

GREENBERG QUINLAN ROSNER RESEARCH

February 2009

Agenda and Advocacy Survey

Keeping The Rising American Electorate Engaged



Survey Specifications

- **Unique survey provides representative samples of four key groups—the Rising American Electorate—that are changing America. These groups are unmarried women, African American voters, younger voters and Latino voters.**
- **Between January 22nd and February 3, 2009, Greenberg Quinlan Rosner interviewed 1,659 November 2008 voters, including oversamples of unmarried women (645 total interviews), African Americans (292 total interviews), Latinos (263 interviews) and youth ages 18-29 (337 total interviews).**
- **As the youth population has become increasingly inaccessible using traditional land-line interviewing, this segment was interviewed using a multi-modal research design using land-lines, cell phone and web interviewing.**
- **The total margin of error for this survey is +/- 2.41 points at a 95 percent confidence level.**

Main Findings

- **The Rising American Electorate drove the victory in 2008.**
- **These voters made up a full 46 percent of the electorate in 2008, yet now represent a majority (52%) of the voting age population– and are growing rapidly as part of our population. This is a new development in American politics. Traditionally these voters have been viewed as a “minority,” but they are a majority in terms of VAP. They are still under-represented in the electorate.**
- **These voters show disturbing signs of dropping out of the 2010 electorate. Indeed, four in ten of these voters are at risk of dropping out.**
- **However, the Rising Electorate remains hopeful. The last three months have not cooled these voters’ enthusiasm for and confidence in Barack Obama.**

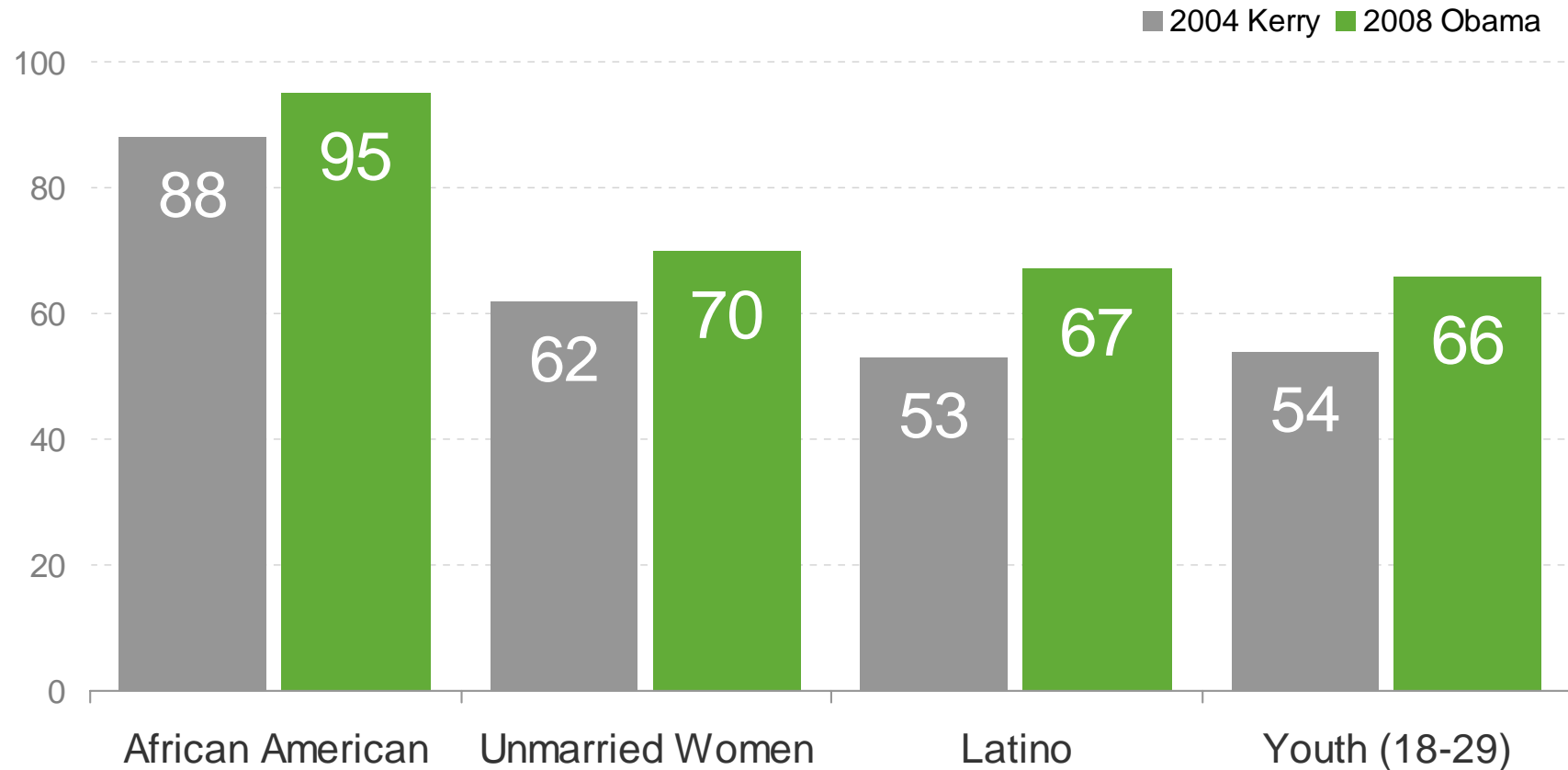
Main Findings

- **The Rising American Electorate defines the economic vulnerability of the rest of the country. While relatively few American voters these days are satisfied with the economic situation, the problem grows substantially worse among these voters.**
- **Support for the recovery package is strong throughout the country, and stronger among this group of voters.**
- **The agenda of the Rising American Electorate does not end with the stimulus package. In disproportionate numbers, these voters advocate policies that show the most promise to change their lives at the household level.**
- **Early evidence suggests these voters can become willing activists and advocates.**

What is at Stake in 2010

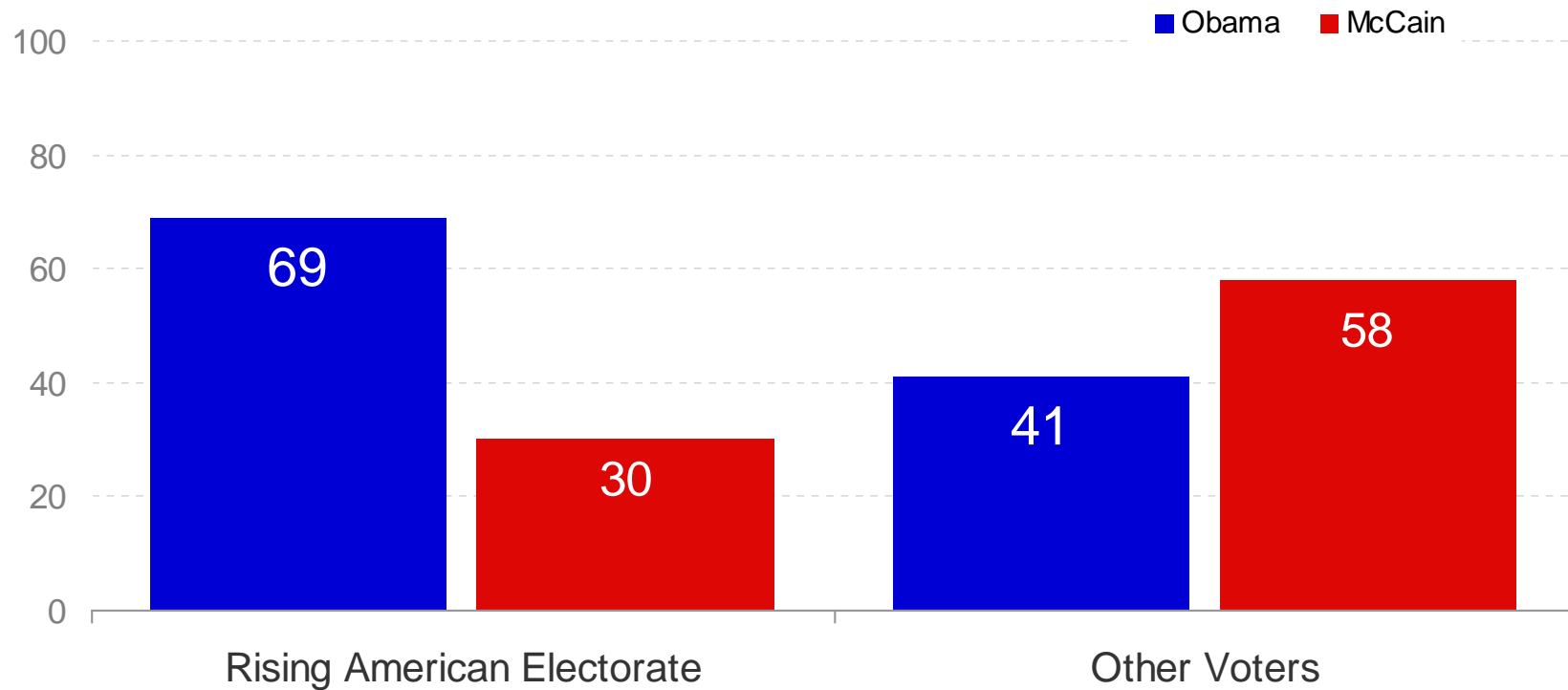
- Gubernatorial Elections: 38 (18 open seat races)
- Democratic Congressional Freshmen and Sophomores : 56
- Cook reports that 28 congressional elections likely to be competitive; 21 held by Democrats.
- Party that controls the White House loses, on average, 15-16 House seats in first off-year election.
- States with Divided Control of State Legislature: 18
- Turnout drops—on average—15 percent in off-year elections

