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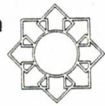
A NATIONAL SURVEY OF PUBLIC ATTITUDES

SUMMARY OF FINDINGS

Presented by

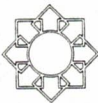
Richard B. Wirthlin

February 1982



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POLITICAL CLIMATE

MEMO

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1050 Seventeenth Street N.W., Suite 1100, Washington, D.C. 20036, (202) 822-9010

M E M O R A N D U M

TO: Richard Richards  
FROM: Richard B. Wirthlin  
DATE: January 29, 1982  
SUBJECT: Political Climate

Although support on specific Reagan proposals may have declined slightly. Americans, in general, are more optimistic about the future of the country than they were a year ago.

Right Direction/Wrong Track

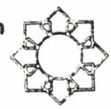
On the question of whether the country is generally headed in the right direction or the wrong track, a marked difference is evident between January 1981 and January 1982. A year ago, only 26% felt the country was going in the right direction. Twelve months later, that figure has risen to 50%. It should be noted, however, that this measure is rather sensitive to the latest news events which often shape, rather than report, public opinion.

Those who presently feel the country is off on the wrong direction include senior citizens (52%), single women (61%), those with less than a high school education (61%), and the lowest incomes (72%), Blacks (79%), and Democrats.

Number One Problem

Economic issues continue to dominate the list of what the public considers to be the nation's number one problem; however, the composition of that economic rating has shifted slightly, over the last year. As the attached table shows, unemployment has risen sharply over the last year--from 4% to 17%. However, inflation remains the single highest response, at 24%. Unemployment receives its highest marks from Democrats, single men, middle income, and midwestern respondents.

On the state level, unemployment retains its paramount position, with 27% responding. This is up from nine percentage points from last February.



Richard Richards  
January 29, 1982  
Page Two

### Hard Time Making Ends Meet

Undoubtedly contributing to existing "wrong track" scores are concerns over the economy. One question addresses the immediate financial situation:

In the next six months, do you think it is very likely, somewhat likely or not very likely that the average family will have a harder time making ends meet?

Very likely	71%
Somewhat likely	20
Not very likely	8
Not sure	1

Basically, the same subgroups who feel the country is on the wrong track (minorities, the poor, women and liberals) express the strongest "very likely" sentiment on this question.

### Average Man Getting Worse

A similar measure asks people to agree or disagree with the following statement:

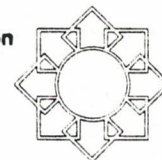
In spite of what some people say, the condition of the average man is getting worse, not better.

Strongly agree	41%
Somewhat agree	26
Somewhat disagree	20
Strongly disagree	12
No opinion	1

Again, those giving the most pessimistic responses include women, the least educated, blue collar workers, Blacks, Democrats, and those disapproving of Ronald Reagan's performance.

### Predictions for the Next Year

Both in January 1982 and February 1981, respondents were asked whether they expected the next 12 months to be a time of peace, or discord, economic prosperity or difficulty. Consistent with last year's measures, the pessimistic view receives the majority on both fronts. On the economy 81% currently predict difficulty, 16% predict prosperity. These figures are nearly identical to those gathered last February. The only subgroup making a strong showing for "a year of economic prosperity" are strong Republicans, but even they only generate 28% responding optimistically.



On the question of a year of peace or a year of discord and disputes, the discord viewpoint has gained a sizeable advantage over last year. Presently 79% expect discord with only 18% predicting peace. Those who are most likely to label 1982 as a year of disputes and international trouble include young women, Blacks, and liberals.

### Measures of Cynicism and Authoritarianism

Three other questions asked on this study relate to the positive or negative feelings the public has toward government and its leaders.

One measure has shown improvement over the last year:

As the government is now organized and operated, I think it is hopelessly incapable of dealing with all the crucial problems facing the country today.

Agree strongly	22%
Agree somewhat	26
Disagree somewhat	27
Disagree strongly	24
No opinion	1

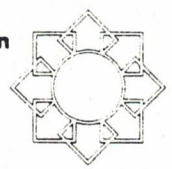
As the attached graph shows, this represents an increase in the amount of confidence the public places in government. A year ago, 63% agreed with this statement compared to today's 48%.

Another measure has held nearly even over last year:

For the most part the government serves the interests of a few organized groups such as business or labor and isn't very concerned about the needs of people like myself.

Agree strongly	36%
Agree somewhat	29
Disagree somewhat	20
Disagree strongly	14
No opinion	2

As the attached graph shows, there has been very little movement in this measure since January 1981. Generally speaking, women, blue collar workers, Blacks and the poor are more likely to agree with this statement than are other subgroups.

