

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Barack Obama

|                                      | MEDIA MARKET |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           | KEY REGIONS |                 |              |                 | GENDER       |                | AGE            |                  |                  |                |  | PARTY ID |  |  |
|--------------------------------------|--------------|---------------------|-----------------------|------------------------|--------------------------------|--------------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|-------------------------------|-----------------------|---------------------------|-------------|-----------------|--------------|-----------------|--------------|----------------|----------------|------------------|------------------|----------------|--|----------|--|--|
|                                      | TOTAL<br>(A) | RAL-<br>EIGH<br>(B) | CHAR-<br>LOTTE<br>(C) | GREENS<br>-BORO<br>(D) | GREEN-<br>VILLE<br>(SC)<br>(E) | GREEN-<br>VILLE<br>(NC)<br>(F) | WILM-<br>INGTON<br>(G) | ALL<br>OTHERS<br>(H) | TRI-<br>ANGLE<br>(I) | SOUTH<br>-EAST<br>(J) | NORTH<br>-EAST<br>NC<br>(K) | PIED-<br>MONT<br>TRIAD<br>(L) | CHAR-<br>LOTTE<br>(M) | WEST-<br>ERN<br>NC<br>(N) | MEN<br>(O)  | WOMEN<br>(P)    | 18-25<br>(Q) | 26-40<br>(R)    | 41-55<br>(S) | 56-65<br>(T)   | 66+<br>(U)     | GOP<br>(V)       | DEM<br>(W)       | IND<br>(X)     |  |          |  |  |
| BASE=TOTAL SAMPLE                    | 400<br>100%  | 122<br>31%          | 115<br>29%            | 65<br>16%              | 36<br>9%                       | 26<br>6%                       | 22<br>6%               | 14<br>4%             | 97<br>24%            | 52<br>13%             | 38<br>9%                    | 58<br>14%                     | 91<br>23%             | 65<br>16%                 | 192<br>48%  | 208<br>52%      | 48<br>12%    | 106<br>27%      | 115<br>29%   | 71<br>18%      | 59<br>15%      | 108<br>27%       | 119<br>30%       | 151<br>38%     |  |          |  |  |
| **D/S (FAVORABLE -<br>UNFAVORABLE)   | -6<br>-2%    | 6<br>5%             | -<br>-                | -8<br>-13%             | 8<br>22%                       | -12<br>-46%                    | 1<br>6%                | -2<br>-11%           | 15<br>15%            | -3<br>-6%             | -11<br>-29%                 | -11<br>-19%                   | 8<br>8%               | -4<br>-5%                 | 1<br>1%     | -7<br>-3%       | 2<br>5%      | 18<br>17%       | -9<br>-8%    | -19<br>-26%    | 2<br>3%        | -77<br>-71%      | 90<br>75%        | -12<br>-8%     |  |          |  |  |
|                                      |              | CDF                 | DF                    | f                      | bCDFH                          |                                | DfH                    | f                    | JKLN                 | kl                    |                             | JKLN                          | kl                    | P                         |             | ST              | QSTU         | T               |              | ST             |                | VX               | V                |                |  |          |  |  |
| TOTAL HEARD OF                       |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |             |                 |              |                 |              |                |                |                  |                  |                |  |          |  |  |
| AUG 14-18, 2011                      | 396<br>99%   | 122<br>100%         | 114<br>99%            | 65<br>100%             | 33<br>92%                      | 26<br>100%                     | 22<br>100%             | 14<br>100%           | 97<br>100%           | 52<br>100%            | 38<br>100%                  | 58<br>100%                    | 88<br>97%             | 64<br>99%                 | 189<br>99%  | 207<br>100%     | 47<br>96%    | 106<br>100%     | 114<br>99%   | 71<br>100%     | 58<br>98%      | 107<br>99%       | 119<br>100%      | 149<br>99%     |  |          |  |  |
| AUG 15-18, 2010                      | 399<br>100%  | 116<br>100%         | 109<br>99%            | 62<br>100%             | 53<br>100%                     | 23<br>100%                     | 21<br>100%             | 15<br>100%           | 92<br>100%           | 45<br>100%            | 36<br>100%                  | 64<br>100%                    | 82<br>100%            | 82<br>99%                 | 192<br>100% | 207<br>100%     | 7<br>100%    | 59<br>100%      | 133<br>100%  | 94<br>100%     | 107<br>99%     | 134<br>100%      | 95<br>100%       | 162<br>99%     |  |          |  |  |
| FAVORABLE                            |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |             |                 |              |                 |              |                |                |                  |                  |                |  |          |  |  |
| AUG 14-18, 2011                      | 184<br>46%   | 61<br>50%<br>F      | 55<br>48%<br>F        | 25<br>38%              | 20<br>56%<br>F                 | 6<br>24%                       | 10<br>47%              | 6<br>41%             | 53<br>54%<br>kL      | 22<br>43%             | 13<br>35%                   | 20<br>35%                     | 47<br>51%<br>l        | 29<br>44%                 | 91<br>47%   | 93<br>45%       | 24<br>49%    | 59<br>56%<br>sT | 49<br>42%    | 23<br>33%      | 29<br>49%<br>T | 13<br>12%        | 101<br>85%<br>VX | 63<br>42%<br>V |  |          |  |  |
| AUG 15-18, 2010                      | 169<br>42%   | 56<br>48%<br>fG     | 46<br>42%<br>G        | 32<br>52%<br>FG        | 20<br>38%<br>G                 | 6<br>27%<br>g                  | 2<br>8%                | 6<br>41%<br>G        | 47<br>51%<br>Jn      | 7<br>15%              | 15<br>42%<br>J              | 32<br>51%<br>J                | 36<br>45%<br>J        | 31<br>38%<br>J            | 83<br>43%   | 86<br>41%       | 2<br>32%     | 31<br>52%<br>u  | 59<br>45%    | 38<br>40%      | 39<br>36%      | 18<br>13%        | 78<br>82%<br>VX  | 69<br>43%<br>V |  |          |  |  |
| UNFAVORABLE                          |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |             |                 |              |                 |              |                |                |                  |                  |                |  |          |  |  |
| AUG 14-18, 2011                      | 190<br>47%   | 55<br>45%           | 55<br>48%             | 33<br>51%              | 12<br>34%                      | 18<br>70%<br>BCdEG             | 9<br>40%               | 7<br>52%             | 38<br>39%            | 25<br>49%             | 24<br>65%<br>IM             | 31<br>53%                     | 39<br>43%             | 32<br>50%                 | 89<br>47%   | 100<br>48%      | 21<br>44%    | 41<br>39%       | 58<br>50%    | 42<br>59%<br>R | 28<br>47%      | 90<br>83%<br>WX  | 11<br>9%         | 75<br>49%<br>W |  |          |  |  |
| AUG 15-18, 2010                      | 197<br>49%   | 57<br>49%           | 50<br>46%             | 25<br>40%              | 28<br>53%                      | 15<br>63%<br>d                 | 17<br>80%<br>BCDEH     | 6<br>39%             | 43<br>47%            | 31<br>69%<br>ILMn     | 20<br>56%                   | 26<br>42%                     | 35<br>43%             | 43<br>52%                 | 86<br>45%   | 111<br>54%<br>o | 3<br>49%     | 25<br>43%       | 60<br>45%    | 49<br>52%      | 59<br>55%      | 110<br>82%<br>WX | 12<br>12%        | 72<br>44%<br>W |  |          |  |  |
| HEARD OF/NO OPINION                  | 23<br>6%     | 6<br>5%             | 3<br>3%               | 7<br>11%<br>c          | 1<br>3%                        | 2<br>6%                        | 3<br>13%               | 1<br>7%              | 6<br>7%<br>K         | 4<br>9%<br>K          | -<br>-                      | 7<br>12%<br>Km                | 3<br>3%               | 3<br>4%                   | 9<br>5%     | 14<br>7%        | 2<br>3%      | 6<br>6%         | 8<br>7%      | 6<br>9%        | 2<br>3%        | 4<br>4%          | 7<br>6%          | 12<br>8%       |  |          |  |  |
| NEVER HEARD OF                       | 4<br>1%      | -<br>-              | 1<br>1%               | -<br>-                 | 3<br>8%                        | -<br>-                         | -<br>-                 | -<br>-               | -<br>-               | -<br>-                | -<br>-                      | -<br>-                        | 3<br>3%               | 1<br>1%                   | 3<br>1%     | 1<br>-          | 2<br>4%      | -<br>-          | 1<br>1%      | -<br>-         | 1<br>2%        | 1<br>1%          | -<br>-           | 2<br>1%        |  |          |  |  |
| **RATIO (FAVORABLE /<br>UNFAVORABLE) | 1.0          | 1.1                 | 1.0                   | 0.8                    | 1.6                            | 0.3                            | 1.2                    | 0.8                  | 1.4                  | 0.9                   | 0.5                         | 0.7                           | 1.2                   | 0.9                       | 1.0         | 0.9             | 1.1          | 1.4             | 0.8          | 0.6            | 1.1            | 0.1              | 9.1              | 0.8            |  |          |  |  |

