**YOUGOV/HAMILTON PLACE STRATEGIES POLL**

**FINAL**

**All numbers represent percentages unless otherwise labeled.**

**CONGRESSIONAL GRASSROOTS SURVEY**

**On another topic.**

**GENDER:**

|  |  |
| --- | --- |
| Male  | 61% |
| Female  | 38% |

**AGE:**

|  |  |
| --- | --- |
| 20-30  | 13% |
| 31-40  | 24% |
| 41-50  | 29% |
| 51-60  | 23% |
| 61+  | 11% |

**(ASKED ONLY OF THOSE WHO SAY “POLITICAL ELITE” IN Q101.)**

106PolE. Please indicate your job function:

|  |  |
| --- | --- |
| Business/Economy  | 67% |
| Education  | 20% |
| Health  | 34% |
| Transport  | 25% |
| Defense  | 20% |
| Foreign Affairs  | 21% |
|  Other  | 43% |

**(ASKED ONLY OF THOSE WHO SAY “BUSINESS ELITE” IN Q101.)**

112BE. Within your company, which functional area does your job operate in?

|  |  |
| --- | --- |
| Finance/Treasury  | 27% |
| Marketing  | 10% |
| IT  | 14% |
| HR  | 6% |
| Operations  | 24% |
| Sales  | 16% |
|  Other  | 4% |

**(ASKED ONLY OF THOSE WHO SAY “BUSINESS ELITE” IN Q101.)**

113BE. Which of the following best describes your main job role?

|  |  |
| --- | --- |
| Chairman or Vice Chairman  | - |
| CEO  | 4% |
| CFO  | 4% |
| Other executive director (eg COO/CIO/CMO/CTO/Managing Director  | 24% |
| Senior manager or Vice President reporting to an Executive Director  | 49% |
| Non-executive director  | 6% |
| Company Secretary or Chief Counsel  | - |
| Partner  | 2% |
| Consultant  | - |
| Analyst  | 6% |
| Government advisor  | - |
| Professor or other academic  | - |
|  Other  | 6% |

**(ASKED ONLY OF THOSE WHO SAY “NGO/CONSUMER GROUP” IN Q101.)**

118NGO. Which of these types of organization do you work for?

|  |  |
| --- | --- |
| NGO – International scope  | 20% |
| NGO – National scope  | 10% |
| Charity  | 12% |
| Think Tank  | 8% |
| Pressure/Advocacy Group  | 8% |
| Academic Research  | 10% |
| Bilateral/Multilateral Agency  | - |
|  Other – (*please specify*)  | 32% |

**(ASK EVERYONE.)**

HPx. Are you a Congressional staffer?

|  |  |
| --- | --- |
| Yes  | 11% |
| No  | 89% |

**(ASKED ONLY OF THOSE WHO SAY “NO” IN HPx.)**

HPxo. Please check the category which best applies to you:

|  |  |
| --- | --- |
| I am a lobbyist and/or primarily work in government affairs  | 24% |
| I am a political consultant and/or professional political operative  | 44% |
| I am neither a lobbyist or political consultant/operative, but I am a politically active and volunteer in campaigns  | 18% |
|  Other (please specify)  | 14% |

**(ASKED ONLY OF THOSE WHO SAY “NO” IN HPx.)**

HPy. What is your title?

HP1. Which of the following comes closest to your job title?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ALL | PE | CONG | PINS | BE | NGO |
| Administrative Assistant  | 2% | 3% | 3% | - | - | - |
| Chief of Staff  | 4% | 5% | 7% | 50% | - | - |
| Deputy Chief of Staff  | 4% | 6% | 7% | - | - | - |
| Legislative Director  | 7% | 10% | 11% | - | - | - |
| Policy Advisor  | 5% | 6% | 8% | 50% | - | - |
| Lead Professional staff member in Congress  | 1% | 1% | 1% | - | - | - |
| Press Secretary  | 2% | 3% | 3% | - | - | - |
| General Counsel  | 2% | 3% | 3% | - | - | - |
| Communications Director in Congress  | 7% | 10% | 11% | - | - | - |
| Legislative Assistant  | 22% | 32% | 35% | - | - | - |
| Legislative Correspondent  | 1% | 1% | 1% | - | - | - |
| Professional staff member in Congress  | 4% | 6% | 7% | - | - | - |
| Staff Assistant in Congress  | 2% | 3% | 3% | - | - | - |
|  Other (please specify  | 36% | 10% | - | - | 100% | 100% |

