

TO: Interested Parties

FROM: Kellyanne Conway, President & CEO
the polling company™, inc./WomanTrend

DATE: November 3, 2010

RE: Analysis of Findings – Nationwide Post-Election Omnibus Questions

ANALYSIS OF FINDINGS

Back to the Drawing Board: Full Repeal of Obamacare Favored over Full Implementation

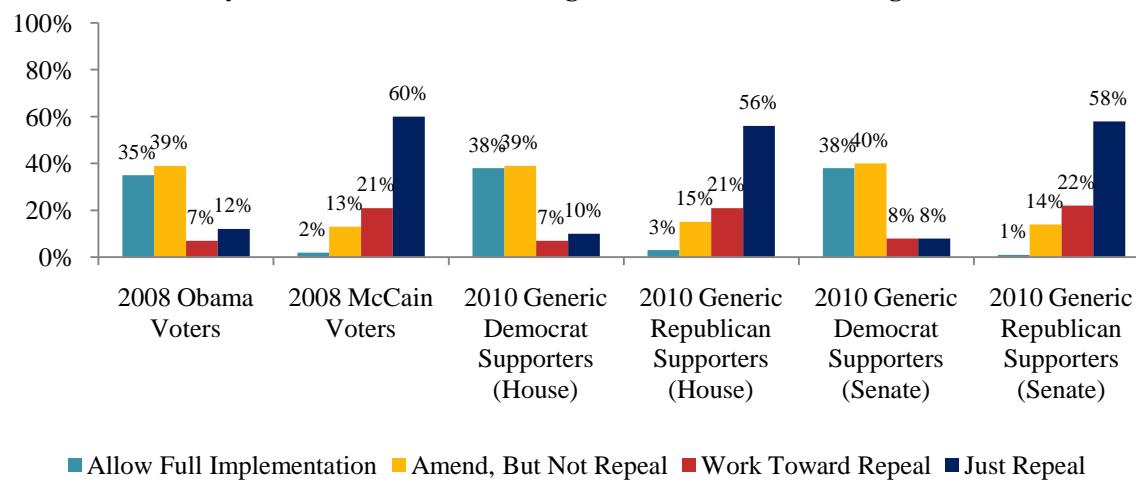
An examination of the treasure trove of data as to why and how Republicans assumed majority control in the U.S. House and got close in the U.S. Senate points to the healthcare reform passed in March 2010 as a precipitous cause. A majority of Americans rejected it then, and a majority rejected in 7+ months hence.

<i>As it relates to the new healthcare law, which of the following best describes the course of action you would like the next Congress to take? Should Congress...?</i>	
18%	ALLOW FULL IMPLEMENTATION OF THE LAW WITH NO CHANGES
26%	AMEND, BUT NOT REPEAL THE LAW
15%	WORK TOWARD REPEAL OF THE LAW, BUT ALSO FOCUS ON SLOWING AND BLOCKING IMPLEMENTATION OF THE LAW
35%	JUST REPEAL THE LAW
4%	DO NOT KNOW (VOLUNTEERED)
1%	REFUSED (VOLUNTEERED)

The question for the new Congress, now led by the party that unanimously opposed health care reform is, “What should be done about it?” When presented with four possible paths Congress could take as it relates to implementing or undoing the healthcare law passed last March, **the plurality of respondents (35%) favored a straight repeal of the new healthcare law**. In contrast, about half that figure – only 18% - say implement it with no changes. The remaining respondents wish to temporize the situation, with 26% saying “amend” but don’t end it and 15% applying the brakes to slow its implementation.

- Pluralities of men and women favored repeal, but the percentage of men in favor of this approach was significantly larger than the percentage of women supportive of it (40% vs. 31%).
- As the chart below demonstrates, pluralities of those who supported Obama in 2008, supported the Democrats for the House in 2010 and Democrats for the Senate in 2010 felt that the law should be amended, but not repealed. Small numbers support implementation without further remedy.

As it relates to the new healthcare law, which of the following best describes the course of action you would like the next Congress to take? Should Congress...?



- While 40% of White respondents sought full repeal, Blacks stood out as more likely than the average to seek full implementation (31%). The top route among Hispanics – and at 40% - was amending the law without repeal.
- Forty percent of Independent men¹ and Independent women² alike (pluralities of each) endorsed repeal of the law while at the other end of the spectrum, 9% of Independent men and women alike favored full implementation.
- Small business owners were notably more likely than most to demand full repeal (43% vs. 35%).** However, there was an SBO gender gap here, as 54% of small-business-owning men³ favored repeal compared to 31% of women who own small businesses⁴. Still, women were no more likely than men to seek full implementation (17% of female SBOs vs. 16% of male SBOs). While many small business owners have expressed their frustrations with the current healthcare system, other research has found that they support alternatives to the March legislation that do not augment the size and scope of government in their businesses.

Specifically, a March 2010 survey on behalf of Independent Women's Voice of 1,200 voters in 35 Democratic-held Districts found that majorities of small business owners would endorse:

71%	Enacting provisions that allow people to buy health insurance on their own with the same tax benefits as people who get their health insurance at work.
70%	Allowing small businesses to form groups to buy health insurance at lower rates and get the purchasing power larger businesses have.
58%	Allowing people in one state to purchase health insurance of their choice and keep their insurance when they move from one state to another.

¹ N=46

² N=34

³ N=109

⁴ N=101

METHODOLOGY

Interviews with 834 actual voters were collected on Election Day, November 2, 2010, at a Computer-Assisted Telephone Interviewing (CATI) facility using live callers. The sampling frame was drawn using both listed and unlisted household samples nationwide. The sample was drawn using random digit dialing (RDD), a method by which a computer randomly selects a household for interviewing. A live interviewer then begins the discussion.

Upon connecting with an adult in the household, the potential respondent was screened to ensure his or her a) registration to vote and b) participation in the November 2, 2010 election, either by casting a vote in-person or through “convenience” voting, otherwise known as absentee or early voting.

Sampling controls were used to ensure that a proportionate and representative number of interviews of actual voters were interviewed from such demographic groups as age, race and ethnicity, gender, and region according to turnout data available from secretaries of state and election officials across the country. The survey being RDD, respondents provided all demographic information; only state was culled directly from the sample (via telephone area code).

The survey has an overall margin of sampling error of $\pm 3.5\%$ at the 95% confidence interval, meaning that in 19 out of 20 cases, the data obtained would not differ by more than 3.5 percentage points in either direction if the survey were repeated multiple times employing the same methodology and sampling method.