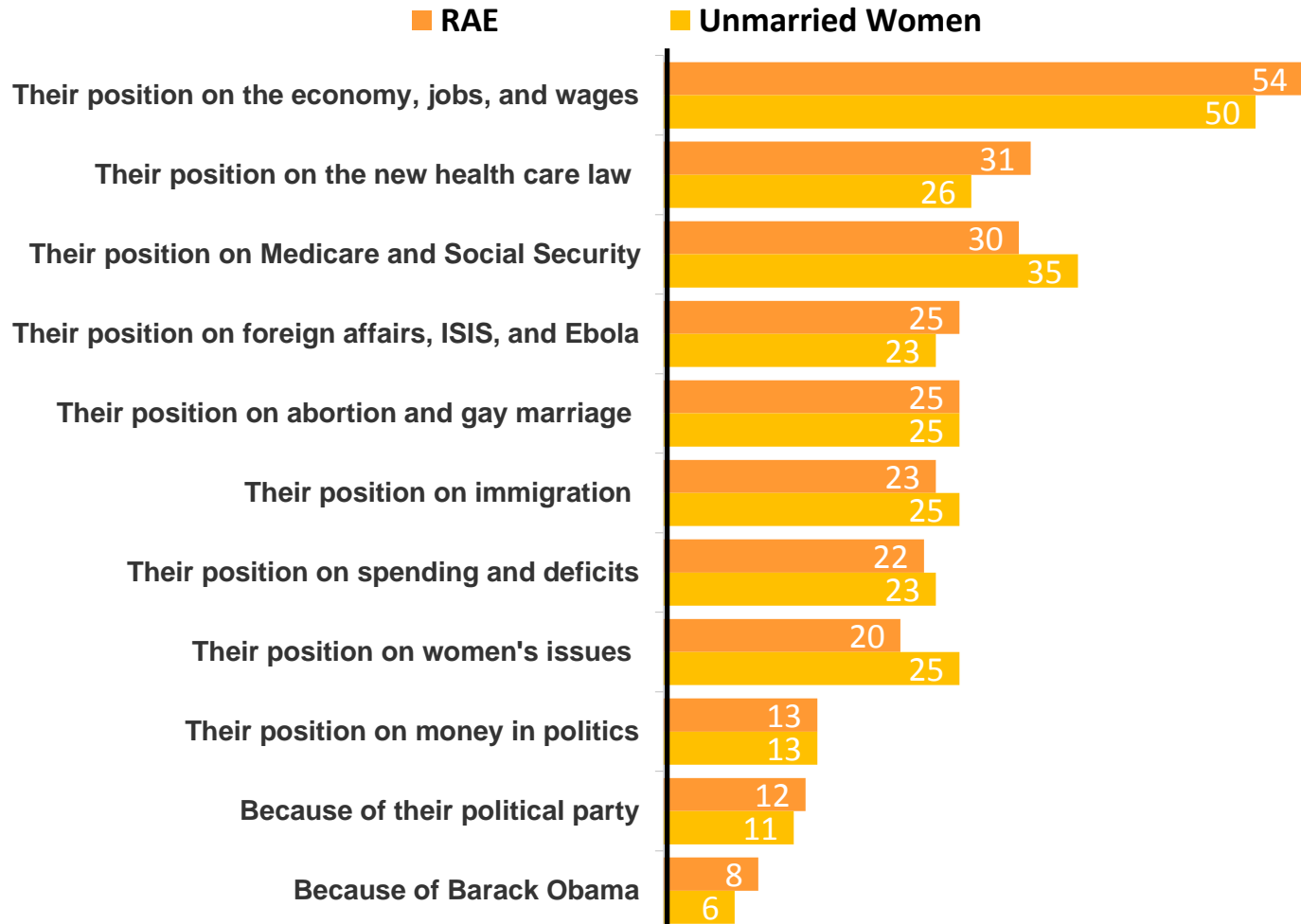
Now I am going to read you a list of reasons people vote for one candidate over another. After I read this list, tell me which THREE are the most important when deciding who to vote for in the election for U.S. Senate/Congress.



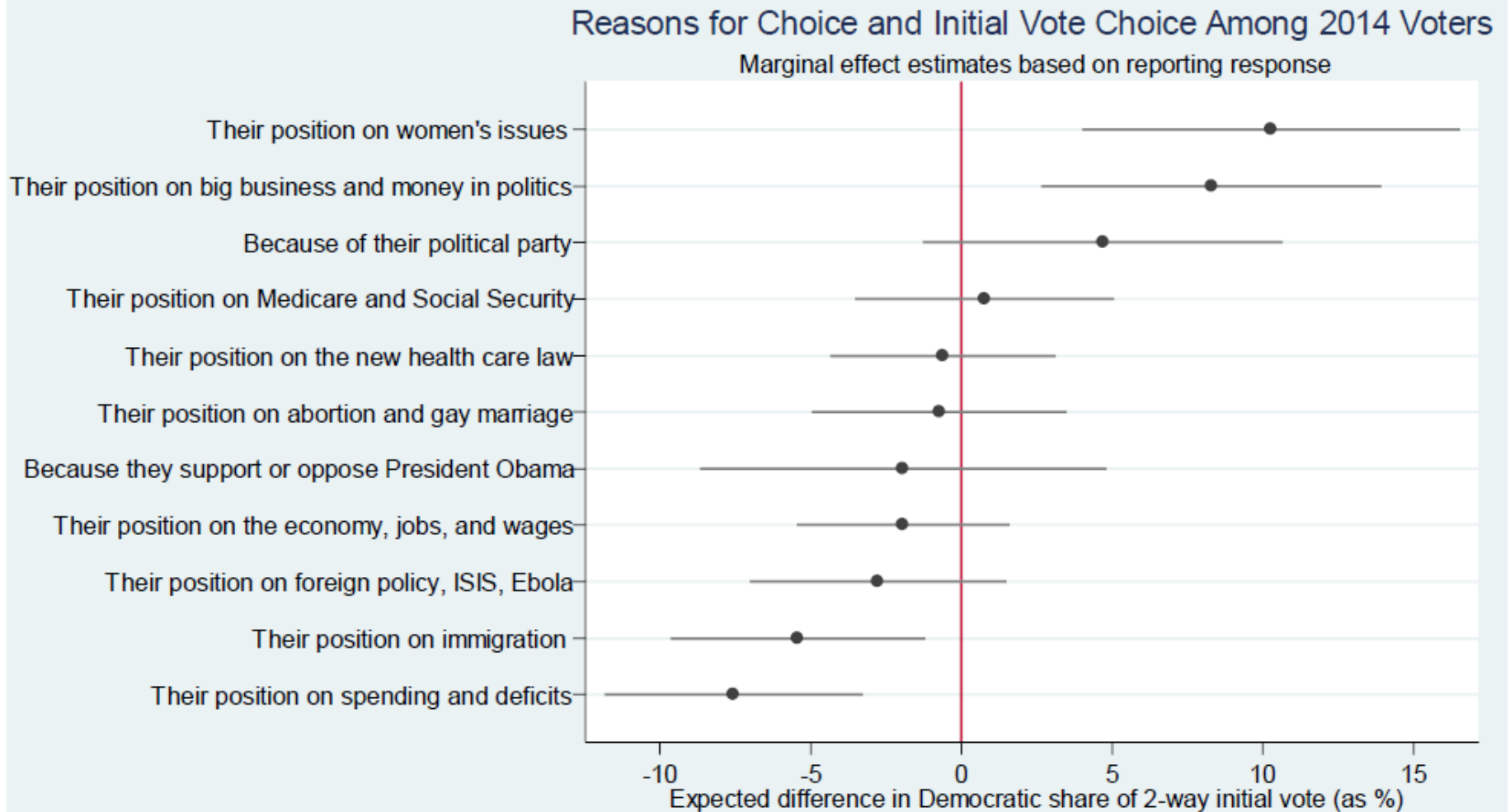
2014 Voters

For RAE – it was economy + the Affordable Care Act and Medicare and Social Security

Now I am going to read you a list of reasons people vote for one candidate over another. After I read this list, tell me which **THREE** are the most important when deciding who to vote for in the election for U.S. Senate/Congress.



