



AMERICAN VIEWPOINT®

Understanding the 2010 Special Election for U.S. Senator in Massachusetts

Findings from a Survey of 600 Voters in the
Special Election for U.S. Senator from
Massachusetts

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Linda DiVall - American Viewpoint – www.amview.com

Key Findings

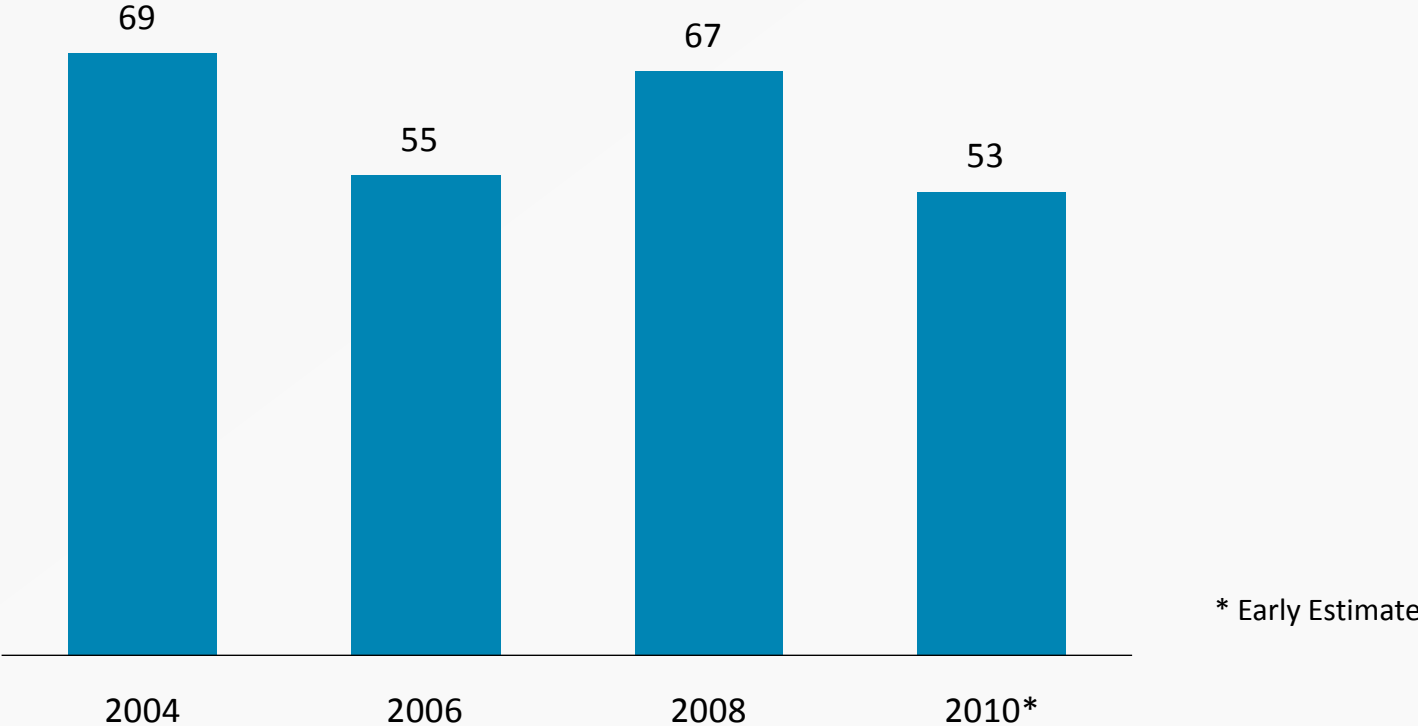
- **Key traditionally Democratic constituencies failed to vote, and the gap in Democrats' favor was smaller than in the past.** In Massachusetts, members of the RAE represent just under half of all eligible voters (45%), yet they continue to underperform that share at the ballot box (Current Population Survey). In 2008, in Massachusetts, members of the Rising American Electorate comprised nearly 36% of all voters who participated, 8 points less than their representation of all voters. Last night, that fell to roughly 27% of all voters – a decline of 9 points since 2008 and 18 points lower than their overall share of eligible voters.
- **Unmarried women, another key constituency, also saw lower participation.** In Massachusetts, unmarried women comprise just 26% of the adult population (CPS), but in 2008, unmarried women comprised just 22% of all voters who participated. Last night that fell to roughly 18% of all voters – a decline of 5 points since 2008, continuing a trend began in 2006 when 23% of voters were unmarried women.
- **Independents were key.** As most publicly available polling has demonstrated over the last few weeks, independents were decisive in this election. Democrats enjoy a large registration advantage in Massachusetts, but that registration advantage is not large enough to offset huge losses among independents. Among all self-identified independents, Brown won by three-to-one (76% to 21%). His advantage was significant among both independent men (78% to 18%) and independent women (75% to 25%). Similarly, among un-enrolled voters (not registered as a Democrat or a Republican) Brown had a large lead (69% to 30%).
- **Voters chose Scott Brown in the midst of holding divided emotions about the country's direction and the pace of change, but this election was short of a referendum on Obama and Democrats.**

Turnout Patterns



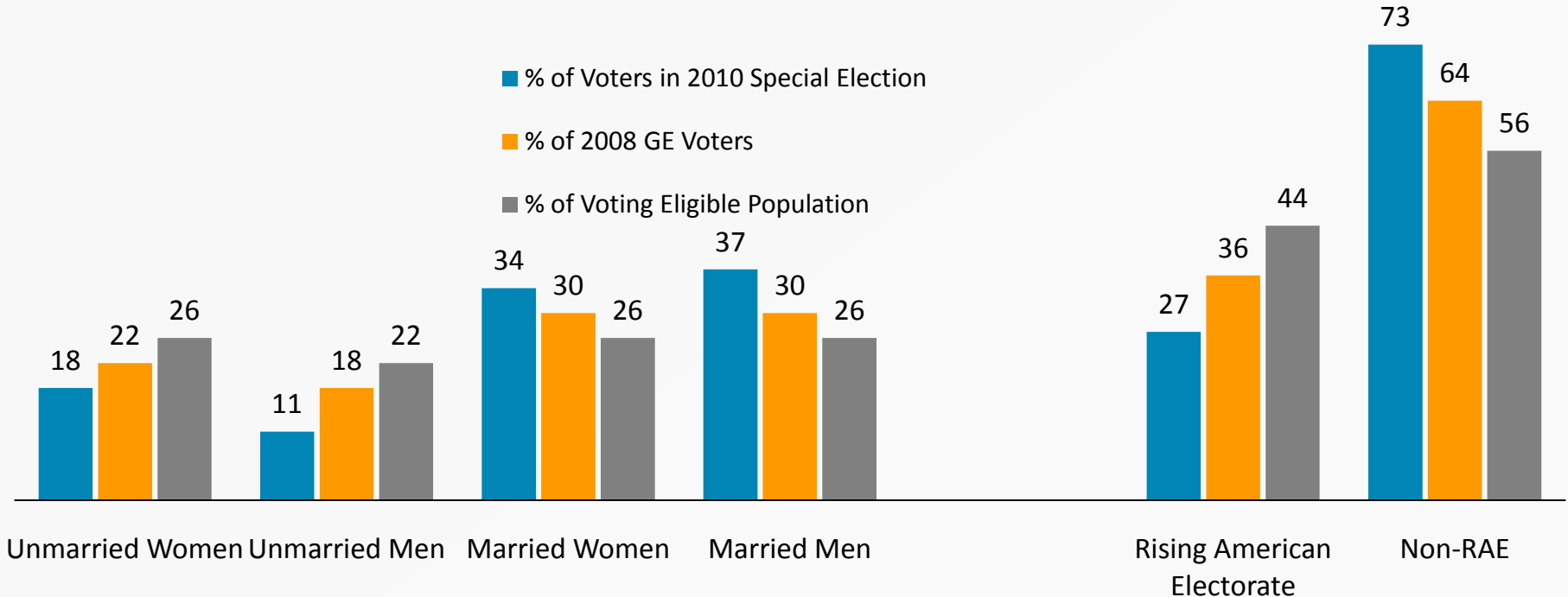
Turnout in 2004, 2006, 2008, and 2010 Special Election

Voter Turnout in Recent MA Statewides



Representation in the Electorate

Voter Demographics



The Rising American Electorate

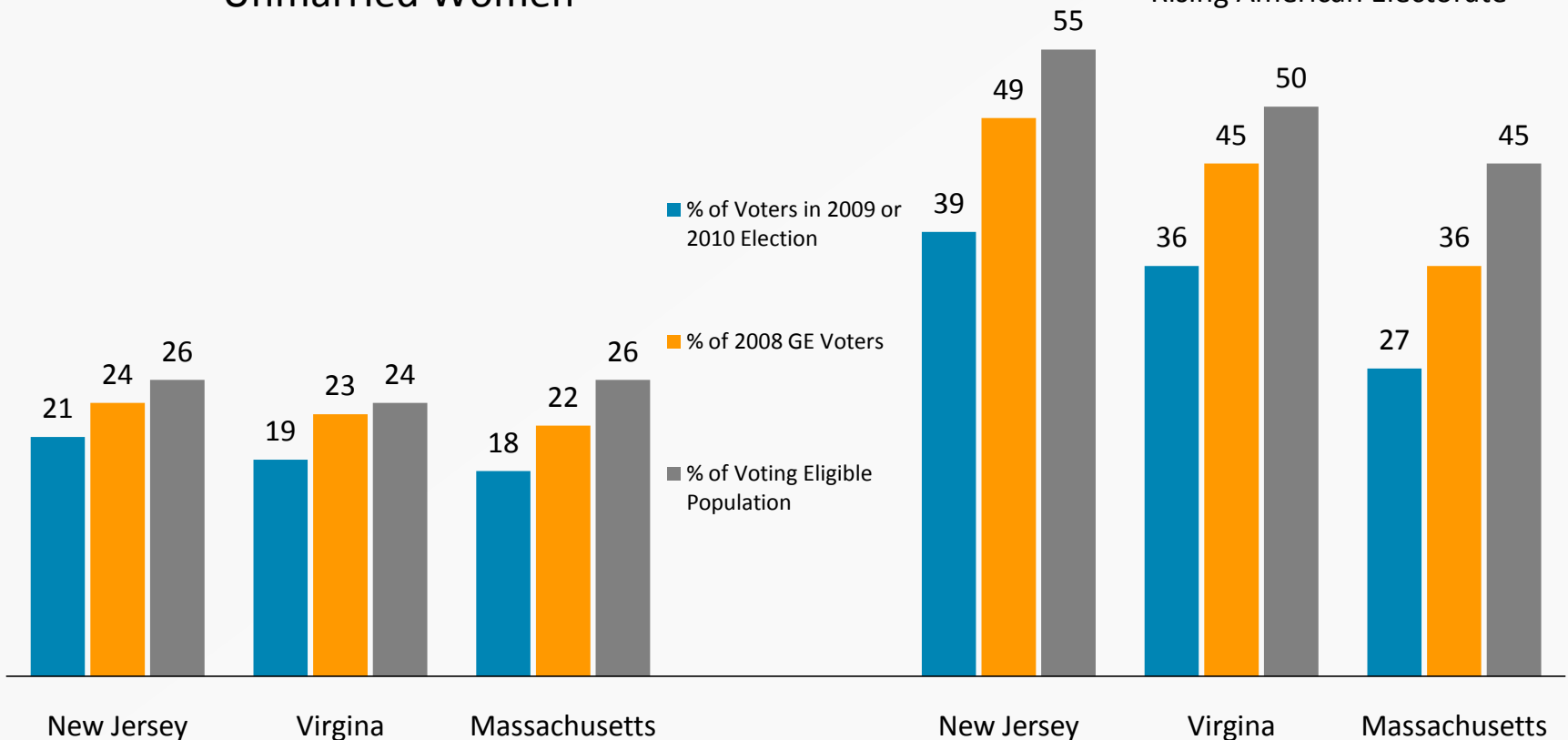
The RAE now constitutes a majority (52%) of the voting-eligible population in America. That's 107 million eligible voters, including 51 million unmarried women, 43.8 million adults under 30, 24.3 million African Americans, 19.5 million Latinos, and 11 million other people of color.

