

**GREENBERG QUINLAN ROSNER** RESEARCH

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April 23, 2010

## Report on Economic Tracking

Citizen Opinion

## About the survey

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**This presentation is based primarily on a national survey conducted by Greenberg Quinlan Rosner for Citizen Opinion. The survey was of 1,000 2008 voters (1,481 unweighted) and conducted April 17-20, 2010. Margin of error: 3.1 percentage points.**

**This also references data from two prior national surveys conducted by Greenberg Quinlan Rosner. The January survey for Democracy Corps was of 1,001 2008 voters and conducted January 7-11, 2010. The March survey for Citizen Opinion was of 1,016 2008 voters and conducted March 15-18, 2010. Both had a margin of error of 3.1 percentage points.**

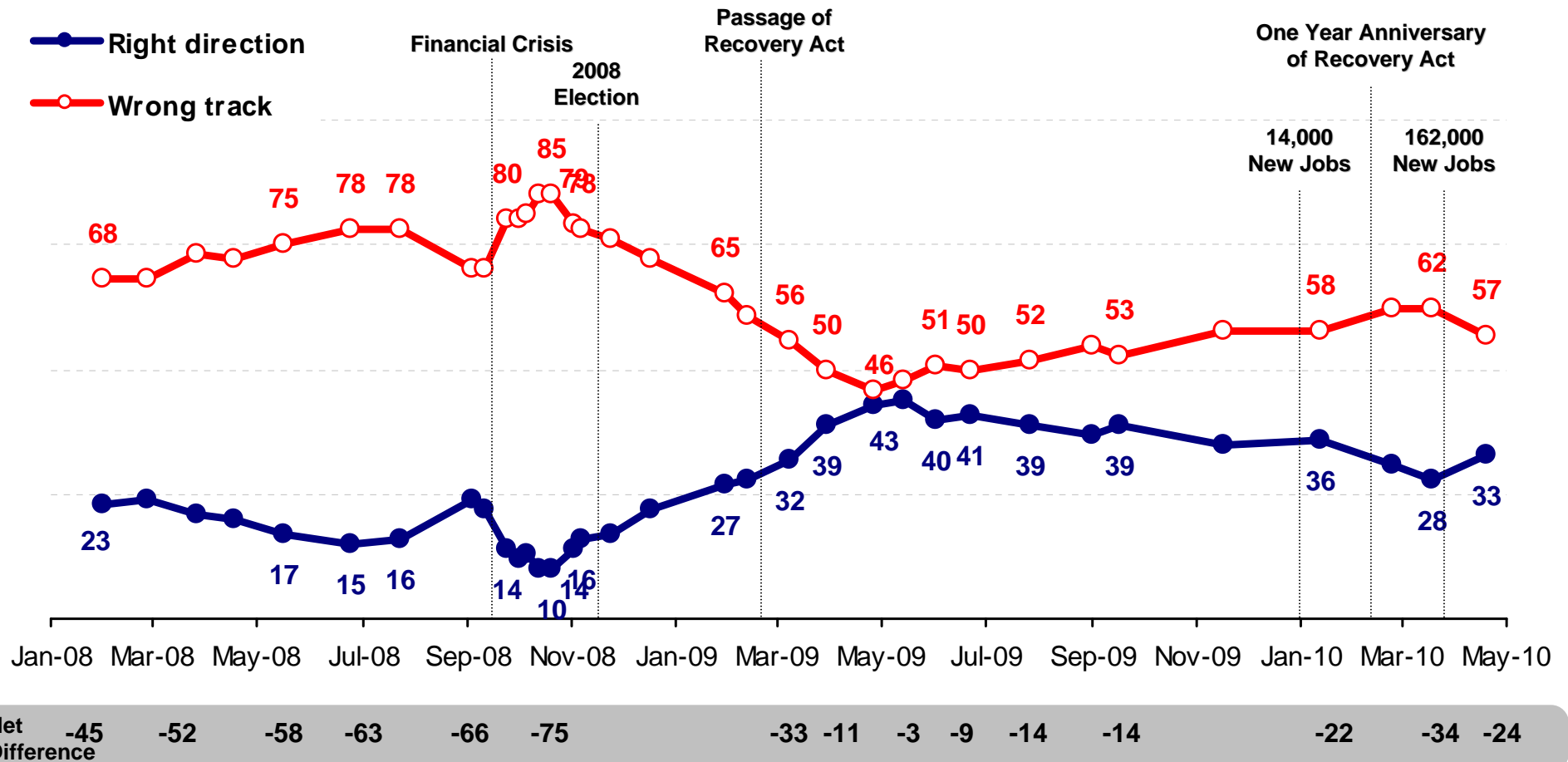
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# Macro and micro economic indicators: first significant changes

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## Direction of the country: a shift in mood

