



**Community
Service
Society** | Fighting Poverty
Strengthening
New York

ECONOMIC STIMULUS FOR THE REST OF US

Results From a National Election-Eve Poll of 1200 Likely Voters

Community Service Society

December 10, 2008

Methodology

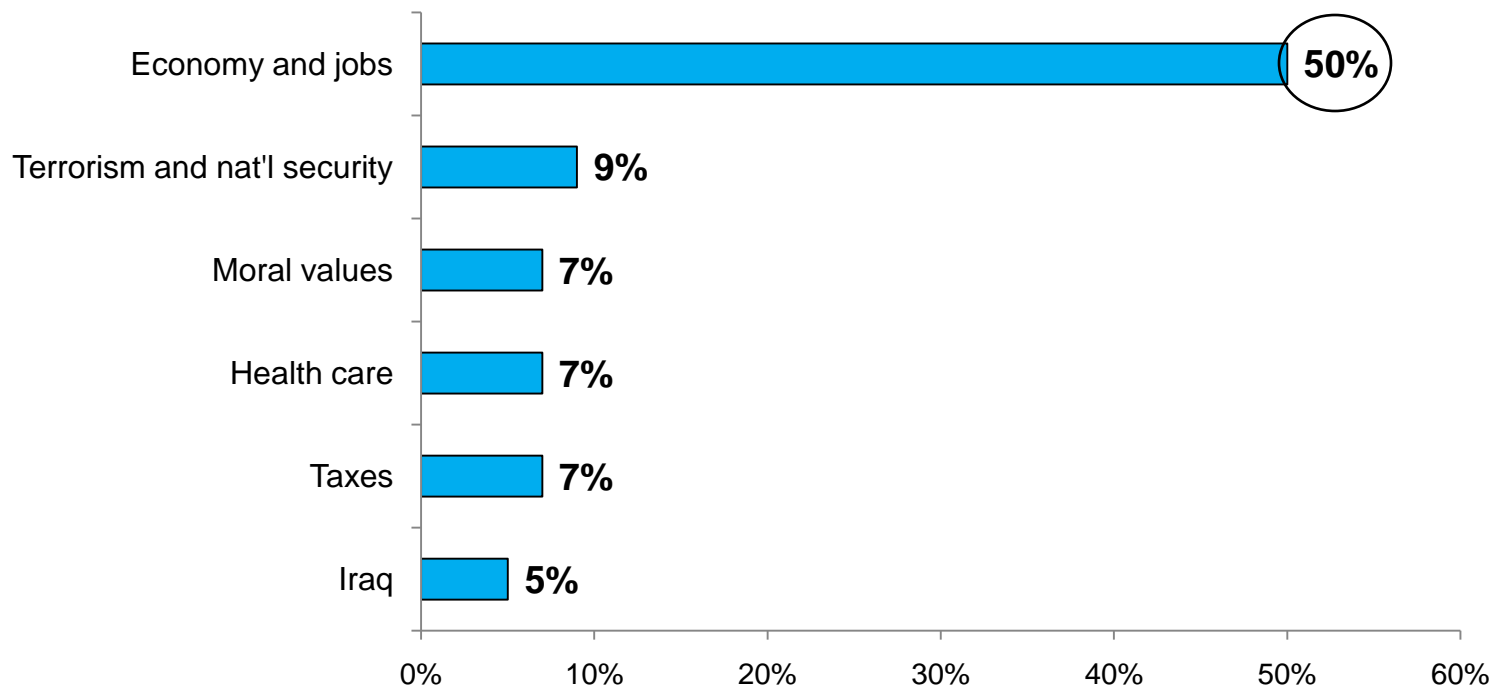
The Community Service Society (CSS) in collaboration with Lake Research Partners designed this survey, which Lake Research Partners administered by phone using professional interviewers on November 3 and 4, 2008. The survey reached a total of 1200 likely voters, sampled both through traditional landlines (1000 respondents) as well as through cellular phones (200 respondents) to allow for a wider demographic sample of voters.

The election night poll captured a sample of Americans diverse in political party, geography, income, race/ethnicity, and religion. The survey can be divided into two samples: 388 respondents with household income below \$40,000 per year and 720 respondents with household income above \$40,000 per year. Of those polled, 45% supported John McCain and 53% supported Barack Obama. Respondents hailed from the following regions: 22% Northeast, 24% Midwest, 32% South, 22% West.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. The margin of error for the survey is +/- 2.8%. The margin of error for voters from lower-income households is +/-5.0%. The margin of error for voters from higher-income households is +/-3.7%.

