



TO: Colin Hanna, Let Freedom Ring
 FROM: George E. Birnbaum, CEO GEB International Inc.
 DATE: April 30, 2012
 SUBJECT: Polling Memo from April Ad Test

Introduction

GEB International performed a series of surveys in three media markets (Johnstown, PA, Youngstown, OH & Pittsburgh, PA) in order to test whether certain messages that were run jointly by Let Freedom Ring and Independent Women’s Voice were able to move President Obama’s favorability and approval ratings, and re-election numbers.

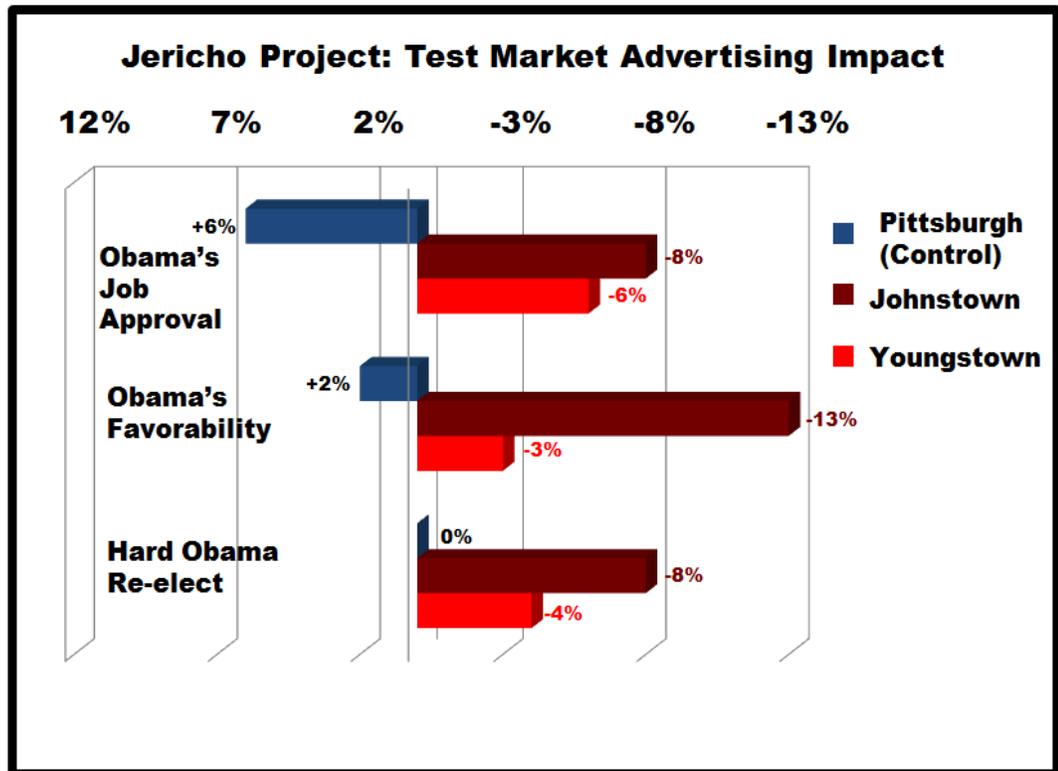
The baseline surveys were fielded April 22, 2012, the day before the “test ad campaign” began and the post “test ad campaign” surveys were fielded April 29, 2012, at the end of the test period. Between the two sets of surveys, ads ran in the Johnstown and Youngstown Media Markets while the Pittsburgh Media Market served as our control group with no advertising time purchased. The sample size in each survey was 400 likely voters per media market and yielded a margin of error +/- 4.7%.

Obama Job Approval Rating Comparison

In both markets where ads were running, we saw a decrease in Obama’s job approval. Johnstown decreased by a net of **8%** in Obama’s overall job approval and Youngstown decreased by a net of **6%**. In the control market, Pittsburgh, where our ads were not running, Obama did better than one week earlier, with his job approval rating increasing 6 percentage points.

