



MEMORANDUM

TO: Interested Parties

FROM: Tony Fabrizio

RE: Massachusetts Election Night Survey

DATE: January 19, 2010

Fabrizio, McLaughlin and Associates completed a survey of 800 voters who voted in today's U.S. Senate election statewide in Massachusetts. What follows are the key findings:

- **Health Care was the TOP issue in this race and voters were voting AGAINST the Obama health care plan**
 - Unprompted, fully 48% of voters say that health care was THE issue deciding their vote today. When combined with their second choice issue, health care mentions reached 62%
 - Brown's health care position/opposition to the Obama health care plan was the TOP reason for voting for him by wide margin
 - Plurality of voters said their vote was a vote to STOP the President's health care plan – more than those saying it was a vote against his policies in general
 - Majority of these voters OPPOSE the President's health care plan AND disapprove of the job he's doing on health care
- **Plurality of Brown voters said their vote was meant to send a message to Washington – not a vote for Brown's candidacy**
- **Voters desire to send a message was so strong, Brown is elected despite President's higher than average image and job approval ratings and dismal job ratings for Congressional Republicans**
- **Brown scored big with Independents and even edged Coakley with Union Households**
- **Tea Party Movement gets mixed reviews, but Brown got overwhelming majority among its supporters**
- **Despite Brown's victory, GOP shouldn't start dancing yet as their Congressional job approval is still dismal among Independents**

Key Findings and Data:

- **Health Care was the TOP issue in this race and voters were voting AGAINST the Obama health care plan**
 - Unprompted, fully 48% of voters say that health care was THE issue deciding their vote today. When combined with their second choice issue, health care mentions reached 62%
 - It was far and away the TOP choice across party lines

“What SINGLE issue ABOVE ALL OTHERS helped decide your vote in this Senate Race today?”

	Total	Republicans	Democrats	Independents
Health care reform	48	55	50	45
Economy	5	4	4	5
Time for a change//Wanted someone new	5	4	2	7
Democrats//Want a Democrat//Supports Obama	4	-	8	3
Abortion	3	1	3	4
Republican//Want a Republican//Opposes Obama	3	6	2	4
Like Coakley//Dislike Brown//Agree with Coakley's policies	3	1	4	2
Taxes	3	7	1	3
Agree with their policies//Like their stance (non specific)	3	3	4	3
Like Brown//Dislike Coakley//Agree with Brown's policies	3	4	1	4
Spending issues//Fiscal responsibility	3	2	1	4
National security	2	3	-	2
Jobs//Unemployment	2	1	2	2
War//War in Afghanistan	1	-	-	1
Honesty//Integrity	2	2	1	2
Negative campaigning//Attack ads	1	-	1	2
Experience//She is experienced	1	-	2	-
Education	1	-	1	-
Other	1	1	1	1
None//Nothing	3	3	6	2
Don't Know	3	2	3	3

COMBO FIRST/SECOND CHOICE:

“And if there was a SECOND issue that helped decide your vote today, what was it?”

	Combo	Republicans	Democrats	Independents
Health care reform	62	70	59	61
Economy	11	9	11	11
Time for a change//Wanted someone new	10	13	5	13
Democrats//Want a Democrat//Supports Obama	8	1	14	6
Abortion	8	3	9	9
Republican//Want a Republican//Opposes Obama	8	16	4	10
Like Coakley//Dislike Brown//Agree with Coakley's policies	8	2	12	6
Taxes	7	15	4	7
Agree with their policies//Like their stance (non specific)	7	4	10	6
Like Brown//Dislike Coakley//Agree with Brown's policies	6	7	3	9
Spending issues//Fiscal responsibility	5	10	2	6
National security	5	11	1	5
Jobs//Unemployment	4	2	6	3
War//War in Afghanistan	3	2	3	3
Honesty//Integrity	2	3	3	2
Negative campaigning//Attack ads	2	1	1	3
Experience//She is experienced	1	-	3	1
Other	2	1	3	2
None//Nothing	18	13	21	17
Don't Know	6	5	5	6

- Brown's health care position/opposition to the Obama health care plan was the TOP reason for voting for him by wide margin
 - Interestingly, it was the top reason even among Democrats and Independents who voted for Brown too

“What was the MOST important reason why you voted FOR Scott Brown today?”

	Total	GOP	DEM	IND
Healthcare Stance/ Against Healthcare Reform	39	40	40	38
Republican/ Dislike Democrats/ Oppose Obama	17	21	17	16
Dislike Other Candidate/Coakley	17	9	24	19
Agree With Policies	12	12	15	11
Time For Change/ He Is Different	9	9	6	8
I Like Him	8	6	8	9
Honest/Integrity	6	5	3	6
Taxes/ Lower Taxes	5	5	5	4
Fiscal Responsibility/ Limit Spending	4	3	5	4
Vote Against Obama/Democratic Agenda	3	6	2	3
Conservative	3	4	3	2
Abortion/ Pro-Life	3	2	3	3

- Plurality of voters said their vote was a vote to STOP the President's health care plan – more than those saying it was a vote against his policies in general
 - A clear majority of Independents said they voted to STOP the health care plan

“Now more specifically, would you say that your vote in today’s election for Senate was...”