Representation in the Electorate in 2009 and 2010 Elections

Voter Demographics

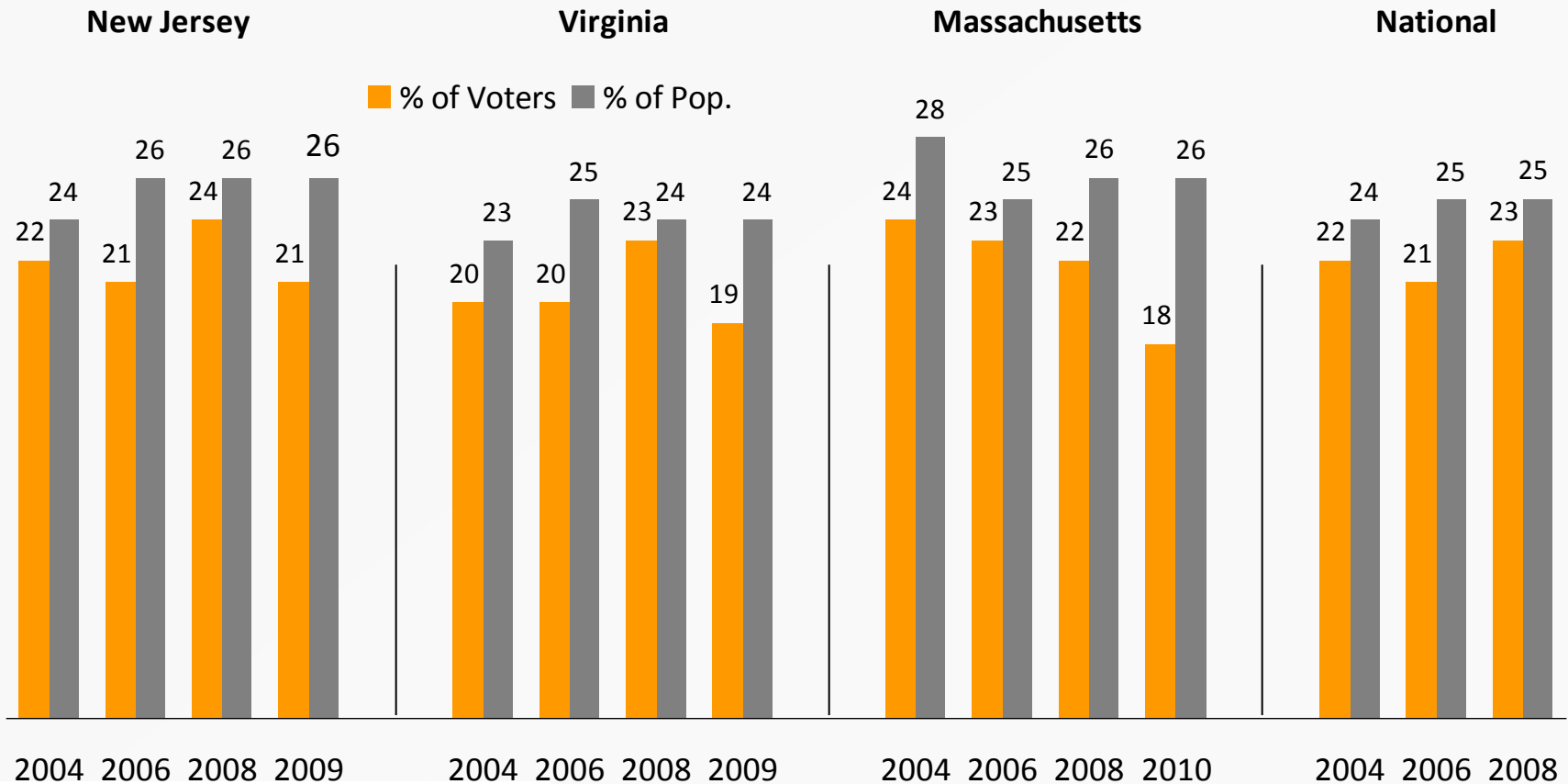
Unmarried Women

Rising American Electorate



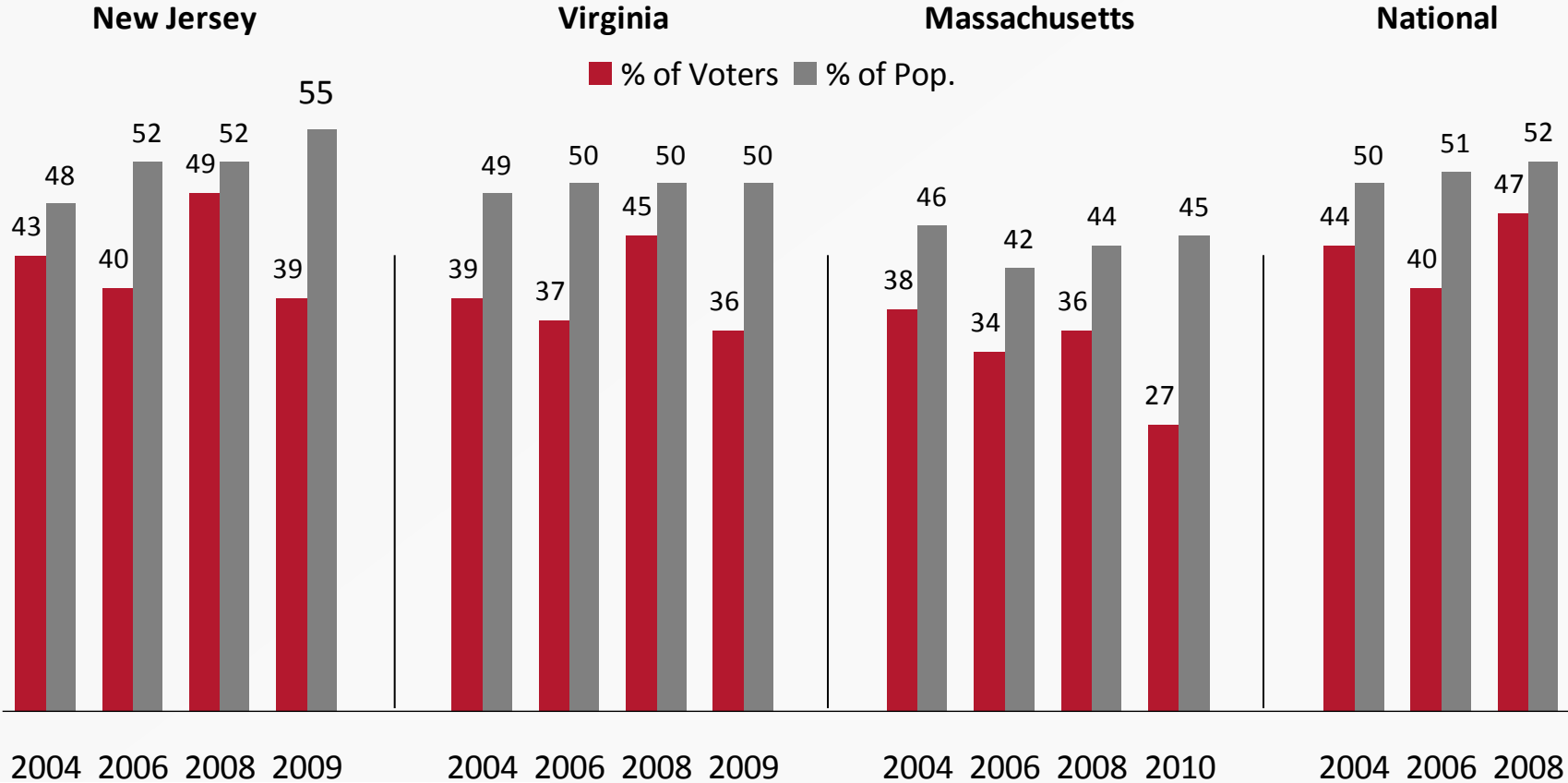
Unmarried Women – Representation Gap in Recent Elections

Unmarried Women as % of Voters and Population in States with Recent Elections



Rising American Electorate – Representation Gap in Recent Elections

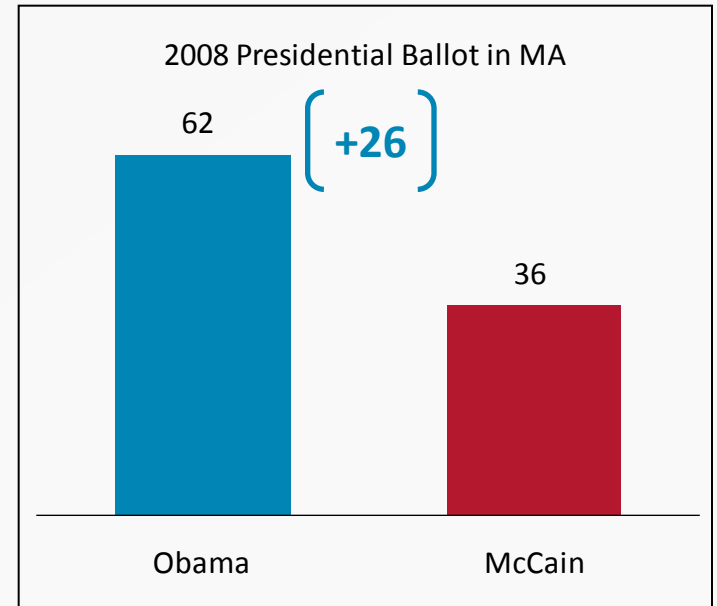
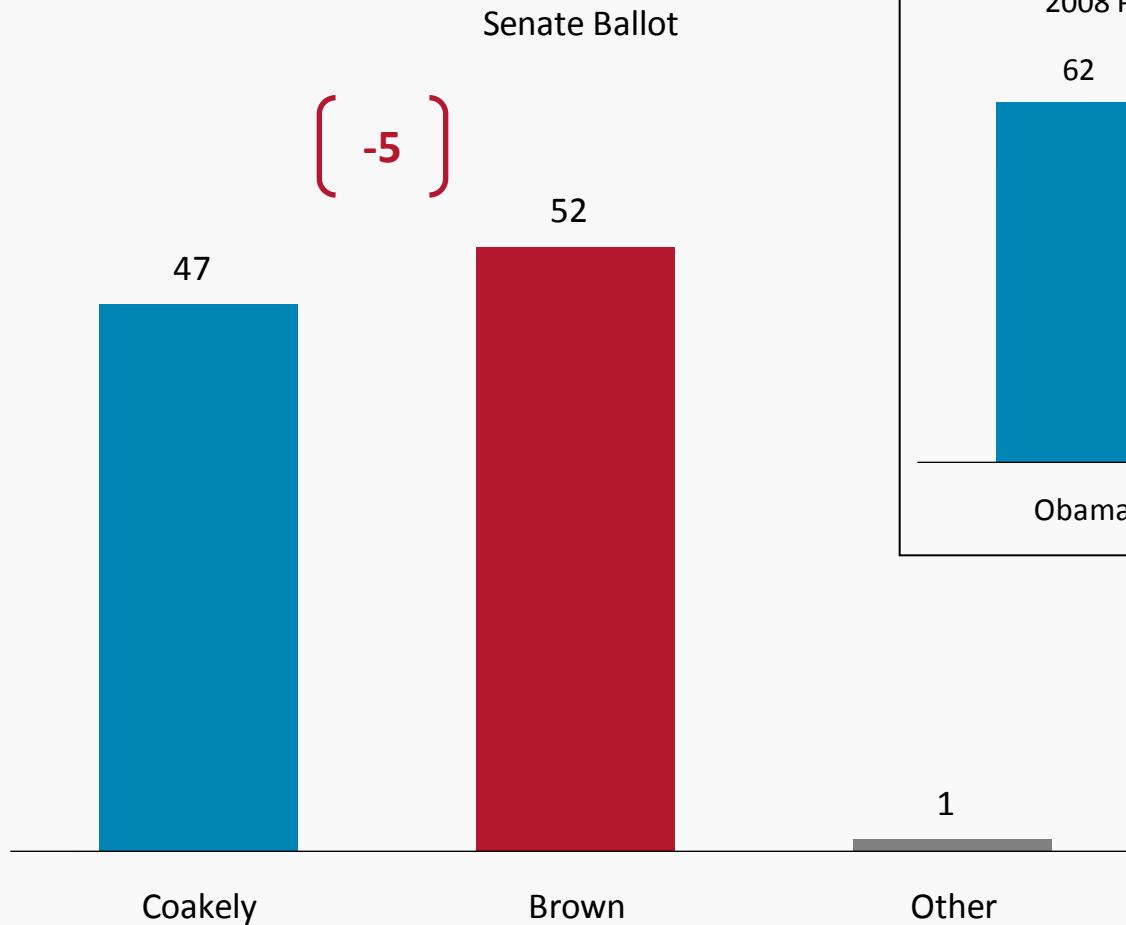
RAE as % of Voters and Population in States with Recent Elections



