



Swing State Survey

Americans still feel effects of the recession and are looking beyond Washington for long-term economic solutions

JUNE 2015



Methodology:

- On behalf of the Economic Innovation Group, Public Opinion Strategies (R) and GBA Strategies (D) conducted a joint survey of 800 likely voters in the following eight 2016 swing states: Iowa, New Hampshire, Ohio, Florida, Virginia, North Carolina, Nevada and Colorado.
- Five hundred twenty respondents were contacted via landline and 280 via cell phone. The survey was conducted April 26-29, 2015 and has a margin of error of ± 3.46 percent.
- Of those surveyed, 234 (29%) identified as Republican, 300 (37%) as independent, and 257 (32%) as Democrat.

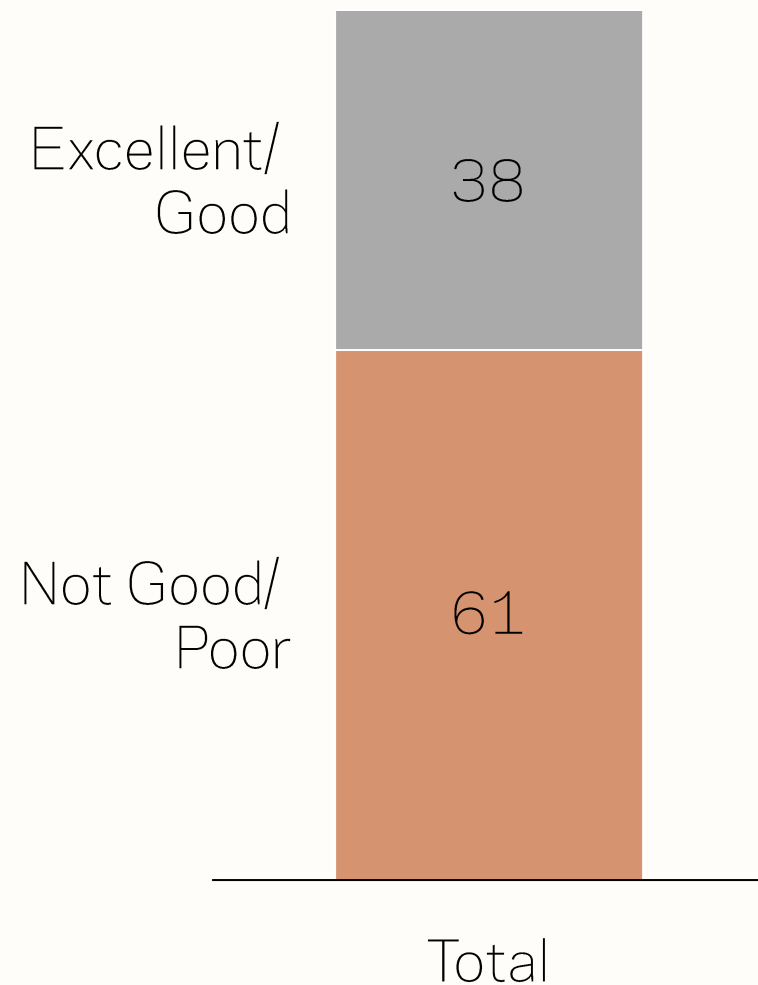
Economy And Economic Policy Insights

- Likely voters in key battleground states say they are still feeling the effects of the recession, with many struggling just to get by.
- Five years into the official economic recovery, a significant percentage believe the U.S. is still in a recession, and a majority agree that "good" jobs are difficult to find.
- The national economic outlook is mostly negative, with worries about a long-term decline in quality of life of future generations. However, most see signs of recovery in their local communities.
- While these voters overwhelmingly disapprove of Washington's management of the recovery, there is significant trust in the private sector, with a large majority in favor of relying more on innovative entrepreneurs and investors for long-term economic solutions.
- There is broad bipartisan support for making distressed communities a high priority for policymakers...and almost 80 percent support new incentives to drive investment to economically distressed communities.
- Voters directly connect the growth of new businesses with improving the lives of their families, and favor a shared role between the government and private sector in helping solve many economic challenges.
- While many of these sentiments are shared across social and cultural demographics, cross-tabular insights reveal differences based on age, education, ethnicity, income, and political parties.

State Of The Economy

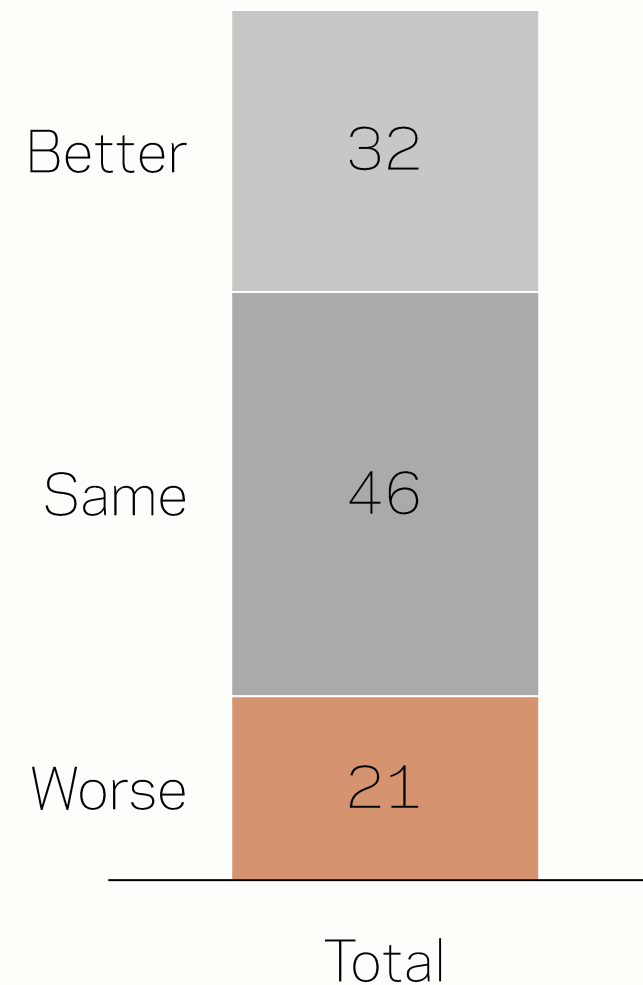
A Majority Of Swing State Voters Have A Negative View Of The Economy, And Expect It To Be The Same If Not Worse A Year From Now

The State Of The
U.S. Economy



Q: Now, thinking about the national economy... would you describe the state of the nation's economy these days as excellent, good, not so good or poor?

Expectations A Year
From Now

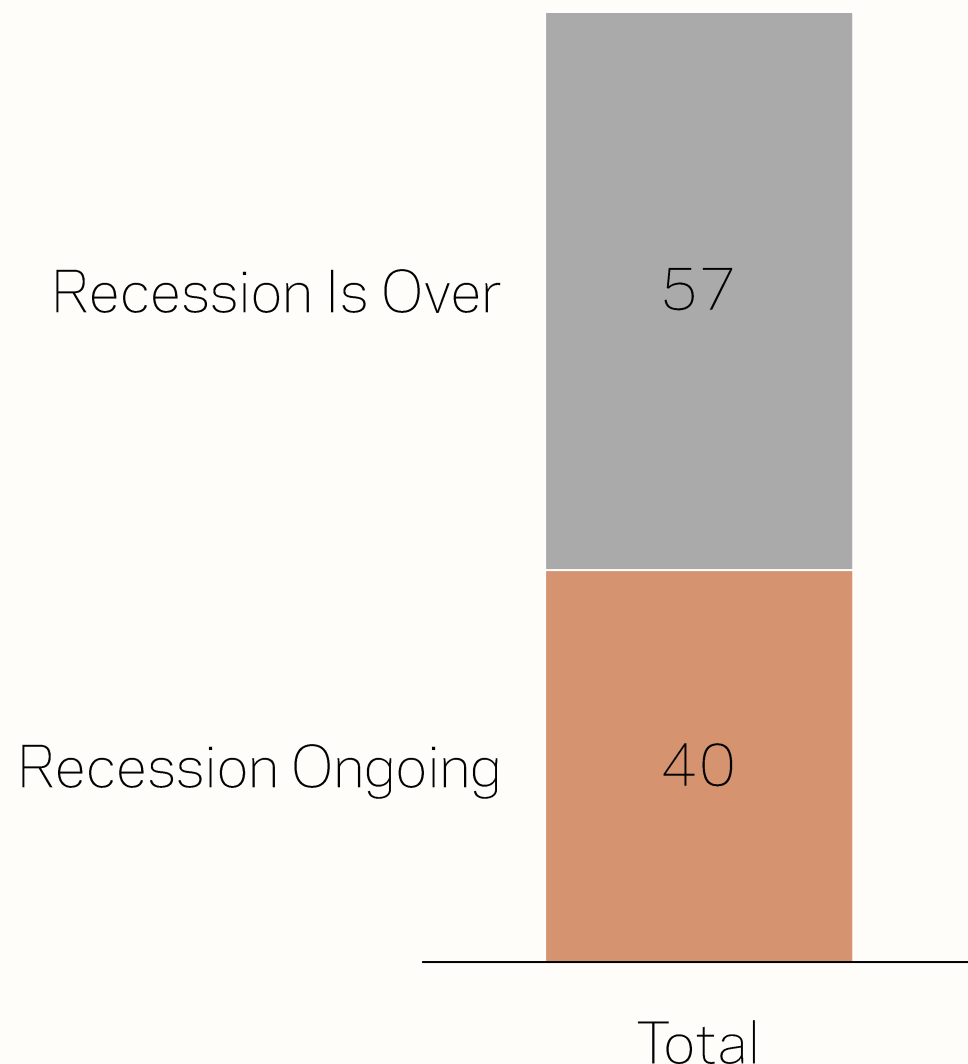


Q: And, a year from now, do you expect the national economy to be better than it is today, the same as it is today, or worse than it is today?*

Recession Or Recovery

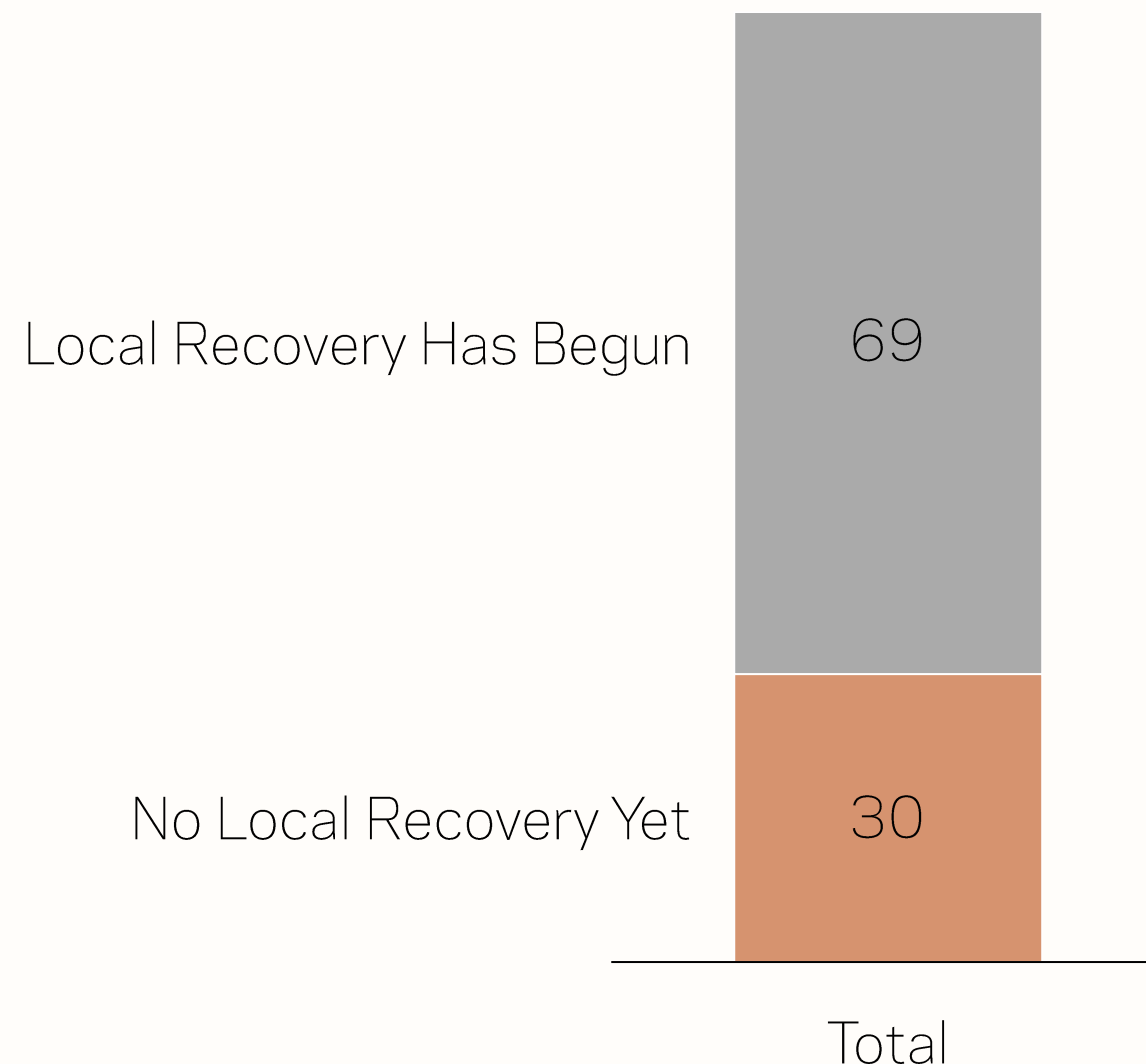
40 Percent Of Voters Still Think The Recession Is Ongoing; However, Most See Signs Of Local Recovery

Economic Recession



Q: Do you think the American economy is now in a recession, or not?

Recovery In Local Community

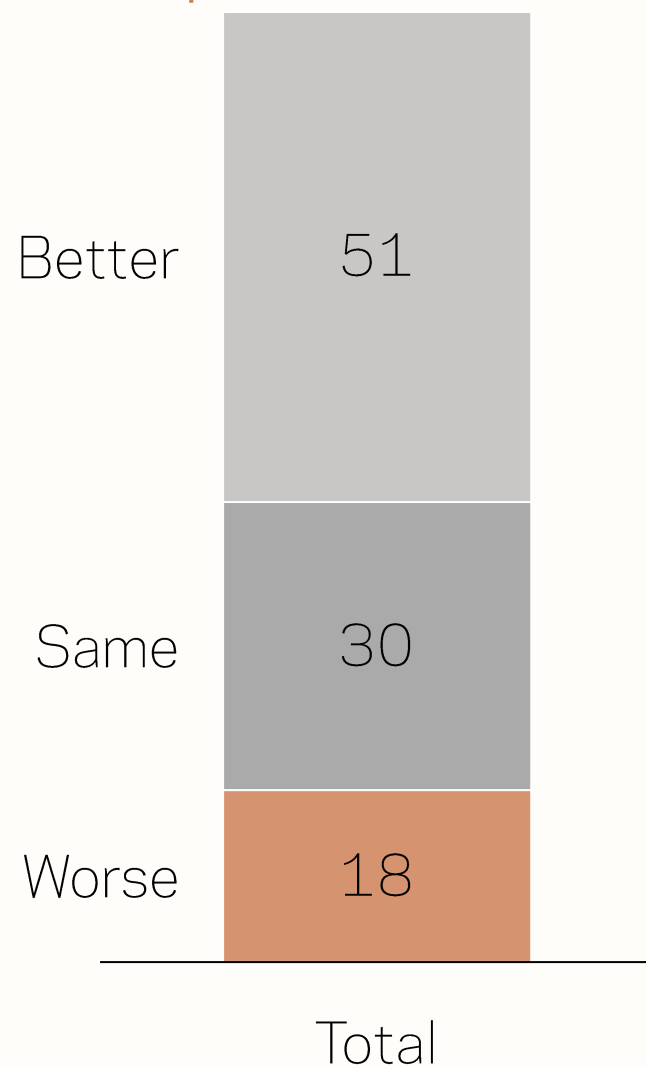


Q: And, regardless of whether or not you believe the economy is in a recession, in terms of your own personal experience, do you feel the economy in your local community has or has not begun to recover from the national recession?

