

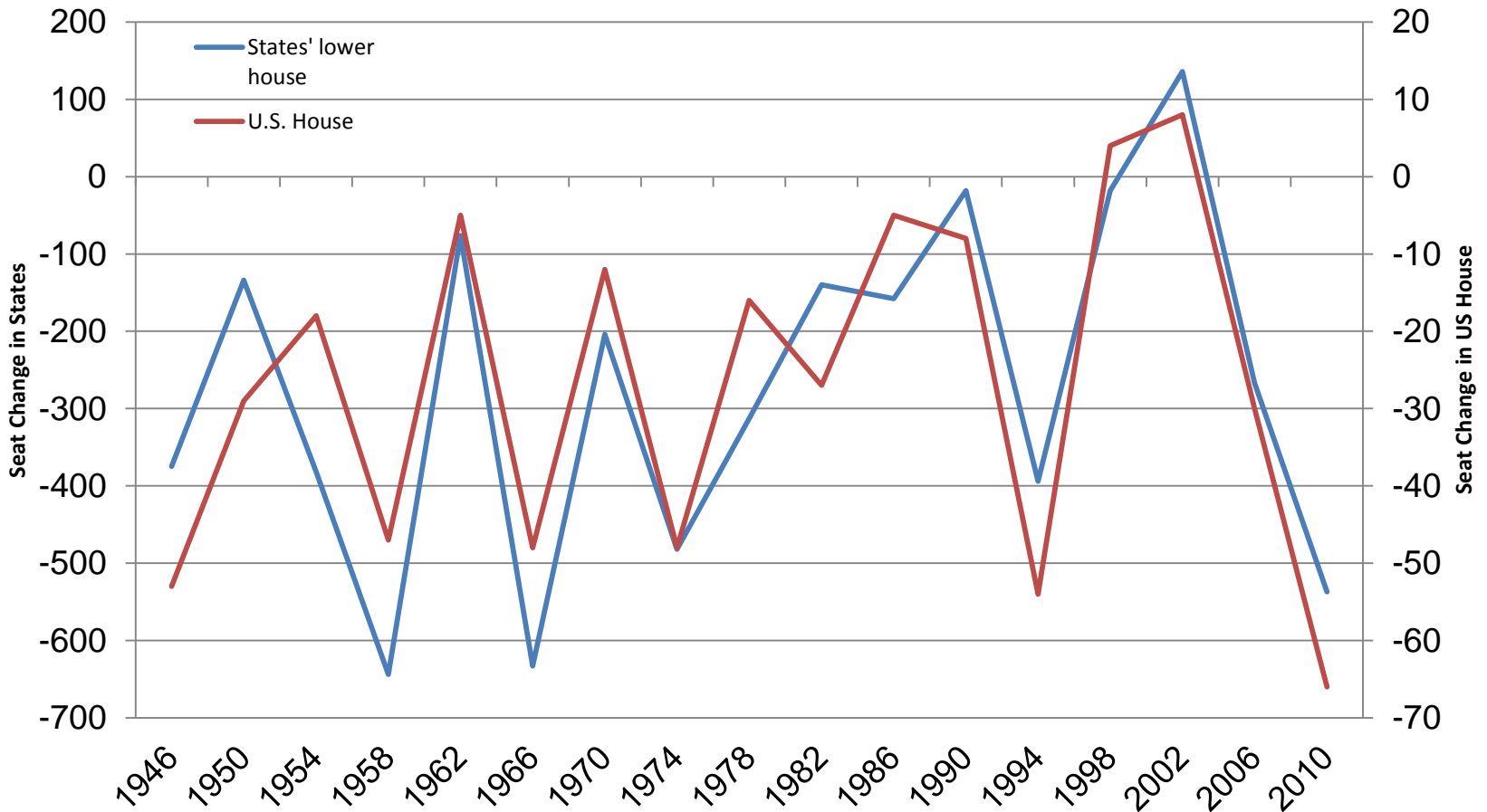
The 2010 Election and Its Aftermath

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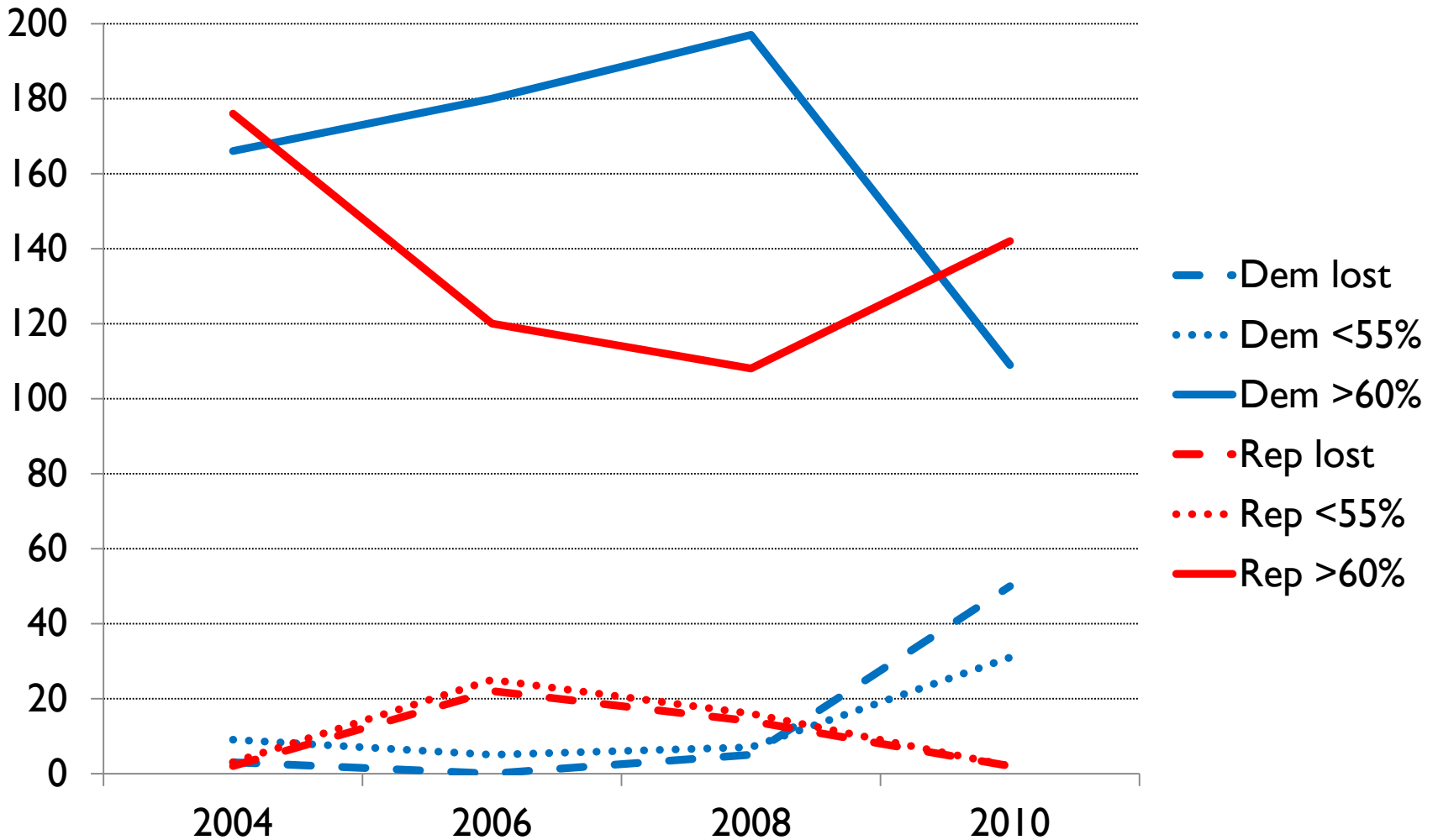
*Wisconsin Credit Union League
January 25, 2011*