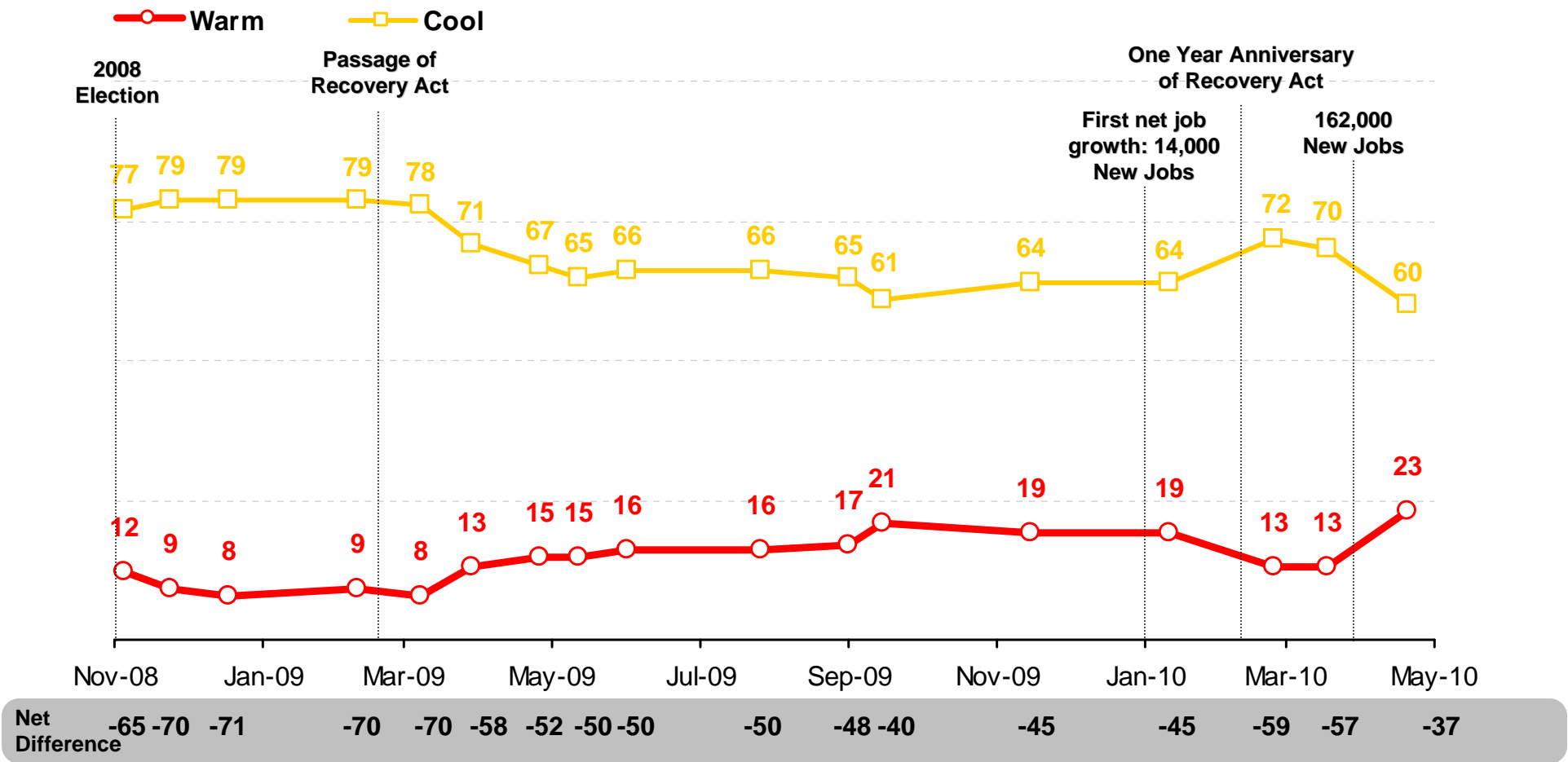
*Generally speaking, do you think things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*



\*Note: From Democracy Corps surveys conducted over the last several years. Data reflects likely voters.

## National economic indicator: state of the economy

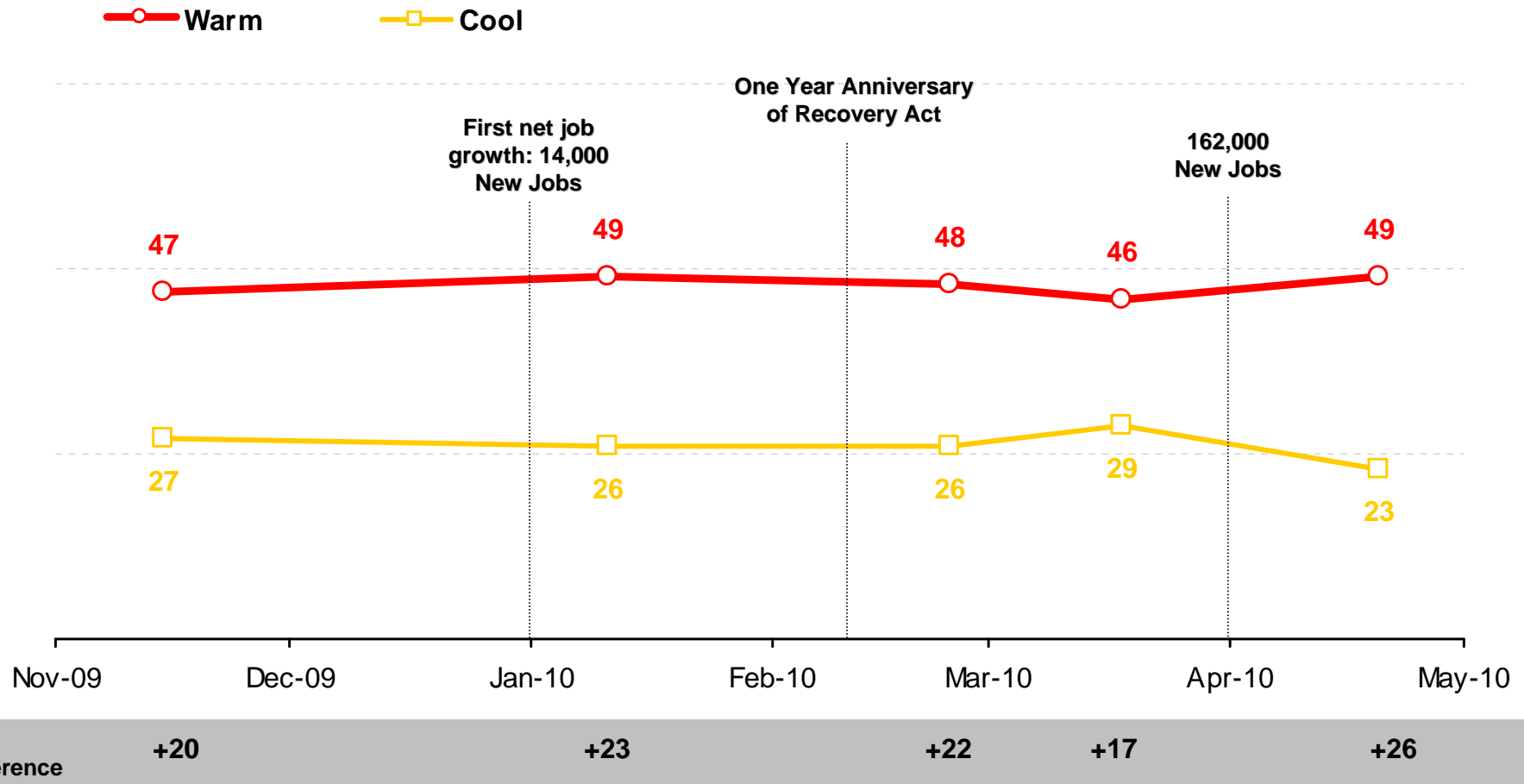
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. **The state of the economy...**



\*Note: Data from Democracy Corps surveys conducted since the 2008 election. Data reflects full sample of 2008 voters.

