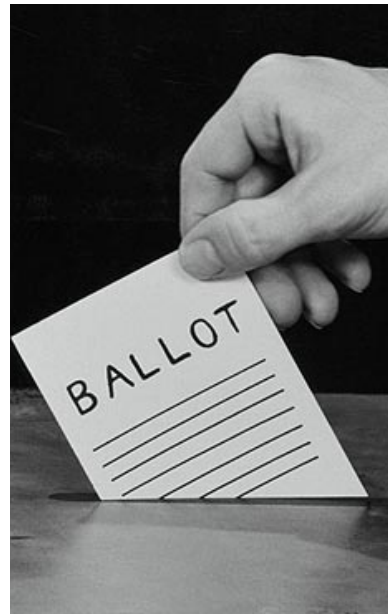


Communicating *Economic Freedom* to **Women**

2014



July 2014



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Their Reality:

“Learning to Do More With Less”

Which of the following statements best describes how you feel about the money you have to pay for essentials every month?

Total	
28%	I have to learn to do more with less
20%	I’m living paycheck-to-paycheck
14%	Times are tough, but things will get better
12%	It’s a struggle just to get by
26%	None of these. I’m doing just fine right now...

Link Cost of Living & Washington Spending

“Like every struggling family in America, Washington needs to learn to be more efficient and do more with less.”

It's the Cost of Living, Stupid.

Which of the following do you care about most...

(Top 5 Responses Shown)

Total	Swing	Key State	
<u>44%</u>	45%	<u>47%</u>	Cost of Living. <i>I'm worried that everyday expenses like gas, groceries and electricity will continue to rise</i>
41%	41%	38%	Spending & Debt. <i>I'm worried that government spending is out of control – burdening our children and grandchildren in a mountain of deficits and debt</i>
39%	<u>47%</u>	38%	Government. <i>I'm worried that the politicians can't solve the problems facing America and don't care about us or understand the challenges we face</i>
38%	37%	38%	Healthcare. <i>I'm worried that my family and I will pay more and more for health insurance that covers less and less and lower quality care</i>
29%	24%	36%	Jobs. <i>I'm worried that too many Americans are out of work and that our economy can't create enough permanent good-paying jobs.</i>

Education, Entitlements, Taxes

Are at the Bottom of the Priority List

Which of the following do you care about most...

(Bottom 5 Responses Shown)

Total	Swing	Key State	
28%	27%	29%	Immigration. <i>I'm worried that our borders aren't secure and the illegal immigration population will continue to explode, straining our public services</i>
22%	20%	18%	Values. <i>I'm worried that America is losing its moral compass and that our cultural fabric of faith family and personal responsibility is decaying</i>
22%	21%	18%	Taxes. <i>I'm worried that taxes are going up and I can't afford to pay more</i>
19%	19%	18%	Entitlements. <i>I'm worried that Social Security and Medicare are going broke and won't be there when we need them most</i>
17%	19%	19%	Education. <i>I'm worried that my kids and young people won't get the education they need to succeed in college, careers, and life</i>

It's More Than Just “Cost of Living” ... Name it.

Which phrase BEST describes the money you spend to provide for yourself and your family on a regular, ongoing basis?

