



To: Whom It May Concern  
Fr: Pulse Opinion Research  
RE: Survey Data  
Date: March 4, 2010

On March 1, 2010, Pulse Opinion Research conducted a telephone survey of 500 likely voters in \_\_\_\_\_.

The margin of sampling error for the full sample is +/- 4.5% percentage points with a 95% level of confidence. This means that an identical survey conducted under the same circumstances would generate a result within the margin of sampling error 19 times out of 20.

There are other potential sources of error in any survey including question wording. Pulse Opinion Research did not develop the questions for this survey.

The survey was conducted using an established automated polling methodology. Calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation. After the calls are completed, the raw data is processed through a weighting program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. The processing step is required because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older people are home more and answer more than younger people, and rural residents typically answer the phone more frequently than urban residents.

The population targets were based upon census bureau data, a series of screening questions to determine likely voters, and other factors. Pulse Opinion Research determines its partisan weighting targets through a dynamic weighting system that takes into account voting history, national trends, and recent polling.

Pulse Opinion Research does not comment on any survey work commissioned by clients. All media inquiries concerning the survey should be directed to {insert name of organization}.

For additional information, see [www.PulseOpinionResearch.com](http://www.PulseOpinionResearch.com)



SAMPLE TOPLINES – BASIC ELECTION SURVEY

Survey Of 500 Likely Voters  
[Insert Location of Survey]  
March 1, 2010

1\* If the election for Congress in {Insert Congressional District} were held today would you vote for Republican [candidate 1] or Democrat [candidate 2]?

44% Candidate 1  
39% Candidate 2  
9% Some other candidate  
8% Not sure

2\* Now I'm going to read you a short list of people in the news. For each tell me whether you have a favorable or unfavorable impression. If you have never heard of them, that's OK, just let me know

First.....Candidate 1

42% Favorable  
46% Unfavorable  
3% You have never heard of her  
9% Not sure

5\* Next...Candidate 2

30% Favorable  
30% Unfavorable  
23% You have never heard of him  
16% Not sure

**NOTE:** Margin of Sampling Error, +/- 4.5 percentage points with a 95% level of confidence



SAMPLE CROSSTABS - BASIC ELECTION POLL

Survey of 500 Likely Voters  
 Conducted March 1, 2010 By Pulse Opinion Research

		Total	Gender		Age					Race			Party					Married		Home		Income						
Ballot Question		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Candidate 1		44%	44%	44%	43%	36%	42%	49%	47%	44%	37%	38%	81%	13%	49%	37%	30%	36%	44%	45%	45%	43%	30%	48%	45%	46%	42%	54%
Candidate 2		39%	38%	39%	28%	42%	41%	39%	38%	39%	46%	16%	11%	74%	15%	46%	38%	18%	39%	37%	36%	40%	38%	40%	36%	43%	46%	32%
Some other candidate		9%	12%	7%	22%	13%	1%	8%	7%	8%	12%	30%	2%	9%	30%	16%	15%	26%	9%	10%	8%	10%	18%	7%	13%	0%	5%	9%
Not sure		8%	6%	10%	7%	9%	16%	4%	9%	8%	4%	16%	7%	4%	6%	0%	18%	20%	9%	8%	11%	7%	14%	5%	7%	11%	7%	6%

		Total	Gender		Age					Race			Party					Married		Home		Income						
Candidate 1 - Favorable		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Favorable		42%	40%	43%	37%	32%	37%	49%	47%	42%	36%	39%	74%	16%	54%	33%	26%	42%	41%	41%	42%	41%	25%	47%	49%	46%	36%	50%
Unfavorable		46%	48%	44%	53%	52%	38%	46%	40%	46%	58%	33%	21%	72%	34%	65%	48%	44%	46%	45%	42%	48%	52%	42%	46%	41%	48%	44%
Never heard of her		3%	4%	2%	4%	2%	5%	1%	6%	3%	0%	0%	1%	5%	11%	0%	3%	0%	3%	3%	4%	3%	10%	4%	2%	3%	3%	0%
Not sure		9%	7%	11%	6%	13%	20%	4%	7%	8%	7%	28%	5%	8%	1%	3%	23%	13%	9%	10%	12%	8%	13%	8%	3%	10%	13%	6%

