

GREENBERG QUINLAN ROSNER RESEARCH

August 2, 2010

Report on Economic Tracking

Citizen Opinion

About the survey

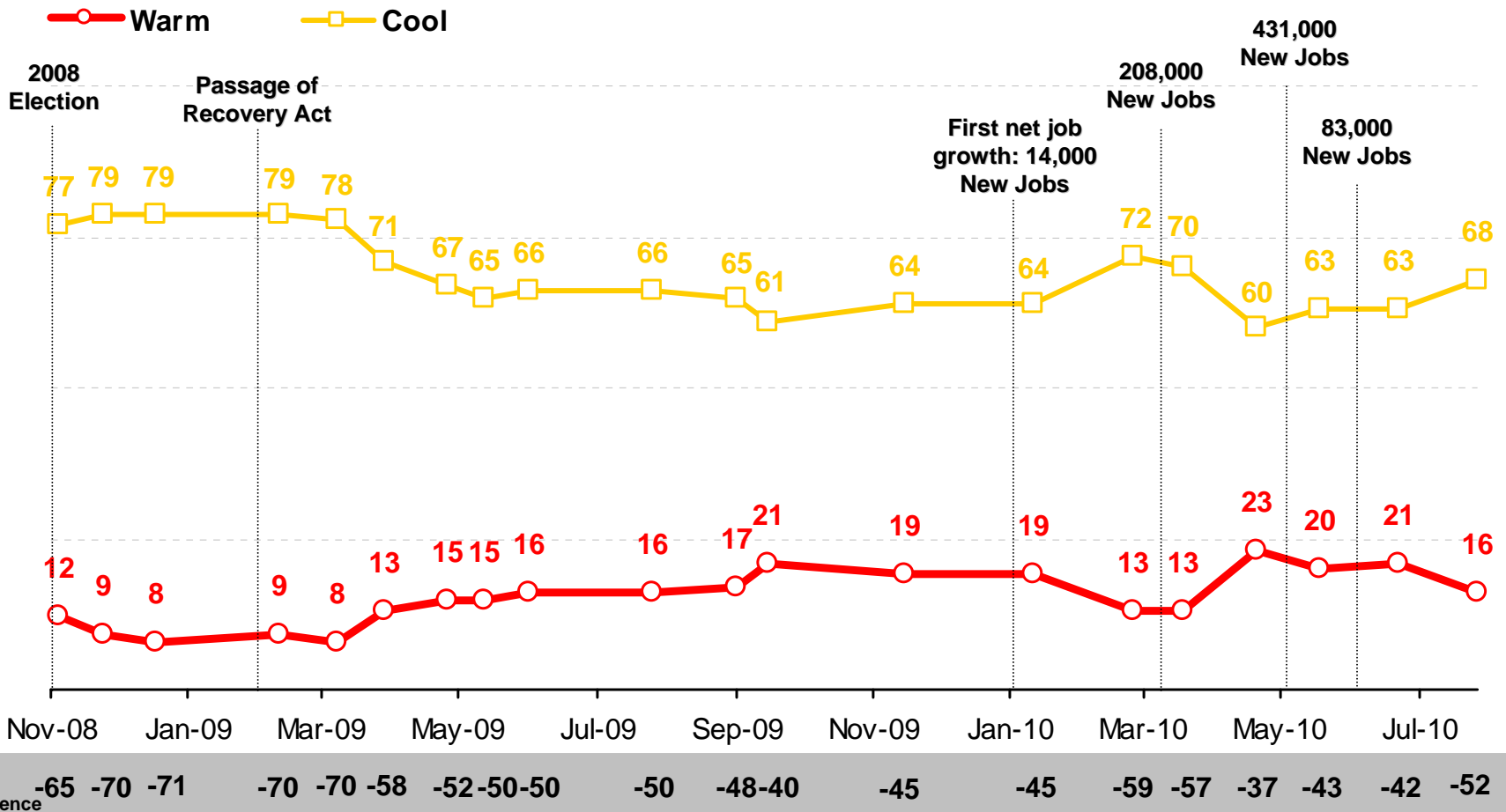
This is the sixth wave in a series of national surveys conducted by Greenberg Quinlan Rosner tracking various economic measures.

This presentation is based primarily on a national survey conducted for Citizen Opinion. The survey was of 1,000 2008 voters and conducted July 26-29, 2010. Margin of error: 3.1 percentage points.

Macro economic indicators

National economic indicator: cool ratings on the rise

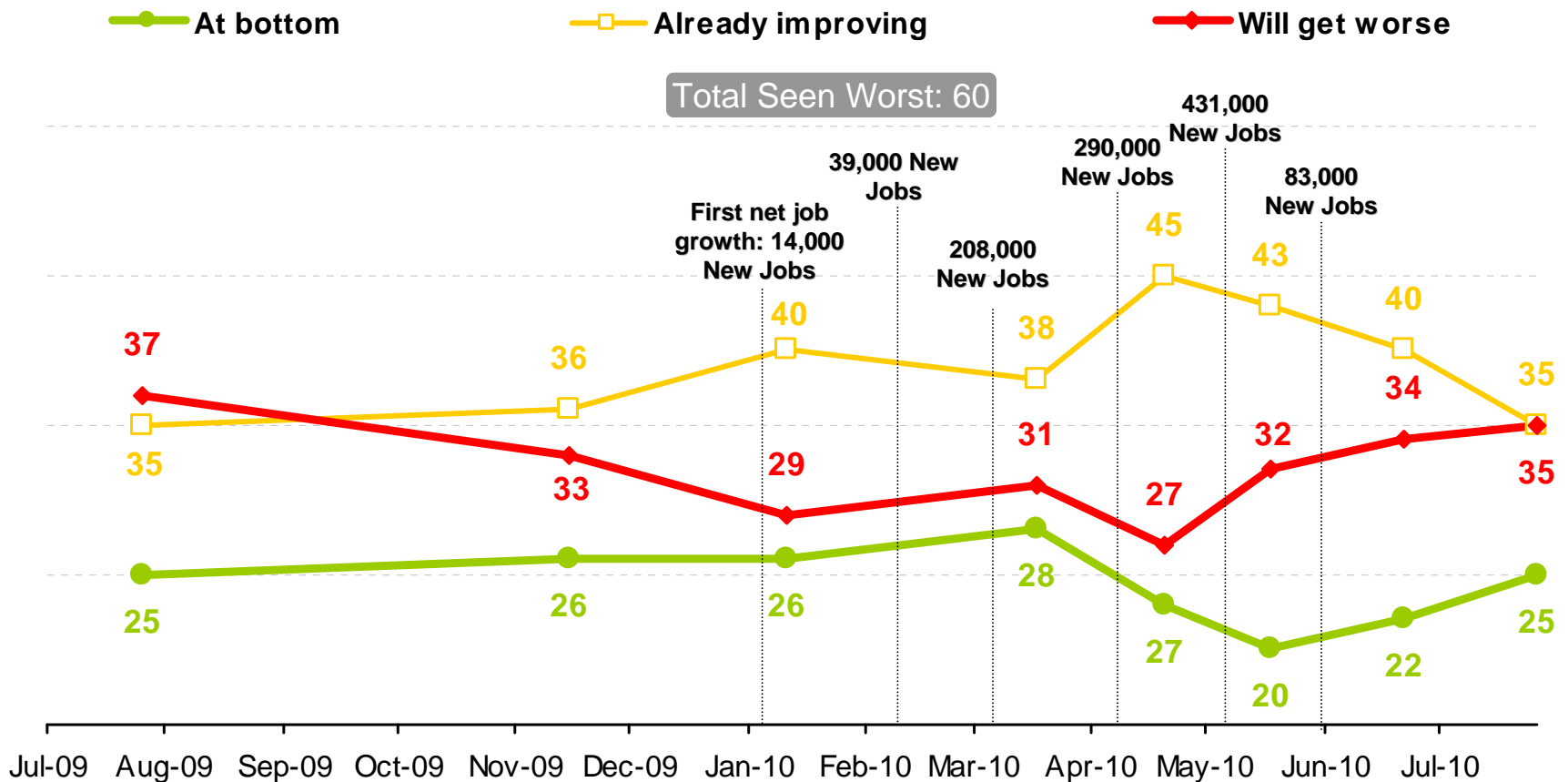
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. **The state of the economy...**



