

GREENBERG QUINLAN ROSNER RESEARCH

June 16, 2008

How Choice Helps Obama Win the White House

NARAL Pro-Choice America Survey Analysis

Methodology

- Conducted between May 29th and June 8th, 2008
- 1,788 total likely voters
 - 1,000 likely voters
 - Oversample of 424 likely-voting Republican women
 - Oversample of 364 likely-voting Independent women
- 12 presidential battleground states
 - Colorado
 - Florida
 - Iowa
 - Michigan
 - Missouri
 - Nevada
 - New Hampshire
 - New Mexico
 - Ohio
 - Pennsylvania
 - Virginia
 - Wisconsin
- Sample is subject to a margin of error of approximately 3.1 percentage points

Key Findings

1. Choice can have a real impact on the presidential election.

- Once balanced information about Obama and McCain's respective positions on choice is introduced, Obama gains 6 points, with his overall lead in these twelve states expanding from a net 2 points (47 – 45 percent) to a net 13 points (53 – 40 percent).

2. Choice is an issue that moves key blocs of women voters to Obama.

- **Moves the swing vote** by drawing Independent women toward Obama.
- **Generates crossover support** by moving pro-choice Republican women toward Obama.
- **Consolidates the base** by bringing home Democratic women.

Key Findings

3. Choice is the top issue for moving pro-choice Republican and Independent women to Obama, trumping other traditional Democratic issues and attacks on McCain.

- Among pro-choice Independent women, pro-choice Republican women, and liberal to moderate Republican women, the issue of abortion produces a larger advantage for Democrats than the economy, the war in Iraq, or health care.
- Among pro-choice Independent women, pro-choice Republican women, and liberal-to-moderate Republican women, critiques on McCain's anti-choice position are the strongest attacks against him, trumping attacks on the economy, the war, and special interests.

Putting Choice into Context: The Importance of the Choice Vote

NARAL Pro-Choice America Can Impact a Significant Number of Votes

- NARAL's key target groups make up significant blocs of this electorate.
 - Women make up 53 percent of this electorate
 - Pro-choice women make up 30 percent of this electorate
 - Independent women make up 15 percent of this electorate
 - Liberal/moderate Republican women make up 7 percent of this electorate
 - Pro-choice Independent women make up 9 percent of this electorate
 - Pro-choice Republican women make up 5 percent of this electorate
- Obama gains 13 points among pro-choice Independent women (9 percent of this electorate) and 9 points among pro-choice Republican women (5 percent of this electorate). When these groups are combined, this movement equates to a gain of 1.6 points overall in the general election race against McCain.

Choice Moves Key Audiences Better Than Other Democratic Issues

...Overall, do you think the Democrats or the Republicans would do a better job with this issue?

Percent Responding, Democrats - Republicans

	Pro-choice Republican Women	Pro-choice Independent Women	Liberal to Moderate Republican Women	Single Women
Abortion	+4	+43	-3	+42
Health Care	-27	+38	-8	+38
Iraq War	-42	+23	-26	+27
Economy and Jobs	-34	+23	-21	+31

