



THE PEW RESEARCH CENTER
For The People & The Press

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Pew Research Flash Election Reaction Monitor

No Consensus View on Election Outcome

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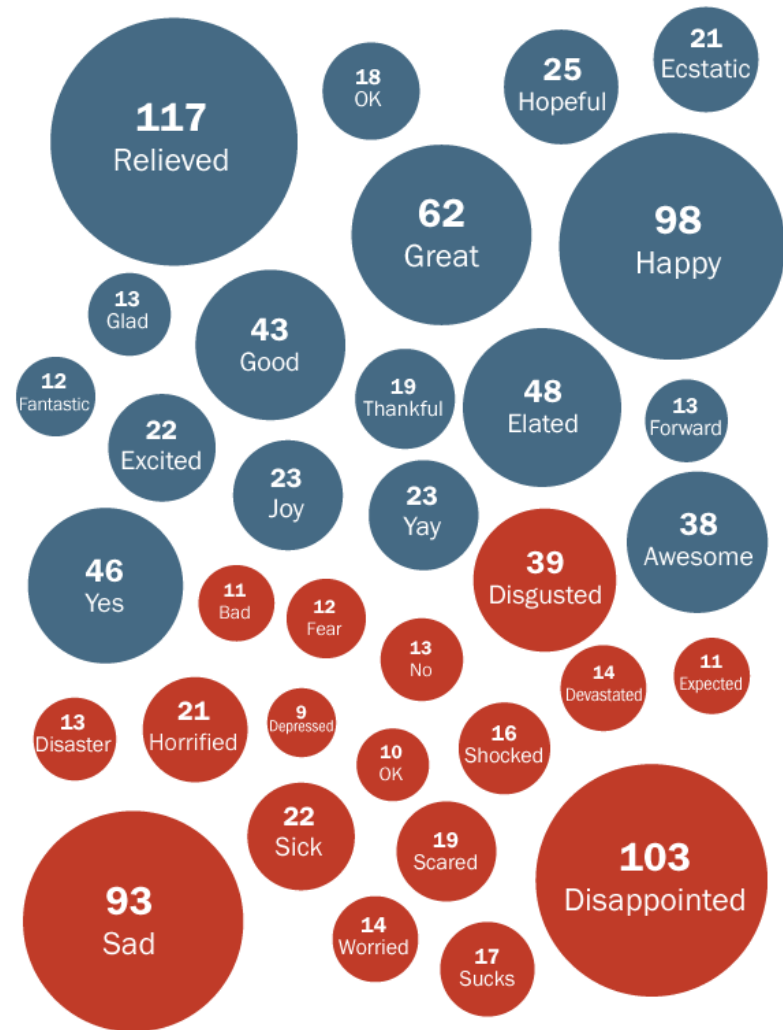
Voters had a mixed reaction to the outcome of the 2012 presidential election in the hours immediately following Barack Obama's victory. Reflecting the narrow vote margin between the candidates, 44% of voters overall said they were happy with the outcome, while 43% said they were unhappy, according to a Pew Research Center report based on survey data collected by Google among a sample of internet users.

When voters were asked for a single word that described their reaction to Obama's victory, Obama voters said they were "relieved" and "happy." A substantial number of Obama voters also mentioned words like "great," "elated," "yes" and "good."

Romney voters generally said they were "disappointed" or "sad" about the election outcome. Romney voters also used the words "disgusted," "sick," "horrified" and "scared," to describe their reaction to Obama's victory.

2012 Election in One Word

What one word best describes your reaction to Barack Obama winning the presidential election?



Out of 1,015 Obama voters and 827 Romney voters surveyed.
PEW RESEARCH CENTER. Results from Google Consumer Surveys.

Overall, 41% of those surveyed – including both voters and nonvoters – said they were happy that Obama was reelected president; 37% were unhappy and 22% neither. A majority of nonvoters (55%) said they were neither happy nor unhappy with the election outcome, while 29% said they were happy and 16% said they were unhappy.

