

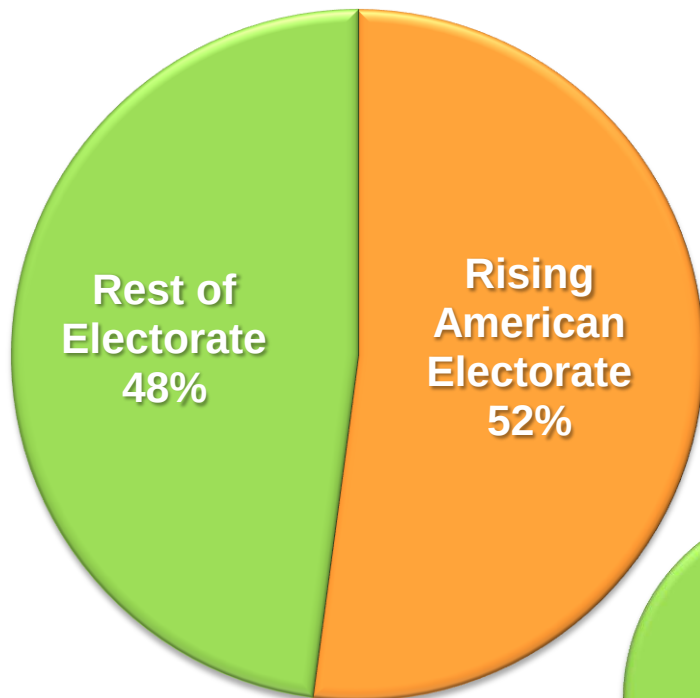
GREENBERG QUINLAN ROSNER RESEARCH

November 2009

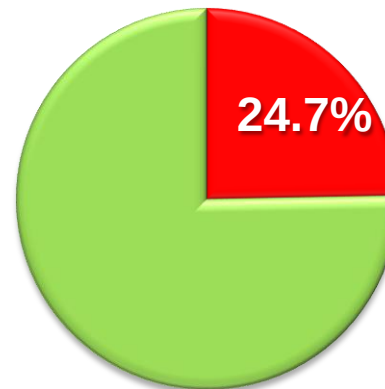
Understanding the 2009 Elections

Implications for 2010

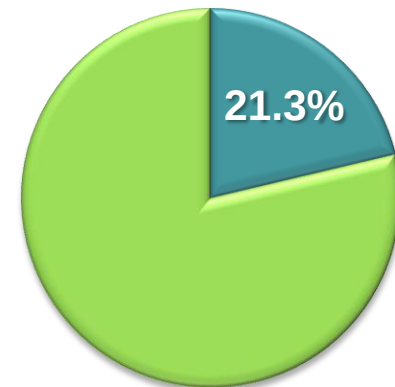
Demographic Composition of the Rising American Electorate (RAE)



