



National Public Radio National Survey

Key Findings From a National Survey
of 800 Likely Voters

May 7-8 and 10, 2008



Project #08272

GREENBERG QUINLAN ROSNER RESEARCH

Methodology

Public Opinion Strategies and Greenberg Quinlan Rosner Research are pleased to present National Public Radio with the key findings of a national telephone survey of 800 likely voters. The survey, which was completed May 7-8, and 10, 2008, has a margin of error of plus or minus 3.46 percentage points ($\pm 3.46\%$) in 95 out of 100 cases.

The survey was developed by the two firms and NPR. This is our twenty-fifth survey in the NPR series.

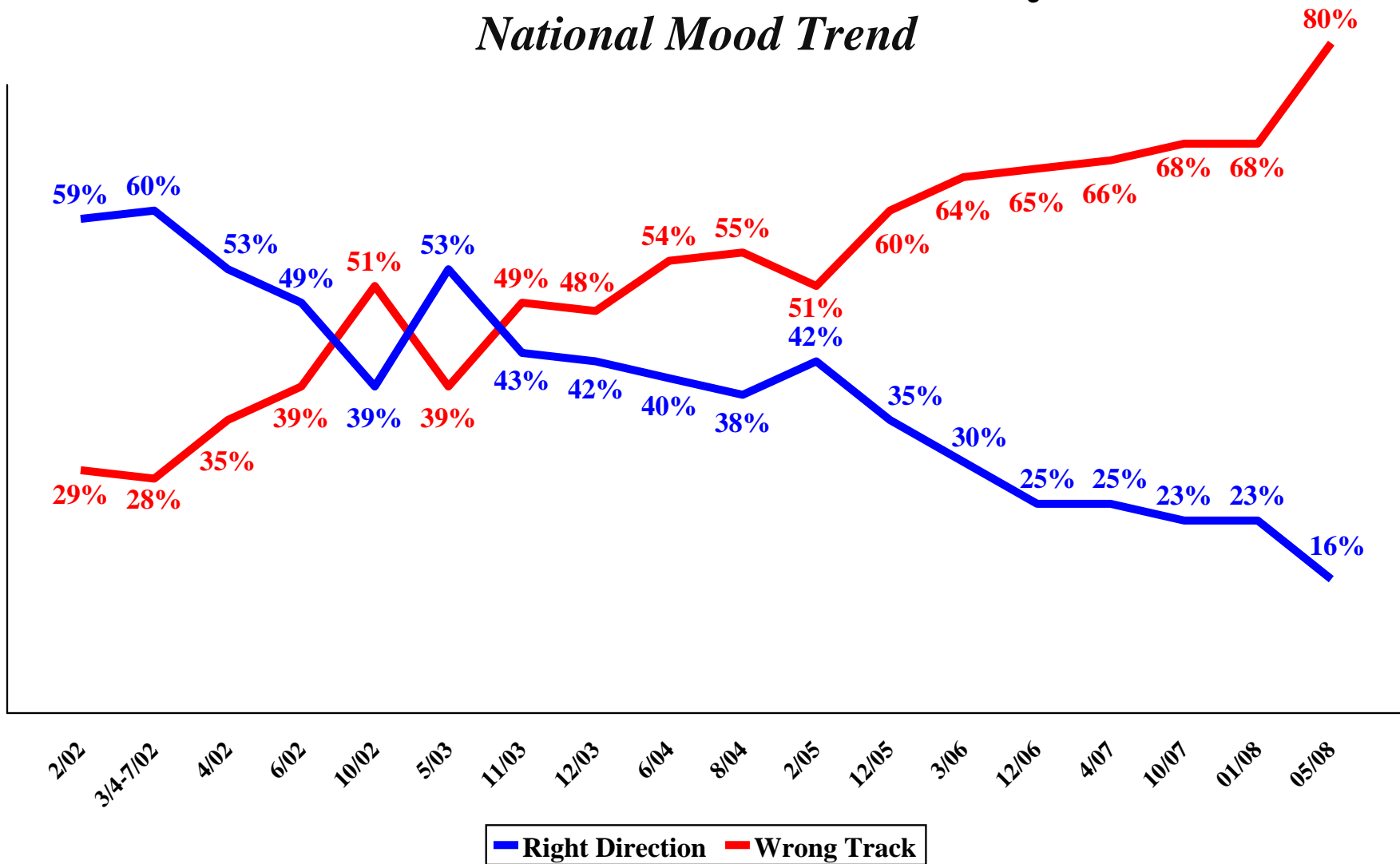


Political Environment



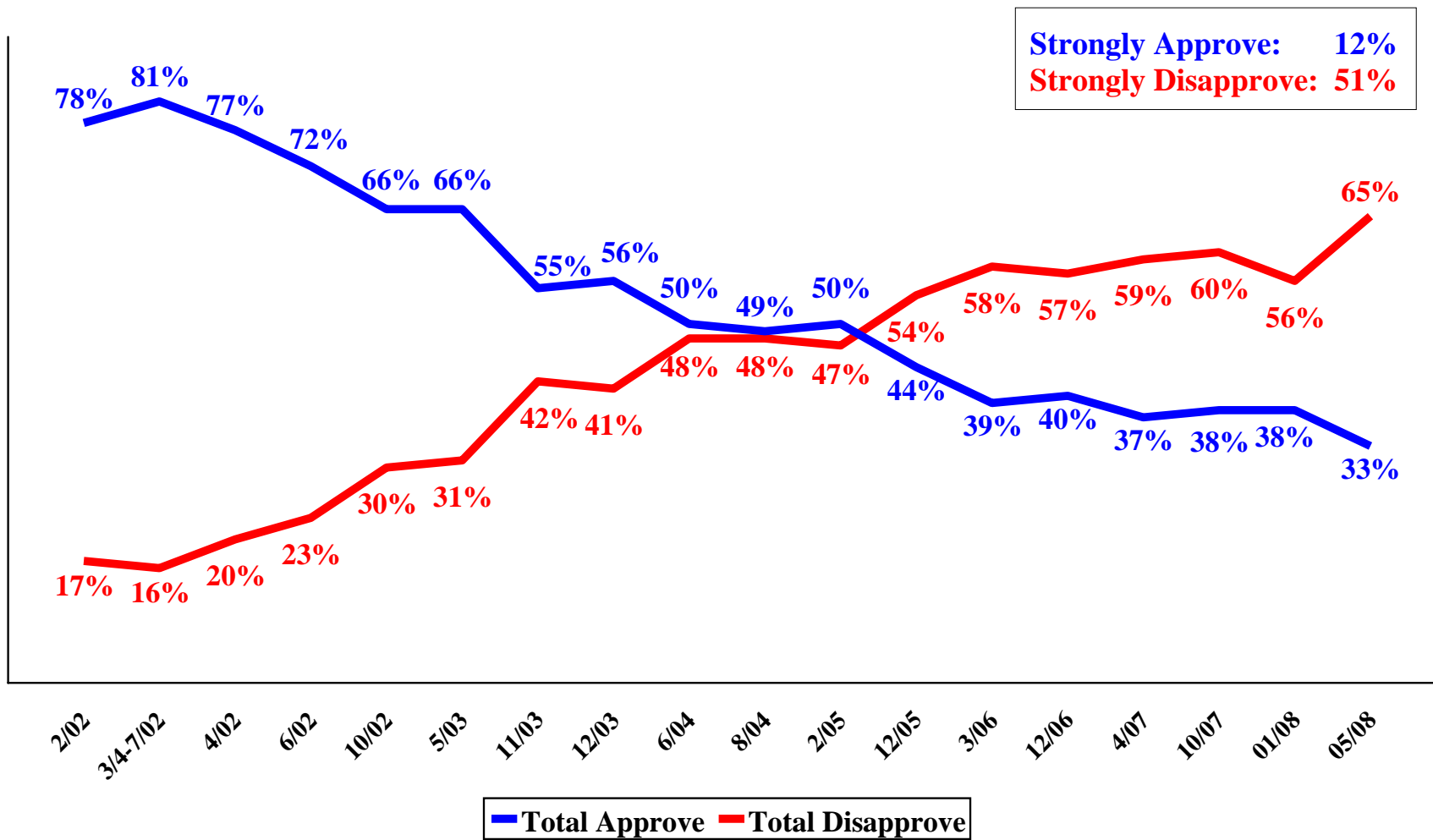
Voters have become even more pessimistic about the direction of the country.

National Mood Trend



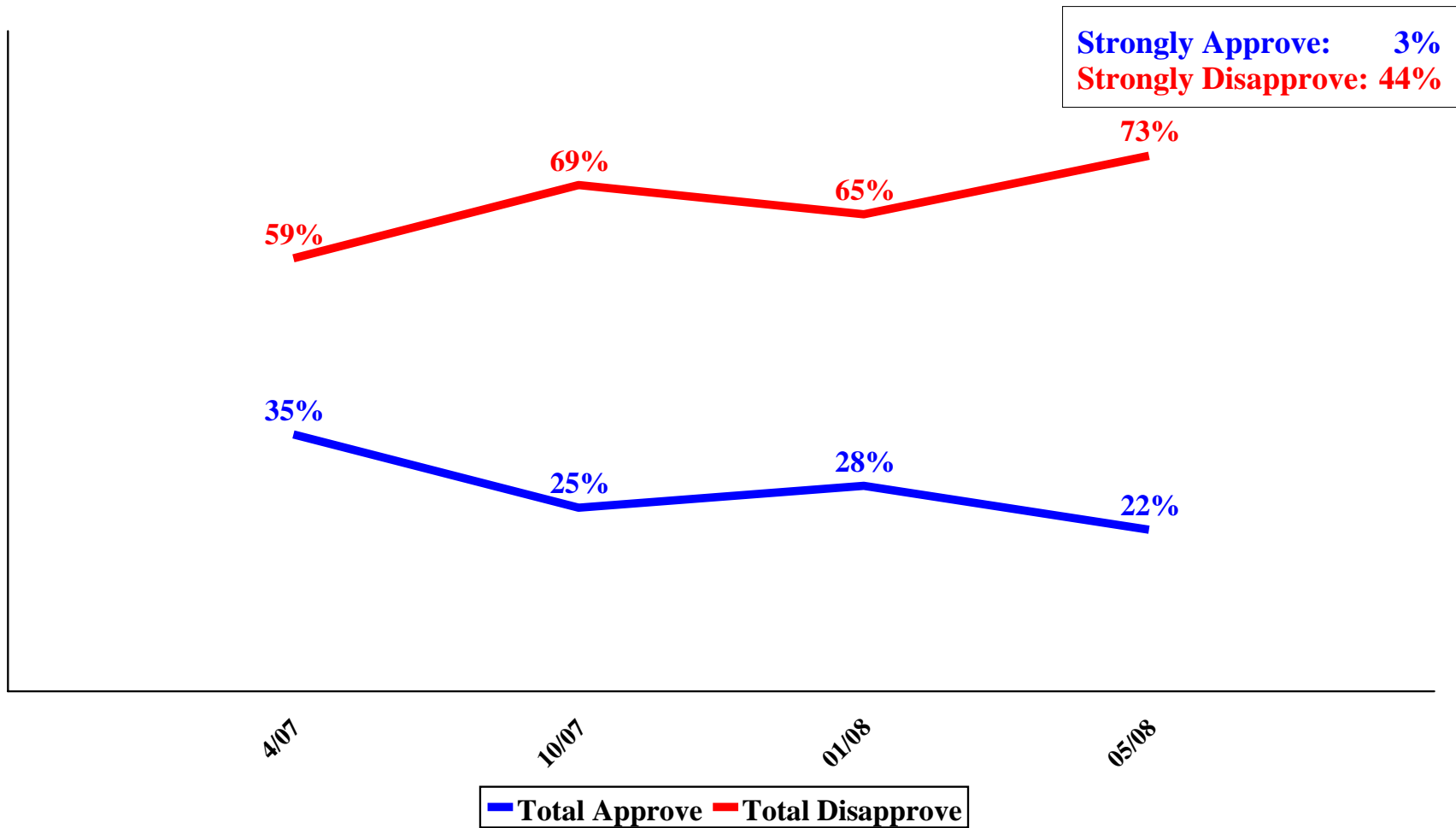
President Bush's approval rating is at an all-time low.

