



National Member Survey

Members and Activist Members

December 6th, 2011

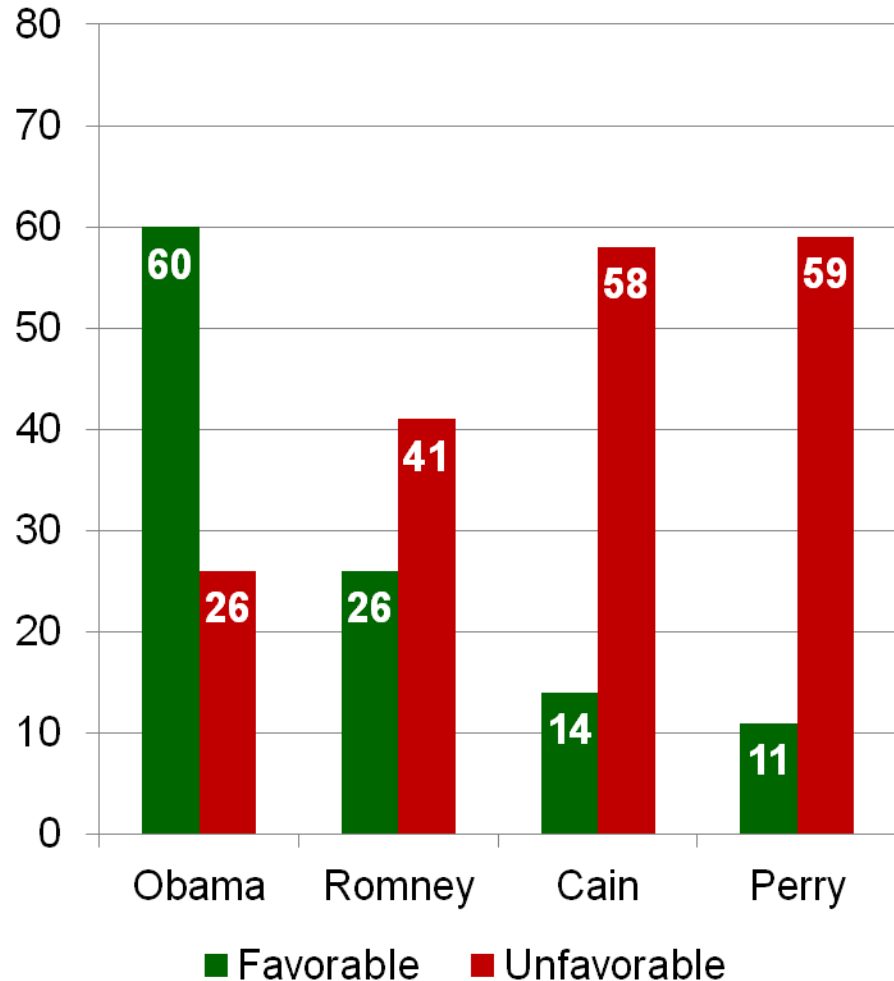
Survey Overview

- Conducted November 13th-16th
- 750 NEA Members nationwide
- 750 NEA Member “Activists” nationwide
 - Elected leaders
 - 2008 Obama volunteers
 - NEA Fund contributors
 - NEA LAC Activists
 - TeleTown Hall participants
 - Patch Thru Activists
 - Offline Petitions
- Members and Activists are each subject to a margin of error of +/-3.6%

