

**GREENBERG QUINLAN ROSNER** RESEARCH

# Public looking for investment and balanced approach in face of sequester

Unmarried women fear sequester budget cuts

February 27, 2013



# Methodology

**Based on dial testing focus group research conducted on February 12, 2013, by Greenberg Quinlan Rosner for Democracy Corps, Women's Voices. Women Vote Action Fund, the Voter Participation Center, and the Economic Media Project.**

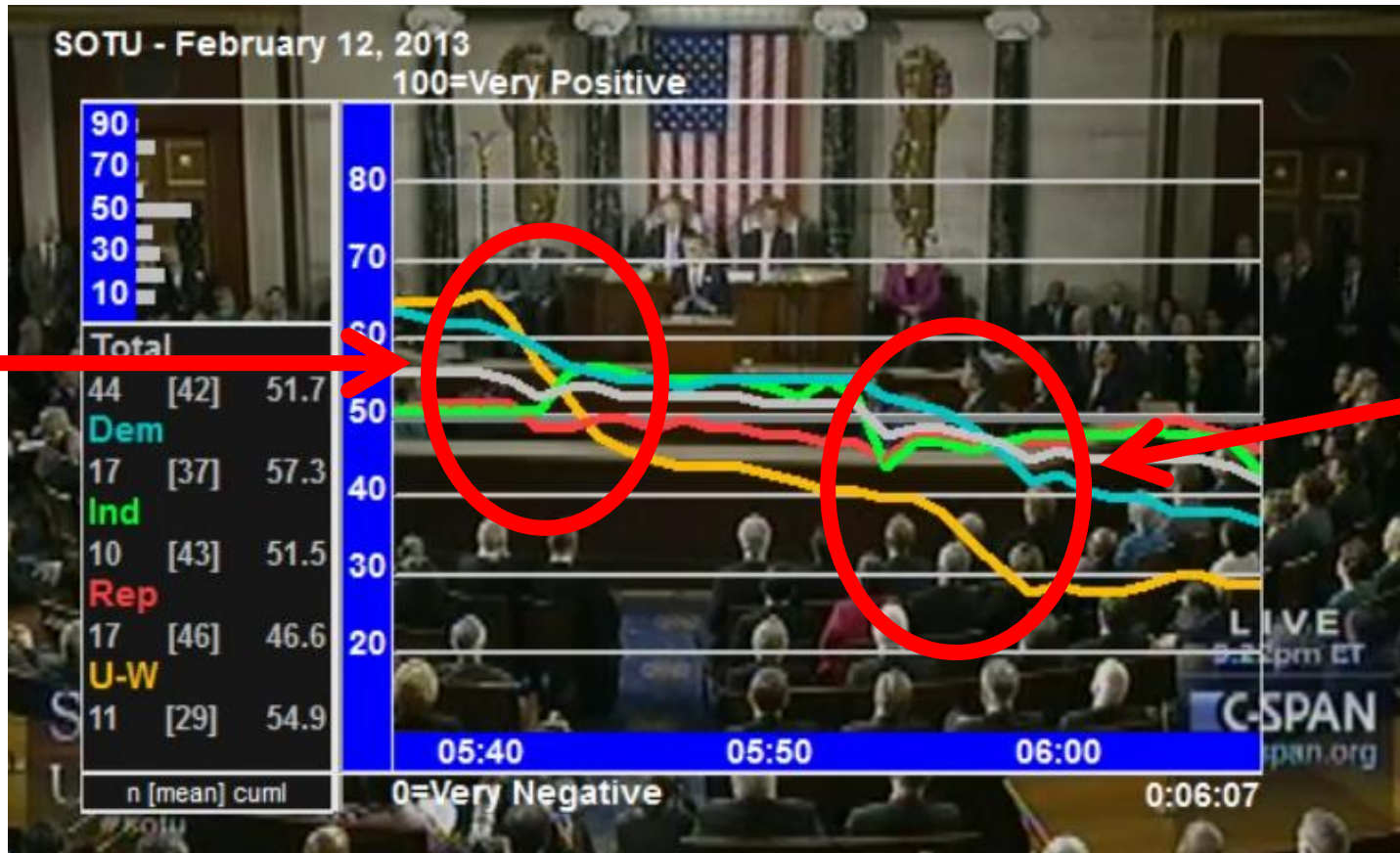
**Research was among 44 swing voters (independents and weak partisans) in Denver, Colorado, using Perception Analyzer by Dialsmith. Eleven of the participants were unmarried women.**

**The group consisted of 51 percent Obama voters, 47 percent Romney voters and 2 percent other.**

**The group had a slight Republican tilt as 40 percent self-identified as Republicans, 22 percent independents and 37 percent Democrats.**

**Participants were asked to rate the speech continuously, with the higher the number the more positive they felt about what was being said.**

# Deep budget cuts from the sequester worry unmarried women, especially cuts to education, energy and medical research

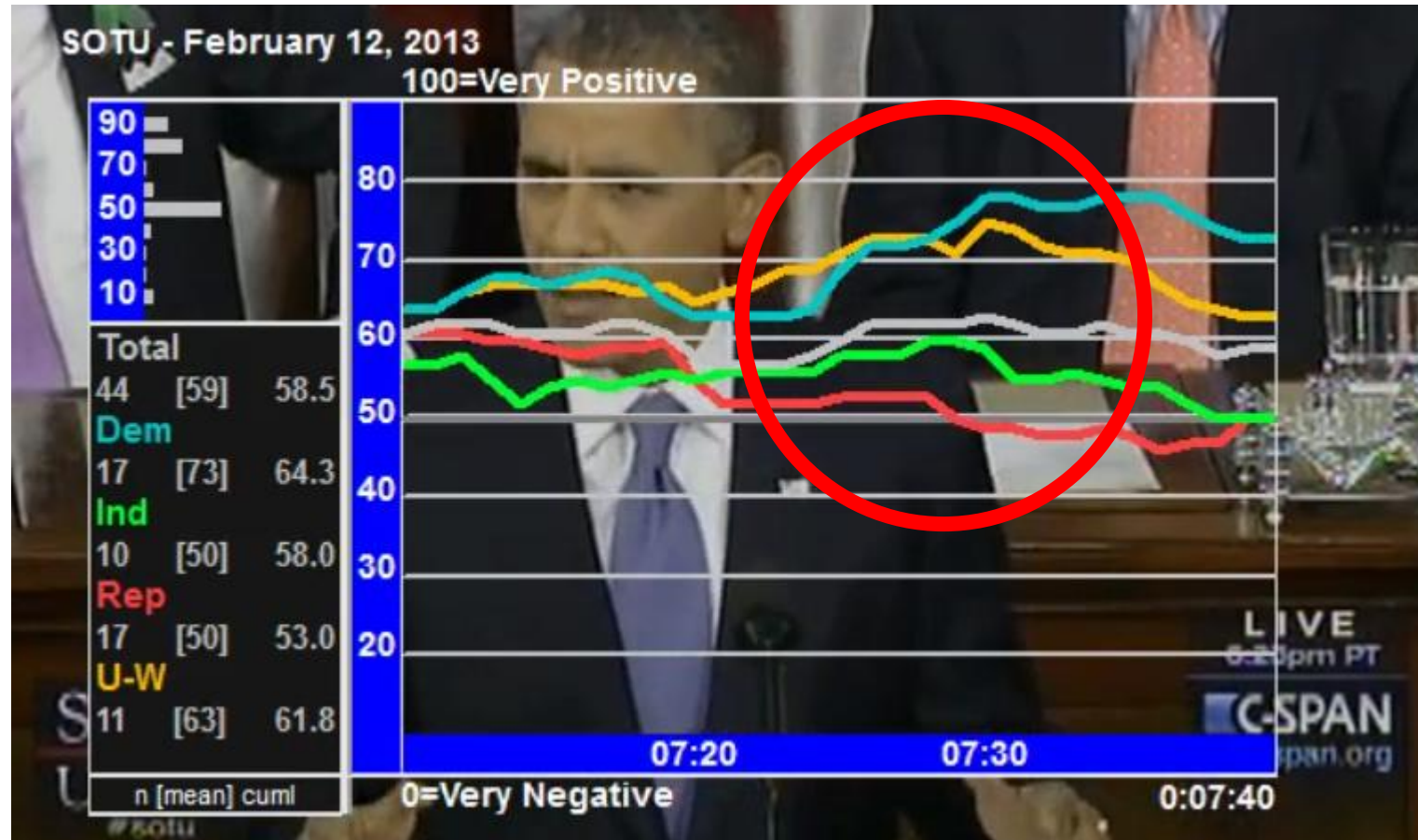


\$1 trillion of cuts

Devastate education, energy, medical research

In 2011, Congress passed a law saying that if both parties couldn't agree on a plan to reach our deficit goal, **about a trillion dollars' worth of budget cuts would automatically go into effect this year**. These sudden, harsh, arbitrary cuts would jeopardize our military readiness, **they'd devastate priorities like education and energy and medical research**. They would certainly slow our recovery and cost us hundreds of thousands of jobs.