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Barack Obama

|                                   | GENDER/AGE   |                     |                   |                       |                     | PARTY ID/GENDER   |                     |                   |                     |                   |                     | IDEOLOGY        |                |                  | FISCAL IDEOLOGY |                |                  | SOCIAL IDEOLOGY |                |                  | RACE            |                  |                      |               |
|-----------------------------------|--------------|---------------------|-------------------|-----------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-----------------|----------------|------------------|-----------------|----------------|------------------|-----------------|----------------|------------------|-----------------|------------------|----------------------|---------------|
|                                   | TOTAL<br>(A) | MEN<br>18-44<br>(B) | MEN<br>45+<br>(C) | WOMEN<br>18-44<br>(D) | WOMEN<br>45+<br>(E) | GOP<br>MEN<br>(F) | GOP<br>WOMEN<br>(G) | DEM<br>MEN<br>(H) | DEM<br>WOMEN<br>(I) | IND<br>MEN<br>(J) | IND<br>WOMEN<br>(K) | LIB<br>(L)      | MOD<br>(M)     | CONS<br>(N)      | LIB<br>(O)      | MOD<br>(P)     | CONS<br>(Q)      | LIB<br>(R)      | MOD<br>(S)     | CONS<br>(T)      | BLACK<br>(U)    | WHITE<br>(V)     | HISP-<br>ANIC<br>(W) | OTHER<br>(X)  |
| BASE=TOTAL SAMPLE                 | 400<br>100%  | 83<br>21%           | 109<br>27%        | 113<br>28%            | 95<br>24%           | 56<br>14%         | 52<br>13%           | 51<br>13%         | 68<br>17%           | 79<br>20%         | 72<br>18%           | 70<br>18%       | 173<br>43%     | 131<br>33%       | 45<br>11%       | 159<br>40%     | 173<br>43%       | 141<br>35%      | 94<br>23%      | 140<br>35%       | 40<br>10%       | 317<br>79%       | 11<br>3%             | 16<br>4%      |
| **D/S (FAVORABLE - UNFAVORABLE)   | -6<br>-2%    | 21<br>25%<br>CE     | -20<br>-18%       | 5<br>5%<br>CE         | -13<br>-13%         | -33<br>-59%       | -44<br>-85%         | 39<br>77%<br>FGJK | 50<br>74%<br>FGJK   | -7<br>-8%         | -5<br>-7%<br>FG     | 46<br>66%<br>MN | 33<br>19%<br>N | -83<br>-64%      | 38<br>85%<br>PQ | 40<br>25%<br>Q | -79<br>-46%      | 57<br>40%<br>ST | 5<br>6%<br>T   | -64<br>-46%      | 26<br>66%<br>VX | -45<br>-14%      | 6<br>49%<br>Vx       | 2<br>10%<br>V |
| TOTAL HEARD OF                    |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |                 |                |                  |                 |                |                  |                 |                |                  |                 |                  |                      |               |
| AUG 14-18, 2011                   | 396<br>99%   | 81<br>98%           | 108<br>99%        | 113<br>100%           | 94<br>99%           | 55<br>98%         | 52<br>100%          | 51<br>100%        | 68<br>100%          | 77<br>98%         | 72<br>100%          | 69<br>99%       | 173<br>100%    | 131<br>100%      | 45<br>100%      | 157<br>99%     | 173<br>100%      | 141<br>100%     | 92<br>98%      | 139<br>99%       | 40<br>100%      | 317<br>100%      | 11<br>100%           | 16<br>100%    |
| AUG 15-18, 2010                   | 399<br>100%  | 54<br>100%          | 138<br>100%       | 54<br>100%            | 153<br>99%          | 71<br>100%        | 64<br>100%          | 37<br>100%        | 57<br>100%          | 82<br>100%        | 80<br>99%           | 57<br>100%      | 165<br>100%    | 164<br>99%       | 43<br>100%      | 113<br>100%    | 230<br>100%      | 122<br>100%     | 93<br>99%      | 169<br>100%      | 15<br>100%      | 369<br>100%      | 3<br>100%            | 7<br>100%     |
| FAVORABLE                         |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |                 |                |                  |                 |                |                  |                 |                |                  |                 |                  |                      |               |
| AUG 14-18, 2011                   | 184<br>46%   | 50<br>60%<br>CE     | 40<br>37%         | 56<br>50%<br>c        | 37<br>39%           | 11<br>19%<br>G    | 2<br>4%             | 44<br>86%<br>FGJK | 57<br>83%<br>FGJK   | 32<br>41%<br>FG   | 31<br>43%<br>FG     | 56<br>80%<br>MN | 97<br>56%<br>N | 20<br>15%        | 42<br>93%<br>PQ | 92<br>58%<br>Q | 43<br>25%        | 93<br>66%<br>ST | 46<br>49%<br>T | 35<br>25%        | 33<br>83%<br>VX | 126<br>40%       | 8<br>67%             | 7<br>47%      |
| AUG 15-18, 2010                   | 169<br>42%   | 24<br>45%           | 58<br>42%         | 25<br>47%             | 61<br>40%           | 12<br>17%         | 5<br>9%             | 32<br>87%<br>FGJK | 45<br>79%<br>FGJK   | 37<br>45%<br>FG   | 32<br>40%<br>FG     | 52<br>91%<br>MN | 94<br>57%<br>N | 15<br>9%         | 39<br>91%<br>PQ | 78<br>69%<br>Q | 45<br>19%        | 97<br>79%<br>ST | 45<br>48%<br>T | 24<br>14%        | 14<br>94%<br>V  | 146<br>39%       | 2<br>64%             | 5<br>74%<br>V |
| UNFAVORABLE                       |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |                 |                |                  |                 |                |                  |                 |                |                  |                 |                  |                      |               |
| AUG 14-18, 2011                   | 190<br>47%   | 30<br>35%           | 60<br>55%<br>B    | 50<br>45%             | 50<br>52%<br>B      | 43<br>78%<br>HIJK | 46<br>89%<br>HIJK   | 5<br>10%          | 6<br>9%             | 39<br>49%<br>HI   | 36<br>50%<br>HI     | 10<br>14%       | 64<br>37%<br>L | 103<br>79%<br>LM | 3<br>7%         | 52<br>33%<br>O | 122<br>70%<br>OP | 37<br>26%       | 41<br>44%<br>R | 99<br>70%<br>RS  | 7<br>17%        | 172<br>54%<br>UW | 2<br>17%             | 6<br>36%      |
| AUG 15-18, 2010                   | 197<br>49%   | 24<br>45%           | 62<br>45%         | 26<br>48%             | 86<br>56%<br>c      | 53<br>75%<br>HIJK | 57<br>90%<br>FHIJK  | 1<br>3%           | 11<br>19%<br>H      | 32<br>39%<br>HI   | 40<br>50%<br>HI     | 5<br>9%         | 51<br>31%<br>L | 137<br>83%<br>LM | 3<br>7%         | 24<br>21%<br>O | 165<br>72%<br>OP | 16<br>13%       | 38<br>40%<br>R | 135<br>80%<br>RS | 1<br>6%         | 191<br>51%<br>U  | 1<br>36%             | 2<br>26%      |
| HEARD OF/NO OPINION               | 23<br>6%     | 2<br>2%             | 8<br>7%           | 6<br>6%               | 8<br>8%<br>b        | 1<br>1%           | 3<br>6%             | 2<br>4%           | 5<br>8%             | 6<br>8%<br>f      | 5<br>7%             | 4<br>5%         | 13<br>7%       | 7<br>5%          | -<br>-          | 13<br>8%<br>O  | 9<br>5%<br>O     | 11<br>7%        | 5<br>5%        | 6<br>4%          | -<br>-          | 19<br>6%<br>U    | 2<br>16%             | 3<br>17%      |
| NEVER HEARD OF                    | 4<br>1%      | 2<br>2%             | 1<br>1%           | -<br>-                | 1<br>1%             | 1<br>2%           | -<br>-              | -<br>-            | -<br>-              | 2<br>2%           | -<br>-              | 1<br>1%         | -<br>-         | -<br>-           | -<br>-          | 2<br>1%        | -<br>-           | -<br>-          | 2<br>2%        | 1<br>1%          | -<br>-          | 1<br>-           | -<br>-               | -<br>-        |
| **RATIO (FAVORABLE / UNFAVORABLE) | 1.0          | 1.7                 | 0.7               | 1.1                   | 0.7                 | 0.2               | -                   | 9.0               | 9.2                 | 0.8               | 0.9                 | 5.8             | 1.5            | 0.2              | 12.5            | 1.8            | 0.4              | 2.5             | 1.1            | 0.4              | 4.9             | 0.7              | 3.8                  | 1.3           |

