



Survey of Voters and Non-voters

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TOPLINE RESULTS

November 2012

These are findings from an Ipsos poll conducted from Nov. 7-19, 2012. For the survey, a sample of 1,686 Americans ages 18+ was interviewed online, including 516 who voted in the recent Presidential election and 1,170 who did not vote. The precision of the Ipsos online polls is measured using a [credibility interval](#). In this case, the poll has a credibility interval of plus or minus 4.9 percentage points for voters and 3.3 percentage points for non-voters.

The data were weighted by gender, age and ethnicity to the post-election voter profile based on data from the Current Population Survey (CPS). Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

S1. Please indicate your age.

	<u>Voters</u>	<u>Non-Voters</u>
18-29	18%	31%
30-44	24%	29%
45-64	39%	28%
65+	19%	12%

S2. Please indicate your gender.

	<u>Voters</u>	<u>Non-Voters</u>
Male	47%	50%
Female	53%	50%

S3. Are you an American Citizen?

	<u>Voters</u>	<u>Non-Voters</u>
Yes	100%	100%
No	-	-
Don't Know/Refused	-	-

1. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs....?

	<u>Voters</u>	<u>Non-Voters</u>
Most of the time	47%	17%
Some of the time	34%	31%
Only now and then	15%	25%
Hardly at all	3%	22%



Don't know 1% | 5%

2. Did you vote in the presidential and congressional elections that were held on November 6th, did something prevent you from voting, or did you choose not to vote?

	<u>Voters</u>	<u>Non-Voters</u>
Yes I voted	100%	-
Something prevented me from voting	-	36%
Chose Not to vote	-	64%

(NON- VOTERS ONLY, n=1170)

2a. If you had voted in the Presidential election, who would you have voted for?

	<u>Non-Voters</u>
Barack Obama for President and Joe Biden for Vice President, the Democrats	44%
Mitt Romney for President and Paul Ryan for Vice President, the Republicans	26%
Gary Johnson for President and Jim Gray for Vice President, the Libertarians	2%
Jill Stein for President and Cheri Honkala for Vice President, the Greens	2%
Other	7%
Not sure	19%

(NON- VOTERS ONLY, n=1170)

2b. What kept you from voting? (Select all that apply)

	<u>Non-Voters</u>
Not Registered	28%
Just Chose Not to	18%
Vote Wouldn't Have Made a Difference	16%
Didn't Like the Candidates	14%
Not Interested in Politics	12%
Didn't Have the Time/Busy	8%
Working	7%
No Way To Get To The Polls	7%
No Particular Reason	6%
Illness	5%
Didn't Know Enough About the Candidates	5%
Undecided	5%
Travelling, Out of Town	4%
Religious Reasons	4%
Felon/Incarceration	3%
Emergency	2%
Did not receive ballot	1%
Moved to another country/state	1%
Registration issues/problems	1%
Other	1%
Don't Know/Not Stated	4%



(NON- VOTERS WHO ARE NOT REGISTERED ONLY, n= 338)

2c. What would you say is the main reason you're not registered to vote?

	<u>Non-Voters, Not registered</u>
Just never been registered	21%
Don't care much about politics	14%
Doesn't matter, candidates do what they want	11%
Don't want to get my name on the list for jury duty	8%
Have recently moved	7%
Registered to vote at previous address	6%
Did not have time	5%
Registration too late to vote	5%
Need better candidates	5%
Don't know how to register	2%
Registration issues/problems arise	2%
Place where have to go to register is inconvenient/too far from home	2%
Laziness	2%
Forgot	2%
Not old enough	2%
Religious reasons	1%
Sickness	1%
Work during voter registration hours	1%
Other	2%
Don't Know	3%

(ALL RESPONDENTS)

2d. Which of the following do you think would most encourage people like you to vote? (Select up to three).

	<u>Voters</u>	<u>Non-Voters</u>
Allowing people to vote over the Internet	26%	28%
Cleaning up the government	38%	27%
Having more/better candidates	39%	26%
Allowing people to register and vote on the same day	14%	13%
Making voting/registration easier	12%	12%
Allowing everyone to vote by mail	14%	12%
Keeping people more informed	22%	10%
Having more accessible polling places	11%	8%
Holding elections over 2-3 days	12%	8%
Extending the voting hours	13%	5%
Holding elections on the weekend	11%	5%
Relaxing Voter ID Laws	3%	3%
None/nothing	5%	10%
Don't Know	3%	12%

(VOTERS ONLY, n = 516)

7. For whom did you vote for President?

	<u>Voters</u>
Barack Obama for President and Joe Biden for Vice President, the Democrats	51%
Mitt Romney for President and Paul Ryan for Vice President, the Republicans	45%
Gary Johnson for President and Jim Gray for Vice President, the Libertarians	2%
Jill Stein for President and Cheri Honkala for Vice President, the Greens	0%
Other	3%

(ALL RESPONDENTS)

8. Do you feel things in this country are generally going in the right direction today, or do you feel things have seriously gotten off on the wrong track?

