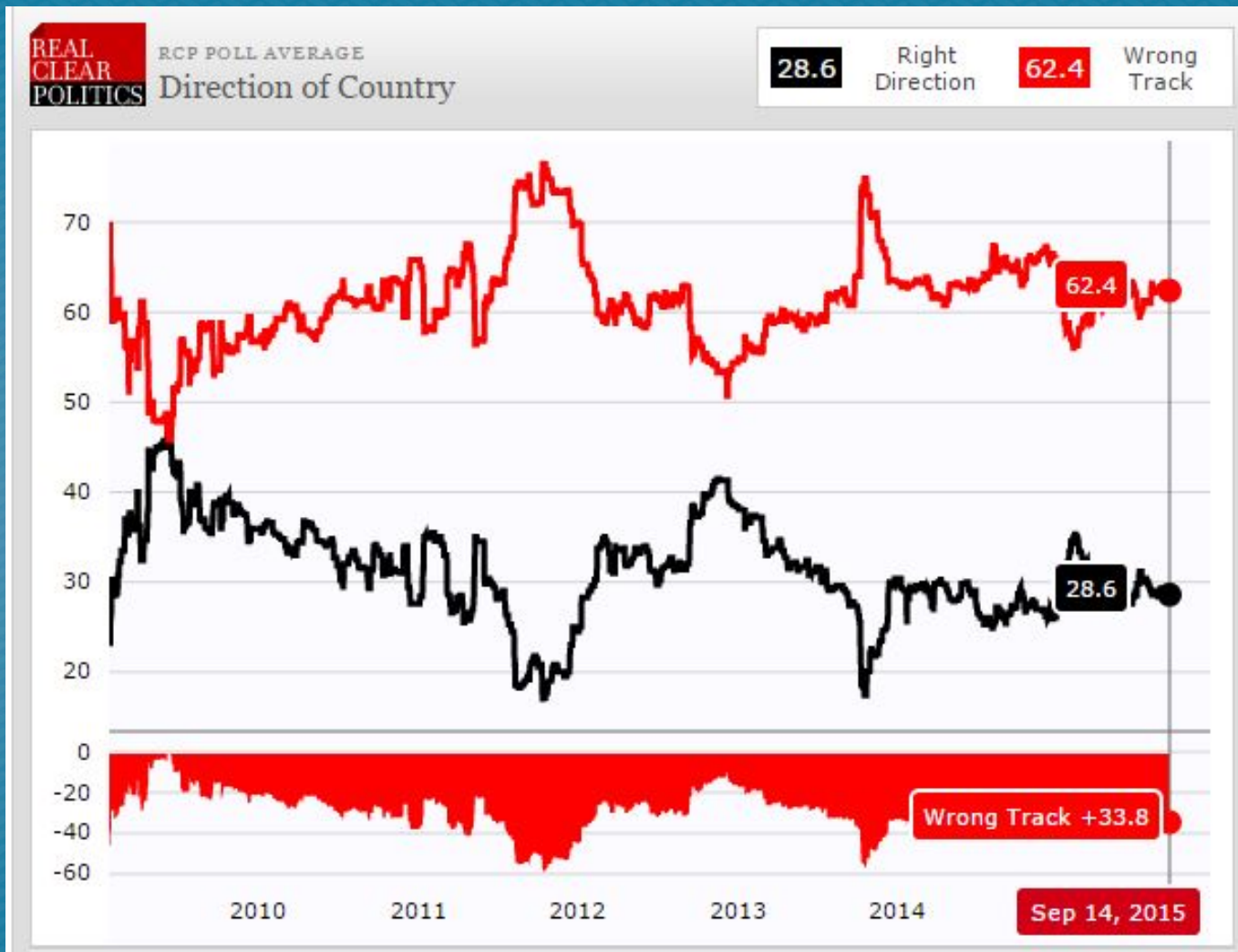


# Preparing for the 2016 Elections

American Wire Producers Association  
Government Affairs Conference

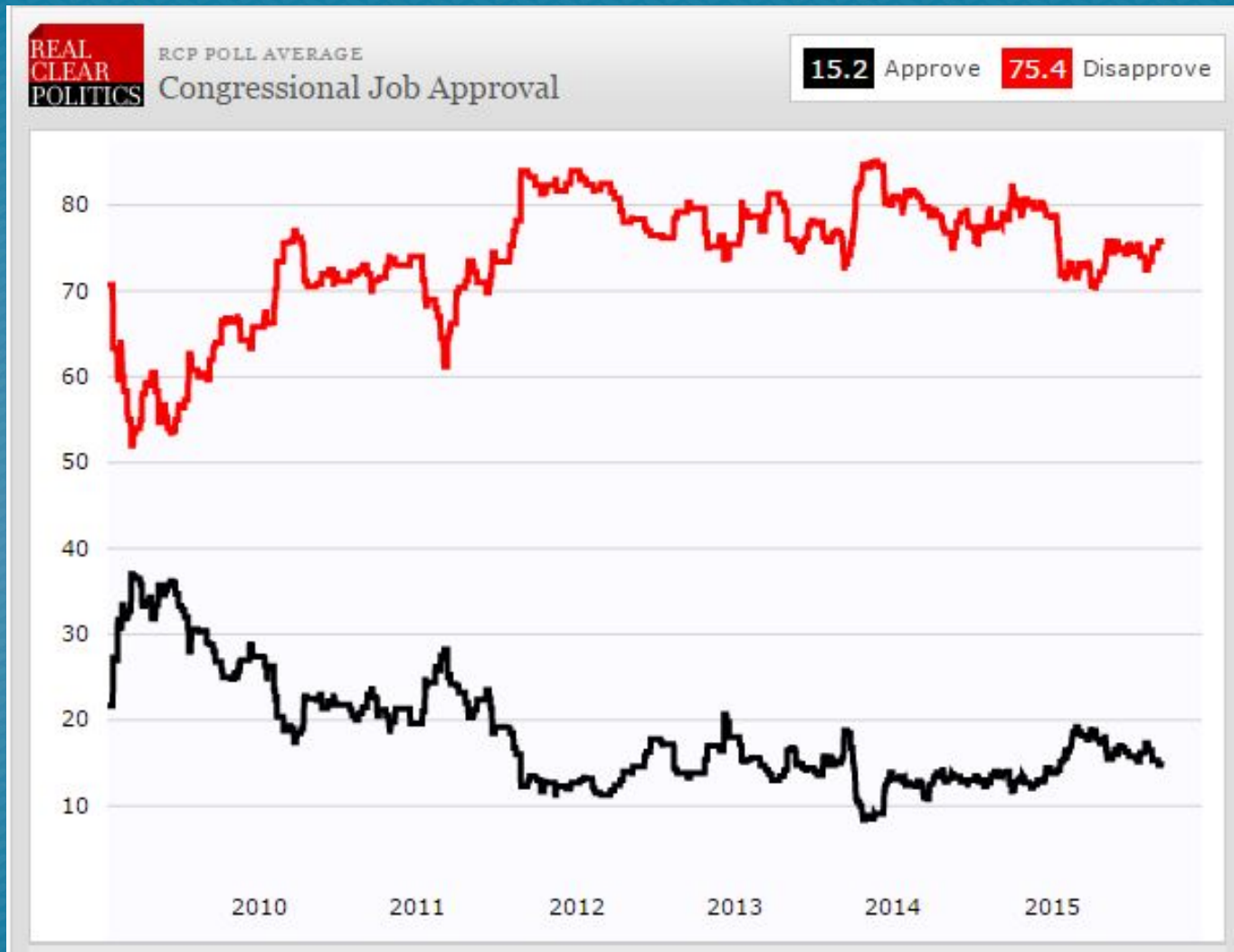
September 17, 2015

# Right Direction / Wrong Track

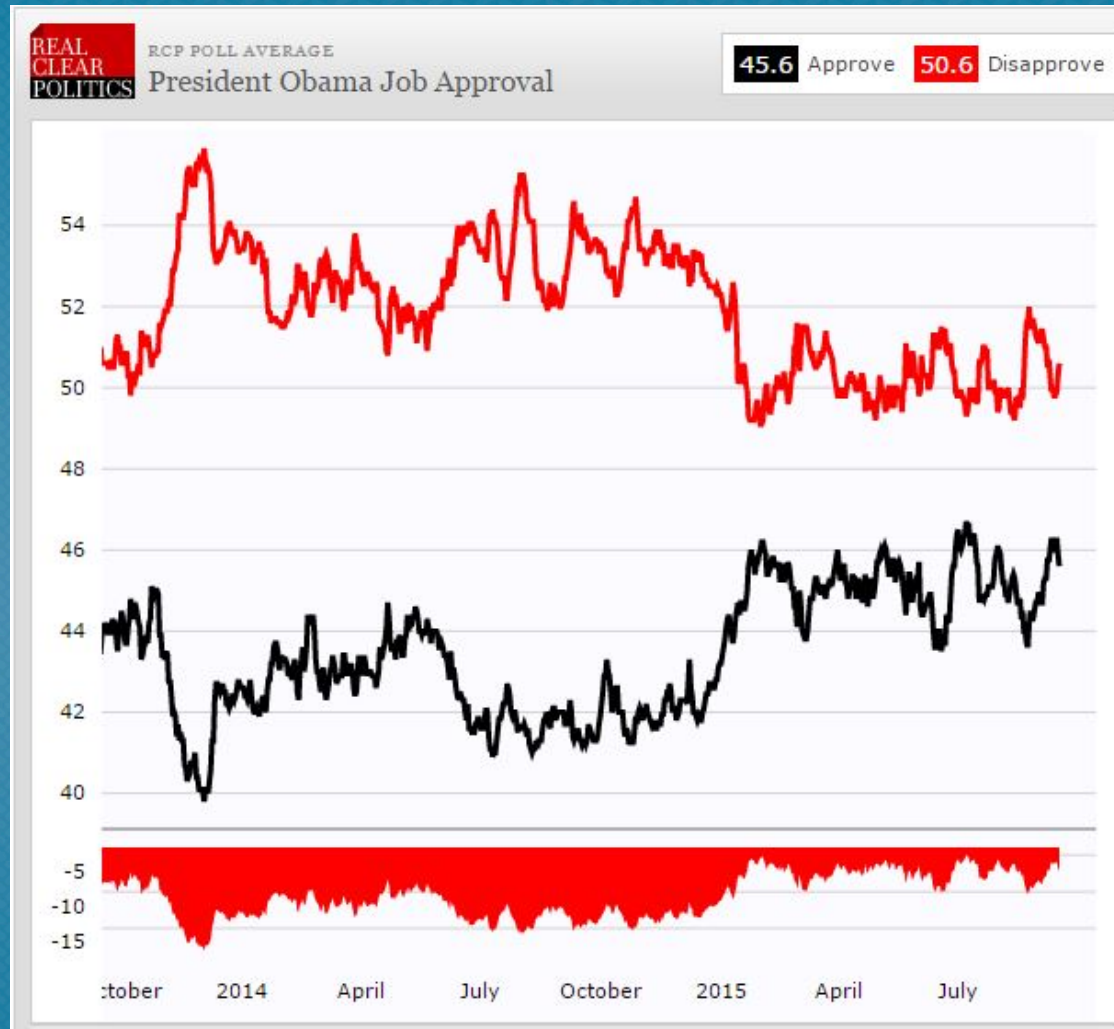




# Congressional Job Approval



# Presidential Job Approval





# The Democratic Contenders

## First Tier



Former Sec. of State  
Hillary Clinton

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## Second Tier



Sen. Bernie Sanders (D/I-VT)



Vice Pres. Joe Biden\*



Former Sen.  
Jim Webb (D-VA)



