

GREENBERG QUINLAN ROSNER RESEARCH

How unmarried women, youth and people of color defined this election

November 8, 2012



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

Women's Voices. Women Vote



Methodology and Specifications

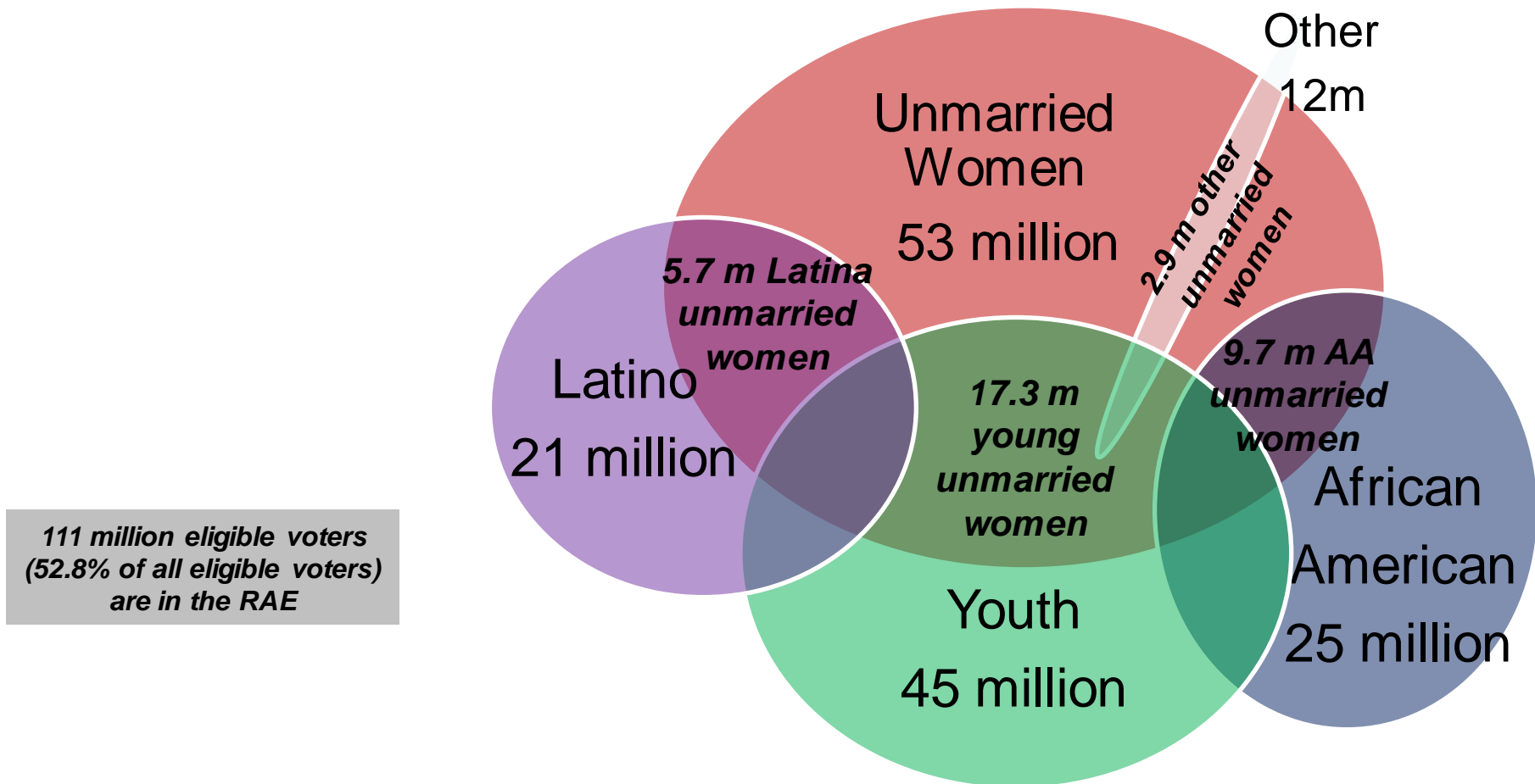
This presentation is based on a survey conducted by Greenberg Quinlan Rosner Research for Democracy Corps.

The survey of 1001 likely 2012 voters nationwide was conducted from November 5-7, 2012.

Survey results weighted to reflect National Exit Survey.

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

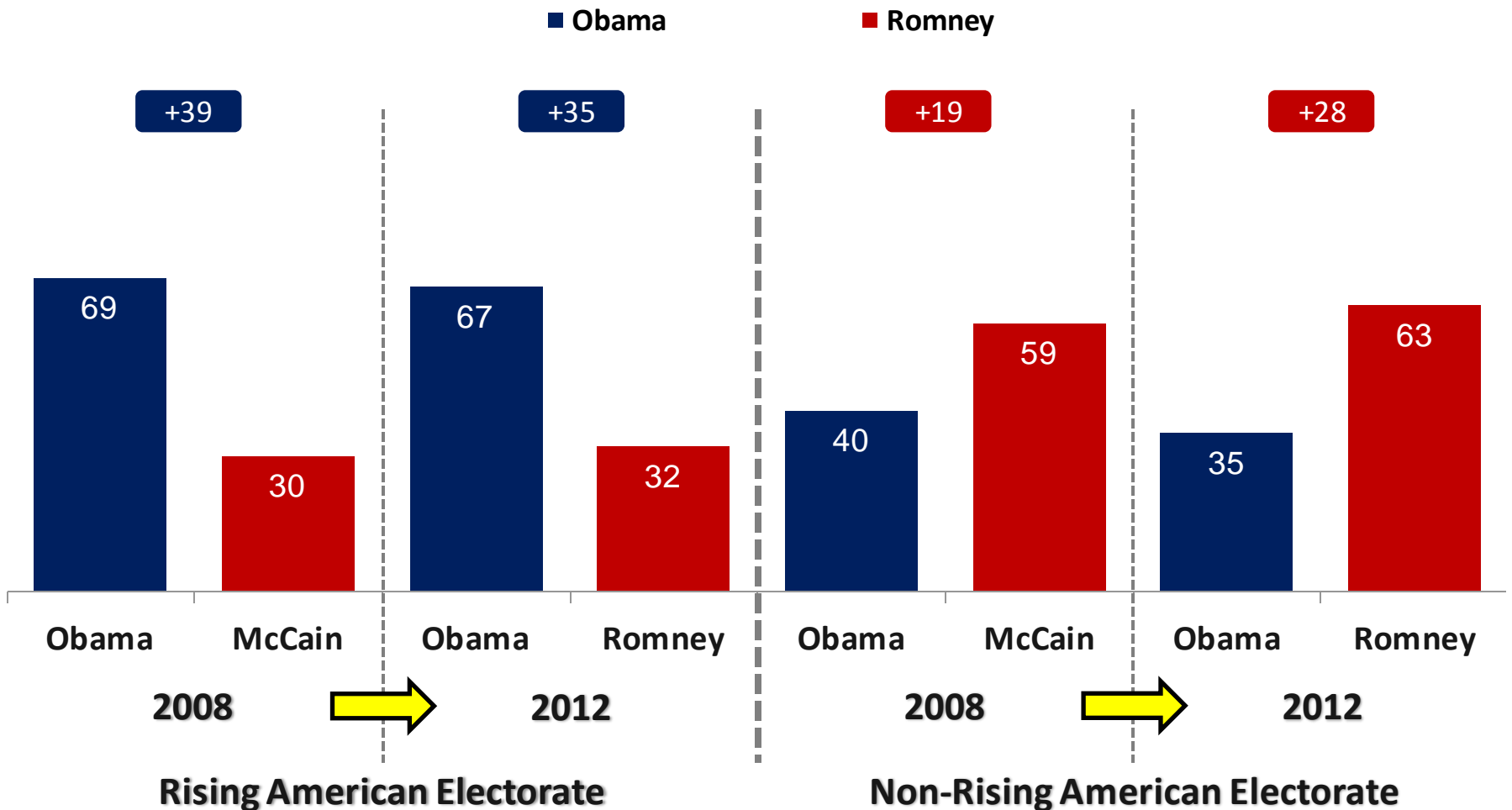
The Rising American Electorate (RAE) includes unmarried women, people of color, and those under the age of 30. In total, they comprise the majority (53%) of the voting eligible population. Unmarried women are the largest segment of this group and drive its composition.