Increased Obama Support Among Rising American Electorate



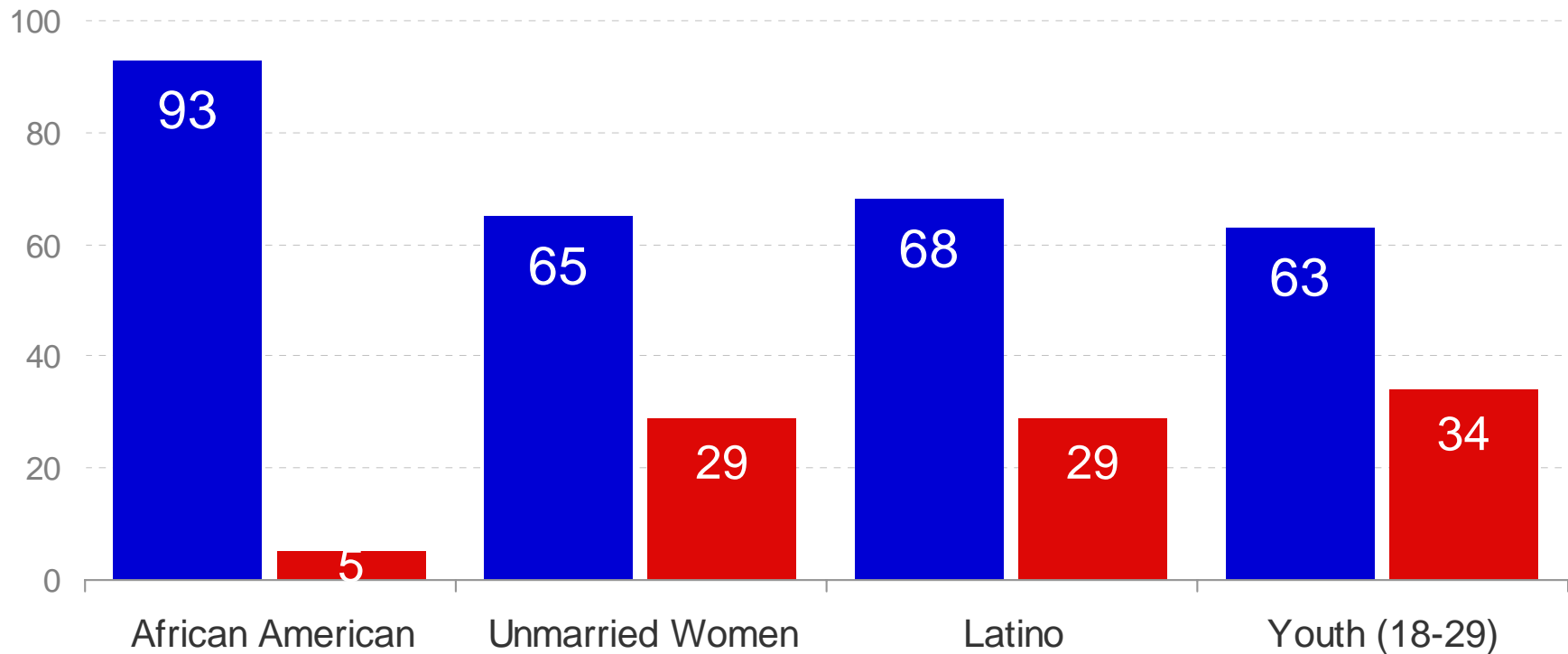
*Note: CNN Exit Poll Results

Obama Support Among Rising American Electorate



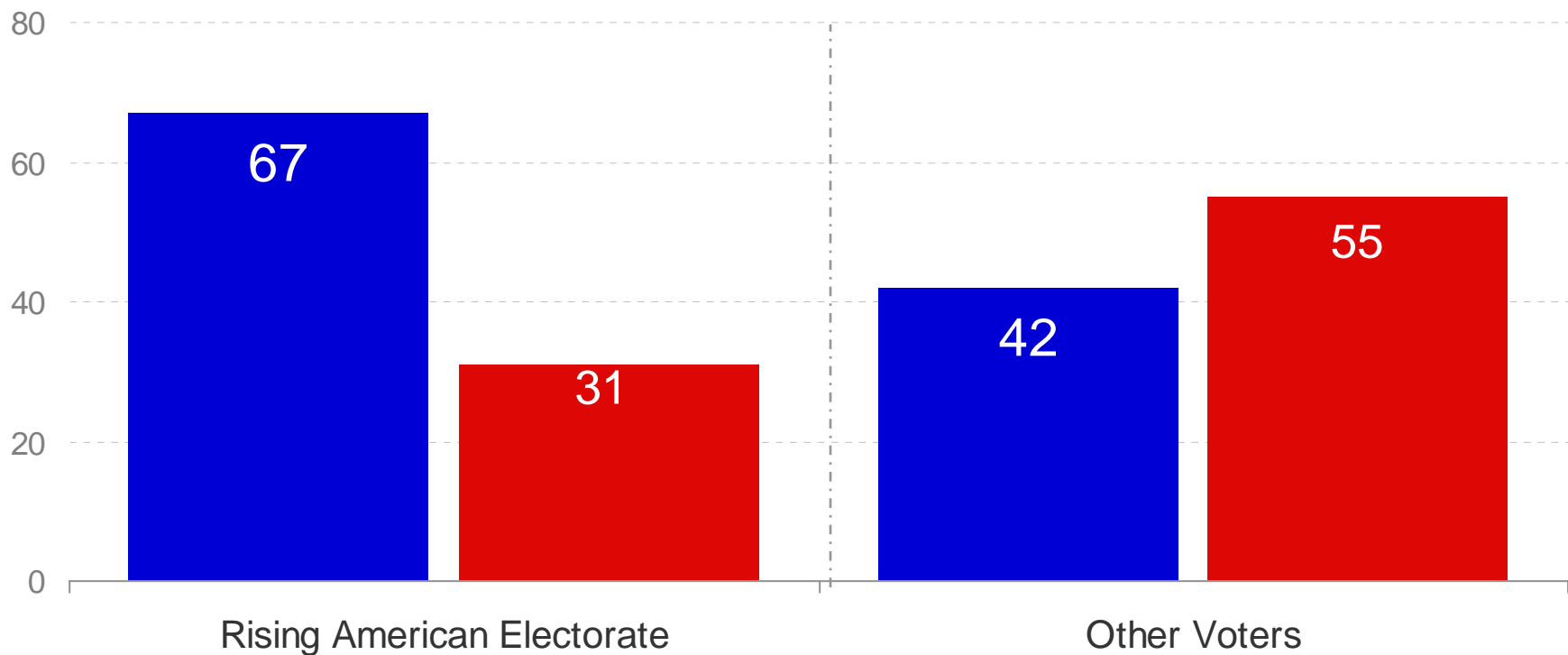
**Note: Dcorps post election survey*

Congressional Vote Among Rising American Electorate



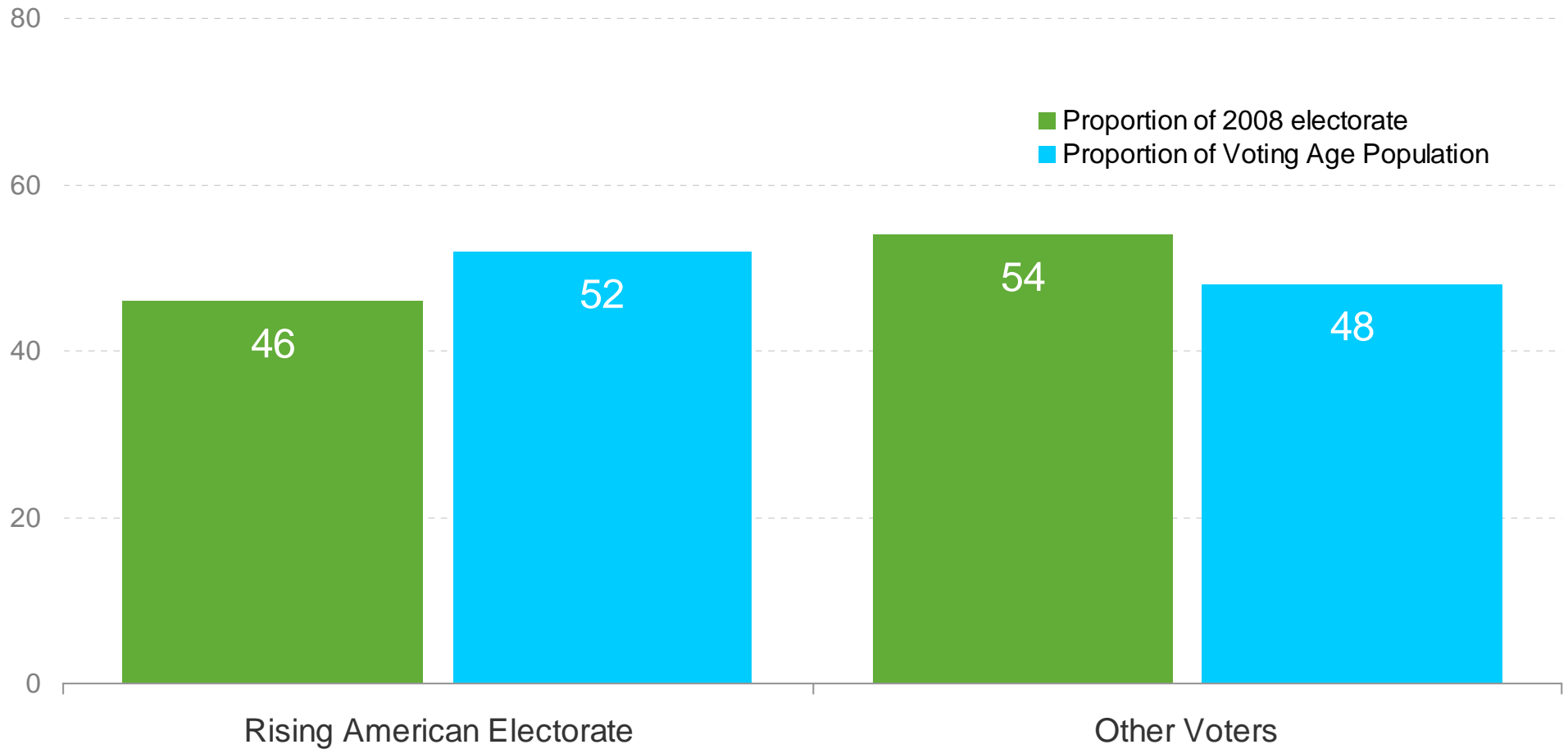
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Congressional Vote Among Rising American Electorate

