

# Presentation of Tea Party Poll Results

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October 26, 2010

# Overview

- This poll was conducted with a national sample of 1,000 likely voters. The fieldwork was done from October 18<sup>th</sup> to October 24<sup>th</sup>, 2010.
- The poll was done in support with Schoen's most recent book, *Mad as Hell: How the Tea Party Movement is Fundamentally Remaking Our Two-Party System*, written with Scott Rasmussen.
- The margin of sampling error for this poll is +/- 3%, and larger for subgroups.

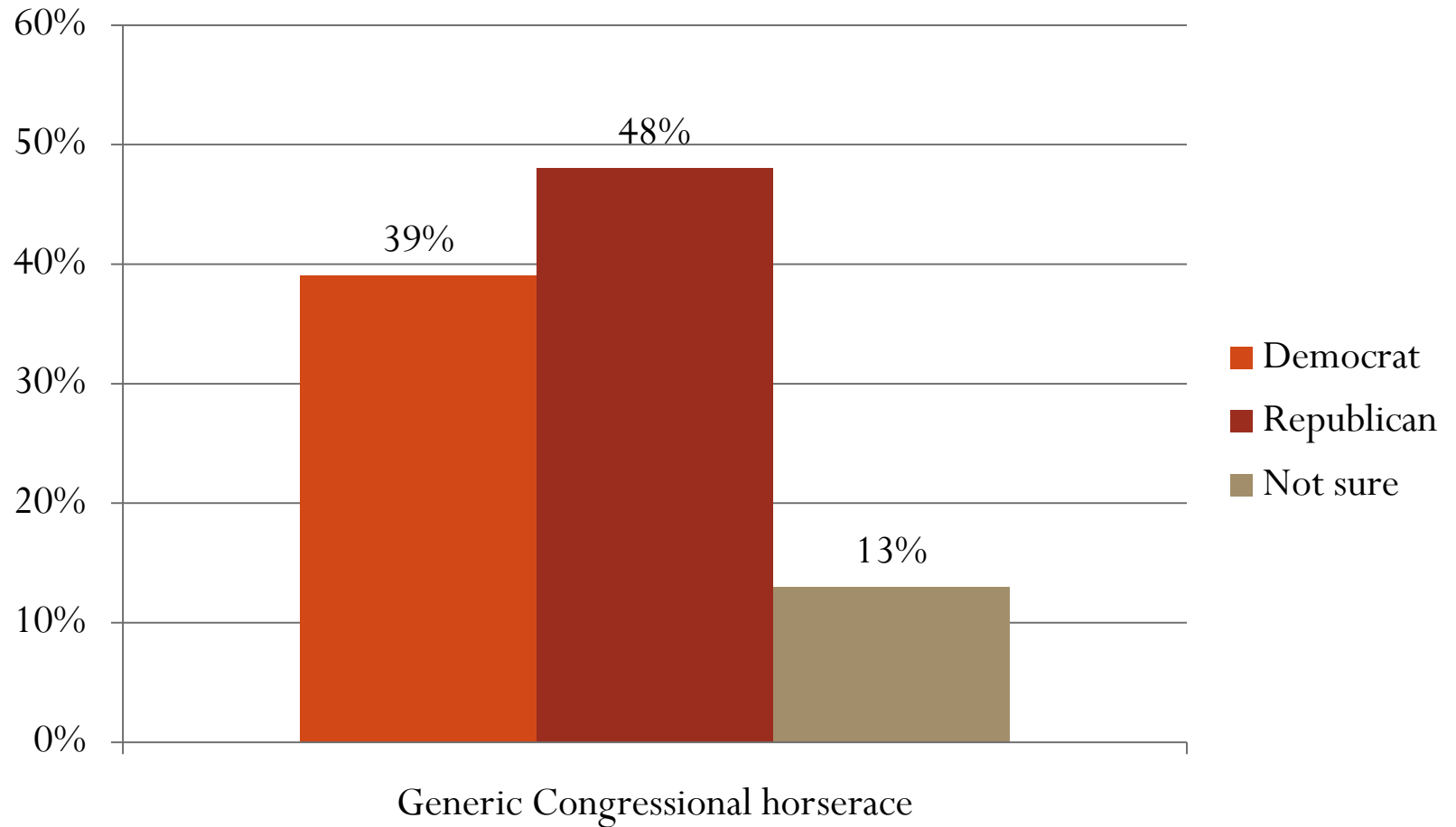
# Overview

- This poll shows that voters are very unhappy with the state of the country and with the current political establishment, especially with the Democrats. Voters are swinging toward the Republican Party, as the Republicans lead the Democrats by nine points in the generic Congressional ballot, and by 12 points among those who are absolutely certain to vote.
- Further, this poll shows a great deal of support for and interest in the Tea Party movement. The movement is currently the most powerful and potent political force in America.

# Generic Congressional Election

- In the generic Congressional midterm election, the Republican Party has a nine-point lead over the Democratic Party, 48% to 39%. 13% are not sure.

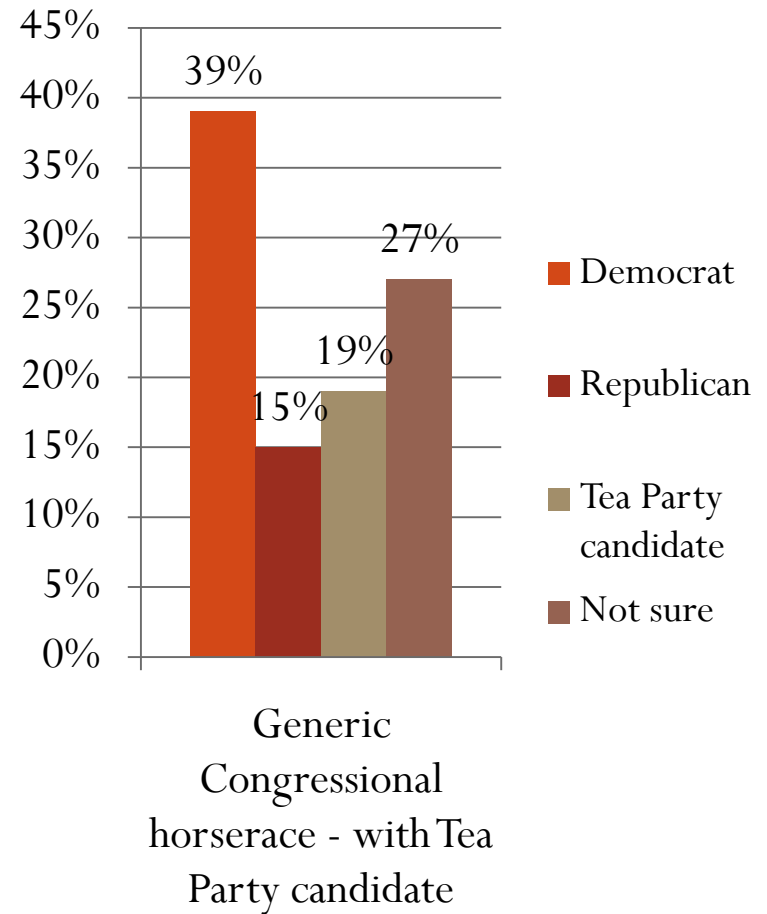
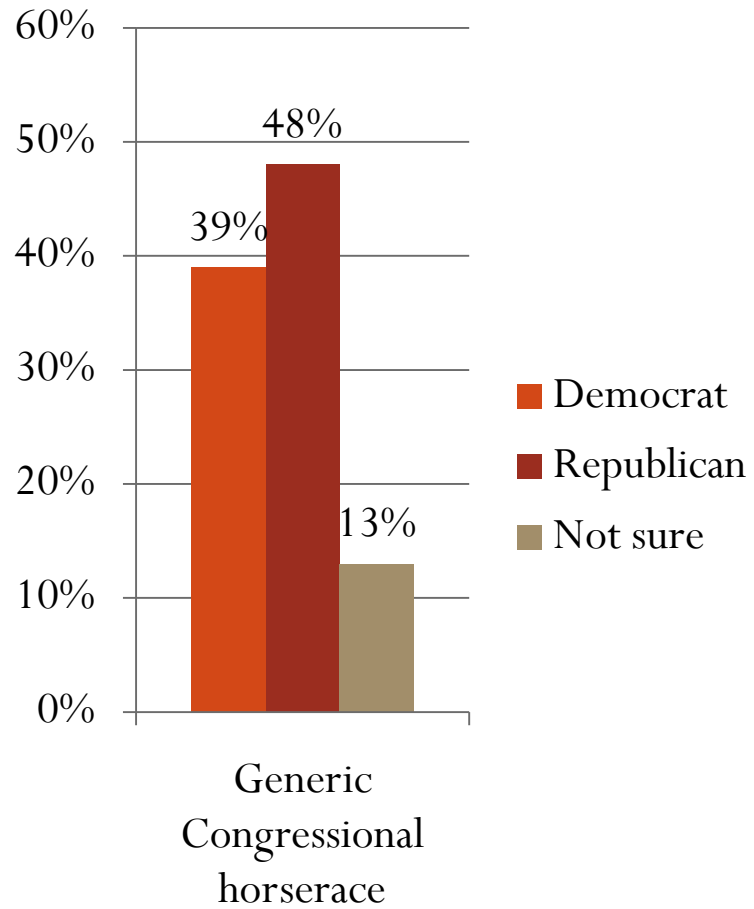
# Generic Congressional Election



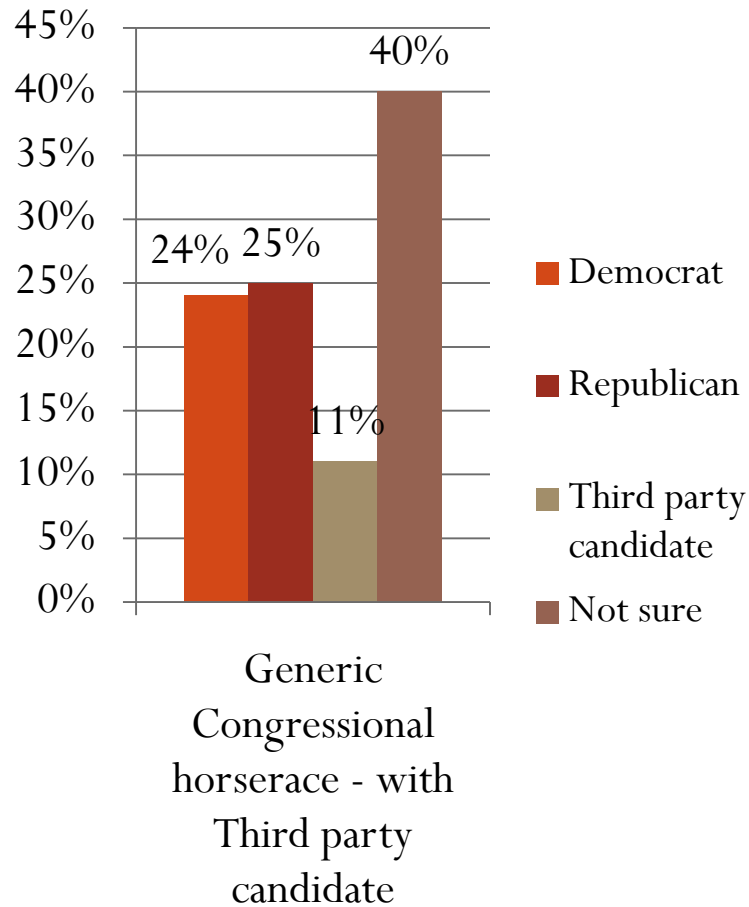
# Generic Congressional Election

- However, when given the choice between a Republican, a Democrat, and a Tea Party candidate for Congress, the Tea Party candidate gains more support (19%) than the Republican candidate (15%). Meanwhile, support for the Democratic Party consolidates (39%) and more voters become undecided (27%).
- This indicates that the Republican brand is a repository for opposition for the Democratic Party, and the Tea Party is a stronger brand.

# Generic Congressional Election



# Generic Congressional Election



- If a third party candidate is on the ballot in the upcoming Congressional election, 24% say they would vote for a Democrat, 25% say a Republican, and 11% say the third party candidate.
- 40% are not sure.

# Third Party Candidate for Congress

Voters say they would vote for a third party candidate to send a message that we need change (26%), and because the candidate will represent the people, not the political parties (26%).

Why would you vote for a third party candidate for Congress this year?	
To send a message that we need change	26%
He/she will represent the people, not the political parties	26%
Because the two major parties do not represent my point of view	18%
Because the candidate would not be beholden to either party	14%
To break the partisan divide in Washington	9%
Not sure	7%

# Third Party

- 63% of the electorate says that it is important to have a third major party in our country, while 31% say it is not important. 51% favor having a third major party in our country, while one-quarter oppose it.
- 40% say it is at least possible that they would vote for an independent candidate in the upcoming Congressional election, while 51% say it is not very likely.