Though those who voted on women's issues and influence of money went heavily Democratic



Democratic base coalition thinks national debate never raises issues important to them

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

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

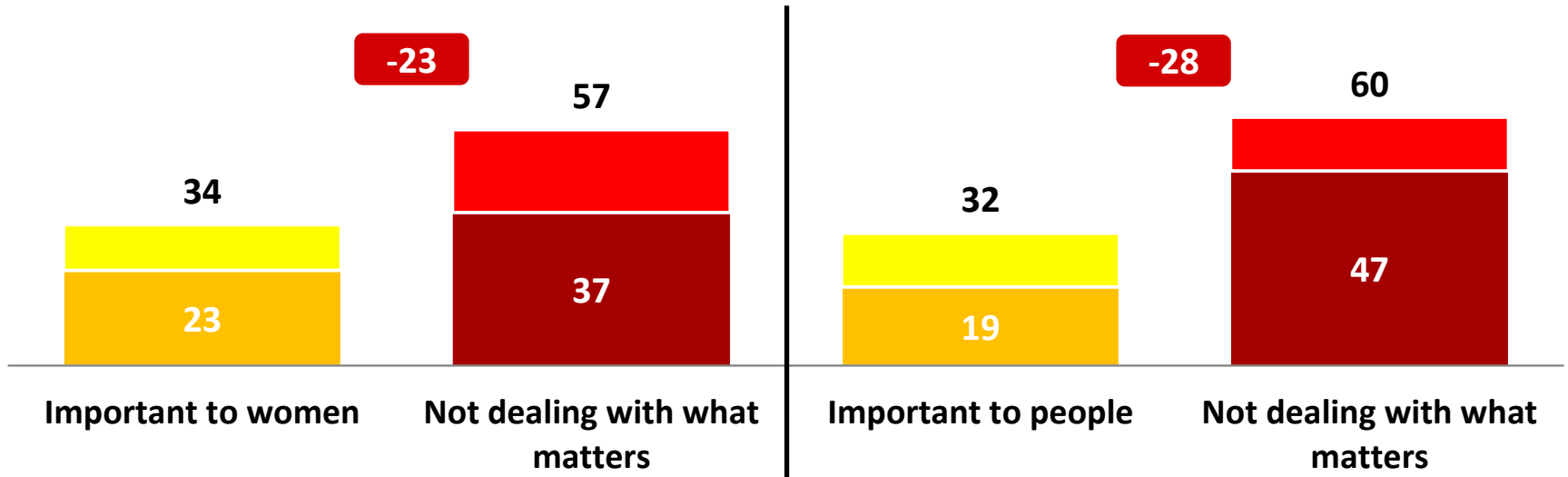
The President and the political debate in the country are raising issues important to people.

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

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

■ First statement much

■ Second statement much



Presidential Electorate

The president and national debate never raised issues relevant to these potential drop-off voters

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

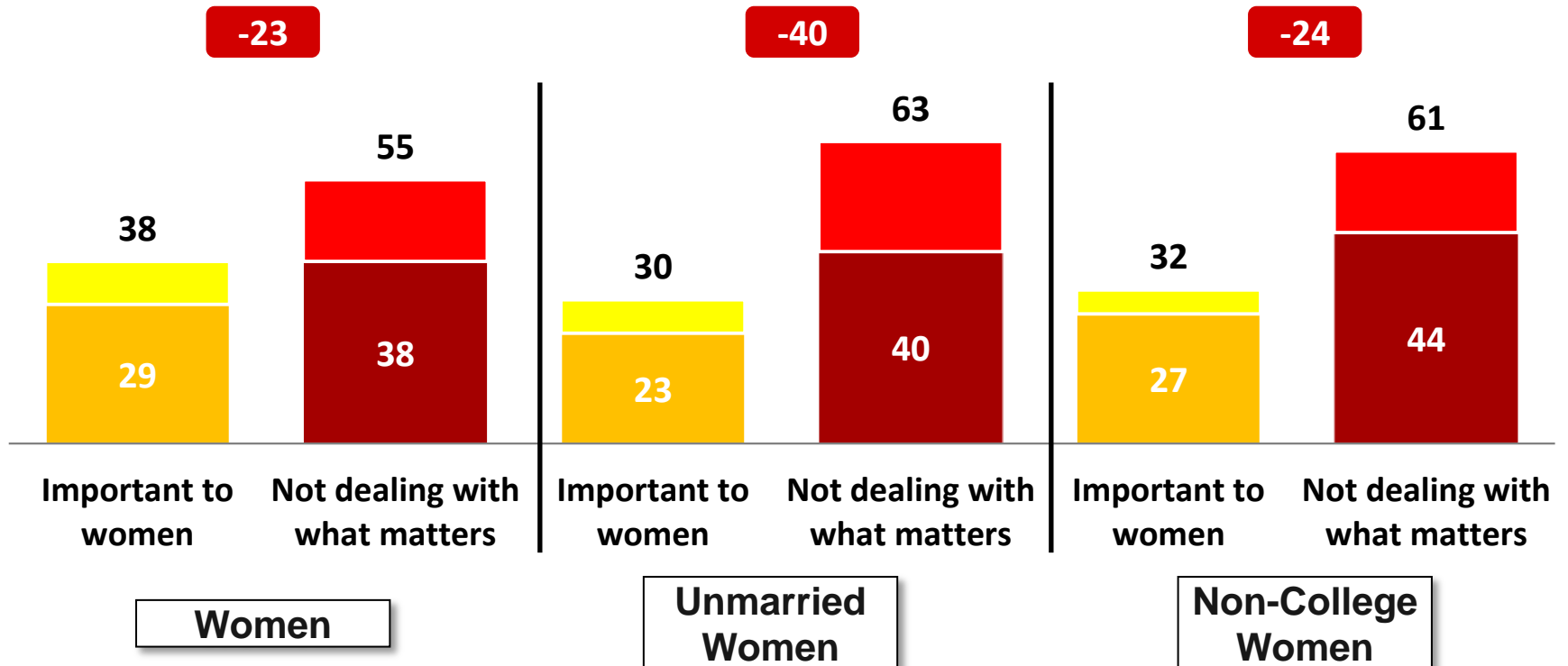
The President and the political debate in the country are raising issues important to working women and single women.

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

Pres. Elec.

■ First statement much

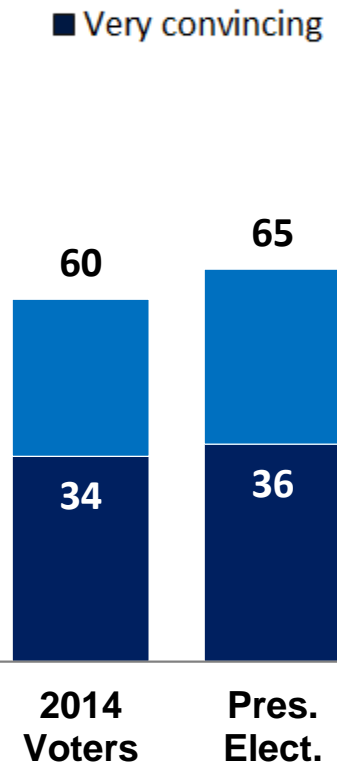
■ Second statement much



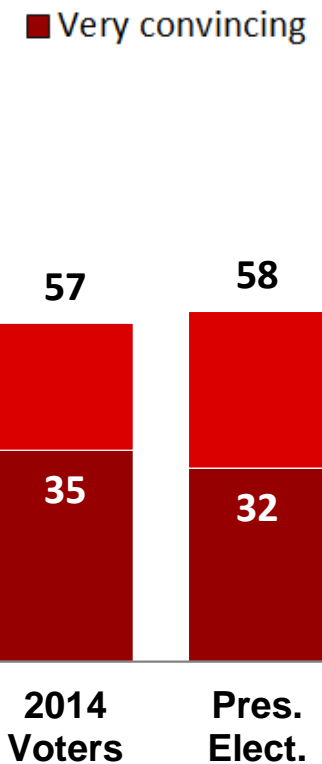
Presidential electorate is ready to respond to serious economic message from Democrats

Now, thinking ahead to the presidential elections in 2016, I am going to read you something Democrat/Republican leaders are saying about how things in this country could be better. Please tell me whether you find it a very convincing, somewhat convincing, a little convincing, or a not at all convincing statement about how things in this country could be better.

People are drowning because jobs don't pay enough to live on. We need leaders who can live a day of our lives and make change for us, not for the richest who show up with the big money. We must help people here with affordable college, job training, and childcare. We must raise the minimum wage and make sure women get equal pay so working women and families can keep up with the cost of living. We need to reduce the tax burden for low-wage workers and give a tax break for lower and middle class working families with children. We need an economy here that works for working people and the middle class again, not just those with the big money.

