

TO: **Independent Women's Forum**

FROM: Kellyanne Conway
the polling company™, inc./WomanTrend

DATE: May 17, 2013

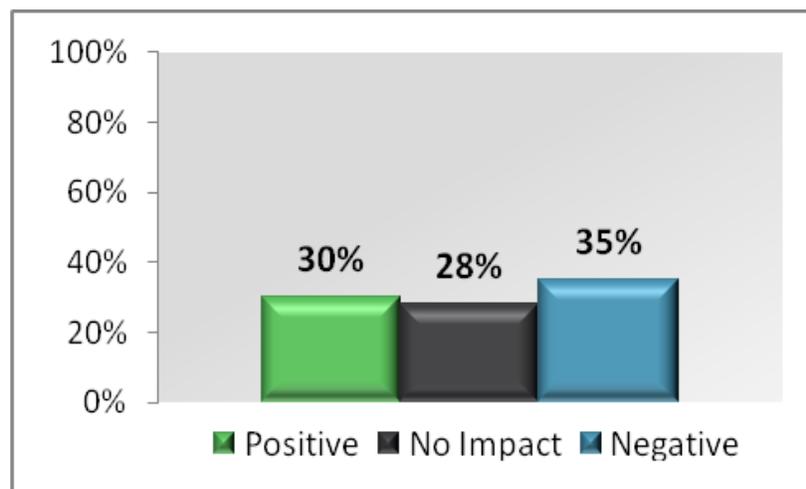
RE: Executive Summary: National Online Survey of Women on "Alarmism"

Key Findings

Many women (68%) across the United States believe their country is becoming a more dangerous place, yet they don't trust government to react to it responsibly, or the media to report on it accurately. This fear centers less on terrorism and nuclear holocaust than the ubiquitous onslaught of negative information and alarmist warning hurled at them regularly. Though over half of women (56%) say they haven't altered their use or purchasing habits based on these warnings, nonetheless more than three-quarters (78%) report paying close attention to them and are concerned with specific shock-the-conscience threats about chemicals.

Indeed, to many of the women surveyed, ubiquitous warnings that sound the alarm on harm make them less likely to take much of it seriously. By a 2-to-1 margin, most women see little effective role for the federal government in helping them to navigate choices or makes smart decisions. A full 63 percent of women say government intervention, by means of regulating food and consumer choices, has either no effect or a counter-productive impact on personal lives and improved health.

Do you think government's attempts to encourage healthy eating by regulating what people can buy or on what food producers can make or sell has a positive or a negative impact on people's personal lives, or do you think it has no impact either way?

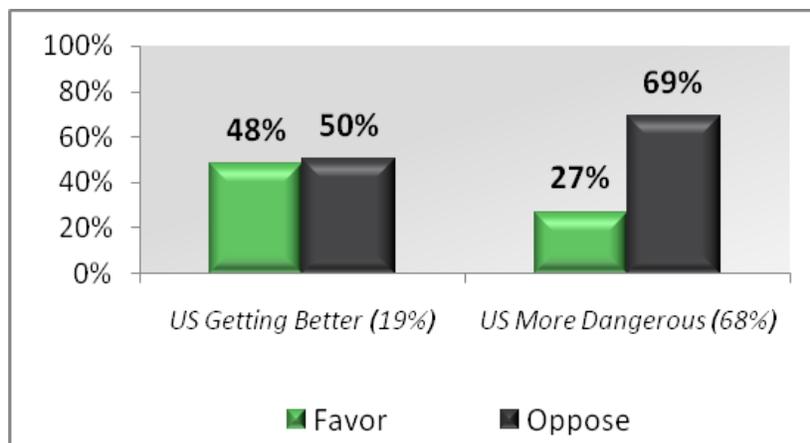


Not all women believe in limited government, however. Thirty-eight percent of women want a smaller government, 36% of women prefer more government and 26% are undecided on the proper size and scope of government. Younger women and minorities in particular show stronger support for government-prescribed remedies.

For instance, 59% of all women oppose the New York City soda ban, and two-thirds of women over the age of 35 oppose it; yet women under the age of 35 narrowly favor it, 49%-45%. Asked generally about government regulations on unhealthy foods, and 65% of all women oppose it. But while white women oppose it by a 70%-26% margin, black women and Hispanics have a more narrow margin (52%-43% and 55%-42%, respectively).

