



PENN
SCHOEN
BERLAND

2012 National Post-Election Study

Agenda of Key Findings
Prepared for MacArthur Foundation

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Methodology

The following results are taken from the 2012 Penn Schoen Berland (PSB) National Post-Election Study.

The study was conducted online from November 9-10, 2012 among n=1,202 Americans who voted in the 2012 presidential election.

The margin of error for the study is +/- 2.83% at the 95% confidence level and larger for subgroups.

Certain questions were split sampled to reduce respondent fatigue and some percentages may add to more or less than 100% due to rounding.

Penn Schoen Berland (PSB), a member of Young & Rubicam Brands and of the WPP Group, is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients.

Definition of select crosstabs

Crosstab		Definition	% total
(%) All Voters		National 2012 Presidential election voters	100%
Gender	M	Male	46%
	F	Female	54%
Vote	Ob	Voted for Obama	51%
	Rm	Voted for Romney	48%
Party	D	Democrat	38%
	R	Republican	32%
	I	Independent/other	29%
Age	<35	Age 18-34	27%
	35-49	Age 35-49	29%
	50+	Age 50+	44%
Race	Wht	White	72%
	Blk	Black	13%
	Hsp	Hispanic	10%
Region	NE	Northeast	18%
	MW	Midwest	24%
	S	South	38%
	W	West	20%
Income	<30	Less than \$30,000 total family income	25%
	30-50k	Between \$30,000 - \$50,000 total family income	22%
	50-75k	Between \$50,000 - \$75,000 total family income	21%
	>75k	Greater than \$75,000 total family income	30%
Ballot	Nov. 6	Voted on Nov 6	63%
	Early	Voted Early	37%

Key Findings

1. What frustrates you most about the process of voting in the United States?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Waiting in line to vote	17	19	15	20	13	20	12	17	22	19	12	14	22	25	15	13	23	11	14	17	17	18	19	14
Days or hours for voting are too short	6	7	6	8	4	9	3	6	12	5	3	5	7	12	6	6	7	5	8	5	5	7	8	3
Confusing rules about who can vote	4	5	3	5	4	4	5	4	5	5	3	4	7	5	4	4	5	4	5	5	3	3	5	3
Requirements to show ID to vote	4	5	3	6	2	6	2	3	5	4	3	3	7	6	5	3	4	4	3	3	5	5	4	4
All of the above	12	10	14	17	7	15	7	14	15	10	12	11	22	7	12	11	14	10	17	11	12	9	11	14
None of the above	56	53	59	44	70	45	70	56	40	57	66	62	36	46	57	64	47	65	54	58	57	57	54	61

2. The rules for voting in the United States differ from community to community. When it comes to having **national standards for voting** for standardizing the hours polls are open, who is eligible to vote, and the design of ballots, would you say you are...

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Very supportive	50	49	51	52	48	56	50	43	46	53	51	49	52	59	51	53	49	48	49	48	50	55	49	51
Somewhat supportive	38	37	39	38	37	35	36	43	43	34	37	38	36	35	38	36	40	36	38	43	36	33	40	34
Not very supportive	8	9	7	7	8	8	8	8	6	8	9	8	10	2	8	8	7	10	8	7	9	8	7	9
Not at all supportive	4	5	4	2	7	2	7	5	5	5	4	5	2	4	3	3	5	7	6	2	5	4	4	5

3. Which would you say is more important?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Ineligible voters getting to vote	36	38	35	23	51	25	53	32	32	39	37	40	22	25	36	34	38	38	33	36	36	39	38	34
Eligible voters being denied the opportunity to vote	64	62	65	77	49	75	47	68	68	61	63	60	78	75	64	66	62	62	67	64	64	61	62	66

4. When did you cast your ballot in the 2012 election?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
On Election Day, Tuesday, November 6	63	66	61	63	64	61	63	66	70	68	57	64	59	70	91	71	57	41	64	66	62	63	100	0
Before Election Day	37	34	39	37	36	39	37	34	30	32	43	36	41	30	9	29	43	59	36	34	38	37	0	100

5. In this most recent election for President and Vice President, which of the following candidates did you vote for?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Barack Obama and Joe Biden – Democrats	51	47	55	100	0	92	6	48	65	49	44	41	93	70	58	51	47	53	58	49	50	47	51	52
Mitt Romney and Paul Ryan – Republicans	48	52	45	0	100	8	93	51	34	51	55	59	7	29	42	49	52	46	42	50	49	52	49	47
Some other candidate	0	1	0	0	0	0	0	1	1	1	0	1	0	0	0	0	0	1	1	0	0	0	1	0

6. Do you think the US economy will improve next year, stay about where it is now or get worse than it is now?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Improve	40	39	42	75	4	73	7	34	52	35	36	31	81	56	44	39	39	40	45	38	38	39	39	43
Stay where it is	23	21	24	22	23	20	23	25	24	24	21	24	13	23	24	22	21	25	22	22	26	21	25	19
Get worse	37	40	35	3	73	7	70	41	24	40	43	46	6	21	31	39	40	35	33	40	36	40	37	37