Source: 2010 CPS/November CPS supplements on voting and registration

By Holding the RAE, Obama Held the White House

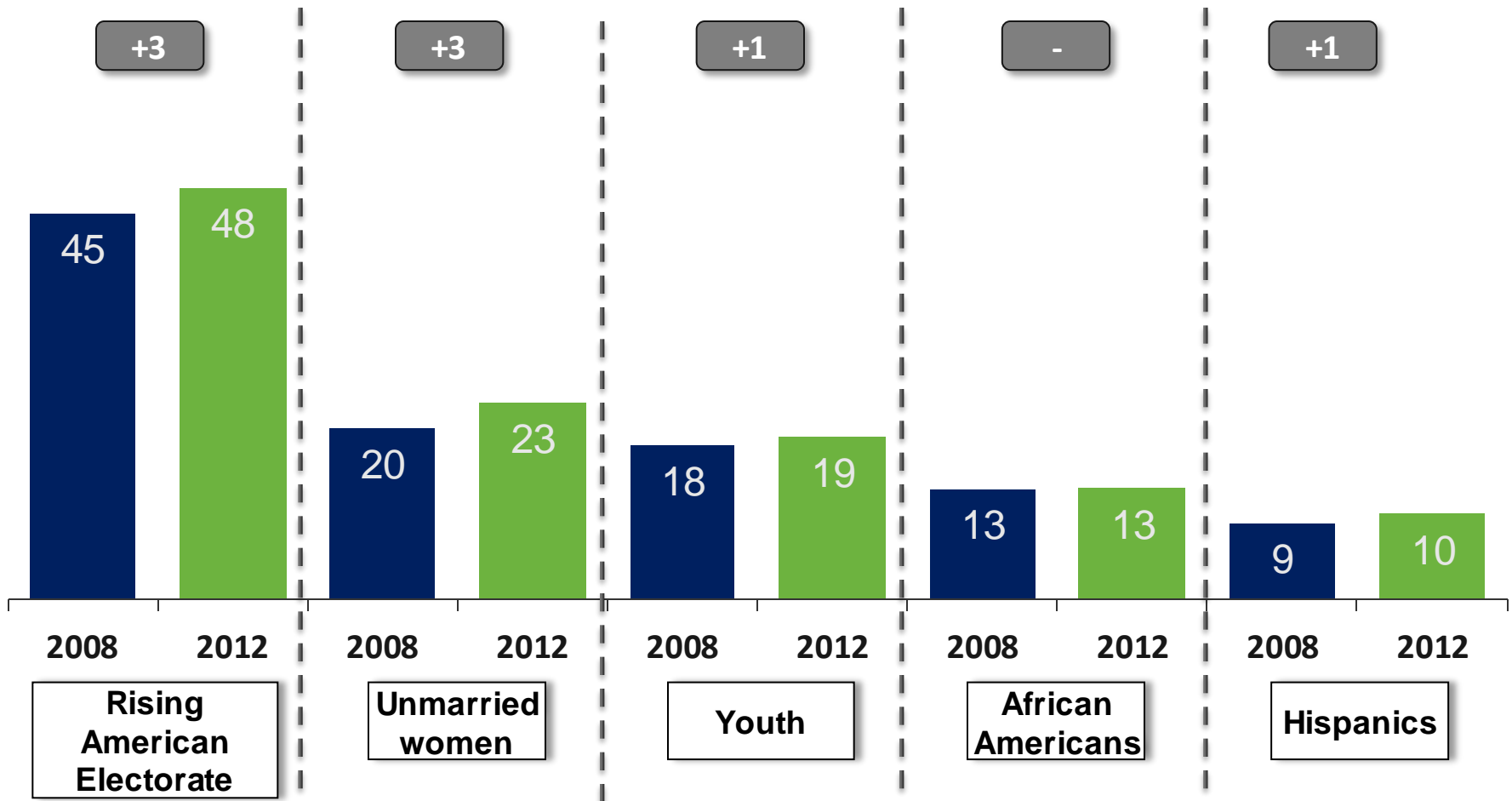
Thinking about the presidential election, did you vote for -- Democrat Barack Obama or Republican Mitt Romney?



*Note: 2008 results reflect the findings of the combined WVWV/CAF/RR/DCOR post-election results.

RAE Nearly Half the 2012 Electorate

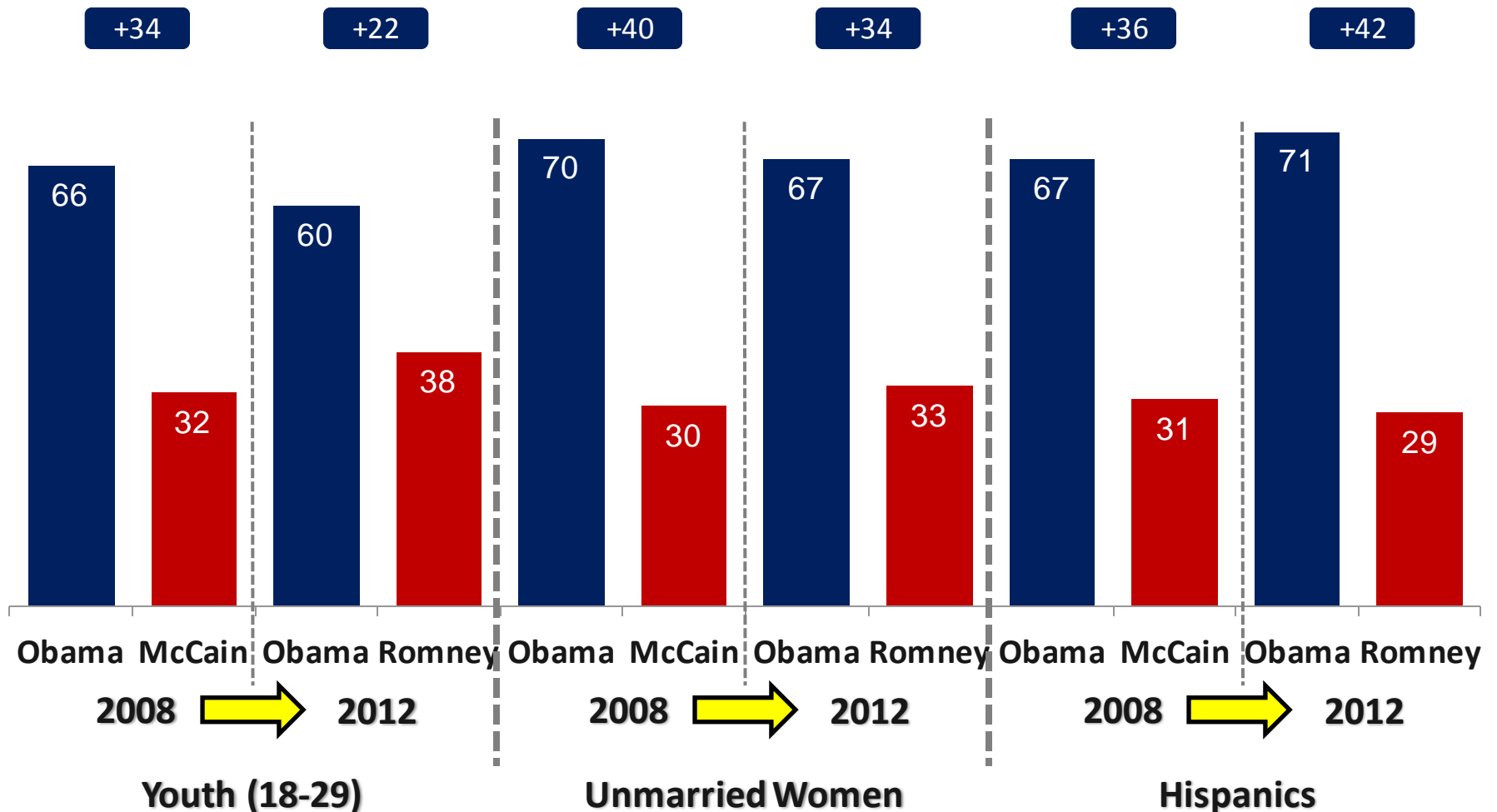
Percent of the Electorate



*Note: Survey Results Reflect Estimates From Edison/Mitofsky/CNN exit polls.

