

**NATIONAL VOTER POLL:
A Survey of “Switchers” and “Drop-outs”
FINAL RESULTS
November 15, 2010**

Sample Size Switchers: 500
Sample Size Drop-outs: 500

Gender	Switch	Drop
Men	43%	33%
Women	57%	67%

1. Did you happen to vote in the election this November for U.S. Senate, Congress and other local offices?

	Switch	Drop
Yes, voted	100%	0%
No, did not vote	0%	100%

2. And thinking back to 2008, did you vote in the Presidential election that year or did something come up that made you unable to vote? [IF VOTED] And did you vote for Barack Obama, John McCain or someone else in the 2008 Presidential election?

	Switch	Drop
Voted-Obama	100%	100%

3. [ASK ONLY IF STATE=PA, OH, CO, FL, NV, NH, WI AND IA] And this year, in the election for U.S. Senate did you vote for the [ROTATE] Democratic or Republican candidate?

	Switch
Democratic	17%
Republican	76%
(Other/ Third Party)	5%
(Don't remember)	2%
(Refused)	0%

1,000 Interviews were conducted Nov 7-12, 2010 in PA, OH, CO, FL, NV, NH, WI, IA, NM and MI. 500 interviews were among “Droppers” (voters who voted for President Obama in 2008 but did not vote in 2010) and 500 interviews among “Switchers” (voters who voted for President Obama in 2010 but voted for a Republican candidate in either the Congressional or Senate Race). The MOE for each group is +/- 4.4%

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4. [ASK ONLY IF STATE=PA, OH, CO, FL, NV, NH, WI AND IA] And this year, in the election for U.S. House of Representatives did you vote for the [ROTATE] Democratic or Republican candidate?

	Switch
Democratic	16%
Republican	80%
(Other/ Third Party)	1%
(Don't remember)	3%
(Refused)	0%

5. [ASK ONLY IF STATE = NM or MI] And this year, in the election for U.S. House of Representatives did you vote for the [ROTATE] Democratic or Republican candidate?

	Switch
Republican	100%

6. [ASK ONLY IF SWITCHER] Generally, which of the following was the main reason you voted for a Republican candidate in this year's election?

	Switch
You didn't like the Democratic candidate	26%
You feel Washington works better when one party does not have control of everything	22%
You feel that Democrats in Washington are too liberal	17%
You want to give Republican ideas a chance	10%
(Gut reaction/ Liked the candidate)	7%
(Wanted Change)	3%
(Want to get something done)	1%
(Fiscal reasons)	1%
(Wanted bipartisanship)	0%
(Liked the campaign)	0%
(Wanted to send a message)	0%
(Other)	7%
(Don't know/ refused)	5%

[ASK ONLY IF SWITCHER] There has been a lot of discussion in the news about different issues in this past election. I am now going to read you a few reasons other people have given for why they did NOT vote for the Democratic candidate this year. Please tell me whether each of the following was a major reason, a minor reason or not a reason at all for why you did NOT vote for the Democratic candidate this year.

		Major Reason	Minor Reason	Not a Reason at all	(DK)
7.	Too much government spending	66%	17%	17%	1%
8.	Not enough focus on jobs	52%	24%	23%	1%
9.	The bank and auto company bailouts	38%	26%	35%	1%
10.	The health care reform bill	51%	21%	26%	2%
11.	Democrats are too partisan	23%	31%	42%	4%
12.	Republicans had better ideas	20%	34%	43%	3%
13.	Democrat's Cap and Trade energy bill	22%	33%	40%	5%

14. [ASK ONLY IF DROPPER] And for you personally, what was the main reason you did not vote this year?

	Drop
Didn't have time	23%
Did not like any of the candidates	11%
Something came up	10%
Medical reasons/ Had an emergency	10%
Sick of politics	5%
Uninspired by the candidates/choices	5%
Work	3%
Out of town	3%
Unhappy with Democrats but not going to vote for Republicans	1%
Disappointed in Obama but not going to vote for Republicans	1%
Couldn't bring myself to vote for either candidate	1%
Doesn't seem to matter who is in office	1%
Transportation reasons	1%
Too negative/ No substance	1%
Only vote in Presidential years	1%
Don't feel like my vote counts	0%
Upset over War/ National Security	0%
Other	17%
(Don't know/ refused)	3%

15. [ASK ONLY IF DROPPER] There has been a lot of talk recently in the news about why people did or did not vote in this year's election. Please tell me which of the following comes closest to your own opinion. I was not motivated to go out and vote in this year's election because I felt that:

	Drop
President Obama and Democrats in Washington compromised too much with Republicans	8%
President Obama and Democrats in Washington are too liberal	6%
Neither of these	81%
(Don't know/ refused)	5%

- [ASK ONLY IF DROPPER] Overall do you agree or disagree with the following statements? [IF CHOICE] And is that strongly or moderately?