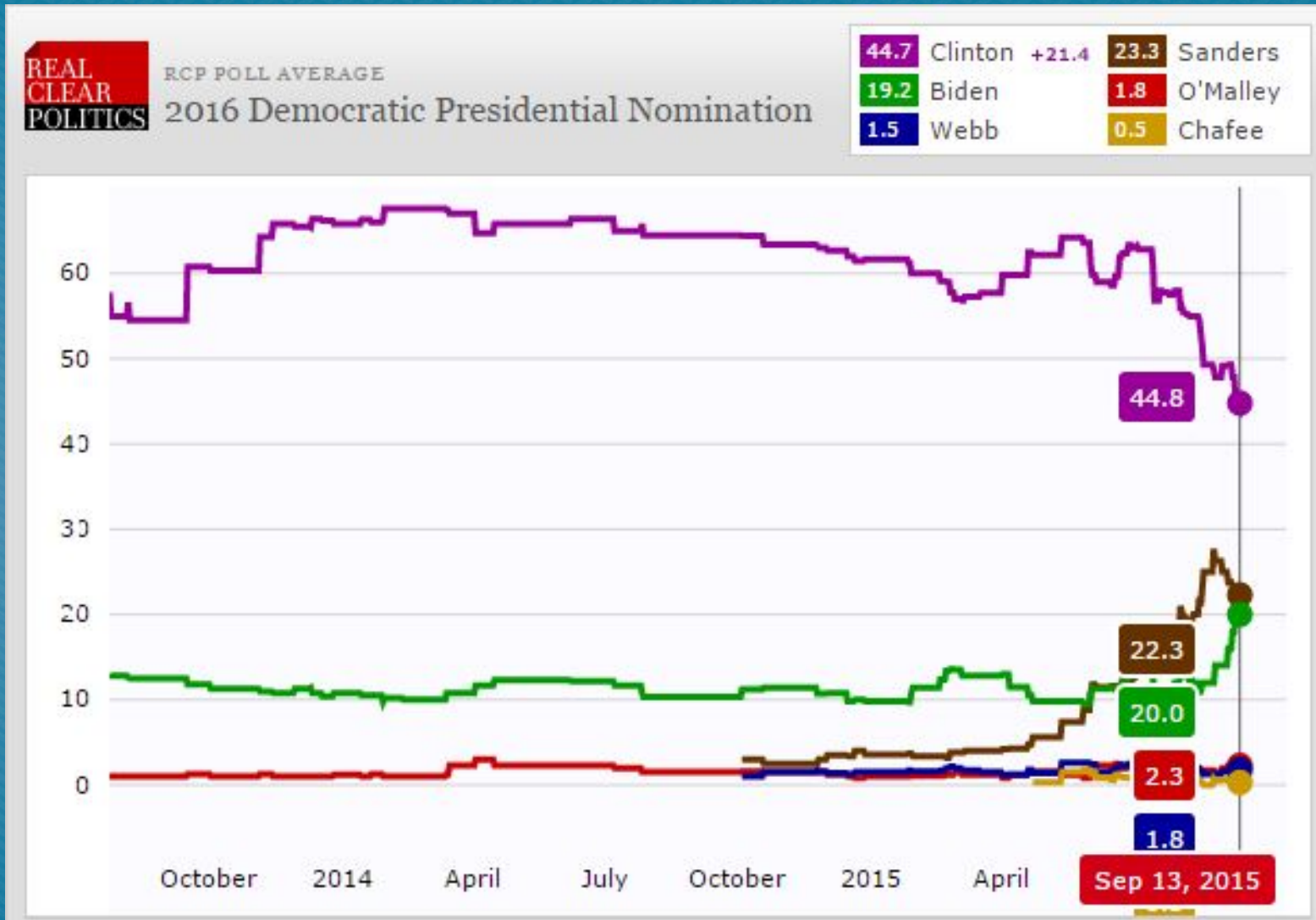
Former Gov.  
Martin O'Malley (D-MD)



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)