**(ASKED ONLY OF “CONGRESSIONAL STAFF”.)**

HP3. Do you work in the **(ROTATE:)** Senate or the House?

|  |  |
| --- | --- |
| Senate  | 17% |
| House  | 83% |

**(ASKED ONLY OF “CONGRESSIONAL STAFF”.)**

HP4. Do you work on a **(ROTATE:)** personal staff or committee staff?

|  |  |
| --- | --- |
| Personal  | 79% |
| Committee  | 21% |

**(ASK EVERYONE.)**

HP5. Approximately how many years have you worked with your current organization?

|  |  |
| --- | --- |
| Less than a year  | 5% |
| 1-2 years  | 10% |
| 3-5 years  | 29% |
| 6-9 years  | 19% |
| 10-19 years  | 22% |
| 20 years or more  | 15% |

**(ASKED ONLY OF “CONGRESSIONAL STAFF”.)**

HP6a. In national politics, is your boss (the office you work for) **(RANDOMIZE:)** a Democrat, a Republican, an Independent, or none of these?

|  |  |
| --- | --- |
| Democrat  | 38% |
| Republican  | 58% |
| Independent  | - |
|  None of these  | 4% |

**[ASKED OF THOSE NOT CONGRESSIONAL STAFF.]**

HP6b. In national politics, do you consider yourself **(RANDOMIZE:)** a Democrat, a Republican, an Independent, or none of these?

|  |  |
| --- | --- |
| Democrat  | 44% |
| Republican  | 42% |
| Independent  | 14% |
|  None of these  | \* |

**[ASKED OF POLITICAL INSIDERS ONLY.]**

HP30. On a scale of zero (no chance) to 10 (virtual certainty), how likely are the Democrats to take over the House in the 2014 midterm elections?

**No Chance Virtual Certainty**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 15% | 22% | 19% | 16% | 13% | 11% | 3% | 1% | 1% | - | 1% |
|  |  |  |
| *Mean: 2.5* |

**[ASKED OF POLITICAL INSIDERS ONLY.]**

HP31. On a scale of zero (no chance) to 10 (virtual certainty), how likely are the Republicans to take over the Senate in the 2014 midterm elections?

**No Chance Virtual Certainty**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1% | 1% | 4% | 16% | 17% | 22% | 23% | 13% | 4% | 1% | - |
|  |  |  |
| *Mean: 4.9* |