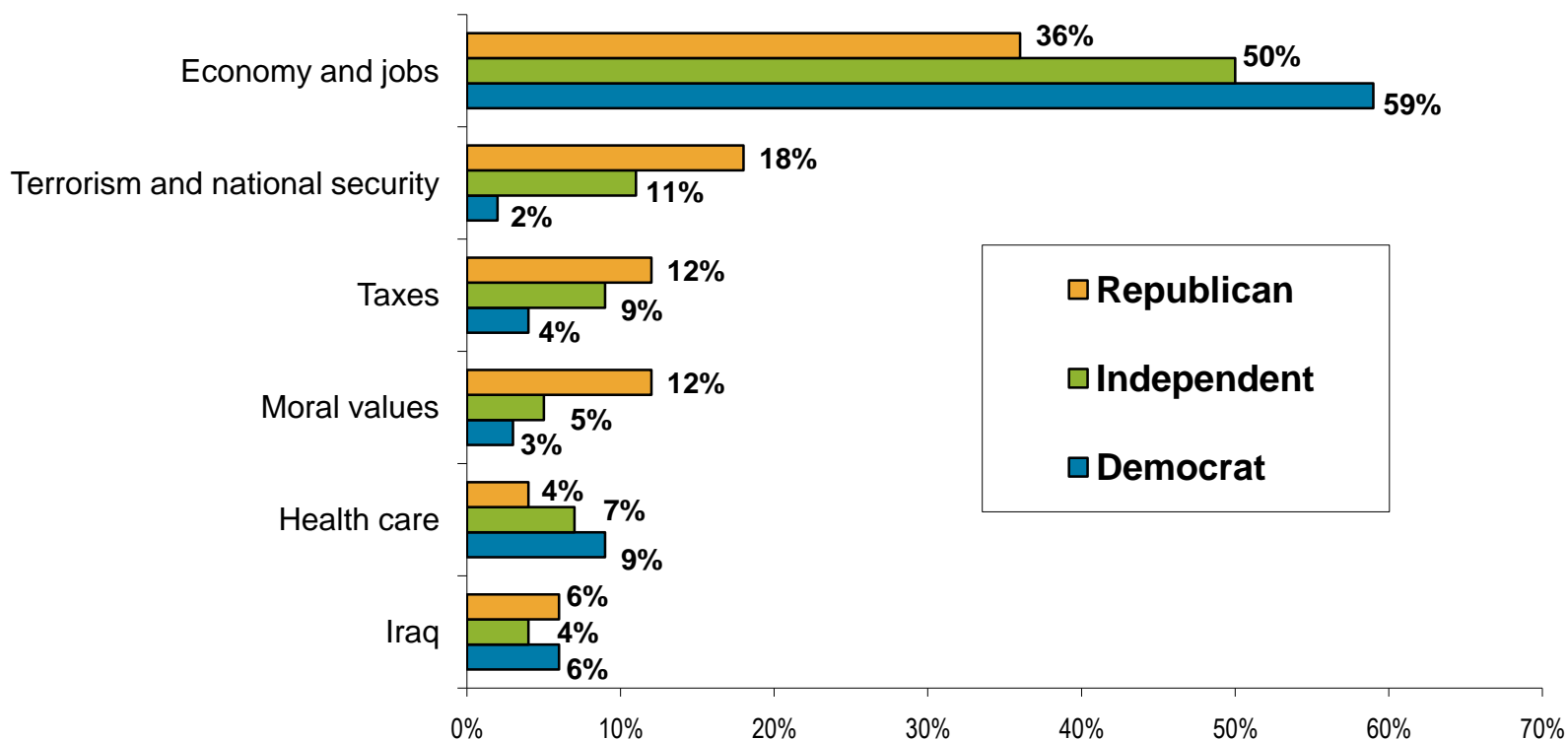
Voters overwhelmingly said the economy and jobs topped their voting priorities on November 4th.

I am going to read you a list of issues that may have come up during the election. Please tell me which one of these was most important to you in deciding who to vote for. [SELECT ONE ONLY]



Across political affiliation, the economy and jobs topped Americans' voting priorities.

I am going to read you a list of issues that may have come up during the election. Please tell me which one of these was most important to you in deciding who to vote for. [SELECT ONE ONLY]



Americans across income are feeling the economic downturn in their households. In the past six months, nearly 3 in 10 voters with household income below \$40,000 had trouble paying for gas. 1 in 5 had trouble paying for food.

