



Key Findings

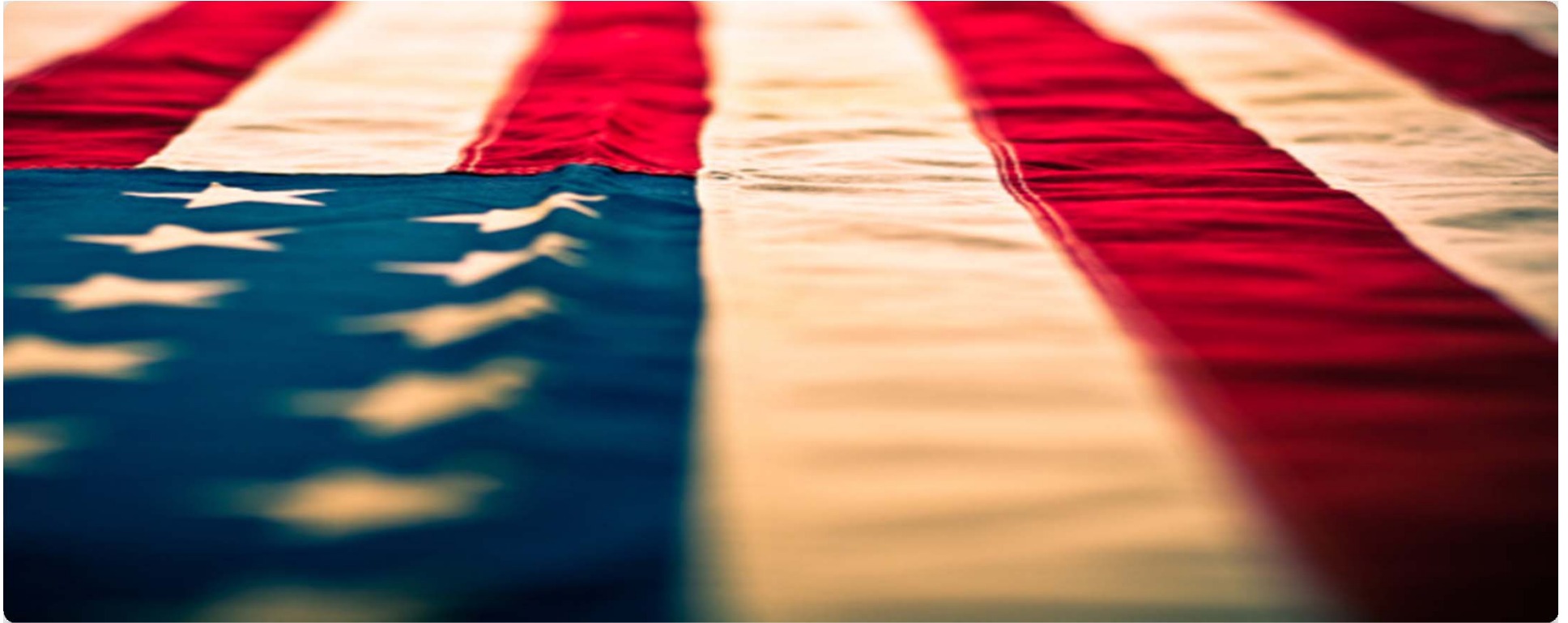
Public Opinion Strategies Election Night Survey

Bill McInturff



**PUBLIC OPINION
STRATEGIES**

SLIDE 1



Providing Some Context For The 2014 Election

Bill McInturff



Economic issues played a critical role heading into the election.



THE WALL STREET JOURNAL.

64%

Dissatisfied with the state of the U.S. economy



74%

Report that economic issues are extremely or very important to their vote*

*Source: POS Pre-Election Survey. All else NBC/WSJ.



