



Survey of US Voters Candidate Smith June 2014

Methodology

- ▶ Three surveys of U.S. voters conducted in late 2013
- ▶ Two online surveys of voters, respondents reached using recruit-only online panel of adults nationwide, screened for self-identified registered voters. Data shown for web survey combines these two samples with a few exceptions.
 - December 9-19, 2013 N=1,200
 - September 18-30, 2013 N=1,200
- ▶ One telephone survey of 800 U.S. voters, December 13-19, 2013; using random sample drawn from voter lists
- ▶ Please note that due to rounding, percentages may not add up to exactly 100%

Initial Description of Candidate Smith – Online Surveys

Below is a statement about a possible candidate for public office. For this survey, this person is going to be called Candidate Smith.

Candidate Smith says our broken political system is failing all of us. Special interests and lobbyists control the politicians and the politicians keep getting elected because they divide us against each other and make single issue promises to buy our support. Smith says we can't change anything with the usual politics, and the usual politicians, and the usual interest groups. We need new leaders from mainstream America, like Candidate Smith, who take on the political elites and special interests and put the American people in charge again.

No one candidate is going to solve all of our problems. It's not about Candidate Smith, it's about you. The question is not only what will Candidate Smith do, but what are we all prepared to do together? None of this can get fixed without each and every one of us taking responsibility to do our part.

After hearing this, do you now have a strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable opinion of Candidate Smith?

Initial Smith Statements – Phone Survey

Voter response to Candidate Smith statements is overwhelmingly positive.

■ Strongly agree
 ■ Somewhat agree
 ■ Don't know
 ■ Somewhat disagree
 ■ Strongly disagree
 Total Agree

The power of ordinary people to control our country is getting weaker every day, as political leaders on both sides fight to protect their own...



Candidate Smith will get both parties working together, because that's the job of a real leader.



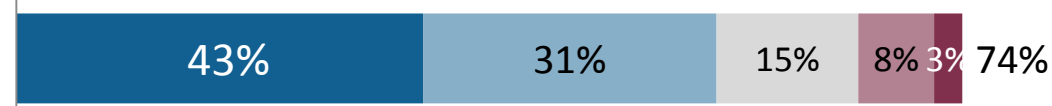
Candidate Smith says that the poison of political corruption is eating away at American Democracy and self-government. The ruling political class,...



Smith says we can't change anything with the usual politics, and the usual politicians, and the usual interest groups. We need new leaders from...



Candidate Smith says we need to fix our broken political system first, before we can do anything about solving other important issues.



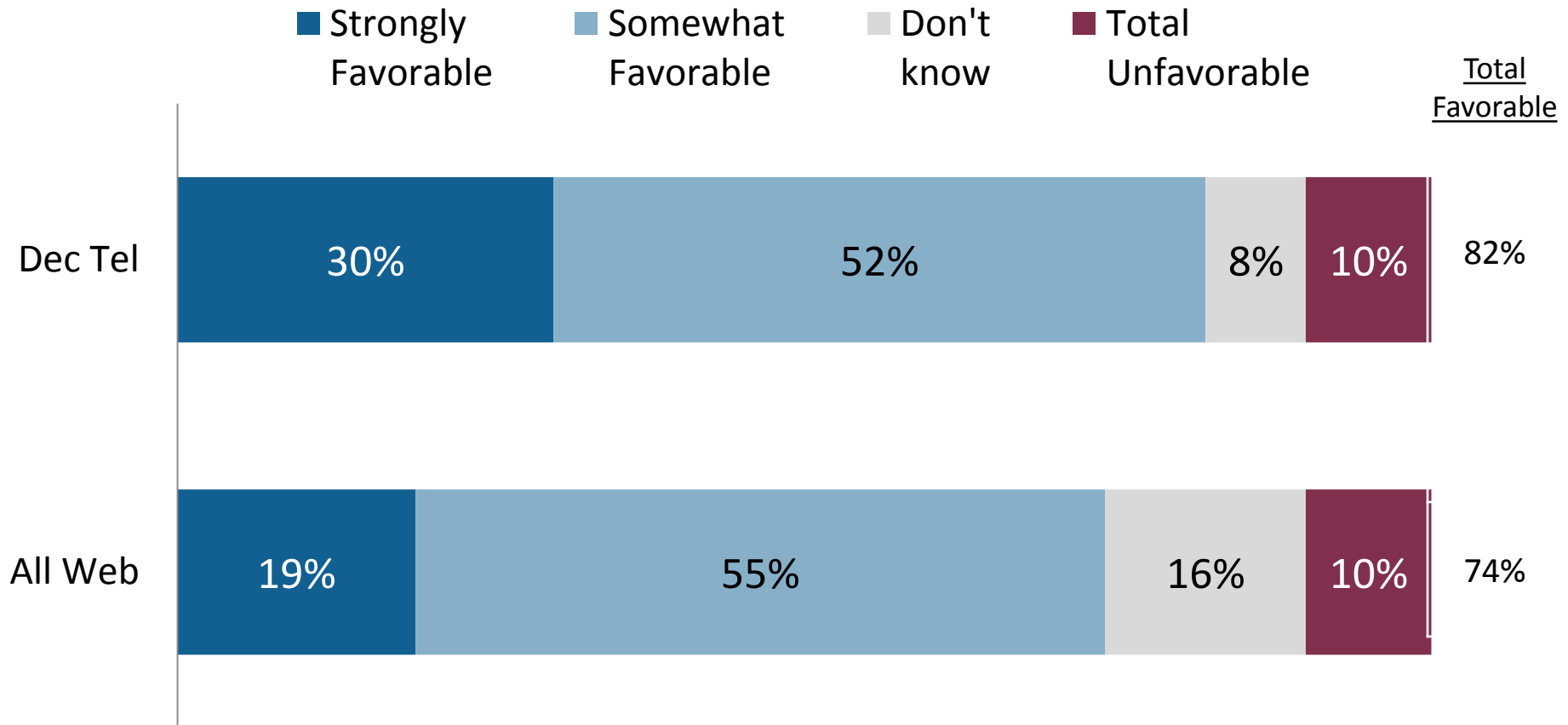
Candidate Smith's beliefs are not based on liberal or conservative ideas, just fundamental American common sense.



Next I'm going to read you some statements from a possible candidate for public office. For this survey, this person is going to be called Candidate Smith. For each statement, please tell me if you agree or disagree.

Initial Favorable Rating – Smith

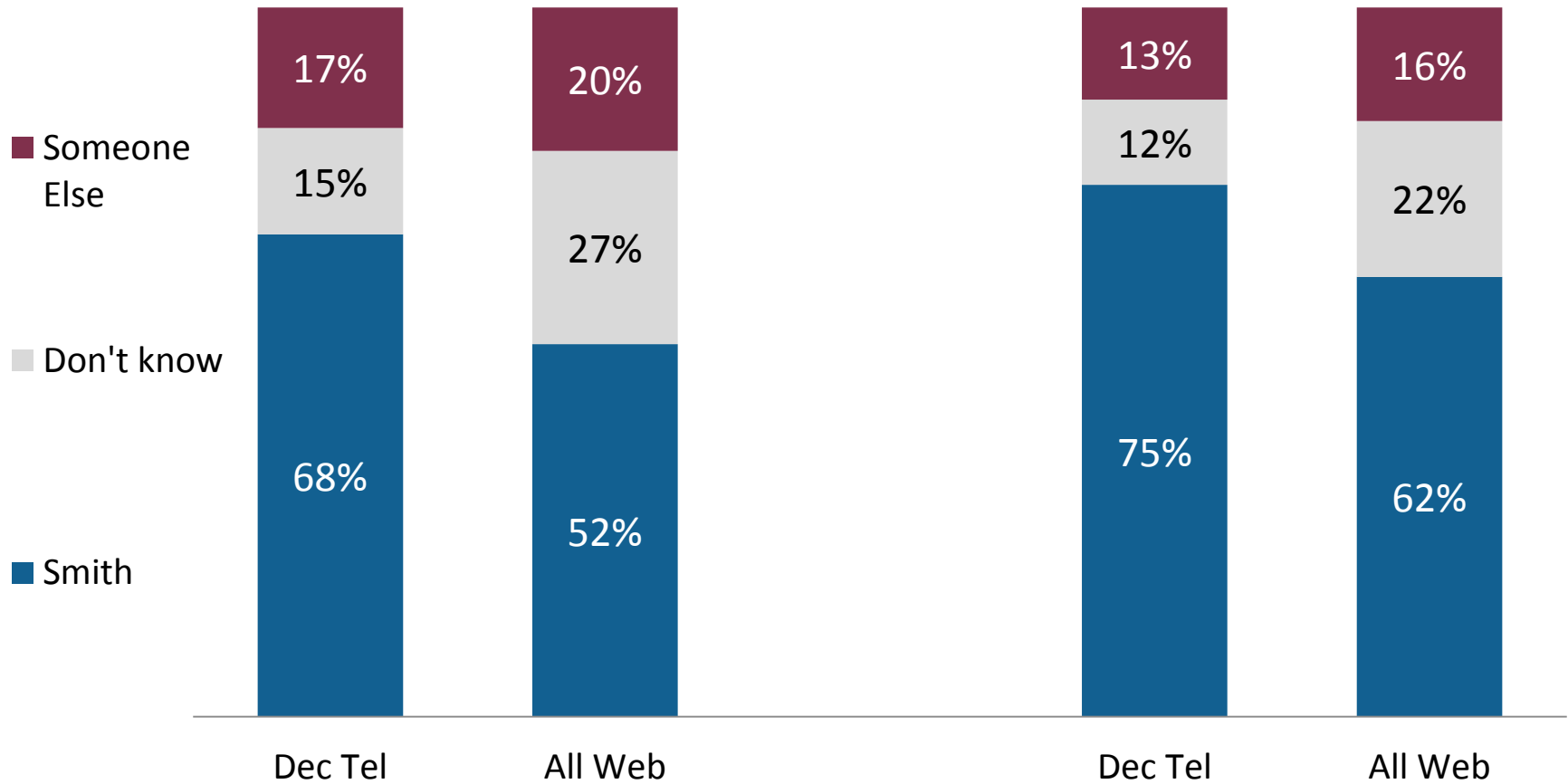
Voters' initial response to Smith is strongly favorable.



After hearing this, do you now have a strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable opinion of Candidate Smith?

Initial Vote for President and Congress

Voters are ready for a new candidate for Congress and President.



Vote for President

Vote for Senate
(Dec Phone survey – US House)

Detailed Agenda/Description of Candidate Smith – Online Surveys

Below is some more information about Candidate Smith. Candidate Smith will get both parties working together, because that's the job of a real leader. Smith will balance the budget within four years, by balancing sacrifices; Smith will cut regulations on small business to get them growing and hiring again; and radically simplify the tax code. In addition, Smith will do whatever it takes to achieve American energy independence without giving up the gains we've made on the environment. Smith will maintain our military strength, and support our friends, but keep us out of foreign engagements as much as possible.

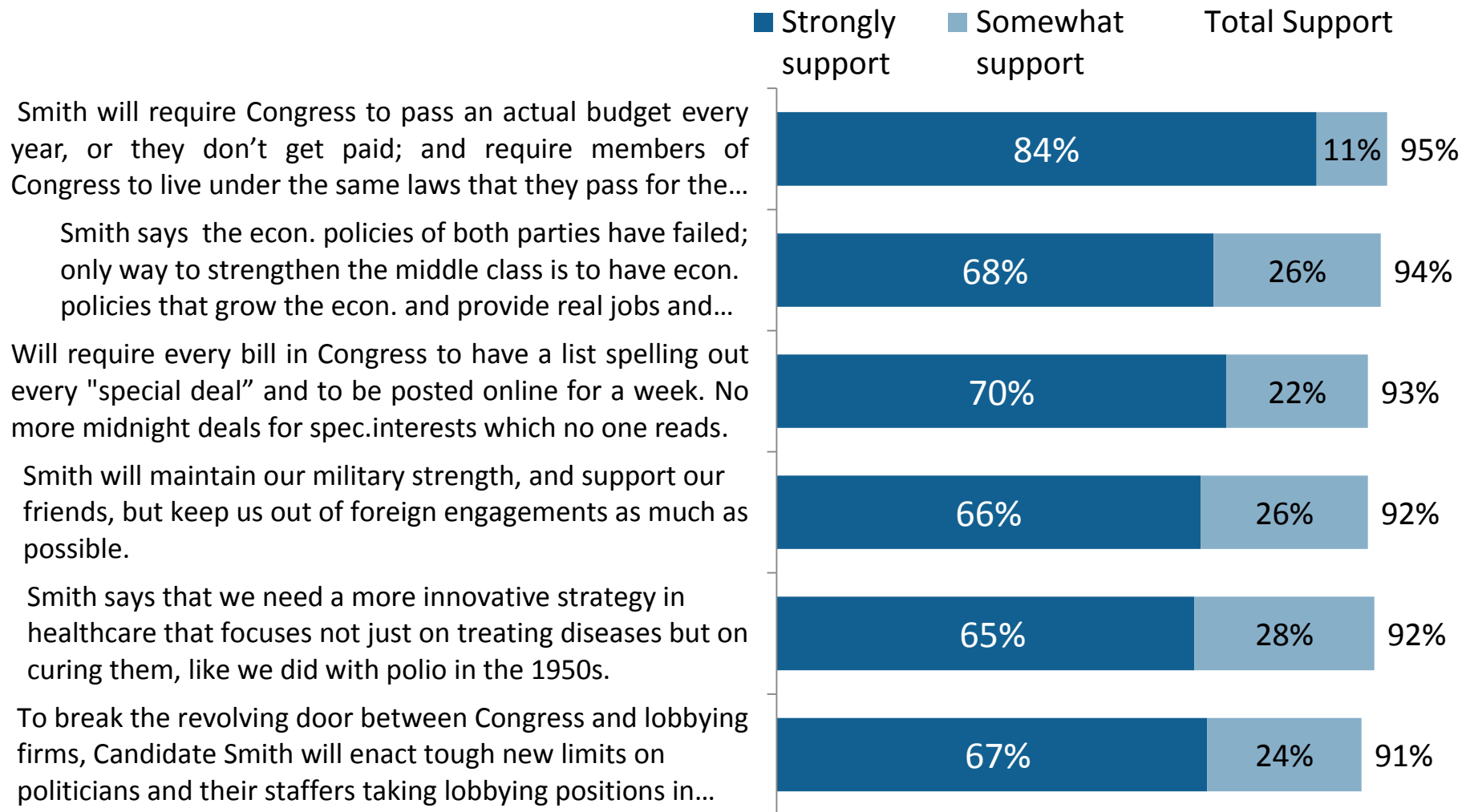
But we need to fix our broken political system first, before we can do anything about these other important issues. To do that, Candidate Smith will start with these 5 important changes:

- ▶ Enact tough new limits on politicians and their staffers taking lobbying positions in Washington -- For every year you spend in Congress and government, you can't lobby for two. We must break the revolving door between Congress and lobbying firms.
- ▶ Require every group that lobbies the government to disclose all of its donors. Smith does not want to limit free speech, but the people have a right to know who is speaking.
- ▶ Require Congress to pass a budget every year, or they don't get paid. Smith will balance the budget within four years, by balancing sacrifices.
- ▶ Require every bill in Congress to have a list, in clear English, spelling out every "special deal." No more midnight deals, which no one has time to read, to save some big corporation millions of dollars.
- ▶ Require every bill in Congress to be posted on the Internet so anyone can comment for at least a week. Members of Congress and the Administration don't have to follow what we say, but they have to give us a chance to speak.

Once we fix the system, real leaders who speak for the American people can work together and have a real conversation about how to solve problems for our country.