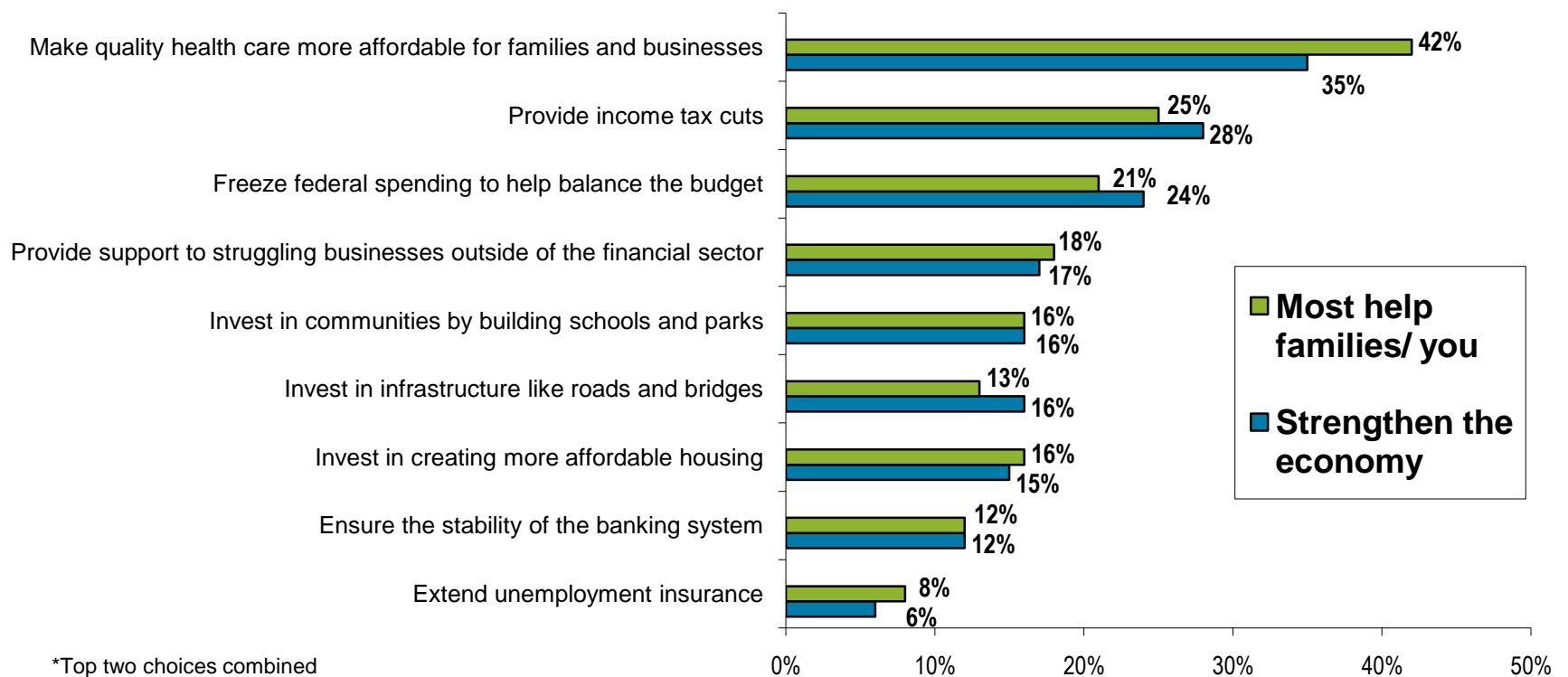
Thinking about the impact of the current economy and the financial crisis on your family, which of the following have you experienced in the past six months? [SELECT ALL THAT APPLY]

	UNDER \$40,000	OVER \$40,000
Had trouble paying for gas	31%	15%
Lost substantial savings or investments	23%	43%
Had trouble paying for food	21%	7%
Went into credit card debt	19%	12%
Had trouble getting or paying for health care	18%	9%
Lost a job	17%	9%
Had wages or hours reduced	17%	11%
Had trouble getting or paying for prescription drugs	16%	6%
Fell behind on mortgage or rent payments	11%	6%
Been threatened with or subject to foreclosure	6%	4%

Americans select health care reform as the best way to stimulate the economy and the best way to help American families. Intensity of support for health reform increases with the “American family” frame.