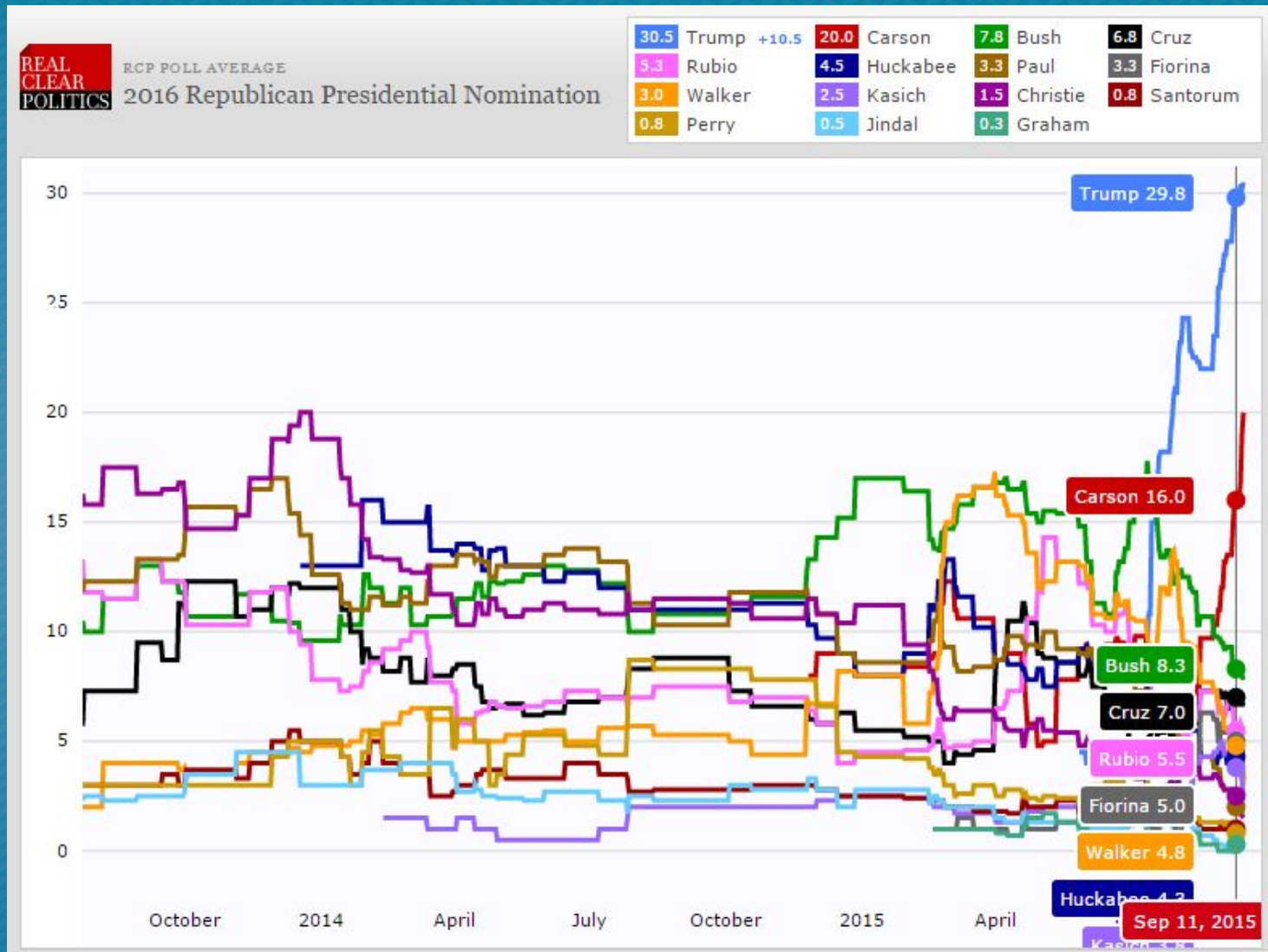
# The Republican Contenders

## 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)

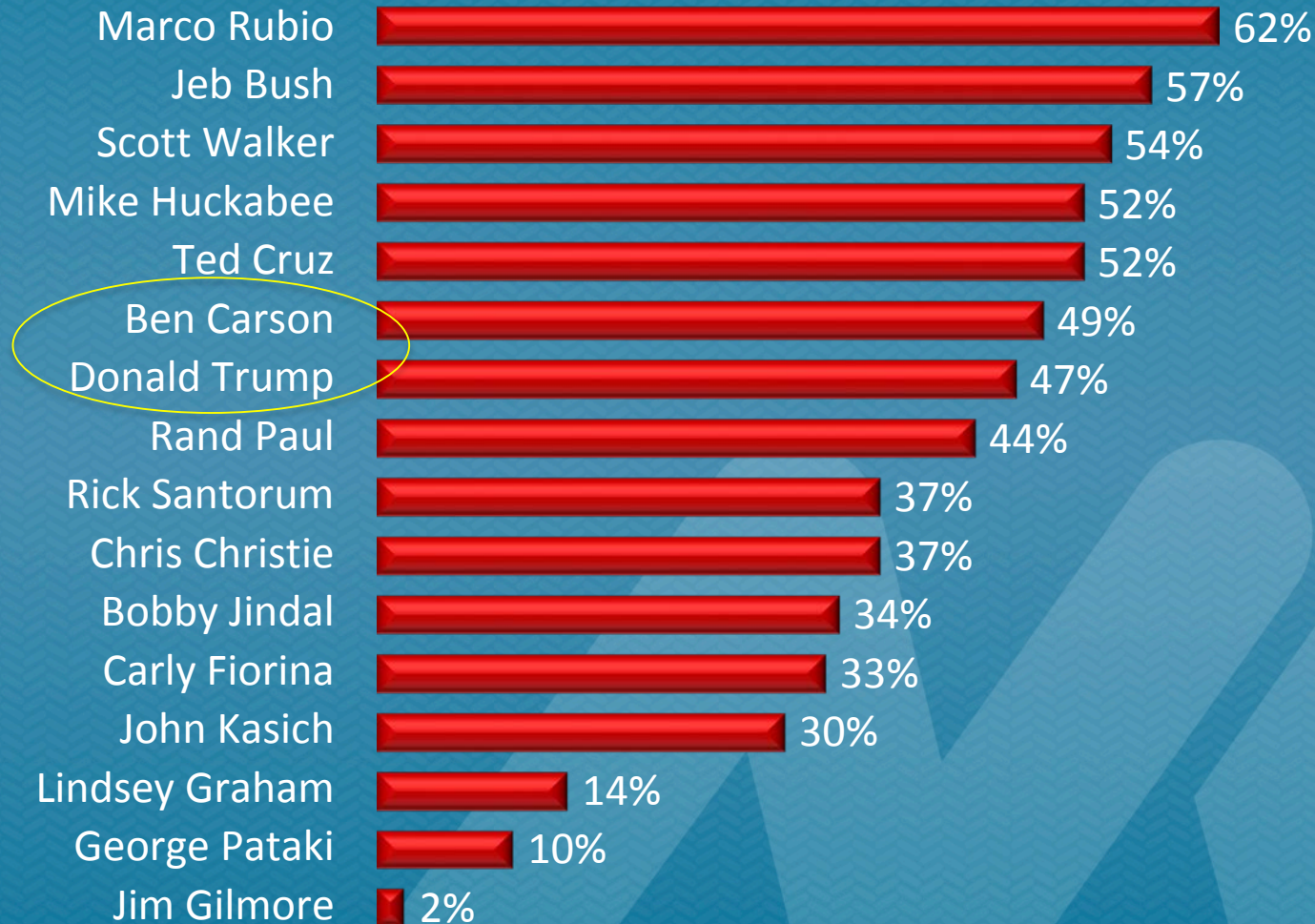


# The Republican Contenders



# 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





# 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.

*And, in the last election, did you receive any information from your employer about the candidates or the importance of voting in general?*