## Real economic indicator: state of your personal finances

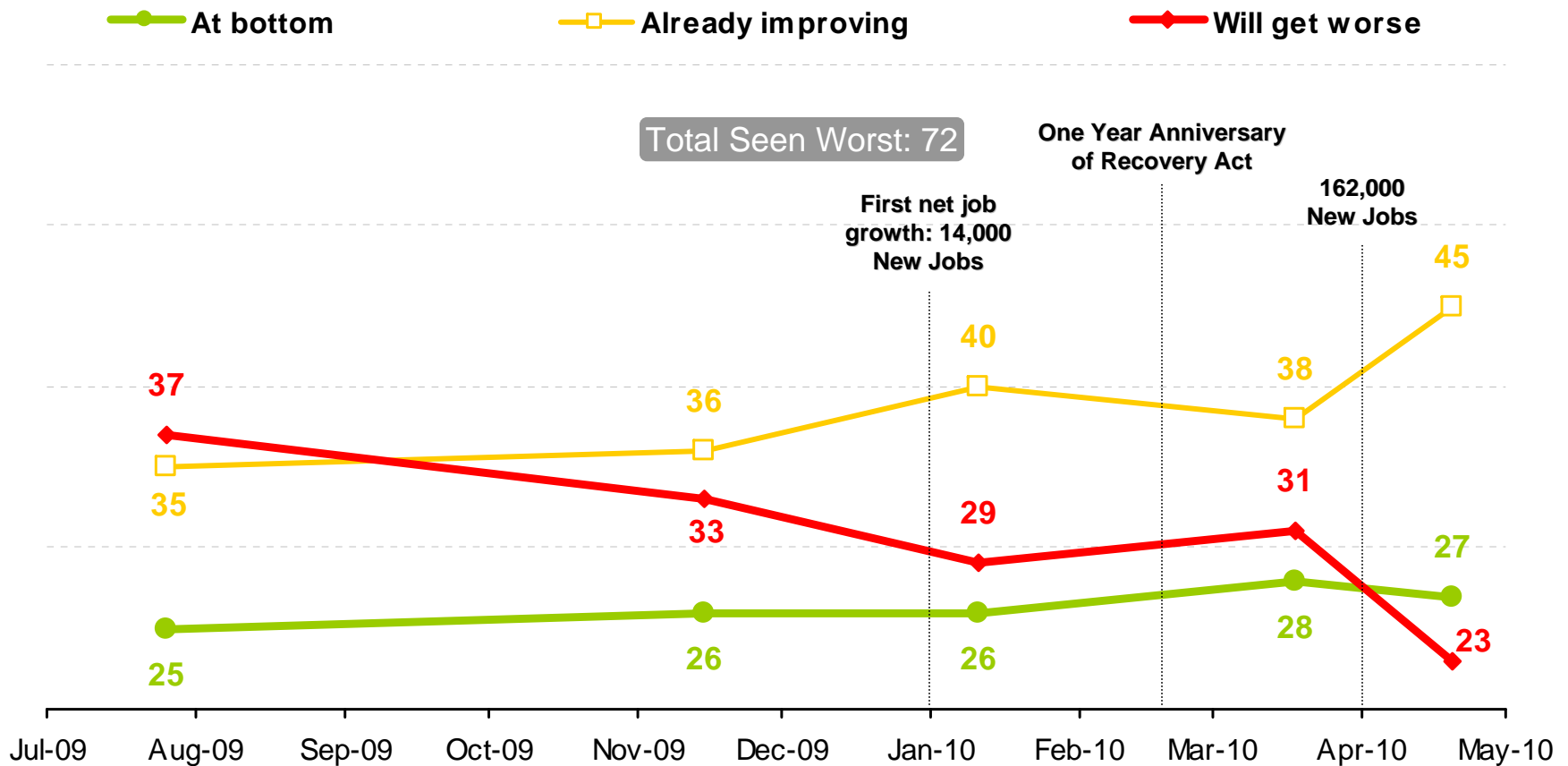
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\*Note: Data from Democracy Corps surveys conducted since November 2009. Data reflects full sample of 2008 voters.

## Real economic indicator: economic optimism

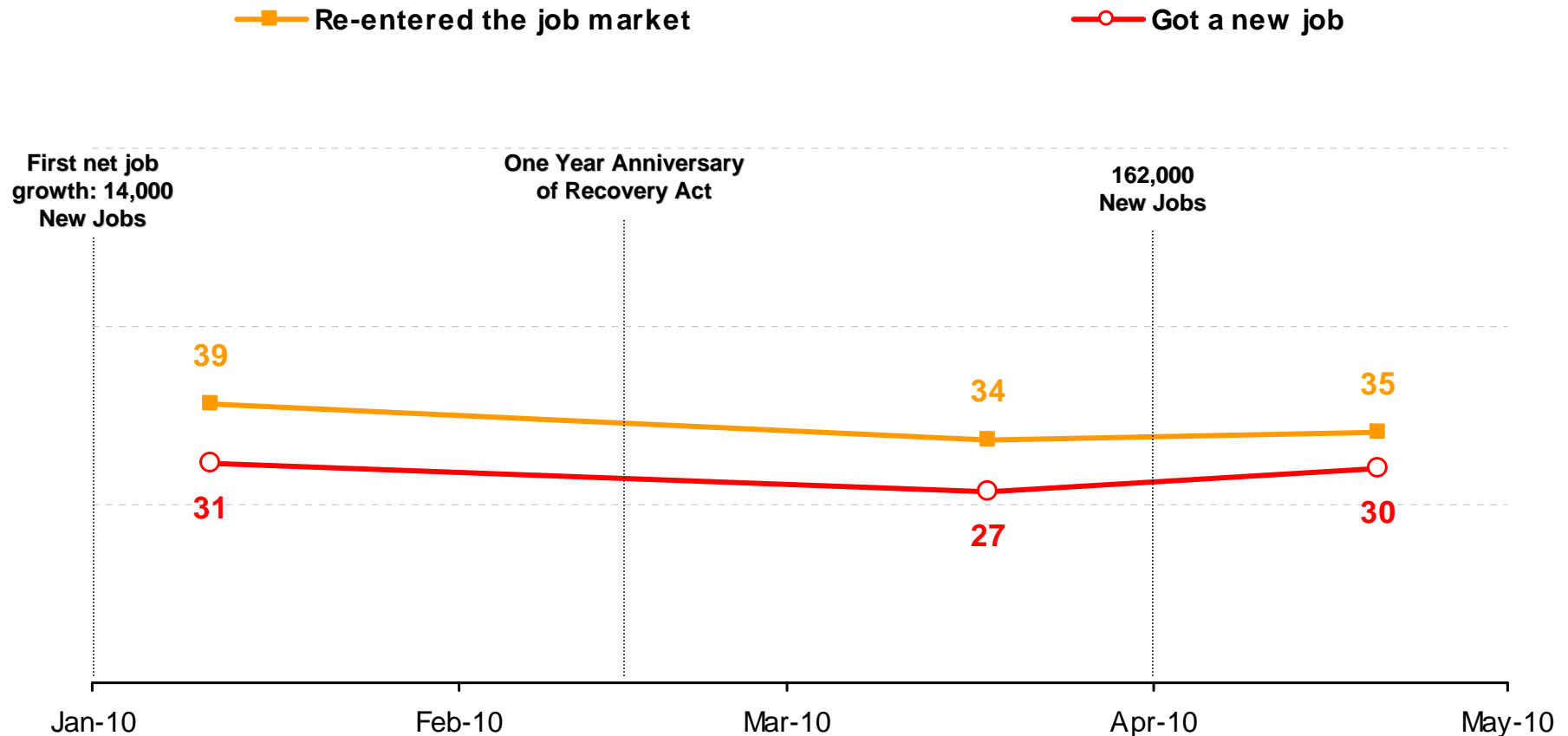
Now, thinking about the nation's economy, do you believe the economy has already bottomed out and is starting to improve, is at the bottom but is not yet getting any better or has not yet bottomed out and will still get worse?



