

The Impact of the Obama Health Plan on the 2010 Elections

November 3, 2010



PUBLIC OPINION
STRATEGIES

BILL MCINTURFF
Partner

Methodology

Data in this presentation is taken from:

- A Public Opinion Strategies national telephone survey of 800 likely voters conducted October 9-13, 2010. The survey has a margin of error of $\pm 3.46\%$.
- A Public Opinion Strategies national telephone survey of 1,000 actual voters conducted on November 2nd, 2010 (election night). This survey has a margin of error of $\pm 3.10\%$.

Target House Seats

Cook Target House Seats

“Target House Seats” is defined as the 100 House races that The Cook Political Report had as Toss Up, Lean Democrat, or Lean Republican as of October 28, 2010 and represents 23% of the country.

Executive Summary

Executive Summary

1.

Health care reform was very much a key part of the debate this election with nearly seven in ten voters (69%) saying they have seen, read, or heard a Congressional candidate advertising on the topic of “the changes to the health care system that have been enacted by Congress and the Obama Administration.”

This is up significantly from the 42% recall in our October pre-election survey.

Executive Summary

2.

The health care advertising could not be clearer to those respondents who recall seeing it in terms of message: 70% say the ad was in opposition to the Obama plan, 8% in support, with another 20% of voters saying they recall advertising on both sides of the issue.

3.

This election was a clear signal that voters do not want President Obama's health care plan. Nearly half (45%) of voters say their vote was a message to oppose the President's plan, while 28% said it was a message in support. This opposition is higher among Independents and voters in the 100 target House seats.

Detailed Findings

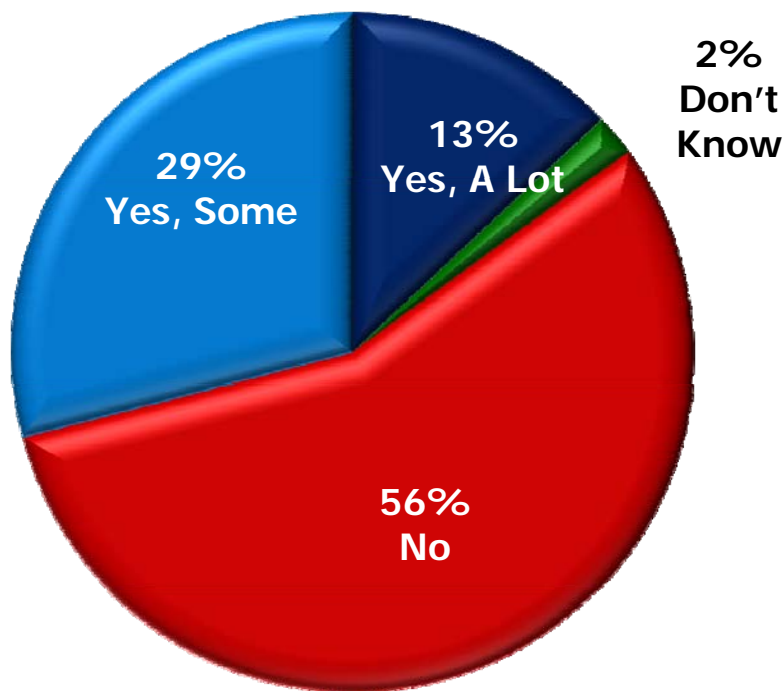
Roughly seven out of ten voters recall advertisements about President Obama's health care plan. This has increased significantly since our pre-election track.