Parents Versus Children

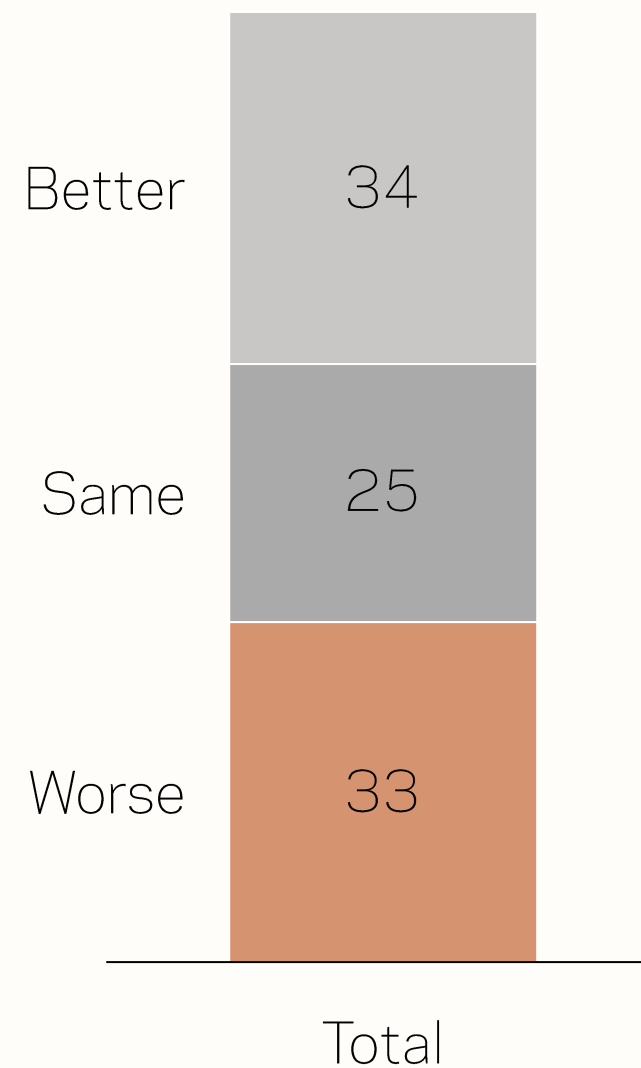
Half Of Voters Feel They're Better Off Than Their Parents, But Less Than Half Feel Their Children's Living Standards Will Improve

Current Voters
Compared To Parents



Q: Compared to your parents when they were your current age, is your standard of living better, about the same, or worse than your parents' standard of living?*

Children Compared To
Current Voters

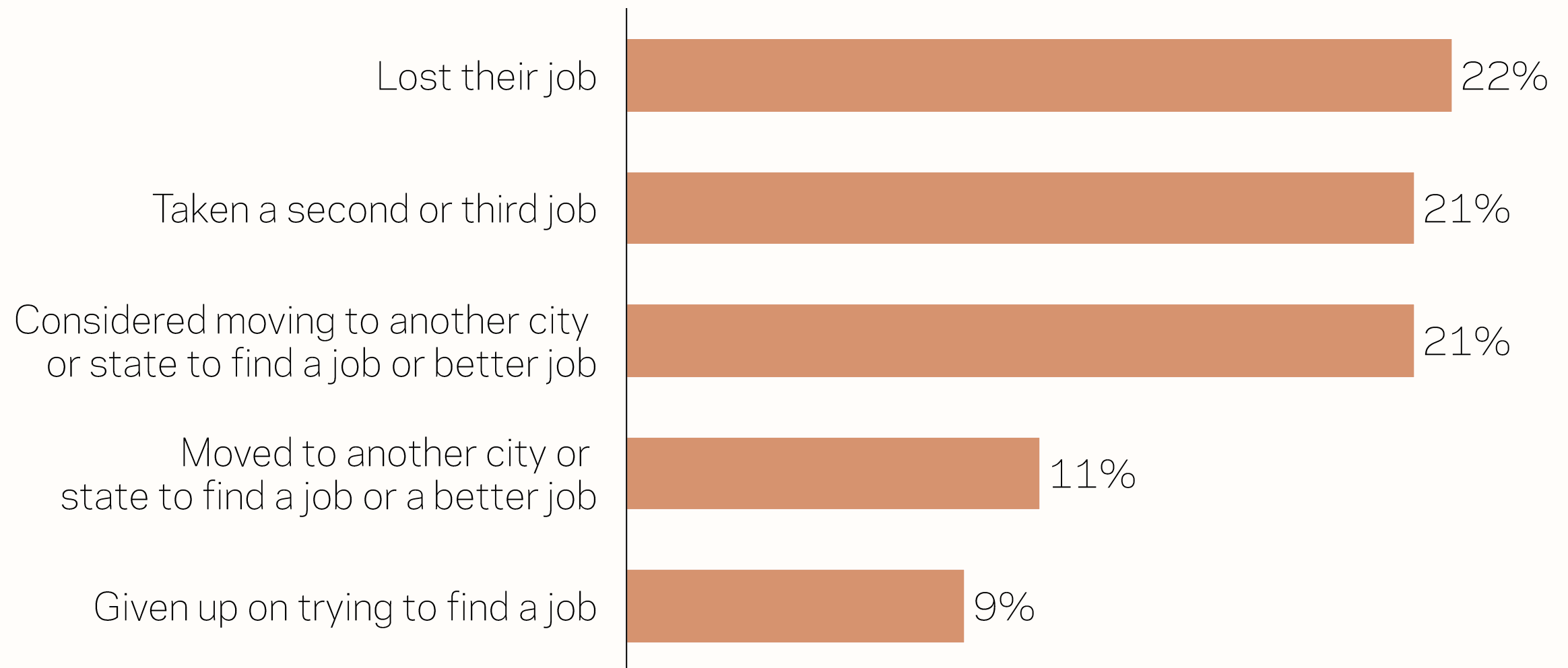


Q: When your children are the age you are now, do you think their standard of living will be better, about the same, or worse than yours is now?*

Economic Hardship

43 Percent Of Swing State Voters Say They Or Someone In Their Household Lost Their Job Or Took On A Second Or Third Job In The Past Few Years

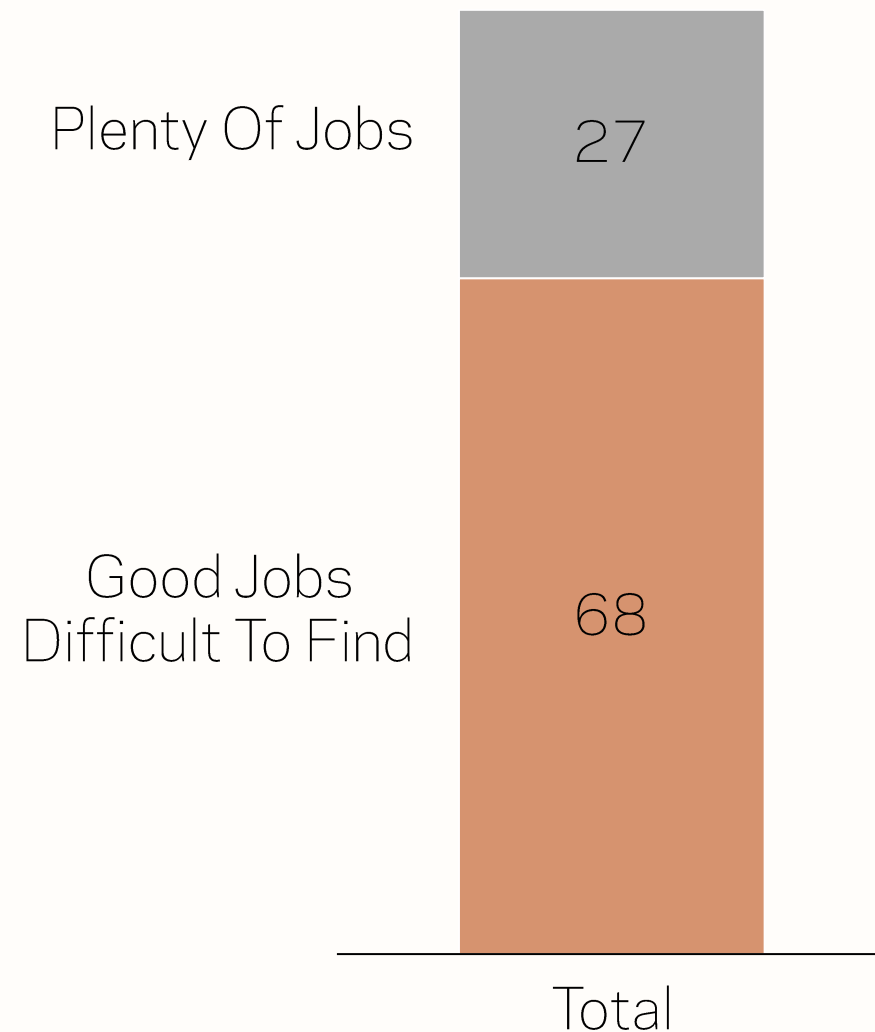
Experience of Economic Hardship



Q: And over the last few years, have you or someone in your household...

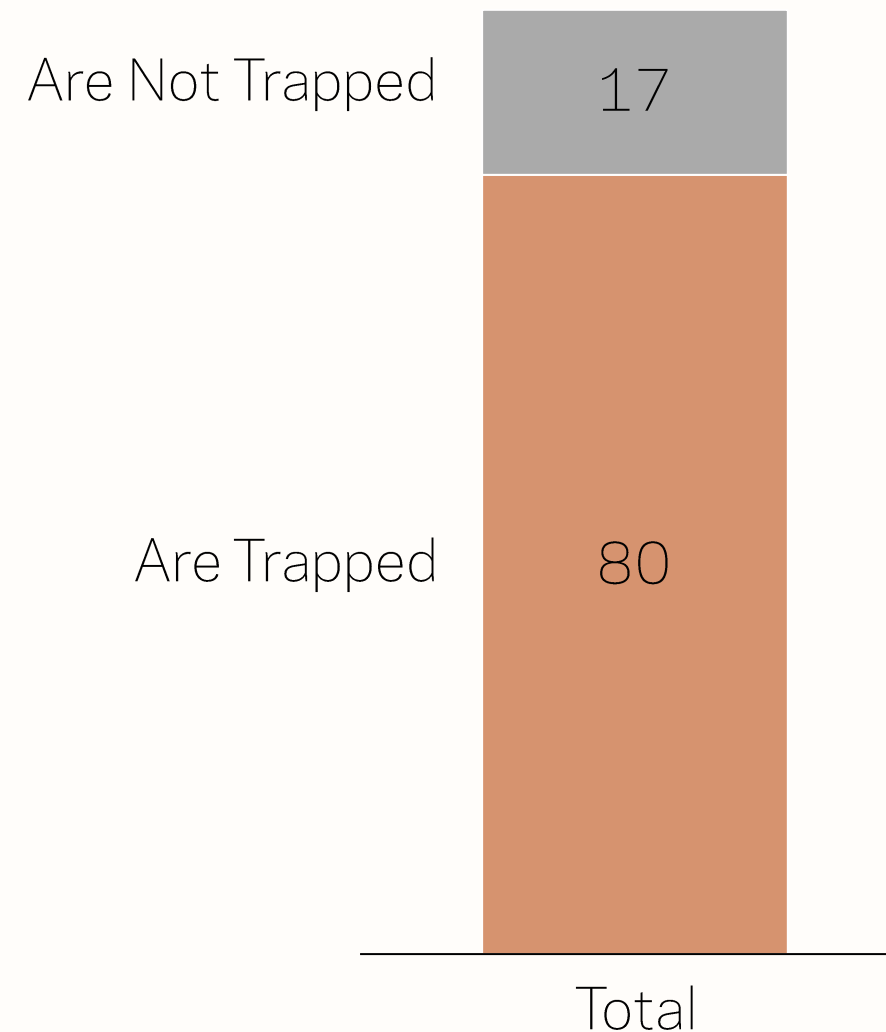
A Majority Of Voters Say "Good" Jobs Are Difficult To Find, And That Local Communities Are Trapped In Low-Paying Jobs And Poor Quality Of Life

State Of Local Employment Market



Q: And, thinking now about job opportunities where you live, would you say there are plenty of good jobs or are good jobs difficult to find?*

Local Communities Are Trapped In Cycles Of Low-Wage Jobs

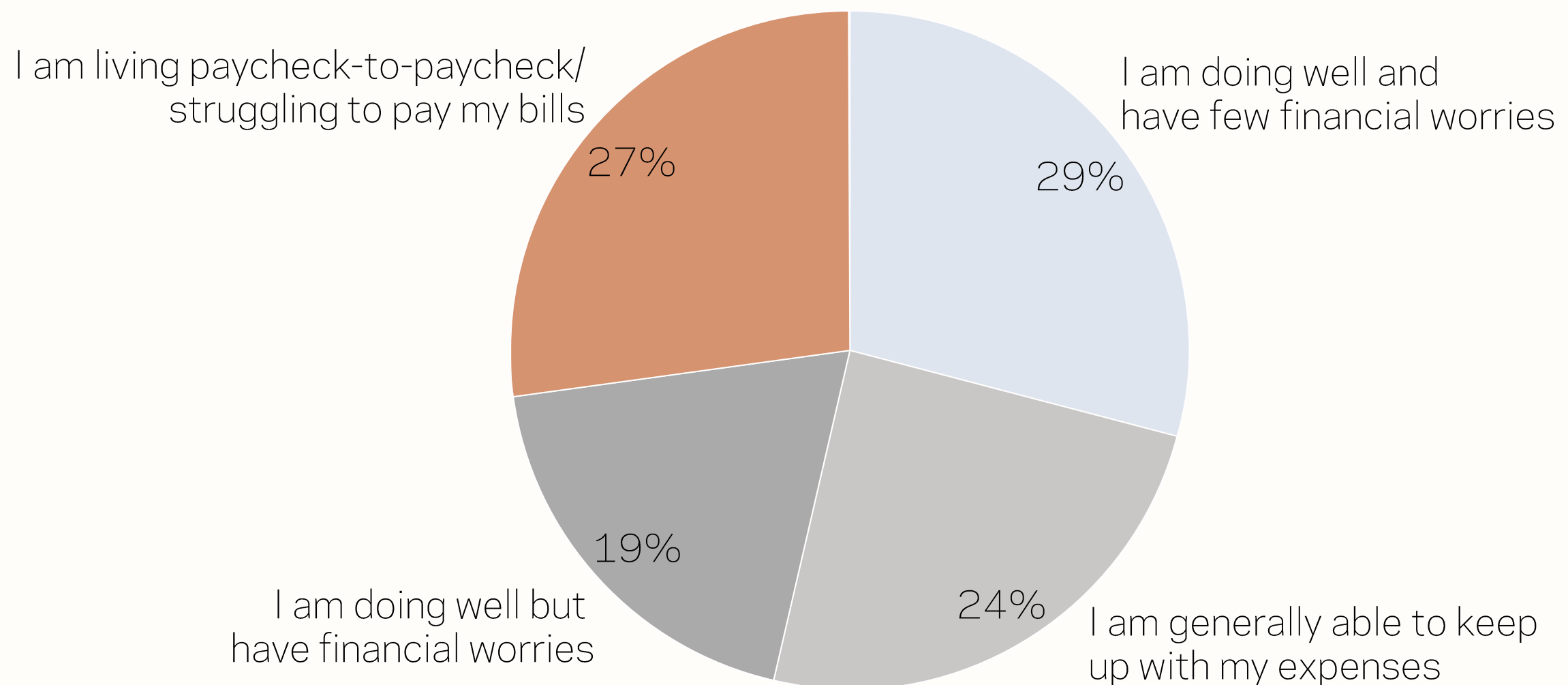


Q: Agree or Disagree...Lost manufacturing jobs and the financial crisis have trapped many local communities in cycles of low-paying jobs and poor quality of life?*

