

CSS Nationwide Election Eve Poll

Voters Say Health reform is most effective economic stimulus

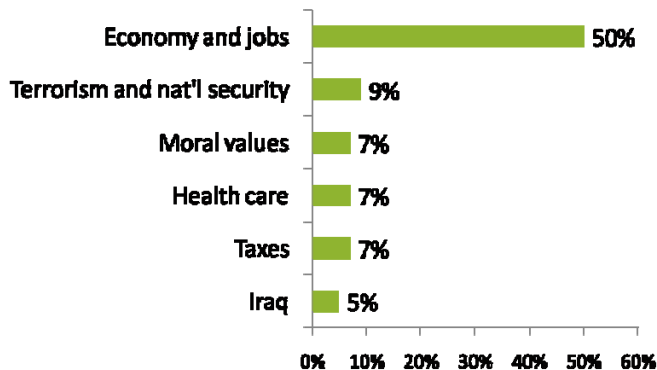
With the 2008 Presidential Election still fresh in our minds, it is important to know not just how people voted, but why. This year, CSS polled 1,200 voters nationwide on election eve and election night to determine their voting concerns.

The results of the poll showed that while the economy proved to be the top issue on voter's minds, this was overwhelmingly found to be tied to rising health care costs.

The Economy

The majority of voters said that the economy and jobs was the most important issue for them in deciding on which candidate to vote for in the presidential race.

Figure 1. The economy and jobs are most important factor in deciding who to vote for.



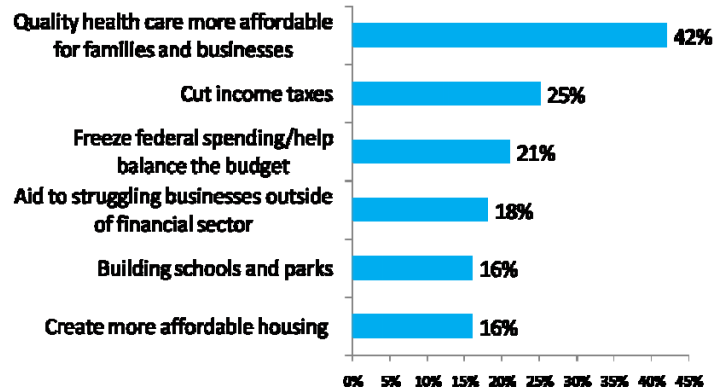
*Truncated list of top six responses.

Voters Link Health Care to Economic Recovery

When asked what economic measure would most help them *individually*, voters overwhelmingly said that making quality health care more affordable for families and businesses would help the most. (See Figure 2)

We also asked voters what they thought would most help to strengthen the economy *in general*, they again cited health reform as number one.

Figure 2. – Voters cite health care reform as the best way to help themselves economically.



*Combined 1st and 2nd voter choices, truncated list of top six. Split sample

Of those earning below \$40,000, 18% reported having trouble paying for health care in the past 6 months, and 16% had trouble getting or paying for prescription drugs.

Voter Demographics

CSS's election poll surveyed a range of Americans across political party, geography, income, race/ethnicity and religion. Voters were sampled both through landlines and cellular phones.

Of those polled, 45% supported John McCain and 53% supported Barack Obama.

The poll was conducted on November 3rd and 4th of 2008 and has a margin of error of +/- 2.8%.

Figure 3. Voter demographics of polling sample by US region.