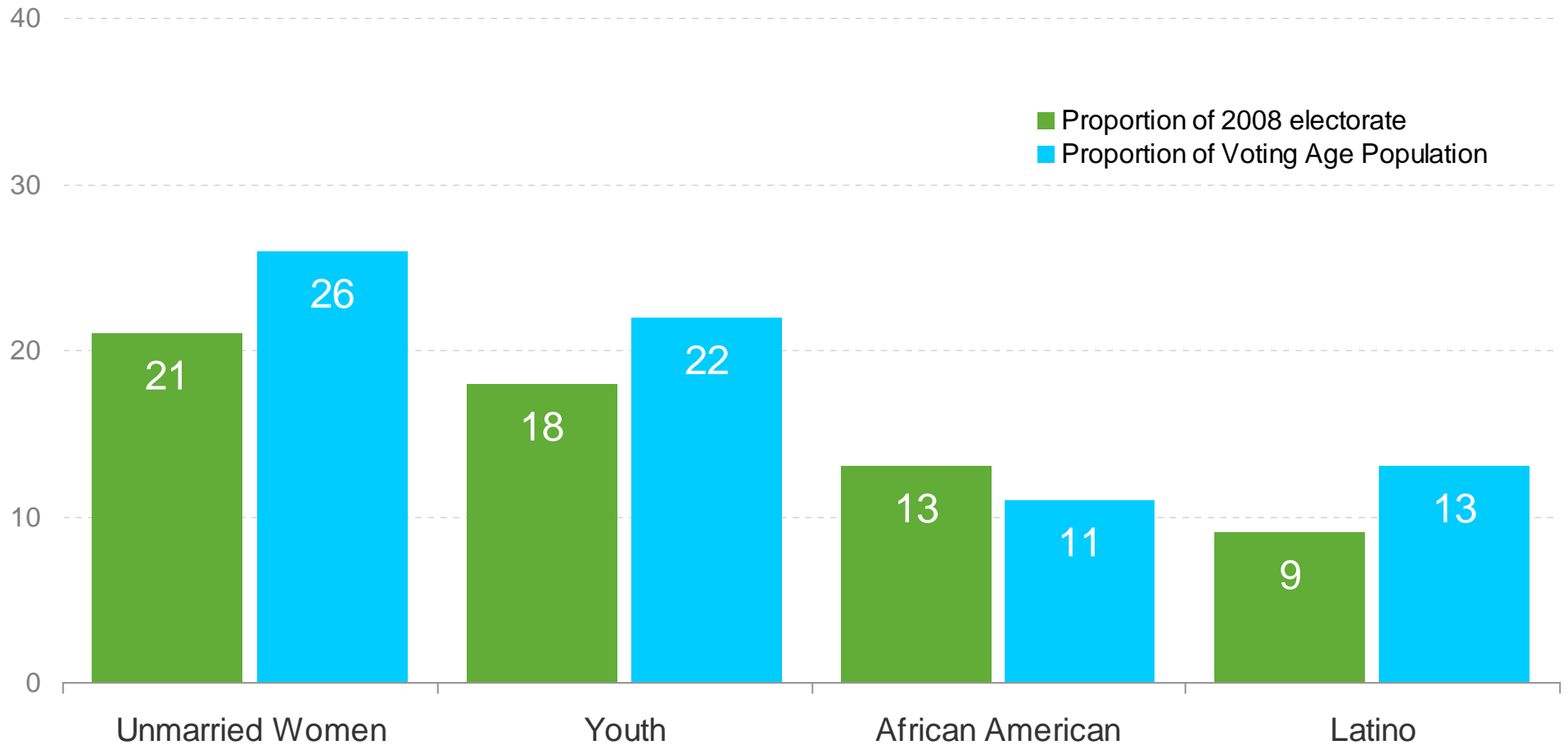


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New American Majority

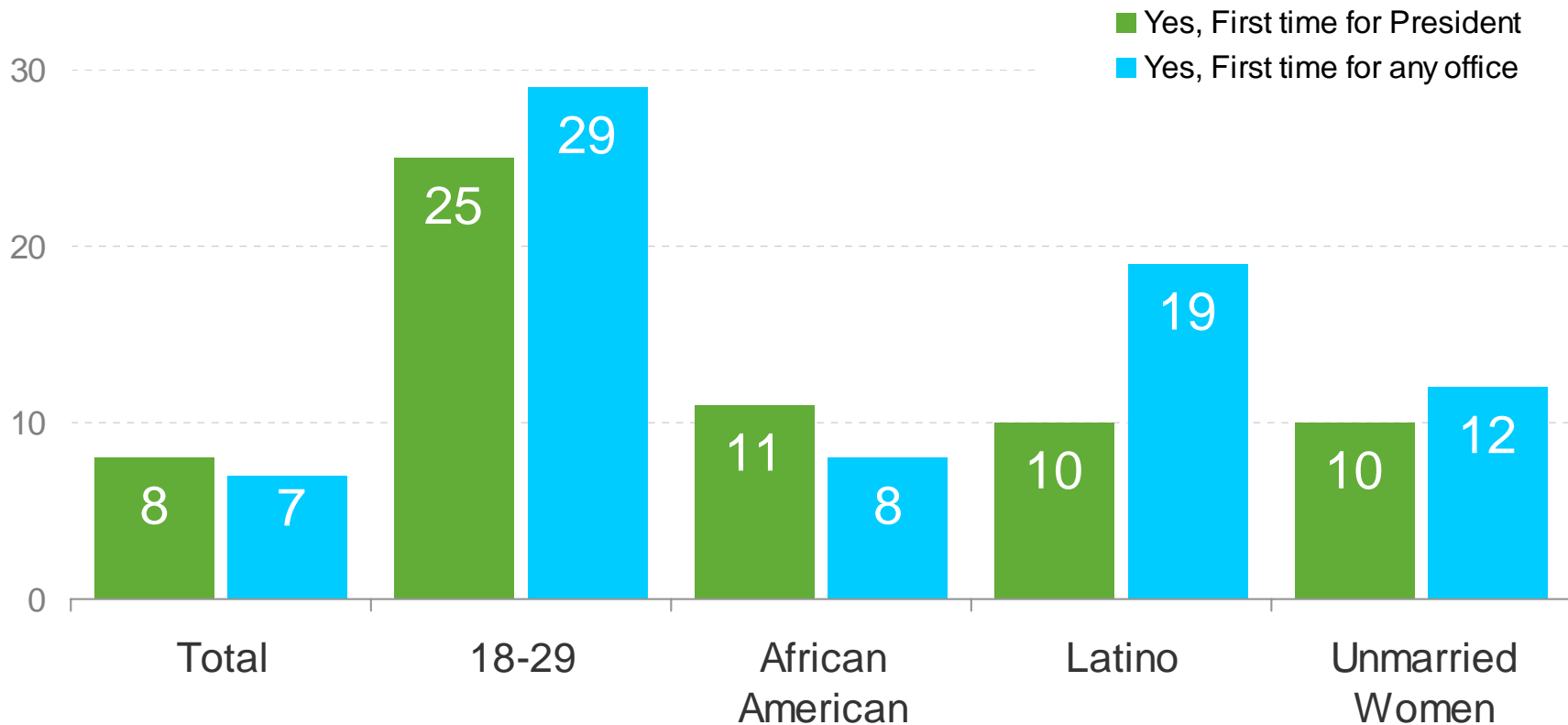


Unmarried Women the Largest of this Group



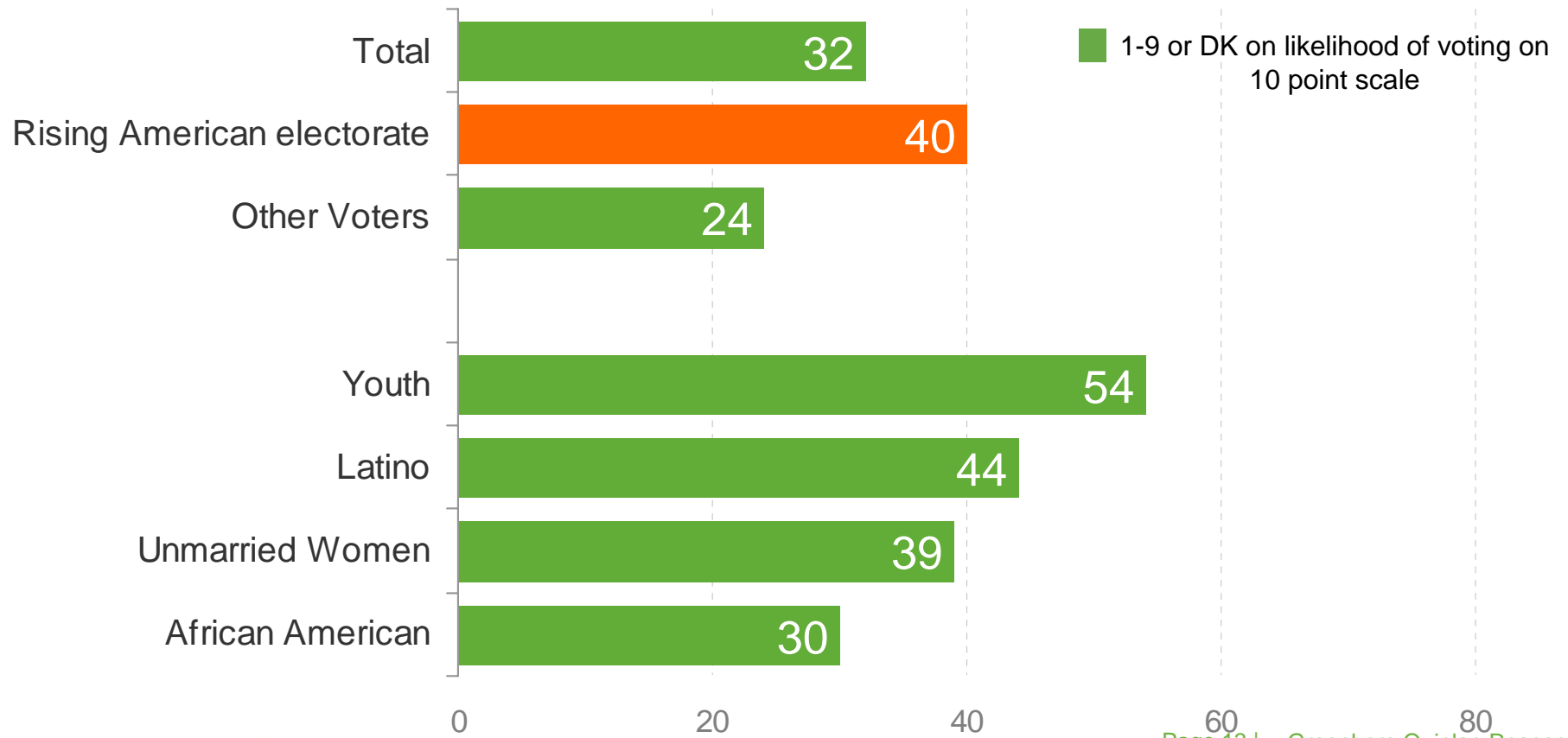
First time Voters Higher Among Rising American Electorate

Was the election last November the first time you voted for President? (IF YES, ASK:) Is this the first time you voted in any election for public office?

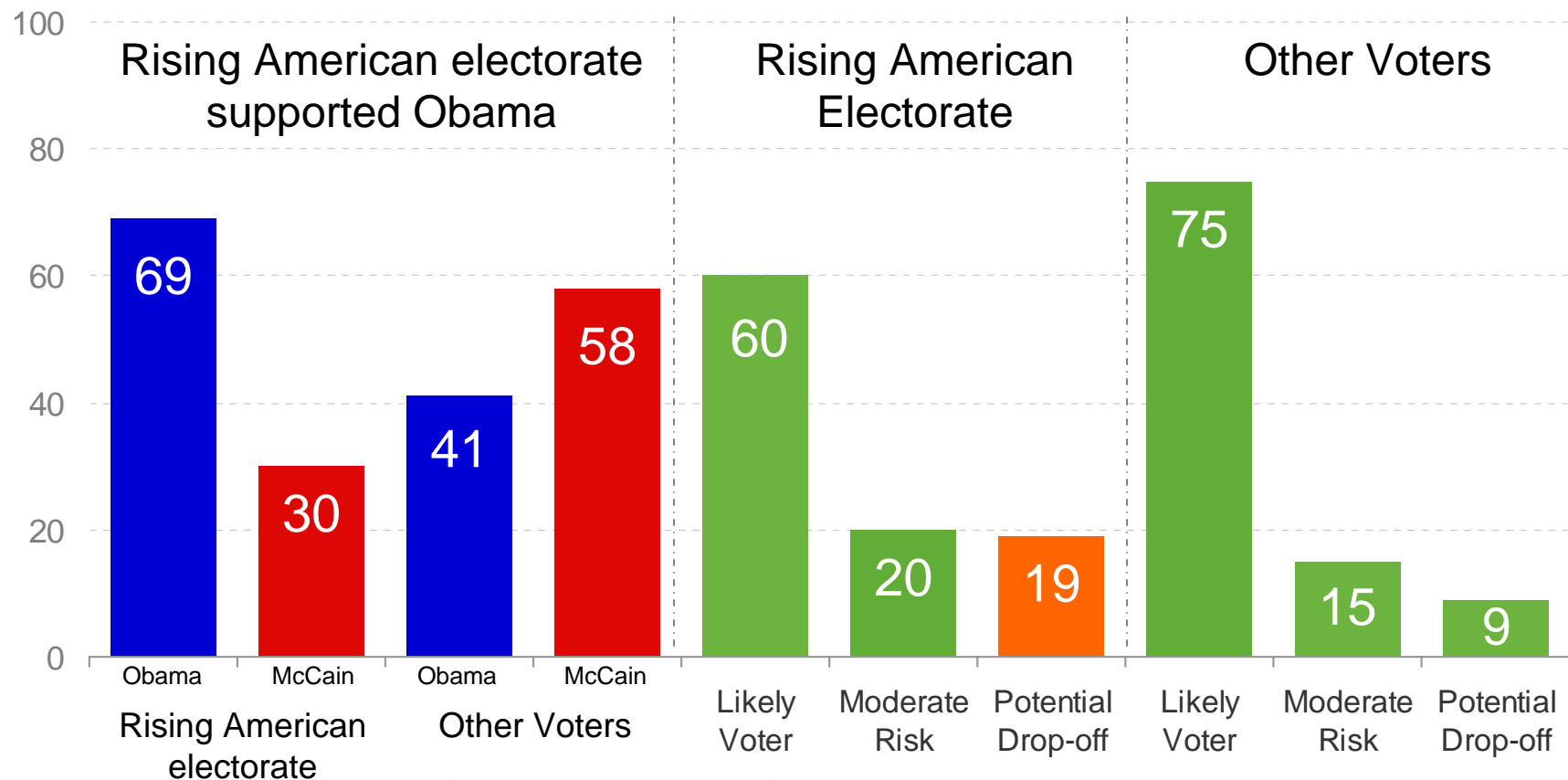


Potential Drop-off Much Higher Among Rising American Electorate

What are the chances that you will vote in the elections in 2010 for Congress and other offices, on a scale of 1 to 10, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote.