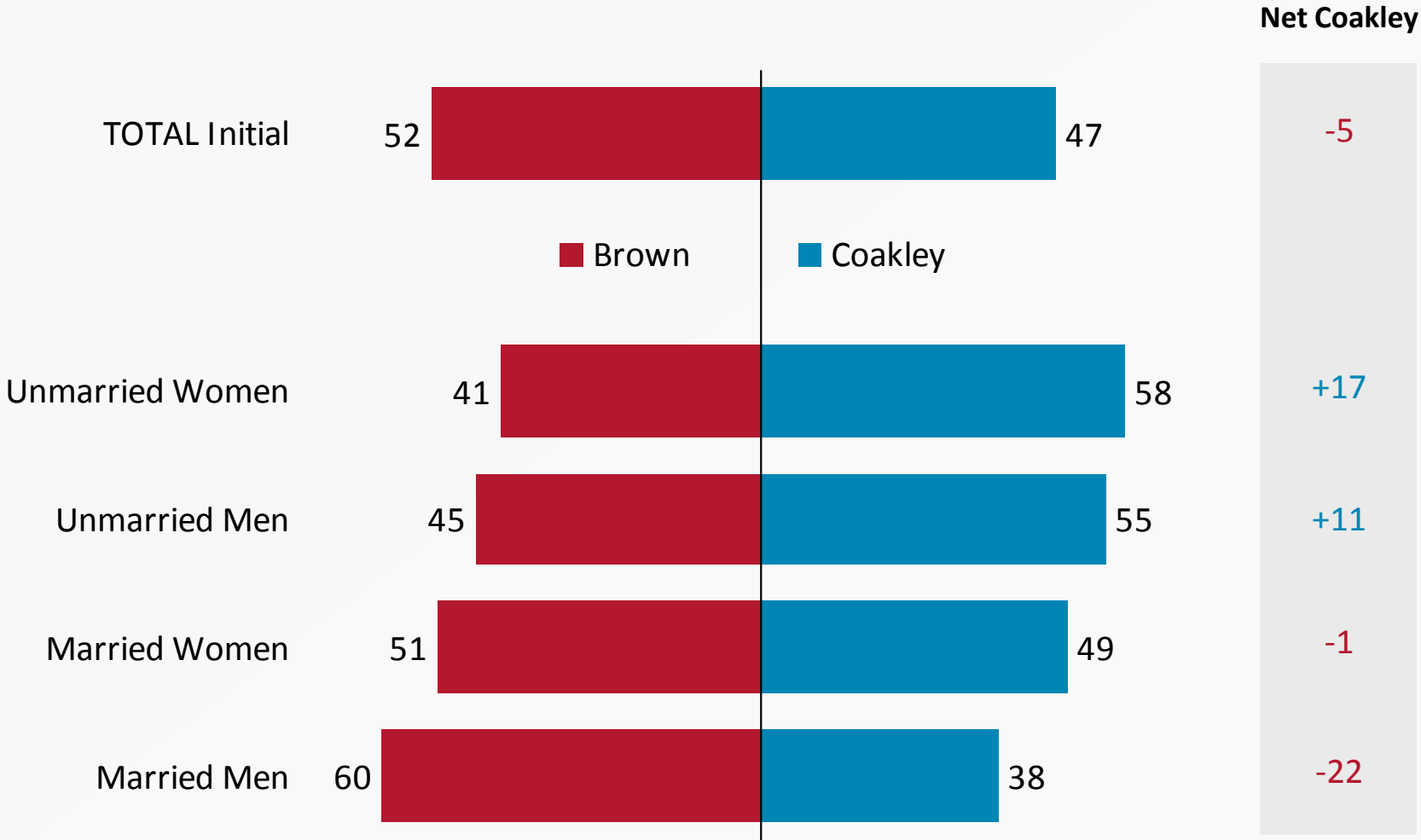
A Closer Look at the Results



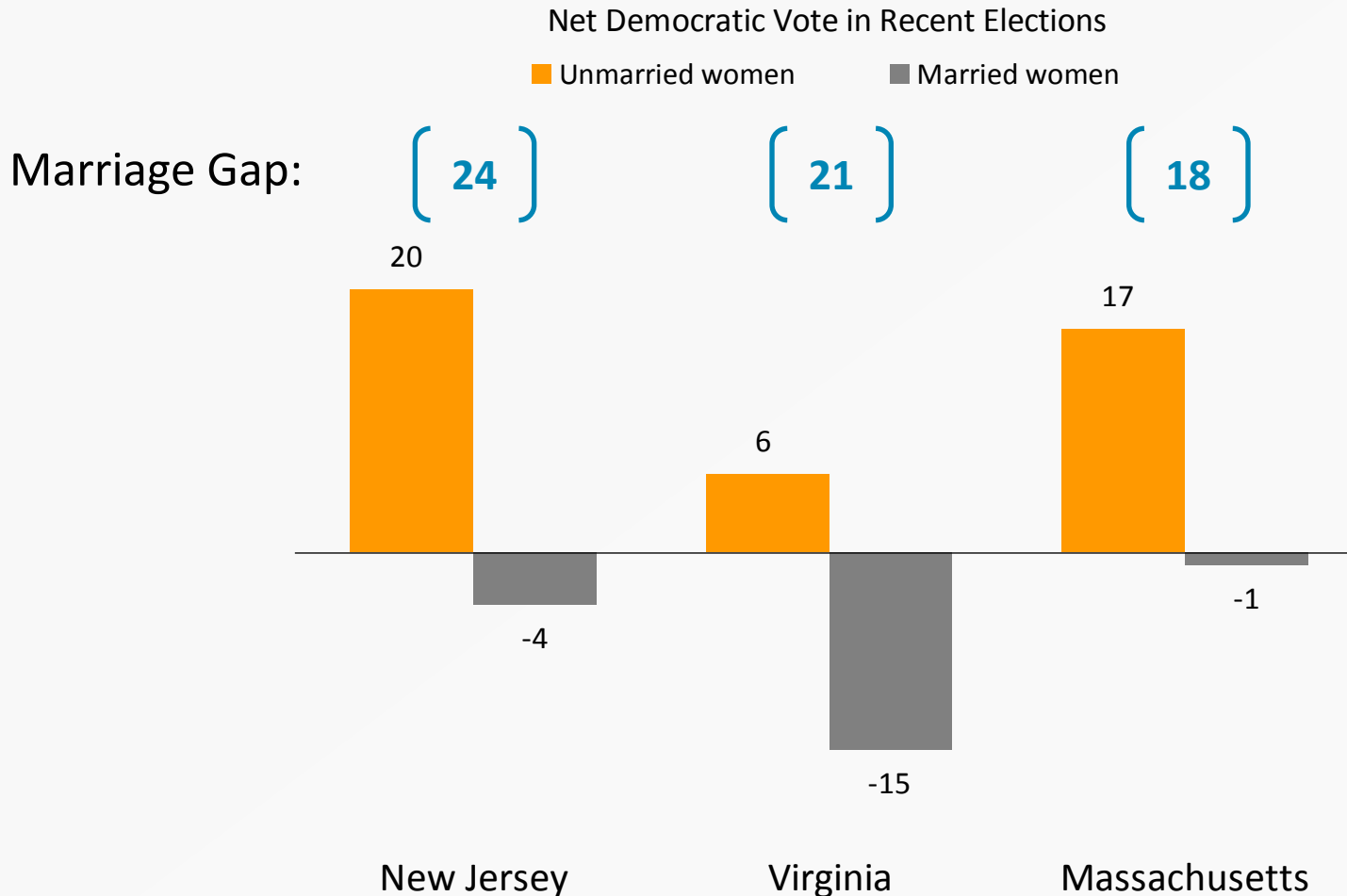
Election Results



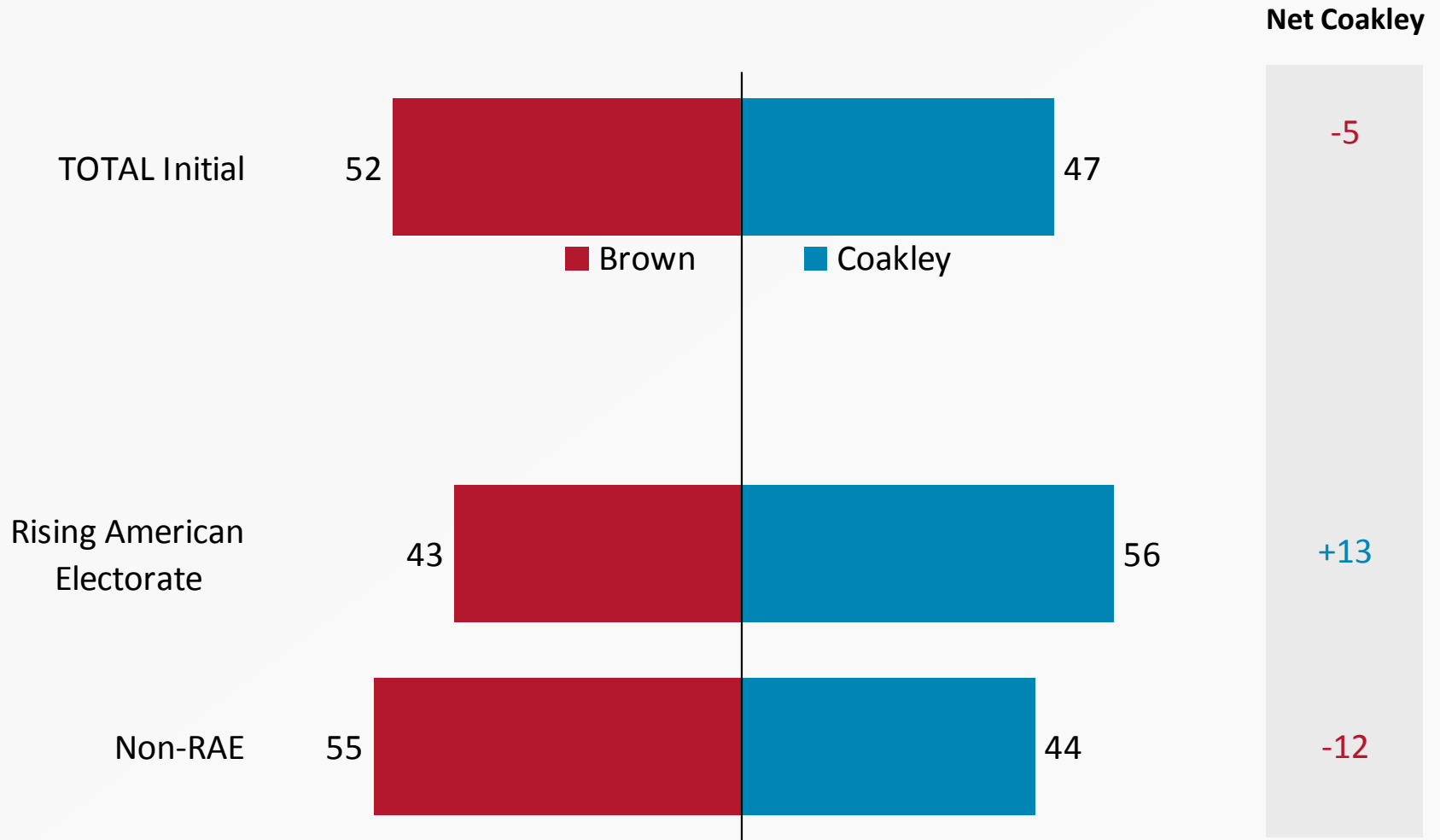
The Marriage Gap



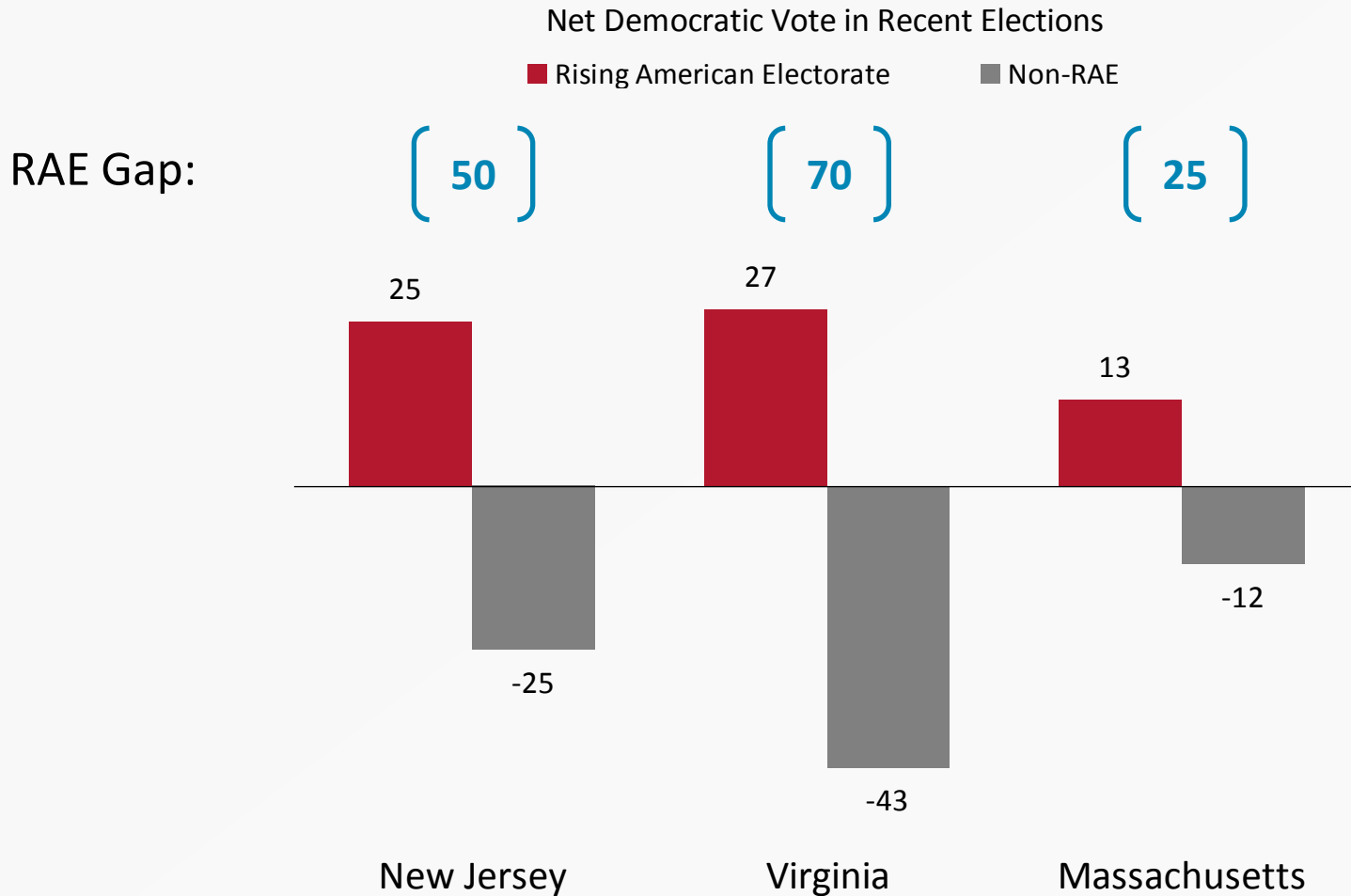
Marriage Gap in the 2009 General Elections and 2010 Special Election