Bush Approval Trend



Voters are more negative toward Congress.

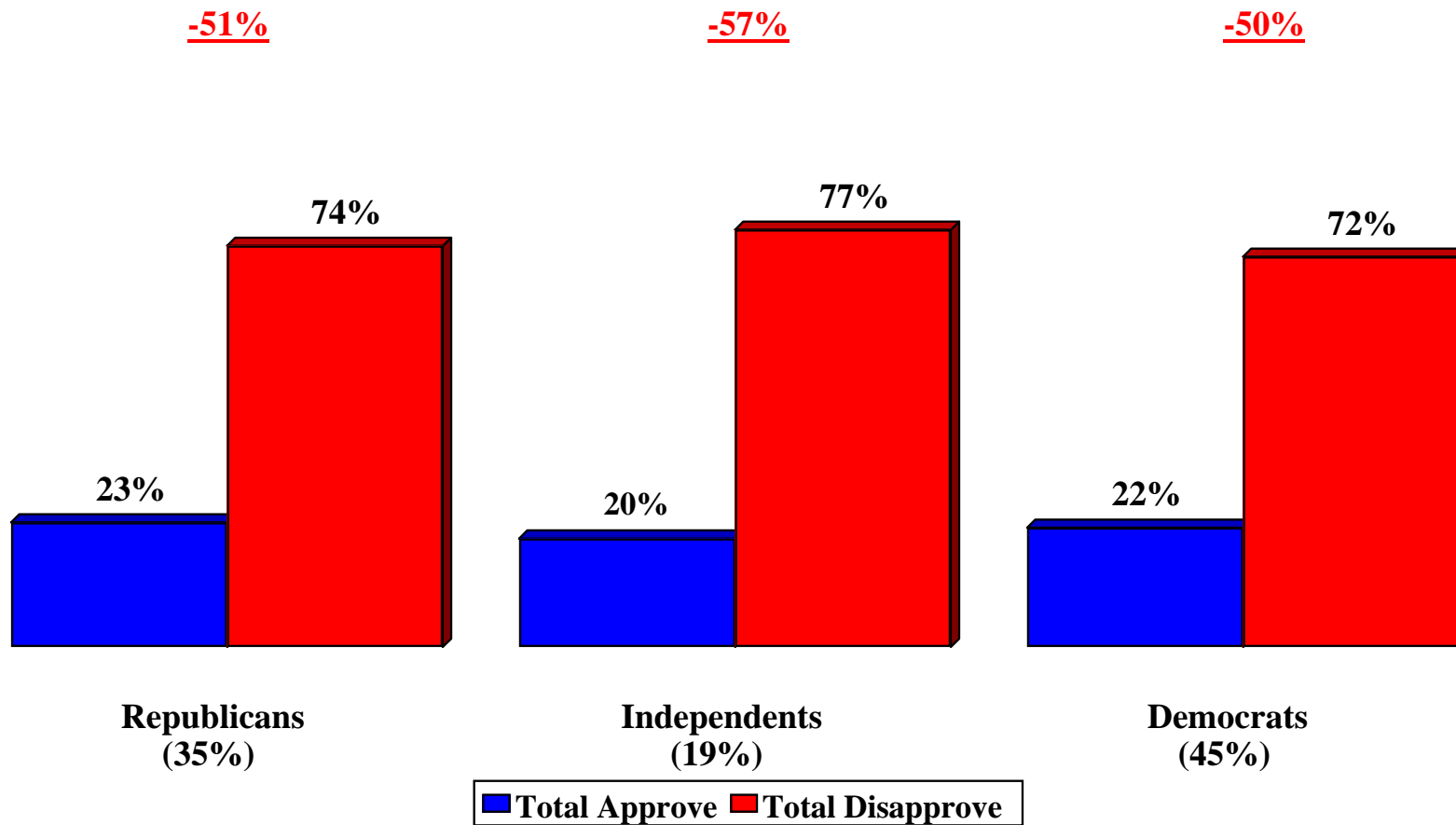
Congressional Approval Trend



Voter attitudes toward Congress aren't being driven by partisanship.

“Do you approve or disapprove of the way the U.S. Congress is handling its job?”

By Party





2008 Elections

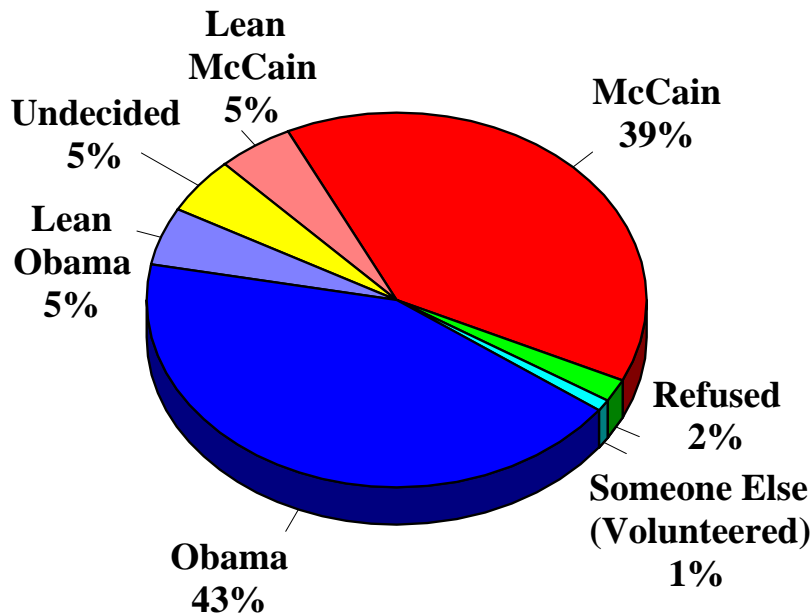


Both presidential ballots point to a close match up in November.

“If the election for President were being held today, for whom would you vote if the candidates were...”

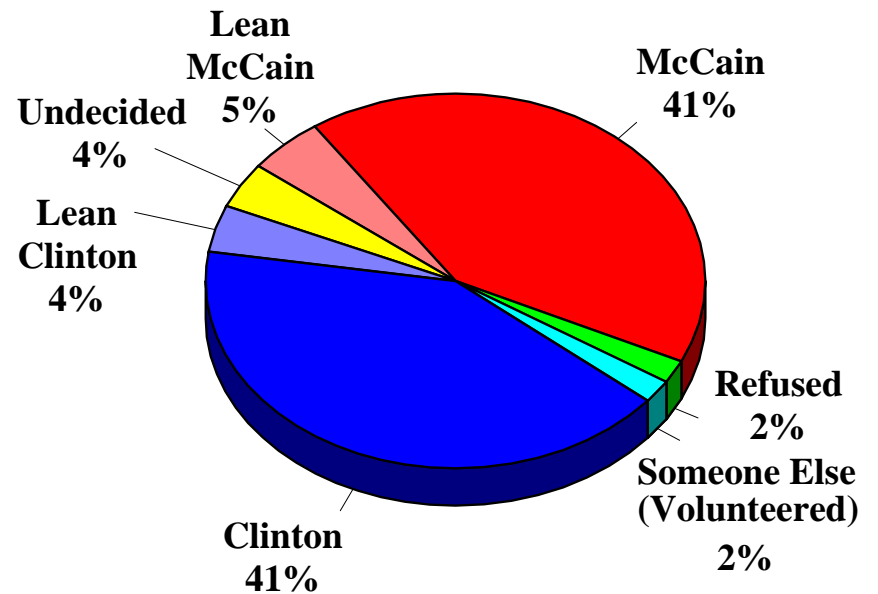
*John McCain, Republican ...and...
Barack Obama, Democrat*