# Control of Congress

- 53% prefer the outcome of this year's Congressional elections to be a Republican-controlled Congress, while 36% prefer the Democrats to have control.
- Those who say they plan to vote for a Republican for Congress do so because they think the Democratic Party is doing a bad job running the country and to oppose Obama's agenda (37%), and because they agree more with the Party's position on social issues (17%).

# Upcoming Congressional Election – Why Vote Republican

Why do you plan on voting for a Republican?	
The Democratic Party is doing a bad job running the country and to oppose Obama's agenda	37%
I agree more with the Party's position on social issues	17%
I trust the Republicans more to run our country and believe they are more ethical than the Democrats	15%
The Party is fiscally conservative and will cut spending and not raise taxes	11%
To support the specific candidates in the races	5%
I dislike both parties, but I think the Democratic Party is worse than the Republican Party	5%
They care about the average American	3%
I like their position on immigration	0%

# Upcoming Congressional Election – Why Not Vote Democratic

- They say that they don't plan on voting for a Democrat because they disagree with the Party's approach to major issues and don't want the Democrats to remain in charge (32%), and because they think the Party is too liberal, spends and taxes too much, and is too extreme and too negative (26%).

Why don't you plan on voting for a Democrat?	
I disagree with the Party's approach to major issues and I don't want the Democrats to remain in charge	32%
The Party is too liberal, spends and taxes too much, and is too extreme and too negative	26%
I think the Democratic Party is out of touch with ordinary citizens	11%
I disagree with or dislike the candidate personally	11%
I think the Party is corrupt and I don't trust them	7%
I oppose the health care bill that was just passed	5%

# Why Vote Democrat

- Those who plan to vote for a Democrat do so to support Obama's agenda and have the Democrats continue to run the country (34%), and because they agree more with the Party's position on social issues (30%).
- They don't plan to vote for a Republican because they think the Republican Party is out of touch with ordinary citizens – it is too extreme, too negative and too conservative (37%), and because they disagree with the Party's approach to major issues and don't want the Republicans to be in control (31%).

# Upcoming Congressional Election – Why Vote Democratic

Why do you plan on voting for a Democrat?	
To support Obama's agenda and have the Democrats continue to run the country	34%
I agree more with the Party's position on social issues	30%
The Democratic Party is more ethical than the Republican Party and they care about the average American	13%
To support the specific candidates in the races	10%
I dislike both parties, but I think the Republican Party is worse than the Democratic Party	6%
I believe in stimulus spending and the importance of a large government	0%

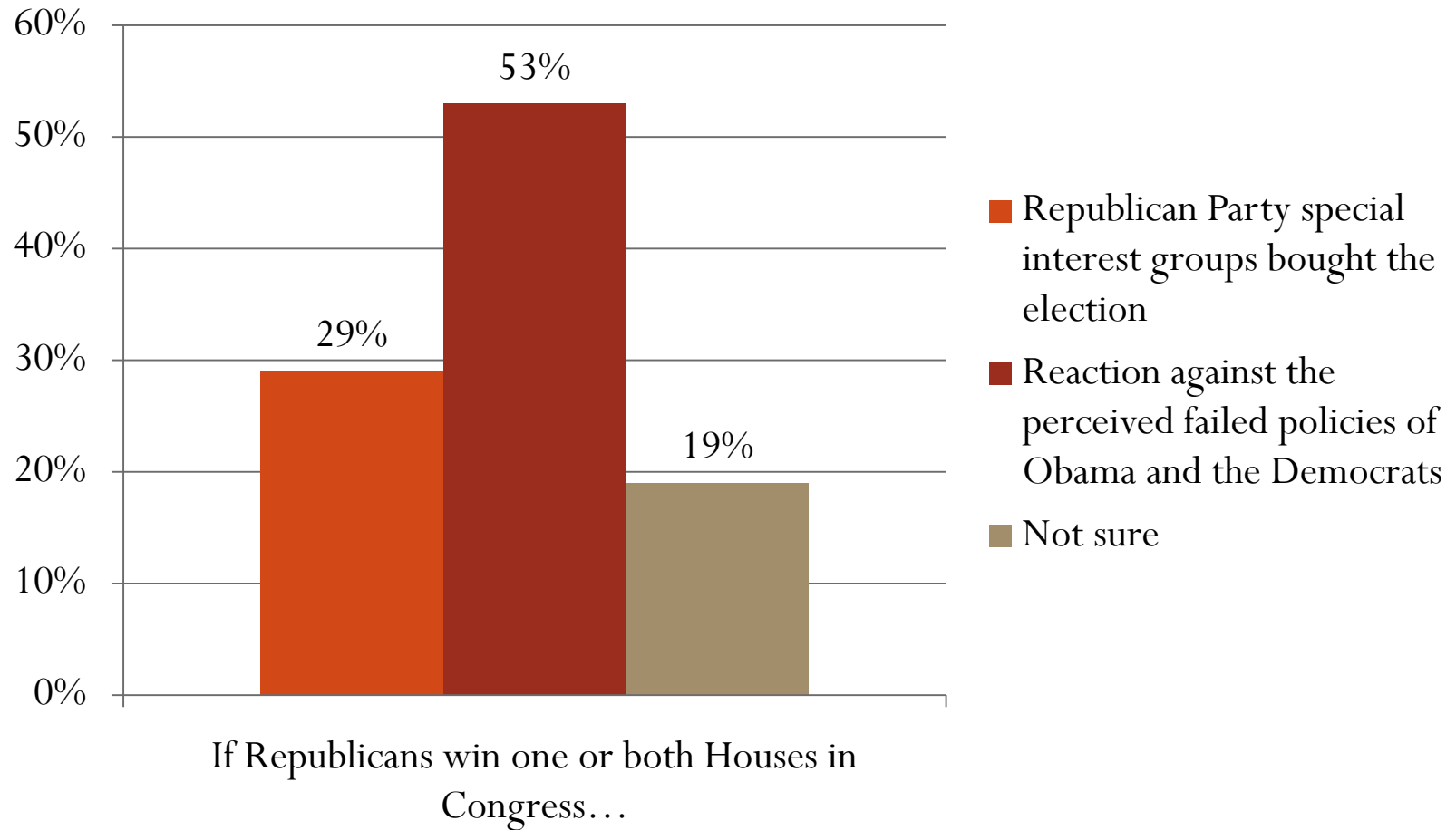
# Upcoming Congressional Election – Why Not Vote Republican

Why don't you plan on voting for a Republican?	
I think the Republican Party is out of touch with ordinary citizens – it is too extreme, too negative and too conservative	37%
I disagree with the Party's approach to major issues and don't want the Republicans to be in control	31%
I disagree with or dislike the candidate personally	12%
I think the Party is corrupt and I don't trust them – they say they want smaller government but they haven't acted like it	6%
I support and want to keep the health care bill that was passed last spring	3%
They won't let the government tax and spend the way it needs to	1%

# Control of Congress

- The Democrats' message attacking the Republican use of special interest money does not appear to be working. Voters believe that a Democratic loss this November would be attributed to their policies rather than to an influx in spending among Republican groups.
- If the Republicans win one or both houses in Congress, over half (53%) think it is a reaction against the perceived failed policies of Obama and the Democrats in Congress, while 29% think it is because Republican Party special interest groups bought the election. 19% are not sure.

