

GREENBERG QUINLAN ROSNER RESEARCH

November, 2010

Women's Voices. Women Vote Action Fund Post-election Research

Women's Voices. Women Vote

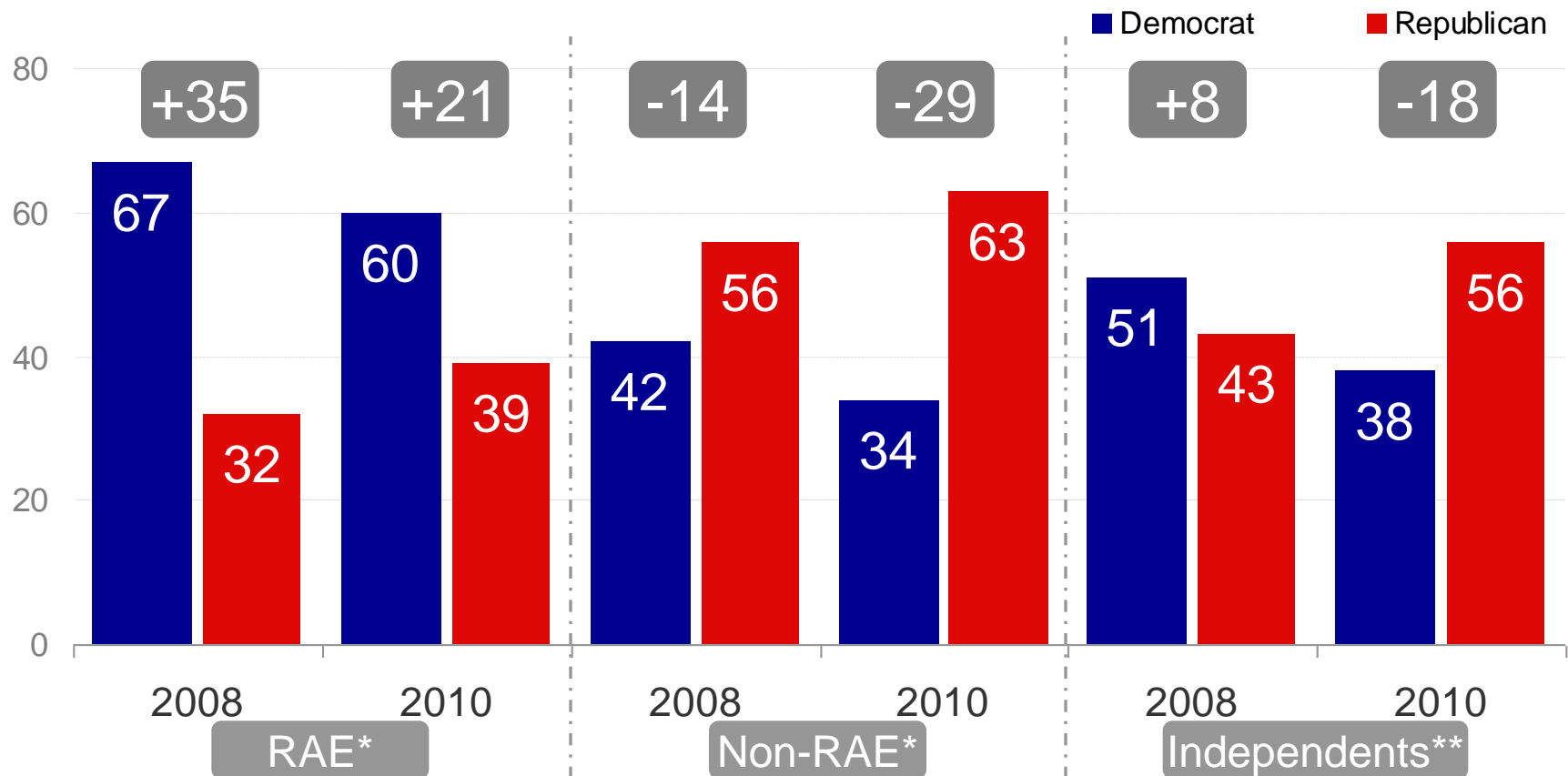


Research Specifications

- National Telephone Study of 803 voters
 - Conducted November 1 and 2, 2010.
 - This survey carries a margin of error of +/- 3.46 at a 95 percent confidence level.
 - Results were weighted to reflect national exit polls.
 - Where possible these results were combined with the results of the CAF/Democracy Corps post-election survey and the Resurgent Republic/Democracy Corps post-election survey for a combined 2,587 voters and +/- 1.93 margin of error.
- Telephone Study of 804 WVVV Program Participants who voted
 - Conducted November 1 and 2, 2010.
 - Participants were previously contacted by WVVV or WVVVAF via one of their mail programs.
 - These mail programs were not nationwide, so respondents come from one of the following 17 states: AZ, CO, FL, IA, IL, KY, MD, MI, MO, NJ, NM, NV, OH, PA, TX, WA, or WI.
 - Results were weighted to reflect the demographic and geographic makeup of all WVVV program participants, and these results carry a margin of error of +/- 3.46 at a 95 percent confidence level.
 - WVVVAF is a 501(c)(4) organization dedicated to getting underrepresented segments of the American population civically engaged.