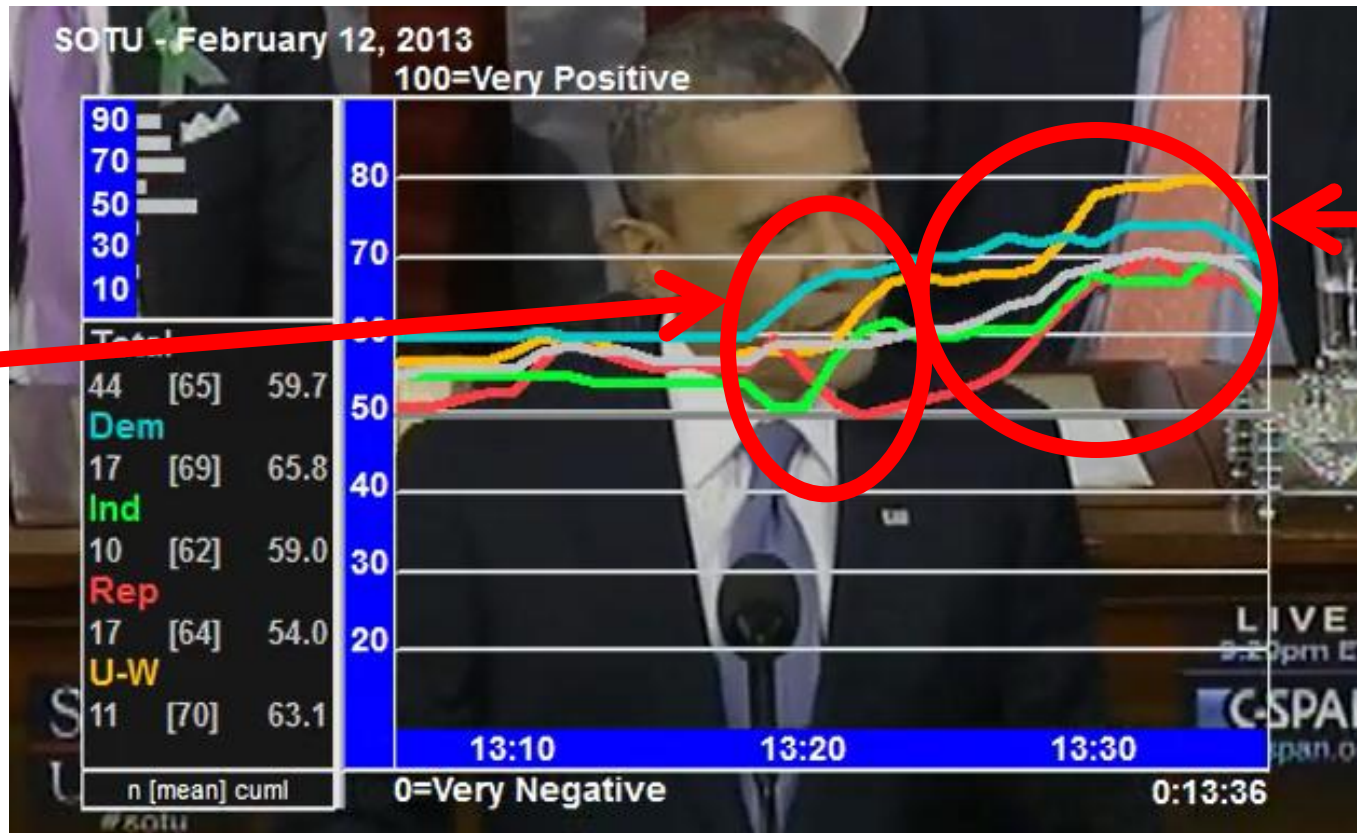
# That we can't ask vulnerable to carry the burden of deficits hit unmarried women and Democrats



Otherwise, our retirement programs will crowd out the investments we need for our children and jeopardize the promise of a secure retirement for future generations. ***But we can't ask senior citizens and working families to shoulder the entire burden of deficit reduction while asking nothing more from the wealthiest and the most powerful.***

**“Deficit reduction alone is not an economic plan”**

# Unmarried women respond sharply to “deficit reduction alone is not an economic plan”



Deficit reduction alone is not an economic plan

Growing economy with middle class jobs

Most of us agree that a plan to reduce the deficit must be part of our agenda. But let's be clear: ***Deficit reduction alone is not an economic plan. A growing economy that creates good, middle-class jobs, that must be the North Star that guides our efforts.***

A budget that “replaces reckless cuts with smart savings and wise investments in our future” wins broad support...

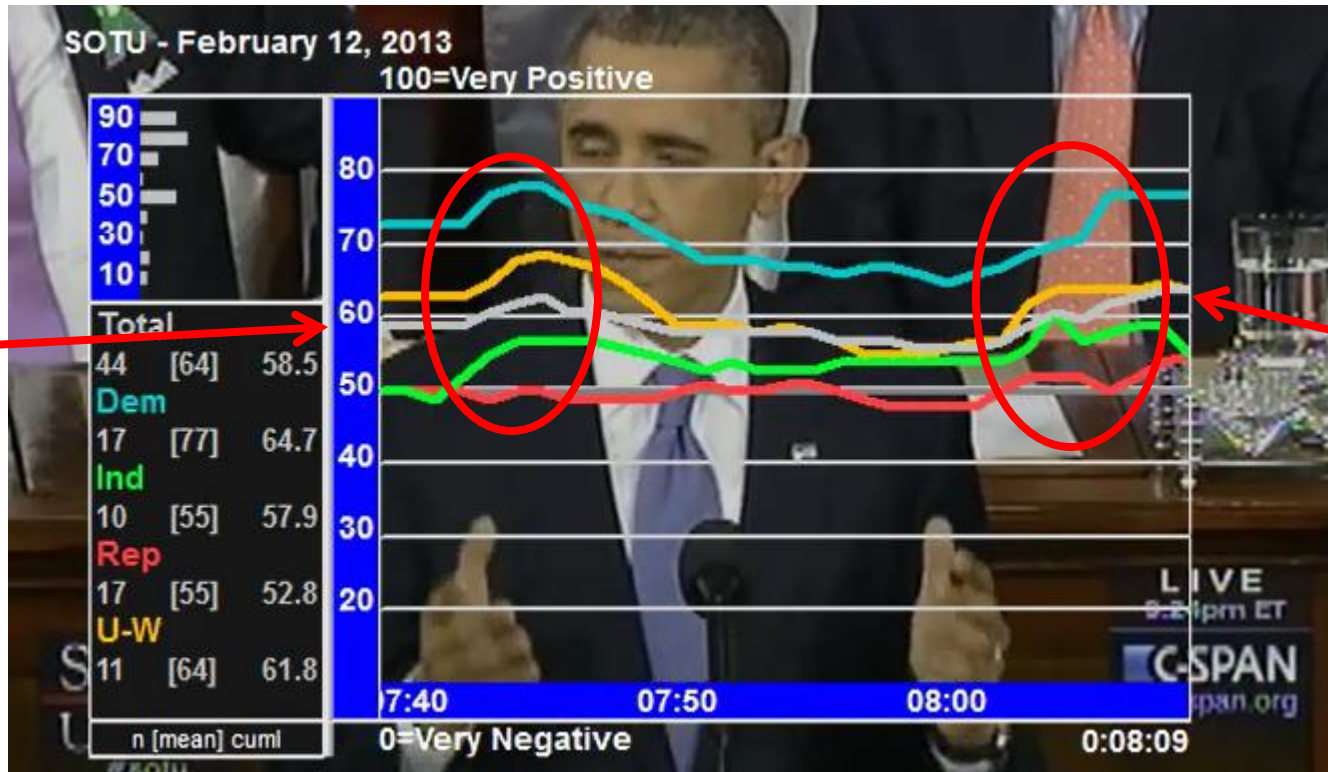


Set party aside; smart savings and wise investments in our future

Can't have one crisis after another

*So let's set party interests aside and work to pass a budget that replaces reckless cuts with smart savings and wise investments in our future. And let's do it without the brinksmanship that stresses consumers and scares off investors. **The greatest nation on Earth cannot keep conducting its business by drifting from one manufactured crisis to the next.** We can't do it.*

...And so does a balanced approach that doesn't lay off teachers, firefighters and cops



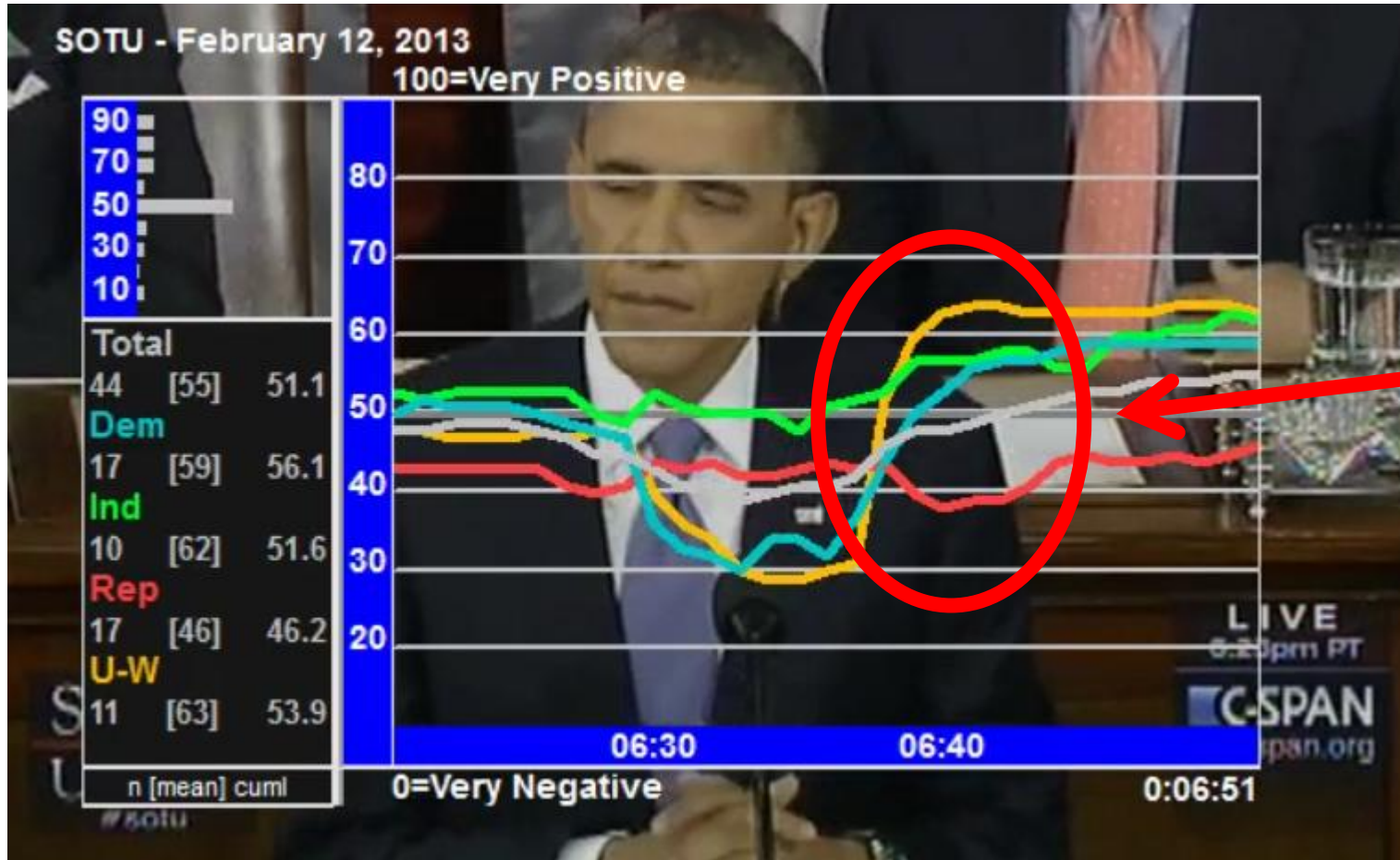
Won't grow middle class by laying off teachers, cops, firefighters