The costs of food, shelter,
gas and everything else



Cost of Living



Living Expenses



Everyday Costs



Day-to-Day Costs



Costs of Life

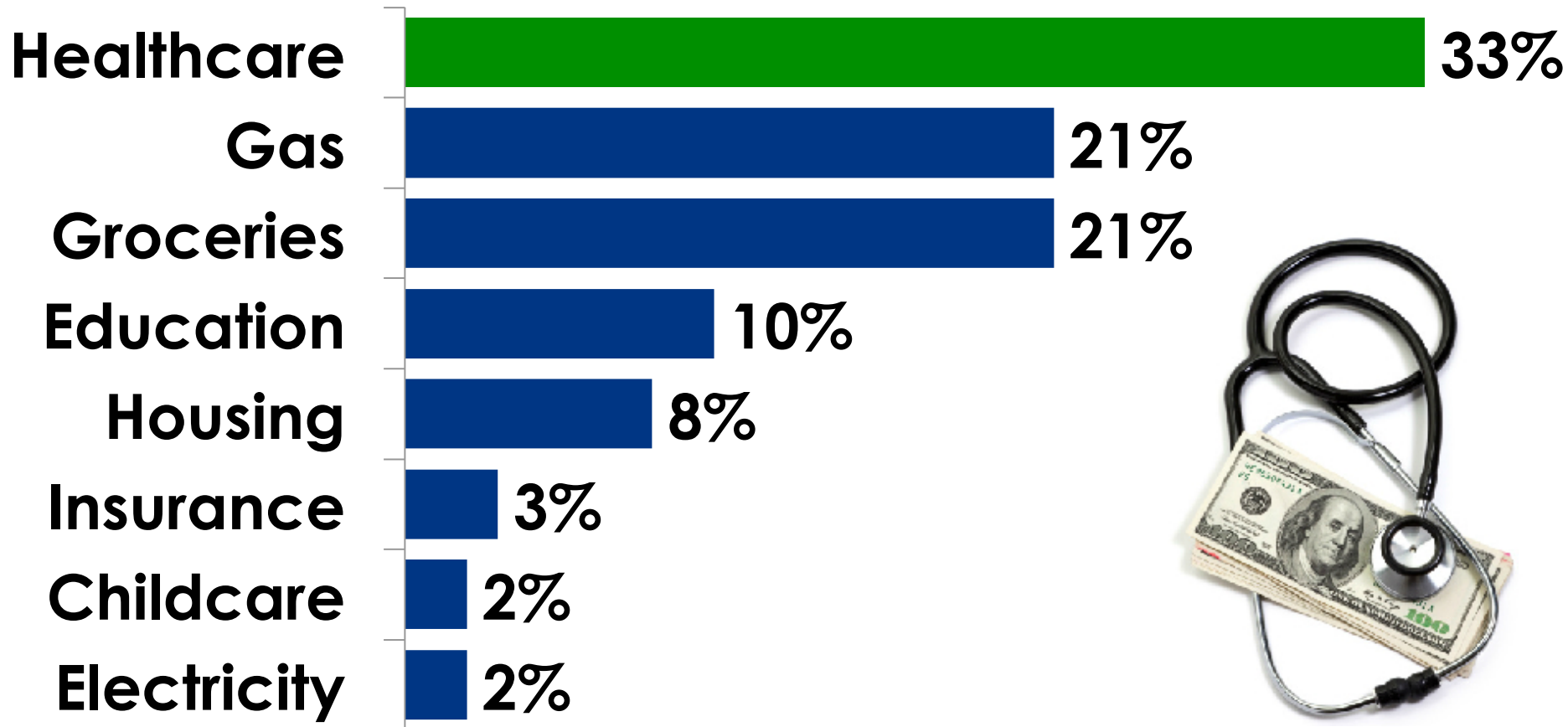


Attack

“Skyrocketing Healthcare Costs”

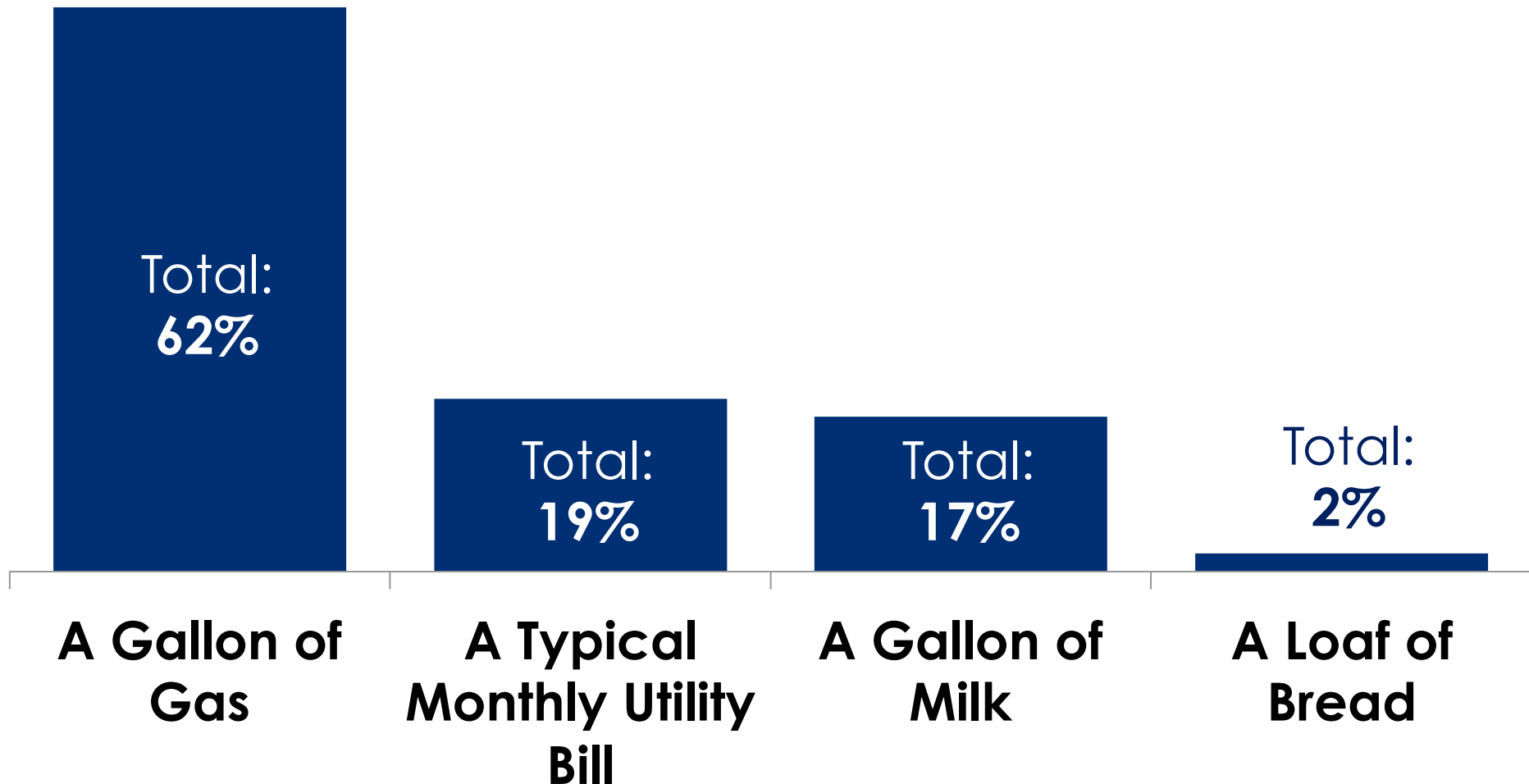
Total:

Which of these expenses do you MOST believe have been increasing too much, too quickly?



Gas: The Price-Point That Matters

If an elected official were to talk about the rising costs of everyday items, which specific example would MOST resonate with you?



Words That Work

Feeling Their Pain: The Rising Cost of Living

“Think about it. Every time you go to the grocery store, it costs you more and you take away less. Every time we fill up at the gas station, we pay more and get less gas.

We’re learning to do more with less –
so should Washington.”

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Link Government Spending To Rising Costs:

“Washington Should Learn To Do More With Less”

Which of the following statements about costs of living do you agree with MOST?