Obama Holds Unmarried Women and Grows Hispanic Support

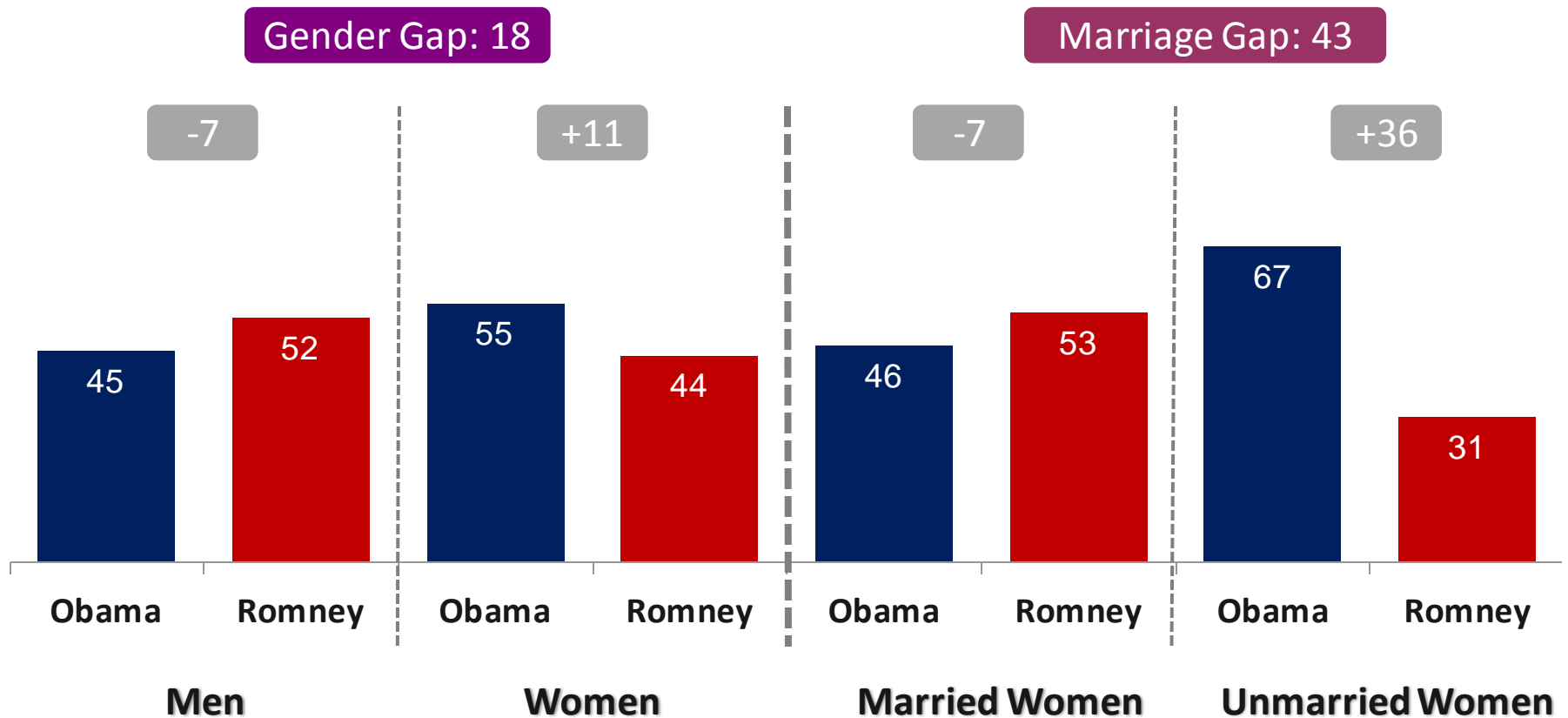
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Gender Gap is Big, but Marriage Gap is Huge

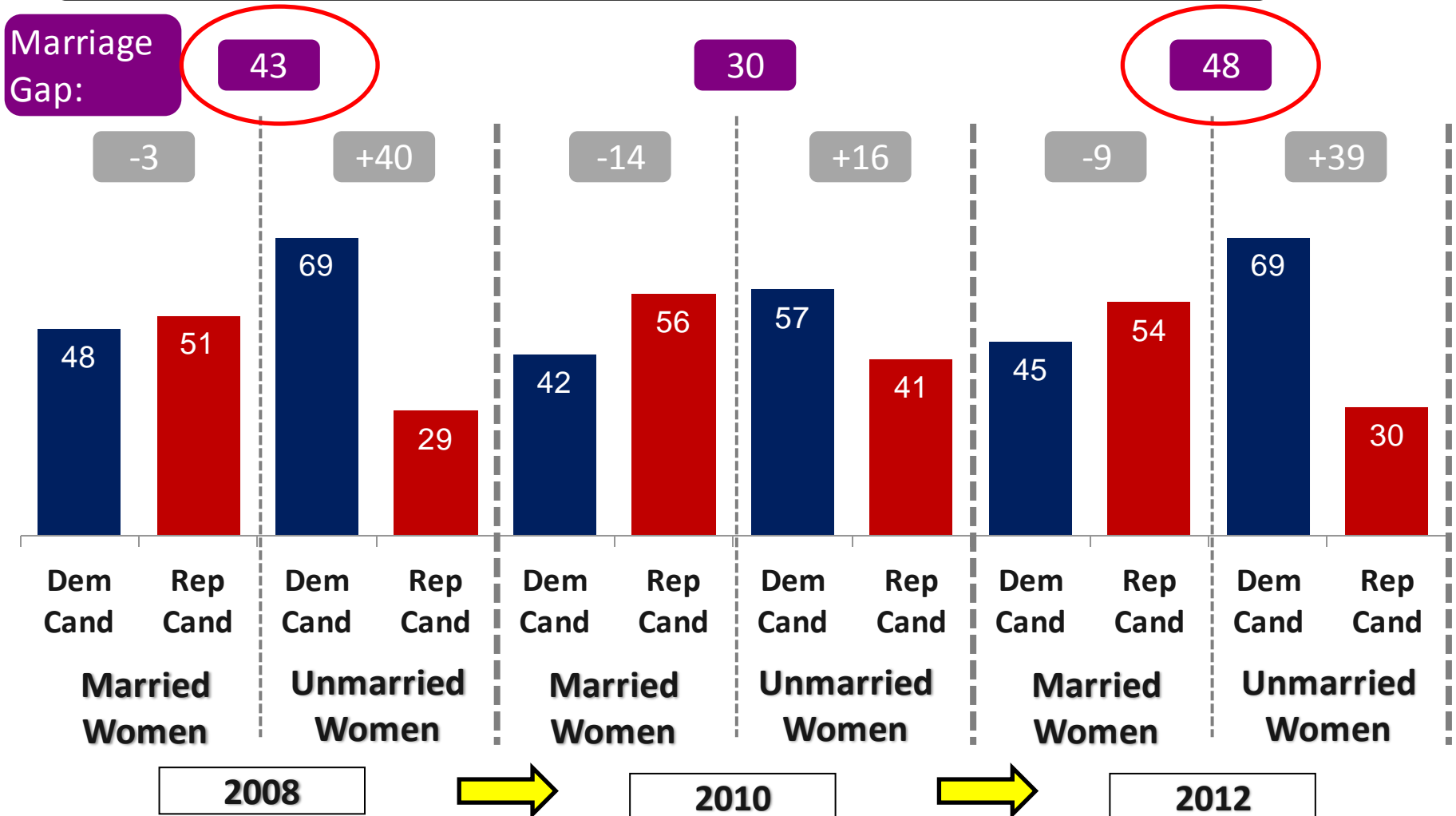
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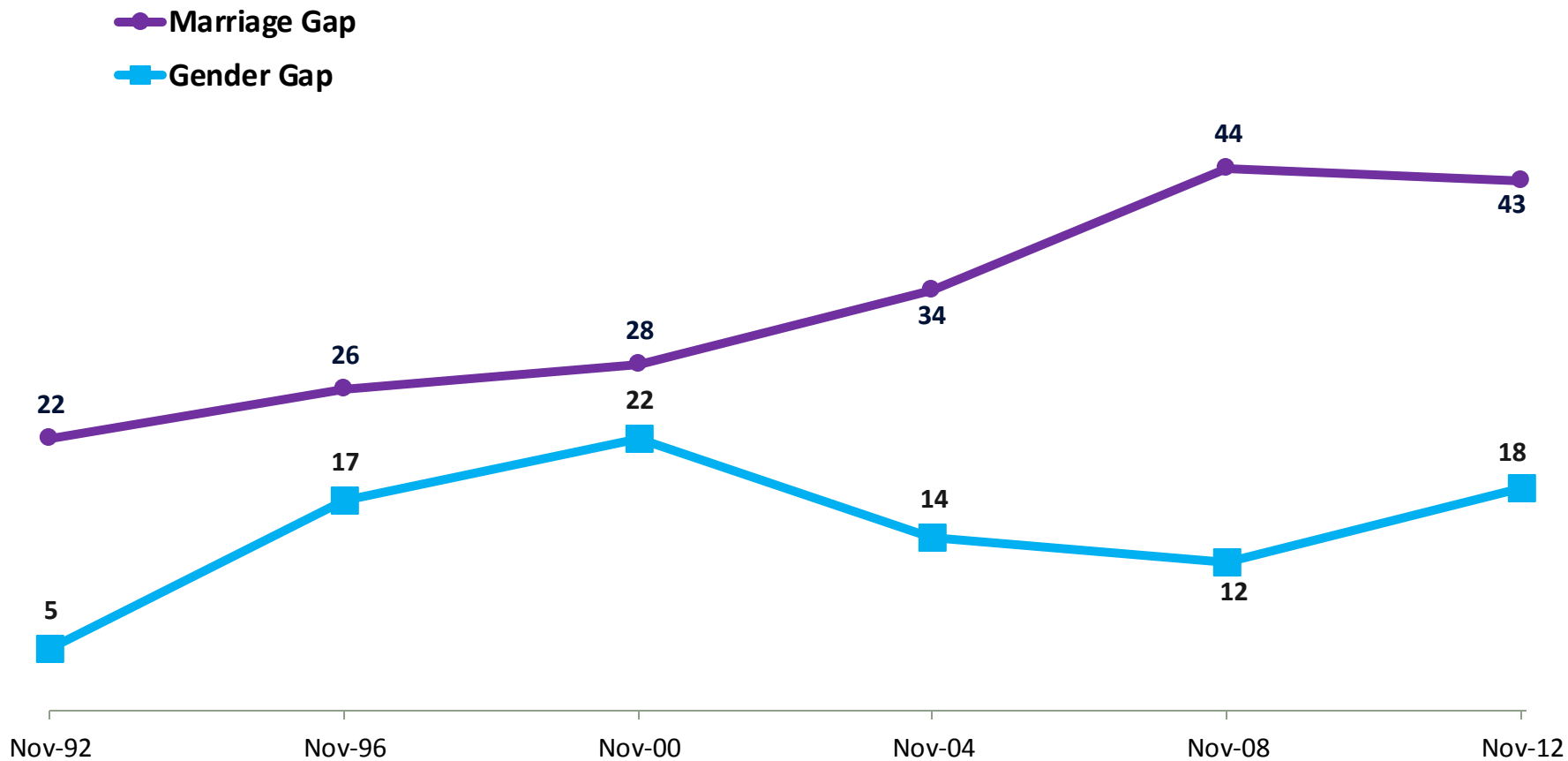
Congressional Democrats Rebound from 2010 Among Unmarried Women