**[ASKED OF CONGRESSIONAL STAFF AND POLITICAL INSIDERS.]**

HP7. In general, on any given issue that comes before Congress, how valuable do you think the following kinds of information is to a Member’s office, using a 1 to 5 scale, with **(ROTATE:)** 1 being not valuable information at all to 5 being very valuable information: **[RANDOMIZE ITEMS.]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not Valuable At All** |  | **Valuable** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| Lobbyists  | 3% | 11% | 39% | 34% | 13% | 3.4 |
| Non-Partisan Issue Experts (i.e. think tanks like Brookings, academics)  | 5% | 17% | 34% | 28% | 16% | 3.3 |
| Partisan Experts (i.e. Heritage, Center for American Progress)  | 10% | 20% | 35% | 29% | 5% | 3.0 |
| Trade associations  | 2% | 11% | 33% | 42% | 12% | 3.5 |
| Coalitions put together on a particular issue  | 1% | 10% | 39% | 38% | 12% | 3.5 |
| Fortune 500 CEOs  | 2% | 12% | 35% | 31% | 20% | 3.6 |
| Local business owners or company representatives  | - | 4% | 14% | 46% | 37% | 4.2 |
| Local constituents individually contacting an office  | 4% | 13% | 17% | 37% | 29% | 3.7 |
| Fly-in of many constituents at once to Washington, DC  | 5% | 17% | 26% | 36% | 16% | 3.4 |
| Reports from staff in the Member’s state or district office  | 2% | 6% | 20% | 45% | 28% | 3.9 |
| Consumer groups  | 5% | 21% | 42% | 24% | 9% | 3.1 |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP8. How informative or influential on your boss’s thinking are each of the following ways to summarize information on an issue (by source and type), using a 1 to 5 scale, with **(ROTATE:)** 1 being not informative or influential to your boss’s thinking at all and 5 being very informative or influential to your boss’s thinking: **[RANDOMIZE ITEMS.]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not Influential/InformativeTo Boss Thinking At All** |  | **Influential/Informative To Boss’s Thinking** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| **SOURCES** |  |  |  |  |  |  |
| In-person meetings with affected individuals or companies  | - | 4% | 19% | 33% | 43% | 4.2 |
| Phone calls your office placed to let the Member discuss issue with people he trusts  | 1% | 15% | 25% | 31% | 28% | 3.7 |
| Phone calls or letters from constituents  | 1% | 8% | 35% | 42% | 14% | 3.6 |
| Local news reports  | 3% | 13% | 26% | 35% | 24% | 3.6 |
| One-on-one discussions of issues with other Member or Leadership  | - | 1% | 18% | 49% | 32% | 4.1 |
| In person constituent engagement during congressional recess  | 1% | 6% | 18% | 50% | 25% | 3.9 |
| **TYPES** |  |  |  |  |  |  |
| 1-2 page Fact Sheets  | 1% | 1% | 17% | 42% | 39% | 4.2 |
| Infographics  | 10% | 14% | 47% | 21% | 8% | 3.0 |
| Videos  | 13% | 32% | 36% | 10% | 10% | 2.7 |
| Powerpoint presentations  | 8% | 29% | 43% | 8% | 11% | 2.8 |
| Memo on issue (3-7 pages)  | 13% | 22% | 31% | 21% | 14% | 3.0 |
| Side-by-side comparison of different bills on an issue  | 3% | 1% | 32% | 38% | 26% | 3.8 |

**[ASKED ONLY OF “CONGRESSIONAL STAFF” AND POLITICAL INSIDERS.]**

HP9. When it comes to

[**IF “YES” IN HPx:** making a decision on an issue (for your boss)]

[**IF “NO” IN HPx:** how a Member of Congress makes a decision on an issue],

on a scale of 1 to 5, with **(ROTATE:)** 1 being unhelpful to 5 being very helpful, how helpful are the following types of research: **[RANDOMIZE ITEMS.]**

|  |
| --- |
| **CONGRESSIONAL STAFF** |
|  | **Unhelpful** |  | **Helpful** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| Local stories (e.g. on-the-ground experience of business owner)  | 1% | 3% | 30% | 34% | 31% | 3.9 |
| Quantitative national impact (e.g. Ernst and Young study)  | 4% | 11% | 40% | 36% | 9% | 3.3 |
| Quantitative local impact (e.g. Impact study on district)  | - | 1% | 19% | 50% | 30% | 4.1 |
| Explanation of the thinking behind the policy (e.g. Economic or legal theory)  | 3% | 11% | 31% | 33% | 21% | 3.6 |
| Targeted survey (e.g. survey of business owners on impact of new tax)  | 4% | 9% | 41% | 34% | 11% | 3.4 |
| Broad public opinion survey  | 7% | 23% | 46% | 16% | 9% | 3.0 |
| Reports from local events held in your district  | 1% | 6% | 33% | 36% | 24% | 3.8 |
| Information from Committees and Leadership offices  | - | 3% | 27% | 34% | 36% | 4.0 |
| Total number of contacts made to your office from constituents  | 4% | 11% | 30% | 27% | 27% | 3.6 |