Total McCain:	43%*
Total Obama:	48%



*John McCain, Republican ...and...
Hillary Clinton, Democrat*

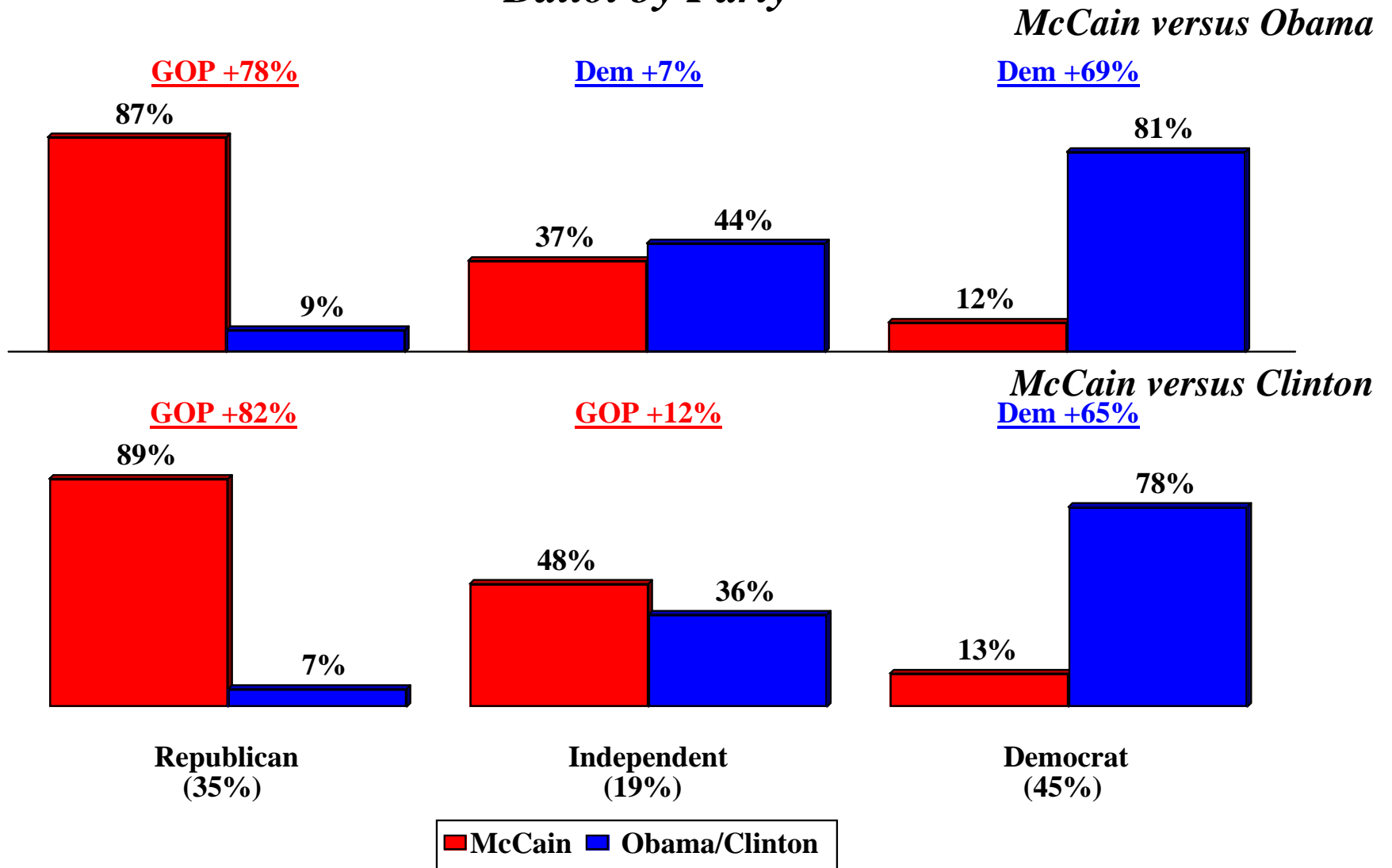
Total McCain:	46%
Total Clinton:	45%



*Denotes Rounding

Obama is stronger than Clinton among Independents.

Ballot by Party





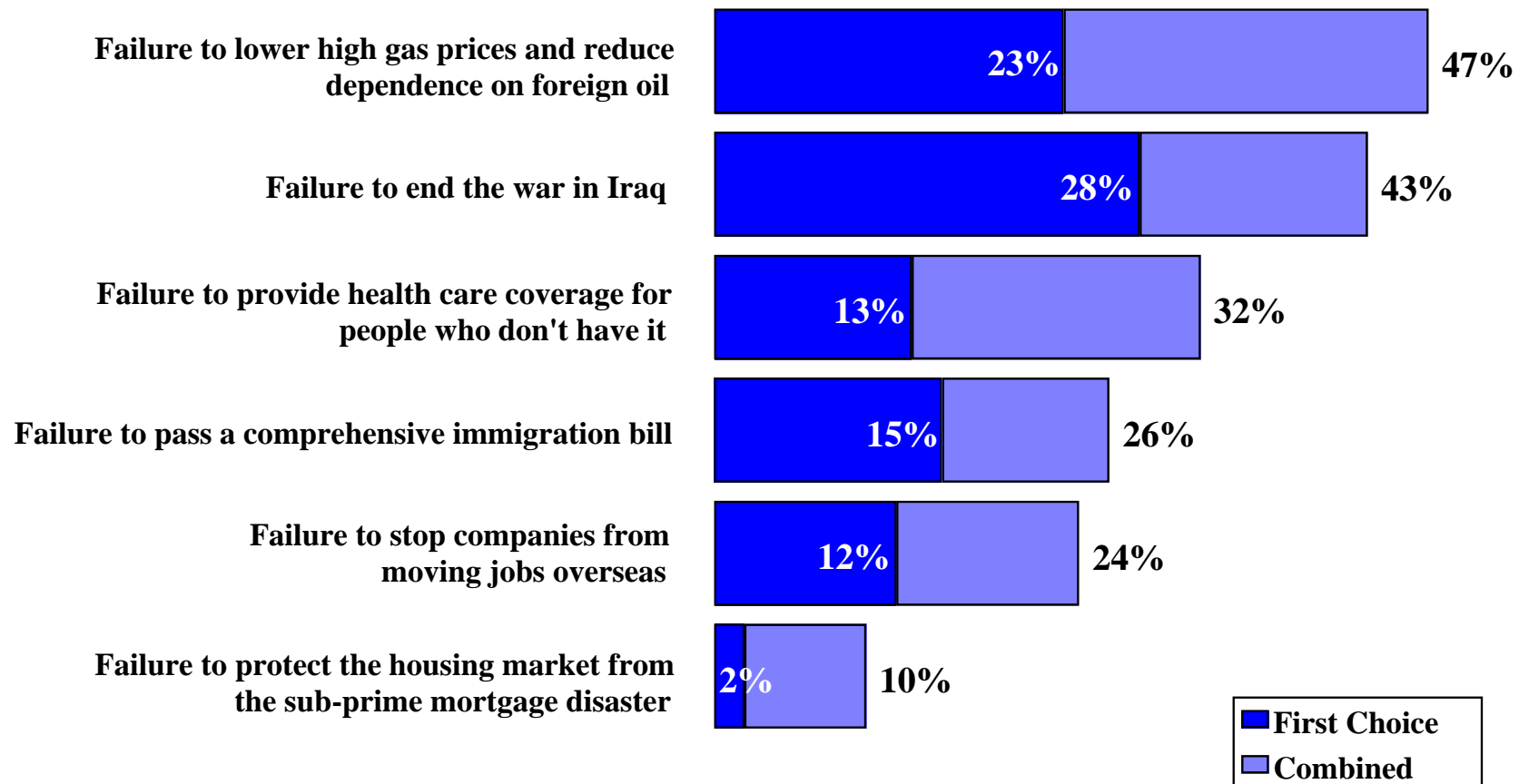
Attitudes on the Economy



Voters are most upset at Washington for failing to control soaring gas prices and not ending the Iraq war.

“I am going to read you a list of issues that some people say the President and Congress have failed to address. Which of these are you most concerned about?”

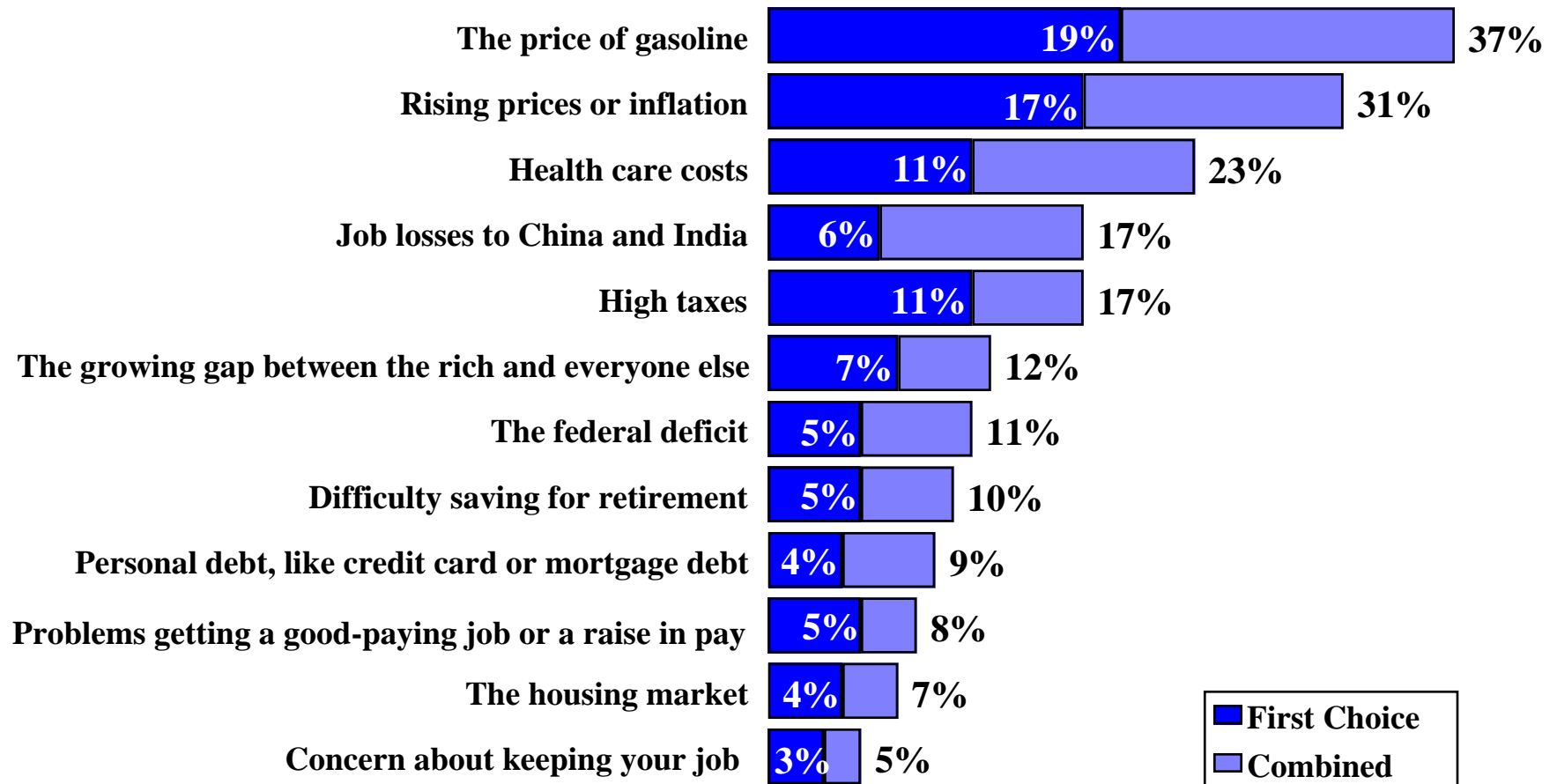
Top Two Choices: Ranked By Combined Choice



The top economic concern is the price of gasoline.

“Which of these is the single most important economic issue facing you and your family? If it's a different economic issue than the ones on the list, just tell me that. Is it...”

