

**GREENBERG QUINLAN ROSNER** RESEARCH

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June 25, 2010

## Report on Economic Tracking

Citizen Opinion

## About the survey

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**This is the fifth wave in a series of national surveys conducted by Greenberg Quinlan Rosner tracking various economic measures.**

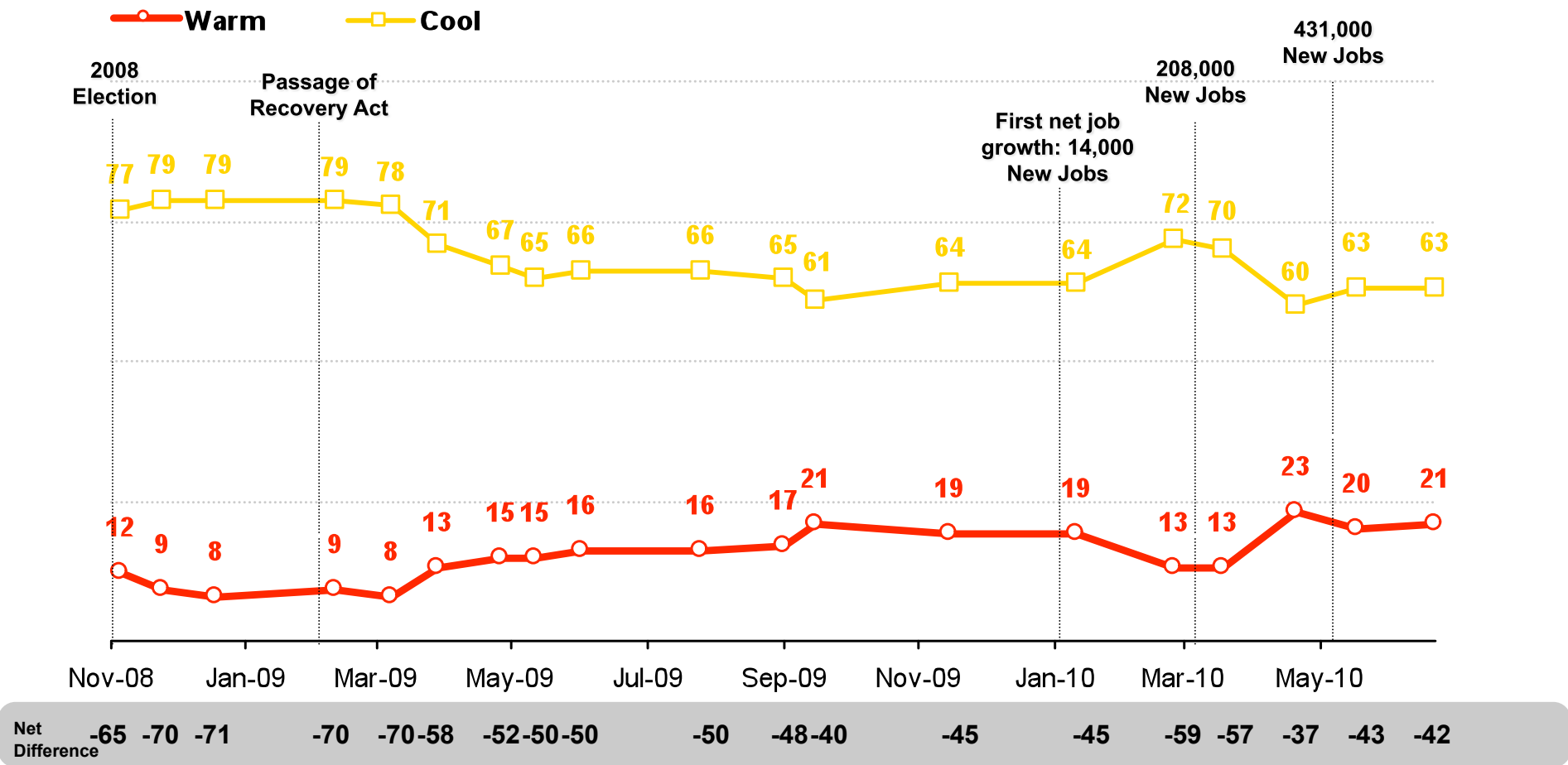
**This presentation is based primarily on a national survey conducted for Citizen Opinion. The survey was of 1,001 2008 voters and conducted June 19-22, 2010. Margin of error: 3.1 percentage points.**

# Macro economic indicators

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# National economic indicator: state of the economy

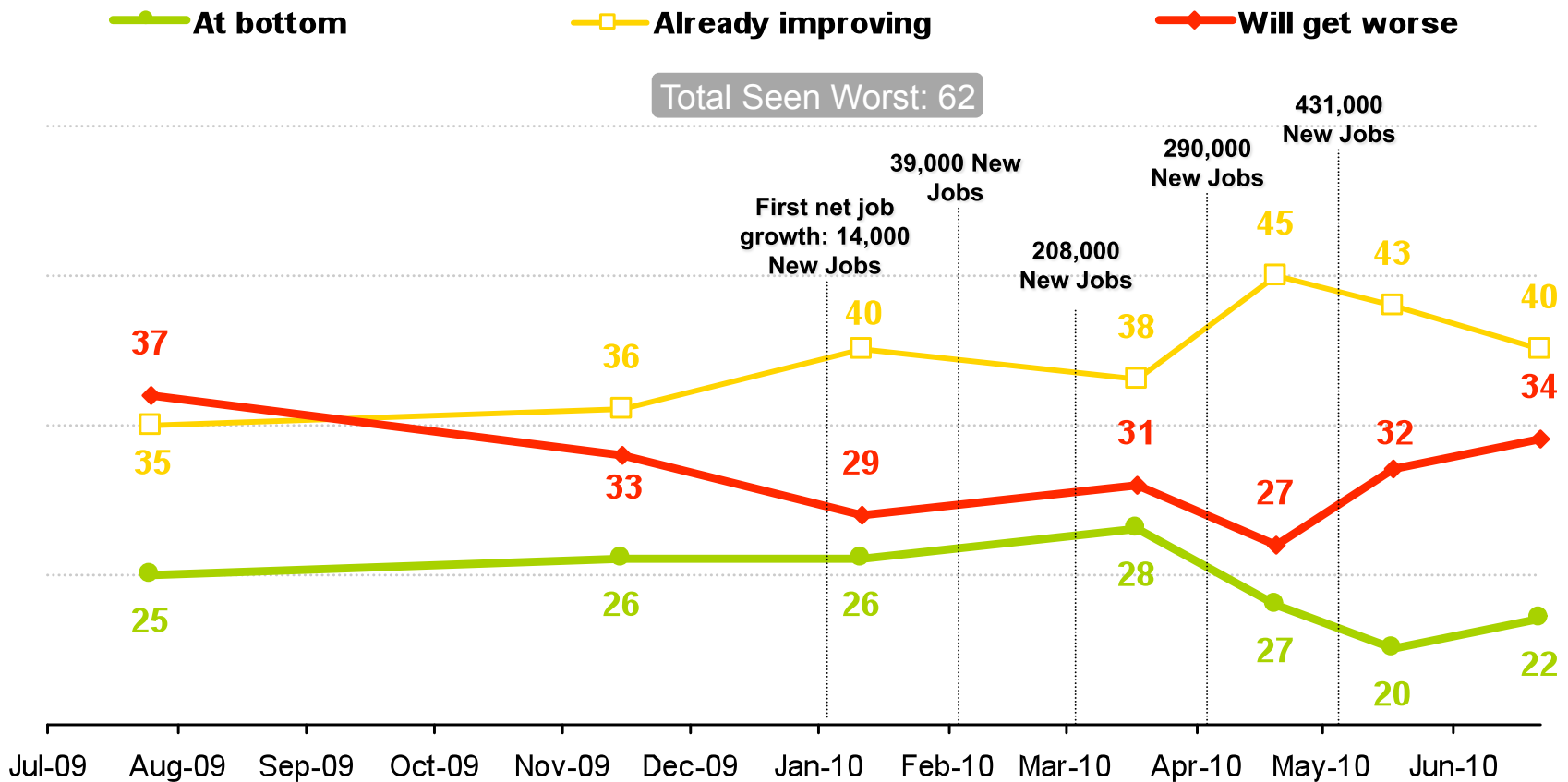
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. **The state of the economy...**