Seen/Read/Heard About Health Care Reform in Campaigns

Among All Voters

Pre-Elect

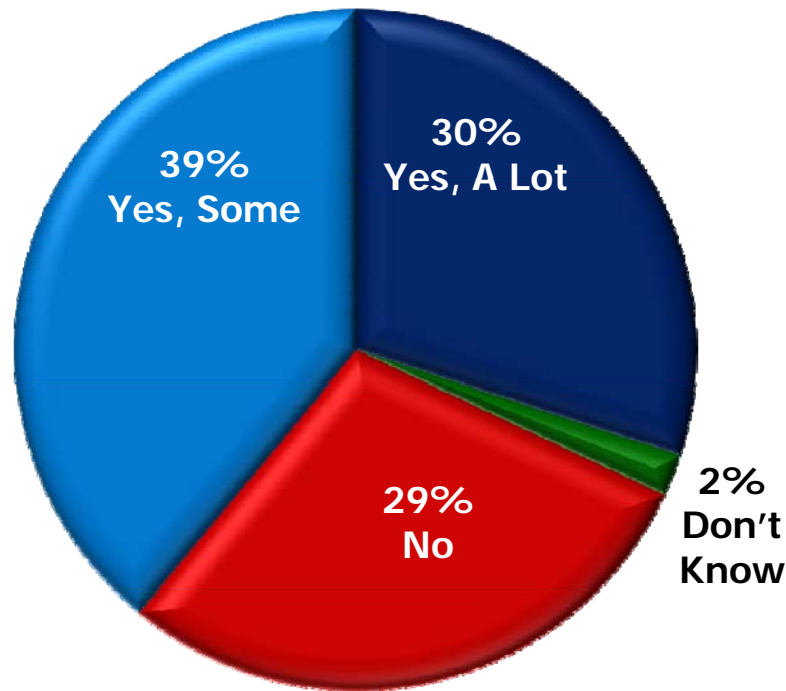
Seen Commercials 42%



**Data from a Public Opinion Strategies national conducted Oct. 9-13, 2010 among 800 registered voters.*

Post-Elect

Seen Commercials 69%



**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

And, in the last two or three weeks, do you remember seeing, reading, or hearing any of the candidates running for the U.S. Congress or U.S Senate sponsor any campaign commercials on the topic of the changes to the health care system that have been enacted by Congress and the Obama Administration?

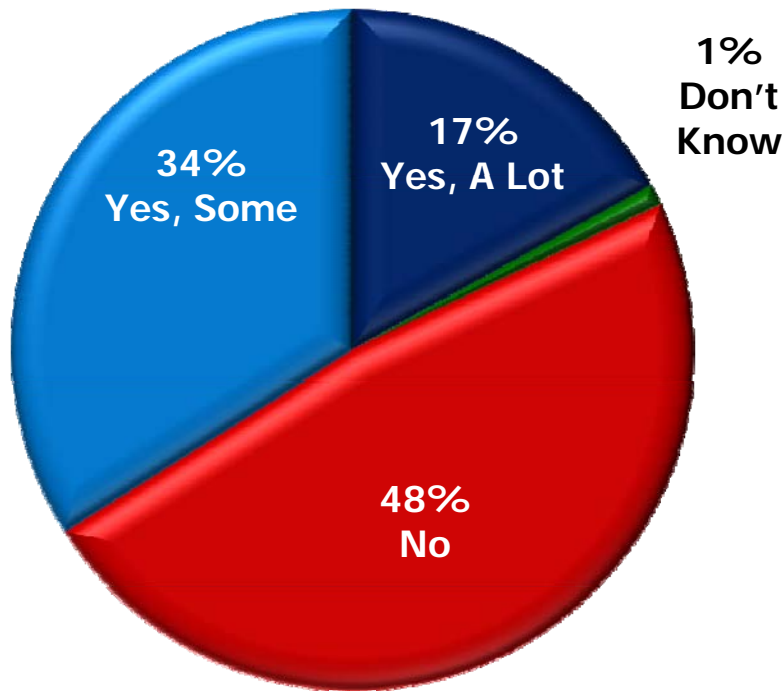
Recall was just as high in the target House seats, and slightly higher on intensity as almost four out of ten of these voters recall "a lot" of health care advertising.

