

An Economic Frame for 2014

*Key findings from quantitative and qualitative research coordinated by
Project New America and conducted on behalf of AFSCME, AFT, NEA and SEIU*

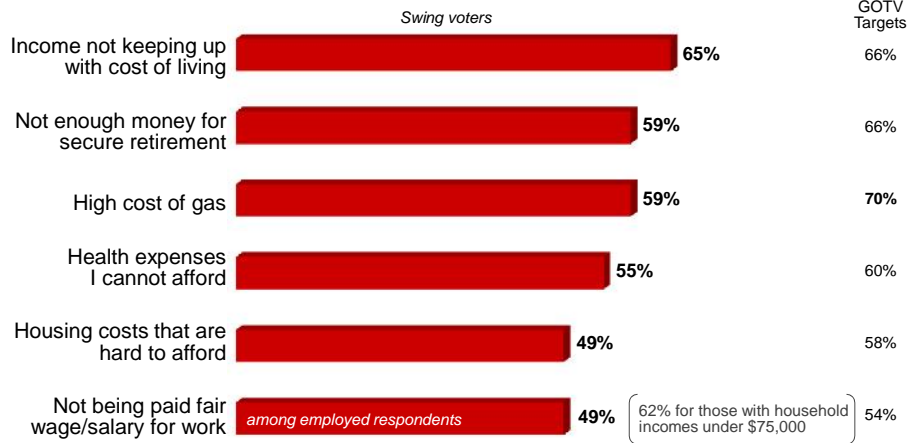


Methodology

- **Phase 1:** Dial groups were conducted among swing voters and GOTV voter populations (Hispanics, African Americans, and whites) in Cleveland, Tampa, and Philadelphia.
- **Phase 2:** Two surveys among GOTV targets and swing voters
 - **GOTV target survey**
 - Telephone survey among 809 GOTV targets nationwide, conducted February 22-27, 2014 (bilingual interviewing for Hispanic respondents)
 - GOTV targets defined as:
 - CPI of 80+ and turnout score of 25 to 60.
 - 80% are midterm drop-off voters, the balance have inconsistent voting records, including new registrants
 - **Swing voter survey**
 - Online survey among 1,011 swing voters nationwide, conducted February 26-March 3, 2014.
 - Respondents who identify as strong Democrats or strong Republicans, or as supporters of the Tea Party, were excluded.

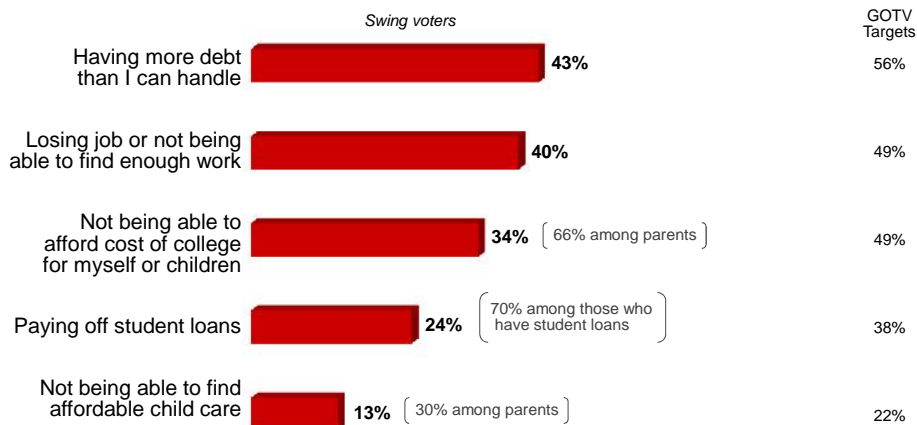
Challenge of Meeting Costs Dominates Voter Concerns

Proportions Saying They Worry Somewhat or Very Often about Each



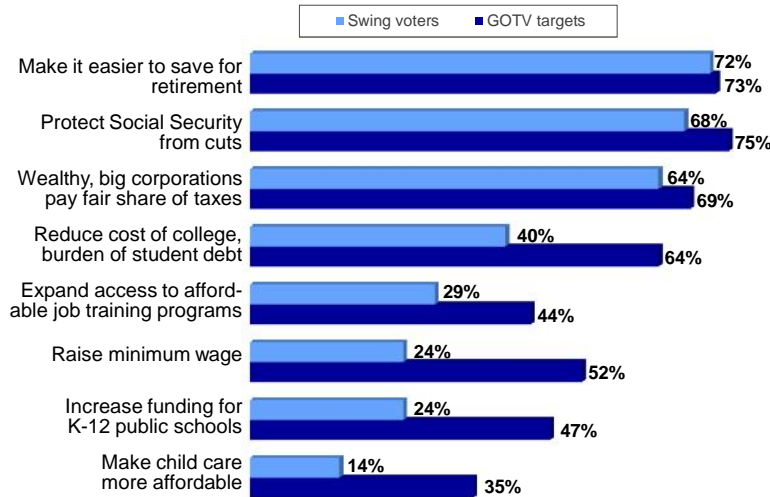
Less Frequent Voter Concerns

Proportions Saying They Worry Somewhat or Very Often about Each



Which Policies Do Voters Believe Will Help Them Personally?