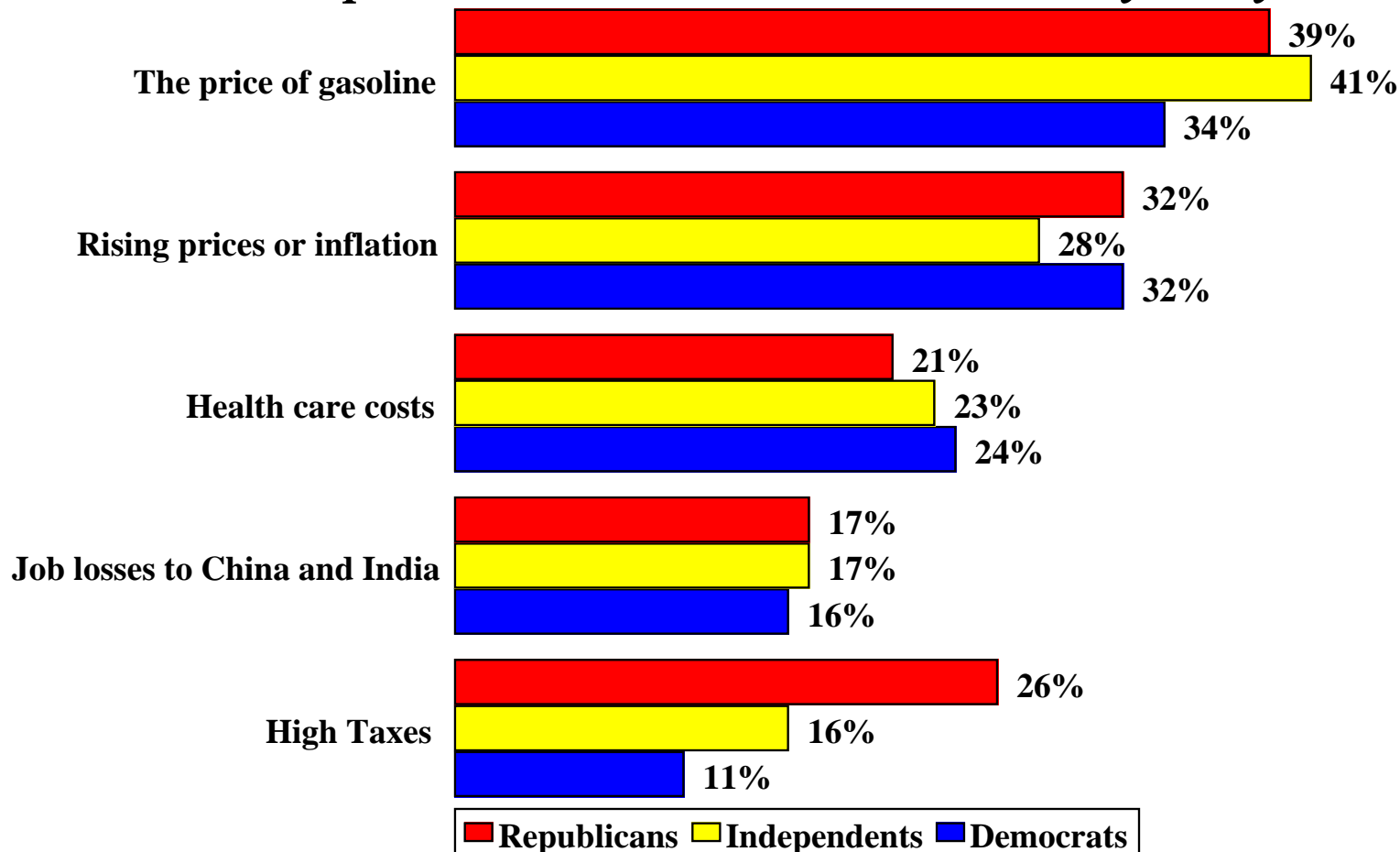
Top Two Choices: Ranked By Combined Choice



Gas prices are especially upsetting to Republicans and Independents.

*“Which of these is the single most important economic issue facing you and your family?
If it's a different economic issue than the ones on the list, just tell me that. Is it...”*

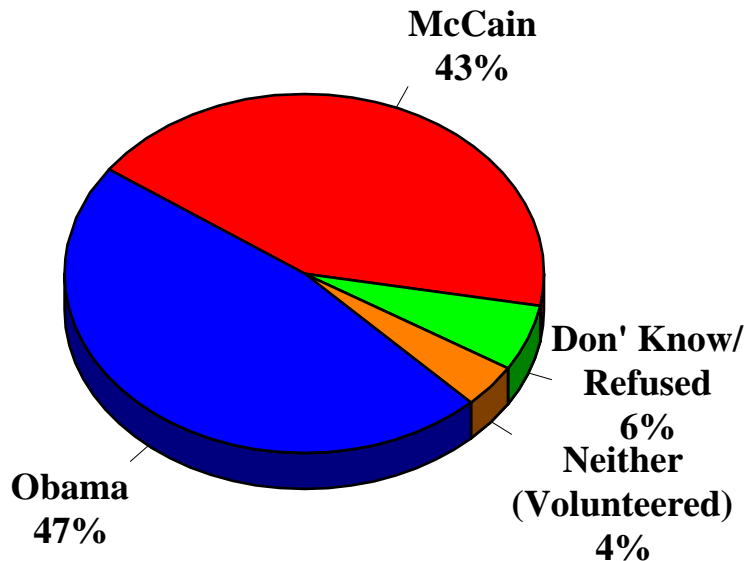
Top Five Issues: Combined Choices by Party



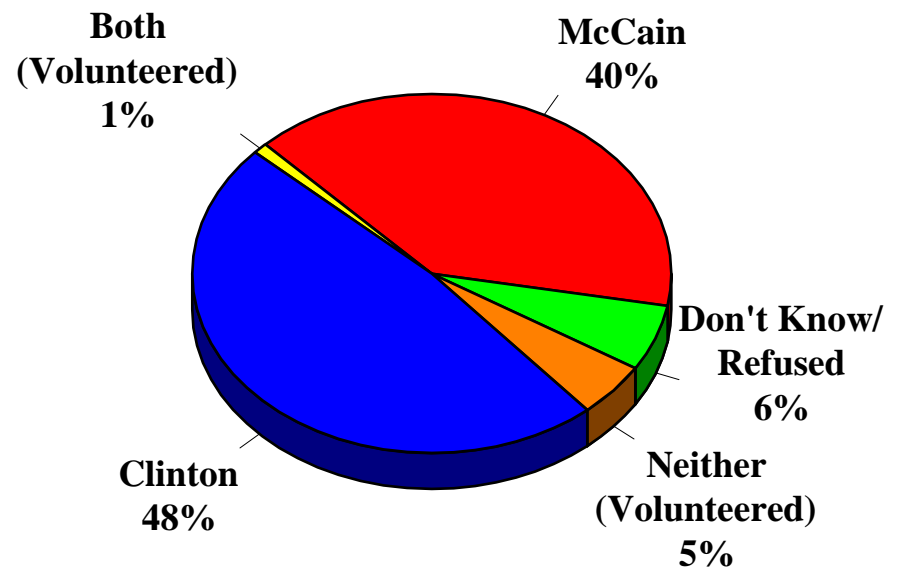
Voters say that either Democratic candidate would do a better job handling the U.S. economy.

“Which of the following presidential candidates would do the best job handling the U.S. economy? Is it...”