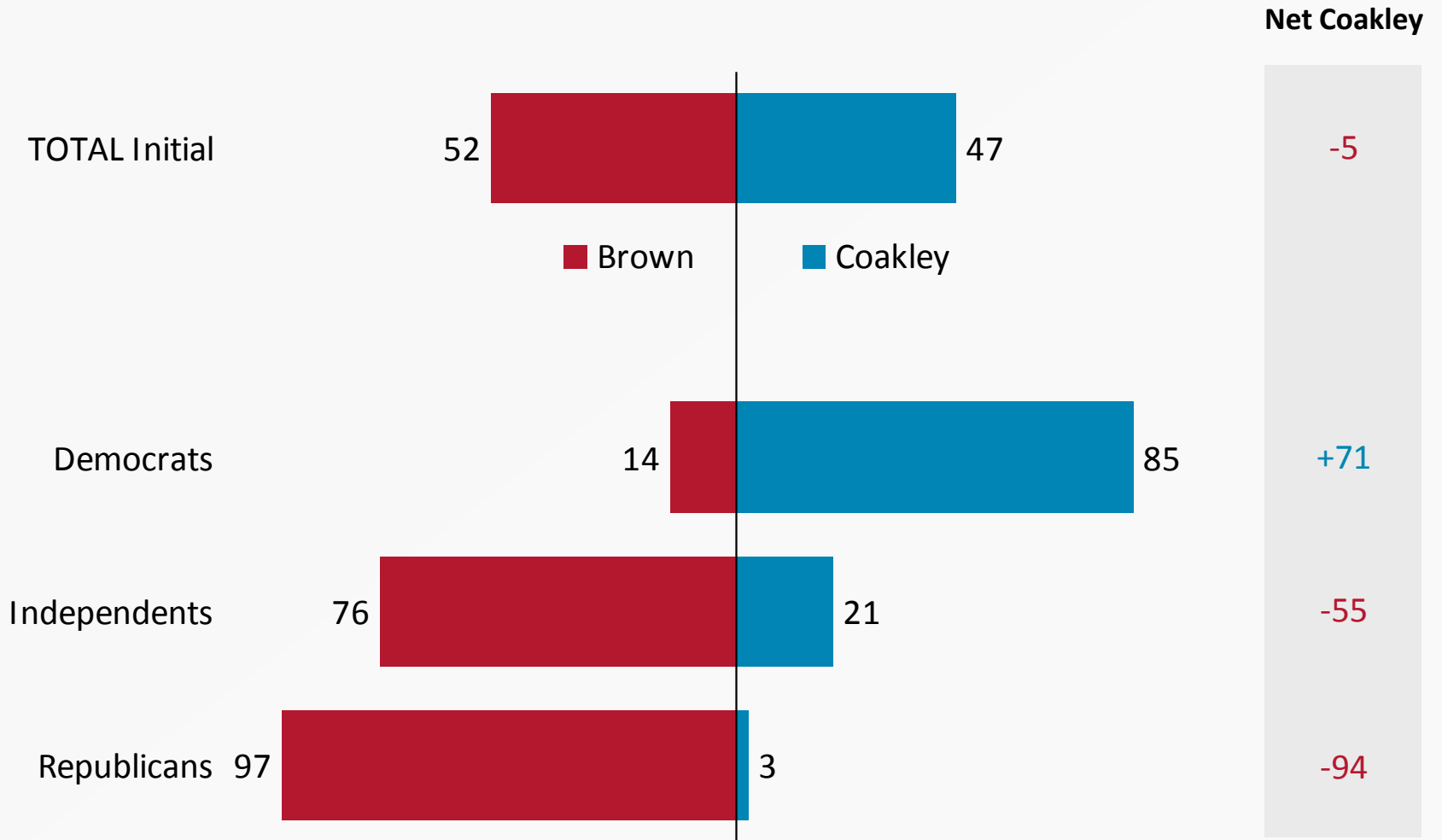
Election Results among the Rising American Electorate



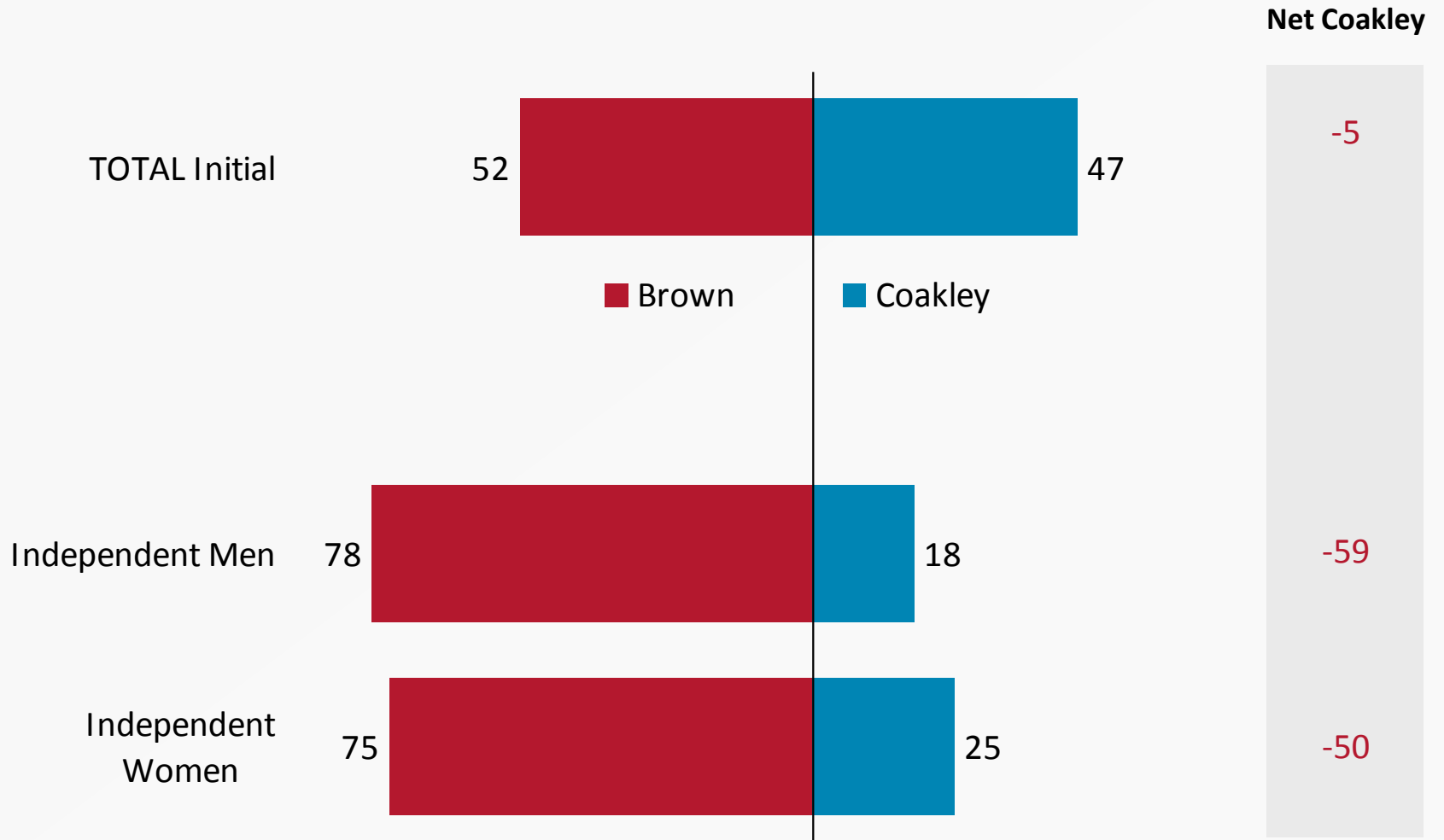
RAE Gap in the 2009 General Elections and 2010 Special Election