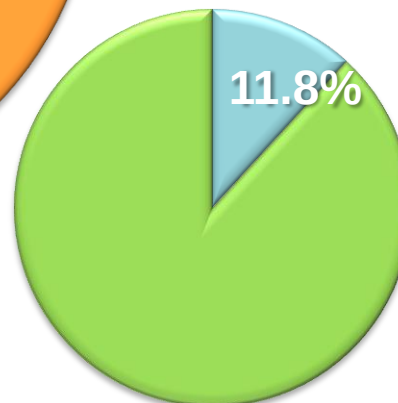
Unmarried Women



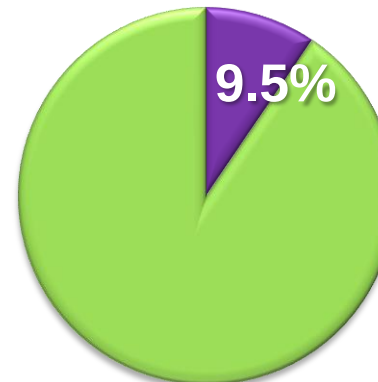
18-29 Year Olds



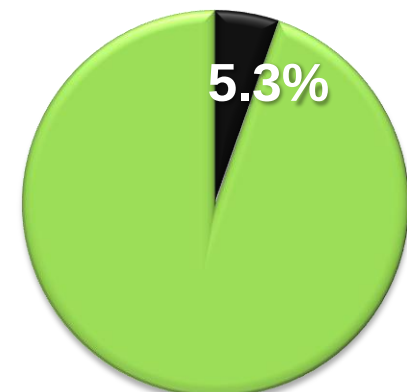
African Americans



Latinos

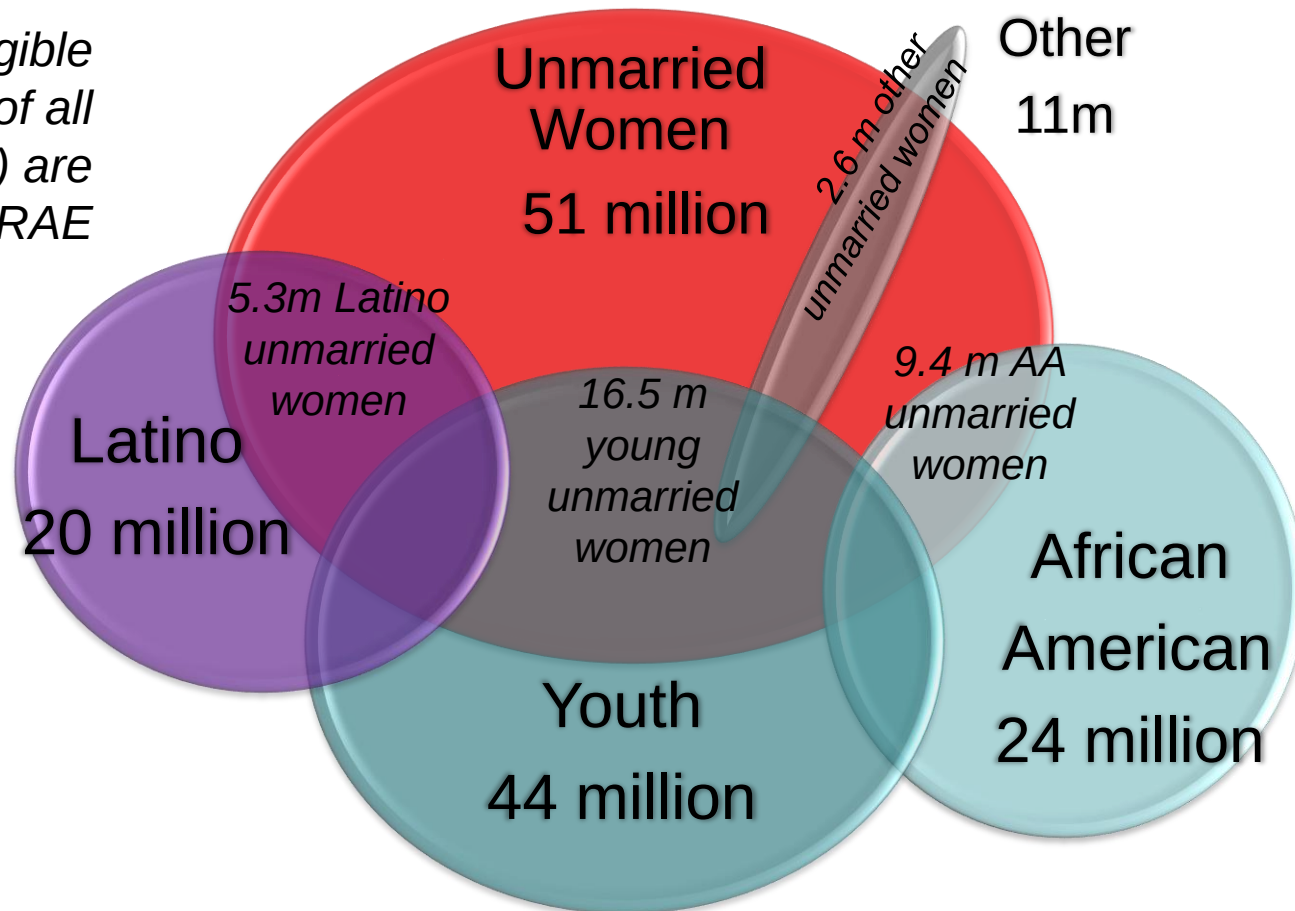


Other Race



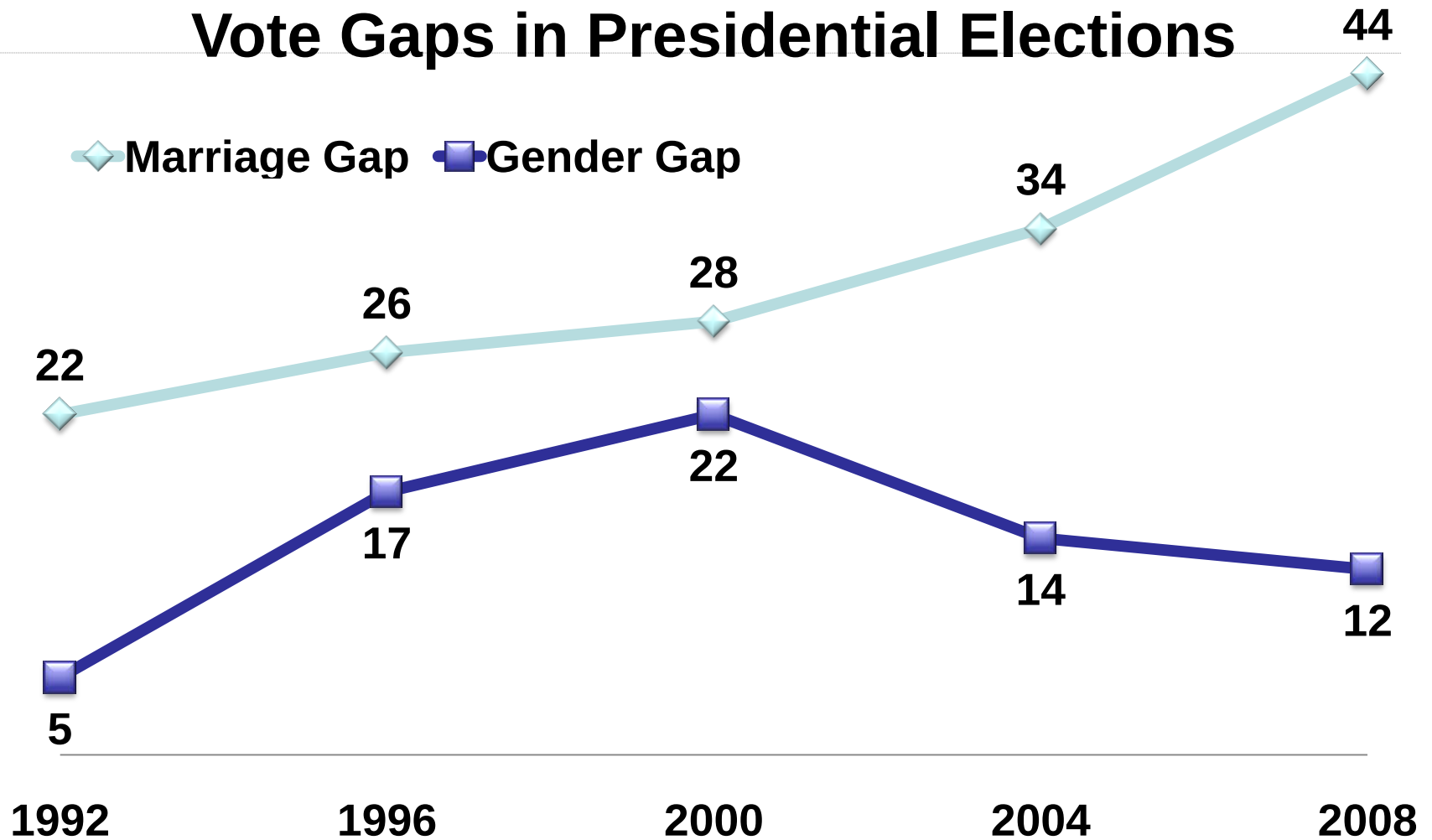
Overlap among the groups that comprise the RAE

✓ 107 million eligible voters (52% of all eligible voters) are in the RAE



*Source: *Unmarried America*, 2009

Vote Gaps in Presidential Elections



We project significant drop-off rates among RAE voters

- Drop-off rate for RAE voters projected to **DOUBLE** versus the rate for Non-RAE voters:
37% to 18.5%
- 22 **million** fewer RAE voters than in 2008
- RAE drop-off **dramatically** changes the face of the electorate in virtually every state

Methodology

The data in this presentation are based off:

- Results from two post election surveys commissioned by Women's Voices. Women Vote (WVWV), one among 1230 registered voters in New Jersey (730 voted in the 2009 Gubernatorial election, 500 did not) and the other among 1122 registered voters in Virginia (622 voted in the 2009 Gubernatorial election, 500 did not). Interviews were completed from November 3rd to November 5th and these polls carry a margin of error of +/- 2.9 and 3.0 respectively.
- WVWV is a nonpartisan organization that, among other things, conducts research to identify what motivates underrepresented segments of our electorate to become engaged in voting and public policy debates.
- CNN exit polls 2008 and 2009
- Secretary of State turnout numbers

Key Findings

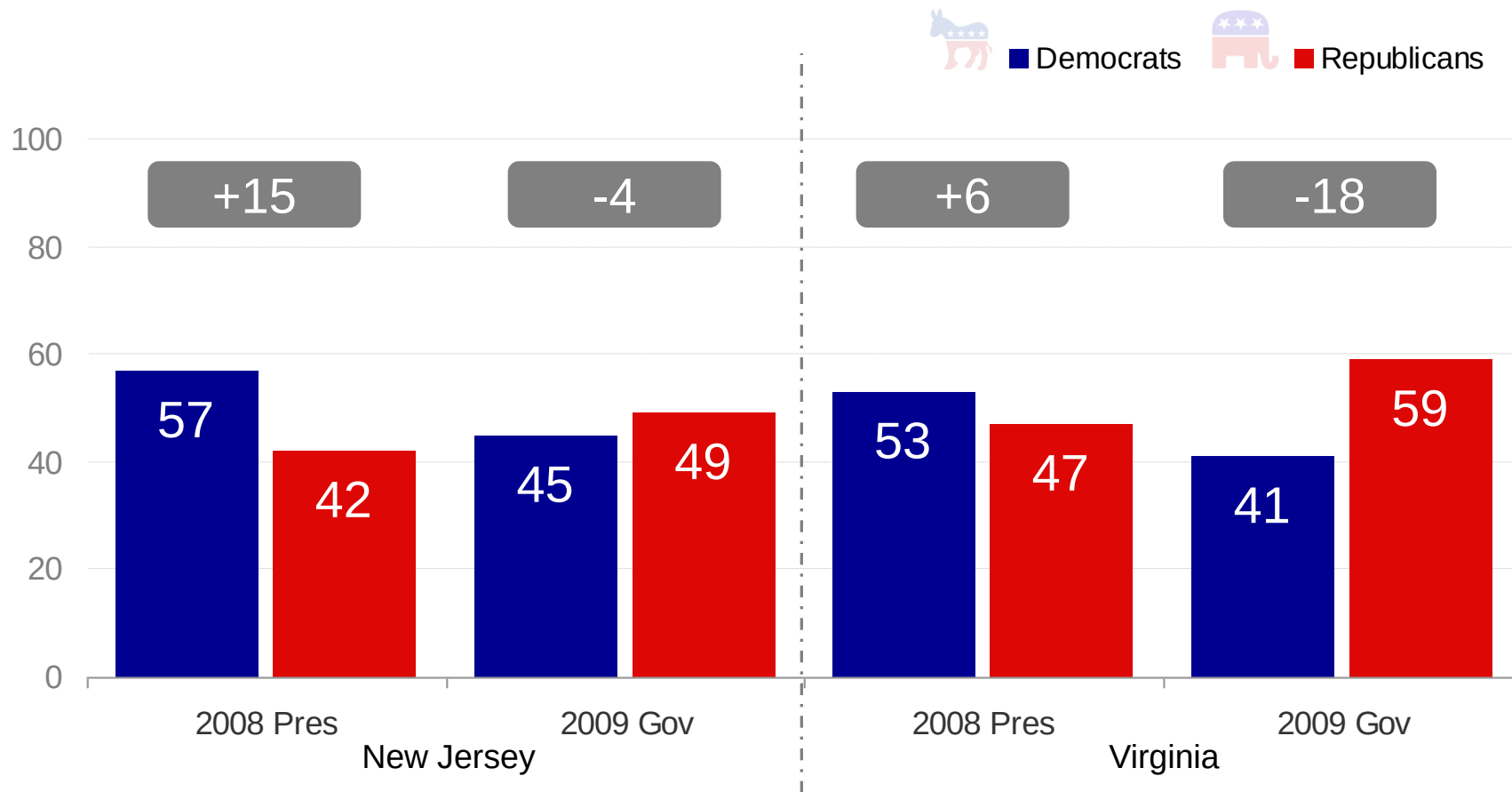