\*Note: Data from Democracy Corps surveys conducted since the 2008 election.

# 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?



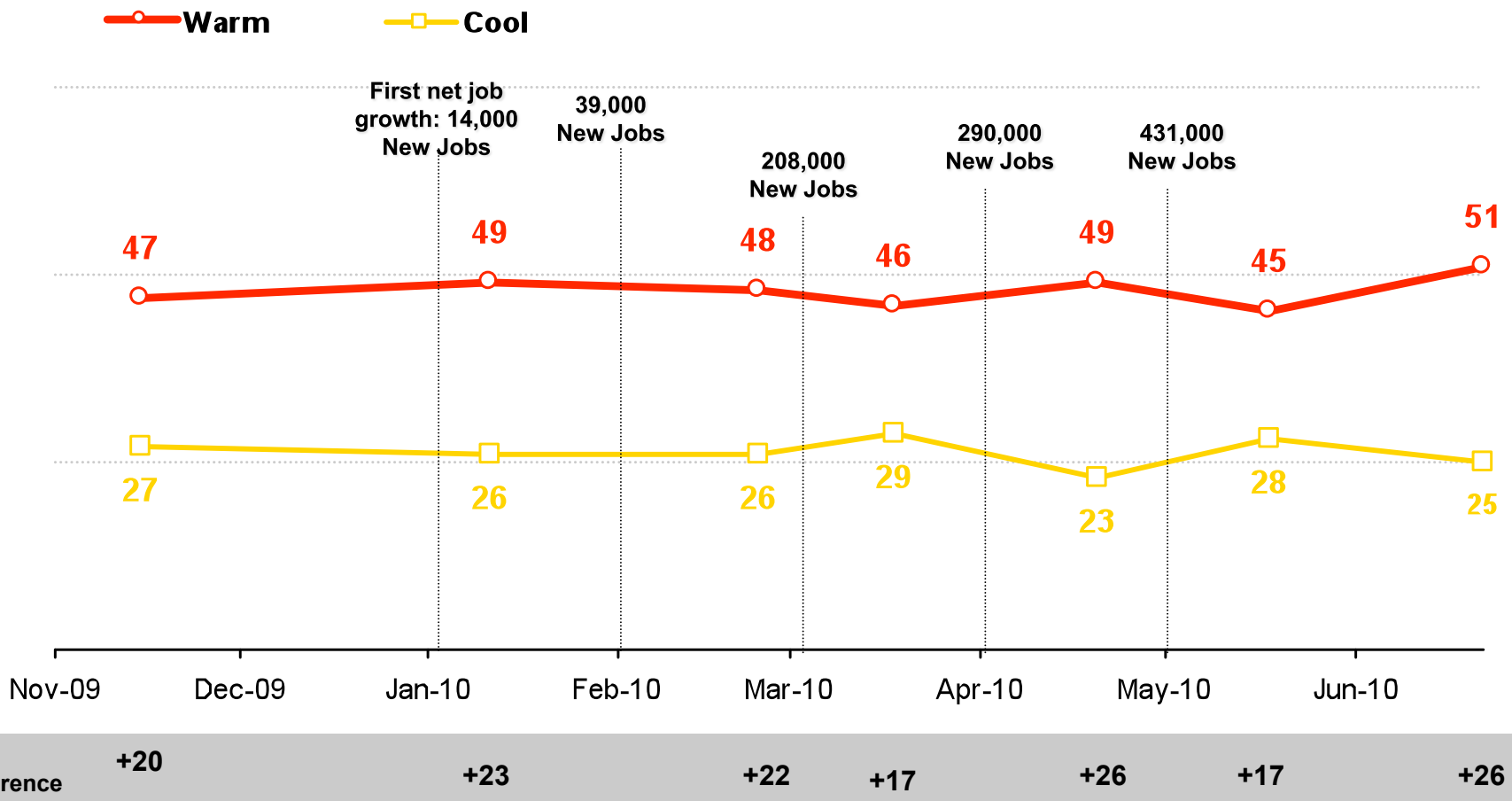
\*Note: Data from Democracy Corps surveys conducted since July 2009.