Choice Generates Opportunity for Crossover Support

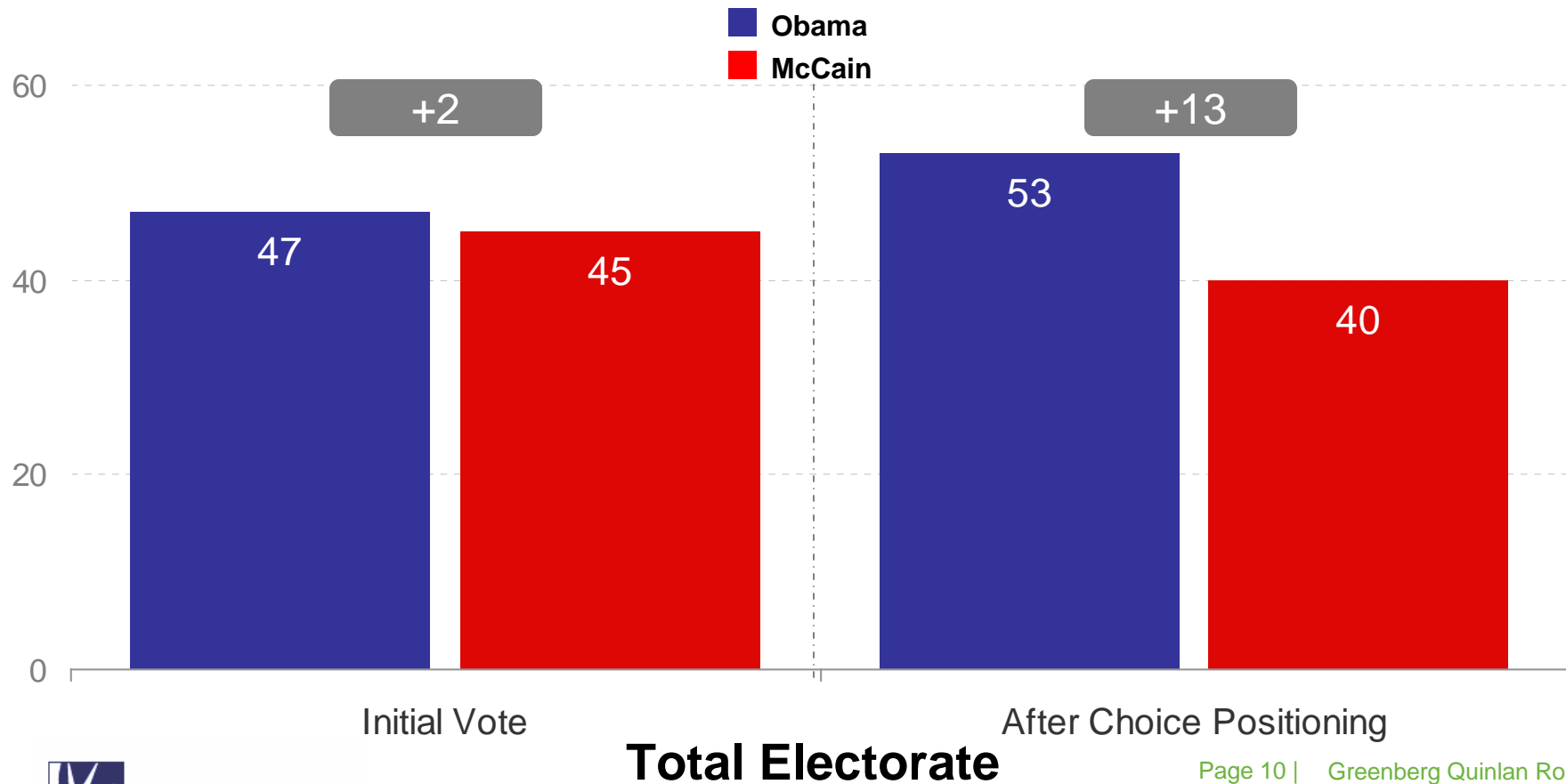
Now let me read you some short statements about the candidates for president. Please tell me which statement comes closer to your own view. *I would never vote for anyone running for president who opposes a woman's right to choose an abortion, no matter how much I agree with them on other issues.* OR *I might vote for someone running for president who opposes a woman's right to choose an abortion if I agreed with them on most other issues.*

	McCain – Obama	Never Vote For an Anti- Choice Candidate	Potential Gain
Republican women	86 – 10	23	+13
Pro-choice Republican women	76 – 18	30	+12
Liberal/moderate Republican women	76 – 18	26	+6

The Impact of Choice on the Presidential Election

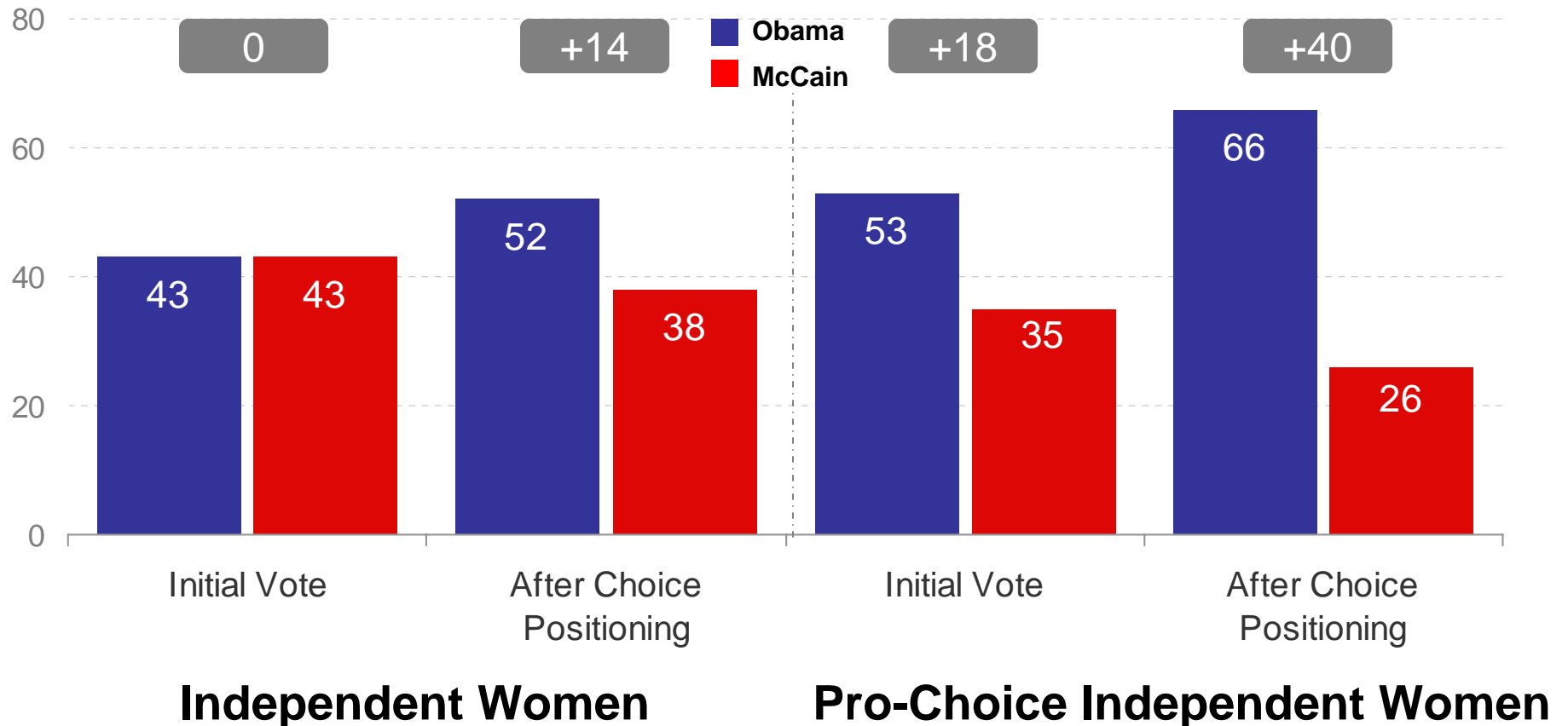
Defining Candidates on Choice Creates Gains for Obama