- Turnout was an important factor in driving the results in the Virginia and New Jersey elections. Key voting groups were not as energized to participate as they were in 2008, while Independents broke for the Republican candidates. The share of the vote among the Rising American Electorate (unmarried women, African Americans, Latinos and younger voters), declined by approximately 10 points from 2008 in each state. (Prior research shows that RAE voters often are motivated by support for progressive policies.) There are other apparent consequences of declining turnout down the ballot as well. In Virginia, Democrats lost 6 seats by less than 500 votes.
- At the same time, the progressive margin among these groups of voters also declined. In particular, among both unmarried women and younger women, the Democratic candidates got a smaller share of the vote than Barack Obama. The marriage gap, though, continues to be a critical dividing line in our politics with unmarried women significantly more Democratic than married women. While political campaign will likely focus on the RAE in order to win elections in 2010, this should help these voting groups achieve a more active role in shaping public policy.

Key Findings

- Motivating RAE voters to participate requires convincing them they have a stake in elections. Members of the RAE who voted were much more likely to say that their vote matters as a reason for voting than non-RAE voters. At the same time, RAE voters need to be targeted. When they drop off voting, they are often more likely to say that they did not have enough information about the candidates and the issues.
- In Virginia, the Deeds campaign did not do an effective job reaching out to RAE voters with a majority of the RAE saying that they heard more from McDonnell or nothing at all.
- Still, in both states, this election was not a referendum on Obama or Democrats nationally, per se. In New Jersey, a majority said that change takes time and that Obama and Democrats are moving the country in the right direction. Even in Virginia and a very conservative electorate, a bare majority said that change takes time.