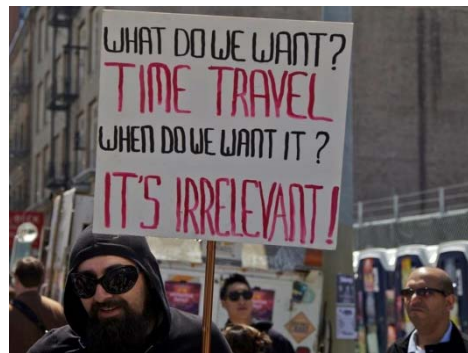
63%

Mood of country = wrong track



40%

Someone in household has lost a job in the last five years



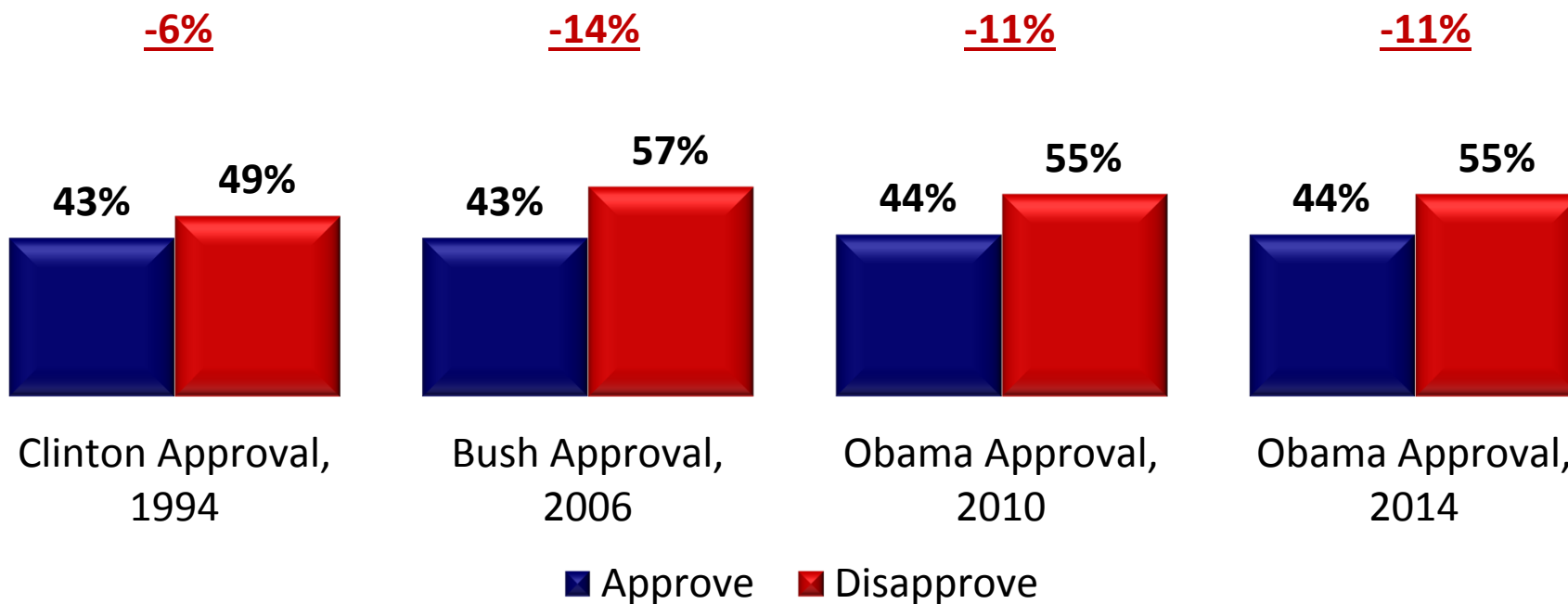
57%

Would carry a protest sign for a day

In the 2014 exit polls, President Obama's job approval is consistent with other presidents who had mid-term election wipeouts.

Presidential Job Approval—Wave Mid-Term Elections—Exit Poll Data

POS Post-Elect Data	
Approve	45%
Disapprove	51%



*Sources: Exit Polls

Do you approve or disapprove of the job Barack Obama is doing as President?

President Obama is the most damaging recent two-term president to his party's standing in the House.

