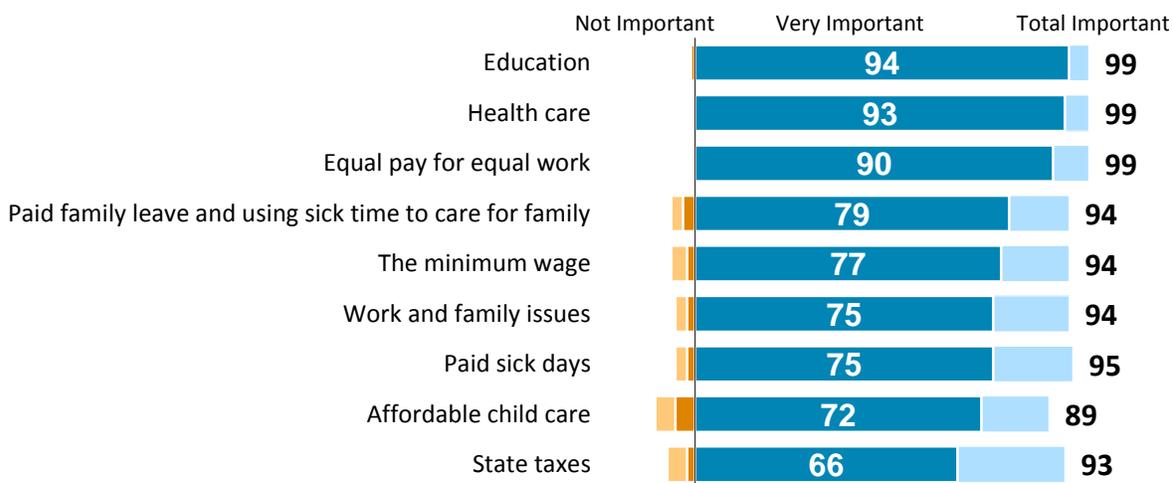


To: Interested Parties
 From: Celinda Lake, David Mermin, Brittany Stalsburg, and Matthew McDermott
 Re: Make It Work Georgia State House Findings
 Date: October 13, 2014

A new Lake Research Partners survey among 400 Rising American Electorate (RAE) drop-off women voters in select Georgia State House Districts¹ finds there is strong support for women’s economic justice issues. They are strongly supportive of equal pay (90% very important), which is really more of a core value than a policy area to these voters, as an issue for the next state legislature to address. In fact, equal pay rivals health care (93% very important) and education (94% very important) in intensity of importance to voters as issues for the legislature to take up in the next session. Minimum wage, affordable child care, work and family issues, and paid sick days are also very important to about three-quarters of voters.

Potential Issues in the next Georgia State Legislature



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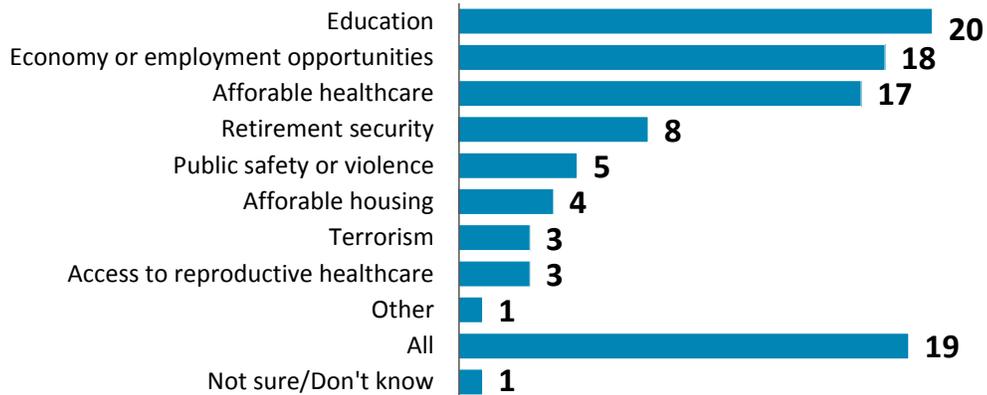
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Women voters say education is the most important issue in making their voting decisions this November, but an almost equal proportion say all of these issues are important, even when pushed to choose only one answer. Education and affordable healthcare are just as important in voters’ minds as economy/employment opportunities. Notably, the economy and employment opportunities is the most important issue among African American women (21%) and single mothers (24%).

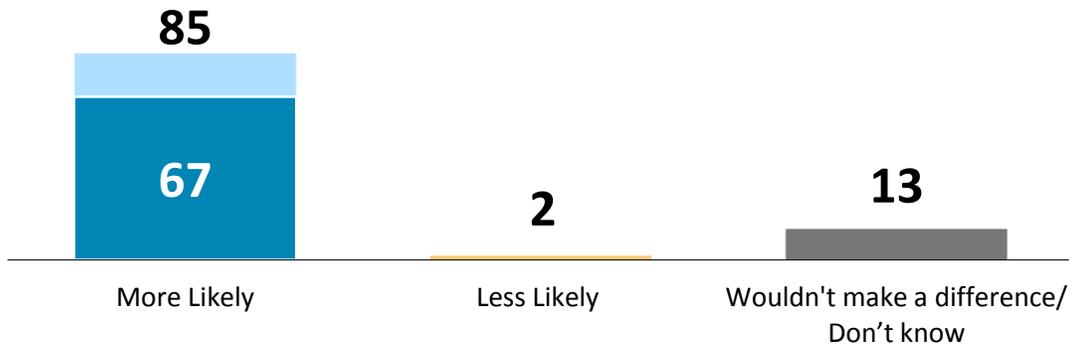
¹ Lake Research partners conducted a live telephone survey of 400 Rising American Electorate (RAE) drop-off women voters in select Georgia State House Districts. This survey was conducted from October 1-5, 2014 and the margin of error is +/- 4.9%. This research was conducted on behalf of Make It Work. Darker graph colors denote intensity.

Most Important Issues in Vote Decisions for Women



In addition, voters are almost unanimously in favor of the Family Care Act—92% of voters in target districts favor the proposal and only 3% oppose it. Intensity is extremely high, with 85% of voters strongly in favor of the proposal. Other proposals also receive high support, especially ensuring that employers provide equal pay for women, which 96% of voters strongly favor. Raising the minimum wage also enjoys strong support (86% strongly favor), as well as establishing a tax credit for child and elder care (83% strongly favor).

Impact on Turnout



About two-thirds of women voters also say they would be much more likely to vote if a candidate took a strong stance on these issues, which indicates voters are looking for candidates who are standing up for these issues that voters care about. They need a good reason to go to the polls, and being able to support a candidate who stands for these issues has much potential to motivate.

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For more information about this research, please contact Celinda Lake (clake@lakeresearch.com), David Mermin (dmermin@lakeresearch.com), or Brittany Stalsburg (bstalsburg@lakeresearch.com) by e-mail or by phone (202-776-9066).