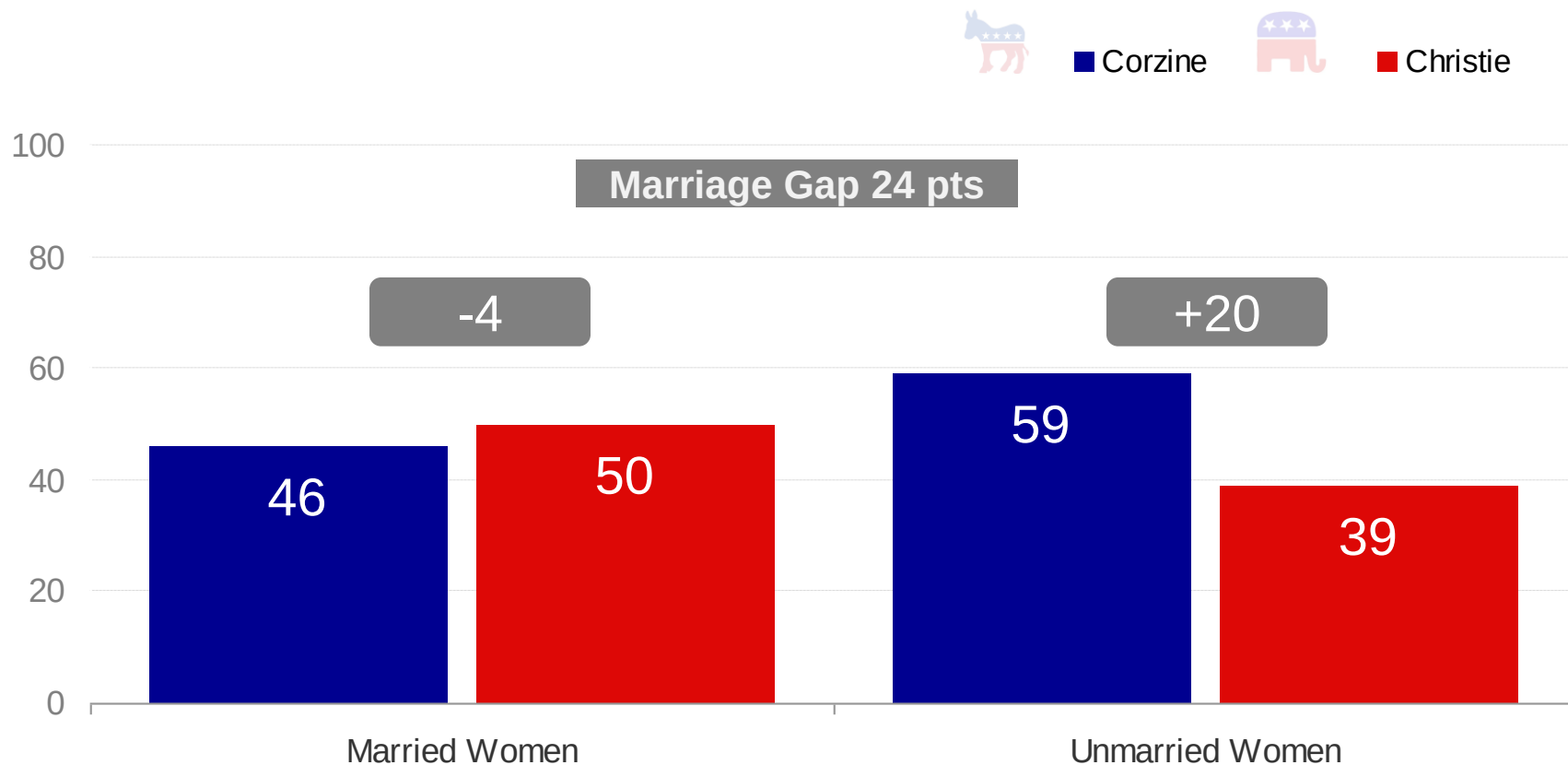
Losses in Obama States

Democrats Lose Two Obama States

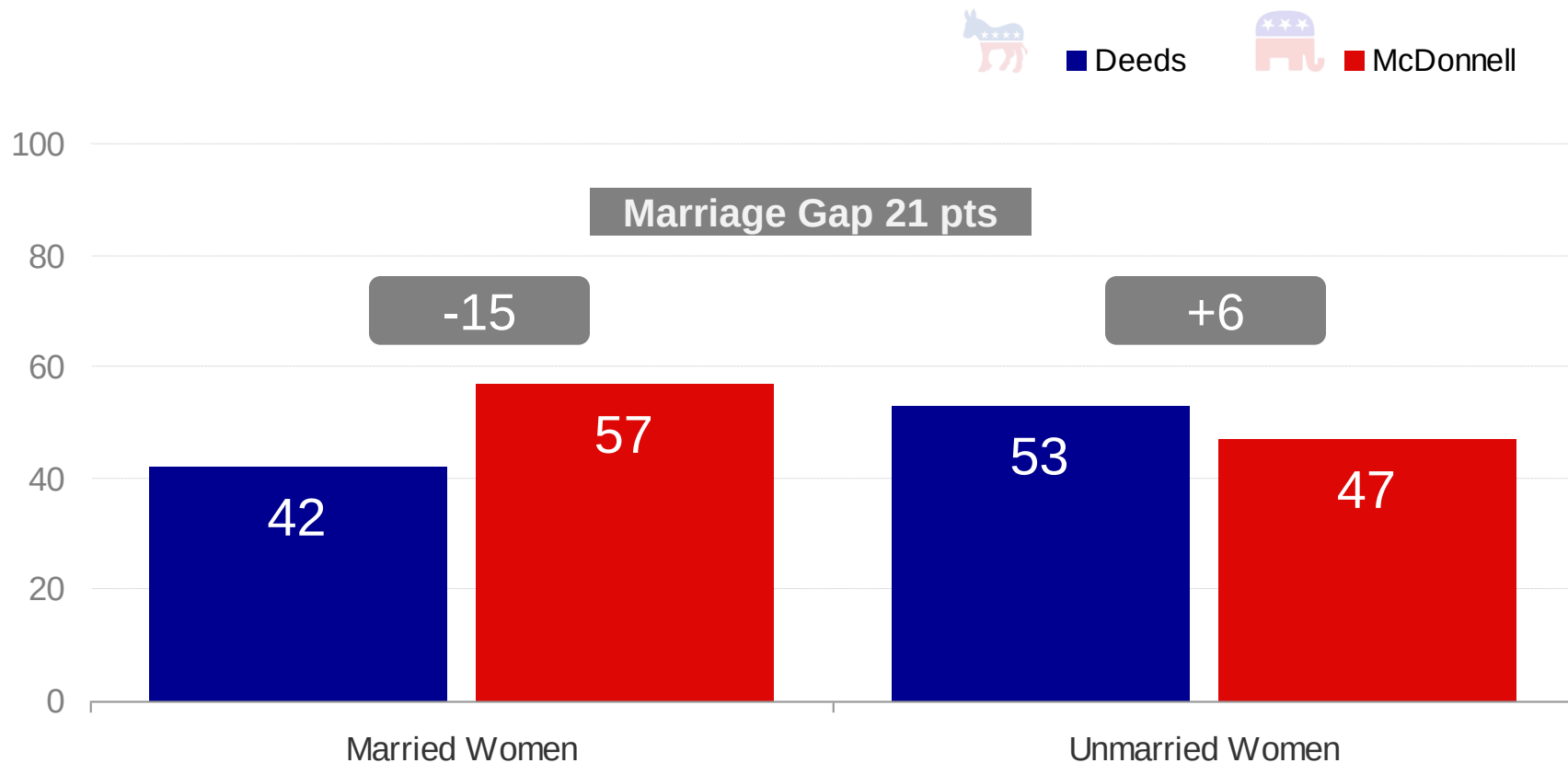


The Marriage Gap

Huge Marriage Gap in New Jersey

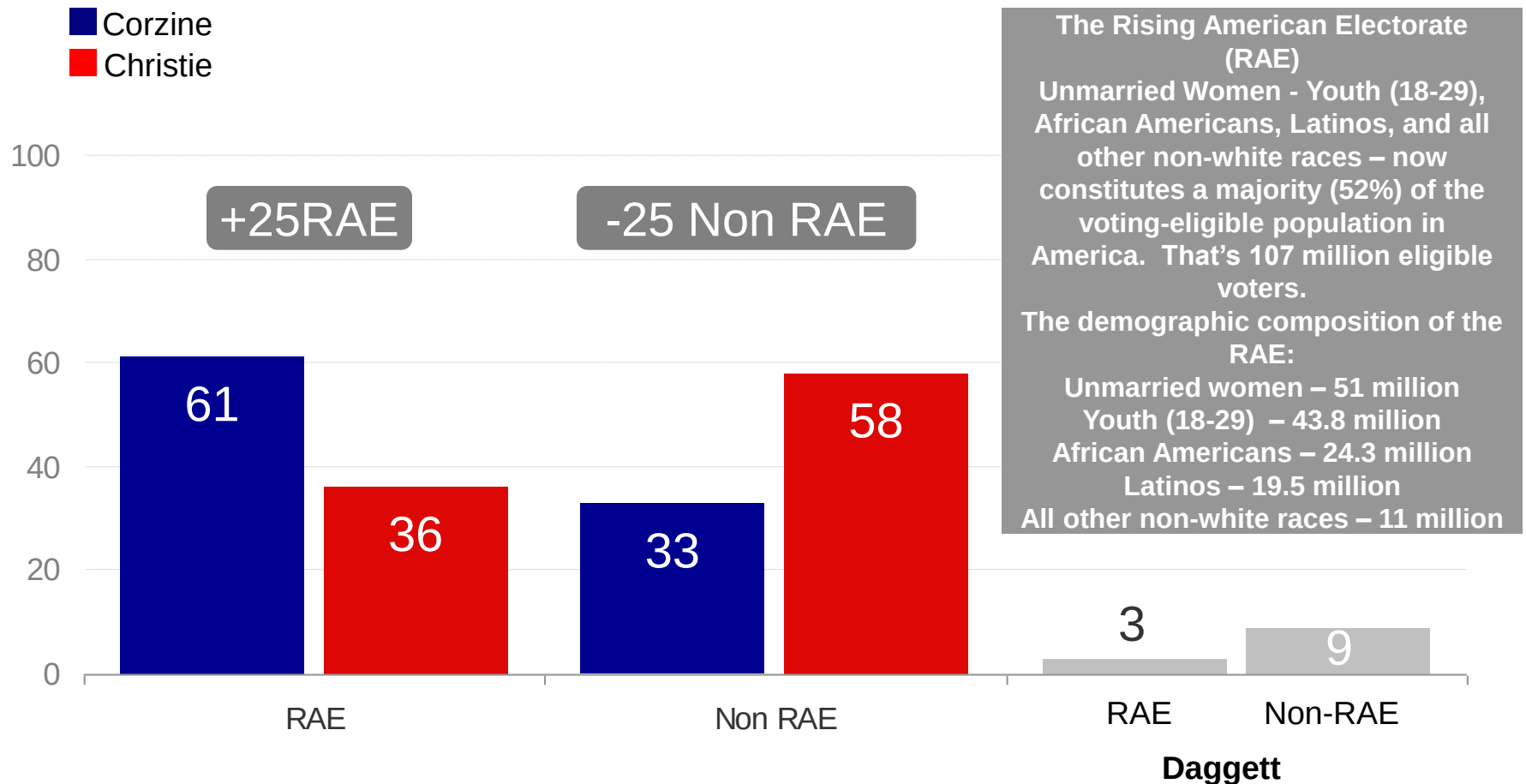