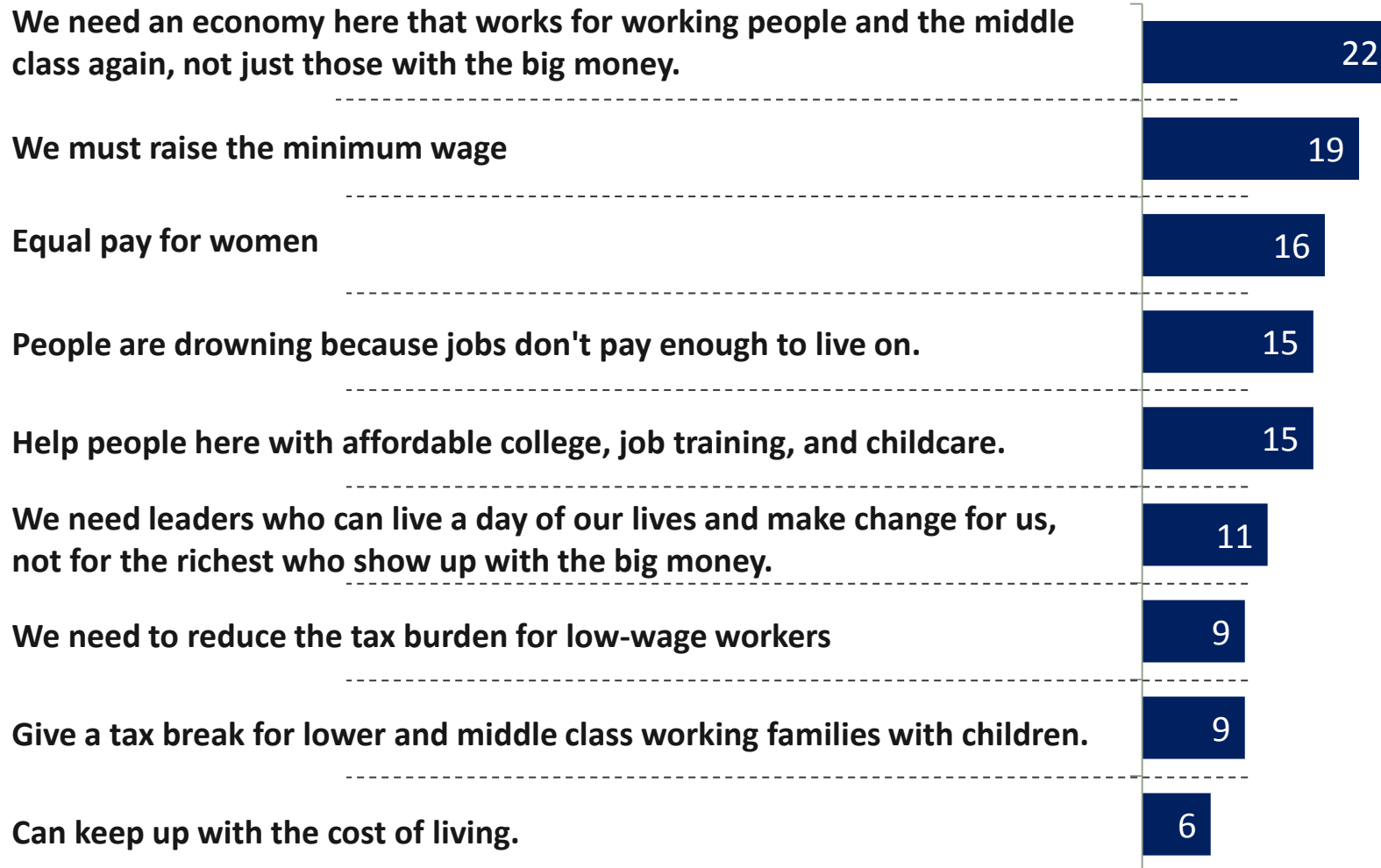


President Obama has failed to get our economy back on track, and we can do better. The middle class is struggling with declining paychecks, high unemployment, and rising costs. But bigger government and higher taxes aren't the answer. We need to loosen the burdensome regulations that impede economic development, simplify the tax code that is stifling small businesses, and fully harness our energy economy by building the Keystone Pipeline. And we need a smaller, leaner government that balances its budget and addresses the soaring national debt. We can bring back opportunity and stimulate growth and job creation if we just get government out of the way and allow energetic and entrepreneurial Americans to rebuild the economy from the ground up.



Topping open-end recall is an economy that works for working people

And regardless of how you feel about that statement, which specific part of it stood out most to you?

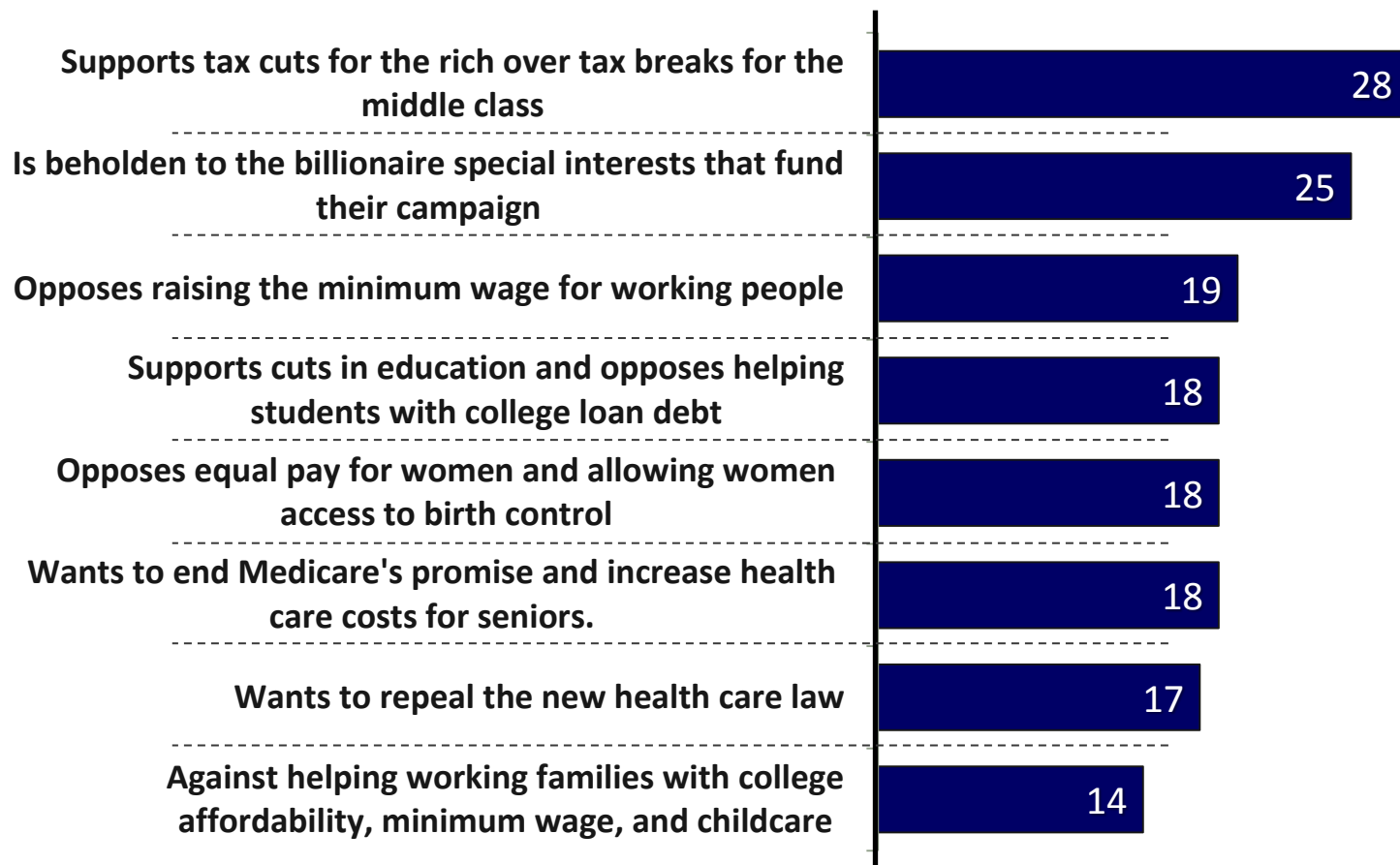


Biggest doubts about Republicans are support for tax breaks for rich and being beholden to billionaire donors

When thinking about voting for the Republican candidate for Congress, which TWO of these worried you the most - which one or two really held you back from voting for the Republican candidate? That the candidate --