Bigger Defections Among Non-RAE

Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

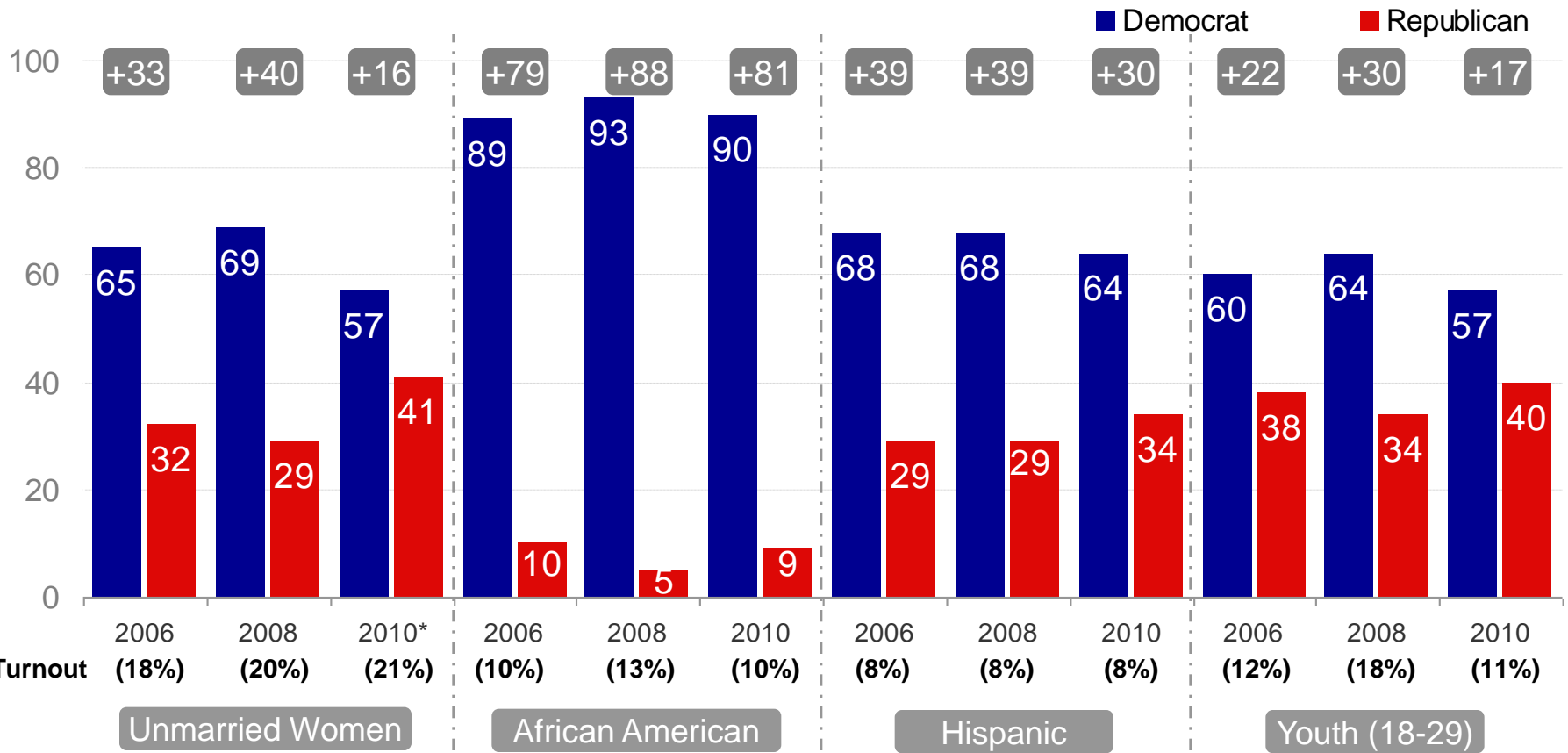


*Note: 2008 results reflect Democracy Corps post-election research, 2010 results reflect combined WVVV/CAF/RR/DCOR post-election research.

**Note: Independent results reflect Edison/Mifosky/CNN exit polls.

RAE Mostly Underperformed, Except African Americans

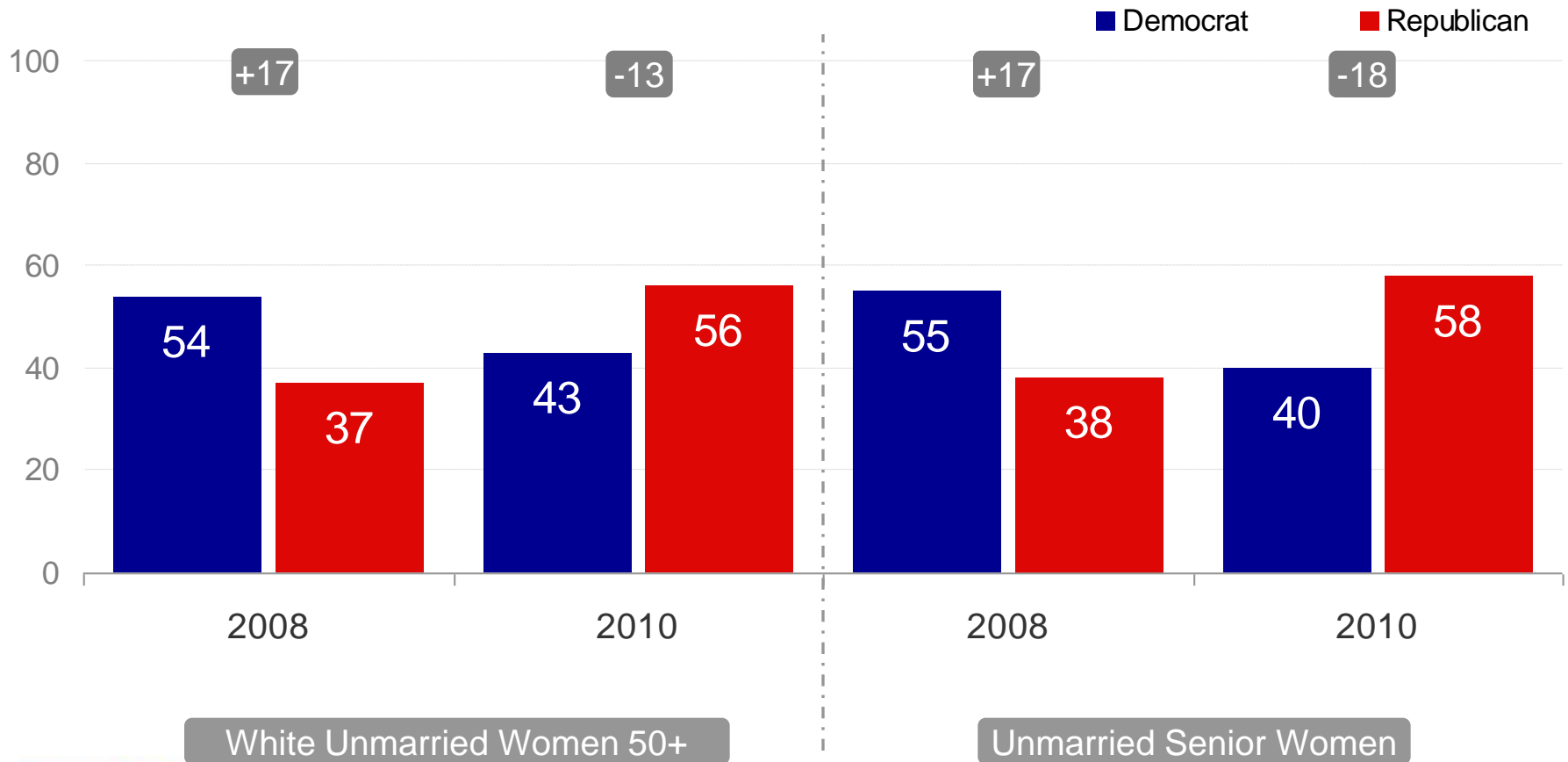
Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



*Note: 2010 unmarried women results reflect the findings of the combined WVVV/CAF/RR/DCOR post-election results, all other figures come from Edison/Miftosky/CNN exit polls.