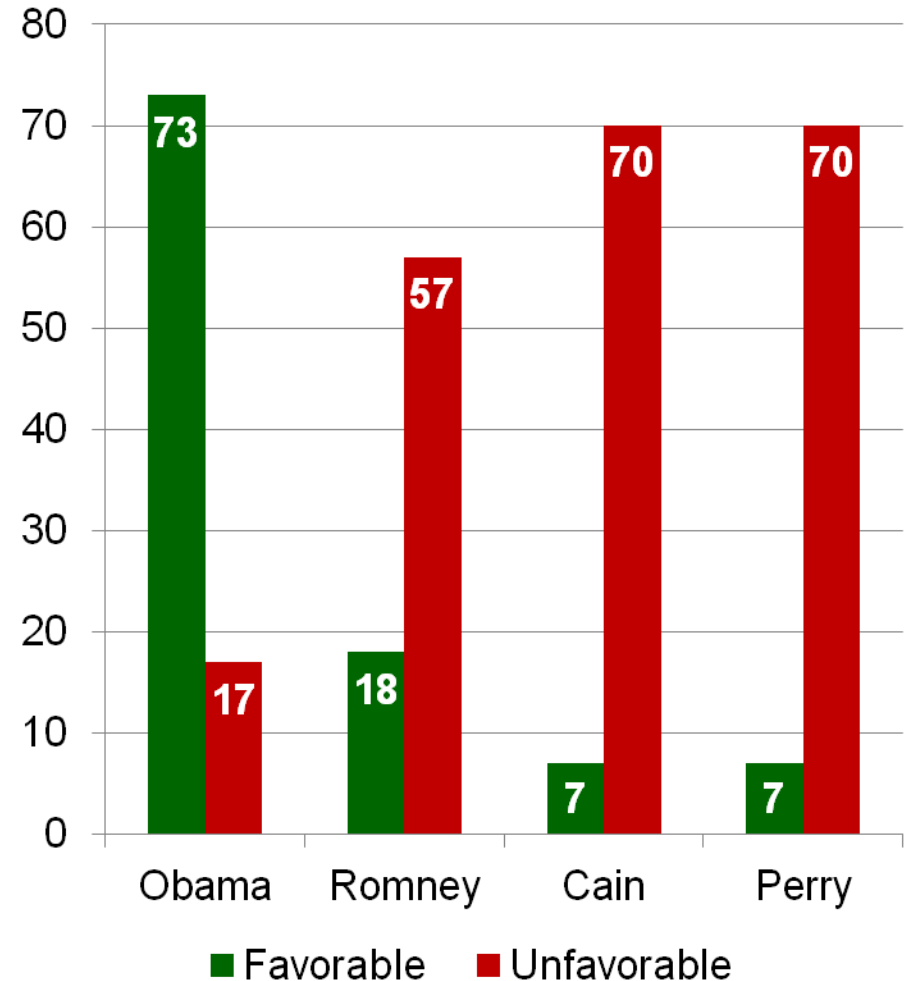
Presidential Race

Obama Standing Relatively Strong with Members

