

Table 1. Top Themes/Issues Mentions by Party (Percentage)

	Democrat		Republican
Employment/Jobs	37.6	Employment/Jobs	45.7
Taxes	36.0	Gov't Spending	43.8
Fighter	18.3	Taxes	43.7
Wall Street	18.3	Deficit/Budget	35.5
Trade	17.1	Health care	32.5
Social security	13.3	Recession/Stimulus	26.7
Economy (generic)	11.3	Medicare	13.1
Health care	11.3	Economy (generic)	12.7
Gov't Ethics	9.4	Energy	11.5
China	9.0	Liberal	11.0

*Based on Wesleyan Media Project on-going analysis of airings in senatorial and congressional ads from Kantar Media/CMAG.

**Some ads mention more than one issue or theme.

Table 2. Disapproving Mentions by Party

	Democrat	Republican
Obama	3.6	28.0
Congress	9.9	21.8
Democrats	0.2	2.4
Republicans	1.8	0.0

* Based on Wesleyan Media Project on-going analysis of airings in senatorial and congressional ads from Kantar Media/CMAG.