Balanced approach to deficit reduction

We won't grow the middle class simply by shifting the cost of health care or college onto families that are already struggling or by **forcing communities to lay off more teachers and more cops and more firefighters**. Most Americans -- Democrats, Republicans and independents -- understand that we can't just cut our way to prosperity. They know that **broad-based economic growth requires a balanced approach to deficit reduction, with spending cuts and revenue, and with everybody doing their fair share.**



# Not cutting education, jobs training, Medicare and Social Security biggest spike yet – with unmarried women and independents above Democrats

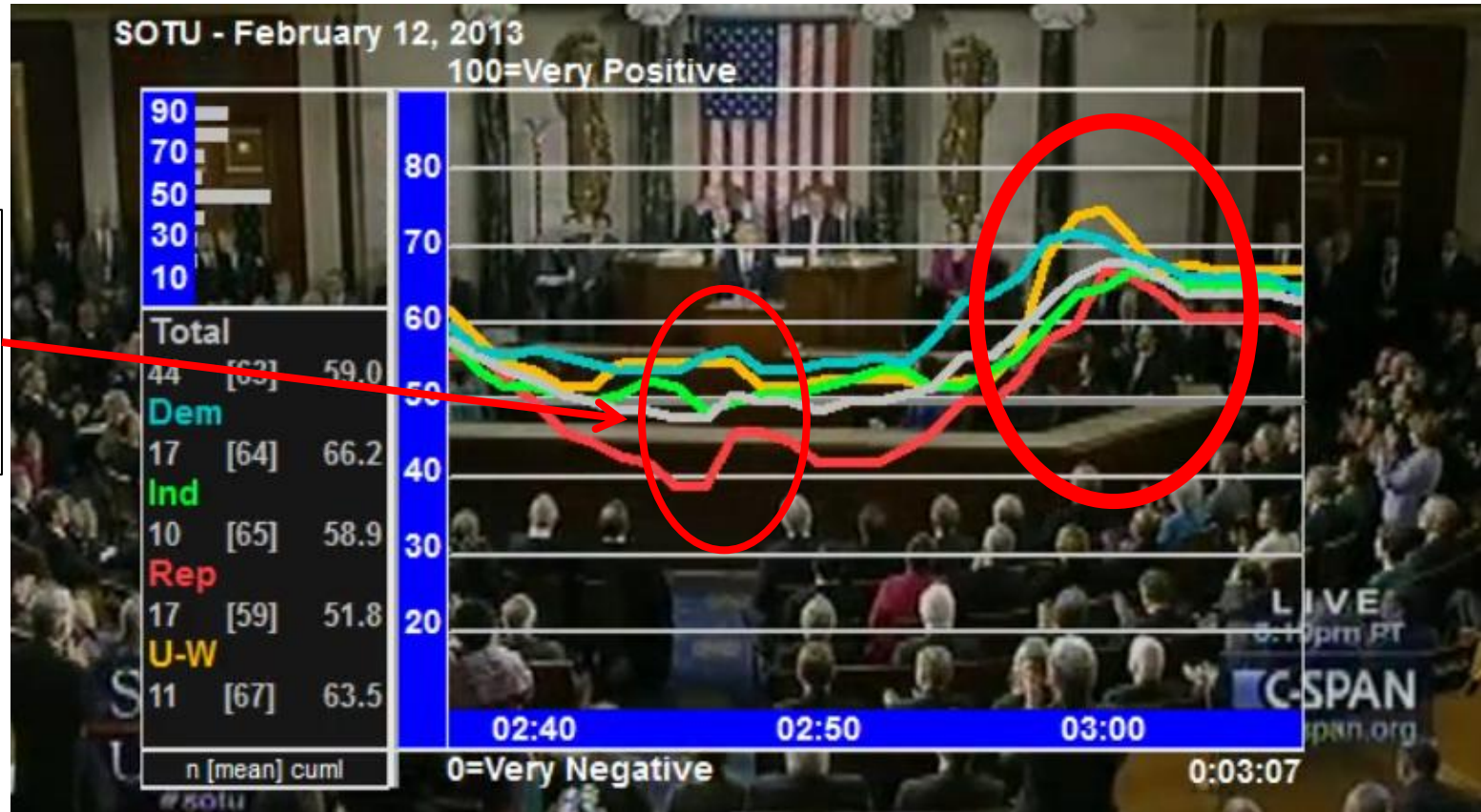


That idea is even worse

Now, some in this Congress have proposed preventing only the defense cuts by making even bigger cuts to things like education and job training, Medicare and Social Security benefits. ***That idea is even worse.***

**It's the economy, sisters and brothers**

# Recognizing decade of income stagnation and the need to re-ignite the middle class produces big rise



Incomes have barely budged

...There are millions of Americans whose hard work and dedication have not yet been rewarded. Our economy is adding jobs, but too many people still can't find full-time employment. Corporate profits have skyrocketed to all-time highs, but **for more than a decade, wages and incomes have barely budged. It is our generation's task, then, to reignite the true engine of America's economic growth: a rising, thriving middle class.**

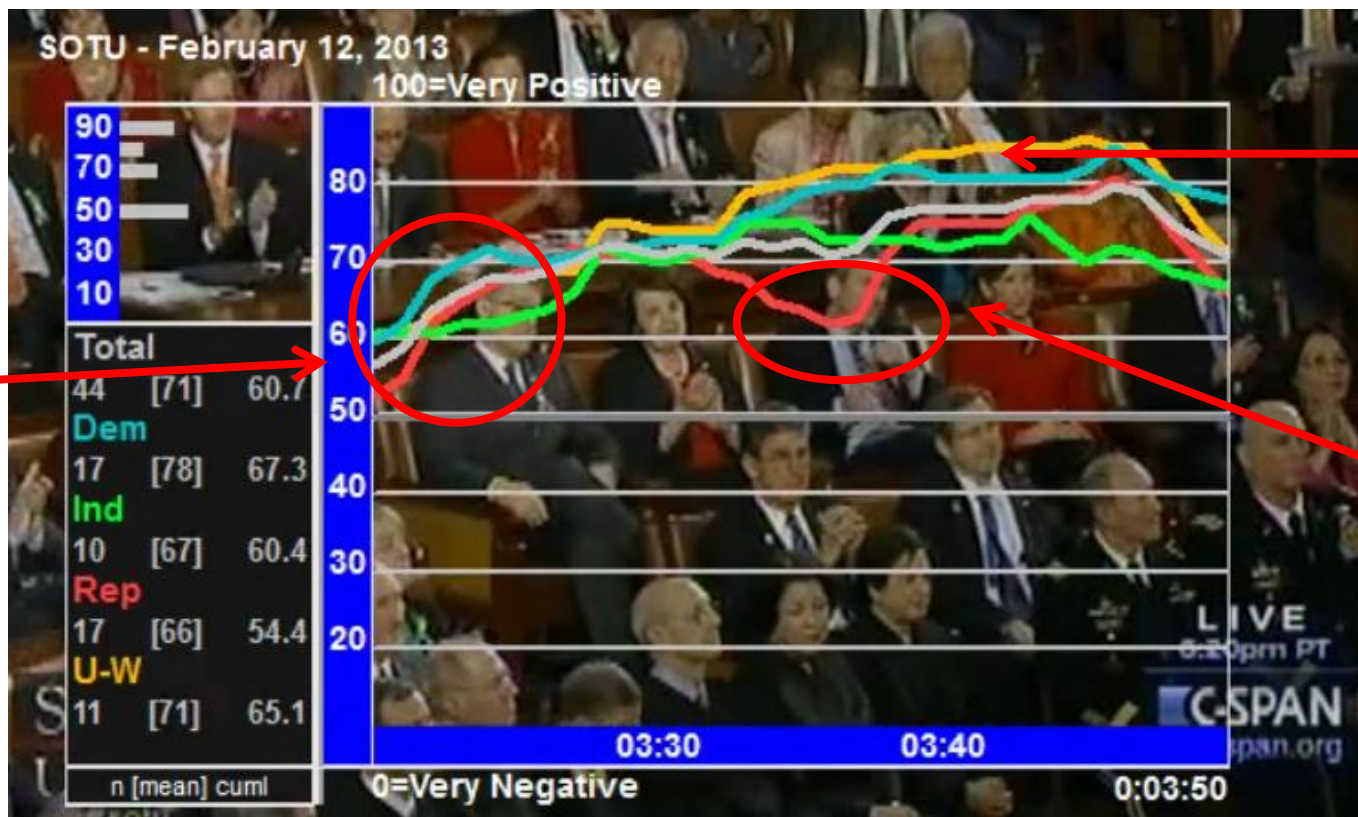
# Unmarried women especially are hurting in this economy

**I work 7 days a week to afford my house, my car.**

**Often times I worked 5 jobs, never saw the kids. They raised themselves. A majority of politicians don't understand the hardship.**

**You can't survive on one income. You can't buy gas.**

All lines rise for restoring middle class bargain; unmarried women highest line on government that works for many, and not just the few



If you work hard, you can get ahead.