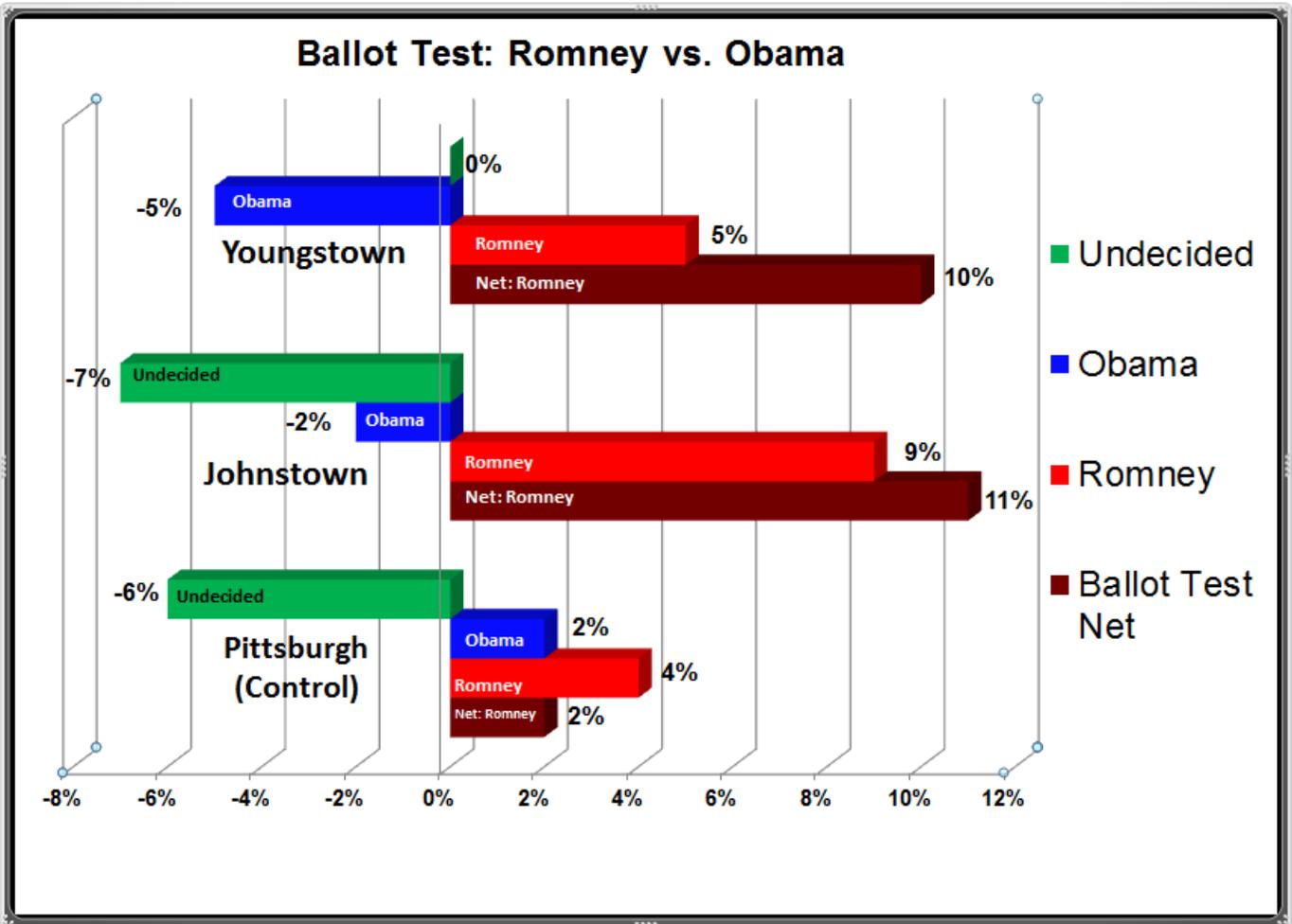
Obama Favorability Rating Comparison

In both markets where ads were running, Obama’s unfavorable rating went up and his favorable rating went down. Obama’s favorable rating decreased a net **13%** in Johnstown and a net 3% in Youngstown. Obama actually scored better in our control market of Pittsburgh with a 2% net increase in his favorable rating. This is a clear indication that the ads were effective in moving this important number in the desired direction, even while he was enjoying an uptick in favorability elsewhere.



Ballot Test Comparison

In both markets where ads were running, Romney’s vote went up and Obama’s vote went down in the ballot test. In Johnstown we saw a net swing of 11% in Romney’s favor and in Youngstown net of 10% in Romney’s favor. Contrary to where the ads were running, the number of people in the Pittsburgh market saying they would vote for the President actually went up 2%.



Conclusions

The survey data clearly shows that despite a relatively small media buy over a short period of time, the ads overwhelmingly penetrated the two media markets and the messaging worked. On every key indicator, to varying gradations, the ads brought Obama’s favorables down and unfavorables up. And the advertising even improved Romney’s ballot tests against Obama in areas where Obama handily defeated John McCain in 2008.

Having professionally conducted survey research for more than a decade at the national level for the purpose of testing messaging and moving numbers, it is my professional belief that the ads tested contained powerful messaging that had a direct negative impact on President Obama and a direct positive impact for Mitt Romney. From this data, we can conclude that any additional resources behind this effort will reap significant rewards by putting the President in a critically vulnerable position.