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Nancy Pelosi

|                                      | MEDIA MARKET |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           | KEY REGIONS     |                  |                   |                   | GENDER          |                 | AGE             |                  |                 |                  |  | PARTY ID |  |  |
|--------------------------------------|--------------|---------------------|-----------------------|------------------------|--------------------------------|--------------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|-------------------------------|-----------------------|---------------------------|-----------------|------------------|-------------------|-------------------|-----------------|-----------------|-----------------|------------------|-----------------|------------------|--|----------|--|--|
|                                      | TOTAL<br>(A) | RAL-<br>EIGH<br>(B) | CHAR-<br>LOTTE<br>(C) | GREENS<br>-BORO<br>(D) | GREEN-<br>VILLE<br>(SC)<br>(E) | GREEN-<br>VILLE<br>(NC)<br>(F) | WILM-<br>INGTON<br>(G) | ALL<br>OTHERS<br>(H) | TRI-<br>ANGLE<br>(I) | SOUTH<br>-EAST<br>(J) | NORTH<br>-EAST<br>NC<br>(K) | PIED-<br>MONT<br>TRIAD<br>(L) | CHAR-<br>LOTTE<br>(M) | WEST-<br>ERN<br>NC<br>(N) | MEN<br>(O)      | WOMEN<br>(P)     | 18-25<br>(Q)      | 26-40<br>(R)      | 41-55<br>(S)    | 56-65<br>(T)    | 66+<br>(U)      | GOP<br>(V)       | DEM<br>(W)      | IND<br>(X)       |  |          |  |  |
| BASE=TOTAL SAMPLE                    | 400<br>100%  | 122<br>31%          | 115<br>29%            | 65<br>16%              | 36<br>9%                       | 26<br>6%                       | 22<br>6%               | 14<br>4%             | 97<br>24%            | 52<br>13%             | 38<br>9%                    | 58<br>14%                     | 91<br>23%             | 65<br>16%                 | 192<br>48%      | 208<br>52%       | 48<br>12%<br>RSTU | 106<br>27%<br>STU | 115<br>29%<br>U | 71<br>18%       | 59<br>15%       | 108<br>27%       | 119<br>30%<br>V | 151<br>38%       |  |          |  |  |
| **D/S (FAVORABLE -<br>UNFAVORABLE)   | -101<br>-25% | -40<br>-33%         | -31<br>-27%           | -16<br>-24%            | -3<br>-7%<br>BCd               | -6<br>-24%                     | -7<br>-32%             | 2<br>17%<br>BCDEFG   | -28<br>-29%          | -1<br>-2%<br>IKLMN    | -18<br>-48%                 | -18<br>-31%                   | -24<br>-26%           | -12<br>-18%<br>k          | -70<br>-37%     | -30<br>-15%<br>O | -                 | -21<br>-20%<br>t  | -32<br>-28%     | -28<br>-39%     | -19<br>-32%     | -66<br>-62%      | 7<br>5%<br>VX   | -45<br>-30%<br>V |  |          |  |  |
| TOTAL HEARD OF<br>-----              |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                  |                   |                   |                 |                 |                 |                  |                 |                  |  |          |  |  |
| AUG 14-18, 2011                      | 371<br>93%   | 118<br>97%<br>C     | 99<br>86%             | 61<br>93%              | 32<br>90%                      | 24<br>94%                      | 22<br>100%<br>bcd      | 14<br>100%<br>bcd    | 94<br>96%<br>M       | 52<br>100%<br>iMn     | 35<br>91%                   | 55<br>95%<br>M                | 75<br>82%             | 61<br>94%<br>M            | 180<br>94%      | 191<br>92%       | 40<br>83%         | 98<br>92%         | 110<br>96%<br>q | 66<br>93%       | 57<br>96%<br>q  | 103<br>96%       | 111<br>93%      | 138<br>91%       |  |          |  |  |
| AUG 15-18, 2010                      | 381<br>95%   | 111<br>95%          | 105<br>96%            | 60<br>97%              | 50<br>93%                      | 21<br>91%                      | 20<br>94%              | 15<br>100%<br>BCe    | 88<br>95%            | 42<br>95%             | 33<br>94%                   | 62<br>97%                     | 78<br>95%             | 78<br>95%                 | 186<br>97%      | 195<br>94%       | 6<br>88%          | 53<br>90%         | 129<br>97%      | 91<br>96%       | 103<br>96%      | 131<br>97%       | 89<br>94%       | 155<br>95%       |  |          |  |  |
| FAVORABLE<br>-----                   |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                  |                   |                   |                 |                 |                 |                  |                 |                  |  |          |  |  |
| AUG 14-18, 2011                      | 105<br>26%   | 33<br>27%           | 24<br>21%             | 17<br>26%              | 12<br>34%                      | 6<br>24%                       | 6<br>29%               | 7<br>46%             | 27<br>28%            | 21<br>40%<br>KLM      | 6<br>17%                    | 14<br>24%                     | 18<br>20%             | 19<br>29%                 | 45<br>23%       | 60<br>29%        | 15<br>31%         | 27<br>25%         | 31<br>27%       | 16<br>22%       | 17<br>28%       | 15<br>14%        | 46<br>39%<br>VX | 33<br>22%        |  |          |  |  |
| AUG 15-18, 2010                      | 101<br>25%   | 32<br>27%<br>G      | 27<br>25%<br>G        | 21<br>34%<br>fg        | 13<br>24%<br>G                 | 4<br>17%                       | 1<br>4%                | 4<br>25%             | 29<br>31%<br>J       | 3<br>6%               | 9<br>24%<br>J               | 21<br>33%<br>J                | 23<br>28%<br>J        | 17<br>21%<br>J            | 46<br>24%       | 55<br>27%        | 1<br>20%          | 14<br>23%         | 34<br>26%       | 24<br>26%       | 28<br>26%       | 7<br>5%          | 63<br>66%<br>VX | 32<br>19%<br>V   |  |          |  |  |
| UNFAVORABLE<br>-----                 |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                  |                   |                   |                 |                 |                 |                  |                 |                  |  |          |  |  |
| AUG 14-18, 2011                      | 206<br>51%   | 73<br>60%<br>ceH    | 55<br>48%             | 33<br>50%              | 15<br>41%                      | 12<br>48%                      | 14<br>61%<br>h         | 4<br>29%             | 55<br>57%            | 22<br>43%             | 24<br>64%<br>jm             | 32<br>55%                     | 42<br>46%             | 30<br>47%                 | 115<br>60%<br>P | 91<br>44%        | 15<br>31%         | 48<br>45%         | 63<br>55%<br>Q  | 43<br>61%<br>Qr | 35<br>60%<br>Qr | 82<br>76%<br>WX  | 40<br>33%       | 79<br>52%<br>W   |  |          |  |  |
| AUG 15-18, 2010                      | 245<br>61%   | 68<br>59%           | 68<br>62%             | 33<br>52%              | 31<br>59%                      | 17<br>74%<br>d                 | 18<br>86%<br>BCDE      | 10<br>68%            | 53<br>57%            | 36<br>82%<br>IKLMN    | 21<br>60%                   | 34<br>54%                     | 47<br>58%             | 53<br>65%                 | 123<br>64%      | 122<br>59%       | 4<br>68%          | 33<br>56%         | 84<br>63%       | 59<br>63%       | 65<br>60%       | 118<br>88%<br>WX | 18<br>19%       | 104<br>64%<br>W  |  |          |  |  |
| HEARD OF/NO OPINION                  | 60<br>15%    | 13<br>10%           | 20<br>18%             | 11<br>17%              | 5<br>14%                       | 6<br>22%                       | 2<br>9%                | 3<br>24%             | 12<br>12%            | 9<br>17%              | 4<br>10%                    | 9<br>16%                      | 15<br>16%             | 12<br>18%                 | 20<br>10%       | 40<br>19%<br>O   | 10<br>21%         | 22<br>21%<br>tU   | 16<br>14%       | 7<br>10%        | 5<br>8%         | 7<br>6%          | 25<br>21%<br>V  | 26<br>18%<br>V   |  |          |  |  |
| NEVER HEARD OF                       | 29<br>7%     | 4<br>3%<br>gh       | 16<br>14%<br>BGH      | 4<br>7%<br>GH          | 4<br>10%                       | 2<br>6%                        | -                      | -                    | 4<br>4%<br>j         | -                     | 3<br>9%                     | 3<br>5%                       | 16<br>18%<br>IJLN     | 4<br>6%<br>j              | 12<br>6%        | 17<br>8%<br>su   | 8<br>17%<br>su    | 9<br>8%           | 5<br>4%         | 5<br>7%         | 3<br>4%         | 4<br>4%          | 8<br>7%         | 13<br>9%         |  |          |  |  |
| **RATIO (FAVORABLE /<br>UNFAVORABLE) | 0.5          | 0.4                 | 0.4                   | 0.5                    | 0.8                            | 0.5                            | 0.5                    | 1.6                  | 0.5                  | 0.9                   | 0.3                         | 0.4                           | 0.4                   | 0.6                       | 0.4             | 0.7              | 1.0               | 0.6               | 0.5             | 0.4             | 0.5             | 0.2              | 1.2             | 0.4              |  |          |  |  |