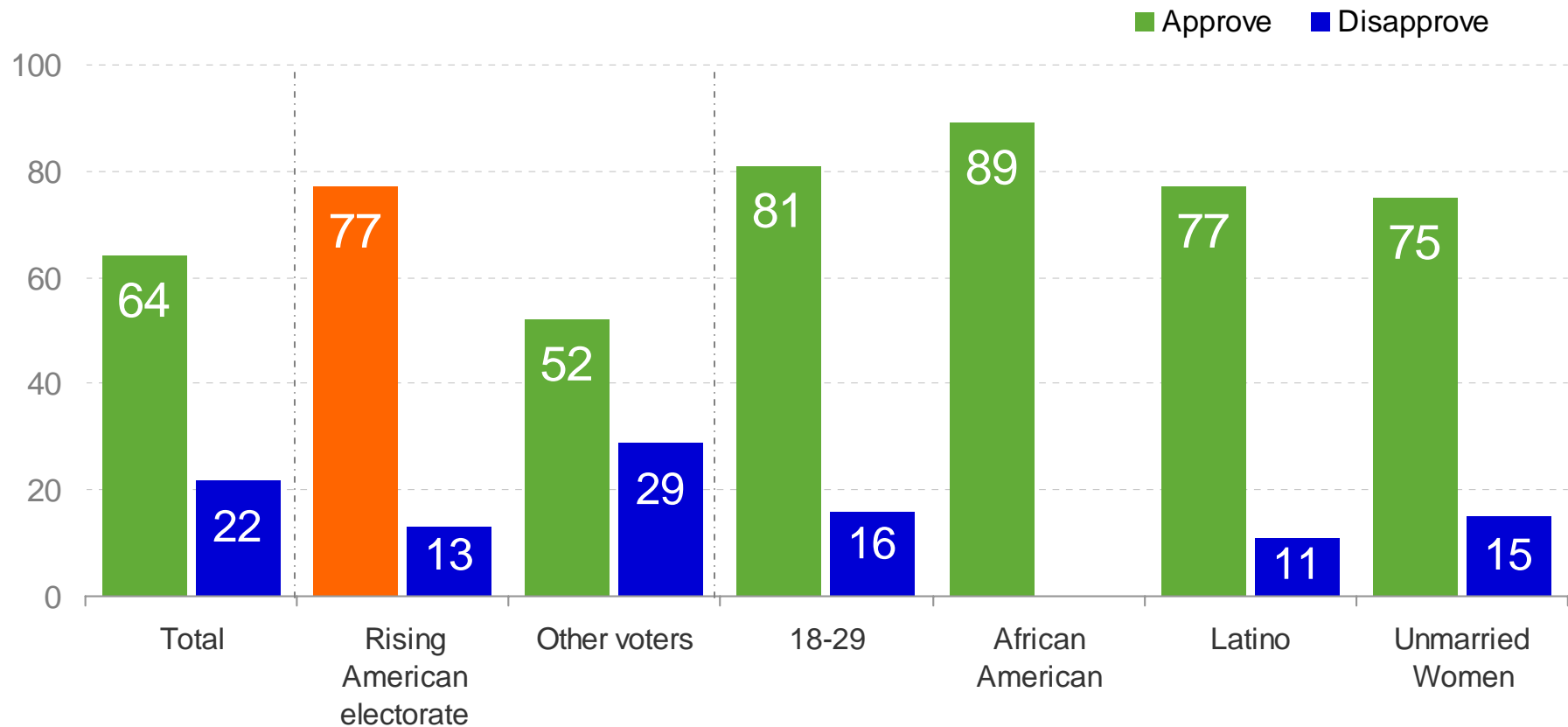


Rising American Electorate At Risk of Drop-Off



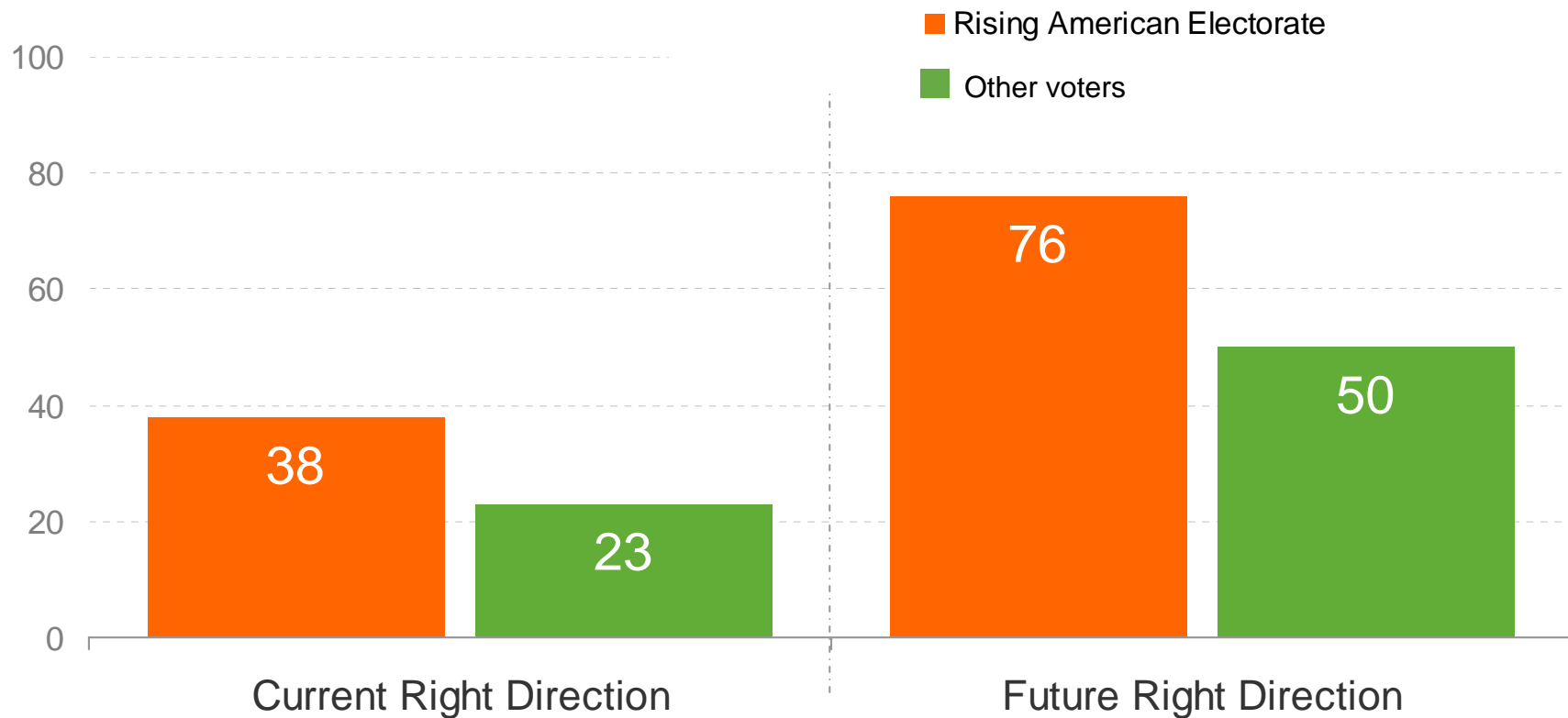
Obama Approval Rating Higher Among Rising American Electorate

Do you approve or disapprove of the job being done by Barack Obama leading up to the Inauguration and in recent days?



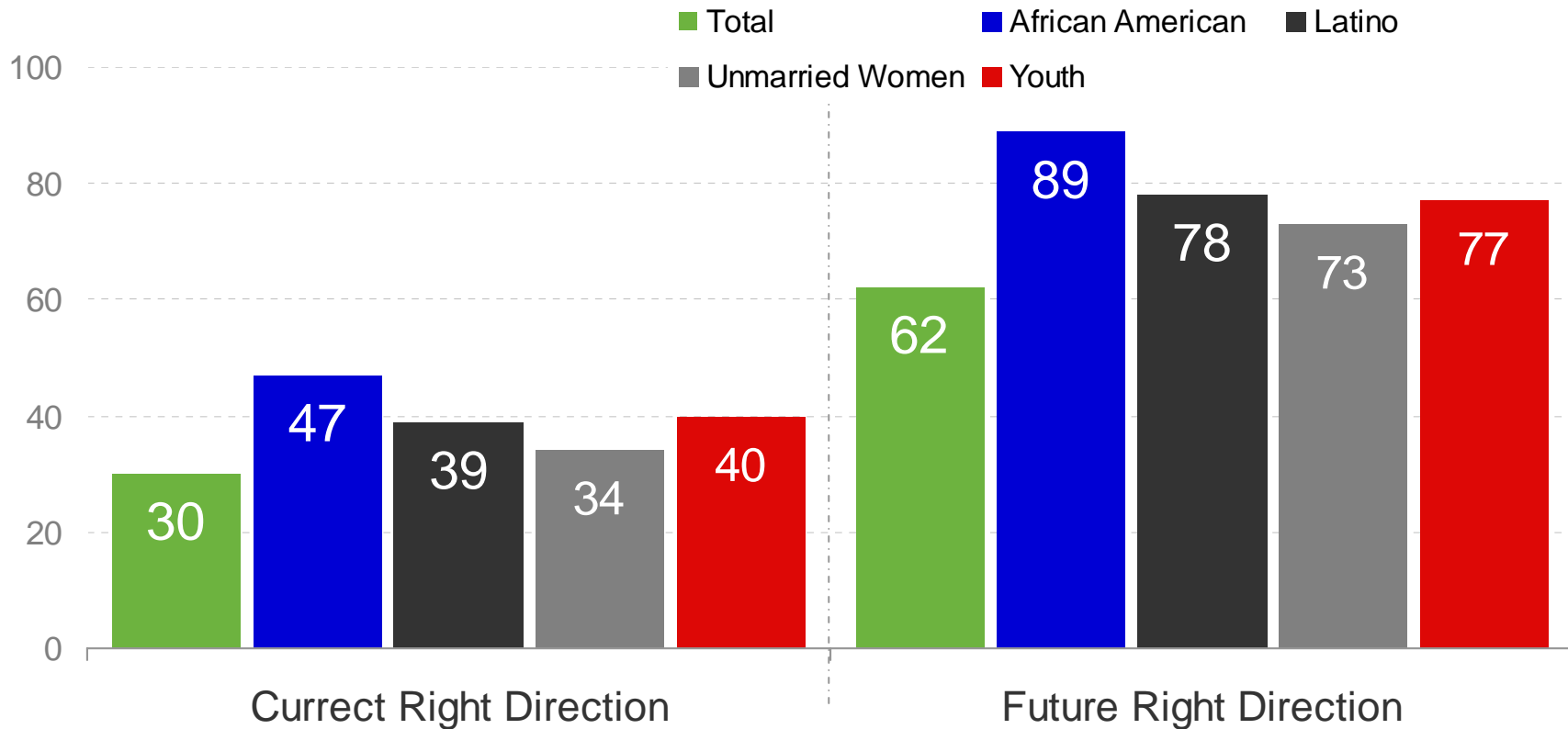
Rising American Electorate Optimistic About the Future

(Current Direction) 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? (Future Direction:) Looking ahead two or three years, do things in this country will be going in the right direction, or do you feel things will be off on the wrong track?