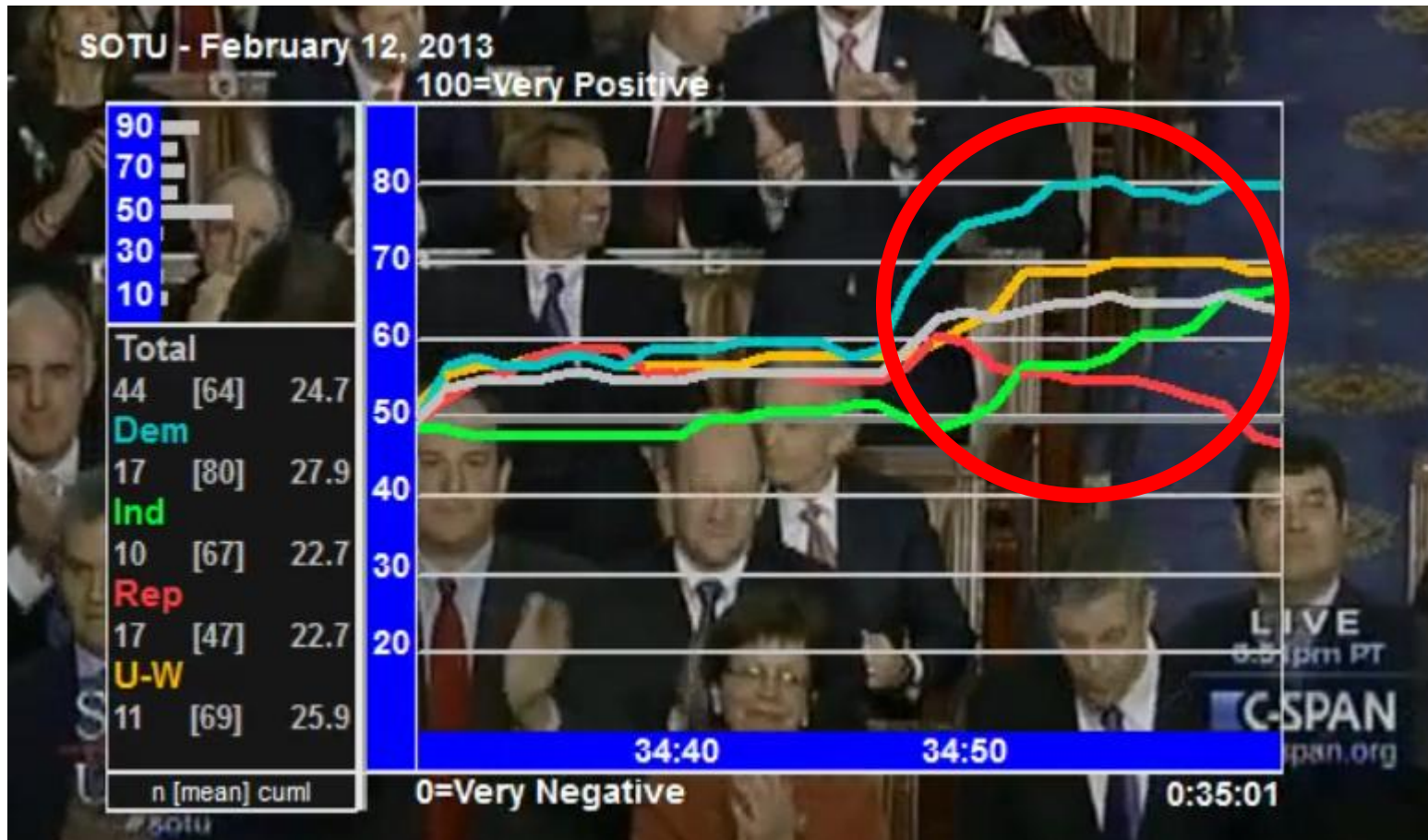
Unmarried women highest line on opportunity for every child

Republicans drop on mention of government working for "the many, not just the few."

It is our unfinished task to restore the basic bargain that built this country, *the idea that if you work hard and meet your responsibilities, you can get ahead, no matter where you come from, no matter what you look like or who you love*. It is our unfinished task to make sure that *this government works on behalf of the many, and not just the few*, that it encourages free enterprise, rewards individual initiative, and opens the doors of opportunity to every child across this great nation.

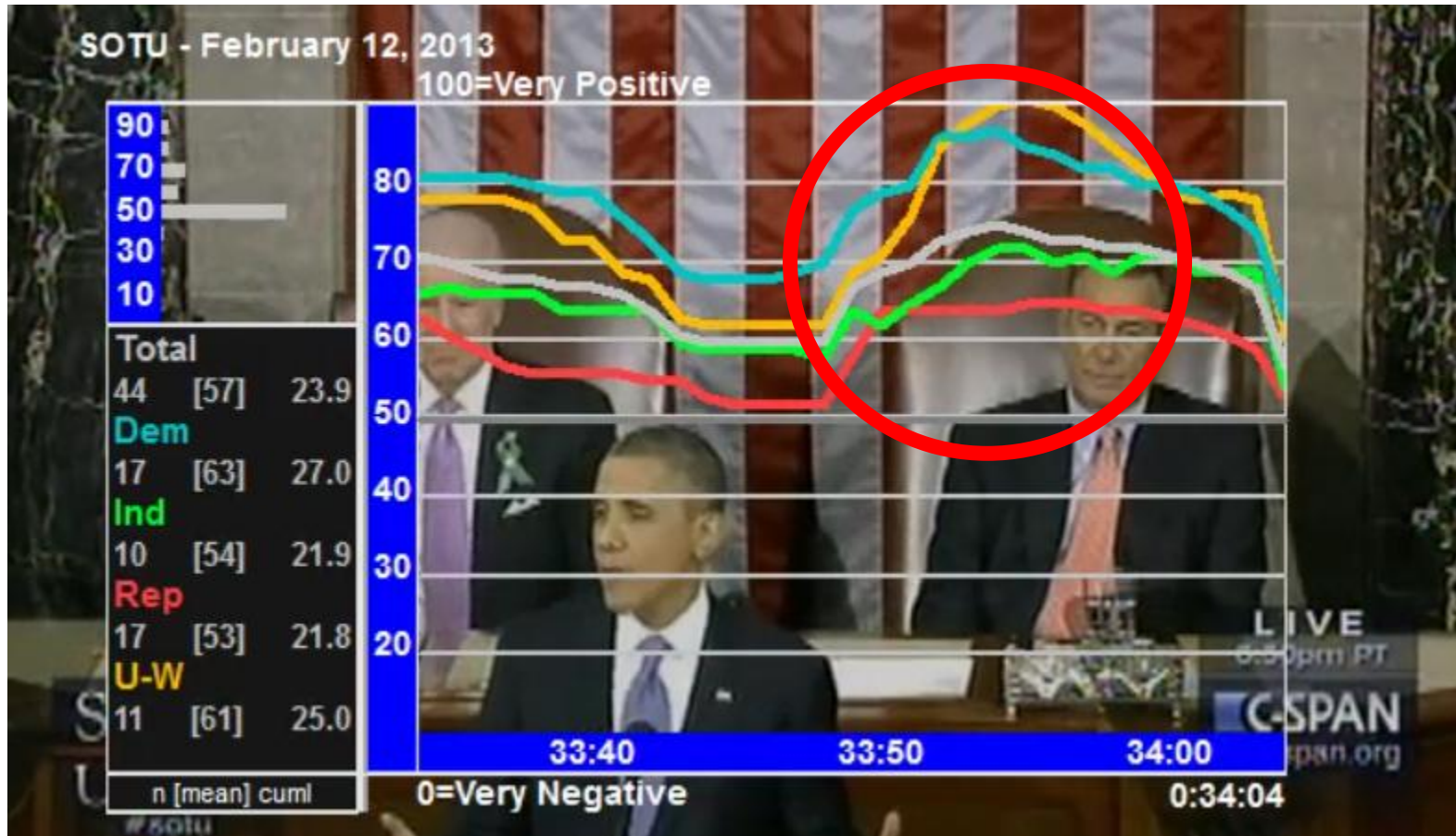
**And strong support for the President's agenda,  
starting with minimum wage and pay equity**

# Raising minimum wage produces huge spike in support, while Republicans fall



Even with the tax relief we've put in place, a family with two kids that earns the minimum wage still lives below the poverty line. That's wrong. That's why, since the last time this Congress raised the minimum wage, 19 states have chosen to bump theirs even higher. ***Tonight, let's declare that, in the wealthiest nation on Earth, no one who works full time should have to live in poverty -- and raise the federal minimum wage to \$9 an hour.***

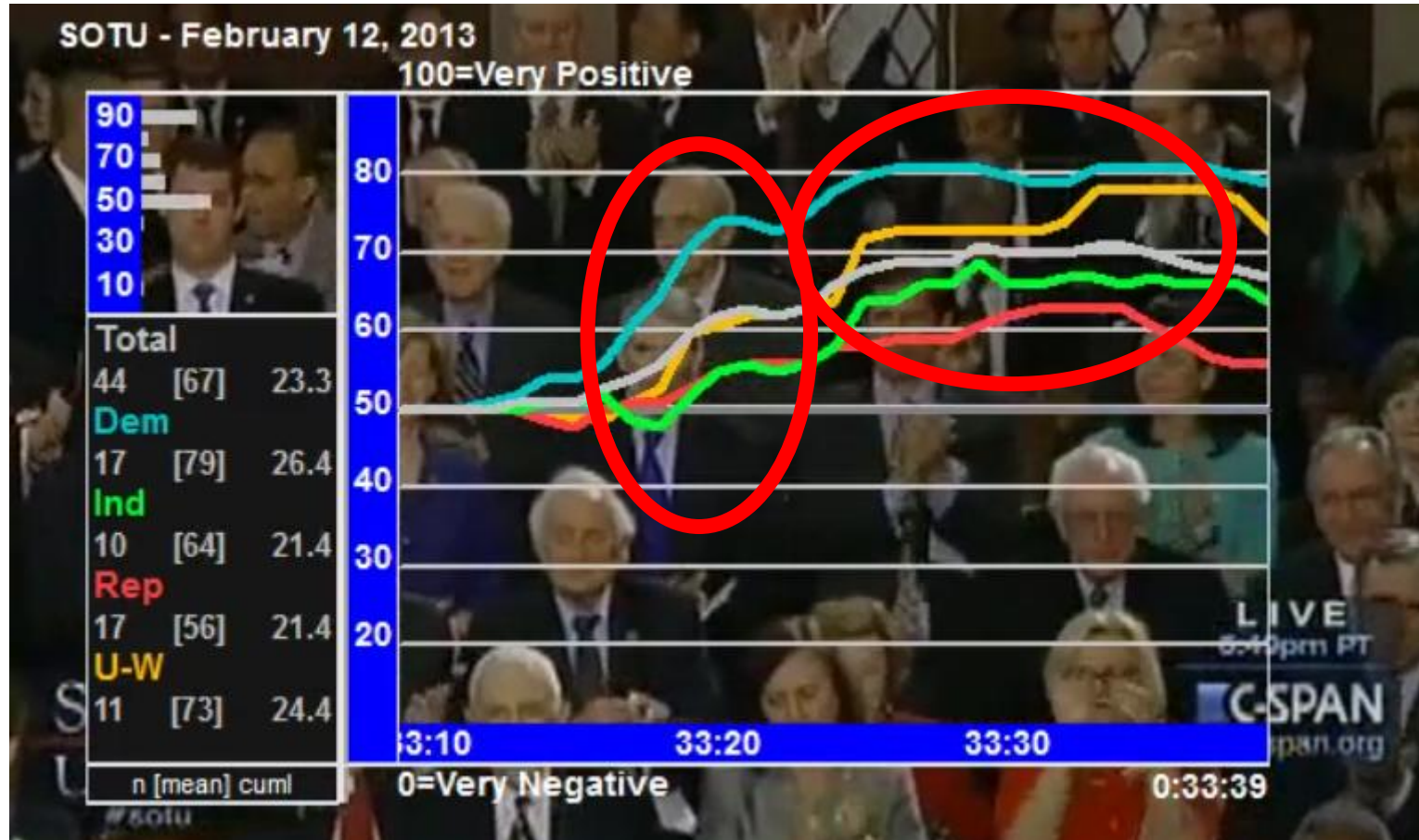
# The Paycheck Fairness Act takes unmarried women to 93; Democrats and independents also very strong