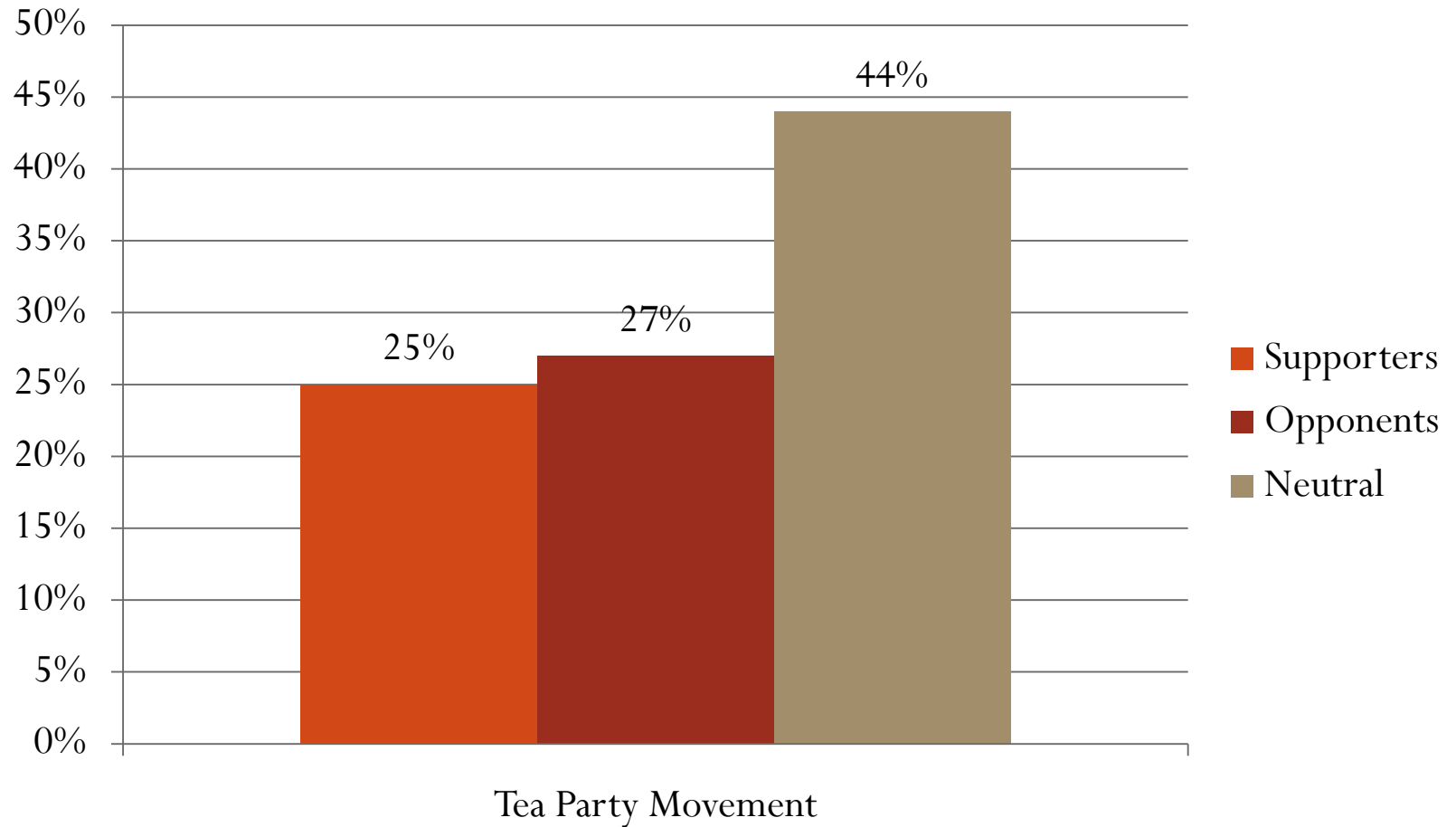
# Control of Congress



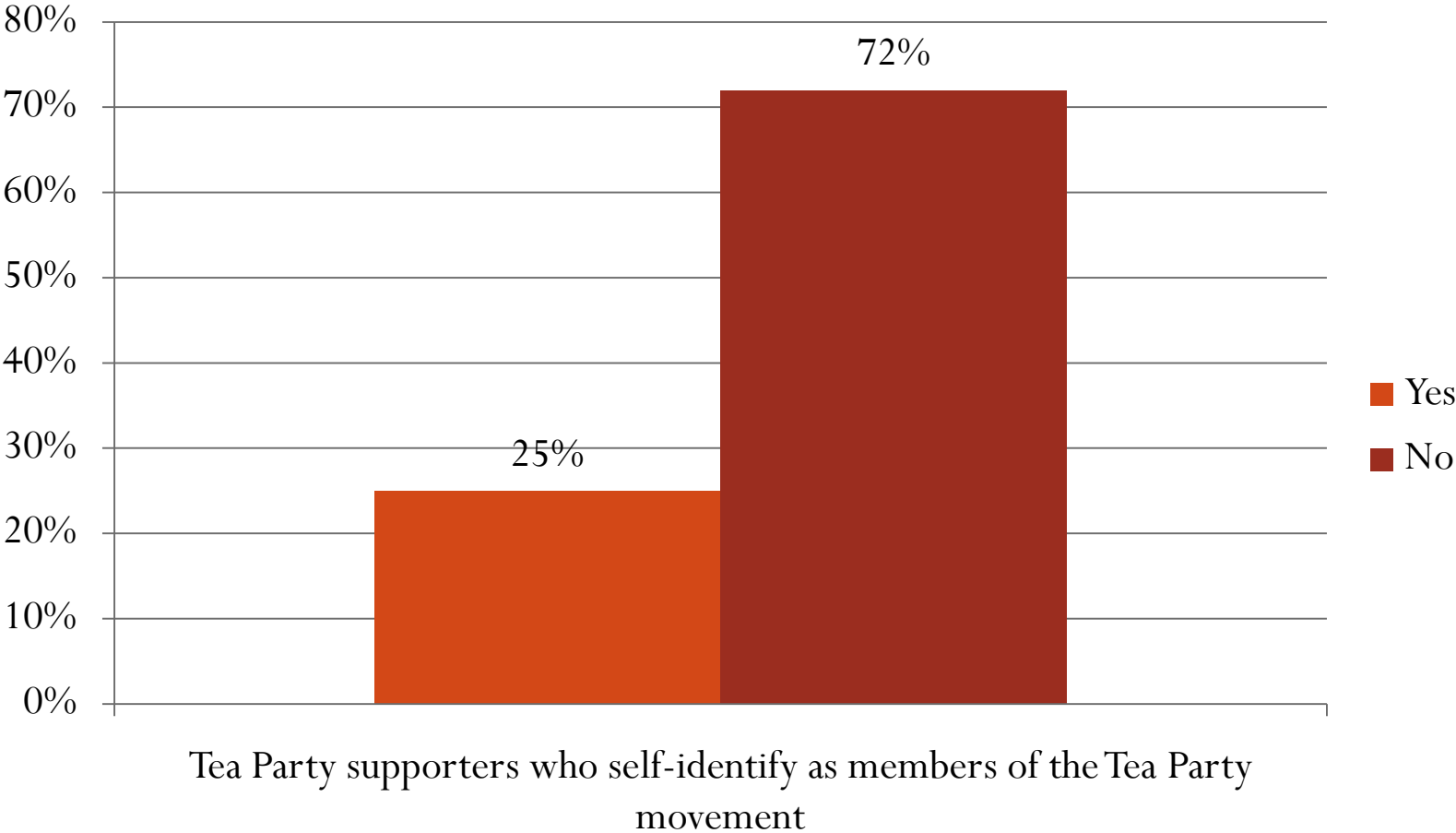
# Tea Party Movement

- 54% believe the Tea Party movement has been a good thing for the American political system. Only 22% say that it is a bad thing, and 19% say it has made no difference.
- The Tea Party movement has unprecedented, broad-based support. One-quarter now says that they are Tea Party supporters, while 27% say they are opponents. 44% say they are neutral. One-quarter of Tea Party supporters self-identify as members of the Tea Party movement.

# Tea Party Movement – Supporters

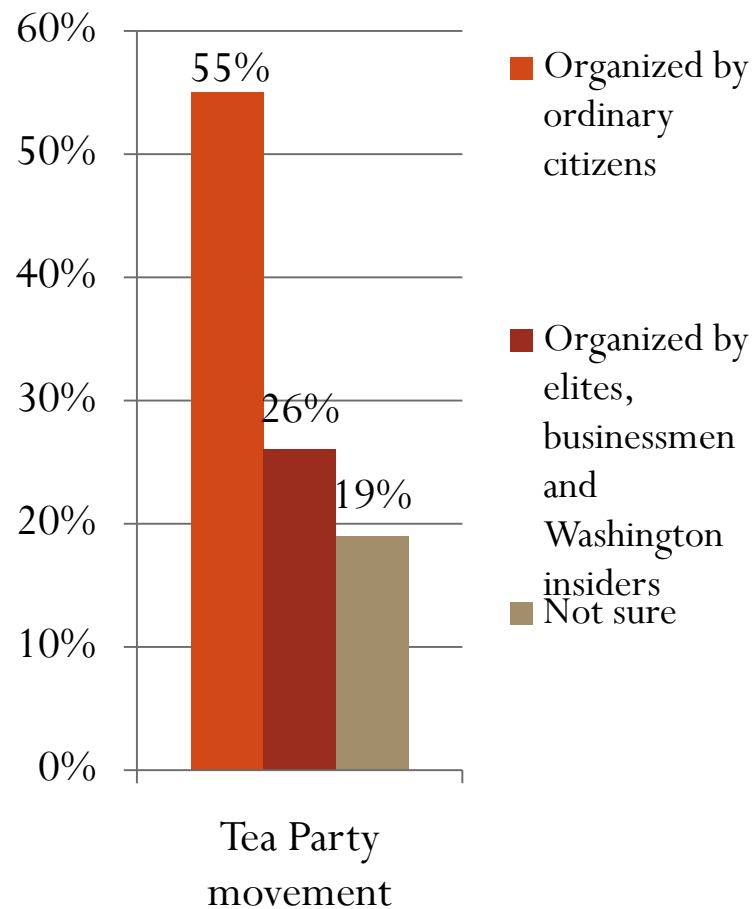


# Tea Party Supporters – Self-Identify as Members



# Organization of the Tea Party Movement

- 55% think the Tea Party movement is organized by ordinary citizens who are outraged by what they see as government excess in terms of taxing and spending, while 26% think it is organized by elites, businessmen and Washington political insiders.



# Organization of the Tea Party Movement

- 48% say the Tea Party movement represents a spontaneous outpouring of support and activity, while 30% say it is something that is supported by outside financial leaders to try to impact and control the political process. 22% are not sure.
- By three-to-one, voters believe the Tea Party movement is a movement of ordinary people rather than a movement of the rich and powerful. 62% say the movement is largely a movement of ordinary people taking action on their own, while 21% say it is a movement of the rich and powerful.

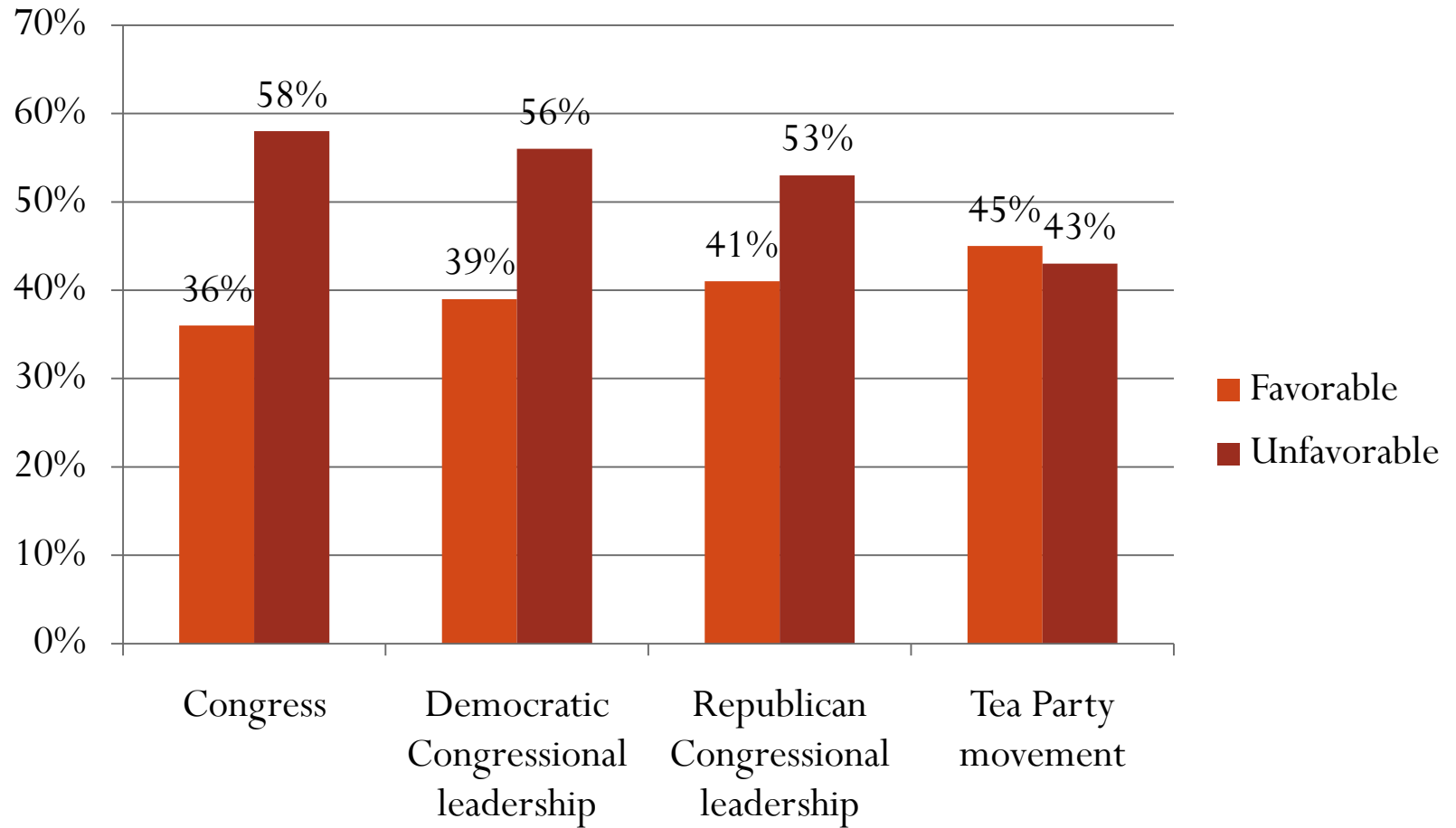
# Favorability of Congressional Leadership

- The Tea Party's broad-based support can be attributed to the unhappiness voters feel with the current leadership in both the Democratic and Republican parties.
- 36% are favorable of Congress, while 58% are unfavorable.

# Favorability of Congressional Leadership

- 39% are favorable of the Democratic Congressional leadership and 41% are favorable of the Republican Congressional leadership, while 56% and 53% have unfavorable impressions respectively.
- Meanwhile, 45% are favorable of the Tea Party movement, while 43% are unfavorable.