*John McCain, Republican ...or...
Barack Obama, Democrat*

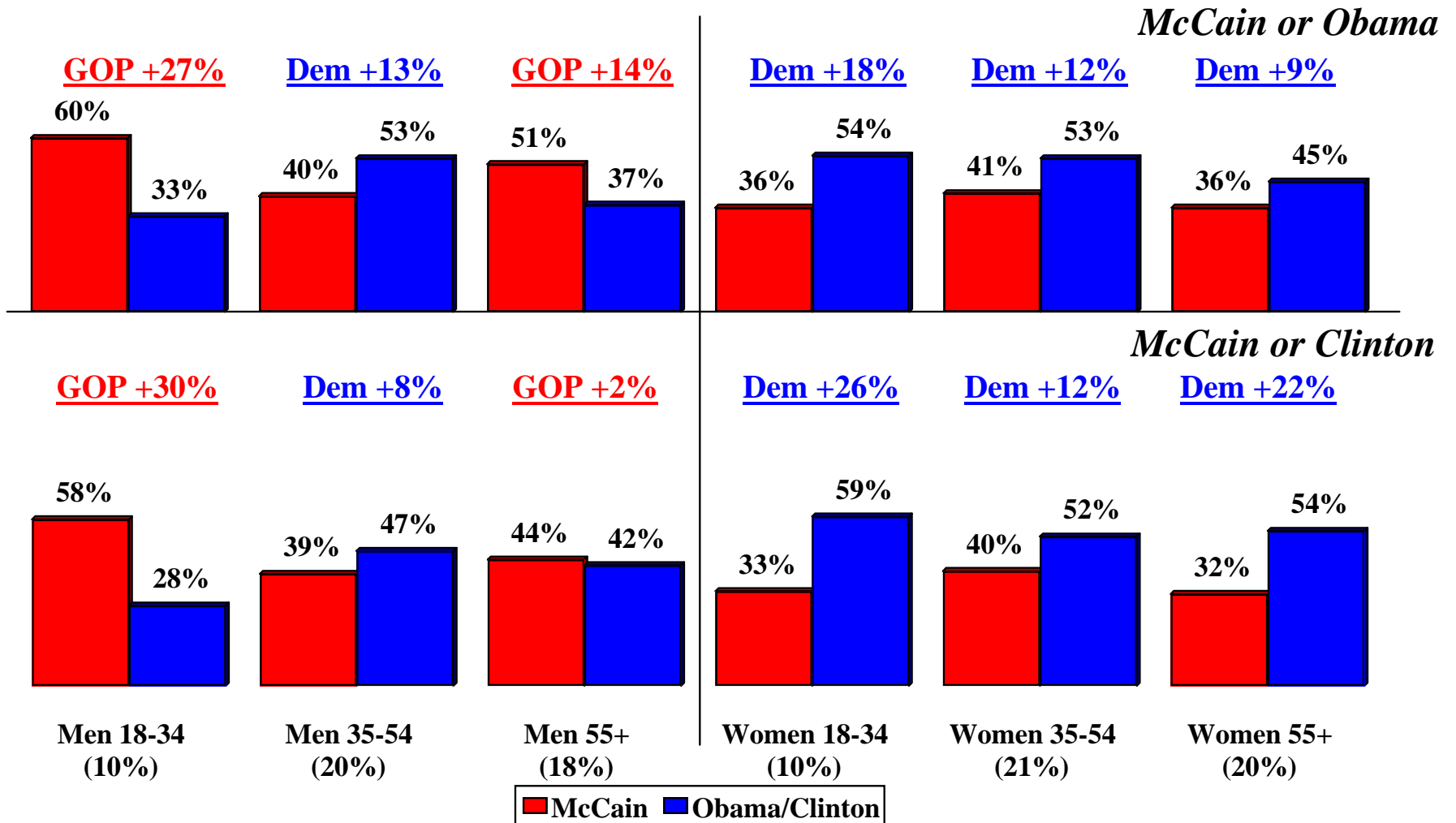


*John McCain, Republican ...or...
Hillary Clinton, Democrat*



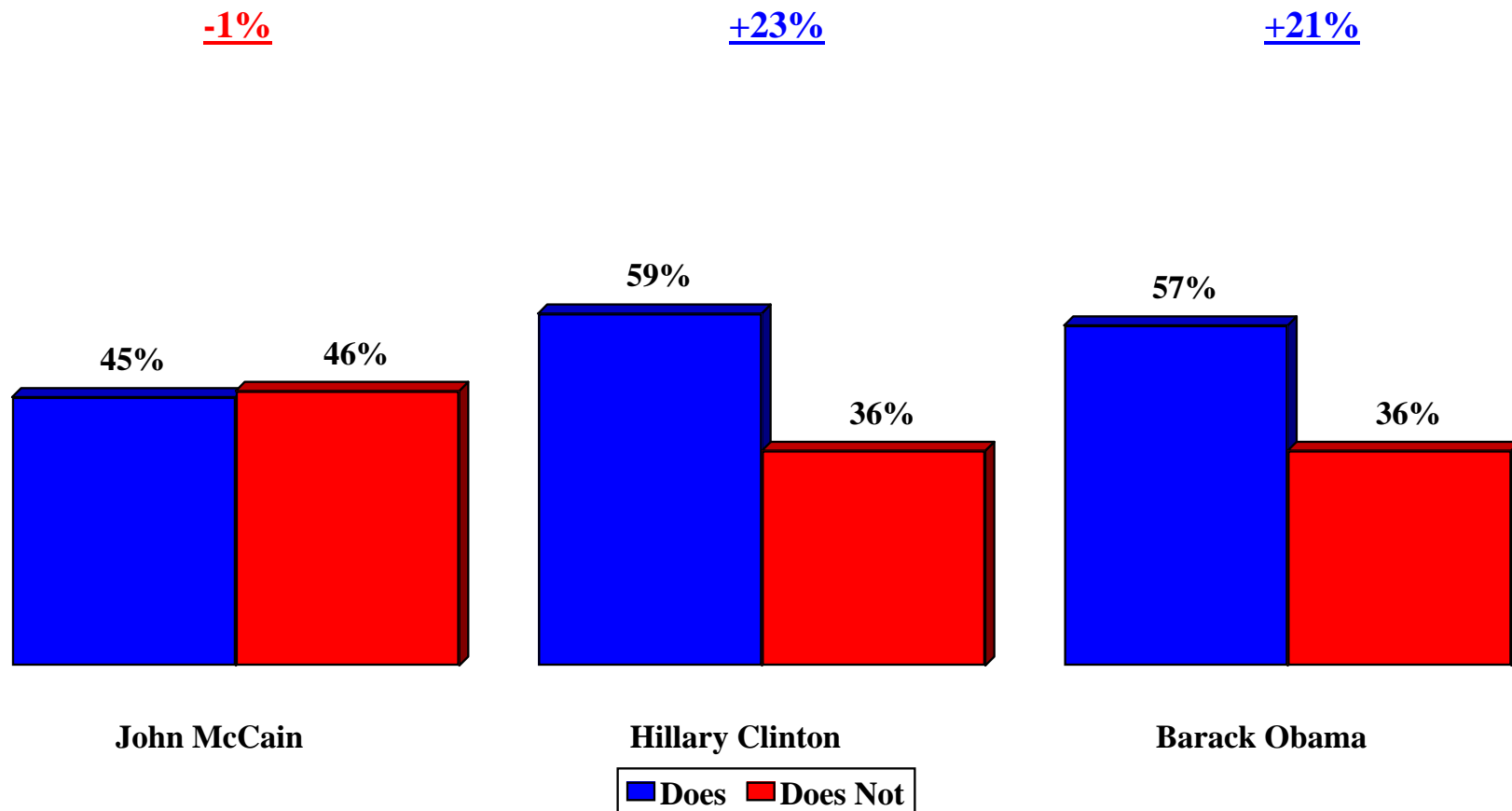
Younger men say McCain will do the best job on the economy. Women see Clinton as the strongest on this issue.

Best Candidate to Handle the Economy by Gender/Age



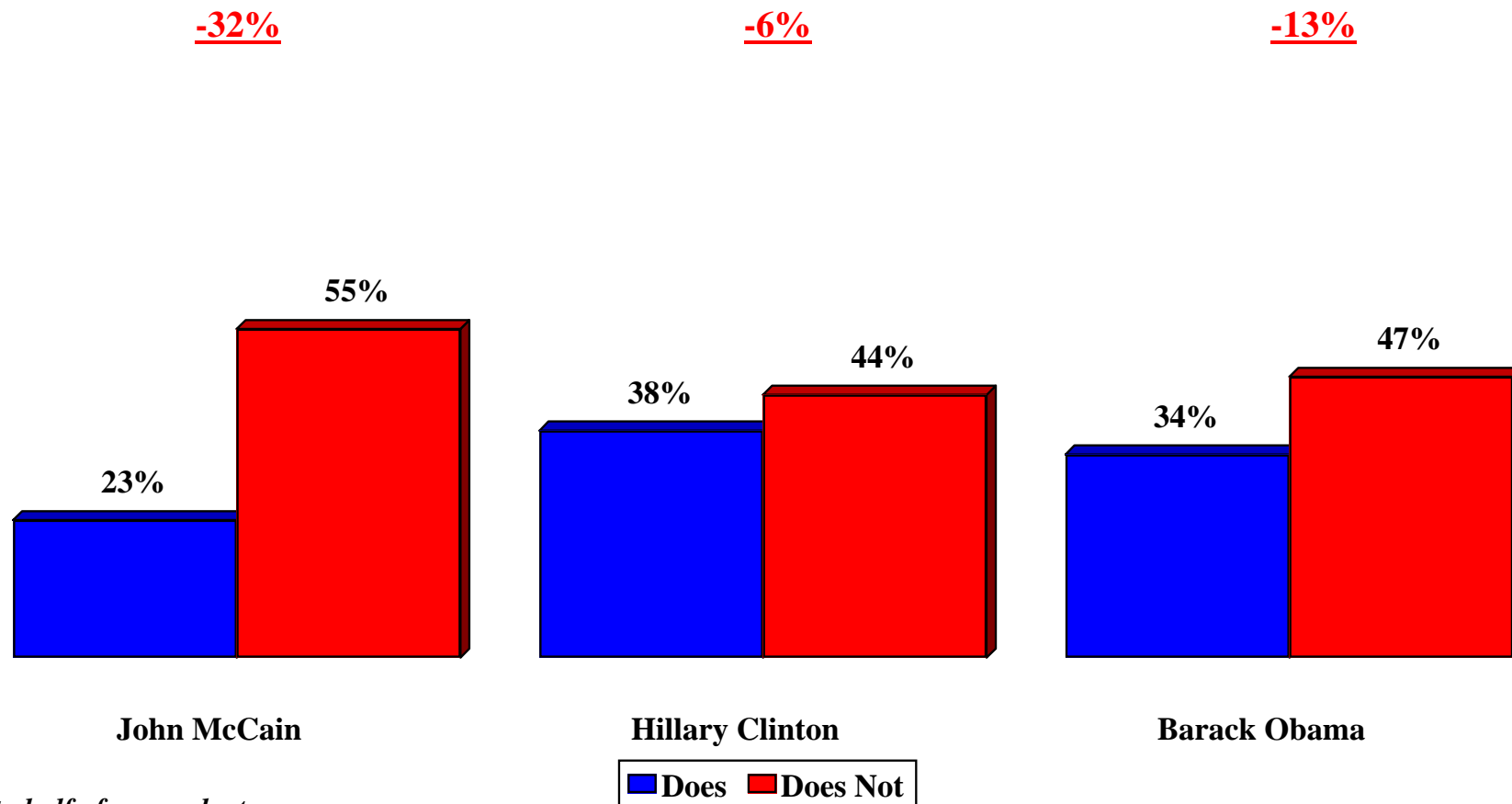
Clinton and Obama have plans to fix the economy. Voters are split on McCain.

“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to fix the economy?”



Voters say none of the Presidential candidates has a plan to solve the mortgage and foreclosure crisis.

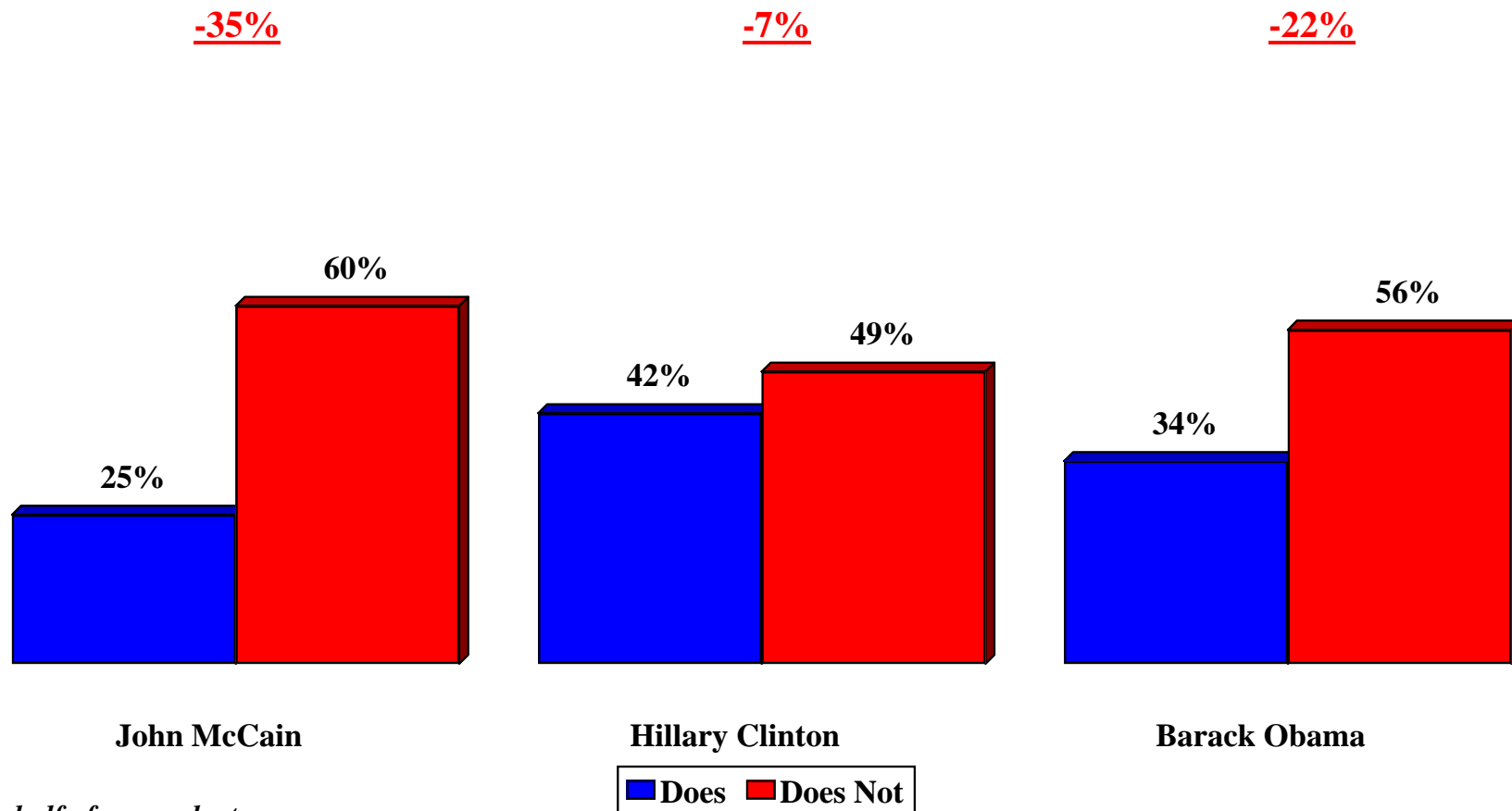
“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to solve the housing mortgage and foreclosure crisis?”