Seen/Read/Heard About Health Care Reform in Campaigns

By Target House Seats

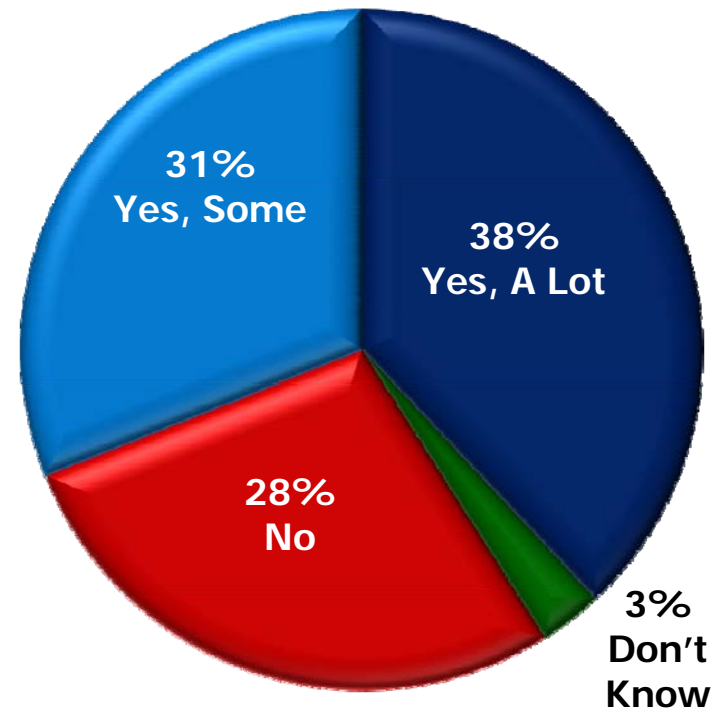
Pre-Elect

Seen Commercials 51%



Post-Elect

Seen Commercials 69%



**Data from a Public Opinion Strategies national conducted Oct. 9-13, 2010 among 800 registered voters.*

**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

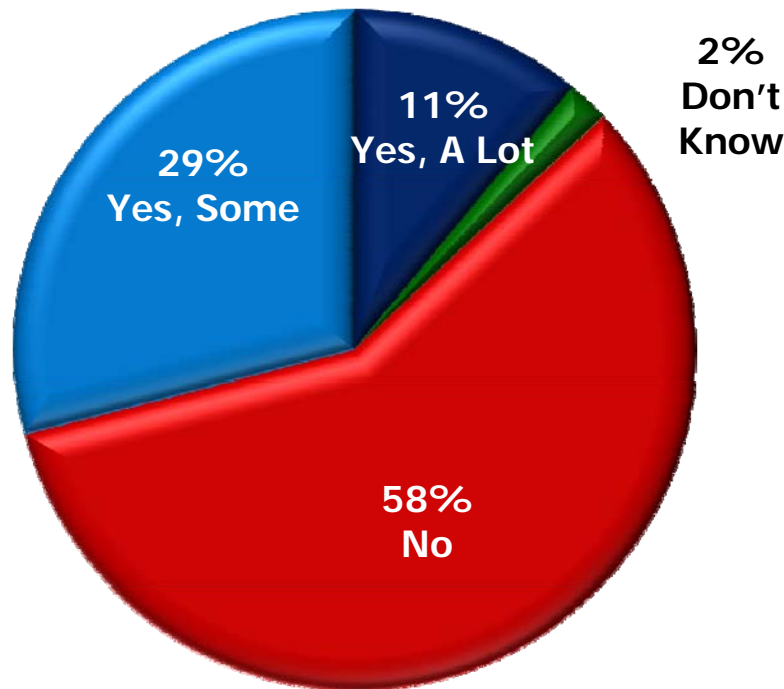
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Recall was even higher among Independents.