Smith Platform and Reforms – Phone Survey

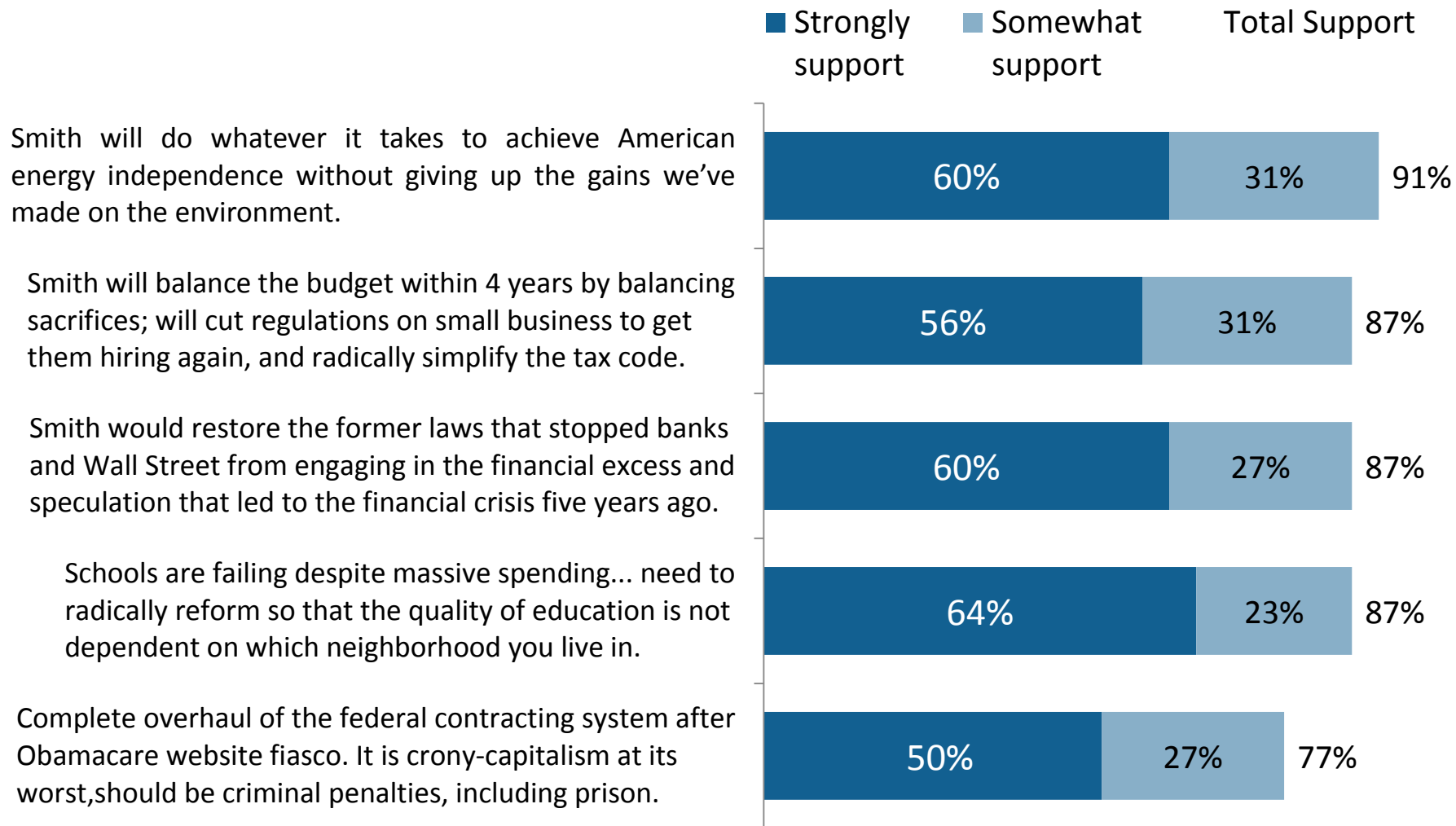
Voters strongly support Smith's reform agenda.



I'm going to read you a series of possible positions Candidate Smith might take. Please tell me if you support or oppose each one.

Smith Platforms and Reforms, Continued – Phone Survey

Voters strongly support Smith's reform agenda.

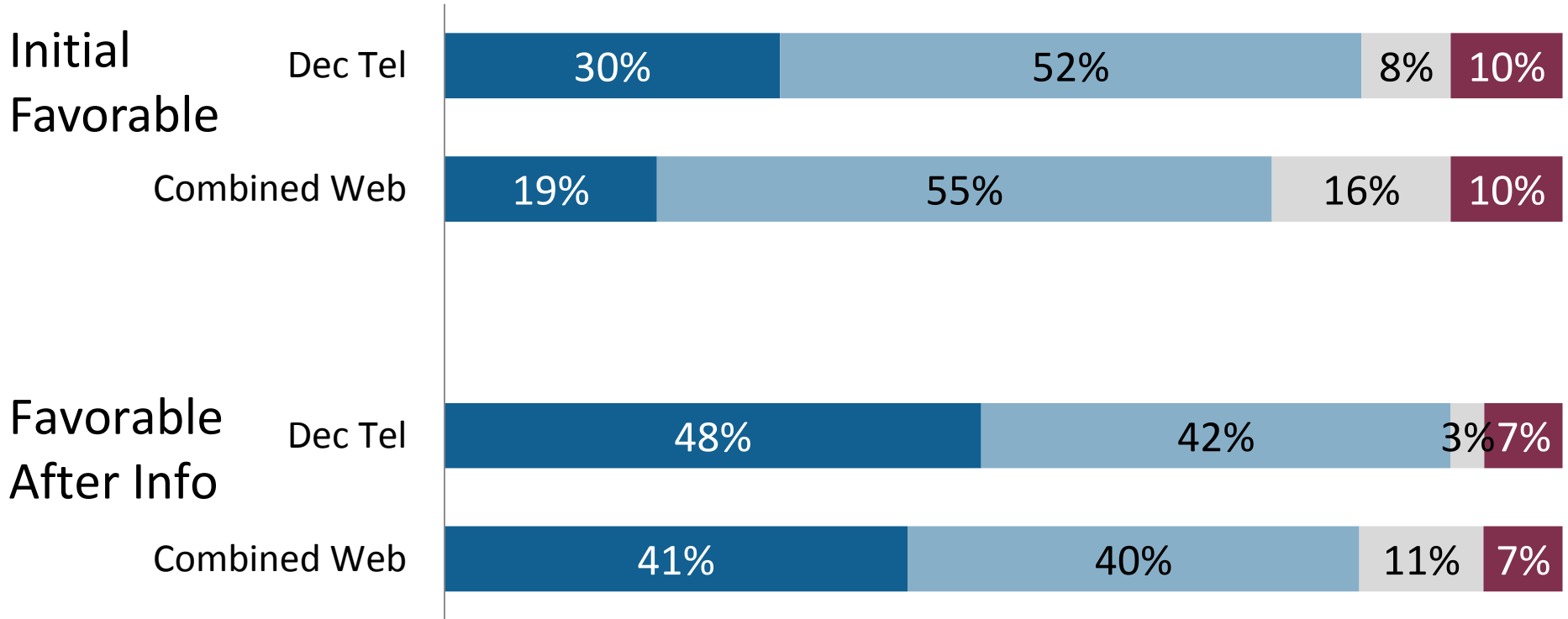


I'm going to read you a series of possible positions Candidate Smith might take. Please tell me if you support or oppose each one.

Informed Favorable Rating - Smith

Smith strongly favorable skyrockets after voters learn more.

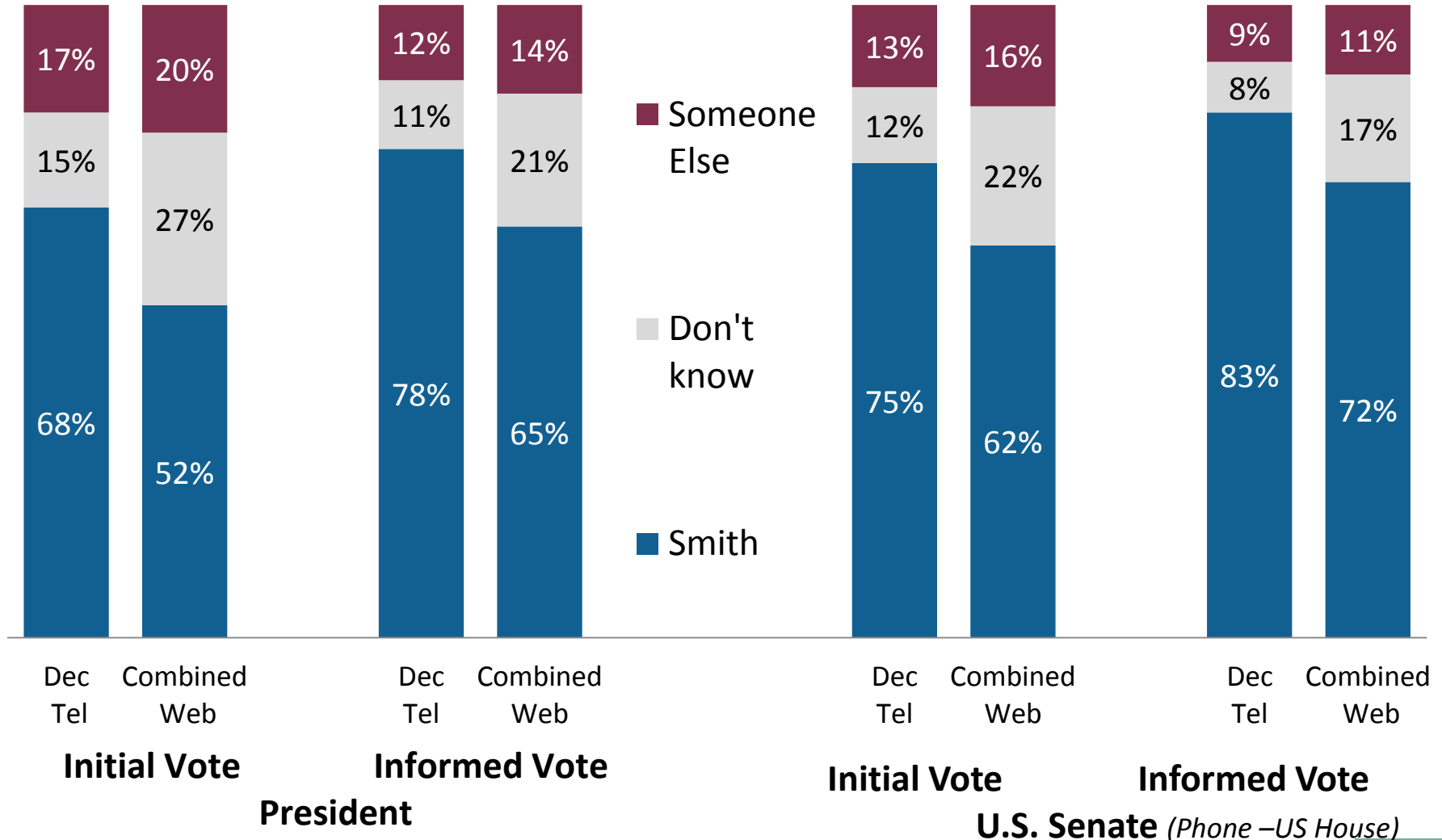
■ Strongly Favorable ■ Somewhat Favorable ■ Don't know ■ Total Unfavorable



After hearing this, do you now have a strongly favorable, somewhat favorable, somewhat unfavorable, or a strongly unfavorable opinion of Candidate Smith?

Informed Vote for President and Congress

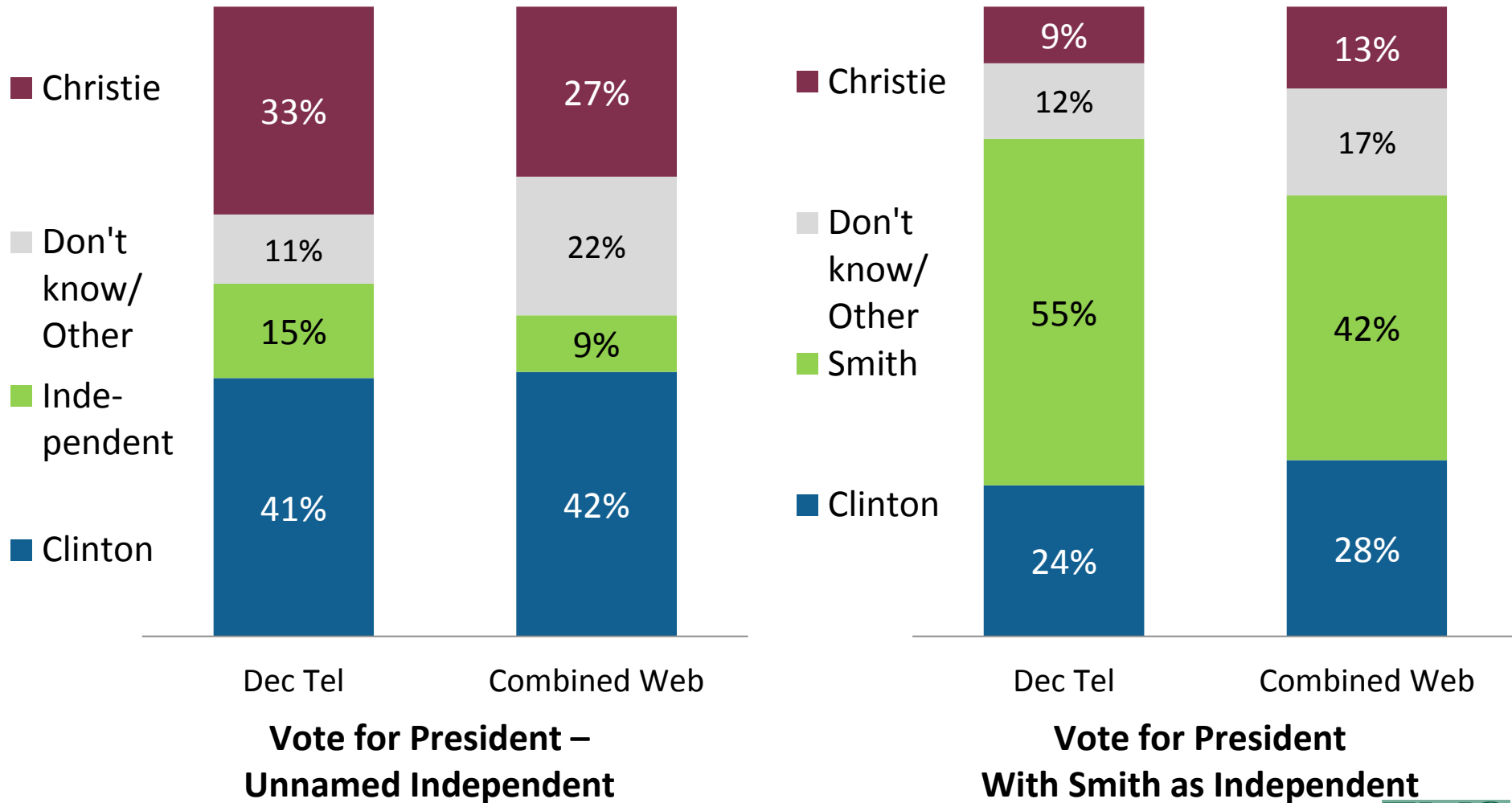
When voters hear more about Smith, support increases sharply.



If Candidate Smith ran for [President/Congress/US Senate] would you vote for Candidate Smith or someone else?