Financial Worries

Nearly Half Of Voters Are Living Paycheck-To-Paycheck, Struggling To Pay Bills, Or Have Financial Worries

Personal Financial Situation

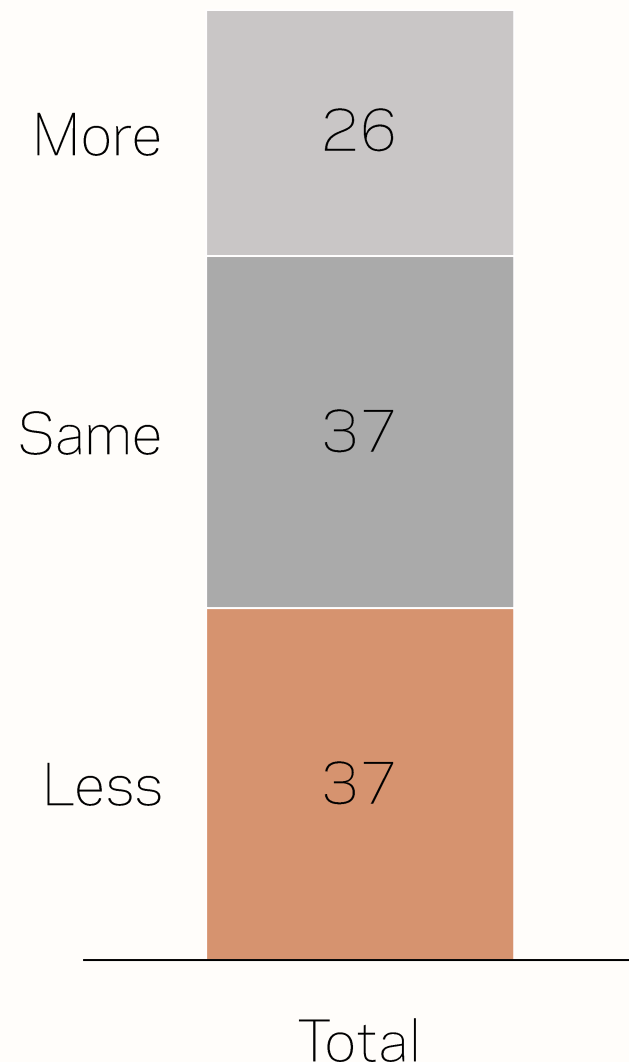


Q: And, which of the following phrases best describes how you feel about your own personal financial situation?

Financial Improvement

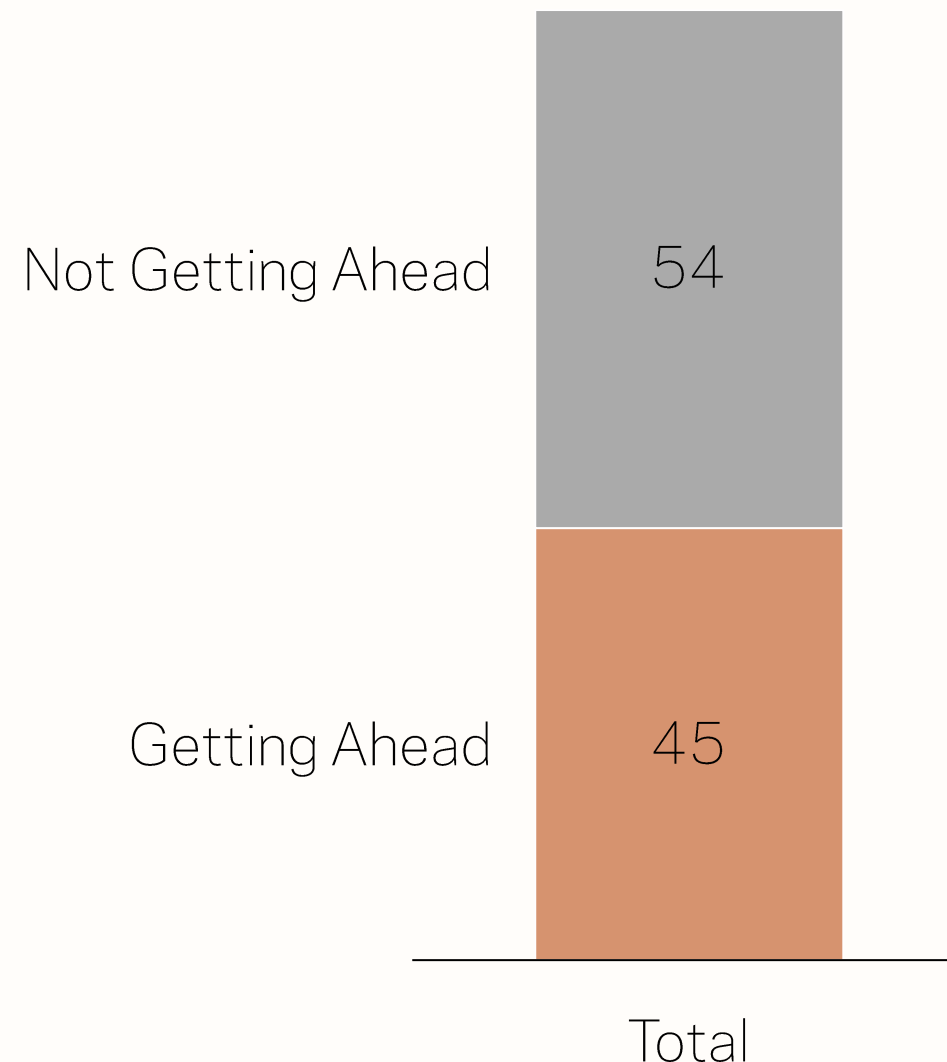
Less Than One Third Of Voters Say They Are More Financially Secure Compared To A Year Ago And Over Half Say They're Not Getting Ahead

Financial Security Over Past Few Years



Q: Would you say you feel financially more secure, less secure or about as secure as you felt a few years ago?

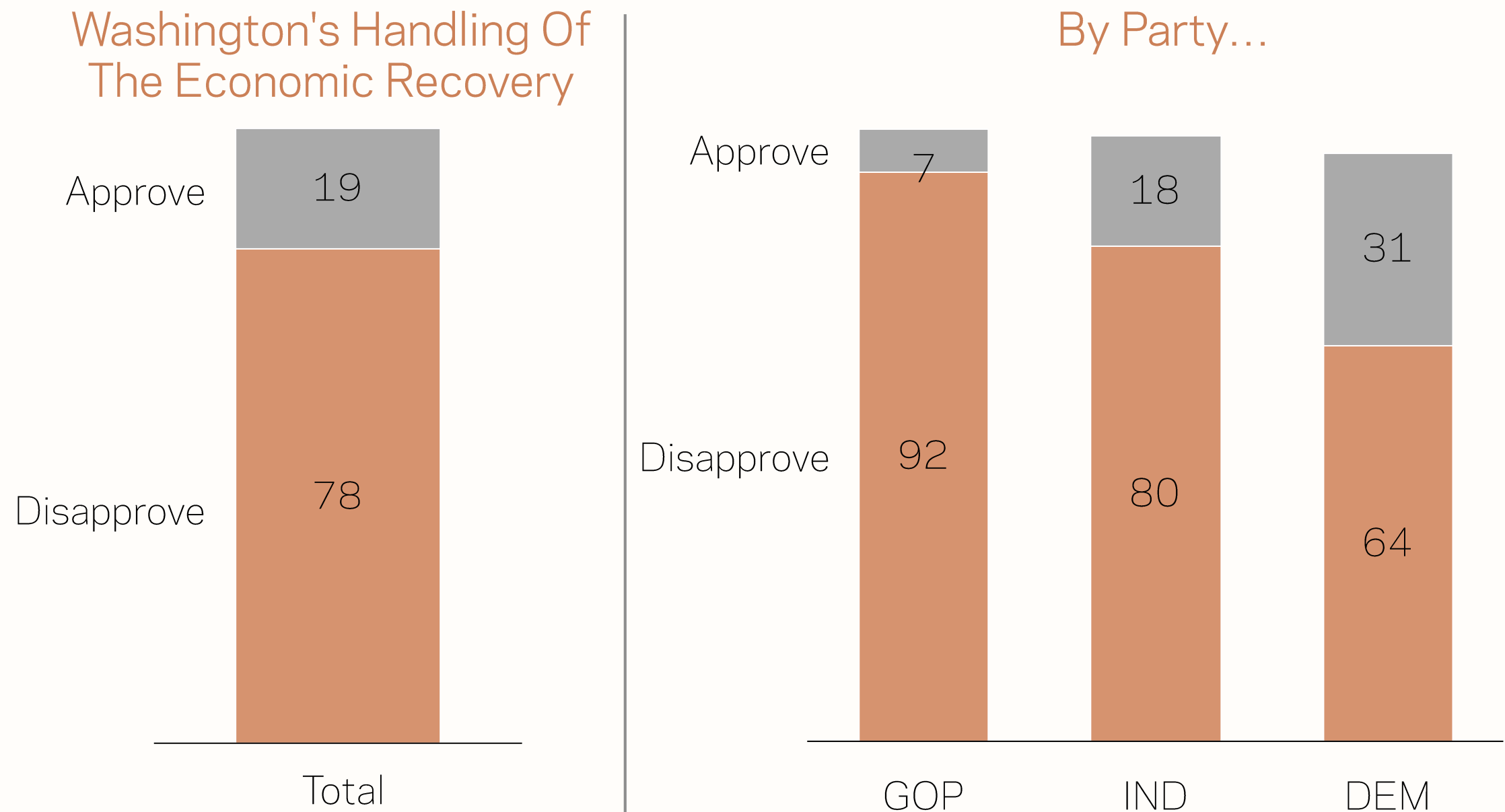
Financial Improvement Of Family And Self (Several Years)



Q: Agree or Disagree... My family and I haven't really gotten ahead financially over the past few years?

Handling of the Economy

Voters Across Political Parties Overwhelmingly Disapprove Of Washington's Handling Of The Economic Recovery

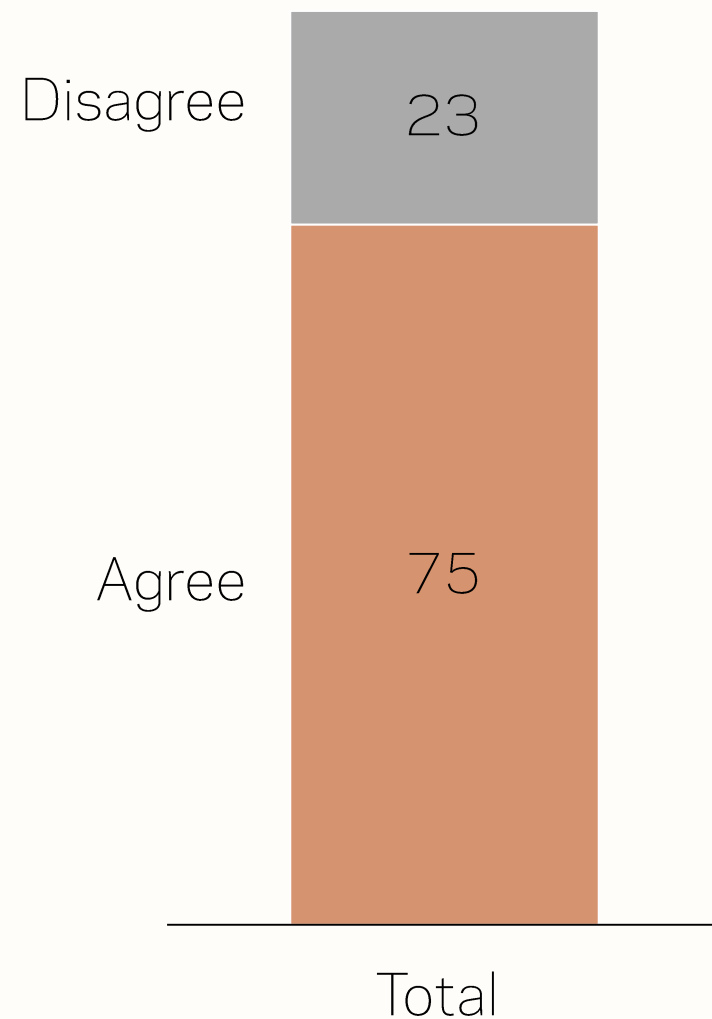


Q: Do you approve or disapprove of how policymakers in Washington have handled the economic recovery?*

Looking Elsewhere

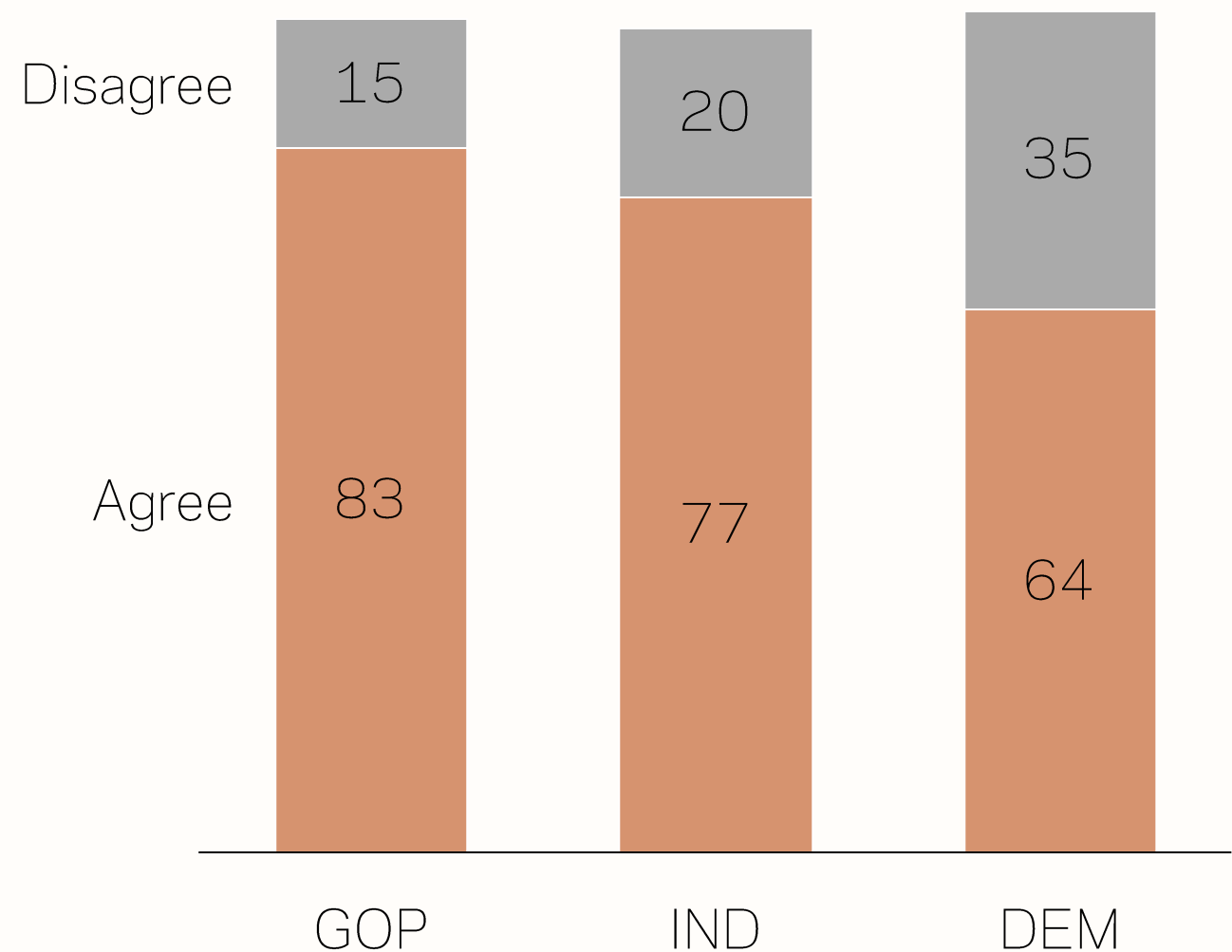
Voters Want Innovative Entrepreneurs And Investors To Take A Larger Role In Solving The Country's Long-Term Economic Problems