Members

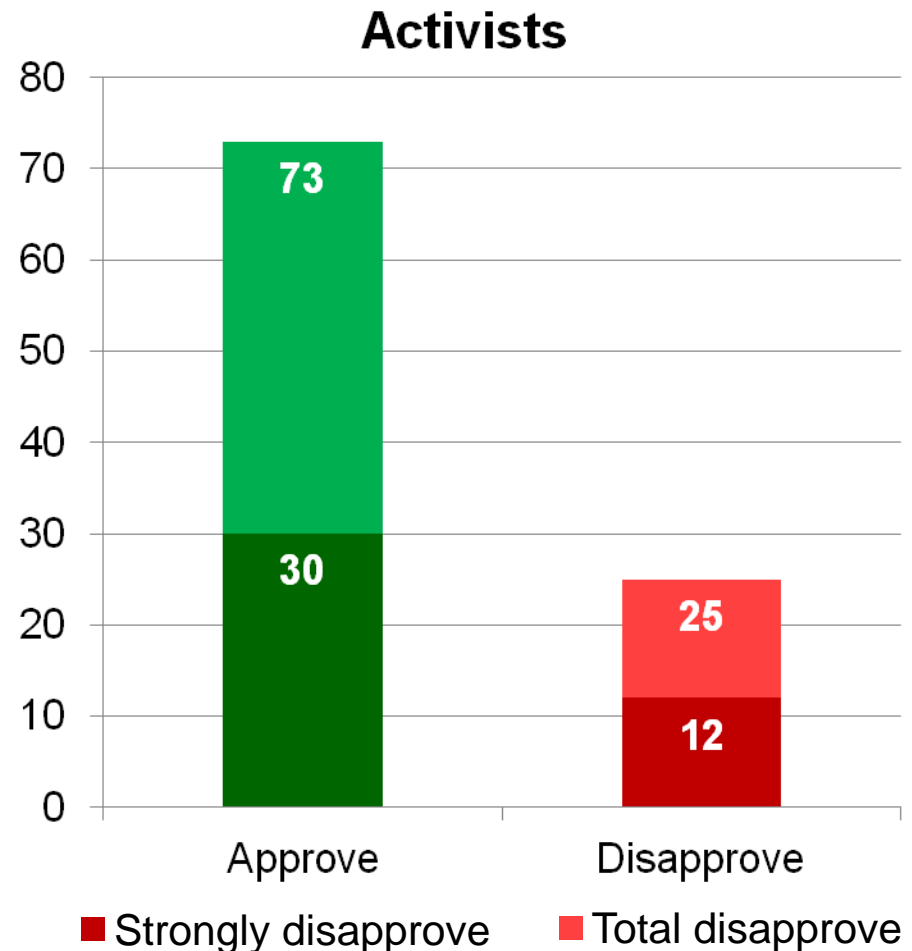
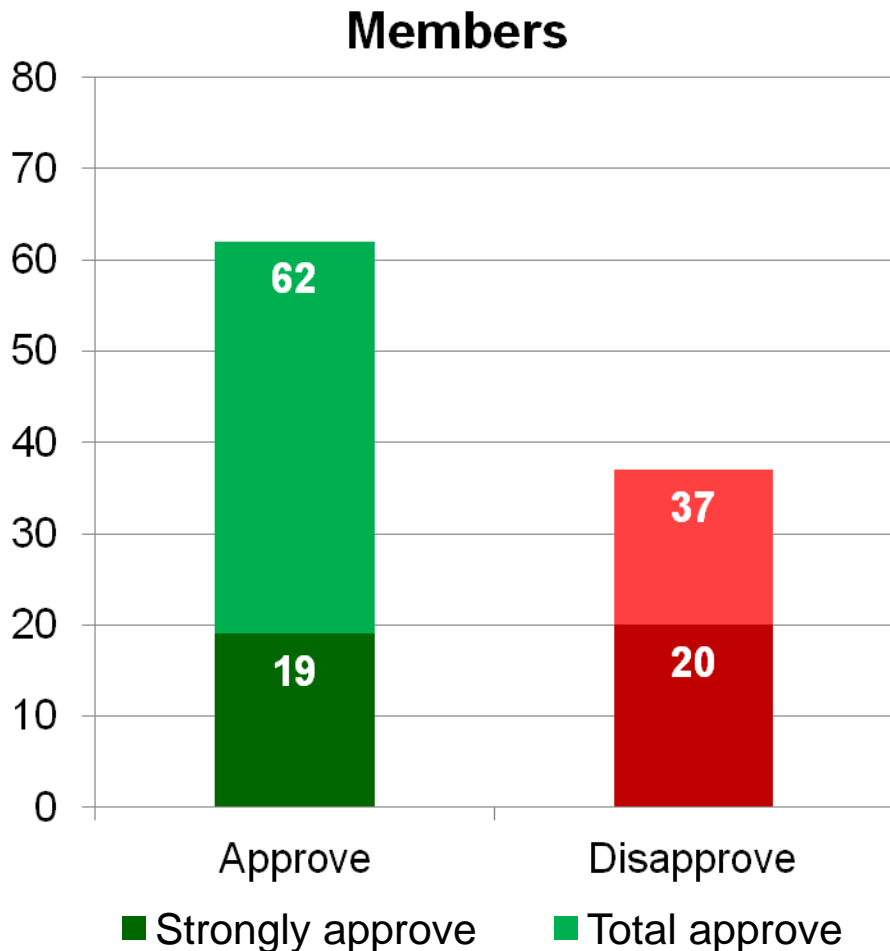