	<u>Voters</u>	<u>Non-Voters</u>
Right Direction	40%	26%
Wrong Track	53%	54%
No Answer	7%	20%

9. What do you think is the most important problem facing this country today? (Open End)

	<u>Voters</u>	<u>Non-Voters</u>
Economic/Financial Concerns (Net)	66%	62%
Economy in general	35%	27%
Jobs/employment	22%	23%
Budget/Deficit/Debt	19%	16%
Tax system (high, too many, unfair)	4%	3%
Inflation/cost of living/low wages	1%	2%
Financial problems (unspec.)	1%	1%
Trade policies	-	1%
Government Leadership (Net)	14%	10%
Political Leadership (incl. President)	6%	6%
Politics/ Lack of bipartisanship	7%	3%
Government (lack of transparency/trust)	1%	1%
Electoral system (two party system)	1%	1%
Presence of oligarchs	0%	1%
Healthcare	6%	7%
Morality (Net)	6%	4%
Moral decline	3%	2%
Lack of religious/ Christian values	2%	2%
Greed/selfishness	1%	1%
Big Government (Net)	7%	3%
Excessive entitlement programs/welfare	4%	2%
Government control/socialist-leaning	3%	1%
War/foreign affairs	3%	3%
Immigration	2%	2%
Education	2%	2%
Poverty/Homelessness	0%	3%
Corruption	1%	2%
Fuel prices	1%	2%
Class disparity/weak middle class	1%	2%
Social issues (drug, abortion, gay marriages)	1%	2%
Social security/welfare system	1%	2%



Environment	2%	1%
Energy	1%	1%
Crime/violence	0%	1%
All/variety of issues	1%	2%
Nothing	1%	2%
Other	6%	6%
Don't know/ No Answer	1%	5%

10. Thinking about the Democratic and Republican parties, would you say there is..?

	<u>Voters</u>	<u>Non-Voters</u>
A great deal of difference in what they stand for	56%	37%
A fair amount of difference in what they stand for	35%	40%
Hardly any difference in what they stand for	9%	23%

[Q11-14: Political Quiz on Current Events]

11. How much, if anything, have you seen, heard or read about each of the following?

	<u>Voters</u>	<u>Non Voters</u>
	<i>% A great deal/fair amount</i>	
The attack on the U.S. consulate in Benghazi, Libya, that killed U.S. Ambassador Chris Stevens	72%	46%
Recent voter ID laws requiring people voting in person to provide certain government-issued photo IDs at the polls	66%	40%

12. Thinking about the stands on issues they took during the campaign, which candidate supported each of the following policies?

	<u>Voters</u>			<u>Non-Voters</u>		
	Barack Obama	Mitt Romney	Don't Know/No Answer	Barack Obama	Mitt Romney	Don't Know/No Answer
Health care law requiring contraceptives to be available for free for women enrolled in workplace health plans	80%	4%	17%	47%	5%	48%
Increasing military spending	10%	71%	19%	12%	36%	53%
Letting Bush-era tax cuts expire for couples making more than \$250,000	60%	20%	19%	35%	16%	49%
Offering seniors subsidies to buy coverage from private insurers instead of traditional Medicare	22%	52%	26%	21%	25%	54%
Support the movement to secure equal treatment under law for same-sex couples	83%	3%	14%	55%	4%	41%

13. Thinking now about the US Government structure, how many Senators are there from each state?

	Voters	Non-Voters
Ten or more	2%	1%
Five	1%	2%
Two	59%	35%
One	6%	6%
The number is proportional to the state's population	22%	24%
Don't Know/No Answer	11%	32%

14. And how many members of the House of Representatives are there from each state?

	Voters	Non-Voters
Two	11%	12%
One	5%	7%
The number is proportional to the state's population	70%	44%
Don't Know/No Answer	14%	37%