\*Note: Data from Democracy Corps surveys conducted since July 2009. Data reflects full sample of 2008 voters.

## Real economic indicator: Job market re-entry

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*



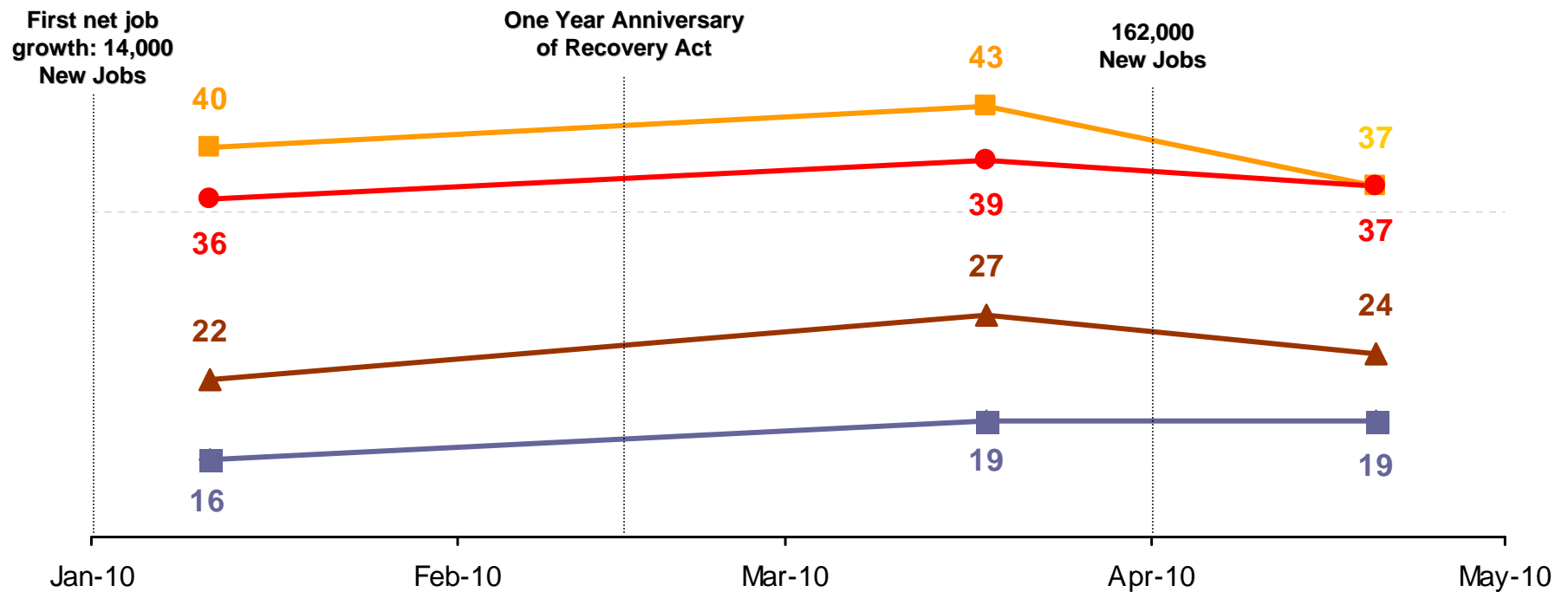
*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data from full sample of 2008 voters, and reflects the total of those who have felt a personal impact of an impact on someone in their family.*



## Real economic indicators: biggest shift on wages and hours

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*

- Reduced wages or hours
- Lost job
- ▲ Lost health insurance
- Fallen behind on mortgage