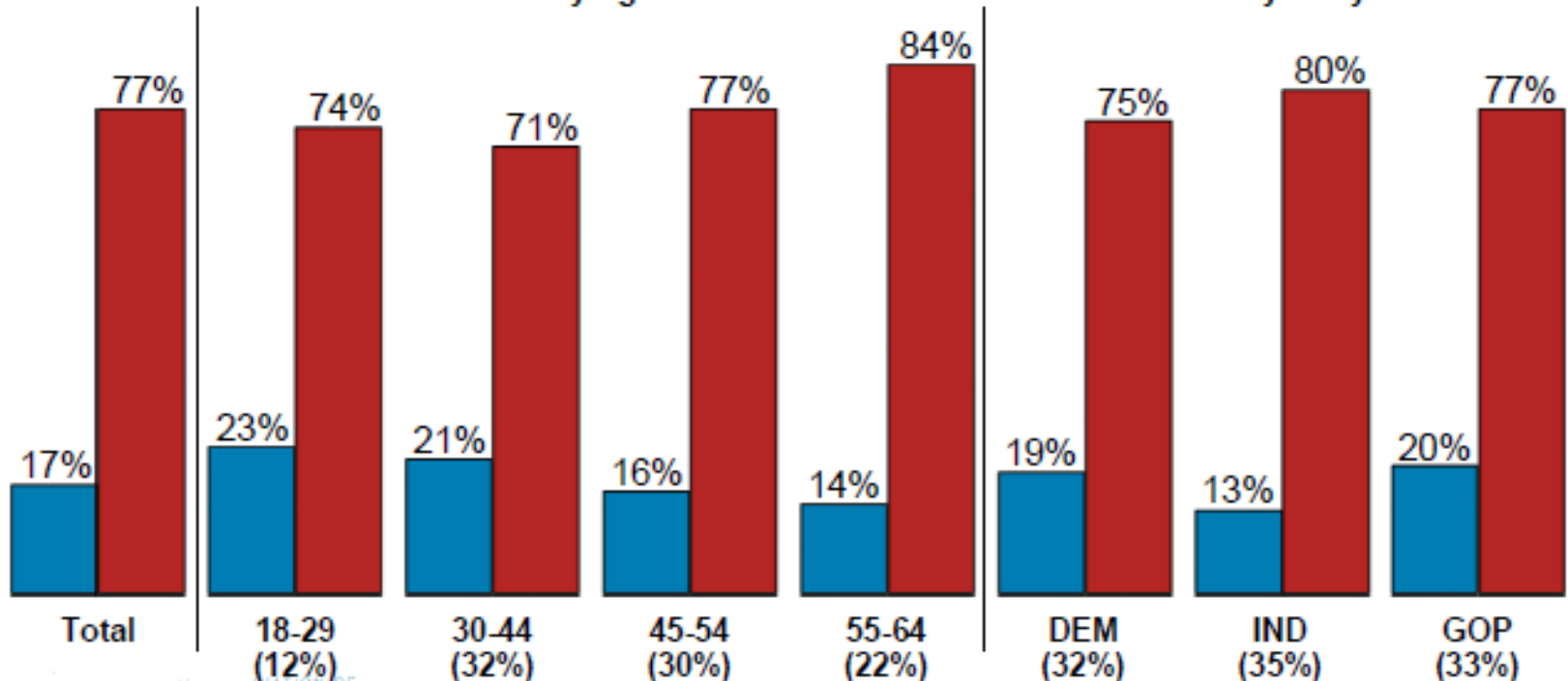
**Yes, Received Info from Employer**

**No, Did NOT Receive Info from Employer**

Total

By Age

By Party



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.

*Did you find the information you received to be helpful, or not?*

*Yes,  
Helpful*

*No, NOT  
Helpful*

*Don't Know /  
No Opinion*

77%

16%

6%

*Did this information help you decide which candidate to vote for?*

*Yes*

*No*

*Don't Know /  
No Opinion*

62%

31%

7%



Thirty-five percent decided which candidate to vote for “many months before election day,” and a majority (63%) voted in person on election day.

*Thinking about the most recent vote you cast (which may have been for Congress in 2014, for President in 2012, or for a local office at some other point), do you think you made up your mind about for whom you voted*