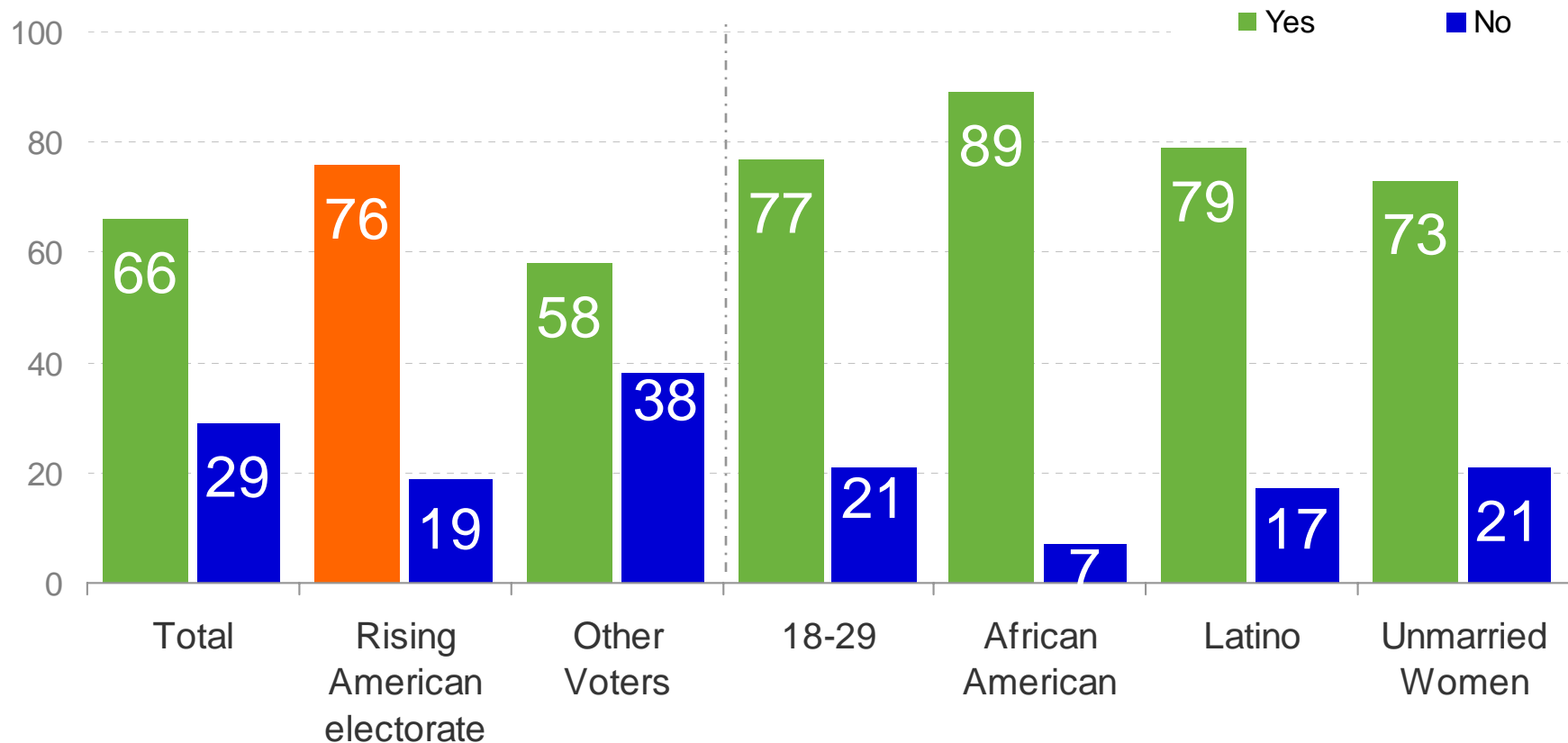
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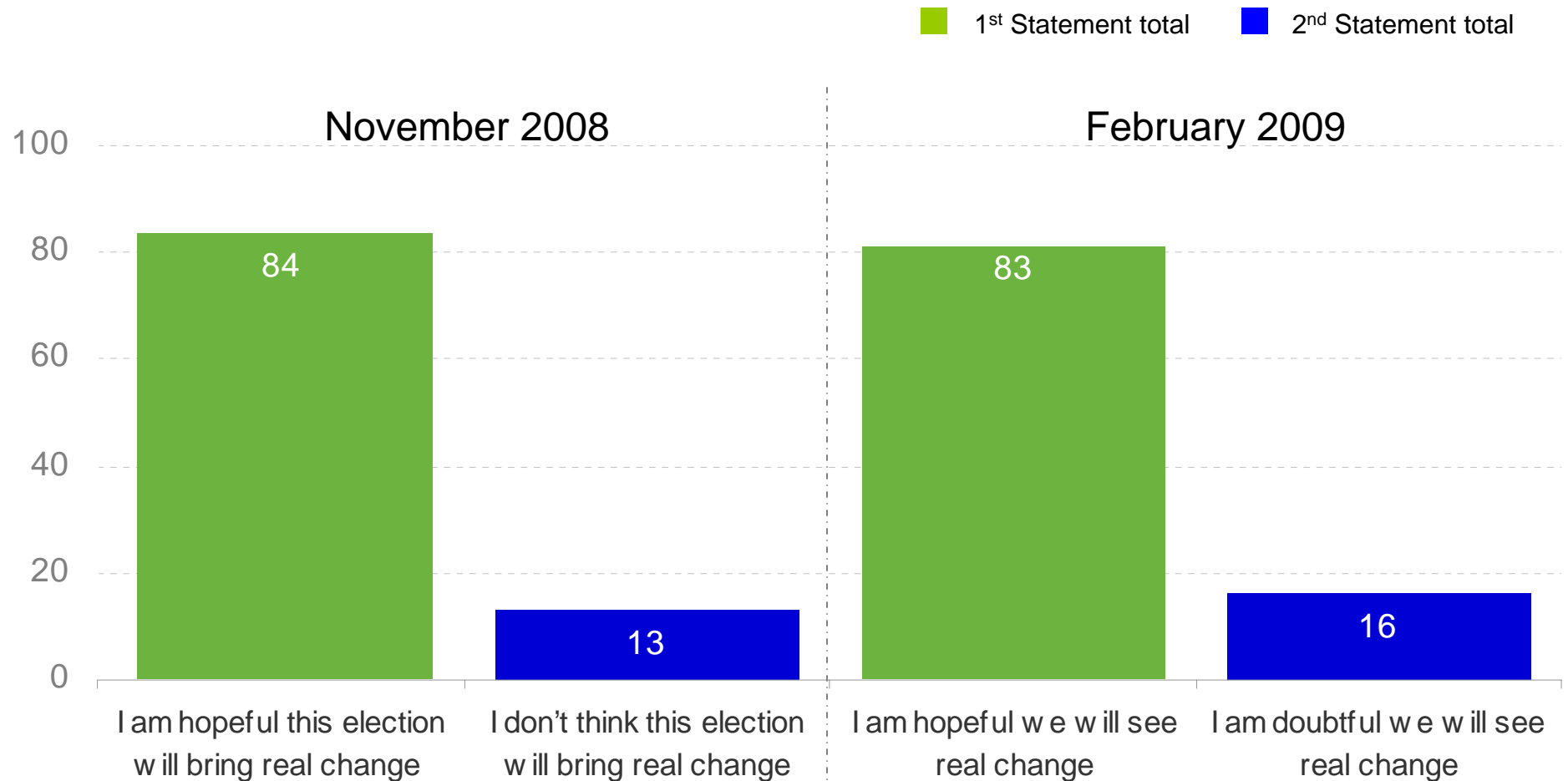
For Now, Obama Speaking to Their Concerns

Now I'd like to ask you a few questions about what you are hearing from President Obama. Since the election, do you feel like he is speaking directly to you and the issues you care about?



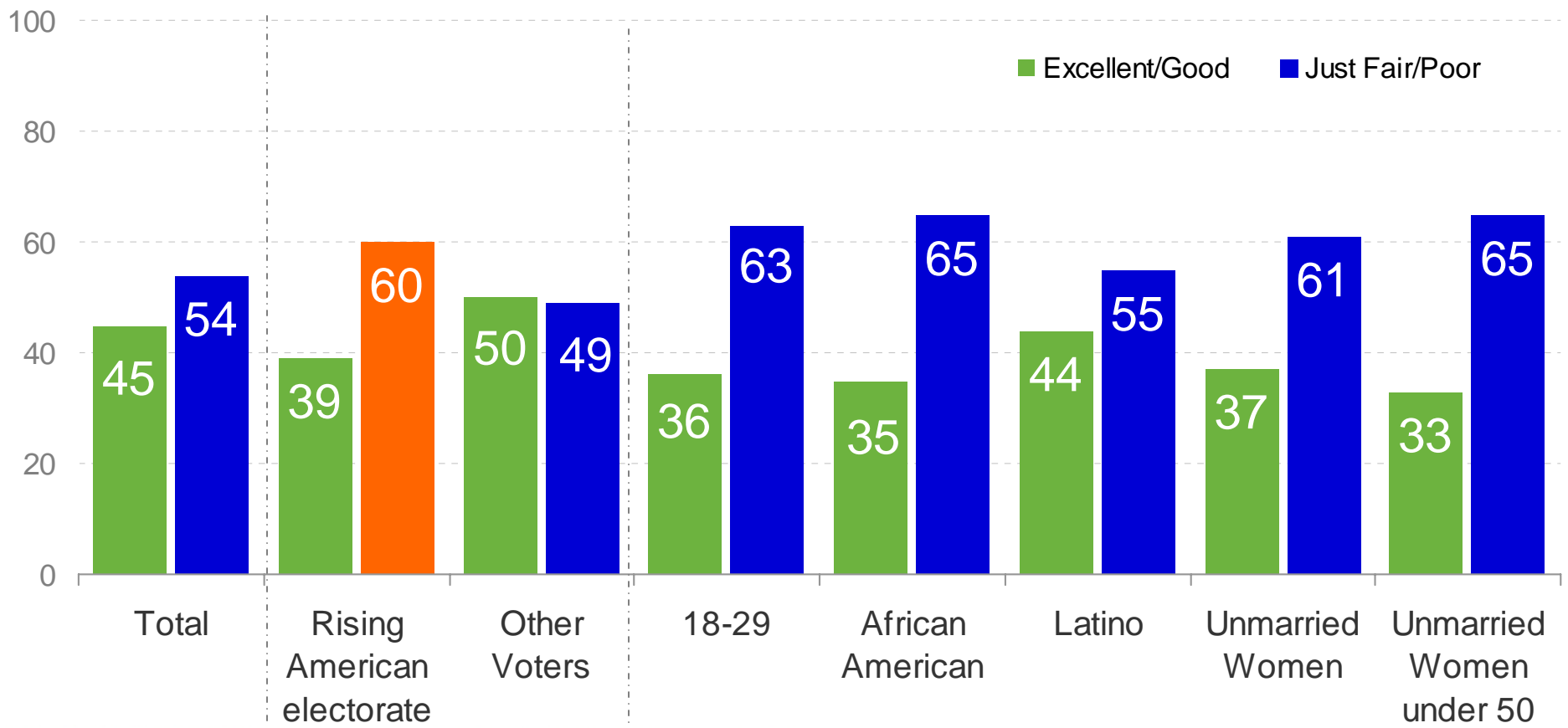
Unmarried Women Still Hopeful

Which statement comes closer to your own views?



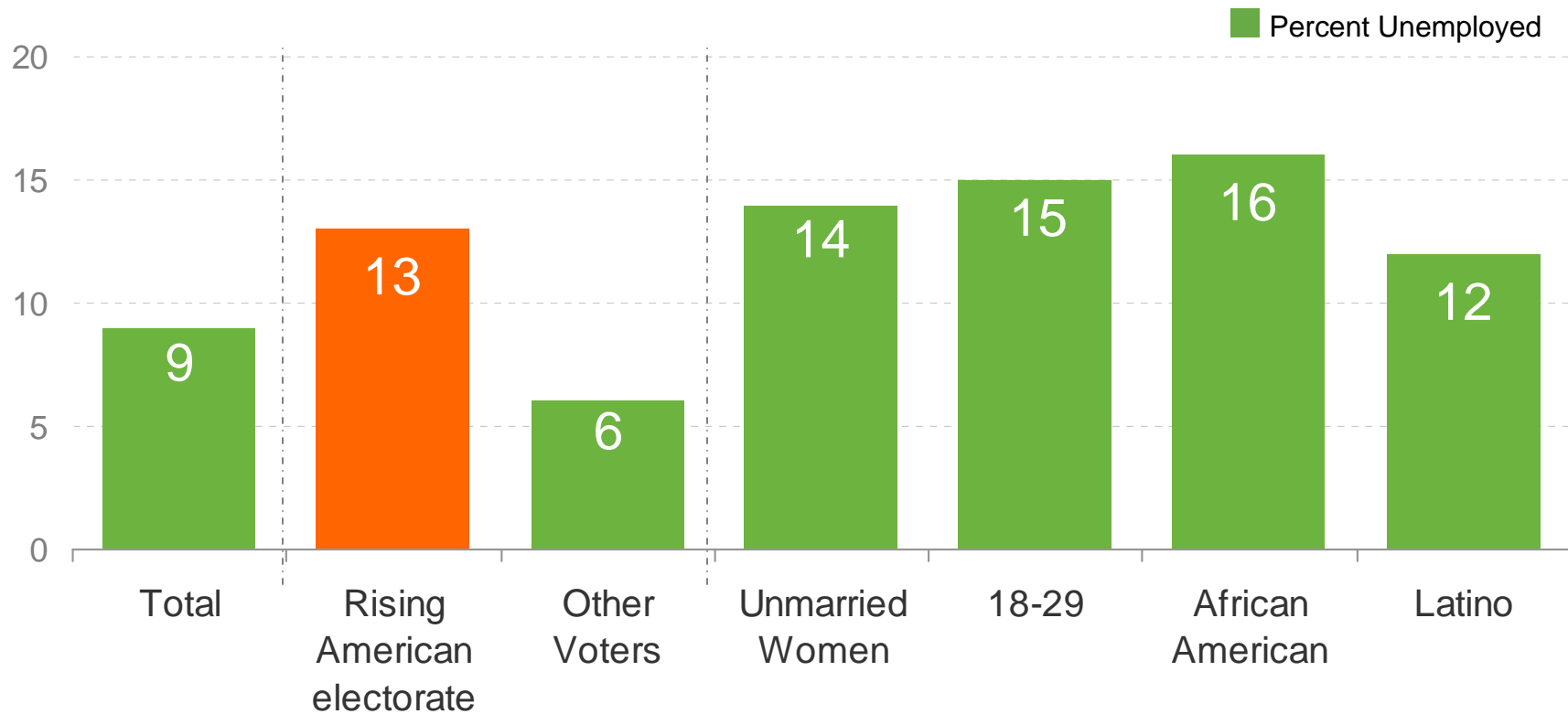
Economic Vulnerability High Among Rising American Electorate

Now, how would you rate your own personal economic situation today? Is it excellent, good, only fair or poor?