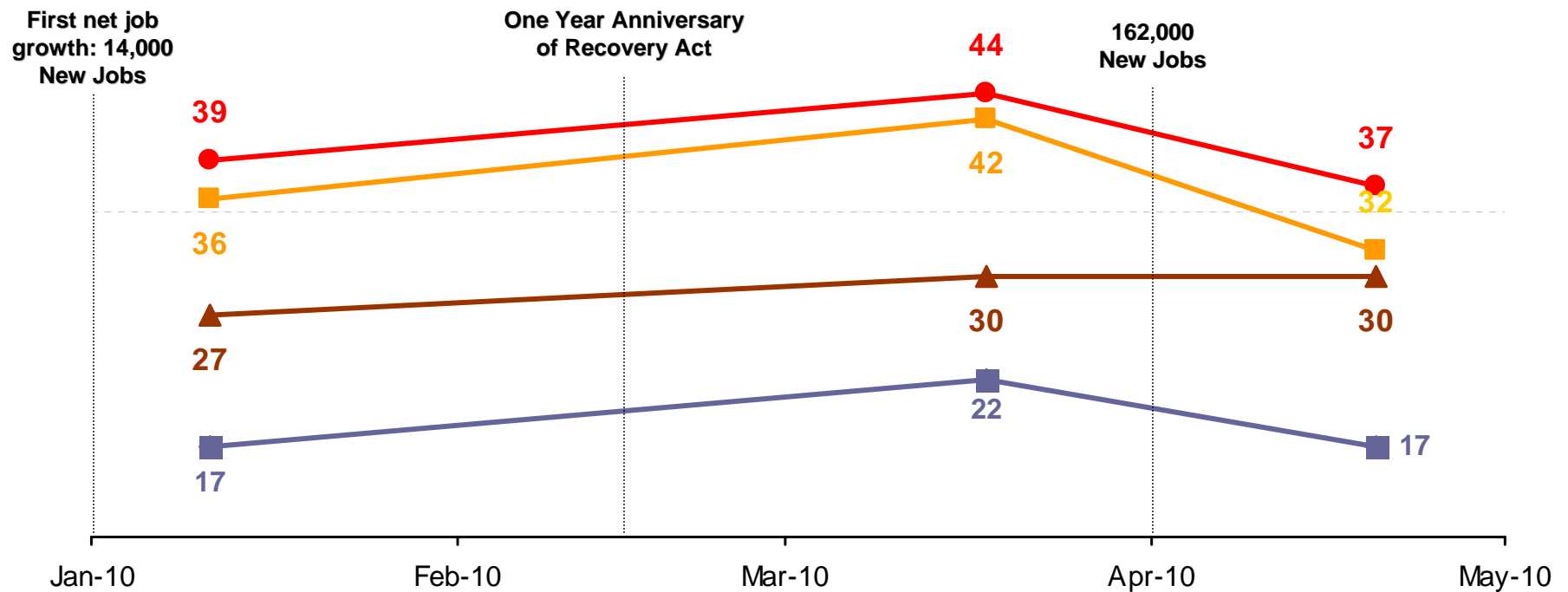


*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data from full sample of 2008 voters, and reflects the total of those who have felt a personal impact of an impact on someone in their family.*

## Recession real indicators for white non-college: bigger gains

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*

- Reduced wages or hours
- Lost job
- ▲— Lost health insurance
- Fallen behind on mortgage

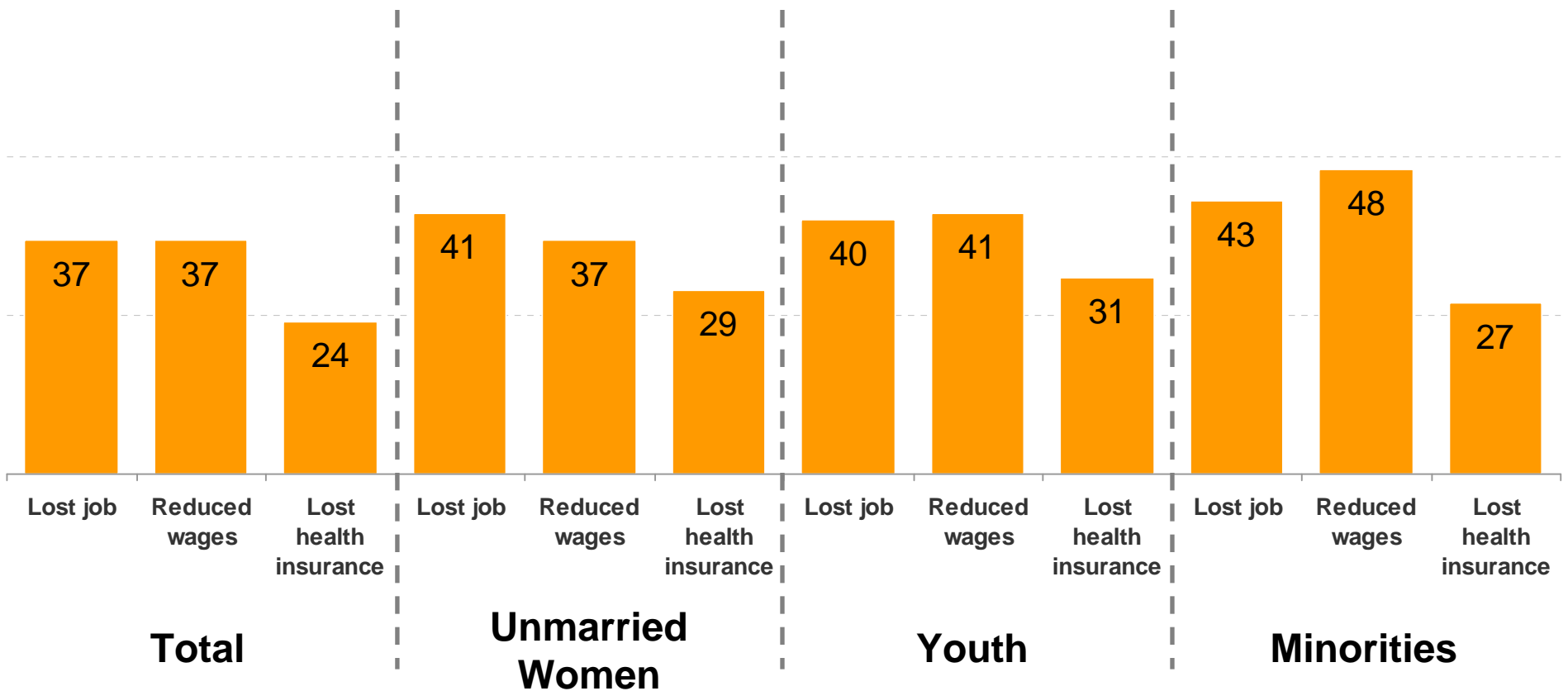


*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data from full sample of 2008 voters, and reflects the total of those who have felt a personal impact of an impact on someone in their family.*