	Strng Agree	Mod Agree	Mod Disagr	Strng Disagr	(DK)
16. President Obama and Democrats did not push hard enough on issues like climate change, "don't ask don't tell" and immigration reform	13%	26%	30%	14%	16%
17. President Obama and Democrats did not focus enough on improving the economy and creating jobs	22%	20%	26%	27%	5%

18. [ASK ALL] Overall, would you say you approve or disapprove of the job President Obama has done over the past two years? [IF CHOICE] And is that strongly or moderately?

	Switch	Drop
Strongly approve	14%	32%
Moderately approve	33%	42%
Moderately disapprove	23%	11%
Strongly disapprove	27%	10%
(Don't know/ refused)	3%	5%

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I am now going to read a few words and phrases people have used to describe one of the main parties. In this case we will talk about [PAUSE] the Democratic Party. Please rate each on a scale of 0 to 10, where 10 means that word or phrase describes the Democratic Party extremely well and 0 means that word or phrase does not describe the Democratic Party at all. You may use any number between 0 and 10

	Switch Mean	Switch % Vry Well	Drop Mean	Drop % Vry Well
19. Serious about reducing the federal budget deficit	3.77	13%	5.41	26%
20. Anti-Business	4.99	17%	4.49	11%
21. Too reliant on government to solve problems	6.10	36%	5.63	24%
22. Responsible with taxpayer dollars	3.75	12%	5.25	24%
23. Controlled by special interests	5.99	31%	5.48	20%
24. On your side	4.58	16%	6.00	30%
25. Understands the middle class	4.87	23%	6.14	38%
26. Willing to work with the Republican party	4.21	17%	5.77	26%
27. Has a plan to get our economy back on track	4.52	17%	5.93	28%
28. Patriotic	6.66	44%	7.47	56%

29. In general, when it comes to most issues would you say that Democrats in Washington are [READ AND ROTATE]?

	Switch	Drop
More liberal than you are	64%	31%
More conservative than you are	7%	13%
About where you are	23%	47%
(Don't know/ refused)	5%	9%

30. In general, when it comes to most issues would you say that Republicans in Washington are [READ AND ROTATE]?

	Switch	Drop
More liberal than you are	12%	18%
More conservative than you are	44%	50%
About where you are	38%	21%
(Don't know/ refused)	6%	10%

31. Overall do you feel that President Obama is [READ AND ROTATE]?

	Switch	Drop
More liberal than you	60%	25%
More conservative than you	7%	16%
About where you are	27%	50%
(Don't know/ refused)	5%	8%

32. Which of the following two statements do you agree with more?

	Switch	Drop
President Obama and Democrats in Congress tried to have government do too much	66%	39%
President Obama and Democrats in Congress should have tried to have government do more	23%	45%
(None of the above/other)	6%	8%
(Don't know/ refused)	5%	8%

I will now read you several pairs of statements. For each pair please let me know which one comes closest to your own view.

33. Which of the following comes closest to your own opinion?

	Switch	Drop
People who are wealthy generally worked hard to get to where they are	60%	47%
People who are wealthy generally got lucky or had the right connections	26%	38%
(Other)	8%	11%
(Don't know/ refused)	6%	4%

34. Which of the following comes closest to your own opinion?

	Switch	Drop
Most people who are having trouble making ends meet made poor financial choices like buying a house they couldn't afford	33%	30%
Most people who are having trouble making ends meet are struggling because the economy is so bad	56%	58%
(Other)	7%	8%
(Don't know/ refused)	3%	3%

35. Which of the following comes closest to your own opinion?

	Switch	Drop
Most American companies behave responsibly, creating jobs while making a profit	38%	29%
Most American companies behave irresponsibly and hurt the middle class in order to make a profit	53%	64%
(Other)	5%	2%
(Don't know/ refused)	4%	5%