Now let me ask you about the election for Congress, did you vote for -- (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



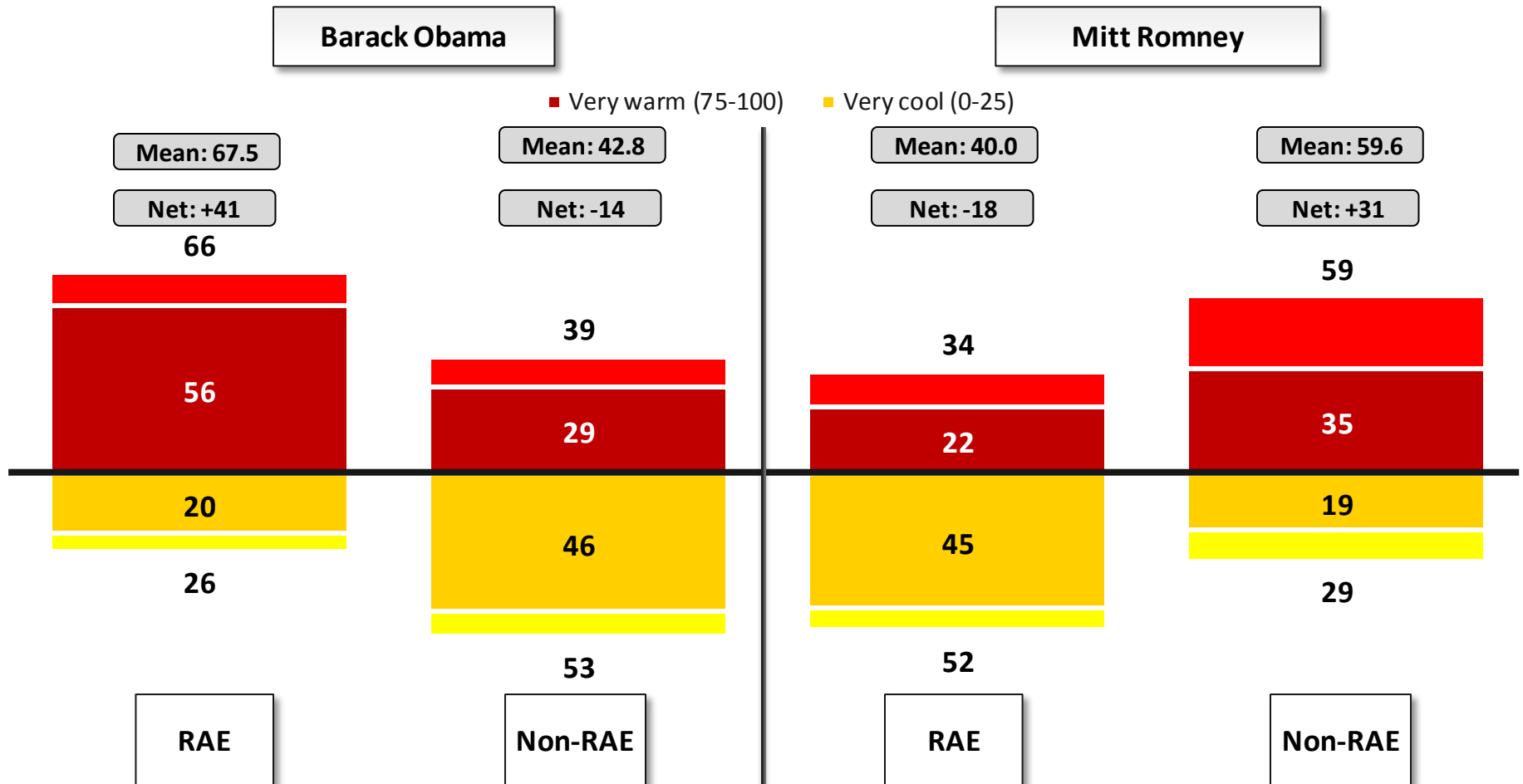
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Marriage Gap dwarfs Gender Gap Last Three Elections