Now let me read you some statements about the candidates running for president.: *Barack Obama believes that the decision to have an abortion is...personal, between a woman, her family, her God, and her doctor...Obama will oppose any constitutional amendment to overturn Roe v. Wade. | John McCain is pro-life and...believes that we must end abortion by overturning Roe v. Wade...he will nominate Supreme Court judges who will vote to overturn Roe v. Wade and return the issue to the states.*



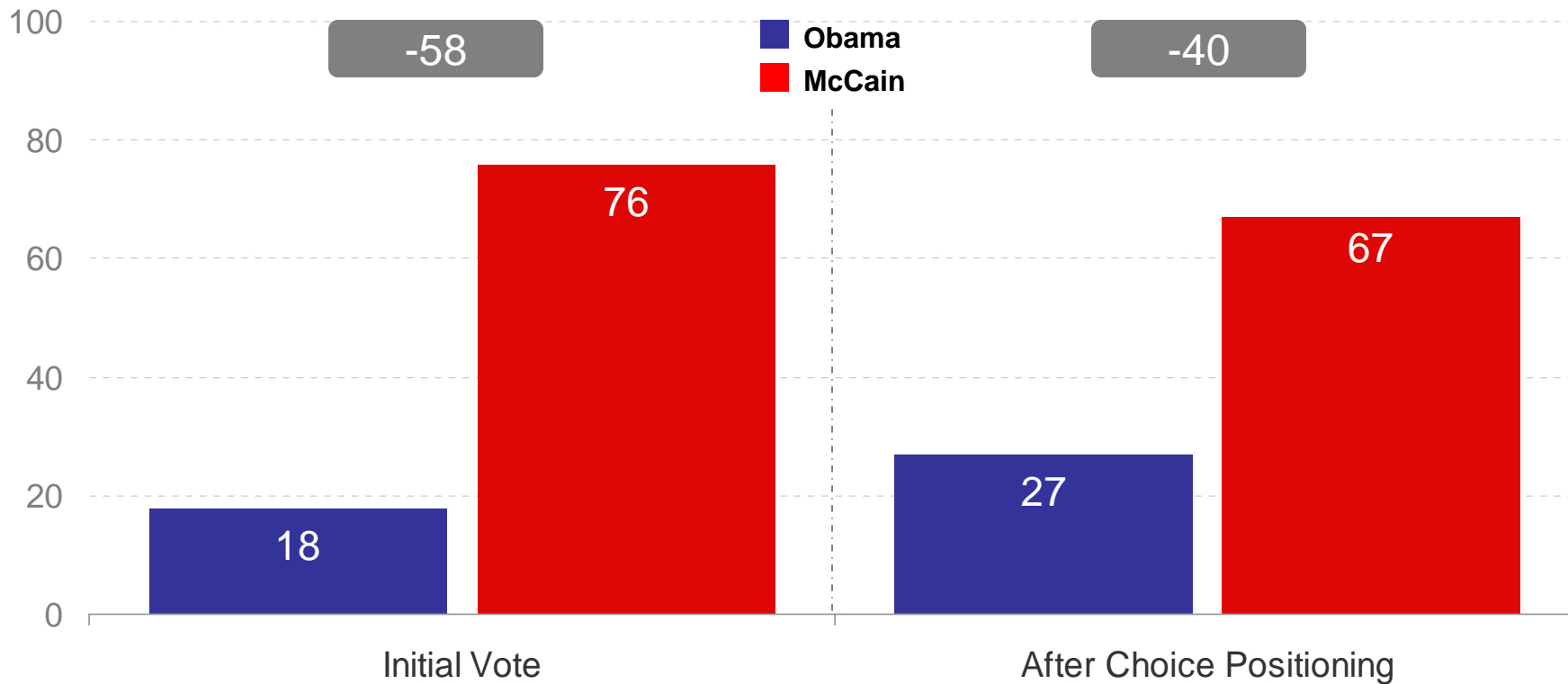
Choice Positioning Moves Independent Women to Obama