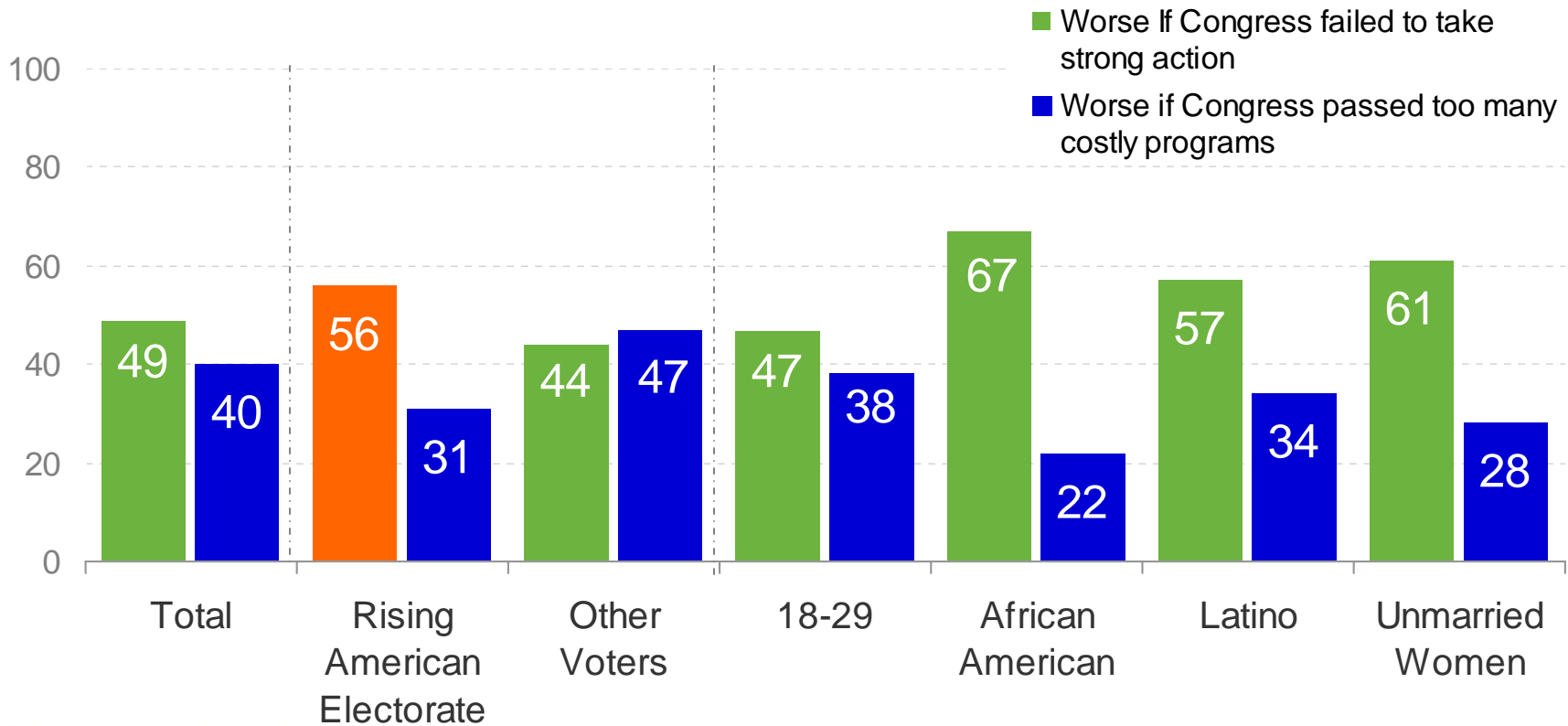
Unemployment Among Rising American Electorate

In terms of your job status, are you employed full-time, employed part-time, unemployed but looking for work, retired, a student, or a homemaker?



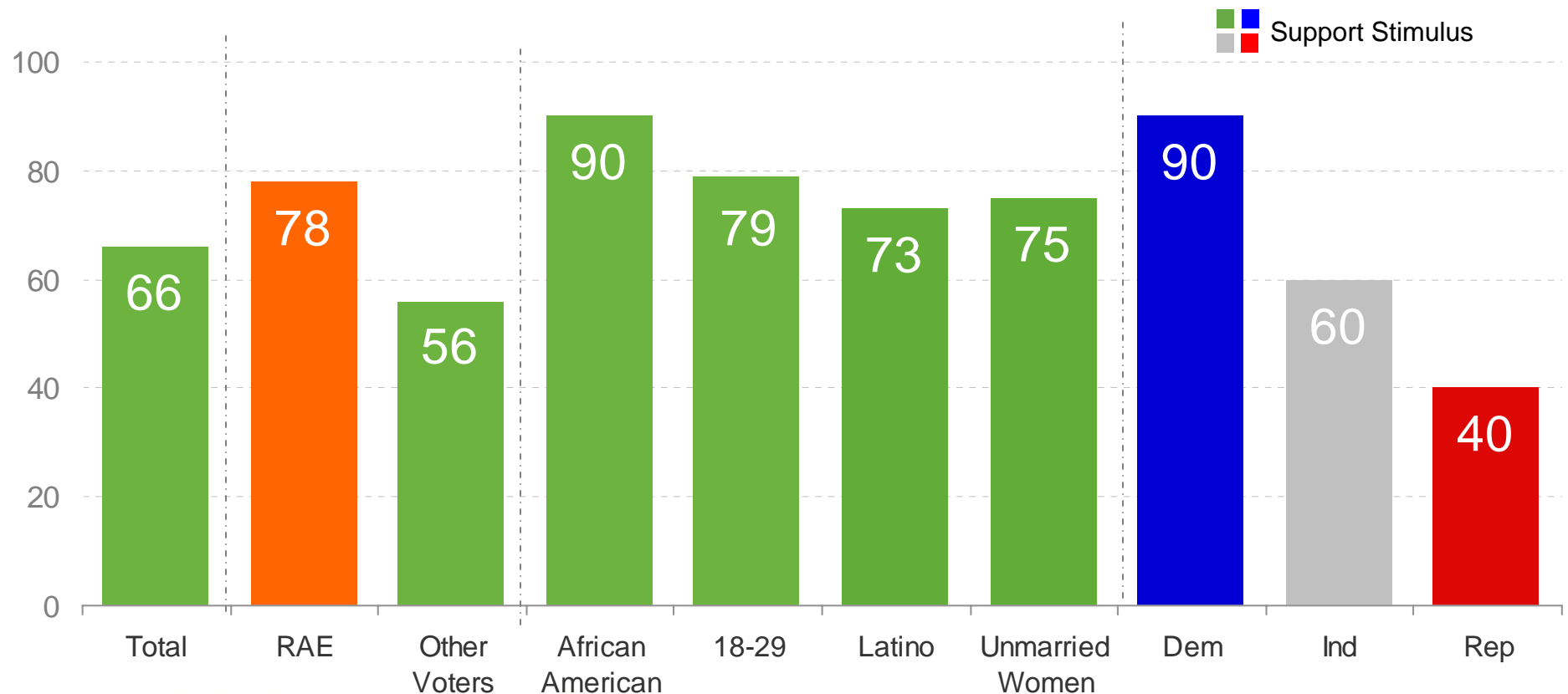
Rising American Electorate Wants Action

*Which do you think would be worse for the country in the coming year:
If the Congress failed to take strong and aggressive action to increase the number of jobs
OR
If the Congress passed too many costly new government programs that increased the budget deficit?*



Broad Support for Stimulus Package

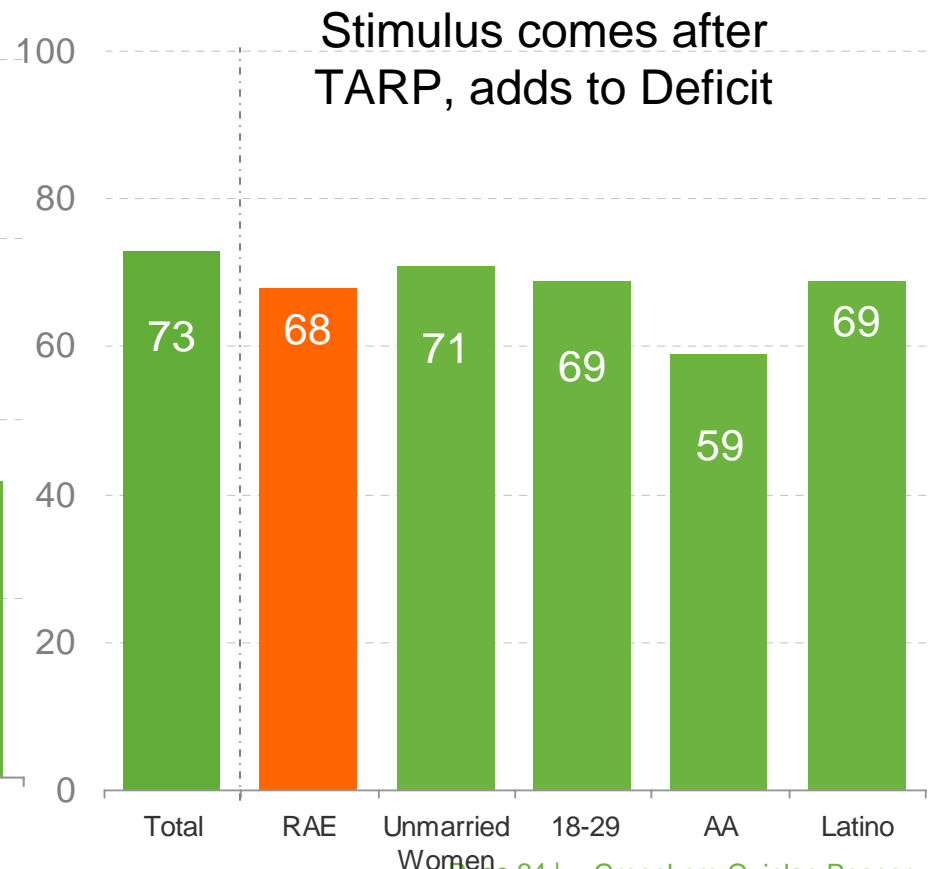
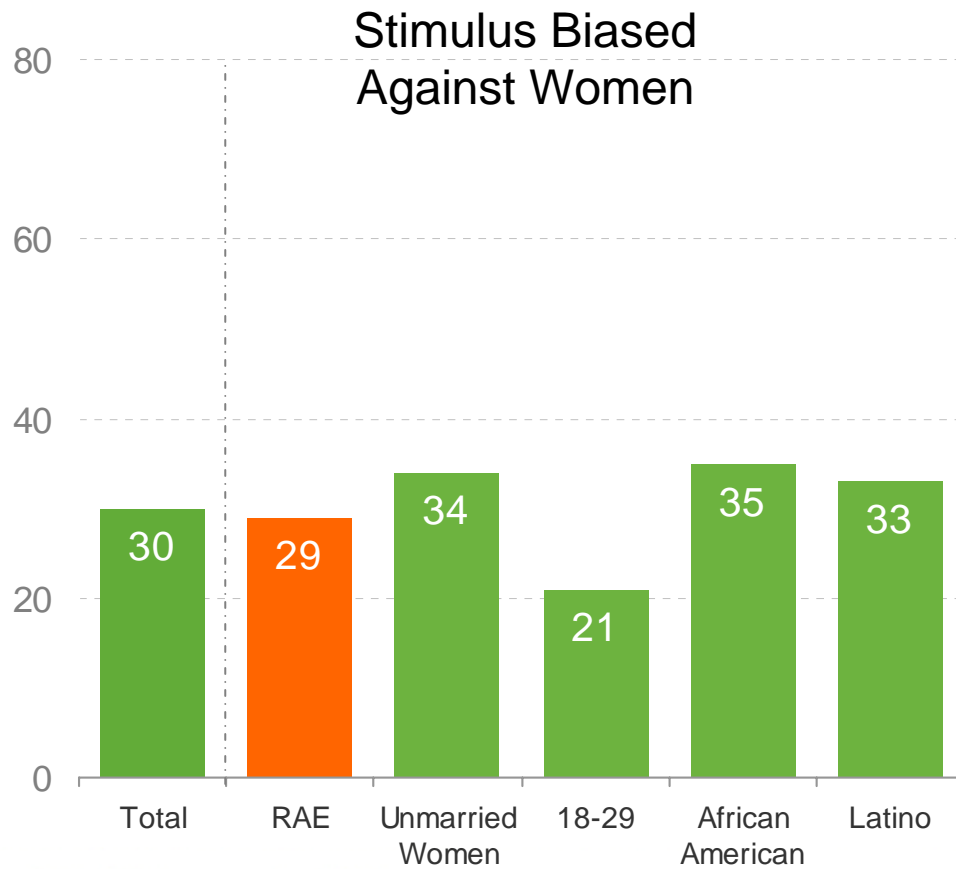
As you may have heard, the Obama administration and the Congress are likely to introduce a major recovery package to create four million new jobs and jump start the economy....It is likely that this package will cost as much as 850 billion dollars over two years. From what you have heard, do you favor or oppose this plan?