# Micro indicators: real economy

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## Real economic indicator: state of your personal finances

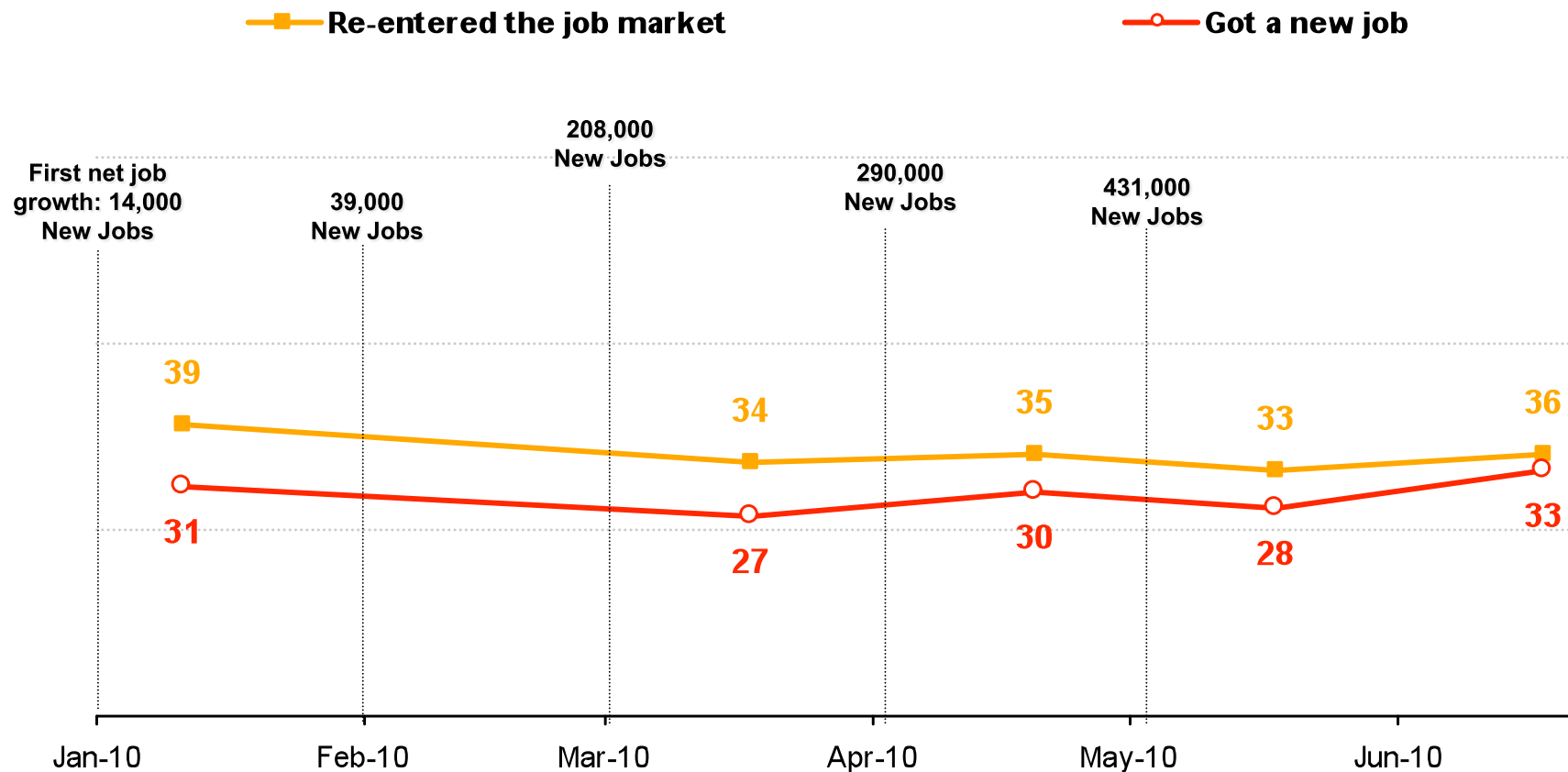
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. The state of your personal finances...



\*Note: Data from Democracy Corps surveys conducted since November 2009.

