

GREENBERG QUINLAN ROSNER RESEARCH

Getting to a strong Democratic economic message

April 14, 2014



Methodology

This presentation is based on our latest national survey conducted by Greenberg Quinlan Rosner for NPR in partnership with Democracy Corps and Resurgent Republic, as well as a joint survey conducted on behalf of Democracy Corps and Women's Voices Women Vote Action Fund.

The survey of 950 2012 voters (950 weighted) and 840 likely 2014 voters nationwide was conducted from March 19-23, 2014.

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

We continue to 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: Women's Voices. Women Vote Action Fund is a nonpartisan 501(c)(4) social welfare organization that promotes civic engagement and policies to help unmarried women and other under-represented segments of the American population.

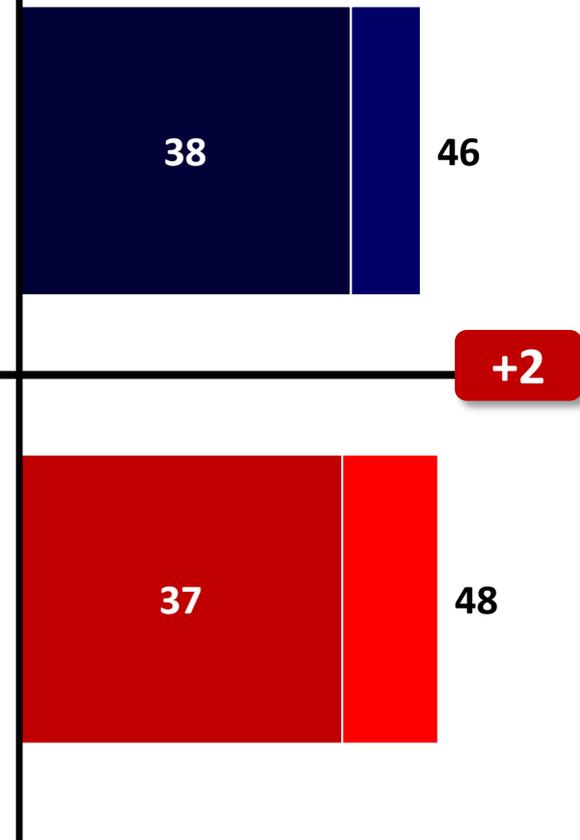
Republicans edge Democrats when economic message makes even slightest reference to recovery

I'm going to read you a pair of statements. After I read both statements, please tell me if the FIRST or the SECOND statement comes closer to your own opinion, even if neither is exactly right.

Economic Policy Debate

The Democratic candidate says: The economy is recovering, but not for regular hardworking people. Incomes of CEOs and the top 1 percent are soaring, but in the real economy, people are working harder at jobs that don't pay enough to live on. We have got to do something. We must raise the minimum wage, help people afford job training and college, build a 21st century infrastructure, and stop unfair trade agreements that wipe out American jobs.

The Republican candidate says: The Obama Administration has had six years to get this economy going and their policies haven't worked. Monthly wages are going down, and there are not enough good-paying jobs to create opportunities for struggling families. We need to start making things in America again, and stop excessive regulations that are hurting the economy. It's time to produce more energy here at home, and educate people for the jobs of the 21st century.