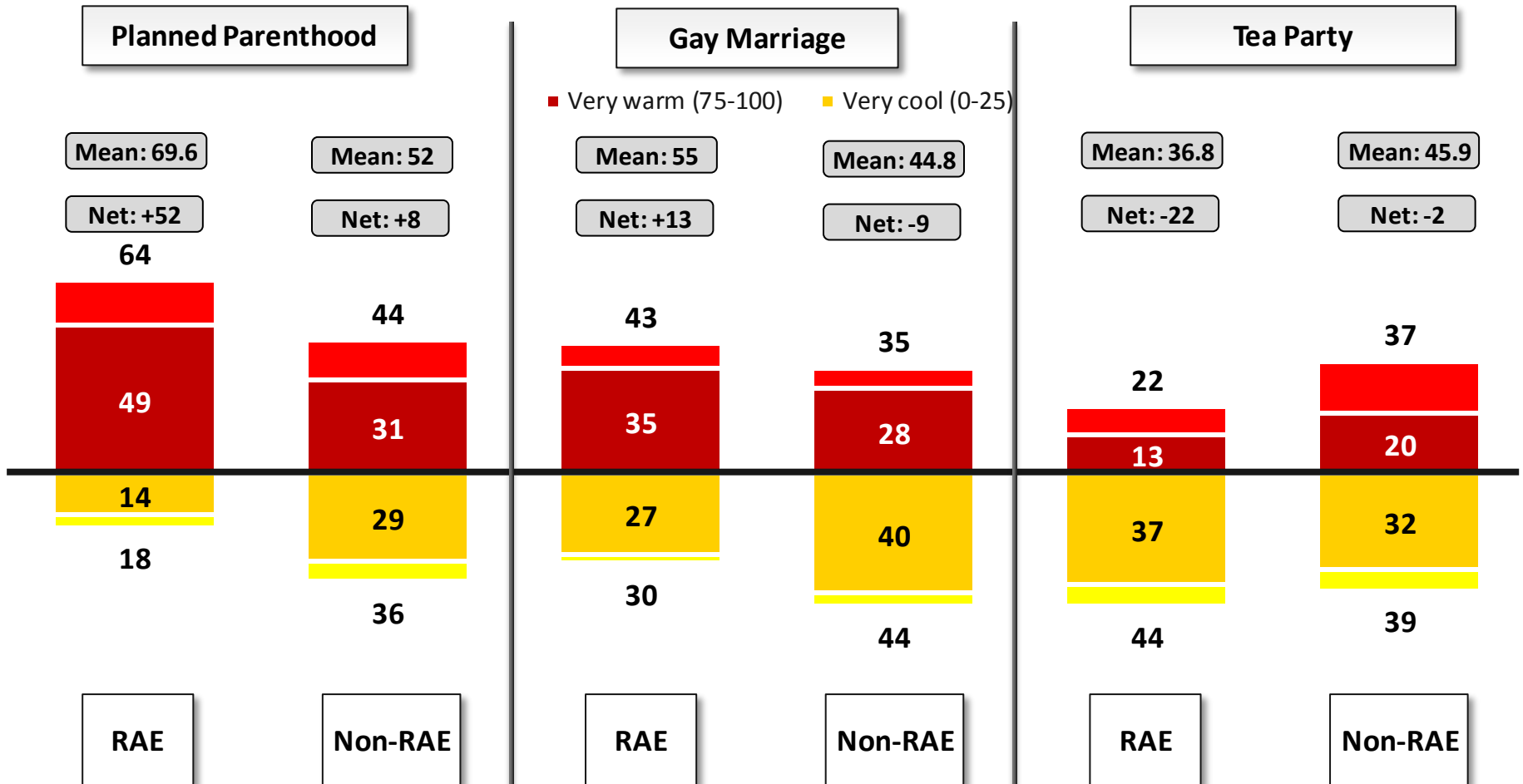
Huge Disparity in Personal Appeal Among RAE

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.