2014 Voters

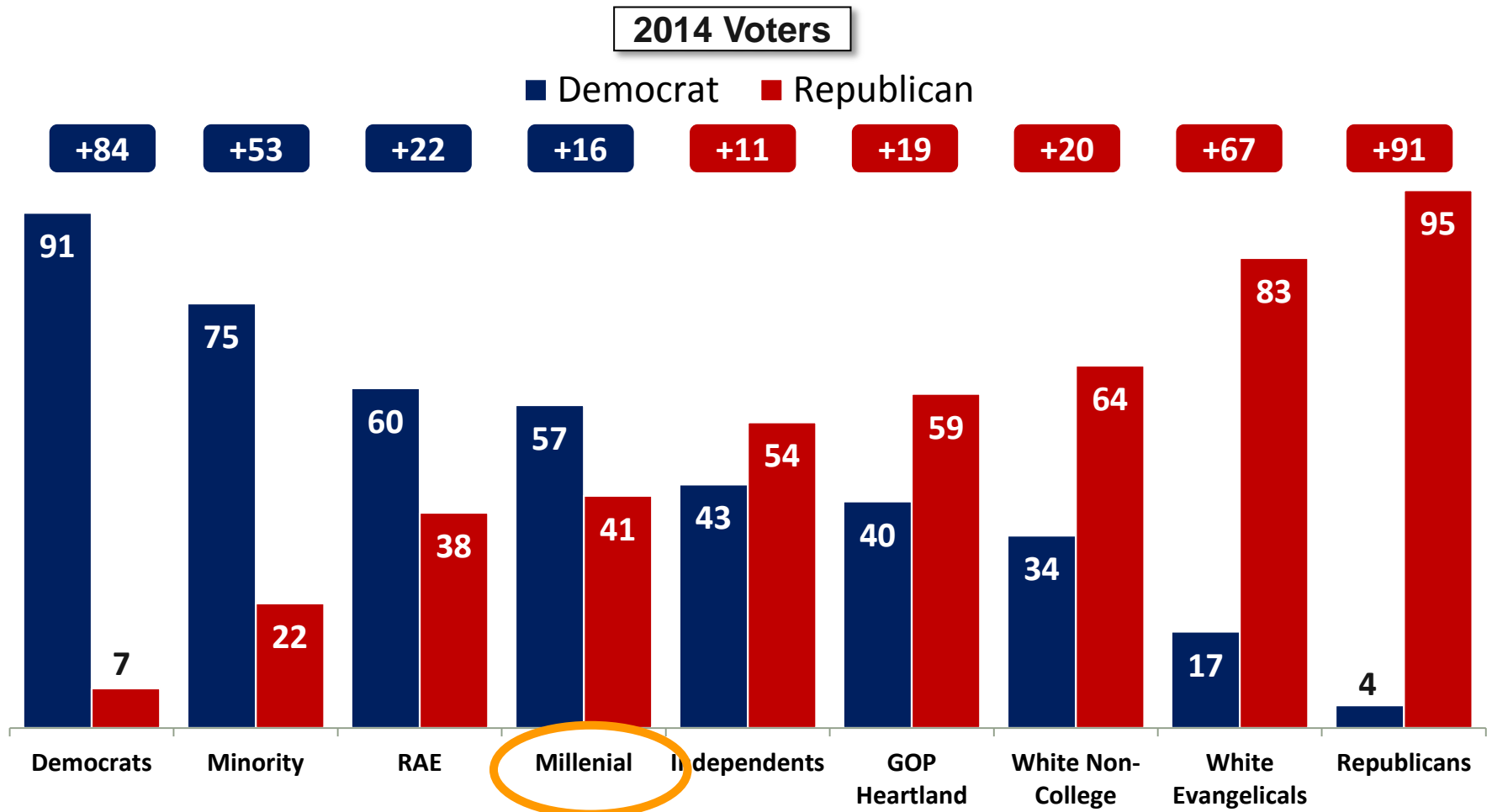
■ All non-Republican Voters



Rising American electorate and unmarried women kept Democrats in the game

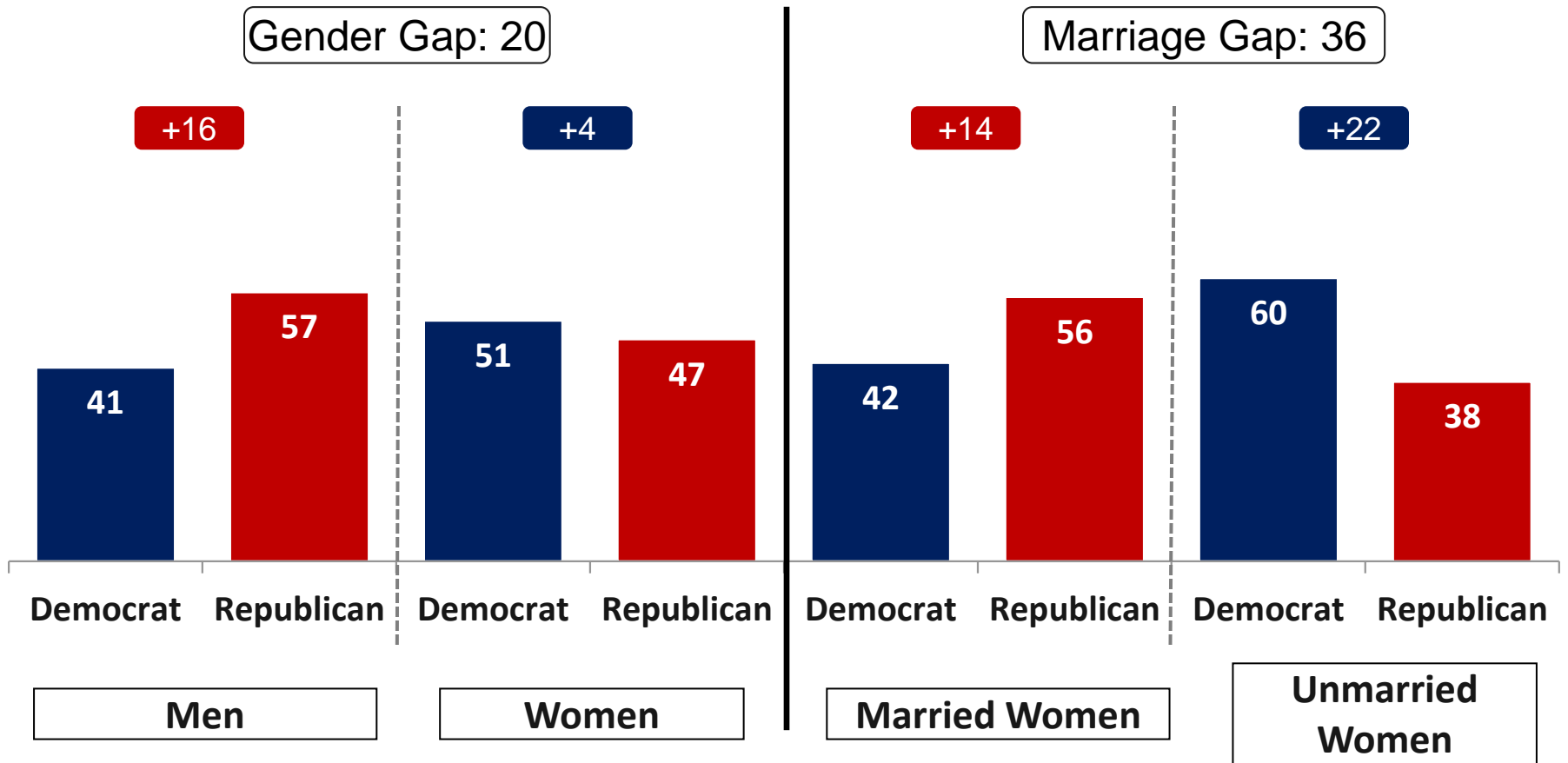
Republicans consolidated base and attracted independents, while only RAE stayed with Democrats

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



In 2014, gender gap held, despite Republican successes.