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Choice Positioning Generates Significant Crossover Support

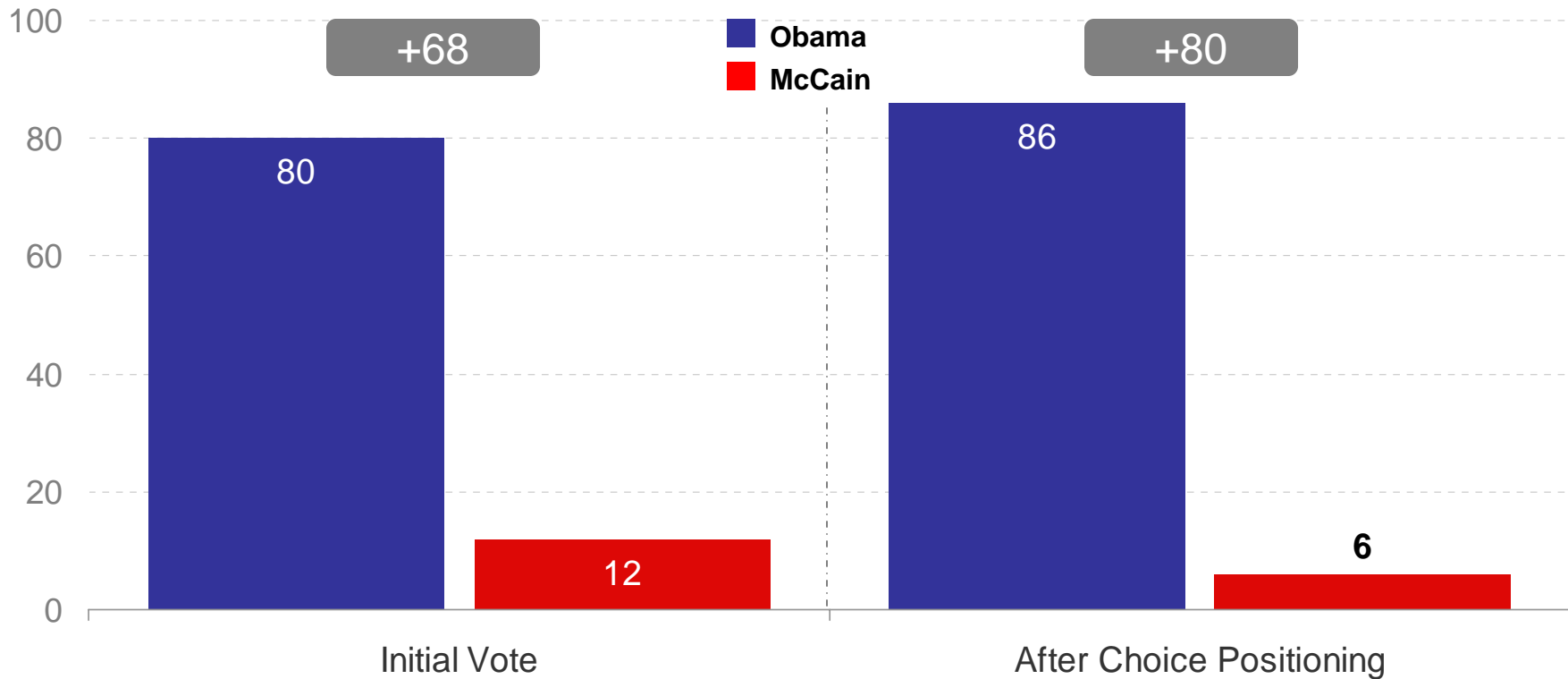
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Pro-Choice Republican Women