Risk to Stimulus Even Among Rising American Electorate

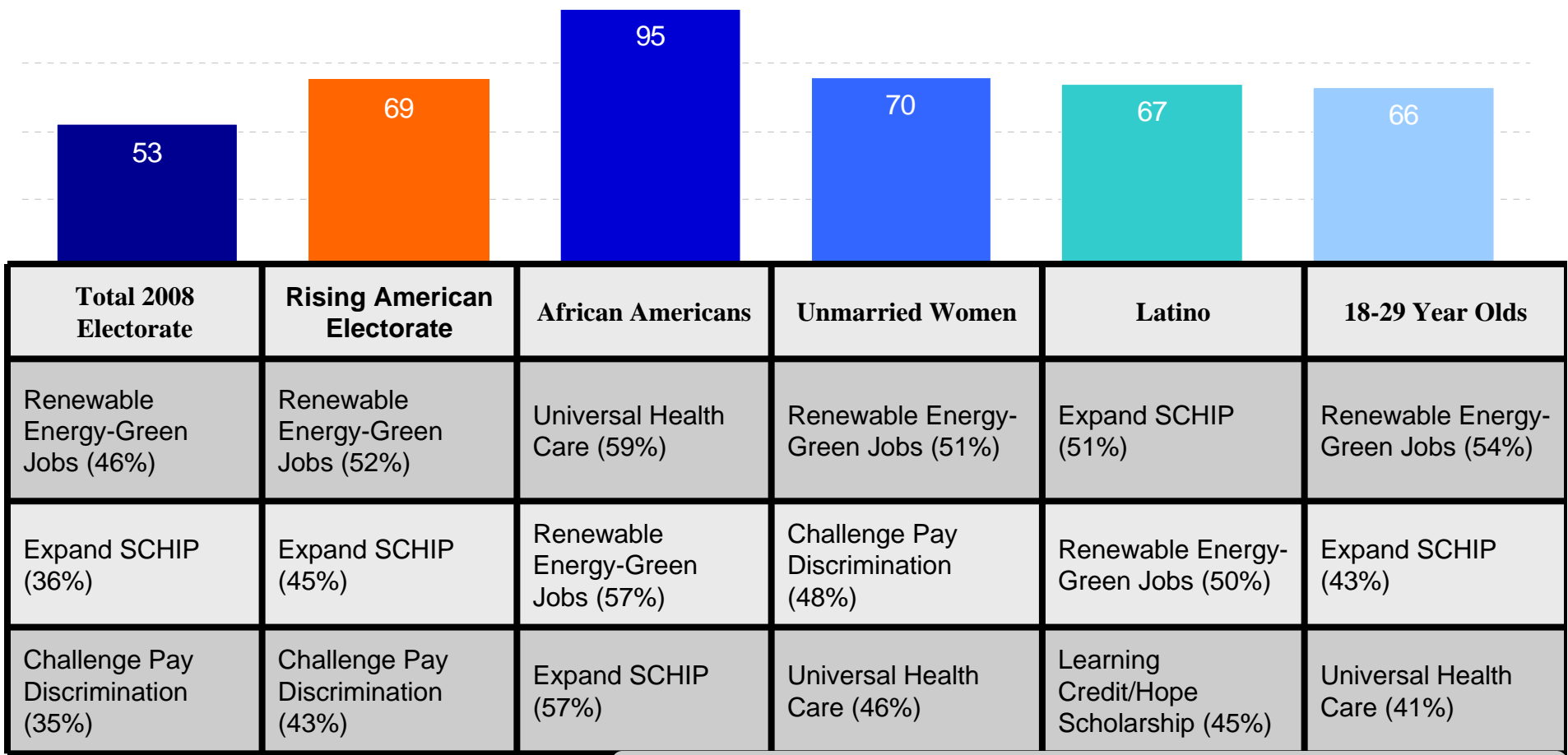
Some people have argued that while the economic recovery package will create hundreds of thousands of jobs.....it will not create many jobs for women....do you think this is a major problem?

Congress has already dedicated 700 billion dollars bailing out Wall Street and the auto industry....Our deficit could reach well over a trillion dollars...do you think this is a major problem?



Leading Agenda Items among Rising American Electorate

Now I'm going to read you a list of proposals that some people have recommended to Barack Obama and the Congress. For each one, please tell me how important it is that Obama and Congress enact this proposal. Is it extremely important, very important, just somewhat important, not at all important, or would you actively oppose that proposal? (Percent Very Important Shown Below)



*Note: Data from WVVV survey of 1300 Voters, conducted 1/22-2/3/2009. Graph numbers represent percent of each group voting for Obama in 2008.

Rising American Electorate Focuses on Health Care

	RAE	Other Voters	Difference
Invest in renewable energy, like solar, wind and bio-fuels, to create 2.5 million new green jobs and make America energy independent.	52	42	+10
Expand the State Children's Health Insurance Plan to cover all children in America.	45	27	+18
Make it easier to challenge pay discrimination in the workplace to make sure women are paid the same as men who perform the same job.	43	28	+15
Enhance the Lifelong Learning Tax Credit and Hope Scholarships so that training and college are more affordable to anyone who wants to go.	42	28	+14
Provide a universal health care system, so that every American has health care coverage.	43	26	+17
Increase access to student loans and cut interest rates.	36	23	+13
Cut taxes for the middle class and pay for it by increasing taxes on those earning over \$250,000 a year.	33	24	+9
Increase access to affordable health care by requiring all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	37	20	+17
Increase access to quality, affordable child care.	35	19	+16
Increase the minimum wage to \$10 per hour to provide a living wage.	34	20	+14

*Rated "extremely important"

Unmarried Women Focus on Health Care, Pay Equity, Minimum Wage

	Total*	Unmarried	Difference
Invest in renewable energy, like solar, wind and bio-fuels, to create 2.5 million new green jobs and make America energy independent.	46	51	+5
Expand the State Children's Health Insurance Plan to cover all children in America.	36	45	+9
Make it easier to challenge pay discrimination in the workplace to make sure women are paid the same as men who perform the same job.	35	48	+13
Enhance the Lifelong Learning Tax Credit and Hope Scholarships so that training and college are more affordable to anyone who wants to go.	34	45	+11
Provide a universal health care system, so that every American has health care coverage.	34	46	+12
Increase access to student loans and cut interest rates.	29	33	+4
Cut taxes for the middle class and pay for it by increasing taxes on those earning over \$250,000 a year.	28	33	+5
Increase access to affordable health care by requiring all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	28	40	+12
Increase access to quality, affordable child care.	27	35	+8
Increase the minimum wage to \$10 per hour to provide a living wage.	26	38	+12

*Rated "extremely important"

African Americans Focus on Health Care, Minimum Wage, Education

	Total*	African American	Difference
Invest in renewable energy, like solar, wind and bio-fuels, to create 2.5 million new green jobs and make America energy independent.	46	57	+11
Expand the State Children's Health Insurance Plan to cover all children in America.	36	57	+21
Make it easier to challenge pay discrimination in the workplace to make sure women are paid the same as men who perform the same job.	35	56	+21
Enhance the Lifelong Learning Tax Credit and Hope Scholarships so that training and college are more affordable to anyone who wants to go.	34	56	+22
Provide a universal health care system, so that every American has health care coverage.	34	59	+25
Increase access to student loans and cut interest rates.	29	46	+17
Cut taxes for the middle class and pay for it by increasing taxes on those earning over \$250,000 a year.	28	37	+9
Increase access to affordable health care by requiring all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	28	52	+24
Increase access to quality, affordable child care.	27	49	+22
Increase the minimum wage to \$10 per hour to provide a living wage.	26	50	+24

*Rated "extremely important"

Latinos Focus More on Children's Health and Student Loans

	Total*	Latino	Difference
Invest in renewable energy, like solar, wind and bio-fuels, to create 2.5 million new green jobs and make America energy independent.	46	50	+4
Expand the State Children's Health Insurance Plan to cover all children in America.	36	51	+15
Make it easier to challenge pay discrimination in the workplace to make sure women are paid the same as men who perform the same job.	35	40	+5
Enhance the Lifelong Learning Tax Credit and Hope Scholarships so that training and college are more affordable to anyone who wants to go.	34	45	+11
Provide a universal health care system, so that every American has health care coverage.	34	42	+8
Increase access to student loans and cut interest rates.	29	43	+14
Cut taxes for the middle class and pay for it by increasing taxes on those earning over \$250,000 a year.	28	30	+2
Increase access to affordable health care by requiring all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	28	37	+9
Increase access to quality, affordable child care.	27	37	+10
Increase the minimum wage to \$10 per hour to provide a living wage.	26	36	+10

*Rated "extremely important"