Rely More On Innovative
Entrepreneurs And Investors



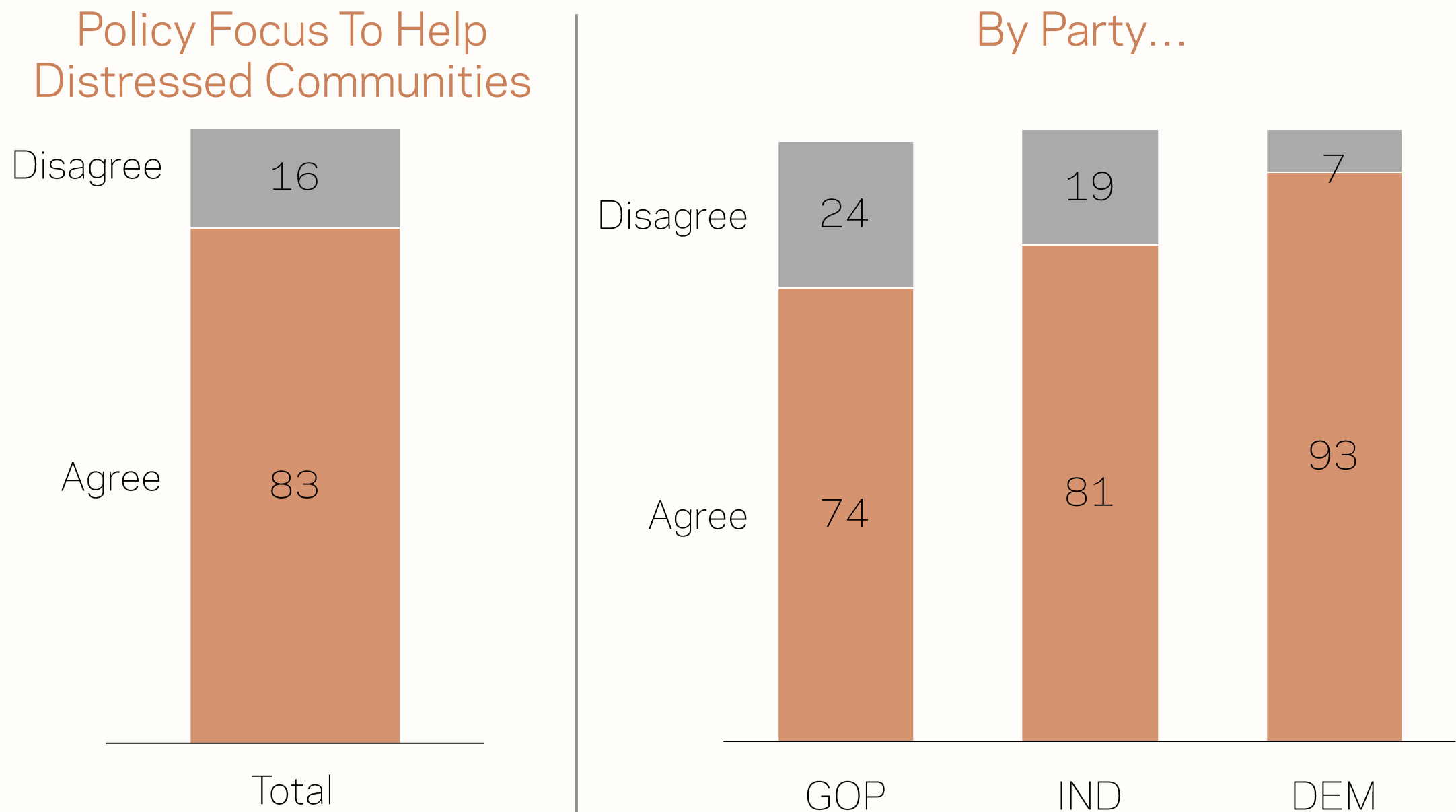
Q: Agree or Disagree...We should rely more on innovative entrepreneurs and investors to help solve the country's long-term economic problems.*

By Party...



Distressed Communities

There Is Bipartisan Agreement To Focus Policy Efforts On Helping Those Communities Harmed By The Recession

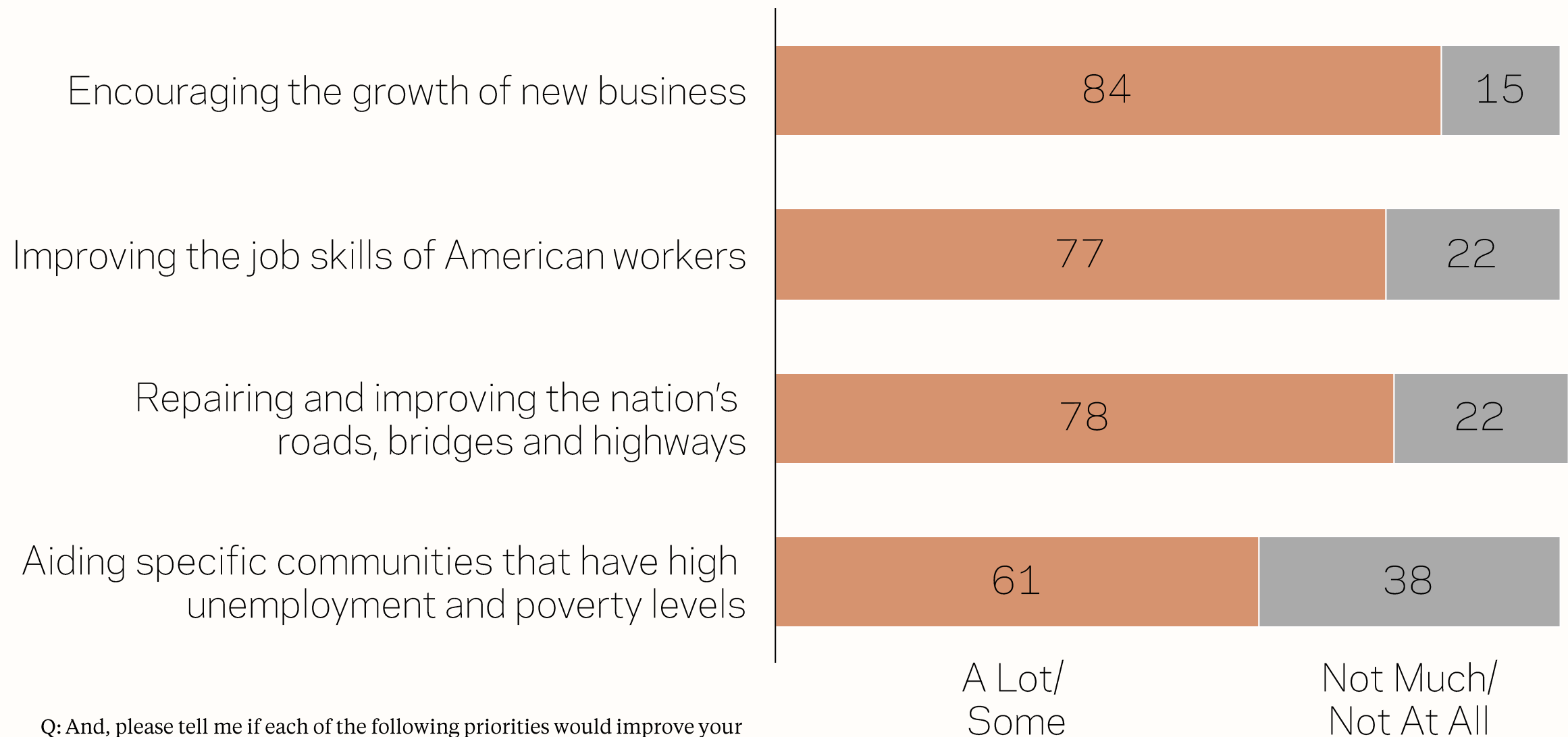


Q: Agree or Disagree...Helping communities that were harmed by the recession should be a high priority for lawmakers.*

Ways To Improve

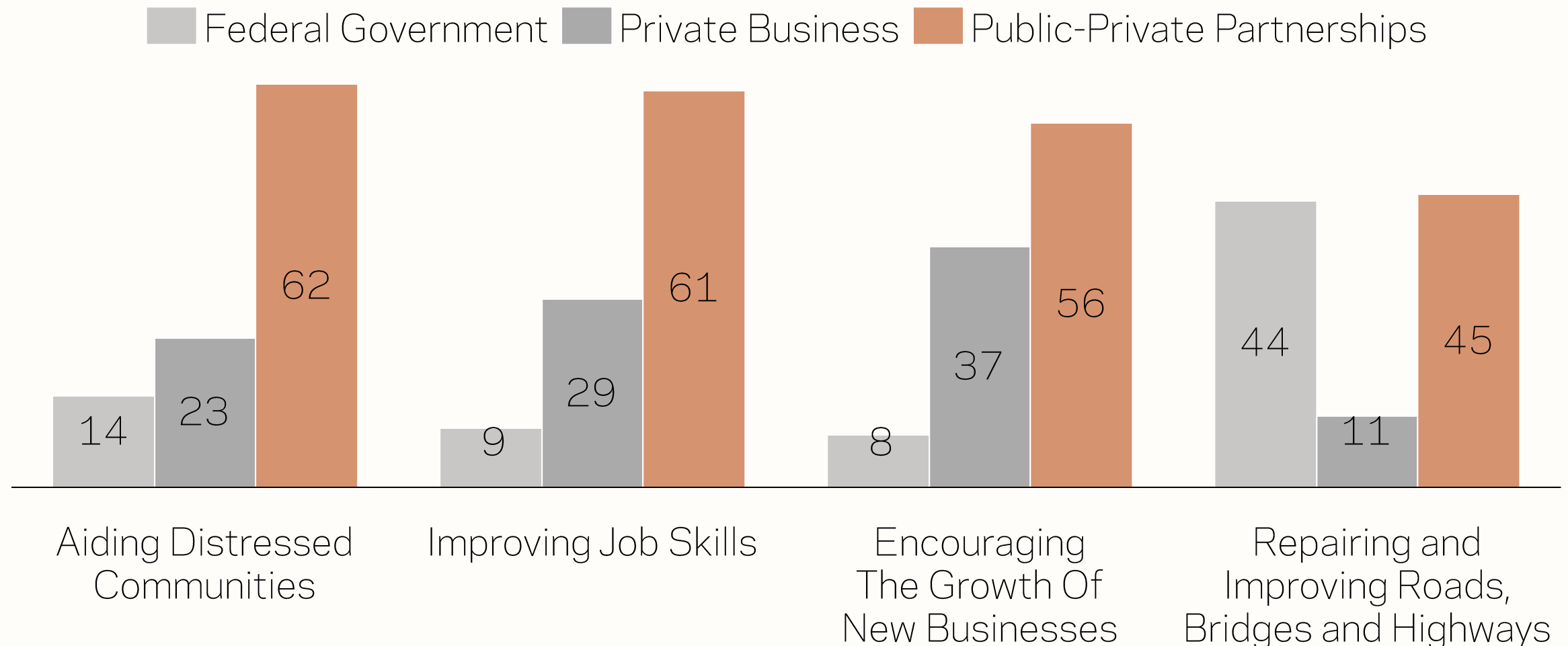
Voters Feel That Encouraging The Growth Of New Business Would Most Improve Their Family's Life

Policy Priorities That Would Improve Family's Life



Voters Want The Private Sector To Take On A Larger Role, And Favor A Shared Role Between Government And The Private Sector

Confidence To Handle Economic Issues

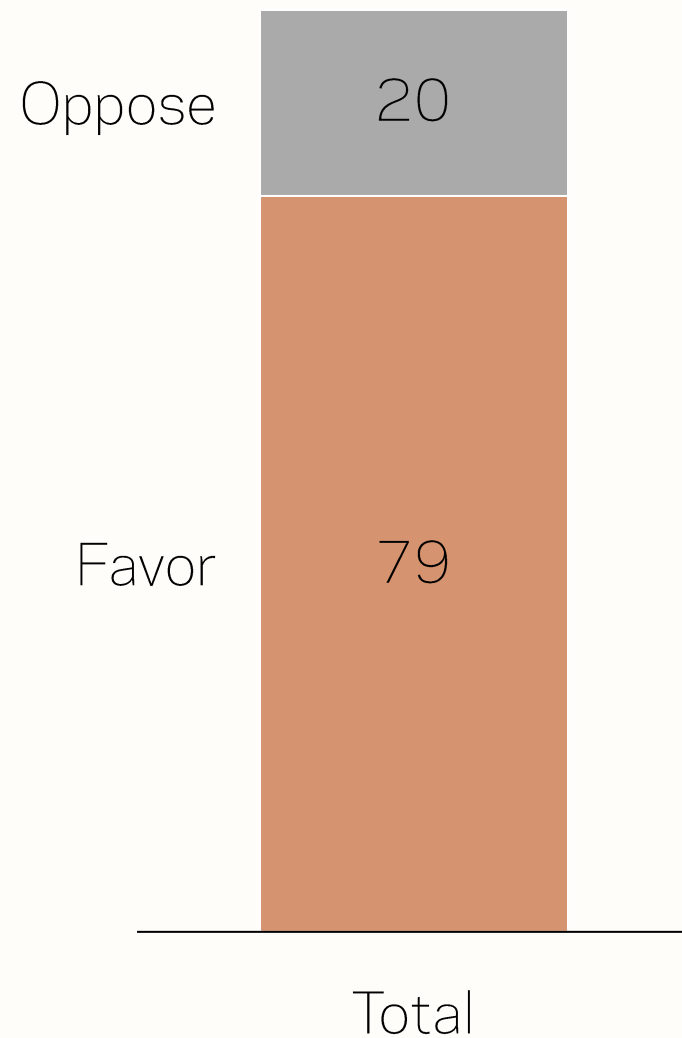


Q: Please tell me whether you have more confidence in private business, involvement by the federal government, or a mix of both in the form of a public-private partnership, to handle each of the following...