		Total	Gender		Age					Race			Party					Married		Home		Income						
Candidate 2 - Favorable		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Favorable		30%	32%	29%	34%	34%	29%	28%	30%	31%	46%	19%	14%	50%	8%	55%	31%	18%	29%	30%	28%	31%	35%	30%	32%	25%	35%	28%
Unfavorable		30%	37%	24%	17%	34%	24%	37%	27%	31%	12%	36%	46%	15%	54%	29%	25%	0%	32%	27%	31%	30%	23%	30%	36%	28%	33%	35%
Never heard of him		23%	19%	28%	31%	10%	28%	23%	32%	24%	14%	17%	28%	18%	33%	17%	20%	54%	24%	23%	23%	24%	25%	24%	16%	27%	19%	20%
Not sure		16%	12%	19%	18%	21%	19%	12%	11%	15%	28%	28%	13%	17%	5%	0%	24%	28%	15%	20%	18%	15%	17%	16%	15%	20%	13%	16%



SAMPLE TOPLINES – EXPANDED ELECTION SURVEY

Survey Of 500 Likely Voters  
[Insert Location of Survey]  
March 1, 2010

1\* If the election for Congress in {Insert Congressional District} were held today would you vote for Republican [candidate 1] or Democrat [candidate 2]?

44% Candidate 1  
39% Candidate 2  
9% Some other candidate  
8% Not sure

2\* Now I'm going to read you a short list of people in the news. For each tell me whether you have a favorable or unfavorable impression. If you have never heard of them, that's OK, just let me know

First.....Candidate 1

42% Favorable  
46% Unfavorable  
3% You have never heard of her  
9% Not sure

3\* Next....Candidate 2

30% Favorable  
30% Unfavorable  
23% You have never heard of him  
16% Not sure

4\* When selecting a candidate to represent you in Washington what is more important....the character of the candidate or some other issue?

51% The character of the candidate  
38% Some other issue  
11% Not sure

5\* When selecting a candidate to represent you in Washington, the candidate's position on which issue is most important to you? The economy, education, health care, abortion, gun owner rights, foreign policy or some other issue?

52% The economy  
6% Education  
14% Health care  
10% Abortion  
4% Gun owner rights  
4% Foreign policy  
7% Some other issue  
3% Not sure

**NOTE:** Margin of Sampling Error, +/- 4.5 percentage points with a 95% level of confidence



SAMPLE CROSSTABS - EXPANDED ELECTION POLL

Survey of 500 Likely Voters  
Conducted March 1, 2010 By Pulse Opinion Research

		Total	Gender		Age					Race			Party					Married		Home		Income						
		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Ballot Question	Candidate 1	44%	44%	44%	43%	36%	42%	49%	47%	44%	37%	38%	81%	13%	49%	37%	30%	36%	44%	45%	45%	43%	30%	48%	45%	46%	42%	54%
	Candidate 2	39%	38%	39%	28%	42%	41%	39%	38%	39%	46%	16%	11%	74%	15%	46%	38%	18%	39%	37%	36%	40%	38%	40%	36%	43%	46%	32%
	Some other candidate	9%	12%	7%	22%	13%	1%	8%	7%	8%	12%	30%	2%	9%	30%	16%	15%	26%	9%	10%	8%	10%	18%	7%	13%	0%	5%	9%
	Not sure	8%	6%	10%	7%	9%	16%	4%	9%	8%	4%	16%	7%	4%	6%	0%	18%	20%	9%	8%	11%	7%	14%	5%	7%	11%	7%	6%

		Total	Gender		Age					Race			Party					Married		Home		Income						
		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Candidate 1 - Favorable	Favorable	42%	40%	43%	37%	32%	37%	49%	47%	42%	36%	39%	74%	16%	54%	33%	26%	42%	41%	41%	42%	41%	25%	47%	49%	46%	36%	50%
	Unfavorable	46%	48%	44%	53%	52%	38%	46%	40%	46%	58%	33%	21%	72%	34%	65%	48%	44%	46%	45%	42%	48%	52%	42%	46%	41%	48%	44%
	Never heard of her	3%	4%	2%	4%	2%	5%	1%	6%	3%	0%	0%	1%	5%	11%	0%	3%	0%	3%	3%	4%	3%	10%	4%	2%	3%	3%	0%
	Not sure	9%	7%	11%	6%	13%	20%	4%	7%	8%	7%	28%	5%	8%	1%	3%	23%	13%	9%	10%	12%	8%	13%	8%	3%	10%	13%	6%