Head to Head with Clinton and Christie

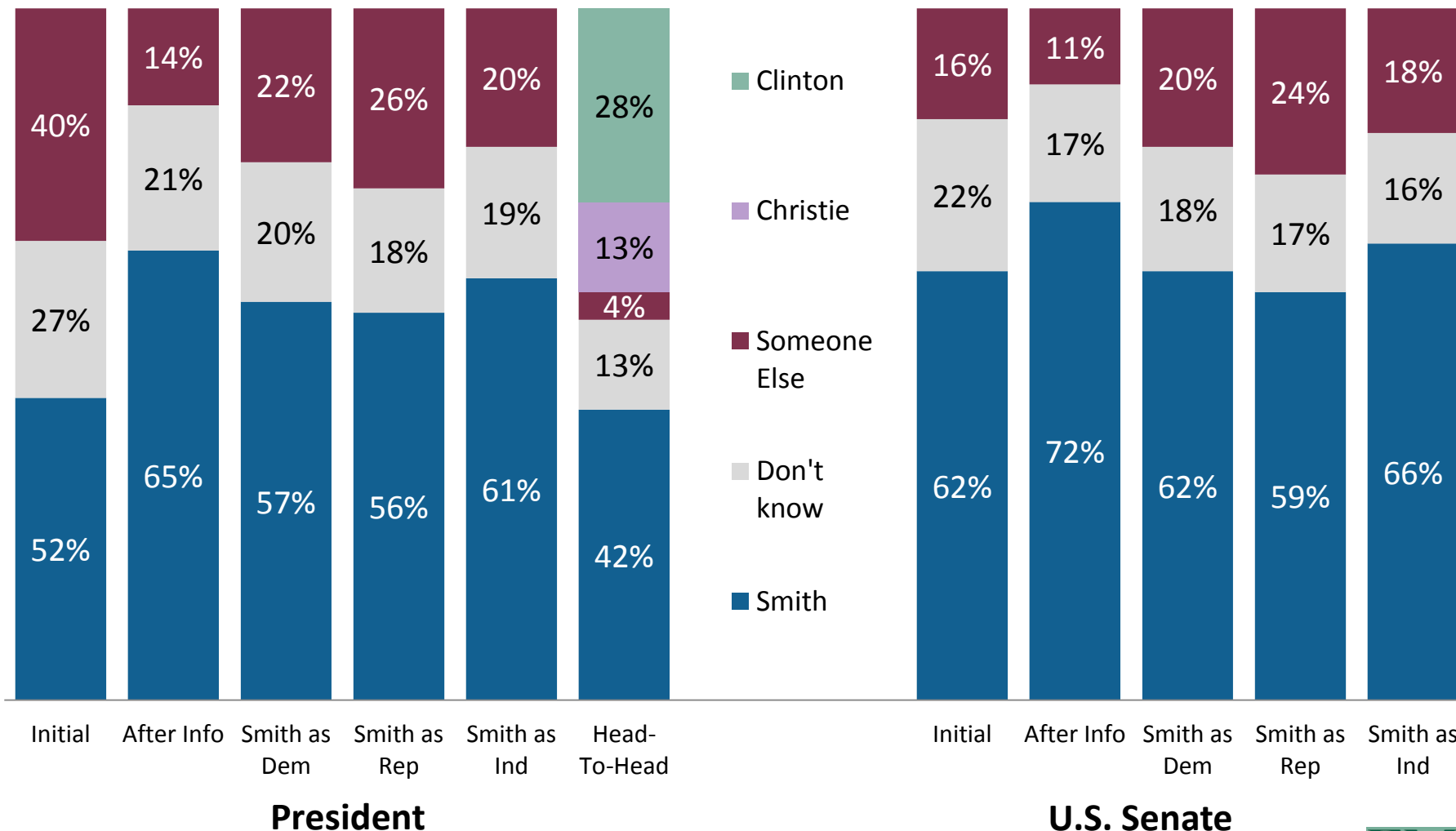
Smith leads in a matchup with real opponents.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Smith Vote Progression – Dec Web Survey

Smith wins as a Democrat, a Republican, and an Independent.



If Candidate Smith ran for [President/Senate] would you vote for Candidate Smith or someone else?

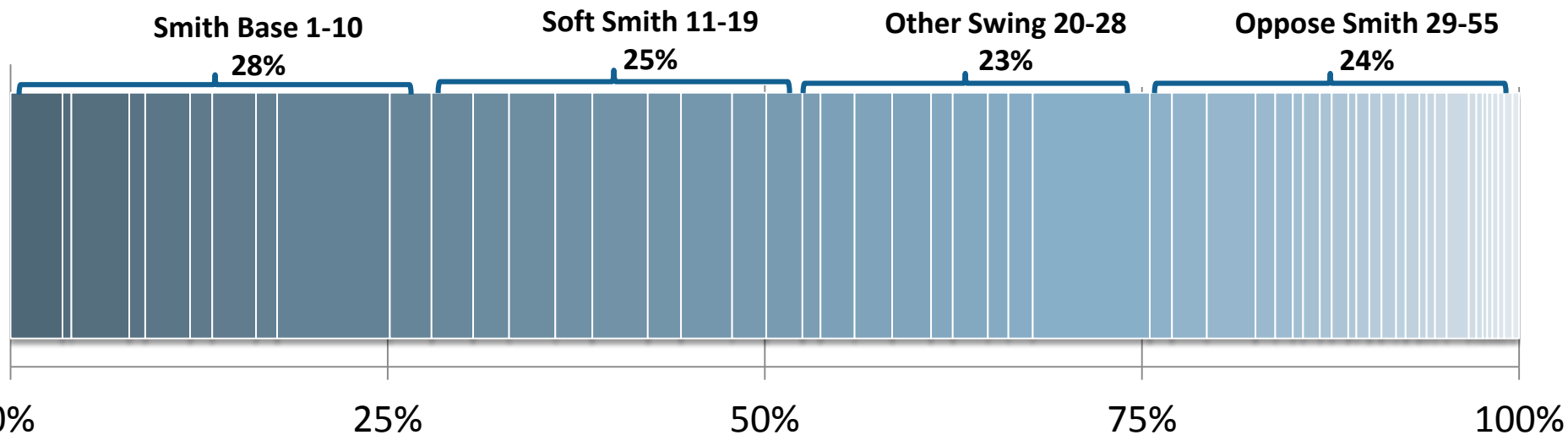
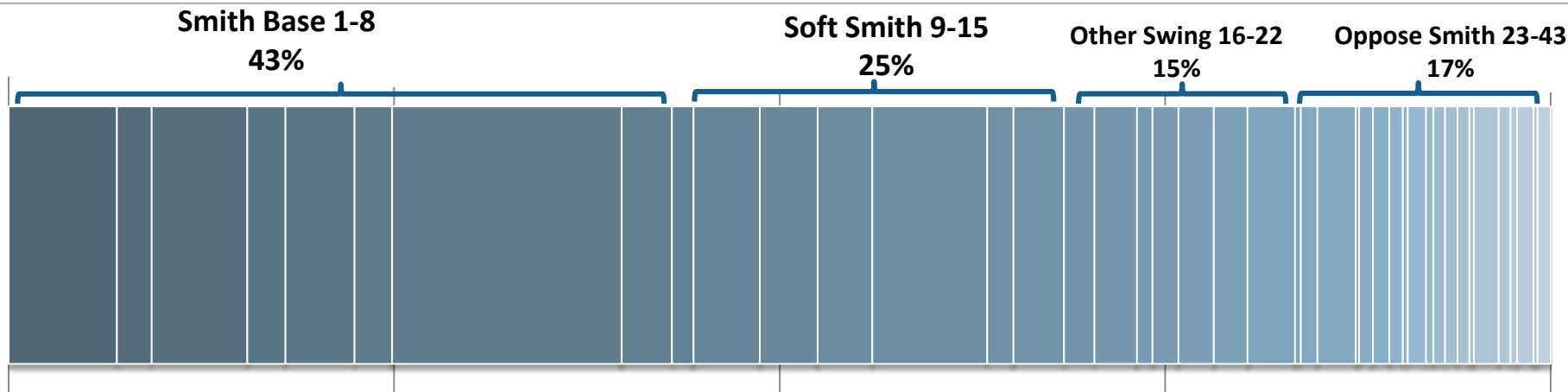


Partisan Smith

- ▶ **Among Democrats Only:** 72%(Pres) and 76%(Sen) of Dems would vote for a Democrat Smith
 - Even about 1/3 would vote for a Republican Smith for President or Senate
- ▶ **Among Republicans Only:** 84%(Pres) 85%(Sen) of Republicans would for a GOP Smith
 - Even 43% would vote for a Democratic Smith for President; and 48% for a Democratic Smith for Senate.
- ▶ **Among Independents Only:** A solid majority for either a Democratic or Republican Smith for President or Senate.
 - Stronger support for Republican Smith than Democratic Smith

Smith Voter Segmentation

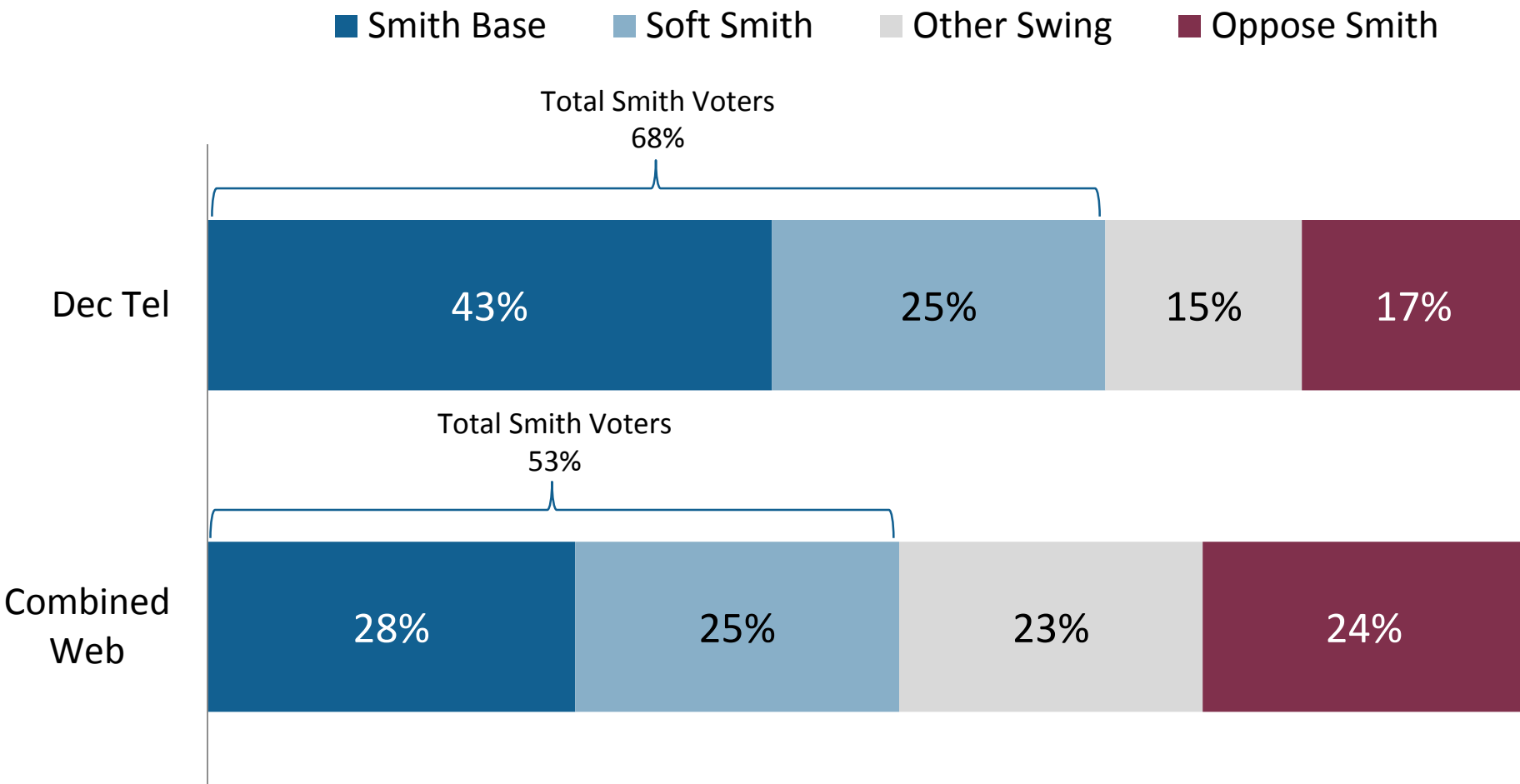
28% are solid base Smith supporters in the web survey, and more than 40% on the phone.



55 point scale (web) / 43 point scale (phone) of Smith Base to Oppose Smith
Created by combining responses to Smith Vote Questions

Smith Voter Segmentation Collapsed

Support for Smith is quite strong, with greater intensity seen in the phone survey.



*Collapsed 55 point scale (web) / 43 point scale (phone) of Smith Base to Oppose Smith
Created by combining responses to Smith Vote Questions*



Smith Stress Test

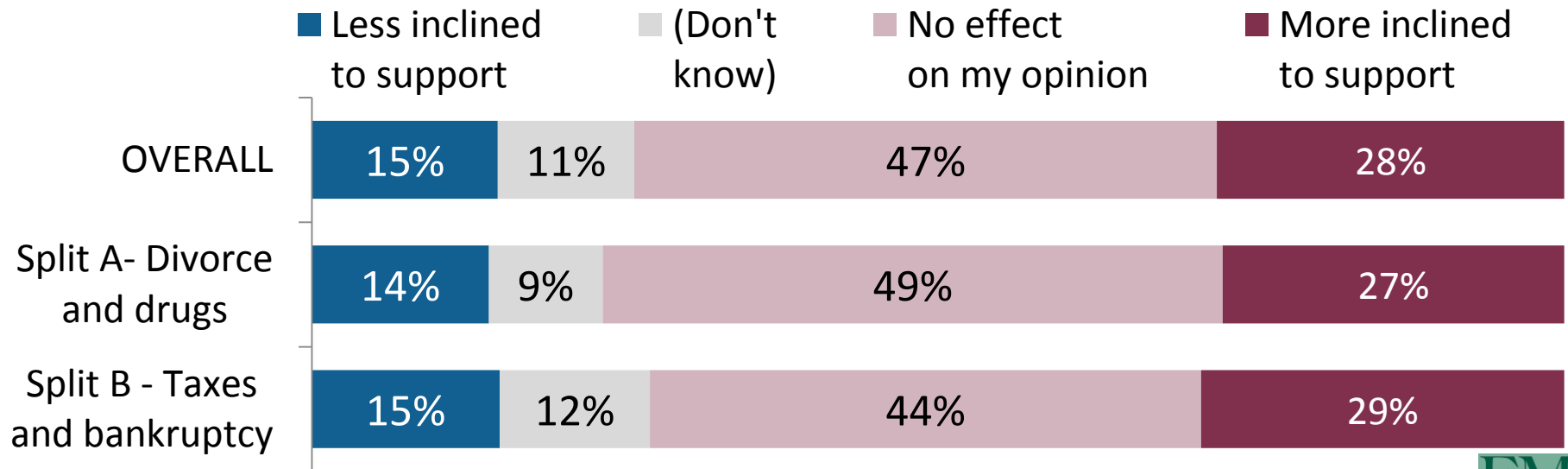
(Phone Survey Only)

Hypothetical Attacks on Smith

Few voters are immediately opposed to a candidate with past problems.