## Real economic indicator: job market and re-entry show 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.*

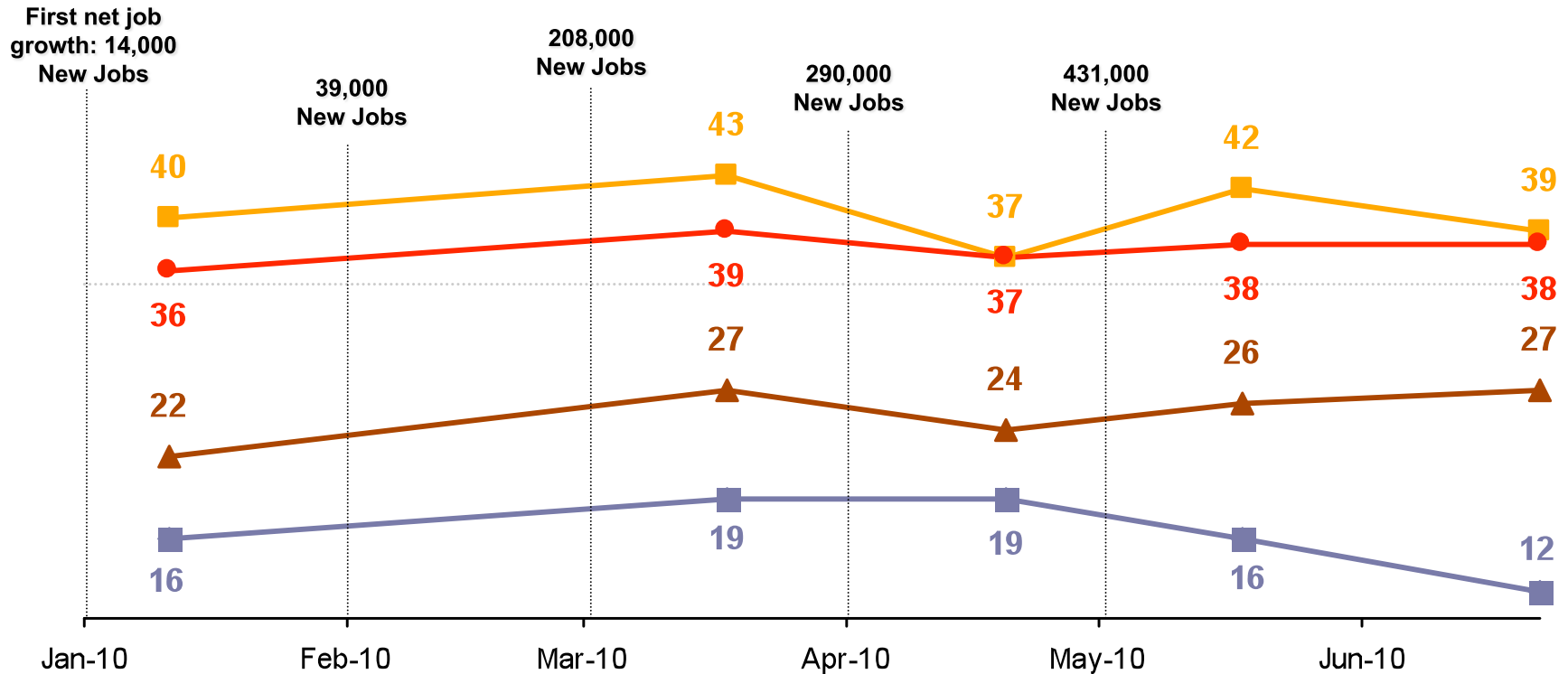


*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

# Real economic indicators: some gain on hours and mortgage payments

*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.*

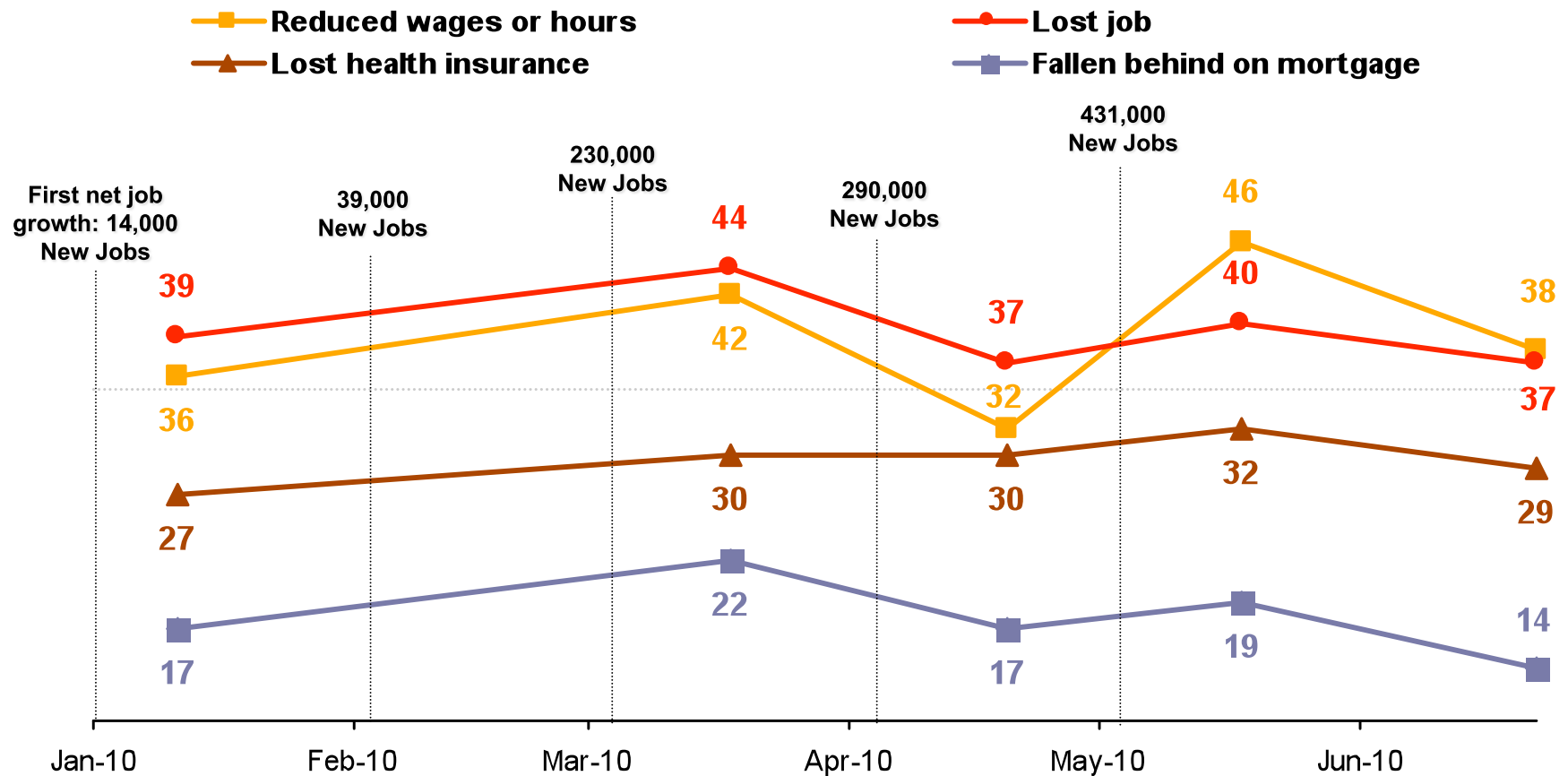
- **Reduced wages or hours**
- **Lost job**
- ▲ **Lost health insurance**
- **Fallen behind on mortgage**



*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data 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: real 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.*