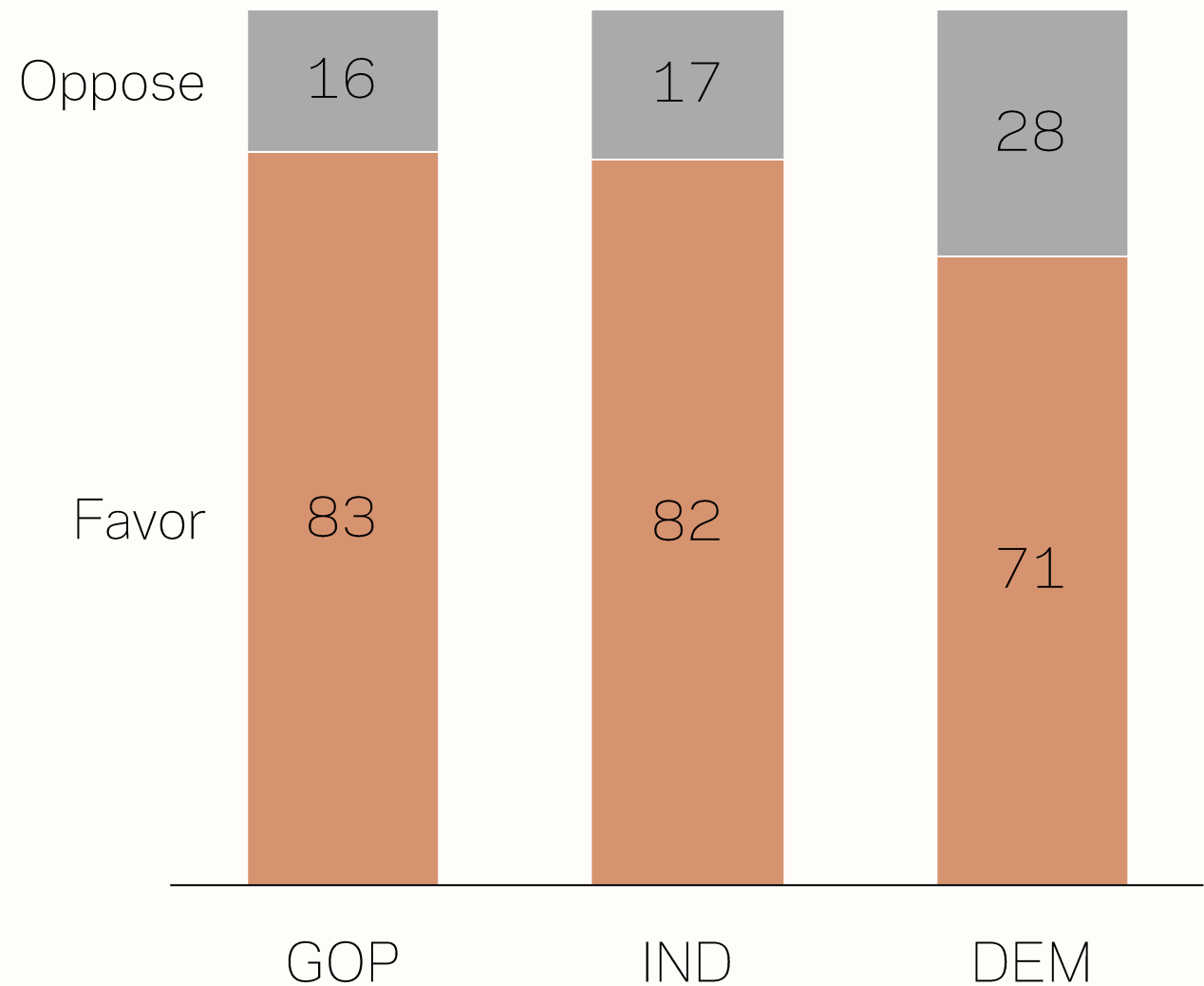
Targeted Tax Incentives

Voters Across Political Parties Favor Providing Tax Incentives To Increase Investment In Distressed Communities

Tax Incentives To Invest In Distressed Communities



By Party...



Q: And, would you favor or oppose providing tax incentives to private business investors to make it easier for them to invest in communities struggling economically?*

*Remainder did not know or refused to answer.



Political And Cross-Tabular Insights

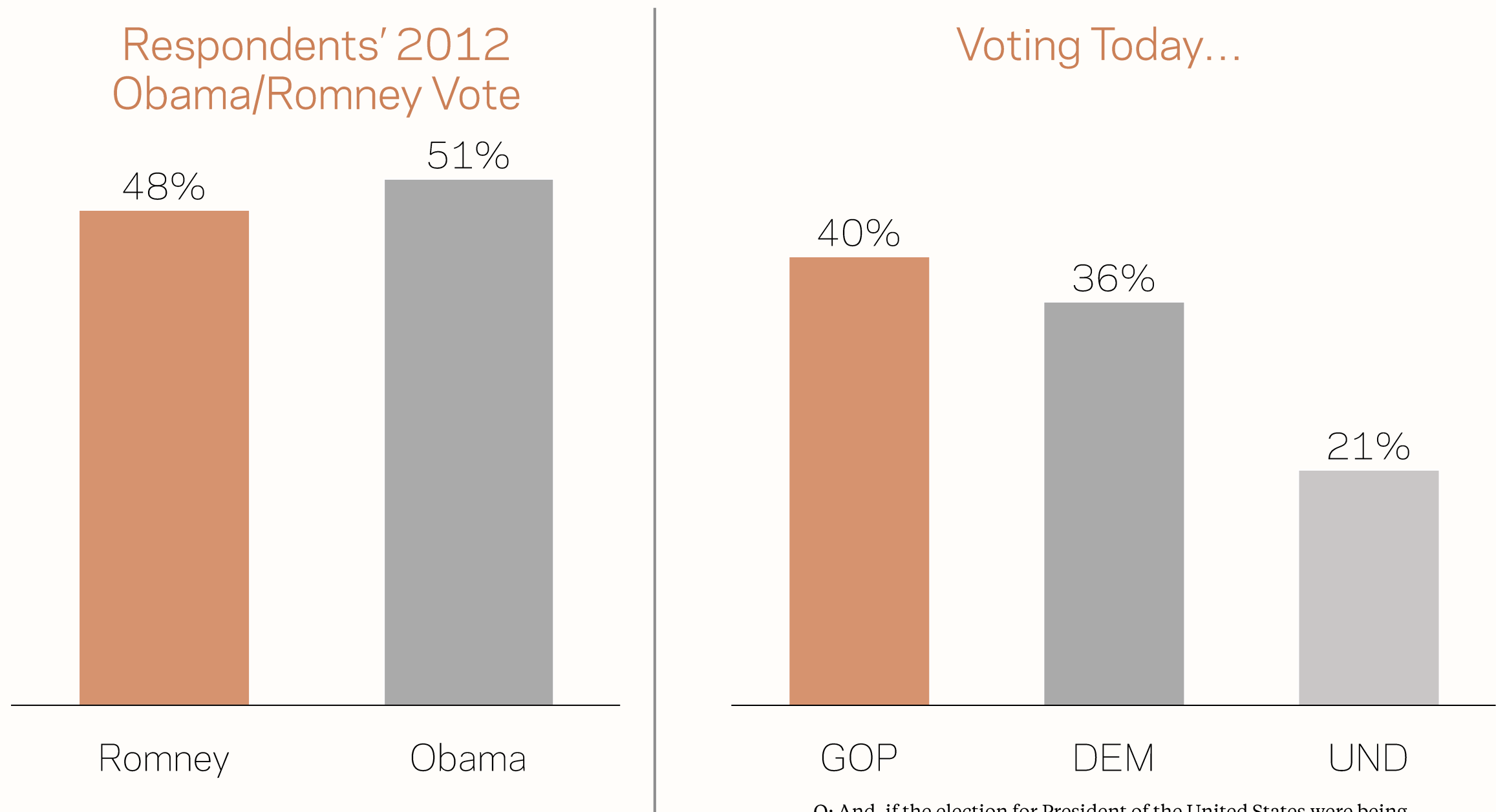


Political And Demographic Insights

- According to survey results, swing state voters would choose a Republican candidate over a Democrat candidate by a 40 to 36 margin if a vote were held today, although respondents elected President Obama by a 48 to 45 margin in 2012.
- Swing state Republicans and independents have negative views about the direction of the country and the state of the economy. Hispanic and white swing state voters also align more closely on the direction of the country and the economy...
- ...although since 2002 black and Hispanic voters have become much more sanguine about the country's prospects generally ([NPR](#)).
- Younger swing state voters (18-34) are optimistic about the economy a year from now, and are more likely to say that their personal financial situation has improved over the past few years. The older the voter, the more negative their economic outlook and the less financial improvement they say they have seen.
- These results differ from other recent polling, which has shown that for the first time since Obama took office voters are feeling more positive about the current state of the economy ([CNN](#)).
- Swing state voters without a college degree say they haven't really gotten ahead over the past few years. Those with a college degree were more likely to say they have. Lower-income voters indicate that they were more likely to have lost their job over the past several years and have grown less financially secure. Job loss and financial security improve as voter income levels increase.

Voting: 2012 Versus Today

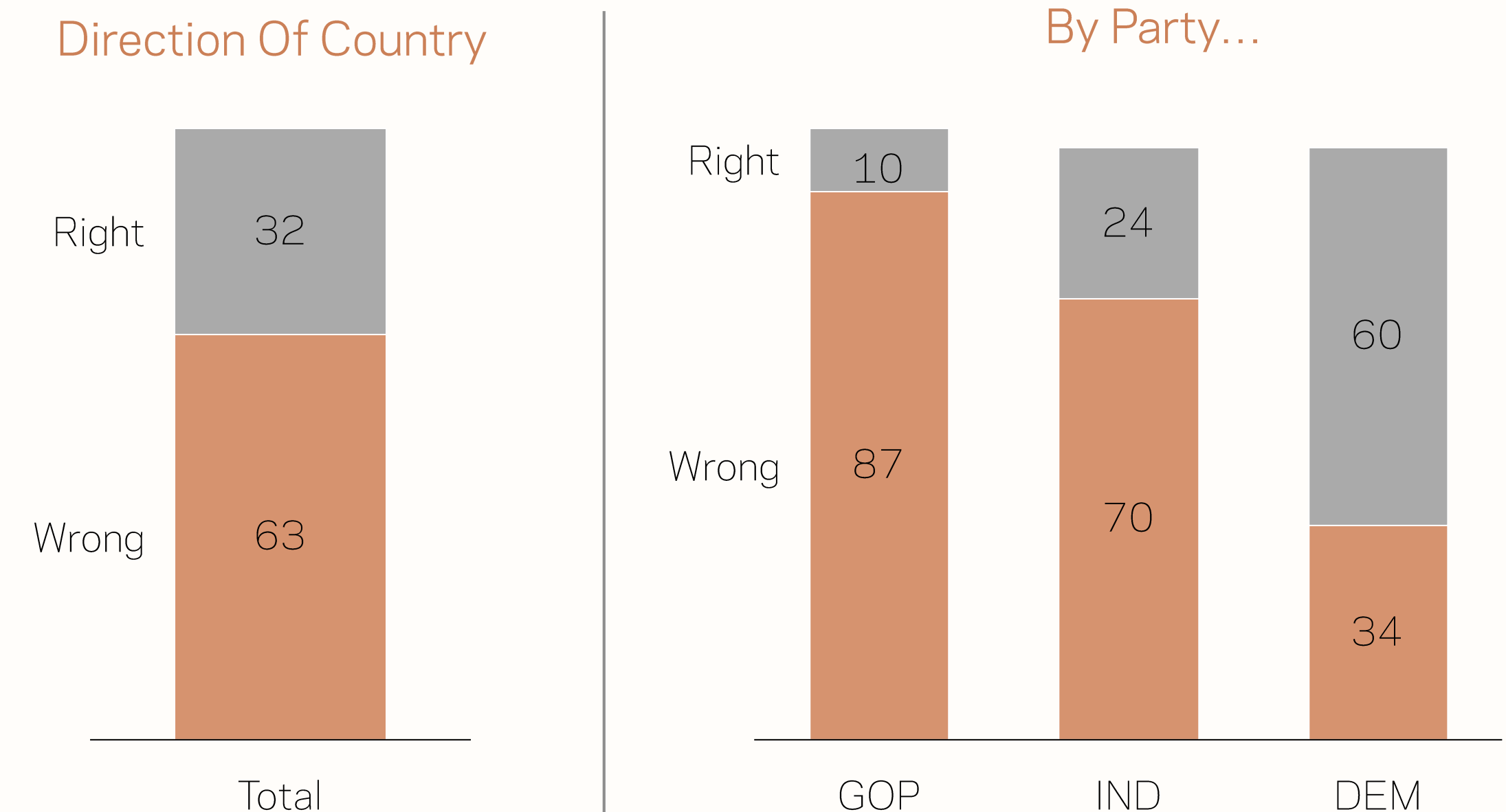
While President Obama Won Seven Of These Eight Surveyed Swing States In 2012, They're Leaning Slightly Republican For 2016



Q: And, if the election for President of the United States were being held today, for whom would you vote...the Republican candidate or the Democratic candidate?

Direction Of Country: Party

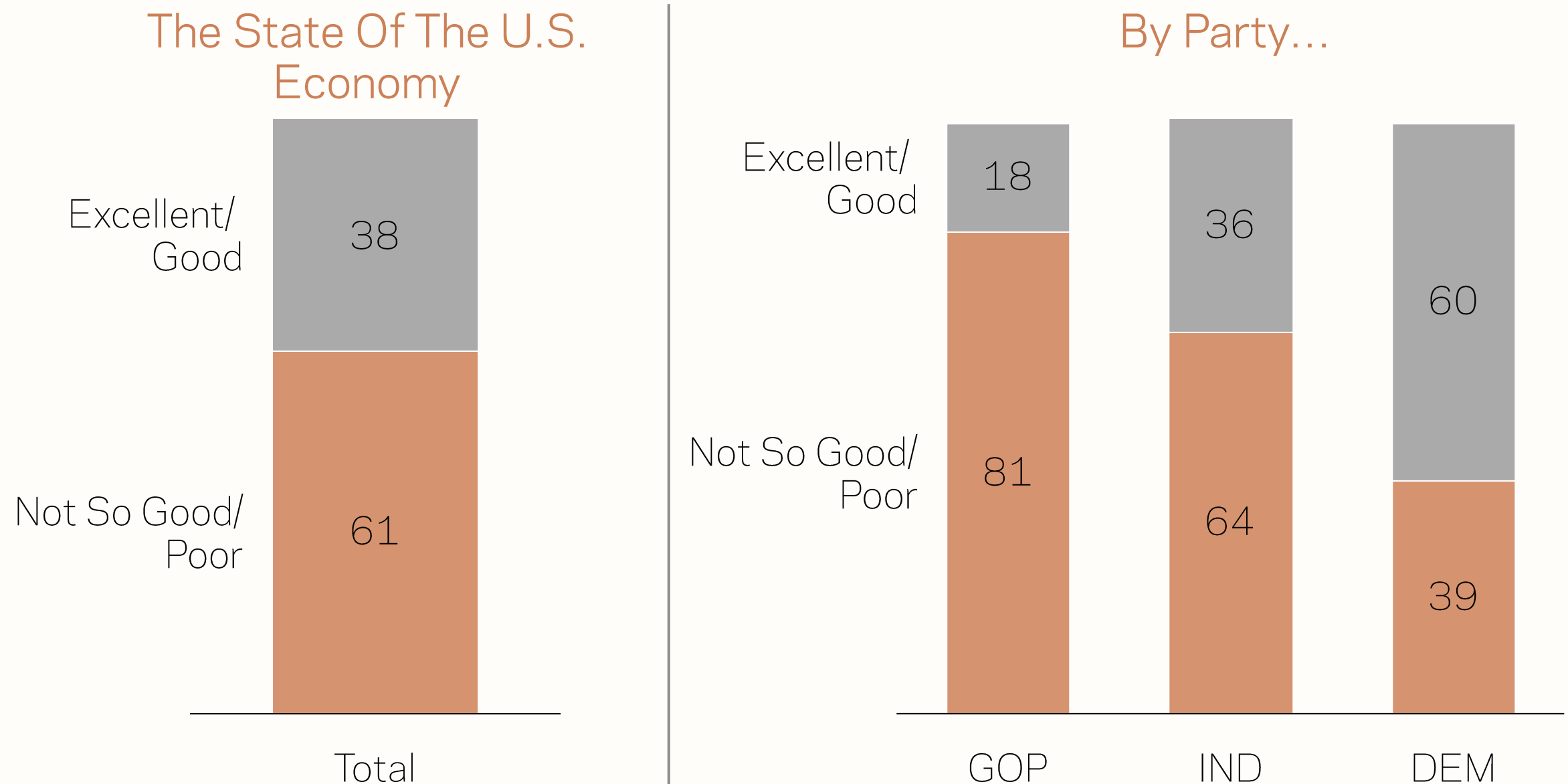
Swing State Voters Are Negative About The Direction Of The Country, Although Democrats Are More Positive