Huge Marriage Gap in Virginia

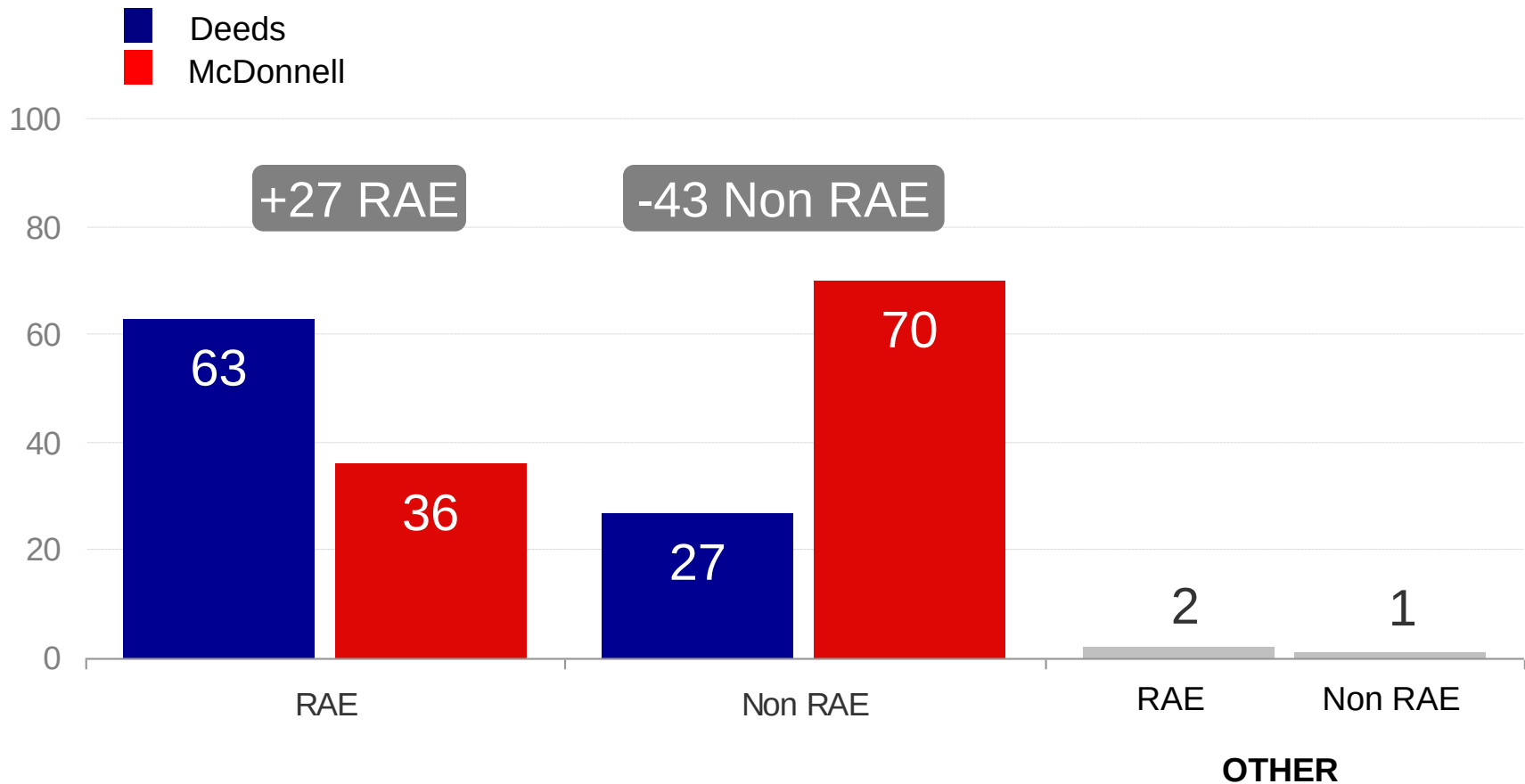


Rising American Electorate is Key

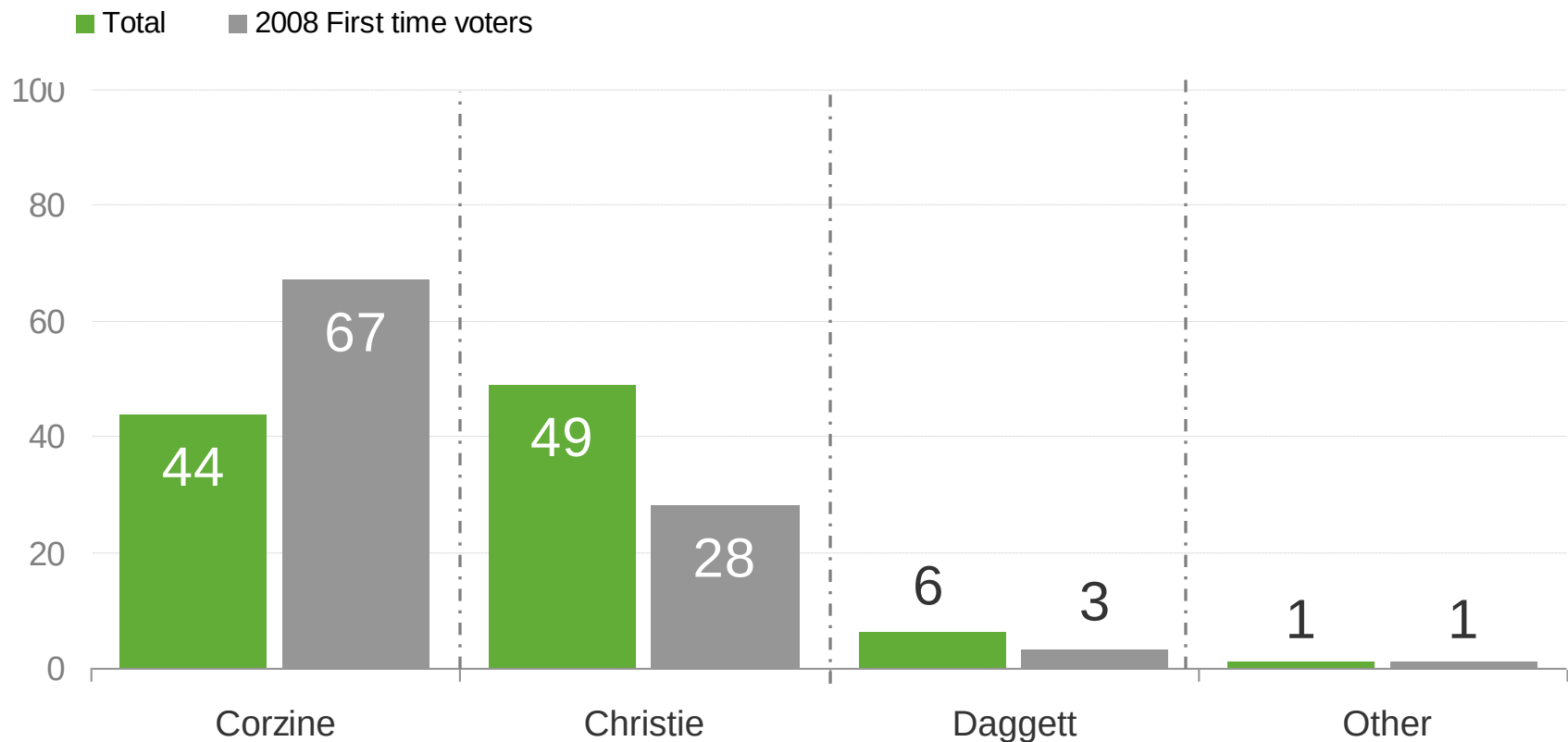
Gap between RAE and non-RAE voters-New Jersey



