2010: A Different Electorate
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<table>
<thead>
<tr>
<th>Year</th>
<th>Obama</th>
<th>McCain</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 Voters</td>
<td>53</td>
<td>46</td>
</tr>
<tr>
<td>2010 Voters</td>
<td>48</td>
<td>48</td>
</tr>
</tbody>
</table>
2010: Big Voting Shifts
Shift in White Working Class House Vote, 2008-2010

The graph shows a shift in the white working class vote between 2008 and 2010. In 2008, 44% of white working class voters supported the Democratic party, while 54% supported the Republican party. In 2010, the support shifted, with 33% of white working class voters supporting the Democratic party and 63% supporting the Republican party.

Key:
- Democratic
- Republican
Shift in Independent House Vote, 2008-2010

- 2008: 51 Democratic, 43 Republican
- 2010: 37 Democratic, 56 Republican

Legend:
- Blue: Democratic
- Red: Republican
Independent Voters in 2008 and 2010

- 2008 Independents: 52 Obama, 44 McCain
- 2010 Independents: 42 Obama, 51 McCain
Jobs, Jobs, Jobs: House Vote Among Economy Voters (63 Percent of All Voters)
The Deficit, Not So Much

Of all the problems facing this country today, which one do you most want the new Congress to concentrate on first when it begins in January?

- Economy and jobs: 56%
- Health care: 14%
- Budget deficit/national debt: 4%
- Immigration: 2%
- Education: 2%
- War/Iraq/Afghanistan: 2%
- Taxes/IRS: 2%
- Other: 9%
- Unsure: 9%

Politics and Governance
Lowest Rating On Record For Confidence In Federal Government

Confidence in Federal Government to Solve Problems

A lot/some  None

May '94  Dec '95  Jun '00  Sep '02  Nov '05  Jun '06  May '10

Millennials
44% a lot/some
20% none
But Government Should Also Do More

Want More Federal Government Involvement in Various Areas

- Developing new, clean energy sources: 61% All adults, 66% Millennials
- Improving public schools: 60% All adults, 75% Millennials
- Making college affordable: 57% All adults, 64% Millennials
- Ensuring access to affordable health care: 51% All adults, 56% Millennials
Feel the need for more state government involvement in... (AZ, CO, ID, NM, NV, UT)

- Creating jobs and economic growth: 67%
- Guaranteeing a quality public education: 66%
- Promoting renewable energy sources: 65%
- Cracking down on crime and drugs in our communities: 65%
- Stopping the flow of illegal immigrants across our borders: 63%
- Dealing with the millions of illegal immigrants living here: 62%
- Preserving the cleanliness of our air: 58%
- Making affordable health care available to everyone: 49%
- Promoting the role of faith in our public life: 23%
The Best Energy Investments

- Better off investing in wind and solar energy solutions...
- Better off investing in proven technologies like clean coal and nuclear energy sources...
Improving Government Performance More Important Than Reducing Size

Priority for Improving Federal Government

- Improve efficiency and effectiveness
- Reduce size of federal government

All adults:
- Improve efficiency: 62%
- Reduce size: 36%

Millennials:
- Improve efficiency: 71%
- Reduce size: 26%
Government Could Be More Effective

Possibility of Improving Federal Government Effectiveness

Could be more effective if better managed

All adults: 74%
Millennials: 77%

Bound to be ineffective no matter what

All adults: 23%
Millennials: 19%

74% of adults, including 66% of Millennials, say it is very important for President and Congress to take steps to improve effectiveness and efficiency of federal government.
“Doing What Works” Plan
Core Components Seen As Effective

Eliminate inefficient government programs and redirect support to the most cost-effective programs

- All adults: 54% would be very effective, 48% would be fairly effective
- Millennials: 48% would be very effective, 54% would be fairly effective

Carefully evaluate the performance of government programs and agencies and make this information available to the public

- All adults: 53% would be very effective, 47% would be fairly effective
- Millennials: 50% would be very effective, 50% would be fairly effective

Have the government use the most modern management methods and information technologies

- All adults: 39% would be very effective, 60% would be fairly effective
- Millennials: 37% would be very effective, 62% would be fairly effective
Overall Effectiveness Of “Doing What Works” Plan

All adults

- Very/fairly effective: 61%
- Just somewhat/not effective: 37%

<table>
<thead>
<tr>
<th>Group</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>65%</td>
</tr>
<tr>
<td>Democrats</td>
<td>67%</td>
</tr>
<tr>
<td>Independents</td>
<td>57%</td>
</tr>
<tr>
<td>Republicans</td>
<td>58%</td>
</tr>
<tr>
<td>Part of Tea Party</td>
<td>60%</td>
</tr>
<tr>
<td>Progressives/liberals</td>
<td>70%</td>
</tr>
<tr>
<td>Conservatives/libertarians</td>
<td>56%</td>
</tr>
<tr>
<td>2008 Obama voters</td>
<td>66%</td>
</tr>
<tr>
<td>2008 McCain voters</td>
<td>55%</td>
</tr>
</tbody>
</table>
Specific Elements Of “Doing What Works” Plan