However, belief in a more expansive government is not tied to believing the U.S. is becoming more dangerous; in fact, just the opposite. Of the 68% of women who are pessimistic about the direction of the country, almost 7-in-10, or 69%, oppose government regulations on unhealthy consumption habits.

Do you favor or oppose the government regulating the consumption habits of Americans, such as limiting how much salt, sugar, or fatty foods consumers can buy at a store or restaurant?



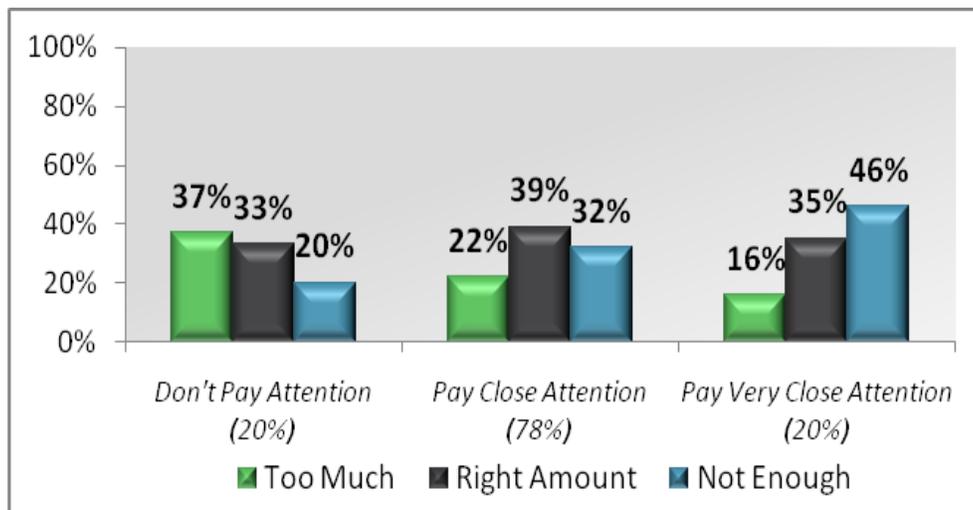
Part of the basis of rejecting a more expansive government is a lack of trust in government—and of the media who report health and safety warnings. The only groups that women report less trust in than those two groups are big businesses, and partisan politicians. Rather, women trust their friends and family, and their doctors most of all.

Distrust of the media is widespread across all age, ethnic, and ideological lines. Over 4 out of 5 women agree that the media are more interested in getting ratings than accurately reporting threats to health and safety. Part of this rests in their related view—with 87% of women agreeing—that it is cheap and easy to find somebody to argue a given position.

Most distressingly, an overwhelming majority (83%) of women say they have difficulty discerning between legitimate concerns that might affect their health and well-being, and scary headlines designed to attract attention. This held true among women who revealed varying levels of trust. Both those that say they trust the media and distrust the media agree that they have difficulty telling the difference, a sign that our headline-driven media and the “if it bleeds, it leads” mentality is well-ingrained in our culture. Of the many obstacles women have to overcome in separating fact from fiction, this may be one of the most intractable.

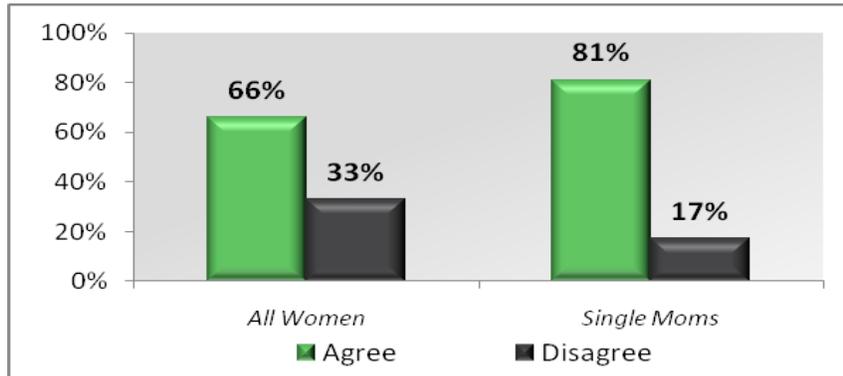
Worse yet, the data shows that the more women pay attention to health and safety concerns (primarily delivered by the media), the more they want more warnings. Over three-quarters (78%) of women say they pay attention to negative warnings; of those women, 71% say the media sounds the alarm “not often enough” or “the right amount”. Despite the admission that they have trouble telling the difference between real and fake threats, the constant bombardment predictably leaves them with more worries. Only 36% of women say that the negative warnings they receive leaves them informed.