*Asked to half of respondents

Clinton get the highest marks on addressing high gas prices. McCain has a challenge breaking into the news cycle.

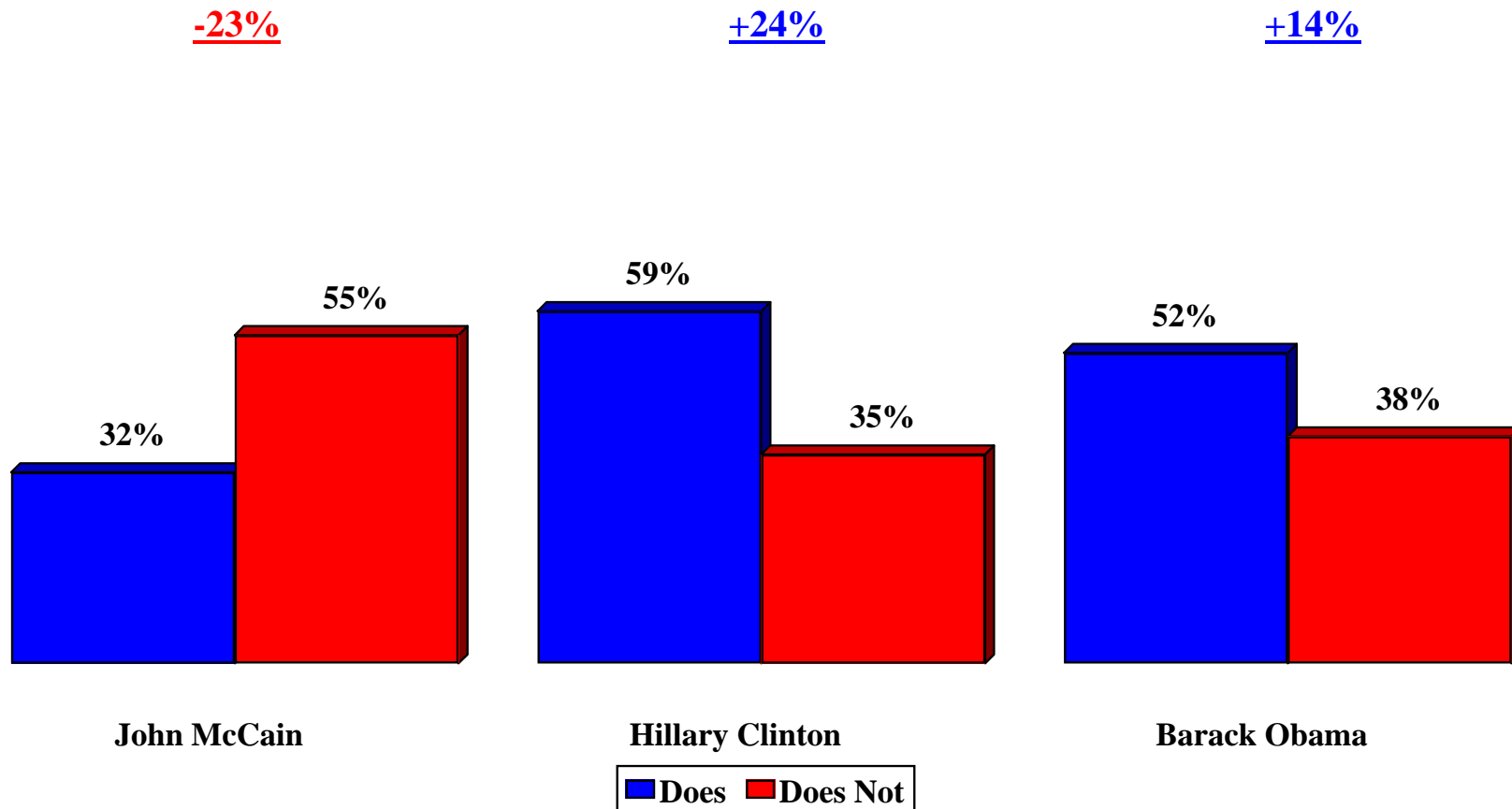
“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to lower gas prices?”



*Asked to half of respondents

Both Democratic candidates are perceived to have a plan to get health care costs under control.

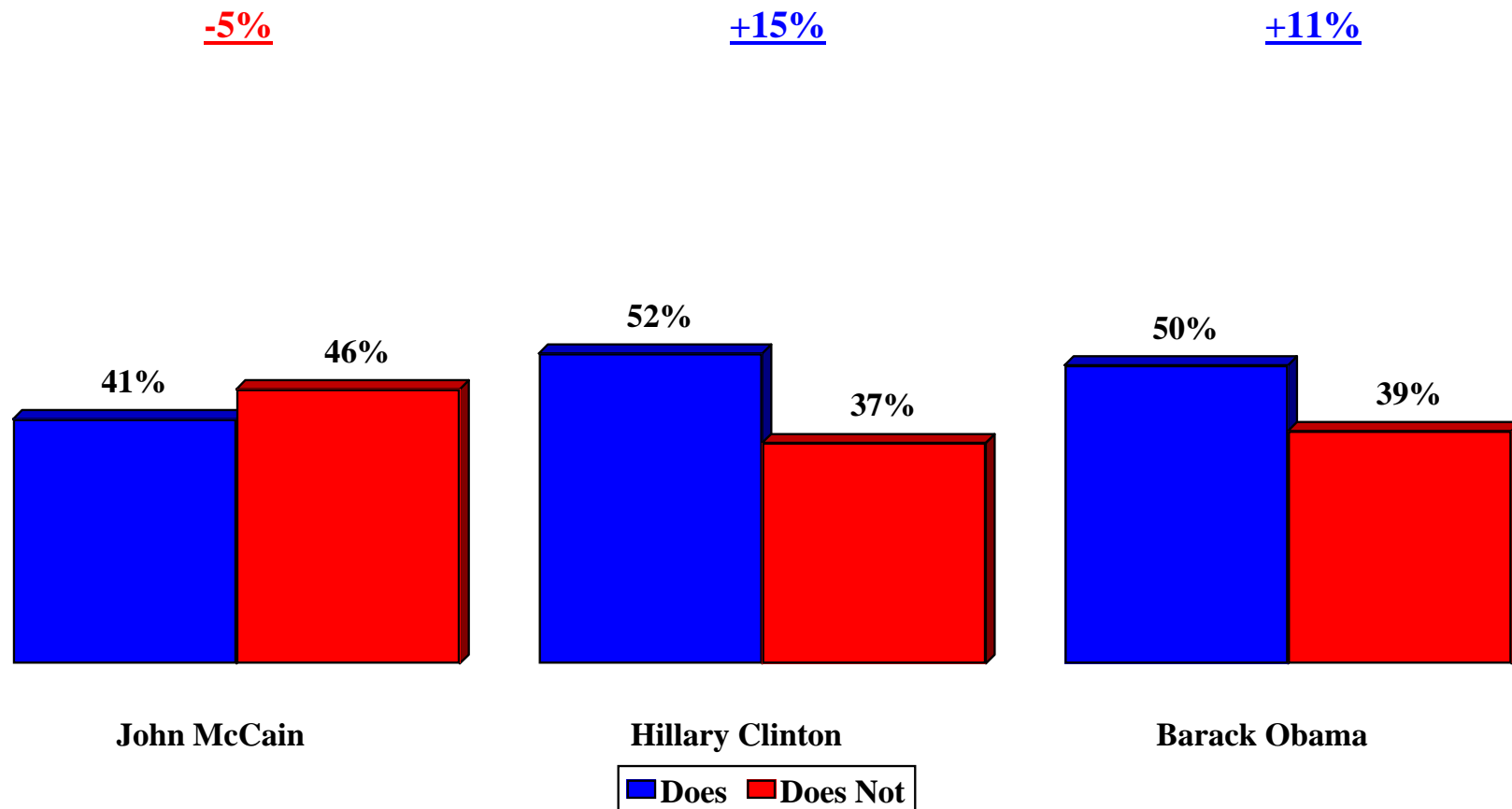
“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to keep health care costs under control?”



*Asked to half of respondents

A majority say Obama and Clinton have a plan to make America's economy more competitive.