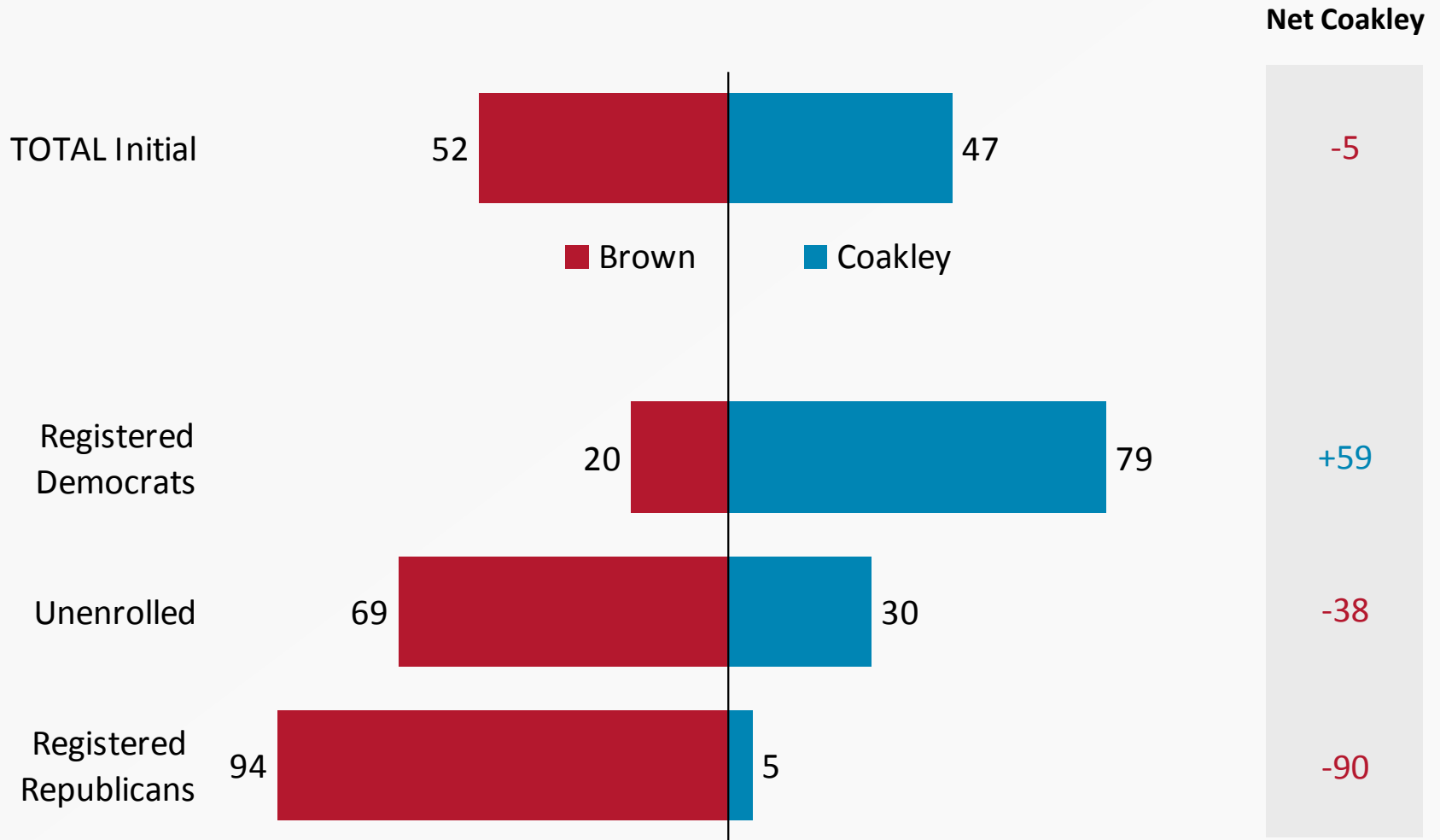
Election Results by Partisanship



Election Results by Independent Men and Women



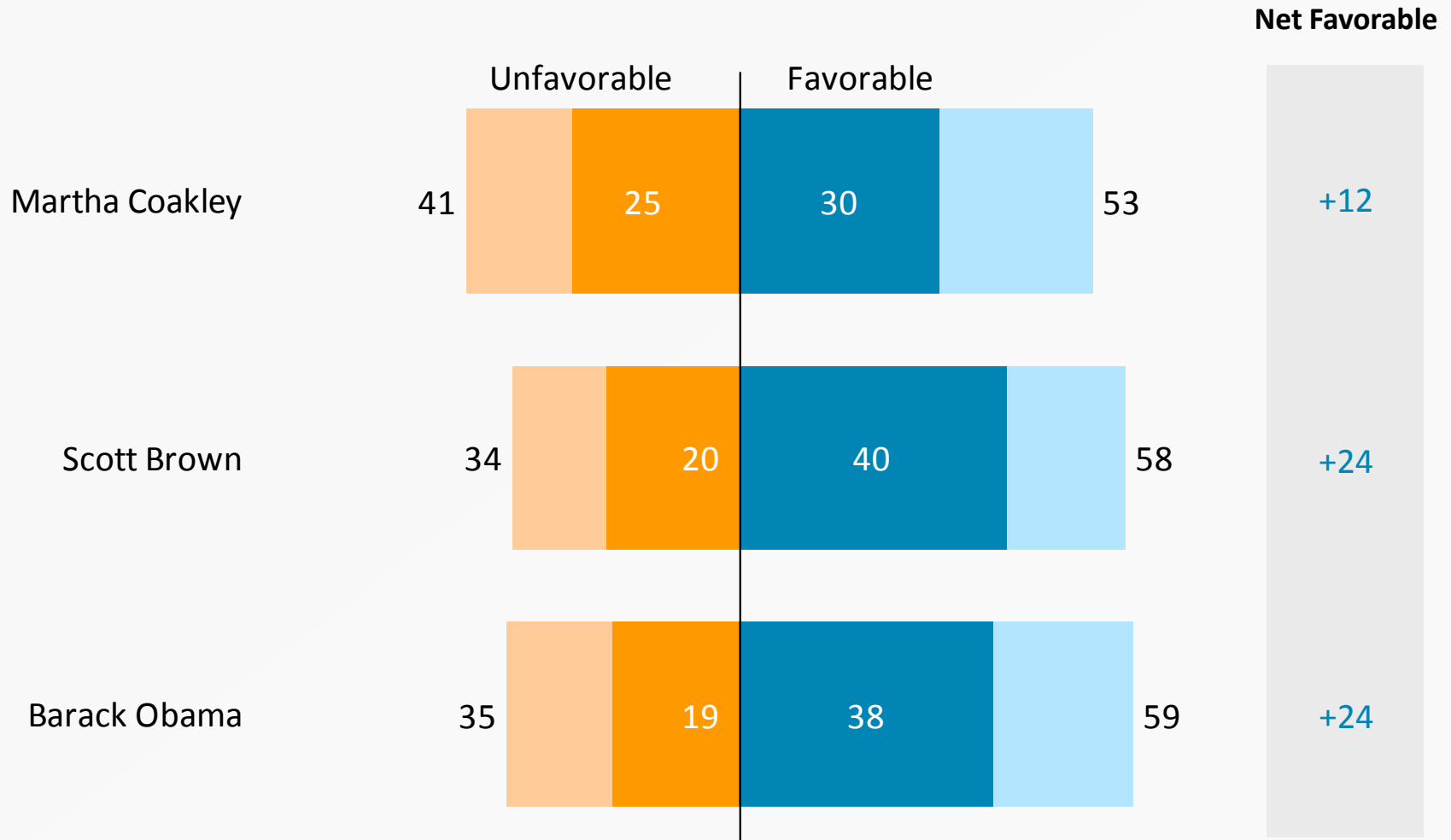
Election Results by Voter Registration



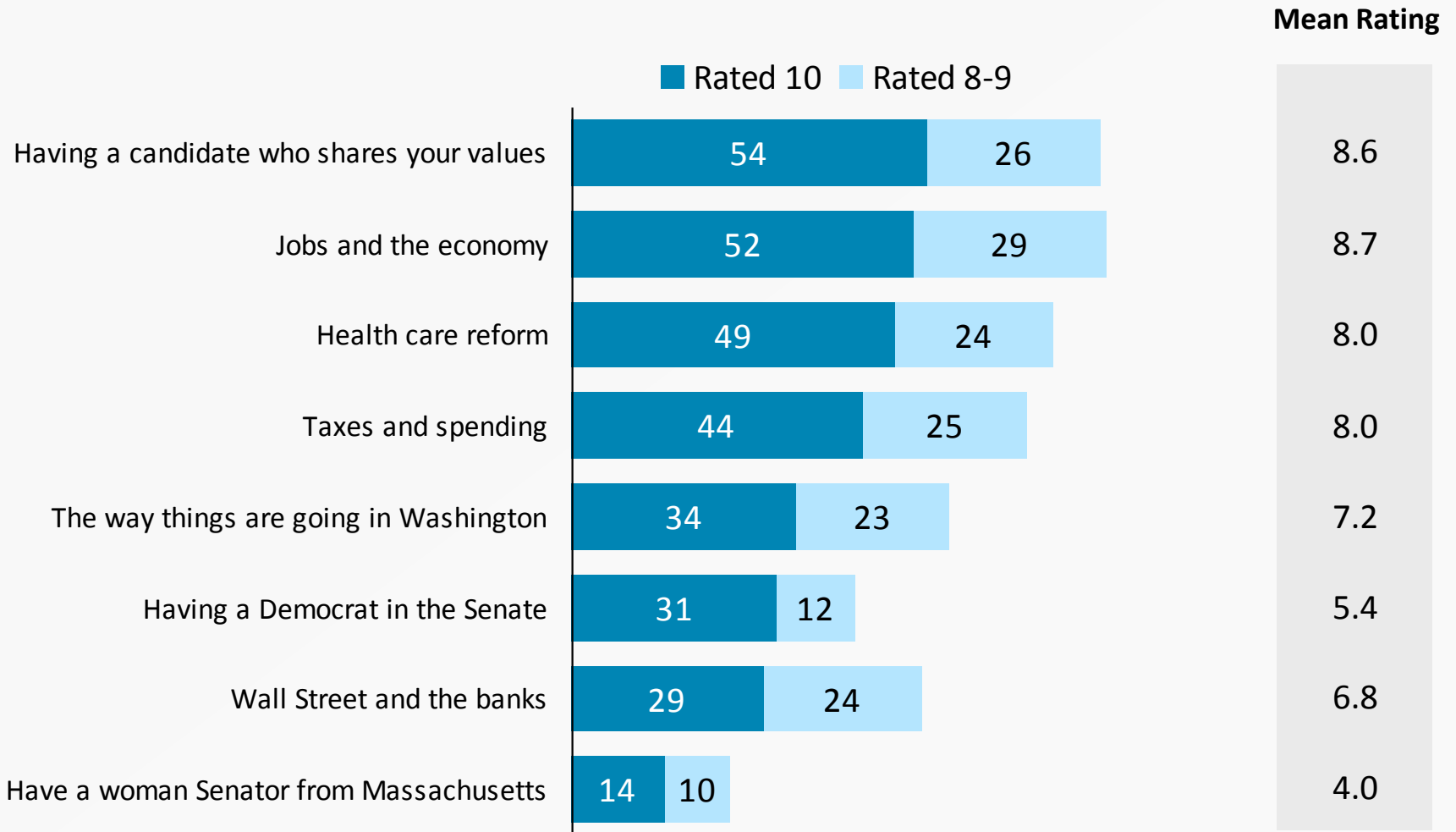
Voter Priorities and Perceptions that Shaped the Vote