Do you think the media emphasizes safety risks associated with everyday food items and household products too much, about the right amount, or not enough?



One area where women perceived a clear and present danger was over the issue of chemicals in products that they interact with on a daily basis. Roughly 4 out of 5 (79%) women say that they were concerned, with a third saying they were “very” concerned. Most women (64%) say they will pay more money for products that didn’t contain certain chemicals—54% said they would pay “a little” more money and 10% said they would pay “a lot more”. While a majority (60%) of women say those leading the crusade against chemical companies often use misleading information, still less than a quarter (23%) trusts the chemical industry to tell the truth.

When thinking about your lifestyle, would you say you “sometimes feel guilty about not doing enough to eat right and live a healthy lifestyle”.

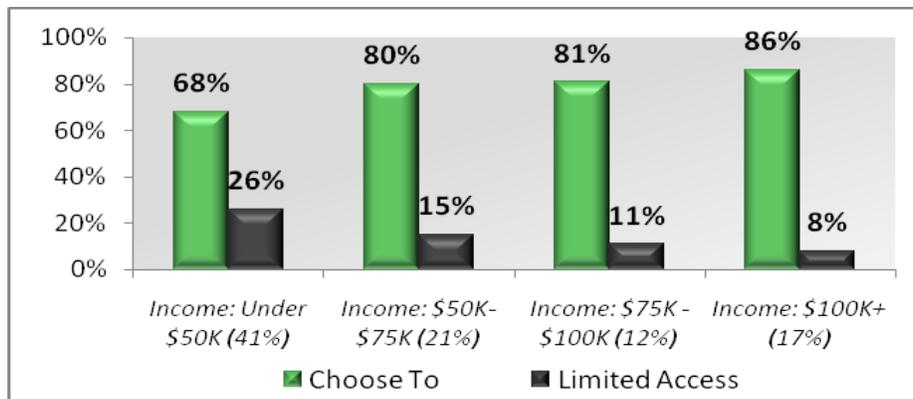


Finally, “mommy (and non-mommy) guilt” seems pervasive, with two-thirds (66%) of women saying they sometimes feel badly about not doing enough to eat right and live healthily. These levels are relatively stable across most age, ethnic, and ideological lines, though single mothers (81%) are more likely to say they have guilt.

This guilt is prevalent despite the fact that women report, by-and-large, that their lives are getting better. Over the next twelve months, 83% of women believe that their life will improve, or at the very least stay the same. Despite the pessimism about the direction of the country, and the constant onslaught of negative messages and warnings, women are undeterred when it comes to assessing their own personal situation.

Along the same lines, a large majority (76%) of women were adamant that their poor decisions were a matter of choice, and not access. Women can find healthy options if they want them, deflating the argument that somehow Uncle Sam or Big Brother should intervene and educate them about that. In fact, the women surveyed were twice as likely to oppose (65%) than support (31%) government regulation of salt, sugar and fat consumption.

Which of the following best describes you: The biggest reason why I eat unhealthy food because I choose to, OR the biggest reason why I eat unhealthy food is because my access to healthier options is limited.



Key Topline Data

In general, do you think that the quality of life and safety of people in the United States is getting better, or is the United States becoming a more dangerous place?

19% GETTING BETTER
68% MORE DANGEROUS PLACE
13% DO NOT KNOW

Thinking about the media as a source of information about health and safety issues, do you strongly trust, somewhat trust, somewhat distrust, or strongly distrust the media?

40% TRUST
58% DISTRUST

When thinking about your lifestyle, would you say you “sometimes feel guilty about not doing enough to eat right and live a healthy lifestyle”.

66% AGREE
33% DISAGREE

Do you agree or disagree with the following statement: “Sometimes it is difficult to tell the difference between a legitimate concern over a food product or household item and scary headlines that attract attention.”

83% AGREE
14% DISAGREE

Do you favor or oppose the government regulating the consumption habits of Americans, such as limiting how much salt, sugar, or fatty foods consumers can buy at a store or restaurant?

31% FAVOR
65% OPPOSE

How concerned are you about what chemicals you consume or interact with on a daily basis?

79% CONCERNED
20% NOT CONCERNED