Total	GOP	Key State	
55%	78%	62%	Think about it. Every time you go to the grocery store, it costs you more and you take away less. Every time we fill up at the gas station, we get less gas and pay more. We're learning to do more with less – so should Washington
32%	19%	16%	Times are tough. Moms and dads have seen their opportunities shrink. Washington needs to put politics aside and work hard on behalf of American families. They deserve nothing less
13%	3%	22%	Millions of American families rely on women breadwinners to put food on the table, pay for child care and education, and cover other costs of living. Women are working harder than ever. Washington needs to work even harder for them

Wasteful DC Spending is no longer #1

“No oversight/accountability”

		Which description of unwise government spending makes you MOST angry?
Total	Swing	
33%	30%	Government spending with no oversight or accountability
31%	34%	Funneling money to earmarks, pet projects, lobbyists and special interests
21%	23%	Wasteful Washington spending
15%	14%	Pork-barrel spending on special interests and lobbyists.

Medicare: “Save & Strengthen”

Which one is more persuasive?

Total:
78%

Total:
22%



*We can no longer let politicians in Washington deny the financial threat to Medicare - it is all too real, and the health of our nation's seniors is far too important. **We have to save Medicare for current seniors, and strengthen the program for future generations.***

*The politicians who say they want to save and strengthen Medicare are the ones trying to destroy it. **Medicare is working for millions of Americans. Leave it alone***

*Personally,
they identify as*
women,
*but politically
they see
themselves as*
AMERICANS.



Don't Single Out Women

How do you want your representatives in government to think of you ? As _____

**An
American**

65%

An Adult

22%

A Woman

12%

A Mom

1%



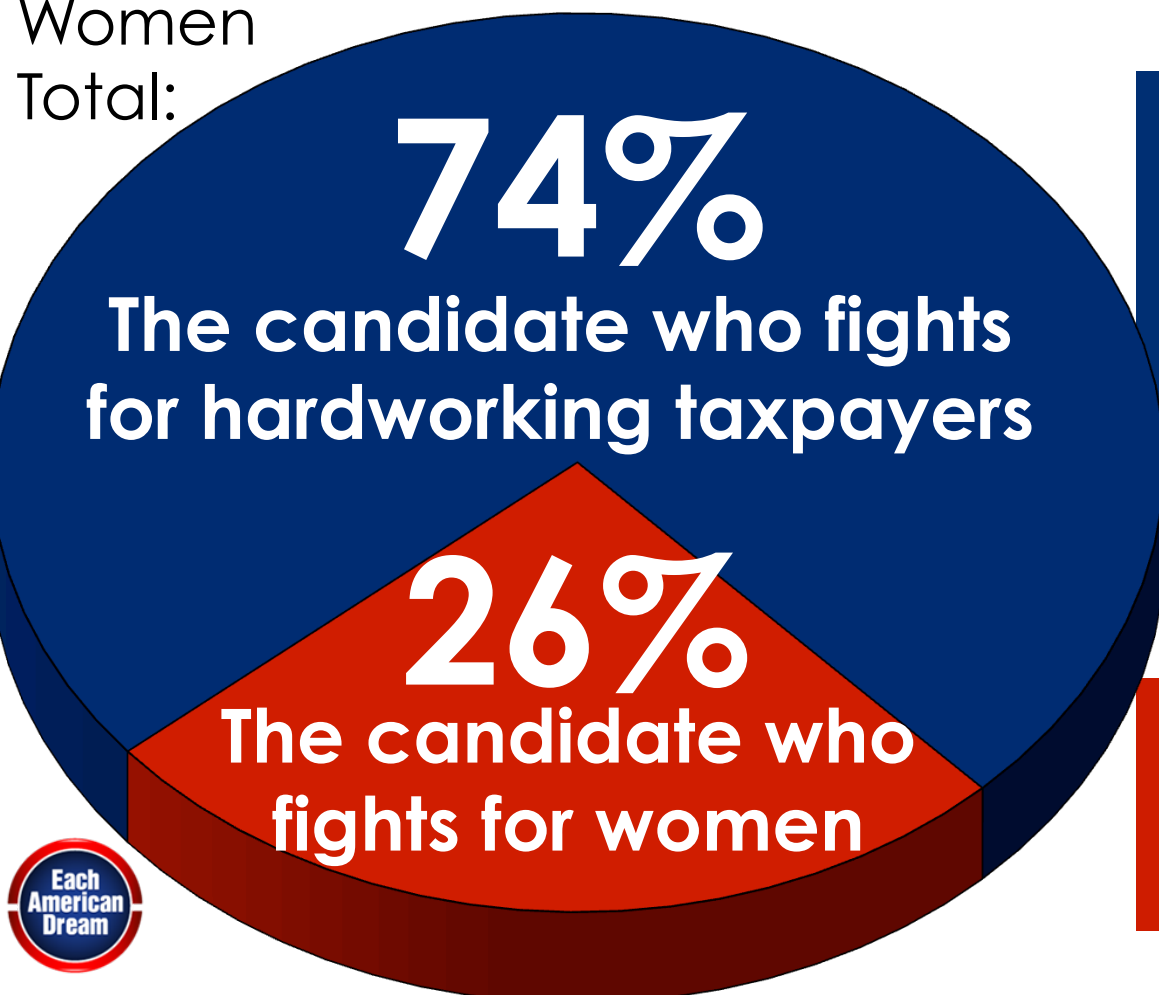
2012



Don't Single Out Women

Which candidate would you vote for if all you knew was that one fought for women, the other says they're fighting for hardworking taxpayers?

Women
Total:



**Fights for
Hardworking Taxpayers:**
Swing: 84%
Key State: 72%

Fights for Women:
Swing: 16%
Key State: 28%



Empathy 101:

Understand what it means to “Make Ends Meet”

What aspect of the challenges that women face do you think Washington politicians understand the LEAST?