Significant Shift Among Older, White Unmarried

Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

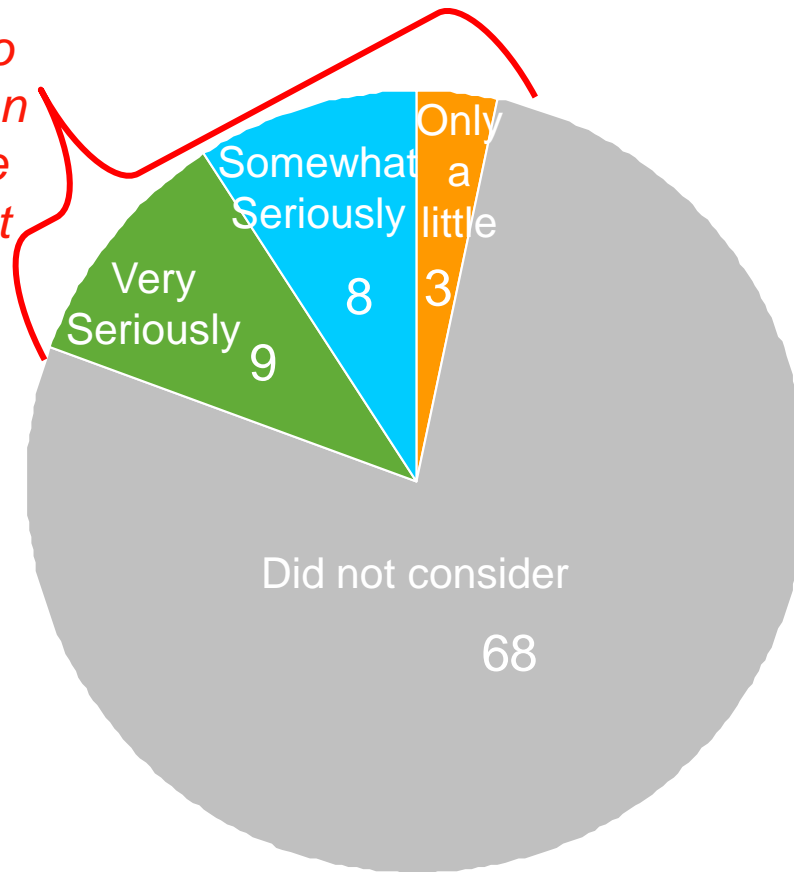


*Note: 2010 results reflect the findings of the combined WVVV/CAF/RR/DCOR post-election results; 2008 figures come from Edison/Miftosky/CNN exit polls.

Possible to Increase RAE Margin

(ONLY ASKED OF NON-DEM VOTERS) Think back in time for a minute. Did you, at any point in this campaign, think about voting for (The Democratic Candidate) for Congress?

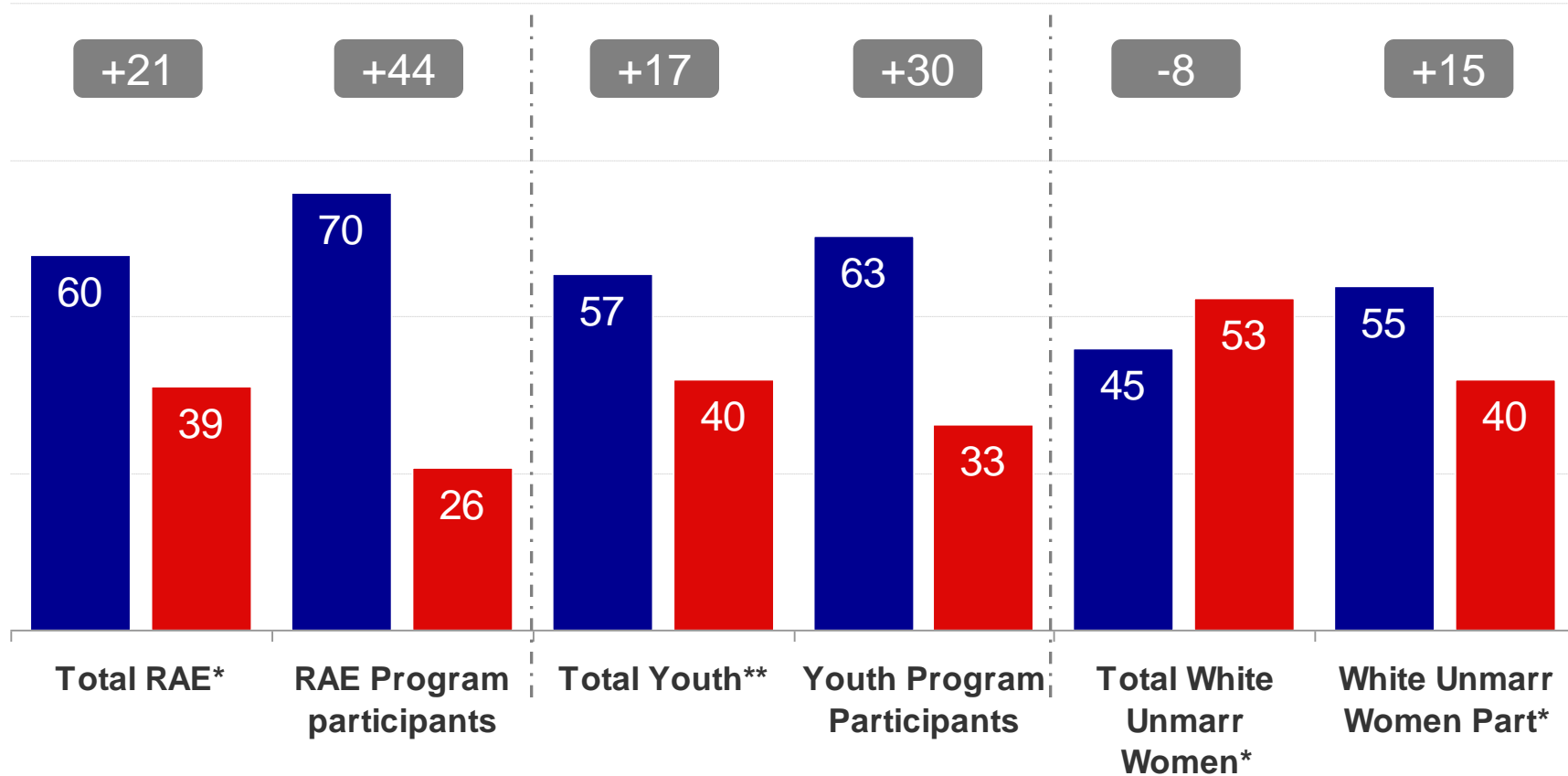
RAE voters who voted Republican who could have voted Democrat



Margin Grows among Program Participants

Now let me ask you about the election for Congress in the district where you reside. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