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Nancy Pelosi

|                                   | GENDER/AGE   |                     |                   |                       |                     | PARTY ID/GENDER   |                     |                   |                     |                   |                     | IDEOLOGY   |             |             | FISCAL IDEOLOGY |             |             | SOCIAL IDEOLOGY |             |             | RACE         |              |                      |              |
|-----------------------------------|--------------|---------------------|-------------------|-----------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|------------|-------------|-------------|-----------------|-------------|-------------|-----------------|-------------|-------------|--------------|--------------|----------------------|--------------|
|                                   | TOTAL<br>(A) | MEN<br>18-44<br>(B) | MEN<br>45+<br>(C) | WOMEN<br>18-44<br>(D) | WOMEN<br>45+<br>(E) | GOP<br>MEN<br>(F) | GOP<br>WOMEN<br>(G) | DEM<br>MEN<br>(H) | DEM<br>WOMEN<br>(I) | IND<br>MEN<br>(J) | IND<br>WOMEN<br>(K) | LIB<br>(L) | MOD<br>(M)  | CONS<br>(N) | LIB<br>(O)      | MOD<br>(P)  | CONS<br>(Q) | LIB<br>(R)      | MOD<br>(S)  | CONS<br>(T) | BLACK<br>(U) | WHITE<br>(V) | HISP-<br>ANIC<br>(W) | OTHER<br>(X) |
| BASE=TOTAL SAMPLE                 | 400<br>100%  | 83<br>21%           | 109<br>27%        | 113<br>28%            | 95<br>24%           | 56<br>14%         | 52<br>13%           | 51<br>13%         | 68<br>17%           | 79<br>20%         | 72<br>18%           | 70<br>18%  | 173<br>43%  | 131<br>33%  | 45<br>11%       | 159<br>40%  | 173<br>43%  | 141<br>35%      | 94<br>23%   | 140<br>35%  | 40<br>10%    | 317<br>79%   | 11<br>3%             | 16<br>4%     |
| **D/S (FAVORABLE - UNFAVORABLE)   | -101<br>-25% | -20<br>-24%         | -51<br>-46%       | -11<br>-10%           | -19<br>-20%         | -35<br>-62%       | -32<br>-61%         | 2<br>4%           | 5<br>7%             | -37<br>-47%       | -8<br>-11%          | 5<br>7%    | -29<br>-17% | -74<br>-57% | 11<br>25%       | -23<br>-15% | -87<br>-50% | -14<br>-10%     | -24<br>-26% | -56<br>-40% | 1<br>2%      | -99<br>-31%  | 1<br>8%              | -4<br>-25%   |
| TOTAL HEARD OF                    |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |             |             |                 |             |             |                 |             |             |              |              |                      |              |
| AUG 14-18, 2011                   | 371<br>93%   | 75<br>90%           | 104<br>96%        | 103<br>91%            | 88<br>93%           | 53<br>95%         | 50<br>97%           | 49<br>95%         | 62<br>92%           | 73<br>92%         | 66<br>91%           | 65<br>92%  | 166<br>96%  | 118<br>90%  | 43<br>94%       | 149<br>94%  | 159<br>92%  | 135<br>96%      | 88<br>94%   | 125<br>89%  | 36<br>90%    | 299<br>94%   | 8<br>69%             | 15<br>94%    |
| AUG 15-18, 2010                   | 381<br>95%   | 52<br>96%           | 134<br>97%        | 48<br>88%             | 148<br>96%          | 69<br>97%         | 62<br>97%           | 34<br>92%         | 55<br>96%           | 81<br>98%         | 74<br>92%           | 55<br>96%  | 155<br>94%  | 159<br>96%  | 42<br>98%       | 102<br>90%  | 224<br>97%  | 118<br>97%      | 87<br>92%   | 163<br>97%  | 12<br>83%    | 356<br>96%   | 3<br>100%            | 5<br>74%     |
| FAVORABLE                         |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |             |             |                 |             |             |                 |             |             |              |              |                      |              |
| AUG 14-18, 2011                   | 105<br>26%   | 22<br>27%           | 22<br>21%         | 33<br>29%             | 27<br>29%           | 9<br>16%          | 7<br>13%            | 22<br>42%         | 25<br>36%           | 12<br>15%         | 21<br>30%           | 27<br>38%  | 58<br>33%   | 15<br>12%   | 22<br>49%       | 51<br>32%   | 29<br>17%   | 47<br>33%       | 26<br>28%   | 27<br>19%   | 15<br>38%    | 77<br>24%    | 4<br>34%             | 5<br>29%     |
| AUG 15-18, 2010                   | 101<br>25%   | 12<br>23%           | 34<br>24%         | 13<br>25%             | 42<br>27%           | 3<br>5%           | 3<br>5%             | 26<br>71%         | 36<br>63%           | 16<br>20%         | 15<br>19%           | 45<br>79%  | 48<br>29%   | 5<br>3%     | 35<br>82%       | 44<br>39%   | 18<br>8%    | 71<br>58%       | 18<br>19%   | 10<br>6%    | 5<br>35%     | 90<br>24%    | 1<br>29%             | 4<br>49%     |
| UNFAVORABLE                       |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |             |             |                 |             |             |                 |             |             |              |              |                      |              |
| AUG 14-18, 2011                   | 206<br>51%   | 42<br>50%           | 73<br>67%         | 44<br>39%             | 47<br>49%           | 43<br>78%         | 38<br>74%           | 20<br>39%         | 20<br>29%           | 49<br>62%         | 30<br>41%           | 21<br>31%  | 87<br>50%   | 89<br>68%   | 11<br>24%       | 74<br>47%   | 115<br>67%  | 61<br>43%       | 50<br>53%   | 83<br>59%   | 14<br>35%    | 176<br>55%   | 3<br>26%             | 8<br>54%     |
| AUG 15-18, 2010                   | 245<br>61%   | 36<br>66%           | 87<br>63%         | 28<br>52%             | 94<br>61%           | 63<br>89%         | 55<br>87%           | 5<br>14%          | 13<br>22%           | 53<br>65%         | 50<br>62%           | 4<br>6%    | 91<br>55%   | 143<br>87%  | 3<br>7%         | 45<br>40%   | 190<br>82%  | 36<br>29%       | 60<br>64%   | 141<br>84%  | 5<br>35%     | 235<br>64%   | 1<br>36%             | 1<br>13%     |
| HEARD OF/NO OPINION               | 60<br>15%    | 11<br>13%           | 9<br>9%           | 26<br>23%             | 14<br>15%           | 1<br>2%           | 6<br>11%            | 7<br>14%          | 18<br>26%           | 12<br>15%         | 15<br>20%           | 17<br>24%  | 22<br>13%   | 13<br>10%   | 10<br>22%       | 24<br>15%   | 15<br>9%    | 27<br>19%       | 12<br>13%   | 15<br>11%   | 7<br>17%     | 46<br>15%    | 1<br>9%              | 2<br>12%     |
| NEVER HEARD OF                    | 29<br>7%     | 8<br>10%            | 4<br>4%           | 10<br>9%              | 7<br>7%             | 3<br>5%           | 1<br>3%             | 2<br>5%           | 6<br>8%             | 6<br>8%           | 7<br>9%             | 6<br>8%    | 7<br>4%     | 13<br>10%   | 2<br>6%         | 10<br>6%    | 14<br>8%    | 6<br>4%         | 6<br>6%     | 15<br>11%   | 4<br>10%     | 18<br>6%     | 3<br>31%             | 1<br>6%      |
| **RATIO (FAVORABLE / UNFAVORABLE) | 0.5          | 0.5                 | 0.3               | 0.7                   | 0.6                 | 0.2               | 0.2                 | 1.1               | 1.2                 | 0.2               | 0.7                 | 1.2        | 0.7         | 0.2         | 2.1             | 0.7         | 0.2         | 0.8             | 0.5         | 0.3         | 1.1          | 0.4          | 1.3                  | 0.5          |