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

Real economic indicator: fewer believe economy improving

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?

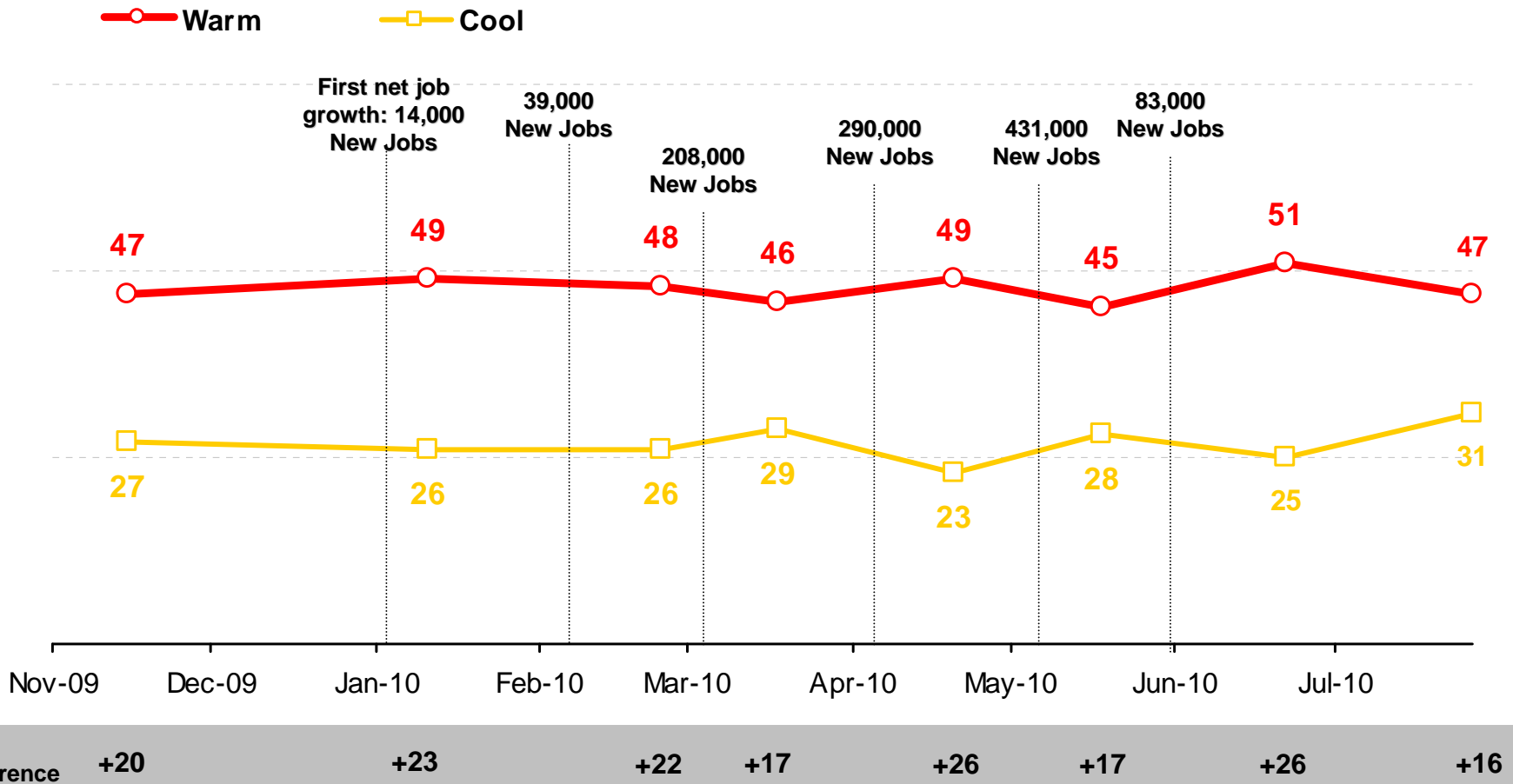


*Note: Data from Democracy Corps surveys conducted since July 2009.