In the words of the President... A “shellacking”

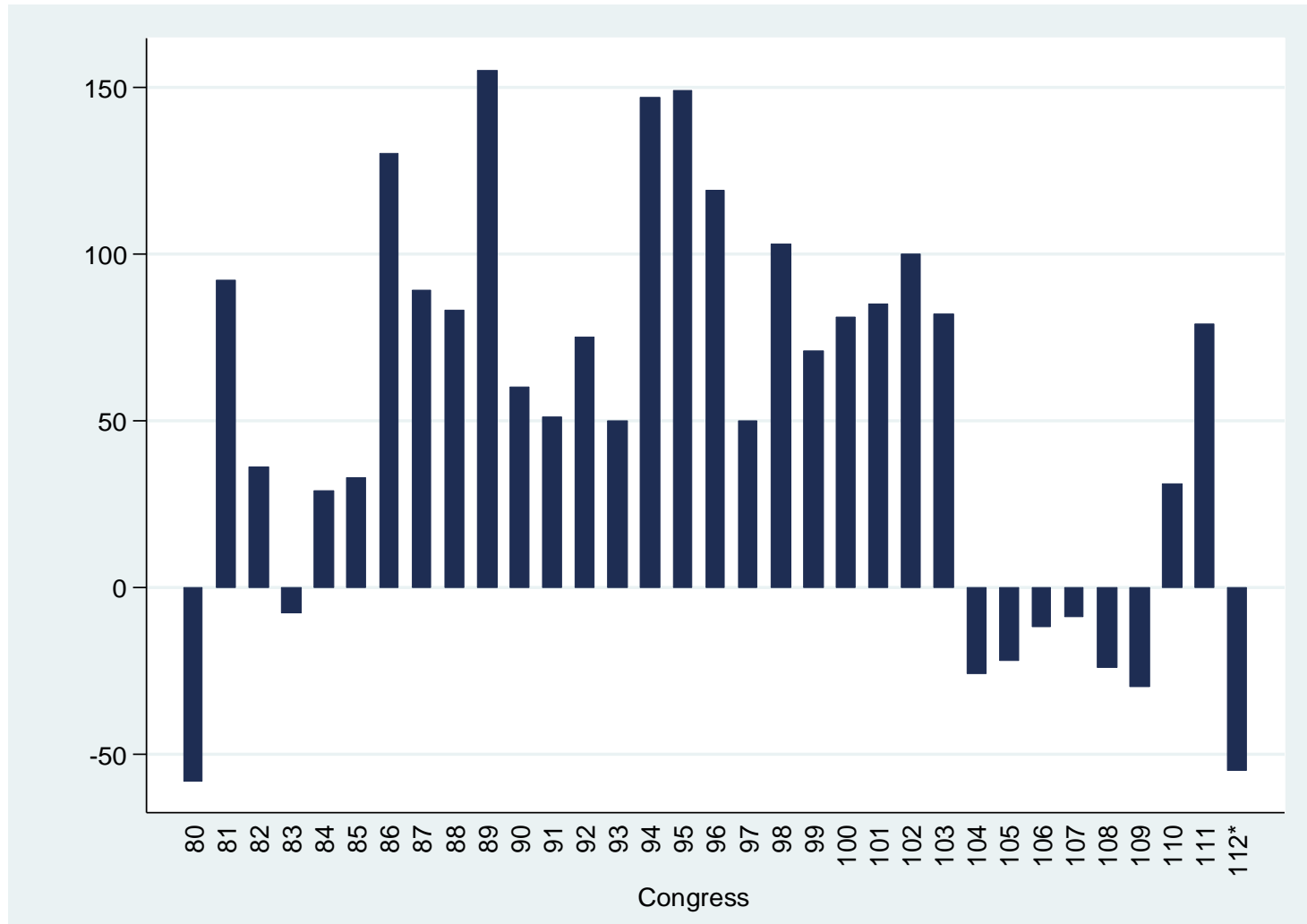
Presidential Party Seat Change,
US House and Lower Houses in States