***And I ask this Congress to declare that women should earn a living equal to their efforts and finally pass the Paycheck Fairness Act this year.***

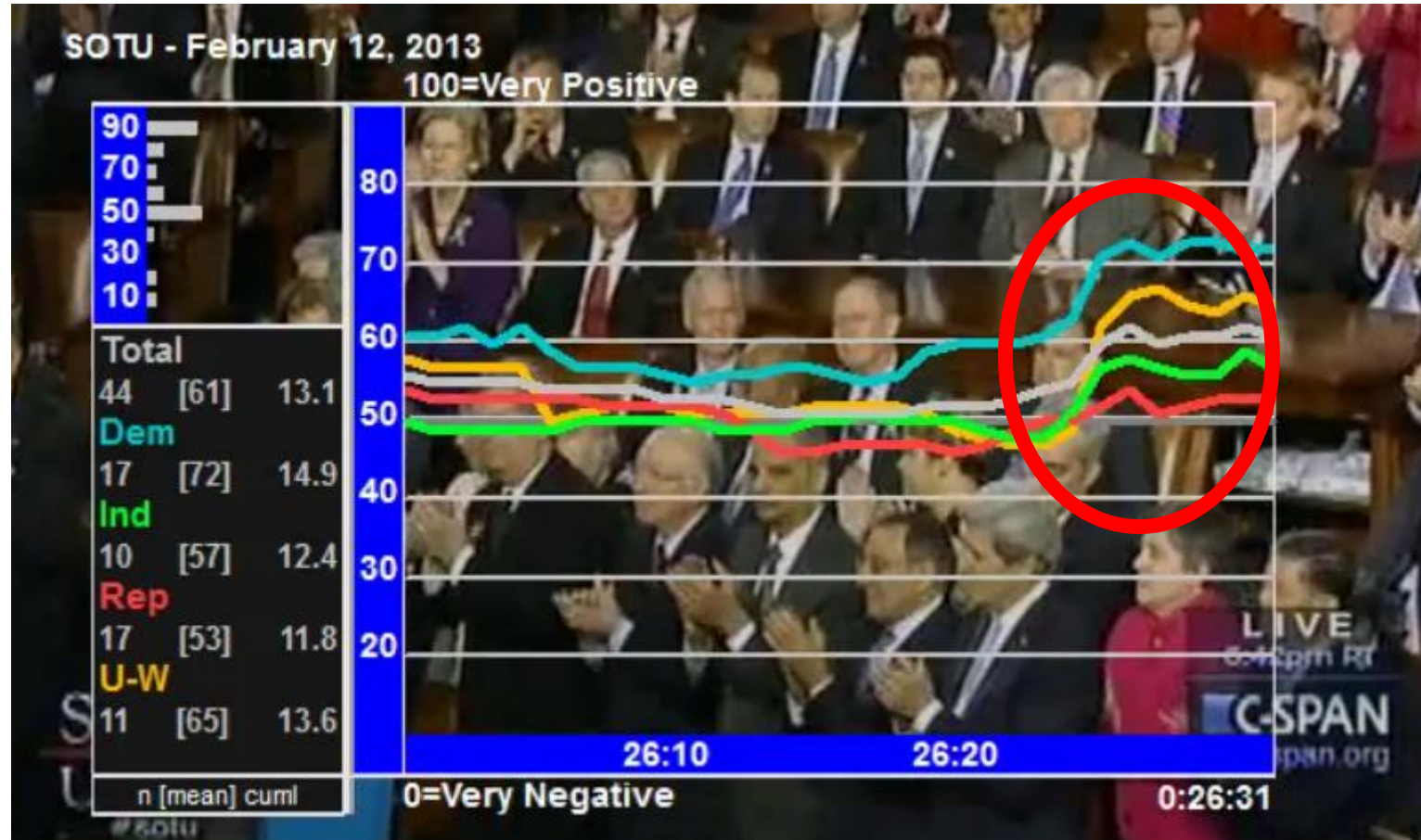


# The Violence Against Women Act produces big spike and sustained support, especially among Democrats and unmarried women



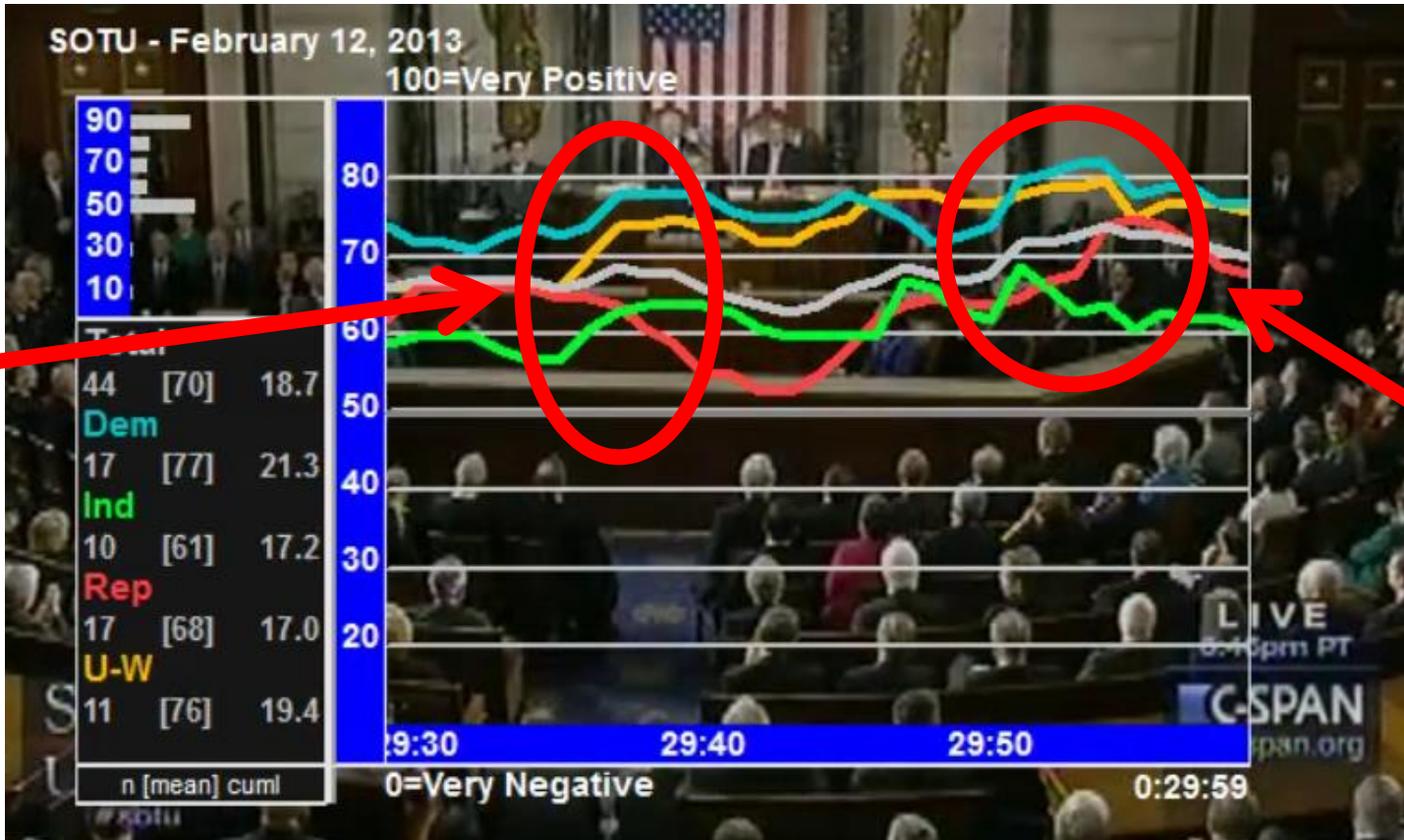
We know our economy is stronger when our wives, our mothers, our daughters can live their lives **free from discrimination in the workplace and free from the fear of domestic violence**. Today, **the Senate passed the Violence Against Women Act** that Joe Biden originally wrote almost 20 years ago. And I now urge the House to do the same.