Activists

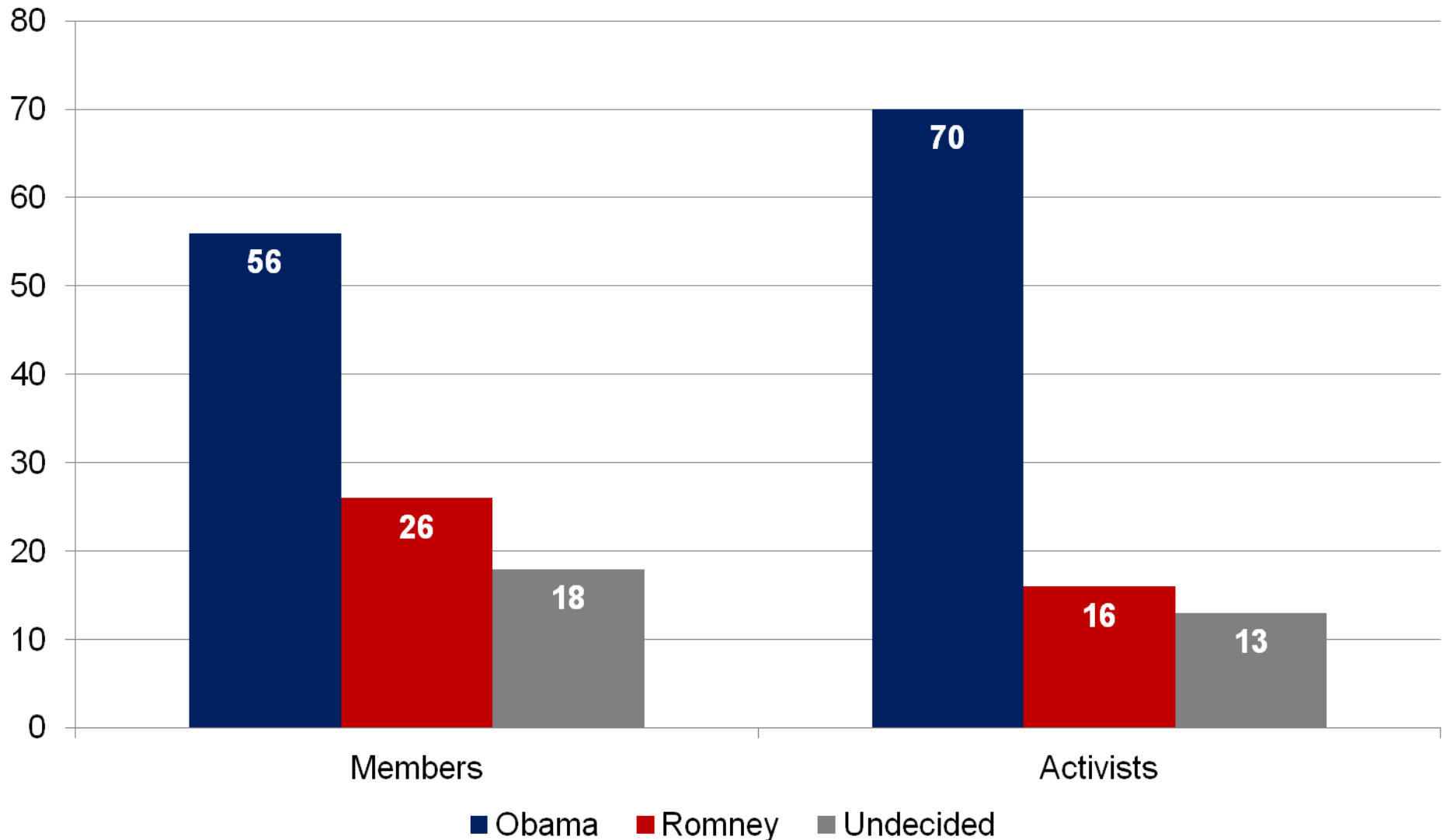


Broad, but Not Intense Approval of Obama

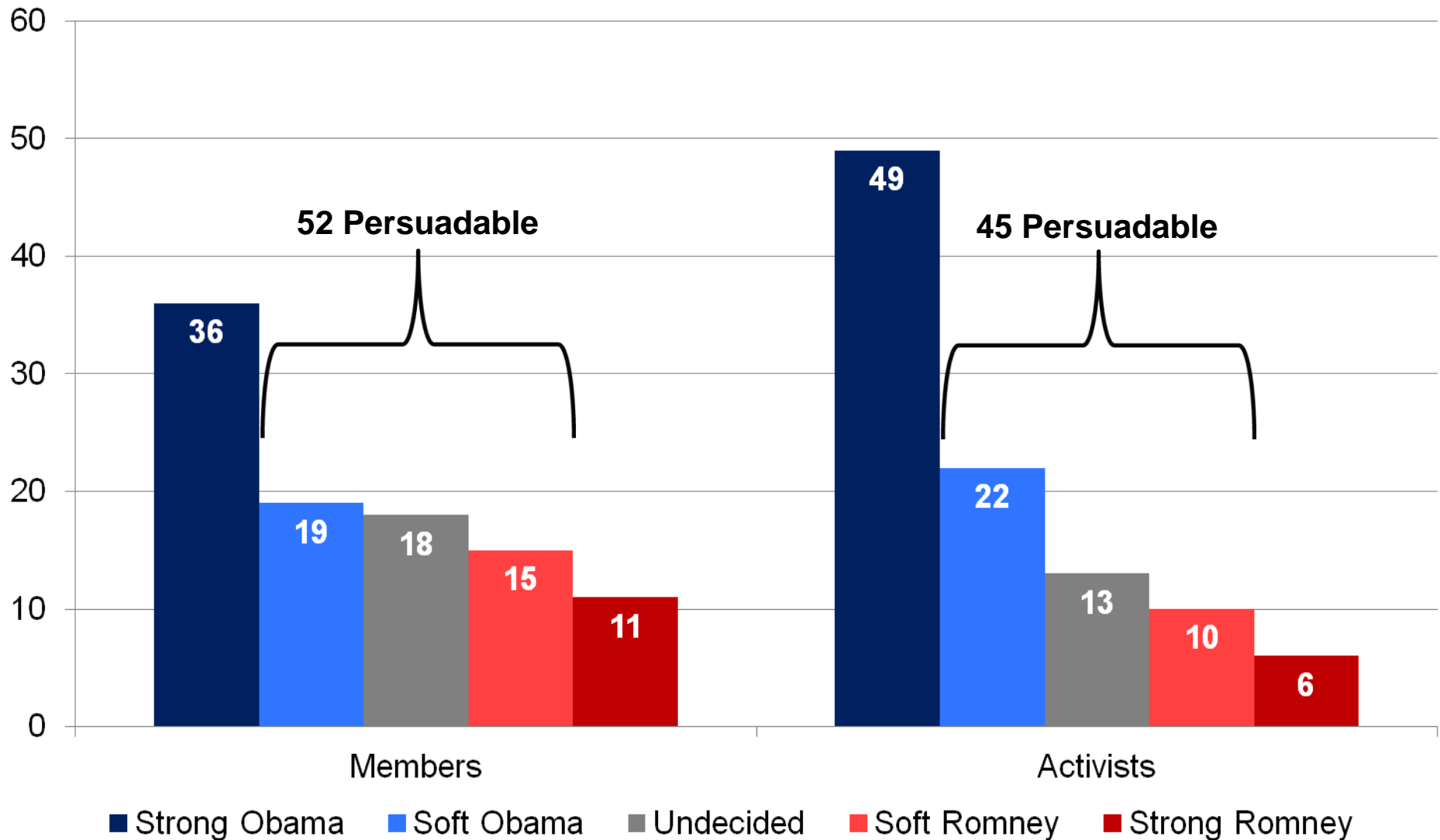
Would you say you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job President Barack Obama is doing?



