

AMERICAN VIEWPOINT®

American Viewpoint, Inc.
300 North Lee Street • Suite 400
Alexandria, Virginia 22314
(703) 684-3325
(703) 684-9295 - FAX
1800-684-4410
www.amview.com

To: Concerned Women of America Legislative Action Committee
From: Linda DiVall and David Kanevsky
Re: Key Findings from Three State Women's Survey
Date: October 12, 2012

The following outlines the key findings from a survey commissioned by the Concerned Women of America Legislative Action Committee. The survey was conducted October 4 & 6-8, 2012 in Colorado, North Carolina and Virginia with N=400 likely women voters in each state (N=1,200 voters total). Approximately 20% of the interviews were conducted with voters who have a cell phone that do not have a landline recorded on the voter file. The margin of error for each state is +/- 4.9% at the 95% confidence interval, and +/- 2.8% across all three states combined. The margin of error among sub-groups is greater.

Mitt Romney is competitive with women, down just 43%-50% with 4% undecided, and with Obama unable to break the 50% mark.

- This result validates the Pew Research poll released on October 8th, showing Romney closing an 18 point deficit with women in September by tying Obama 47%-47% with women after the first debate.
- In Colorado, Romney trails 44%-50%, a significant improvement from when McCain lost the women's vote in the state by 15 points (41%-56%) according to the 2008 exit polls.
- In Virginia, Romney trails 43%-48%, while Obama won the women's vote in Virginia by 7 points in 2008 (46%-53%).
- In North Carolina, Romney is down 43%-53% with women. North Carolina had the biggest gender gap of these three states in 2008, with McCain losing women by 11(44%-55%) while winning men by 13 (56%-43%). So even a marginal improvement in the women's vote should be able to tip the state in Romney's favor given that Obama won the state by less than four tenths of one percent in 2008.

Women have a negative assessment of the economy and say government is making it worse.

- By an 11 point margin, women say their personal financial situation has worsened over the past four years (25% better – 36% worse – 37% about the same). Romney wins with voters who say their personal financial situation is worse off 83%-8%.

- Nearly half (49%) of women say the federal government's spending has hurt the economy, compared to just 28% who say that federal government spending has helped. Of the 49% who state federal spending has hurt the economy, Romney wins 78%-15%.
 - Even in Virginia, which tends to be more reliant on federal government spending given its proximity to D.C., 50% of women say government spending has hurt the economy.

Despite the efforts of the administration to market the benefits of Obamacare, women remain polarized to the law.

- Women are divided on President Obama's health care law: 49% of women favor it while 46% are opposed.

Romney is competitive with women on key attributes.

- Will handle the issue of spending and debt better: 49% Romney – 44% Obama
- Will get America back to work: 47%-49%
- Has a plan to improve the economy for all Americans: 45%-50%
- Is willing to make the tough decisions to get our country back on track: 46%-51%

Women are most concerned about how Obama's policies are adding to the national debt and unable to get America back to work.

- The survey was designed to look at what are some of the most troubling economic aspects of the Obama record and what concerns women the most. The survey tested a battery of 9 different facts about the economy. The three most convincing arguments with women to vote against Obama focus on the increasing national debt and high unemployment.
 - 47% found it very convincing that "The national debt has increased by 51 percent over the past four years, and now stands at 16 trillion dollars."
 - 46% found it very convincing that "The national debt per person has grown from 34,000 to more than 50,000 dollars."
 - 45% found it very convincing that "A total of 23 million Americans are either unemployed, underemployed or have given up looking for work."

Conclusions and Recommendations

This survey confirms what the Pew Research survey showed, with Romney significantly improving with women voters in the battleground states. Despite the traditional Democratic advantage with women, Romney has closed the gender gap with women and is well positioned to win these battleground states.