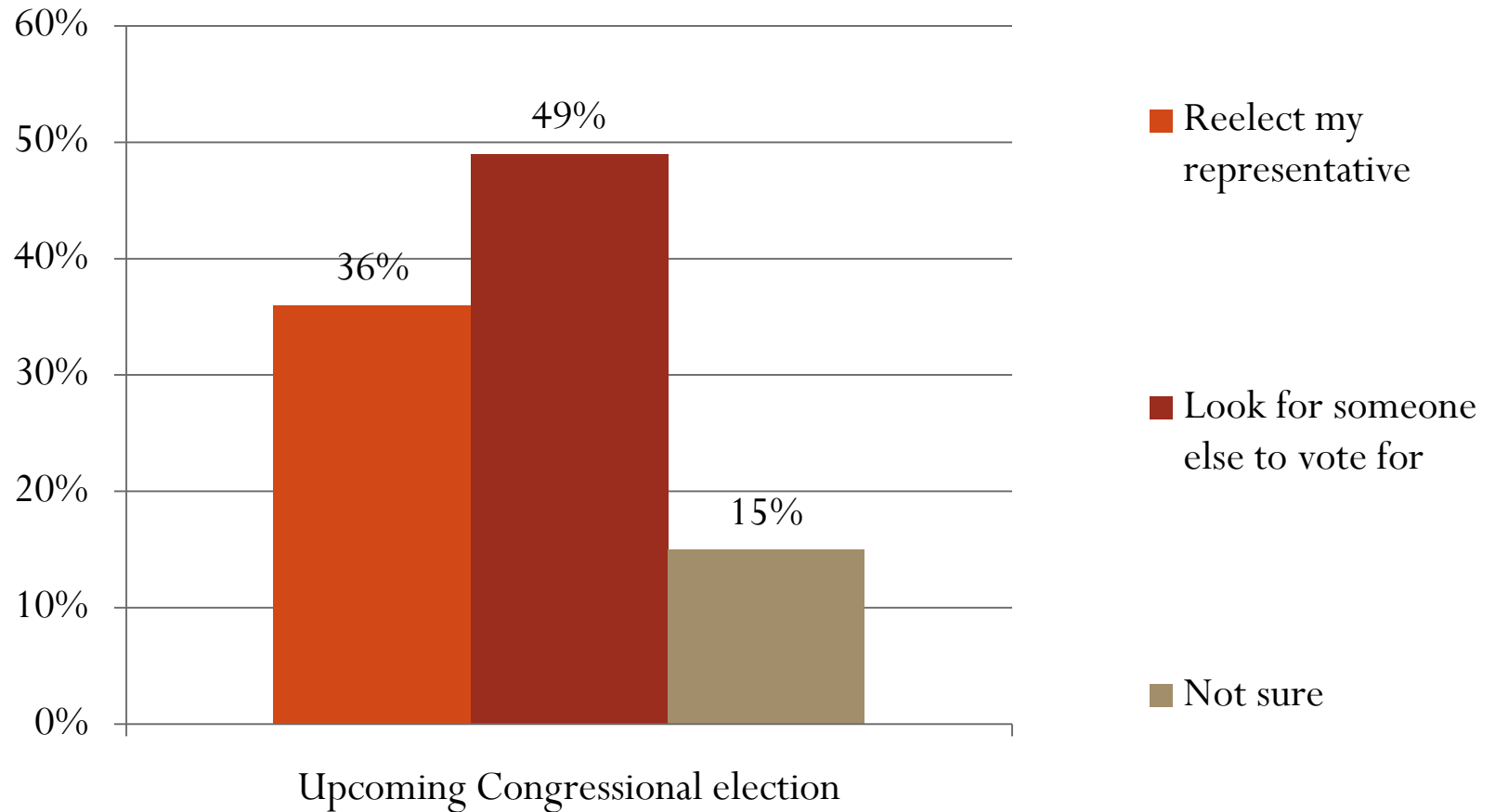
# Favorability



# Job Approval of Congressional Leadership

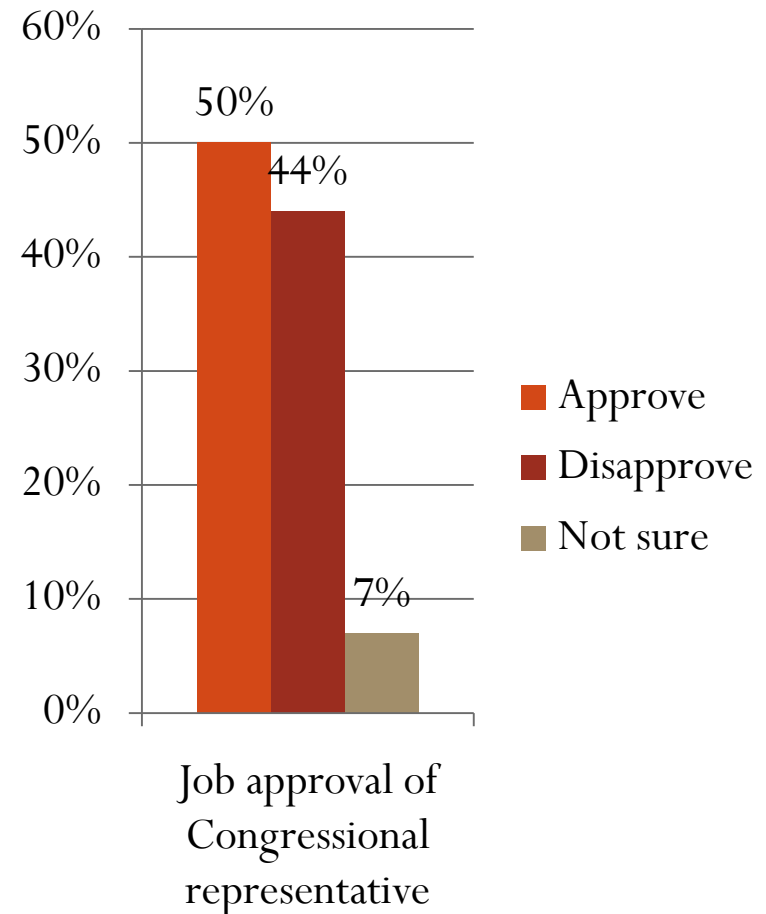
- Job approval of Congressional leadership is just as low. 37% approve of the way the Democrats in Congress are doing their job, while 58% disapprove. 35% approve of the way Republicans in Congress are doing their job, while 59% approve.
- Almost half (49%) say they are looking for someone else to vote for in the next Congressional election, while just 36% say they are inclined to vote to re-elect their representative.

# Upcoming Congressional Election



# Congressional Representative Job Approval

- Despite the fact that voters would like their Congressman replaced, they have slightly more positive feelings about their Congressional representative's job performance.
- Half approve of the way their representative is handling his or her job, while 44% disapprove.



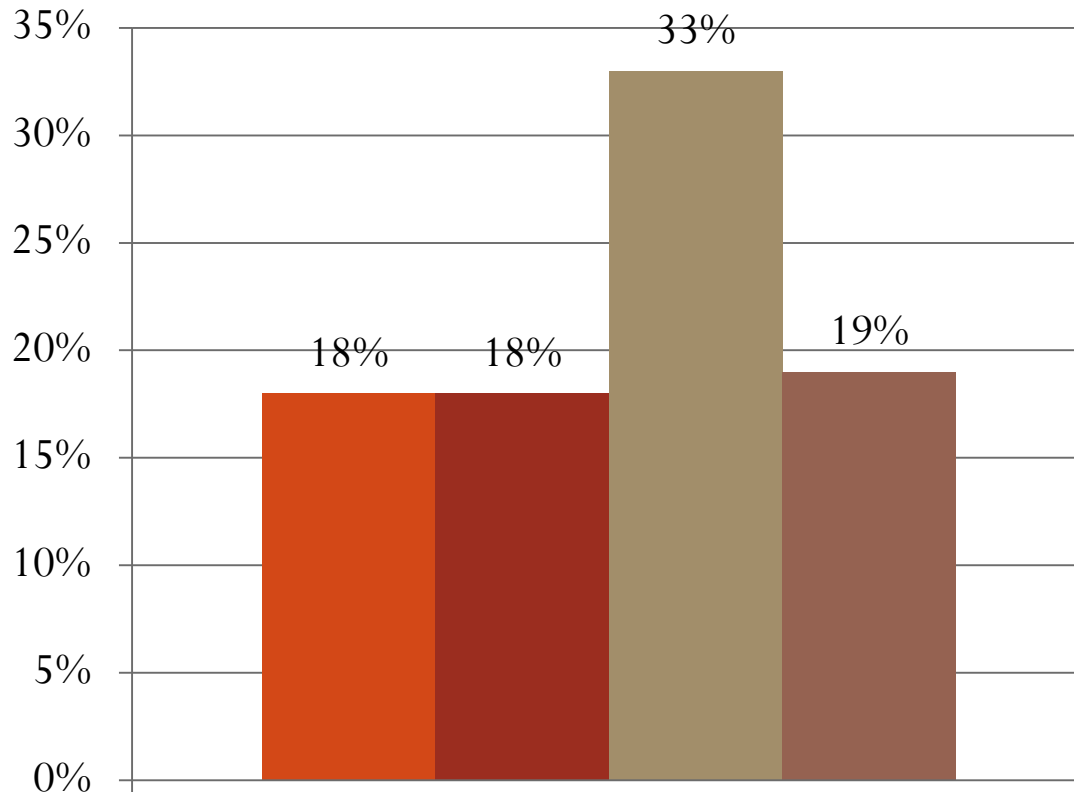
# Control of Congress

- Voters' unhappiness with the political leadership goes beyond just a desire to replace Democrats with Republicans.
- If the Democrats lose control of Congress, a plurality (33%) say it is because voters were voting for a fundamental change in policies and a change in direction.

# Control of Congress

- That being said, it would be a clear rejection of Obama's policies and those of the Democrats.
- 19% say if the Democrats lose control of Congress it is because voters were endorsing the Republican Party's policies of limited spending and taxation. 18% say the election would be a referendum on Obama's leadership, and 18% say the election would be a referendum on the Democratic control of Congress.

# Control of Congress



If the Democrats lose control of one or both houses in Congress, it is because...

- Election would be a referendum on President Obama's leadership
- Election would be a referendum on the Democratic control of Congress
- Voters were voting for a fundamental change in policies and direction
- Voters were endorsing the Republican Party's policies of limited spending and taxation

# Support for the Tea Party Movement

- Support for the Tea Party movement is bipartisan. Tea Party supporters say the movement is a protest against business as usual in Washington (43%) rather than a protest against President Obama (20%), Democrats in Congress (11%), or Republicans in Congress (0%).
- Over half (52%) of Tea Party supporters say they support the movement because it is committed to reducing the federal government's size and spending and the national debt. 13% support it because it supports personal liberty of the individual.

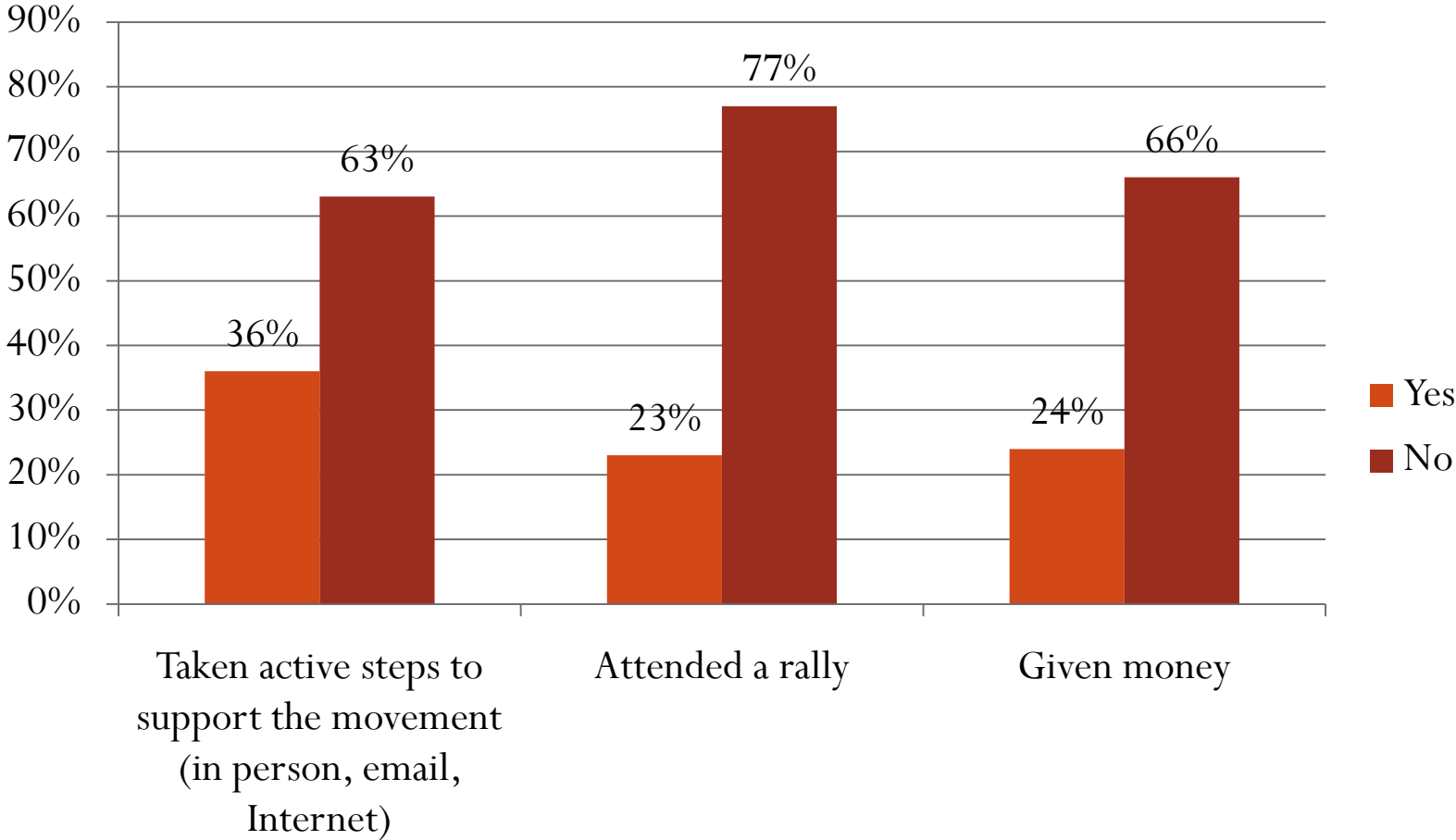
# Support for the Tea Party Movement

Why do you support the Tea Party movement?	
It is committed to reducing the size of government, including abolishing some federal agencies, and to cutting federal government spending and the national debt	52%
It supports personal liberty of the individual, within the rule of law	13%
It supports repealing the health care reform law	6%
It opposes the economic stimulus bill and government bailouts	5%
It supports phasing out the current Social Security system so workers can privately invest their contributions	2%
It opposes the government setting caps on carbon pollution emissions	0%
Other	13%

# Support for the Tea Party Movement

- Tea Party supporters are much more interested in and involved with the Tea Party movement than has been previously reported or acknowledged.
- 36% of supporters say they have taken active steps to support the Tea Party movement either in person, via email, or on the internet.
  - 23% of supporters have attended a rally (77% have not).
  - 24% of supporters have given money or have friends who have given money to the movement (66% have not).

# Support for the Tea Party Movement among Tea Party Supporters



# Support for the Tea Party Movement

- Voters believe the Tea Party movement is a real force that has affected our political system and will not go away anytime soon. Three-quarters of the electorate expect the Tea Party movement to continue to have an active role indefinitely, while only 12% think it will disappear.
- Two-thirds say it has had real impact on the political process, while 21% say it has not.

