

TO: Interested Parties
FROM: Hart Research Associates
DATE: December 1, 2011
RE: Impact Of Recent Advertising In Boston Media Market

Hart Research Associates conducted two surveys with voters in the Boston media market to measure the impact of television advertising sponsored by the League of Conservation Voters (LCV) about Senator Scott Brown's record on maintaining taxpayer subsidies for oil companies. Before the advertising aired, a benchmark survey was conducted with a cross section of 804 voters from October 11 to 13, 2011. LCV ran two television ads highlighting Senator Brown's record from October 24 to November 19 at a level of 2400 points in the Boston media market. A follow-up survey was conducted immediately after the advertising aired. The sample replicated that of the baseline survey.

The results of the research show the following:

1. Voters took notice of the ads, demonstrating a high level of recall.
2. Voters who saw the ads were more likely to say that their overall impressions of Scott Brown were less favorable, far more so than those who did not see the ads.
3. On important metrics, the advertising produced noteworthy changes in attitudes toward Scott Brown among key segments of the voting public.
4. The effectiveness of the ads is a reflection of public support for ending taxpayer-funded subsidies for oil companies.

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- Voters show consistent recall of the ads, with a majority—56%—reporting they definitely saw the ads and another 11% reporting they may have seen them. Older voters and Republicans are more likely to have seen the ads.
- Among voters who recall seeing the ads, 22% say the ads gave them major concerns and another 34% some concerns about Scott Brown.
- Another indicator of strong ad penetration is voters' awareness of Brown's position on oil subsidies. Prior to being prompted about the ads, 33% of voters knew Brown voted to continue the subsidies, 59% were not sure, and 8% incorrectly thought he voted to end them. Awareness of Brown's record on oil subsidies is significantly greater among those who recall seeing the ads, with 46% knowing he voted to maintain subsidies, compared with 15% who did not see the ads.

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- Prior to being prompted about the ads, one-third (33%) of voters say they have been feeling less favorable about Brown in recent weeks, compared with 26% in the benchmark survey who said the same.

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- When asked to articulate in their own words some of the unfavorable things they have recently heard, read, or seen about Brown, 19% point to his support for subsidies for big oil and 10% specifically mention the ads.
- Voters who definitely recall seeing the ads report feeling less favorable toward Brown at significantly higher rates (42% compared with 18% who did not see the ads) and they volunteer his support for taxpayer-funded oil subsidies (30%) and the ads themselves (14%) at higher rates.

On important metrics, the advertising produced noteworthy changes in attitudes toward Scott Brown among key segments of the voting public.

- After the ads aired, Brown's positive ratings declined by eight percentage points among all voters (48% benchmark survey to 40% follow-up survey). This drop-off was particularly stark among independent women (-21 points), independents generally (-13 points), women age 18 to 49 (-13 points), non-college-educated voters (-12 points), 18- to 34-year-olds (-11 points), and voters age 65 and over (-10 points). Brown's positives even fell among Republicans by seven points. There also was an increase in Brown's negative ratings, though for most groups it was not as intense as the decline in his positives. Two exceptions are non-college-educated voters (positives declined 12 points and negatives increased 11 points) and voters 65 years and over (positives declined 10 points and negatives increased 11 points).
- The ads also were effective at moving voters' perceptions of Brown as they relate to his ties to big oil and other special interests. After the ads ran, the proportion of voters believing that Brown is too close to big oil and other special interests increased by 10 points (25% benchmark survey to 35% follow-up survey). This shift in perception was even more prevalent among voters age 65 and over (+22 points) and independent voters (+13 points).

The effectiveness of the ads is a reflection of public support for ending taxpayer-funded subsidies for oil companies.

- Findings from the benchmark survey demonstrate that Senator Brown's ties to big oil and his support for continuing special tax breaks for oil companies are an important and electorally relevant issue for voters. Brown's vote to maintain special tax breaks for oil companies after receiving more than \$10,000 in donations from them just weeks before the vote gave seven in 10 voters at least some doubts about Brown, including 35% with major doubts and another 14% with fairly major doubts.
- In the follow-up survey, 60% of voters report that they favor ending taxpayer subsidies for oil companies (45% strongly), compared with 27% who oppose ending them.