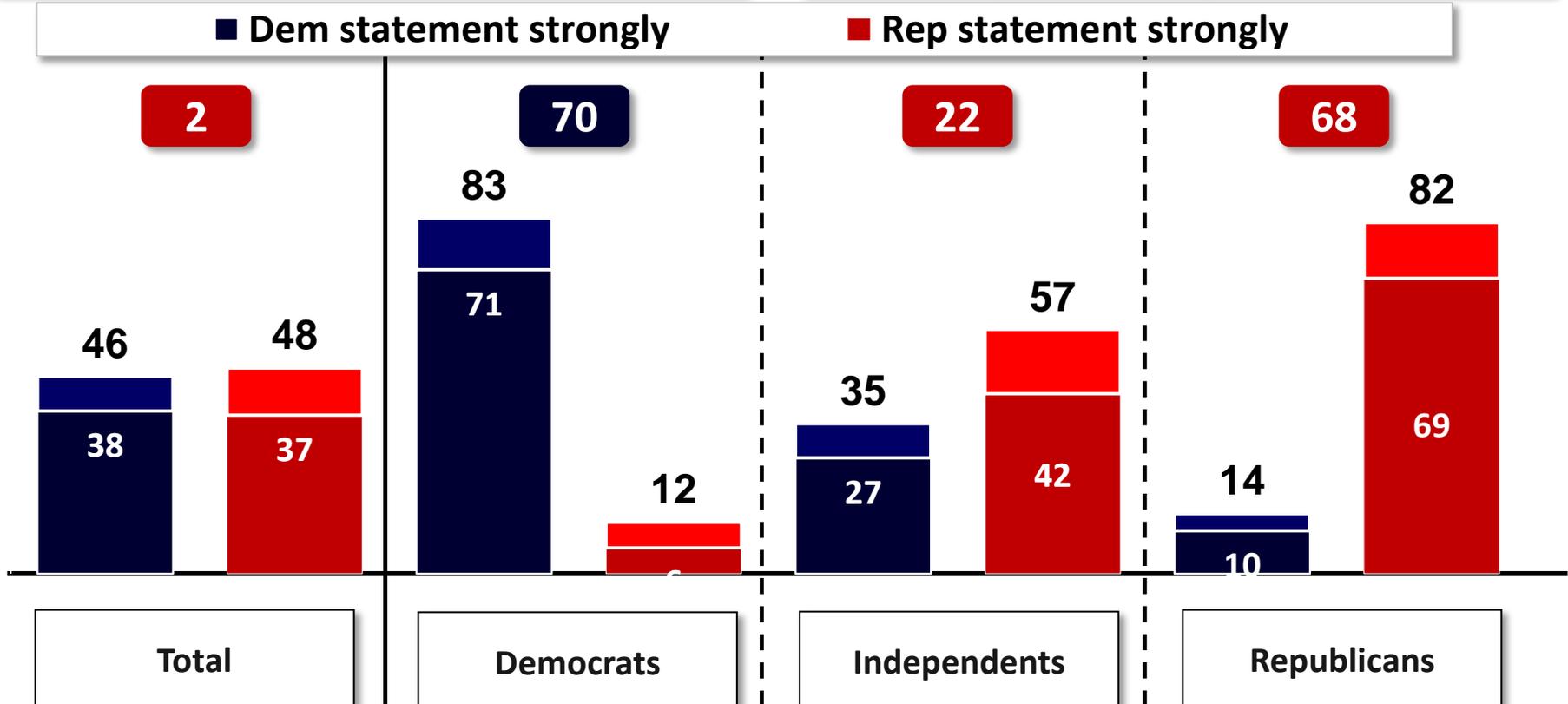


Republicans win economic debate with independents

I'm going to read you a pair of statements. After I read both statements, please tell me which ONE comes closer to your own opinion, even if neither is exactly right.

Economy recovering but not for regular people; raise minimum wage, invest in job training, infrastructure

Obama has had 6 years to get economy going; policies haven't worked; stop regulations, produce energy at home