Choice Positioning Helps Obama Consolidate the Base

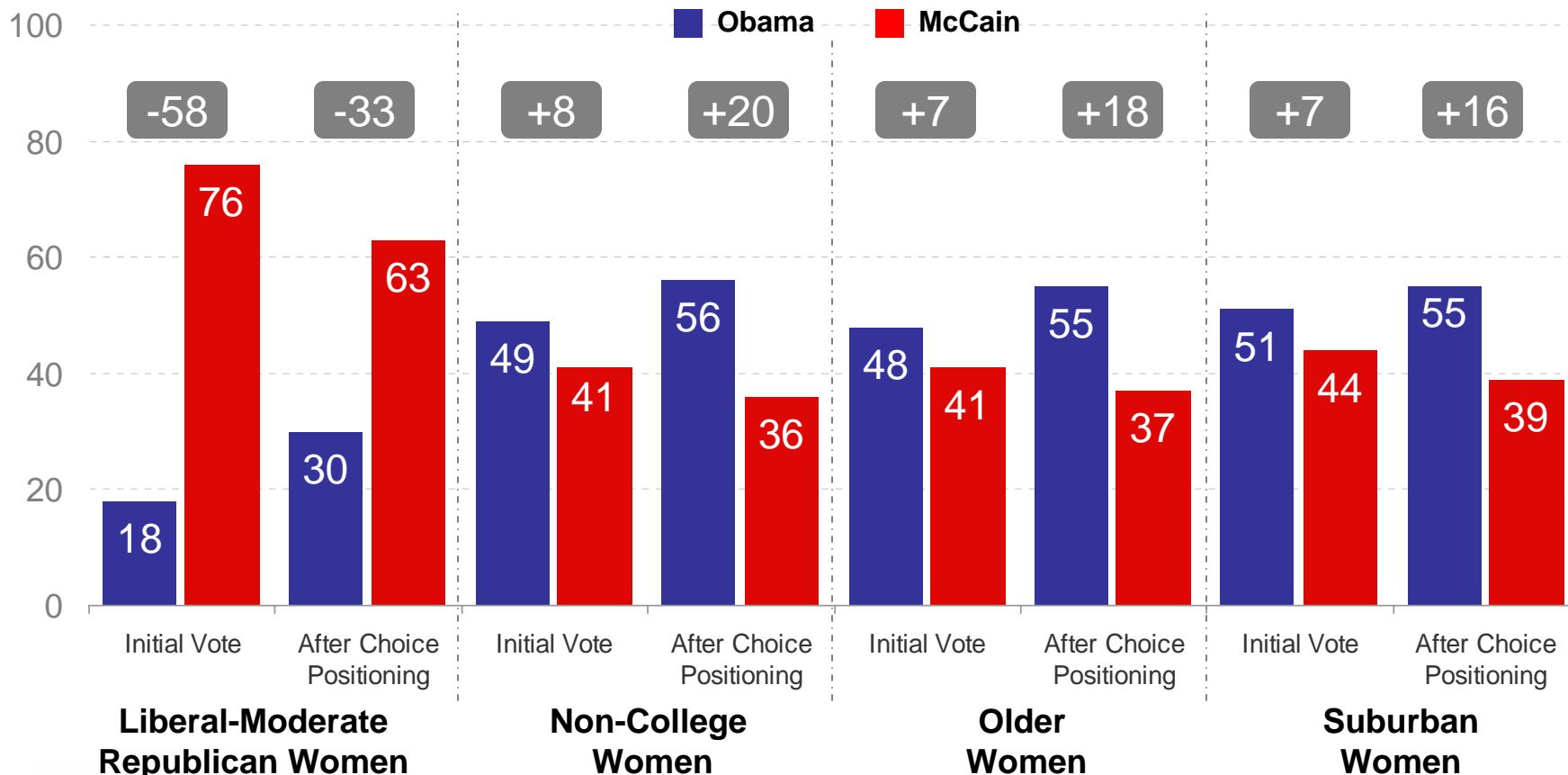
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Democratic Women

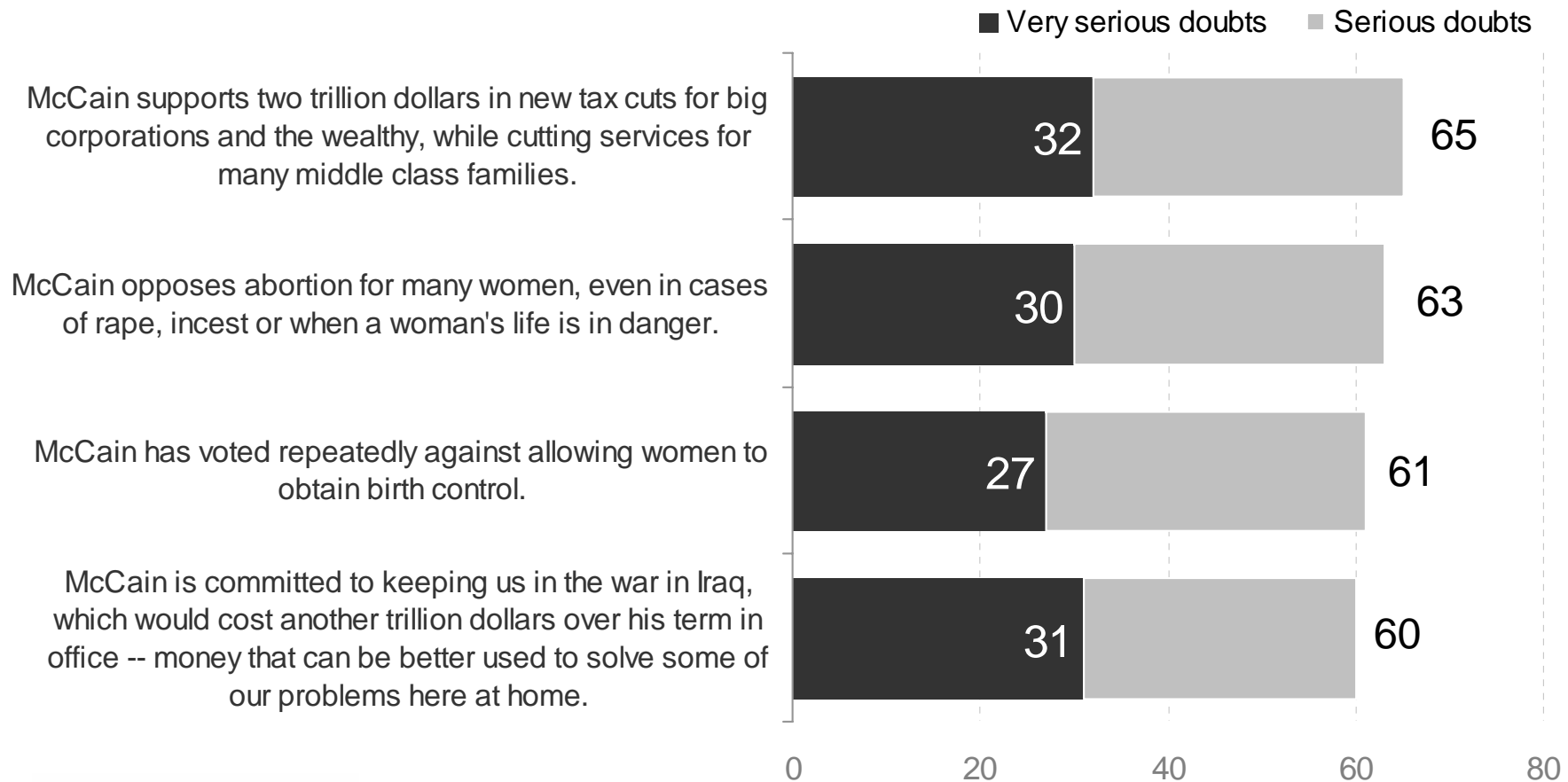
Choice Moves Key Blocs of Women Toward Obama