|  |
| --- |
| **POLITICAL INSIDERS** |
|  | **Unhelpful** |  | **Helpful** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| Local stories (e.g. on-the-ground experience of business owner)  | 1% | 5% | 16% | 48% | 27% | *4.0* |
| Quantitative national impact (e.g. Ernst and Young study)  | 3% | 20% | 40% | 30% | 4% | *3.1* |
| Quantitative local impact (e.g. Impact study on district)  | - | 3% | 18% | 42% | 34% | *4.1* |
| Explanation of the thinking behind the policy (e.g. Economic or legal theory)  | 4% | 16% | 42% | 26% | 10% | *3.2* |
| Targeted survey (e.g. survey of business owners on impact of new tax)  | 3% | 13% | 34% | 35% | 13% | *3.4* |
| Broad public opinion survey  | 2% | 16% | 41% | 32% | 7% | *3.3* |
| Reports from local events held in your district  | 2% | 8% | 33% | 44% | 10% | *3.5* |
| Information from Committees and Leadership offices  | 4% | 14% | 24% | 38% | 17% | *3.5* |
| Total number of contacts made to your office from constituents  | 1% | 8% | 22% | 47% | 19% | *3.8* |

**[ASKED ONLY OF “CONGRESSIONAL STAFF” AND POLITICAL INSIDERS.]**

HP10. Rank the following letters from highest priority to lowest. **[RANDOMIZE ITEMS.]**

 **RANKED 1st**

|  |  |
| --- | --- |
| Donor letter  | 15% |
| Letter from a primary voter  | 6% |
| Out-of-district Fortune 500 CEO letter  | 3% |
| In-District business owner letter  | 35% |
| In-District constituent letter  | 22% |
| Petition letter  | - |
| Trade association letter  | 1% |
| Coalition letter  | 10% |
| Generic, form letter  | - |

 **RANKED 1st, 2nd or 3rd**

|  |  |
| --- | --- |
| Donor letter  | 32% |
| Letter from a primary voter  | 28% |
| Out-of-district Fortune 500 CEO letter  | 7% |
| In-District business owner letter  | 81% |
| In-District constituent letter  | 65% |
| Petition letter  | 1% |
| Trade association letter  | 21% |
| Coalition letter  | 21% |
| Generic, form letter  | 1% |

 **RANKED 8th, 9th, or 10th**

|  |  |
| --- | --- |
| Donor letter  | 19% |
| Letter from a primary voter  | 11% |
| Out-of-district Fortune 500 CEO letter  | 61% |
| In-District business owner letter  | - |
| In-District constituent letter  | 4% |
| Petition letter  | 63% |
| Trade association letter  | 25% |
| Coalition letter  | 24% |
| Generic, form letter  | 81% |

**RANKED 10th**

|  |  |
| --- | --- |
| Donor letter  | 11% |
| Letter from a primary voter  | - |
| Out-of-district Fortune 500 CEO letter  | 14% |
| In-District business owner letter  | - |
| In-District constituent letter  | - |
| Petition letter  | 18% |
| Trade association letter  | 1% |
| Coalition letter  | 6% |
| Generic, form letter  | 49% |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP20. On an average day, estimate how much constituent communication does your office receive including phone calls, emails, letters, etc.? **[RANGE 0-2000.]**

|  |  |
| --- | --- |
| 0-100  | 25% |
| 100-249  | 43% |
| 250-499  | 14% |
| 500-1000  | 13% |
| 1000+  | 6% |
| *Mean*  | ***310.1*** |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP21. How informative or influential on your boss’s thinking is information communicated through each of the following digital engagements, using a 1 to 5 scale, with **(ROTATE:)** 1 being not informative or influential to your boss’s thinking at all and 5 being very informative or influential to your boss’s thinking:  **[RANDOMIZE ITEMS.]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not Influential/InformativeTo Boss Thinking At All** |  | **Influential/Informative To Boss’s Thinking** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| Tweet @boss's Twitter account  | 19% | 26% | 28% | 18% | 8% | 2.7 |
| Tweet including a relevant hashtag  | 25% | 28% | 32% | 14% | 1% | 2.4 |
| Facebook post on boss's page  | 22% | 14% | 36% | 22% | 6% | 2.8 |
| Digital ad  | 25% | 39% | 19% | 14% | 3% | 2.3 |
| Issue-specific blog post  | 17% | 24% | 33% | 22% | 4% | 2.7 |
| Youtube video  | 28% | 33% | 18% | 19% | 1% | 2.3 |
| Web survey results  | 22% | 21% | 33% | 21% | 3% | 2.6 |
| Web petition  | 22% | 39% | 28% | 10% | 1% | 2.3 |
| Campaign/issue-specific website  | 11% | 28% | 33% | 19% | 8% | 2.9 |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP11. How does your boss come to make a final decision on a policy? **INDICATE ALL THAT APPLY.** **[RANDOMIZE ITEMS.]**