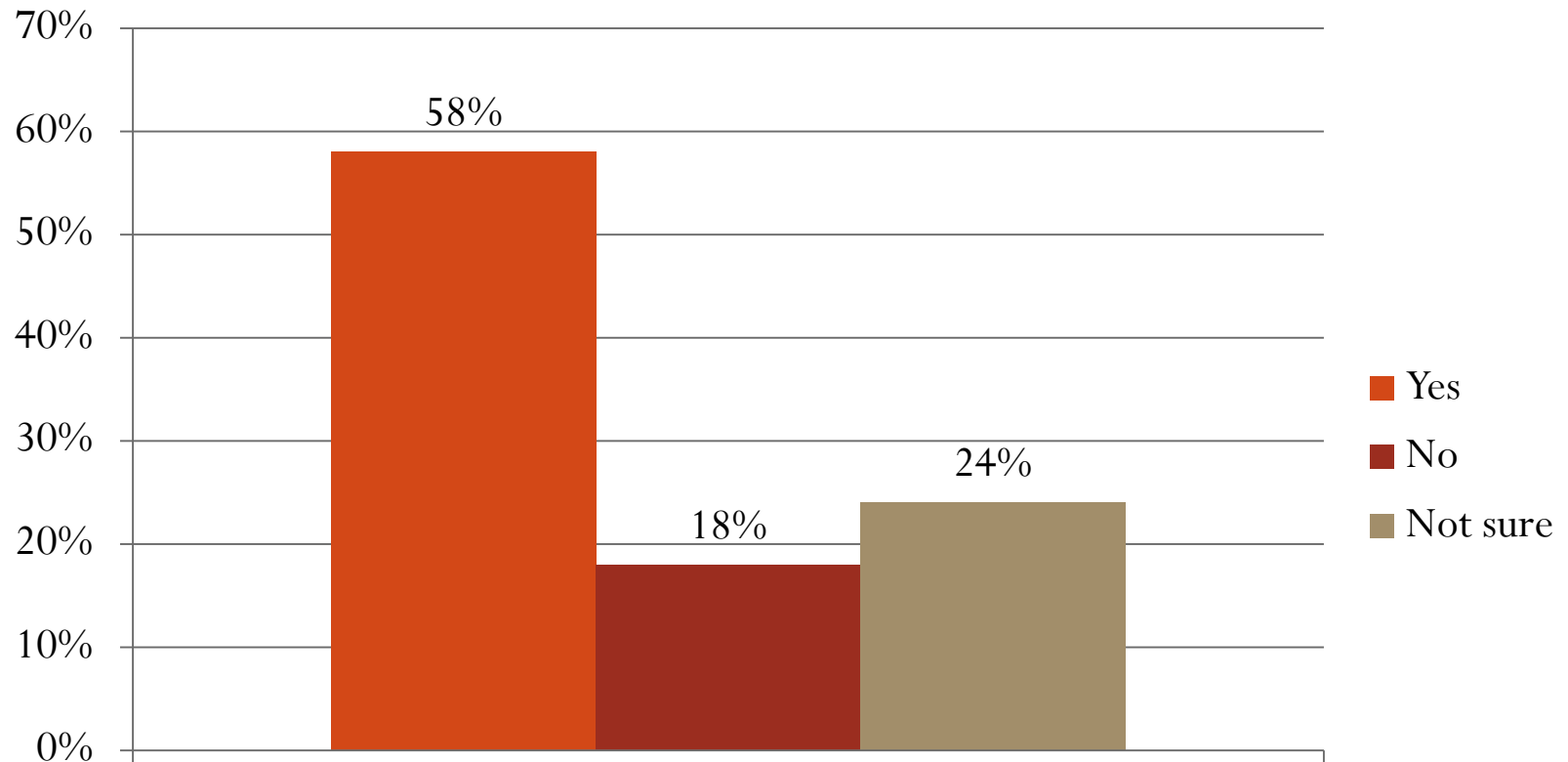
# Support for the Tea Party Movement

- 68% say the Tea Party movement has been a good thing for Americans because it has encouraged political participation. 22% say it has been a bad thing because it has shaken up the political system.
- 57% agree with the reasons for the Tea Party protests, while 35% disagree.

# Foreign Money in the U.S. Elections

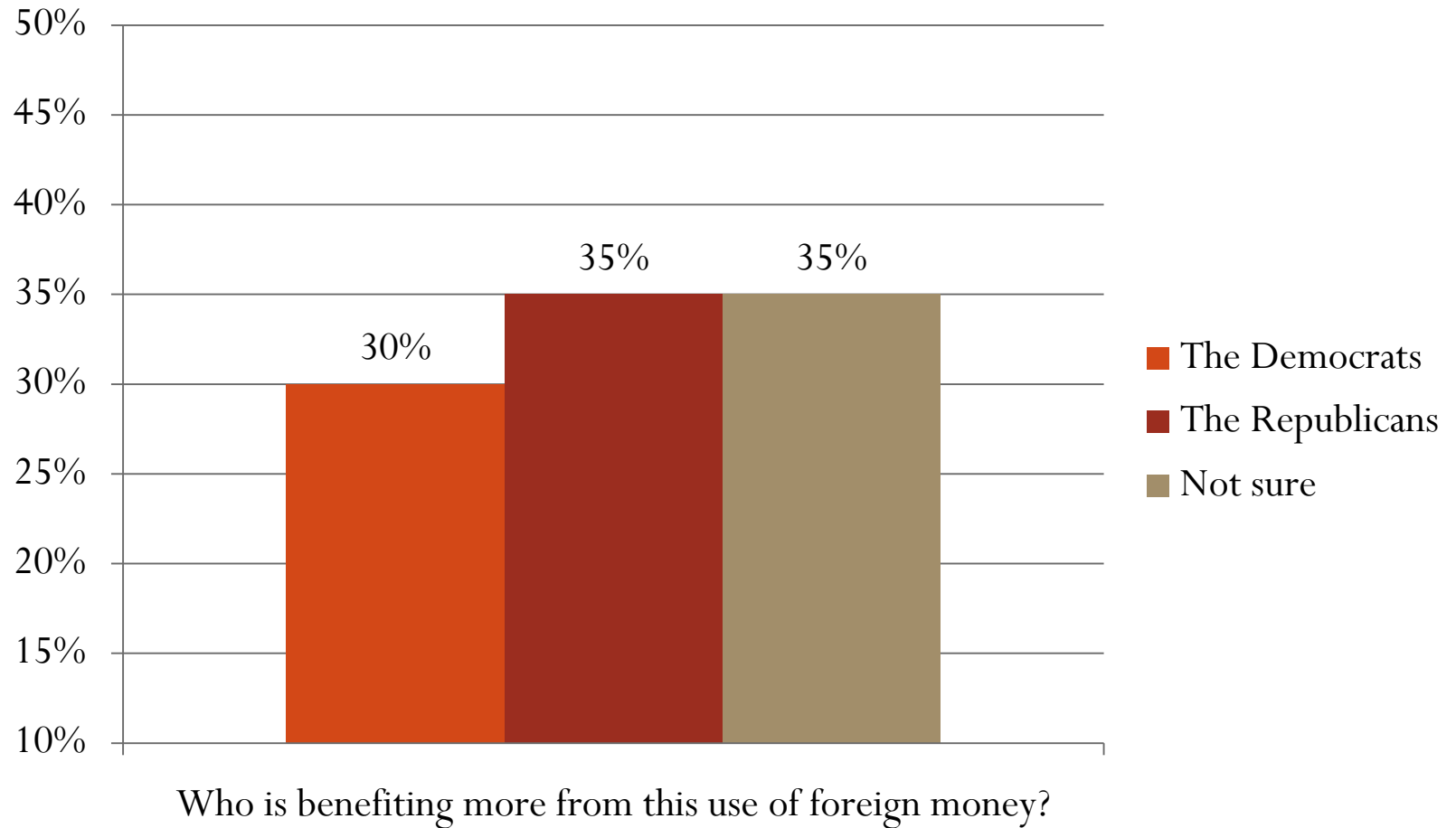
- 58% say they believe that powerful special interest groups are using foreign money to influence the U.S. elections by financing political activities, while just 18% say they are not.
- However, voters are divided on whether it benefits Republicans or Democrats more, 35% to 30%.

# Foreign Money in the U.S. Elections



Powerful special interest groups are using foreign money to influence the U.S. elections by financing political activities

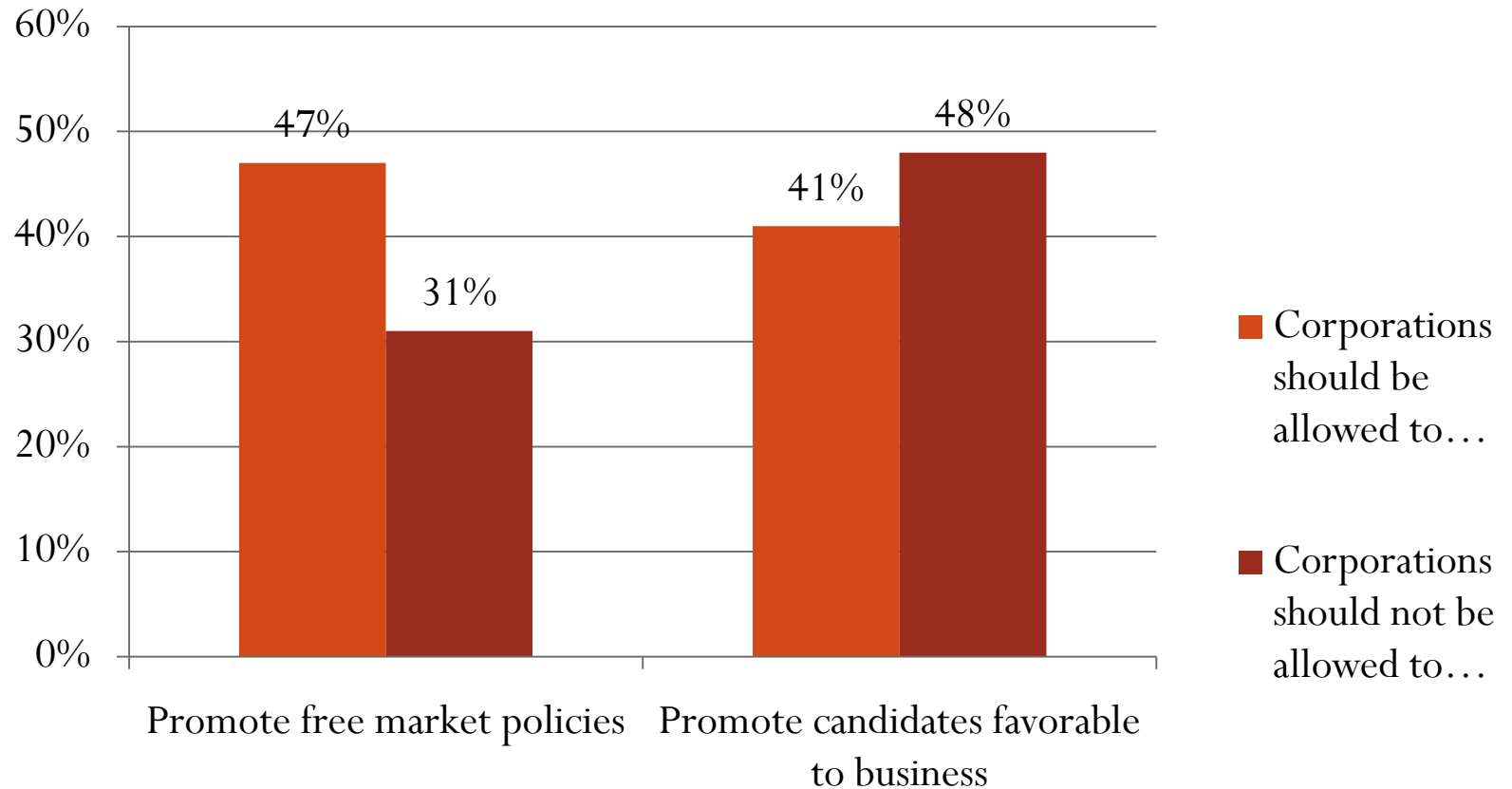
# Foreign Money in the U.S. Elections



# Role of Corporations in Elections

- Voters say that corporations should be allowed to promote free market policies, but they are more divided on whether they should be able to participate directly in the political process
- Respondents say that corporations should be allowed to promote free market policies, 47% to 31%. 48% say corporations should not be allowed to promote candidates favorable to business, while 41% say they should be allowed.