Change in House Seats Held by the President's Party

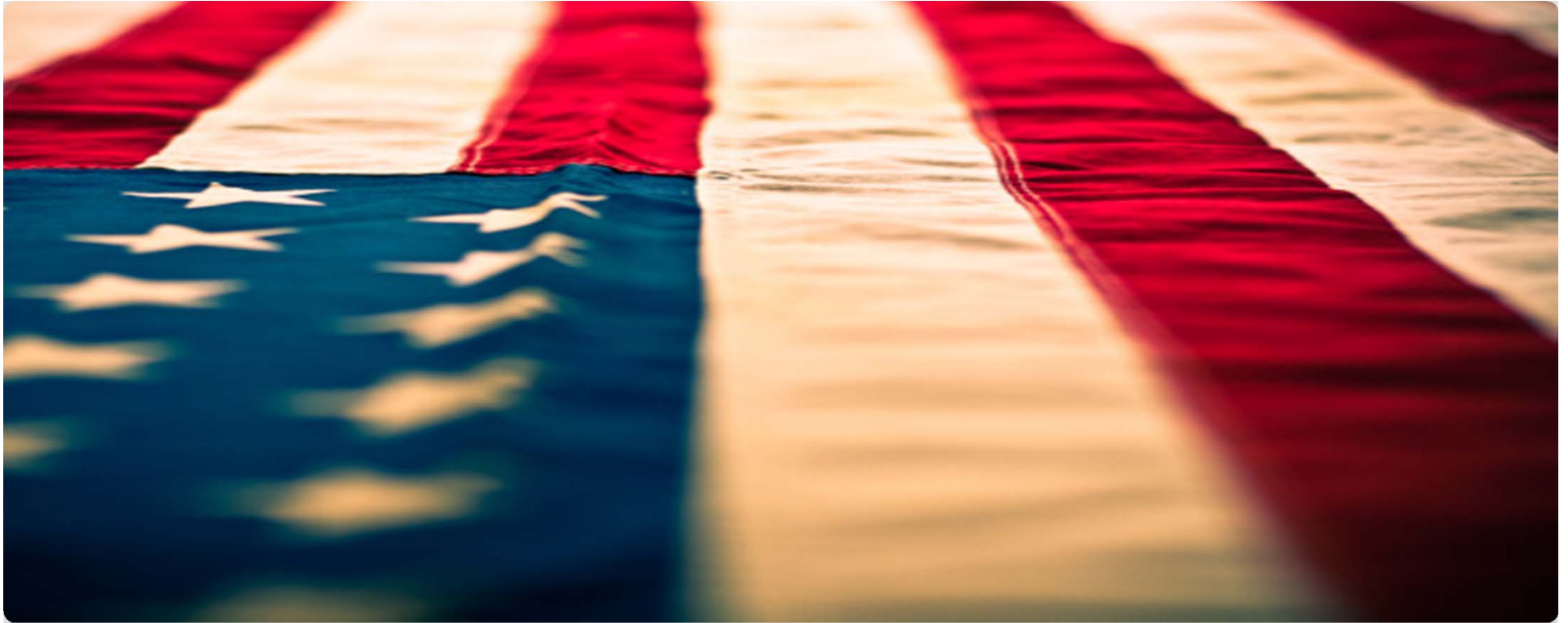
	First Mid-Term	Second Mid-Term	Net
Barack Obama	-63	-12*	-75*
Richard Nixon	-12	-48	-60
Bill Clinton	-52	+5	-47
Ronald Reagan	-26	-5	-31
George W. Bush	+8	-30	-22

*Estimate as of December 9 with 1 seat yet to be called. Source: CNN

The same holds true for the Senate.

Change in Senate Seats Held by the President's Party

	First Mid-Term	Second Mid-Term	Net
Barack Obama	-6	-9	-15
Bill Clinton	-8	0	-8
Ronald Reagan	+1	-8	-7
George W. Bush	+2	-6	-4
Richard Nixon	+2	-5	-3



The 2014 Elections and The Affordable Care Act

Bill McInturff



Americans continue to have an unfavorable view of the health care law.

Health Care Law Image Rating—Trend

	October 2013	May 2014	November 2014
Favorable	30%	33%	35%
Half-and-Half	14%	16%	12%
Unfavorable	44%	45%	49%
Net Difference	-14%	-12%	-14%

Less than one-third of voters recall campaign commercials on the topic of the health care law this cycle. This is dramatically different than voter recall levels in 2010.

Recall Campaign Commercials About The ACA:

	2010	2014
Recall – A Lot	30%	11%
Recall – Some	39%	21%
Total Recall	69%	32%

Nearly six out of ten voters this election cycle said their Congressional vote was NOT a message about the ACA. This again differs from 2010 where a plurality of voters said their vote for Congress was a message opposing the ACA.

Congressional Vote – Message About ACA?

	2010	2014
Vote As Message Supporting ACA	28%	12%
Vote As Message Opposing ACA	45%	28%
Not a Message About the ACA	27%	59%

The data, though, is very different in the key Senate states.

Recall Campaign Commercials About The ACA:

	2010	2014	2014 Key Senate Seats (15%)
Total Recall	69%	32%	53%

The data, though, is very different in the key Senate states.

Congressional Vote – Message About ACA?

	2010	2014	2014 Key Senate Seats (15%)
Vote as Message Supporting ACA	28%	12%	18%
Vote as Message Opposing ACA	45%	28%	42%
Not a Message About the ACA	27%	59%	40%

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