|  |  |
| --- | --- |
| Tallies of constituent contacts  | 58% |
| Personal decision  | 83% |
| Public polling  | 33% |
| Party line  | 58% |
| Through conversations not had with staff  | 43% |
| Influence from groups located in your district/state  | 79% |
| Local political environment  | 61% |
| Through conversations had with staff  | 85% |
| Local media environment  | 46% |
|  Other (*write in*)  | 3% |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP22a. When your office and staff receive and review policy information, please rank the forms of delivery of this information using a 1 to 5 scale, with **(ROTATE:)** 1 being not valuable information at all to 5 being very valuable information: **[RANDOMIZE ITEMS.]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not Valuable At All** |  | **Valuable** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| Printouts  | 10% | 13% | 38% | 24% | 17% | 3.3 |
| Emailed copies  | 1% | 8% | 22% | 31% | 38% | 3.9 |
| Digital app (ie Dropbox)  | 33% | 25% | 24% | 8% | 10% | 2.4 |
| USPS mailed materials  | 28% | 28% | 31% | 6% | 8% | 2.4 |
| Other  | 49% | 6% | 30% | 10% | 6% | 2.2 |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP22b. In the last question you indicated that your office and staff use another form of information delivery. What form would that be?

*DATA NOT YET AVAILABLE*

HP12. How far do you agree or disagree with these statements about lobbying? **[RANDOMIZE ITEMS.]**

|  |
| --- |
| **ALL** |
|  | StronglyAgree | SomewhatAgree | Neither Agree Nor Disagree | SomewhatDisagree | Strongly  Disagree | **TOTALStrongly/SomewhatAgree** | **TOTALStrongly/SomewhatDisagree** |
| All organizations should have the right to lobby Members of Congress  | 69% | 21% | 4% | 3% | 2% | 90% | 5% |
| Lobbying is an important part of the Democratic process  | 49% | 37% | 8% | 3% | 3% | 86% | 6% |
| Regulation of lobbyist registration should be more strongly enforced  | 24% | 25% | 28% | 18% | 6% | 48% | 24% |
| Most lobbyists adhere to professional standards  | 18% | 47% | 20% | 11% | 4% | 66% | 15% |
| In general I find lobbyists provide information which is true and accurate  | 11% | 51% | 22% | 15% | 1% | 62% | 16% |
| In general the professional standards of lobbyists are improving  | 13% | 41% | 28% | 12% | 5% | 54% | 18% |
| The professional codes and standards of lobbying are rigorous enough  | 15% | 33% | 23% | 17% | 11% | 48% | 28% |
| The lobbying process in the U.S. is generally transparent  | 9% | 31% | 17% | 27% | 16% | 40% | 43% |

|  |
| --- |
| **CONGRESSIONAL STAFFERS** |
|  | StronglyAgree | SomewhatAgree | Neither Agree Nor Disagree | SomewhatDisagree | Strongly  Disagree | **TOTALStrongly/SomewhatAgree** | **TOTALStrongly/SomewhatDisagree** |
| All organizations should have the right to lobby Members of Congress  | 50% | 30% | 11% | 6% | 3% | 80% | 9% |
| Lobbying is an important part of the Democratic process  | 47% | 34% | 11% | 3% | 4% | 81% | 7% |
| Regulation of lobbyist registration should be more strongly enforced  | 11% | 33% | 29% | 23% | 4% | 44% | 27% |
| Most lobbyists adhere to professional standards  | 27% | 43% | 16% | 11% | 3% | 70% | 14% |
| In general I find lobbyists provide information which is true and accurate  | 13% | 51% | 24% | 10% | 1% | 64% | 11% |
| In general the professional standards of lobbyists are improving  | 21% | 47% | 20% | 7% | 4% | 69% | 11% |
| The professional codes and standards of lobbying are rigorous enough  | 21% | 41% | 17% | 14% | 6% | 63% | 20% |
| The lobbying process in the U.S. is generally transparent  | 10% | 39% | 20% | 21% | 10% | 49% | 31% |