Total	Key State	
39%	34%	They don't know what it is to live paycheck to paycheck, just trying to make ends meet
18%	19%	They don't understand the pressure to “do it all” – run a household, hold a job and raise a family
17%	16%	They don't realize the barriers that still exist for women in the workplace
16%	23%	They don't feel the pain of taxes like we do – on our food, our gas, our incomes
10%	9%	They don't realize how the rich get richer, the poor get subsidies and there's nothing left for us

Top Female Fears, Concerns & Worries:



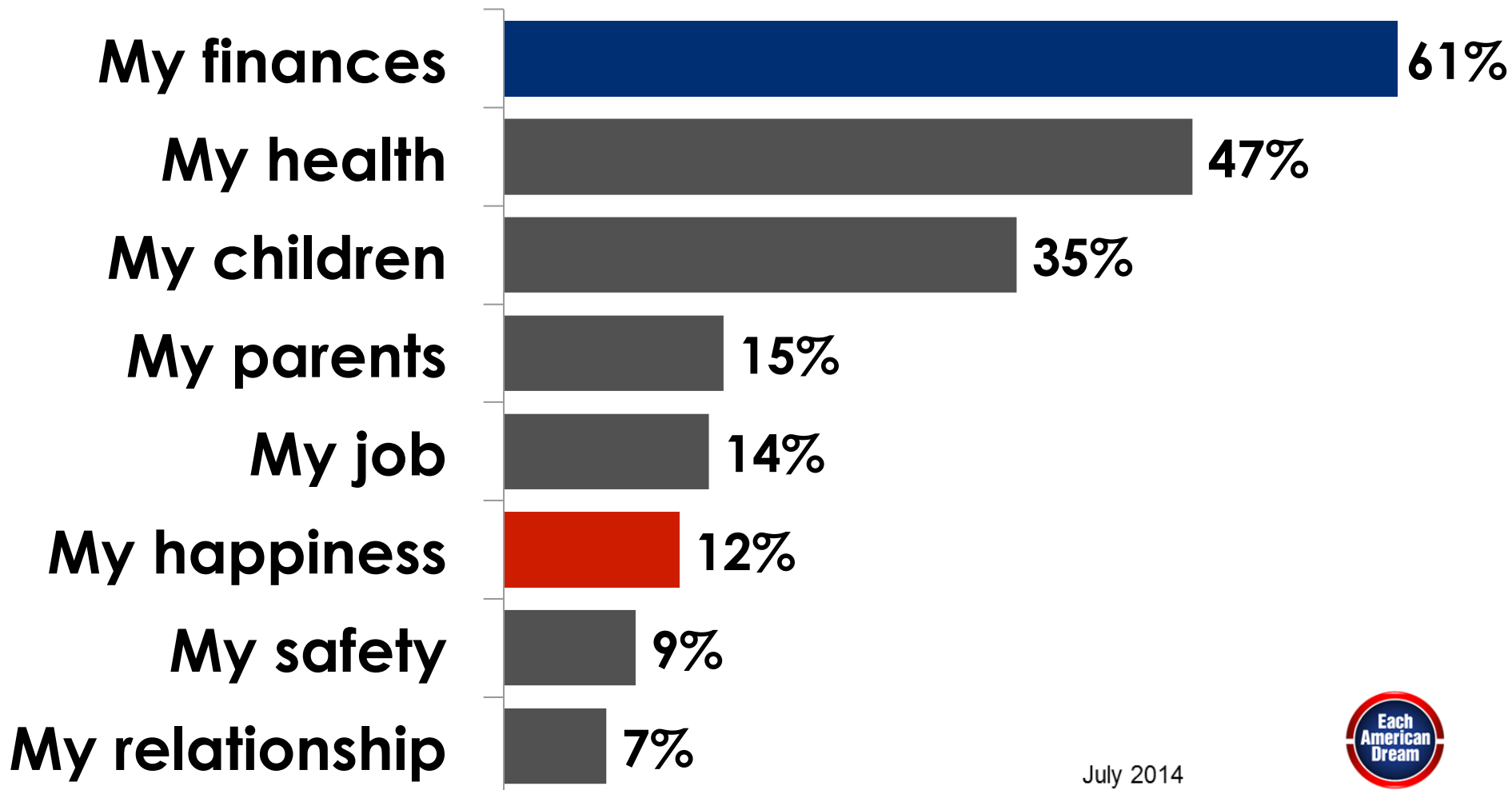
- **Financial concerns**
Top the list, with a 25 point lead on “my children”
- **Saving For Retirement**
Women’s top financial worry.
- **The Next Generation**
Women don’t believe their kids will have it better than they did.



Financial Concerns

Above All Else... Even Happiness

Over the next 10 years, what is your biggest concern?



July 2014



The Questions We Ask Define Us

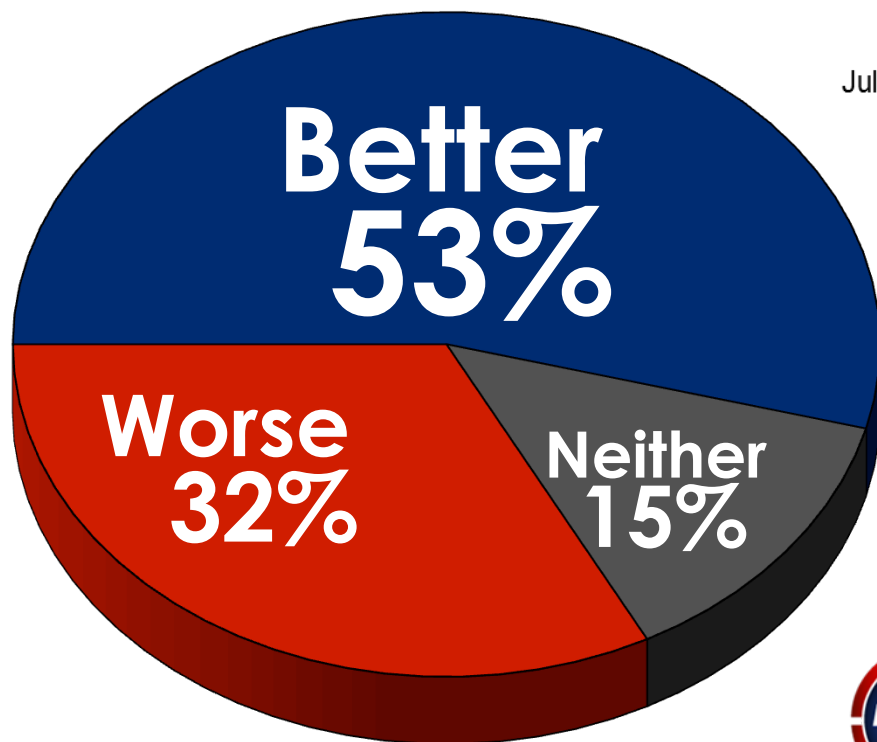
Which of the following questions about your finances do you find yourself asking MOST often?