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Harry Reid

|                                      | MEDIA MARKET |                     |                       |                        |                                |                                | KEY REGIONS            |                      |                      |                       |                             |                               | GENDER                |                           | AGE             |                 |                   |                   |                 | PARTY ID        |                   |                 |                 |                  |
|--------------------------------------|--------------|---------------------|-----------------------|------------------------|--------------------------------|--------------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|-------------------------------|-----------------------|---------------------------|-----------------|-----------------|-------------------|-------------------|-----------------|-----------------|-------------------|-----------------|-----------------|------------------|
|                                      | TOTAL<br>(A) | RAL-<br>EIGH<br>(B) | CHAR-<br>LOTTE<br>(C) | GREENS<br>-BORO<br>(D) | GREEN-<br>VILLE<br>(SC)<br>(E) | GREEN-<br>VILLE<br>(NC)<br>(F) | WILM-<br>INGTON<br>(G) | ALL<br>OTHERS<br>(H) | TRI-<br>ANGLE<br>(I) | SOUTH<br>-EAST<br>(J) | NORTH<br>-EAST<br>NC<br>(K) | PIED-<br>MONT<br>TRIAD<br>(L) | CHAR-<br>LOTTE<br>(M) | WEST-<br>ERN<br>NC<br>(N) | MEN<br>(O)      | WOMEN<br>(P)    | 18-25<br>(Q)      | 26-40<br>(R)      | 41-55<br>(S)    | 56-65<br>(T)    | 66+<br>(U)        | GOP<br>(V)      | DEM<br>(W)      | IND<br>(X)       |
| BASE=TOTAL SAMPLE                    | 400<br>100%  | 122<br>31%          | 115<br>29%            | 65<br>16%              | 36<br>9%                       | 26<br>6%                       | 22<br>6%               | 14<br>4%             | 97<br>24%            | 52<br>13%             | 38<br>9%                    | 58<br>14%                     | 91<br>23%             | 65<br>16%                 | 192<br>48%      | 208<br>52%      | 48<br>12%<br>RSTU | 106<br>27%<br>STU | 115<br>29%<br>U | 71<br>18%       | 59<br>15%         | 108<br>27%      | 119<br>30%<br>V | 151<br>38%       |
| **D/S (FAVORABLE -<br>UNFAVORABLE)   | -50<br>-12%  | -20<br>-17%         | -13<br>-11%           | -7<br>-11%             | -<br>1%<br>BCDFg               | -6<br>-24%                     | -4<br>-19%             | -<br>3%<br>BCDFG     | -15<br>-15%          | -8<br>-16%            | -6<br>-16%                  | -7<br>-12%                    | -13<br>-14%           | -1<br>-2%<br>IJKlM        | -40<br>-21%     | -10<br>-5%<br>O | -<br>-<br>rSTU    | -4<br>-3%<br>STU  | -18<br>-16%     | -19<br>-26%     | -10<br>-16%       | -39<br>-36%     | 25<br>21%<br>VX | -32<br>-21%<br>v |
| TOTAL HEARD OF<br>-----              |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                 |                   |                   |                 |                 |                   |                 |                 |                  |
| AUG 14-18, 2011                      | 296<br>74%   | 102<br>83%<br>CDE   | 81<br>71%             | 44<br>67%              | 22<br>61%                      | 21<br>81%                      | 16<br>74%              | 11<br>76%            | 80<br>83%<br>Jmn     | 33<br>65%             | 33<br>87%<br>JlMN           | 42<br>73%                     | 64<br>70%             | 44<br>68%                 | 159<br>83%<br>P | 137<br>66%      | 26<br>54%         | 70<br>66%         | 87<br>76%<br>Q  | 58<br>82%<br>QR | 55<br>92%<br>QRSt | 83<br>77%       | 83<br>70%       | 118<br>78%       |
| AUG 15-18, 2010                      | 318<br>80%   | 91<br>78%           | 91<br>83%<br>D        | 43<br>69%              | 42<br>79%                      | 19<br>81%                      | 18<br>86%<br>d         | 15<br>100%<br>BCDEFg | 73<br>80%            | 37<br>84%<br>1        | 30<br>84%<br>1              | 44<br>69%                     | 67<br>82%<br>1        | 68<br>82%<br>1            | 163<br>85%<br>P | 156<br>75%      | 4<br>55%          | 39<br>67%         | 110<br>82%<br>R | 79<br>84%<br>R  | 87<br>81%<br>r    | 109<br>81%      | 73<br>77%       | 130<br>80%       |
| FAVORABLE<br>-----                   |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                 |                   |                   |                 |                 |                   |                 |                 |                  |
| AUG 14-18, 2011                      | 87<br>22%    | 29<br>23%           | 24<br>21%             | 11<br>18%              | 9<br>24%                       | 5<br>21%                       | 5<br>21%               | 5<br>32%             | 24<br>25%            | 9<br>17%              | 10<br>26%                   | 11<br>18%                     | 19<br>21%             | 15<br>23%                 | 49<br>25%       | 38<br>18%       | 7<br>15%          | 24<br>23%         | 25<br>21%       | 14<br>19%       | 17<br>29%         | 12<br>11%       | 42<br>35%<br>VX | 30<br>20%<br>v   |
| AUG 15-18, 2010                      | 75<br>19%    | 22<br>19%<br>G      | 24<br>22%<br>fg       | 12<br>19%<br>G         | 12<br>23%<br>fg                | 2<br>9%                        | 1<br>4%                | 3<br>18%             | 20<br>22%<br>J       | 2<br>4%               | 6<br>16%                    | 12<br>18%<br>J                | 17<br>21%<br>J        | 19<br>22%<br>J            | 36<br>19%       | 39<br>19%       | 3<br>44%          | 11<br>19%         | 18<br>13%       | 20<br>21%       | 24<br>22%<br>s    | 7<br>5%         | 39<br>41%<br>VX | 29<br>18%<br>V   |
| UNFAVORABLE<br>-----                 |              |                     |                       |                        |                                |                                |                        |                      |                      |                       |                             |                               |                       |                           |                 |                 |                   |                   |                 |                 |                   |                 |                 |                  |
| AUG 14-18, 2011                      | 137<br>34%   | 49<br>40%<br>e      | 37<br>32%             | 18<br>28%              | 8<br>23%                       | 12<br>45%<br>e                 | 9<br>40%               | 4<br>29%             | 39<br>40%<br>n       | 17<br>33%             | 16<br>42%                   | 17<br>30%                     | 32<br>35%             | 16<br>25%                 | 89<br>46%<br>P  | 49<br>23%       | 7<br>15%          | 28<br>26%         | 43<br>37%<br>Q  | 32<br>46%<br>QR | 27<br>45%<br>QR   | 52<br>48%<br>W  | 17<br>14%       | 62<br>41%<br>W   |
| AUG 15-18, 2010                      | 172<br>43%   | 51<br>44%<br>D      | 42<br>38%             | 17<br>28%              | 22<br>42%                      | 13<br>58%<br>cD                | 16<br>78%<br>BCDE      | 10<br>67%<br>CD      | 39<br>42%<br>ILMN    | 30<br>68%<br>ILMN     | 19<br>53%<br>L              | 19<br>30%                     | 31<br>38%             | 34<br>41%                 | 99<br>52%<br>P  | 73<br>35%       | 1<br>12%          | 16<br>27%         | 65<br>49%<br>QR | 42<br>44%<br>QR | 49<br>45%<br>QR   | 81<br>60%<br>WX | 16<br>17%       | 68<br>42%<br>W   |
| HEARD OF/NO OPINION                  | 72<br>18%    | 24<br>20%           | 20<br>17%             | 14<br>21%              | 5<br>15%                       | 4<br>15%                       | 3<br>14%               | 2<br>14%             | 17<br>18%            | 7<br>14%              | 8<br>20%                    | 14<br>24%                     | 14<br>15%             | 12<br>19%                 | 22<br>11%<br>O  | 50<br>24%<br>O  | 12<br>24%         | 19<br>18%         | 20<br>17%       | 12<br>16%       | 10<br>17%         | 19<br>18%       | 25<br>21%       | 26<br>17%        |
| NEVER HEARD OF                       | 104<br>26%   | 20<br>17%           | 34<br>29%<br>B        | 21<br>33%<br>B         | 14<br>39%<br>B                 | 5<br>19%                       | 6<br>26%               | 3<br>24%             | 17<br>17%            | 18<br>35%<br>IK       | 5<br>13%                    | 16<br>27%<br>k                | 27<br>30%<br>iK       | 21<br>32%<br>iK           | 33<br>17%       | 71<br>34%<br>O  | 22<br>46%<br>STU  | 36<br>34%<br>TU   | 28<br>24%<br>U  | 13<br>18%<br>u  | 5<br>8%           | 25<br>23%       | 36<br>30%       | 33<br>22%        |
| **RATIO (FAVORABLE /<br>UNFAVORABLE) | 0.6          | 0.6                 | 0.7                   | 0.6                    | 1.1                            | 0.5                            | 0.5                    | 1.1                  | 0.6                  | 0.5                   | 0.6                         | 0.6                           | 0.6                   | 0.9                       | 0.6             | 0.8             | 1.0               | 0.9               | 0.6             | 0.4             | 0.6               | 0.2             | 2.5             | 0.5              |