## The real economic indicators: the new American electorate

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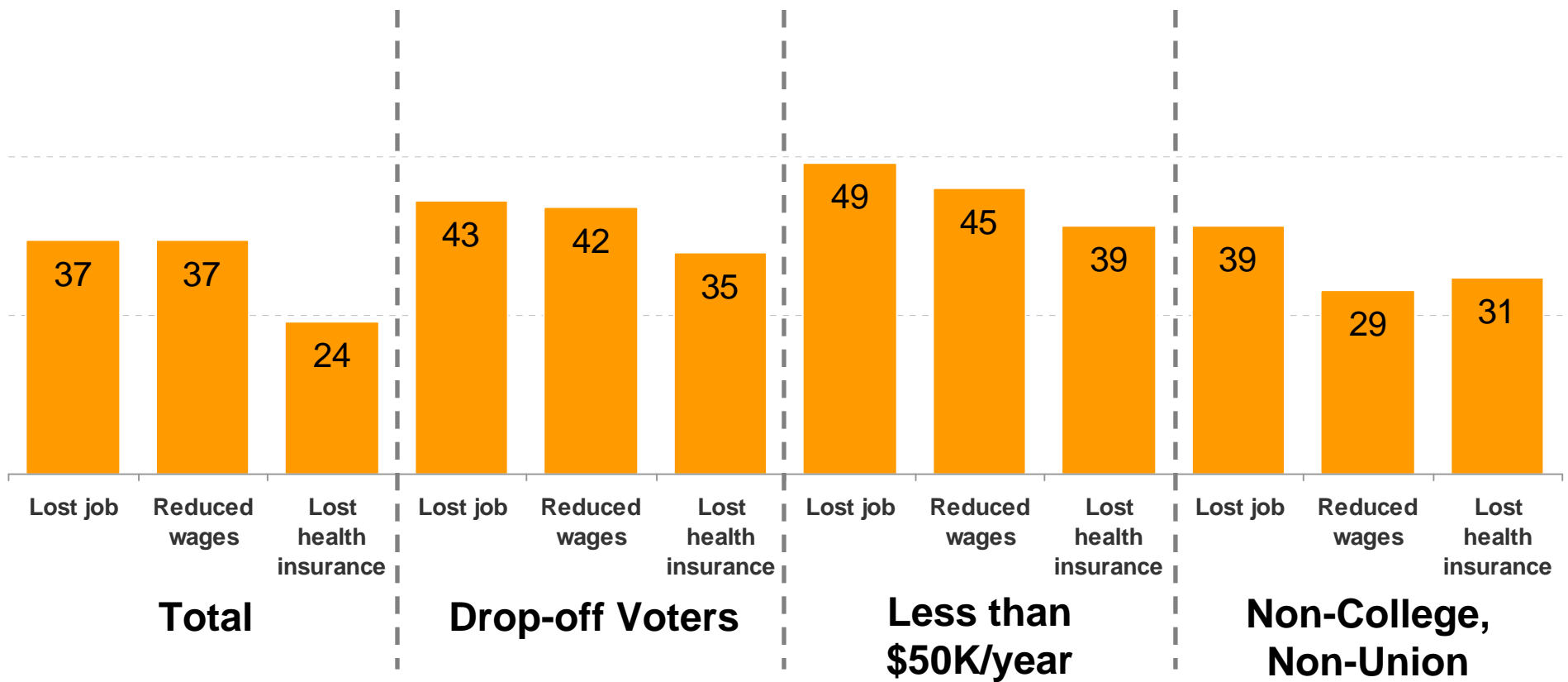
■ Percent impacting you and your family