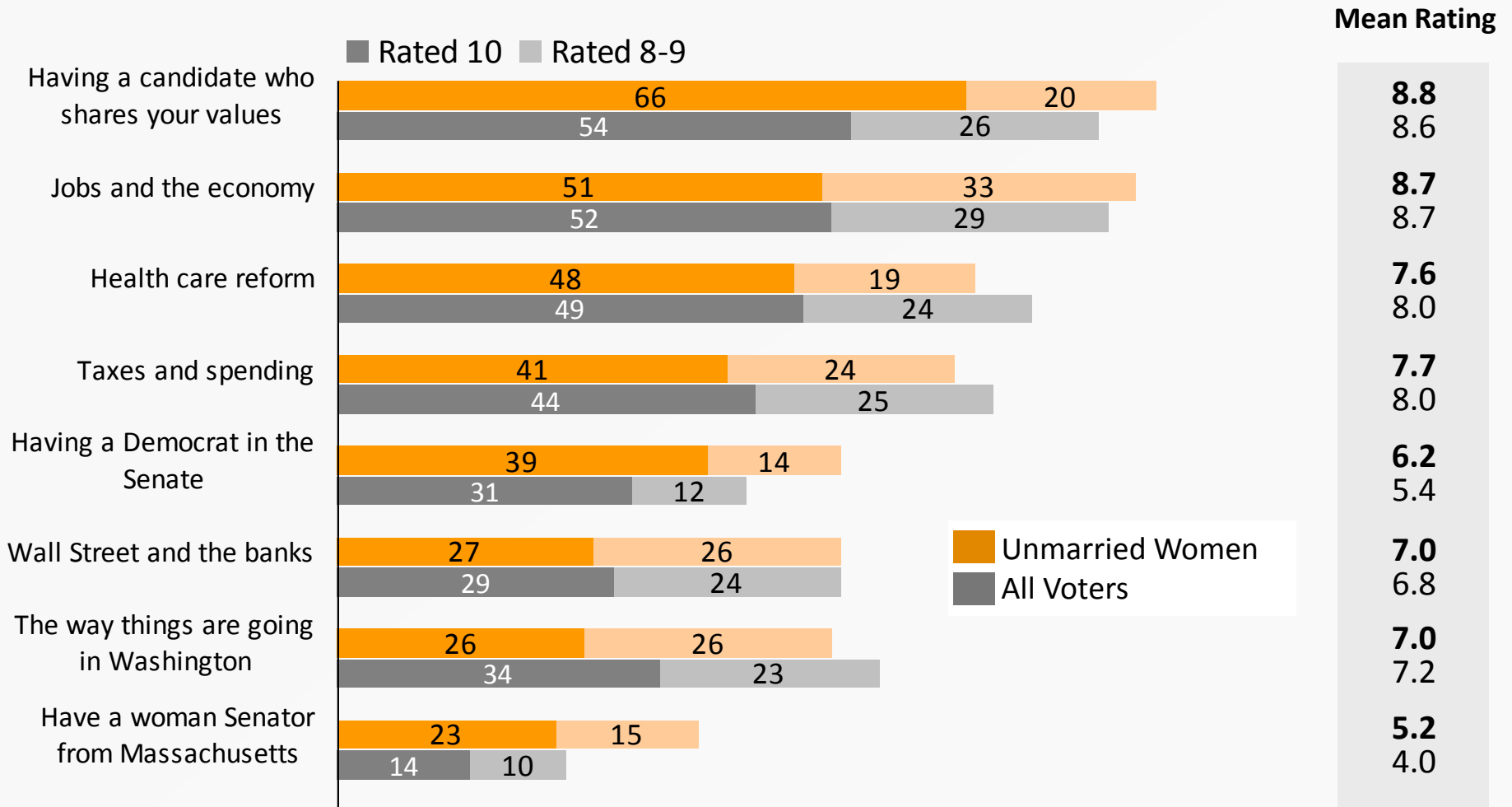
Favorable Ratings



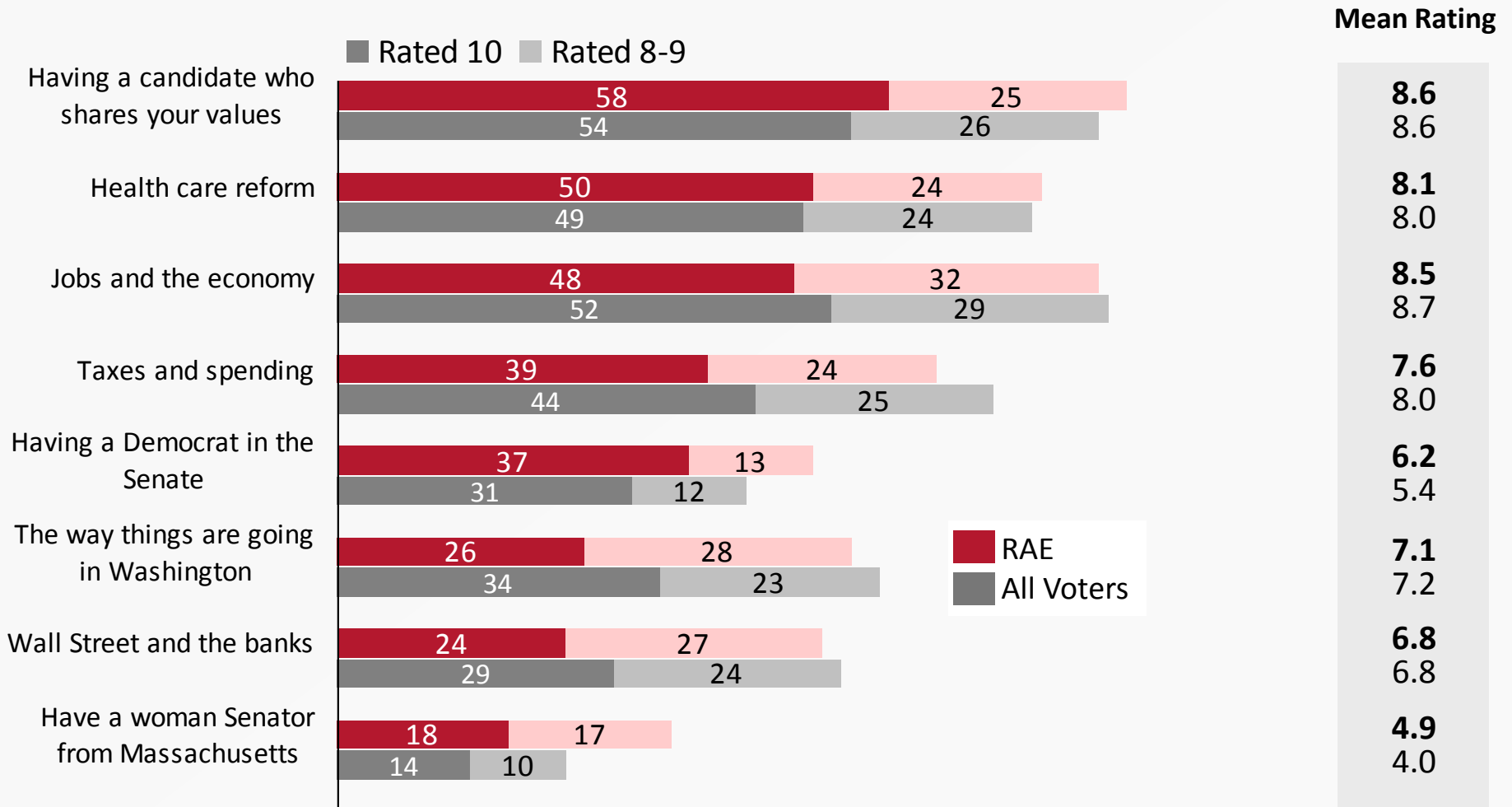
Issues Important to Your Vote



Issues Important to Your Vote among Unmarried Women

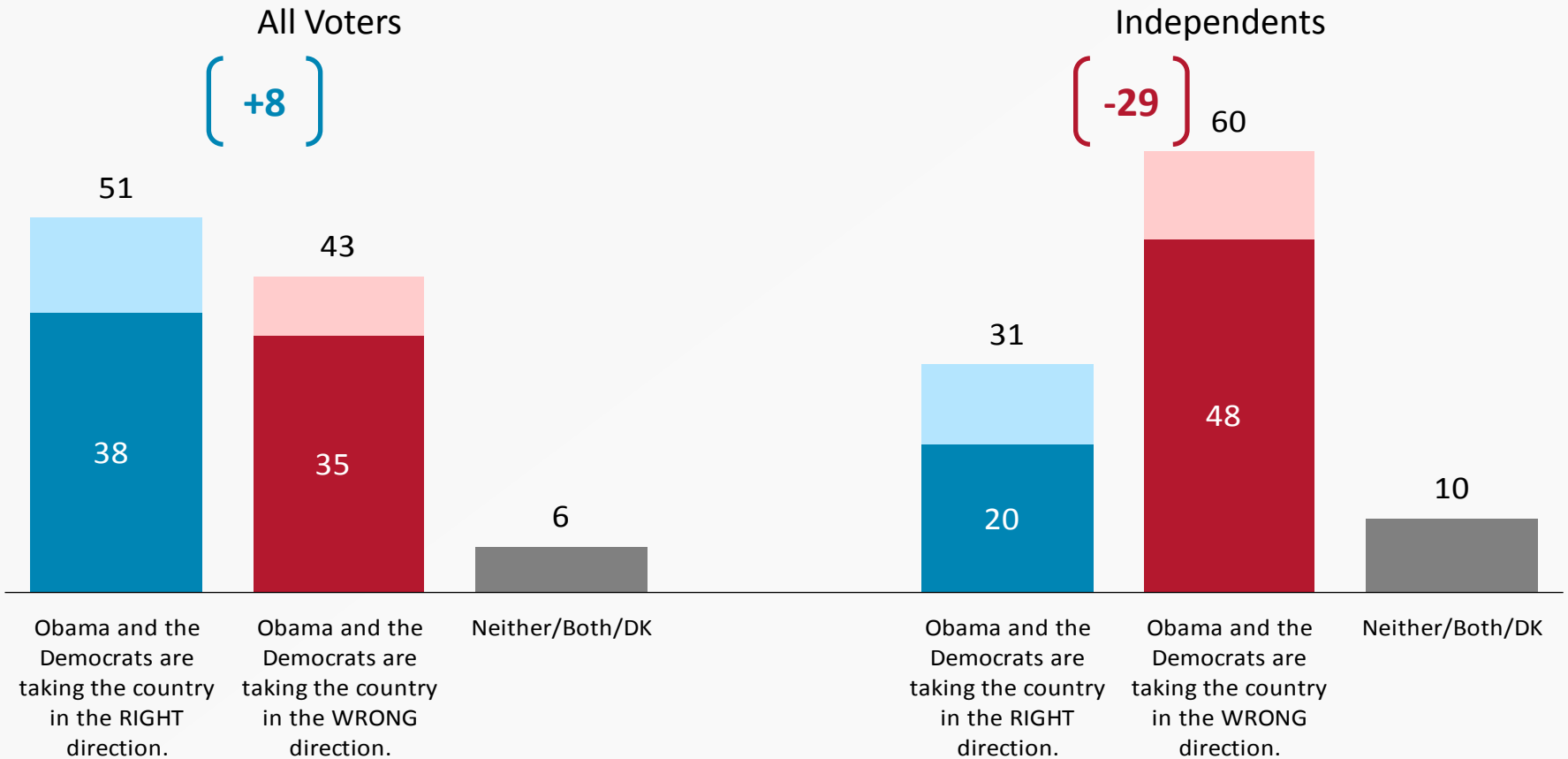


Issues Important to Your Vote among the Rising American Electorate



Obama and the Democrats are Leading the Country in the Right or Wrong Direction

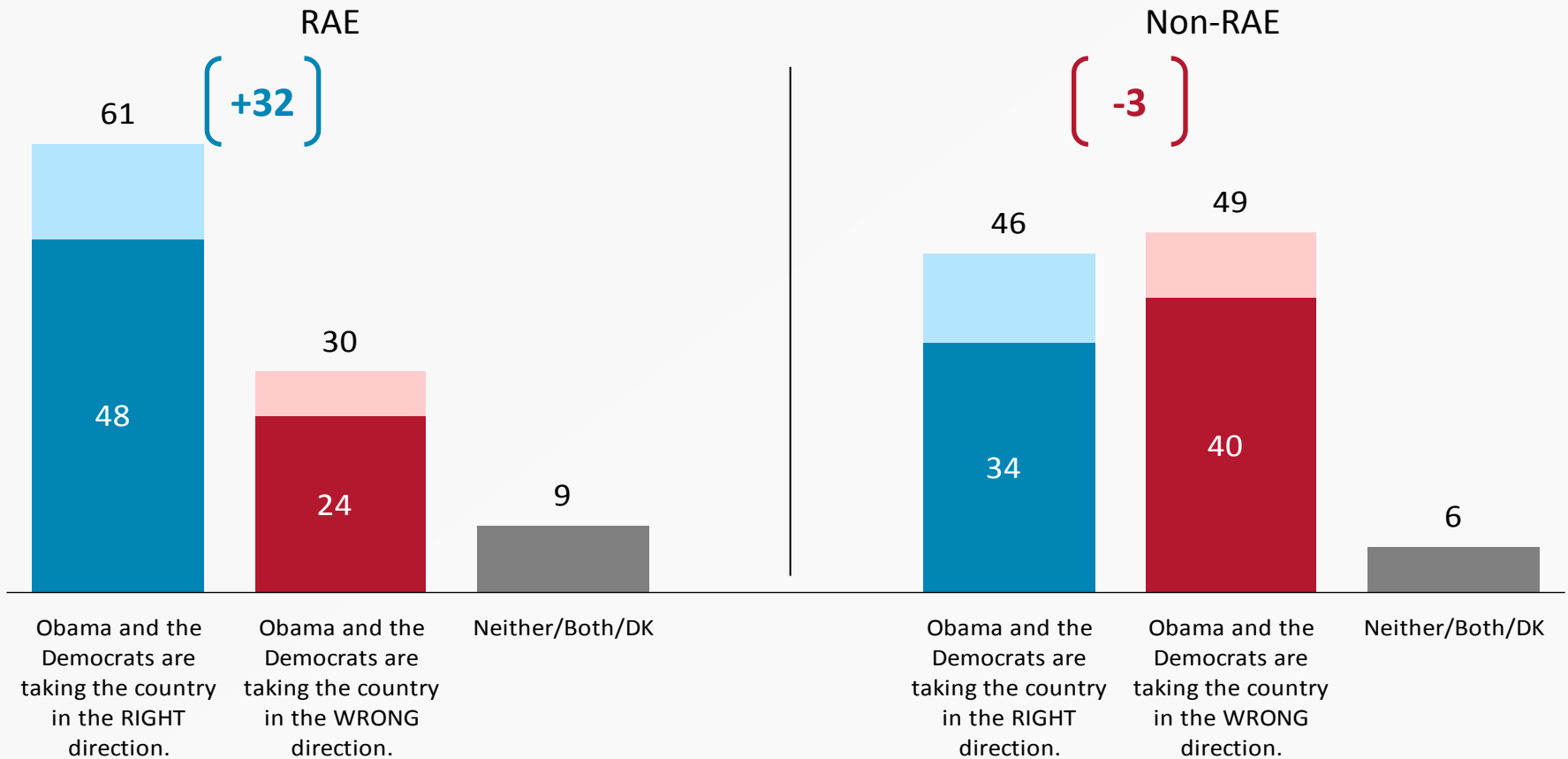
Which comes closer to your view?



Asked of half the sample.