Incumbents in US House



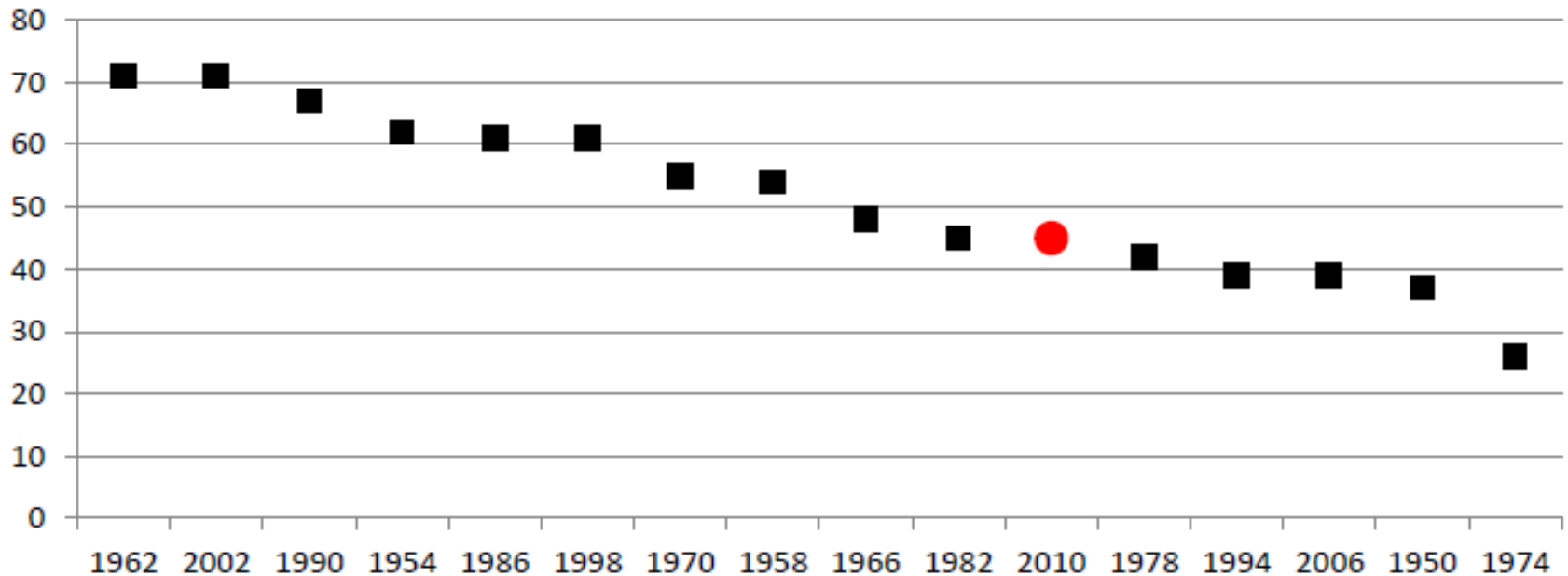
The biggest seat swing in over 60 years



Why a shellacking?

Bad fundamentals: presidential approval

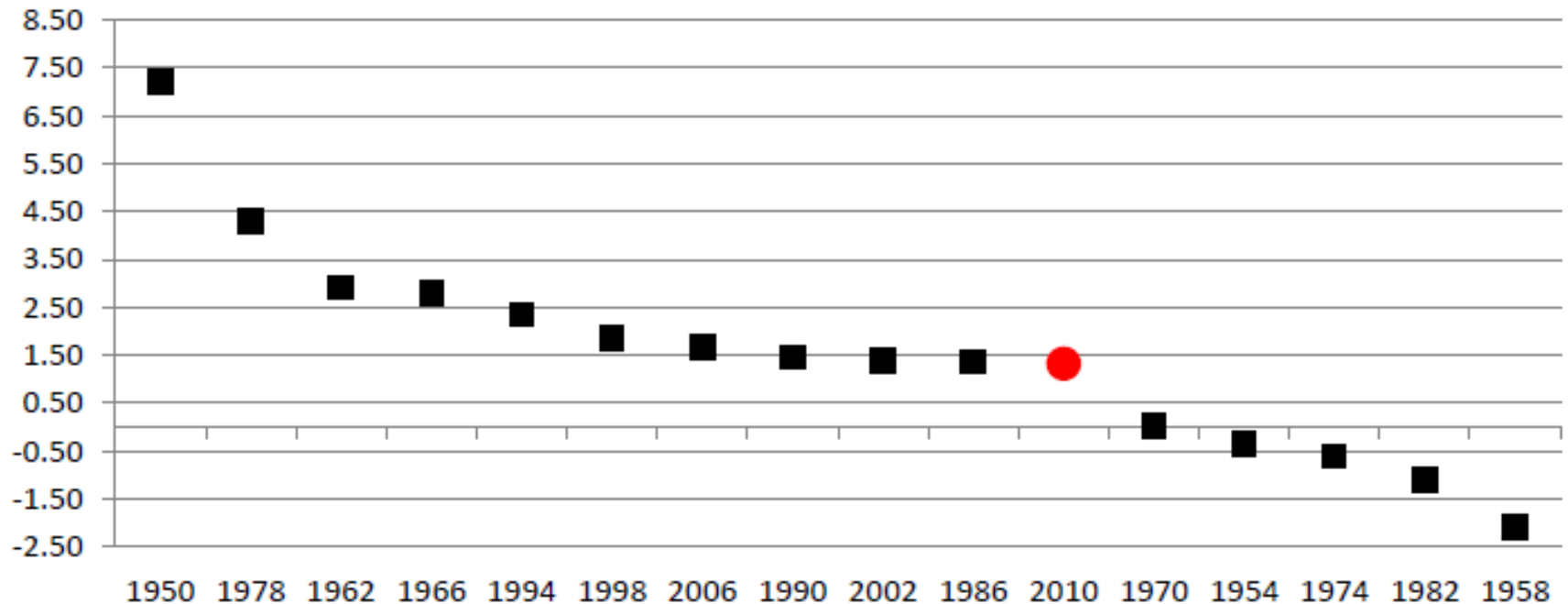
Early July Gallup presidential approval



Why a shellacking?