Total	
28%	Will I be able to save enough to live off of when I retire?
24%	Will I be able to afford to live the life I want?
19%	Will I be able to keep up with my monthly expenses?
8%	Will I be able to pay off my credit cards or other loans?
7%	Will I be able to put enough cash aside for an emergency fund?
6%	Will I be able to pay off my student loans?
4%	Will I be able to save enough for my children's education?
3%	Will I be able to afford to have a family?
2%	Will I be able to support my parents financially as they get older?

We're Ruining It For Our Kids

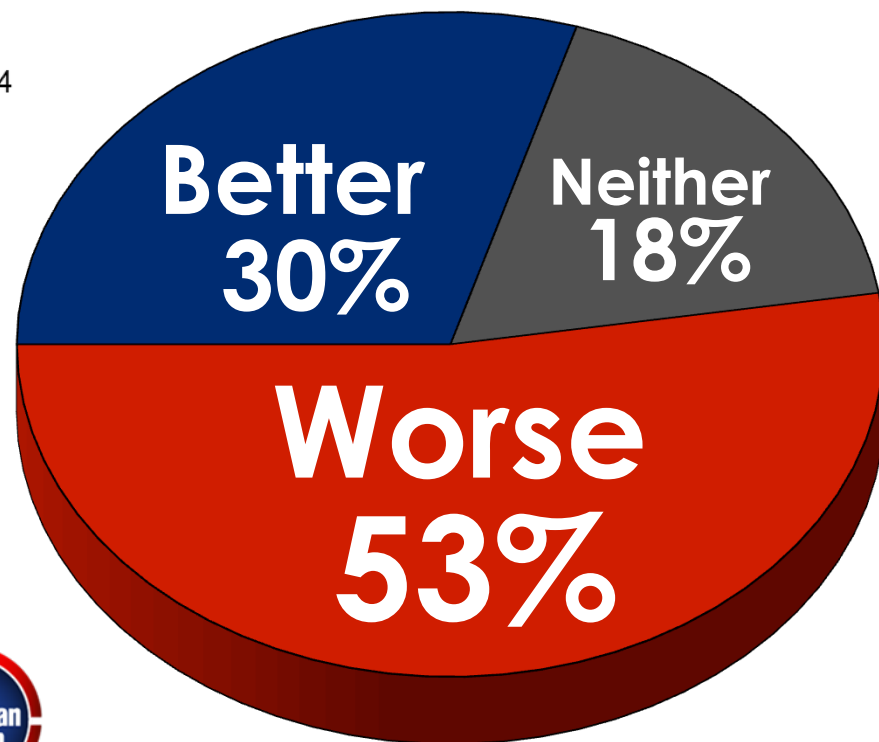
*Are you
better or worse off today
than your parents were
when they were your age?*

Women Total:



*Do you think your kids and the
next generation will be better
off than you when they are
your age?*

Women Total:



Representation.

*What the Women Of America
Want From **YOU**.*



No One Understands Women, **But Dems Support Them Better...**



July 2014

Which political party
better UNDERSTANDS women?

Total	Swing	Key State	
39%	17%	36%	Democrats
12%	2%	15%	Republicans
48%	81%	49%	Neither

Which political party
better SUPPORTS women?

Total	Swing	Key State	
48%	29%	45%	Democrats
16%	3%	21%	Republicans
36%	68%	34%	Neither

What Do Women Want?

It's So Simple, It's Painful

They want:

- ✓ To talk about the **issues**
- ✓ To be talked to like **adults**
- ✓ To be **granted respect** for what they do