36. Which of the following comes closest to your own opinion?

	Switch	Drop
Government is almost always wasteful and inefficient	60%	50%
Government often does a better job than people give it credit for	33%	41%
(Other)	5%	4%
(Don't know/ refused)	2%	5%

37. Which of the following comes closest to your own opinion?

	Switch	Drop
I feel like I've had a fair shake in life and opportunities to succeed	84%	76%
I feel like the system has been unfair to me and has denied me opportunities to get ahead	12%	19%
(Other)	1%	2%
(Don't know/ refused)	2%	3%

38. Thinking about the next couple years, which would you rather see President Obama do?

	Switch	Drop
Compromise with Republicans in Congress to pass legislation	76%	56%
Stand on principle even if it means less legislation is passed	18%	35%
(Other)	2%	3%
(Don't know/ refused)	4%	7%

39. Thinking about the next couple years, which would you rather see Republicans do?

	Switch	Drop
Compromise with President Obama and Democrats in Congress to pass legislation	67%	75%
Stand on principle even if it means less legislation is passed	27%	18%
(Other)	2%	2%
(Don't know/ refused)	5%	5%

40. Which of the following do you agree with more?

	Switch	Drop
Deficits are a serious problem that are weakening the economy	64%	50%
Deficits are a concern but we have more pressing priorities	32%	42%
(Other)	1%	2%
(Don't know/ refused)	3%	5%

41. Do you think deficits should be reduced mainly by?

	Switch	Drop
Cutting spending	43%	36%
Raising taxes	1%	3%
A combination of both	55%	57%
(Don't know/ refused)	1%	4%

42. If President Obama offered a serious proposal to reduce the deficit—even if it meant cutting back on some government programs—would this make you more or less likely to support him in the next election? [IF CHOICE] And is that much less/more or just somewhat less/more?

	Switch	Drop
Much more	23%	21%
Somewhat more	45%	37%
Somewhat less	12%	16%
Much less	9%	9%
(Don't know/ refused)	10%	17%

43. Which would you rather see Congress do when it comes to dealing with taxes?

	Switch	Drop
Raise taxes on those who make more than \$250,000 a year	57%	67%
Leave the tax rates where they are	39%	28%
(Don't know/ refused)	4%	5%

44. If you had to pick one of the following, which would you rather see Congress do when it comes to dealing with businesses? [READ AND ROTATE]

	Switch	Drop
Work more closely with business to create private sector jobs	60%	46%
Crack down on businesses to stop abuses	23%	37%
(Both)	12%	12%
(Neither)	1%	2%
(Don't know/ refused)	4%	3%

45. Thinking about the new Congress when it starts in January of 2011, which would you rather see Congress do?

	Switch	Drop
Repeal health care reform legislation	26%	14%
Make modest changes to health care reform but don't repeal it	48%	39%
Leave the health care reform alone and give it a chance to work	22%	41%
(Other)	1%	1%
(Don't know/ refused)	3%	5%

46. Regardless of how you voted this year, or in the 2008 election, how likely are you to support President Obama when he runs for reelection in two years?

	Switch	Drop
Very likely	15%	40%
Somewhat likely	36%	38%
Not very likely	19%	8%
Not likely at all	22%	7%
(Don't know/ refused)	8%	7%

47. Switching gears a bit, which of the following comes closer to your view about the war in Afghanistan?

	Switch	Drop
President Obama was right to send additional troops to Afghanistan because defeating the terrorists there is crucial to US national security.	39%	28%
The war in Afghanistan is unwinnable and is a waste of US lives and resources – we should begin to withdraw our troops as quickly as possible.	50%	62%
(Other)	5%	4%
(Don't know/ refused)	6%	6%

The last few questions are for statistical purposes only.

48. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

	Switch	Drop
Strong Republican	9%	2%
Not-so-strong Republican	15%	6%
Independent - lean Republican	15%	5%
Independent	27%	18%
Independent - lean Democratic	11%	17%
Not-so-strong Democrat	9%	19%
Strong Democrat	6%	23%
(Don't know/refused)	9%	11%

49. And politically speaking, would you say you are very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	Switch	Drop
Very conservative	8%	9%
Somewhat conservative	31%	23%
Moderate	45%	31%
Somewhat liberal	9%	24%
Very liberal	2%	8%
(Don't know/refused)	5%	5%

50. Thinking back to the 2004 Presidential election, did you happen to vote in that election or did you not get a chance to vote? [IF VOTED] And did you vote for John Kerry, George W. Bush or do you not remember who you voted for?