Seen/Read/Heard About Health Care Reform in Campaigns Among Independents

Pre-Elect

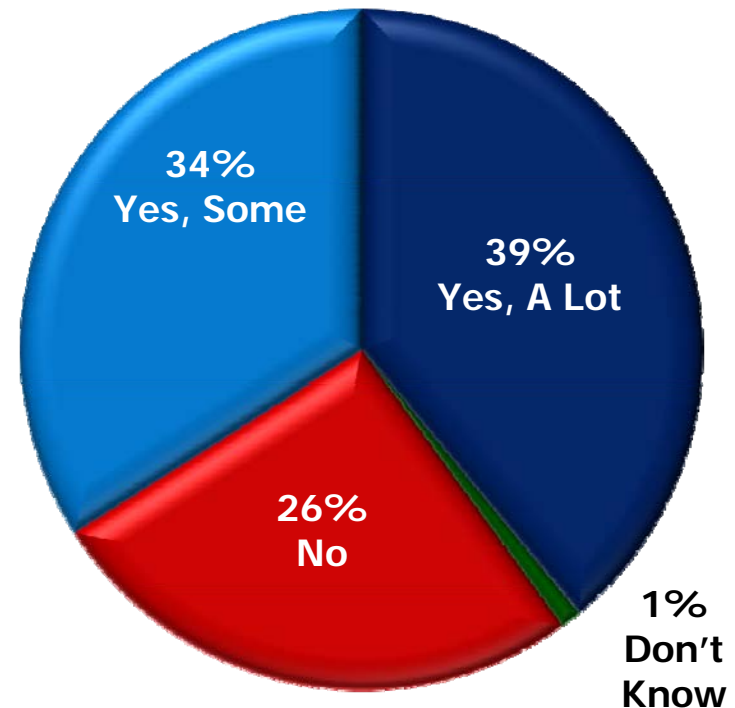
Seen Commercials 40%



**Data from a Public Opinion Strategies national conducted Oct. 9-13, 2010 among 800 registered voters.*

Post-Elect

Seen Commercials 73%



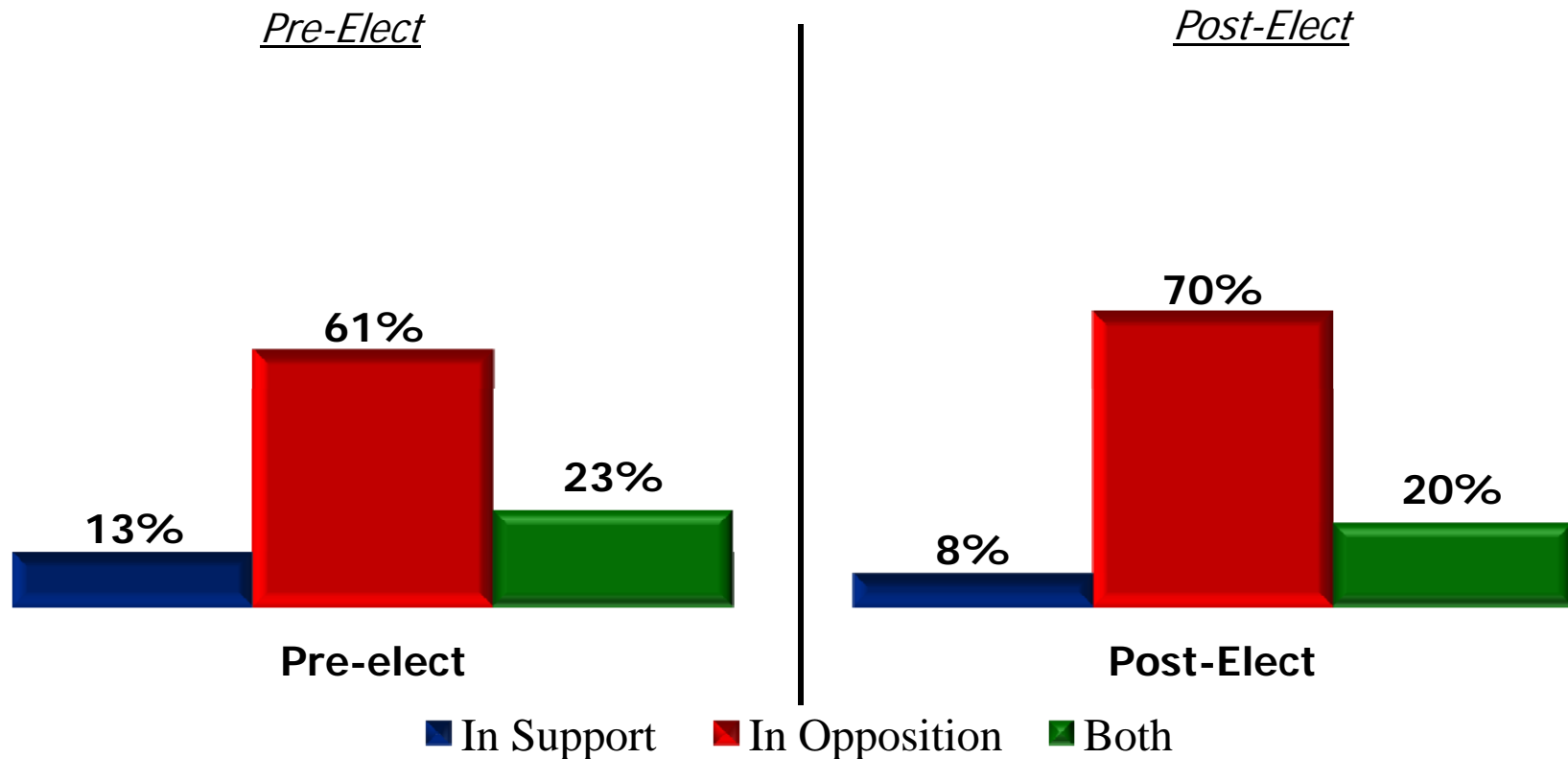
**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

And, in the last two or three weeks, do you remember seeing, reading, or hearing any of the candidates running for the U.S. Congress or U.S Senate sponsor any campaign commercials on the topic of the changes to the health care system that have been enacted by Congress and the Obama Administration?

Overwhelmingly, voters who recall the advertising say these commercials were in opposition to President Obama's health care plan.

Were Commercials in Support of or in Opposition to President Obama's Health Care Reform Plan?

Among Voters Who Recall the Advertising



**Data from a Public Opinion Strategies national conducted Oct. 9-13, 2010 among 800 registered voters.*

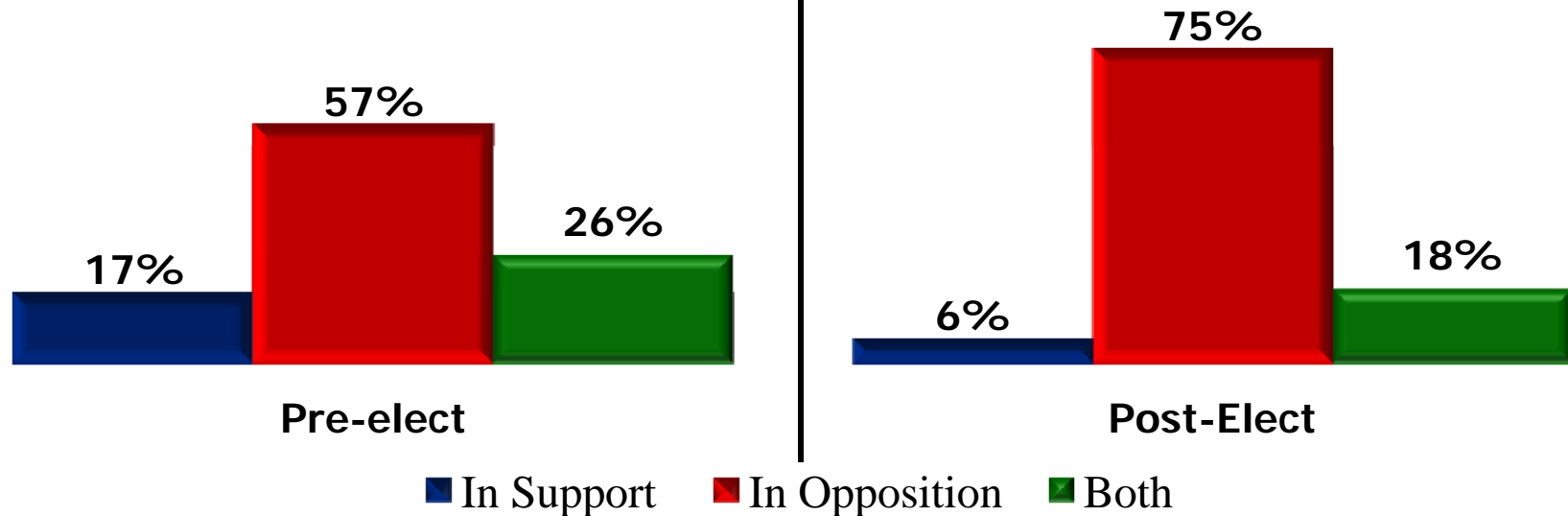
**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