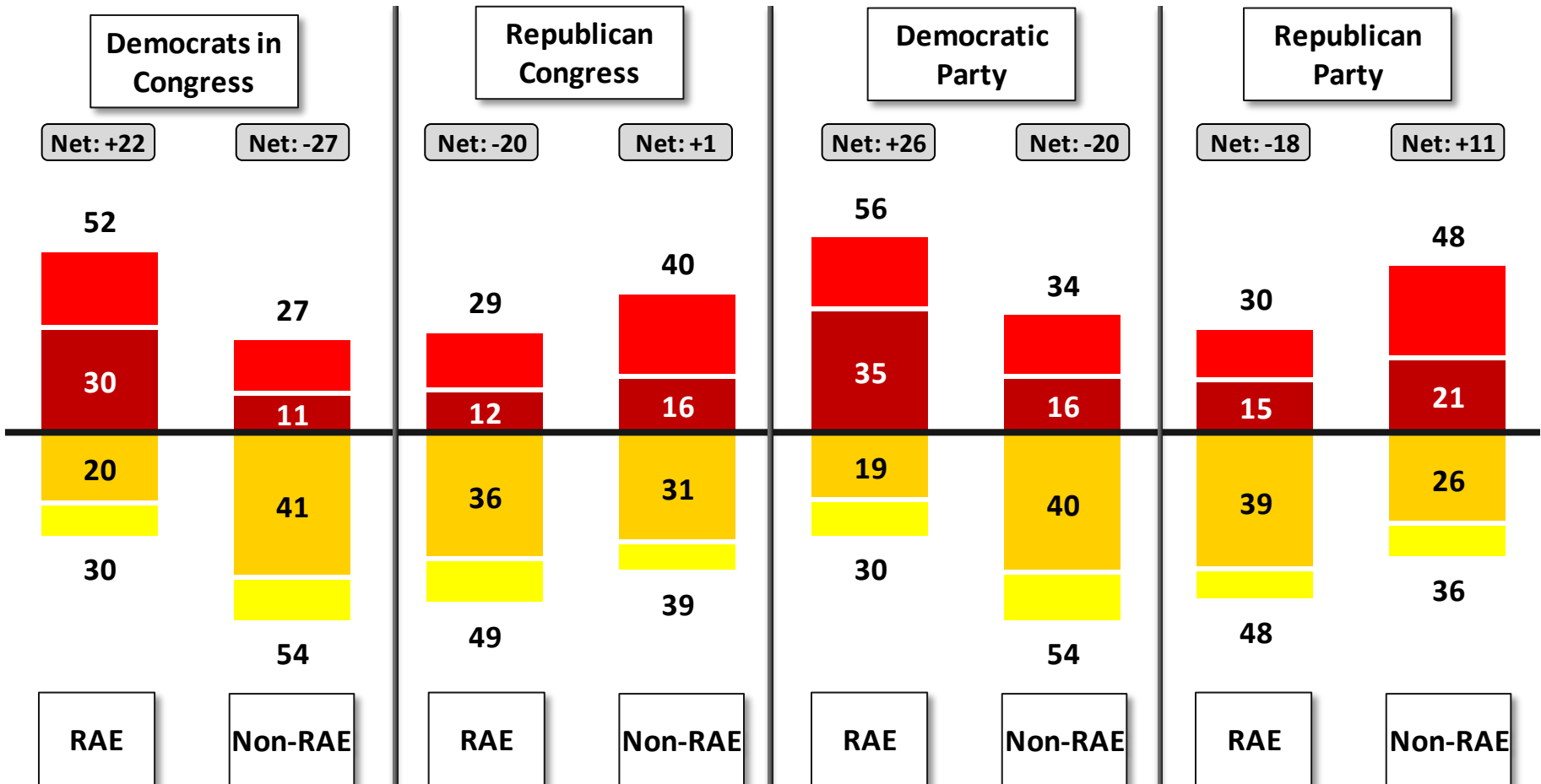
Cultural Divide

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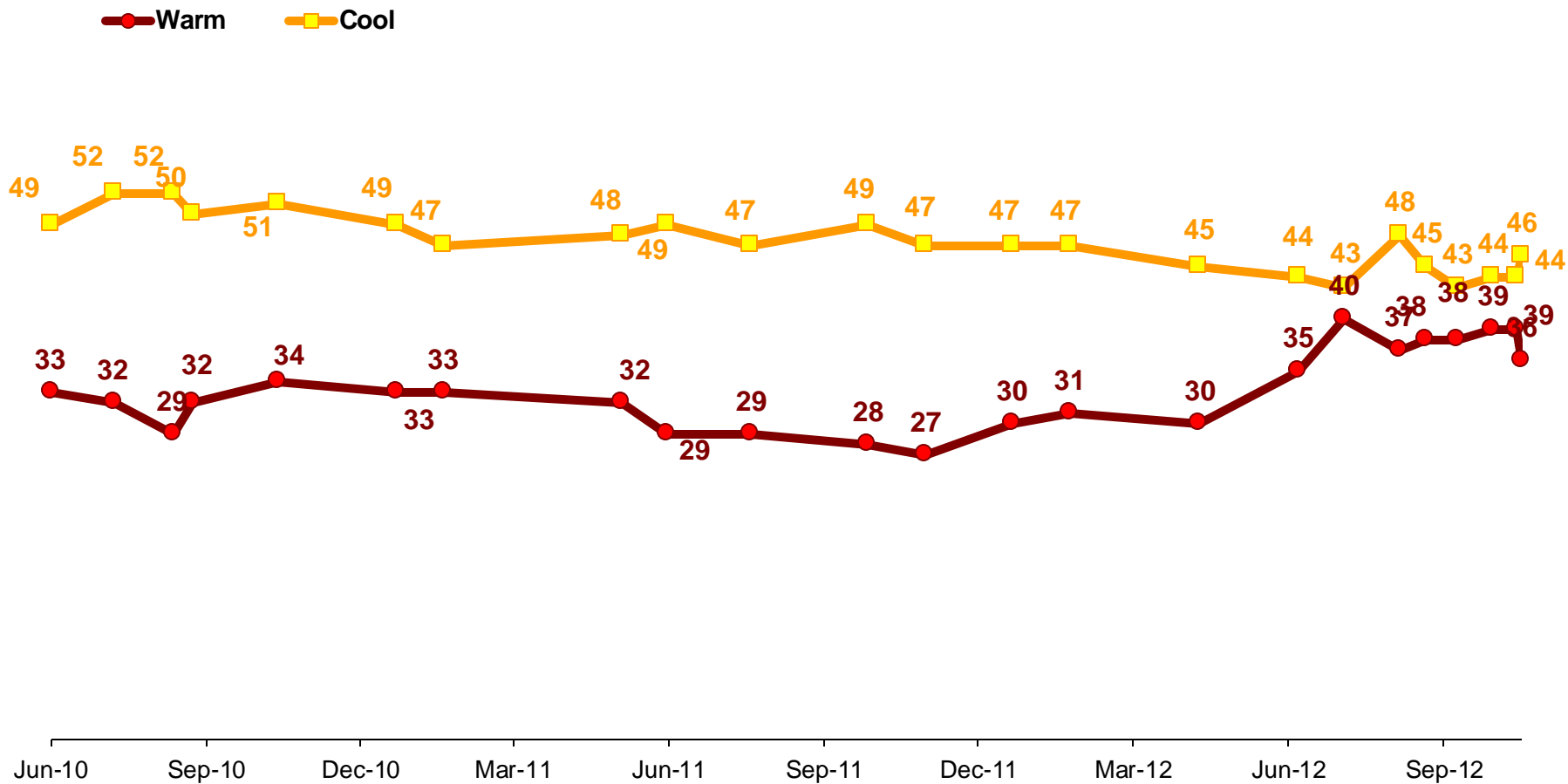
Republican Brand Problem with RAE

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Ratings on new health care reform law have improved in recent months

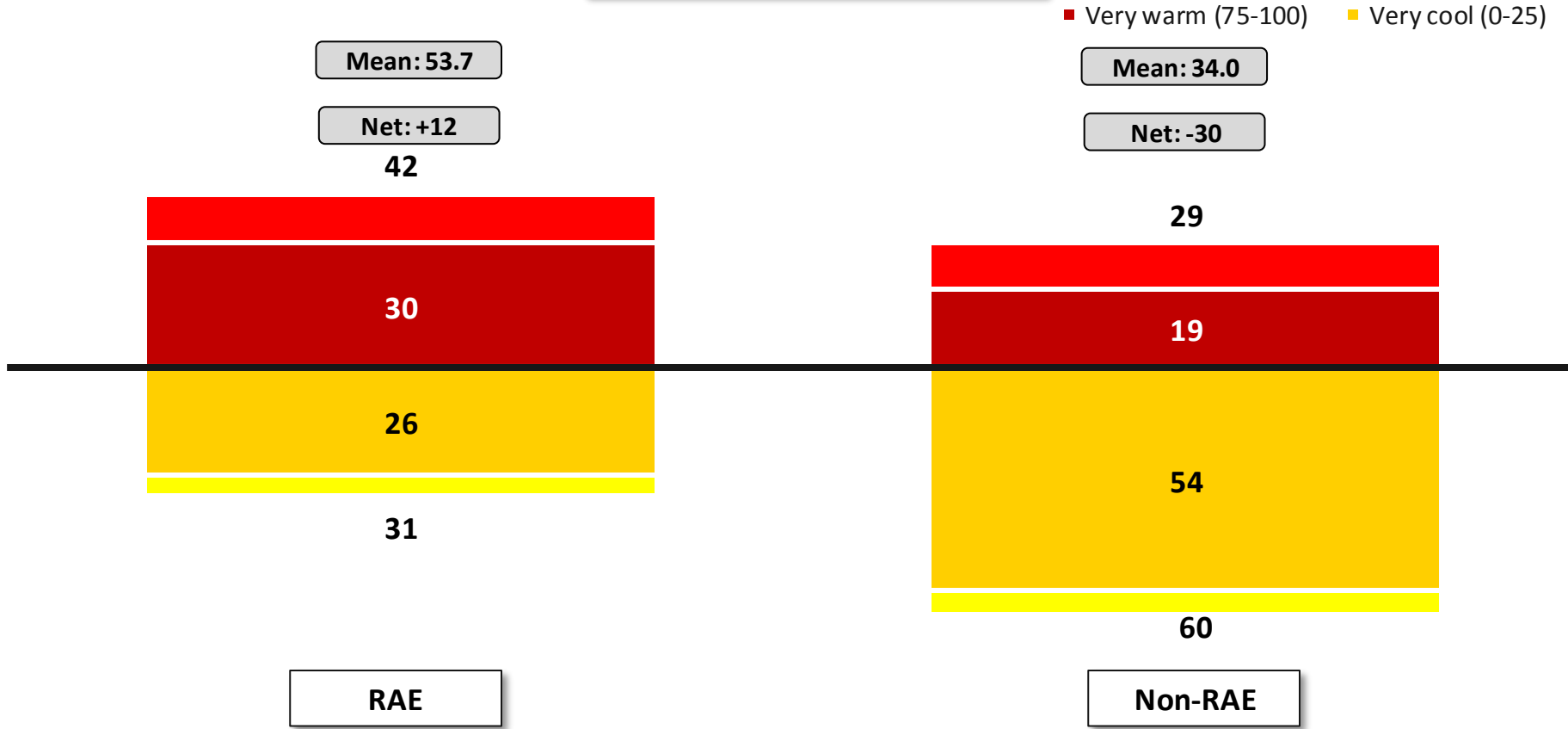
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold... **The new health care reform law.**



Favorable Reaction to Healthcare Among RAE voters

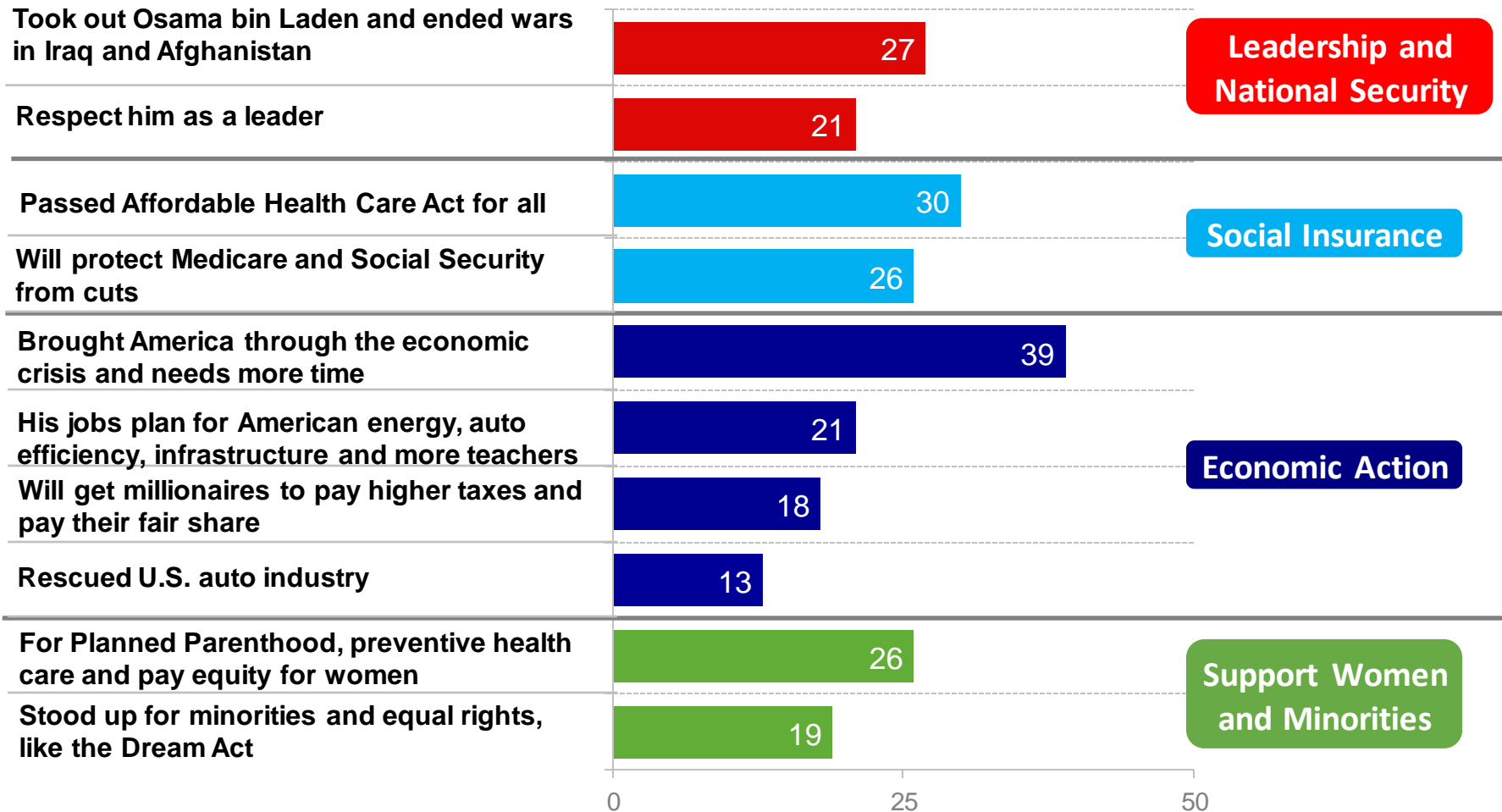
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The New Health Care Reform Law