# Role of Corporations in Elections



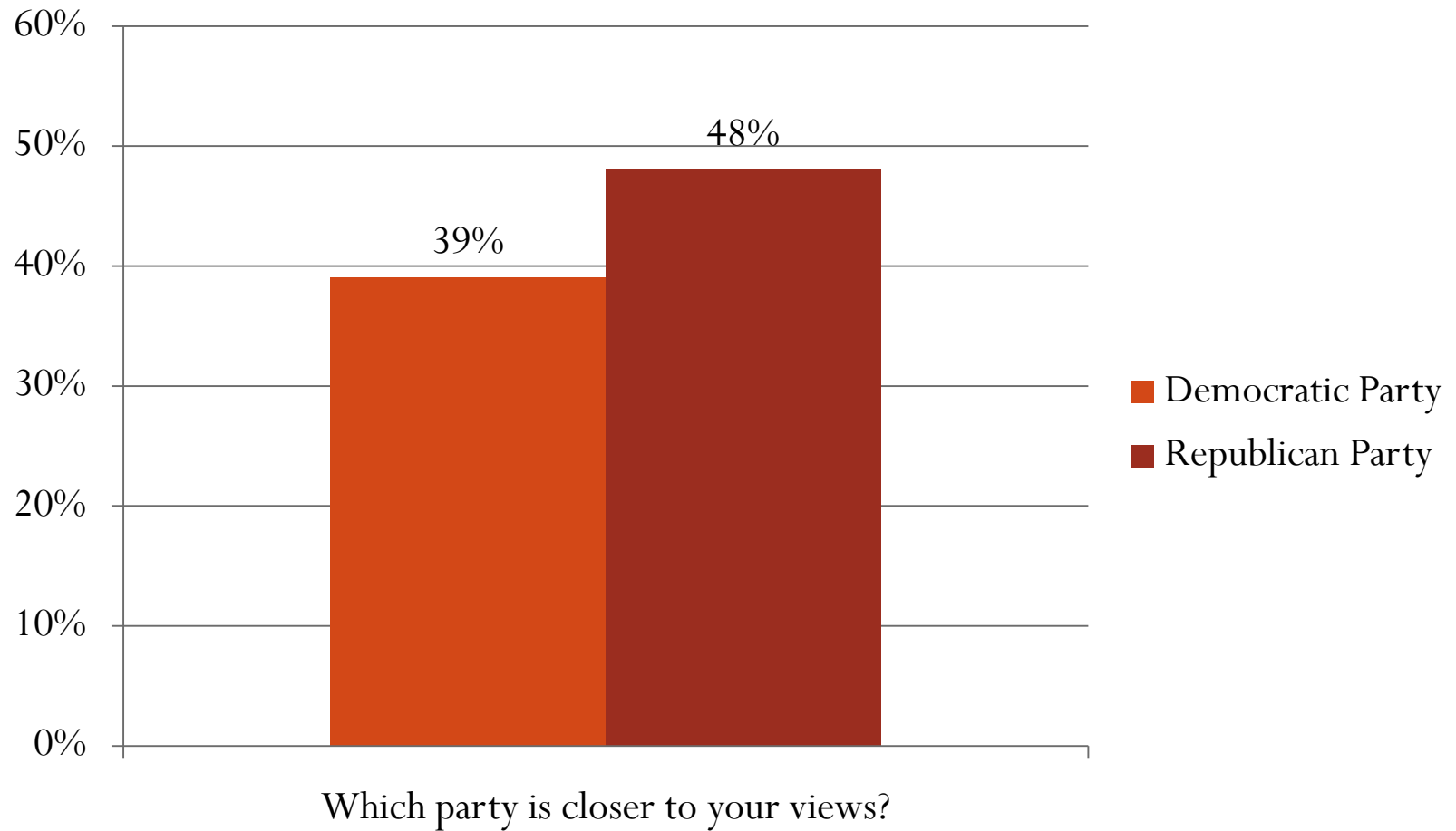
# Favorability

- 39% have a favorable impression of Karl Rove, while one-third have an unfavorable impression. 28% are not sure.
- 45% have a favorable impression of the Chamber of Commerce, while 26% have an unfavorable impression. 29% are not sure.

# Party Identification

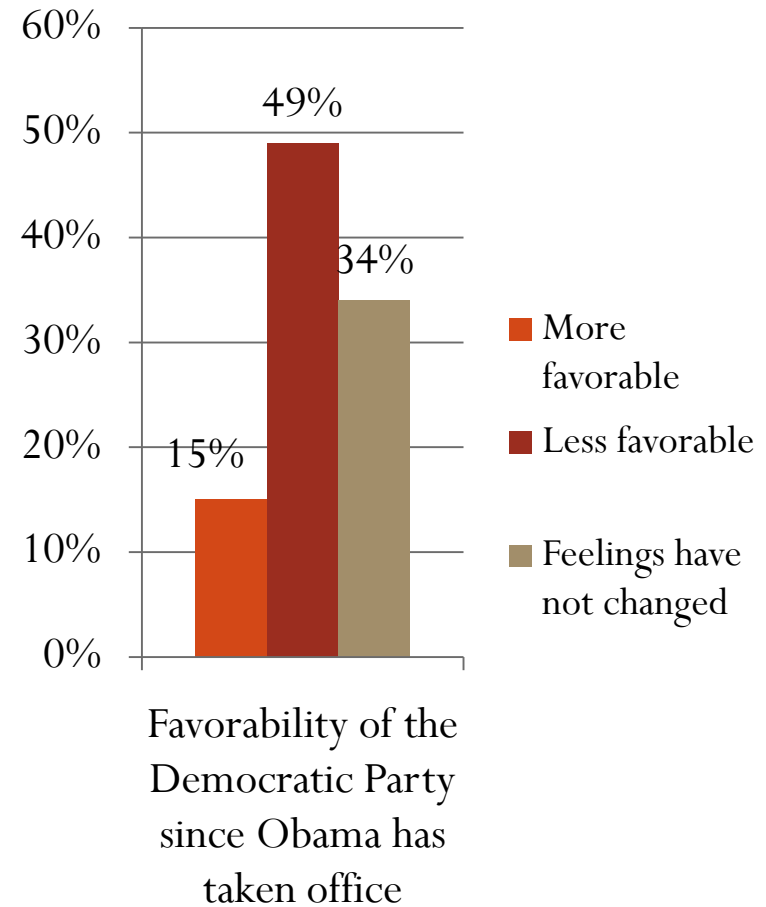
- Voters identify more with the Republican Party than with the Democratic Party.
- 39% say the Democratic Party is closer to their views on major issues, while 48% say the Republican Party is closer to their views.

# Party Identification



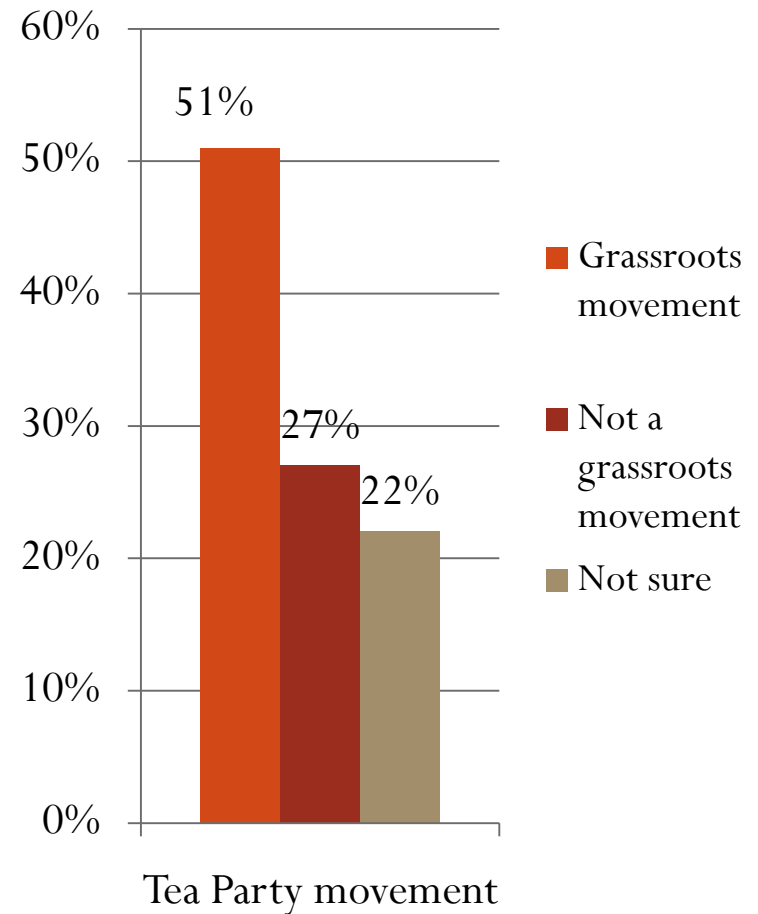
# Party Favorability

- Unfavorable impressions of the Democratic Party have increased since Obama has become President.
- Almost half (49%) say they are less favorable towards the Democratic Party since Obama has taken office, while 15% say they are more favorable. 34% say their feelings have not changed.

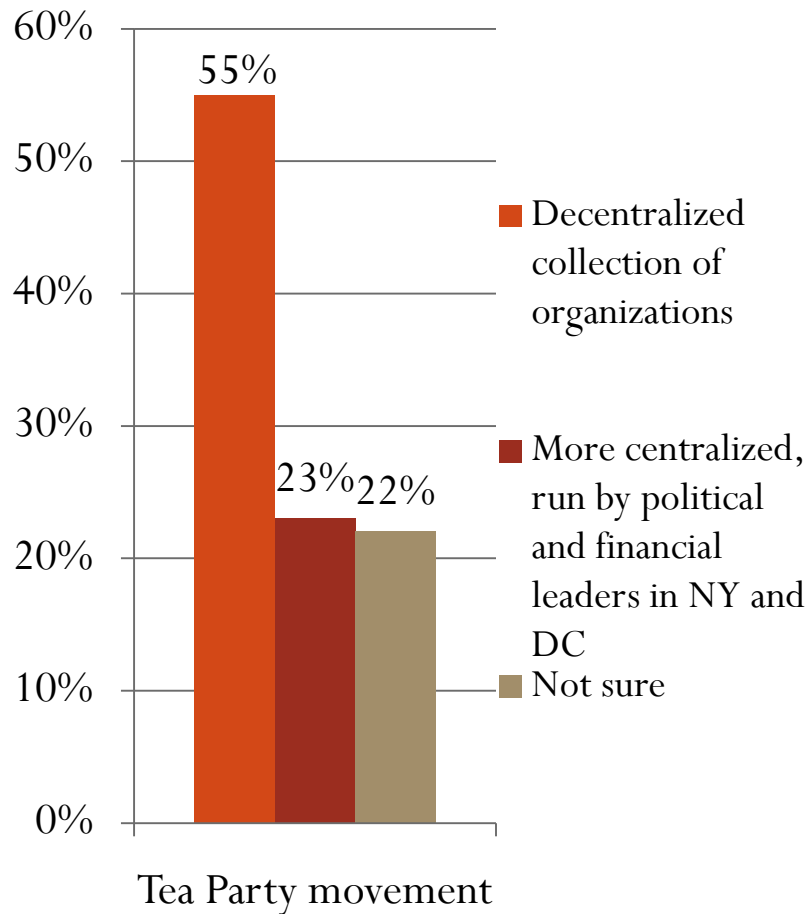


# Organization of the Tea Party Movement

- Voters believe that the Tea Party is a grassroots movement organized by individuals who are dissatisfied with the political system, rather than by elites who are trying to influence the system.
- Over half (51%) think the Tea Party movement is a grassroots movement, while 27% say it is not. 22% are not sure.

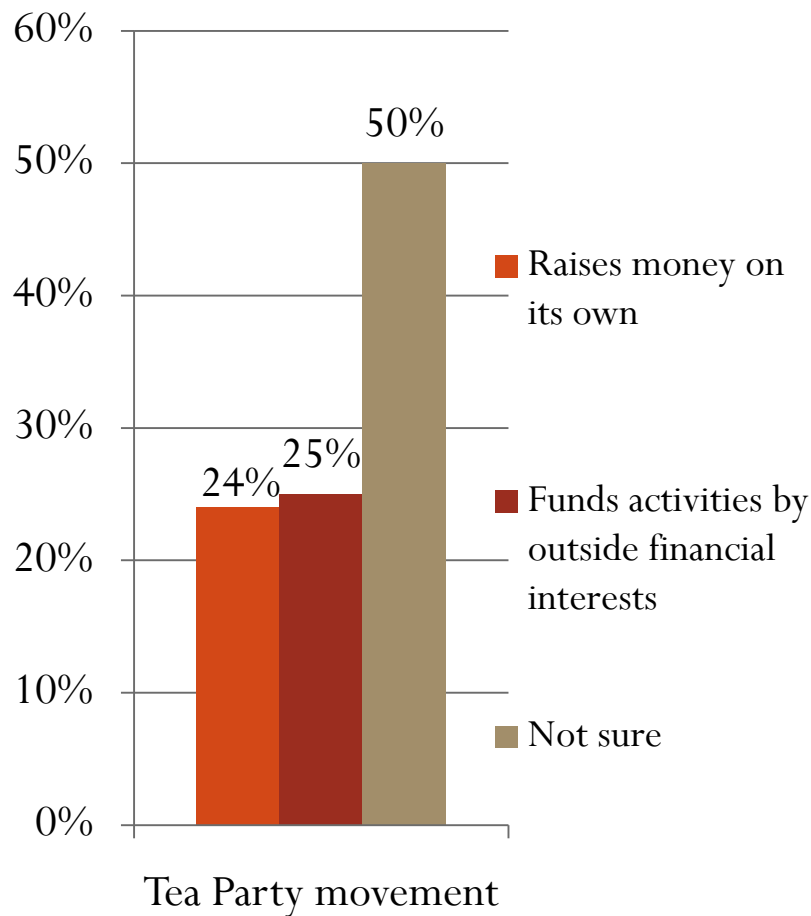


# Organization of the Tea Party Movement



- 55% say the Tea Party movement is a decentralized collection of different organizations, while 23% say it is more centralized, run by political and financial leaders in Washington and in New York.
- 22% are not sure.