■ Democratic Candidate ■ Republican Candidate

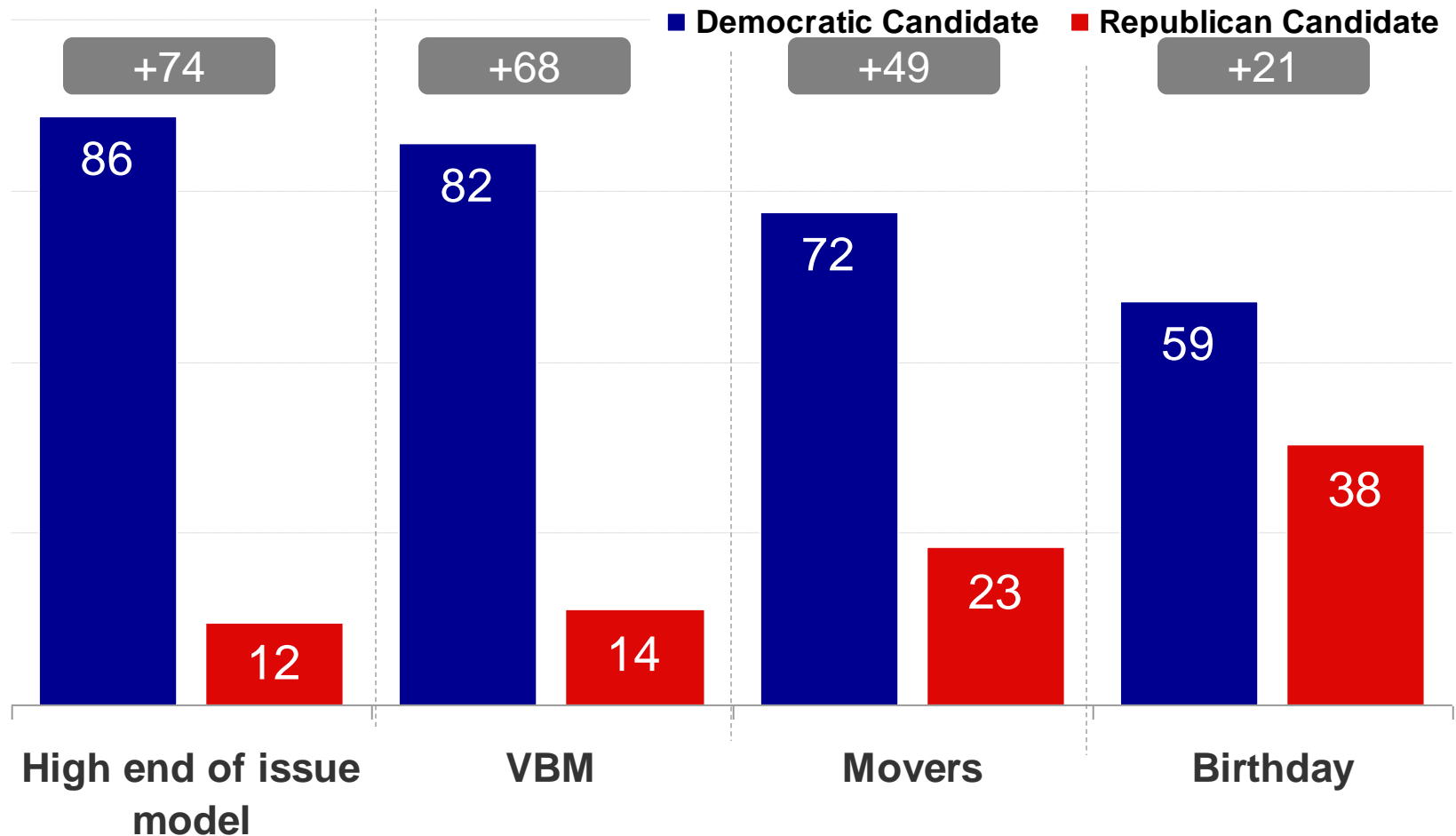


*Note: Results reflect Democracy Corps post-election research, 2010 results reflect combined WVWV/CAF/RR/DCOR post-election research.

**Note: Results reflect Edison/Mifosky/CNN exit polls.

Margin by Program Details and Model

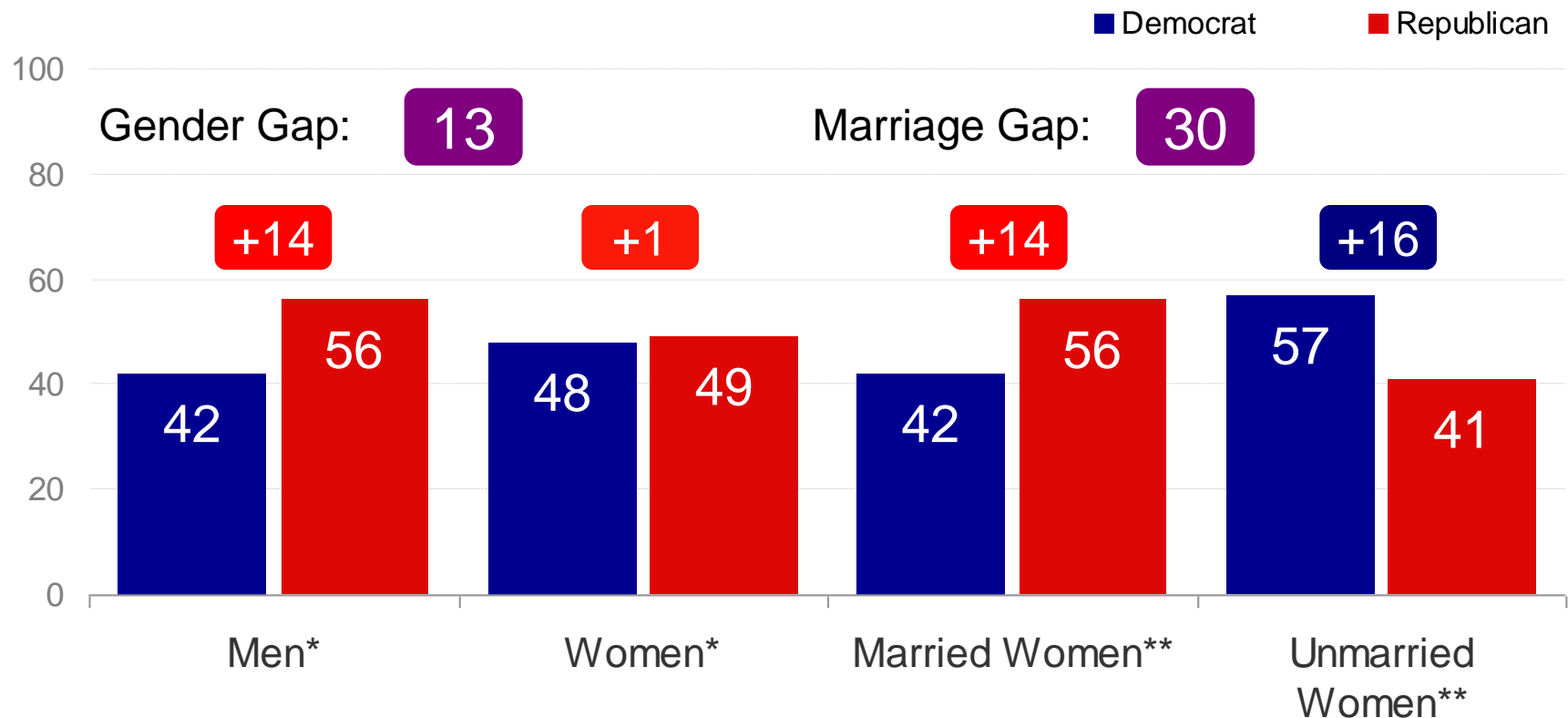
Now let me ask you about the election for Congress in the district where you reside. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?



*Note: Results reflect WVWV 17-state Program Participant Study.

Marriage Gap Twice as Big as Gender Gap

Now let me ask you about the election for Congress. Did you vote for (DEMOCRATIC HOUSE CANDIDATE) or (REPUBLICAN HOUSE CANDIDATE)?