15. Please indicate how much you agree or disagree with each of the following statements.

	Voters % Completely	Non Voters Mostly Agree
Government should play an active role in improving healthcare, housing and education for middle income families.	66%	77%
Most elected officials don't care what people like me think.	66%	71%
Voting in elections has little to do with the way that real decisions are made in our country.	51%	67%
The federal government should run ONLY those things that cannot be run at the local level.	66%	65%
We should have a third major political party in this country in addition to the Democrats and Republicans.	54%	60%
As Americans, we can always find a way to solve our problems and get what we want.	68%	58%
It makes no real difference who is elected – things go on just as they did before.	34%	57%
I'm only one person, so my vote really doesn't make a difference.	21%	43%
Success in life is pretty much determined by forces outside our control.	27%	39%
The federal government often does a better job than people give it credit for.	45%	38%
I'm pretty interested in following local politics.	62%	33%
Most issues discussed in Washington don't affect me personally	21%	33%
My choice not to vote should be interpreted to mean that I'm basically satisfied with the way the country is going so I don't really need to vote	n/a	20%



16. Would you say you are generally favorable or unfavorable towards these organizations, institutions and public figures? (Select all that apply).

	<u>Voters</u>	<u>Non Voters</u>
	<i>% Favorable (Top 3 Box)</i>	
Barack Obama	54%	56%
Mitt Romney	50%	34%
The Republican Party	49%	38%
The Democratic Party	55%	54%
The Congress	44%	44%
Labor Unions	49%	53%
The Supreme Court	69%	64%
Your local school board	73%	64%
Your city or country council	75%	62%
The religion or religious institution you are most familiar with	76%	64%

17. Generally speaking, how often do you...

	<u>Voters</u>	<u>Non Voters</u>
	<i>% Every day/Several times a week</i>	
Watch a TV news program	81%	59%
Use social media sites	60%	51%
Read, watch or listen to news on a laptop or desktop computer	64%	48%
Visit online news site	60%	41%
Read a newspaper (print)	43%	26%
Read, watch or listen to news on a mobile device	26%	21%
Discuss politics and public affairs with members of your family	46%	20%
Discuss politics and public affairs with your friends	38%	16%
Read, watch or listen to news on a tablet	17%	12%
Blog or post something online about current events	15%	11%

18a. Which of the following do you have AT HOME?

	<u>Voters</u>	<u>Non Voters</u>
Television	95%	90%
Radio	83%	73%
Laptop computer	70%	66%
Desktop computer	73%	65%
Smartphone	50%	44%
Newspaper subscription	42%	23%
Tablet computer	26%	19%
News magazine subscription	26%	15%
None	1%	2%
Not applicable	1%	1%



18b. Which of the following do you have AT WORK?

	<u>Voters</u>	<u>Non Voters</u>
Desktop computer	29%	23%
Radio	20%	12%
Smartphone	15%	11%
Television	10%	10%
Newspaper subscription	9%	9%
News magazine subscription	9%	9%
Laptop computer	16%	8%
Tablet computer	6%	7%
None	16%	23%
Not applicable	36%	36%

19. Over the past few months how closely would you say you read or followed stories about the presidential and congressional campaigns?

	<u>Voters</u>	<u>Non-Voters</u>
Very closely	36%	9%
Fairly closely	46%	32%
Not too closely	14%	37%
Not closely at all	4%	22%

20. What is your primary source for political news and information?

	<u>Voters</u>	<u>Non-Voters</u>
TV stations and networks	41%	43%
Cable news networks	24%	16%
Friends and family	5%	12%
Newspapers and magazines (online or in print)	15%	11%
Social media websites, such as Twitter and Facebook	3%	8%
Political blogs and websites	5%	6%
Radio	7%	4%

21. Over the past few months were you personally contacted by a political candidate or by someone working on a political campaign who offered you campaign information or asked you to vote?

	<u>Voters</u>	<u>Non-Voters</u>
Yes, contacted	51%	24%
No, not contacted	49%	76%



22. In the past year, have you done any of the following?

	<u>Voters</u>	<u>Non Voters</u>
	<i>% Yes (Regular basis/ Occasionally/As a one-time thing)</i>	
Volunteered for a charity, religious organization or other non-profit group	45%	28%
Been active in some other type of community group or club?	36%	21%
Sent a letter or email to a media outlet or government official	29%	12%
Participated in a march or demonstration as a way of expressing your views on a political or social cause	12%	7%
Volunteered in a political campaign	11%	6%
Been active in a club or organization that deals with government and politics	13%	6%

23. Leading up to the 2012 election did you... (Select all that apply)

	<u>Voters</u>	<u>Non-Voters</u>
Watch the Presidential debates	76%	40%
Watch the Vice Presidential debate	50%	17%
Watch the Democratic National Convention in Charlotte, NC	33%	10%
Watch the Republican National Convention in Tampa, FL	30%	8%
Donate money to a political candidate or cause	12%	2%
None of these	20%	56%