Large Obama Lead over Romney, But Significant Undecided Group



Large Persuadable Bloc Remains

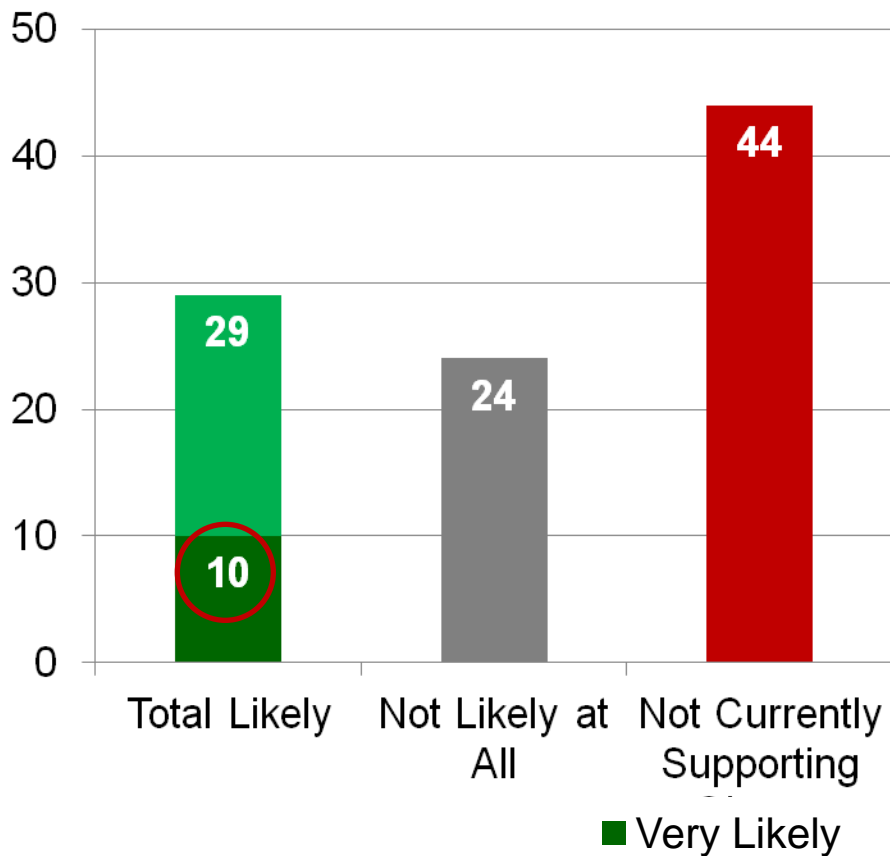


Mobilizing the Troops

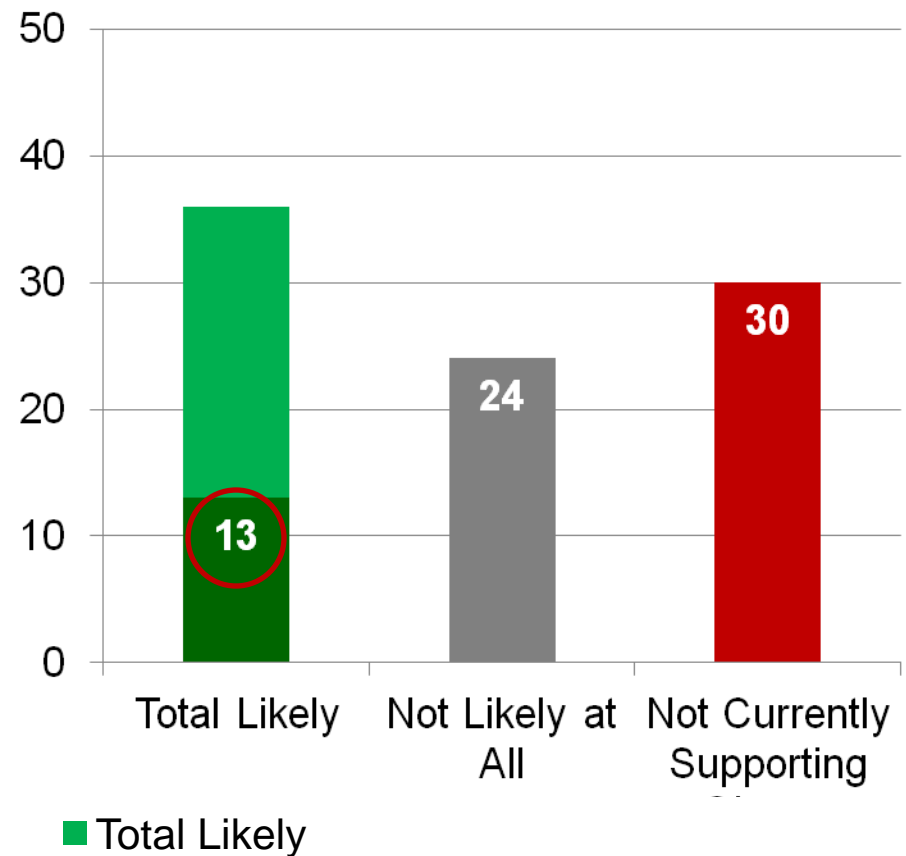
Recruiting Educators for Obama

As you may know, the NEA has created a group called "Educators for Obama," in which members can help support President Obama's reelection. How likely would you be to join Educators for Obama - very likely, somewhat likely or not likely at all?