Bad fundamentals: a sluggish economy

GDP growth first half of midterm year



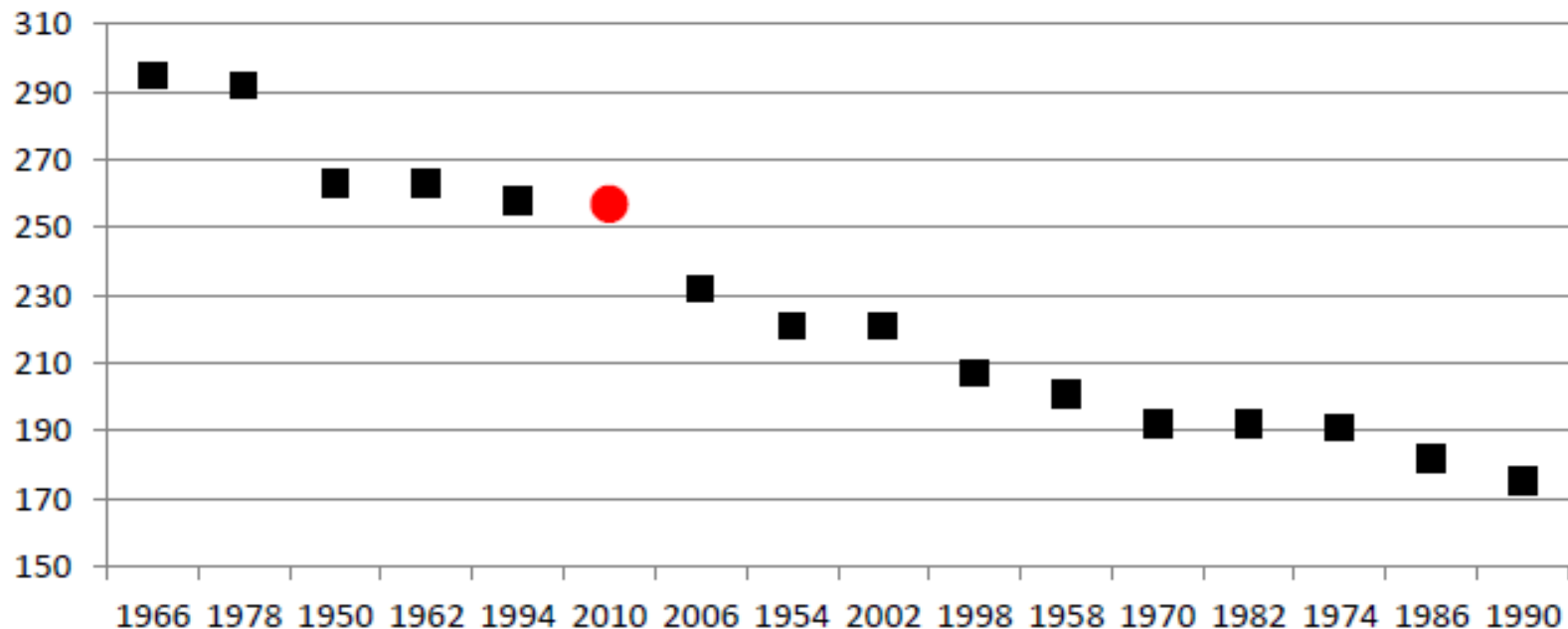
Bad fundamentals: a sluggish economy

Republican support among voters who said:	House 2010 Vote R	House 2008 Vote R	R Improvement
Nation's economy in poor condition	71	29	42
Family's financial situation worse	63	28	35
Very worried about economy	70	37	33

Why a shellacking?

Bad fundamentals: many seats up for grabs

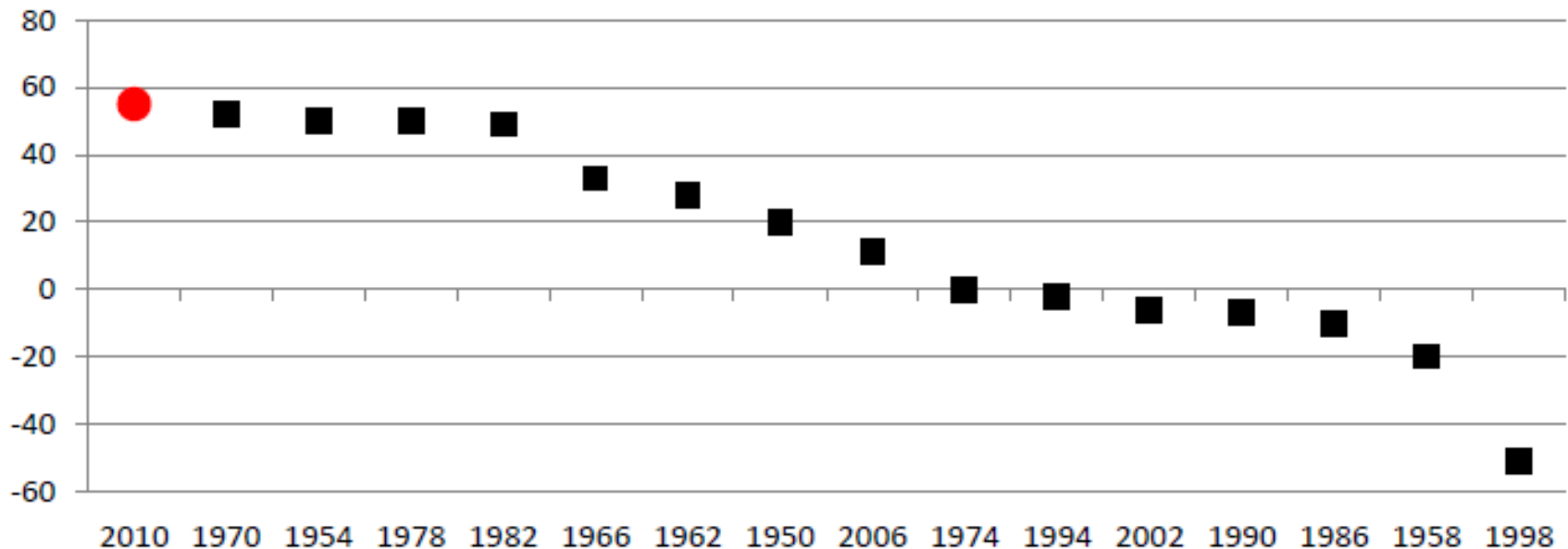
Seats held by president's party



Why a shellacking?