Micro indicators: real economy

Real economic indicator: negativity about personal finances increases

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...**

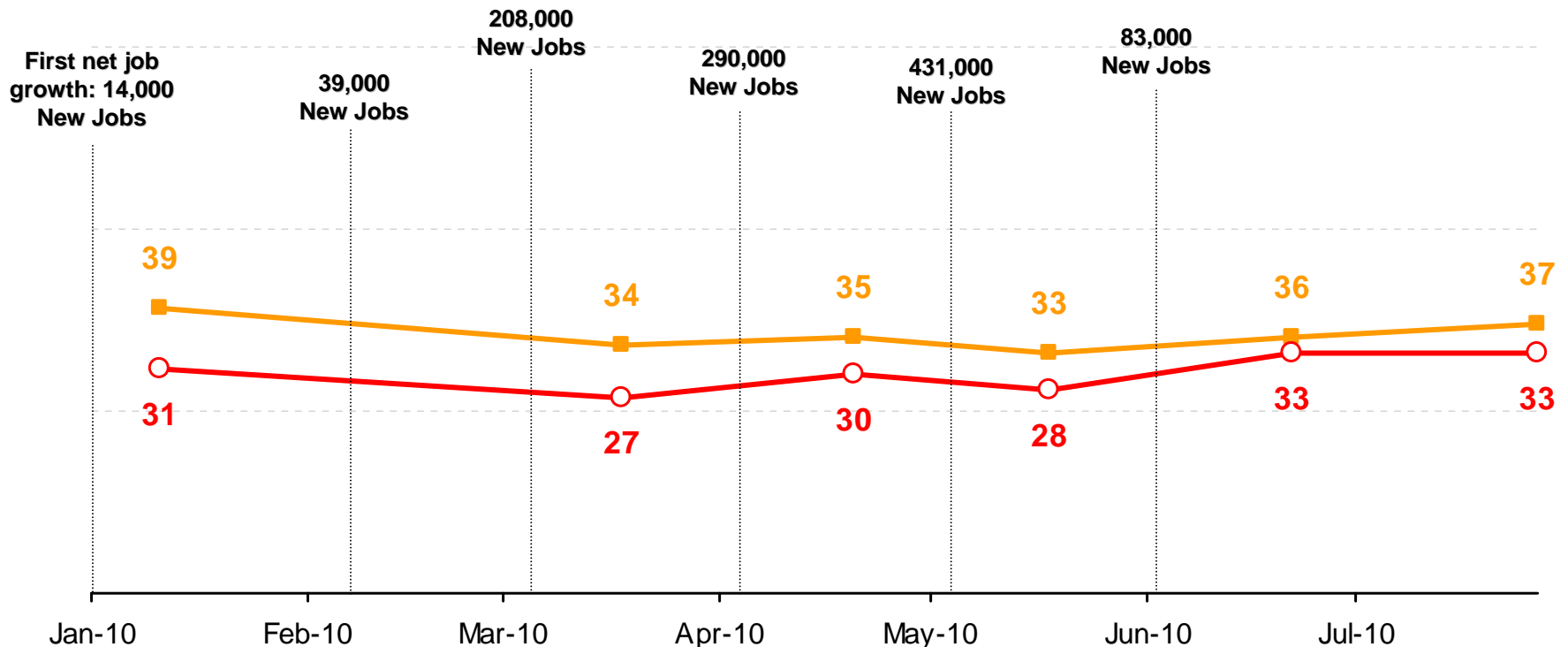


*Note: Data from Democracy Corps surveys conducted since November 2009.

Real economic indicator: positive indicators hold stable

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.