# Universal preschool gets strong response from all



But today, fewer than three in ten 4-year-olds are enrolled in a high-quality preschool program. Most middle-class parents can't afford a few hundred bucks a week for private preschool. And for poor kids who need help the most, this lack of access to preschool education can shadow them for the rest of their lives. So, tonight, ***I propose working with states to make high-quality preschool available to every single child in America.***

# Affordable higher education gets cross-the-board support



Made college more affordable

Colleges must keep costs down

Through tax credits, grants, and better loans, *we've made college more affordable for millions of students and families* over the last few years. But taxpayers can't keep on subsidizing higher and higher and higher costs for higher education. *Colleges must do their part to keep costs down, and it's our job to make sure that they do.*

These voters understand the depressed state of American education and know its importance for the future

**Kids fall through the cracks.**

**My grandkids are going to pay off my student loans.**

**I pay property taxes and have no kids and don't complain. They're our future, it's important. If not China will take us over.**

**My daughter is never in school because of furlough days...it's rare that they complete an entire week. We've had budget cuts here.**

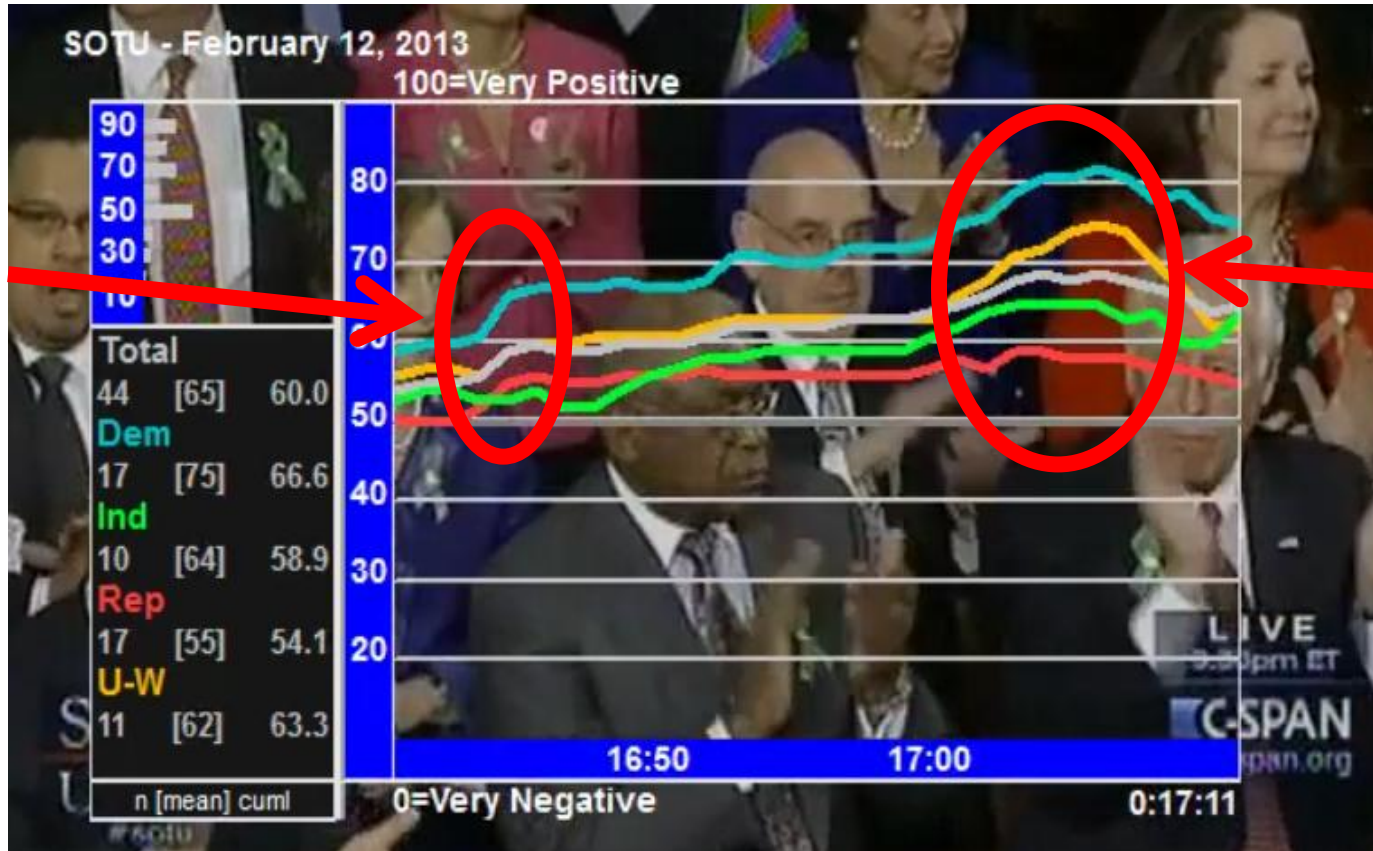
**They need a job after graduation.**

# Smarter government that invests in broad-based growth gets strong support across party lines



Nothing I'm proposing tonight should increase our deficit by a single dime. It is not a bigger government we need, **but a smarter government that sets priorities and invests in broad-based growth.**

# Investing in science, research gets broad support

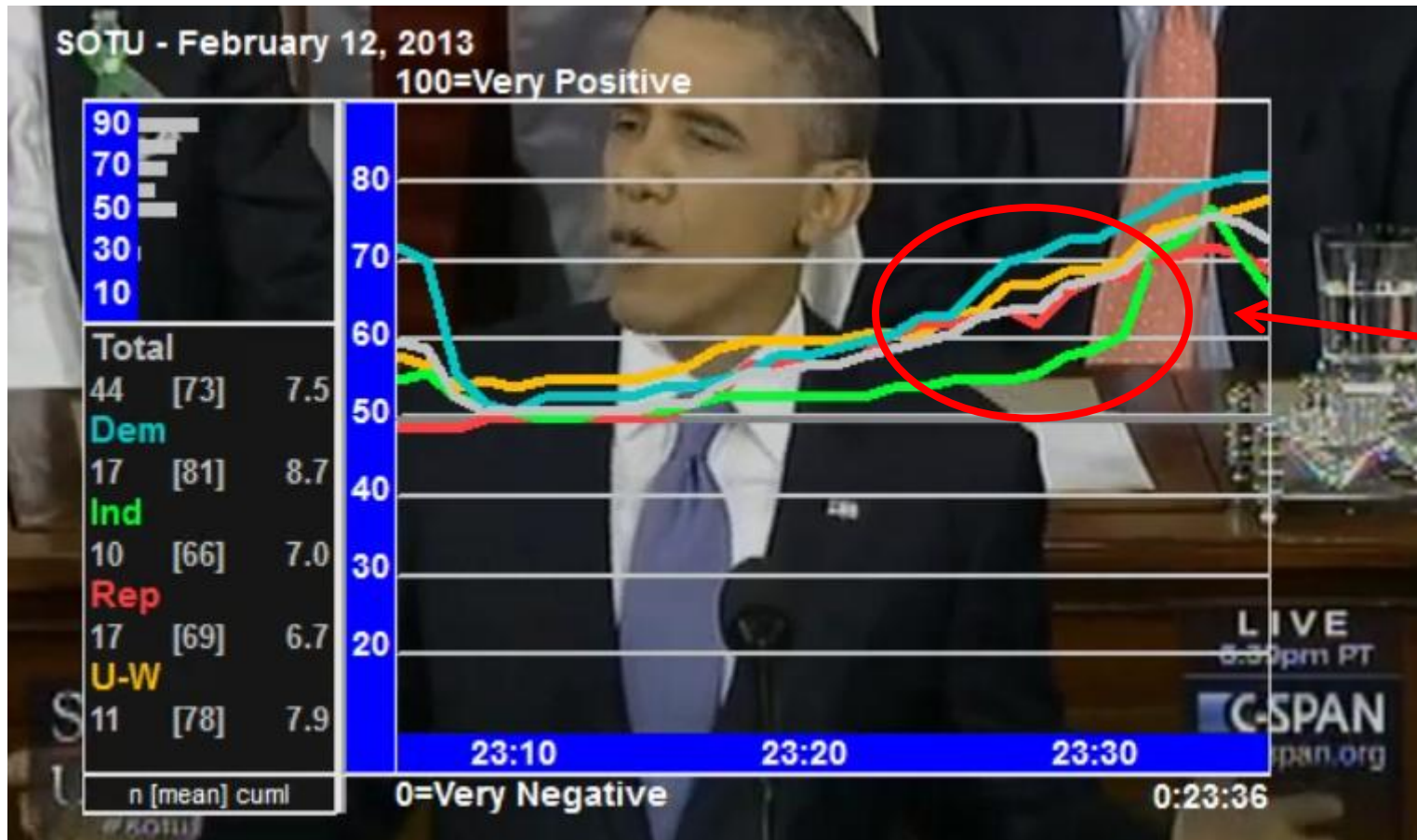


Unlock answers to Alzheimer's

We need to make those investments

**Today, our scientists are mapping the human brain to unlock the answers to Alzheimer's.** We're developing drugs to regenerate damaged organs, devising new materials to make batteries 10 times more powerful. Now is not the time to gut these job-creating investments in science and innovation. **Now is the time to reach a level of research and development not seen since the height of the space race. We need to make those investments.**

# Public-private partnerships to modernize infrastructure and schools produces big rise in support for all



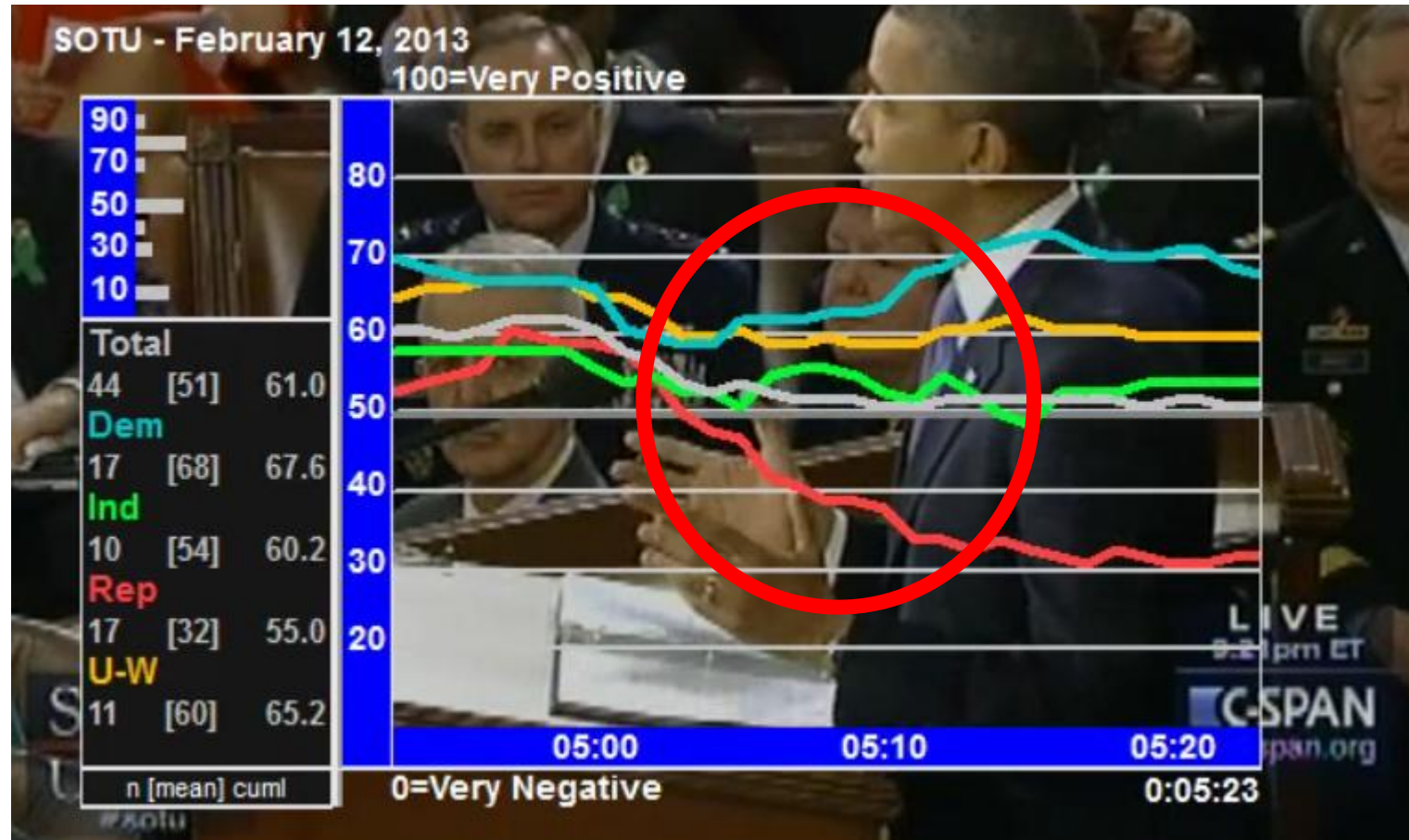
Modern schools; no better place to do business than US