And were the campaign commercials you remember seeing, reading or hearing in support of or in opposition to President Obama's health care plan?

Three-quarters of voters who recall advertising in the target House seats say it was in opposition to the President's plan.

Were Commercials in Support of or in Opposition to President Obama's Health Care Reform Plan?

By Voters in Target House Seats Who Recall The Advertising
Pre-Elect Post-Elect



**Data from a Public Opinion Strategies national conducted Oct. 9-13, 2010 among 800 registered voters.*

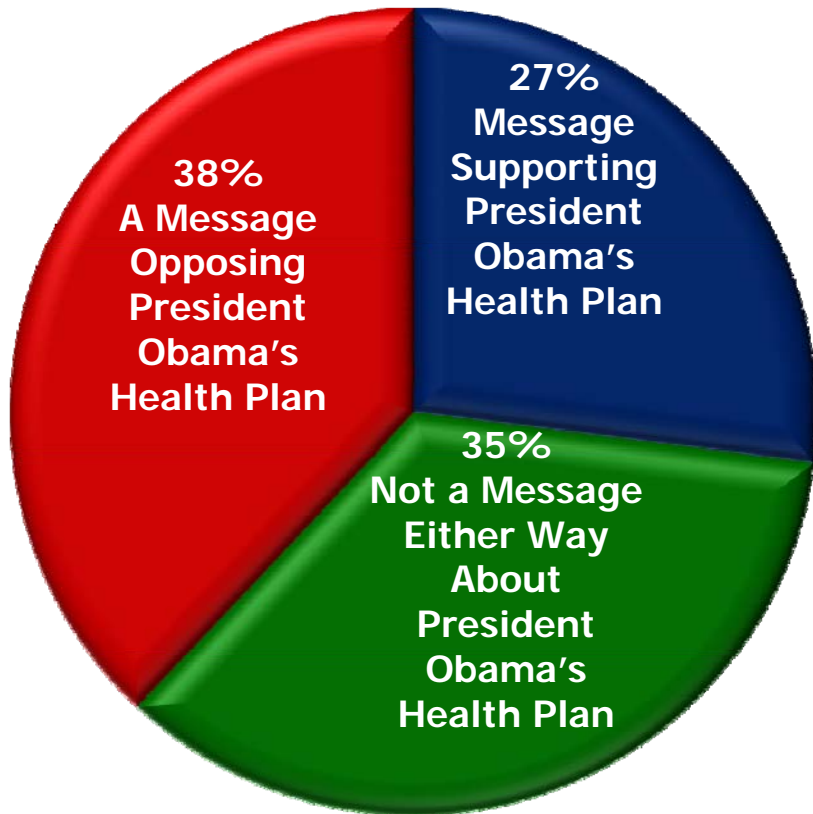
**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

And were the campaign commercials you remember seeing, reading or hearing in support of or in opposition to President Obama's health care plan?

Nearly half of voters say their vote was a message opposing President Obama's health care plan.

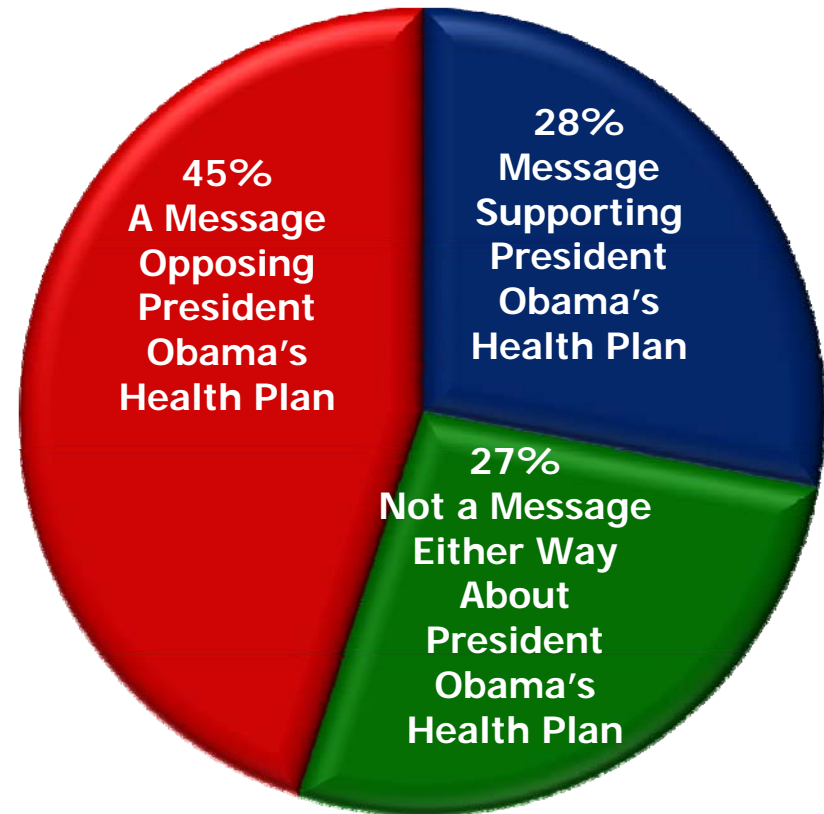
Congressional Vote as Health Care Message
Among All Voters