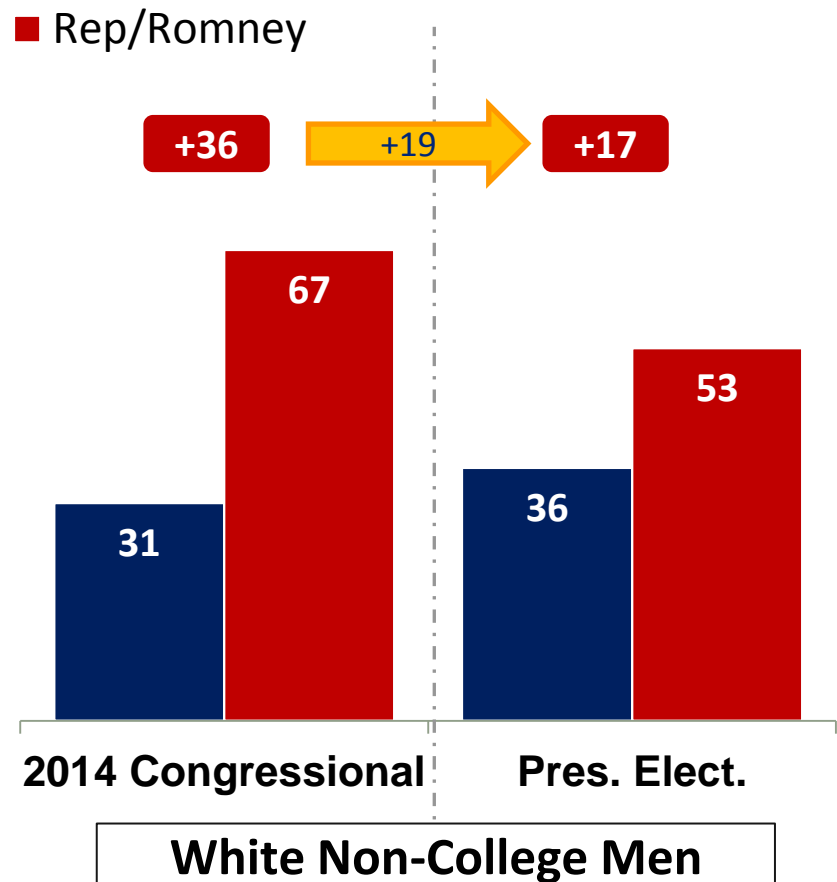
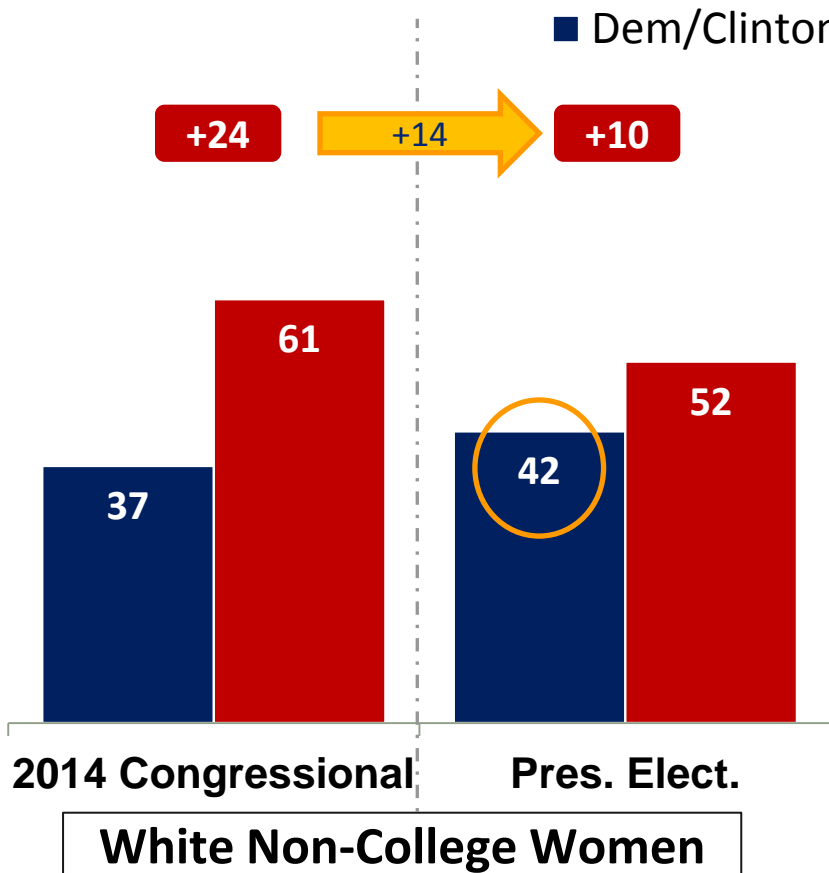
Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?



There is a white working class problem – and Clinton on the path to solving it

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?

I know it's a long way off, but thinking about the election for President in 2016, if the election for President were held today and the candidates were [ROTATE] Hillary Clinton, the Democratic candidate, and Mitt Romney, the Republican candidate, for whom would you vote?



The agenda ahead

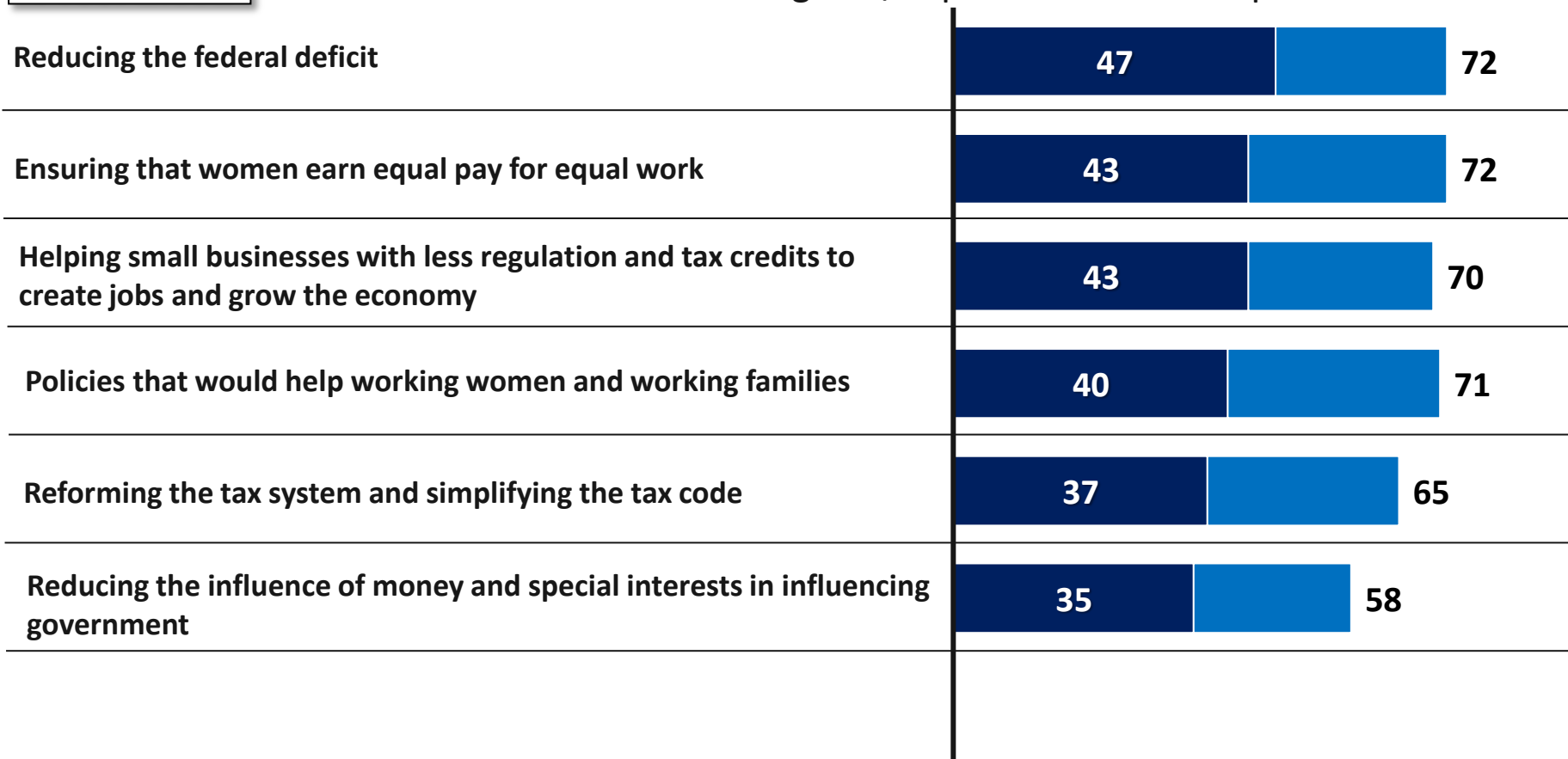
Voters prioritize creating jobs and lowering the deficit, but helping women also at the top of the list

I'm going to read you a list of issues that you may have heard candidates talk about during this campaign and are now things they may prioritize going forward. I'd like to find out how high a priority you think each of these issues should be. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for Congress.

Pres. Elect.

■ Highest/Top 2-3

■ Top few



Among RAE, equal pay jumps out, women's economic agenda very strong

I'm going to read you a list of issues that you may have heard candidates talk about during this campaign and are now things they may prioritize going forward. I'd like to find out how high a priority you think each of these issues should be. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for Congress.