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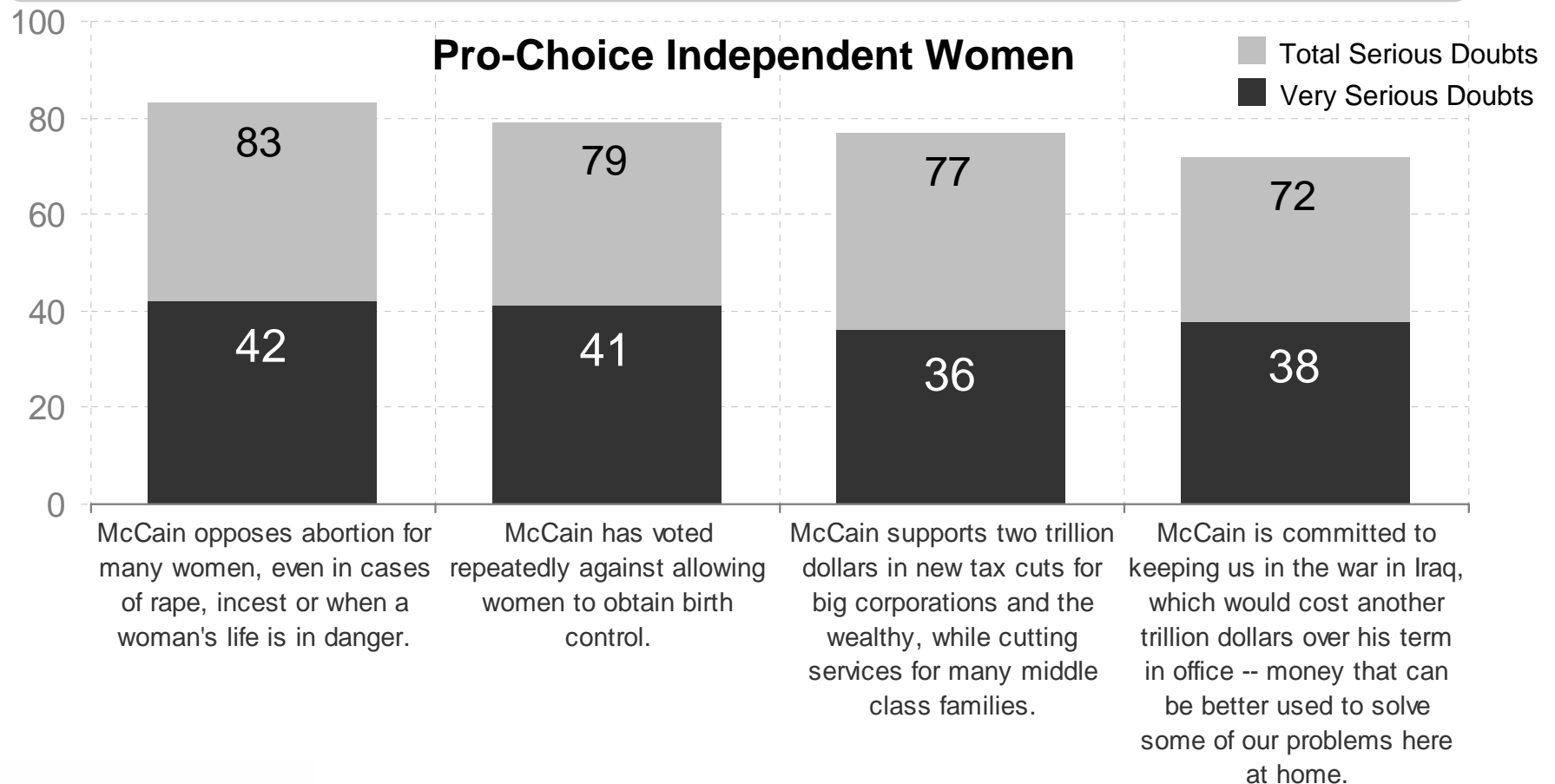
Negative Choice Messages Are Effective Against McCain