And to make sure taxpayers don't shoulder the whole burden, I'm also proposing a Partnership to Rebuild America that attracts private capital to upgrade what our businesses need most: modern ports to move our goods; modern pipelines to withstand a storm; **modern schools worthy of our children. Let's prove there's no better place to do business than here in the United States of America, and let's start right away.** We can get this done.

# **Special interest tax loopholes and tax fairness**

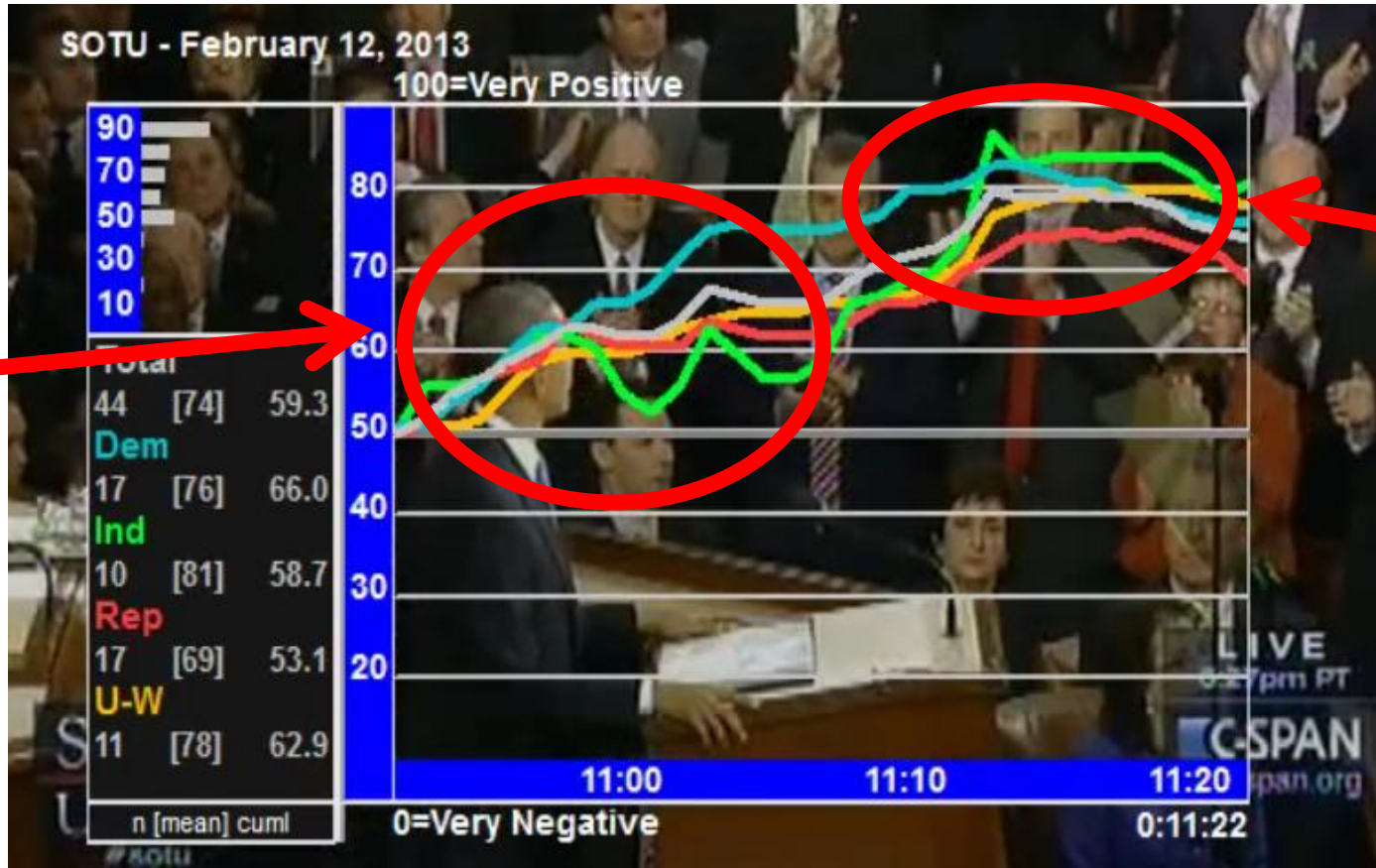


# Raising taxes on top 1 percent produces big polarized partisan response – with slight uptick



Over the last few years, both parties have worked together to reduce the deficit by more than \$2.5 trillion, mostly through spending cuts, but also **by raising tax rates on the wealthiest 1 percent of Americans**. As a result, we are more than halfway towards the goal of \$4 trillion in deficit reduction that economists say we need to stabilize our finances.

# Buffet Rule and tax incentives to bring jobs back to the US spikes all lines

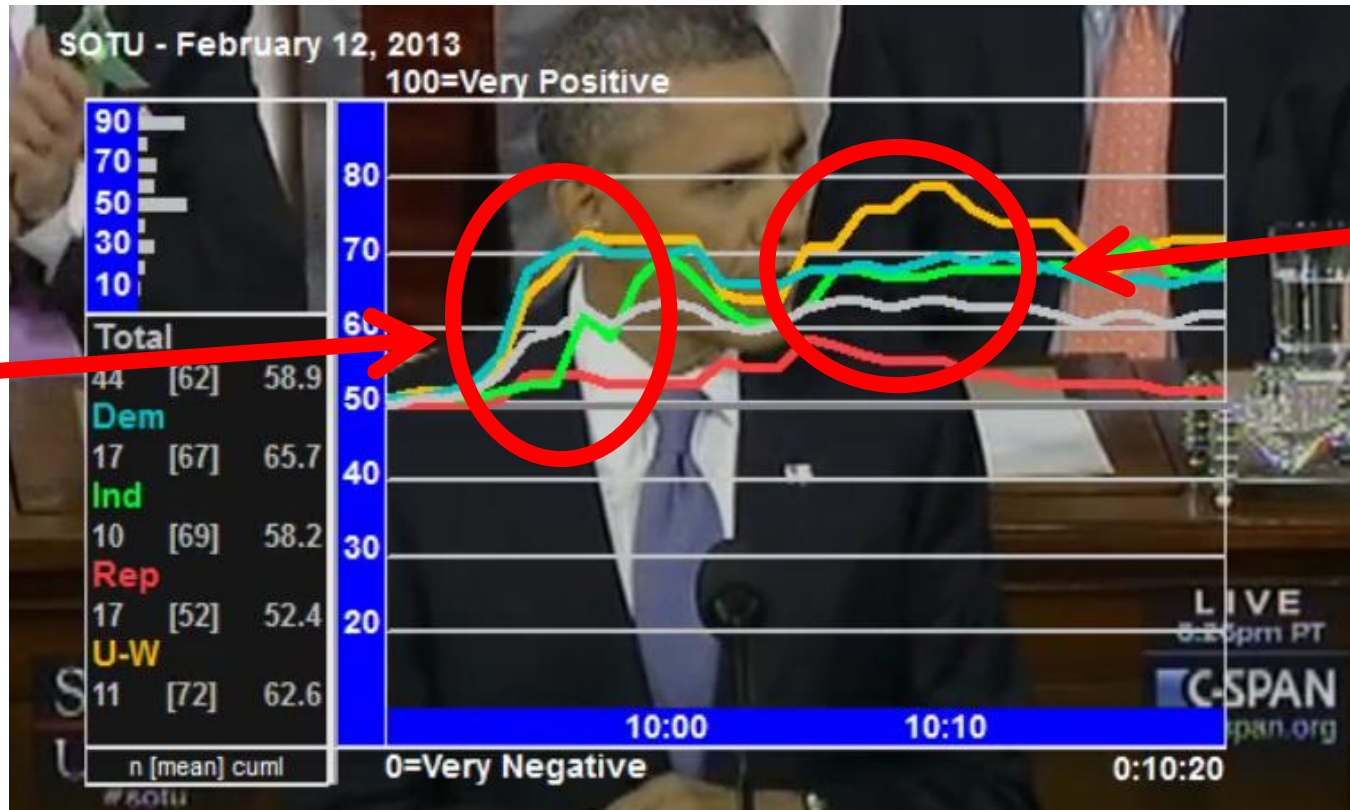


Deserve a tax code that ensures billionaires can't work the system and pay lower rate than secretaries

Incentives for creating jobs in US

The American people deserve a tax code that helps small businesses spend less time filling out complicated forms and more time expanding and hiring, a tax code that **ensures billionaires with high-powered accountants can't work the system and pay a lower rate than their hard-working secretaries**, a tax code that **lowers incentives to move jobs overseas and lowers tax rates for businesses and manufacturers that are creating jobs right here in the United States of America**.