Bad fundamentals: many recently won seats

Seat gain/loss by president's party in previous two elections



Why a shellacking?

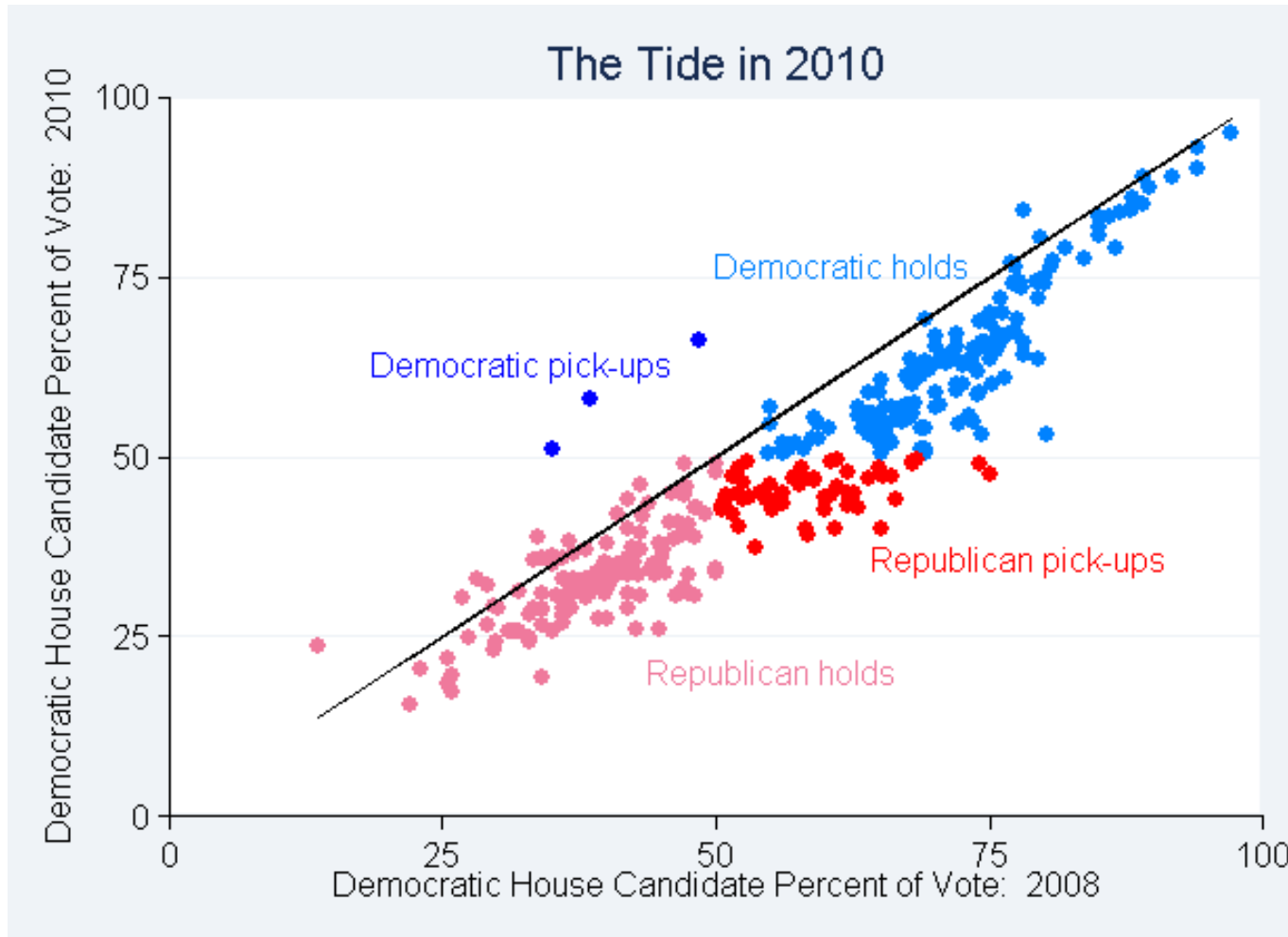
Add the common problems of a party regaining unified control of government