SAMPLE A: I am going to read you a series of proposals that have been offered as a way to **stimulate the economy**. Of the following proposals, which do you think would most help to **strengthen the economy**? Which would be the next most important in helping to **strengthen the economy**?*

SAMPLE B: I am going to read you a series of proposals that have been offered as a way to **stimulate the economy and help American families**. Of the following proposals, **which do you think would most help you**? Which would be the next most important **in helping you**? *



4 in 10 Americans also believe that the government needs to invest in creating jobs and in affordable housing to get the economy back on track. Similar numbers of Americans believe we need to cut spending to achieve this goal.

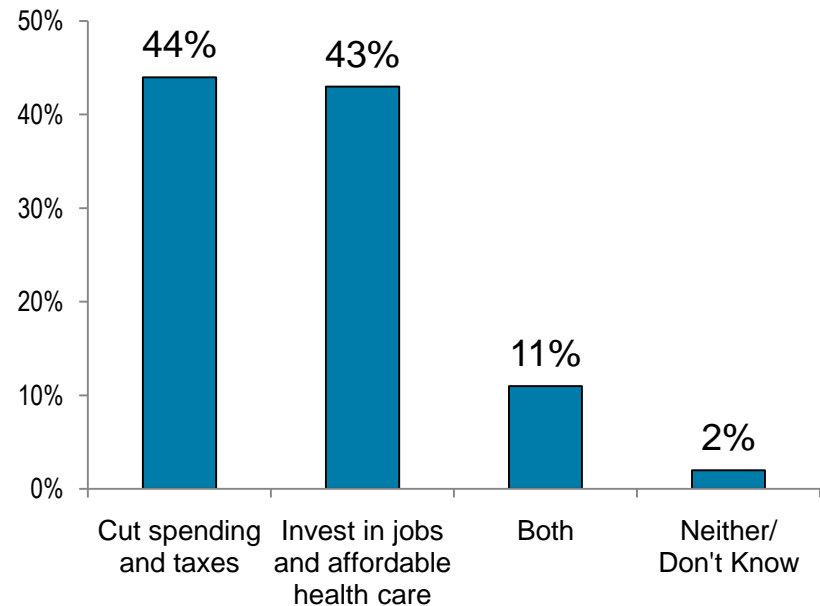
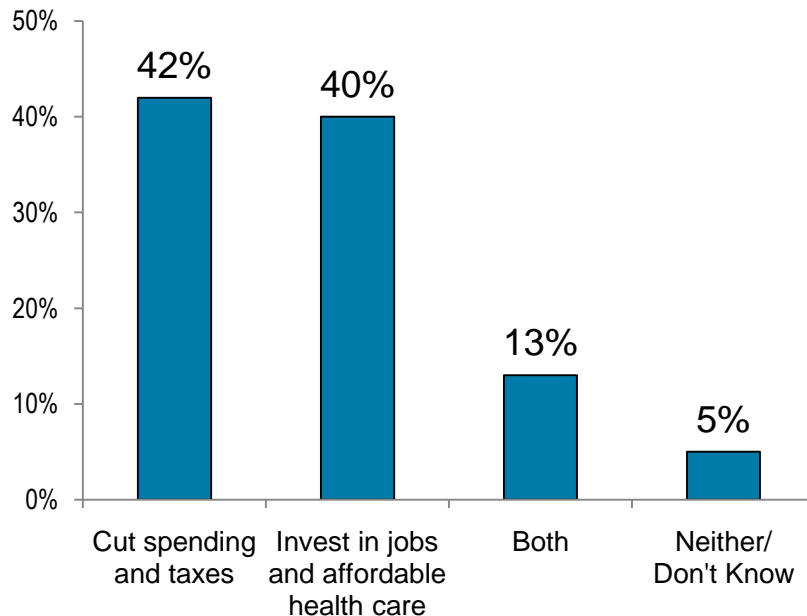
Please tell me which of the following statements comes closer to your point of view: (split sample)

Some/other people say that what we need now is to **cut wasteful government spending and cut taxes** to get the economy back on track.

Some/other people say that the government needs to **invest in creating jobs and in affordable health care to get the economy back on track.**

Some/other people say that what we need now is to **cut wasteful government spending and cut taxes** to get the economy back on track.

OR Some/other people say that the government needs to **invest in creating jobs and in affordable health care to improve the lives of working families.**



Independent voters are the voting block most likely to change their response as the frame changes. Independents more strongly support the progressive agenda – investing in jobs and health reform – when it is framed as *improving the lives of working families*.