Proportions Saying Each Would Help Them and Their Family



Qualities Voters Are Looking for in Candidates

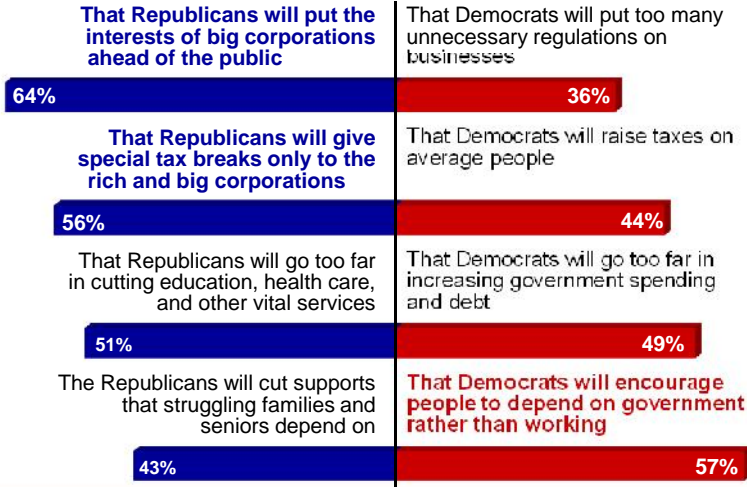
Proportions Saying Each Is Exactly What They Are Looking for in a Candidate*

	Swing voters	GOTV targets
Cares about working people	55%	77%
Really understands the struggles of average people	55%	73%
Sides with working people, not just the big corporations	52%	70%
Sides with working people, not just the wealthy	51%	71%
Willing to stand up to the corporate special interests	49%	63%
Lives like the rest of us, not a wealthy politician	49%	54%
Fights for working people	48%	78%
Wants to give a helping hand to struggling families	35%	68%
Wants to get government off our backs	34%	34%

*9-10 ratings on zero-to-ten scale

Party Negatives: GOP Is Vulnerable To Populist Attack, But Not On Cutting Safety Net

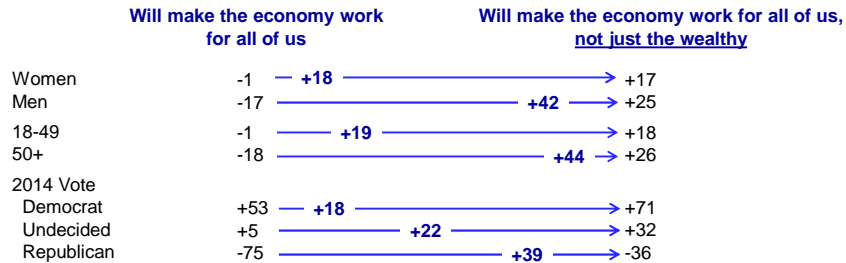
Swing voters: *In each pair, which concerns you more?*



Populist Language Is Crucial To Making Message Work

Swing voters: *Which candidate would you be more likely to support?*

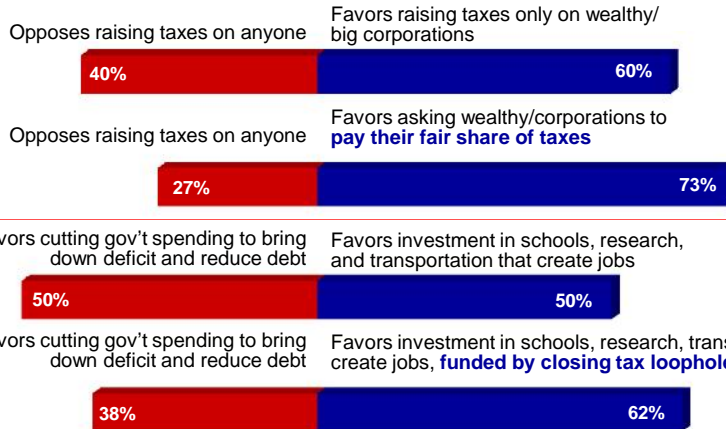
■ Republican candidate ■ Democratic candidate



Tax Fairness Contrasts Give Democrats Big Edge

Swing voters: In each pair, which candidate would you be more likely to support?