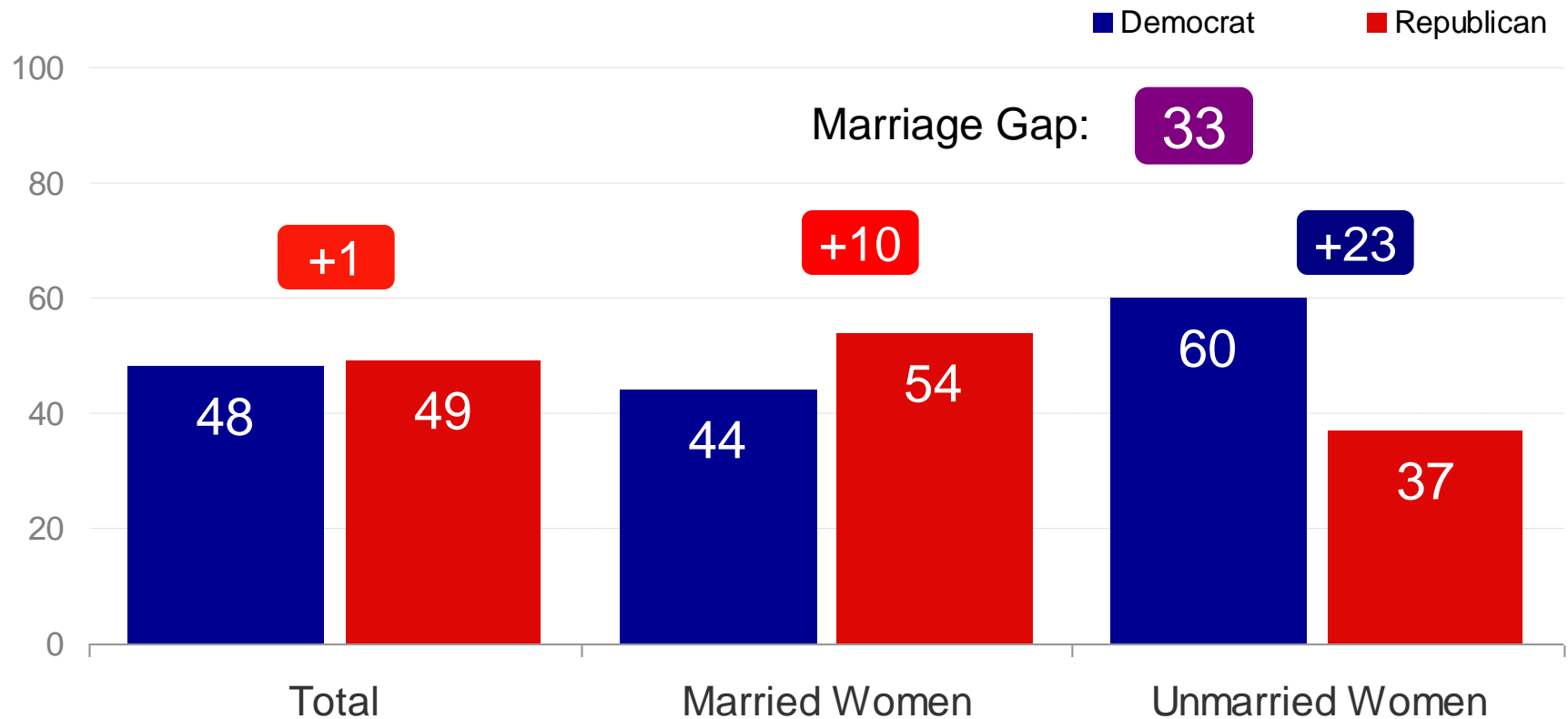


*Note: Results reflect Edison/Miftosky/CNN exit polls.

**Note: Results reflect Democracy Corps post-election research, 2010 results reflect combined WWVW/CAF/RR/DCOR post-election research.

Marriage Gap in Florida: Vote for Governor

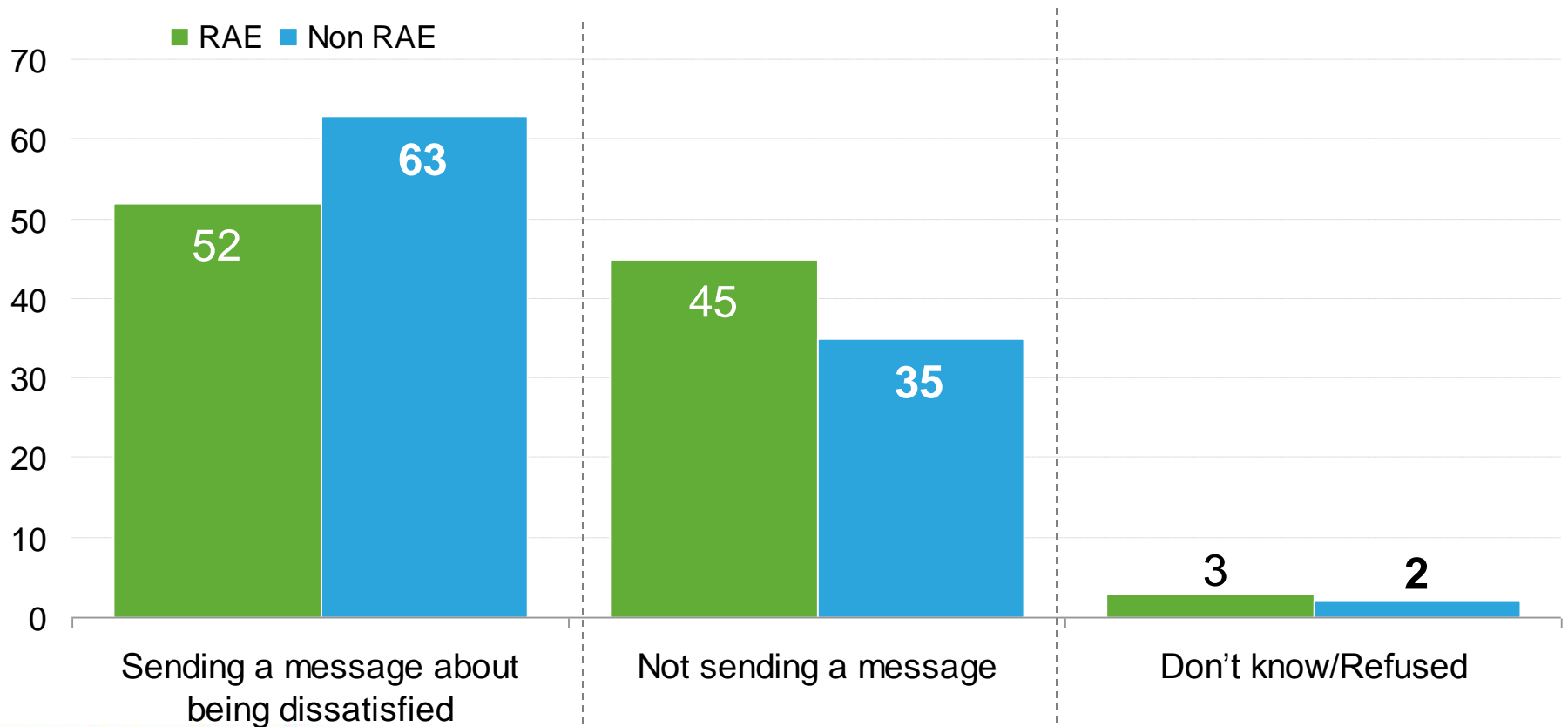
In today's election for governor, did you just vote for: The Democratic Candidate, The Republican candidate, another candidate.



*Note: Results reflect Edison Mifftosky exit survey. ** Florida is the only state in the country where marital status was asked in national exit survey

RAE Less Likely to Send Message

Thinking about your vote for a minute, were you trying to send a message about how dissatisfied you are with things in Washington or weren't you trying to send a message?