**Do NOT ascribe one life choice
to ALL women**

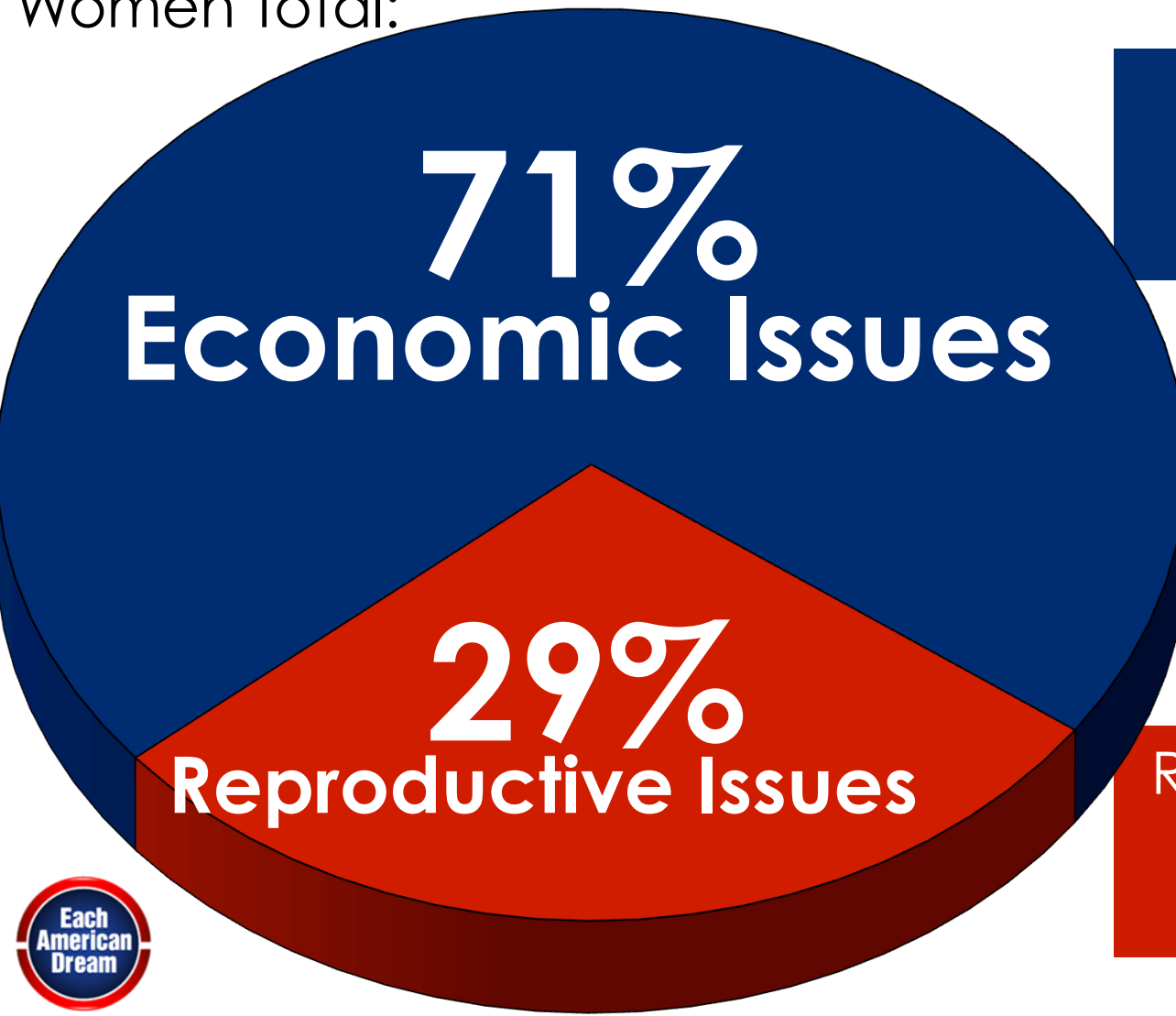


Describe path to OPPORTUNITY

Win on Economic Issues

Is it more important that a politician agrees with you on

Women Total:



Economic Issues:
Swing: 78%
Key State: 69%

July 2014

Reproductive Issues:
Swing: 22%
Key State: 31%



Words That DON'T Work

“The other side cannot defend their record. They have presided over the decline of the middle class, passed a healthcare scheme that has cost thousands of women their jobs, and forced thousands more into part-time positions.”

Words That DON'T Work

“The other side won't increase the minimum wage, won't extend unemployment insurance, won't establish paid family leave, won't support equal pay for equal work, and has a bad record on women's reproductive choice. I don't think the choice could be any clearer.”

The War On Women Exists

(Especially In Key States)



July 2014

Do you personally believe that there is currently a 'war on women' in politics, meaning a wide-scale attack on various aspects of women's rights?

Total	Swing	Key State	
37%	30%	44%	Probably (Net)
<i>20%</i>	<i>10%</i>	<i>23%</i>	<i>Definitely</i>
<i>17%</i>	<i>20%</i>	<i>20%</i>	<i>Probably</i>
32%	46%	23%	Possibly
<i>20%</i>	<i>19%</i>	<i>24%</i>	<i>Probably Not</i>
<i>11%</i>	<i>4%</i>	<i>10%</i>	<i>Definitely Not</i>
31%	24%	33%	Probably Not (Net)

The War On Women Is About **BOTH Economic & Reproductive Issues**

Total	Swing	Key State	Is the war on women about....?
22%	16%	27%	Reproductive Issues
6%	3%	8%	Economic Issues
21%	20%	24%	Neither
51%	61%	40%	Both



July 2014

Majority Would Overturn Hobby-Lobby



July 2014

Do you support or oppose requiring employers [EXCLUDING RELIGIOUS ORGANIZATIONS LIKE CHURCHES] to cover contraception in their insurance plans?

Total	GOP	Swing	Key State	
60%	30%	57%	53%	Support (Net)
41%	12%	33%	40%	<i>Totally Support</i> ←
10%	9%	9%	9%	<i>Mostly Support</i>
9%	9%	15%	5%	<i>Somewhat Support</i>
15%	16%	23%	15%	Neither Support Nor Oppose
6%	9%	8%	15%	<i>Somewhat Oppose</i>
6%	11%	7%	4%	<i>Mostly Oppose</i>
13%	34%	6%	12%	<i>Totally Oppose</i>
25%	54%	21%	32%	Oppose (Net)

And Look At the Intensity!

Majority Support Same-Sex Marriage

Do you support or oppose allowing same-sex couples to legally marry?

Total	GOP	Swing	Key State	
56%	25%	52%	53%	Support (Net)
43%	12%	36%	42%	<i>Totally Support</i> ←
9%	9%	13%	8%	<i>Mostly Support</i>
4%	4%	3%	3%	<i>Somewhat Support</i>
14%	15%	22%	14%	Neutral
3%	4%	5%	4%	<i>Somewhat Oppose</i>
6%	13%	4%	3%	<i>Mostly Oppose</i>
21%	42%	18%	26%	<i>Totally Oppose</i> ←
30%	59%	27%	33%	Oppose (Net)

And Look At the Intensity!