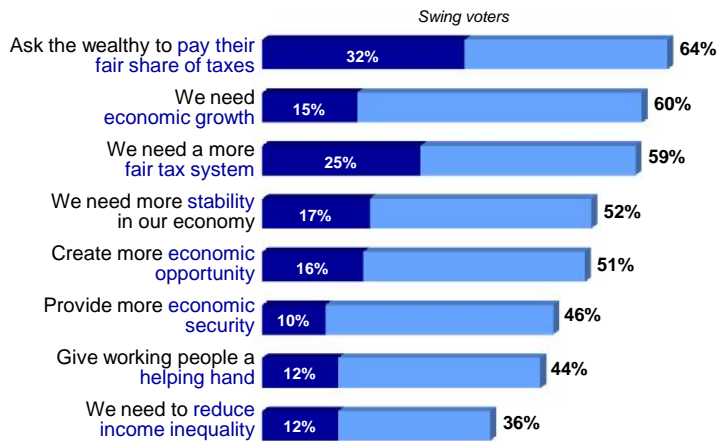
■ Republican candidate ■ Democratic candidate



Democrats Appeal to Swing Voters With Calls for Tax Fairness, Economic Growth

Impact of Statements on Feelings toward Democratic Candidate Who Said Each

■ Would feel very favorable toward candidate ■ Would feel fairly favorable toward candidate



Income gaps: Issue is ability of corporations and wealthy to do more, not what is “right” or “fair.”

	Swing voters/ appealing (7-10*)	GOTV targets/ extremely appealing (10*)
Inequality I: <u>The promise of America should be for everyone, not just the wealthy few.</u> Corporate CEOs make 273 times the pay of the average worker, and over the past four years the richest 1% saw their incomes rise 31% while everyone else got no raise at all. <u>Corporations and the wealthy can afford to pay their fair share, so that working families can have more opportunities to succeed.</u>	63%	62%
Inequality II: <u>Income inequality is skyrocketing and making our economy less fair.</u> Corporate CEOs make 273 times the pay of the average worker, and over the past four years the richest 1% saw their incomes rise 31% while everyone else got no raise at all. <u>It's not right that working people have to struggle to provide for their families, while the rich just keep getting richer.</u>	53%	55%

* Ratings on a zero-to-ten scale, 10 = extremely appealing economic priority/philosophy

Top Economic Issues among Swing Voters

Proportions who would Be MUCH more likely to Vote for Candidate With This Position

<u>Close loopholes</u> that allow large, profitable corporations to avoid paying taxes	53%
<u>End tax breaks</u> for companies that <u>send jobs overseas</u> , and use the revenue to modernize and build public schools, which would create one million jobs	49%
Set a <u>minimum tax rate for millionaires</u> to make sure they do not pay a lower tax rate than the middle class	47%
Prevent companies that consistently <u>violate labor laws</u> from receiving government contracts	46%
<u>End tax breaks</u> for companies that pay <u>huge salaries to their CEO</u> , to fund unemployment benefits for the long-term unemployed	44%
<u>Raise the minimum wage</u> to \$10.10 per hour and adjust it each year for the cost of living.	21%

Top Economic Issues among GOTV Targets

Proportions Saying They Would Be MUCH More Likely to Vote for Candidate With This Position

Make college more affordable by expanding aid and reducing interest rates on student loans	76%
Set a <u>minimum tax rate for millionaires</u> to make sure they do not pay a lower tax rate than the middle class	74%
Crack down on corporations that <u>cheat workers</u> out of pay for hours they have worked	71%
Increase funding for infrastructure investments that <u>create jobs</u> , such as roads, bridges, schools, and mass transit	70%
<u>Raise the minimum wage</u> to \$10.10 per hour and adjust it each year for the cost of living	69%
Increase funding for <u>public schools</u> so they can reduce class sizes in early grades	66%

Which Criticisms of GOP Most Concern Voters?

GOTV Swing		% Rating Each as an Extremely Serious Concern for Them Personally *
69%	N/A	Republicans want President Obama to fail, and are undermining his presidency rather than working with him to move the country forward
64%	56%	Republicans are helping the very wealthy, but not looking out for the working families who are being squeezed like never before
63%	51%	Republicans go too far in cutting important public services like education and health care
62%	57%	Republicans are out of touch with the struggles of average people
61%	46%	Republicans are weakening programs that protect the poor and elderly
57%	57%	Republicans are too beholden to the corporate interests and lobbyists that fund their campaigns
52%	42%	Republicans are blocking efforts to create jobs and address economic problems
51%	36%	Republicans are anti-union and want to take away workers' rights and protections

* 10 ratings on a zero-to-ten scale, 10 = extremely serious concern for me

Most Effective Economic Attacks on Candidates

Proportions Saying Each Gives Them Very Major Doubts about a Candidate