Pre-Elect



**Data from a Public Opinion Strategies national conducted Oct. 9-13 among 800 registered voters.*

Post-Elect



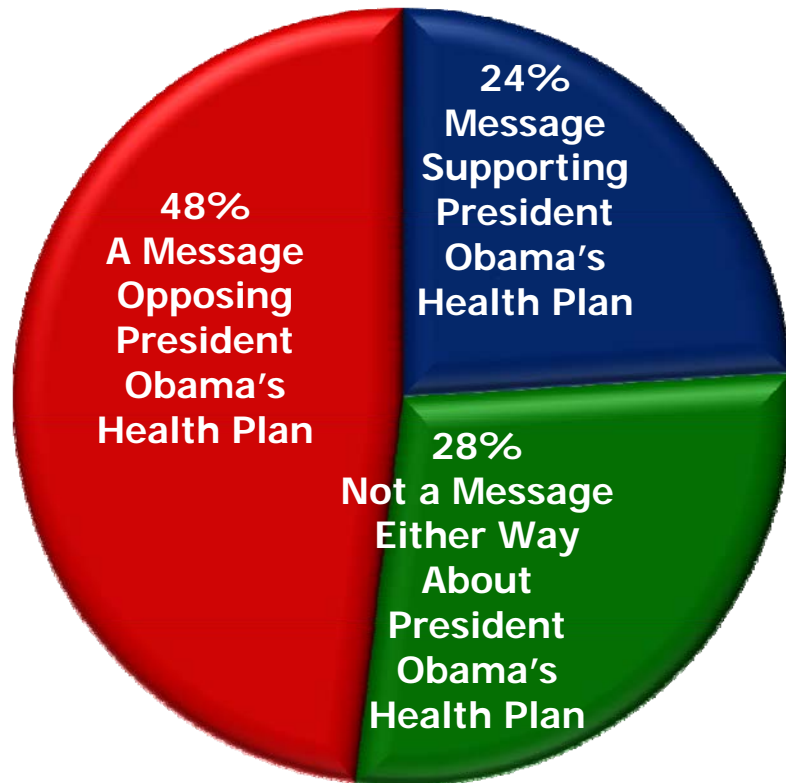
**Data from a Public Opinion Strategies national conducted Nov. 2, 2010 among 1,000 actual voters.*

And thinking again about your vote for Congress, would you say your vote for U.S. Congress in this year's elections will be a vote to send a message supporting president Obama's health plan, a message opposing President Obama's health plan, or not a message either way about President Obama's health plan?

And a plurality of seniors said their vote was a message opposing President Obama's health care plan.

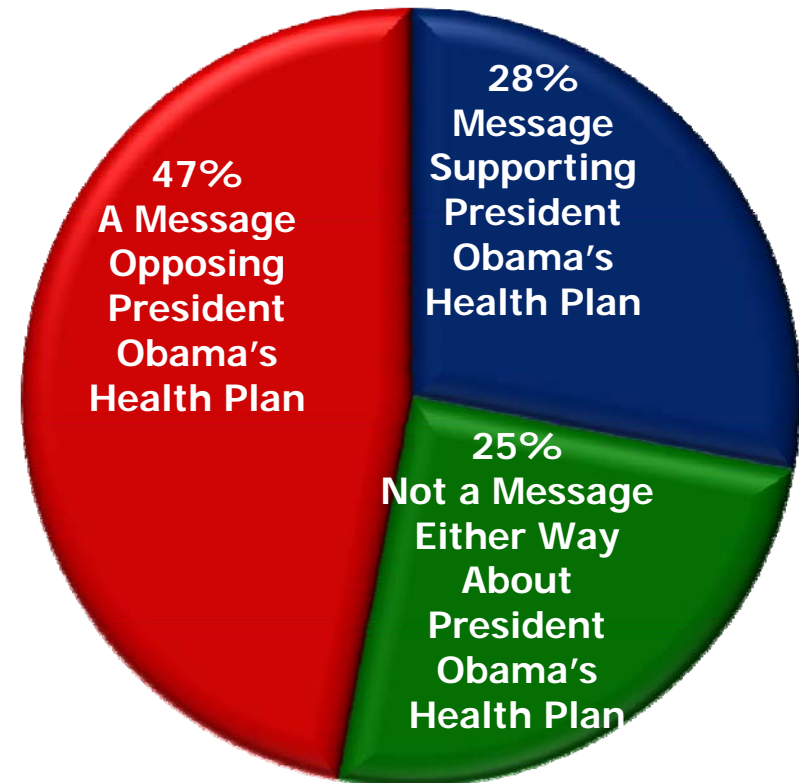
Congressional Vote as Health Care Message
Among Seniors (Age 65+)