		Total	Gender		Age					Race			Party					Married		Home		Income						
		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Candidate 2 - Favorable	Favorable	30%	32%	29%	34%	34%	29%	28%	30%	31%	46%	19%	14%	50%	8%	55%	31%	18%	29%	30%	28%	31%	35%	30%	32%	25%	35%	28%
	Unfavorable	30%	37%	24%	17%	34%	24%	37%	27%	31%	12%	36%	46%	15%	54%	29%	25%	0%	32%	27%	31%	30%	23%	30%	36%	28%	33%	35%
	Never heard of him	23%	19%	28%	31%	10%	28%	23%	32%	24%	14%	17%	28%	18%	33%	17%	20%	54%	24%	23%	23%	24%	25%	24%	16%	27%	19%	20%
	Not sure	16%	12%	19%	18%	21%	19%	12%	11%	15%	28%	28%	13%	17%	5%	0%	24%	28%	15%	20%	18%	15%	17%	16%	15%	20%	13%	16%

		Total	Gender		Age					Race			Party					Married		Home		Income						
		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
What's More Important When Selecting Candidate?	The character of the candidate	51%	51%	51%	36%	48%	49%	58%	54%	52%	25%	52%	64%	44%	34%	35%	46%	61%	52%	50%	48%	54%	41%	44%	56%	62%	50%	58%
	Some other issue	38%	41%	35%	52%	46%	41%	30%	31%	38%	49%	23%	27%	44%	48%	28%	47%	29%	38%	37%	43%	34%	49%	39%	33%	27%	44%	38%
	Not sure	11%	7%	14%	12%	6%	10%	12%	16%	10%	26%	24%	9%	11%	18%	37%	8%	11%	10%	12%	8%	12%	11%	18%	11%	11%	5%	3%

		Total	Gender		Age					Race			Party					Married		Home		Income						
		LV's	Men	Women	18-29	30-39	40-49	50-64	65+	White	Black	Other	Republican	Democrat	Libertarian	Other	Independent	Not sure	Yes	No	Yes	No	< \$20K	\$20-40K	\$40-60K	\$60-75K	\$75-100K	\$100K+
Candidates Position on Which Issue is Most Important?	Economy	52%	52%	53%	46%	51%	56%	50%	59%	54%	40%	37%	49%	54%	70%	31%	53%	51%	53%	51%	58%	49%	48%	55%	57%	49%	57%	53%
	Education	6%	6%	5%	9%	6%	5%	7%	2%	5%	9%	13%	5%	7%	0%	0%	7%	14%	7%	3%	6%	6%	1%	3%	12%	6%	8%	3%
	Healthcare	14%	14%	15%	18%	15%	11%	12%	18%	15%	17%	4%	10%	21%	4%	29%	11%	15%	14%	16%	11%	16%	25%	13%	13%	14%	9%	14%
	Abortion	10%	7%	12%	3%	12%	9%	11%	9%	10%	1%	6%	18%	4%	5%	0%	6%	0%	11%	7%	11%	9%	4%	9%	5%	20%	20%	8%
	Gun Owner Rights	4%	8%	1%	4%	2%	4%	7%	4%	4%	20%	6%	5%	4%	2%	25%	2%	0%	4%	5%	1%	6%	6%	3%	4%	0%	2%	5%
	Foreign Policy	4%	6%	2%	5%	5%	2%	4%	3%	3%	3%	11%	2%	1%	9%	9%	8%	0%	4%	3%	4%	4%	1%	5%	2%	4%	0%	9%
	Some other issue	7%	6%	7%	11%	9%	9%	5%	2%	6%	1%	20%	6%	5%	9%	6%	9%	7%	6%	9%	7%	7%	10%	6%	5%	6%	4%	4%
Not sure	3%	2%	4%	4%	0%	4%	5%	3%	3%	9%	3%	3%	3%	3%	0%	0%	4%	2%	7%	2%	4%	4%	7%	2%	2%	0%	4%	