# Organization of the Tea Party Movement



- Voters are not sure how the Tea Party funds its activities.
- 24% say the movement raises money on its own, and 25% say its activities are funded by outside financial interests. Half are not sure.

# Organization of the Tea Party Movement

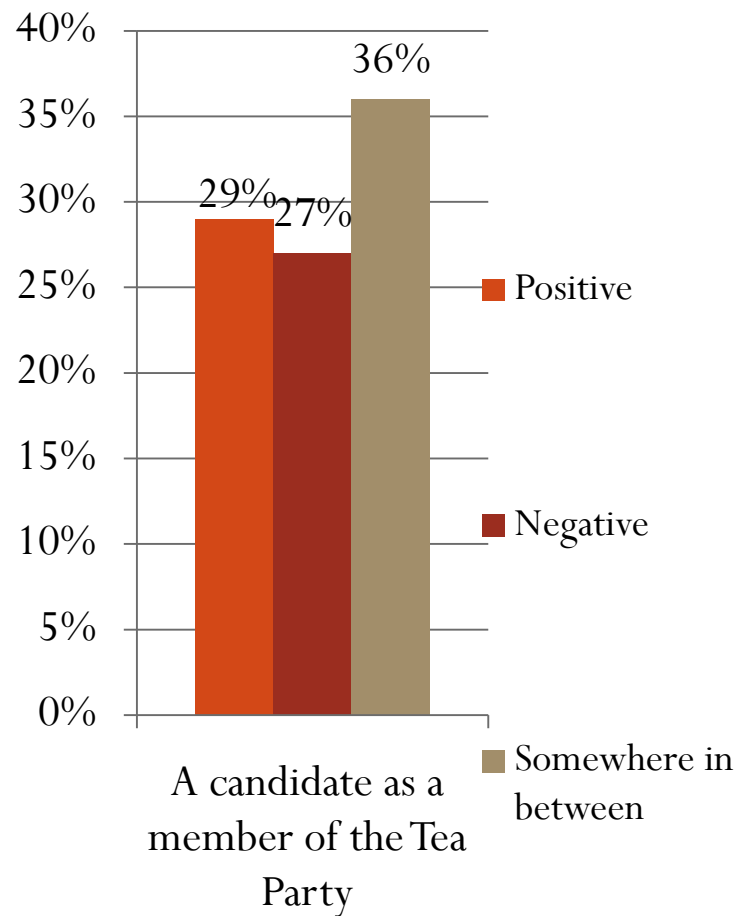
- 54% of voters say the Tea Party movement is an independent organization that operates on its own, while 22% say it takes orders. 23% are not sure.
- 79% believe the Tea Party movement is one that has many leaders and many activists across the country, while 7% say there is one leader. 15% are not sure.

# Organization of the Tea Party Movement

- 30% say the Tea Party movement has just enough influence in the Republican Party. 22% say it has too much influence, and 16% say it has too little influence. 32% are not sure.
- Voters are divided on how the media has handled the movement. One-third say the media has overstated the impact of the Tea Party movement, while one-third say its impact has been understated. 14% say it has been appropriately analyzed.

# Organization of the Tea Party Movement

- Voters are also divided on whether a candidate's association with the Tea Party is positive or negative.
- 29% say a candidate being a member of the Tea Party is positive, while 27% say it is negative. 36% say somewhere in between.

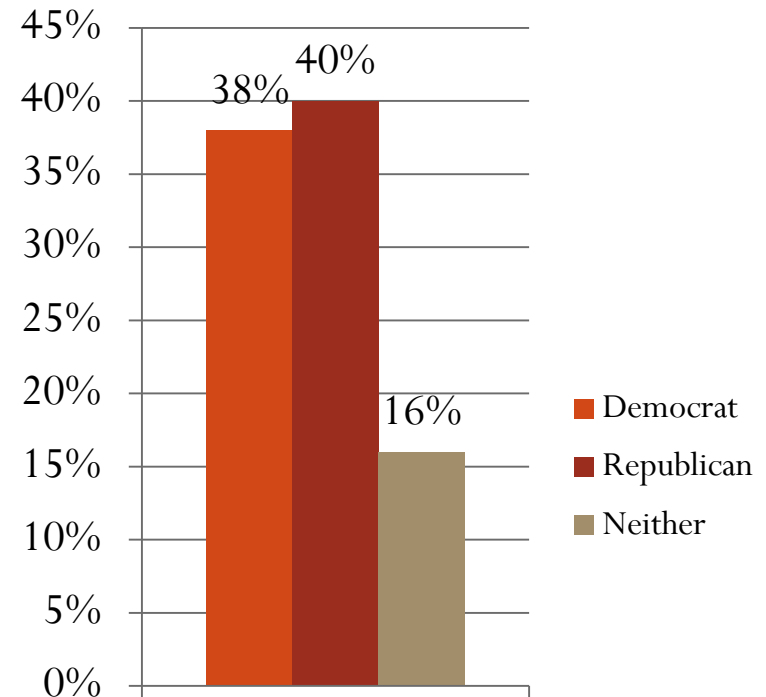


# Endorsements

- 24% say they are more likely to vote for a candidate for Congress if President Obama endorses him, while 51% are less likely. 31% say they are more likely to vote for a candidate if the Democratic Party endorses him, while 46% say they are less likely.
- Voters are more favorable of Republican endorsements. 37% say they are more likely to vote for a candidate if the Republican Party endorses him, while 35% are less likely.

# Addressing our Nation's Problems

- Voters are split on who they trust more to do a better job handling the problems our nation faces. 38% say the Democratic Party will do a better job in coping with the major issues over the next few years, while 40% say the Republican Party. 16% say neither party.



Who do you trust more to do a better job coping with the major issues the nation faces?

# Familiarity with Party Pledges

- 54% are familiar with the Republican Party's new "Pledge to America," while 41% are not familiar. One-third are favorable of the pledge, while 29% are not. 37% are not sure.
- 56% are familiar with the Tea Party movement's "Contract for America," while 42% are not familiar. 35% are favorable of this contract, while 28% are not favorable. 37% are not sure.

# President Obama

- Voters are slightly more favorable of President Obama personally than they are of his policies and job performance. 48% of voters are favorable of President Obama, while half are unfavorable.
- 42% approve of the way Obama is performing his job as president, while 57% disapprove. Similarly, 43% approve of President Obama's handling of the economy, while 55% disapprove.

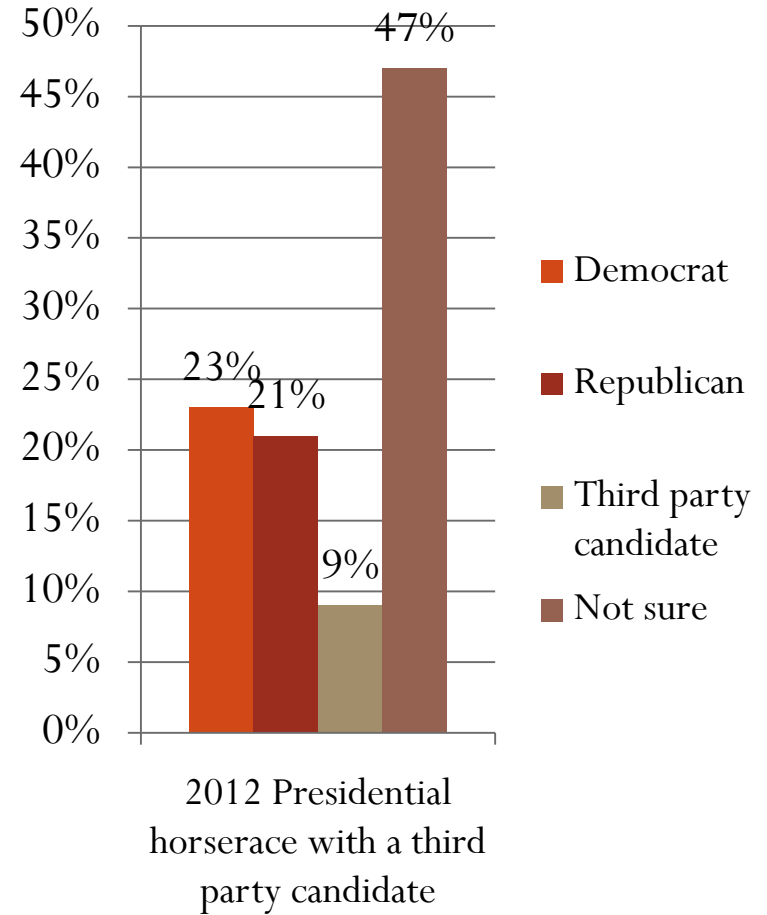
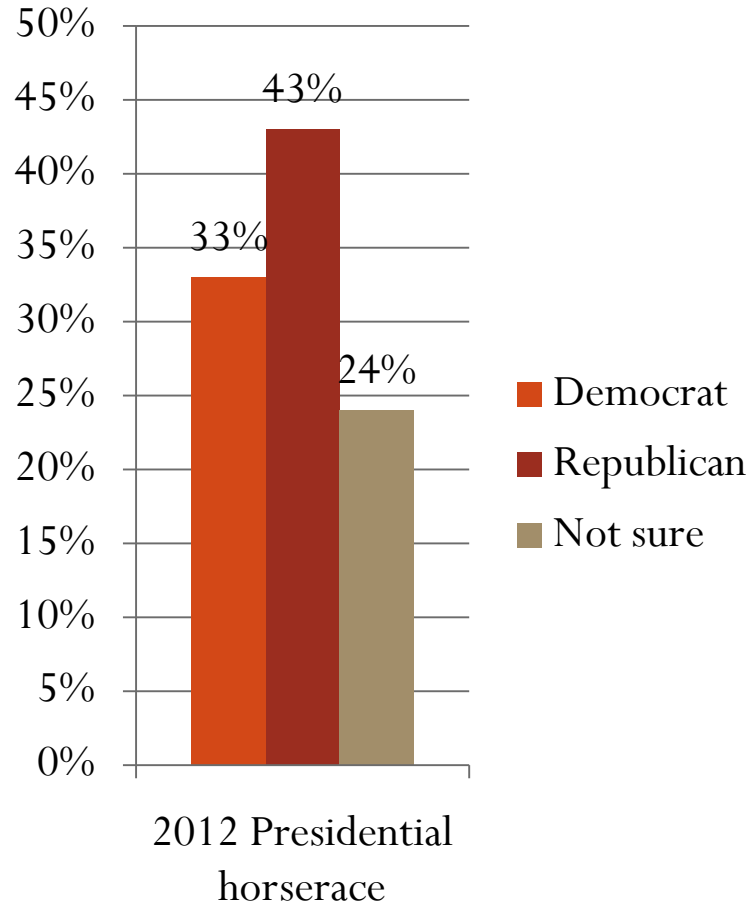
# President Obama

- Despite voters feelings toward Obama personally, 56% say he does not deserve to be reelected, while 38% say he does deserve to be reelected President.
- 43% say that Barack Obama has been a better president than George W. Bush, while 48% say Bush was a better president than Obama has been.

# 2012 Presidential Horserace

- One-third say they plan to vote for a Democratic candidate for president in 2012, while 43% plan to vote for a Republican. 24% are not sure.
- If a third party candidate is on the ballot, support for the Republican candidate is cut in half. 23% say they plan to vote for a Democrat, while 21% plan to vote for a Republican. 9% plan to vote for the third-party candidate, while 47% are not sure.