Q: Generally speaking, do you think things in the country are headed in the right direction or are they seriously off on the wrong track?*

State Of The Economy: Party

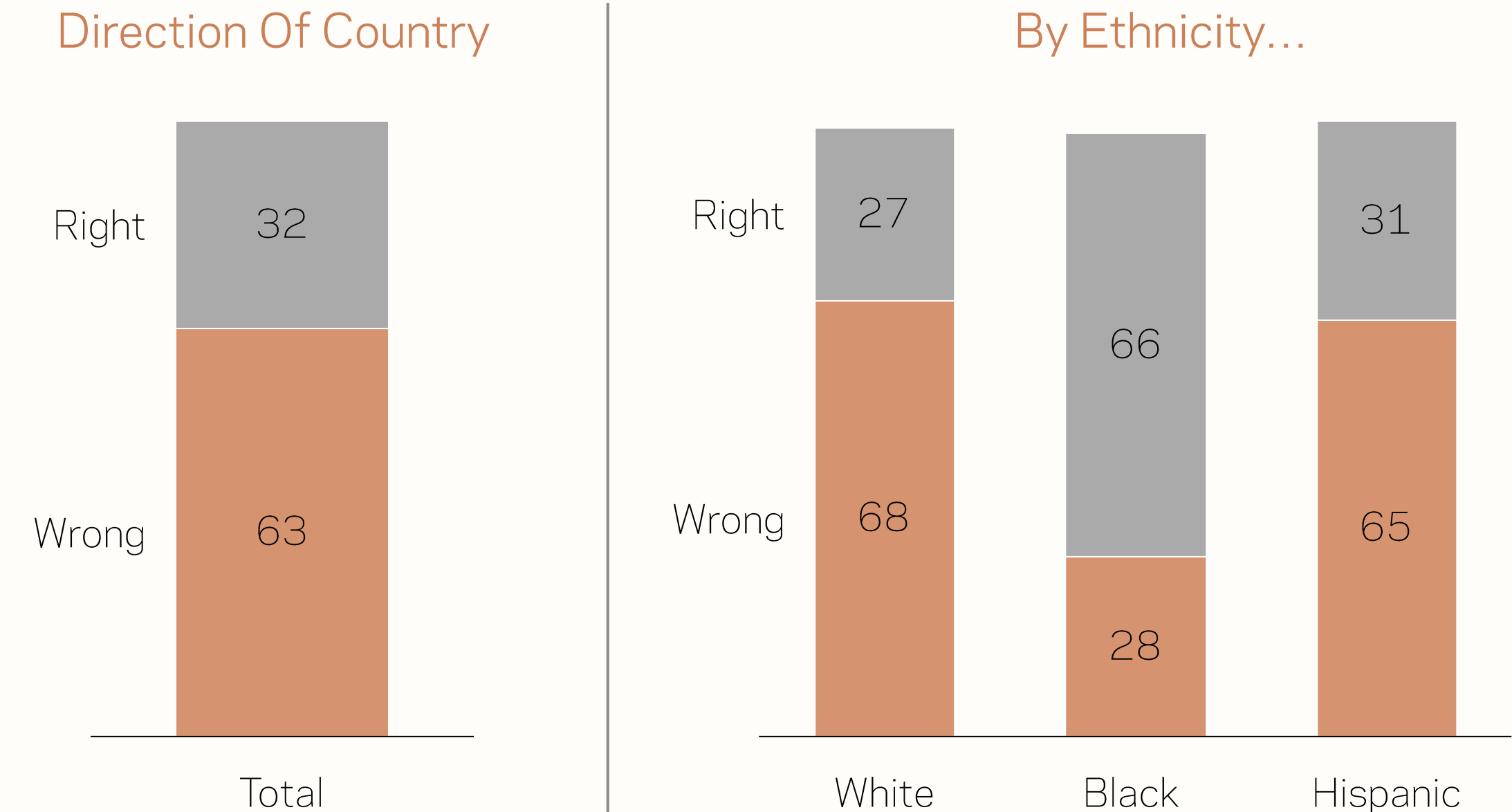
Republicans And Independents Are More Likely To Describe The Economy As "Not So Good" Or "Poor"



Q: Would you describe the state of the nation's economy these days as excellent, good, not so good, or poor?

Direction Of Country: Ethnicity

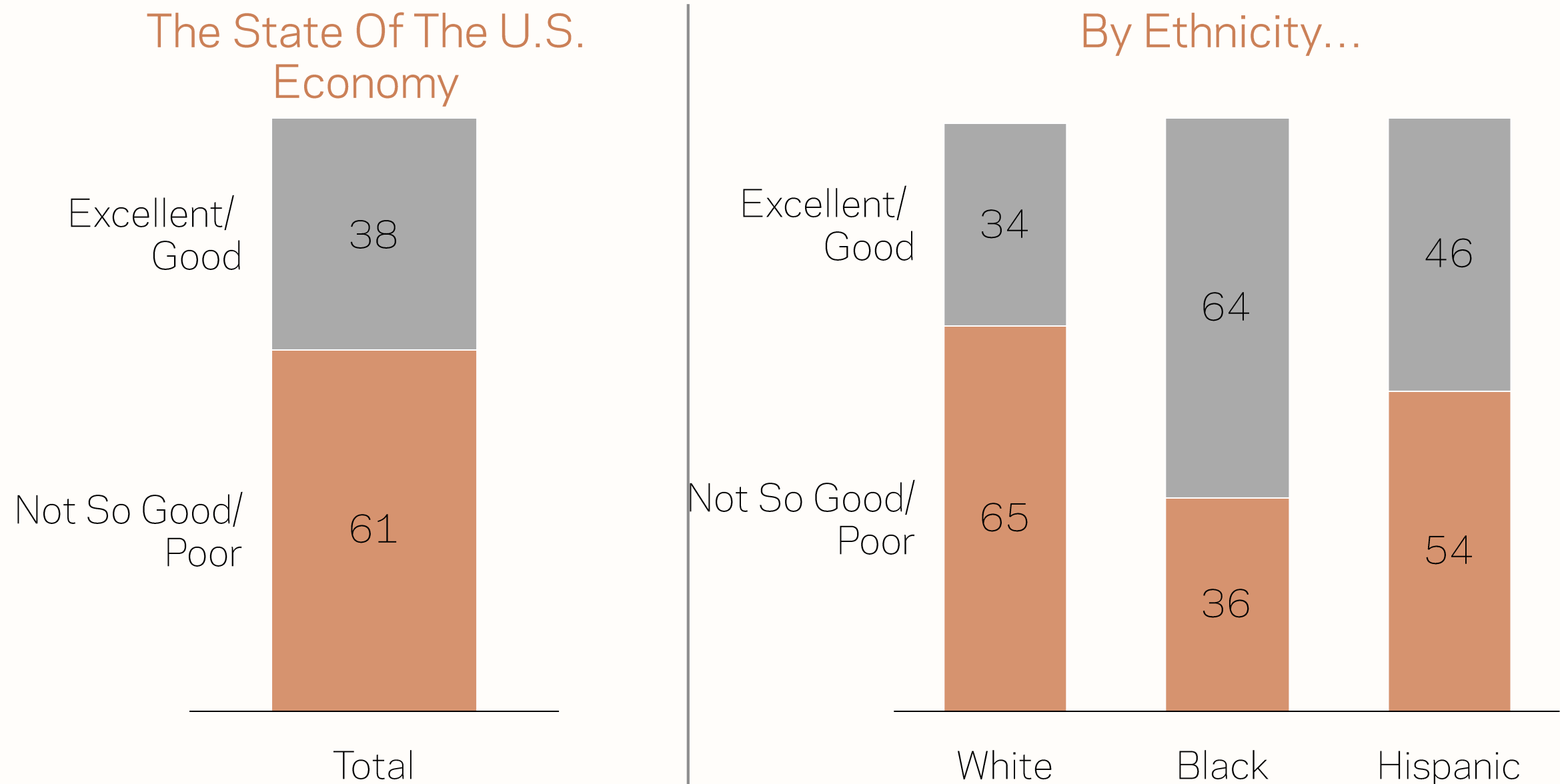
Hispanic Swing State Voters Align Closely With White Voters On The Direction Of The Country



Q: Generally speaking, do you think things in the country are headed in the right direction or are they seriously off on the wrong track?*

EIG State Of The Economy: Ethnicity

Hispanic And White Voters Are More Likely To Describe The Economy As "Not So Good" Or "Poor"

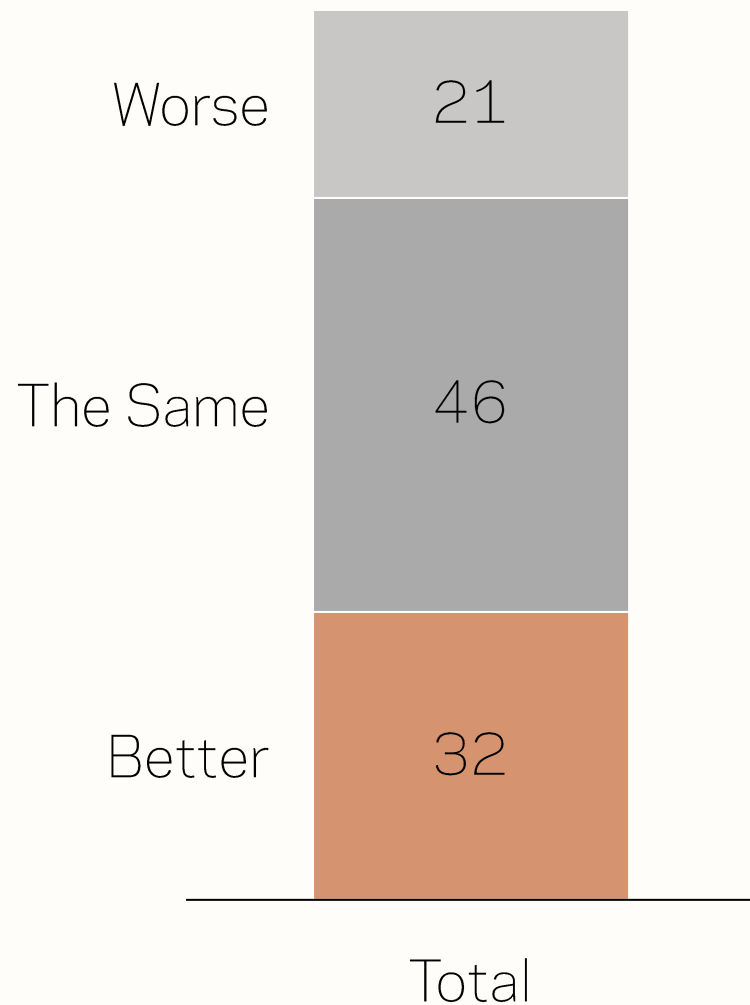


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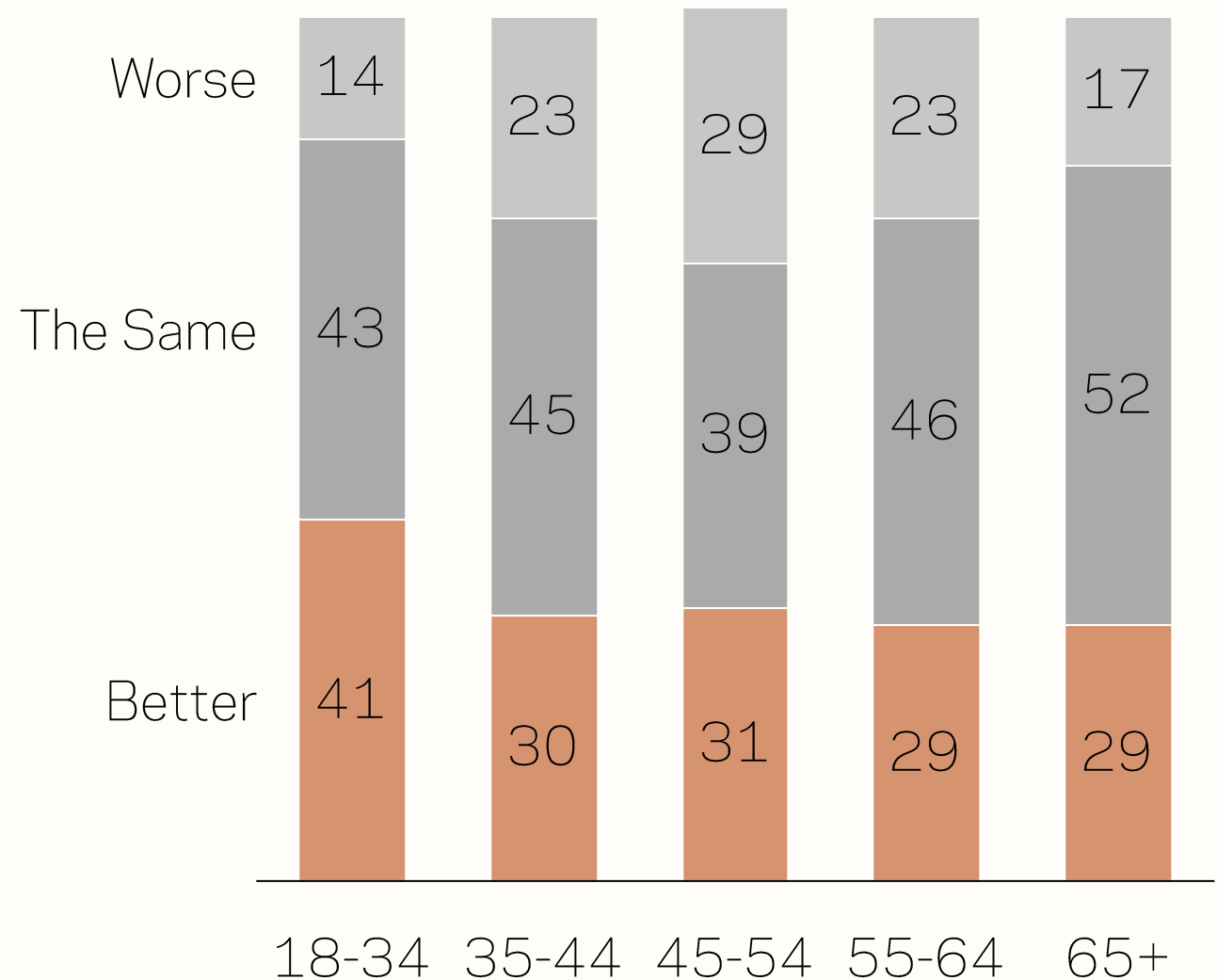
Economic Outlook: Age

Younger Voters Have A More Optimistic Economic Outlook Compared To Older Voters

Expectations A Year From Now



By Age...