#1 reason people voted for Obama – brought us through economic crisis

Now let me read you a list of reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?

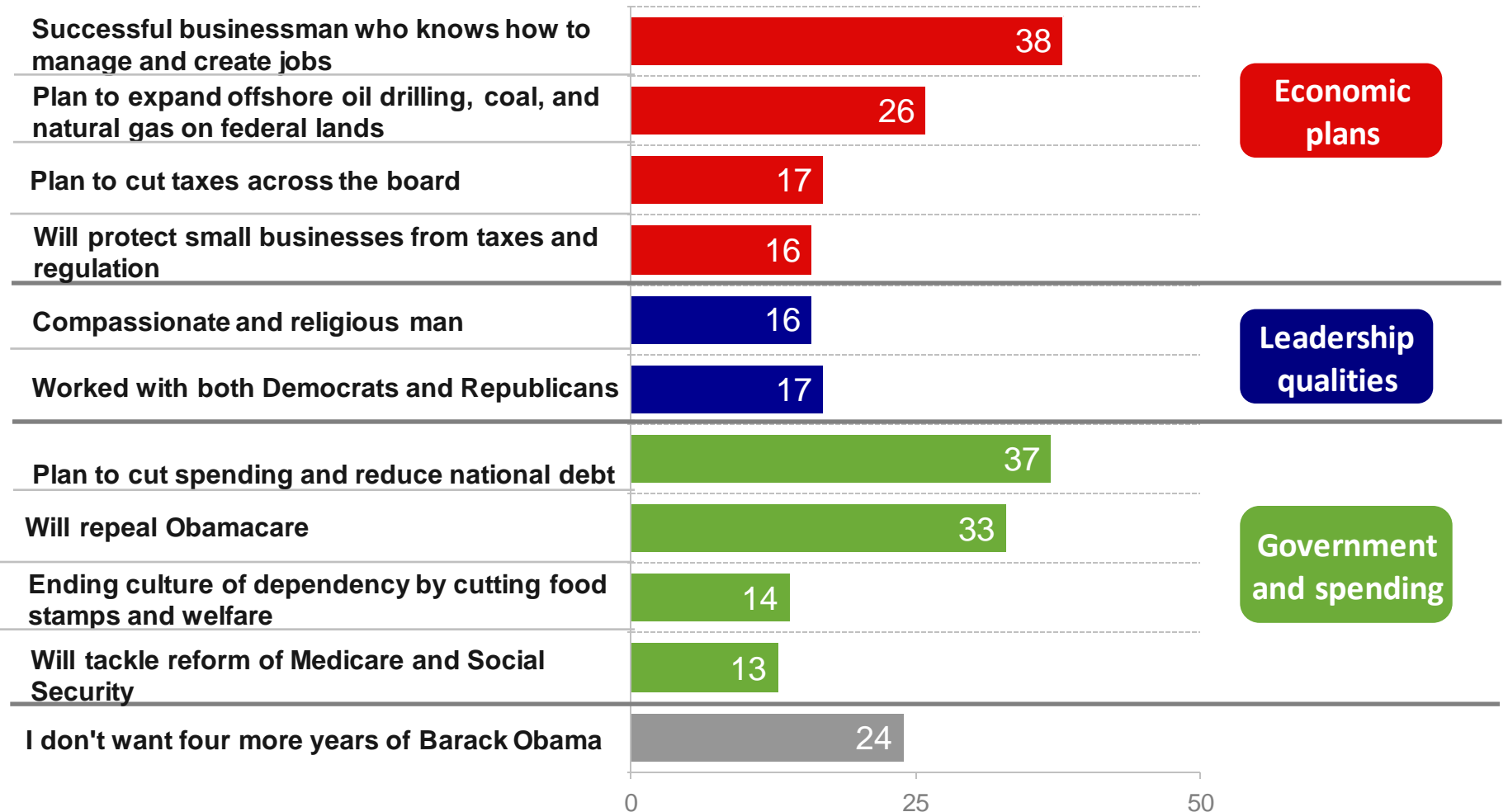


Women's Narrative a Leading Reason to Support President among Unmarried Women

<i>Now let me read you a list of reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?</i>	Total	RAE	Unmarried Women
Brought America through the economic crisis and needs more time	40	40	34
Passed Affordable Health Care Act for all	30	27	23
Took out Osama bin Laden and ended wars in Iraq and Afghanistan	27	32	24
For Planned Parenthood, preventive health care and pay equity for women	26	23	30
Will protect Medicare and Social Security from cuts	26	27	30
Respect him as a leader	21	21	23
His jobs plan for American energy, auto efficiency, infrastructure and more teachers	21	23	23
Stood up for minorities and equal rights, like the Dream Act	19	20	21
Will get millionaires to pay higher taxes and pay fair share	18	19	19
Rescued U.S. auto industry	13	10	9
Could not vote for Romney	10	11	13

