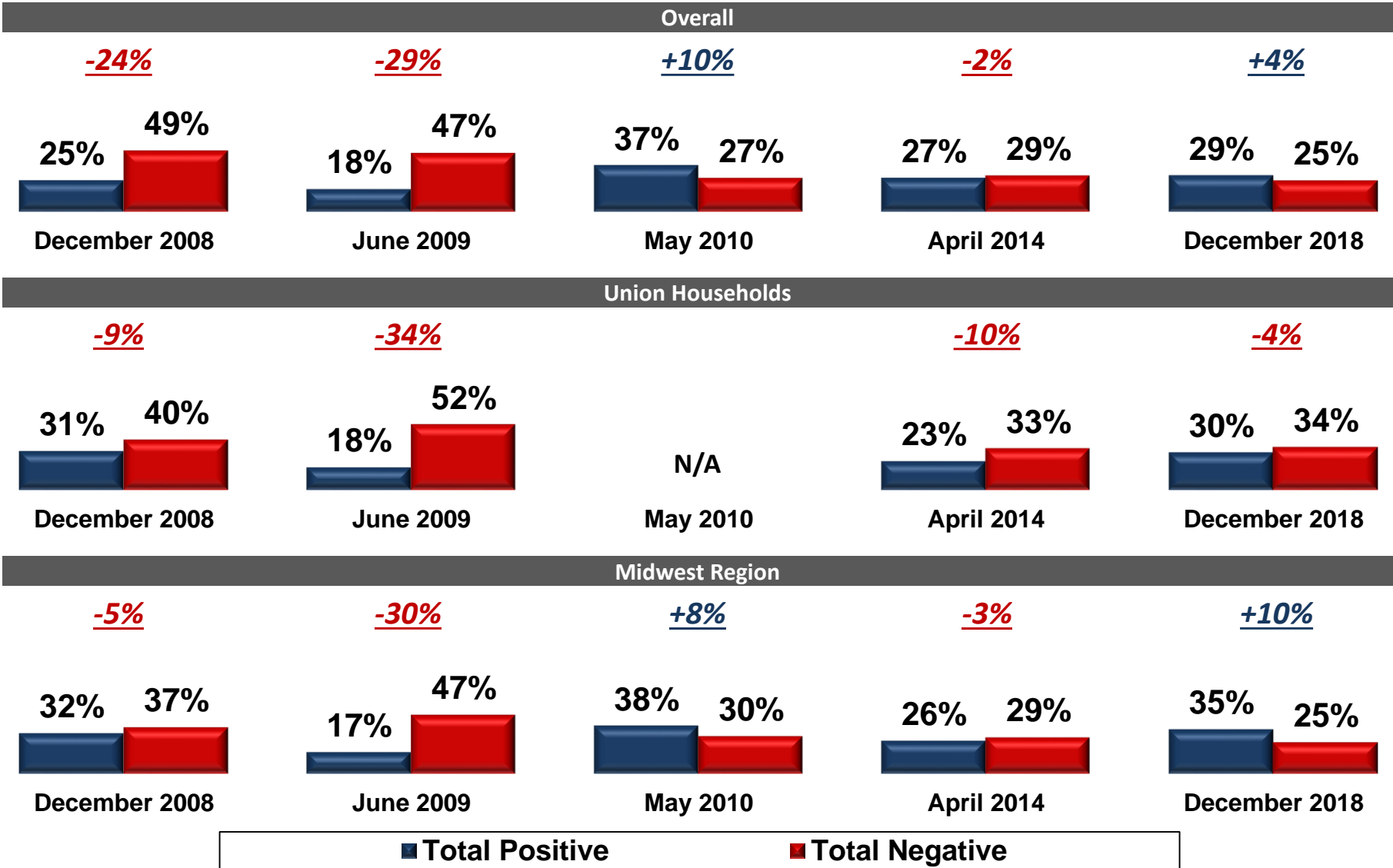


Additional Feeling Thermometer Items

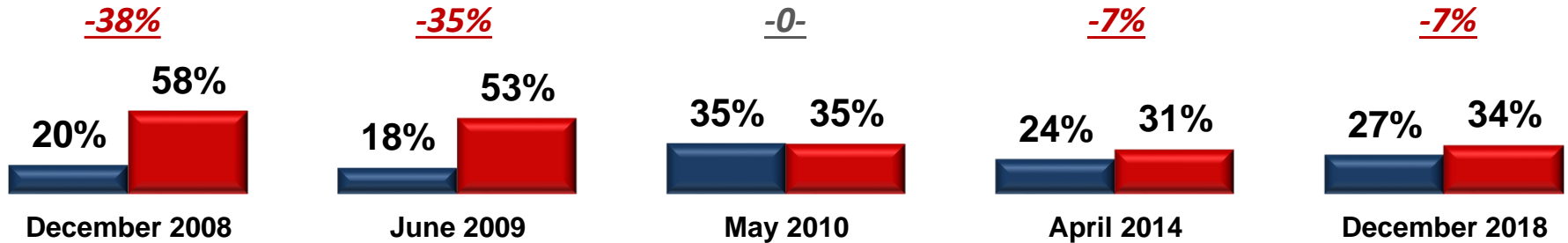
- Since 2009, attitudes toward GM have improved from a significant net negative rating to a net positive rating.
- China's image is positive among just 10% of Americans and negative among 46%, basically unchanged since April 2000. China's image is significantly more negative among Democrats and voters over 50 years old.
- Attitudes toward Saudi Arabia have deteriorated with 59% holding a negative opinion of the country up from 49% in February 2011. Again, the sharpest increases in negative ratings have come from Democrats and voters over 50 years old as well as with women.
- Russia's high negatives have increased over the past two years – up to 58% from 53% in January 2017. Here, negative ratings are sharply higher among Independents along with men and 18-34 year old adults.