*Some opponents of Candidate Smith are pointing out that **(Split A only)** Smith had a contentious divorce, and has confessed to having had a substance abuse problem earlier in life. **(Split B only)** Smith was once forced to pay penalties and interest for late tax payments, and at one point Smith went through a bankruptcy. After hearing this, which is closer to your opinion?*

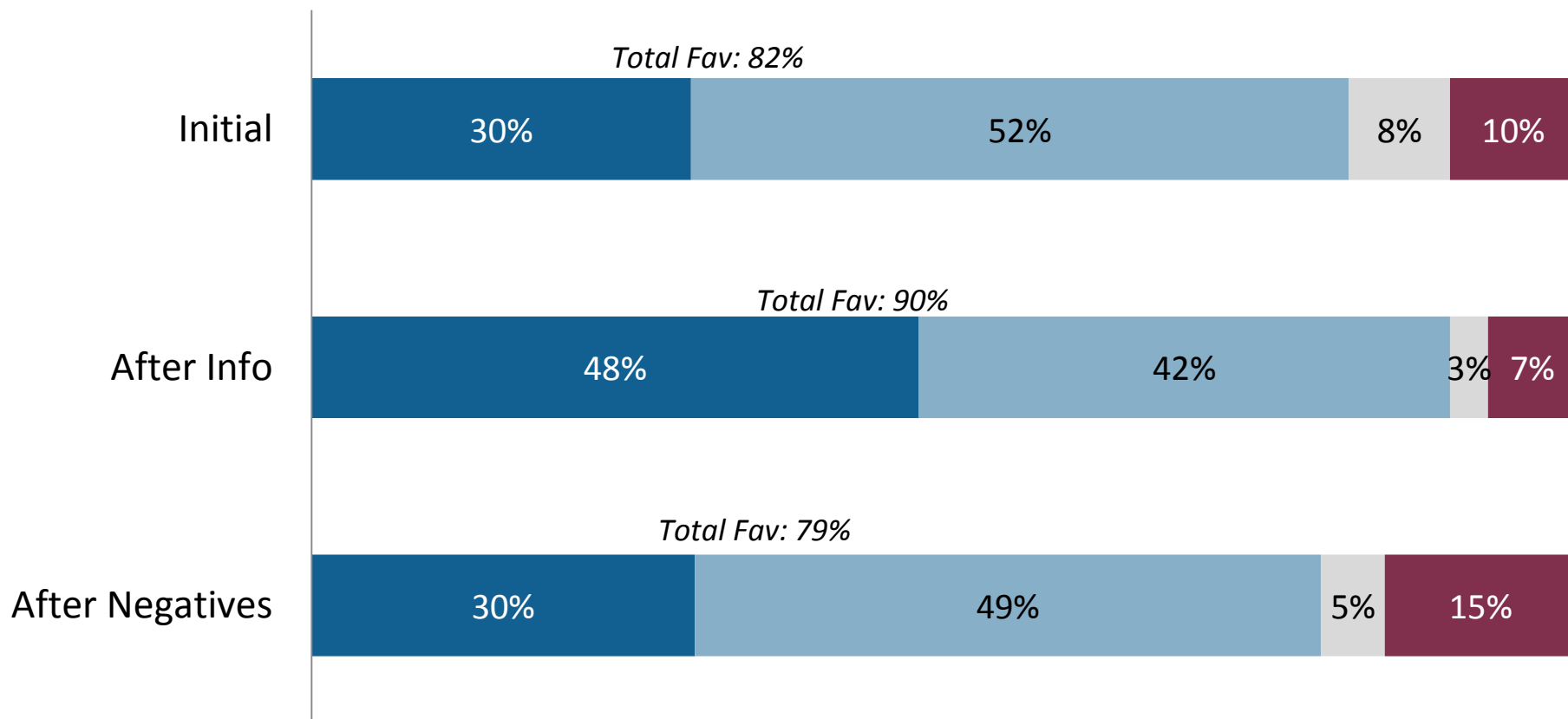
- Given what I have heard about Smith, this is not the kind of candidate I would consider supporting.*
- This information has no effect on my opinion of Smith one way or the other.*
- These kinds of attacks are what the political class uses to keep regular people out of politics. If anything, these attacks would make me more inclined to consider voting for Smith.*



Smith Favorable Ratings After Negatives

Smith favorable ratings remain strong after negative information.

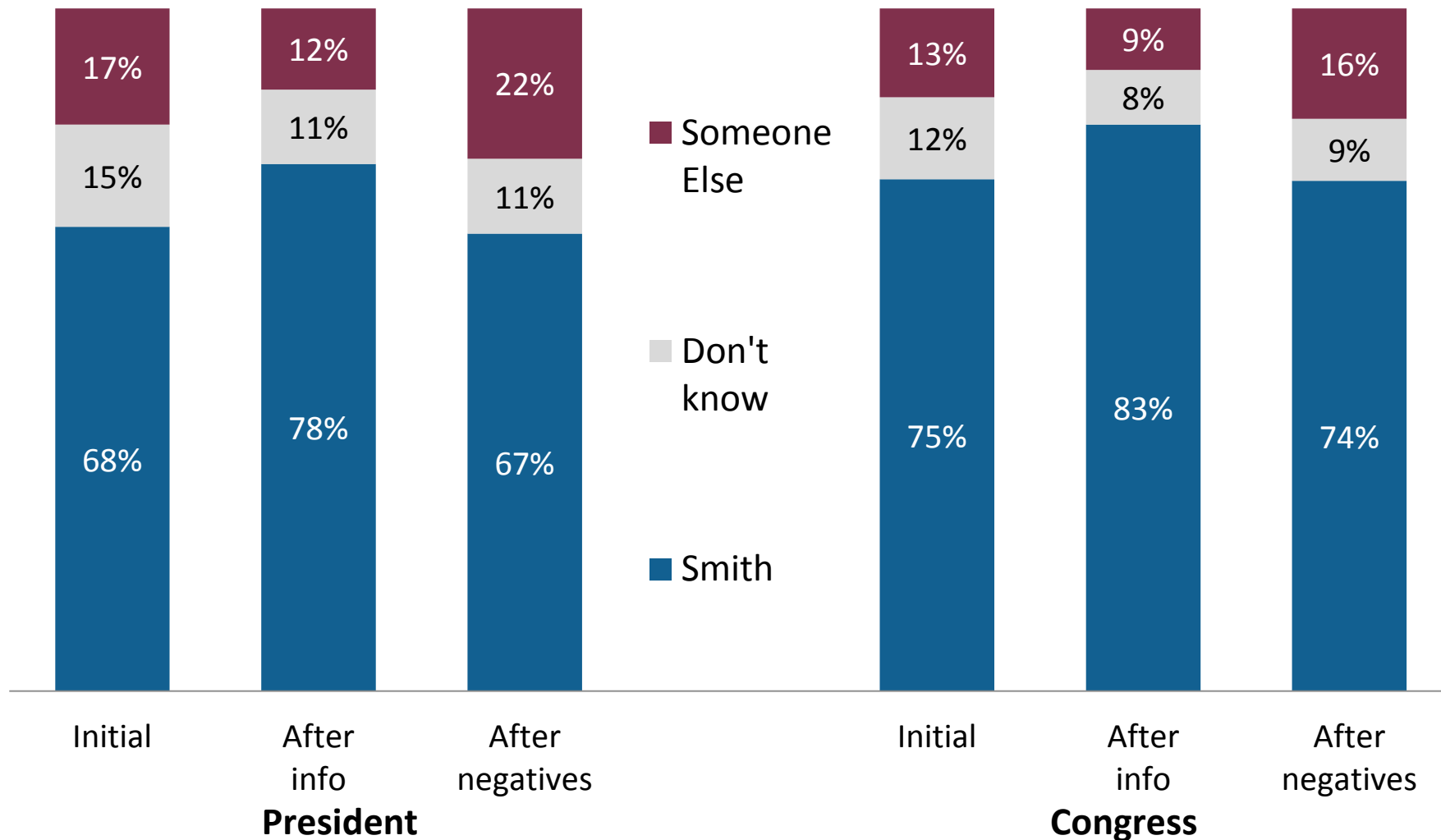
■ Strongly Favorable ■ Somewhat Favorable ■ Don't know ■ Total Unfavorable



After hearing this, do you now have a strongly favorable, somewhat favorable, somewhat unfavorable, or a strongly unfavorable opinion of Candidate Smith?

Smith Vote After Negatives

After voters hear attacks on Smith, support remains strong, returning to its initial level.



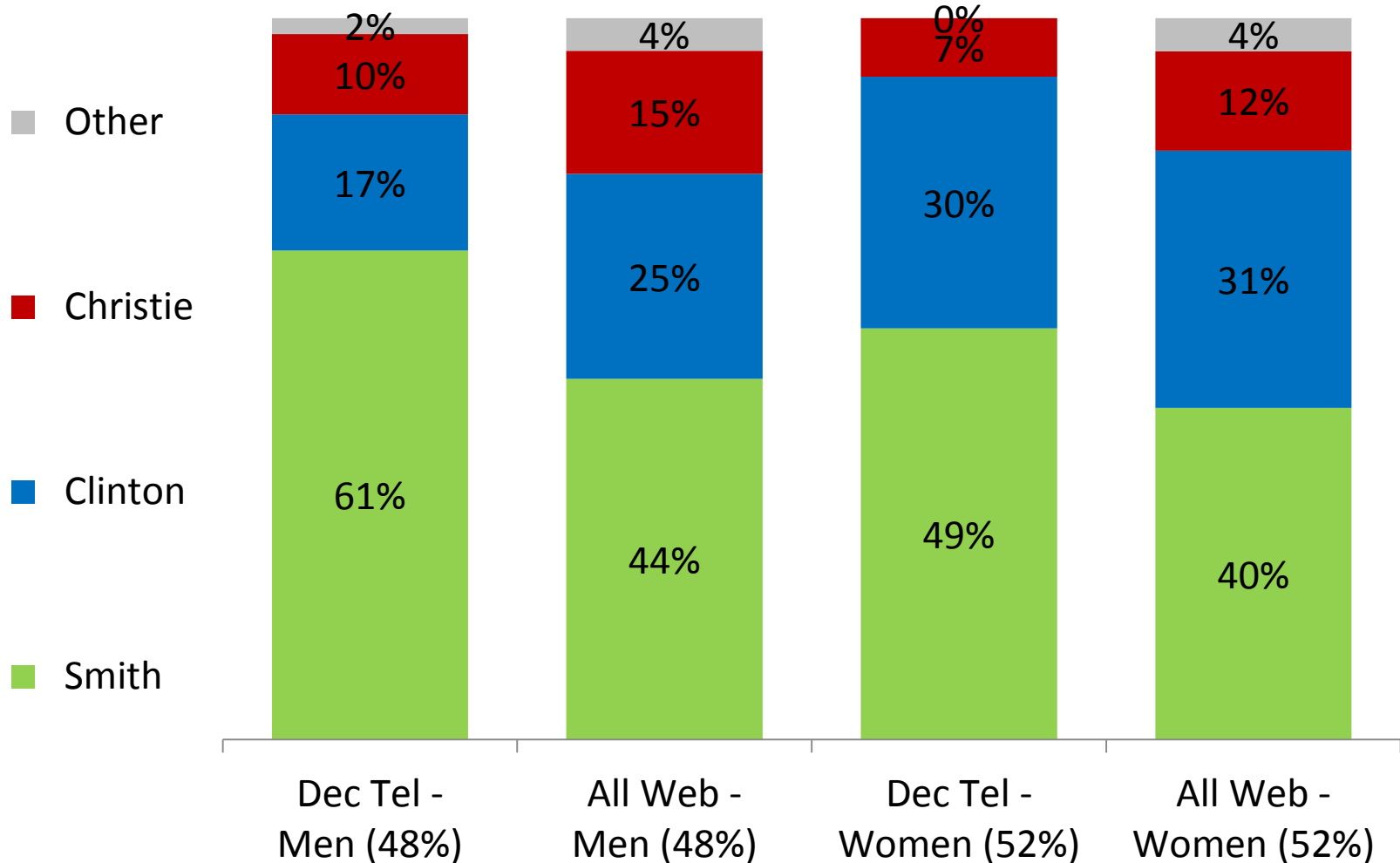
If Candidate Smith ran for President/Congress would you vote for Candidate Smith or someone else?

Discussion

Appendix A: Head to Head Vote by Subgroups

Head to Head Vote by Subgroups: Gender

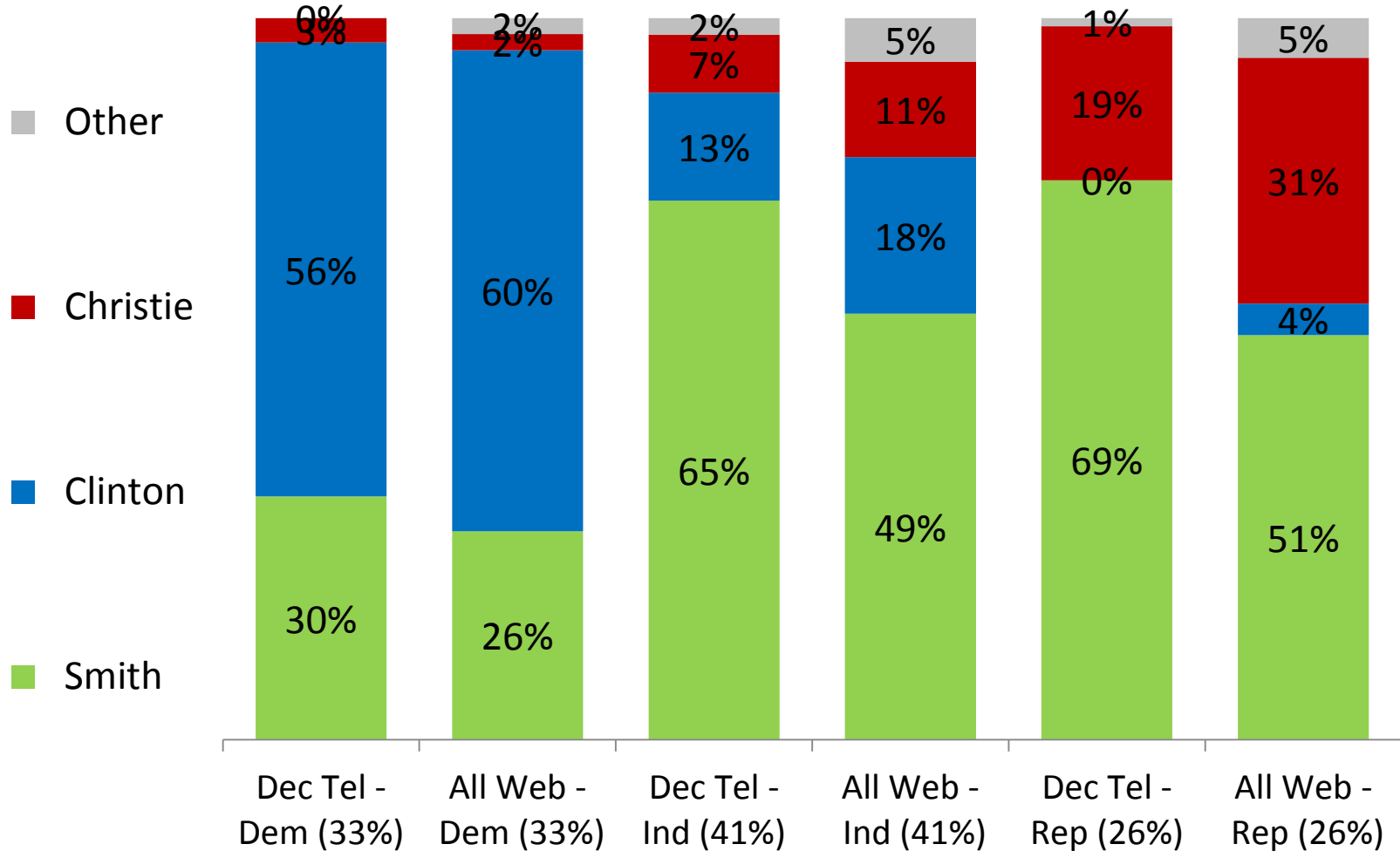
Men are more likely to support Smith.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Party