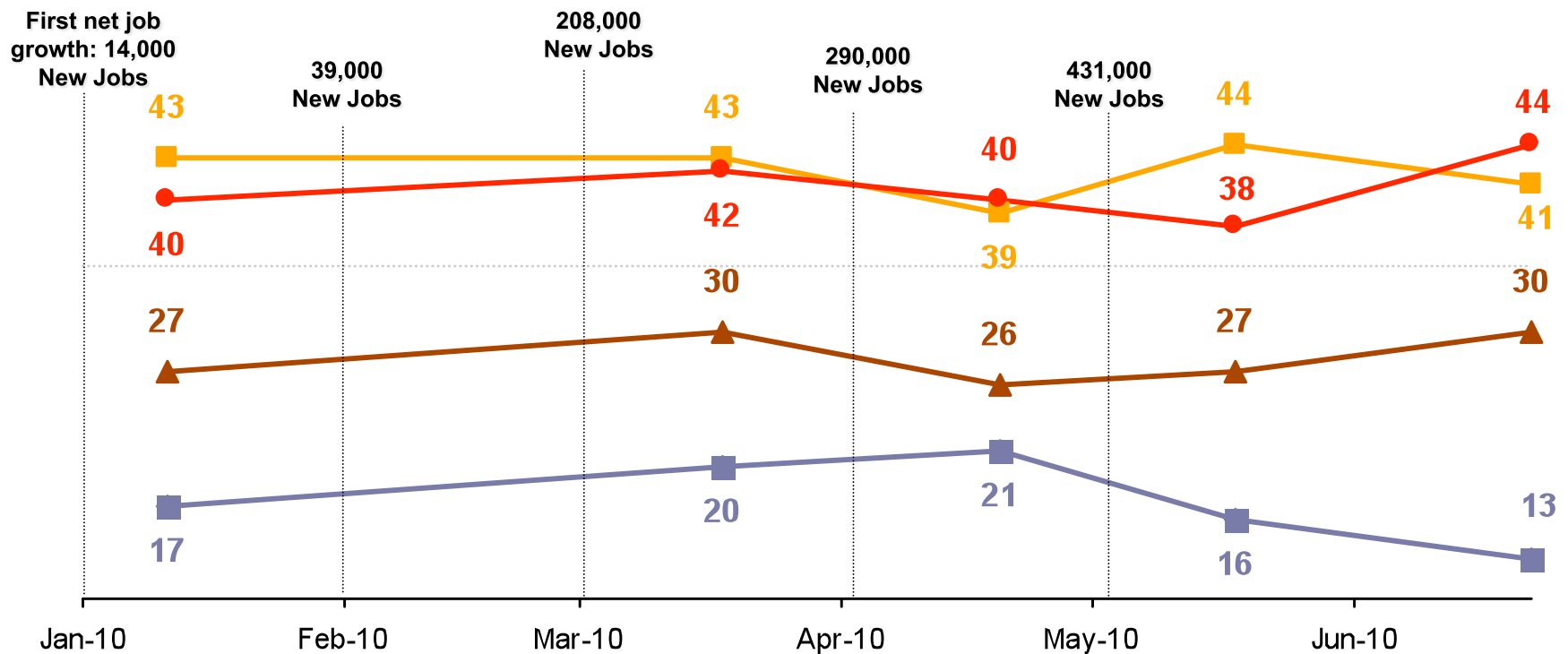


*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

## Recession real indicators: unmarried women, minority and young

*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**

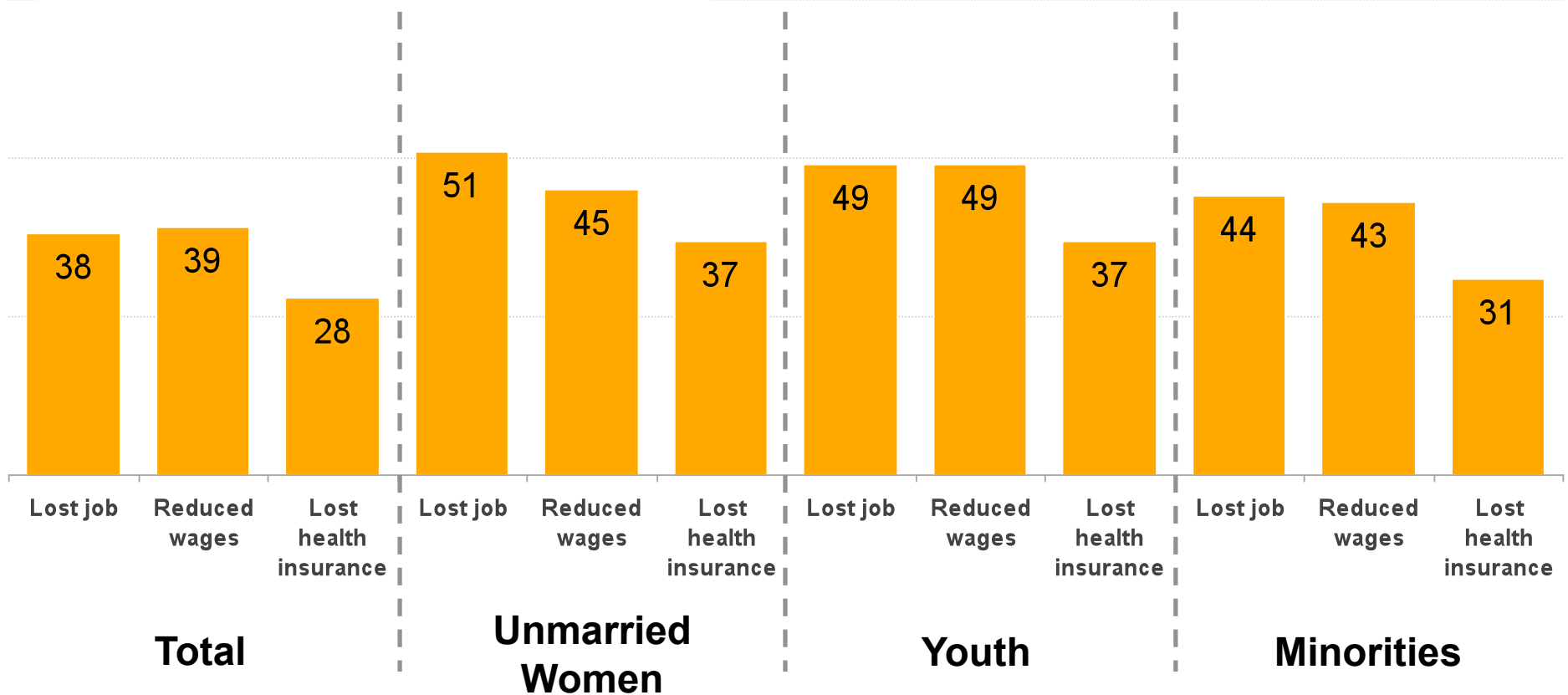


*\*Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family. The new American electorate refers to unmarried women, respondents under the age of 30, and minorities.*

## The real economic indicators: the new American electorate

*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.*

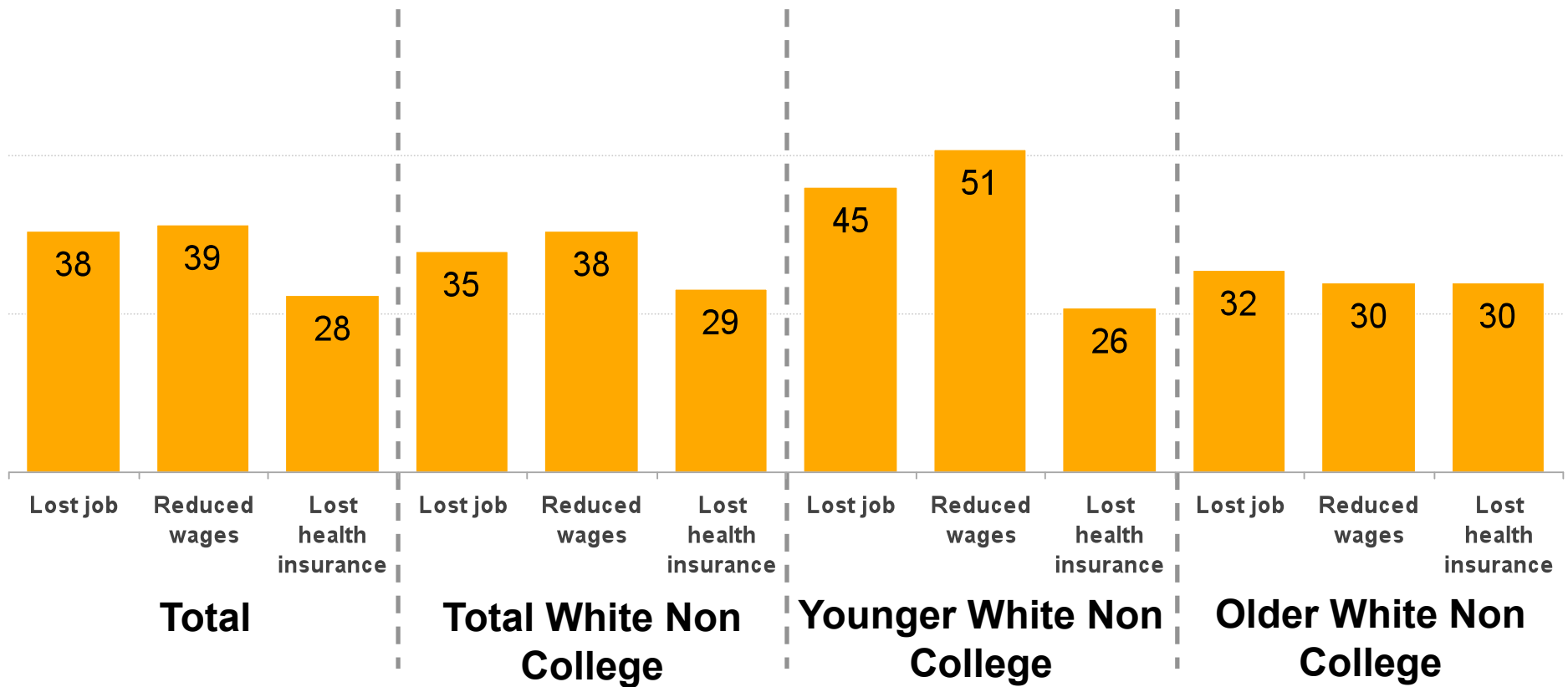
■ **Percent impacting you and your family**