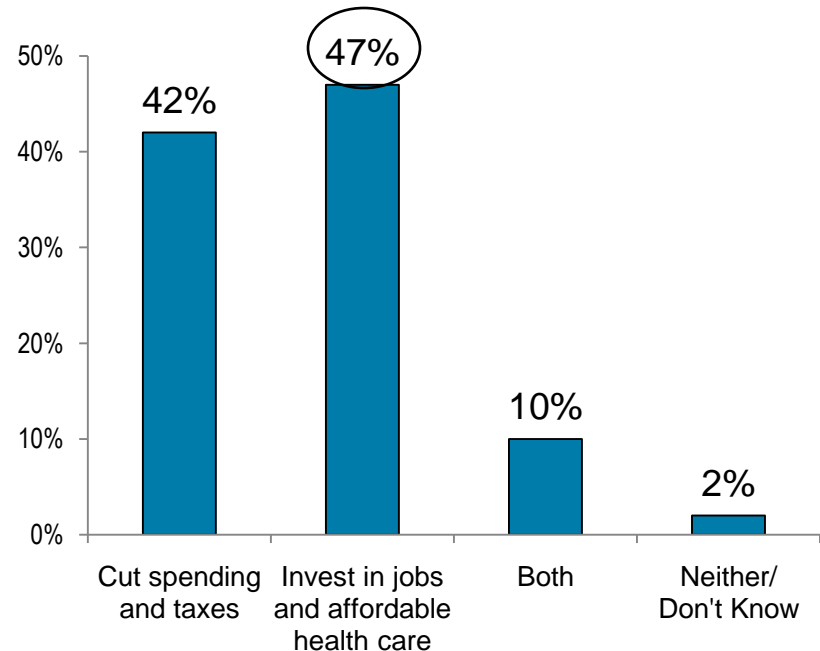
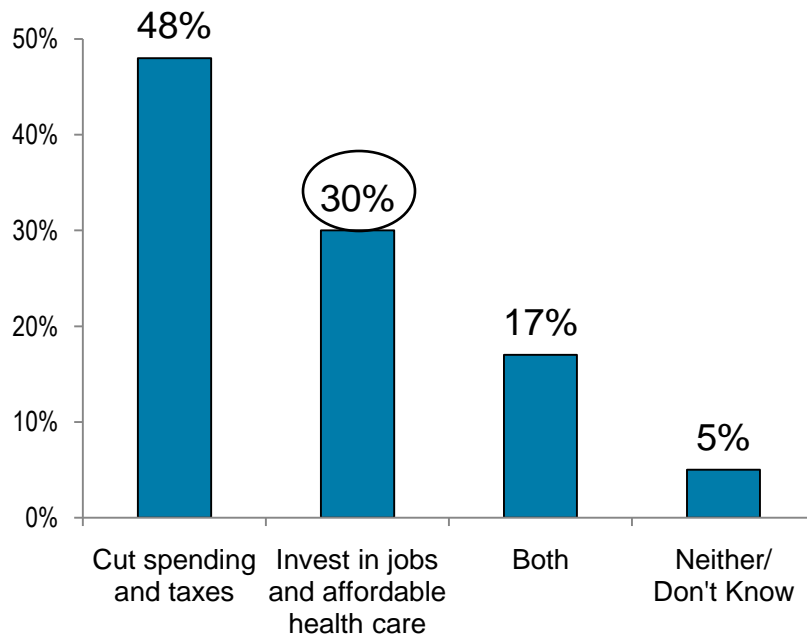
Please tell me which of the following statements comes closer to your point of view: (split sample)

Some/other people say that what we need now is to **cut wasteful government spending and cut taxes** to get the economy back on track.

Some/other people say that the government needs to **invest in creating jobs and in affordable health care to get the economy back on track.**

Some/other people say that what we need now is to **cut wasteful government spending and cut taxes** to get the economy back on track.

OR Some/other people say that the government needs to **invest in creating jobs and in affordable health care to improve the lives of working families.**



Community Service Society

www.cssny.org

- ❖ The Community Service Society draws on a 160-year history of excellence in addressing the root causes of economic disparity. CSS is an informed, independent and unwavering voice for positive action that serves the needs of our constituents: low- and moderate-income New Yorkers who are too often left out of the policy conversation.
- ❖ For more information about this poll, please contact Jeremy Reiss, Director, Workforce and Economic Security Initiatives, at jreiss@cssny.org, 212.614.5472.