■ **Re-entered the job market**
○ **Got a new job**

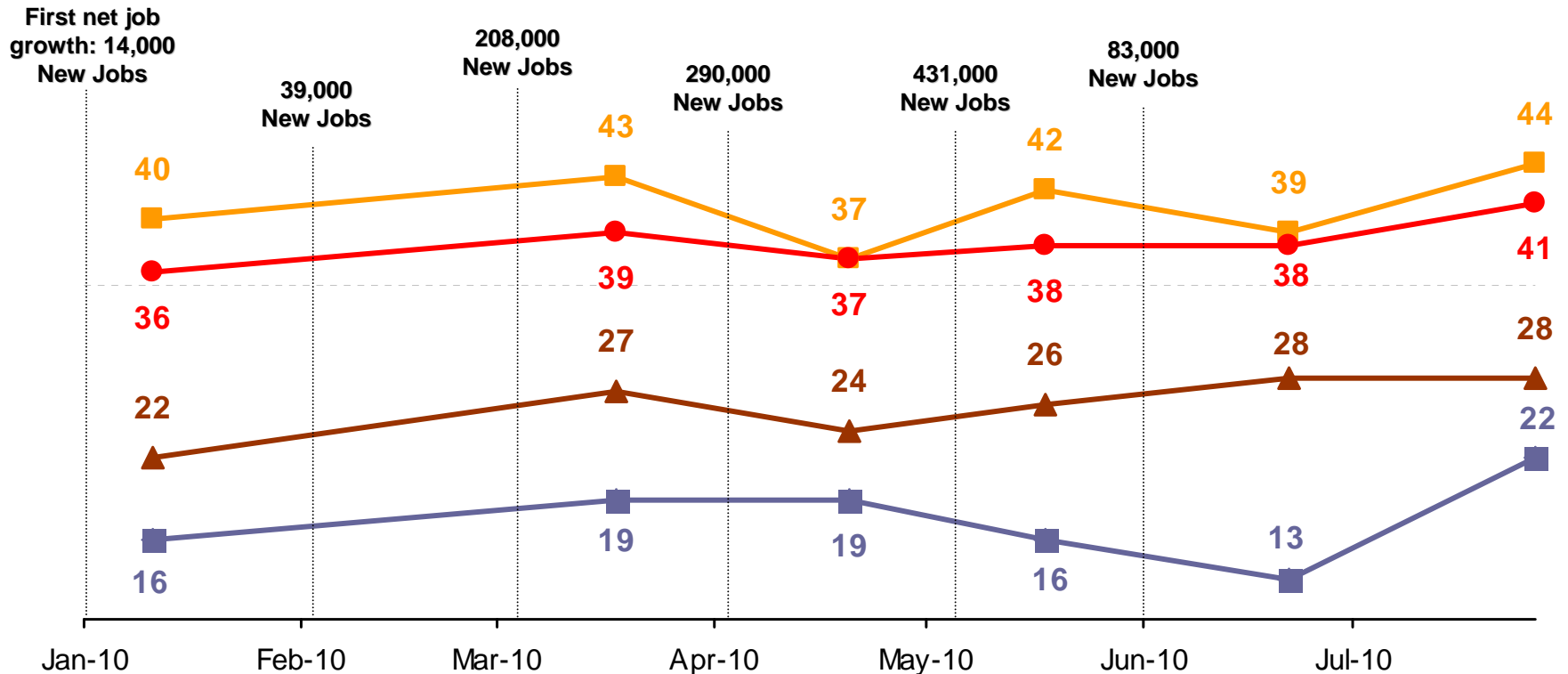


**Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

Real economic indicators: negative indicators rise, jump in foreclosures

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

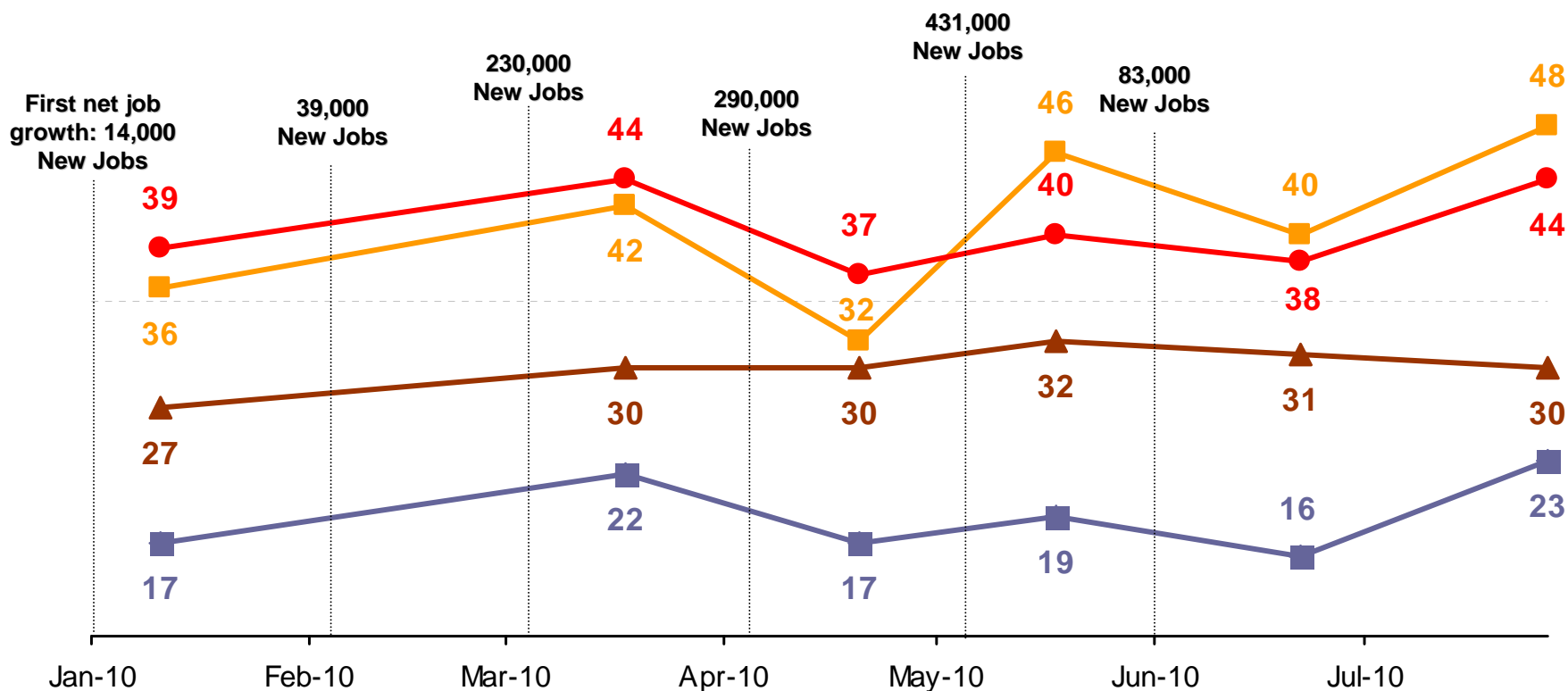


**Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

Recession real indicators for white non-college

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

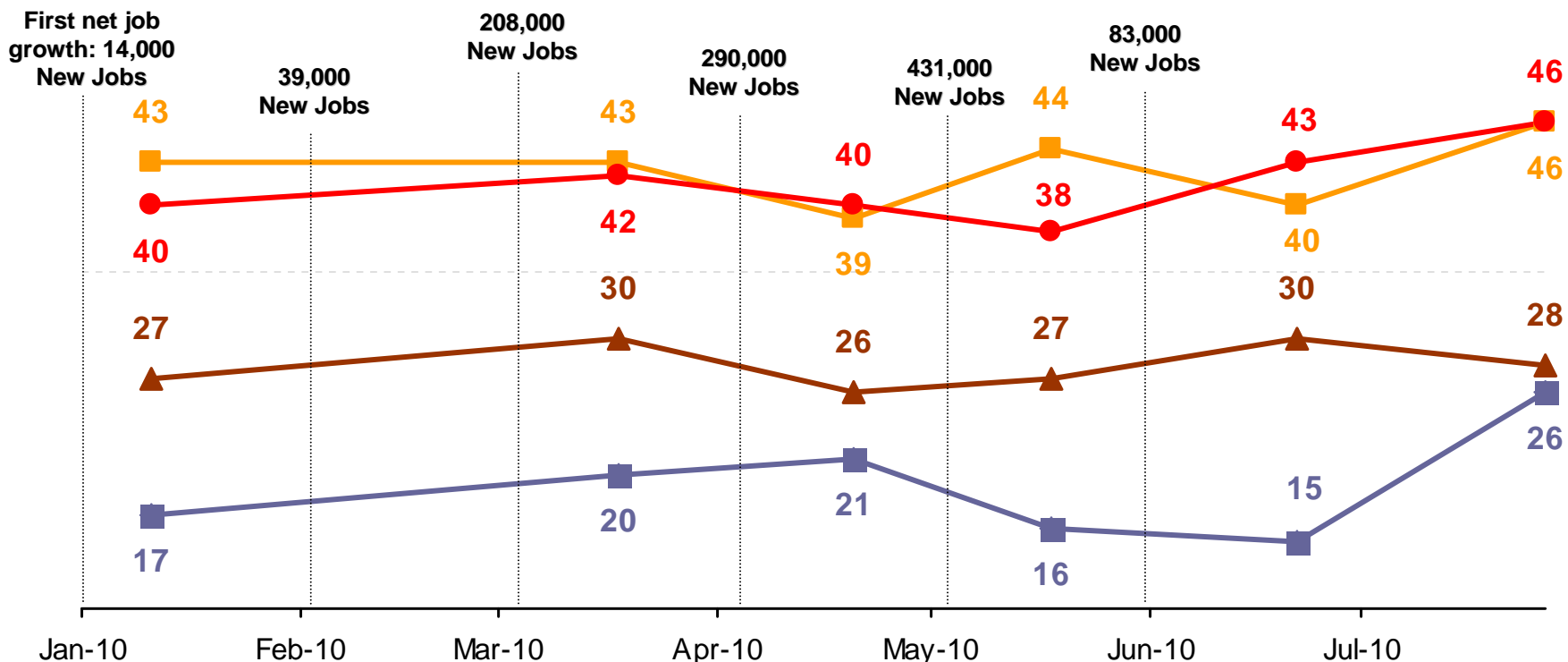


**Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

Recession real indicators: unmarried women, minority and young

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

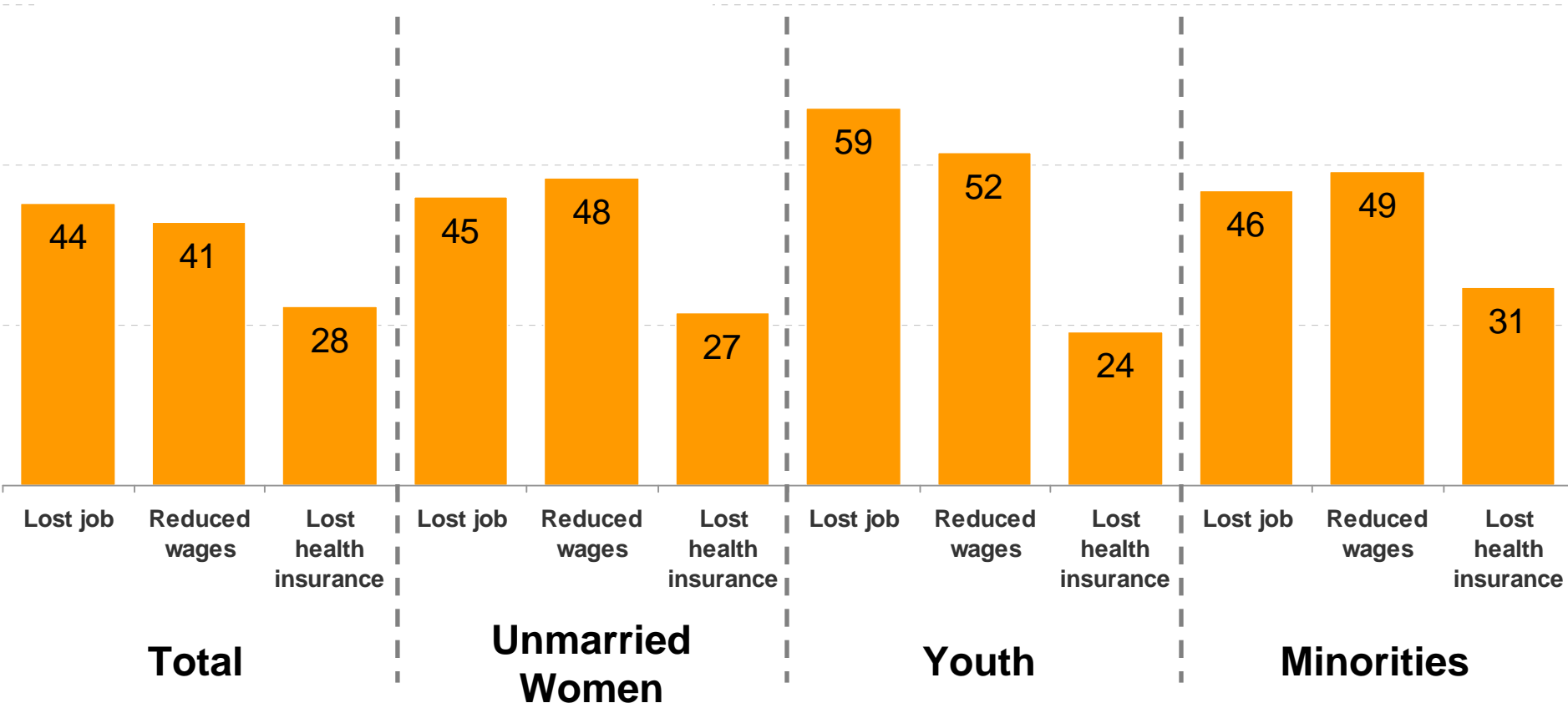


**Note: Data from Democracy Corps surveys conducted since January 2010. Data reflects the total of those who have felt a personal impact of an impact on someone in their family. The new American electorate refers to unmarried women, respondents under the age of 30, and minorities.*