# 2012 Presidential Horserace

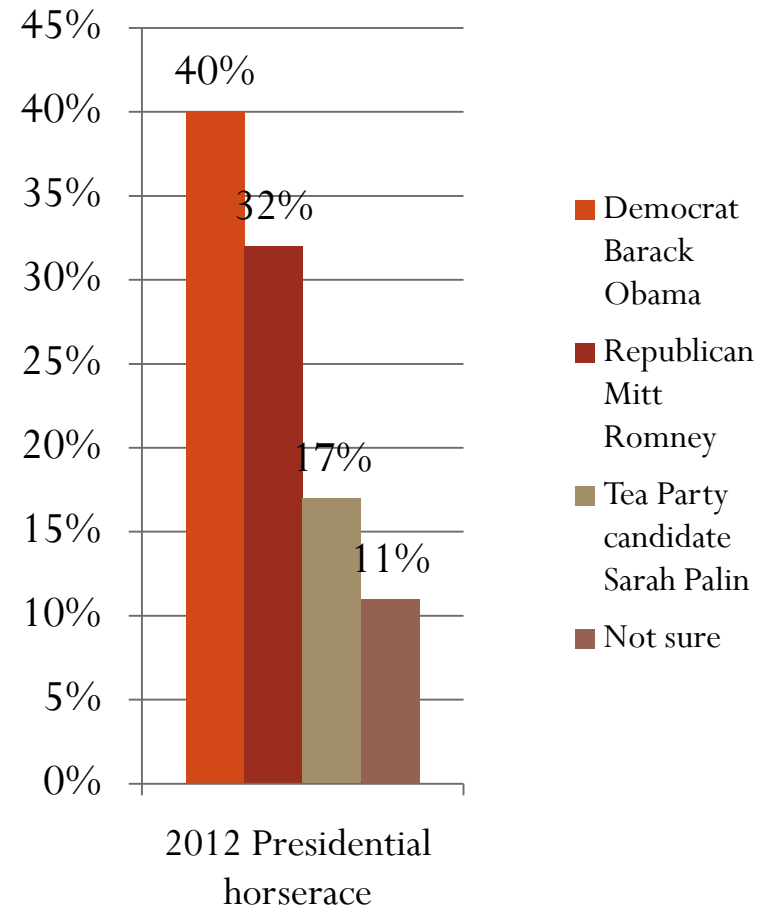


# 2012 Presidential Horserace

- If a Tea Party candidate is on the 2012 ballot, 32% say they would vote for a Democrat, 19% say a Republican, and 16% say a Tea Party candidate. One-third are not sure.
- If the Tea Party movement endorses a candidate for President, 26% are more likely to vote for that candidate, 39% are less likely, and 22% say it would have no impact on their decision. 13% are not sure.

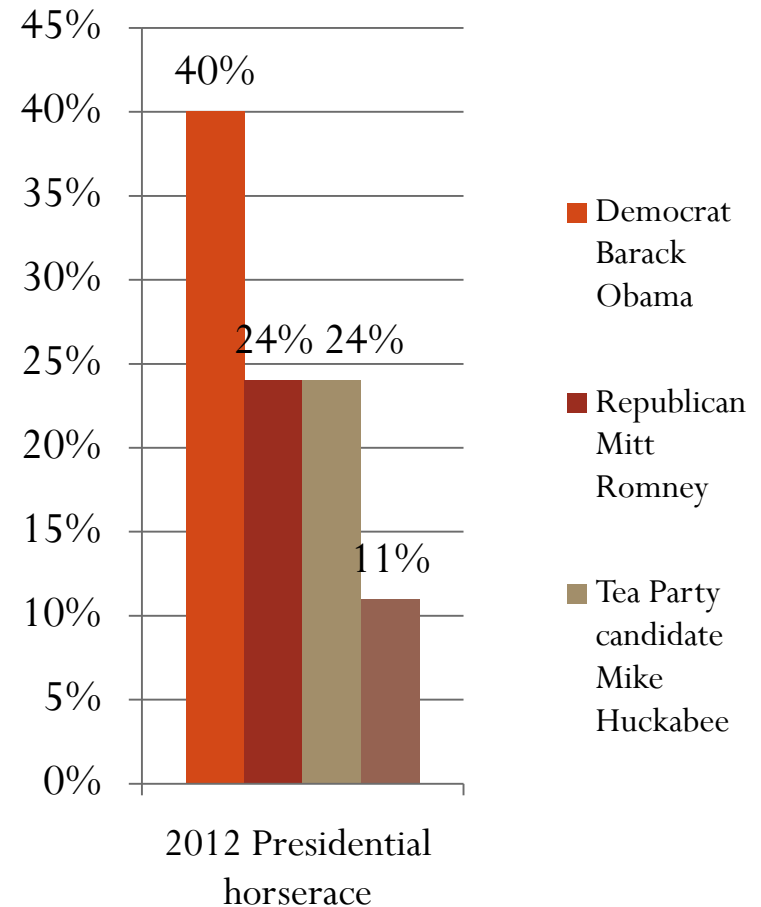
# 2012 Presidential Horserace

- In thinking about the 2012 Presidential election, if the candidates were Democrat Barack Obama, Republican Mitt Romney, and Tea Party candidate Sarah Palin and the election were held today, 40% would vote for Obama. 32% would vote for Romney, and 17% would vote for Palin.



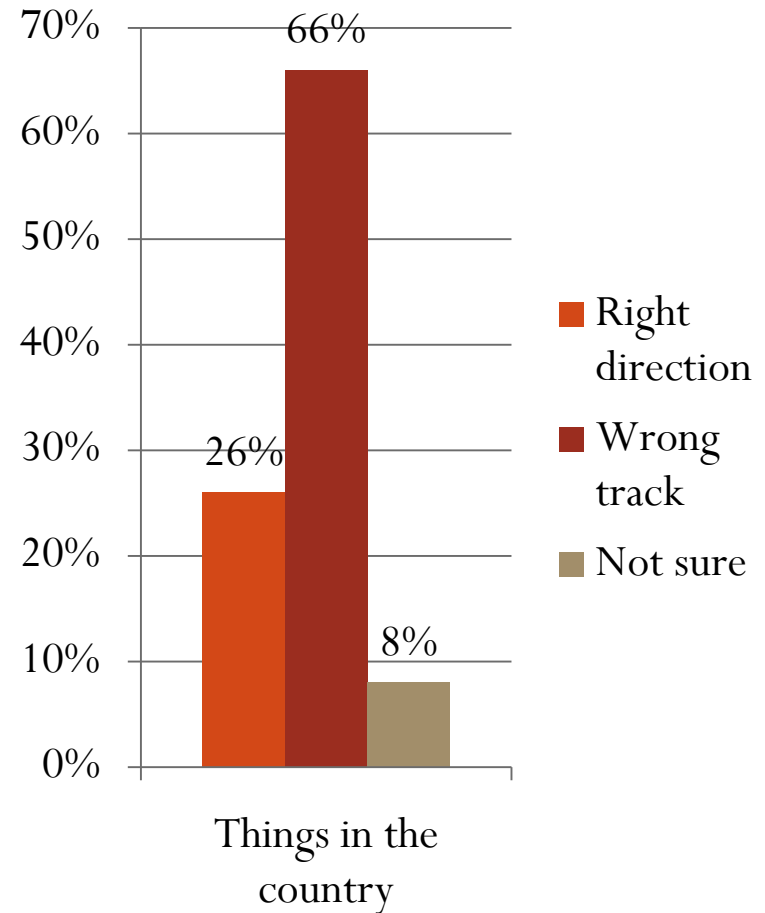
# 2012 Presidential Horserace

- If the candidates in the 2012 Presidential election were Democrat Barack Obama, Republican Mitt Romney, and Tea Party candidate Mike Huckabee, and the election were held today, 40% would vote for Obama. 24% would vote for Romney, and 24% would vote for Huckabee.



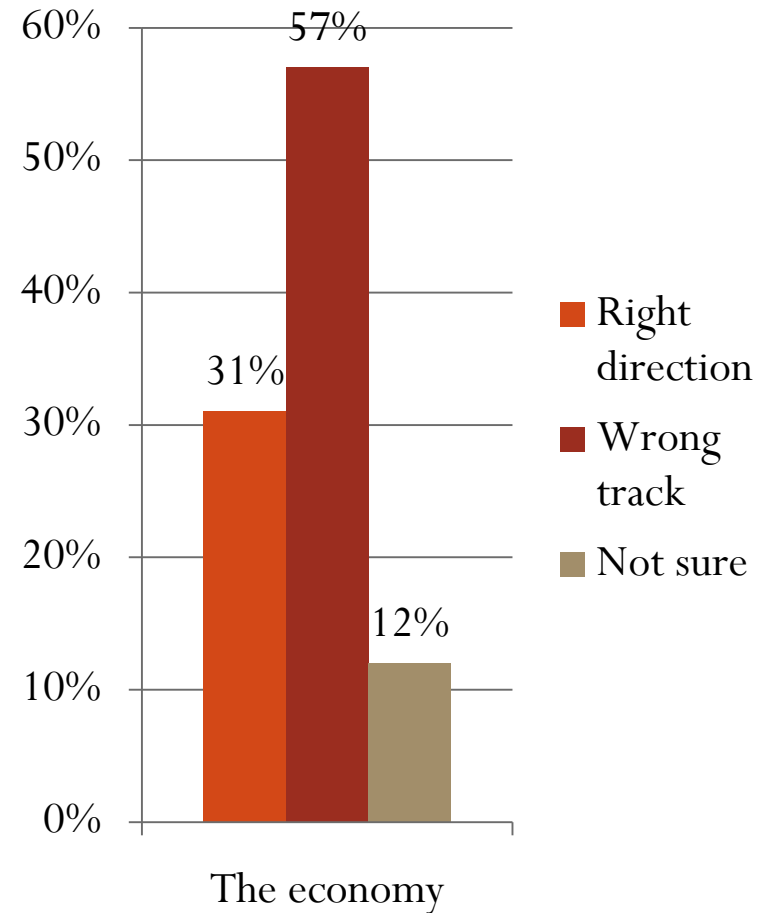
# Mood of the Country

- Voters are pessimistic about the state of the country and the economy.
- 66% say things in the country are headed on the wrong track, while 26% say they are headed in the right direction. 8% are not sure.



# Mood of the Country – Economy

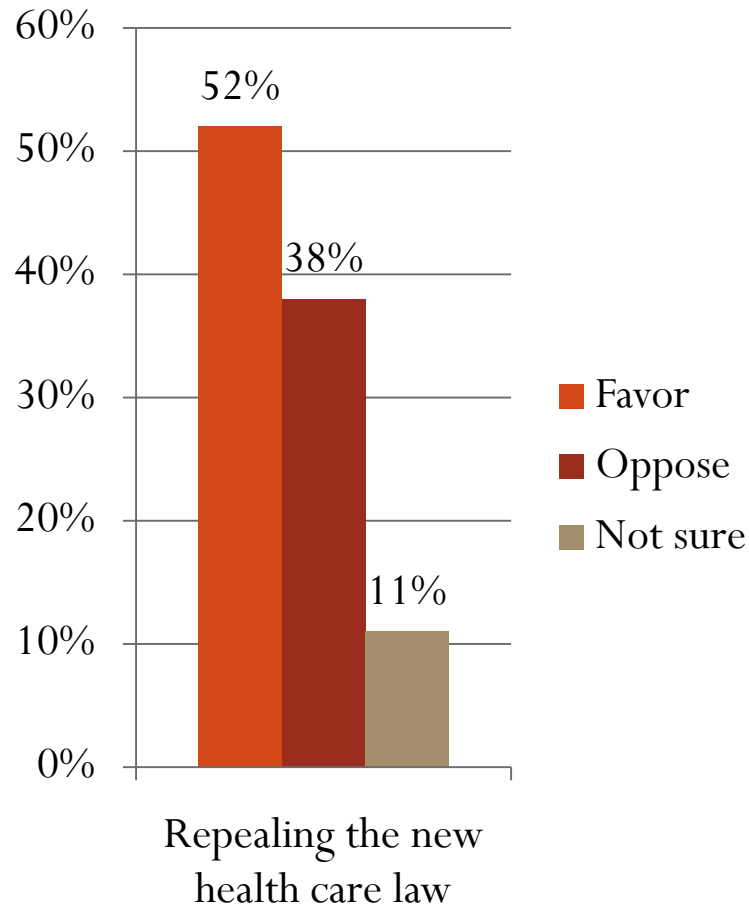
- 57% say the economy is headed on the wrong track, while 31% say it is headed in the right direction. 12% are not sure.



# Mood of the Country – Personal Economic Future

- Despite their pessimism with the state of our country, voters are more optimistic about their personal economic situation. 56% are optimistic about their economic future, while 41% are pessimistic.
- 38% think their personal economic situation will get better, while one-quarter says it will get worse. One-third say it will stay the same.

# Repealing the New Health Care Law



- Over half (52%) favor repealing the new health care law that was passed earlier this year, while 38% oppose repealing it.
- 11% are not sure.

# Extending the Bush Tax Cuts

- Over three-quarters (77%) favor extending the Bush tax cuts for those making less than \$250,000 a year, while just 15% oppose extending them.
- Half favor extending the Bush tax cuts for all Americans, including those making \$250,000 or more a year, while 40% oppose this.

# Extending the Bush Tax Cuts