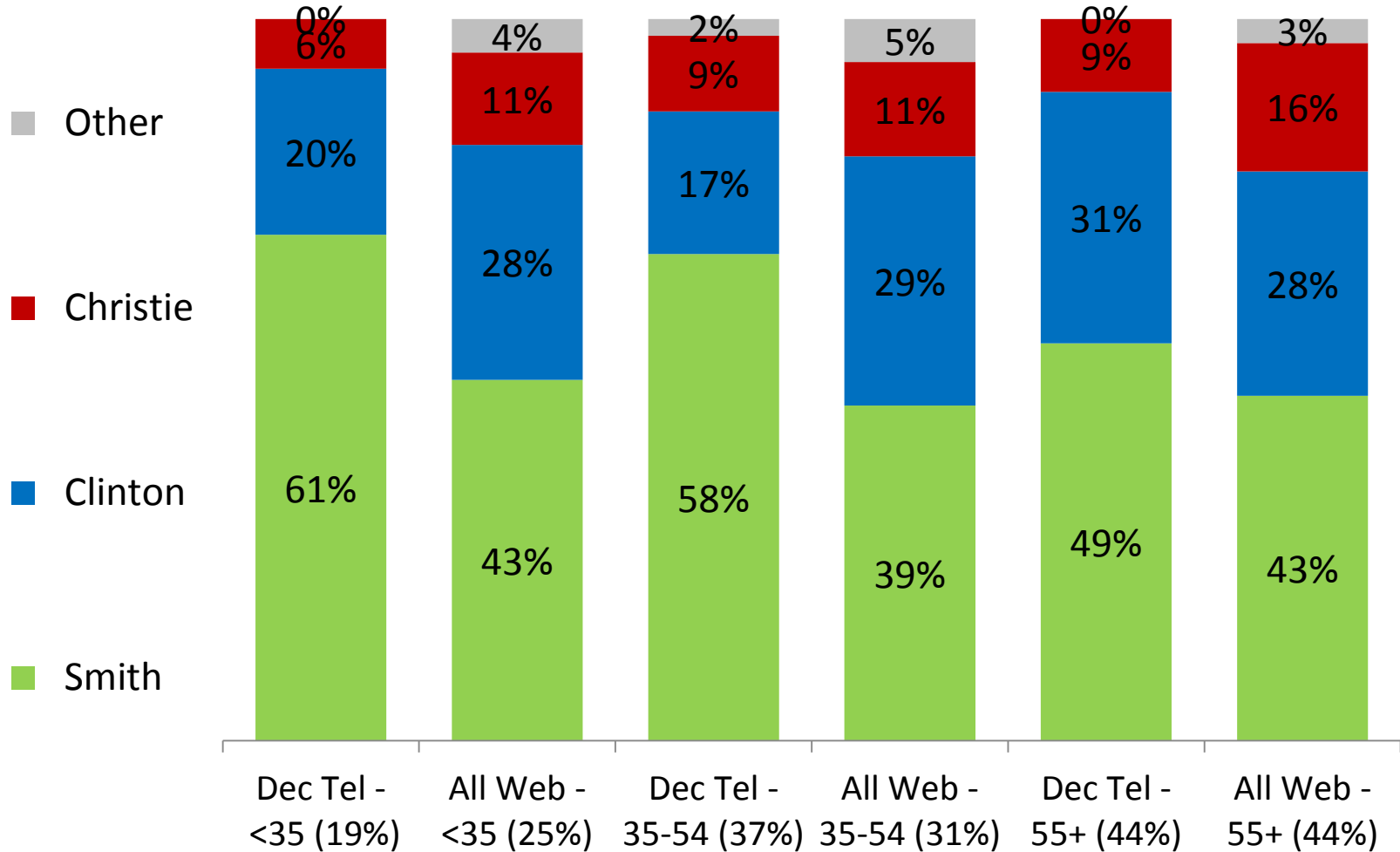
The phone survey shows stronger support among independents.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Age

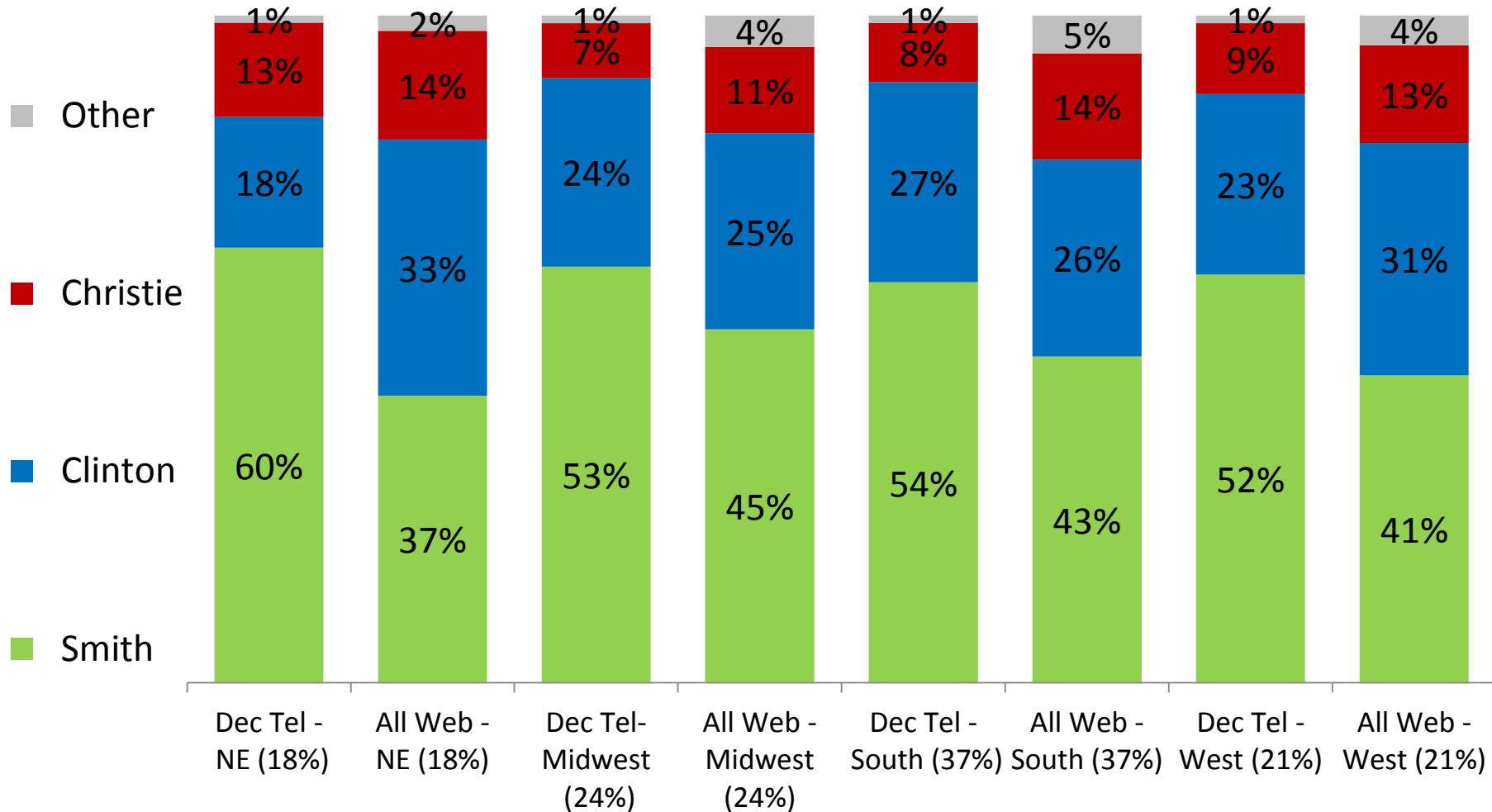
Younger voters support Smith in greater numbers, especially in the phone poll.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Region

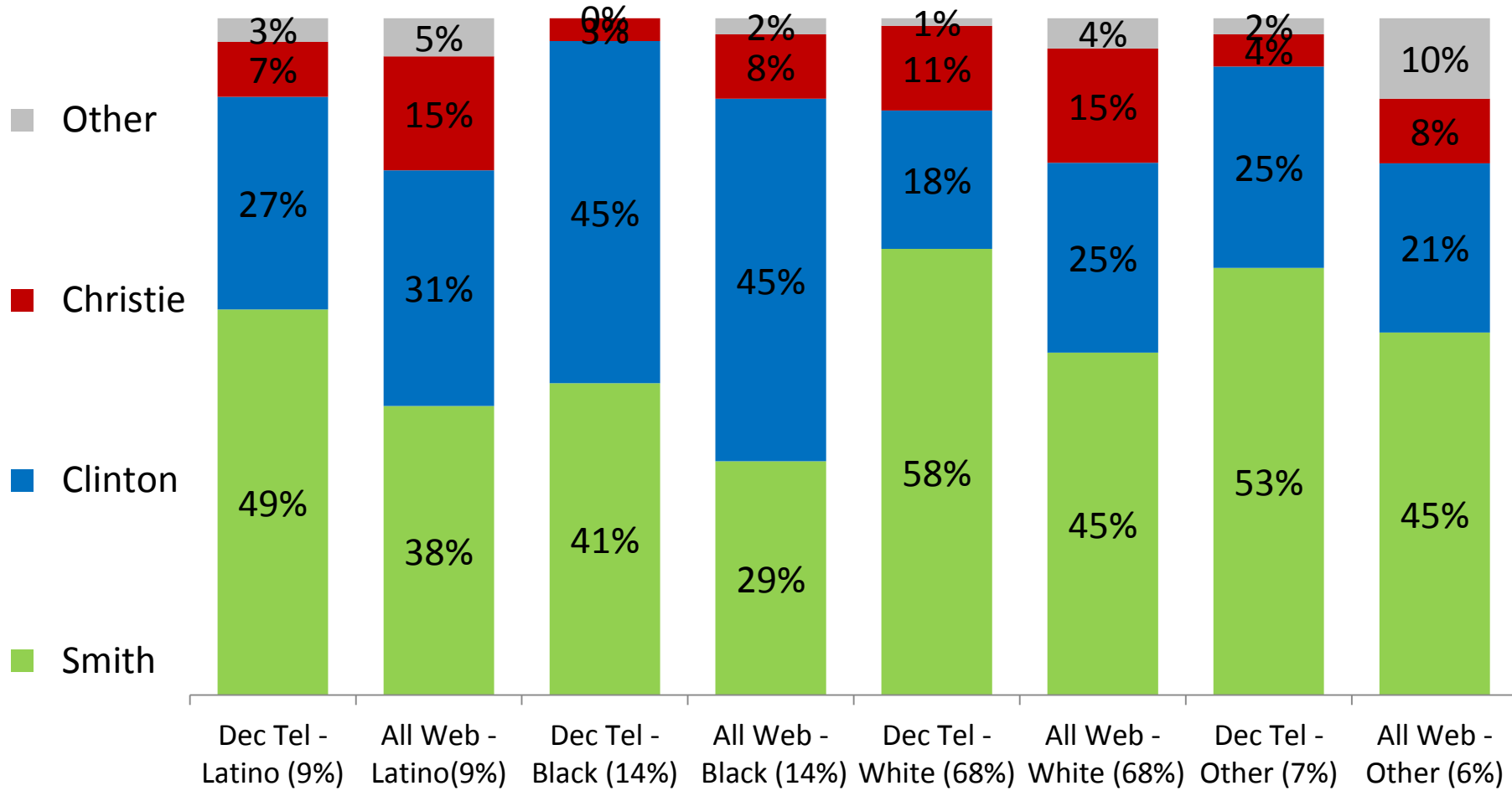
Smith is strongest in the Northeast in the phone survey, in the web survey stronger in the Midwest and South.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Race/Ethnicity

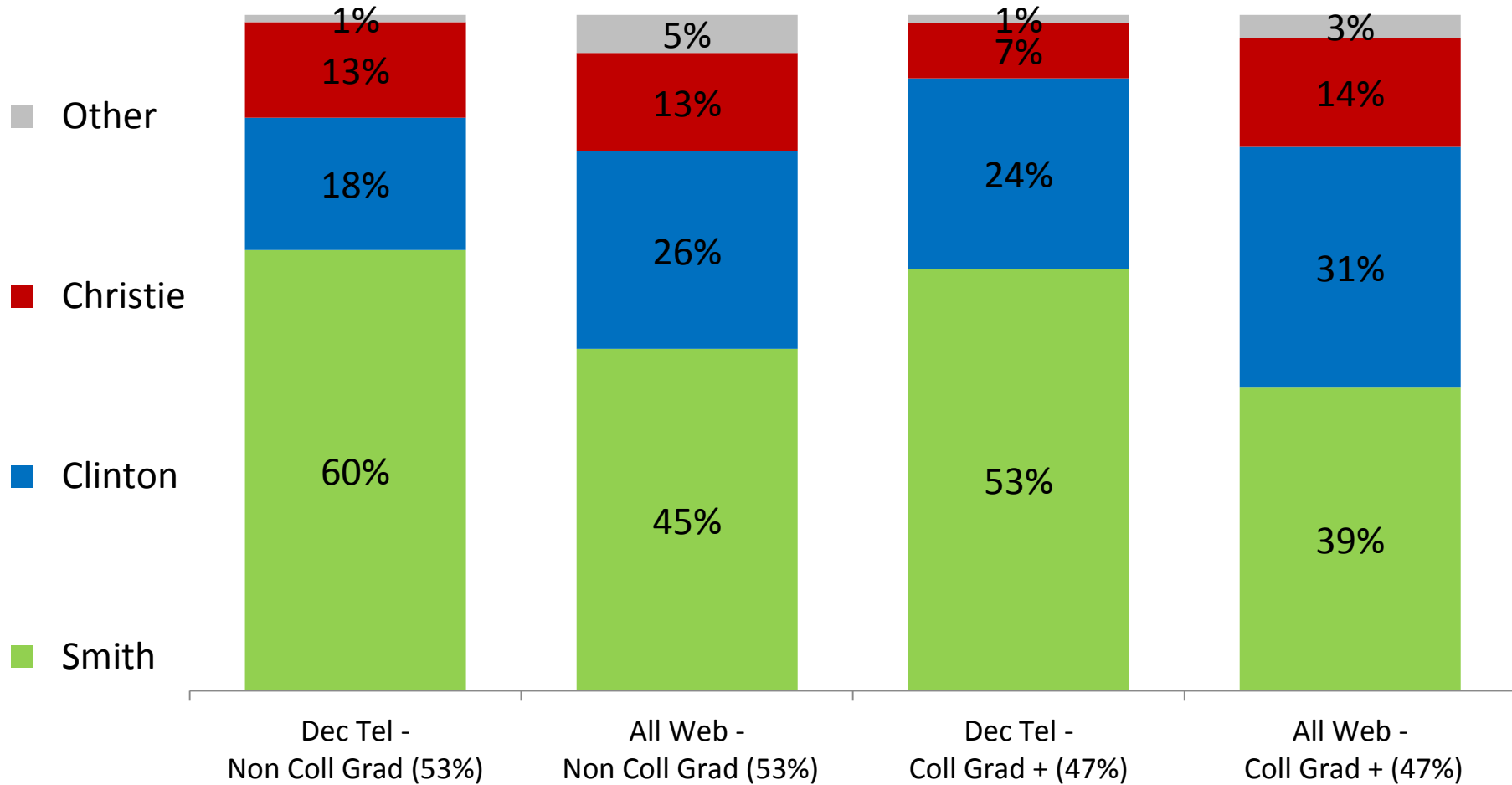
Smith is stronger with white voters, especially in the phone survey.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Education

