

RONALD REAGAN

Americans Divided on Placing Reagan's Portrait on \$50 Bill

While 60 per cent of Republicans favor the proposal, just 33 per cent of Democrats concur.

[NEW YORK – Mar. 12, 2010] – A recent proposal to print \$50 bills with the portrait of former president Ronald Reagan has divided views in the United States, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,007 American adults, 41 per cent of respondents support the initiative from Congressman Patrick McHenry (R-NC) to place Reagan's face on the \$50 bill, while 39 per cent oppose the plan.

The division is clear all across the country, but there is a slight gender gap. Women are more likely to come out in favor of the proposal (39% support it, 35% oppose it) whereas men are almost evenly divided (44% support it, 42% oppose it).

The level of "strong opposition" to this idea stands at 26 per cent nationally, while the level of "strong support" is 15 per cent.

Three-in-five Republicans (60%) support McHenry's bill, but only 43 per cent of Independents and 33 per cent of Democrats concur. The level of strong opposition from Democrats (30%) is almost equal to the level of strong support from Republicans (30%).

KEY FINDINGS

- **41% support the bill that seeks to place the portrait of Ronald Reagan on the \$50 bill; 39% oppose it**

Full topline results are at the end of this release.

From March 9 to March 10, 2010, Angus Reid Public Opinion conducted an online survey among 1,007 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

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Ronald Reagan

A congressman has introduced the “President Ronald Reagan \$50 Bill Act”, which stipulates that that all \$50 bills printed from the start of 2011 “shall bear the likeness of President Ronald Wilson Reagan.” Do you support or oppose this bill?

	Region				
	Total	Northeast	Midwest	South	West
Strongly support	15%	15%	15%	16%	14%
Moderately support	26%	28%	26%	26%	25%
Moderately oppose	13%	14%	12%	13%	14%
Strongly oppose	26%	28%	23%	24%	28%
Not sure	20%	14%	23%	21%	19%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Strongly support	17%	13%	17%	14%	14%
Moderately support	27%	26%	26%	25%	29%
Moderately oppose	15%	11%	13%	14%	13%
Strongly oppose	27%	24%	21%	28%	27%
Not sure	14%	25%	23%	20%	18%

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Do you support or oppose this bill?

	Party ID			
	Total	Democrat	Republican	Independent
Strongly support	15%	12%	28%	12%
Moderately support	26%	21%	32%	31%
Moderately oppose	13%	18%	10%	12%
Strongly oppose	26%	30%	11%	29%
Not sure	20%	19%	19%	17%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>

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