THE TARRANCE GROUP

MEMORANDUM

DATE: **SEPTEMBER 28, 2012**

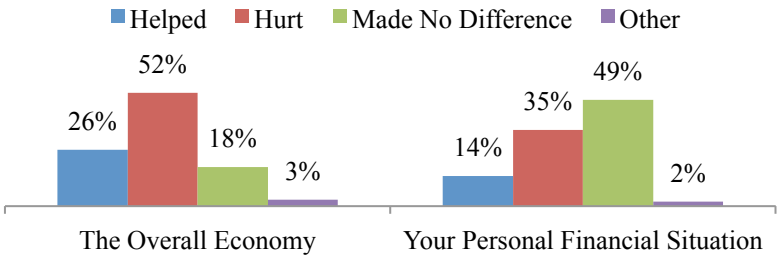
TO: **PUBLIC NOTICE**

FROM: **THE TARRANCE GROUP**

RE: **FINDINGS FROM NATIONAL SURVEY**

The Tarrance Group is pleased to present this memo of key findings from a national survey of voters. The survey was conducted via telephone September 24-27, 2012 among N=1,005 registered "likely" 2012 voters nationwide. The margin of error on a sample of this type is +/- 3.1%.

Impact of Federal Government Spending



* Percentages may not equal 100% due to rounding

- Three quarters (74%) of voters do not believe federal government spending has helped the economy, and 86% do not believe government spending has helped their own personal financial situation. This pessimism over the impact of government spending is consistent throughout many key demographic groups that are frequently mentioned as "target" voters in the upcoming Presidential election.

- Nearly three quarters of both men (75%) and women (72%) do not believe government spending has helped the economy, along with eight in ten (80%) seniors. A majority (54%) of seniors say spending has "hurt" the economy.

- Also, a majority of Independents (55%) and married women (59%) believe government spending has hurt the economy. Three quarters (76%) of middle class families do not believe spending has helped the economy, with 58% believing government spending has actually hurt the economy.

- Men (86%) and women (86%) equally do not believe government spending has helped their personal financial situation. Just 9% of Independents and seniors, and 12% of married women and middle class families say government spending has helped their personal finances.

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