On Election Day



12%

A Week before  
Election Day



14%

A Month before  
Election Day



19%

Many Months before  
Election Day



35%

Don't Know /  
Don't Remember



21%

*Thinking about the most recent vote you cast (which may have been for Congress in 2014, for President in 2012, or for a local office at some other point), did you submit your vote*

Voted in person on  
Election Day



63%

Voted in Person at an  
Early Voting Location



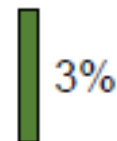
19%

Voted by Absentee or  
by Mail



14%

Don't Know /  
Don't Remember

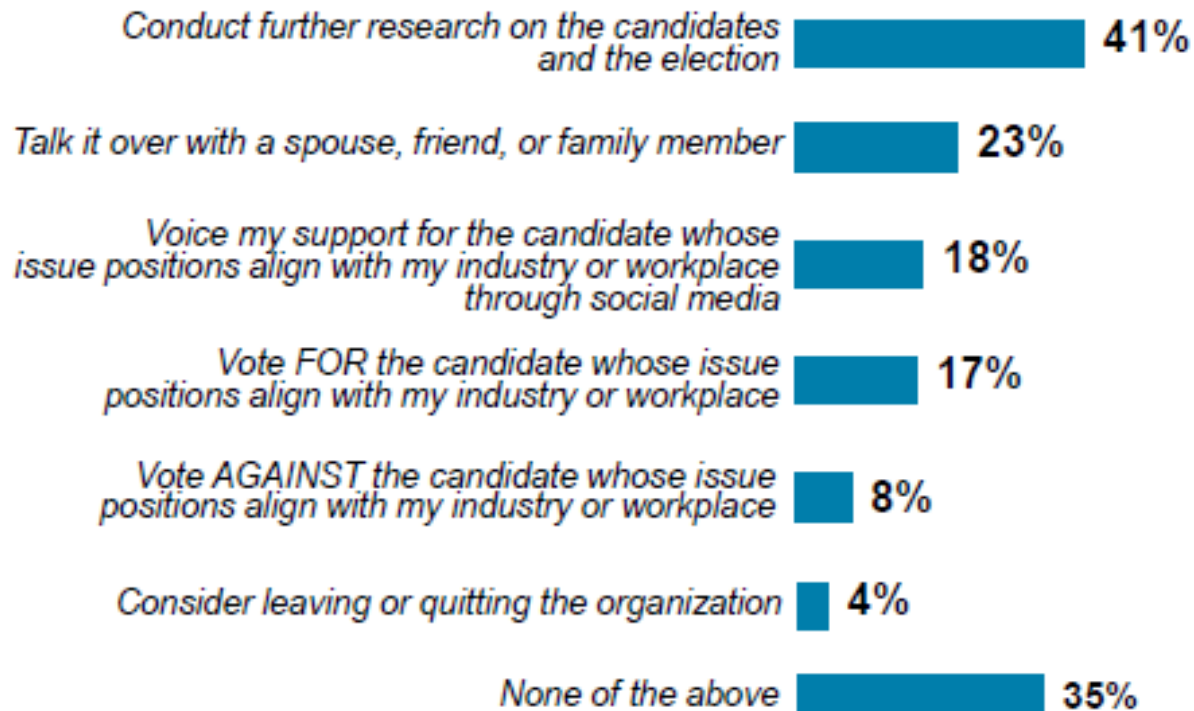


3%



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.