The reaction to the election was divided along partisan lines. Fully 90% of Obama voters were happy that their candidate won while 88% of Romney voters expressed unhappiness.

How Do You Feel About the Election Outcome?

	Total	Voters	Nonvoters
	%	%	%
Happy	41	44	29
Unhappy	37	43	16
Neither	<u>22</u>	<u>13</u>	<u>55</u>
	100	100	100
N	3,795	2,987	639

PEW RESEARCH CENTER. Results from Google Consumer Surveys. Based on internet users.

More about the Google Consumer Survey Method

The Google Consumer Surveys method has the ability to capture reactions from a broadly representative, though non-probability, sample of internet users in a relatively short period of time. Internet users are sampled by selecting a stratified sample of people visiting the websites of a diverse group of more than 80 publishers that allow Google to ask one or two questions of visitors to their site. This sampling procedure is different from other internet surveys that rely on people who “opt-in” to participate or that randomly survey respondents who have agreed to be part of a pre-recruited online panel.

The data are weighted to match national parameters for internet users on age, gender and region or state; these demographic characteristics are inferred based on the types of websites the users visit as recorded in their DoubleClick advertising cookie and their computer’s internet address. Because the final sample is not a probability sample of all internet users, it cannot be assigned a margin of sampling error. The response rate for a political question typically ranges from 15% to 30%.

One restriction of this method is that only two questions can be asked of any individual respondent, limiting the ability to analyze the results of multiple questions among the same group of respondents. There also are fewer demographic variables (inferred age, gender, location and income) available for analysis than from traditional survey questionnaires. One advantage of Google Consumer Surveys is that questions can be fielded very quickly – within a matter of hours or one day – making it possible to monitor immediate reaction to breaking news events.

Comparative tests on more than 40 political, social and technology use questions over the past few months have found that the Google method produces results that are quite similar to the results of Pew Research Center's standard RDD dual frame telephone surveys. The median difference across questions tested was 3 percentage points and the mean difference was 6 percentage points. In addition, assessments of the composition of Google datasets also suggest that they closely match the U.S. internet population demographically. A report on the comparative testing, along with a more extensive description of the Google methodology, is available [here](#).

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
GOOGLE CONSUMER SURVEY POST-ELECTION REACTIONS
NOVEMBER 6-7, 2012**

SURVEY 1

Please share one word that best describes your reaction to Barack Obama winning the presidential election this year.

**BASED ON...
OBAMA VOTERS**

[Nov 6-7
2012](#)

117	Relief/Relieved
98	Happy/Happiness
62	Great
48	Elated/Elation
46	Yes/Yeah
43	Good
38	Awesome
25	Hope/Hopeful
23	Joy
23	Yay
22	Excited
21	Ecstatic
19	Thankful/Thank God
18	OK
13	Forward
13	Glad
12	Fantastic
10	Amazing
10	Thrilled
10	Wonderful
9	Cool
8	Overjoyed
8	Wow
7	Hooray
7	Proud
7	Satisfied
6	Nice
6	Pleased
5	Grateful
5	Sweet

N=1,015

ROMNEY VOTERS

[Nov 6-7
2012](#)

103	Disappointed/Disappointing
93	Sad/Saddened
39	Disgust/Disgusted
22	Sick/Sickening
21	Horror/Horrible/Horrified
19	Scared
17	Sucks
16	Shock/Shocked
14	Devastated/Devastating
14	Worried
13	Disaster
13	No
12	Fear
11	Bad
11	Expected
10	OK
9	Depressed/Depressing
8	Help
8	Screwed
6	Bummer
6	Despair
6	Yuck
5	Concerned
5	Happy/Happiness
5	Surprised
5	Trouble
5	Unhappy
5	Upset

N=827

NOTE: The numbers listed represent the number of respondents who offered each response; the numbers are not percentages.

SURVEY 2

Are you happy or unhappy about Barack Obama winning the presidential election this year?

[Nov 6-7
2012](#)

41	Happy
37	Unhappy
22	Neither

N=3,795