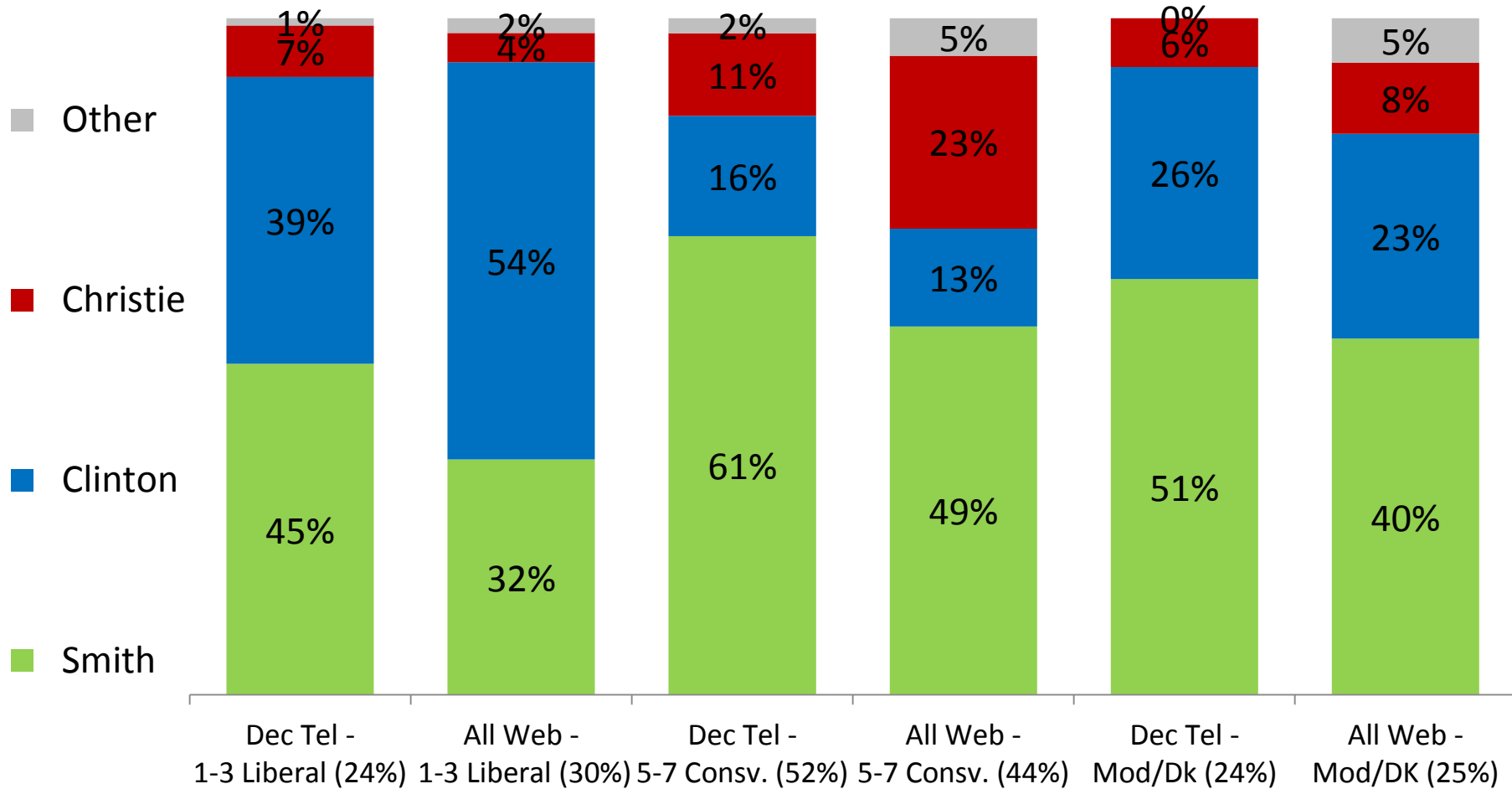
Smith is stronger with voters who have less than a 4 year degree.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Ideology

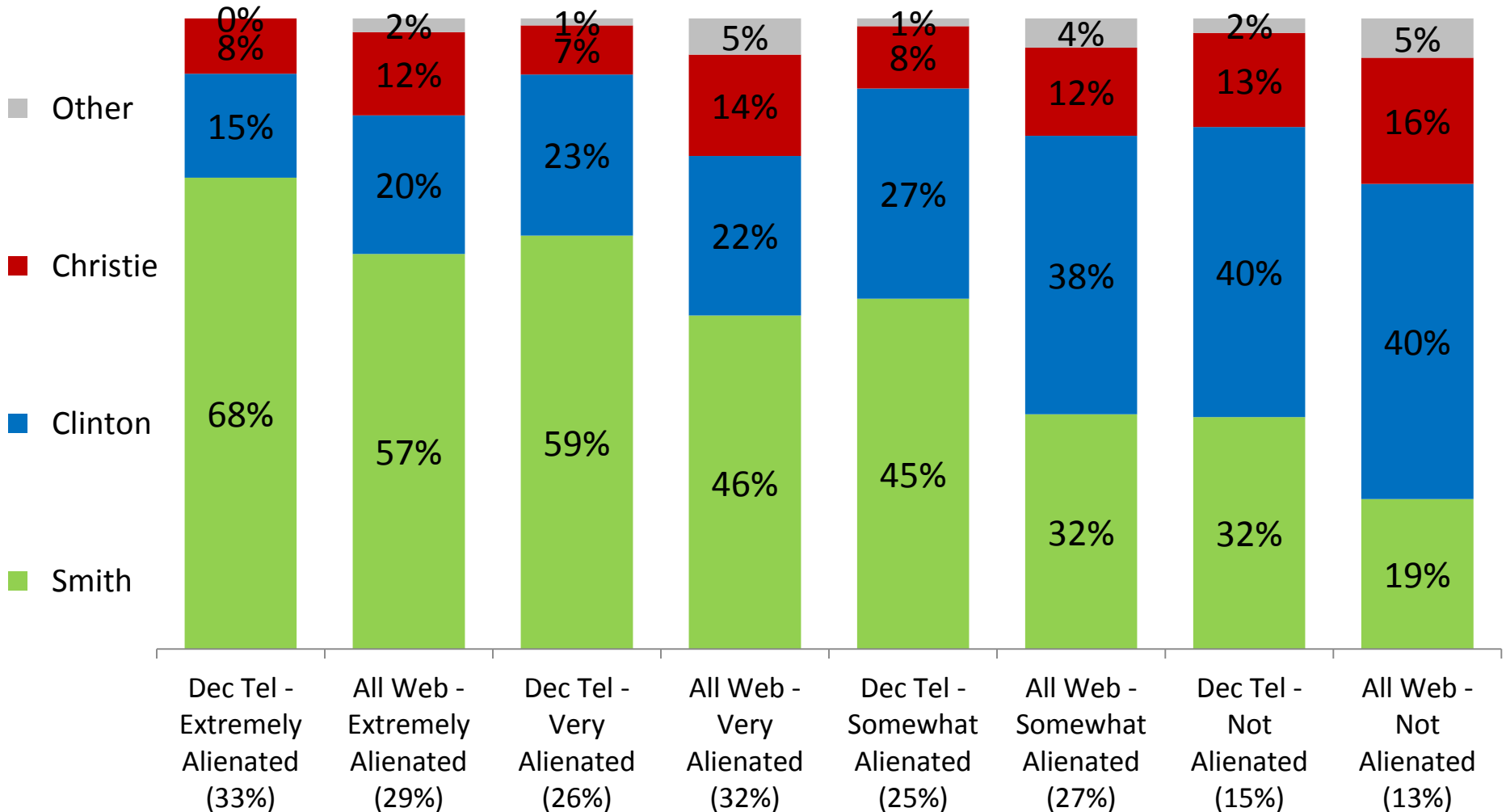
Smith does best with conservative voters.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Alienation Scale

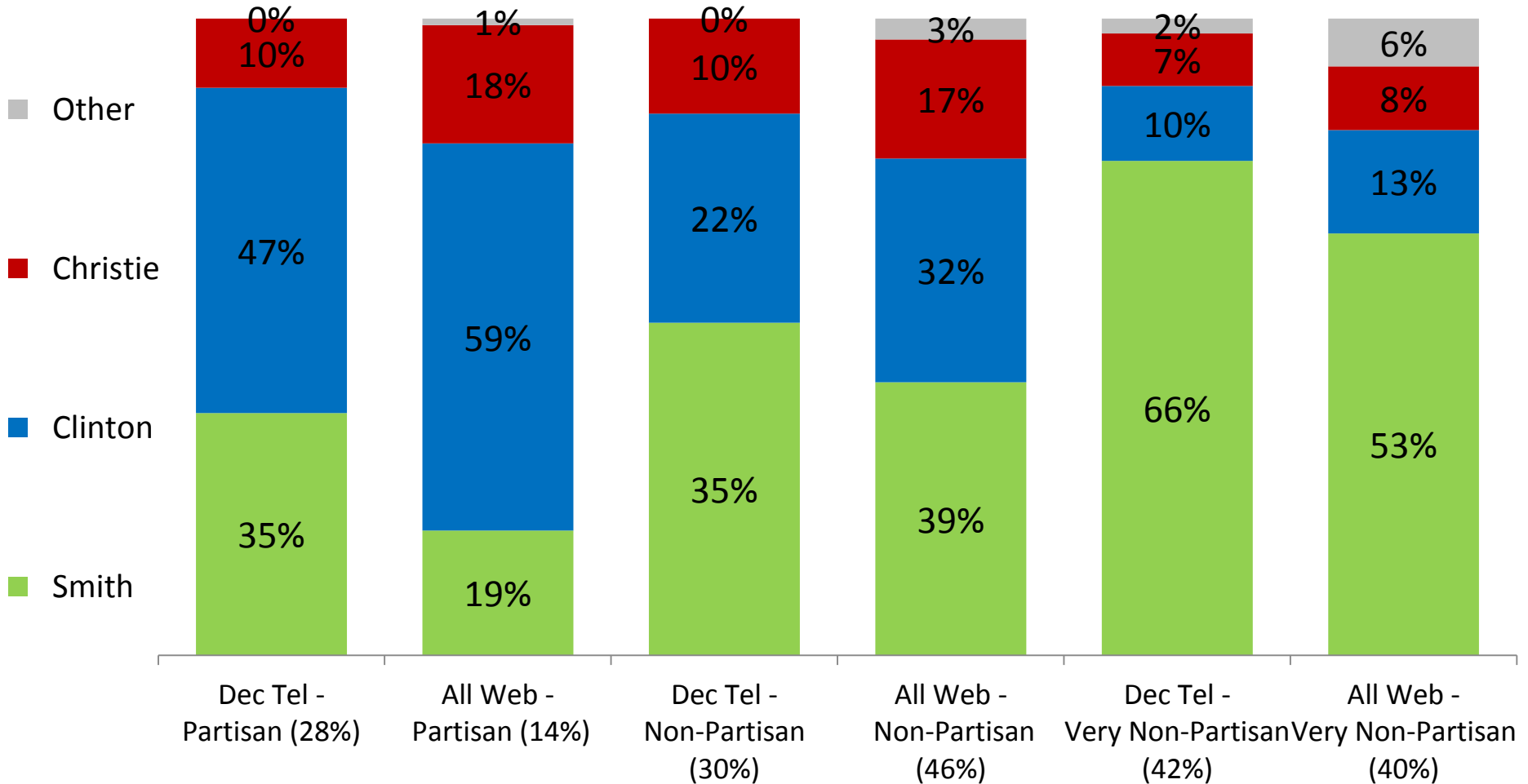
Smith draws stronger support from more alienated voters.



Who would you vote for if the 2016 election for President was held today and the candidates were...

Head to Head Vote by Subgroups: Partisan Scale

Smith draws stronger support from the least partisan voters.

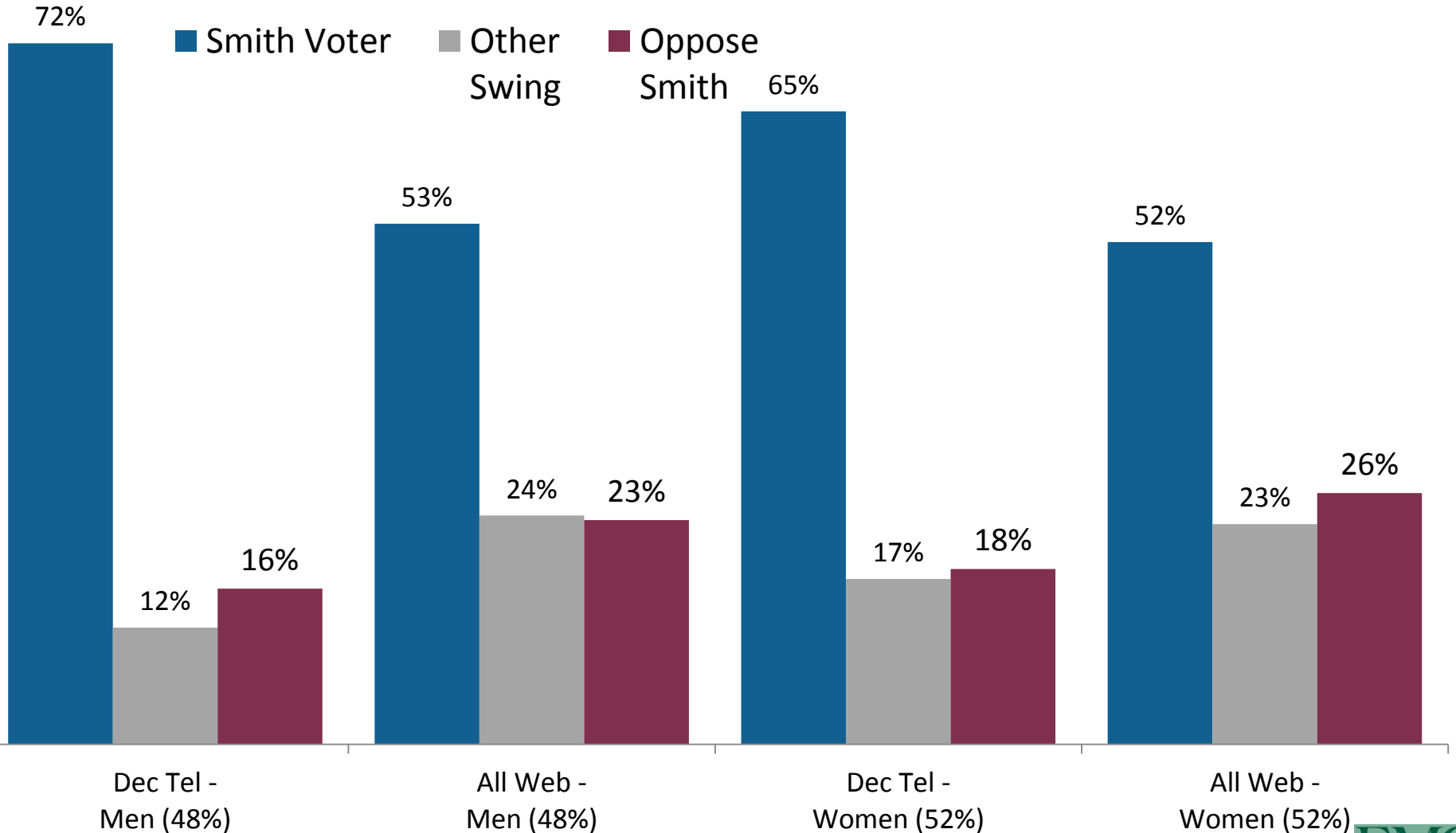


Who would you vote for if the 2016 election for President was held today and the candidates were...