Pres. Elect. - RAE

■ Highest/Top 2-3

■ Top Few

Ensuring that women earn equal pay for equal work

47

78

Helping small businesses with less regulation and tax credits to create jobs and grow the economy

45

70

Reducing the federal deficit

45

70

Policies that would help working women and working families

43

75

Reforming the tax system and simplifying the tax code

36

62

Reducing the influence of money and special interests in influencing government

33

56

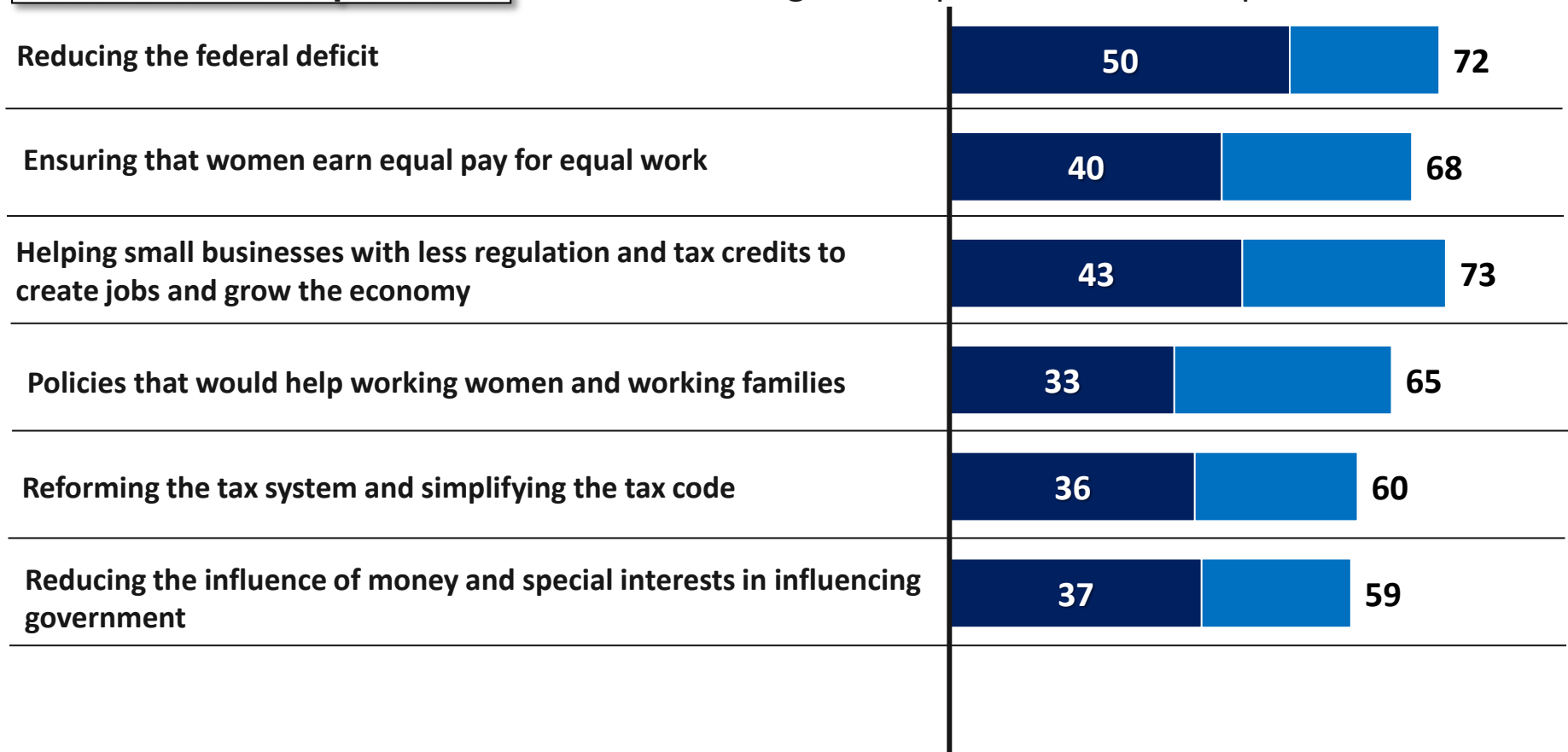
Among Independents, economic concerns dominate

I'm going to read you a list of issues that you may have heard candidates talk about during this campaign and are now things they may prioritize going forward. I'd like to find out how high a priority you think each of these issues should be. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for Congress.

Pres. Elect. - Independents

■ Highest/Top 2-3

■ Top Few



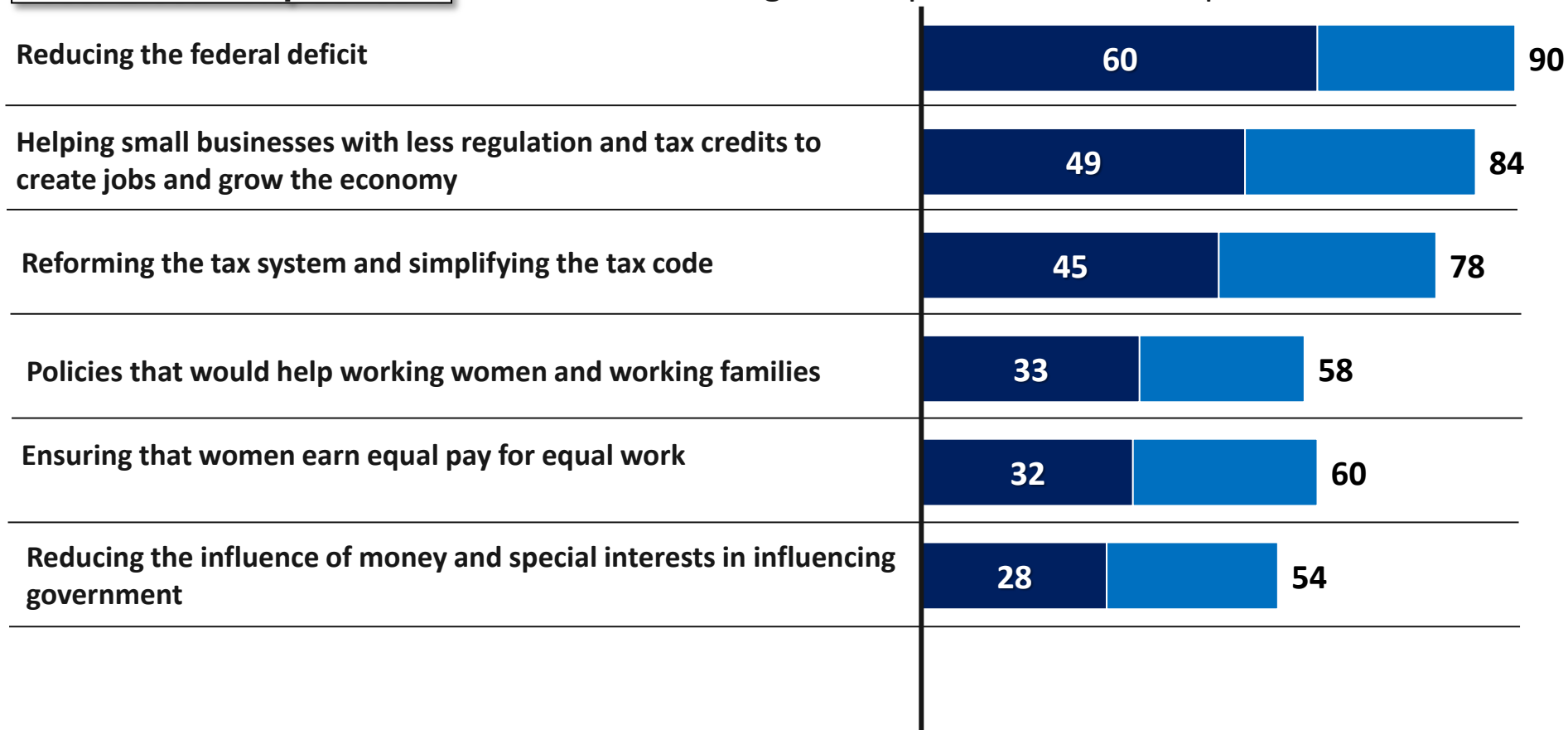
Among Republicans, women's economic agenda resonates less

I'm going to read you a list of issues that you may have heard candidates talk about during this campaign and are now things they may prioritize going forward. I'd like to find out how high a priority you think each of these issues should be. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for Congress.

Pres. Elect. - Republicans

■ Highest/Top 2-3

■ Top Few



Traditional family role for women falls short in face of new women's economic agenda

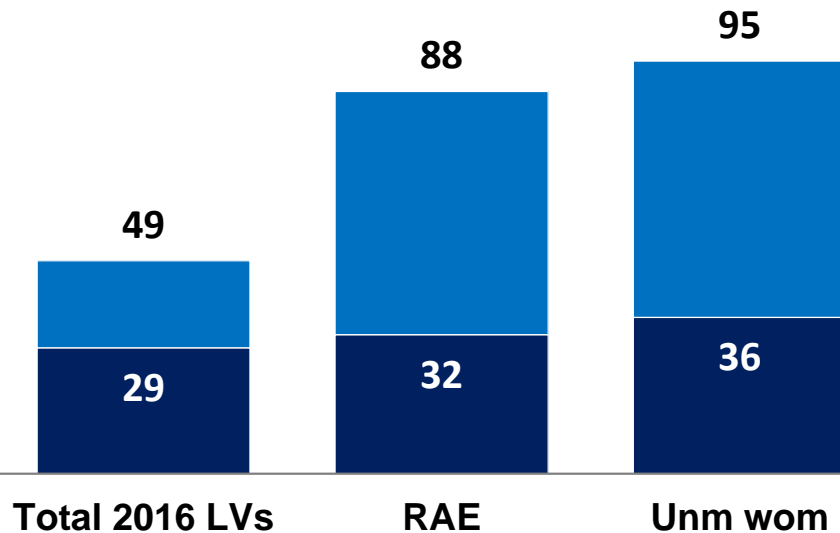
I'm going to read you a list of issues that you may have heard candidates talk about during this campaign and are now things they may prioritize going forward. I'd like to find out how high a priority you think each of these issues should be. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for Congress.