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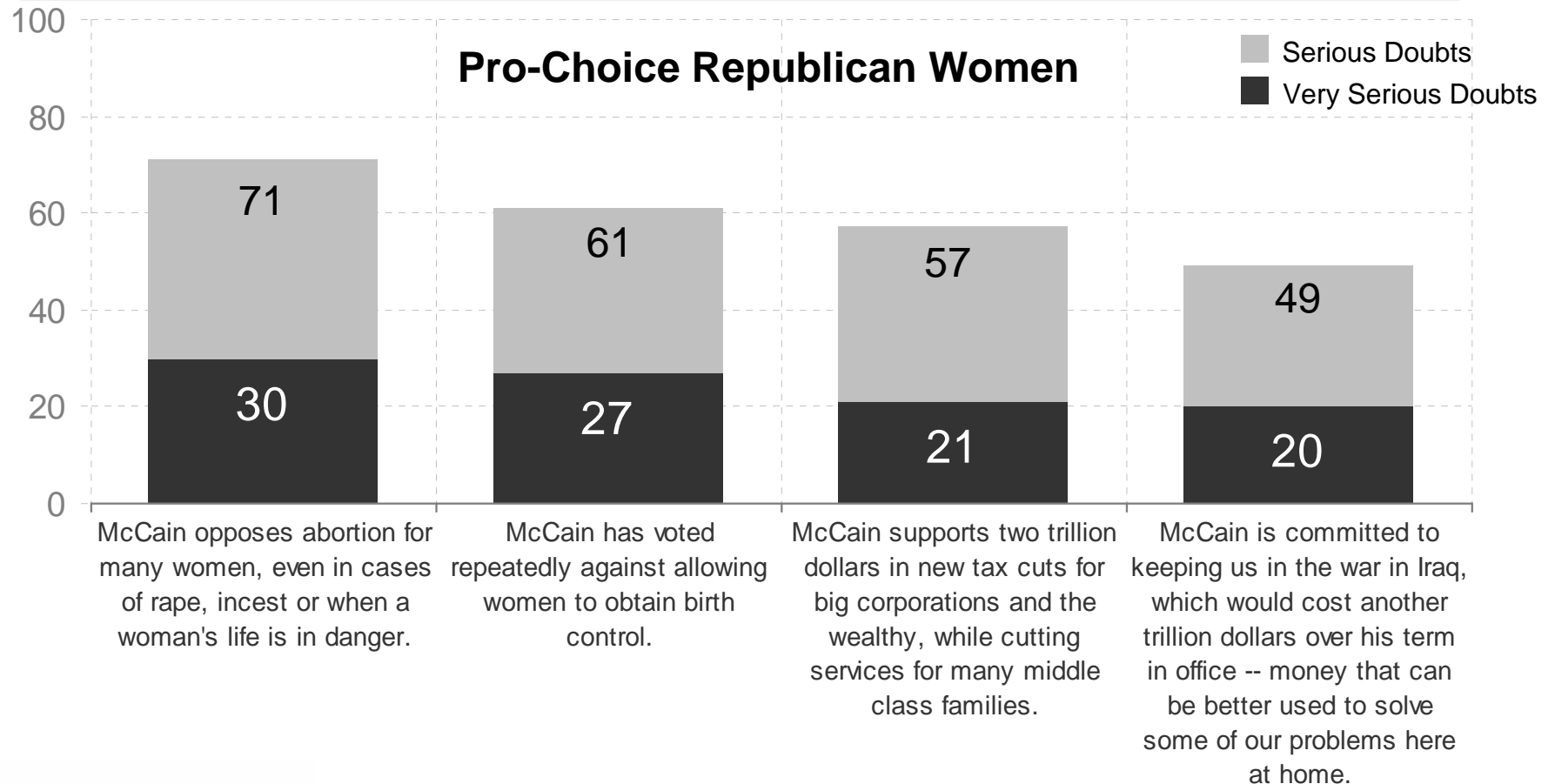
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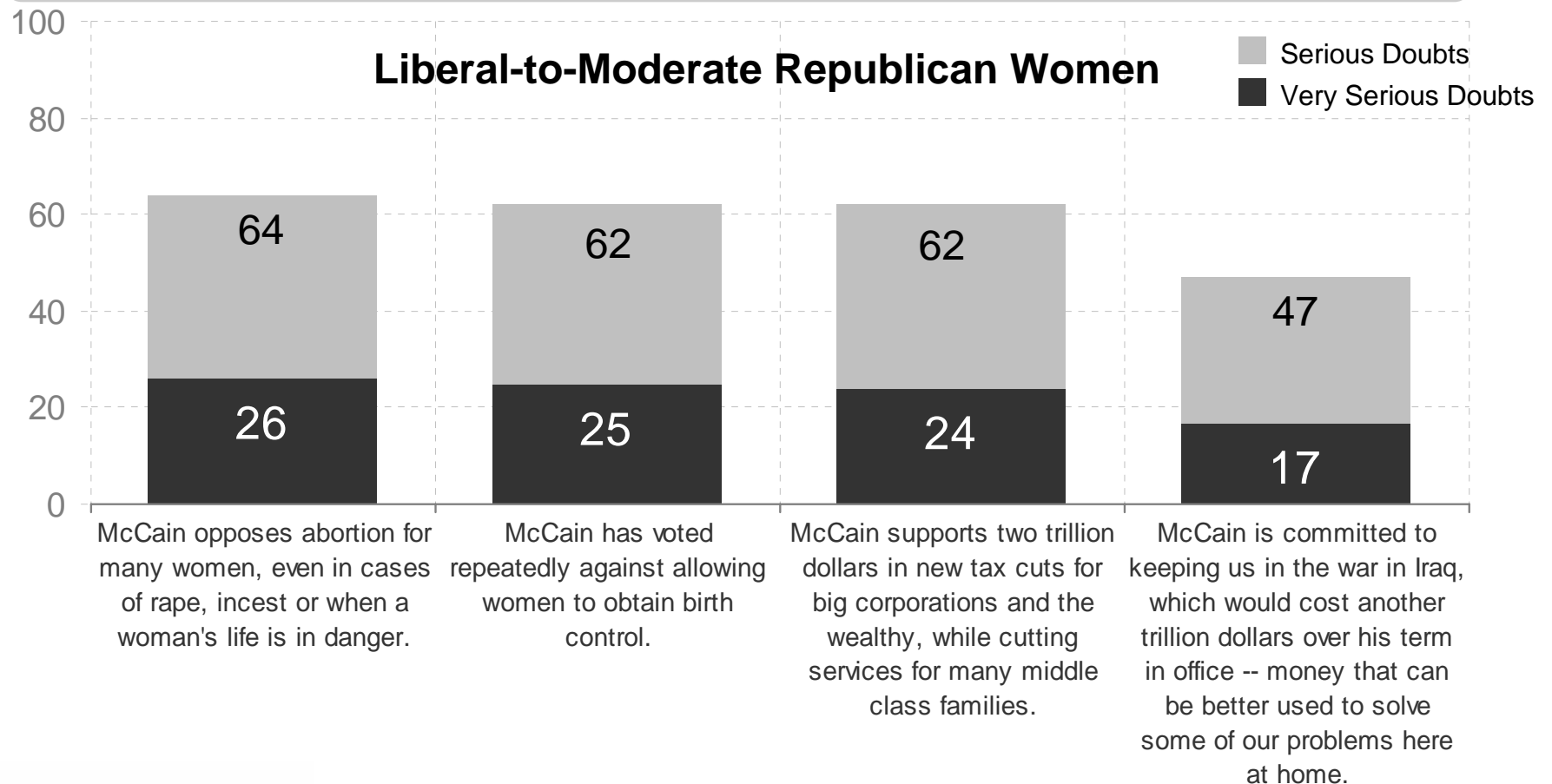
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Among *Liberal-to-Moderate Republican Women*, Choice Arguments Are the Top Critiques of McCain