Appendix B: Smith Voter Segmentation by Subgroups

Smith Segmentation by Subgroup: Gender

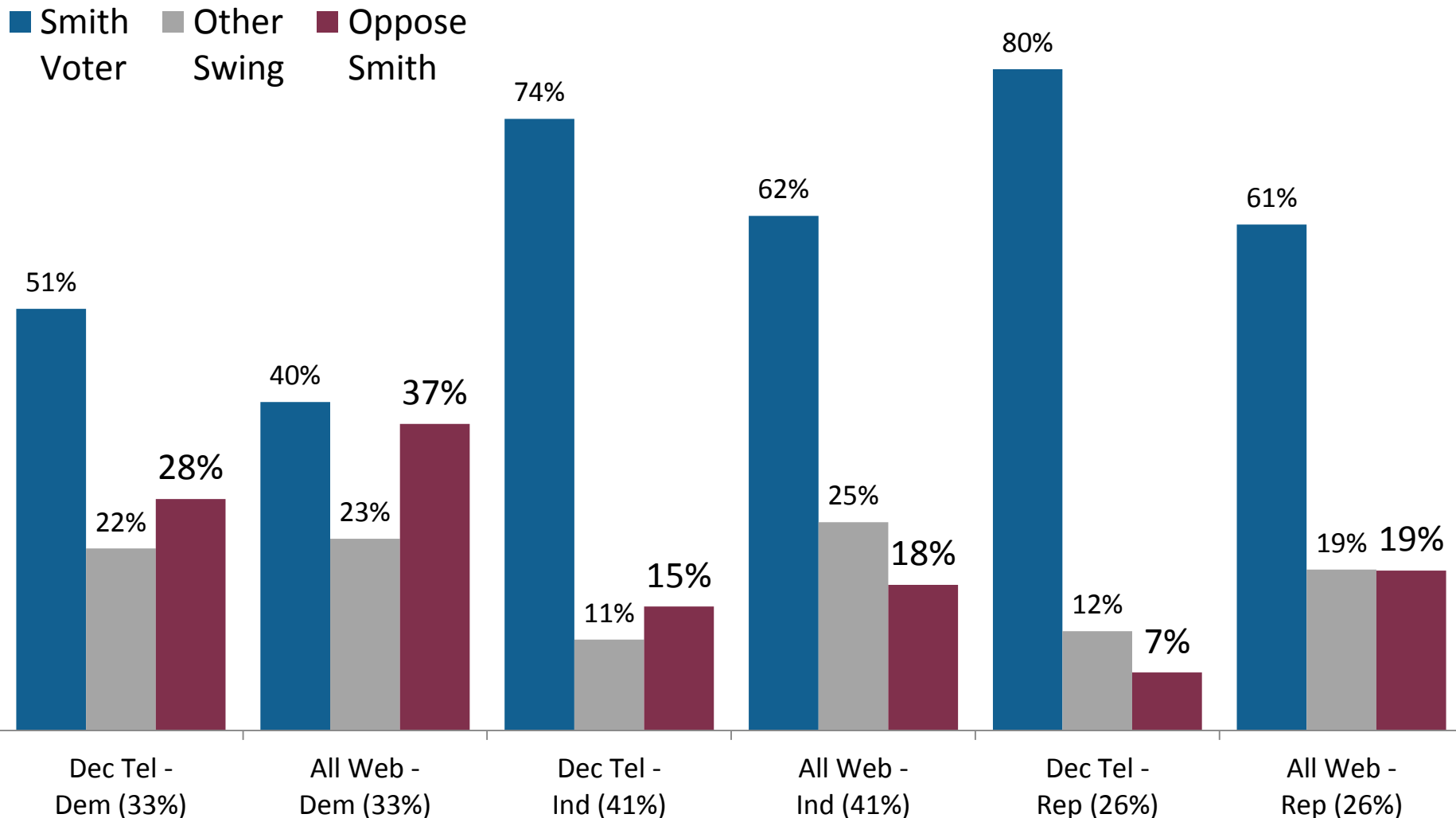
Men in the telephone survey are disproportionately in the base.



*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith***
Created by combining responses to Smith Vote Questions

Smith Segmentation by Subgroup: Party

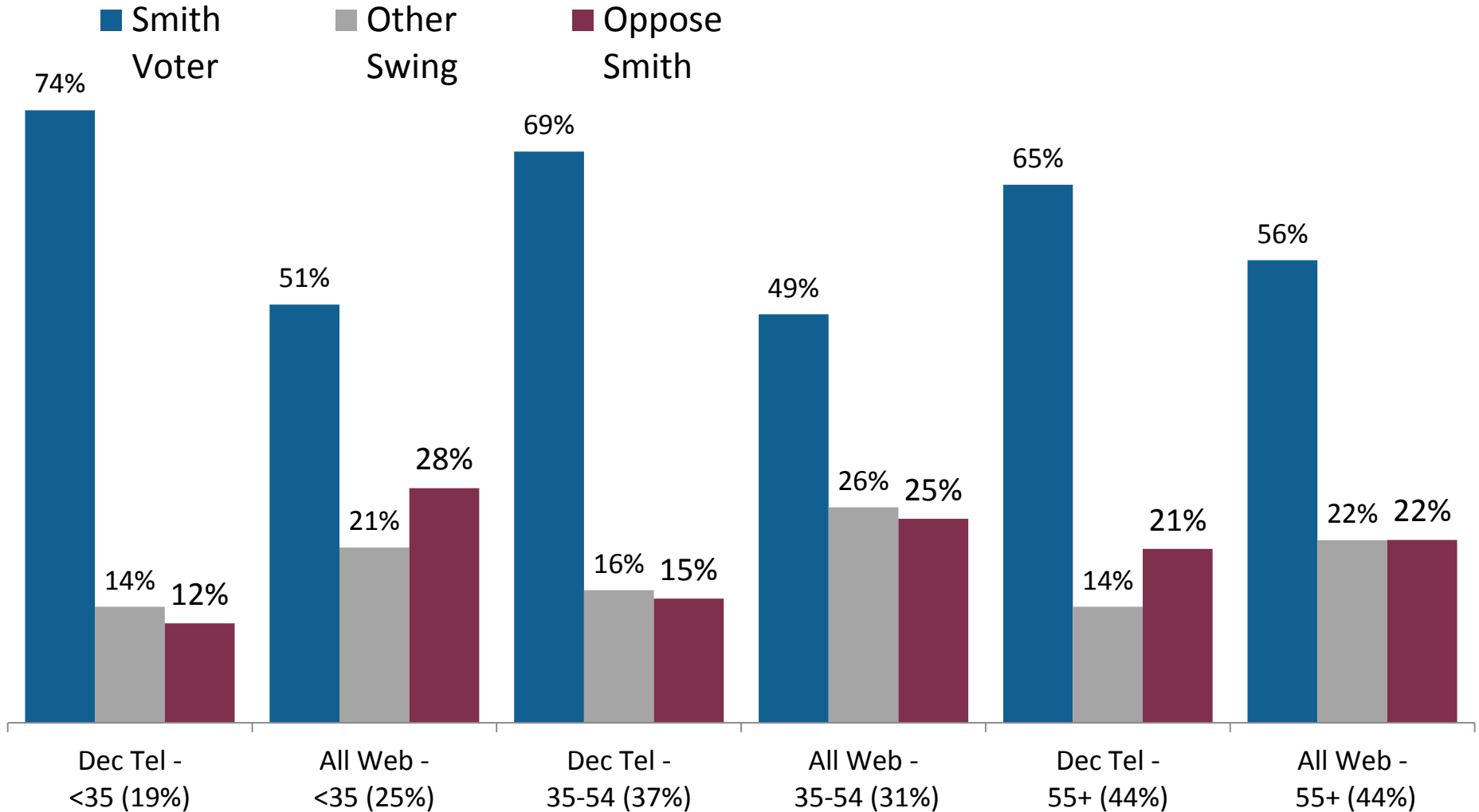
Republicans are more likely to fall in the base, especially in the phone survey.



*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*

Smith Segmentation by Subgroup: Age

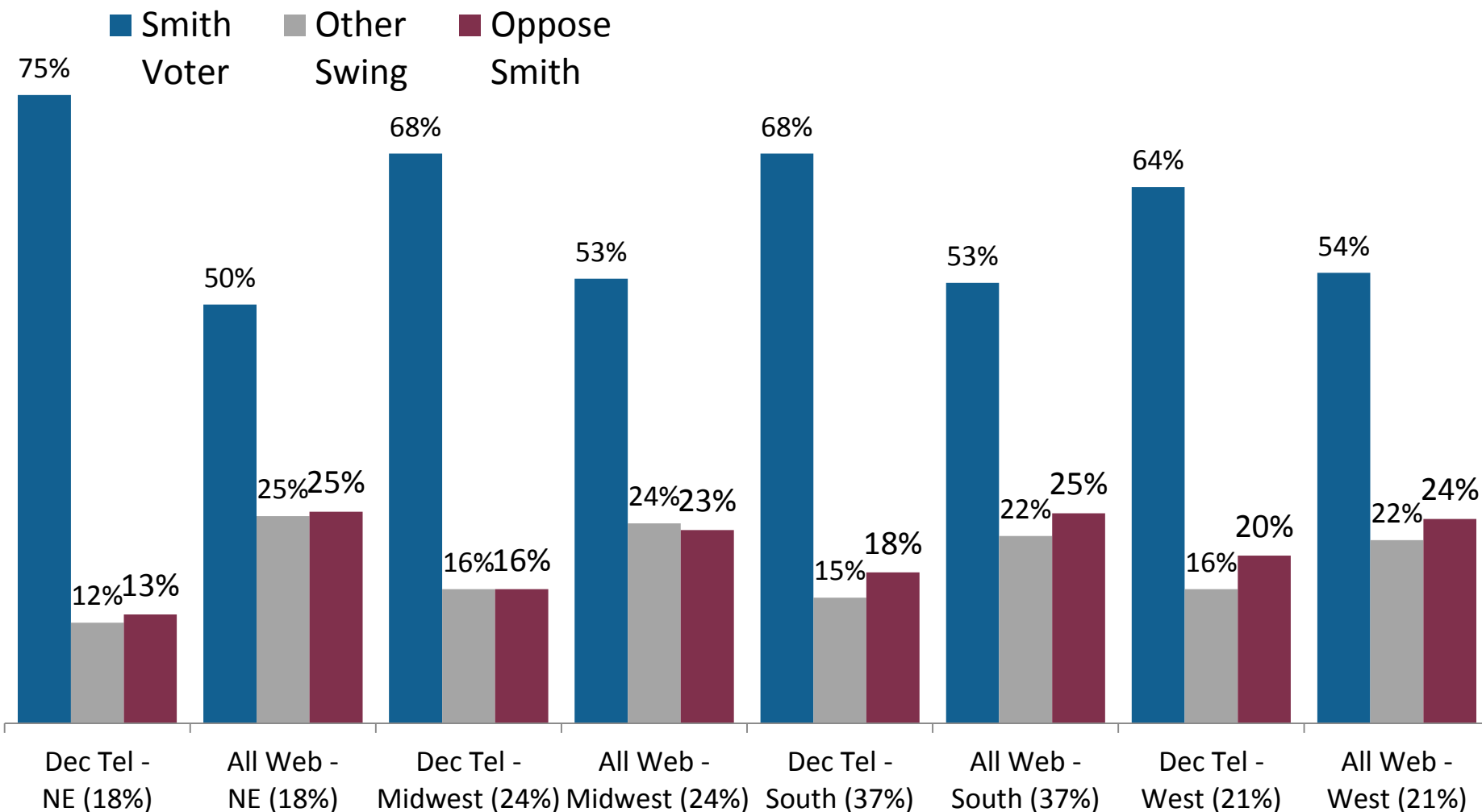
Younger voters are more likely to be in Smith base in the phone survey.



*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*

Smith Segmentation by Subgroup: Region

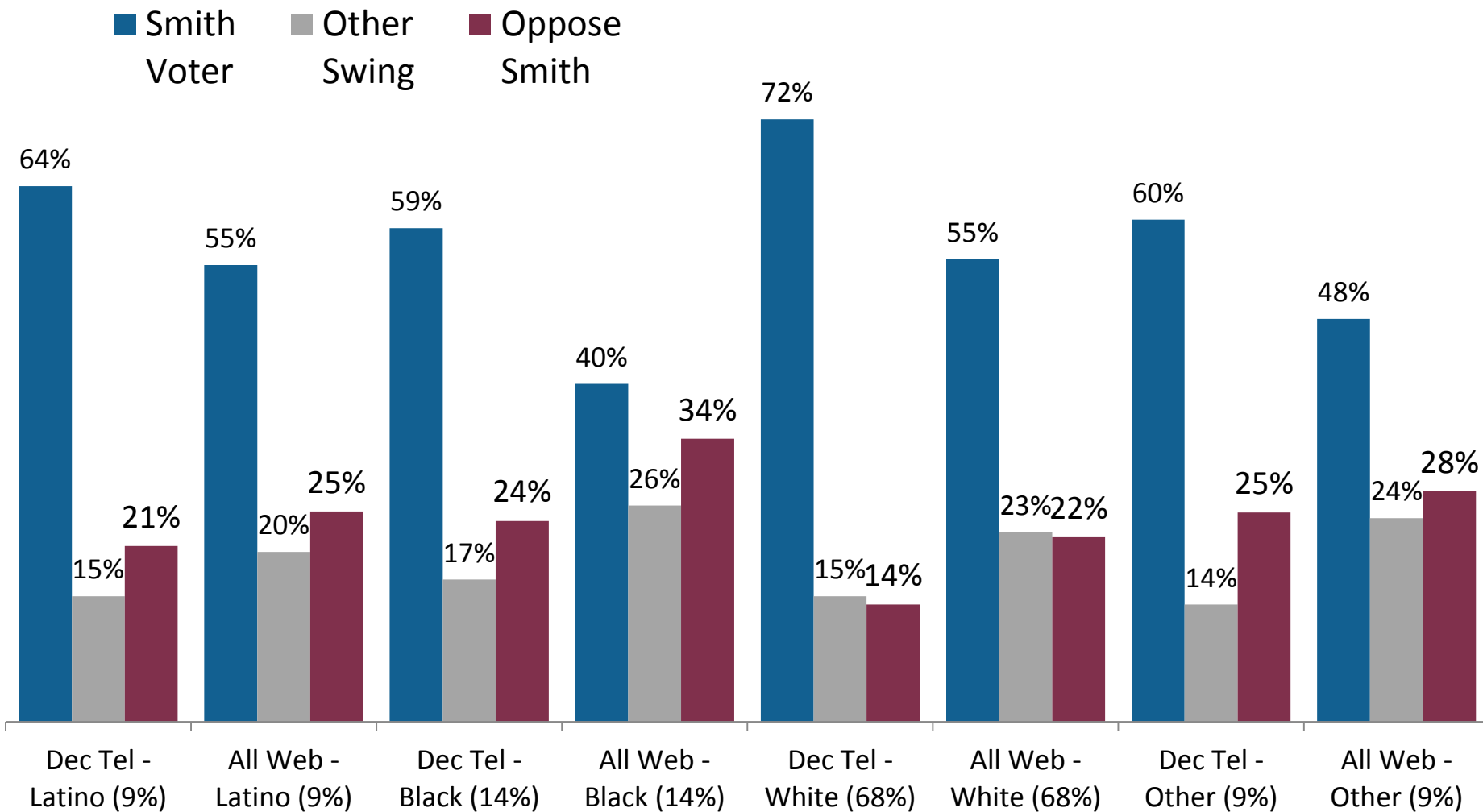
Midwest voters are more likely to be in the base.



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Created by combining responses to Smith Vote Questions*

Smith Segmentation by Subgroup: Race/Ethnicity

White and Latino voters are most likely to be in Smith base.

