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A Struggling Electorate Findings from a National Survey of Voters

To: Interested Parties

From: Greenberg Quinlan Rosner Research

A recent poll of registered voters commissioned by American Women, Voto Latino Action Network, and iAmerica Action¹ found that women and particularly millennial women—remain highly negative toward Trump and his views. According to the poll, women strongly favor a candidate who will push for progressive economic policies, including equal pay, college affordability, paid sick days and family leave, and reproductive rights.

The poll also points to a continuing sense of anxiety and economic struggle for voters.

The following are key findings from a national online survey of 800 registered voters conducted by Greenberg Quinlan Rosner Research.

Voters show strong support for candidates who support economic policies that help women and families

Instead of incendiary rhetoric that divides people, voters—particularly women and millennial women—indicate strong support for candidates who are willing to stand up for progressive economic policies that can help with their struggles, including college affordability, pay equality, and paid sick and paid family leave in the workplace.

¹ Greenberg Quinlan Rosner Research conducted a national online survey of 800 registered voters. The survey was conducted from April 16-19, 2016. At the same time, GQRR conducted a parallel telephone survey of 400 Hispanic women. Forty-two percent of this sample was reached on a cell phone. All interviews were carried out via telephone by bilingual interviewers, and conducted in the preferred language of the survey respondent, English or Spanish. The phone survey is subject to a margin of error of +/- 4.9 percentage points at a 95 percent confidence interval.

For women and Mill women, pay equality, affordable college, and paid sick/family leave top issues

The following is a table of positions on issues that a candidate for elected office might take. Please indicate whether that position would make you more likely to vote for that candidate, less likely to vote for that candidate or would not make a difference either way.

	Much More Likely Women	Total More Likely Women	Much More Likely Millennial Women	Total More Likely Millennial Women
Equal Pay	58	83	52	79
Paid Sick	50	84	54	88
College Affordability	38	77	38	74
Paid Family Leave	43	75	50	77
Child care	33	67	34	72

American women also have a strong preference for candidates who will protect reproductive health choices including birth control and abortion; more than two-thirds of millennial women say they would be more likely to support a candidate for elected office who took these positions, with more than half (52 percent) who say they are “much more likely” to support a candidate who will work to protect women’s reproductive health choices.

Women are anxious about their economic future, and they want candidates for office to stand up for their economic priorities, including access to reproductive health care, instead of trying to divide people in ways that do nothing to address the economic challenges facing women and families.

Many are struggling—and failing—to get ahead in the current economy, and women are more concerned about their economic situation than men

Voters are unhappy about the country’s direction, with 69 percent of both men and women who say that things in the country are seriously off on the wrong track.

Economic concerns underlie a great deal of this dissatisfaction, particularly among women. Fifty-nine percent of women count bills and expenses among their top stresses, compared to 49 percent of men. The anxiety is more heightened among younger and unmarried women; among millennial women, more than two thirds (68 percent) say bills and expenses are a top source of stress and among unmarried women 65 percent say bills and expenses cause the most stress in their lives.

Women more likely to feel stress over money

Which one or two of the following causes the most stress in your life?

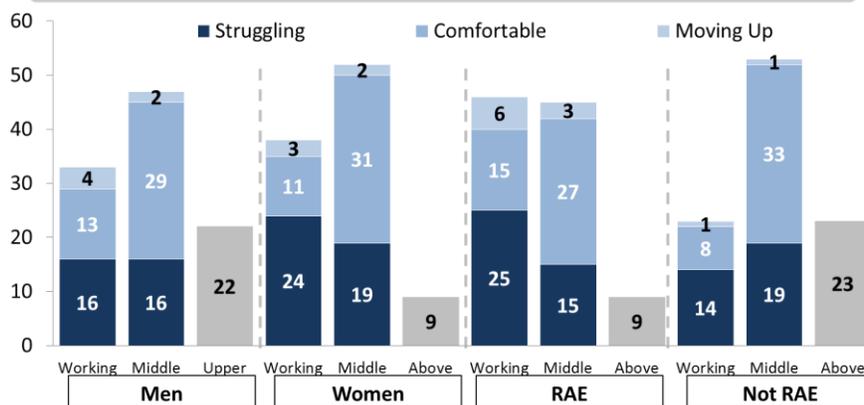
	All Voters	Men	Women	Mill Women	Unmarried Women
Bill and expenses	54	49	59	68	65
Saving money for retirement	26	25	27	17	21
Your health	26	29	23	19	25
Caring for your family	18	18	18	20	18
Your family's health	17	18	16	12	12
Relationship with your partner	11	14	9	9	7
Balancing caretaking and career responsibilities	7	5	9	11	8
Meeting your boss's expectations at work	5	5	5	10	5
Having reliable and affordable child care	2	2	2	6	3

Due to multiple responses percentages will not equal 100.

Women are also more likely than men to report being working class or middle class—and struggling to stay there. Overall, 35 percent of voters say they are working class, 49 percent middle class, and 15 percent upper middle class or higher. However, 39 percent of women call themselves working class, compared to 32 percent of men. More troubling, nearly one-quarter of women say they are in this lower class and struggling to remain there; just 16 percent of men fall into this category. Members of the Rising American Electorate—youth, people of color, and unmarried women—also disproportionately report being working class and struggling.

Women more likely than men to identify as working class; one quarter of RAE is struggling to stay in working class

(WEB ONLY) Would you describe yourself as working class, middle class, upper middle class, or better off than that?
 (ASK ONLY IF WORKING, MIDDLE, OR UPPER MIDDLE IN CLASS) Would you say you are struggling to remain in the (working/middle/upper middle) class, comfortable in the (working/middle/upper middle) class, or moving up beyond?

