

## MEMORANDUM

To: Interested Parties  
From: Jim McLaughlin and John McLaughlin  
Re: National Post-Election Survey  
Date: November 17, 2010

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**The 2010 Midterm Election – What Really Happened and Why****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.*

**Overview:**

While many in the national media and Democrat pundits have spent the last couple of years chortling over the “death of conservatism” and hence, the end of the Republican Party as we know it, they forgot to gauge the opinions and values of the American electorate. Although conservatism may not be the “*in thing*” at the cocktail parties in Los Angeles, New York and DC, it is very much the “*in thing*” to a majority of Americans. The results of these elections prove the Republican Party and conservative principles are very much alive and well, and are the mainstream of America.

Exit polling conducted after the 2009 GOP gubernatorial victories in Virginia (75%) and New Jersey (66%) showed voters were sending a message to President Obama and the Democrats that was downplayed by the media. In this year’s elections, voters clearly repudiated the extreme, liberal issue agenda of Barack Obama and Nancy Pelosi, especially when it came to the clear cut most important issue, which was the economy. Majorities of voters are personally unfavorable to President Obama and disapprove of his job performance.

Our 2010 post election survey shows that Americans believe while President Obama may have campaigned as a moderate, he governed as an out of touch liberal who wasn’t in synch with Americans on their issues.

The real irony is that voters were more likely to agree with the issues and policies of the conservative movement and the Tea Party, than they were with either the agendas of the Republican or Democratic Parties. The Tea Party appears to be more mainstream than

the political parties and is a movement that will be a force to be reckoned with for a long time.

The following are the ten key takeaways from this year's elections.

### 1. Conservatives Carried the Day for Republican Victories

The largest segment of people who voted on Election Day were self-described conservatives (49%). Conservatives significantly outnumbered Republicans (39%), Democrats (37%), Independents (21%) and ticket splitters (20%). There were more conservatives who voted in this election than any other political group. Even 47% of Independents called themselves conservatives.

*If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?*

|                     | Total     | App. Pres. | Dis. Pres. | Vote Rep. Cong. | Vote Dem. Cong. | Rep.      | Dem.      | Ind.      |
|---------------------|-----------|------------|------------|-----------------|-----------------|-----------|-----------|-----------|
| <b>Liberal</b>      | <b>21</b> | <b>40</b>  | <b>4</b>   | <b>4</b>        | <b>42</b>       | <b>3</b>  | <b>44</b> | <b>14</b> |
| Very Lib.           | 10        | 19         | 2          | 1               | 21              | 1         | 21        | 5         |
| Somewhat Lib.       | 11        | 21         | 2          | 2               | 22              | 1         | 23        | 9         |
| <b>Moderate</b>     | <b>28</b> | <b>37</b>  | <b>20</b>  | <b>19</b>       | <b>40</b>       | <b>17</b> | <b>35</b> | <b>36</b> |
| <b>Conservative</b> | <b>49</b> | <b>18</b>  | <b>74</b>  | <b>77</b>       | <b>15</b>       | <b>80</b> | <b>18</b> | <b>47</b> |
| Somewhat Cons.      | 21        | 14         | 27         | 30              | 11              | 27        | 13        | 25        |
| Very Cons.          | 28        | 5          | 47         | 47              | 5               | 52        | 5         | 22        |

### 2. The Only Thing More Unpopular than the President was Nancy Pelosi

Overall, President Obama has a net negative opinion rating of 46% favorable to 51% unfavorable. The majority of Independent voters (56%) has an unfavorable opinion of Obama, while ticket splitters are evenly divided (45%/46%). His unfavorable rating increases significantly among Republicans (10%/88%) and Independents who voted Republican for Congress (16%/81%). Similarly, the majority of voters (53%) disapproves of the job Obama is doing as President. His disapproval rating is consistent among ticket splitters (44%/54%) and increases among Independents (38%/59%). This is a very different Obama than voters elected in 2008 when he had a two to one net positive rating of 62% favorable to 34% unfavorable.

By a margin of two to one, voters have a negative opinion of Nancy Pelosi (29% favorable/61% unfavorable). Her unfavorable rating increases among Independents (18%/74%), ticket splitters (18%/65%) and especially among Independents who voted Republican for Congress (2%/94%). The majority of women (30%/58%) and suburban women (27%/60%) has an unfavorable opinion of Pelosi. Although Nancy Pelosi has poor ratings among voters, she wasn't the only reason the Democrats lost control of

Congress – it was also Obama. In fact, while we are thinking about it, since Pelosi is the only one with worse numbers than Obama, perhaps he wants Pelosi around to run against her in his 2012 re-election campaign – can you say “triangulation”.