Demographics

7. What is your gender?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Male	46	100	0	42	50	40	49	49	40	49	48	47	39	46	50	46	46	41	40	47	44	52	48	43
Female	54	0	100	58	50	60	51	51	60	51	52	53	61	54	50	54	54	59	60	53	56	48	52	57

8. Would you consider yourself a strong Democrat, a weak Democrat, a weak Republican, a strong Republican, or would you describe yourself as an Independent, not committed to either party?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Strong Democrat	26	23	29	50	1	68	0	0	32	24	24	18	65	39	30	24	26	26	32	25	25	23	24	29
Weak Democrat	12	11	13	18	6	32	0	0	13	12	12	11	12	15	15	11	10	15	13	14	12	11	13	11
Weak Republican	12	13	11	4	21	0	37	0	12	11	13	14	3	10	12	13	11	11	9	11	14	14	13	10
Strong Republican	20	22	19	0	42	0	63	0	12	23	24	26	1	9	14	20	22	23	17	20	21	23	19	22
Independent	26	28	24	24	27	0	0	89	25	27	26	28	14	23	26	27	28	21	25	27	26	26	26	25
Other	2	2	1	1	2	0	0	6	3	2	1	2	1	2	2	2	1	1	2	2	1	2	3	1
Don't know	1	1	2	2	1	0	0	5	3	2	1	1	4	2	2	1	1	2	1	1	1	1	2	1

9. AGE (CODED BASED ON YEAR OF BIRTH)

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
18-24	11	9	13	15	7	14	6	13	41	0	0	8	20	19	8	12	11	11	15	9	9	8	11	11
25-34	16	15	17	19	13	18	14	16	59	0	0	13	21	28	16	16	16	15	16	17	17	15	19	11
35-49	29	31	27	28	31	27	31	30	0	100	0	27	31	38	30	26	30	30	23	31	31	33	31	25
50-64	28	26	29	26	30	28	31	25	0	0	64	32	21	11	32	30	26	26	29	26	27	30	27	30
65+	16	19	13	12	20	13	19	16	0	0	36	20	5	5	14	16	16	18	17	17	16	15	12	22

10. REGION (CODED BASED ON STATE)

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
NORTHEAST	18	20	17	20	16	21	14	18	16	19	19	18	15	22	100	0	0	0	14	16	18	23	26	5
MIDWEST	24	24	24	24	24	22	25	25	25	21	25	27	20	14	0	100	0	0	24	25	26	22	27	19
SOUTH	38	38	38	35	41	35	40	40	39	39	36	36	54	37	0	0	100	0	41	40	38	33	34	44
WEST	20	18	22	21	19	22	21	17	20	20	20	19	12	26	0	0	0	100	21	19	17	21	13	32

11. RACE (CODED BASED ON STATED ETHNICITY/RACIAL BACKGROUND)

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
WHITE	72	74	70	57	88	55	89	76	55	67	86	100	0	0	72	81	68	69	68	73	76	74	72	72
BLACK	13	11	15	23	2	26	2	9	20	14	8	0	100	0	11	11	19	7	17	15	10	9	12	14
HISPANIC	10	10	10	14	6	14	6	9	17	13	3	0	0	100	12	6	10	13	11	9	10	11	11	8
OTHER	5	5	5	6	4	5	4	6	8	6	3	0	0	0	5	3	3	11	5	4	4	6	5	6

12. Into which of the following categories does your total family income fall?

(% All Voters		Gender		Vote		Party			Age			Race			Region				Income				Ballot	
		M	F	Ob	Rm	D	R	I	<35	35-49	50+	Wht	Blk	Hsp	NE	MW	S	W	<30	30-50	50-75	>75	Nov. 6	Early
Less than \$15,000	9	8	10	11	7	12	5	10	12	8	8	8	14	10	7	10	11	7	36	0	0	0	10	8
\$15,000 to \$30,000	16	14	18	17	15	18	15	14	17	12	19	16	19	17	12	16	16	20	64	0	0	0	16	17
\$30,001 to \$50,000	22	22	21	21	23	22	21	22	21	23	21	22	24	19	19	22	23	21	0	100	0	0	23	20
\$50,001 to \$75,000	21	20	22	21	21	20	23	20	20	22	20	22	16	21	21	23	21	18	0	0	100	0	20	22
\$75,001 to \$100,000	15	17	13	13	16	12	17	15	13	16	15	15	12	14	15	14	14	16	0	0	0	51	14	15
\$100,001 to \$150,000	10	11	8	9	10	9	11	9	7	13	9	10	5	11	14	9	7	10	0	0	0	33	10	9
\$150,001 to \$200,000	3	3	2	3	3	2	3	3	3	2	3	3	1	4	5	2	2	3	0	0	0	9	3	2
More than \$200,000	2	2	2	2	1	2	2	1	2	2	2	2	3	3	2	1	2	2	0	0	0	6	2	2
Don't Know	3	3	4	4	3	3	3	5	6	2	3	3	6	3	3	3	4	4	0	0	0	0	3	4