## 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**

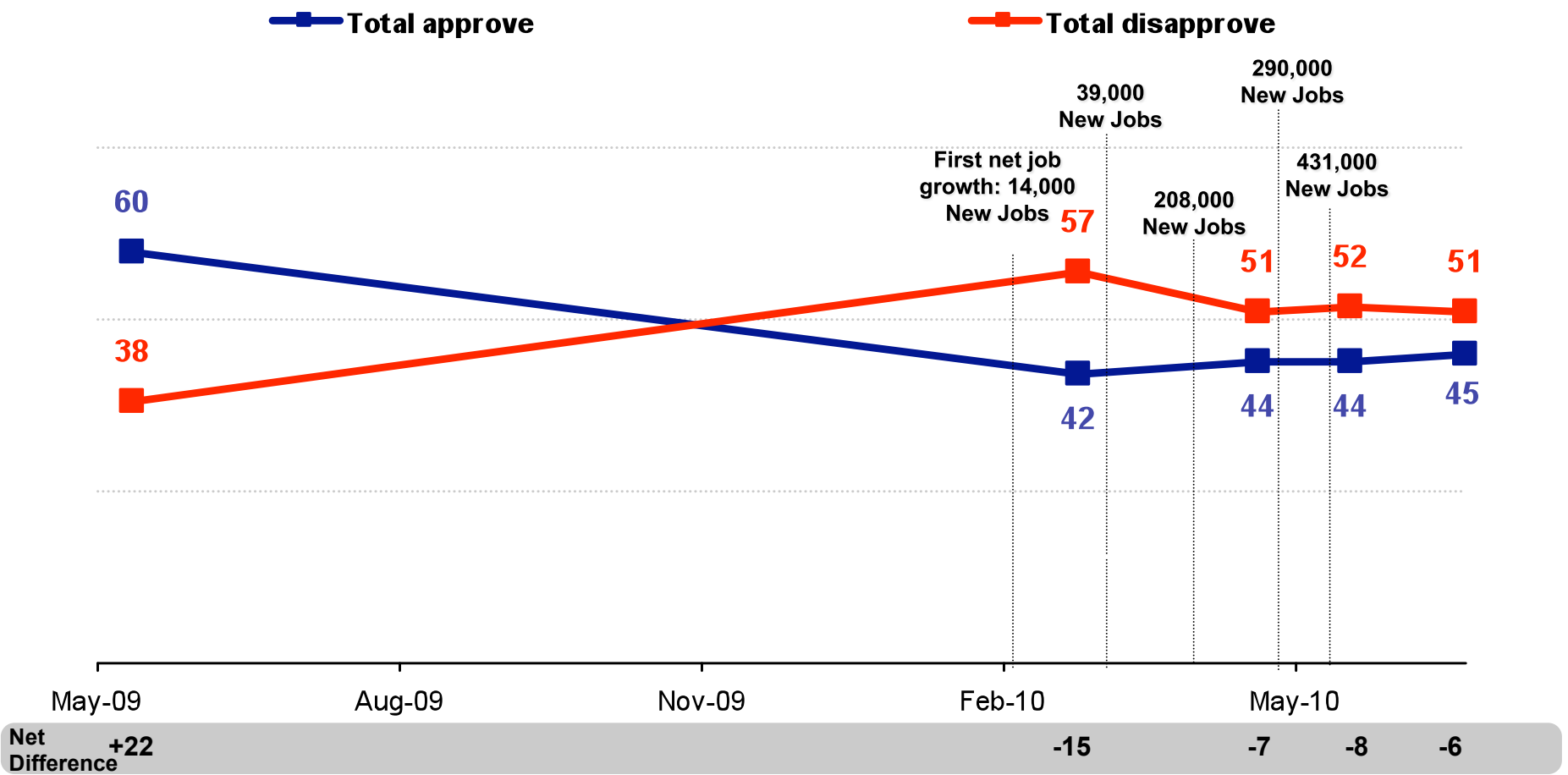


# Translating to partisan and policy support

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# Obama approval on economy stabilizes as job market growth occurs