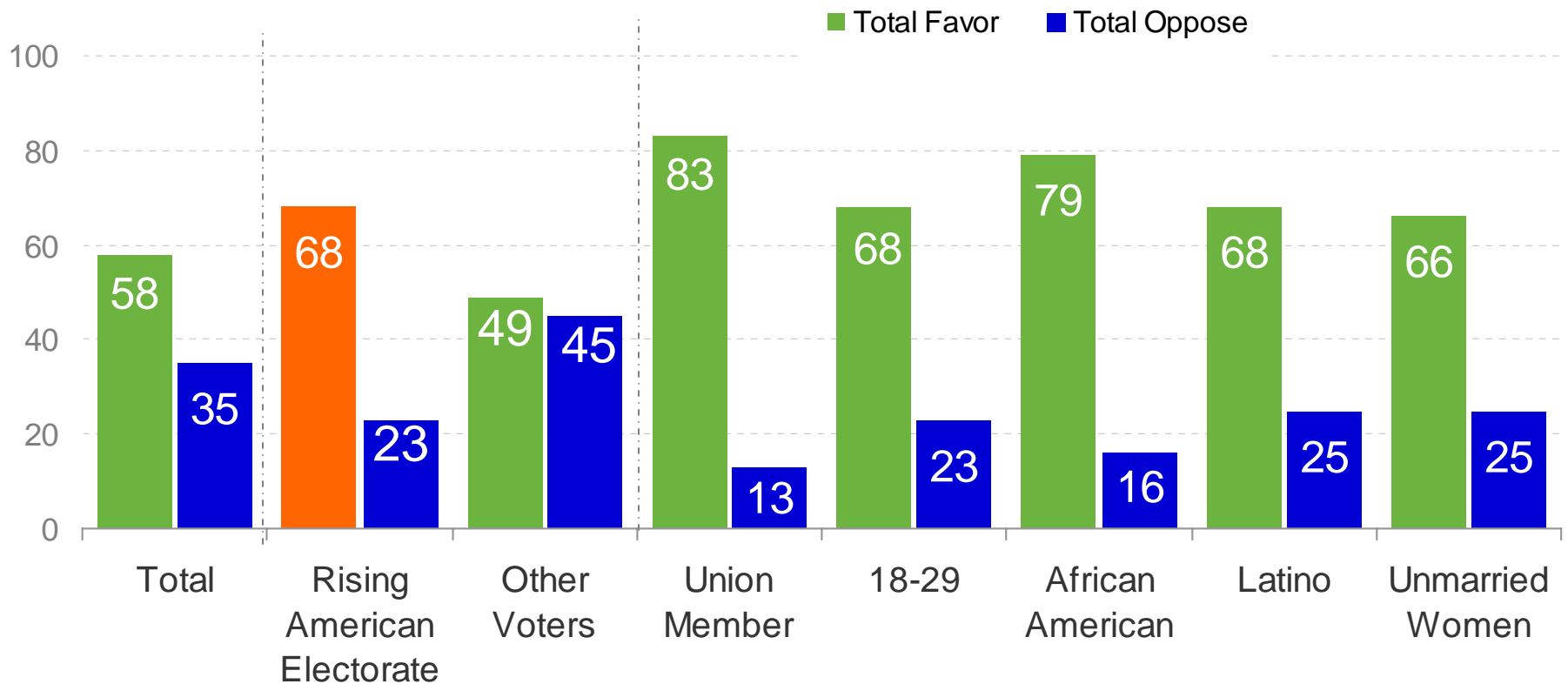
Youth Focus More on Student Loans and Access to Health Care

	Total*	Youth 18-29	Difference
Invest in renewable energy, like solar, wind and bio-fuels, to create 2.5 million new green jobs and make America energy independent.	46	54	+8
Expand the State Children's Health Insurance Plan to cover all children in America.	36	43	+7
Make it easier to challenge pay discrimination in the workplace to make sure women are paid the same as men who perform the same job.	35	40	+5
Enhance the Lifelong Learning Tax Credit and Hope Scholarships so that training and college are more affordable to anyone who wants to go.	34	39	+5
Provide a universal health care system, so that every American has health care coverage.	34	41	+7
Increase access to student loans and cut interest rates.	29	39	+10
Cut taxes for the middle class and pay for it by increasing taxes on those earning over \$250,000 a year.	28	34	+6
Increase access to affordable health care by requiring all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	28	40	+12
Increase access to quality, affordable child care.	27	32	+5
Increase the minimum wage to \$10 per hour to provide a living wage.	26	30	+4

*Rated "extremely important"

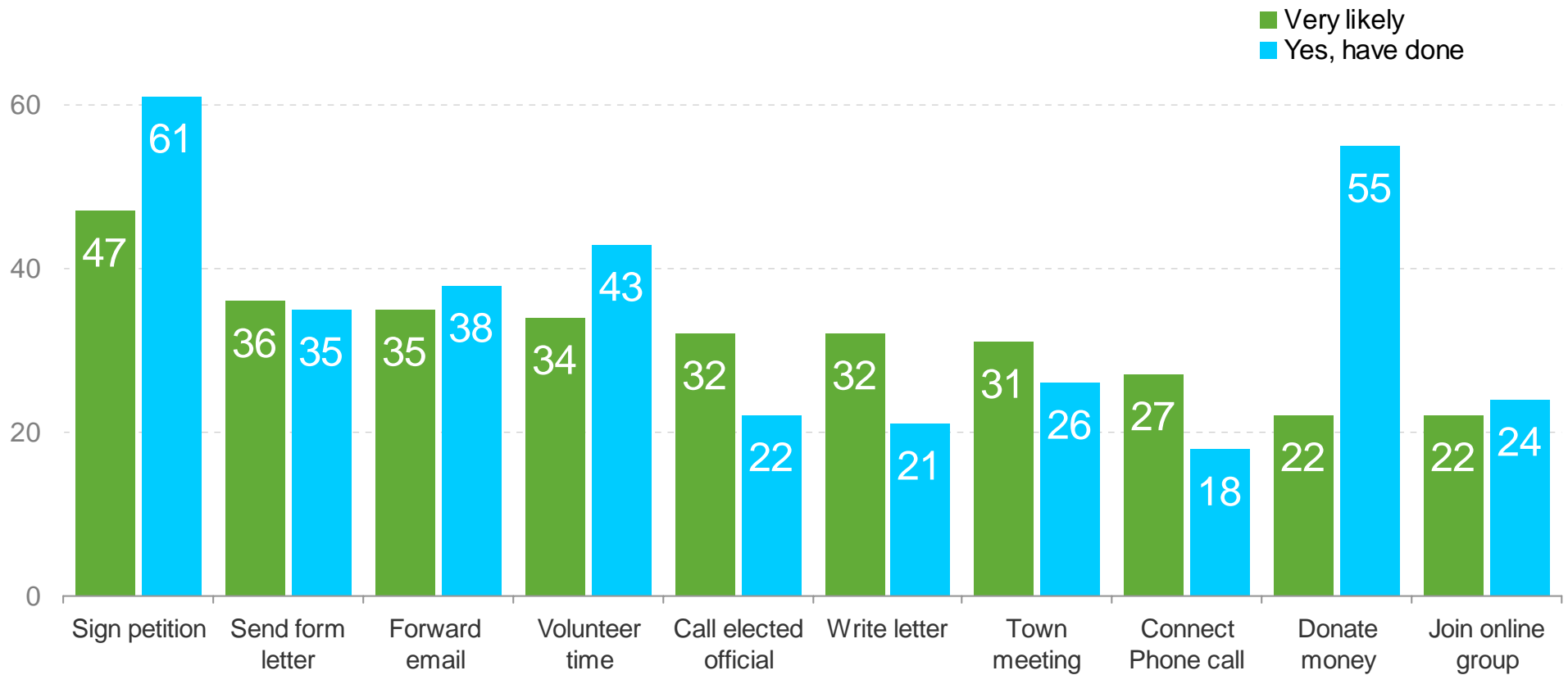
Employee Free Choice Act

Having heard this, do you favor or oppose the Employee Free Choice Act?



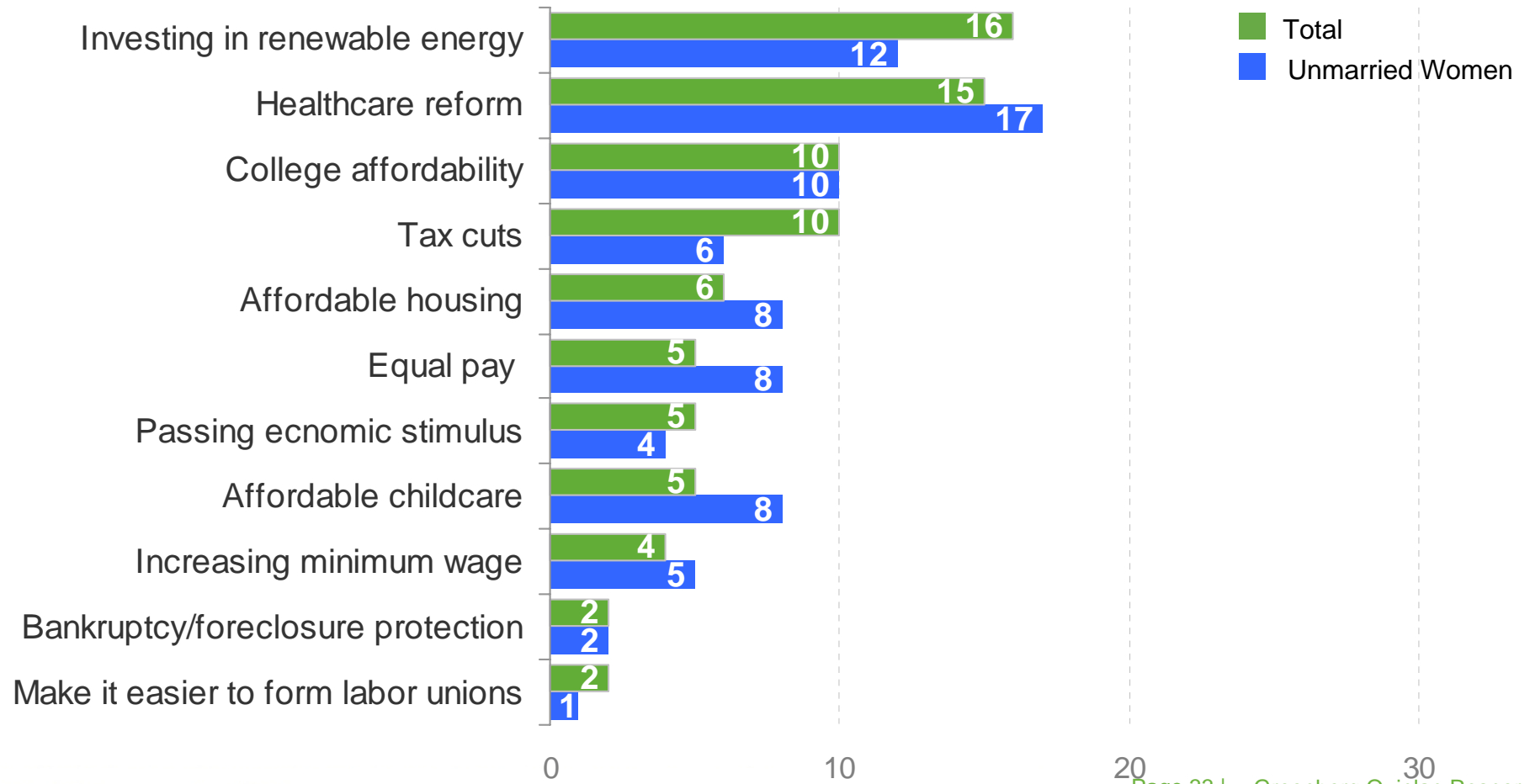
Advocacy Among Unmarried Women

How likely would you be to take the following actions on an issue important to you if you were ASKED to participate. Please tell me if you have ever participated in any of the following activities.



Unmarried Women Most Interested in Health Care Advocacy

Even if you are not likely to get involved right now, which one of the following issues are important enough to you personally that you could imagine yourself getting involved in some way in the future.



Advocacy Among Unmarried Women

Unmarried Women Very likely	Total Unmarried	18-49	50 and over	White	Black	Latino	College	Non College
Sign petition	47	53	39	46	52	45	53	43
Send form letter	36	36	35	33	42	36	40	33
Forward email	35	43	24	32	47	30	36	34
Volunteer time	34	38	28	32	41	28	38	31
Call elected official	32	28	36	33	29	14	32	32
Send hand-written letter	32	28	37	29	39	39	32	32
Attend town meeting	31	31	31	29	40	31	31	29
Connect phone call	27	28	25	27	30	14	33	23
Donate money	22	23	20	20	28	22	26	20
Join online group	22	29	13	21	25	21	25	21

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