*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 | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Ind. Vote Rep. | Lib. | Mod. | Cons. | Tick Split |
|-------------|-------|-----------------|-----------------|------|------|------|----------------|------|------|-------|------------|
| Favorable   | 46    | 11              | 91              | 10   | 91   | 38   | 16             | 90   | 62   | 17    | 45         |
| Unfavorable | 51    | 87              | 7               | 88   | 8    | 56   | 81             | 8    | 34   | 81    | 46         |

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

|            | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Ind. Vote Rep. | Lib. | Mod. | Cons. | Tick Split |
|------------|-------|-----------------|-----------------|------|------|------|----------------|------|------|-------|------------|
| Approve    | 45    | 10              | 88              | 9    | 88   | 38   | 16             | 87   | 59   | 17    | 44         |
| Disapprove | 53    | 88              | 10              | 90   | 10   | 59   | 80             | 11   | 39   | 81    | 54         |

*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.*

*“Nancy Pelosi”*

|             | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Ind. Vote Rep. | Lib. | Mod. | Cons. | Tick Split | Wo-men | Sub. Wo-men |
|-------------|-------|-----------------|-----------------|------|------|------|----------------|------|------|-------|------------|--------|-------------|
| Favorable   | 29    | 4               | 61              | 4    | 61   | 18   | 2              | 66   | 37   | 9     | 18         | 30     | 27          |
| Unfavorable | 61    | 92              | 22              | 91   | 21   | 74   | 94             | 21   | 49   | 85    | 65         | 58     | 60          |

### 3. Obama is the Extreme – Not Mainstream

A clear majority of voters (55%) believes that Barack Obama campaigned and ran as a moderate, but his policies and beliefs have been too liberal and extreme as President. Even 29% of Democrats believe this to be true.

*Do you agree or disagree that Barack Obama may have campaigned and run for President as a moderate, but his policies and beliefs have been too liberal and extreme while he has been President?*

|          | Total | App. Pres. | Dis. Pres. | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split |
|----------|-------|------------|------------|-----------------|-----------------|------|------|------|------|------|-------|------------|
| Agree    | 55    | 27         | 79         | 78              | 29              | 76   | 29   | 63   | 24   | 45   | 75    | 58         |
| Disagree | 39    | 64         | 18         | 18              | 64              | 20   | 63   | 32   | 69   | 48   | 21    | 34         |

#### 4. Republicans Had an Energized Conservative Base and Overwhelmingly Won among Swing Voters

We often get asked what's more important - the base or swing voters. The answer is that Republicans need both the base and the swing to win. On Election Day, Republicans retained 93% of the base and 82% of conservatives. In addition, the Republican candidate for Congress won 54% to 36% among Independents, and led with a plurality of ticket splitters (49%/38%).

*In today's election for your Representative in Congress, did you vote for the Republican candidate or the Democratic candidate in your district?*

|            | Total | App. Pres. | Dis. Pres. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split |
|------------|-------|------------|------------|------|------|------|------|------|-------|------------|
| Republican | 52    | 12         | 85         | 93   | 9    | 54   | 9    | 35   | 82    | 49         |
| Democrat   | 42    | 83         | 8          | 3    | 88   | 36   | 86   | 58   | 13    | 38         |
| Other      | 1     | 1          | 0          | 1    | 0    | 3    | 1    | 1    | 1     | 3          |

#### 5. Democrats Have Problems with Seniors and Women

In addition to trailing Republicans overall, Democrats lost among seniors and women on Election Day. The Republican candidate for Congress had a 12 point advantage among men (53%/41%) and a seven point advantage among women (50%/43%). Republicans also won among Independent women (51%/40%), suburban women (55%/38%), married women (57%/38%) and senior women (50%/41%). Republicans won by ten points among seniors (51%/41%).

*In today's election for your Representative in Congress, did you vote for the Republican candidate or the Democratic candidate in your district?*

|            | Total | Und. 65 | Over 65 | Men | Women | Ind. Women | Sub. Women | Marr. Women | Women Over 65 |
|------------|-------|---------|---------|-----|-------|------------|------------|-------------|---------------|
| Republican | 52    | 52      | 51      | 53  | 50    | 51         | 55         | 57          | 50            |
| Democrat   | 42    | 42      | 41      | 41  | 43    | 40         | 38         | 38          | 41            |
| Other      | 1     | 1       | 1       | 1   | 1     | 2          | 1          | 1           | 2             |

#### 6. Obama and Democrats are Wrong on the Economy

Ronald Reagan used to say that facts are stubborn things. Yes, Barack Obama is right that Americans were voting on the economy and the nearly 10% unemployment rate. Voters overwhelmingly rejected Democrat issue positions and supported the Republicans when it came to the economy. Voters have a negative perception of the economy as 84% say they personally know someone who has lost their job in the past two years. By a margin of 58% to 33%, voters say Obama and Pelosi's economic policies have been bad

for the economy. This negative sentiment increases among Independents (66%/24%) and ticket splitters (63%/26%). Even 55% of union households say Obama and Pelosi's economic policies are bad. It is interesting to note that voters who said economic issues were most important supported the Republican for Congress 61% to 34%.