Pre-Elect



**Data from a Public Opinion Strategies national conducted Oct. 9-13 among 800 registered voters.*

Post-Elect



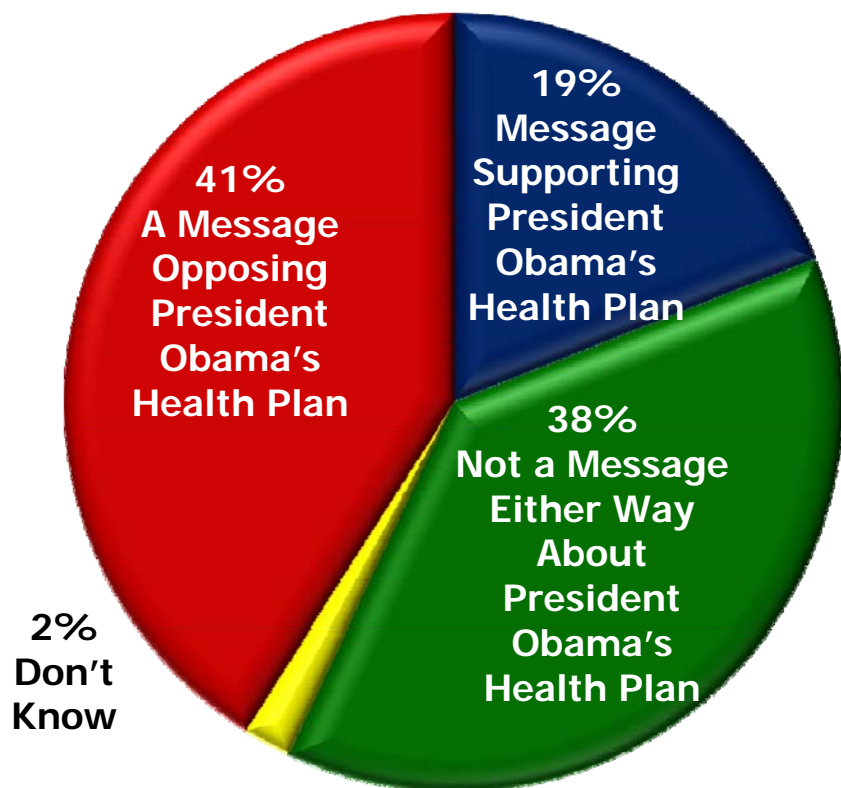
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A majority of voters in the target House seats felt this way.

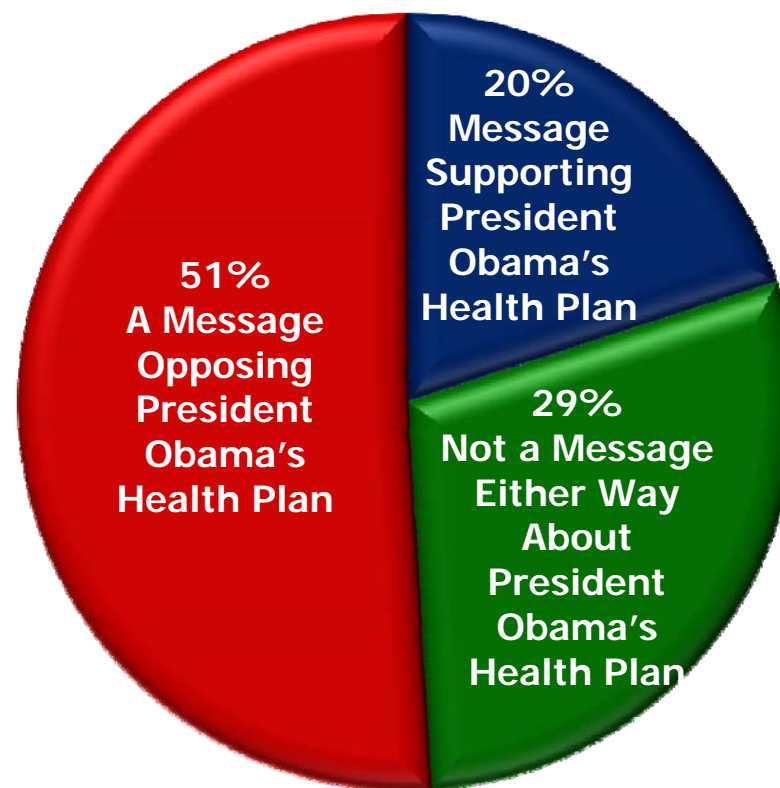
Congressional Vote as Health Care Message
By Target House Seats