Pres. Elect.

■ Top Few

■ Highest/Top 2-3

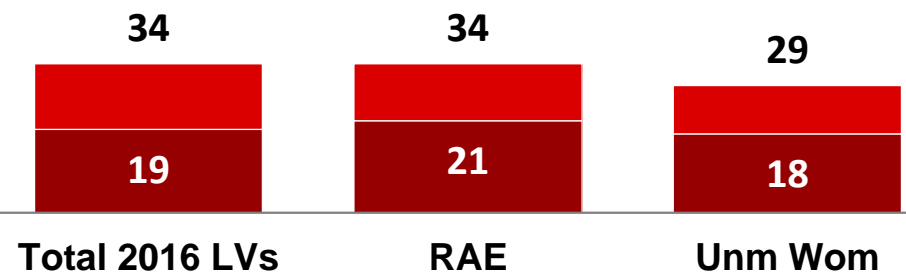
With a growing number of unmarried women and unwed mothers earning less and many poor, an agenda that helps them with childcare, paid sick days, and paid family leave



■ Top Few

■ Highest/Top 2-3

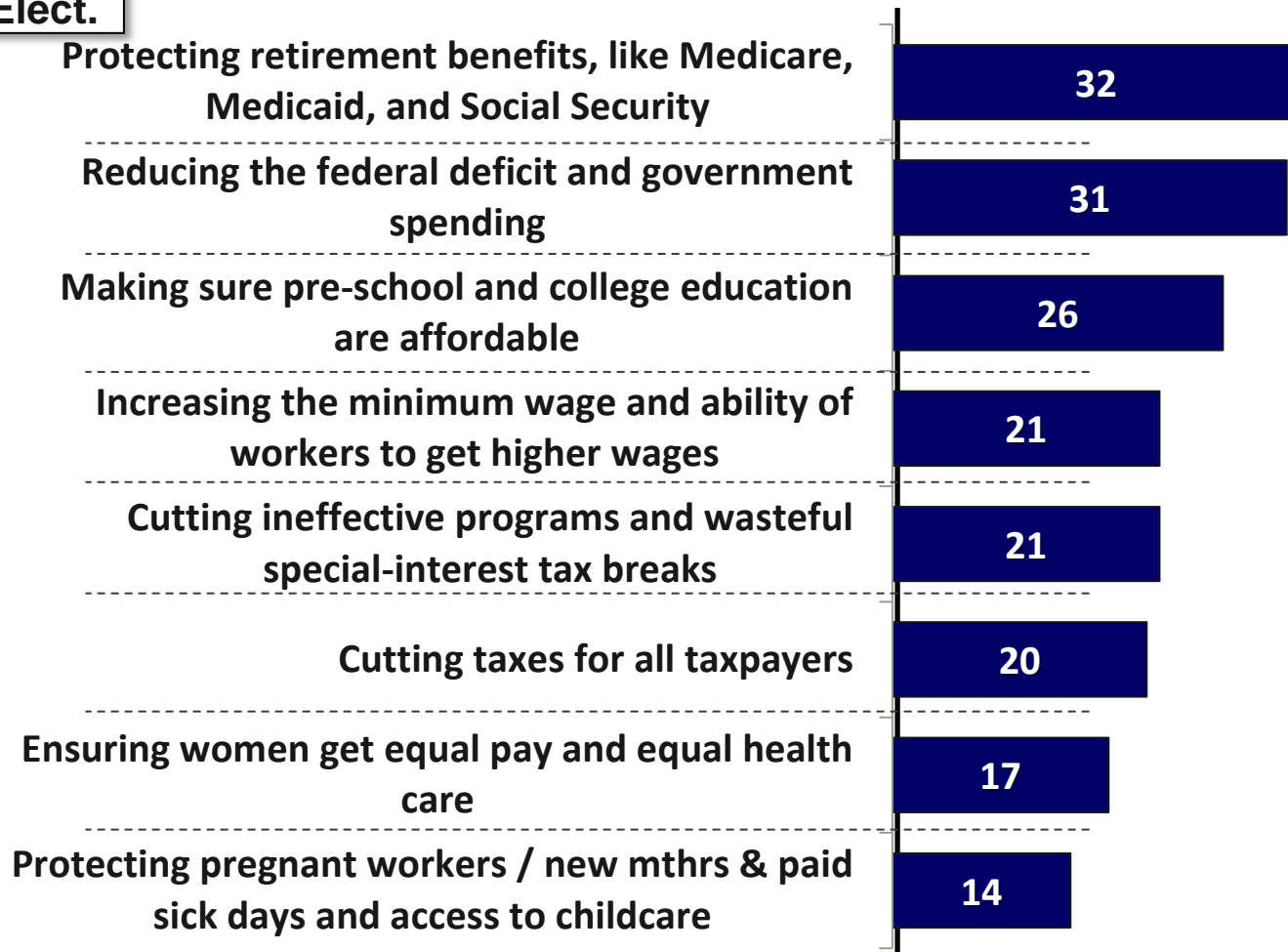
With a growing number of unmarried women and unwed mothers earning less and many poor, an agenda that encourages people to marry, giving them higher tax benefits, and opposes kids being born out of wedlock



Protecting entitlements and deficit big priorities, and education and higher wages beat cutting taxes

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 Congress to focus on in the next two years?

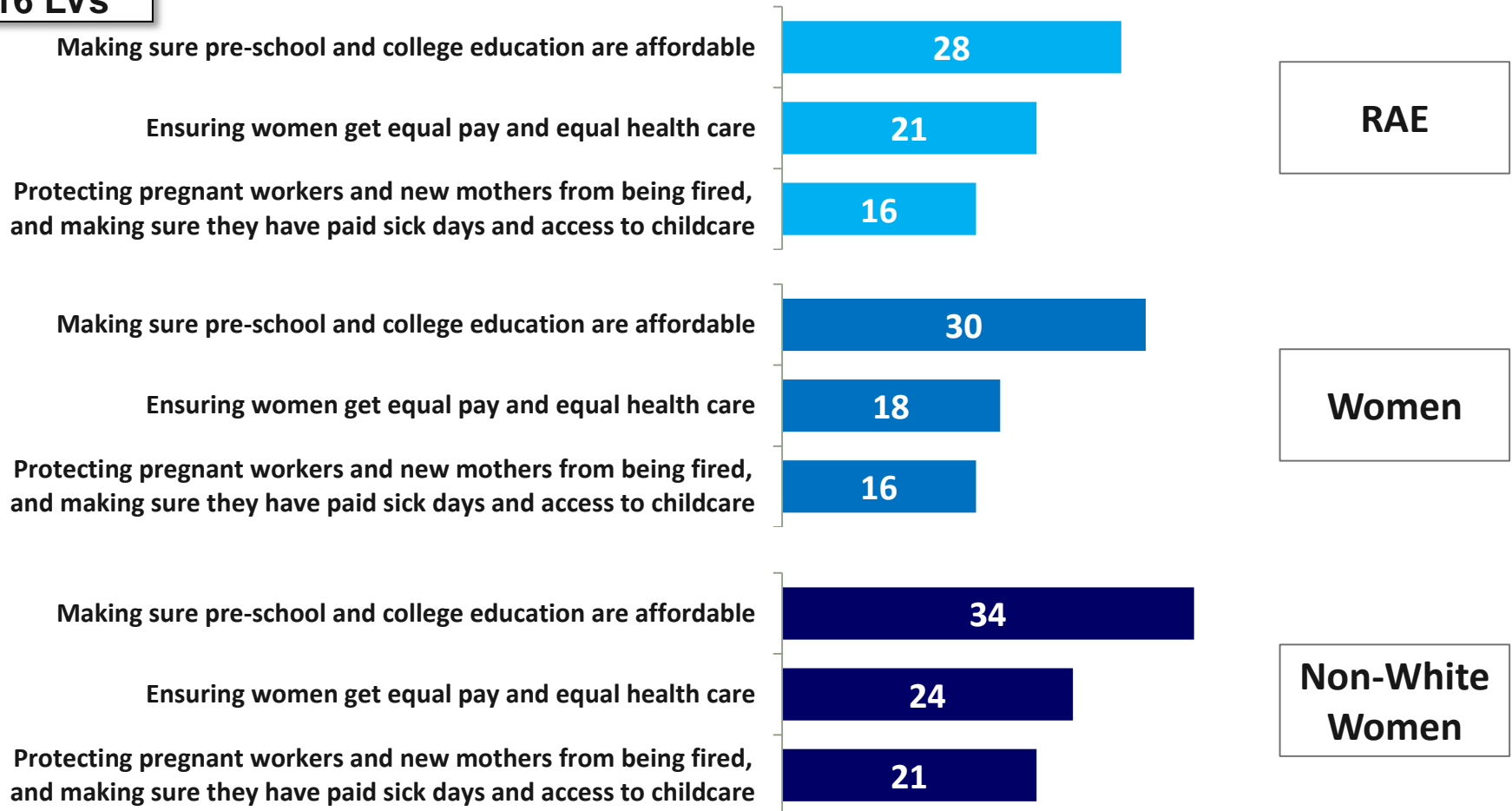
Pres. Elect.