Gap between RAE and non-RAE voters - Virginia

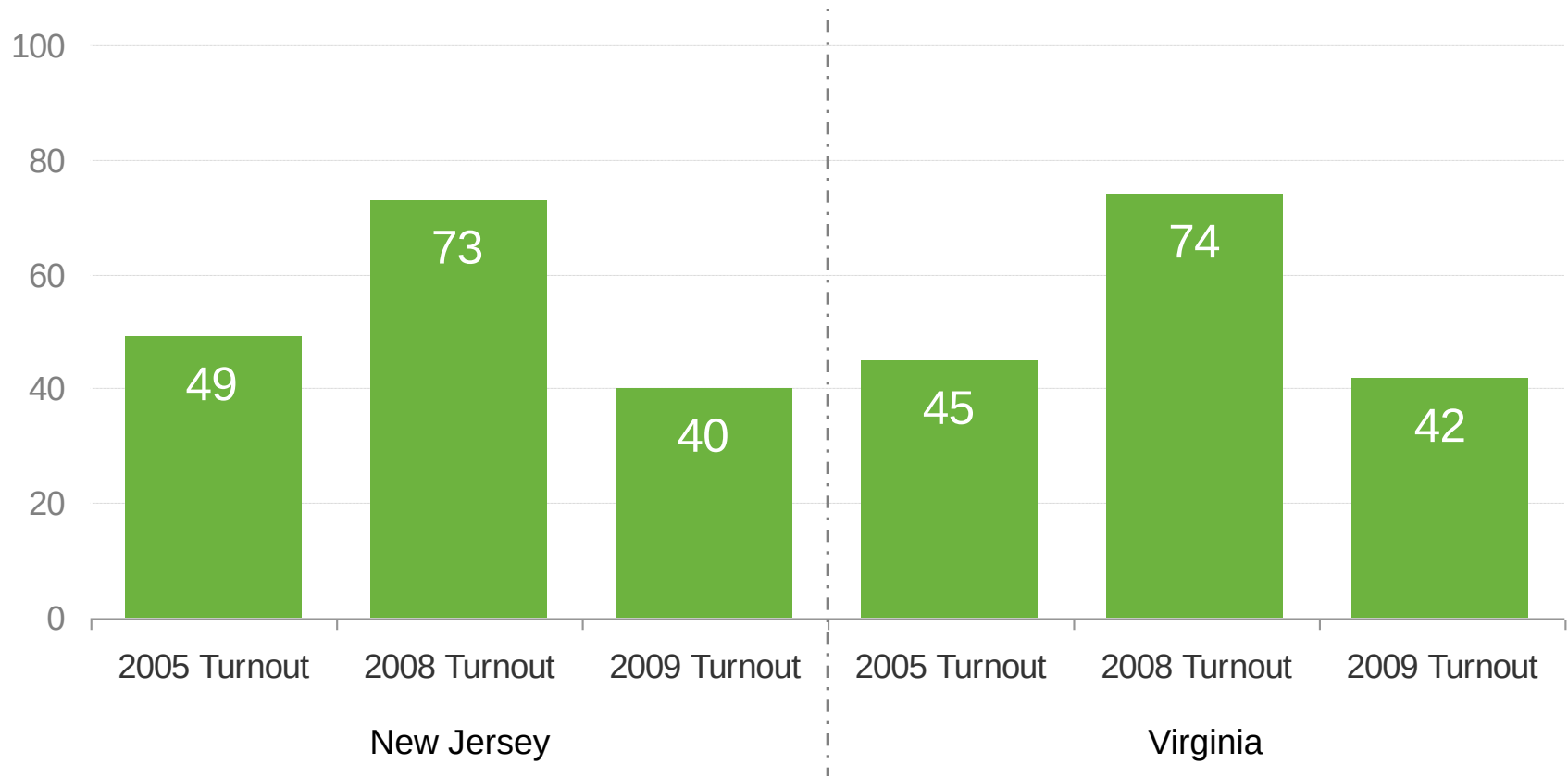


NJ Vote Among 2008 First Time Voters



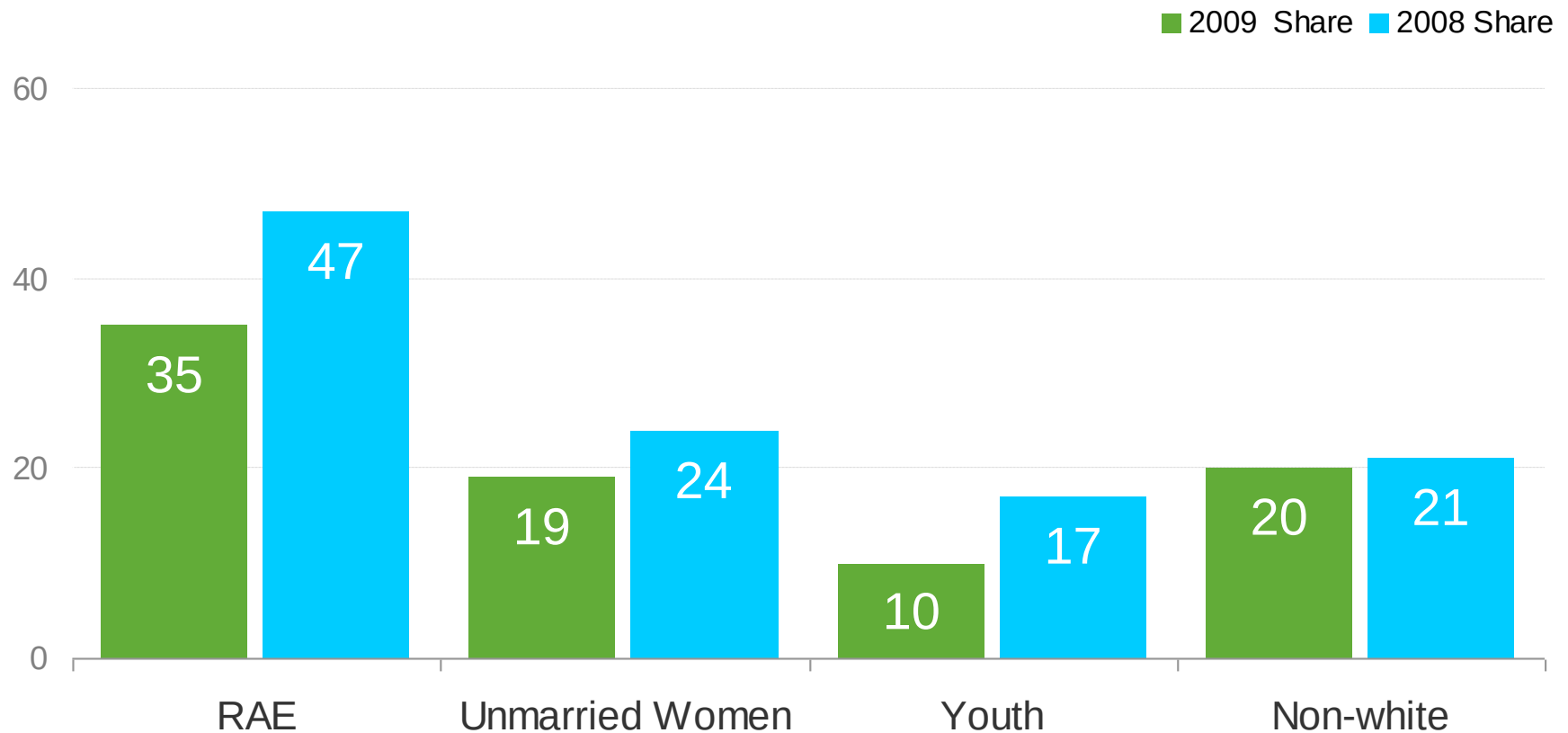
Turnout

Turnout is One Key to Loss



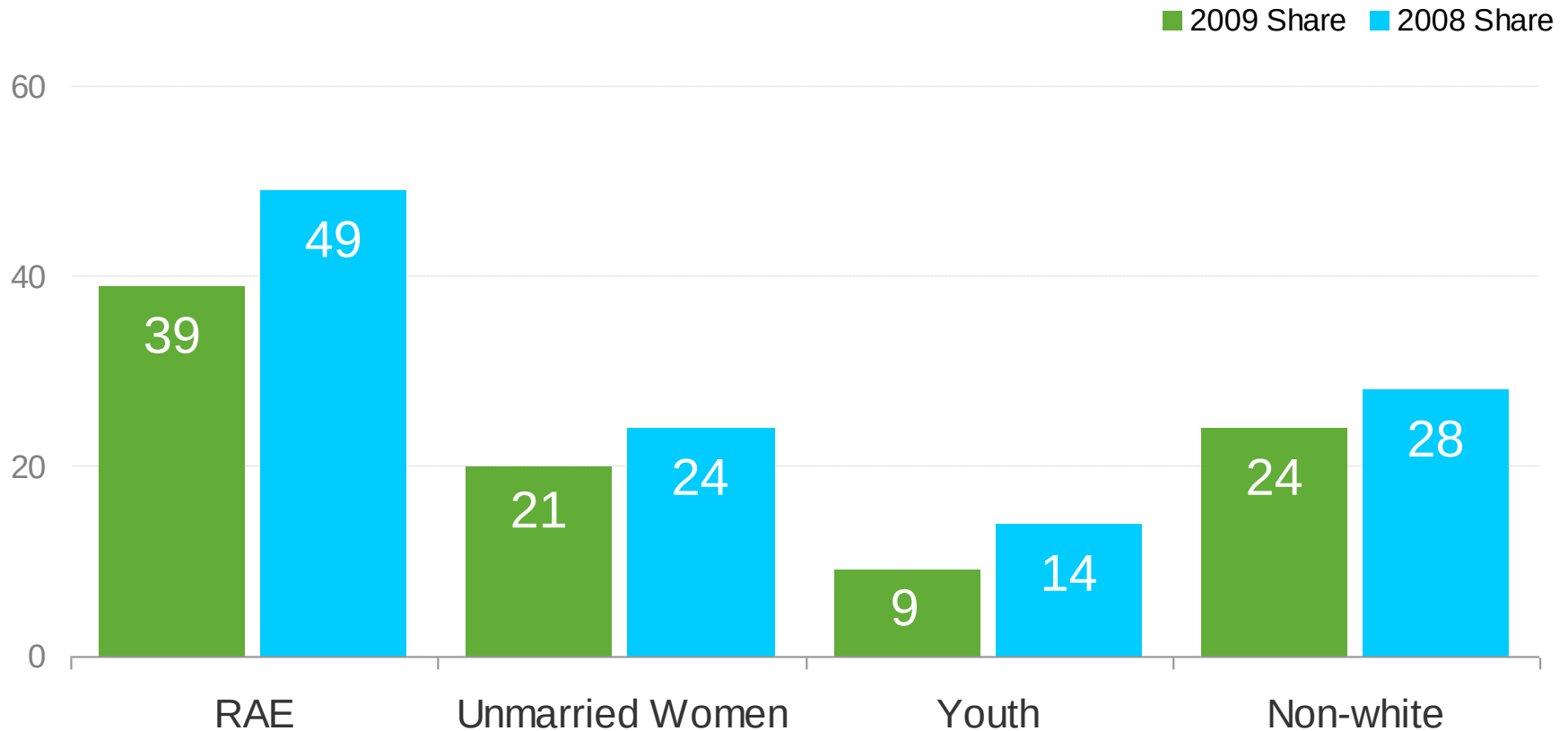
**Note: 05 and 08 Turnout Data from Sec. of State NJ and VA, 09 data from WVVW Nov 6th Statewide post election surveys.*

Share Among RAE in Virginia

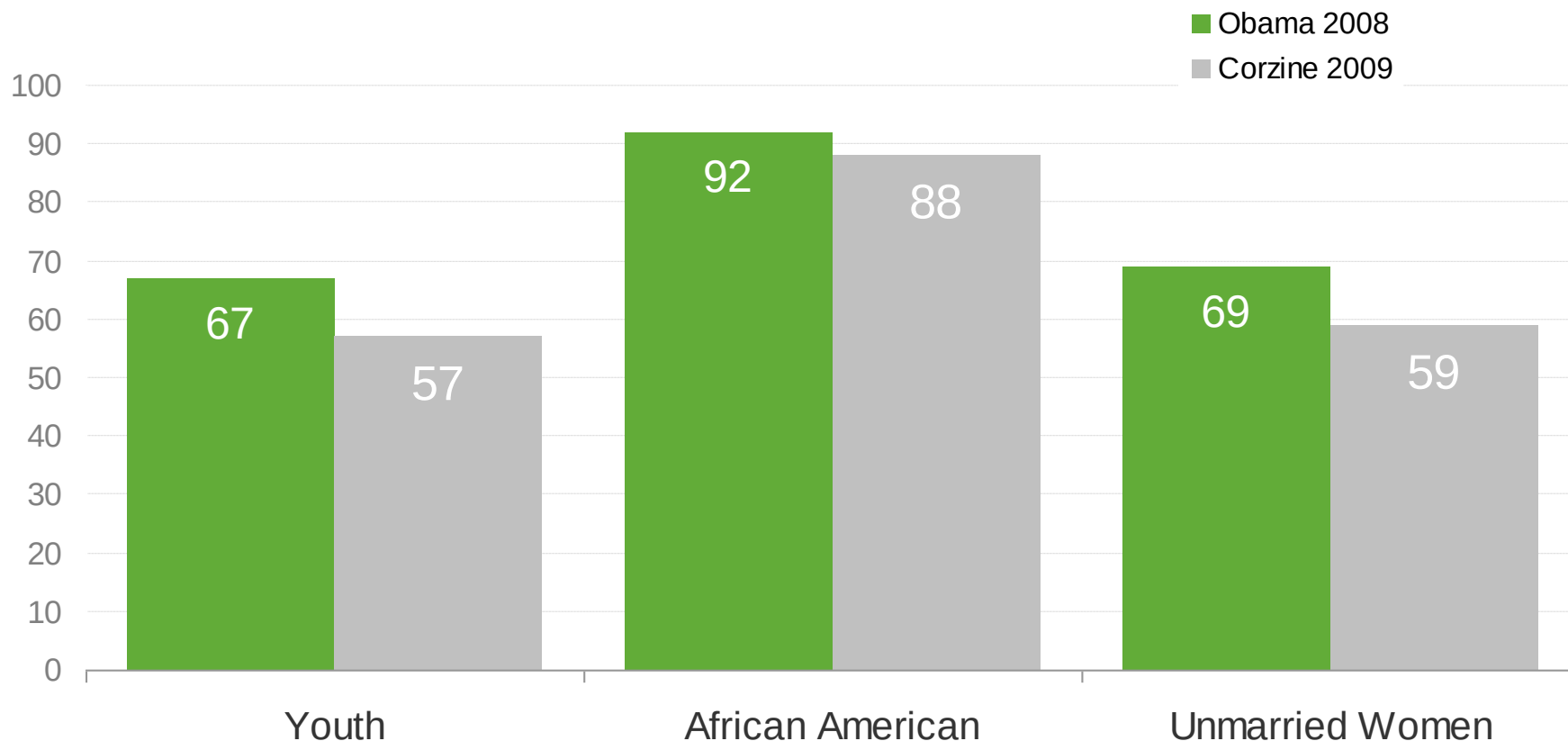


*Note: Data shows turnout by share of electorate. 08 Data from CPS. 09 Data from WVWV Nov 6th post election statewide survey.