	Total	GOP	DEM	IND
Vote to Help STOP Obama’s Health Care Plan	42	77	17	51
Vote to Help PASS Obama’s Health Care Plan	31	2	53	23
Obama’s Health Care Plan Not a Deciding Factor	23	17	27	23
Refused	3	4	2	3

“Would you say that your vote in today’s election for Senate was...(READ ALL AND ROTATE 1-2, 3 Always Last)”

	Total	GOP	DEM	IND
Vote in SUPPORT of Obama’s Policies and Direction He’s Taking Country	32	2	55	24
Vote in OPPOSITION of Obama’s Policies and Direction He’s Taking Country	38	82	14	44
Obama’s Policies NOT a Factor in Deciding Vote	27	16	28	29
Refused	3	1	2	3

- Majority of these voters OPPOSE the President's health care plan AND disapprove of the job he's doing on health care
 - Independents oppose the plan by nearly 2 to 1 and disapprove of the President's job on health care at a similar level

“Based on what you know, do you favor or oppose President Obama's health care plan currently being considered by Congress?”

	Total	GOP	DEM	IND
Favor	41	2	69	32
Oppose	52	92	21	63
DK/Refused	7	6	10	5

Obama Job Approval on Health Care Reform:

	Total	GOP	DEM	IND
Approve	45	2	74	36
Disapprove	51	96	20	60
DK/Refused	4	2	6	4

- **Plurality of Brown voters said their vote was meant to send a message to Washington – not a vote for Brown's candidacy**
 - Half of both Democrats and Independents who voted for Brown say their vote was meant to send a message

“Which of the following BEST describes your vote today? Would you say it was...”

	Total	GOP	DEM	IND
Vote FOR Brown	43	56	35	37
Vote AGAINST Coakley	5	2	9	6
Send Message to Washington	46	36	50	52
Other	4	5	3	3
Refused	2	2	3	2

- **Voters desire to send a message was so strong, Brown is elected despite President's higher than average image and job approval ratings and dismal job ratings for Congressional Republicans**
 - Despite lower scores among Independents, the President still outscores the GOP in Congress by a wide margin

Obama Image:

	Total	GOP	DEM	IND
Favorable	59	13	84	53
Unfavorable	36	79	12	41
No Opinion	5	8	3	6

Obama Job Approval:

	Total	GOP	DEM	IND
Approve	55	12	81	48
Disapprove	40	84	15	47
DK/Refused	4	4	4	5

Congressional Republicans Job Approval:

	Total	GOP	DEM	IND
Approve	29	62	14	31
Disapprove	59	32	76	55
DK/Refused	12	6	10	14

- **Brown scored big with Independents and even edged Coakley with Union Households**
 - Brown won Independents by a 2 to 1 margin and captured 1 in 5 Democrat votes

“And which candidate did you vote for today?”

	Total	Repub- licans	Demo- crats	Indepen- dents	Men	Women	Union HHs
Scott Brown	52	95	20	64	58	46	49
Martha Coakley	46	3	79	34	39	53	48
Joe Kennedy	1	2	1	2	2	1	1
Other	1	-	1	-	1	-	2

- **Tea Party Movement gets mixed reviews, but Brown got overwhelming majority among its supporters**
 - Large base of support for Tea Party movement among GOP
 - Independents support Tea Party by 3 to 2 margin
 - Tea Party supporters deliver 79 point margin for Brown

“Based on what you know about the Tea Party movement, do you consider yourself to be (ROTATE) a supporter or an opponent of the Tea Party movement? If you have never heard of the Tea Party movement, just say so.”

	Total	GOP	DEM	IND
Supporter	27	51	10	31
Opponent	24	5	37	21
Never Heard	30	23	35	29
DK/Refused	19	21	18	19

“And which candidate did you vote for today?”

	Total	Tea Party Supporters	Tea Party Opponents
Scott Brown	52	89	15
Martha Coakley	46	10	84
Joe Kennedy	1	1	-
Other	1	-	-

- **Despite Brown’s victory, GOP shouldn’t start dancing yet as their Congressional job approval is still dismal among Independents**

Congressional Republicans Job Approval:

	Total	IND
Approve	29	31
Disapprove	59	55
DK/Refused	12	14

Survey Methodology

This survey of 800 special election voters in the state of Massachusetts was conducted on the evening of January 19, 2010. All interviews were conducted via telephone by professionally trained interviewers using computer-assisted interviewing technology (CATI). Respondent selection was random within pre-determined geographic units utilizing a sample frame that represents actual voter registration and turnout throughout the state. The survey of 800 special election voters has a margin of error of +/- 3.46% at the 95% confidence interval.

Key Demographics:

Party Registration:

	Total
Republican	13
Democrat	35
Independent/All Other	50
Refused	1

Ideology:

	Total
Liberal	23
Moderate	47
Conservative	27
Refused	3

Age:

	Total
18-34	7
35-44	14
45-54	19
55-64	22
65+	35

Race:

	Total
White	85
African-American	3
Hispanic	1
Asian	1
Other	4
Refused	5

Religion:

	Total
Protestant	17
Catholic	48
Jewish	4
Atheist/Agnostic	9
Other	9
Refused	12

Union HH:

	Total
Yes	18
No	80
Refused	2

Gender:

	Total
Male	49
Female	51

Media Market:

	Total
Boston	79
Springfield	10
Albany	2
Providence	8