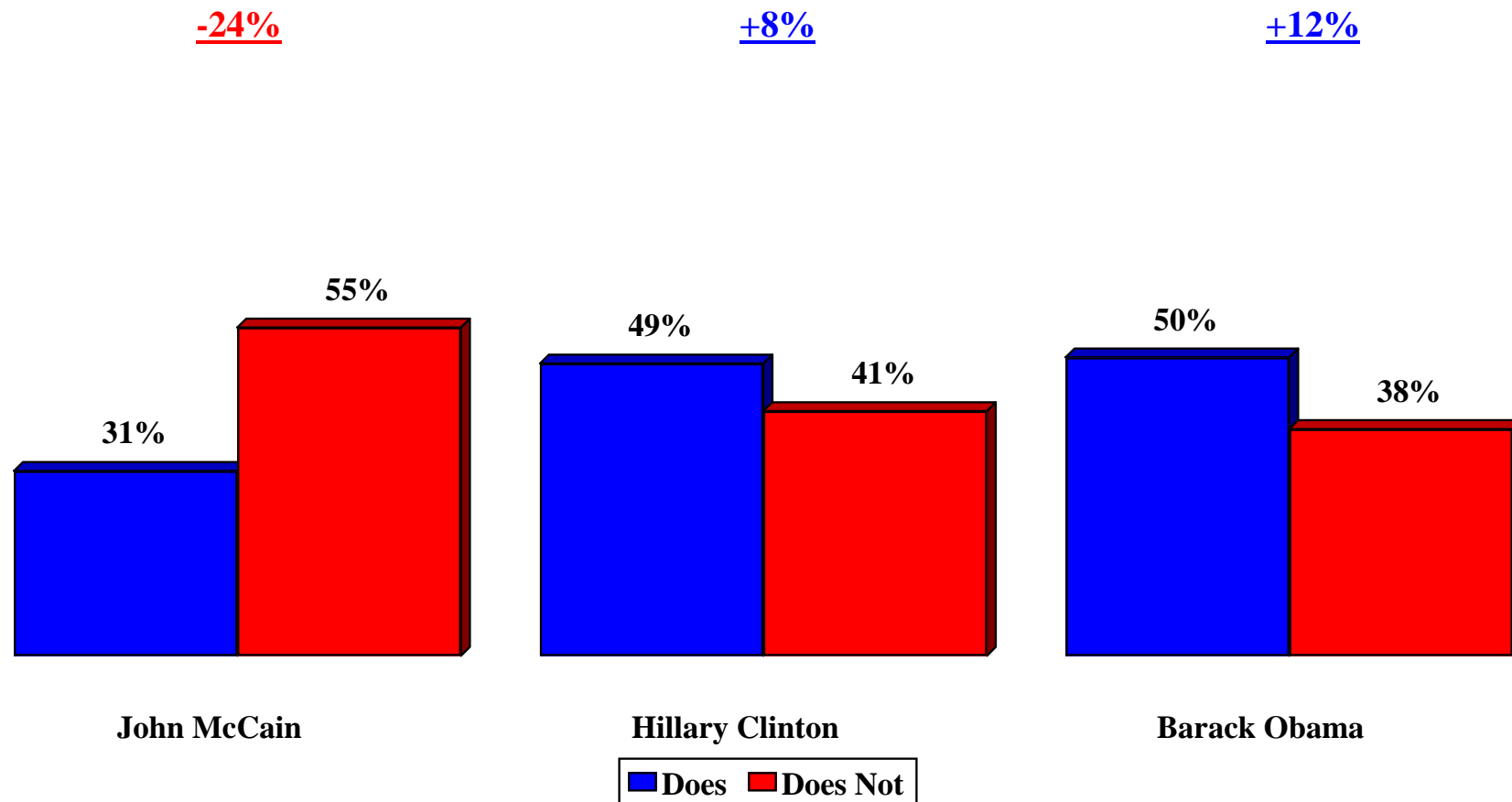
“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to make America's economy more competitive?”



*Asked to half of respondents

Voters say Democrats have a plan to provide tax relief for the middle class. A majority says McCain does not.

“Based upon what you have heard so far during the presidential campaign, do you think the following candidate DOES or DOES NOT have a plan to provide tax relief to the middle class?”





In-Depth Message Testing



On four issues - the economy, Iraq, foreign trade, and taxes - we read voters the issue positions of both political parties and asked them which statement came closer to their own views. Half of the respondents were read a version that included the Republican and Democratic labels, while the other half received questions without partisan cues.

A solid majority favors Democrats' proposed change in the economy geared towards the middle class.

"Which statement comes closest to your own opinion..."

Partisan

37%

Non-Partisan

34%

Republicans/Some people say fixing the economy requires both immediate action and longer term action to keep and create jobs. To start, we need stop all federal taxes on gasoline from Memorial Day to Labor Day to make gas more affordable, provide new guaranteed federal mortgages for people facing foreclosure and new funds to protect student loans. In the long term, we need to cut middle class taxes, double the federal tax credit for children, and make permanent the research and development tax incentives needed to create the new ideas and technology that will help keep and create jobs in America.

...while...

Partisan

58%

Non-Partisan

59%

Democrats/Other people say this economy has worked well for CEOs but not for the middle class, and we need a big change in direction. Income is down, but the cost for food, gas, health care and college are through the roof. We should repeal the special tax breaks for companies moving jobs overseas and for the oil companies. We need to cut middle class taxes across the board, limit drug prices and make health care affordable. We should partner with business to rebuild our highways and transportation infrastructure, and invest in clean alternative energy to create the jobs of the future.

Independents are opting more for the Democratic message on the economy.

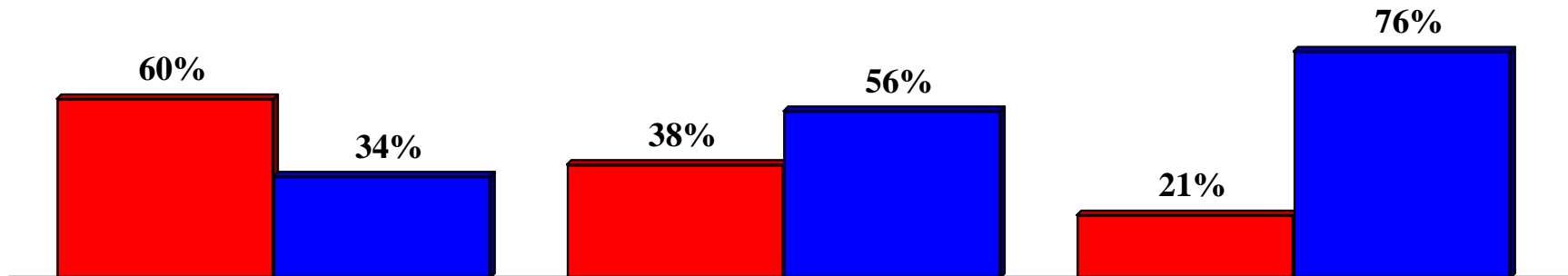
Statements on the Economy by Party

Partisan

GOP +26%

Dem +18%

Dem +55%

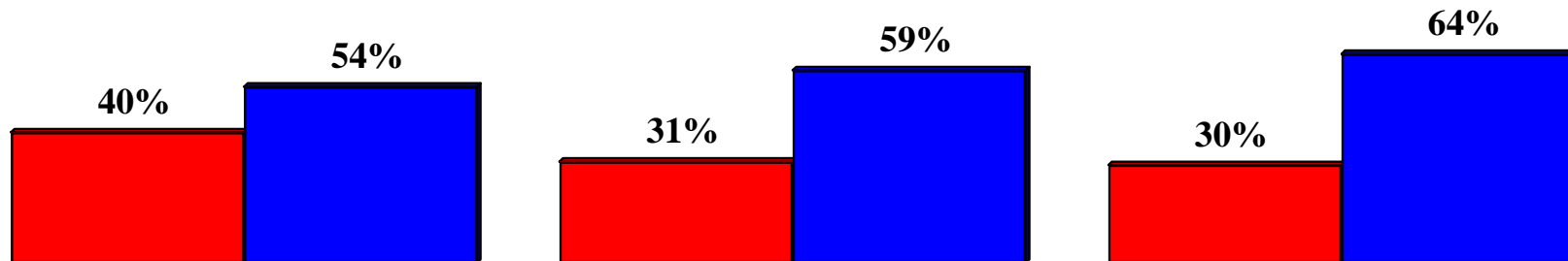


Non-Partisan

Dem +14%

Dem +28%

Dem +34%



Republican
(35%)

Independent
(19%)

Democrat
(45%)

- Make Gas More Affordable/Cut Middle Class Taxes
- Change in Direction/Rebuild Infrastructure/Invest in Alternative Energy

Voters agree with the Democratic Party's message on Iraq.

“Which statement comes closest to your own opinion...”

Partisan

39%

Non-Partisan

36%

Republicans/Some people say there has been military and political progress in Iraq, and that to withdraw now would cost more in lives and create more instability in the Middle East. Just recently, Osama bin Laden said, "Iraq is the perfect base to set up the jihad to liberate Palestine." Iraq is the central battleground in the war against radical Islamic extremism, and because there have been no terrorist attacks in the United States for seven years, it is a war America is winning. The war in Iraq will be over soon, and the insurgency should be handled by Iraqis instead of Americans. But, we need to rely on the judgment of our military commanders in Iraq, instead of the politicians in Washington on when to withdraw American troops.

...while...

Partisan

57%

Non-Partisan

59%

Democrats/Other people say the war in Iraq has cost us trillions of dollars while our economy has weakened, and has made America less secure. We must strengthen America's security by starting to reduce our troops in Iraq in a responsible way, force the Iraqi government to use its oil money to pay for reconstruction and work with other nations to bring stability. We need to restore our military, deal with Afghanistan and begin to invest in our own country.

Independents opt for the Democratic position on Iraq.

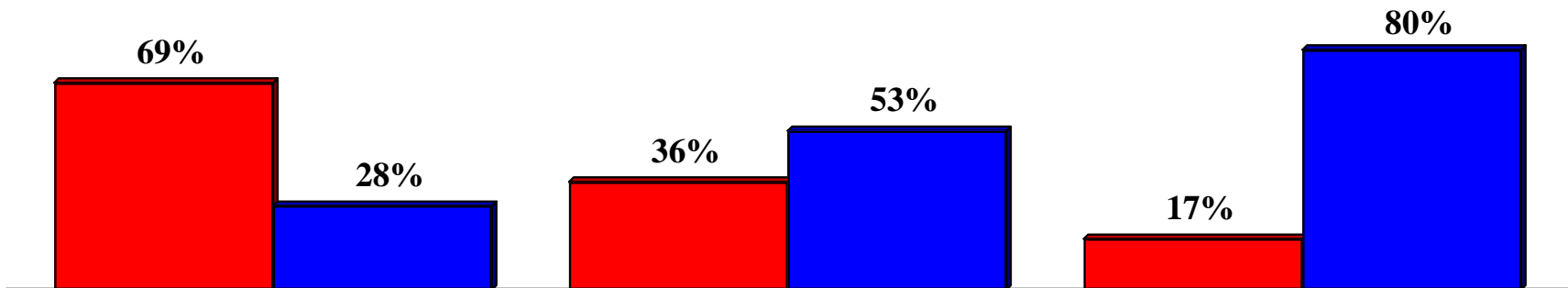
Statements on Iraq by Party

Partisan

GOP +41%

Dem +17%

Dem +63%

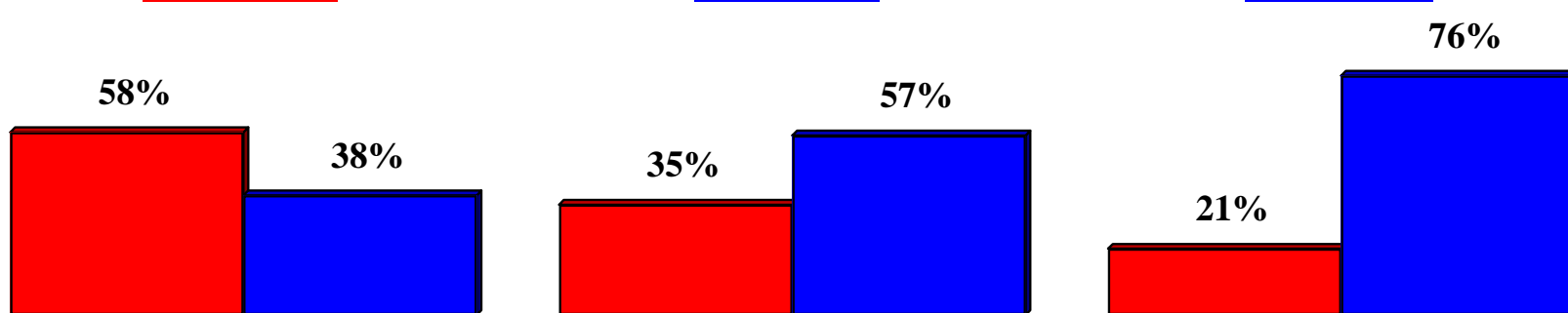


Non-Partisan

GOP +20%

Dem +22%

Dem +55%



Republican
(35%)

Independent
(19%)

Democrat
(45%)

■ Progress in Iraq/Rely on Judgment of Military Commanders
■ Iraq Has Cost Trillions/Invest in Our Own Country

On foreign trade, a majority agree with the Democratic position.

