

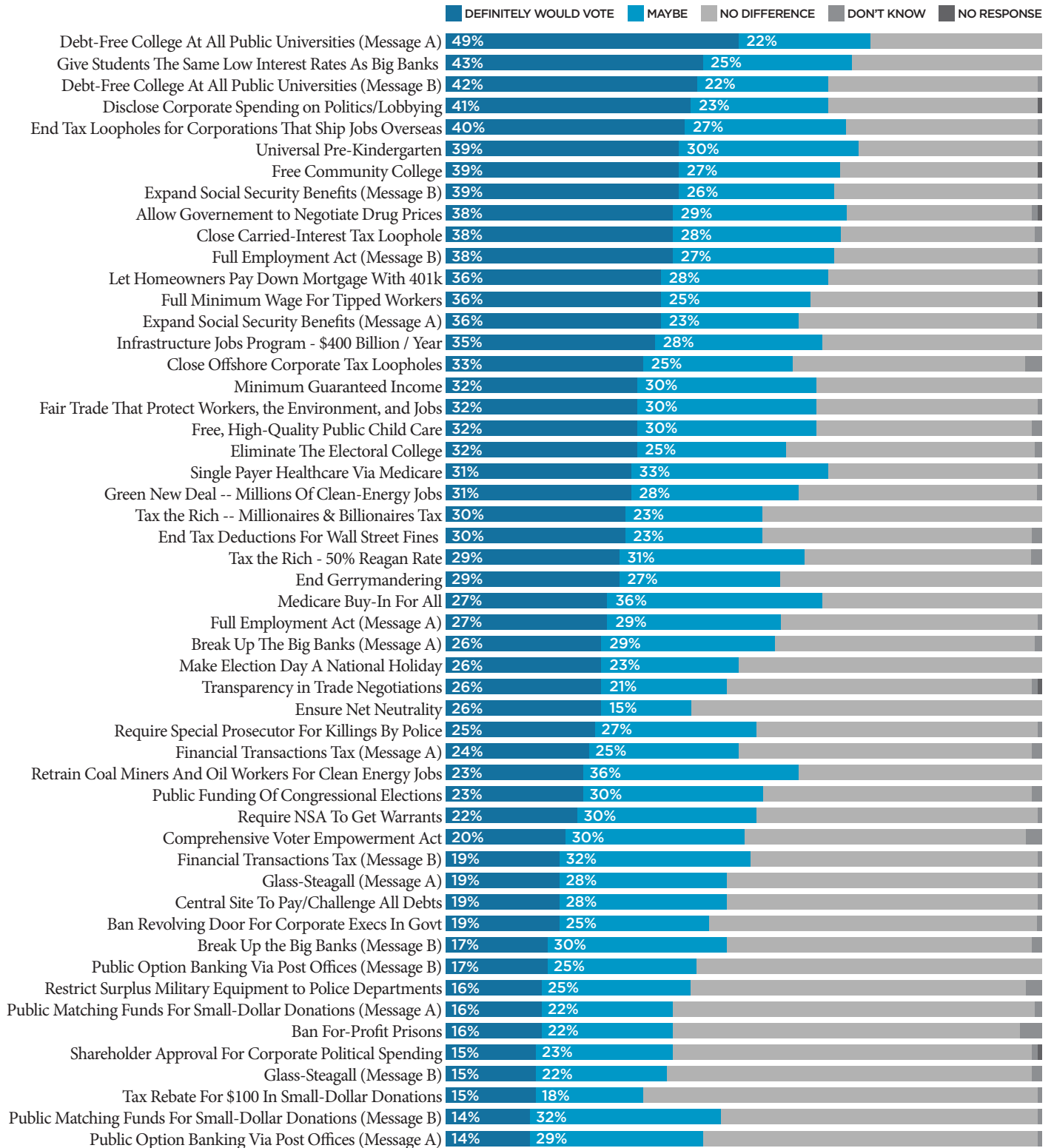
# POLL OF 2014 DEMOCRATIC DROP-OFF VOTERS

This is part of a national poll of 1,500 likely 2016 voters conducted by GBA Strategies on behalf of the Progressive Change Institute. More details on the poll can be found on the last page, including poll dates, sample sizes, and margin of error.

## TOPLINE RESULTS

After being asked whether they support or oppose these policies, 2014 drop-off voters were asked an additional question:

*While you didn't vote in last year's election, if a candidate had strongly supported this policy, would you have definitely gone to the polls to vote for that candidate, maybe went and voted for that candidate, or would it have made no difference in your decision not to vote last year?*



# TOP MESSAGES THAT WOULD HAVE GOTTEN MORE DEMOCRATS TO VOTE IN 2014: BIG IDEAS THAT IMPROVE THE LIVES OF EVERYDAY AMERICANS

---

## DEBT-FREE COLLEGE AT ALL PUBLIC UNIVERSITIES (MESSAGE A)

Provide federal financial assistance to states to make public colleges and universities more affordable, so that all students have access to debt-free college education in America.



---

## GIVE STUDENTS THE SAME LOW INTEREST RATES AS BIG BANKS

Extend the same low interest rates that the federal government gives big Wall Street banks to college students who receive government loans for their education.



---

## DISCLOSE CORPORATE SPENDING ON POLITICS/LOBBYING

Force corporations to disclose their political donations and lobbying activity, so that consumers know if their dollars are supporting political activity.



---

## END TAX LOOPHOLES FOR CORPORATIONS THAT SHIP JOBS OVERSEAS

Save billions of dollars by eliminating tax loopholes for large corporations that ship jobs offshore, and use that money to make long-term investments in rebuilding our transportation infrastructure, expanding Internet access to rural areas, and increasing access to clean renewable energy.



---

## UNIVERSAL PRE-KINDERGARTEN

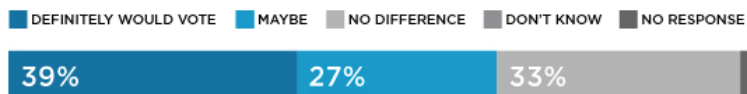
Ensure that high-quality pre-Kindergarten programs are available to every child in America.



---

## FREE COMMUNITY COLLEGE

Provide two years of free community college to American students and workers - saving 9 million people up to 3,800 dollars per year, so long as they maintain good grades.



---

## EXPAND SOCIAL SECURITY BENEFITS (MESSAGE B)

Increase Social Security benefits and pay for that increase by having the wealthy pay the same rate into Social Security as everyone else.



---

## POLLING INFORMATION

- Conducted January 9th – 15th, 2015 by GBA Strategies on behalf of the Progressive Change Institute.
- Interviewed 1,500 likely 2016 voters nationwide (MOE +/- 2.5%) with every policy question posed to a split sample of 750 voters (MOE +/- 3.6%) to compare messaging and policy variations. With an oversample, 308 drop-off Democrats, defined as Democrats or Obama voters who say they did not vote in 2014, were interviewed ( MOE +/- 5.6% for full sample, +/- 7.9% for split sample).
- More than 25% of interviews conducted via cell phone.
- 583 (38.9%) of those interviewed identified themselves as Democrats, 382 (25.5%) as Independents, and 507 (33.8%) as Republicans.
- Voters were asked to rate proposals on a scale of zero to ten where zero means they strongly oppose the idea and ten means strong support for the idea and a desire to see it become law. Zero to four represents opposition for a proposal. Five is neutral. Six to ten is supportive.
- Questions that resulted in one or more non-response are noted as “No Response.”