Real economic indicators: the new Democratic base

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**

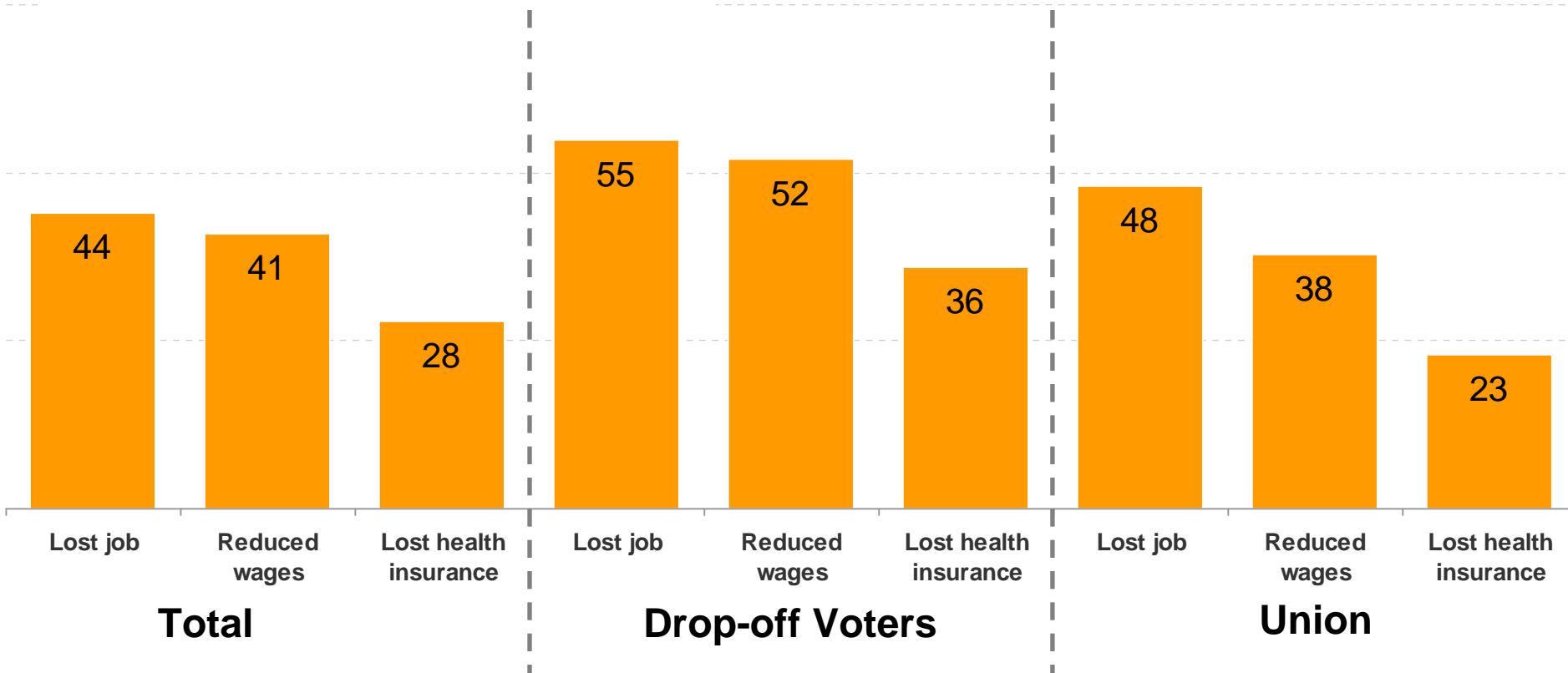


*Note: Data reflects the total of those who have felt a personal impact of an impact on someone in their family.

Real economic indicators: Drop-off voters and union households

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■ **Percent impacting you and your family**

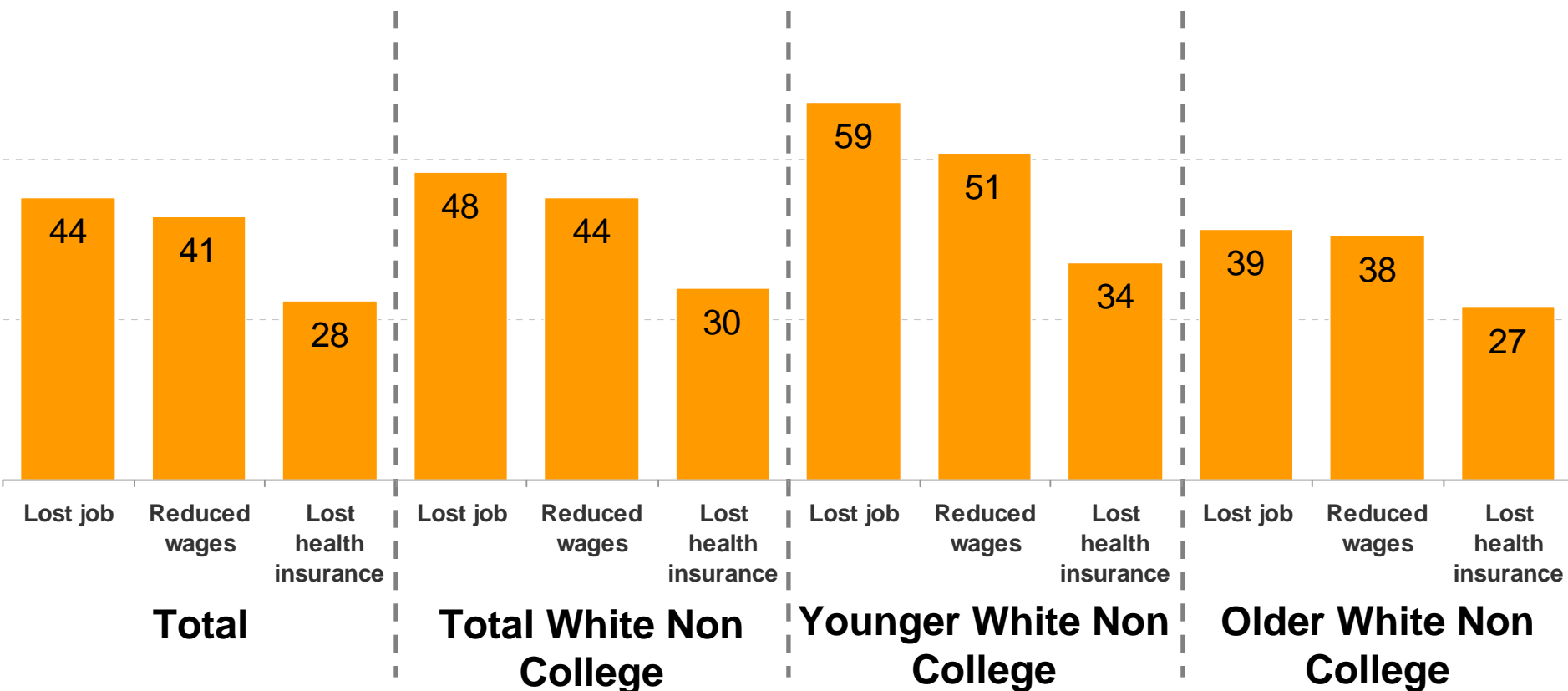


**Note: Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

Real economic indicators: White non-college voters

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■ **Percent impacting you and your family**