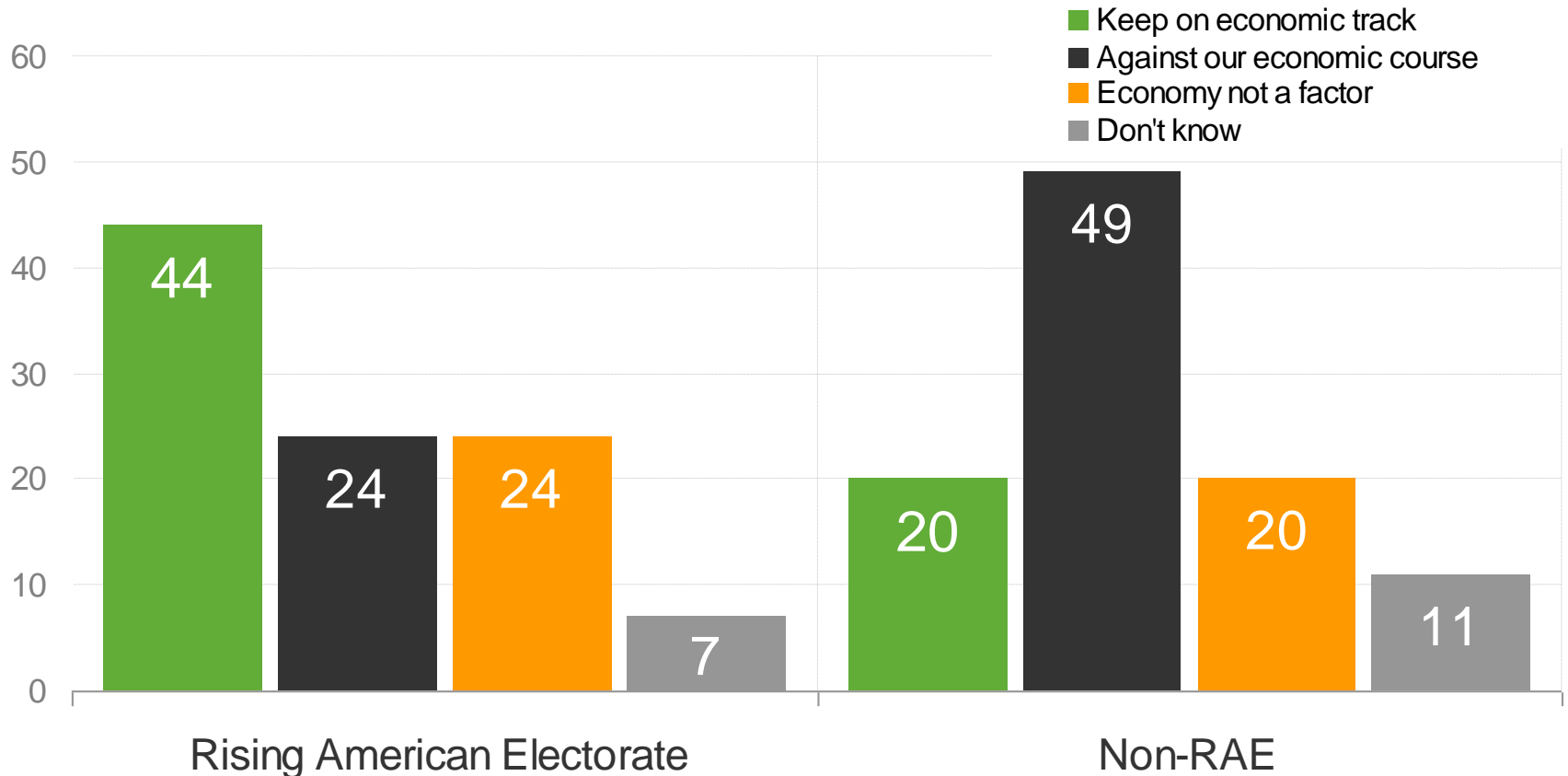
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Note: Results reflect Democracy Corps post-election research, 2010 results reflect combined WWVW/CAF/RR/DCOR post-election research.

Plurality of RAE Want to Continue Obama Economics

Do you think of your vote for Congress today as a vote to continue Obama's economic course, as a vote against our economic course, or was the economy not much of a factor in your vote?



**Note: Data reflect the results of the CAF/DCOR 2010 post-election survey of 897 voters.*

Bickering and Wall St Rankle RAE/Unmarried Women

Which TWO of the following were you most upset about on what was happening with elected officials in Washington?

	All Voters	RAE	White Unmarried Women
Too much political party bickering	39	47	53
Too much spending, taxes and deficits	35	27	32
Too liberal	24	18	21
Forgot people and out of touch	19	14	19
Not focused on economy	18	23	14
For rich and Wall Street, not regular people	17	24	24
With lobbyists and corrupt	15	9	6
Too much extreme conservatism	13	14	13
(Other)	6	8	16
(Not upset)	3	4	0
(Don't know/refused)	5	5	3

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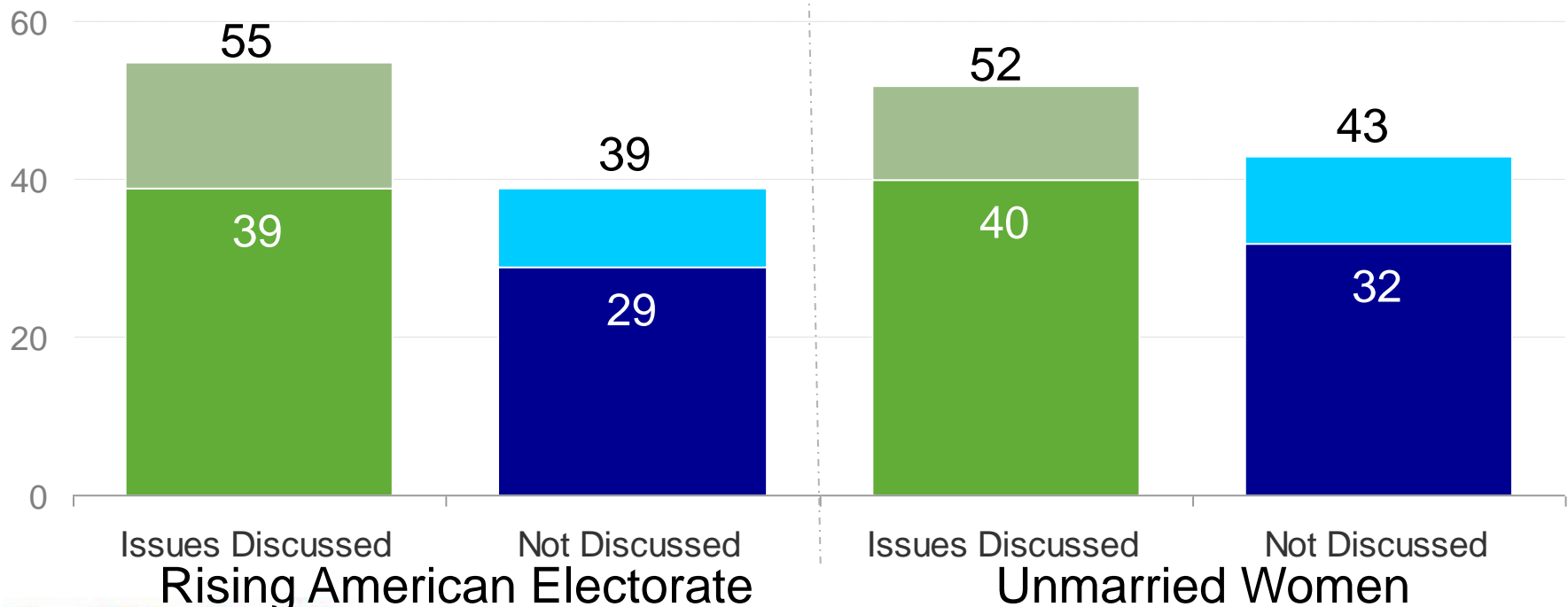
**Note: Data reflect the results of the CAF/DCOR 2010 post-election survey of 897 voters.*

Many in RAE Did Not Believe their Issues Were Discussed

Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the *FIRST* statement or the *SECOND* statement comes closer to your own views, even if neither is exactly right.