Feelings Toward General Motors (GM) Over Time Among Union Households & Midwest Region

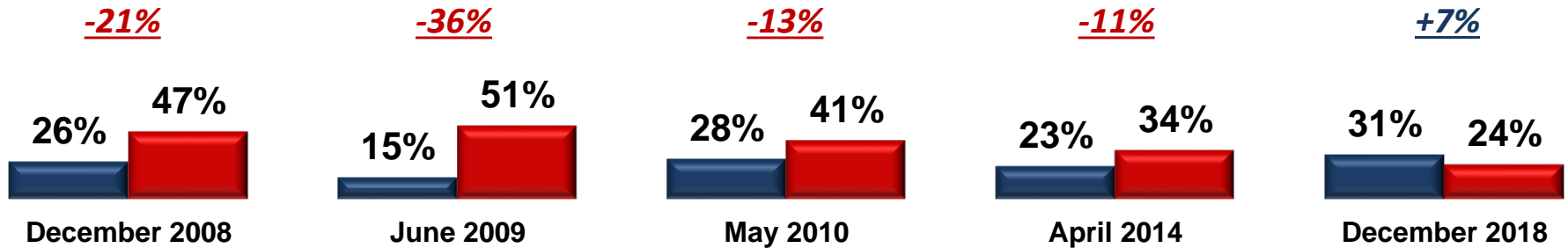


Feelings Toward General Motors (GM) Over Time by Party

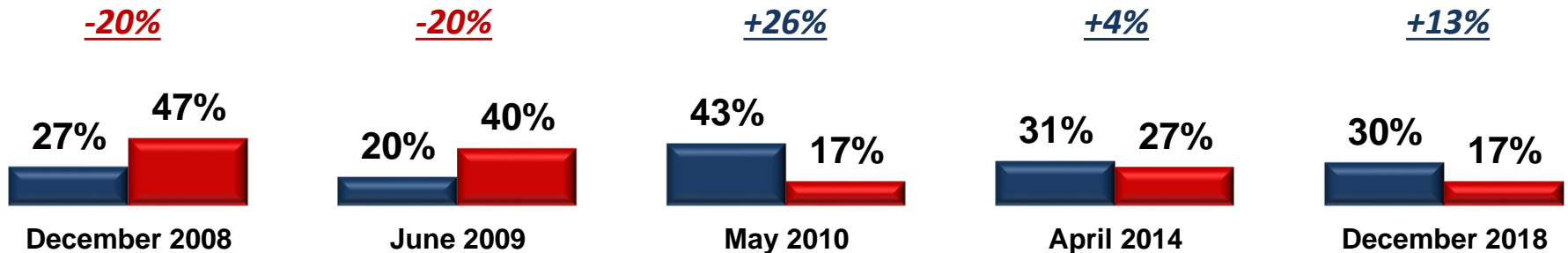
Republicans



Independents



Democrats



■ Total Positive ■ Total Negative

Feelings Toward General Motors (GM) by Key Political Sub-Groups

	Pos.	Neg.	Neutral		Positive	Negative	Net Difference
Ages 18-34	23%	21%	54%				
Ages 65+	33%	28%	27%				
Total					29%	25%	+4%
Republicans					27%	34%	-7%
Independents					31%	24%	+7%
Democrats					30%	17%	+13%
GOP Support Trump					20%	46%	-26%
GOP Support Party					34%	28%	+6%
Dems < 55 Less Than College					36%	7%	+29%
Dems < 55 College+					17%	27%	-10%
Dems Ages 55+					34%	21%	+13%