July 2014



Do NOT Say

There Is No “War On Women”

For Three Reasons.



1. Todd Akin



2. Mike Huckabee



3. Rush Limbaugh

Still Not Equal

Which of the following statements about women in the workplace do you agree with the MOST?

71%
Total

Despite having proven themselves in the workplace, women routinely have **fewer opportunities to succeed than men**

29%
Total

There are **no longer significant gender divides in the workplace**. In most occupations, women can be just as successful as men

July 2014



Women Are Paid Less

Do you believe that women make ...for the same job?

July 2014

Women make **slightly more** than men 2%

Men and women make just about **the same** 9%

Women make only **slightly less** than men 16%

Women make **90¢** for every \$1 paid to men 6%

Women make **80¢** for every \$1 paid to men 21%

Women make **75¢** for every \$1 paid to men 29%

Women make **65¢** for every \$1 paid to men 12%

Women make **55¢** for every \$1 paid to men 6%



Words That Work

Acknowledge The Problem. Provide Solutions.

Let me be really honest with you: There is still discrimination. Where it exists, we need to stop it. Period. But instead of pitting men against women, let's focus on what's important to EVERYONE: A good-paying job; more freedom, choice, and control of our healthcare; and the promise of the American Dream. Those are the priorities of EVERY American, regardless of gender.



Words to Use...

“Equal pay is about more than a paycheck.

It's about equal opportunity. We need to create more opportunities so that everyone – no matter their gender – can succeed.”

...Words to Lose

“Most men support addressing income inequality, not because of fairness.

They support it because if their spouse makes more money, then their families will have more money to improve their quality of life.”

Words That Work

“Instead of pitting men against women, let’s focus on what’s important to everyone: A good-paying job; more freedom, choice, and control of our healthcare; and the promise of the American Dream. Those are the priorities of every American, regardless of gender.”

“A Healthy Economy Creates Real Opportunity”

July 2014

What do you personally think is the BEST way to address the pay gap between men and women? (Top 5 Responses Shown)

Total	Swing	Moms	
62%	70%	70%	A healthy economy that creates real opportunity that raises the pay for everyone
52%	57%	53%	Legislation that guarantees equal pay for equal work
40%	45%	41%	More private sector programs that guide and mentor women and give them the skills they'll need to succeed
30%	26%	32%	More affordable childcare that would allow women to work more hours
29%	33%	27%	Encourage women to pursue careers in higher-paying fields

Our economy is
sick...



....and women
want it to be

healthier.

Words That Work

Jobs: Build a “Healthy Economy.”

“It's simple: we need to restore economic freedom and genuine opportunity to build a healthy economy.

Government doesn't create jobs –
hardworking Americans do

“Build a Healthy Economy”

July 2014

Which of the following statements about jobs do you agree with MOST?

Total	GOP	Swing	
42%	49%	50%	It's simple: we need to restore economic freedom and genuine opportunity to build a healthy economy. Government doesn't create jobs - hardworking Americans do
35%	11%	31%	The American people have sent a clear message to Congress—create jobs. It is imperative that Congress act now for struggling families and workers across our country without further delay
22%	40%	19%	It's time to take a stand against Washington. Get the federal government out of the way of our businesses, let our businesses create jobs



It's All About Building A Healthy Economy & Jobs

Which of the following should be
the federal government's MAIN priority?

Total	GOP	Swing	DEM	
70%	80%	69%	62%	Building a healthy economy
44%	41%	43%	49%	Creating an opportunity for every American to find a good-paying job
41%	51%	44%	31%	Creating Jobs
14%	15%	14%	13%	Creating a level playing field
14%	5%	14%	22%	Reducing income inequality
9%	2%	9%	14%	Spreading the wealth around
8%	6%	7%	9%	Closing the opportunity gap



Female Economic Priorities:

- **“Long Term Security”**
Women’s top financial goal
- **“Economic Stability”**
Women’s most desired economic attribute
- **“Doing More With Less”**
they’re doing it. Why shouldn’t Washington?