## The real economic indicators: Drop-off voters and lower income

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*

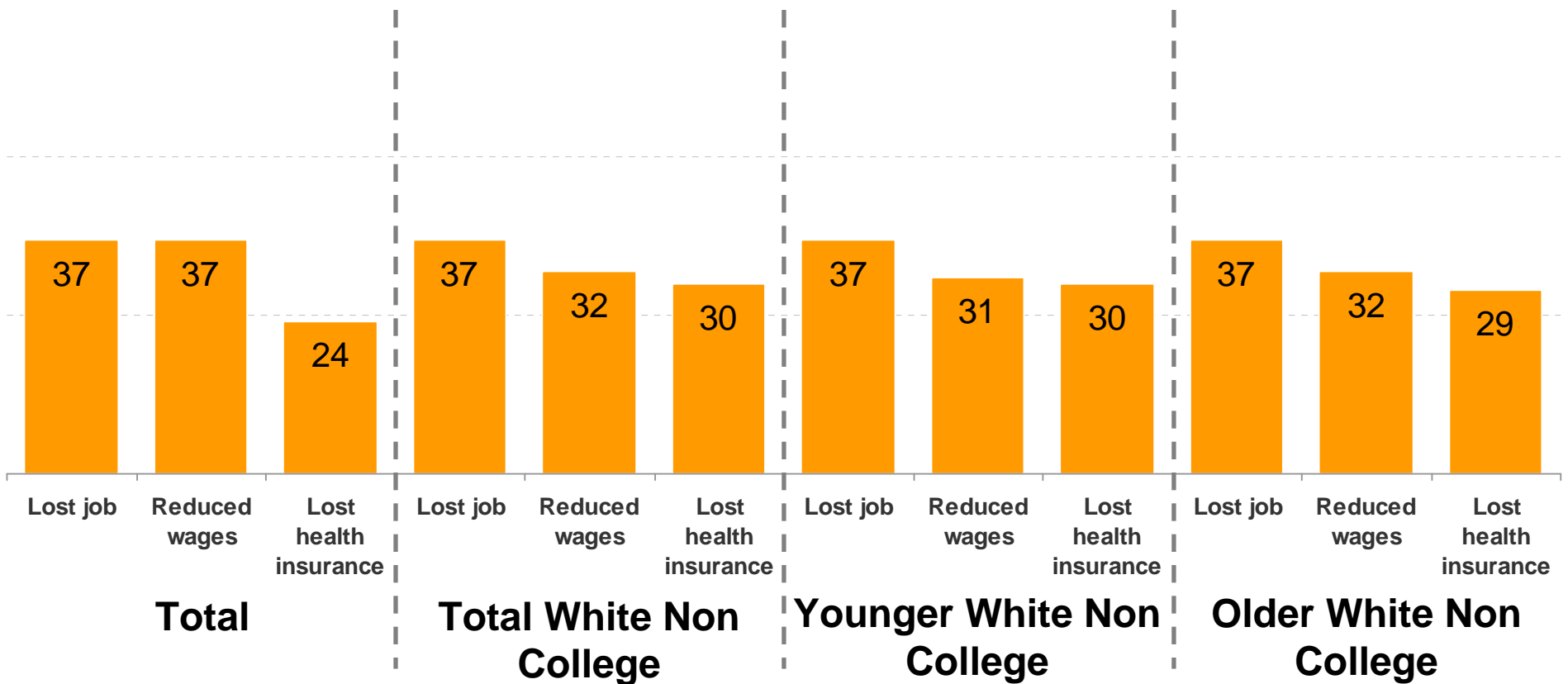
■ Percent impacting you and your family



## The real economic indicators: White non-college voters

*I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.*

■ Percent impacting you and your family

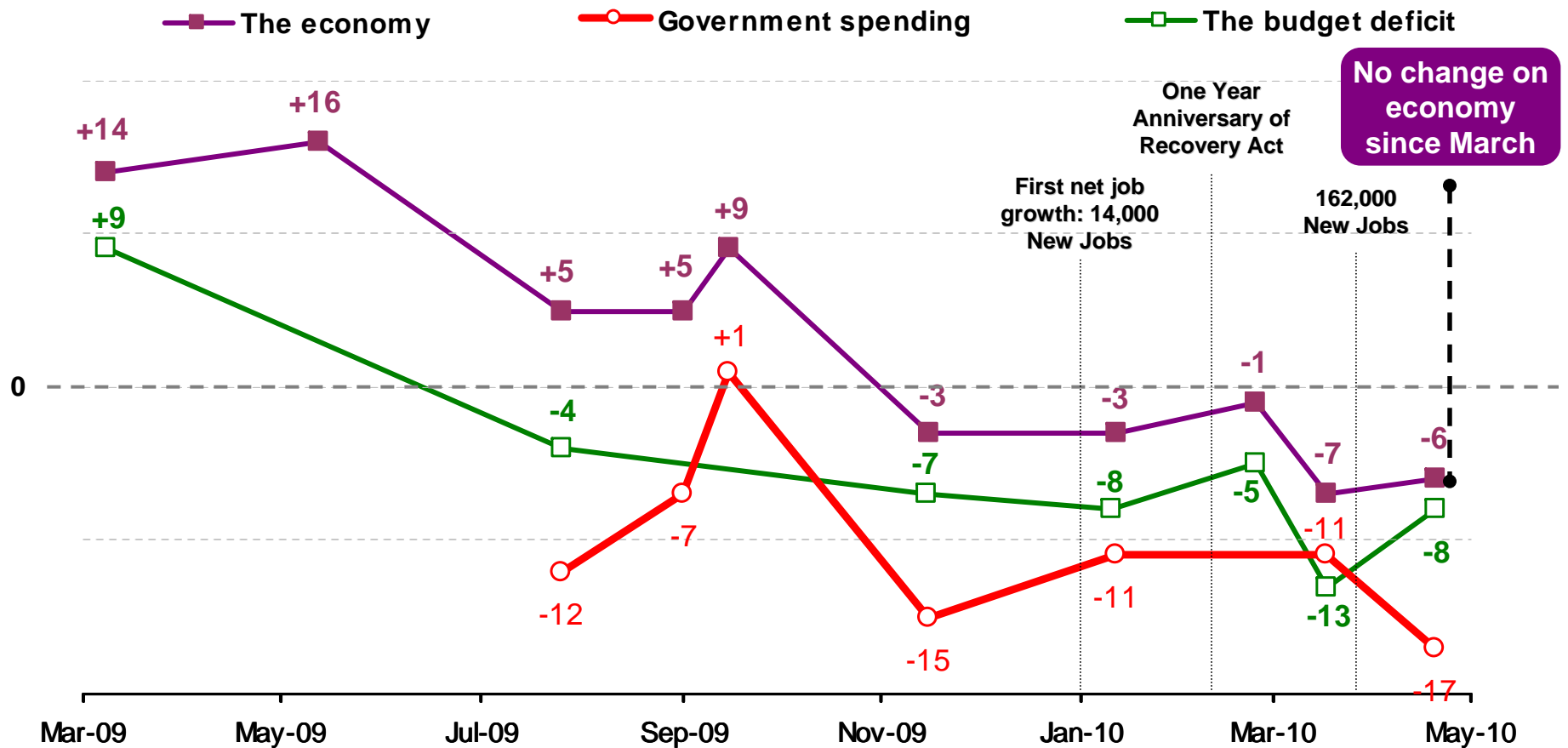


# Assessment of parties and policies: No change

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## Which party better on economic issues: no change economy

Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think the Democrats or the Republicans would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.



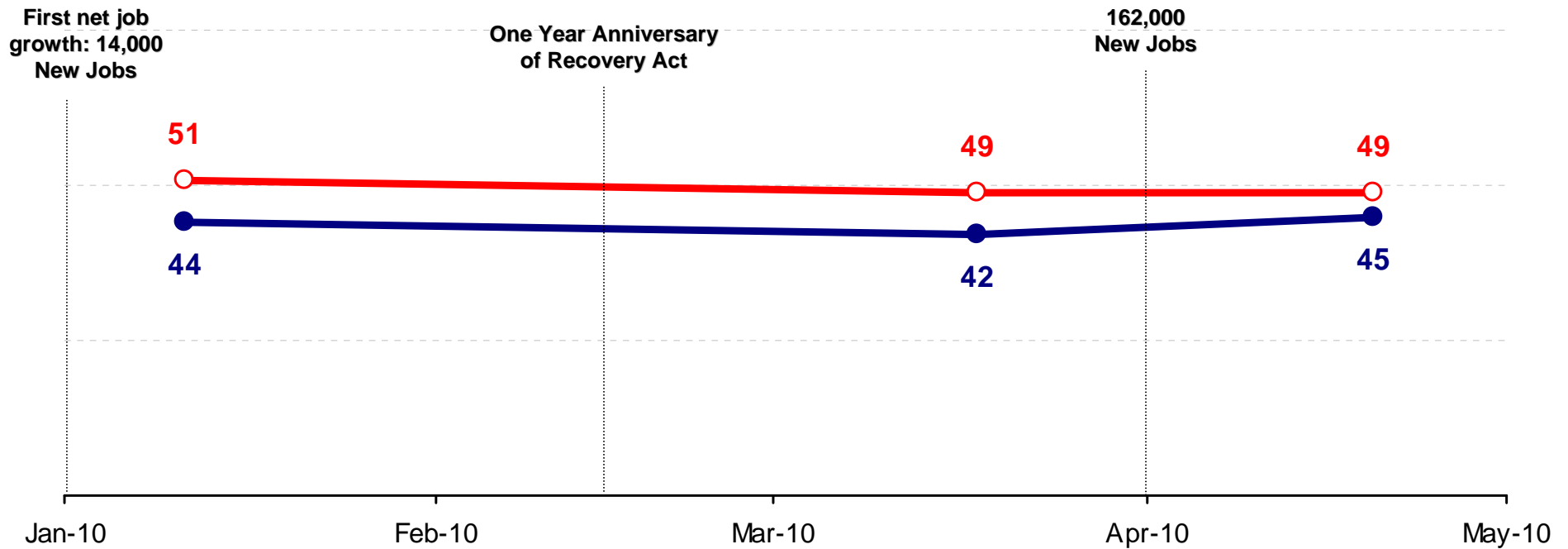
\*Note: Data from Democracy Corps surveys conducted since March 2009. Shows "Democrats - Republicans" net.

# Don't jeopardize recovery or cast protest vote: small rise in former

**First Statement:** Looking at what is happening with the economy, I am leaning toward voting for the Democrats so we don't jeopardize the chance of an economic recovery.

**Second Statement:** Looking at what is happening with the economy, I am leaning toward voting for the Republicans to protest the direction the economy is heading.