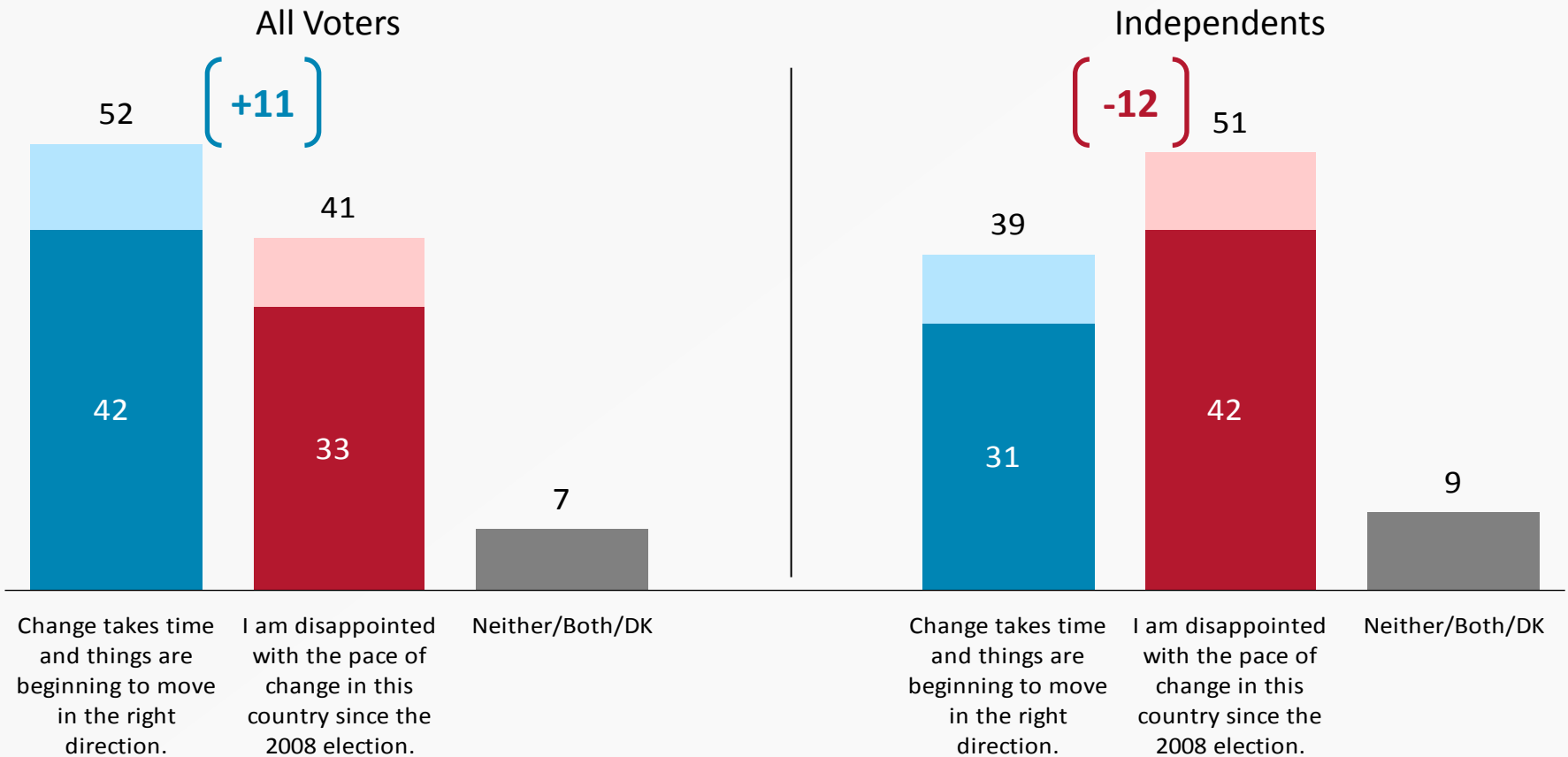
Obama and the Democrats are Leading the Country in the Right or Wrong Direction by RAE

Which comes closer to your view?



Change Takes Time and Things are Beginning to Move in the Right Direction, or Disappointed in the Pace of Change

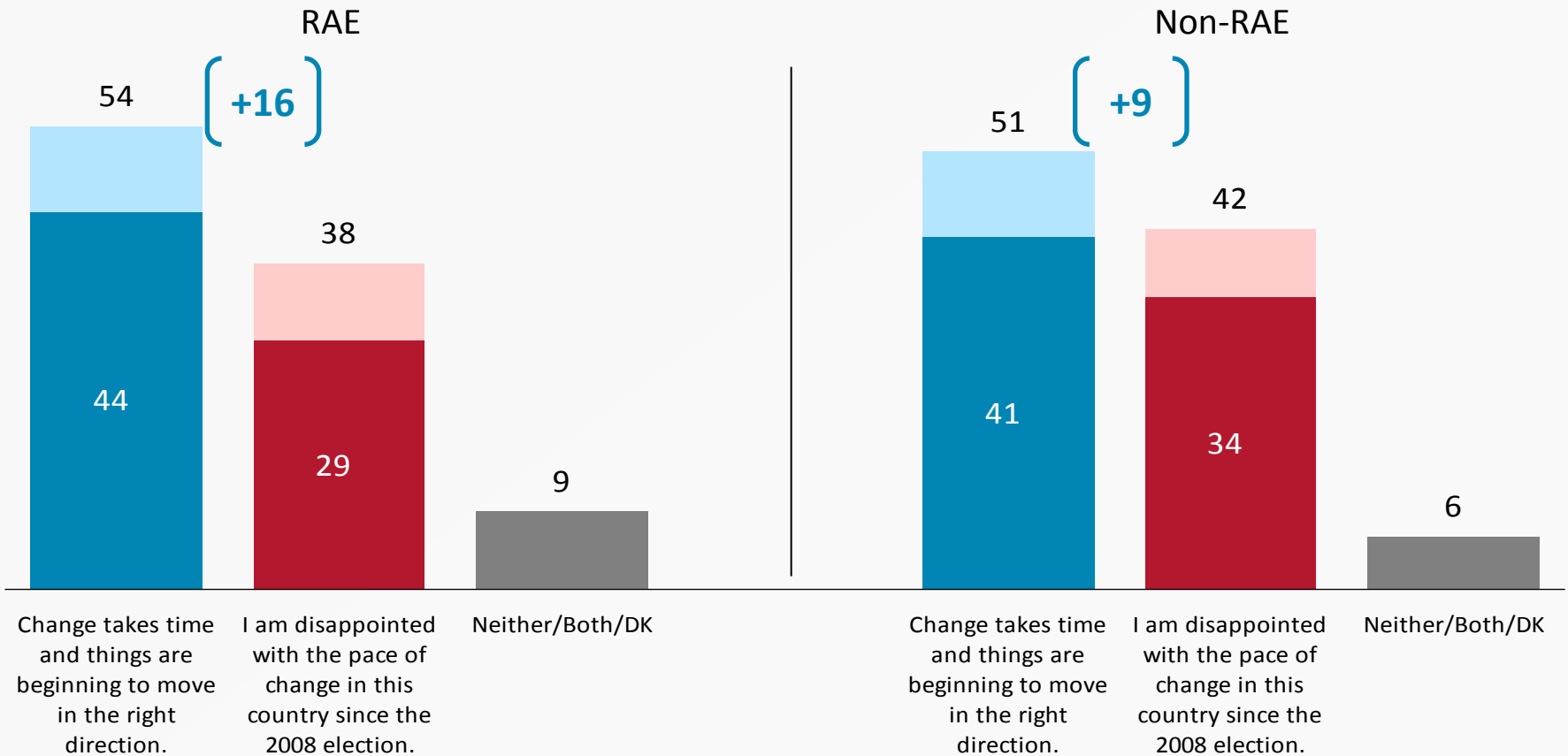
Which comes closer to your view?



Asked of half the sample.

Change Takes Time or Disappointed in Pace by RAE

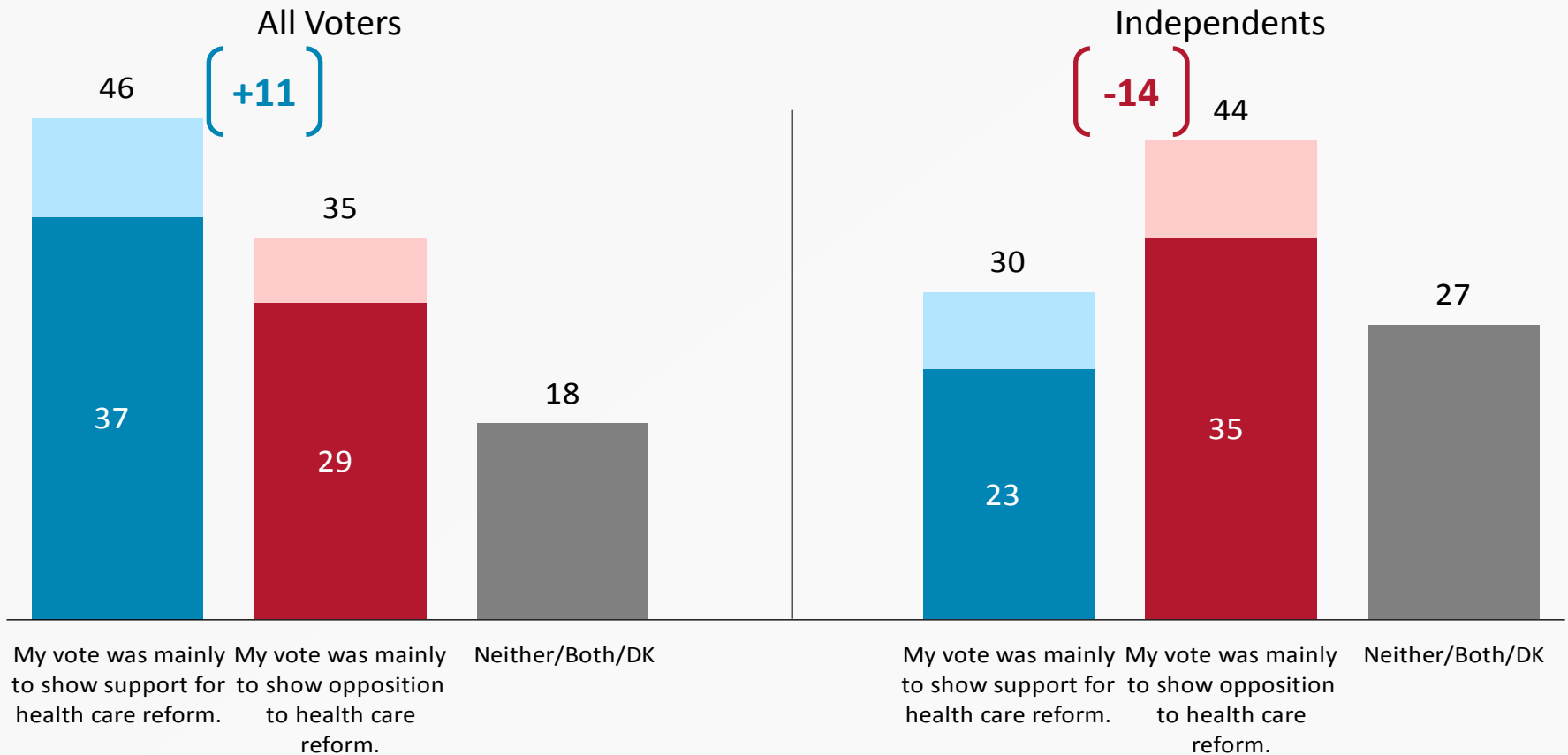
Which comes closer to your view?



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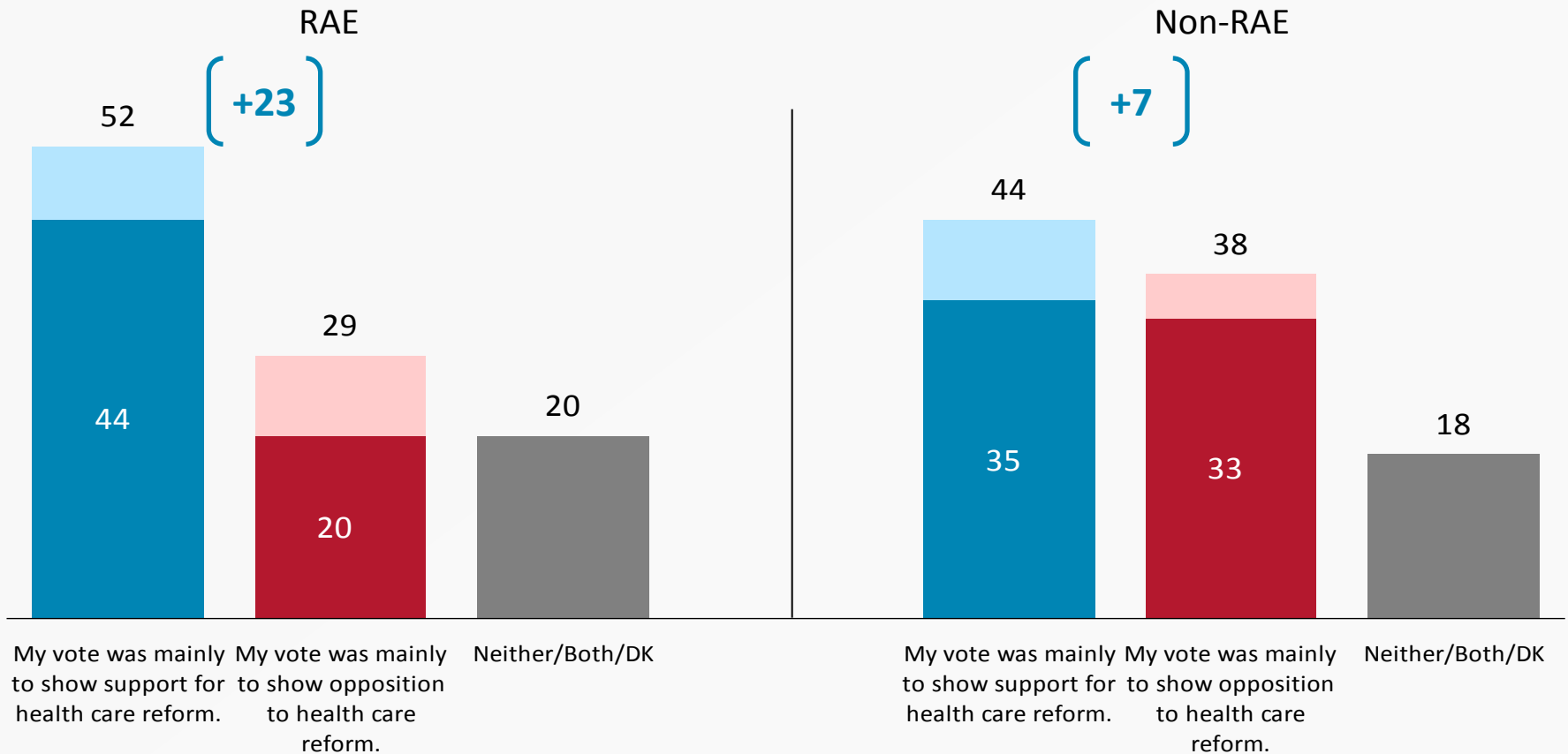
My Vote was Mainly to Show Support/Opposition to Health Care Reform

Which comes closer to your view?