Add a well-mobilized, motivated grassroots opposition

Add a stronger, more experienced pool of Republican candidates

And a shellacking is the result

Fundamentals at work



Democrats lost vote share in 89 percent of House districts

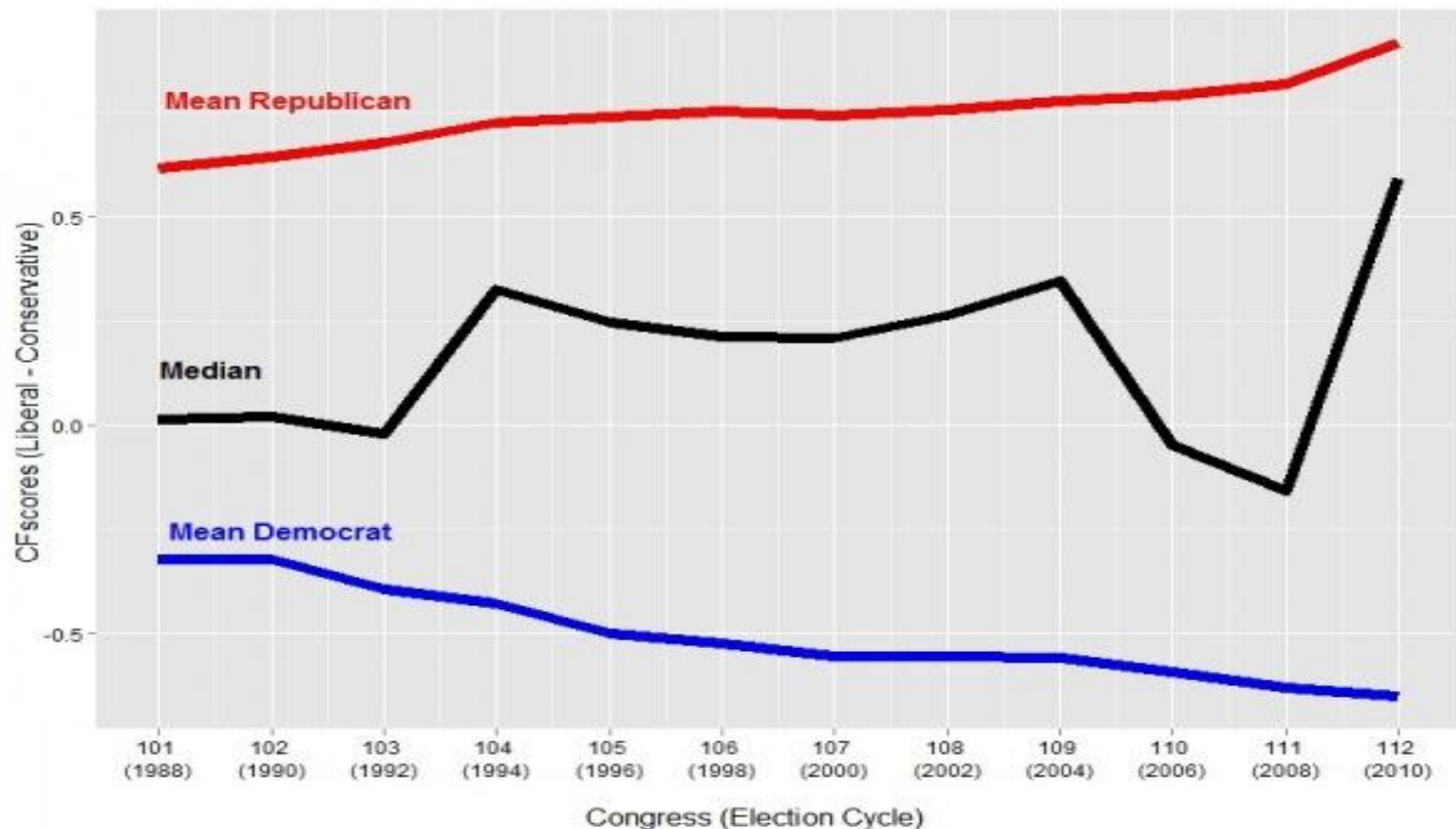
Nearly every demographic group moved toward the GOP

Strongest Republican supporters

GROUP (SIZE IN ELECTORATE)	PERCENT VOTING FOR REPUBLICAN	PERCENT VOTING FOR DEMOCRAT
Republican (36%)	95	4
Support Tea Party movement (40%)	87	11
Repeal new health care law (48%)	87	11
Economic stimulus program hurt economy (33%)	86	12
Conservative (34%)	84	14
White evangelical/born-again (25%)	78	20
Government doing too much (56%)	77	20
Approve of Afghanistan war (40%)	74	25
Nation's economy in poor condition (37%)	71	26
Very worried about economy (50%)	70	28

The result?

From the most liberal to most conservative House overnight



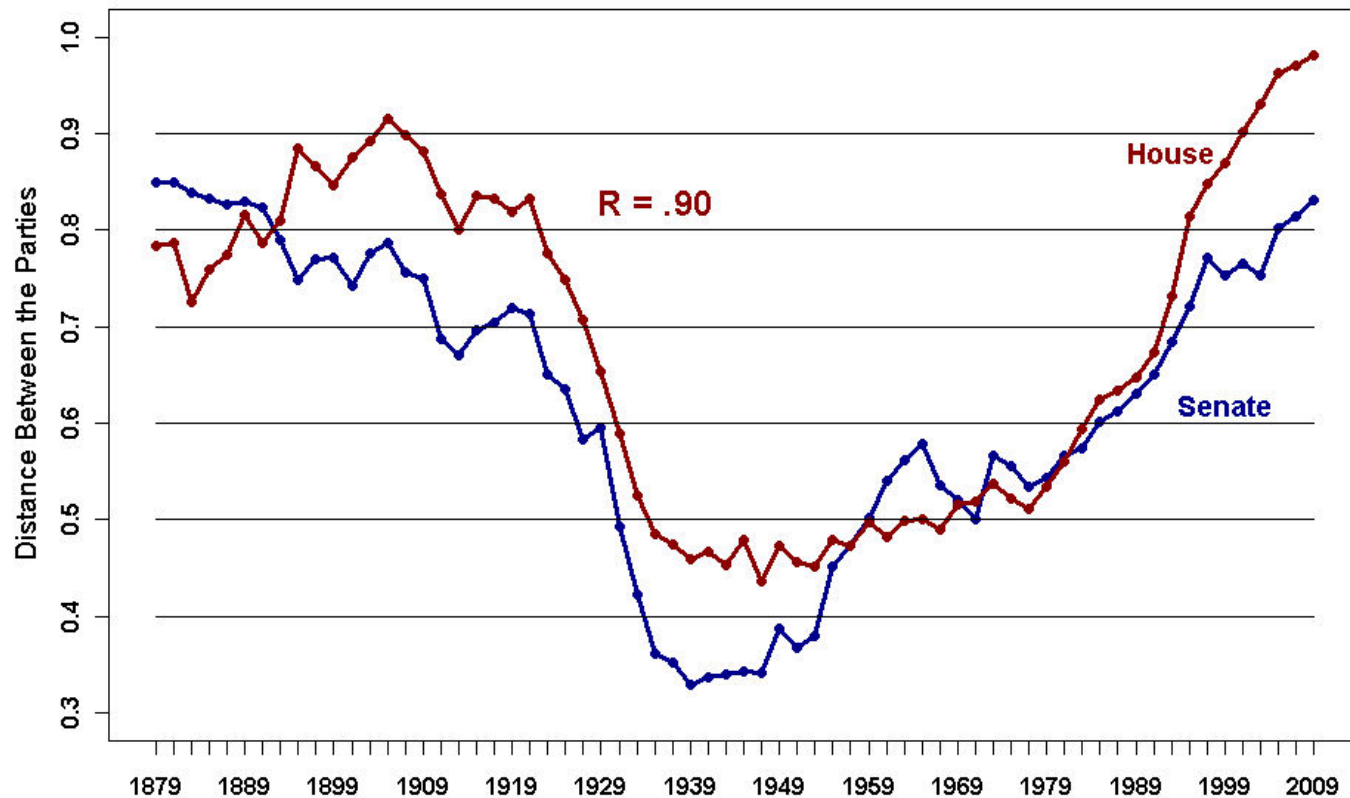
The result?

