

TO: Interested Parties
FROM: Hart Research Associates
DATE: May 14, 2012
RE: Impact Of Recent Advertising In Columbus Media Market

Hart Research Associates conducted two surveys with voters in the Columbus, Ohio media market to measure the impact of television and online advertising sponsored by the League of Conservation Voters (LCV) about Ohio Senator Sherrod Brown's record supporting clean energy programs that will protect and create jobs in Ohio. Before the advertising aired, a benchmark survey was conducted with a cross section of 1,014 voters from March 8 to 12, 2012. LCV ran ads in the Columbus, Ohio media market on television from March 20 to April 6 and on the Internet from March 20 to April 13, highlighting Senator Brown's record. 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. While voters demonstrate limited recall of the ads, those who saw the ads were more likely to say that their overall impressions of Sherrod Brown were more favorable in recent weeks, far more so than those who did not see the ads. Voters who saw the ads also were more likely to be aware of Brown's record in support of clean energy programs that will help protect and create jobs.
2. The advertising produced noteworthy changes in attitudes about Senator Brown on important metrics, including their assessment of the job he is doing, their feelings toward him, support for him in a trial heat, and their opinions about his record on job creation.
3. It should be noted that there was a fair amount of advertising activity in the Columbus media market during the time around which LCV was running its ads. For example, The Republican National Committee, Crossroads GPS, the American Energy Alliance, and the 60 Plus Association all were running ads in the Columbus media market during the same period.

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- Voters show modest recall of the ads, with 26% reporting that they definitely saw the ads and another 28% reporting that they may have seen them. Older voters, especially older men, Brown supporters, and voters who give him high marks in terms of his job performance are more likely to recall having seen the ads.

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- Among voters who recall seeing the ads, 23% say the ads gave them a strongly positive view and another 25% a somewhat positive view about Sherrod Brown.
- In the follow-up survey, 26% of voters say they feel more favorable toward Sherrod Brown in recent weeks, compared with 21% who said so in the baseline survey. There are modest increases in the proportion of voters who feel more favorable toward Brown across the voting public. The increase is especially high among independents (+13 points).
- Voters who definitely recall seeing the ads report feeling more favorable about Brown at even higher rates, with 35% of voters who definitely saw the ads feeling more favorable toward him in recent weeks compared with 17% of voters who did not see the ads.
- When asked to articulate in their own words some of the favorable things they have heard, read, or seen recently about Senator Brown, 11% volunteer that they have heard about his work on job creation, bringing jobs back to Ohio, and fighting for green jobs.
- Again, voters who definitely saw the ads mention these same considerations at significantly higher rates than voters who did not see the ads. Twenty-one percent (21%) of those who definitely saw the ads say they have heard favorable things about his work on job creation and green jobs, compared with just 5% of voters who did not recall seeing the ads.
- Voters who definitely saw the ads were significantly more likely to be aware of Sherrod Brown's record in support of clean energy programs that will help American manufacturers transition to the future and will help keep jobs in Ohio. Two-thirds (66%) of voters who definitely saw the ads were aware of Brown's vote in favor of such programs, compared with just 24% of voters who did not see the ads.

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- Senator Brown gained ground in terms of voters' assessment of the job he is doing. The proportion of voters rating Brown's job performance as excellent or good increased eight percentage points from the benchmark to the follow-up survey (32% benchmark to 40% follow-up). The increase was more pronounced among Democrats (12 points), 18- to 49-year-old men (11 points), and independents (11 points).
- In the benchmark survey, positive feelings toward Senator Brown outweighed negative ones by only six percentage points (33% positive to 27% negative). After the ads ran, voters' feelings shifted toward the positive, with positive feelings outweighing negative by 15 percentage points (38% positive to 23% negative). This shift toward positive feelings about Brown occurred across the voting public and is most significant among 18- to 49-year-old men (positive +8) and Democrats (positive +9).

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- There also was movement in favor of Senator Brown in a trial heat between Brown and an unnamed Republican opponent. Brown gained five percentage points (47% to 52%) and the unnamed opponent dropped five percentage points (42% to 37%), resulting in a 10-point net gain for Brown between the benchmark and follow-up surveys. We see larger movement among men (Brown picks up eight points among all men and 10 points among 18- to 49-year-old men), voters with a college degree or more education (Brown picks up eight points), and middle-aged voters (Brown picks up 11 points among 35- to 49-year-olds).
- The ads also had some effect moving voters' perceptions of Brown as they relate to his efforts to protect current jobs in Ohio and promote job creation. After the ads ran, the proportion of voters believing that Brown is working hard to protect and create jobs in Ohio increased by 10 points (35% benchmark survey to 45% follow-up survey). This shift in perception is most pronounced among middle-aged voters (+17 points among 35- to 49-year-olds), younger men (+15 points among 18- to 49-year-old men), and independents (+13 points).