Statement 1: *This year, I felt like the issues I really cared about were talked about in the campaign.*

Statement 2: *This year, I did not feel like the issues I really cared about were talked about in the campaign.*



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Message Frame Successful Among RAE

Let me describe some themes that were raised by Democratic candidates in this election. For each one, please tell me how convincing a reason it was to vote for a candidate who said this -- was it a very convincing reason, a somewhat convincing reason, a little convincing, or not at all a convincing reason to vote for them?

■ Total Convincing

Times are tough and Democrats have fought to help average people. They raised the minimum wage for low-income workers and extended unemployment benefits for people struggling to find work, providing funding for job training for people who need to learn a new trade or career.

69

The Republicans want to go back to the Bush policies that crushed the middle class. They want to give tax breaks to the wealthy and big corporations. We must rebuild the middle class, not go back to the same old policies for Wall Street that cost us 8 million jobs.

50

My passion is "made in America," working to support small businesses, American companies and new American industries. Republicans have pledged to support free trade deals that send American jobs to places like India and China.

47

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0 25 50 75

Note: Results reflect WVWV National Post Election research.

Republican Message Frame Among RAE

Let me describe some themes that were raised by Democratic candidates in this election. For each one, please tell me how convincing a reason it was to vote for a candidate who said this -- was it a very convincing reason, a somewhat convincing reason, a little convincing, or not at all a convincing reason to vote for them?

■ Total Convincing

Republicans want to control spending and reduce the size of government. Under the Democrats, the federal government has all but taken over the auto industry, health care, banking and finance, as well as mortgages. We cannot remain a free nation with government continuing to grow.



In 2008, we voted take the country in a new direction. Instead, we lost 8 million jobs, health care is getting more expensive, not less, property values continue to decline and things are even harder than they were before the Democrats took over.



I want to repeal and replace Obama's health care reform. This law was paid for by a 500 billion dollar cut in Medicare and requires everyone to buy insurance from an insurance company. Already premium costs are increasing for the middle class, while giving government control over health care decisions.



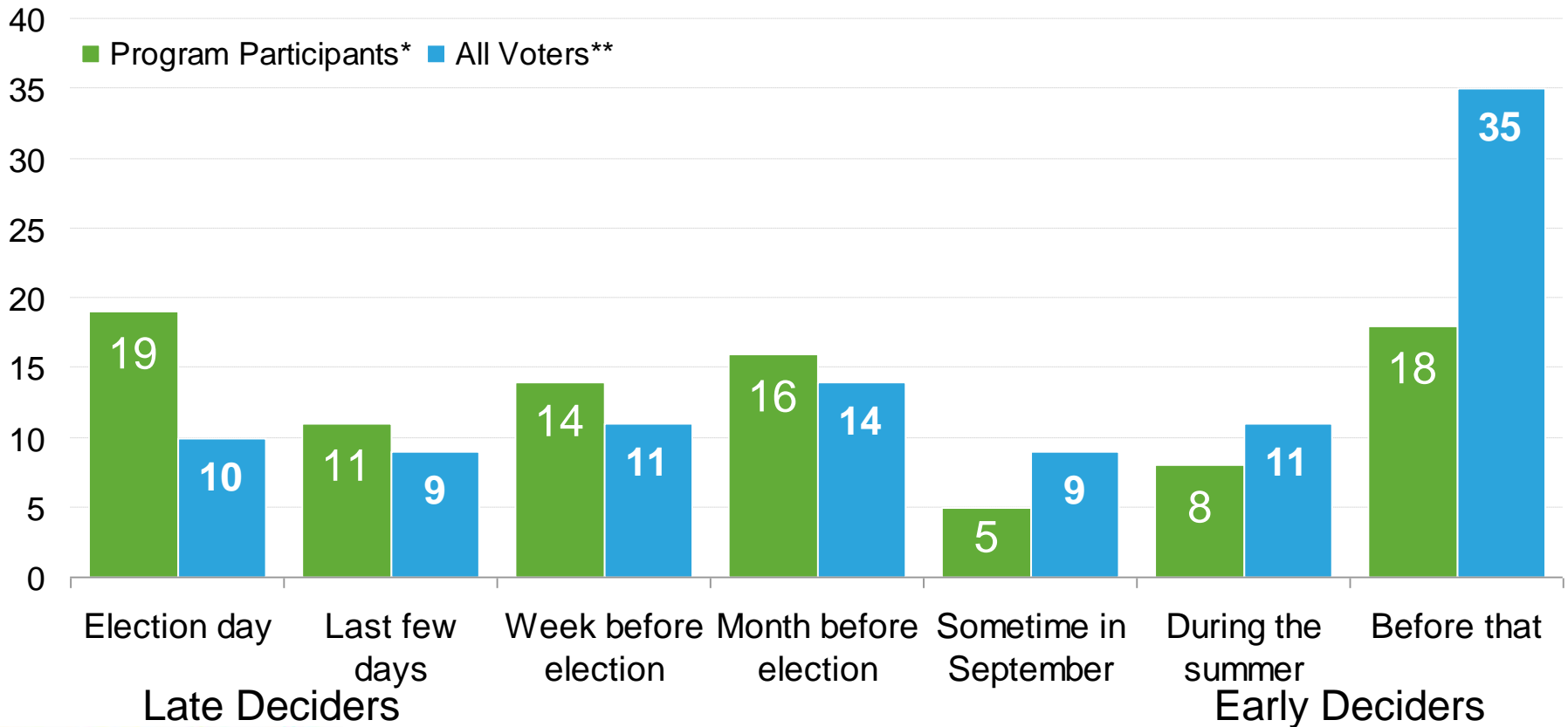
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Note: Results reflect WVWV National Post Election research.