Members



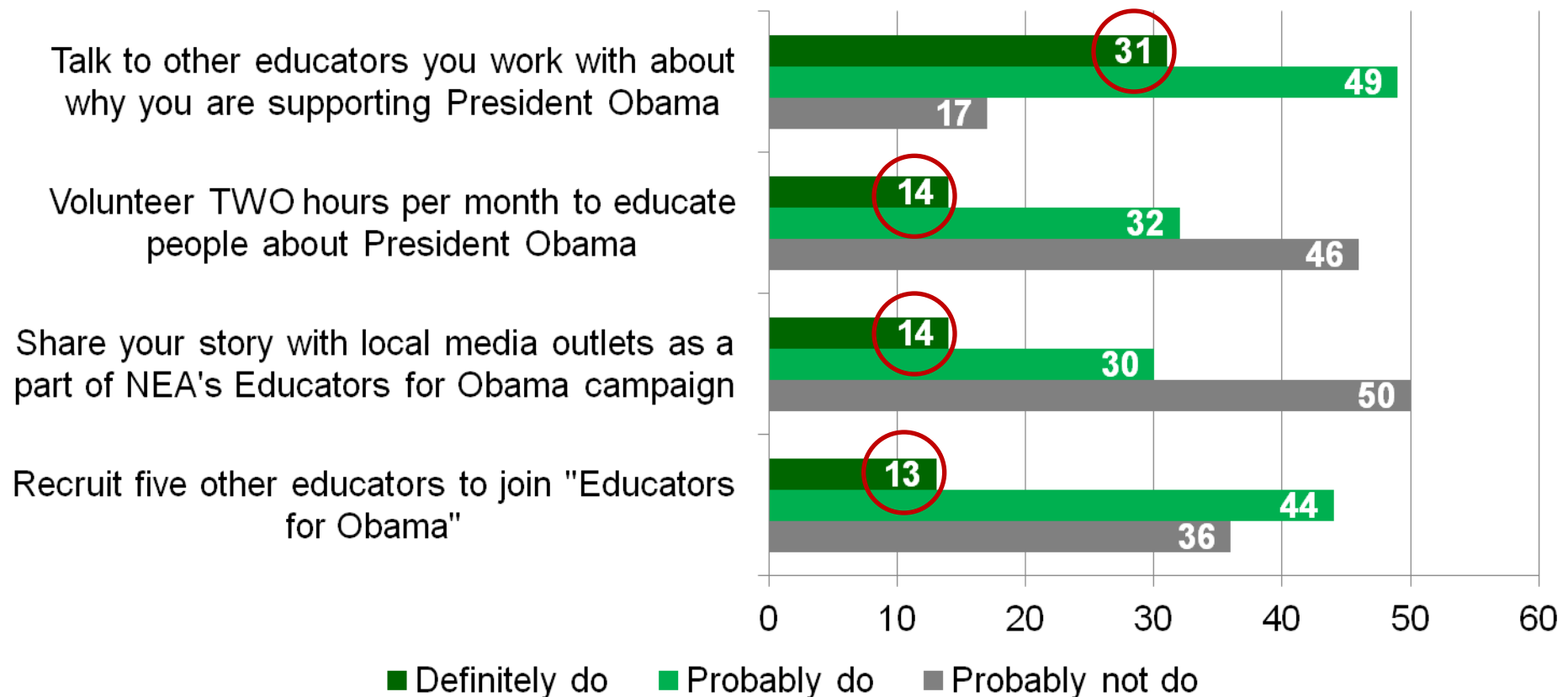
Activists



Actions Members Will Take

Let me read you a few activities Educators for Obama are being asked to do. After I read each one, please tell me if this is something you would definitely do, something you would probably do, or something you would probably not do.

Among Those Very or Somewhat Likely to Join



Key Findings & Implications

Key Finding

Significant majority of NEA members approves of Obama and support his re-election, but he has not sealed the deal with them and they are not energized for the election.

Top Three Priorities

- We need to educate persuadable members about Obama's record and his strong advocacy for children and the middle class.
- We need to raise the stakes in the election, emphasizing that the loss of a goalie at the federal level could be disastrous to our members.
- We need to energize and mobilize members to support Obama, even if it means concentrating on educating them about how bad the alternative is.

How We Raise the Stakes in the Election

- 1) We've seen what can happen when politicians who threaten educators get elected. In Wisconsin, Scott Walker promised to cut health care and pension benefits for educators and when he became Governor, he went even further and decimated collective bargaining. In Ohio, John Kasich promised to break the backs of teachers unions and when he got elected Governor, he tried.