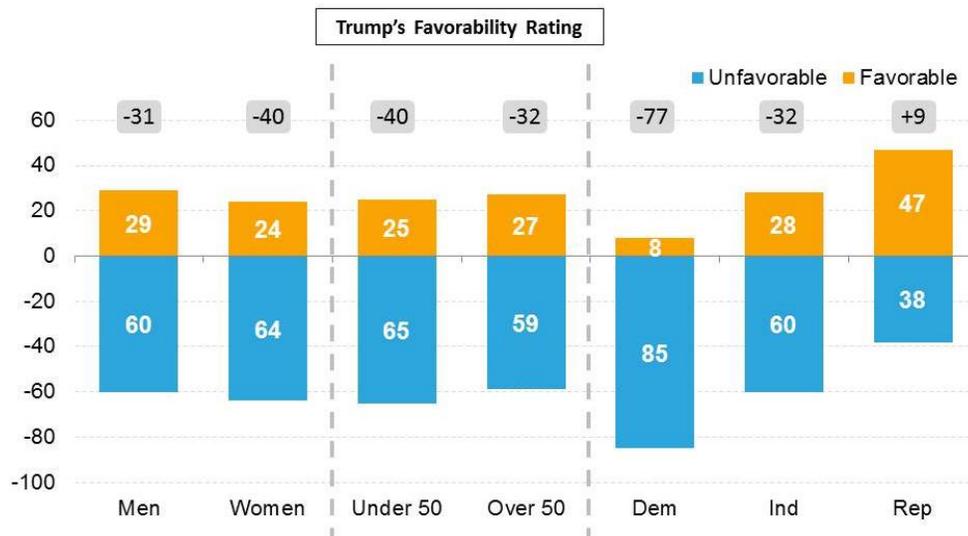


Despite attempts to capitalize on economic fears, hostility toward Trump remains high for most voters

Views on Trump remain highly negative across the electorate. Trump receives negative ratings from men and women, as well as older and younger voters.

Women are some of Trump's harshest critics. 72 percent of millennial women give Trump negative ratings, as well as 79 percent of women of color and 74 percent of unmarried women. Democrats and Independents are also very negative; even among Republicans, Trump receives a mixed reaction.

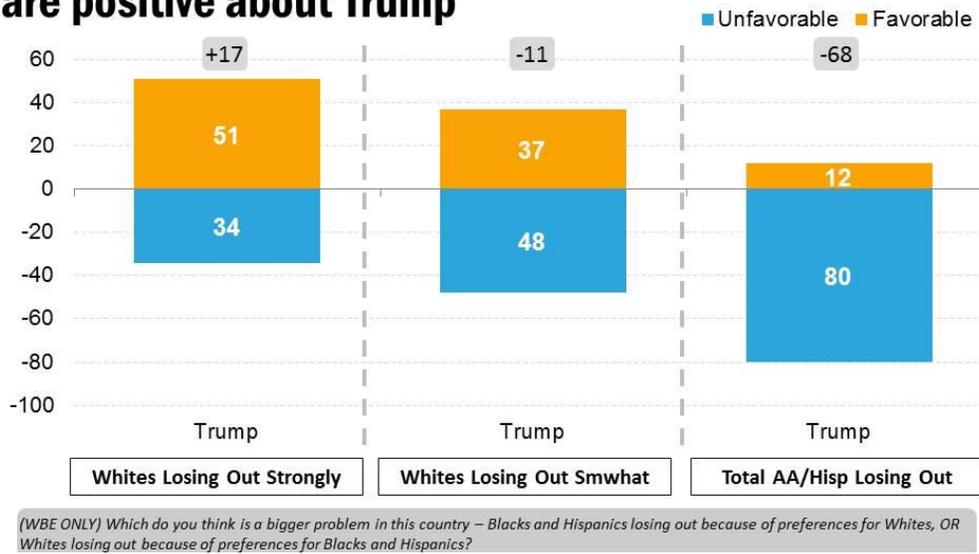
Trump is underwater with nearly every subgroup



In spite of his highly negative ratings, Trump continues to rely on racist rhetoric intended to further divide voters and appeal to existing racial resentment. Sixty-two percent of White voters believe that Whites are losing out because of preferences for Blacks and Hispanics. The opposite is true among Blacks and Hispanics, with 79 percent of Hispanics and 98 percent of African Americans who believe they are losing out because of preferences for Whites.

However, Trump's attempt to capitalize on this resentment and racial divide does not impact many voters. Only the bloc of voters who think whites are "losing out strongly" (12 percent of our sample) give him positive ratings. This bloc is disproportionately Republican, older white men, and white blue collar voters. Even those who think whites are "losing out somewhat" have negative feelings toward Trump, and those who think Blacks and Hispanics are losing out are overwhelmingly negative toward Trump.

Only those who strongly believe whites are losing out are positive about Trump



The dislike for Trump has an impact on reactions to policy proposals, including on immigration, which has been a central focus of his campaign. Latinas strongly oppose the isolationist policies promoted by Trump, with 83 percent in opposition to building a wall along the Mexican border and 73 percent who oppose deporting undocumented immigrants.

Among voters overall, while more than three-quarters (78 percent) of voters favor immigration reform that provides a path to citizenship for undocumented immigrants already living here, they split evenly on the idea of building a wall along the border with Mexico. However, when the wall proposal is presented as a quote clearly from Trump saying, “I will build a great, great wall on our southern border, and I will make Mexico pay for that wall” support drops precipitously to 40 percent, with 59 percent in opposition.