

To: Interested Parties
From: Clarity Campaign Labs
Date: January 6, 2014
Subject: American Women National Survey Results

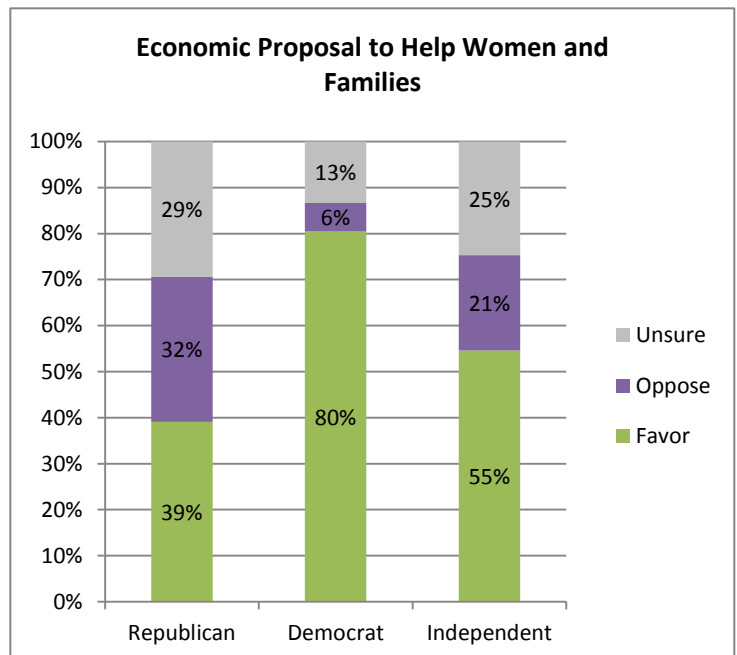
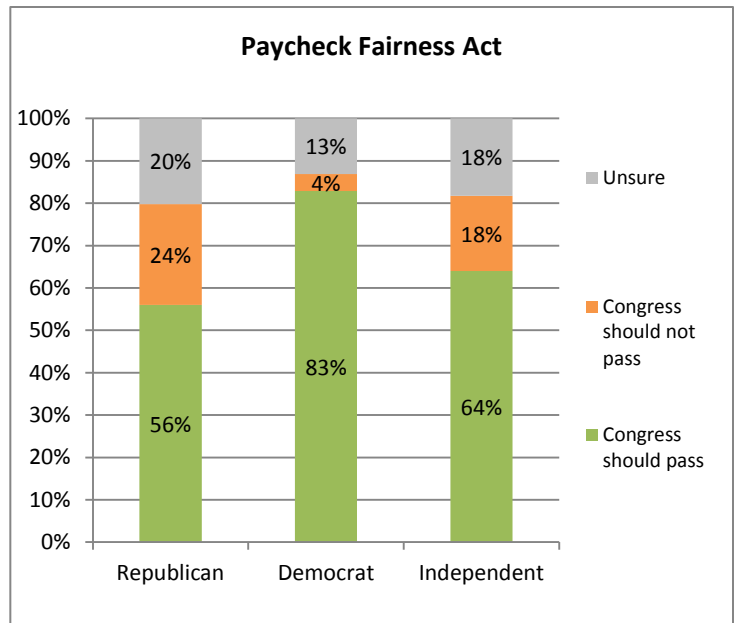
On behalf of American Women, Clarity Campaign Labs conducted a poll of registered women voters nationwide on January 3rd and 4th. We surveyed 2,069 female voters with an IVR survey, as well as a live portion for cell phones and landlines in states that prohibit automated calls. We then matched the sample to the voter file and weighted it to reflect a national distribution. The margin of error is +/- 2.57%.

We asked women across the country a series of questions about economic issues. The Paycheck Fairness Act is supported by a huge majority of women: 69% said that Congress should pass it, compared to 13% who did not think it ought to be passed.

We then described a more comprehensive economic program designed to grow the economy and create jobs by raising minimum wage, mandating paid sick leave, and creating a family and medical leave insurance fund, as well as ending gender discrimination in pay. 62% of the women surveyed supported it while only 17% were opposed.

Looking at the breakdown by party, we see that while 80% of self-identified Democrats support a potential Paycheck Fairness Act, 64% of Independents support it as well. Republican women also support passing paycheck fairness legislation by more than 2 to 1 – 56% to 24%.

The broader economic proposal to help women and families also garners support from the majority of Democrats, 81%, and Independents, 55%. The proposal is a little less popular among Republicans, but still has overall support among Republican women: 39% favor to 31% do not favor, with 30% unsure.



By age range, we see the 18-34 age bracket overwhelmingly supports both the economic proposal and the Paycheck Fairness Act, by 86% and 81% respectively. Support for the economic proposal appears to drop with an increase in respondent age, as the 34-49 year olds are 61% in favor of it and the 65-79 year olds are 59% in favor of it. The Paycheck Fairness Act, by comparison, receives high levels of support across all age categories.