- 2) Mitt Romney, Newt Gingrich, and Rick Perry have promised to slash education funding. And they've endorsed a plan to end Medicare as we know it. Romney and Perry have also been supportive of Right to Work legislation, vowing to sign a national right to work bill if elected.
- 3) The stakes in this election couldn't be higher. The choice is very clear.

How We Educate Members about Obama's Record

- 1) Provided funding for the **state children's health insurance program**, ensuring that more families can afford to take their children to the doctor when they're sick.
- 2) Worked to make college and worker training more accessible by **increasing funding for Pell grants and community colleges**, and expanding career training for Americans looking for work.
- 3) Stood up for educators, police and firefighters, pushing Congress to secure funding to reduce layoffs – **saving over 450,000 educators' jobs** and keeping class sizes down.
- 4) Delivered on his promise to **bring our troops home from Iraq**, ending a misguided and costly war.
- 5) Believes we need to **end the Bush tax cuts for millionaires**, so we don't balance the budget on the backs of the middle class.

How We Energize and Mobilize Our Members

- 1) Set a goal of recruiting 10% of members to join Educators for Obama.
- 2) Start by asking them to do small things, and build up to bigger commitments as we reach Election Day.
- 3) Borrow from OEA's Friends, Family & Neighbors campaign that enjoyed great success on Issue 2, and study Colorado's success in building a member-to-member campaign over the last few elections.
- 4) Visit and link your state's web page to Education Votes to stay informed.