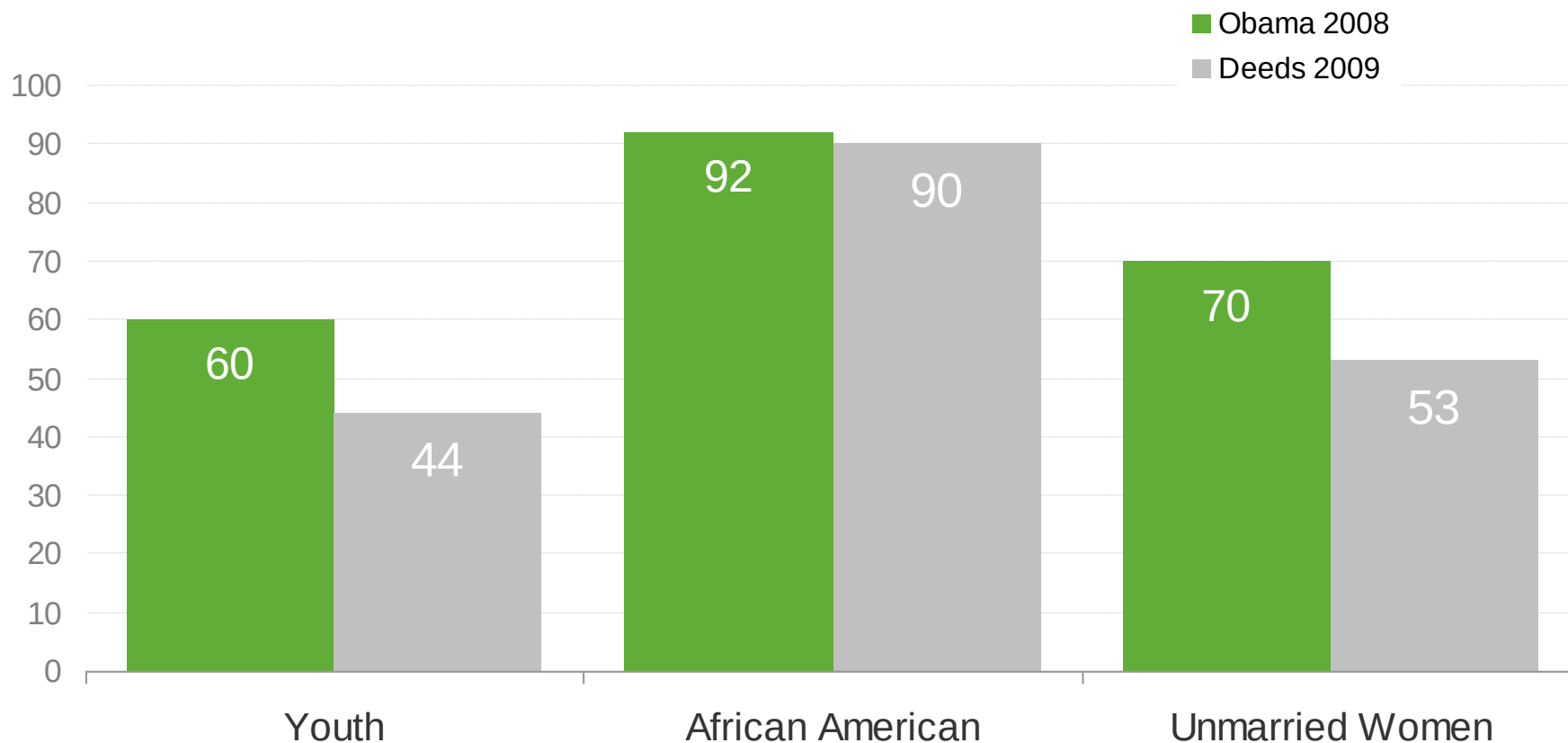
Share Among RAE in New Jersey



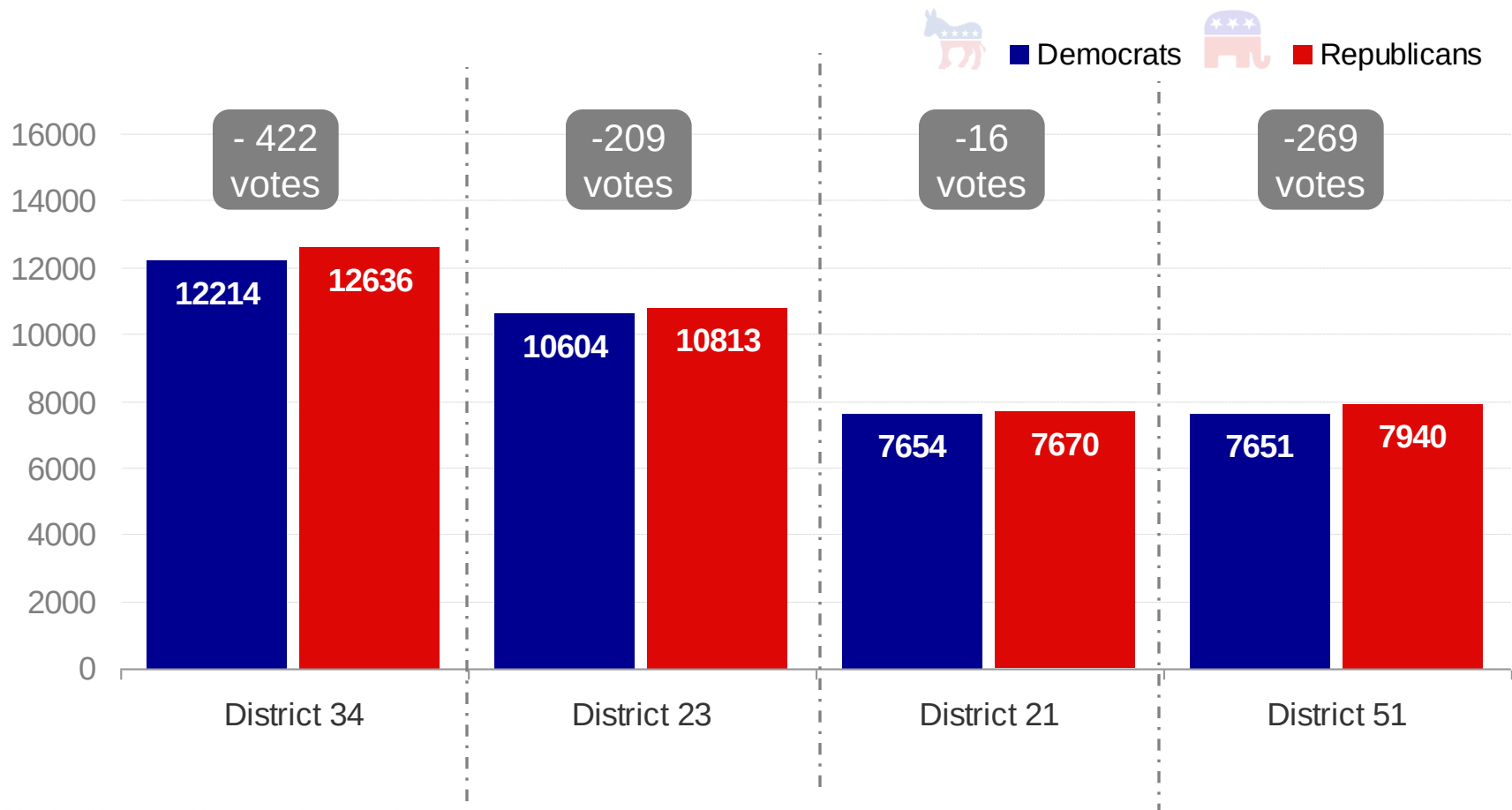
Significant Drop in Democratic Share of the Vote Among RAE Voters – New Jersey



Significant Drop in the Democratic Share of the Vote Among RAE Voters - Virginia



Turnout Has Real Impact Down Ballot in Close Races



Voting Considered Civic Duty,
Election Not a Referendum on
Obama

Why They Voted/Didn't Vote –New Jersey

VOTERS

	Total	RAE	Non RAE
It is my civic duty to vote	35	37	34
I always vote	32	24	37
My vote could make a difference	26	32	22
I like and supported one of the candidates	5	5	5
It is easy to register and vote	1	1	1

NON VOTERS

	Total	RAE	Non RAE
I did not have time to vote	38	36	41
I was turned off by negative campaigning	28	30	25
I did not know the issues	13	14	12
My vote would not make a difference	8	8	9
Don't know/ Refused	13	13	14

Why They Voted/Didn't Vote –Virginia

VOTERS

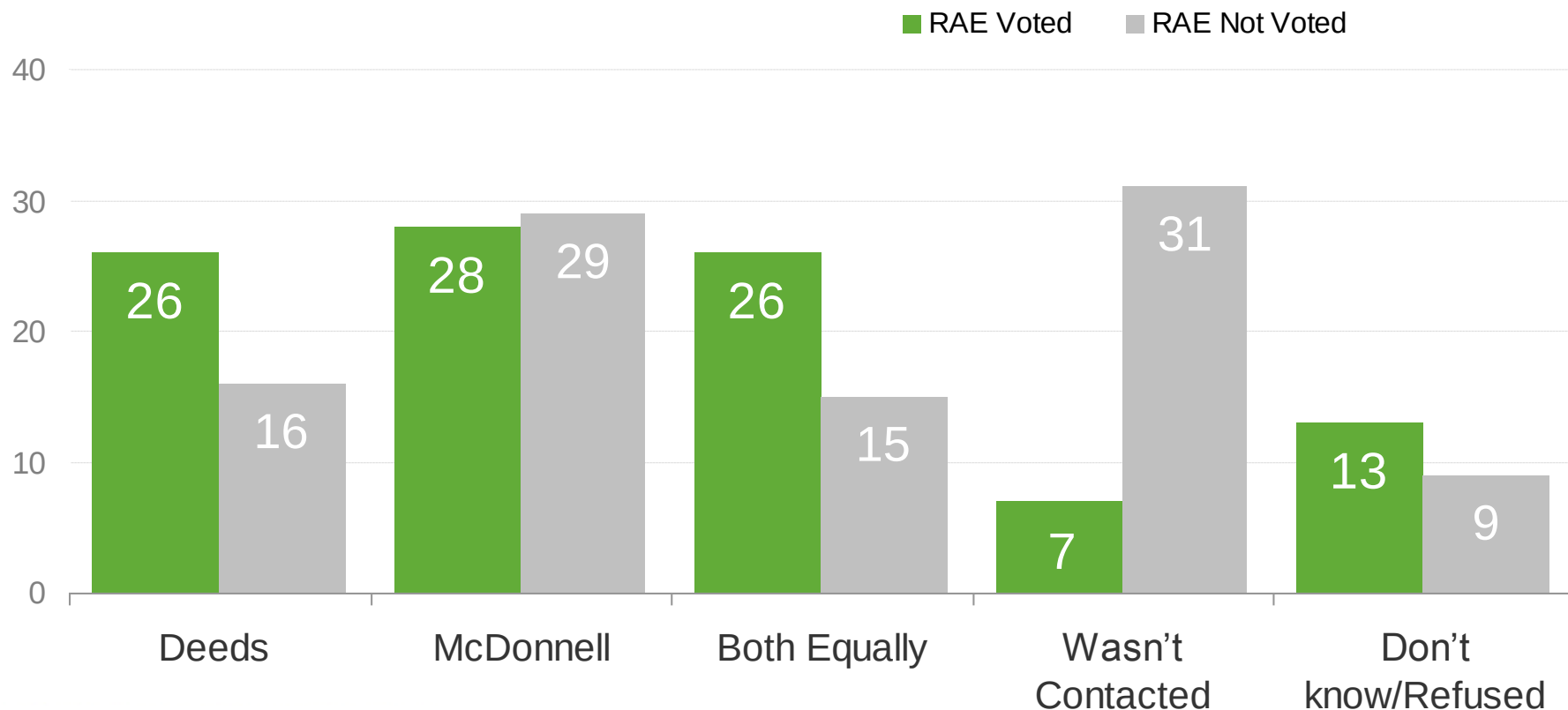
	Total	RAE	Non RAE
It is my civic duty to vote	36	33	38
I always vote	33	30	34
My vote could make a difference	24	30	20
I like and supported one of the candidates	5	4	6
It is easy to register and vote	2	3	1

NON VOTERS

	Total	RAE	Non RAE
I did not have time to vote	37	33	40
I did not really know the issue or candidate	29	37	21
I was turned off by negative campaigning	20	17	23
My vote would not make a difference	4	5	2
Don't know/ Refused	11	8	14

In Virginia, a Failure to Communicate

Over the course of the campaign, were you contacted more by people wanting you to vote for Democrat Deeds or were you contacted more by people who wanted you to vote for Republican McDonnell?