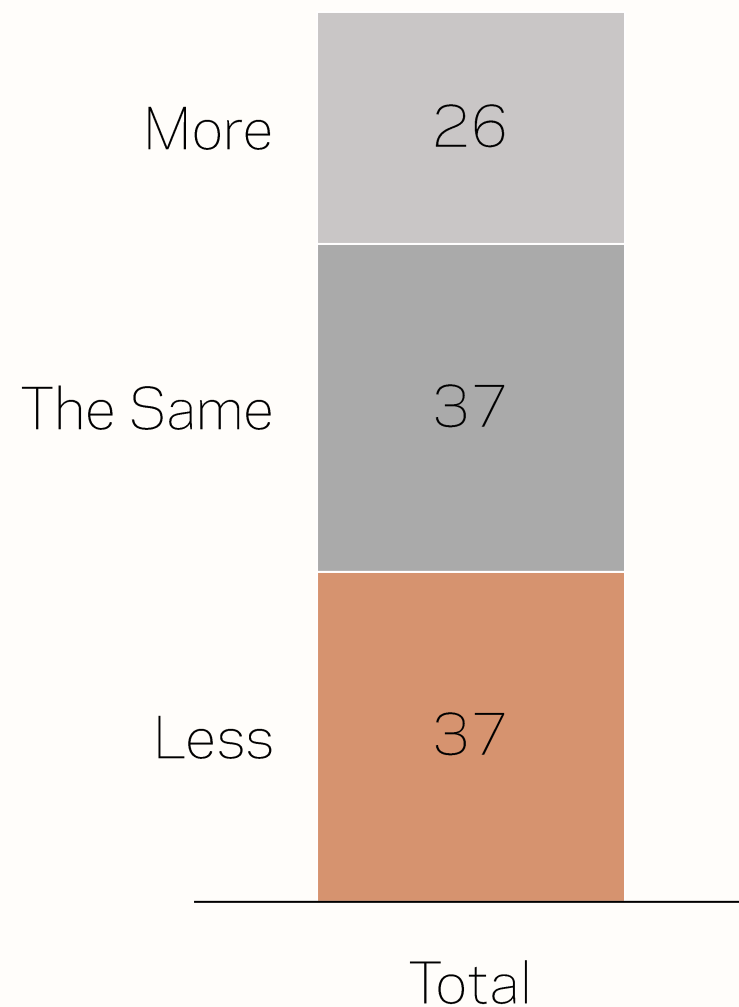


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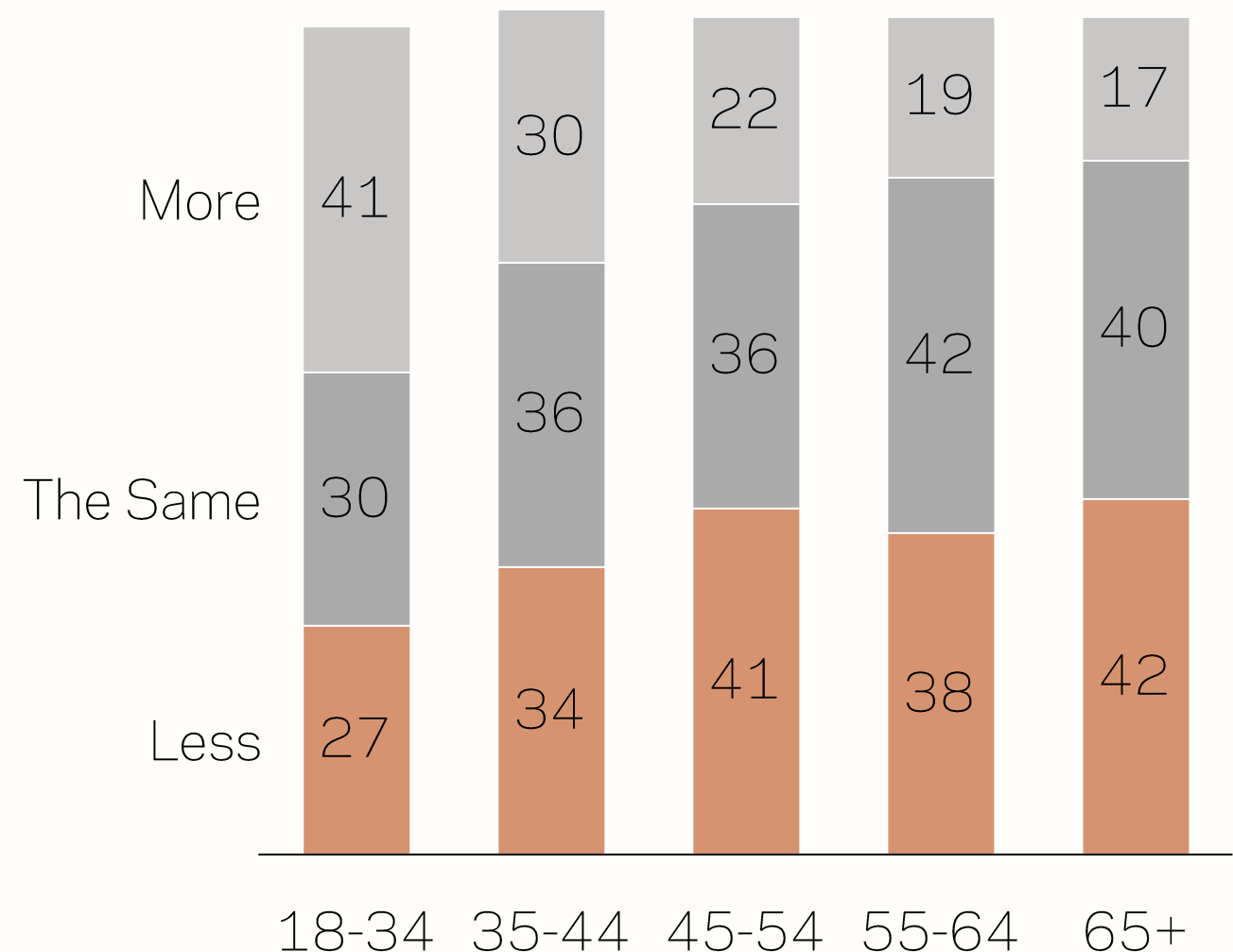
Financial Improvement: Age

Compared To Younger Voters, Older Voters Say They Feel Less Financially Secure Than They Did A Few Years Ago

Financial Security
Over Past Few Years



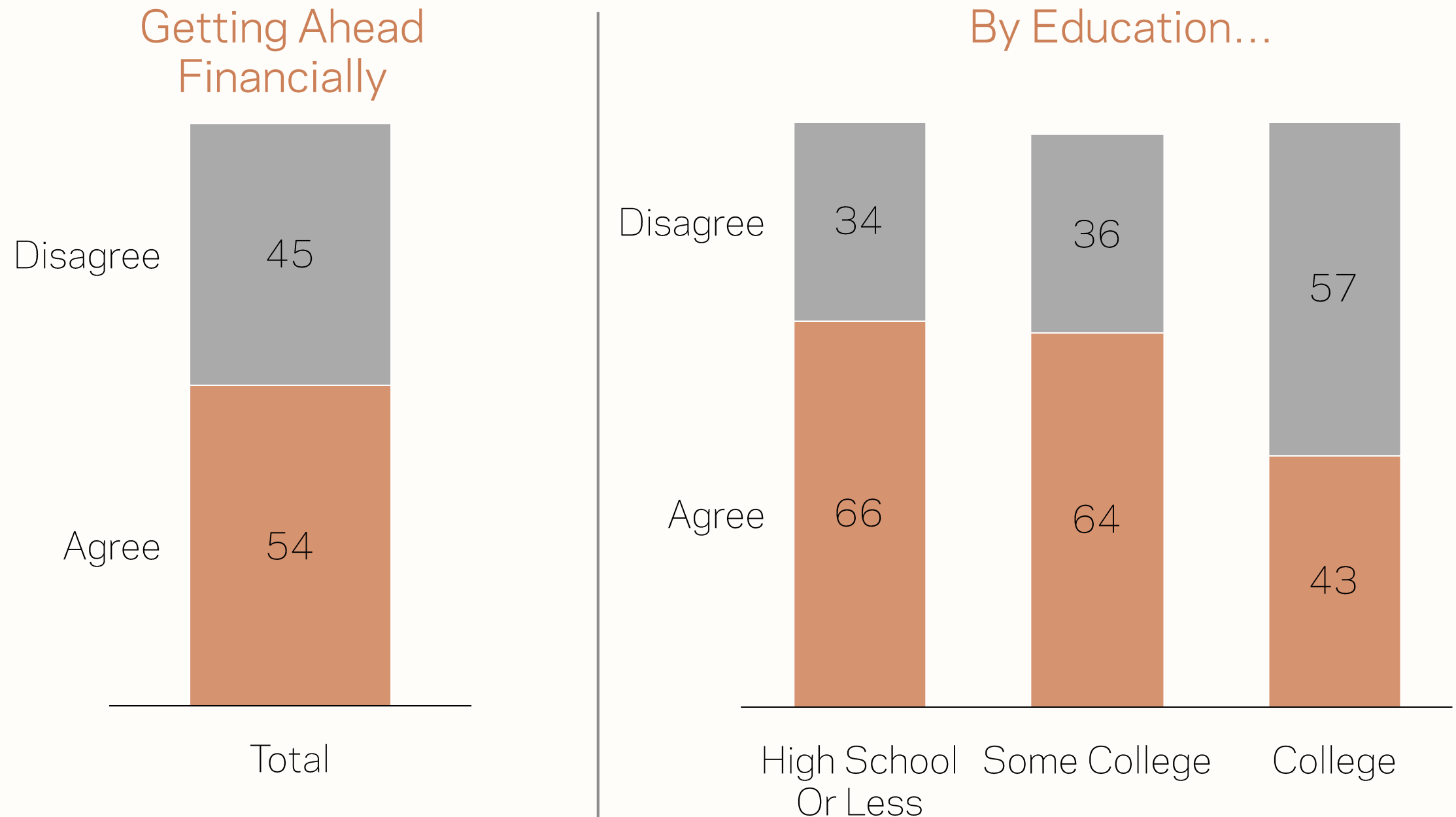
By Age...



Q: Would you say you feel financially more secure, less secure or about as secure as your felt a few years ago?

Getting Ahead: Education

Voters With Less Education Are More Likely To Feel Their Households Haven't Really Gotten Ahead Financially Over The Past Few Years

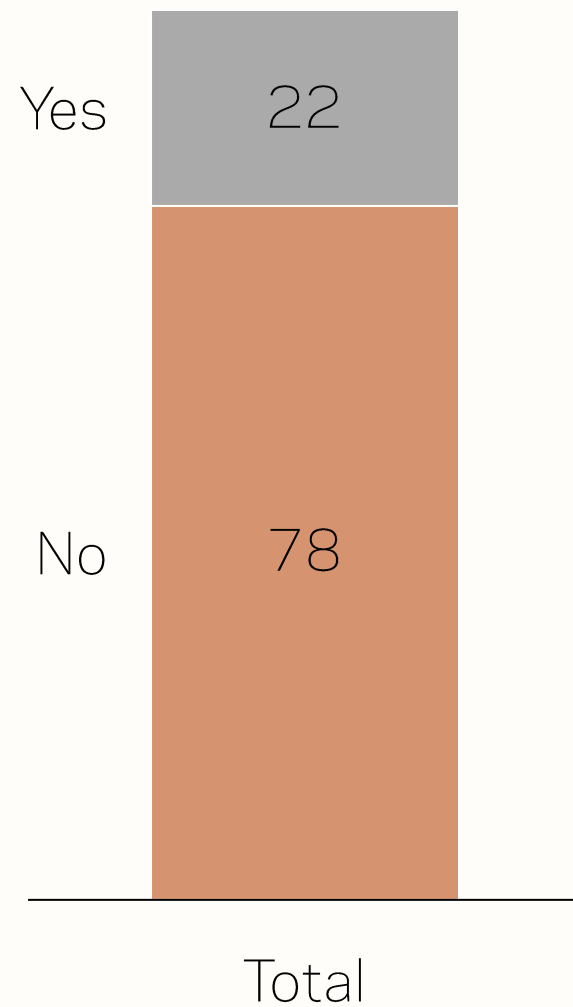


Q: Agree or disagree...My family and I haven't really gotten ahead financially over the past few years.

Lost Jobs: Income

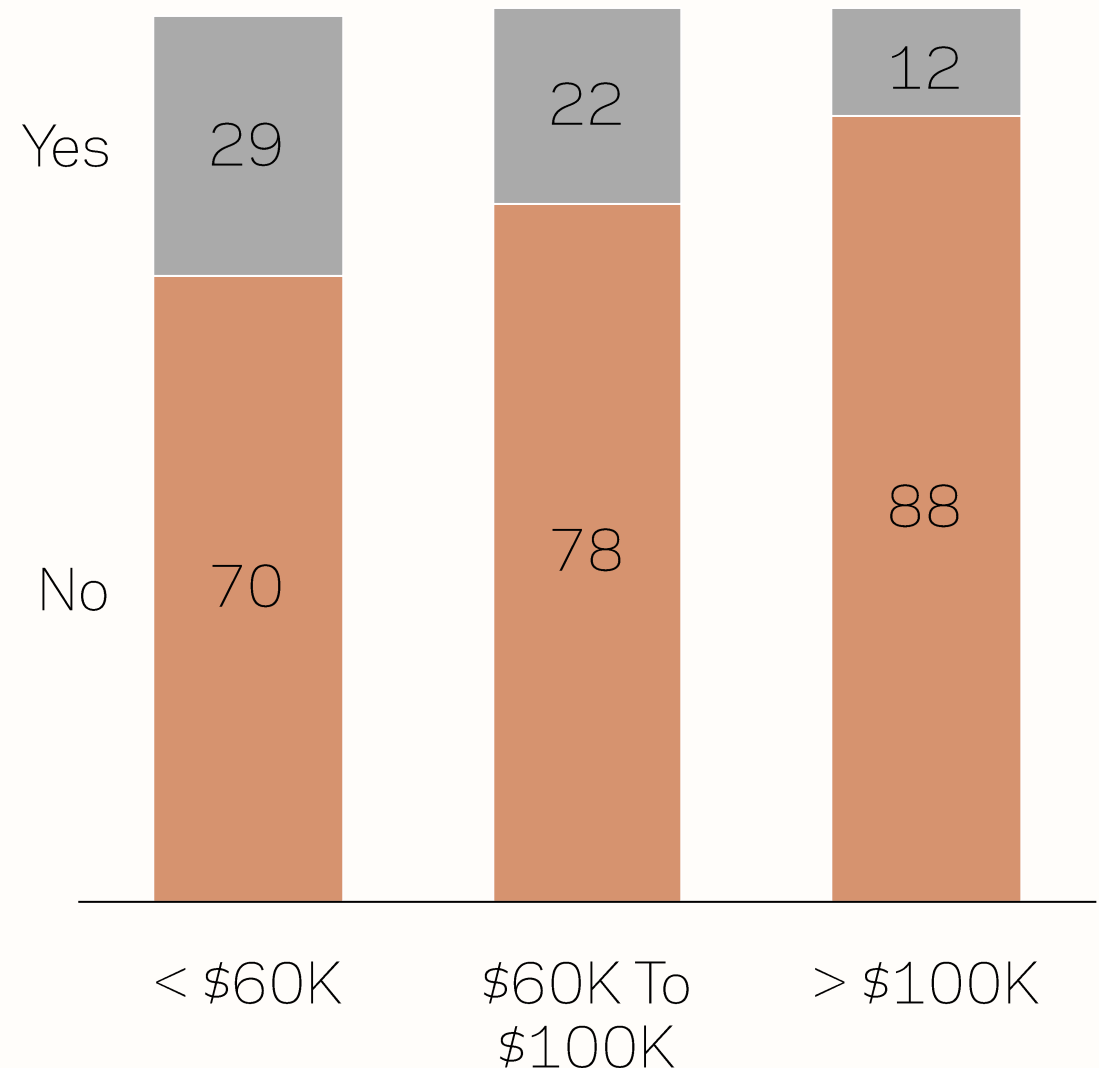
Higher-Income Voters Were Less Likely To Lose Their Jobs Over The Past Few Years Compared To Lower-Income Voters

Lost Job Over Past
5 Years



Q: And over the last few years, have you or has someone in your household lost their job?