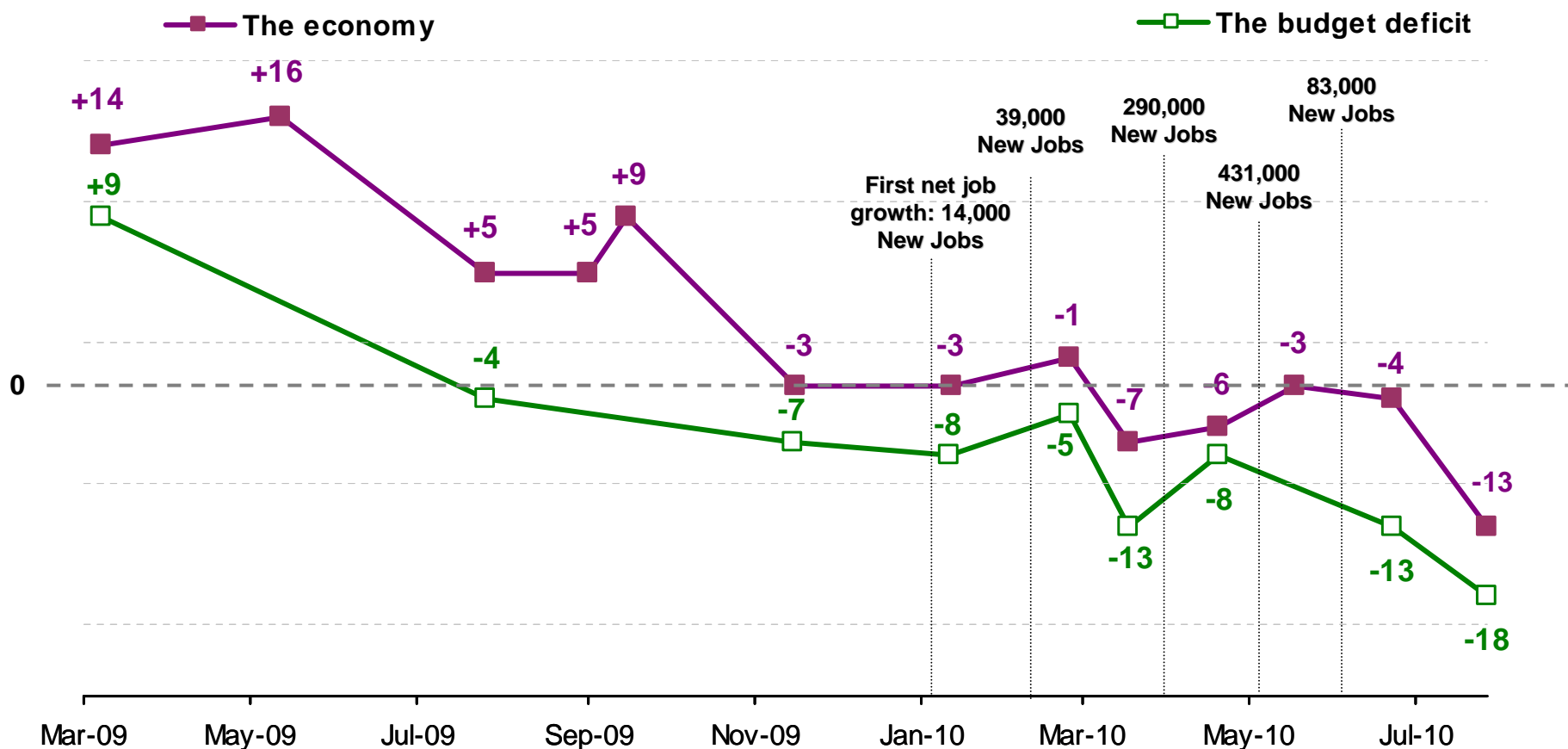


**Note: Data reflects the total of those who have felt a personal impact of an impact on someone in their family.*

Translating to partisan and policy support

Which party better on economic issues: Dems see drop

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.



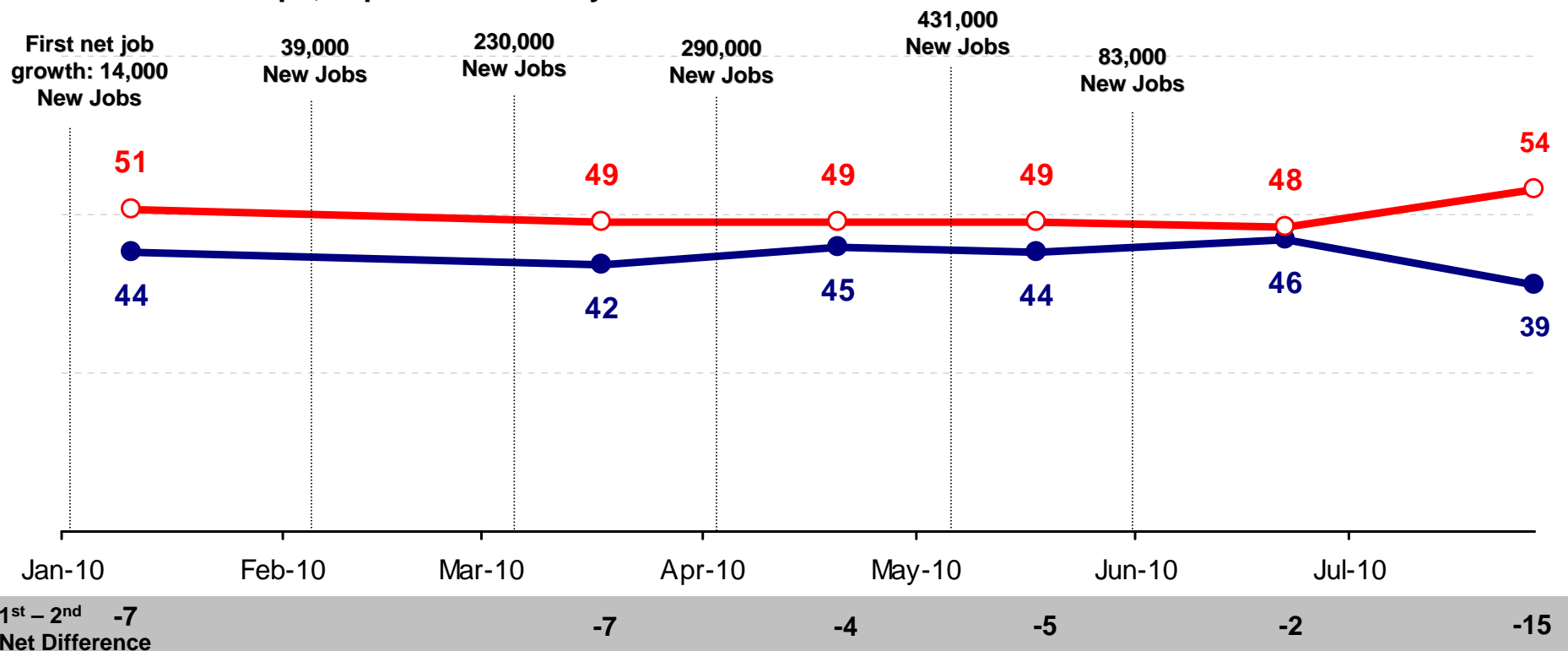
*Note: Data from Democracy Corps surveys conducted since March 2009. Shows "Democrats - Republicans" net.