Now let me read you a series of statements that could be used to describe the Republican John McCain. For each statement, please tell me whether this description raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about John McCain.



NARAL Pro-Choice America Knows How to Win With Choice

“...when NARAL targeted lawmakers for defeat, it preached no radical feminist sermon. It appealed to voters’ sense of reason.”

- Marie Cocco, Herald News, November 22, 2006

■ The 2006 Success Story

- In 5 competitive Congressional districts, NARAL sent an average of 324,600 persuasion and GOTV mail pieces and did an average of 229,800 phone calls per district, targeted to pro-choice women.
- The pro-choice Democratic candidate was victorious in 4 of these 5 districts (AZ-5, AZ-8, PA-7, and PA-8)
 - In PA-8, Democrat Patrick Murphy won by less than 1 point (1,518 votes). Post-election polling showed that his opponent’s anti-choice record was the top reason to vote against him.

NARAL Pro-Choice America Knows How to Win With Choice

- Post-election polling validates NARAL's strategy:
 - Pro-choice Republican and Independent women moved to a pro-choice Democratic candidate in dramatic numbers.
 - Pro-choice Republican and Independent women cited the Republican candidate's rigidly anti-choice record as the most powerful reason to vote against them in 4 of the 5 districts.
 - Choice arguments trumped critiques about President Bush, the war in Iraq, and ethical difficulties and scandals.

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