***Which of the following actions, if any, are you likely to take if your employer provides you with information about political candidates' issue positions affecting your industry or workplace? Please check all that apply***

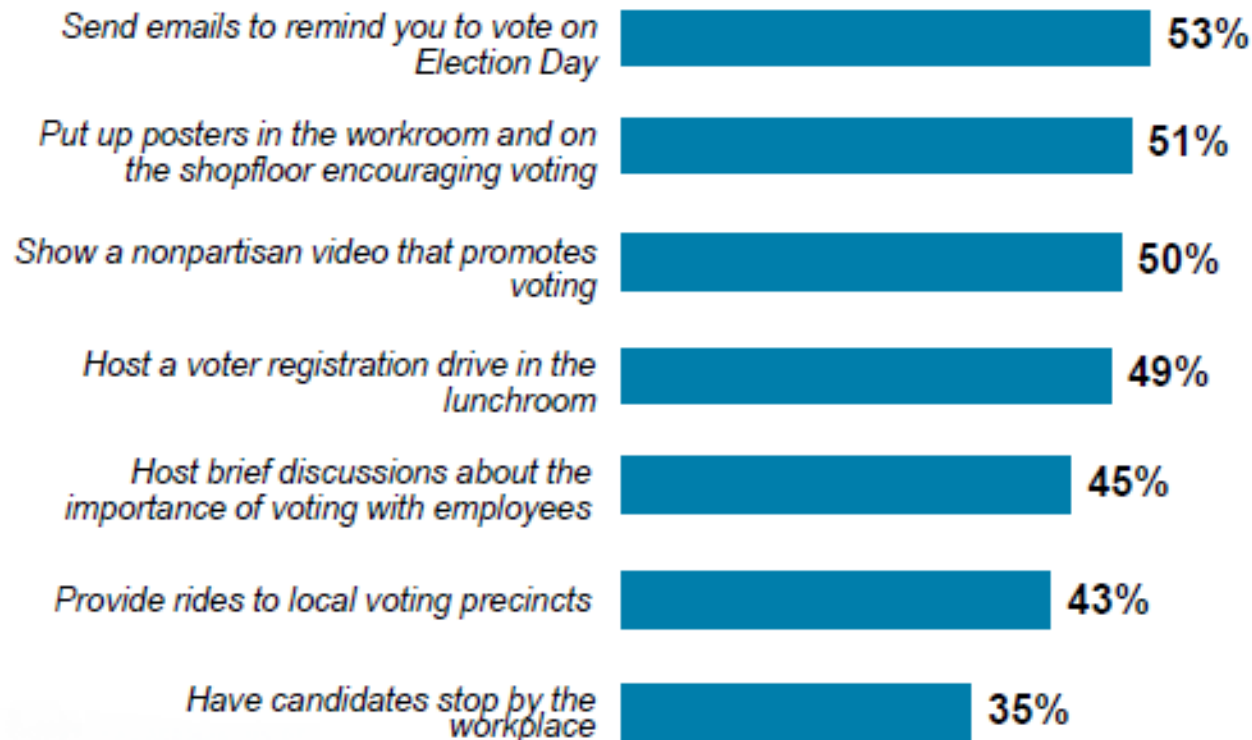




Fifty-three percent support employers sending an email reminder to vote, and fifty-one percent support putting up posters that encourage voting.

***Do you support or oppose the following actions your employer might take...***

■ Total Support





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.

***Do you think the following actions that your employer might take would be appropriate, or not***

■ No, it is not appropriate

*Encourage you to vote for a particular candidate* 82%

*Encourage you to volunteer on your own time for a political campaign* 67%

*Encourage you to join a free Friends of Manufacturing program to support the industry* 60%

*Encourage you to call or email your elected representatives about an important industry issue* 54%

*Encourage you to review a non-partisan and fair voter guide before the election* 44%

*Encourage you to register to vote* 30%

*Encourage you to vote on Election Day* 30%

# 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**





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