

MEMORANDUM

To: Interested Parties
 From: John McLaughlin and Jim McLaughlin
 Re: National Post-Election Survey Results
 Date: November 4, 2010

President Obama is Vulnerable, Romney Leads Republican Pack

Among those who voted in the election on Tuesday, President Barack Obama has a net negative opinion rating of 46% favorable to 51% unfavorable. Similarly, Obama has a net negative job approval rating of 45% approve to 53% disapprove. Only 37% of voters say Obama has performed his job well enough to deserve re-election, while the majority (54%) says it is time to give a new person a chance.

Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

“Barack Obama”

	Total	Rep.	Dem.	Ind.	Vote Rep. Cong.	Vote Dem. Cong.
Favorable	46	10	91	38	11	91
Unfavorable	51	88	8	56	87	7

Overall, do you approve or disapprove of the job Barack Obama is doing as President?

	Total	Rep.	Dem.	Ind.	Vote Rep. Cong.	Vote Dem. Cong.
Approve	45	9	88	38	10	88
Disapprove	53	90	10	59	88	10

In the next election for President, do you feel that Barack Obama has performed his job well enough to deserve re-election, or do you think it is time to give a new person a chance?

	Total	Rep.	Dem.	Ind.	Vote Rep. Cong.	Vote Dem. Cong.
Re-Elect	37	5	77	29	7	75
New Person	54	91	13	58	89	12

However, President Obama holds a large lead in a Democratic primary. The majority of voters (64%) supports Barack Obama in the 2012 primary election for President, while another 16% of voters support Hillary Clinton and 6% support Howard Dean.



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Thinking ahead to the 2012 Democratic primary election for President, if that election were held today among the following candidates, for whom would you vote?

	Total	East	Mid-west	South	West	Dem.	Ind.	Lib.	Mod.	Cons.	Male	Female
Barack Obama	64	60	68	57	75	66	52	74	66	38	63	66
Hillary Clinton	16	19	13	18	14	15	23	14	12	27	18	15
Howard Dean	6	10	5	4	6	5	10	4	3	11	6	5
Undecided	14	12	13	21	6	13	15	7	18	24	13	15

	Total	White	Hisp.	Afr. Amer.
Barack Obama	64	60	78	75
Hillary Clinton	16	18	20	8
Howard Dean	6	7	2	3
Undecided	14	16	0	14

Among Republicans and Independents who would vote in a Republican primary, Mitt Romney leads a wide open race. Romney (17%), along with Mike Huckabee (14%) and Sarah Palin (12%), are voters' top choices in the 2012 Republican primary election for President.

Thinking ahead to the 2012 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote?

	Total	East	Mid-west	South	West	Rep.	Ind.	Lib.	Mod.	Cons.	Male	Female
Mitt Romney	17	20	16	10	34	17	19	31	18	17	17	18
Mike Huckabee	14	7	19	19	3	13	19	0	11	15	13	15
Sarah Palin	12	14	12	12	7	12	11	0	17	11	9	15
Chris Christie	8	14	6	8	1	7	13	8	2	9	8	8
Newt Gingrich	7	5	7	7	11	8	3	8	8	7	8	7
Bobby Jindal	3	3	3	3	7	3	7	0	4	4	5	2
Haley Barbour	2	3	2	1	1	2	1	8	1	2	2	1
Mike Pence	2	0	4	2	1	2	0	0	2	2	2	1
Tim Pawlenty	2	1	3	1	3	1	3	0	2	1	2	1
Rick Santorum	1	4	2	0	0	1	1	0	1	1	2	1
Mitch Daniels	1	0	4	1	0	1	0	0	0	1	1	1
Bob McDonnell	0	0	0	1	0	1	0	0	0	1	1	0
John Thune	0	0	1	0	0	0	0	0	0	0	0	0
Other	3	2	0	7	0	3	1	0	2	3	3	3
Undecided	27	26	23	29	32	29	21	46	32	25	28	27

Methodology:

McLaughlin & Associates conducted a national survey of 1,000 respondents who voted in the general election on November 2-3, 2010. All interviews were conducted via telephone by professional interviewers. Respondents were randomly selected within predetermined geographic units structured to correlate with actual voter turnout. The survey of 1,000 likely voters has an accuracy of +/- 3.1% at a 95% confidence interval.

Demographics:

Area	Total	Ideology	Total	Gender	Total
East	19	Liberal	21	Male	48
Midwest	25	Moderate	28	Female	52
South	37	Conservative	49	Age	%
West	19	Race	%	18-25	2
Party	%	White	78	26-40	10
Republican	39	Hispanic	10	41-55	26
Democrat	37	African American	8	56-65	28
Independent	21			Over 65	31