And the return of divided government...

- Reagan 1981-86 (Rep Senate, Dem House)
- Reagan 1987-88 (Dem Senate, Dem House)
- Bush 1989-92 (Dem Senate, Dem House)
- Clinton 1995-2000 (Rep Senate, Rep House)
- Bush 2001-02 (Dem Senate, Rep House)
- Bush 2007-08 (Dem Senate, Dem House)
- Obama 2011-? (Dem Senate, Rep House)

The result?

... in a time of historically high party conflict



The result?

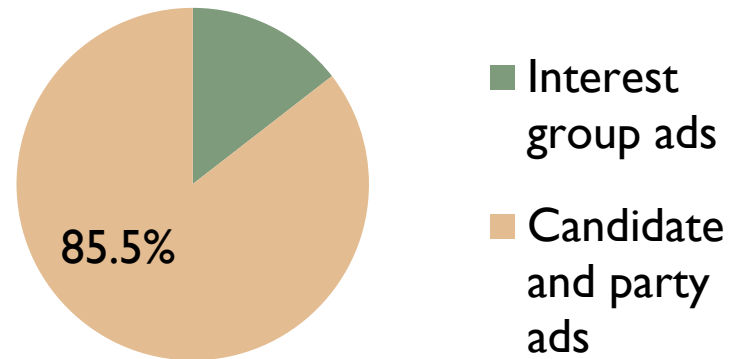
Major accomplishments are possible under these conditions, but extremely difficult

- ▶ Parties have different priorities, solutions, and electoral incentives

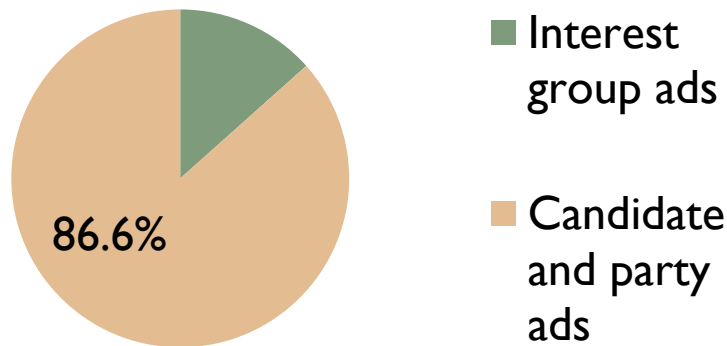
What about *Citizens United*?

The vast majority of ads were still run by candidates and parties in 2010.

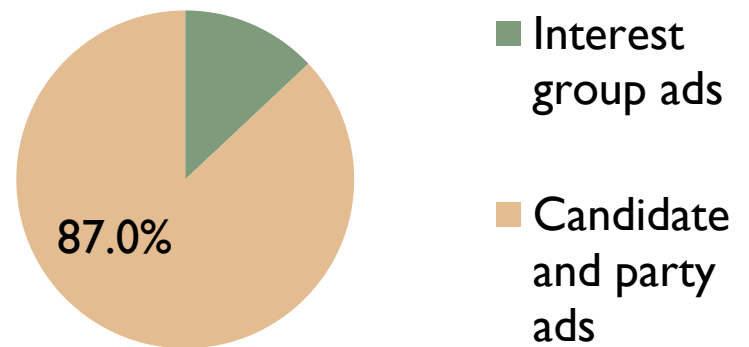
Senate



House



Governor



The wave in the states: five quick facts

GOP holds its most seats in state legislatures since 1928

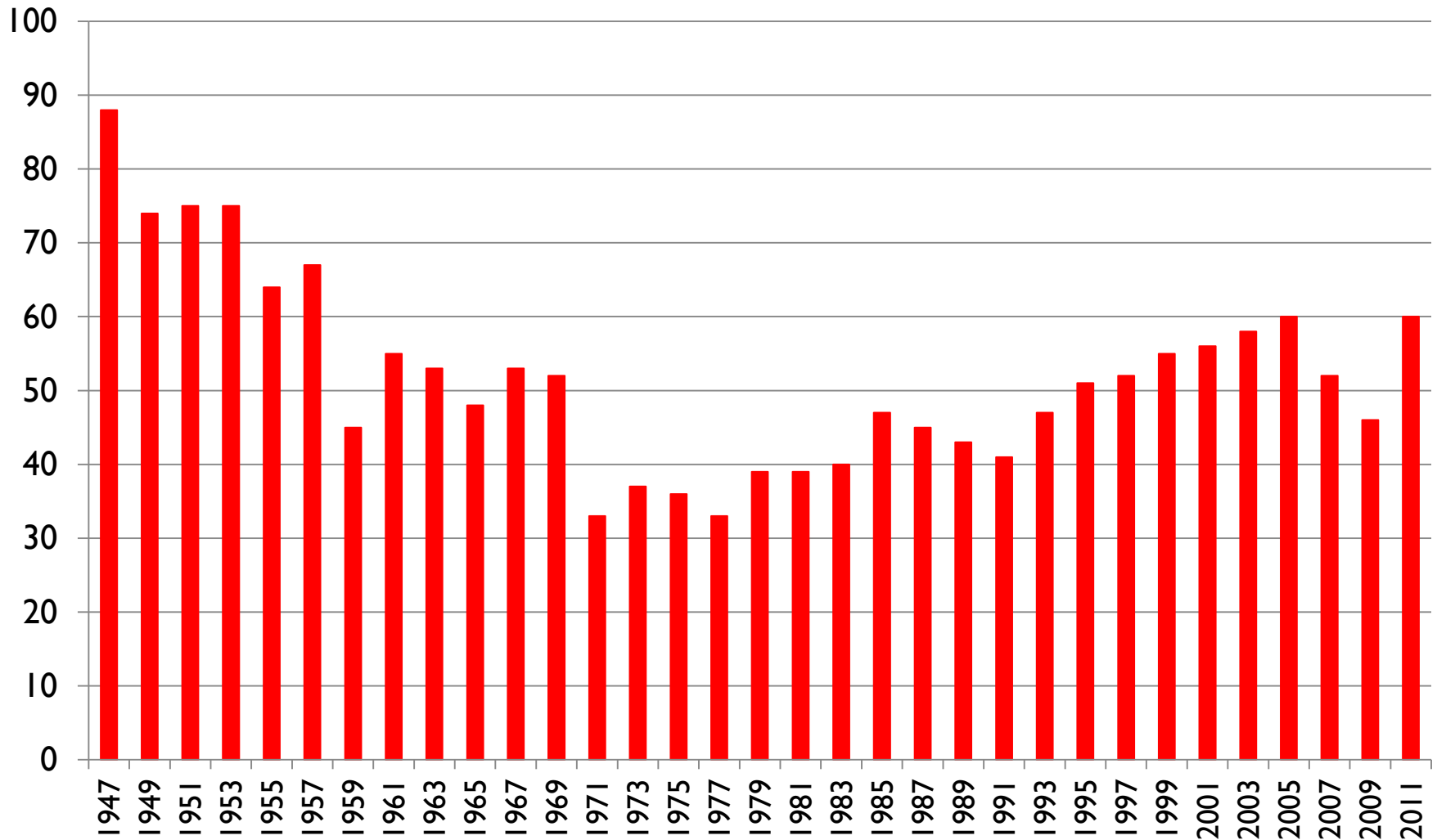
GOP gained about 700 seats nationally, most by either party since 1966

