Preparing for the 2016 Elections

American Wire Producers Association
Government Affairs Conference

September 17, 2015
Right Direction / Wrong Track
Congressional Job Approval

Real Clear Politics, September 16, 2015
Presidential Job Approval

[Graph showing presidential job approval ratings with data points for various months and years.]
The Democratic Contenders

First Tier

Former Sec. of State
Hillary Clinton

Second Tier

Sen. Bernie Sanders (D/I-VT)
Vice Pres. Joe Biden*
Former Sen. Jim Webb (D-VA)
Former Gov. Martin O’Malley (D-MD)
Former Gov. Lincoln Chafee (D-RI)

*Hasn’t officially announced candidacy
The Democratic Contenders
Democratic Vulnerability

• Lack of a viable alternatives to Hillary Clinton with the necessary name recognition and fundraising prowess

• President Obama’s upside-down approval ratings

• Tendency to throw out the party in power after two terms

• Donors and influencers won’t announce their support until Joe Biden makes his intentions clear
The Republican Contenders

First Tier

Donald Trump
Dr. Ben Carson
Former Fla. Gov. Jeb Bush
Fla. Sen. Marco Rubio
Texas Sen. Ted Cruz
The Republican Contenders

Second Tier

Sen. Rand Paul (R-KY)
Gov. John Kasich (R-OH)
Former Gov. Mike Huckabee (R-AR)
Carly Fiorina
Gov. Scott Walker (R-WI)
Gov. Chris Christie (R-NJ)
The Republican Contenders

Rest of the Field

- Gov. Bobby Jindal (R-LA)
- Sen. Lindsey Graham (R-SC)
- Former Sen. Rick Santorum (R-PA)
- Former Gov. George Pataki (R-NY)
- Former Gov. Jim Gilmore (R-VA)
The Republican Contenders
The Republican Contenders

Percent of Republican primary voters who say they could see themselves supporting that candidate for the Republican nomination for president in 2016

Marco Rubio 62%
Jeb Bush 57%
Scott Walker 54%
Mike Huckabee 52%
Ted Cruz 52%
Ben Carson 49%
Donald Trump 47%
Rand Paul 44%
Rick Santorum 37%
Chris Christie 37%
Bobby Jindal 34%
Carly Fiorina 33%
John Kasich 30%
Lindsey Graham 14%
George Pataki 10%
Jim Gilmore 2%
Republican Vulnerability

• Large field will limit debate opportunities for many contenders

• Catering to the conservative base during primaries may turn off mainstream voters

• Continued struggles reaching key demographic groups, especially women, Hispanic and black voters
The Manufacturing Vote

Why talk to employees about voting?
Only 17 percent received info about candidates or the importance of voting from their employer in the last election.
Of those who received information from their employers, 77% found it helpful, and 62% said the information helped them decide which candidate to vote for.
Thirty-five percent decided which candidate to vote for “many months before election day,” and a majority (63%) voted in person on election day.
General employer political engagement will spark employee attention to political issues by conducting further research, talking to friends and family, and engaging on social media.

![Graph showing employee actions](image)

- Conduct further research on the candidates and the election: 41%
- Talk it over with a spouse, friend, or family member: 23%
- Voice my support for the candidate whose issue positions align with my industry or workplace through social media: 18%
- Vote FOR the candidate whose issue positions align with my industry or workplace: 17%
- Vote AGAINST the candidate whose issue positions align with my industry or workplace: 8%
- Consider leaving or quitting the organization: 4%
- None of the above: 35%
Fifty-three percent support employers sending an email reminder to vote, and fifty-one percent support putting up posters that encourage voting.
Asking employees to take direct action in support of a particular candidate or campaign is a huge red flag for employees. Encouraging employees to register to vote, vote, and inform themselves is okay.
Key Takeaways

- Start Early – 54% decide who to vote for at least 1 month before Election Day
- Only 17% of employers currently engage with employees on political topics
- Focus on nonpartisan issue engagement – 63% say appropriate for employers to encourage employees to vote
- Avoid overtly political contact – 82% say not appropriate for employer to tell employees who to vote for