Women – particularly minority women – prioritize Women's Economic Agenda for next 2 years

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 Congress to focus on in the next two years?

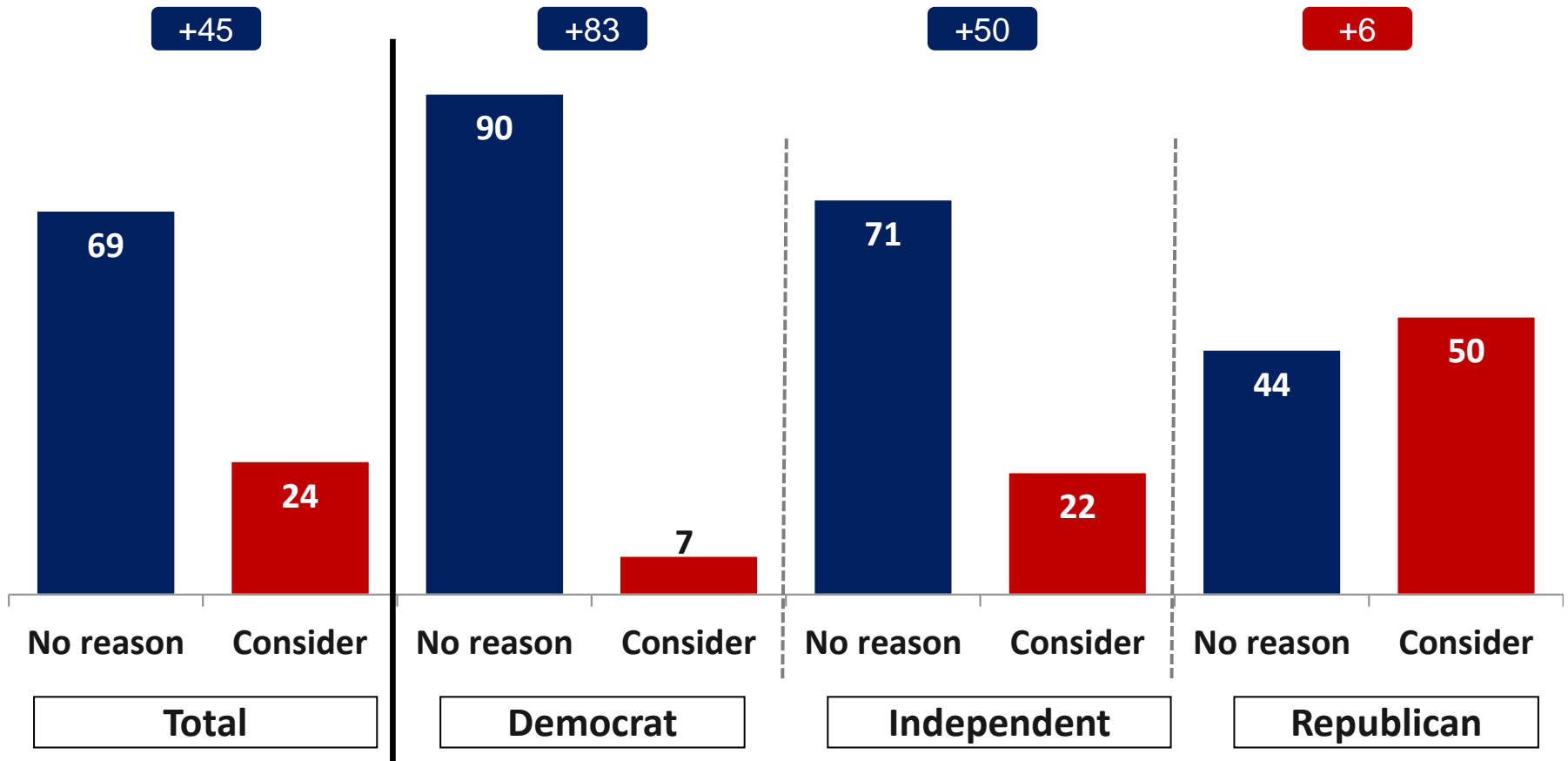
2016 LVs



The Republican Party

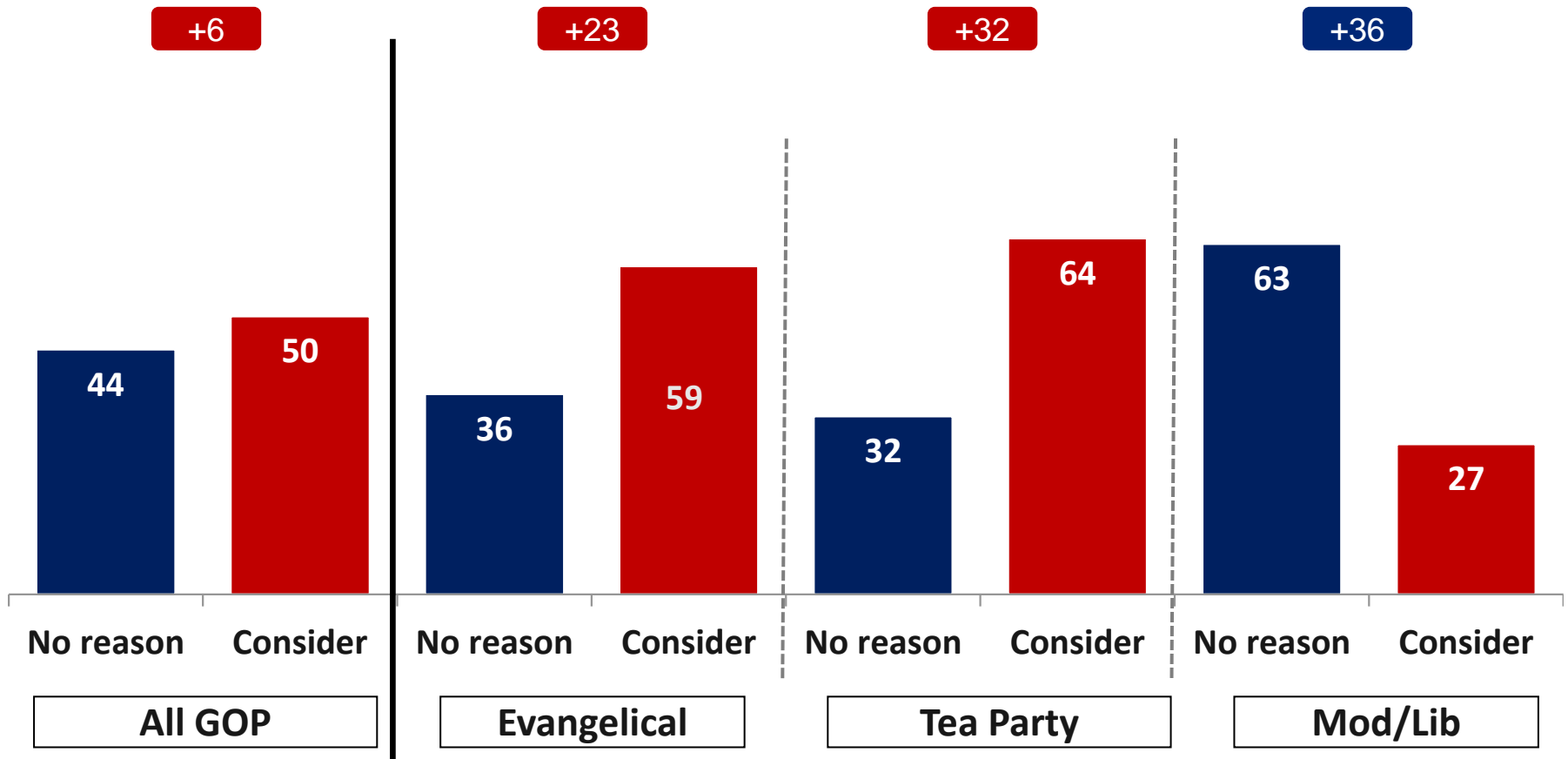
Republicans divided on whether to start impeachment, with plurality in favor

From what you've heard about President Barack Obama, do you think that (ROTATE) there is no reason to consider impeaching Obama, or, the new Congress should begin an impeachment investigation of Obama?



Among Republicans, nearly two thirds of Tea Party supporters support impeachment

From what you've heard about President Barack Obama, do you think that (ROTATE) there is no reason to consider impeaching Obama, or, the new Congress should begin an impeachment investigation of Obama?



Pres. Elect.

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