24. Over the course of the next year, do you think the financial situation of you and your family will...?

	<u>Voters</u>	<u>Non-Voters</u>
Improve a lot	9%	7%
Improve some	48%	50%
Get a little worse	27%	30%
Get a lot worse	16%	13%

25. The news media are often criticized for their coverage of politics and campaigns. Which of the following, if any, would help improve news coverage of politics and campaigns? (Select as many as apply)

	<u>Voters</u>	<u>Non-Voters</u>
Including more diverse viewpoints	39%	27%
Make political coverage more objective	53%	26%
Include political coverage from multiple sources	34%	21%
Include more voices of potential voters	23%	18%
Make political coverage more fun	12%	12%
Focus more on local elections	16%	11%
Bring political coverage to social networks	8%	7%
Add more political coverage	9%	6%
Focus more on national elections	9%	6%
Make political coverage more similar to my viewpoint	7%	6%
None	12%	18%
Don't Know/No Answer	10%	28%



26. Thinking about all the various types of elections you have a chance to vote in – from local school board elections, to statewide elections for governor, to presidential and congressional elections – how often would you say you vote?

	<u>Voters</u>	<u>Non-Voters</u>
Always vote	54%	4%
Vote most of the time	31%	16%
Vote now and then	10%	15%
Hardly ever vote	4%	23%
Never vote	1%	42%

27. To the best of your knowledge, did any of your friends or family vote in this year's Presidential election, held a few days ago on Tuesday November 6th?

	<u>Voters</u>	<u>Non-Voters</u>
Most of my family voted	75%	37%
Some of my family voted	12%	25%
Few of my family voted	2%	10%
Don't know/ Refused	12%	28%

	<u>Voters</u>	<u>Non-Voters</u>
Most of my friends voted	78%	38%
Some of my friends voted	12%	23%
Few of my friends voted	4%	16%
Don't Know/ Refused	6%	24%

28. Did you happen to vote in any previous Presidential elections? (Select all that apply)

	<u>Voters</u>	<u>Non-Voters</u>
2008 presidential election (Obama vs. McCain)	86%	27%
2004 presidential election (Bush vs. Kerry)	72%	20%
2000 presidential election (Bush vs. Gore)	66%	20%
1996 presidential election (Clinton vs. Dole)	61%	17%
Any earlier Presidential election	51%	16%
None of these	9%	55%

[ADDITIONAL DEMOGRAPHICS]

29. How long have you lived at your present address?

	<u>Voters</u>	<u>Non-Voters</u>
Less than 6 months	12%	14%
More than 6 months but less than 1 year	6%	8%
More than 1 year but less than 2 years	8%	14%
More than 2 years	75%	64%



30. How would you describe your views on most political matters? Generally, do you think of yourself as liberal, moderate, or conservative?

	<u>Voters</u>	<u>Non-Voters</u>
Liberal	22%	15%
Moderate	36%	27%
Conservative	34%	21%
Don't Know	8%	36%

31. In politics, do you consider yourself as a Republican, a Democrat or an Independent?

	<u>Voters</u>	<u>Non-Voters</u>
Republican	31%	15%
Democrat	36%	26%
Independent	27%	32%
Other	5%	13%
Refused	2%	14%

32. U.S. Region

	<u>Voters</u>	<u>Non-Voters</u>
Northeast	18%	19%
Midwest	23%	18%
South	34%	38%
West	26%	25%

33. What is the highest degree or level of school you have completed?

	<u>Voters</u>	<u>Non-Voters</u>
High School or Less	24%	42%
Some College	25%	29%
College Grad +	51%	30%

34. Please indicate your annual household income before taxes.

	<u>Voters</u>	<u>Non-Voters</u>
Less than 50K	41%	61%
50-75K	21%	15%
75K+	31%	12%

35. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

	<u>Voters</u>	<u>Non-Voters</u>
Hispanic	7%	22%
Not Hispanic	93%	78%



36. What is your race?

	<u>Voters</u>	<u>Non-Voters</u>
White	84%	78%
Black/African American	8%	6%
Asian	4%	5%
Other	5%	12%

	<u>Voters</u>	<u>Non-Voters</u>
Non-Hispanic White	80%	65%
Non-Hispanic Black/African American	7%	5%
Non-Hispanic Other	6%	8%
Hispanic	7%	22%

37. Which of the following best describes your current employment status?

	<u>Voters</u>	<u>Non-Voters</u>
Employed	51%	44%
Student	5%	9%
Military	0%	0%
Full-time parent, homemaker	8%	10%
Not currently employed	10%	20%
Prefer not to answer	2%	3%