Program Participants Decided Late

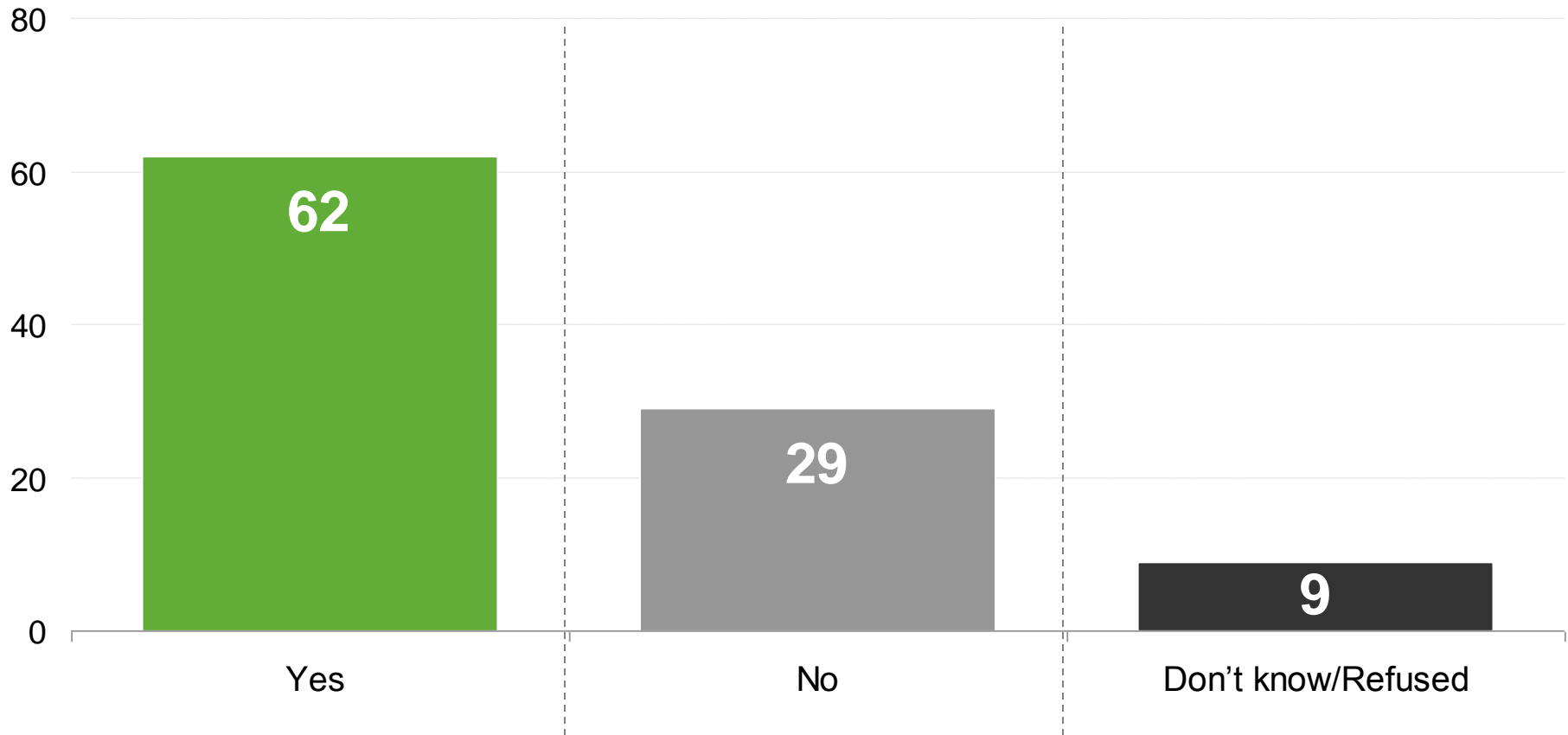
When did you finally decide to vote for (CONGRESSIONAL CHOICE): on election day, in the last few days before the election, the week before the election, a month before the election, sometime in September, during the summer, or before that?



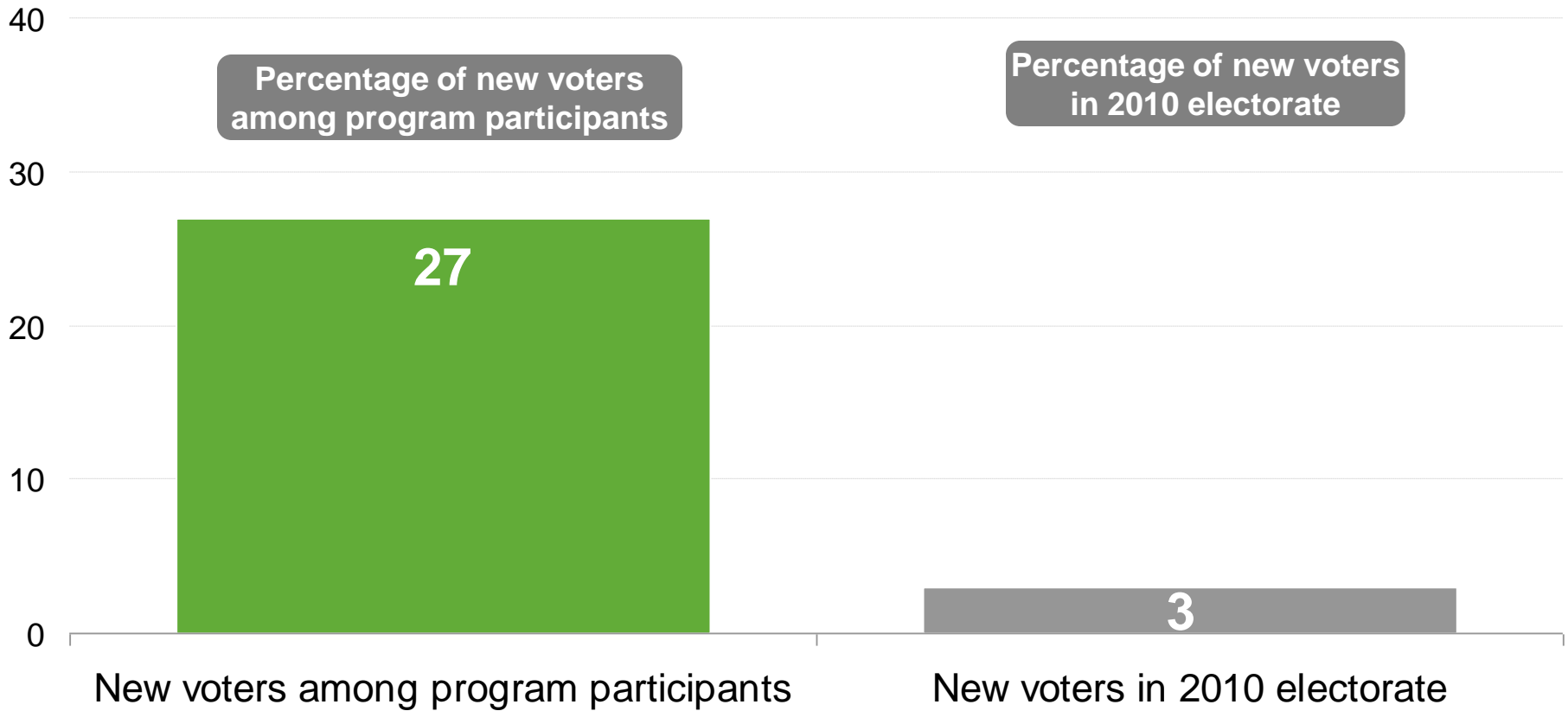
**Note: Results reflect WWV 17-state Program Participant Study.
 **Note: Results reflect Democracy Corps post-election research, 2010 results reflect combined WWV/CAF/RR/DCOR post-election research.*

High Recollection of Contact

Do you recall getting a piece of mail from the Voter Participation Center urging you to register and vote this year, or mail asking you to vote this year, if you were already registered at this address?



Success Turning out New Voters



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