|  |
| --- |
| **POLITICAL INSIDERS** |
|  | StronglyAgree | SomewhatAgree | Neither Agree Nor Disagree | SomewhatDisagree | Strongly  Disagree | **TOTALStrongly/SomewhatAgree** | **TOTALStrongly/SomewhatDisagree** |
| All organizations should have the right to lobby Members of Congress  | 78% | 18% | 2% | 2% | 2% | 95% | 3% |
| Lobbying is an important part of the Democratic process  | 49% | 39% | 6% | 3% | 3% | 88% | 6% |
| Regulation of lobbyist registration should be more strongly enforced  | 28% | 21% | 27% | 17% | 6% | 50% | 23% |
| Most lobbyists adhere to professional standards  | 15% | 49% | 21% | 10% | 5% | 64% | 15% |
| In general I find lobbyists provide information which is true and accurate  | 10% | 51% | 21% | 17% | 1% | 61% | 18% |
| In general the professional standards of lobbyists are improving  | 10% | 39% | 31% | 14% | 6% | 49% | 20% |
| The professional codes and standards of lobbying are rigorous enough  | 12% | 30% | 26% | 18% | 13% | 43% | 32% |
| The lobbying process in the U.S. is generally transparent  | 9% | 28% | 16% | 28% | 18% | 37% | 47% |

HP13. On a scale of 1 to 5, with **(ROTATE:)** 1 being no attention at all to 5 close attention, what types of publications does a Congressional office pay the most attention to? **[RANDOMIZE ITEMS.]**

|  |
| --- |
| **ALL** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | 2% | 9% | 19% | 36% | 33% | *3.9* |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 9% | 17% | 27% | 26% | 22% | *3.3* |
| DC-centric outlets (Politico, the Hill)  | 6% | 10% | 26% | 27% | 30% | *3.6* |
| State and local newspapers  | 3% | 10% | 16% | 33% | 38% | *3.9* |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 19% | 25% | 29% | 18% | 8% | *2.7* |
| National blogs  | 12% | 22% | 32% | 23% | 11% | *3.0* |
| Local blogs  | 15% | 25% | 31% | 21% | 9% | *2.8* |
| National television (CNN, MSNBC, Fox)  | 3% | 8% | 24% | 31% | 33% | *3.8* |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 6% | 20% | 33% | 26% | 15% | *3.2* |
| Local TV  | 8% | 17% | 24% | 24% | 27% | *3.5* |
| Local radio  | 10% | 19% | 23% | 28% | 20% | *3.3* |

|  |
| --- |
| **POLITICAL ELITES** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | 2% | 6% | 14% | 29% | 50% | *4.2* |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 12% | 19% | 21% | 23% | 26% | *3.3* |
| DC-centric outlets (Politico, the Hill)  | 6% | 7% | 16% | 28% | 44% | *4.0* |
| State and local newspapers  | 6% | 15% | 20% | 25% | 34% | *3.7* |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 28% | 26% | 18% | 18% | 10% | *2.6* |
| National blogs  | 13% | 18% | 34% | 24% | 12% | *3.1* |
| Local blogs  | 25% | 23% | 29% | 16% | 7% | *2.6* |
| National television (CNN, MSNBC, Fox)  | 3% | 7% | 19% | 29% | 43% | *4.0* |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 7% | 20% | 27% | 28% | 19% | *3.3* |
| Local TV  | 13% | 24% | 22% | 20% | 21% | *3.1* |
| Local radio  | 15% | 26% | 20% | 21% | 18% | *3.0* |