Don't jeopardize recovery or cast protest vote: majority to protest

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

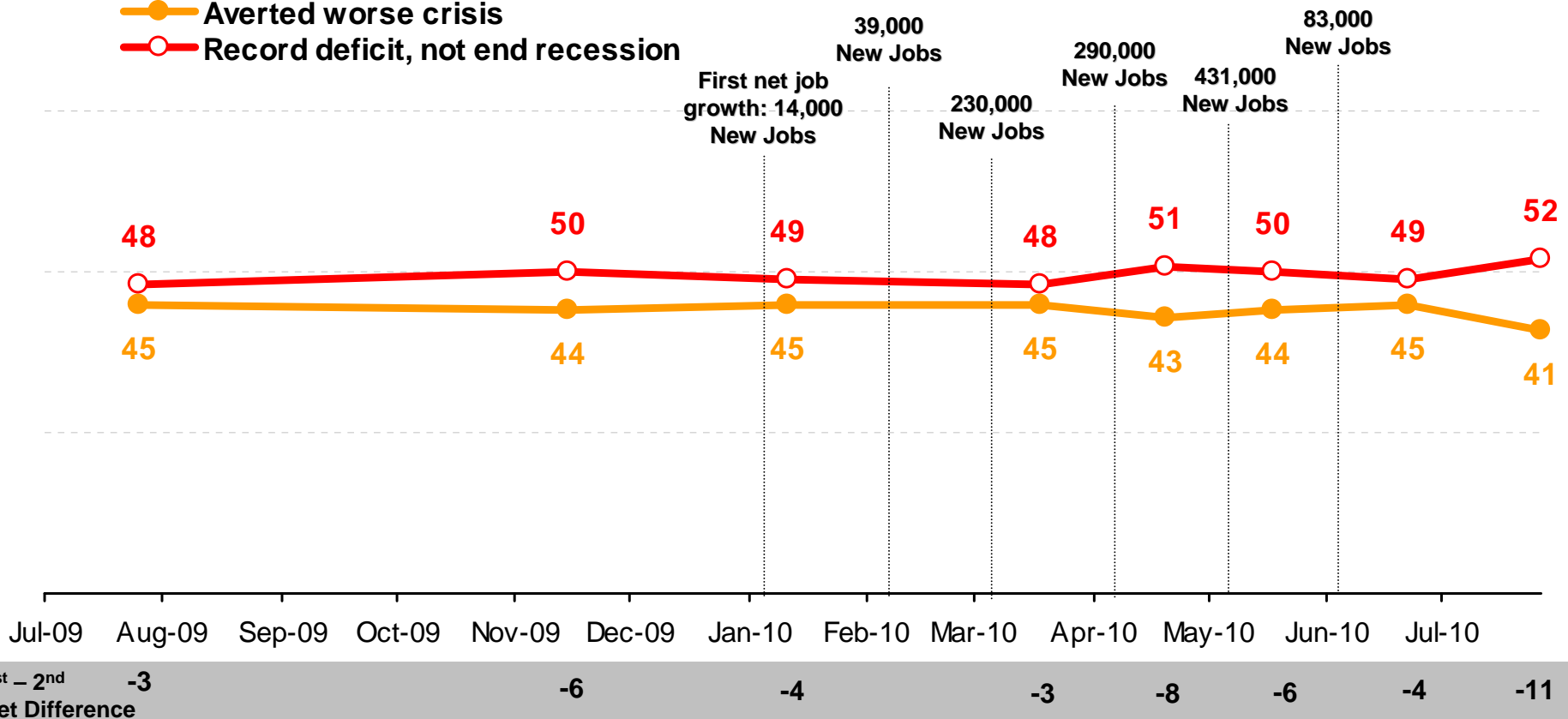


Obama's economic policies: more think failed to end recession

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

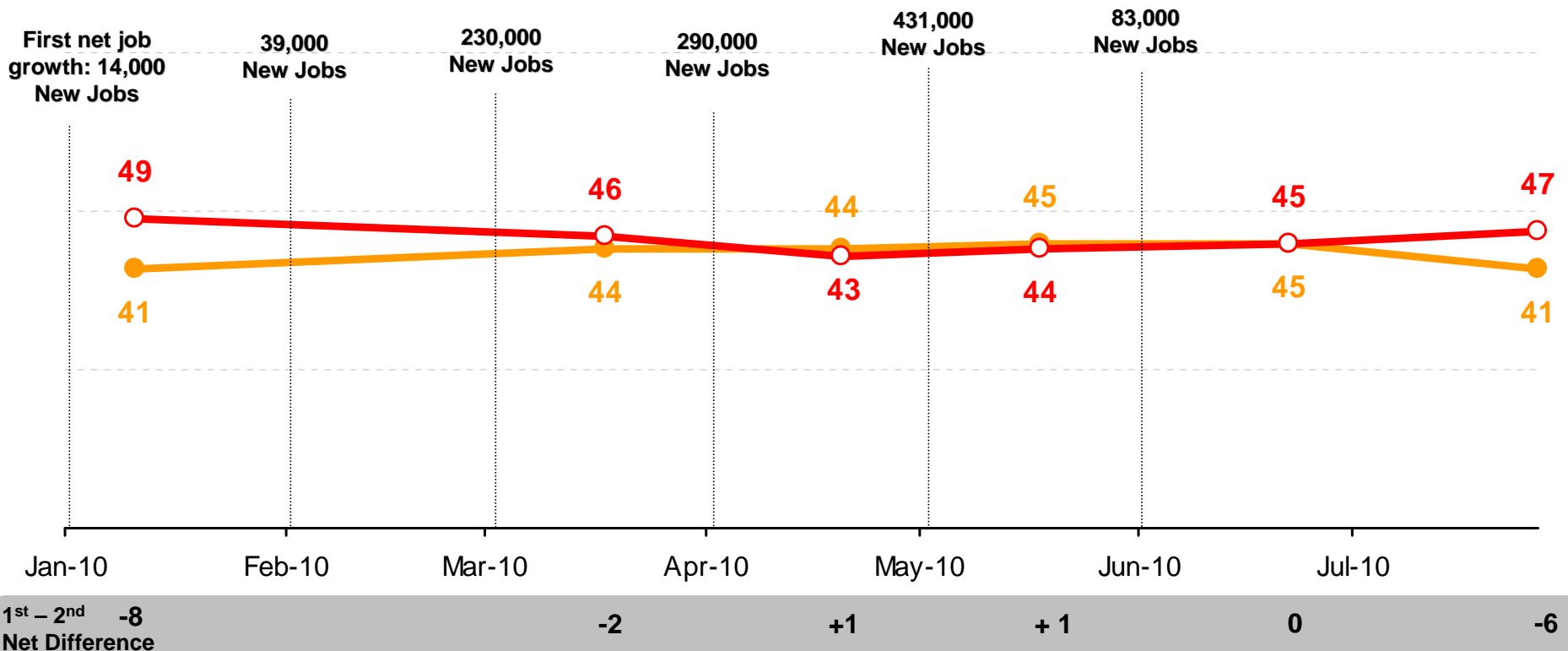


Obama/Dems: for Wall Street rather than ordinary people

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



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