Over 20 state legislative chamber switches to GOP. To Dems: 0

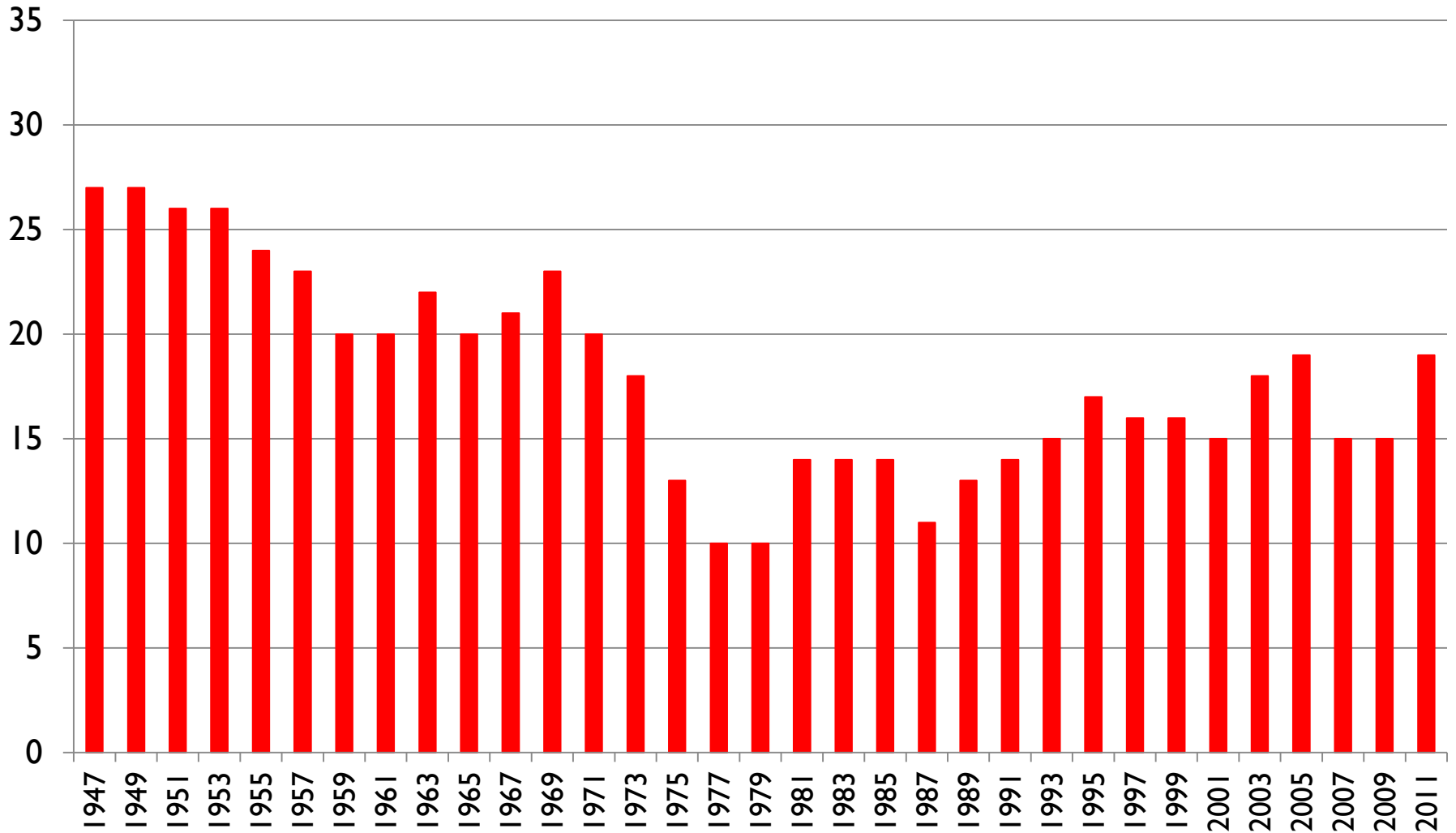
Republicans control over 55 chambers, their most since 1952

Fifty fewer Democrats ran than in 2008, while 820 more Republicans ran

Republicans in Assembly, Wisconsin



Republicans in Senate, Wisconsin



Largest postwar gains, Wisconsin legislature

Assembly			Senate		
Year	Party	Gain	Year	Party	Gain
1958	Dem	22	1946	Rep	5
1970	Dem	19	1976	Dem	5
1948	Dem	15	1950	Dem	4
2010	Rep	14	1980	Rep	4
1946	Rep	13	2006	Dem	4
1954	Dem	11	2010	Rep	4