*In the past two years, do you personally know someone who has lost their job?*

|     | Total | App. Pres. | Dis. Pres. | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. |
|-----|-------|------------|------------|-----------------|-----------------|------|------|------|------|------|-------|
| Yes | 84    | 77         | 89         | 89              | 77              | 89   | 76   | 88   | 77   | 83   | 87    |
| No  | 16    | 22         | 11         | 11              | 22              | 11   | 23   | 12   | 22   | 17   | 13    |

*Generally speaking, would you say Barack Obama and Nancy Pelosi's economic policies have been good for the economy or have been bad for the economy?*

|      | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Union HH | Men | Women |
|------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|----------|-----|-------|
| Good | 33    | 4               | 73              | 3    | 74   | 24   | 75   | 45   | 9     | 26         | 36       | 31  | 34    |
| Bad  | 58    | 93              | 15              | 93   | 15   | 66   | 12   | 43   | 87    | 63         | 55       | 60  | 57    |

## 7. Voters Overwhelmingly Support Extending the Tax Cuts

Nearly seven in ten voters (69%) are aware that unless Congress passes a new law, there will be an automatic tax increase as of January 1<sup>st</sup> of next year. The majority of voters (57%) says Congress should vote to extend the Bush tax cuts, while only 33% say they should allow the tax cuts to expire. The majority of Independents (63%/31%) and ticket splitters (57%/31%) supports extending the tax cuts, while even 32% of Democrats want an extension. These voters clearly believe that their taxes will increase if Congress does not extend the tax cuts. When the GOP argument about extending the tax cuts is pitted against the Democratic argument, 69% of voters support the Republican position and support actually increases among Independents (70%) and ticket splitters (74%). Nearly seven in ten voters (69%) agree that with unemployment so high and a weak economy, raising taxes is the worst thing we can do right now and this tax increase needs to be stopped.

*Are you aware or not aware that unless Congress passes a new law there will be an automatic tax increase affecting most Americans and businesses as of January 1<sup>st</sup> of next year?*

|         | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Over 65 |
|---------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|---------|
| Aware   | 69    | 80              | 57              | 77   | 55   | 78   | 61   | 60   | 79    | 71         | 64      |
| Unaware | 29    | 19              | 40              | 21   | 42   | 19   | 36   | 36   | 20    | 26         | 30      |

*Regarding the federal income tax cuts that were passed under President Bush, should Congress vote to extend those tax cuts, or should they allow the tax cuts to expire?*

|        | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Over 65 |
|--------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|---------|
| Extend | 57    | 82              | 28              | 78   | 32   | 63   | 29   | 47   | 77    | 57         | 59      |
| Expire | 33    | 12              | 60              | 13   | 56   | 31   | 63   | 38   | 16    | 31         | 29      |

*If Congress were to fail to act and stop this tax increase it could be one of the largest tax increases in the history of the United States totaling over 3-point-8 trillion dollars. Knowing this is true, which statement do you agree with more?*

*Although this is a large tax increase, it is needed to reduce the deficit and help pay for spending increases for health care, Medicare and Social Security. OR, With unemployment so high and a weak economy, raising taxes is the worst thing we can do right now and this tax increase needs to be stopped.*

|         | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Over 65 |
|---------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|---------|
| Needed  | 22    | 8               | 41              | 9    | 38   | 22   | 48   | 27   | 9     | 18         | 21      |
| Stopped | 69    | 87              | 46              | 86   | 50   | 70   | 40   | 60   | 86    | 74         | 68      |

### 8. The Democrat Economic Agenda is Very Unpopular

While the economy was the issue that propelled Barack Obama to the White House, a clear majority of voters (55%) disagrees and 39% strongly disagree with his policies on key issues such as the economy, jobs, spending, taxes and health care. Disagreement with Obama's economic agenda is consistent among Independents (62%), ticket splitters (58%) and suburban voters (56%).