# Closing loopholes for well-off jumps all but Republicans, and unmarried women spike on avoiding deeper cuts in education and Medicare



Get rid of tax loopholes for well-off

How is that fair?

We should do what leaders in both parties have already suggested and save hundreds of billions of dollars by **getting rid of tax loopholes and deductions for the well-off and the well-connected**. After all, **why would we choose to make deeper cuts to education and Medicare just to protect special interest tax breaks? How is that fair?** Why is it that deficit reduction is a big emergency, justifying making cuts in Social Security benefits, but not closing some loopholes?

# Calls to end subsidies for pharmaceutical companies, asking more from wealthiest seniors gets a rise from all groups



Already, the Affordable Care Act is helping to slow the growth of health care costs. And the reforms I'm proposing go even further. ***We'll reduce taxpayer subsidies to prescription drug companies and ask more from the wealthiest seniors.***

**“They deserve a vote”**

# Gun proposals “deserve a vote” spikes all respondents – rhetorically successful



*Hadiya's parents, Nate and Cleo, are in this chamber tonight, along with more than two dozen Americans whose lives have been torn apart by gun violence. They deserve a vote.*

# **Unmarried women push further**

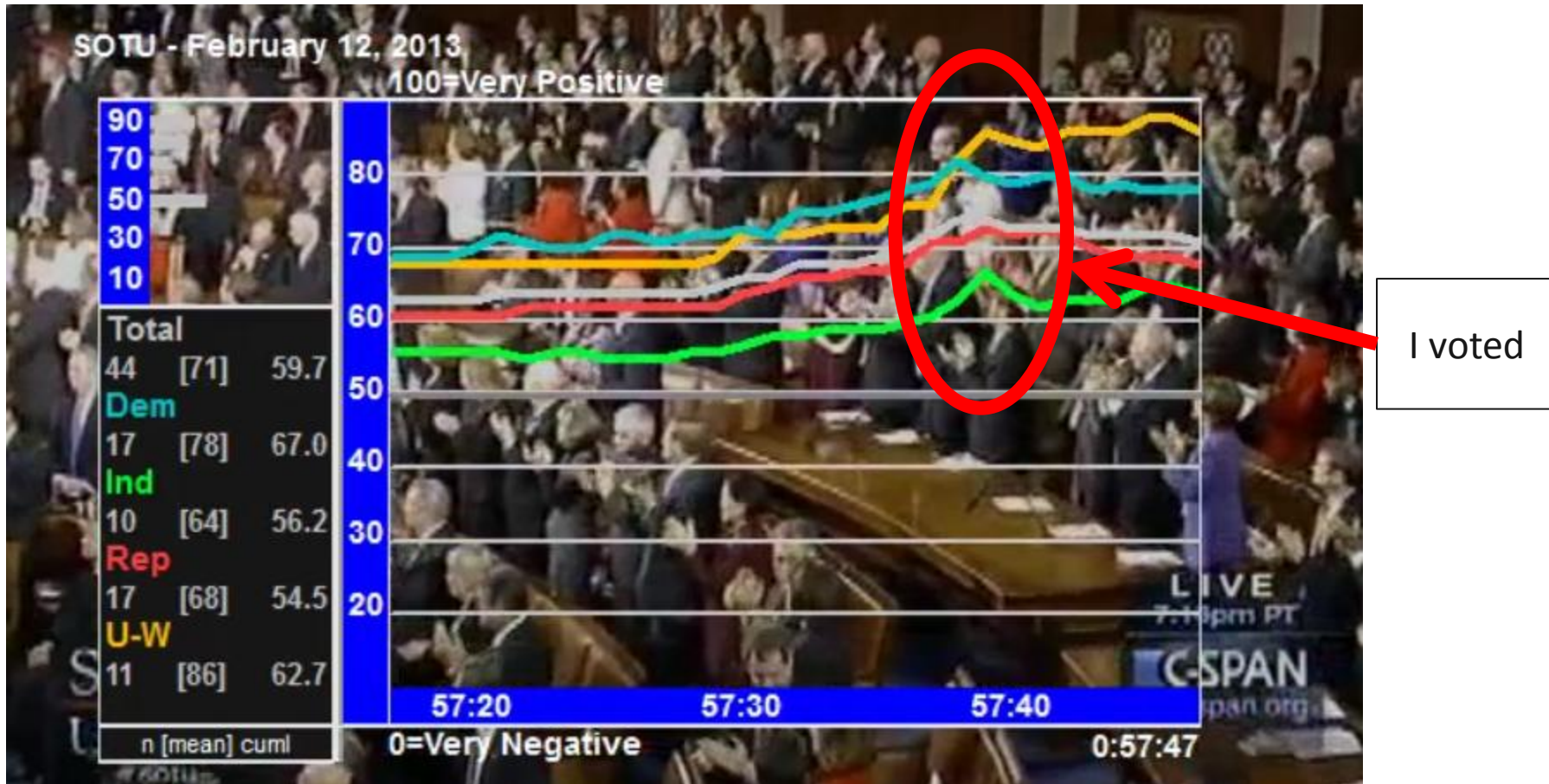
# Unmarried women elevated Obama on middle class and plans for the economy, but want him to go further on issues critical to their lives

Measures	Pre-Speech	Post-Speech	Shift
<b>Looks out for the middle class: Total describes well</b>	45	73	+28
<b>Has good plans for the economy: Total describes well</b>	54	72	+18
<b>Has realistic solutions to the country's problems: Total describes well</b>	55	73	+18
<b>The economy: Obama more than Republicans</b>	63	73	+10
<b>Strong leader: Total describes well</b>	72	82	+10
<b>Obama thermometer rating: Total warm</b>	73	82	+9
<b>Women's Issues: Obama more than Republicans</b>	73	64	-9
<b>Understands challenges facing people like me</b>	63	55	-8
<b>Moving the country in a direction that reflects your values: Obama more than Republicans</b>	73	73	0



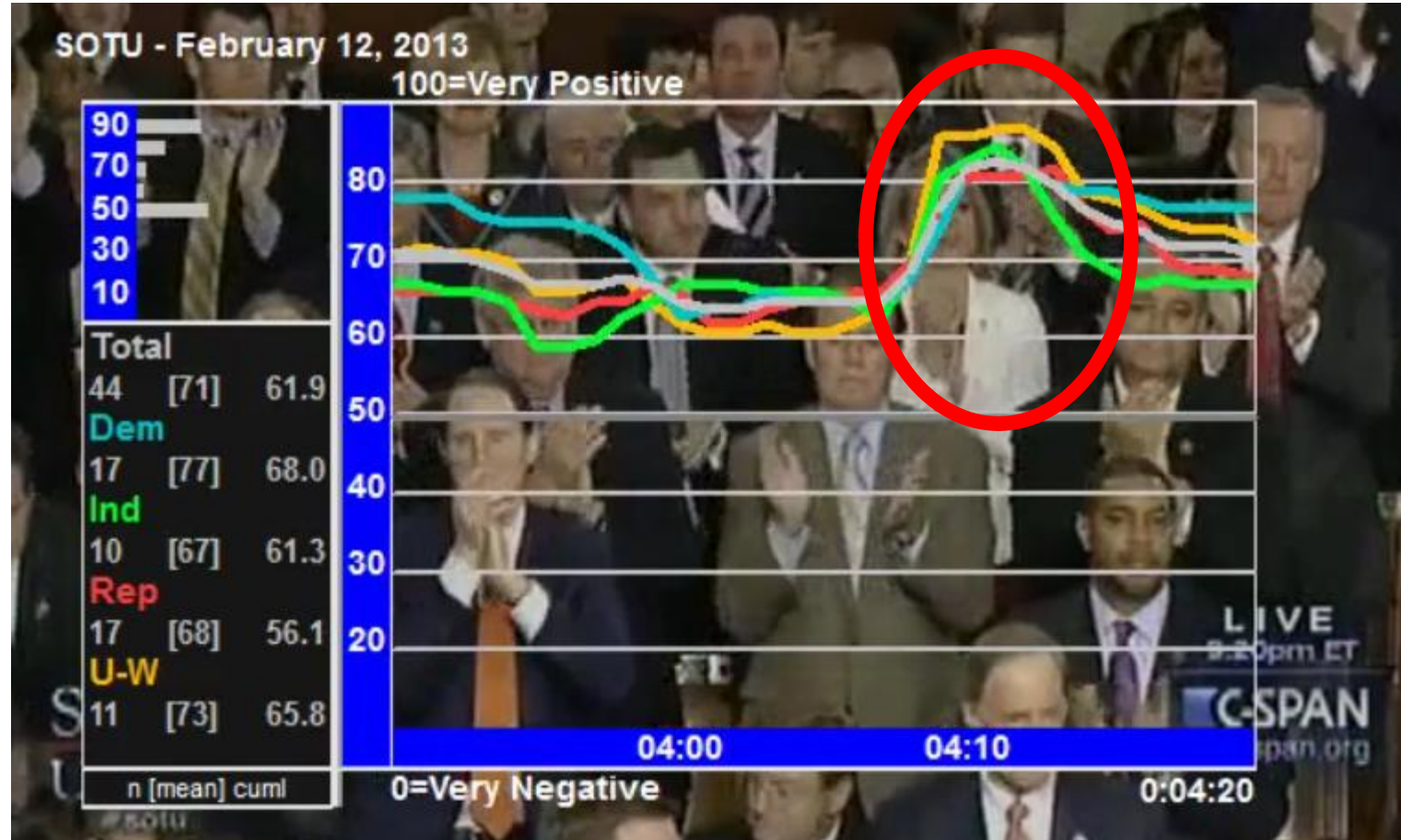
# Voting and community

# Story of 102-year-old voter moves all, especially unmarried women



And as time ticked by, her concern was not with her tired body or aching feet, but whether folks like her would get to have their say. And hour after hour, a throng of people stayed in line in support of her, because Desiline is 102 years old. ***And they erupted in cheers when she finally put on a sticker that read “I Voted.”***

# “Putting the nation’s interests before party” push all over 80



The American people don't expect government to solve every problem. They don't expect those of us in this chamber to agree on every issue. ***But they do expect us to put the nation's interests before party.***

# 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](http://www.greenbergresearch.com) | [www.gqrr.com](http://www.gqrr.com)