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Harry Reid

|                                   | GENDER/AGE   |                     |                   |                       |                     | PARTY ID/GENDER   |                     |                   |                     |                   |                     | IDEOLOGY   |            |             | FISCAL IDEOLOGY |            |             | SOCIAL IDEOLOGY |             |             | RACE         |              |                      |              |  |
|-----------------------------------|--------------|---------------------|-------------------|-----------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|------------|------------|-------------|-----------------|------------|-------------|-----------------|-------------|-------------|--------------|--------------|----------------------|--------------|--|
|                                   | TOTAL<br>(A) | MEN<br>18-44<br>(B) | MEN<br>45+<br>(C) | WOMEN<br>18-44<br>(D) | WOMEN<br>45+<br>(E) | GOP<br>MEN<br>(F) | GOP<br>WOMEN<br>(G) | DEM<br>MEN<br>(H) | DEM<br>WOMEN<br>(I) | IND<br>MEN<br>(J) | IND<br>WOMEN<br>(K) | LIB<br>(L) | MOD<br>(M) | CONS<br>(N) | LIB<br>(O)      | MOD<br>(P) | CONS<br>(Q) | LIB<br>(R)      | MOD<br>(S)  | CONS<br>(T) | BLACK<br>(U) | WHITE<br>(V) | HISP-<br>ANIC<br>(W) | OTHER<br>(X) |  |
| BASE=TOTAL SAMPLE                 | 400<br>100%  | 83<br>21%           | 109<br>27%        | 113<br>28%            | 95<br>24%           | 56<br>14%         | 52<br>13%           | 51<br>13%         | 68<br>17%           | 79<br>20%         | 72<br>18%           | 70<br>18%  | 173<br>43% | 131<br>33%  | 45<br>11%       | 159<br>40% | 173<br>43%  | 141<br>35%      | 94<br>23%   | 140<br>35%  | 40<br>10%    | 317<br>79%   | 11<br>3%             | 16<br>4%     |  |
| **D/S (FAVORABLE - UNFAVORABLE)   | -50<br>-12%  | -8<br>-9%           | -32<br>-30%       | -                     | -10<br>-11%         | -24<br>-43%       | -15<br>-29%         | 16<br>31%         | 9<br>13%            | -31<br>-39%       | -1<br>-2%           | 9<br>13%   | -4<br>-3%  | -50<br>-38% | 8<br>19%        | 2<br>1%    | -56<br>-32% | 9<br>6%         | -17<br>-18% | -36<br>-25% | 11<br>27%    | -55<br>-17%  | -1<br>-6%            | -2<br>-13%   |  |
| TOTAL HEARD OF                    |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |            |             |                 |            |             |                 |             |             |              |              |                      |              |  |
| AUG 14-18, 2011                   | 296<br>74%   | 64<br>76%           | 96<br>88%         | 66<br>58%             | 72<br>75%           | 47<br>84%         | 36<br>70%           | 43<br>84%         | 40<br>59%           | 65<br>82%         | 53<br>74%           | 56<br>80%  | 129<br>74% | 97<br>74%   | 34<br>76%       | 122<br>77% | 126<br>73%  | 103<br>73%      | 75<br>80%   | 105<br>75%  | 30<br>76%    | 238<br>75%   | 6<br>49%             | 13<br>82%    |  |
| AUG 15-18, 2010                   | 318<br>80%   | 45<br>84%           | 118<br>85%        | 33<br>62%             | 122<br>79%          | 62<br>87%         | 47<br>74%           | 32<br>85%         | 41<br>72%           | 68<br>82%         | 62<br>77%           | 52<br>90%  | 131<br>79% | 125<br>76%  | 38<br>88%       | 91<br>80%  | 181<br>78%  | 105<br>86%      | 73<br>77%   | 133<br>79%  | 12<br>85%    | 296<br>80%   | 2<br>64%             | 5<br>70%     |  |
| FAVORABLE                         |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |            |             |                 |            |             |                 |             |             |              |              |                      |              |  |
| AUG 14-18, 2011                   | 87<br>22%    | 23<br>28%           | 26<br>24%         | 20<br>18%             | 18<br>19%           | 10<br>18%         | 2<br>5%             | 26<br>51%         | 16<br>23%           | 11<br>14%         | 19<br>26%           | 27<br>39%  | 46<br>27%  | 11<br>8%    | 17<br>39%       | 47<br>30%  | 21<br>12%   | 45<br>32%       | 20<br>21%   | 21<br>15%   | 17<br>41%    | 63<br>20%    | 2<br>17%             | 4<br>23%     |  |
| AUG 15-18, 2010                   | 75<br>19%    | 8<br>15%            | 28<br>20%         | 10<br>18%             | 29<br>19%           | 1<br>2%           | 6<br>10%            | 20<br>52%         | 19<br>34%           | 15<br>19%         | 14<br>17%           | 28<br>48%  | 34<br>21%  | 10<br>6%    | 22<br>51%       | 30<br>27%  | 18<br>8%    | 48<br>39%       | 10<br>11%   | 15<br>9%    | 6<br>43%     | 65<br>17%    | 1<br>36%             | 3<br>41%     |  |
| UNFAVORABLE                       |              |                     |                   |                       |                     |                   |                     |                   |                     |                   |                     |            |            |             |                 |            |             |                 |             |             |              |              |                      |              |  |
| AUG 14-18, 2011                   | 137<br>34%   | 31<br>37%           | 58<br>53%         | 20<br>18%             | 28<br>30%           | 34<br>61%         | 18<br>34%           | 10<br>19%         | 7<br>10%            | 42<br>53%         | 20<br>28%           | 18<br>25%  | 51<br>29%  | 61<br>46%   | 9<br>20%        | 45<br>28%  | 77<br>44%   | 36<br>26%       | 37<br>39%   | 57<br>40%   | 6<br>15%     | 118<br>37%   | 3<br>23%             | 6<br>36%     |  |
| AUG 15-18, 2010                   | 172<br>43%   | 27<br>50%           | 72<br>52%         | 11<br>20%             | 62<br>41%           | 51<br>72%         | 30<br>47%           | 8<br>21%          | 8<br>14%            | 38<br>47%         | 30<br>37%           | 10<br>17%  | 63<br>38%  | 95<br>58%   | 7<br>16%        | 32<br>28%  | 130<br>56%  | 31<br>25%       | 39<br>41%   | 97<br>58%   | 3<br>20%     | 164<br>44%   | 1<br>29%             | 1<br>16%     |  |
| HEARD OF/NO OPINION               | 72<br>18%    | 10<br>12%           | 12<br>11%         | 25<br>22%             | 25<br>26%           | 3<br>5%           | 16<br>31%           | 7<br>13%          | 18<br>26%           | 11<br>14%         | 15<br>20%           | 11<br>16%  | 32<br>18%  | 25<br>19%   | 8<br>17%        | 31<br>19%  | 28<br>16%   | 22<br>15%       | 19<br>20%   | 28<br>20%   | 8<br>20%     | 56<br>18%    | 1<br>8%              | 4<br>23%     |  |
| NEVER HEARD OF                    | 104<br>26%   | 20<br>24%           | 13<br>12%         | 47<br>42%             | 24<br>25%           | 9<br>16%          | 16<br>30%           | 8<br>16%          | 28<br>41%           | 15<br>18%         | 19<br>26%           | 14<br>20%  | 44<br>26%  | 34<br>26%   | 11<br>24%       | 36<br>23%  | 47<br>27%   | 38<br>27%       | 18<br>20%   | 35<br>25%   | 10<br>24%    | 80<br>25%    | 6<br>51%             | 3<br>18%     |  |
| **RATIO (FAVORABLE / UNFAVORABLE) | 0.6          | 0.8                 | 0.4               | 1.0                   | 0.6                 | 0.3               | 0.1                 | 2.6               | 2.3                 | 0.3               | 0.9                 | 1.5        | 0.9        | 0.2         | 1.9             | 1.0        | 0.3         | 1.3             | 0.5         | 0.4         | 2.8          | 0.5          | 0.7                  | 0.6          |  |