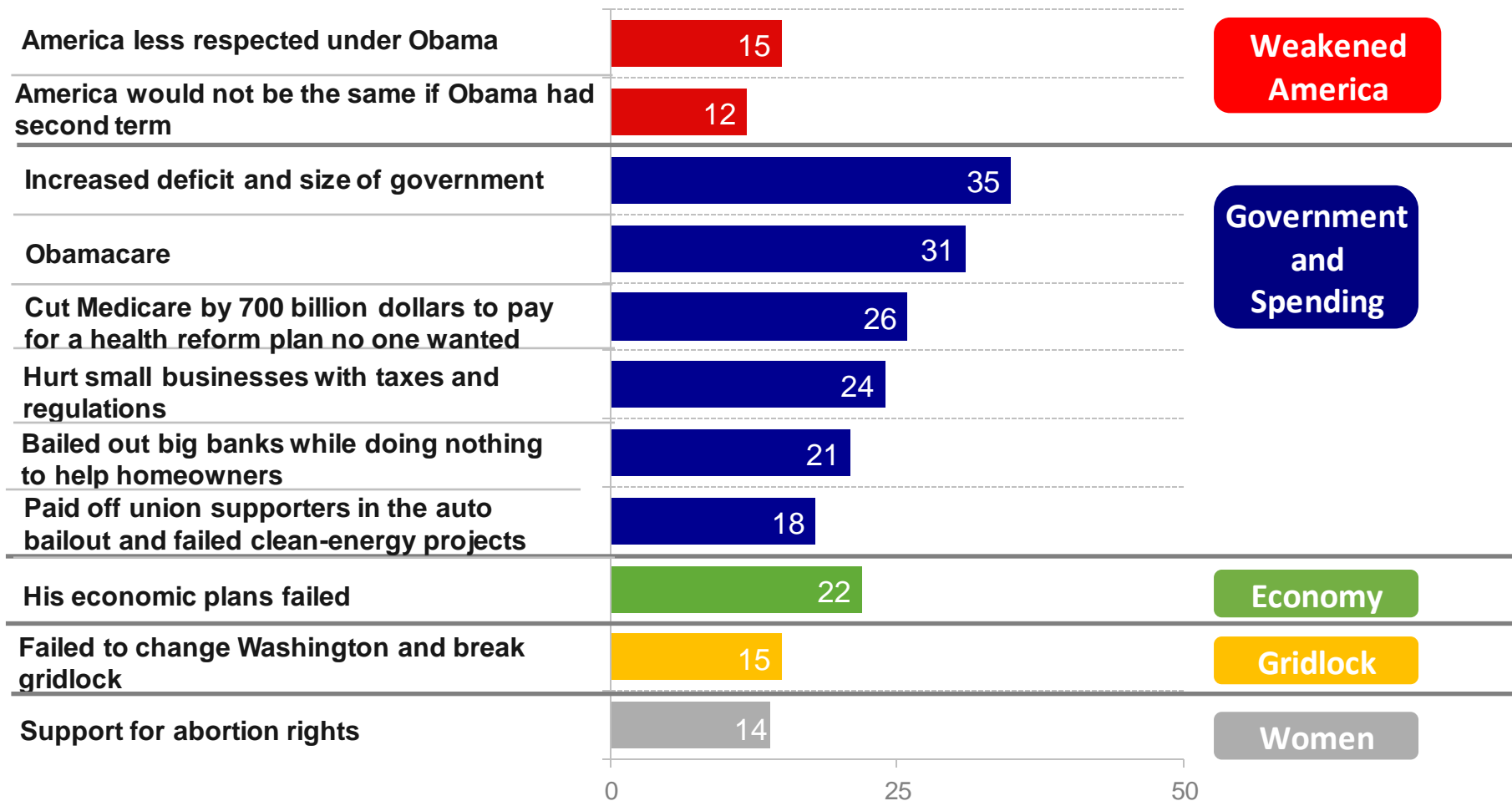
Romney vote from jobs and economic plans, as well as cutting spending

Now let me read you a list reasons to support Mitt Romney. Which **THREE** describe the most important reasons why you voted for Mitt Romney?



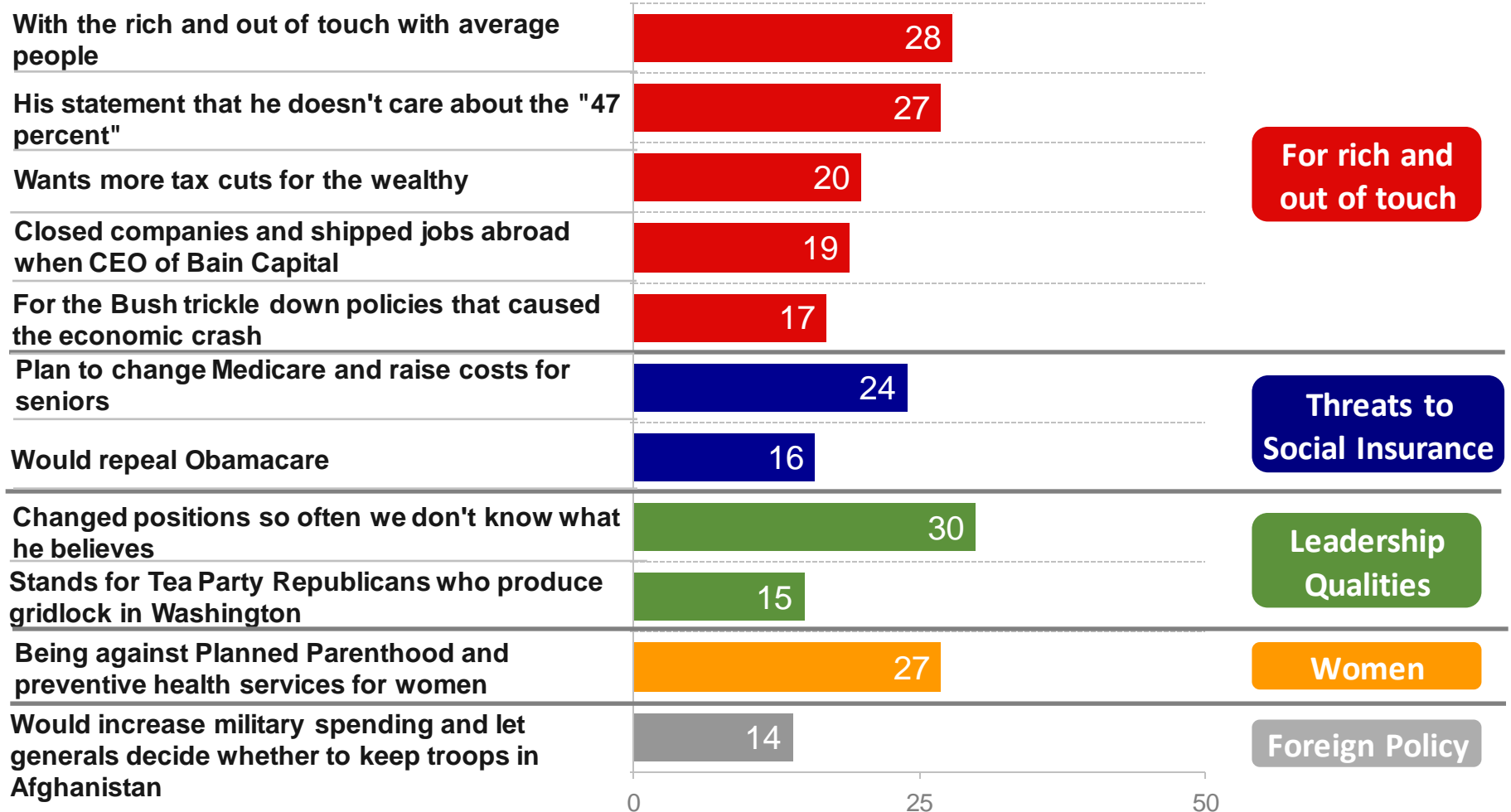
Anti-Obama Vote Driven by Concern with Growing Deficit and Size of Government

Let me read you a list of doubts about Barack Obama. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for Barack Obama?



Voted against Romney because out-of-touch and for the rich above all

Let me read you a list of doubts about Mitt Romney. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for Mitt Romney?



Women's Narrative Hurts Romney Among Unmarried Women

<i>Let me read you a list of doubts about Mitt Romney. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for Mitt Romney?</i>	Total	RAE	Unmarried Women
Being against Planned Parenthood and preventive health services for women	27	27	33
Changed positions so often we don't know what he believes	30	28	29
His statement that he doesn't care about the "47 percent"	27	31	33
With the rich and out of touch with average people	28	32	35
Plan to change Medicare and raise costs for seniors	24	25	28
Wants more tax cuts for the wealthy	20	20	18
Closed companies and shipped jobs abroad when CEO of Bain Capital	19	14	11
For the Bush trickle down policies that caused the economic crash	17	19	22
Would repeal Obamacare	16	16	19
Stands for Tea Party Republicans who produce gridlock in Washington	15	15	13
Would increase military spending and let generals decide whether to keep troops in Afghanistan	14	17	11

Agenda Moving Forward

<i>Now that Barack Obama has won another term in office and we have a Republican Congress, which two or three of the following do you believe should be the first priority of Congress and the President:</i>	Total	RAE	Unmarried Women
Invest in education, including hiring 100,000 more teachers, more Pell Grants for college and investing in early childhood education.	33	41	37
Protect Social Security and Medicare from significant cuts	33	34	36
Support a grand bargain to reduce the deficit where Democrats agree to cuts in spending and Republicans agree to tax increases for the wealthy	30	27	27
Invest in an "all of the above" energy strategy that exploits domestic oil, gas and coal, but also expands new, clean energy like wind, solar and bio-fuels.	29	24	25
Pass a new jobs bill that increases exports and rebuilds roads, bridges and economic infrastructure	25	21	14
Crack down on companies that pay women LESS money if they perform THE SAME job as their male colleagues	18	23	29
Raise taxes on top earners to help reduce the deficit and pay for important programs.	12	13	14
Fully implement the health care reform law	12	13	15
Protect Planned Parenthood and women's health care choices, including the right to choose to have an abortion.	14	18	21
Protect programs for the vulnerable, including food stamps and Medicaid	12	13	15

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