Methods of Contact

How much information did you receive about this year's election from that source, on a scale of 1 to 10, where 10 means you received a large amount of information from the source, and 1 means you did not receive any information from that source?

Virginia

	Total
TV Ads	50
Phone Calls	33
Printed Materials	24
Campaign E-mails	7
Neighborhood Canvassing	5
Independent Group	3

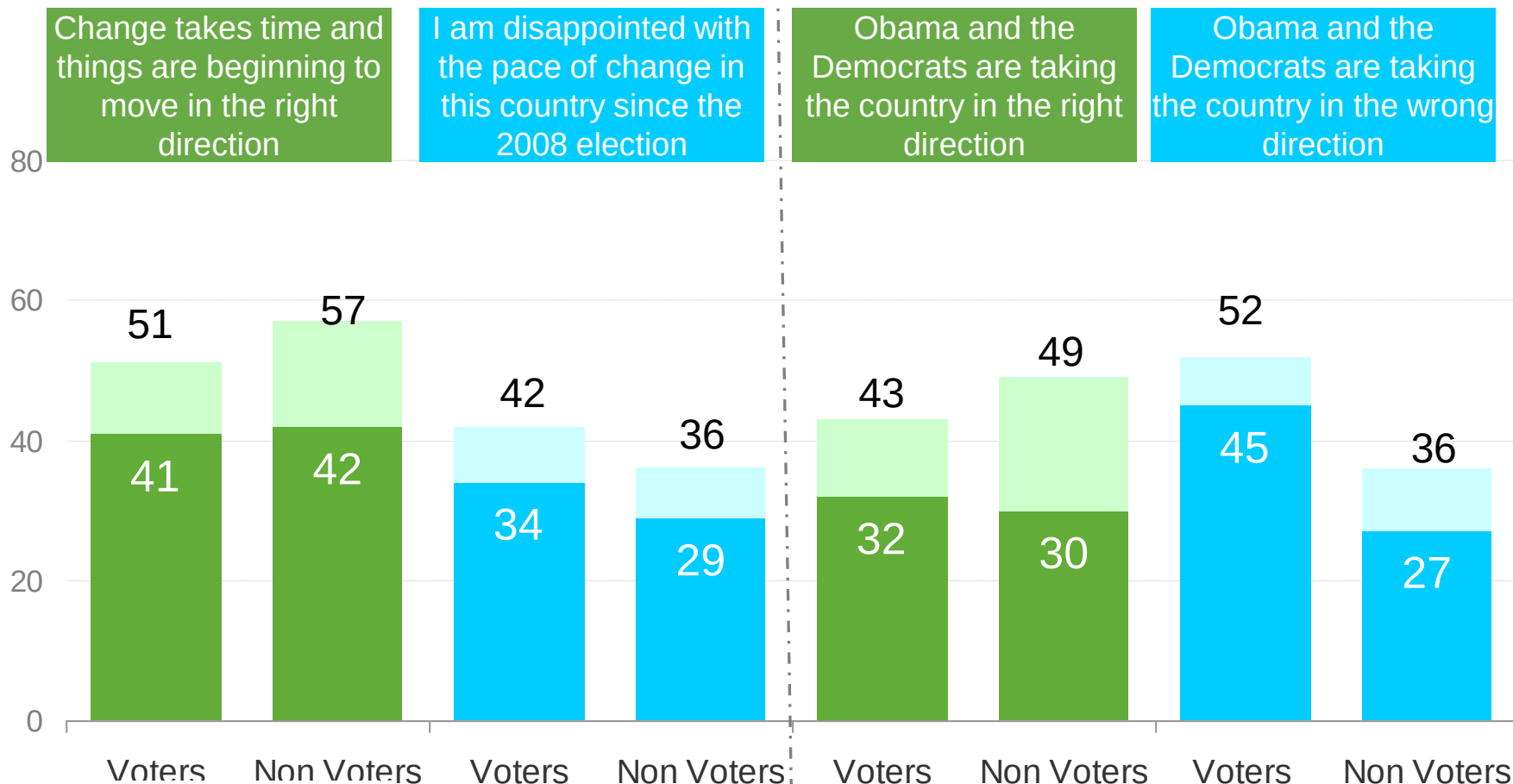
New Jersey

	Total
TV Ads	53
Phone Calls	30
Printed Materials	29
Canvassing	8
Independent Group	5
Campaign E-mails	5

National Implications?

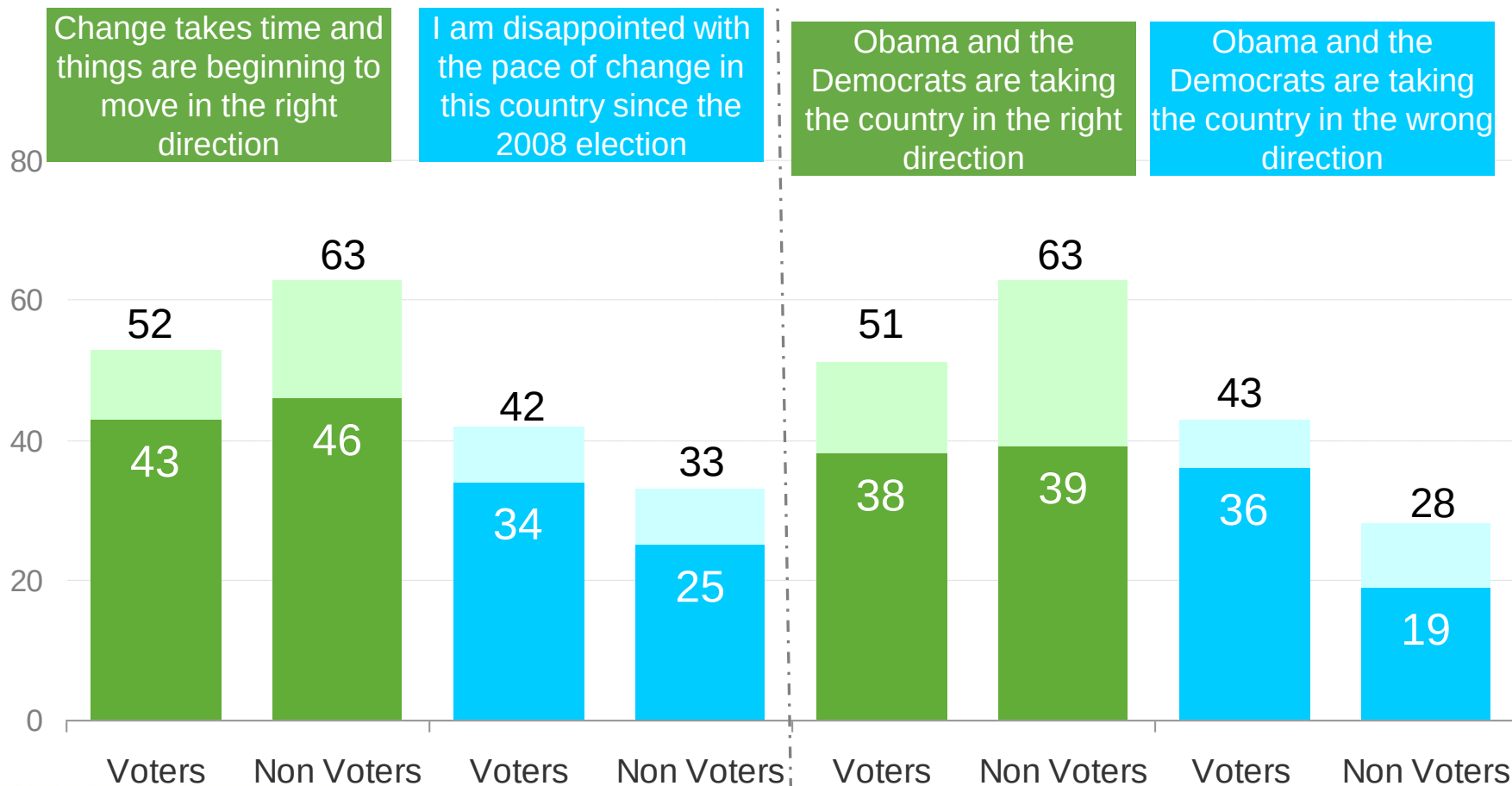
Virginia: Split on Pace of Change and on Obama

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.



NJ: Election Not Referendum on Obama or Pace of Change

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.



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