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

John Boehner

|                                      | MEDIA MARKET |                     |                       |                        |                                |                                |                        | KEY REGIONS          |                      |                       |                             |                               |                       |                           | GENDER          |                 | AGE             |                |              |                 |                    | PARTY ID        |                 |                  |
|--------------------------------------|--------------|---------------------|-----------------------|------------------------|--------------------------------|--------------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|-------------------------------|-----------------------|---------------------------|-----------------|-----------------|-----------------|----------------|--------------|-----------------|--------------------|-----------------|-----------------|------------------|
|                                      | TOTAL<br>(A) | RAL-<br>EIGH<br>(B) | CHAR-<br>LOTTE<br>(C) | GREENS<br>-BORO<br>(D) | GREEN-<br>VILLE<br>(SC)<br>(E) | GREEN-<br>VILLE<br>(NC)<br>(F) | WILM-<br>INGTON<br>(G) | ALL<br>OTHERS<br>(H) | TRI-<br>ANGLE<br>(I) | SOUTH<br>-EAST<br>(J) | NORTH<br>-EAST<br>NC<br>(K) | PIED-<br>MONT<br>TRIAD<br>(L) | CHAR-<br>LOTTE<br>(M) | WEST-<br>ERN<br>NC<br>(N) | MEN<br>(O)      | WOMEN<br>(P)    | 18-25<br>(Q)    | 26-40<br>(R)   | 41-55<br>(S) | 56-65<br>(T)    | 66+<br>(U)         | GOP<br>(V)      | DEM<br>(W)      | IND<br>(X)       |
| BASE=TOTAL SAMPLE                    | 400<br>100%  | 122<br>31%          | 115<br>29%            | 65<br>16%              | 36<br>9%                       | 26<br>6%                       | 22<br>6%               | 14<br>4%             | 97<br>24%            | 52<br>13%             | 38<br>9%                    | 58<br>14%                     | 91<br>23%             | 65<br>16%                 | 192<br>48%      | 208<br>52%      | 48<br>12%       | 106<br>27%     | 115<br>29%   | 71<br>18%       | 59<br>15%          | 108<br>27%      | 119<br>30%      | 151<br>38%       |
| **D/S (FAVORABLE -<br>UNFAVORABLE)   | -51<br>-13%  | -23<br>-19%         | -28<br>-24%           | 1<br>1%<br>BCeG        | -3<br>-10%<br>c                | 3<br>10%<br>BCEG               | -5<br>-23%             | 5<br>33%<br>BCDEG    | -25<br>-25%          | -7<br>-13%            | 12<br>33%<br>IJLMN          | 2<br>3%<br>IJMN               | -25<br>-28%           | -9<br>-13%                | -33<br>-17%     | -19<br>-9%<br>o | -4<br>-8%<br>S  | -17<br>-16%    | -32<br>-28%  | -               | 2<br>3%<br>RS QRSt | 14<br>13%<br>WX | -39<br>-33%     | -18<br>-12%<br>W |
| TOTAL HEARD OF<br>-----              | 315<br>79%   | 108<br>88%<br>CDef  | 85<br>74%             | 49<br>76%              | 25<br>69%                      | 18<br>70%                      | 19<br>86%              | 11<br>76%            | 85<br>87%<br>N       | 42<br>82%<br>n        | 29<br>77%                   | 44<br>77%                     | 72<br>79%             | 43<br>67%                 | 165<br>86%<br>P | 149<br>72%<br>q | 31<br>64%       | 85<br>80%      | 91<br>79%    | 57<br>81%<br>q  | 50<br>85%<br>Q     | 84<br>78%       | 94<br>79%       | 122<br>81%       |
| FAVORABLE                            | 88<br>22%    | 29<br>24%<br>c      | 15<br>13%             | 18<br>28%<br>C         | 8<br>21%                       | 8<br>29%                       | 4<br>18%               | 7<br>47%<br>C        | 20<br>21%            | 11<br>21%             | 17<br>46%<br>IJMN           | 16<br>28%<br>M                | 11<br>12%             | 12<br>19%                 | 51<br>26%<br>p  | 37<br>18%       | 9<br>19%        | 19<br>18%      | 16<br>14%    | 21<br>30%<br>rS | 22<br>36%<br>qRS   | 35<br>33%<br>Wx | 16<br>14%       | 34<br>23%<br>w   |
| UNFAVORABLE                          | 139<br>35%   | 52<br>42%<br>DFH    | 43<br>38%<br>fh       | 17<br>27%              | 11<br>31%                      | 5<br>19%                       | 9<br>42%<br>h          | 2<br>14%             | 45<br>46%<br>KL      | 18<br>34%<br>K        | 5<br>13%                    | 15<br>26%                     | 36<br>40%<br>KL       | 21<br>32%<br>K            | 83<br>43%<br>P  | 56<br>27%<br>O  | 13<br>27%       | 36<br>34%      | 48<br>42%    | 22<br>31%       | 20<br>34%          | 21<br>20%       | 55<br>46%<br>Vx | 53<br>35%<br>V   |
| HEARD OF/NO OPINION                  | 88<br>22%    | 27<br>22%           | 27<br>23%             | 14<br>21%              | 6<br>18%                       | 6<br>22%                       | 6<br>26%               | 2<br>14%             | 19<br>20%            | 13<br>26%             | 7<br>18%                    | 13<br>23%                     | 25<br>27%             | 10<br>15%                 | 31<br>16%       | 56<br>27%<br>O  | 9<br>18%        | 30<br>28%<br>u | 26<br>23%    | 14<br>21%       | 9<br>15%           | 27<br>25%       | 23<br>20%       | 35<br>23%        |
| NEVER HEARD OF                       | 85<br>21%    | 14<br>12%           | 30<br>26%<br>B        | 16<br>24%<br>B         | 11<br>31%<br>b                 | 8<br>30%<br>b                  | 3<br>14%               | 3<br>24%             | 13<br>13%            | 9<br>18%              | 9<br>23%                    | 13<br>23%                     | 19<br>21%             | 21<br>33%<br>Ij           | 27<br>14%       | 59<br>28%<br>O  | 18<br>36%<br>tU | 21<br>20%      | 24<br>21%    | 13<br>19%       | 9<br>15%           | 23<br>22%       | 25<br>21%       | 29<br>19%        |
| **RATIO (FAVORABLE /<br>UNFAVORABLE) | 0.6          | 0.6                 | 0.4                   | 1.0                    | 0.7                            | 1.5                            | 0.4                    | 3.3                  | 0.5                  | 0.6                   | 3.5                         | 1.1                           | 0.3                   | 0.6                       | 0.6             | 0.7             | 0.7             | 0.5            | 0.3          | 1.0             | 1.1                | 1.7             | 0.3             | 0.7              |