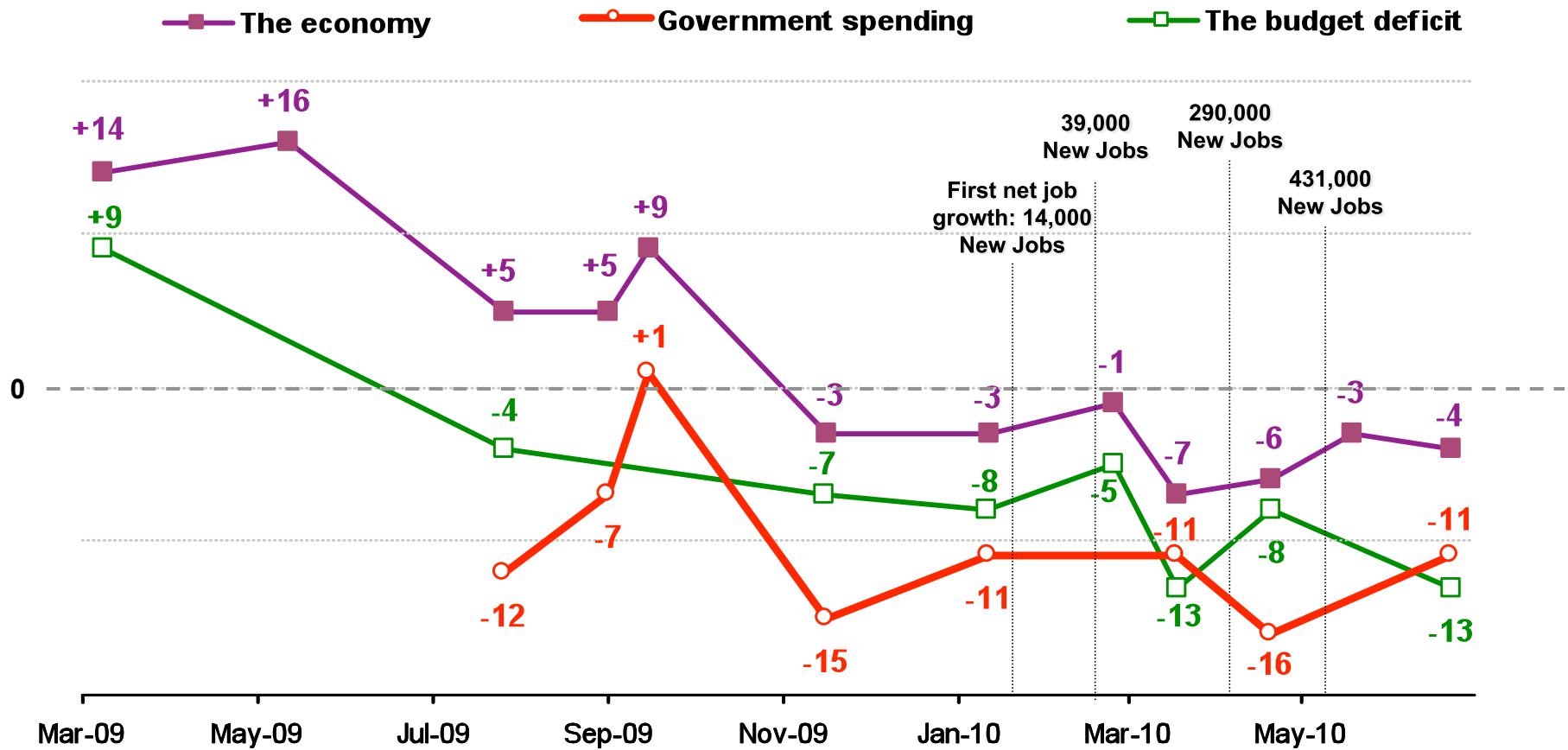
*Do you approve or disapprove of the way that Barack Obama is handling the economy?*



*\*Note: Data from Democracy Corps surveys conducted since May 2009.*

# Which party better on economic issues: Dems continue to fluctuate

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.



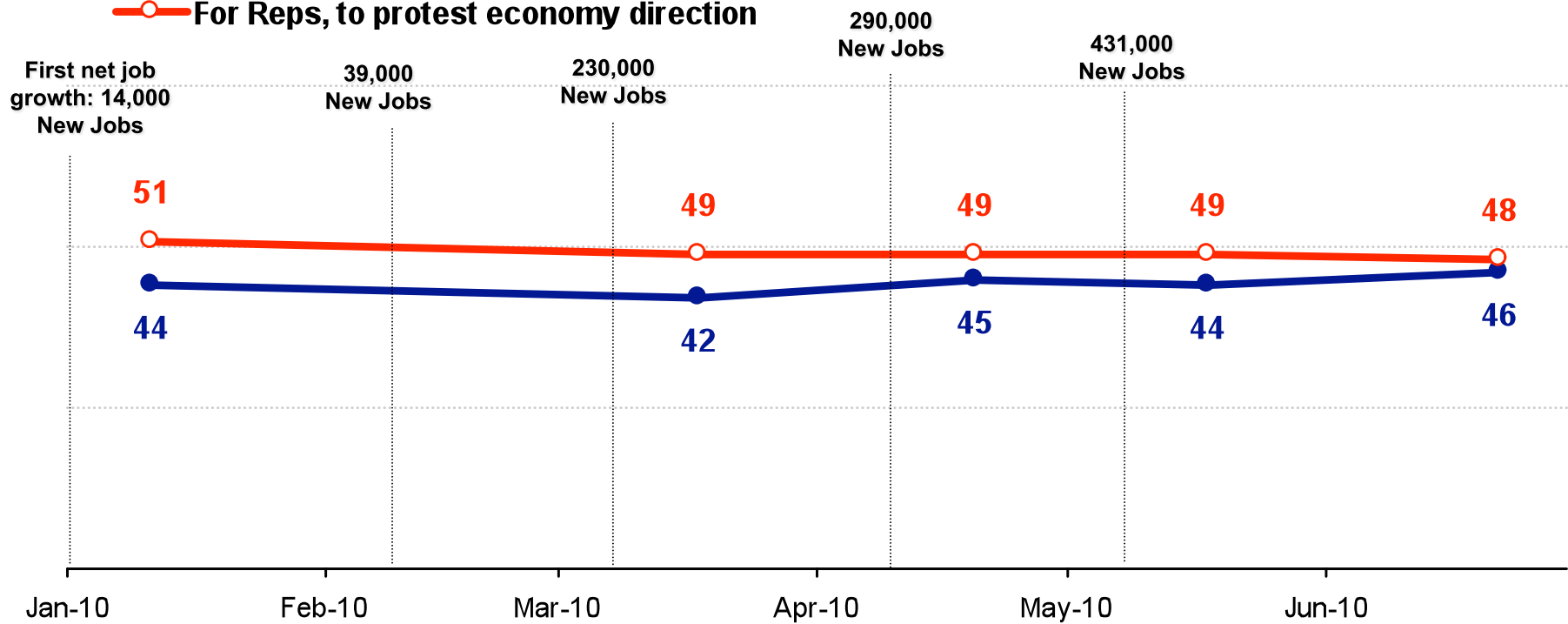
\*Note: Data from Democracy Corps surveys conducted since March 2009. Shows "Democrats – Republicans" net.