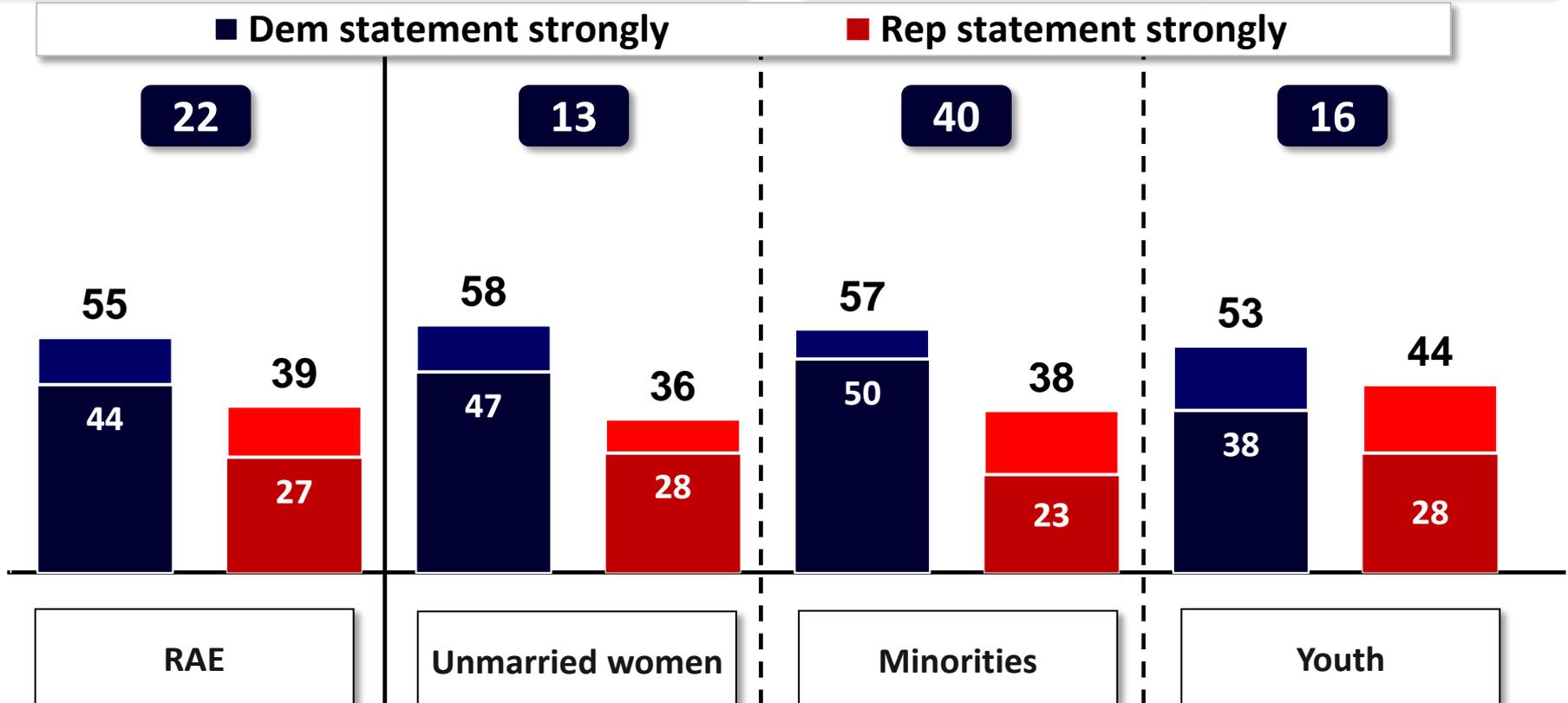


With this economic message, support falls well below vote with new base

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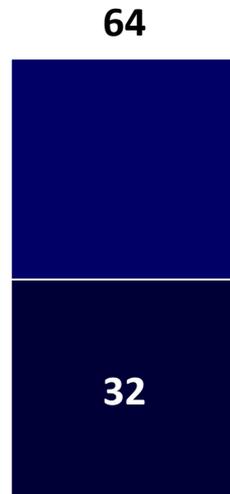


Middle class economic message that plays off CEOs and 1 % gets much higher potential support

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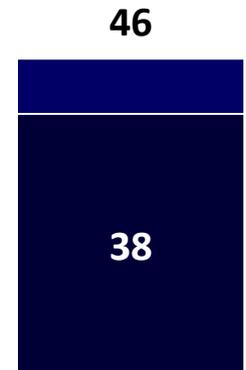
Economic message with 1%/real economy frame

Incomes of CEOs and the top 1 percent are soaring, but everyone else is working harder to just get by. The economy does not produce jobs that pay enough to keep up with the basic cost of living. Our economy will not grow until ordinary people can afford education and train for jobs of the future, unless pay is pushed up, we stand up for American jobs and ensure people can retire comfortably. If the middle class succeeds, America succeeds.



NPR economic message with recovery frame

The Democratic candidate says:
The economy is recovering, but not for regular hardworking people. Incomes of CEOs and the top 1 percent are soaring, but in the real economy, people are working harder at jobs that don't pay enough to live on. We have got to do something. We must raise the minimum wage, help people afford job training and college, build a 21st century infrastructure, and stop unfair trade agreements that wipe out American jobs.

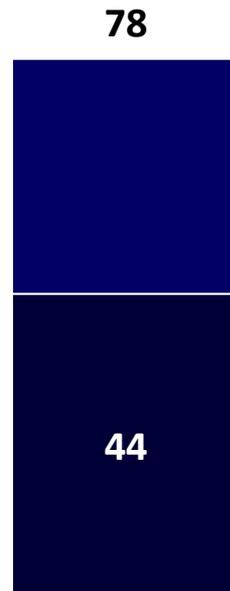


Among unmarried women

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Economic message with 1%/real economy frame

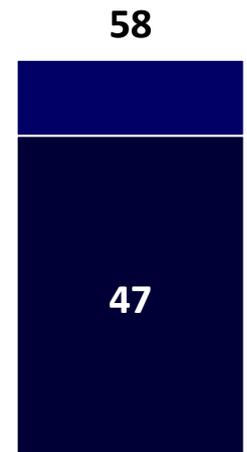
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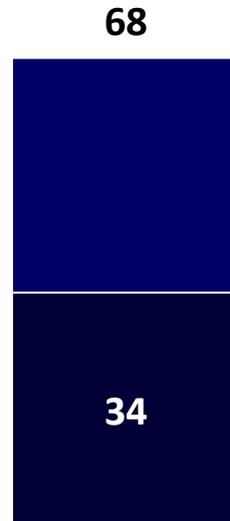


Among white working class

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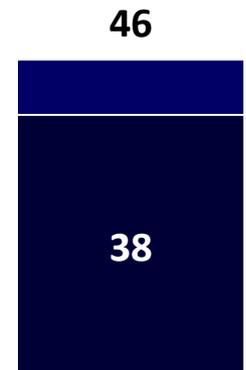
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