My Vote was Mainly to Show Support/Opposition to Health Care Reform by RAE

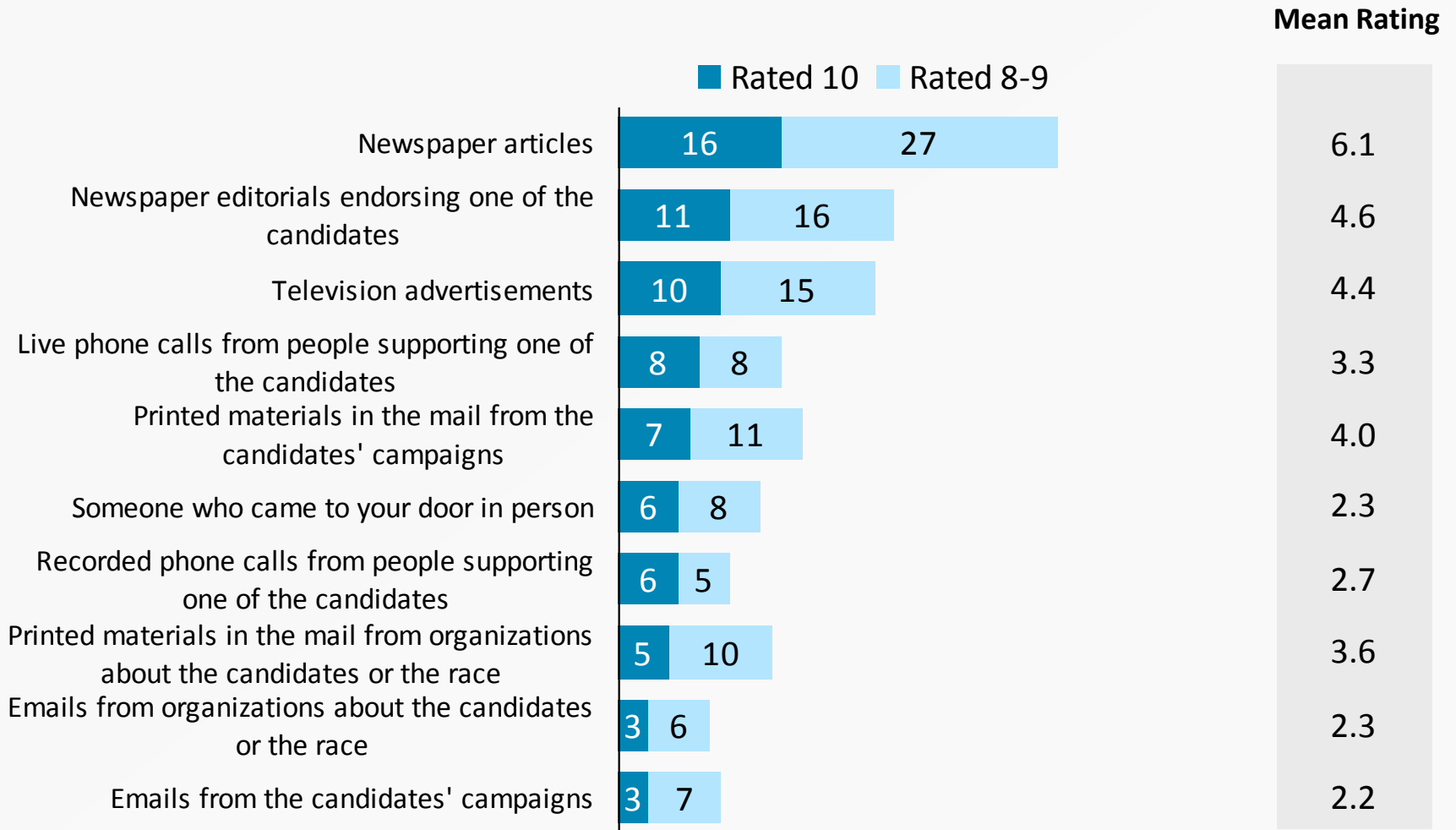
Which comes closer to your view?



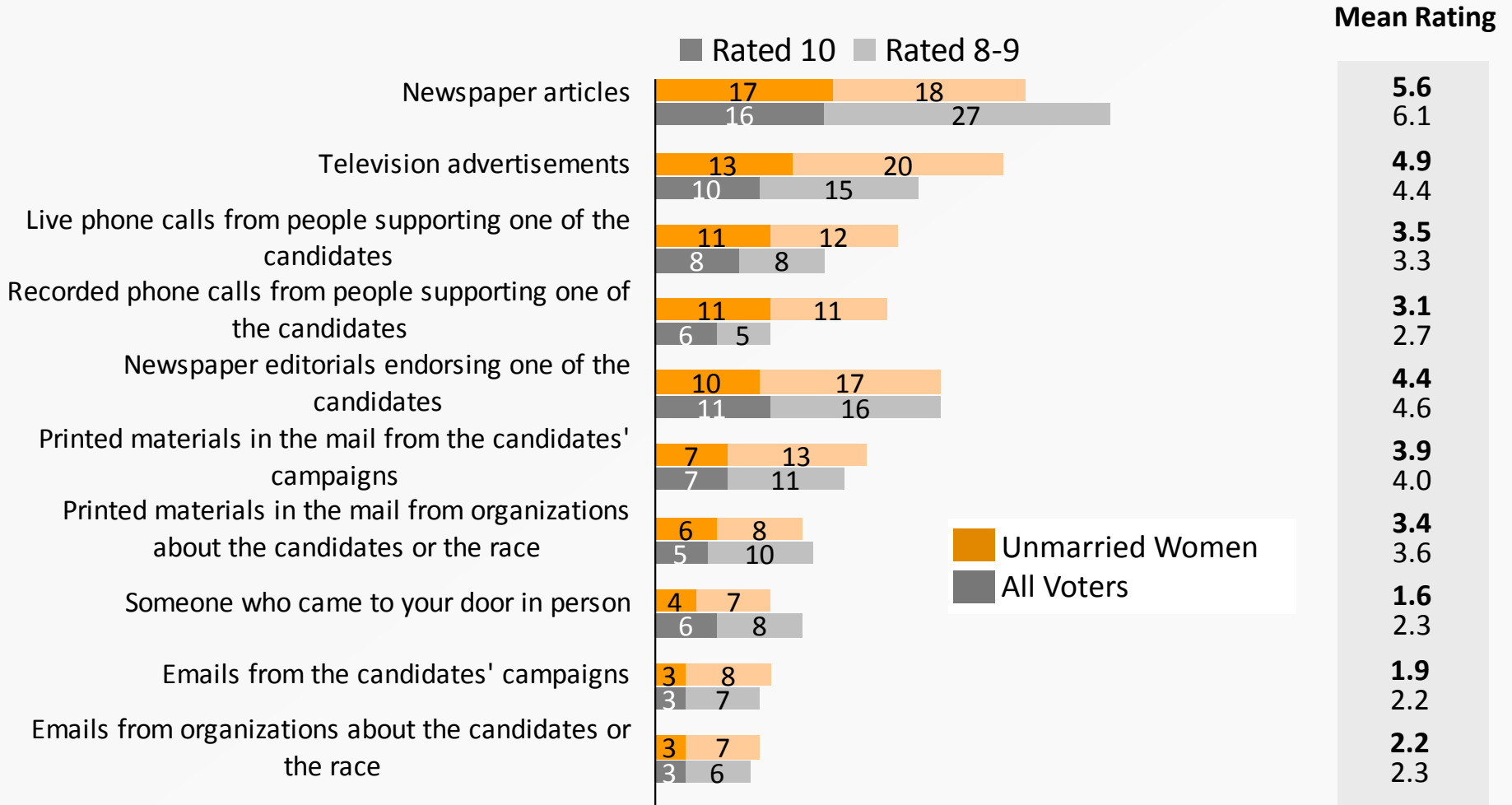
Campaign Communications



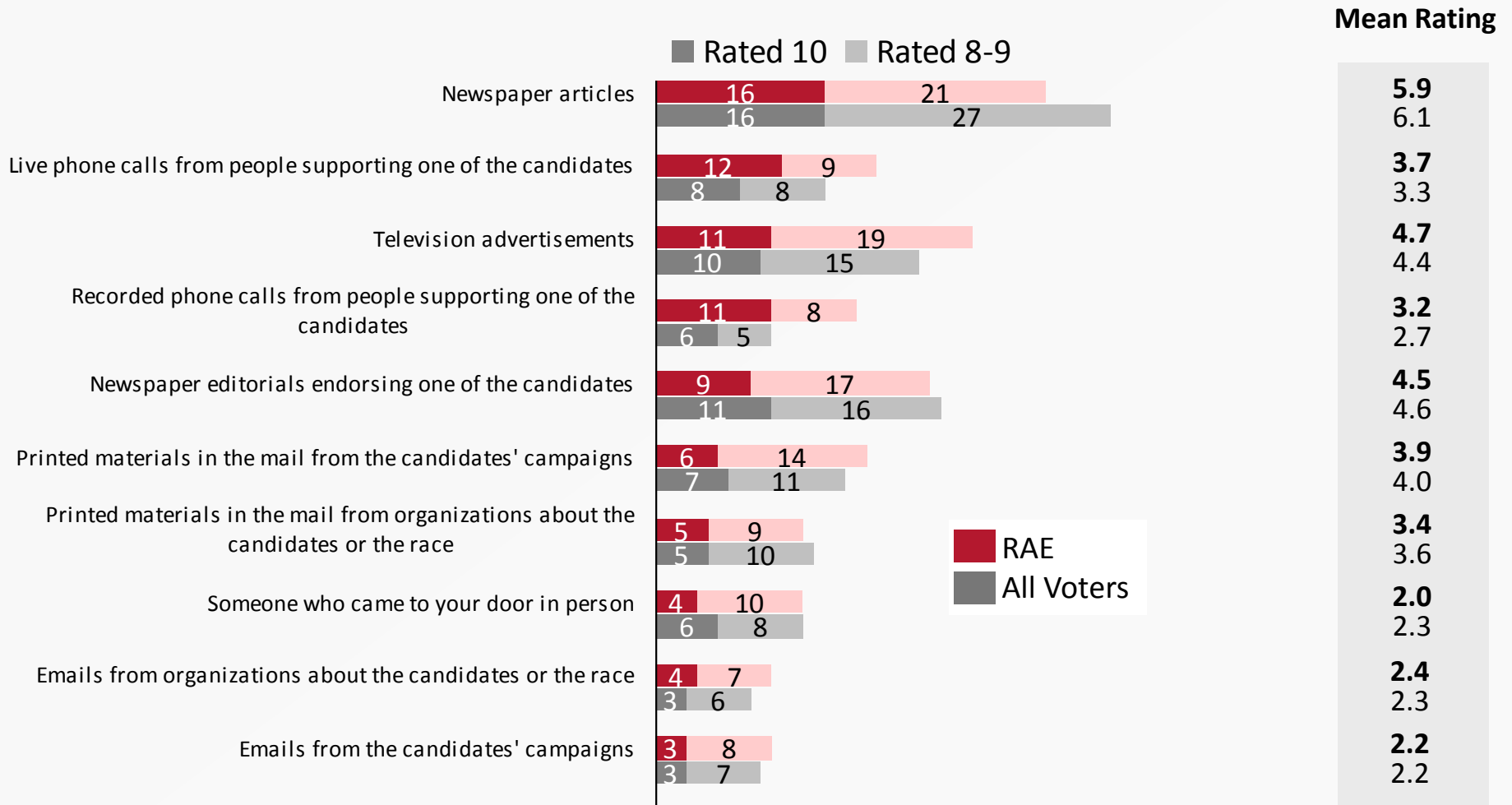
Communications Important to Your Vote



Communications Important to Your Vote among Unmarried Women



Communications Important to Your Vote among the Rising American Electorate



Methods

Election eve telephone interviews with 600 2010 special election voters, using phone numbers generated from a list of Massachusetts registered voters.

Survey was conducted January 18-19, 2010.

The margin of error for this poll is +/-4.0%.



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