|  |
| --- |
| **CONGRESSIONAL STAFFERS** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | - | 3% | 10% | 46% | 41% | *4.3* |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 4% | 17% | 29% | 24% | 26% | *3.5* |
| DC-centric outlets (Politico, the Hill)  | - | 3% | 21% | 37% | 39% | *4.1* |
| State and local newspapers  | 1% | 4% | 14% | 27% | 53% | *4.3* |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 11% | 27% | 27% | 24% | 10% | *2.9* |
| National blogs  | 7% | 19% | 41% | 23% | 10% | *3.1* |
| Local blogs  | 13% | 13% | 34% | 26% | 14% | *3.2* |
| National television (CNN, MSNBC, Fox)  | - | 1% | 23% | 39% | 37% | *4.1* |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 3% | 17% | 27% | 39% | 14% | *3.4* |
| Local TV  | 7% | 10% | 11% | 36% | 36% | *3.8* |
| Local radio  | 7% | 17% | 16% | 34% | 26% | *3.5* |

|  |
| --- |
| **POLITICAL INSIDERS** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | 1% | 14% | 28% | 42% | 8% | *3.5* |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 7% | 17% | 31% | 24% | 15% | *3.3* |
| DC-centric outlets (Politico, the Hill)  | 2% | 10% | 34% | 28% | 19% | *3.6* |
| State and local newspapers  | 1% | 3% | 11% | 38% | 42% | *4.3* |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 4% | 28% | 37% | 19% | 4% | *2.9* |
| National blogs  | 9% | 27% | 31% | 22% | 5% | *2.8* |
| Local blogs  | 4% | 21% | 31% | 28% | 8% | *3.2* |
| National television (CNN, MSNBC, Fox)  | 4% | 12% | 32% | 34% | 13% | *3.4* |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 4% | 27% | 41% | 21% | 1% | *2.9* |
| Local TV  | 3% | 8% | 21% | 29% | 32% | *3.9* |
| Local radio  | 4% | 13% | 24% | 36% | 17% | *3.5* |

|  |
| --- |
| **BUSINESS ELITES** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | 2% | 6% | 14% | 33% | 45% | 4.1 |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 2% | 6% | 31% | 39% | 22% | 3.7 |
| DC-centric outlets (Politico, the Hill)  | 10% | 20% | 37% | 22% | 12% | 3.1 |
| State and local newspapers  | 2% | 10% | 20% | 43% | 25% | 3.8 |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 14% | 12% | 43% | 22% | 10% | 3.0 |
| National blogs  | 8% | 16% | 35% | 25% | 16% | 3.3 |
| Local blogs  | 12% | 25% | 35% | 12% | 16% | 2.9 |
| National television (CNN, MSNBC, Fox)  | - | 4% | 20% | 27% | 49% | 4.2 |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 2% | 2% | 25% | 35% | 35% | 4.0 |
| Local TV  | 2% | 16% | 29% | 27% | 25% | 3.6 |
| Local radio  | 4% | 14% | 29% | 31% | 22% | 3.5 |

|  |
| --- |
| **NGO** |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| National newspapers (i.e. Wall Street Journal, USA Today)  | 6% | 6% | 10% | 36% | 42% | 4.0 |
| Main regional daily (i.e. LA Times, Dallas Morning News)  | 12% | 14% | 24% | 26% | 24% | 3.4 |
| DC-centric outlets (Politico, the Hill)  | 18% | 16% | 22% | 16% | 28% | 3.2 |
| State and local newspapers  | 2% | 12% | 14% | 28% | 44% | 4.0 |
| Partisan-affiliated outlets (Daily Caller, Talking Points Memo)  | 46% | 18% | 20% | 8% | 8% | 2.1 |
| National blogs  | 22% | 24% | 18% | 16% | 20% | 2.9 |
| Local blogs  | 16% | 38% | 26% | 12% | 8% | 2.6 |
| National television (CNN, MSNBC, Fox)  | 4% | 4% | 20% | 20% | 52% | 4.1 |
| Financial television (CNBC, Bloomberg TV, Fox Business)  | 16% | 8% | 30% | 20% | 26% | 3.3 |
| Local TV  | 12% | 14% | 30% | 12% | 32% | 3.4 |
| Local radio  | 18% | 16% | 22% | 16% | 28% | 3.2 |

