



PUBLIC OPINION
STRATEGIES

MOMENTUM ANALYSIS



TO: INTERESTED PARTIES

FROM: NEIL NEWHOUSE / ALEX BRATTY, PUBLIC OPINION STRATEGIES
MARGIE OMERO, MOMENTUM ANALYSIS

RE: WALMART MOMS NATIONAL DATA

DATE: SEPT 13, 2010

On behalf of Walmart, Public Opinion Strategies and Momentum Analysis conducted a national survey of N=800 registered voters. The survey was conducted September 9-12, 2010 and has a margin of error of $\pm 3.5\%$. Walmart Moms represent N=123 or 15% of this registered voter survey (margin of error $\pm 8.8\%$).

OVERVIEW & SUMMARY OBSERVATIONS

Walmart Moms were a key swing voter group in the 2008 election cycle, supporting President Obama's election and Democratic candidates for Congress. An on-line study of Walmart Moms conducted in May of this year indicated that while they still supported President Obama, they disapproved of his health care plan and were leaning toward Republicans in the fall election.

Obviously, these voters appear to be up for grabs in the 2010 election and, as Walmart Moms represent roughly 15%-17% of the electorate, their support could mean the difference between a winning or losing campaign.

For the Republican Party: Although Walmart Moms have a split partisan affiliation, a majority say they are planning to vote Republican this November. These voters are unhappy with the President's performance and they are really feeling the brunt of our economic times. They also have a net negative view of the Democratic Party and a net positive view of the Republican party.

For the Democratic Party: Even though these Walmart Moms are leaning heavily towards voting Republican this fall, there is still the potential for Democratic candidates to make an appeal. The Walmart Moms who plan to vote Republican are less committed to their vote decision than those voting Democrat. These women were inclined to vote Democratic in 2008 when they choose Barack Obama over John McCain, so they could be open to a compelling case from Democratic candidates.

KEY FINDINGS

WALMART MOMS POLITICALLY SWING, BUT VOTING GOP.

- 1. Walmart Moms chose Barack Obama in 2008, but today they offer the President poor marks.*** By a margin of 48% to 43% Walmart Moms say they voted for Barack Obama in 2008, but almost two years later a majority of these women (52%) say they disapprove of the job the president is doing, while 40% approve. This is a much harsher assessment of the President than that among all registered voters (47% approve, 49% disapprove).
- 2. Walmart Moms are split on their self-identified partisan affiliation, but a majority say they would vote for a Republican Member of Congress this fall.***
Just over one-third (34%) of Walmart Moms self-identify as Republican, 35% as Democrat and 30% as Independents. Yet, when asked their voting intentions in the fall 51% say they plan to vote for a Republican candidate compared to just 35% who choose a Democratic candidate. Twelve percent (12%) are still undecided.
- 3. Walmart Moms hold net negative views of the Democratic Party and its leaders, and net positive views of the Republican Party.***
Fewer than three-in-ten (27%) of Walmart Moms have a positive view of the Democratic Party, while 46% have a negative view. They also have a net negative view of the President (39% positive, 48% negative) and Speaker Nancy Pelosi (21% positive, 37% negative). However, when it comes to the Republican Party, Walmart Moms have a more favorable view (37% positive, 30% negative). Minority Leader John Boehner is largely unknown to these women – just 29% have heard of him.

BUT, WALMART MOMS ARE LESS INTERESTED IN THE ELECTIONS...

- 4. Walmart Moms feel impacted by what happens in Washington, but this may not translate to a high turnout this fall.***
Fully nine-in-ten (91%) Walmart Moms say decisions made by President Obama and Congress affect them “a lot” (55%) or “some” (36%). Yet, when it comes to this year’s elections just 31% of Walmart Moms say they are “extremely interested” compared to 43% of all voters.

AND MAY STILL CHANGE THEIR VOTE DECISION.

- 5. Walmart Moms who say they plan to vote Republican this fall are less committed to their candidate than those voting Democratic.***
Democrats may still have time to make their case to Walmart Moms before November 2nd. While a majority of the Walmart Moms who are planning to vote Republican say they are committed to their candidate (57%), a significant 43% say they could still change their mind before the election. This is in contrast to those planning to vote Democrat in the fall, where 69% say they are committed to their candidate and just 31% say they could still change their mind.

THE ECONOMIC DOWNTURN HAS HIT WALMART MOMS HARD.

6. ***Like most voters, Walmart Moms have a pessimistic view of the nation's economy, but they are more dissatisfied with their personal finances.***

Just 19% of Walmart Moms think the economy is getting better, while 36% say it's staying about the same and the plurality (44%) think it is getting worse. However, Walmart Moms express more unhappiness with their own financial situation compared to voters overall – 57% are satisfied while 43% are dissatisfied. Among all voters, 62% are satisfied with their own financial situation and 37% are dissatisfied.

7. ***The stark contrast between all voters and Walmart Moms is the extent to which they feel personally affected by the recession.***

The majority of all voters (55%) say they have been affected “just some” or “not at all” by the downturn in the economy, compared to 44% who say they have been affected “a lot” or “quite a bit.” However, for Walmart Moms, this measure is a mirror opposite – 54% say they have been affected “a lot” or “quite a bit,” while 46% say they have been affected “just some” or “not at all.”

BOTTOM LINE

Despite their split partisan affiliation, Walmart Moms are leaning heavily towards voting Republican this fall. They are unhappy with the Democratic Party and the President's performance, and the downturn in the economy weighs on them more heavily than the general electorate.

However, these Walmart Moms who are voting GOP are not as strongly tied to their election choice as are Walmart Moms who are voting Democrat. Further, these Walmart GOP voting Moms appear less interested in the November election than those voting Democrat, making the participation of these voters in the election potentially critical to GOP hopes for a major win.

Clearly, these Walmart Moms represent a critical slice of the 2010 electorate.