Pre-Elect



**Data from a Public Opinion Strategies national conducted Oct. 9-13 among 800 registered voters.*

Post-Elect



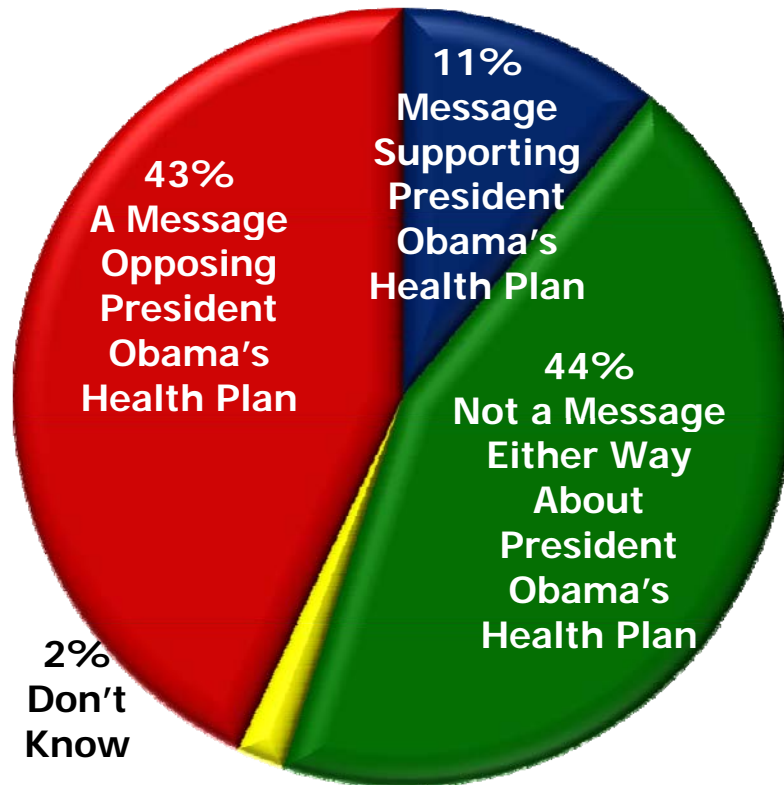
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A majority of Independents say their vote was a message opposing President Obama's health care plan.

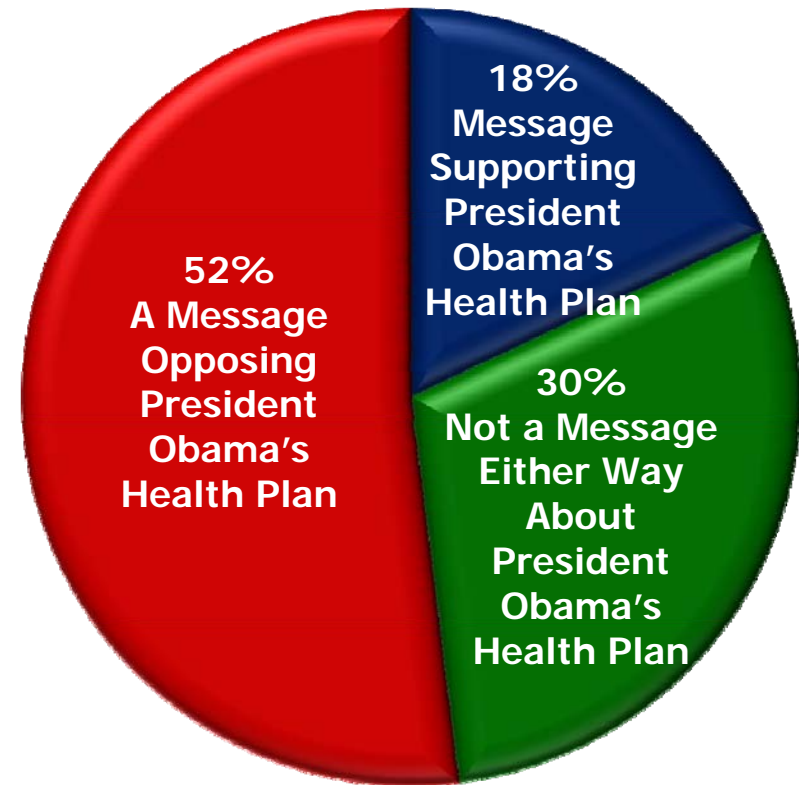
Congressional Vote as Health Care Message
Among Independents

Pre-Elect



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Post-Elect



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PARTNER • bill@pos.org