- For Dems, not jeopardize recovery
- For Reps, to protest economy direction



1st - 2nd  
Net Difference -7

-7

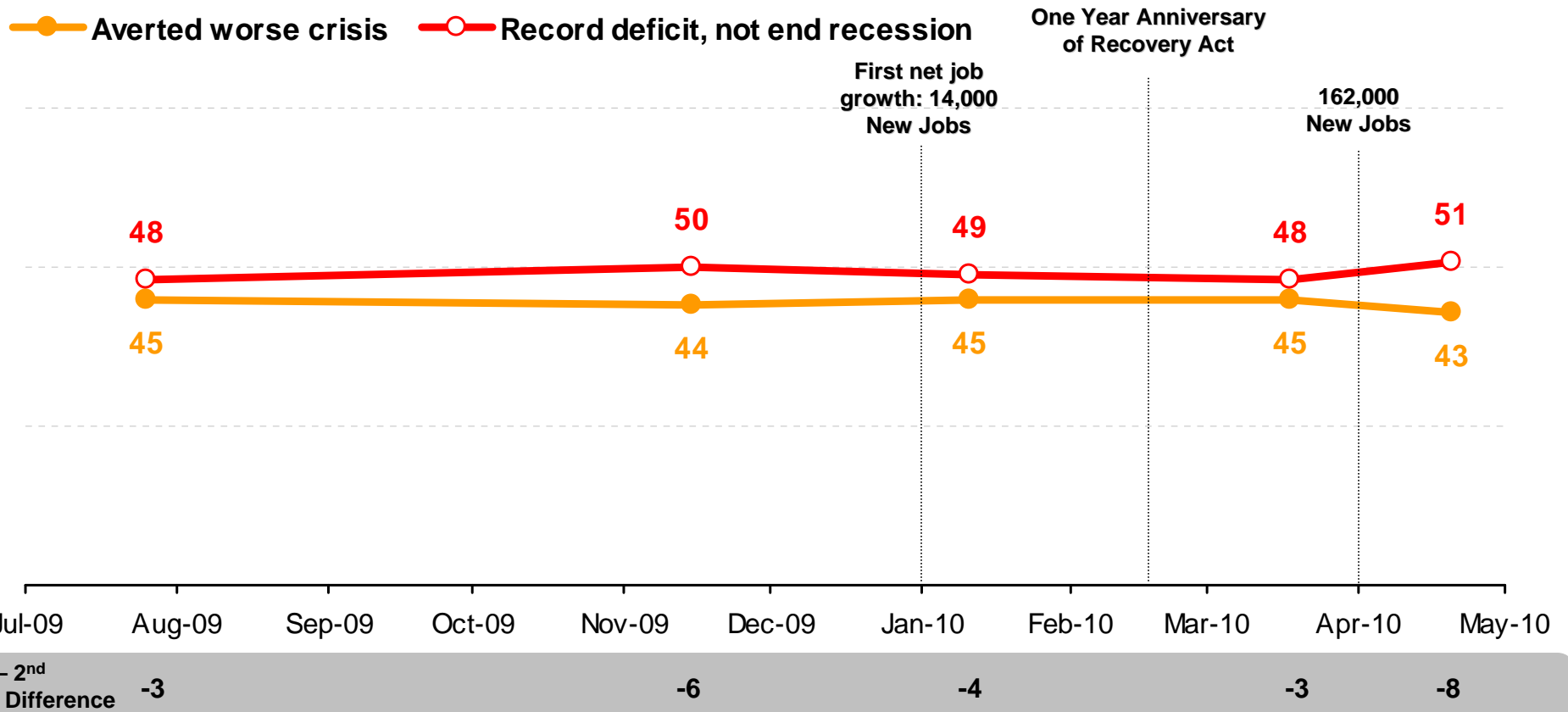
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## Obama avert crisis or make worse: small rise in worse

**First Statement:** President Obama's economic policies helped avert an even worse crisis, and are laying the foundation for our eventual economic recovery.

**Second Statement:** President Obama's economic policies have run up a record federal deficit while failing to end the recession or slow the record pace of job losses.

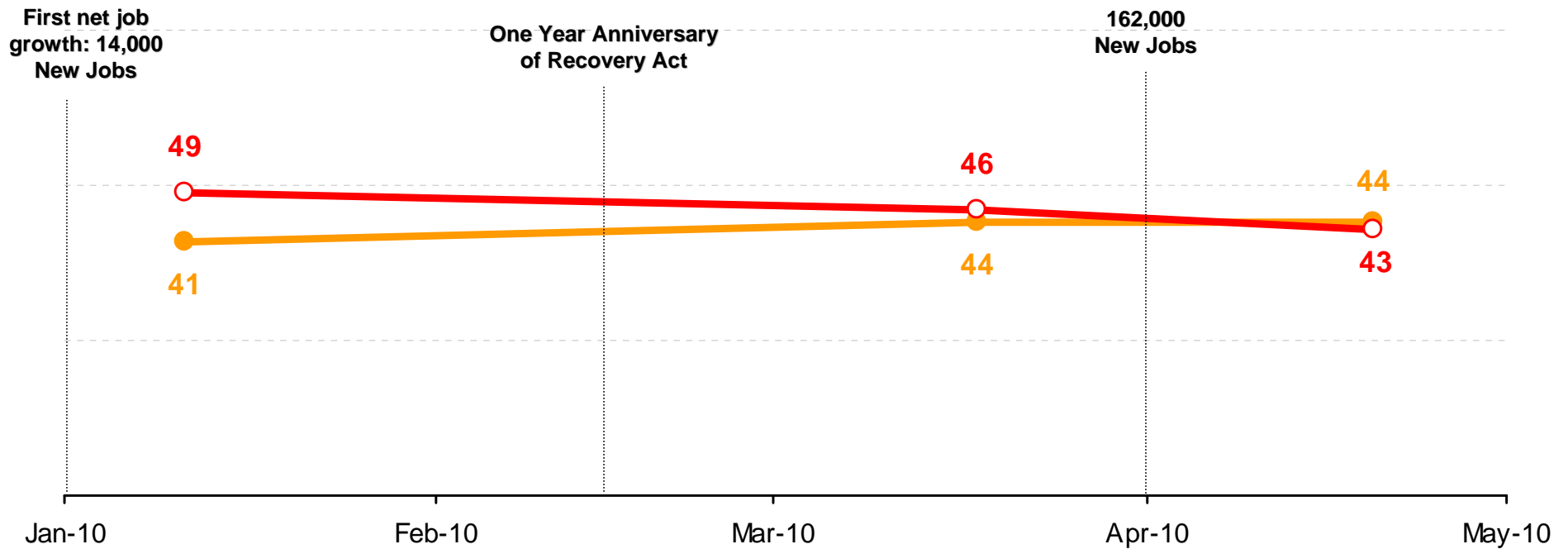


# Obama/Dems: for ordinary people or Wall Street: latter dropping

**First Statement:** Obama and the Democrats are more concerned with creating jobs for ordinary Americans.

**Second Statement:** Obama and the Democrats are more concerned with bailing out Wall Street.

● More concerned with jobs      ○ More concerned with bailouts



1<sup>st</sup> - 2<sup>nd</sup>  
Net Difference -8

-2

+1

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