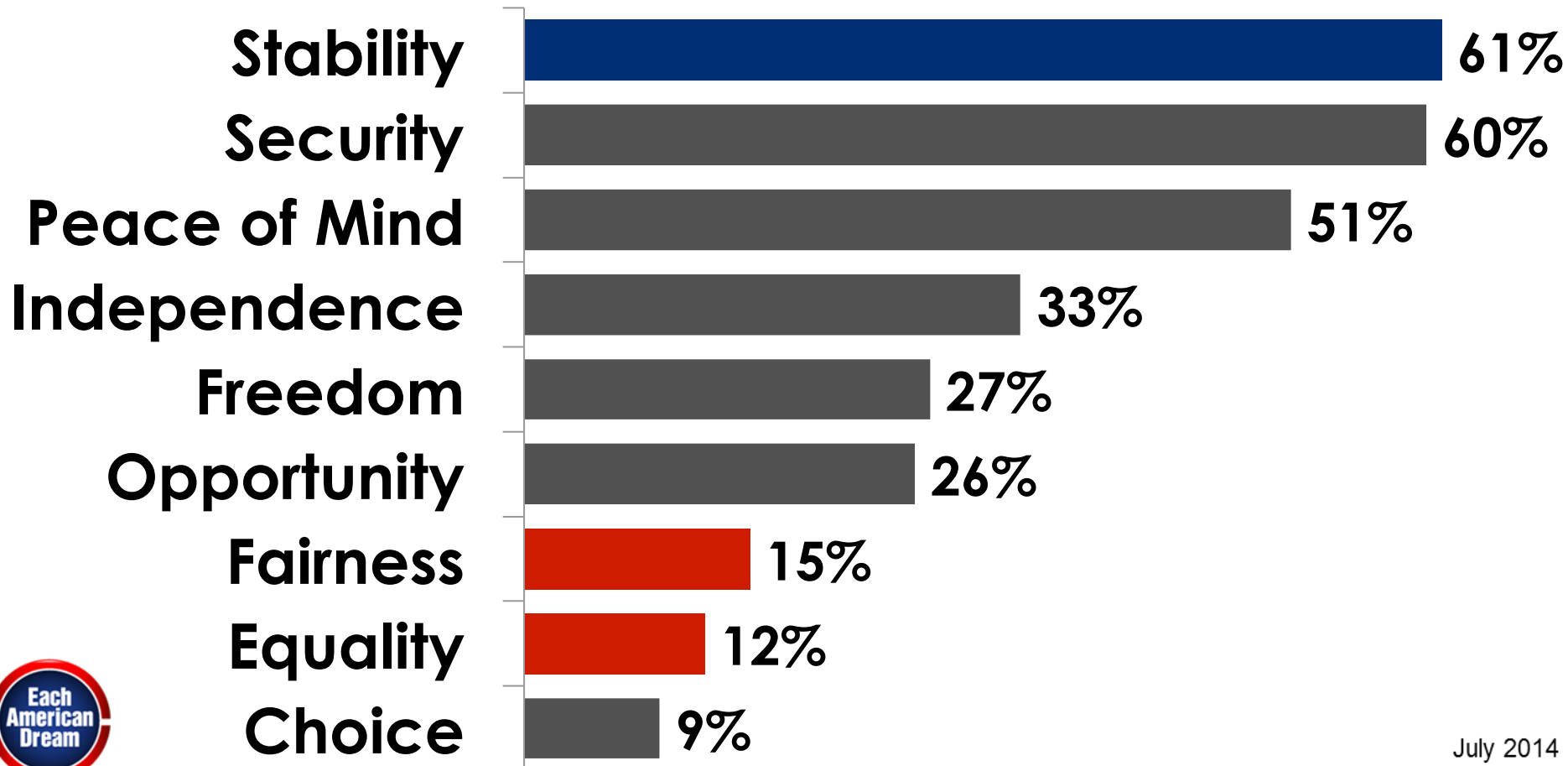
Women Seeking Long Term Security

Total	Swing	Key State	What is your biggest financial goal? July 2014
56%	53%	64%	Long Term Security: <i>Knowing that I have enough to get through the ups and downs</i>
34%	37%	44%	Financial Independence: <i>No more debts</i>
24%	21%	25%	Current Stability: <i>no more living paycheck to paycheck</i>
18%	19%	10%	Personal Prosperity: <i>Being able to live the good life</i>
17%	15%	18%	Financial Control: <i>Understanding my finances and how best to manage them</i>
16%	25%	17%	Peace of Mind: <i>Knowing my children will be better off than I was</i>
14%	13%	6%	True Home Ownership: <i>No mortgage, it's my house, not the bank's</i>
12%	8%	7%	Building a Foundation: <i>Taking small steps to develop a nest-egg</i>
9%	8%	9%	High-Paying Job: <i>Having more disposable income and savings</i>

“Economic Stability”

Women Want Stability More than “Fairness” or “Equality”

What is MOST important to you? Is it economic....?



July 2014

Note: “Economic Equality” comes in second to last...



For Women



Words to Use...

Economic Opportunity

Healthy Economy

Your Family's Future

Opportunity for All

...Words to Lose



Upward Mobility

Economic Growth

Your Future

Class Warfare

For Women



Words to Use...

Americans

**Right to Control
My Life**

Right to Opportunity

...Words to Lose



Women

Right to Get Ahead

**Right to Hope and
Dream**

21 Words & Phrases *for Women*

Healthy Economy	Personal Responsibility
America's Future	I say what I mean & mean what I say
The right to control your life	Economic freedom
A real problem solver	Economic security
The politics of self-interest	Respect for hardworking taxpayers
Strengthening Families	You have a right to the truth
Special-interest loopholes	The Challenges of Working Moms
A patient-centered approach	Genuine accountability
The cost of everyday life	Efficient, effective gov't
Broken Promises/Empty Rhetoric	Real Solutions
Stop trying to divide women for your own political gain	

The Fact We *Should* Be Focusing On:



“The typical American family's income has **fallen every year** since 2007, for a cumulative decline of 8.3 percent, according to a 2013 Census report.”

Facts That Matter:

Sustained Income Reduction

Which of the following facts about the economy make you **MOST** anxious about the U.S. economy? *(Top 4 Responses)*

Total	GOP	Swing	
47%	28%	51%	The typical American family's income has fallen every year since 2007, for a cumulative decline of 8.3%, according to a 2013 Census report
38%	28%	31%	More than 50 million Americans couldn't afford to buy food at some point in 2011, and in June 2012, 46 million Americans received food stamps
34%	60%	36%	As of January 2014, the total federal debt stood at \$17.3 trillion - 63 percent higher than when Obama took office
30%	27%	23%	Only 58% of people are saving for retirement. Of that group, 60% have less than \$25,000 put away, and a full 30% have less than 1,000

Facts That Matter Less: Per Person Share of Debt & Student Loans

Which of the following facts about the economy make you **MOST** anxious about the U.S. economy? *(Bottom 6 Responses)*

Total	GOP	Swing	
25%	31%	24%	There are 6.6 million Americans who have dropped out of the labor force or stopped searching for work
22%	42%	18%	More than one-sixth of the U.S. economy is devoted to healthcare spending, and that percentage is rising every year since the Affordable Care Act was implemented
22%	24%	20%	49% of Americans live in a household "where at least one member received some type of government benefit in the first quarter of 2011."
21%	6%	26%	The inflation-adjusted median net worth of American families in 2010 hit the lowest level since 1969
17%	10%	12%	From 2005 to 2012, total outstanding student loans increased by \$539 billion
15%	17%	21%	As of today, the per person share of the national debt is \$55,132.57

it's not what you say

it's what people hear

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