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John Boehner

|                                      | GENDER/AGE   |                     |                   |                       |                     | PARTY ID/GENDER   |                     |                   |                     |                   |                     | IDEOLOGY        |                |                | FISCAL IDEOLOGY |                |                 | SOCIAL IDEOLOGY |                |                 | RACE         |                |                      |                |
|--------------------------------------|--------------|---------------------|-------------------|-----------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-------------------|---------------------|-----------------|----------------|----------------|-----------------|----------------|-----------------|-----------------|----------------|-----------------|--------------|----------------|----------------------|----------------|
|                                      | TOTAL<br>(A) | MEN<br>18-44<br>(B) | MEN<br>45+<br>(C) | WOMEN<br>18-44<br>(D) | WOMEN<br>45+<br>(E) | GOP<br>MEN<br>(F) | GOP<br>WOMEN<br>(G) | DEM<br>MEN<br>(H) | DEM<br>WOMEN<br>(I) | IND<br>MEN<br>(J) | IND<br>WOMEN<br>(K) | LIB<br>(L)      | MOD<br>(M)     | CONS<br>(N)    | LIB<br>(O)      | MOD<br>(P)     | CONS<br>(Q)     | LIB<br>(R)      | MOD<br>(S)     | CONS<br>(T)     | BLACK<br>(U) | WHITE<br>(V)   | HISP-<br>ANIC<br>(W) | OTHER<br>(X)   |
| BASE=TOTAL SAMPLE                    | 400<br>100%  | 83<br>21%           | 109<br>27%        | 113<br>28%            | 95<br>24%           | 56<br>14%         | 52<br>13%           | 51<br>13%         | 68<br>17%           | 79<br>20%         | 72<br>18%           | 70<br>18%       | 173<br>43%     | 131<br>33%     | 45<br>11%       | 159<br>40%     | 173<br>43%      | 141<br>35%      | 94<br>23%      | 140<br>35%      | 40<br>10%    | 317<br>79%     | 11<br>3%             | 16<br>4%       |
| **D/S (FAVORABLE -<br>UNFAVORABLE)   | -51<br>-13%  | -18<br>-22%         | -14<br>-13%       | -15<br>-13%           | -4<br>-4%           | -2<br>-3%         | 16<br>30%           | -11<br>-22%       | -28<br>-41%         | -14<br>-18%       | -4<br>-5%           | -37<br>-53%     | -20<br>-11%    | 10<br>8%       | -16<br>-35%     | -47<br>-30%    | 15<br>8%        | -50<br>-35%     | -9<br>-10%     | 15<br>11%       | -16<br>-41%  | -29<br>-9%     | -2<br>-17%           | -1<br>-7%      |
| TOTAL HEARD OF<br>-----              | 315<br>79%   | 71<br>85%<br>De     | 94<br>87%<br>DE   | 79<br>70%             | 70<br>74%           | 46<br>82%         | 39<br>74%           | 46<br>91%<br>GIK  | 48<br>70%           | 68<br>86%<br>I    | 54<br>75%           | 64<br>90%<br>MN | 138<br>80%     | 98<br>75%      | 40<br>88%       | 125<br>79%     | 136<br>79%      | 117<br>83%<br>T | 82<br>87%<br>T | 100<br>72%      | 30<br>76%    | 252<br>79%     | 6<br>52%             | 14<br>88%<br>w |
| FAVORABLE                            | 88<br>22%    | 20<br>24%           | 31<br>28%<br>D    | 16<br>14%             | 21<br>22%           | 17<br>31%<br>I    | 18<br>35%<br>Ik     | 14<br>27%<br>I    | 3<br>4%             | 20<br>25%<br>I    | 15<br>20%<br>I      | 6<br>9%         | 42<br>24%<br>L | 37<br>28%<br>L | 6<br>14%        | 26<br>16%      | 54<br>31%<br>OP | 21<br>15%       | 26<br>28%<br>R | 39<br>28%<br>R  | 3<br>8%      | 79<br>25%<br>U | 1<br>9%              | 3<br>20%       |
| UNFAVORABLE                          | 139<br>35%   | 38<br>46%<br>DE     | 45<br>41%<br>DE   | 31<br>27%             | 25<br>26%           | 19<br>34%<br>G    | 3<br>5%             | 25<br>49%<br>GK   | 30<br>44%<br>GK     | 34<br>43%<br>GK   | 18<br>25%<br>G      | 43<br>62%<br>MN | 62<br>36%<br>N | 27<br>21%      | 22<br>49%<br>Q  | 73<br>46%<br>Q | 39<br>23%       | 71<br>50%<br>sT | 36<br>38%<br>T | 24<br>17%       | 19<br>48%    | 108<br>34%     | 3<br>26%             | 4<br>27%       |
| HEARD OF/NO OPINION                  | 88<br>22%    | 13<br>15%           | 19<br>17%         | 32<br>29%<br>bc       | 24<br>25%           | 9<br>17%          | 18<br>35%<br>fhJ    | 8<br>16%          | 15<br>22%           | 14<br>17%         | 21<br>30%           | 14<br>20%       | 34<br>20%      | 34<br>26%      | 11<br>24%       | 27<br>17%      | 43<br>25%<br>p  | 26<br>18%       | 20<br>21%      | 36<br>26%       | 8<br>20%     | 65<br>21%      | 2<br>17%             | 6<br>40%       |
| NEVER HEARD OF                       | 85<br>21%    | 12<br>15%           | 14<br>13%         | 33<br>30%<br>BC       | 25<br>26%<br>bC     | 10<br>18%         | 13<br>26%<br>H      | 5<br>9%           | 20<br>30%<br>HJ     | 11<br>14%         | 18<br>25%<br>H      | 7<br>10%        | 35<br>20%<br>L | 32<br>25%<br>L | 6<br>12%        | 33<br>21%      | 37<br>21%       | 24<br>17%       | 12<br>13%      | 40<br>28%<br>RS | 10<br>24%    | 66<br>21%      | 5<br>48%<br>x        | 2<br>12%       |
| **RATIO (FAVORABLE /<br>UNFAVORABLE) | 0.6          | 0.5                 | 0.7               | 0.5                   | 0.8                 | 0.9               | 7.1                 | 0.5               | 0.1                 | 0.6               | 0.8                 | 0.1             | 0.7            | 1.4            | 0.3             | 0.4            | 1.4             | 0.3             | 0.7            | 1.6             | 0.2          | 0.7            | 0.3                  | 0.8            |