	Switch	Drop
Voted—Kerry	28%	40%
Voted—Bush	56%	24%
Voted—Other	2%	4%
Voted—Don't remember	4%	6%
Did not vote	6%	22%
(Don't know/ refused)	3%	4%

51. How would you rate your own economic situation?

	Switch	Drop
Excellent	11%	7%
Good	71%	66%
Bad	11%	17%
Very bad	3%	7%
(Don't know/ refused)	5%	4%

52. And would you say the economic downturn [DO NOT ROTATE]?

	Switch	Drop
Had no effect on you or your family	11%	11%
Had some effect on you and your family, but did not have to make any major sacrifices	60%	55%
Had a big effect on you and your family	25%	32%
(Don't know/ refused)	4%	2%

53. Do you consider yourself as—Working class, middle class or wealthy? [IF MIDDLE CLASS] And would you say you are upper middle class, lower middle class or in between the two?

	Switch	Drop
Working class	34%	46%
Lower middle class	10%	9%
Middle class	38%	33%
Upper middle class	11%	7%
Wealthy	2%	1%
(Don't know/ refused)	5%	4%

54. What is your age?

	Switch	Drop
18-24 years	2%	7%
25-29	1%	6%
30-34	5%	8%
35-39	9%	9%
40-44	7%	10%
45-49	11%	14%
50-54	13%	11%
55-59	13%	8%
60-64	12%	8%
65-69	9%	5%
70-74	8%	5%
Over 74	7%	6%
(Refused/ don't know)	4%	2%

55. What is the last year of schooling that you have completed?

	Switch	Drop
1 – 11 th grade	3%	6%
High school graduate	24%	31%
Non-college post H.S.	2%	2%
Some college	22%	25%
College graduate	30%	21%
Post-graduate school	15%	12%
(Don't know/ refused)	4%	3%

56. Are you married, unmarried living with partner, single, separated, divorced or widowed?

	Switch	Drop
Married	78%	61%
Unmarried with partner	2%	4%
Single	5%	15%
Separated/divorced	7%	10%
Widowed	5%	7%
(Don't know/ refused)	4%	2%

57. Do you have any children 18 years of age or younger living in your household?

	Switch	Drop
Yes	31%	38%
No	65%	60%
(Don't know/ refused)	4%	2%

58. We want to make sure we are talking to a lot of different kinds of people. Could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF "NO", ASK:] What is your race--white, black, Asian, Native American, or something else?

	Switch	Drop
White	89%	81%
Black	1%	7%
Hispanic	2%	5%
Asian	1%	1%
Native American	0%	1%
(Other)	1%	2%
(Don't know/ refused)	4%	3%

59. Would you please tell me into which of the following categories the total yearly income of your household falls—including everyone who currently lives in your household? Just stop me when I get to your category.

	Switch	Drop
Under \$30,000	11%	24%
\$30,000 to \$50,000	15%	19%
\$50,000 to \$75,000	21%	18%
\$75,000 to \$100,000	16%	14%
\$100,000 to \$150,000	12%	10%
\$150,000 to \$250,000	6%	3%
Over \$250,000	3%	2%
(Don't know/ refused)	16%	11%

60. [SPLIT] Finally in one sentence what is the one thing you would tell President Obama if you could?

	Switch	Drop
Words of encouragement	16%	26%
Encourage bipartisanship	15%	4%
Policy related	10%	13%
Spending	10%	3%
Jobs/ Economy	10%	12%
Negative personal comment	6%	2%
Listen to the people	5%	0%
Negative job related comment	4%	5%
The war	4%	5%
Other	9%	10%
Don't know	12%	21%

61. [SPLIT] Finally in one sentence what is the one thing you would tell the new Republican Congress if you could?

	Switch	Drop
Bipartisanship/Compromise	28%	26%
Jobs/economy	13%	10%
Policy statements	7%	5%
Health care related	7%	3%
Spending	7%	3%
Listen to the people	4%	4%
Fight against the Democrats in Congress	0%	0%
Corruption	0%	0%
Other	22%	32%
Don't Know	11%	17%

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME, AND HAVE A PLEASANT (DAY/EVENING).