**[ASKED ONLY OF “CONGRESSIONAL STAFF”.]**

HP23. On a scale of 1 to 5, with **(ROTATE:)** 1 being no attention at all to 5 close attention, what types of feedback from constituents impact your Member’s decision on an issue**? [RANDOMIZE ITEMS.]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No Attention At All** |  | **Close Attention** |  |
|  | 1 | 2 | 3 | 4 | 5 | *Mean* |
| In person visits  | 1% | 4% | 21% | 44% | 29% | 4.0 |
| Local letters to the editor  | 4% | 17% | 39% | 28% | 13% | 3.3 |
| Personal phone calls to members  | 3% | 13% | 33% | 22% | 29% | 3.6 |
| Member to member meetings  | 1% | 1% | 28% | 36% | 33% | 4.0 |
| Visits by lobbyists  | - | 13% | 44% | 33% | 10% | 3.4 |
| Local data and economic impact  | 1% | - | 13% | 53% | 33% | 4.2 |
| Attendance at town halls held during recess  | 7% | 6% | 29% | 38% | 21% | 3.6 |
| Their mind is already made up  | 19% | 21% | 43% | 11% | 6% | 2.6 |

**DEMOGRAPHICS**

***NOTE: Results for demographic questions represent all adults unless otherwise indicated.***

**Finally, just a few more questions for statistical purposes:**

HP14. What racial or ethnic group best describes you?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ALL | PE | CONG | PINS | BE | NGO |
| White  | 65% | 65% | 67% | - | 69% | 60% |
| Black or African-American  | 21% | 24% | 21% | - | 10% | 18% |
| Hispanic or Latino  | 4% | 3% | 3% | - | 12% | - |
| Asian or Asian-American  | 5% | 3% | 3% | - | 10% | 8% |
| Native American  | 0% | 1% | 1% | - | - | - |
| Middle Eastern  | - | - | - | - | - | - |
| Mixed Race  | 5% | 4% | 4% | - | - | 14% |
| Other  | 0% | 1% | - | - | - | - |

HP15. Thinking about politics these days, how would you describe your own political viewpoint? **(ROTATE, START FROM BOTTOM EVERY OTHER INTERVIEW.)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ALL | PE | CONG | PINS | BE | NGO |
| **Total Liberal**  | **25%** | **29%** | **26%** | **20%** | **22%** | **34%** |
| **Total Conservative**  | **36%** | **27%** | **43%** | **52%** | **27%** | **20%** |
| Very liberal  | 7% | 7% | 4% | 6% | 10% | 8% |
| Liberal  | 19% | 23% | 21% | 14% | 12% | 26% |
| Moderate  | 38% | 43% | 30% | 28% | 49% | 42% |
| Conservative  | 28% | 21% | 34% | 40% | 25% | 16% |
| Very conservative  | 7% | 6% | 9% | 12% | 2% | 4% |
|  Refused/not sure  | 1% | 2% | 1% | - | 2% | 4% |

HP16. How often do you read local or national newspapers? **[ROTATE, EVERY OTHER INTERVIEW.]** Everyday, a few times a week, once a week, once a month.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ALL | PE | CONG | PINS | BE | NGO |
| Everyday  | 80% | 79% | 89% | 86% | 80% | 58% |
| A few times a week  | 14% | 17% | 10% | 10% | 10% | 26% |
| Once a week  | 4% | 4% | 1% | 3% | 8% | 10% |
| Once a month  | 1% | - | - | 1% | 2% | 2% |
|  Never  | - | - | - | - | - | 4% |

HP17. What is your marital status?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | ALL | PE | CONG | PINS | BE | NGO |
| Married  | 50% | 43% | 26% | - | 90% | 38% |
| Separated  | 1% | 1% | - | - | - | 2% |
| Divorced  | 7% | 5% | 1% | - | 6% | 18% |
| Widowed  | 2% | 3% | 4% | - | - | 2% |
| Single  | 36% | 45% | 66% | - | 2% | 32% |
| Domestic partnership  | 4% | 4% | 3% | - | 2% | 8% |