# Don't jeopardize recovery or cast protest vote: margin has closed

**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



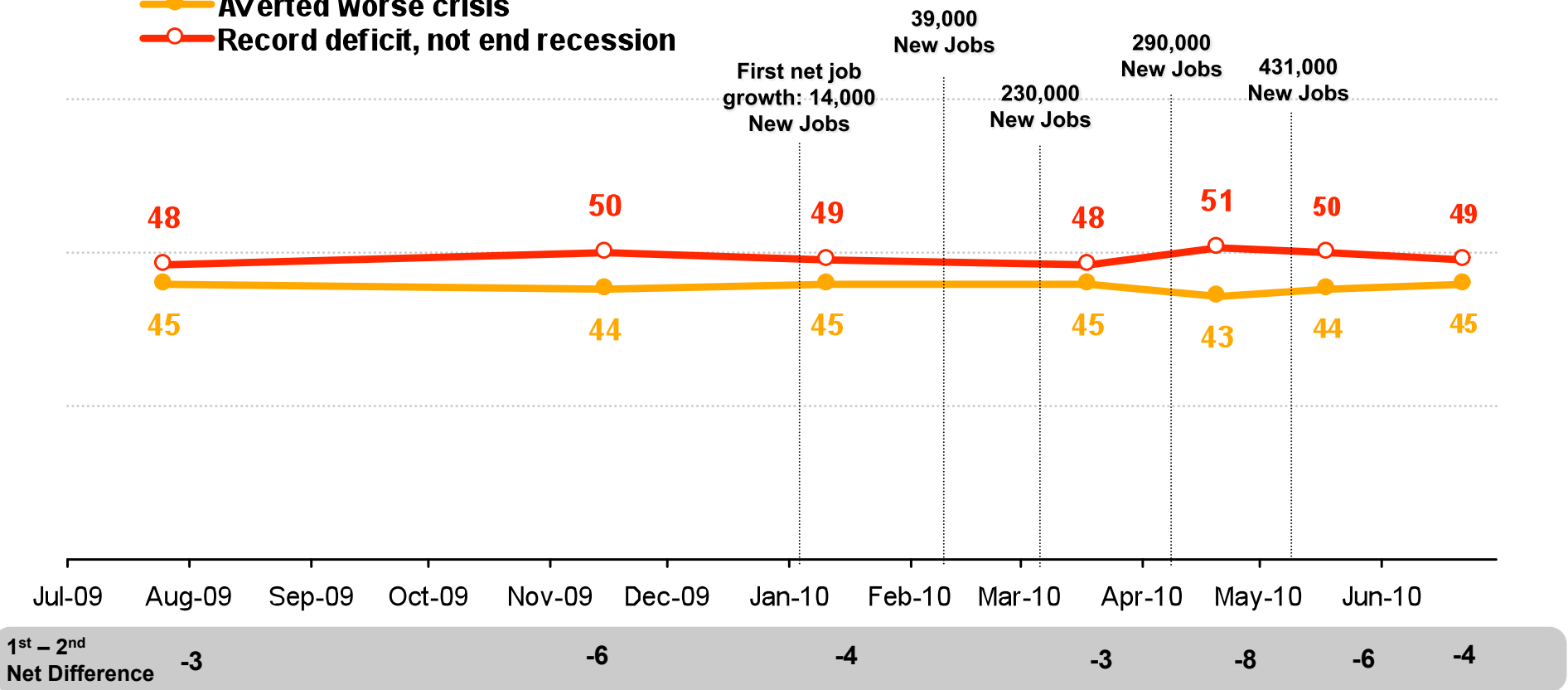
1st - 2nd Net Difference	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
	-7	-7	-7	-4	-5	-2

## Obama avert crisis or make worse: margin has narrowed

**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.

- **Averted worse crisis**
- **Record deficit, not end recession**

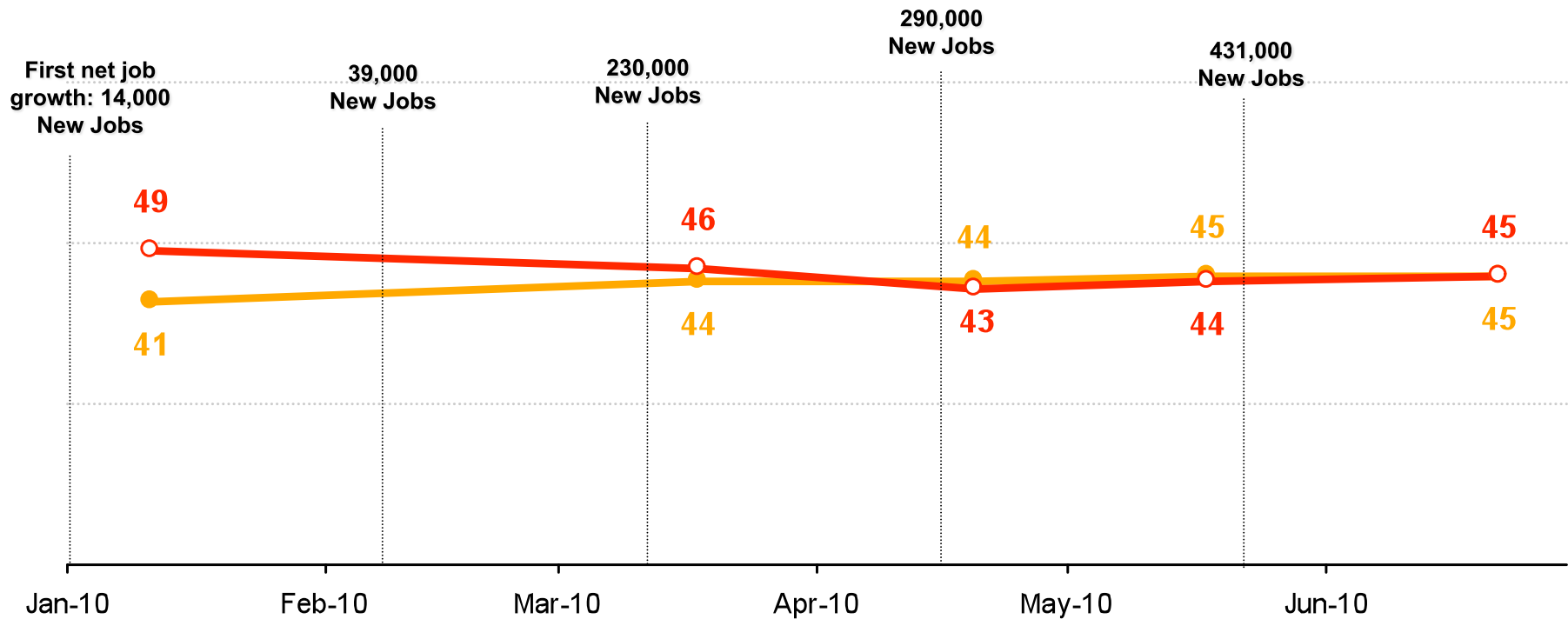


# Obama/Dems: for ordinary people or Wall Street: remains even

**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

+1

0

**GREENBERG QUINLAN ROSNER RESEARCH**

## Citizen Opinion

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