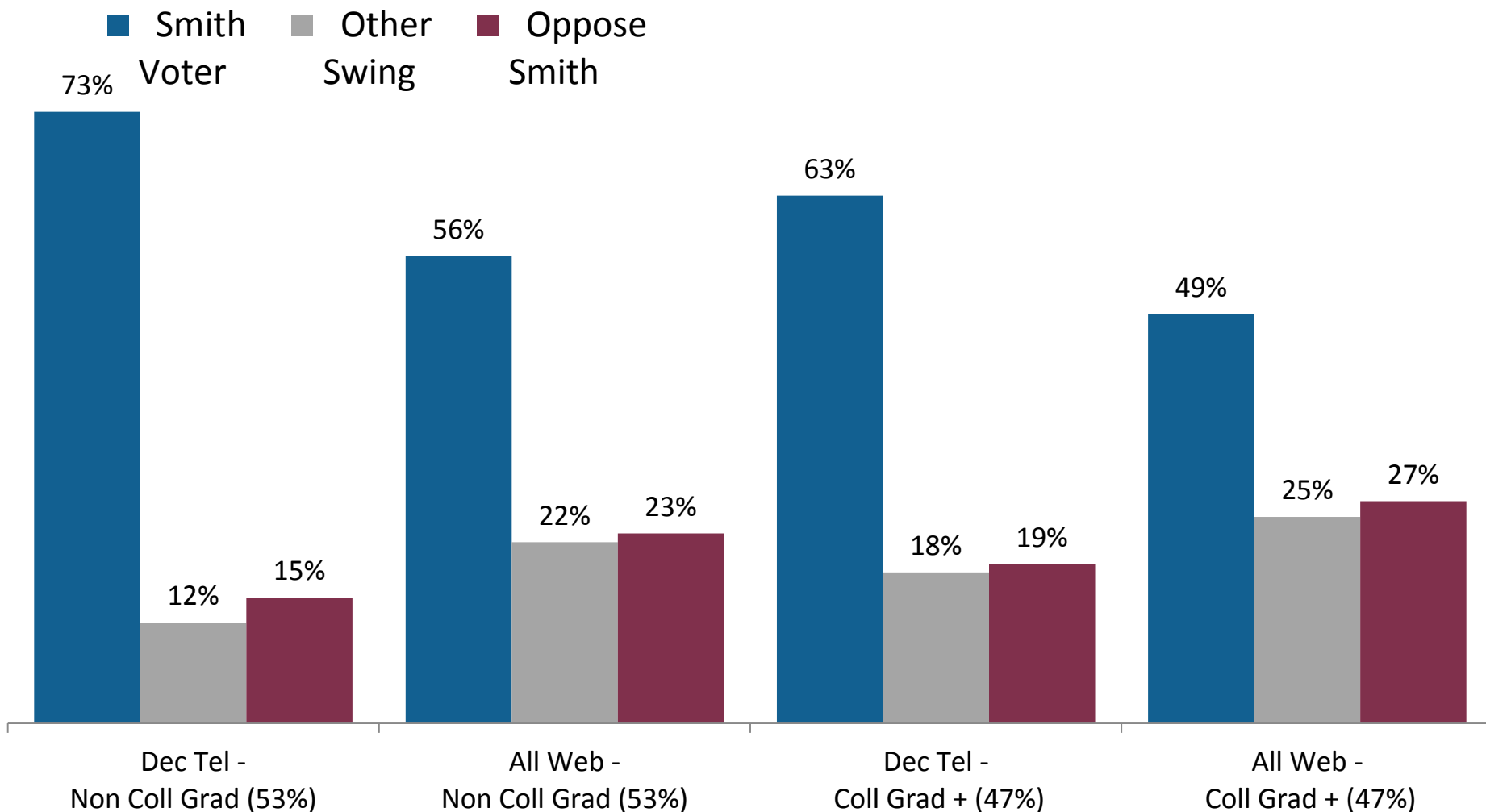


*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
 Created by combining responses to Smith Vote Questions*



Smith Segmentation by Subgroup: Education

Less educated voters are more likely to be in Smith base.

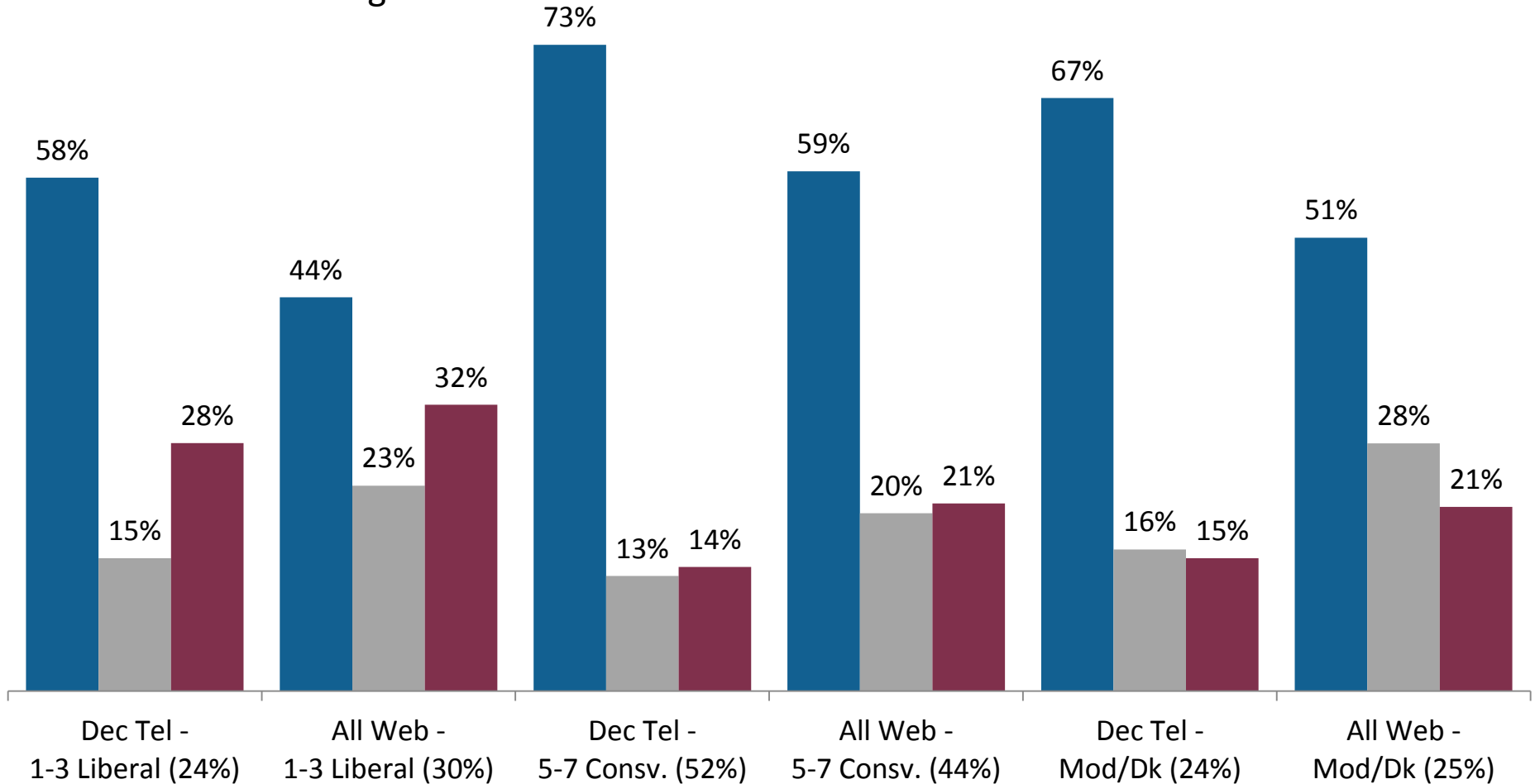


*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*

Smith Segmentation by Subgroup: Ideology

Conservative voters are more likely to be in Smith base.

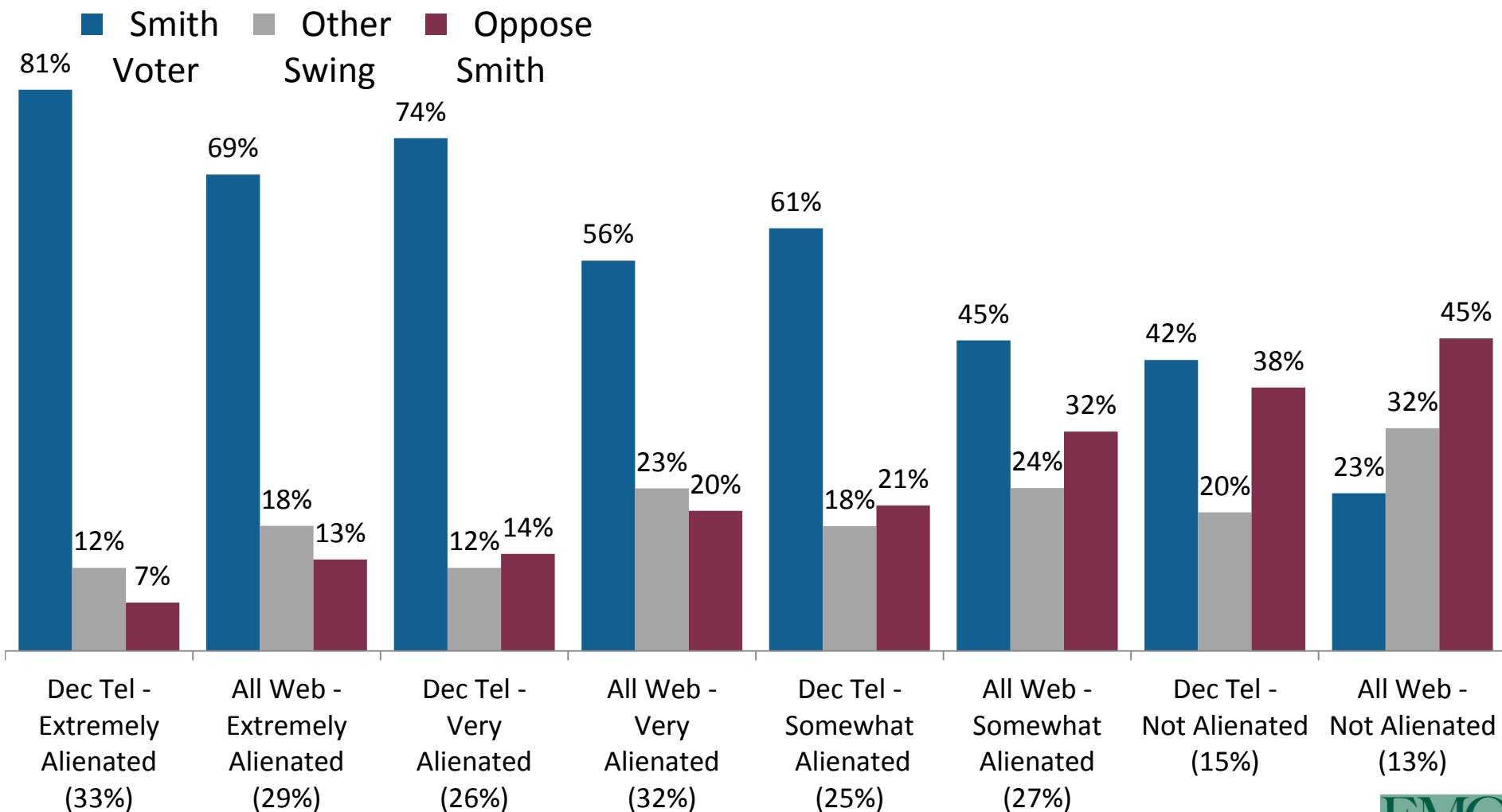
■ Smith Voter ■ Other Swing ■ Oppose Smith



*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*

Smith Segmentation by Subgroup: Alienation Scale

More alienated voters are more likely to be in Smith base.



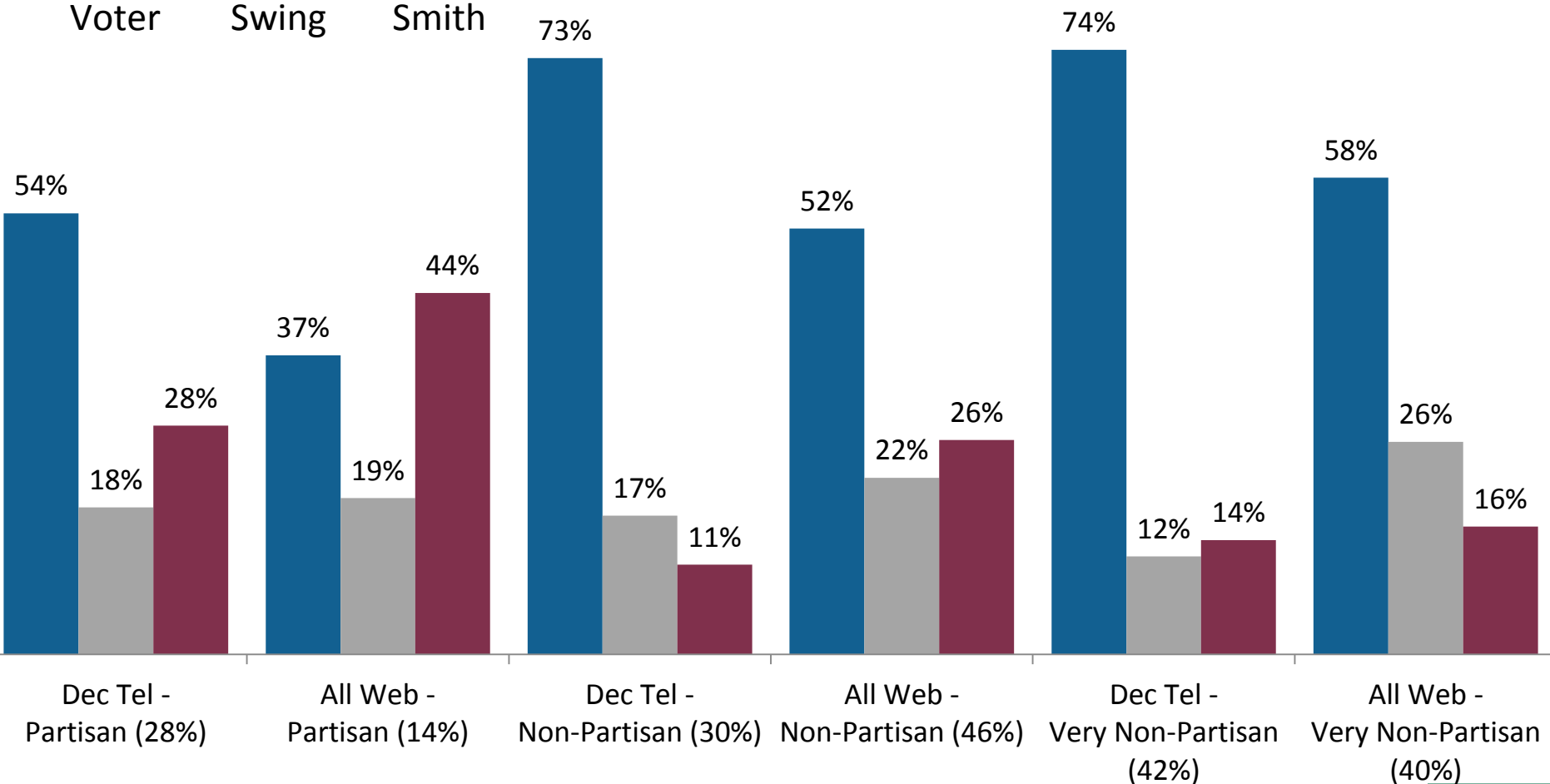
*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*



Smith Segmentation by Subgroup: Partisanship

Less partisan voters are more likely to be in Smith base.

■ Smith Voter ■ Other Swing ■ Oppose Smith



*Collapsed 55 point scale (web) / 43 point scale (phone) of **Smith Base to Oppose Smith**
Created by combining responses to Smith Vote Questions*