Require every federal agency to set clear goals that are measured by real-world results
Reform the federal budget process, so that spending decisions are based on objective evidence about what works and what does not
Measure and compare the performance of state actions in areas such as health care, education, and energy to identify what approaches work and what do not
Consolidate federal programs where there is significant overlap
Change the way government contracts are awarded, so officials can quickly and accurately determine the best contractor for the job

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Effective</th>
<th>Highly effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Require every federal agency to set clear goals that are measured by real-world results</td>
<td>83%</td>
<td>68%</td>
</tr>
<tr>
<td>Reform the federal budget process, so that spending decisions are based on objective evidence about what works and what does not</td>
<td>82%</td>
<td>65%</td>
</tr>
<tr>
<td>Measure and compare the performance of state actions in areas such as health care, education, and energy to identify what approaches work and what do not</td>
<td>80%</td>
<td>58%</td>
</tr>
<tr>
<td>Consolidate federal programs where there is significant overlap</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Change the way government contracts are awarded, so officials can quickly and accurately determine the best contractor for the job</td>
<td>79%</td>
<td>60%</td>
</tr>
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* Ratings on zero-to-ten scale: 6-10 = effective, 8-10 = highly effective
“Doing What Works” Plan Would Improve Government Performance In Three Areas

% saying plan would make things better on various aspects of government

- **Quality of services**: All adults 65%, Millennials 70%
- **Efficient spending of tax dollars**: All adults 64%, Millennials 69%
- **Federal budget deficit**: All adults 57%, Millennials 62%
“Doing What Works” Plan Improves Confidence In Government

Effect of Congress/President Adopting Plan on Confidence in Federal Government's Ability to Solve Problems

- A lot more confidence
- Some more confidence
- Just a little more confidence

All adults:
- 18% A lot more confidence
- 29% Some more confidence
- 20% Just a little more confidence

40% among those with low initial confidence

Millennials:
- 20% A lot more confidence
- 31% Some more confidence
- 22% Just a little more confidence

More Confidence:
- Democrats: 77%
- Independents: 64%
- Republicans: 60%
- Progressives/liberals: 77%
- Conservatives/libertarians: 62%
- Part of Tea Party: 57%
Where Are We Going?
Share of Minority Vote, 1988-2010

- 1988: 15
- 2000: 19
- 2008: 26
Population Projections by Race, 2008-2050

- **White**: 2008 - 66, 2050 - 46
- **Black**: 2008 - 14, 2050 - 15
- **Hispanic**: 2008 - 15, 2050 - 30
- **Asian**: 2008 - 5, 2050 - 9
Change in Shares of White Working Class, White College Graduate and Minority Voters, 1988-2008
Growth in Millennial Eligible Voters, 2008-2020 (millions)
## Size of the Millennial Generation

<table>
<thead>
<tr>
<th>Year</th>
<th>Millennial voting age population</th>
<th>Millennial eligible voters</th>
<th>Millennial percent of eligible voters</th>
<th>Estimated millennial actual voters</th>
<th>Estimated millennial percent of actual voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>55 million</td>
<td>48 million</td>
<td>23</td>
<td>25 million</td>
<td>20</td>
</tr>
<tr>
<td>2012</td>
<td>74 million</td>
<td>64 million</td>
<td>29</td>
<td>35 million</td>
<td>26</td>
</tr>
<tr>
<td>2016</td>
<td>93 million</td>
<td>81 million</td>
<td>36</td>
<td>46 million</td>
<td>33</td>
</tr>
<tr>
<td>2020</td>
<td>103 million</td>
<td>90 million</td>
<td>39</td>
<td>52 million</td>
<td>36</td>
</tr>
</tbody>
</table>
Women’s Vote in 2008, Single and Working Women

- **Single**: 70% for Progressive, 29% for Conservative
- **Working**: 60% for Progressive, 39% for Conservative
Postgraduate Presidential Vote, 2000-2008

- 2000: 52 Progressive, 44 Conservative
- 2004: 55 Progressive, 44 Conservative
- 2008: 58 Progressive, 40 Conservative
Secular, Less Observant and Non-Christian Vote, 2008

- Few Year: 59 Progressive, 39 Conservative
- Never Attend: 67 Progressive, 30 Conservative
- Jewish: 78 Progressive
- Other Religion: 73 Progressive, 22 Conservative
- No Religion: 75 Progressive, 23 Conservative
Change in Progressive Margin by Type of Area, 1988-2008

- Large Metro: 21
- Medium Metro: 15
- Small Metro: 7
- Small Town: 2
- Rural: -6
Change in Progressive Margin by Type of Area within Large Metros, 1988-2008

- Core Urban: 29
- Inner Suburbs: 25
- Mature Suburbs: 27
- Emerging Suburbs: 13
- True Exurbs: 1