“Which statement comes closest to your own opinion...”

Partisan

42%

Non-Partisan

40%

Republicans/Some people say competition from China, India, and other countries will not end, so we must ensure America can compete and we can keep and create jobs here. We should trade freely and fairly with other countries, but when other countries break the rules, we must enforce the rules. We must also make the research and development tax incentives permanent to create the ideas and technology that will create a new generation of jobs. Taxes on U.S. businesses are the second highest in the world, and we cannot keep our jobs unless these taxes are lowered. We must invest significantly more in education and job training to prepare U.S. workers for the new jobs that will be created by new businesses.

...while...

Partisan

53%

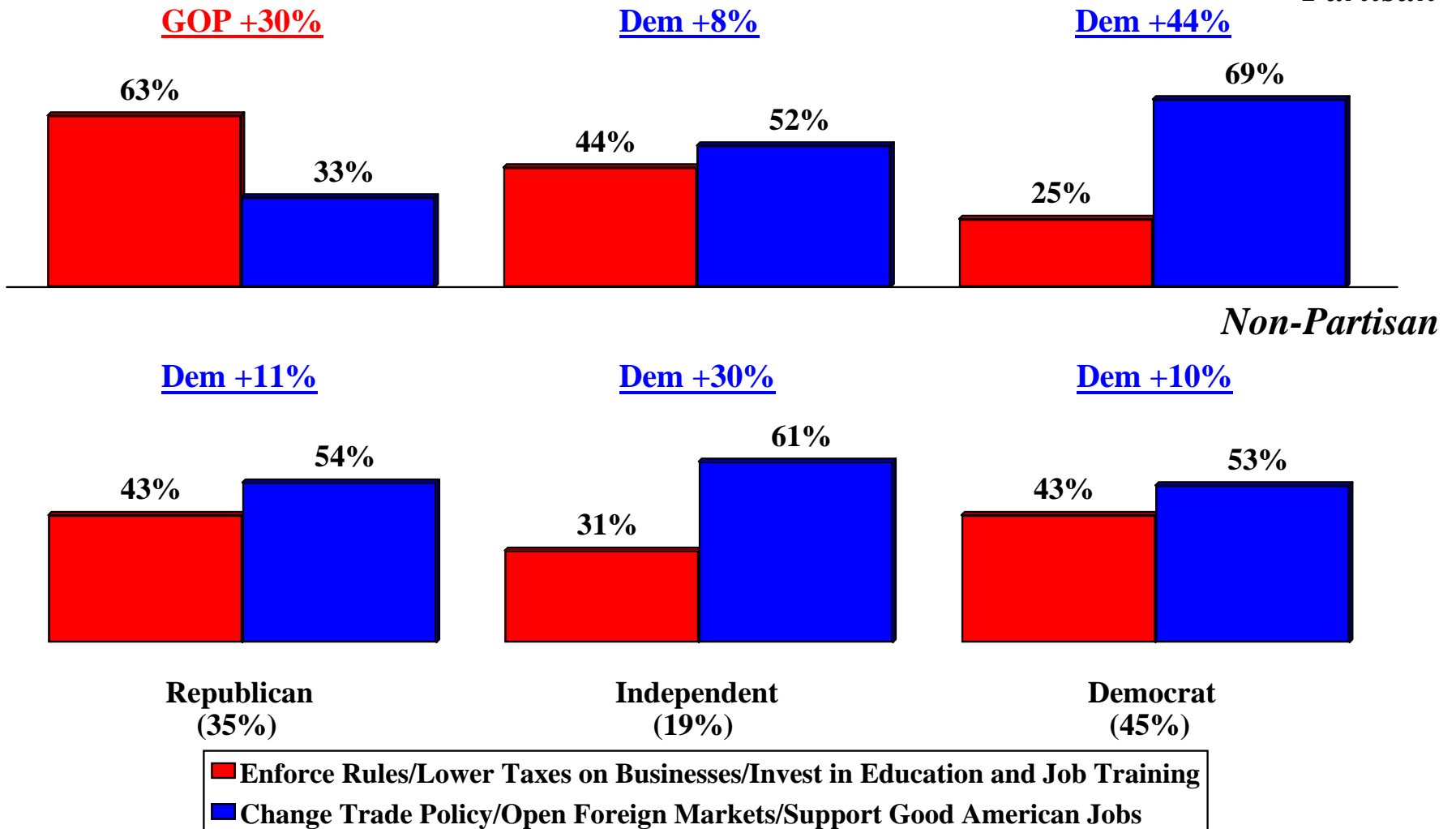
Non-Partisan

55%

Democrats/Other people say for too long time big businesses and big politicians in Washington have not worried about American jobs. They think NAFTA is good and have done nothing about unsafe products from China. They give tax breaks to companies that move jobs overseas. We need a change starting with a trade policy that opens foreign markets to American businesses to support good American jobs and enforce labor and environmental standards to dumping. To start, we need to renegotiate NAFTA, invest in job training and research, and get health care costs down so American companies can compete and win.

The Democrat advantage on trade with Independents is smaller, but significant.

Statements on Foreign Trade by Party



The Democratic language about middle class tax relief resonates very well.

“Which statement comes closest to your own opinion...”

Partisan

39%

Non-Partisan

34%

Republicans/Some people say we must cut taxes on the middle class and double the federal tax credit for dependents for every family in America. We must permanently ban internet taxes and ban new cell phone taxes. We must stop corporate welfare by removing the tax loopholes that are costly and unfair. And, it is time to reduce the pressure to raise taxes by once and for all ending the tens of billions of dollars of our tax money that is squandered by Congress on useless pork-barrel projects.

...while...

Partisan

54%

Non-Partisan

56%

Democrats/Other people say with such financial pressure on pressures on families, we need to focus completely on middle class tax relief and making sure government works for them, not the special interests. We should limit the influence of lobbyists and repeal the special interest tax breaks for oil companies and repeal President Bush's tax breaks for those earning over two hundred thousand dollars so that we can really help the middle class. We should extend tax credits for children, make college costs tax deductible and cut taxes across the board for the middle class.

The Democratic message on taxes wins over Independents.

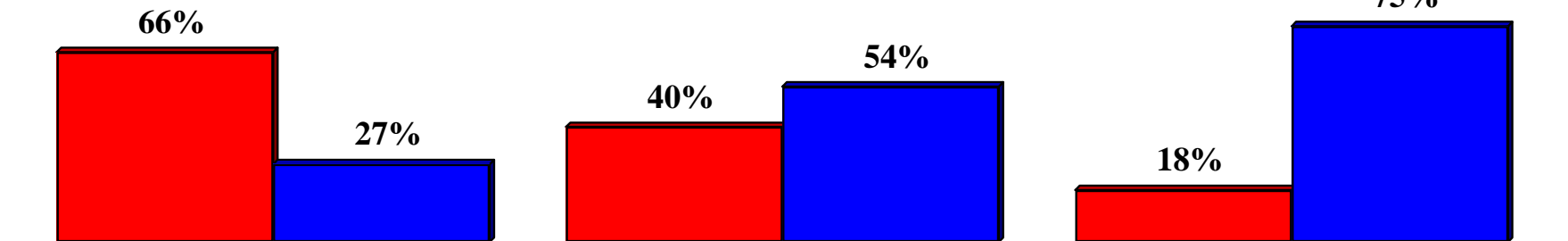
Statements on Taxes by Party

Partisan

GOP +39%

Dem +14%

Dem +57%

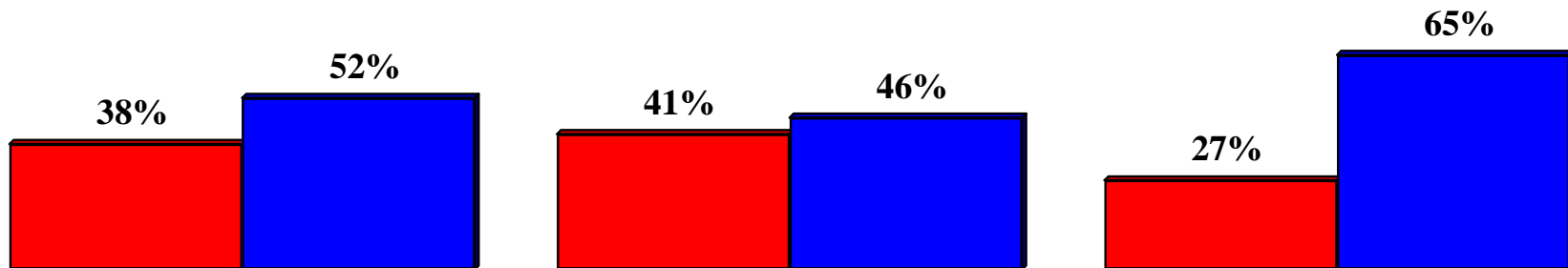


Non-Partisan

Dem +14%

Dem +5%

Dem +38%



Republican
(35%)

Independent
(19%)

Democrat
(45%)

■ Double Tax Credits for Dependents/Stop Corporate Welfare/End Pork-Barrel Projects
■ Middle Class Tax Relief/Make Sure Government Works



For more information about this presentation, please contact Public Opinion Strategies and Greenberg Quinlan Rosner Research.

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GREENBERG QUINLAN ROSNER RESEARCH