Feelings Toward China by Key Sub-Groups

	April 2000			December 2018		
	Positive	Negative	Net Difference	Positive	Negative	Net Difference
TOTAL	12%	44%	-32%	10%	46%	-36%
Gender						
Men	14%	50%	-36%	11%	48%	-37%
Women	11%	38%	-27%	10%	44%	-34%
Age						
18-34	11%	42%	-31%	13%	38%	-25%
35-49	15%	40%	-25%	12%	37%	-25%
50-64	12%	48%	-36%	8%	56%	-48%
65+	10%	45%	-35%	10%	57%	-47%
Party ID						
Republicans	7%	54%	-47%	9%	57%	-48%
Independents	13%	46%	-33%	14%	42%	-28%
Democrats	17%	34%	-17%	12%	43%	-31%
Region						
Northeast	15%	35%	-20%	7%	52%	-45%
Midwest	10%	48%	-38%	12%	38%	-26%
South	10%	45%	-35%	12%	50%	-36%
West	15%	47%	-32%	9%	41%	-32%
Geography						
Urban	-	-	-	10%	43%	-33%
Suburban	-	-	-	10%	47%	-37%
Rural	-	-	-	13%	49%	-36%
Education						
High School or Less	12%	42%	-30%	9%	47%	-38%
Some College	10%	47%	-37%	14%	43%	-29%
College Graduates	14%	43%	-29%	12%	46%	-34%
Post Graduates	-	-	-	4%	50%	-46%

Feelings Toward Saudi Arabia by Key Sub-Groups

	February 2011			December 2018		
	Positive	Negative	Net Difference	Positive	Negative	Net Difference
TOTAL	12%	49%	-37%	6%	59%	-53%
Gender						
Men	14%	50%	-36%	7%	58%	-51%
Women	10%	48%	-38%	5%	60%	-55%
Age						
18-34	13%	33%	-20%	6%	51%	-45%
35-49	10%	50%	-40%	8%	58%	-50%
50-64	12%	59%	-47%	3%	62%	-59%
65+	10%	52%	-42%	6%	69%	-63%
Party ID						
Republicans	9%	48%	-39%	7%	57%	-50%
Independents	10%	50%	-40%	2%	57%	-55%
Democrats	15%	48%	-33%	6%	65%	-59%
Region						
Northeast	10%	48%	-38%	6%	58%	-52%
Midwest	15%	50%	-35%	8%	54%	-46%
South	11%	46%	-35%	7%	59%	-52%
West	11%	51%	-40%	1%	64%	-63%
Geography						
Urban	10%	47%	-37%	6%	61%	-55%
Suburban	10%	53%	-43%	5%	59%	-54%
Rural	14%	48%	-34%	7%	54%	-47%
Education						
High School or Less	9%	54%	-45%	4%	57%	-53%
Some College	13%	48%	-35%	9%	54%	-45%
College Graduates	9%	48%	-39%	6%	58%	-52%
Post Graduates	15%	41%	-26%	1%	75%	-74%

Feelings Toward Russia by Key Sub-Groups

	January 2017			December 2018		
	Positive	Negative	Net Difference	Positive	Negative	Net Difference
TOTAL	8%	53%	-45%	6%	58%	-52%
Gender						
Men	12%	47%	-35%	7%	59%	-52%
Women	5%	59%	-54%	6%	58%	-52%
Age						
18-34	11%	46%	-35%	6%	54%	-48%
35-49	9%	47%	-38%	10%	48%	-38%
50-64	5%	63%	-58%	3%	63%	-60%
65+	6%	62%	-56%	7%	73%	-66%
Party ID						
Republicans	12%	42%	-30%	8%	50%	-42%
Independents	10%	37%	-27%	10%	50%	-40%
Democrats	3%	71%	-68%	5%	73%	-68%
Region						
Northeast	8%	54%	-46%	6%	60%	-54%
Midwest	9%	53%	-44%	10%	49%	-39%
South	7%	55%	-48%	5%	60%	-55%
West	8%	51%	-43%	5%	63%	-58%
Geography						
Urban	7%	56%	-49%	7%	61%	-54%
Suburban	9%	52%	-43%	5%	59%	-54%
Rural	9%	53%	-44%	9%	54%	-45%
Education						
High School or Less	9%	54%	-45%	8%	53%	-45%
Some College	13%	48%	-35%	7%	56%	-49%
College Graduates	9%	48%	-39%	6%	62%	-56%
Post Graduates	15%	41%	-26%	2%	71%	-69%