*Generally speaking, would you say you agree or disagree with Barack Obama and his policies on key issues such as the economy, jobs, spending, taxes and health care?*

|          | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Sub-urban |
|----------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|-----------|
| Agree    | 42    | 8               | 87              | 8    | 85   | 35   | 85   | 58   | 14    | 38         | 41        |
| Disagree | 55    | 90              | 12              | 90   | 12   | 62   | 12   | 39   | 84    | 58         | 56        |

### 9. Republican Issue Agenda Clearly Trumps the Democratic Issue Agenda

Democrats have attempted to brush off the "shellacking" as a result of the unemployment rate, but there was much more to it. The Republican issue agenda was clearly much more popular than the Democratic issue agenda. The majority of voters (64%) prefers a smaller government with fewer services over a larger government with many services (24%). This preference for smaller government increases among Independents (75%/14%) and ticket splitters (72%/15%), and has increased significantly since 2008 (53%/28%) and 2006 (59%/28%).

Overall, 52% of voters were aware that Republicans in Congress have outlined an issue agenda called “A Pledge to America”. Those who were aware of the pledge voted Republican for Congress 58% to 37%, compared to 47% to 46% in favor of the Democrats among those who were not aware. Two thirds (66%) of Independents who voted Republican for Congress were aware of the pledge.

*Would you say you most favor a smaller government with fewer services, or a larger government with many services?*

|         | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split |
|---------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|
| Smaller | 64    | 86              | 35              | 86   | 32   | 75   | 24   | 58   | 84    | 72         |
| Larger  | 24    | 8               | 45              | 9    | 47   | 14   | 58   | 24   | 9     | 15         |

*Are you aware or unaware that the Republicans in Congress outlined a specific campaign agenda called “A Pledge to America”?*

|         | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Ind. Vote Rep. | Lib. | Mod. | Cons. | Tick Split |
|---------|-------|-----------------|-----------------|------|------|------|----------------|------|------|-------|------------|
| Aware   | 52    | 59              | 46              | 57   | 41   | 66   | 66             | 51   | 51   | 55    | 53         |
| Unaware | 44    | 39              | 49              | 41   | 54   | 31   | 33             | 47   | 45   | 42    | 44         |

### **10. Tea Party and Conservative Movement Are Clearly More Popular than Either Political Party**

The Democrats and the mainstream media told us that conservatism was dead and the Tea Party was a fringe group. Well the results of our post-election survey tell us otherwise. Nearly one of two voters were self-described conservatives, which far outnumbers Republicans, Democrats, Independents, ticket splitters, moderates and liberals. The majority of voters disapproves of the job performance of both Republicans (60%) and Democrats (66%) in Congress. In comparison, a plurality of voters (49%) agrees with the issues and priorities of the Tea Party movement. The majority of voters (58%) says the Tea Party activists are concerned citizens, while only 30% say they are an anti-government, fringe organization. These positive sentiments about the Tea Party remain consistent among swing voters and women.

*Would you say that you approve or disapprove of the job Democrats in Congress are doing?*

|            | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split |
|------------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|
| Approve    | 31    | 6               | 64              | 3    | 67   | 22   | 64   | 42   | 10    | 22         |
| Disapprove | 66    | 92              | 34              | 95   | 30   | 75   | 33   | 55   | 87    | 73         |

*Would you say that you approve or disapprove of the job Republicans in Congress are doing?*

|            | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split |
|------------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|
| Approve    | 34    | 58              | 7               | 63   | 8    | 25   | 9    | 22   | 51    | 25         |
| Disapprove | 60    | 36              | 89              | 32   | 87   | 67   | 87   | 72   | 42    | 65         |

*Do you agree or disagree with the issues and priorities of the Tea Party movement?*

|          | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Women |
|----------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|-------|
| Agree    | 49    | 78              | 13              | 79   | 14   | 53   | 13   | 34   | 73    | 51         | 46    |
| Disagree | 40    | 12              | 74              | 12   | 72   | 39   | 80   | 51   | 17    | 35         | 40    |

*Which of the following statements comes closer to your own personal opinion about the Tea Party movement? Some people say that the Tea Party is an anti-government, fringe organization that is driven by anger. **OR**, Other people say that the Tea Party activists are citizens concerned about the country's economic future.*

|                 | Total | Vote Rep. Cong. | Vote Dem. Cong. | Rep. | Dem. | Ind. | Lib. | Mod. | Cons. | Tick Split | Women |
|-----------------|-------|-----------------|-----------------|------|------|------|------|------|-------|------------|-------|
| Fringe Org.     | 30    | 8               | 59              | 9    | 56   | 27   | 62   | 40   | 10    | 26         | 31    |
| Concerned Citi. | 58    | 85              | 26              | 85   | 26   | 64   | 24   | 46   | 80    | 59         | 56    |