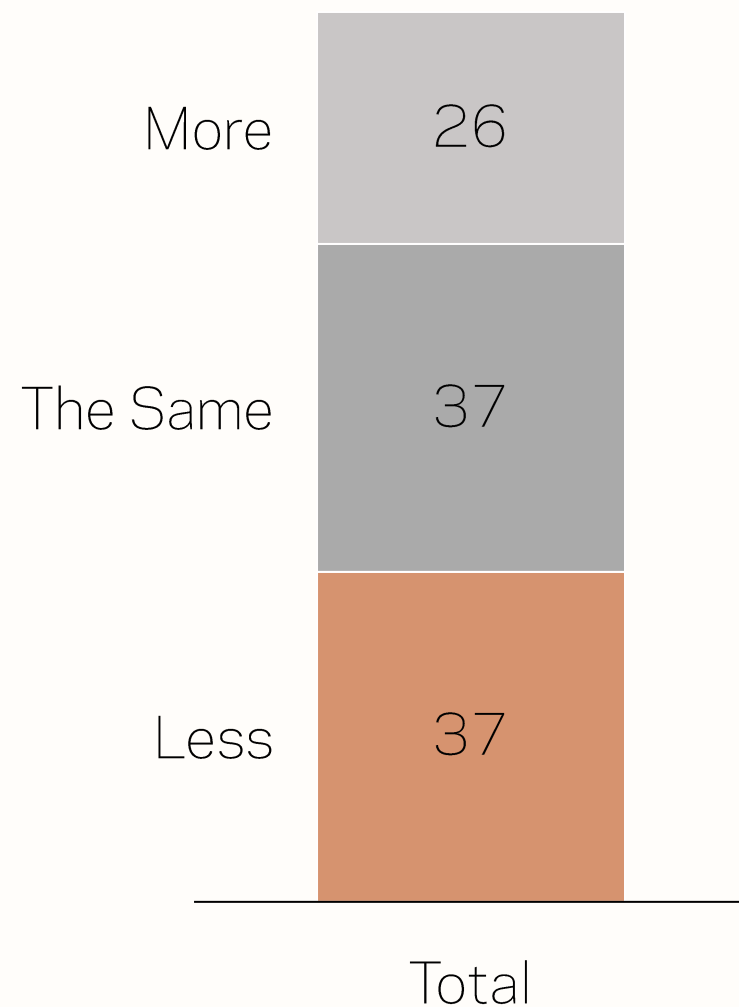
By Income...



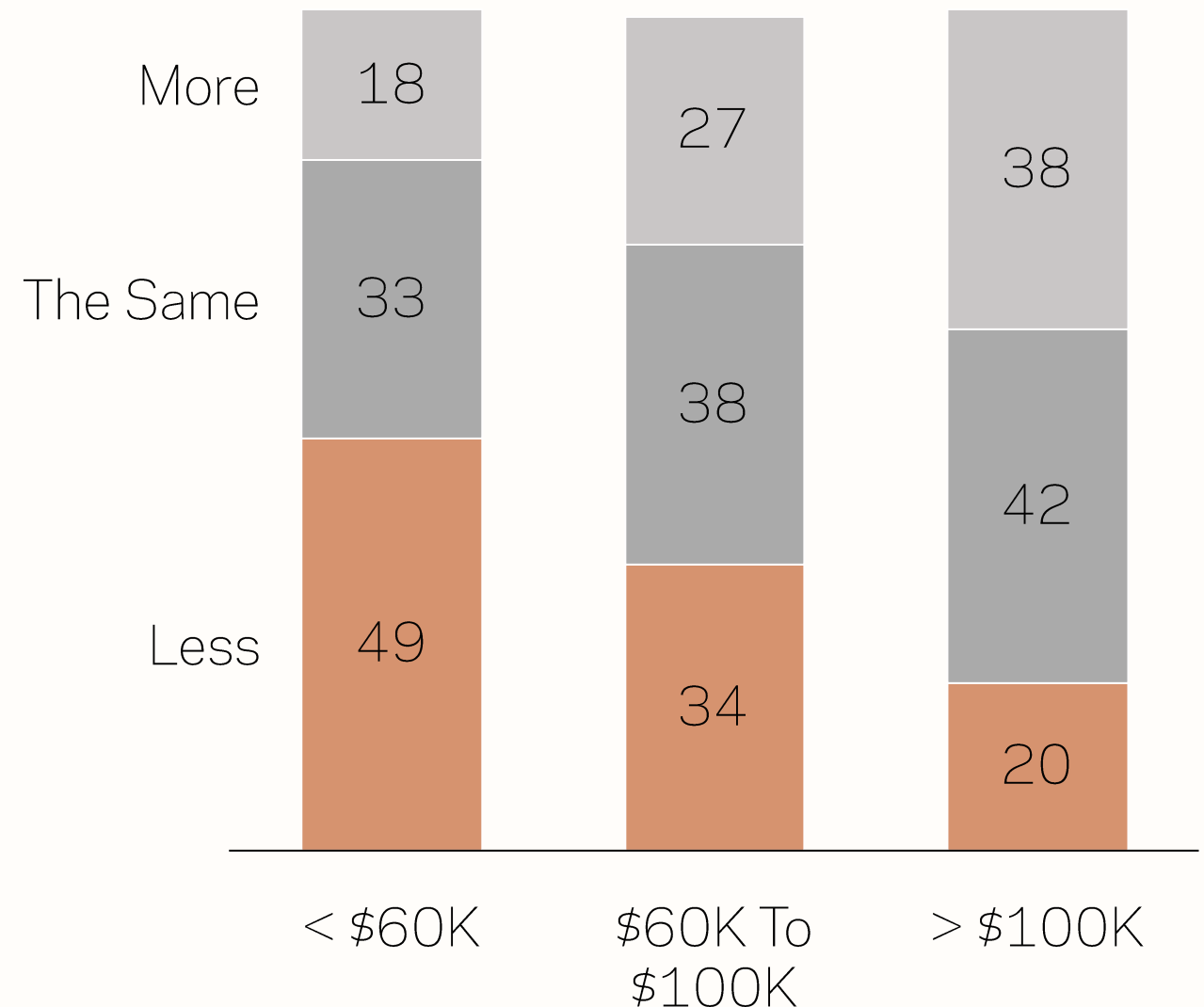
Financial Improvement: Income

Compared To Higher-Income Voters, Those With Lower Incomes Say They Feel Less Financially Secure Than They Did A Few Years Ago

Financial Security
Over Past Few Years



By Income...

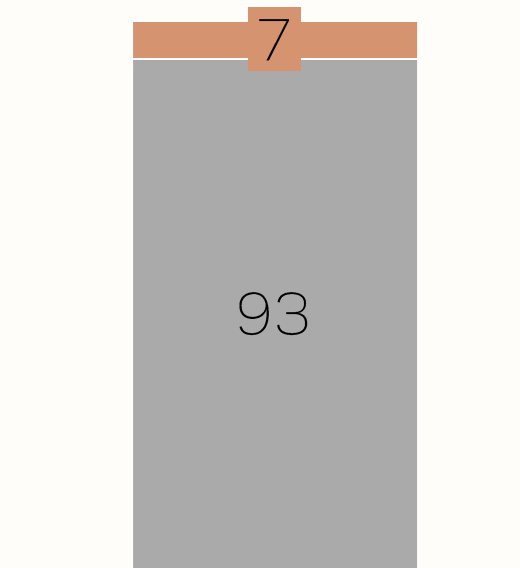


Q: Would you say you feel financially more secure, less secure or about as secure as your felt a few years ago?

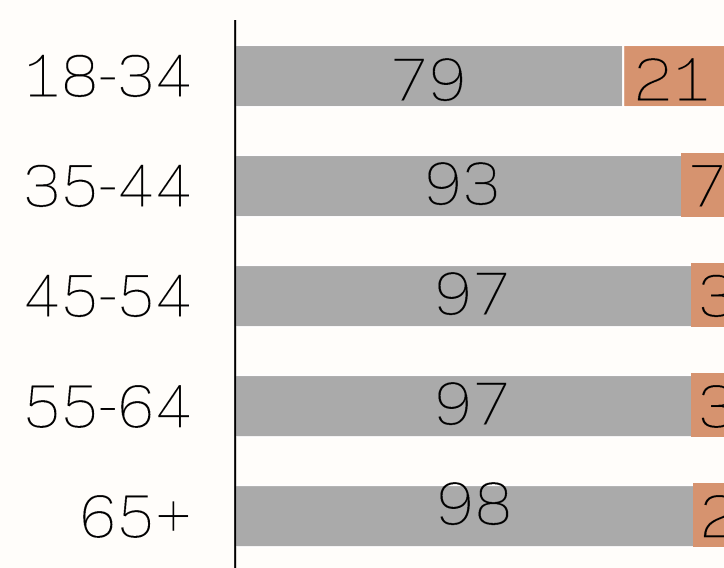
Likelihood Of Voting In 2016

 Somewhat Likely  Very Likely

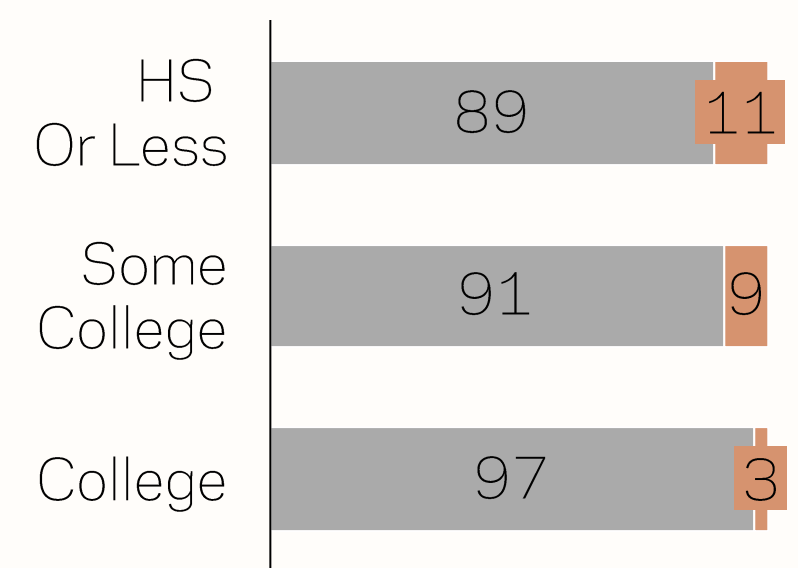
Total



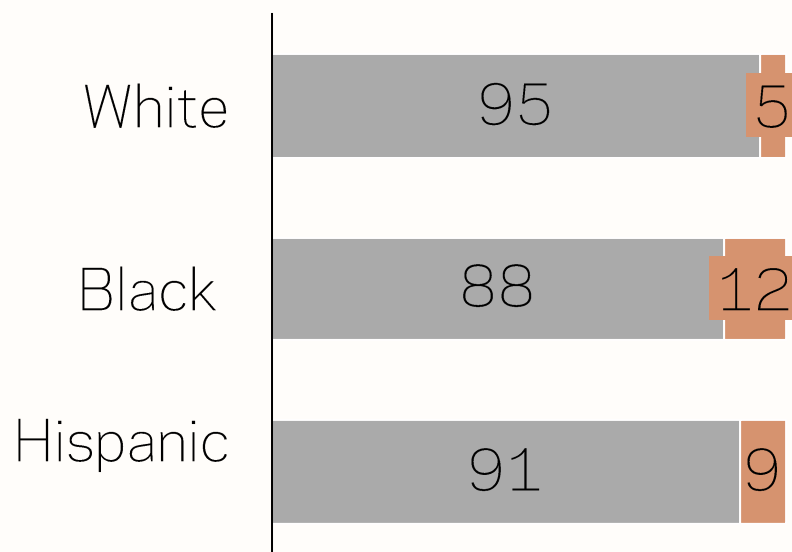
Age



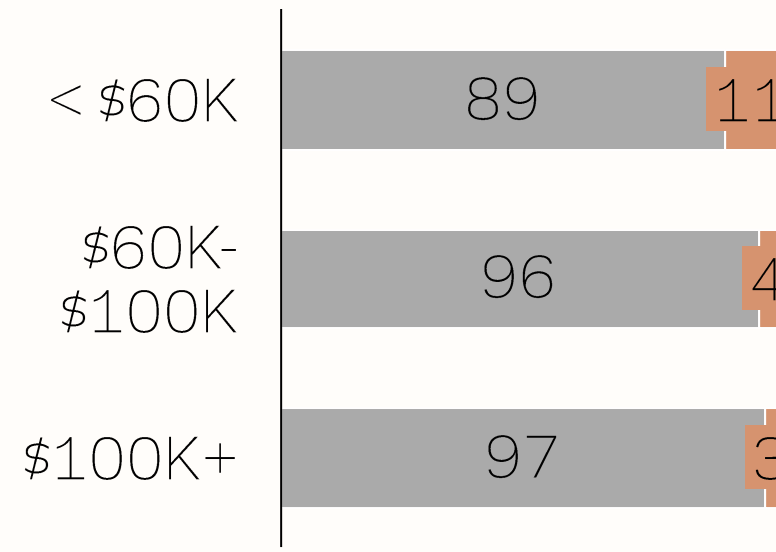
Education



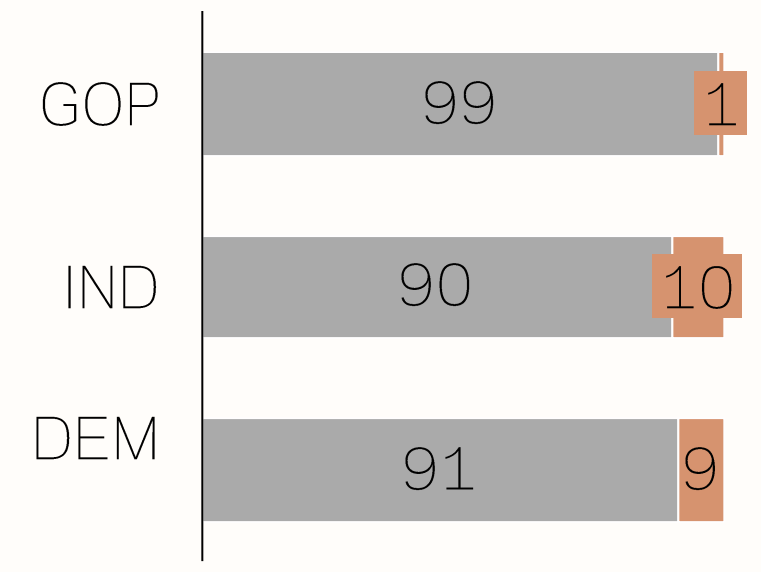
Ethnicity



Income



Party



Q: And, how likely would you say you are to vote in the November 2016 elections for President, U.S. Congress, and other offices? Are you very likely, somewhat likely, not very likely, or not at all likely?

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