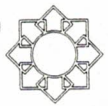


The final measure asks respondents to rate the value of strong leadership to the country:

A few good leaders could make this country better than all the laws and talk.

Agree strongly	41%
Agree somewhat	29
Disagree somewhat	15
Disagree strongly	13
No opinion	3

Although there has been a slight decline in the strong agreement with this statement, overall agreement remains high at 70%. Strongest agreement comes from senior citizens, Blacks, the least educated and those strongly disapproving of Reagan's performance as President.



THE ECONOMY  
MEMO

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M E M O R A N D U M

TO: Richard Richards  
FROM: Richard B. Wirthlin  
DATE: February 2, 1982  
SUBJECT: The Economy

The Reagan Economic Program

Nearly six out of every ten Americans say the Reagan economic program will help the national economy but 50% concur with the statement that the program is not "helpful to people like you." Both figures have been holding almost steady over the last two months.

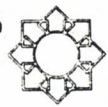
Those who give the strongest positive ratings to the program's impact on the economy tend to be men, people between 25 and 44 years old, and college graduates. Optimism increases with income. However, it is interesting to note the strongest positive readings come from those with incomes between \$30,000 - \$40,000 (74%) while support drops to 69% among those with incomes over \$40,000.

Support from professional workers remains the highest of any occupational category, with 70% responding help. The "help" ratings from blue collar workers, on the other hand, have dropped precipitously over the past year. In February, 1981, 75% of the blue collar respondents felt the program would help; now only 51% of them feel this way.

Minority respondents remain adversely disposed to the Reagan economic plan. Among Blacks, for example, only 22% say the programs will help while 74% say they will hurt.

Perhaps the clearest distinctions of support or opposition to the Reagan economic program can be seen along partisan and ideological lines. Among strong Republicans 80% say the program will help. Strong Democrats, by contrast, yield only 29% saying it will help.

Similarly, among conservatives the program is viewed positively by 68% of the respondents, but among liberals the figure drops to 44%.



### The Margin of Patience

Of importance here as well is the amount of time the public is willing to allow before it judges the effects of the economic program. To test this, respondents were asked, "Just generally, how long from now do you think it will be before we would begin to see either the helpful or harmful effects of Reagan's proposed economic program?" In the aggregate, two thirds of the public says it will be a year or more; 9%, on the other hand, say the effects are being felt right now. The remaining 22% give the program between three to six months.

Women are less generous than men on this dimension as a third of the women give the program less than a year.

Those with the shortest responses include single women (12% say "now"), lower income and blue collar respondents. As to be expected, Republicans give the President's program more time than do Democrats. Ideologically as well, conservatives give the program more leeway than do liberals. For example, among the very liberal, 65% give the program one year or less, with 17% saying "now." Among the very conservative, on the other hand, only 9% give the "now" response.

In addition, the economic program was rated on several dimensions including the effects on inflation and employment.

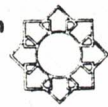
### Reduce Inflation

The program receives somewhat positive scores on the question of whether or not it will reduce inflation. Overall, 59% say it will reduce inflation, while 36% say it will not and 5% have no opinion. Men, professionals and Republicans give higher than average scores.

Slightly lower results are seen in response to the propositions the Reagan program will improve productivity. On the aggregate, 53% say the program will stimulate productivity compared to 40% who say it will not. Subgroups distinctions are nearly the same as for the previous question.

### Increase Employment

On the issue of the program's ability to increase employment. The results are less conclusive. Presently, 48% say it will increase employment, while 47% say it will not. Here party affiliation makes the biggest difference. Among strong Republicans, 77% say Reagan's economic proposals will improve employment, while only 16% of the strong Democrats feel this way.



Richard Richards  
February 2, 1982  
Page Three

### Slippage

Two other dimensions most graphically show a gradually deteriorating support for the economic program. Currently, 45% of the public rates the program as "helpful to people like you while 50% say it is not helpful. Those responding the most negatively include single men and women, minorities, Democrats and liberals. A wide disparity is also seen on the basis of income. Among those with the lowest incomes (under \$5,000 annually) 77% say the program is not helpful to them; among those with incomes over \$40,000, however, the "not helpful" rating drops to 33% while "helpful" rises to 62%.

Also showing deterioration over the last year is the consideration of the program as fair or unfair. Last February, nearly three quarters of the public considered the program to be fair. Now 60% feel the program is fair while 35% feel it is unfair. Those who are most likely to consider the program unfair are again the lower income, minority and liberal respondents.

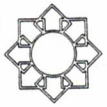
Contributing to the negative perceptions of the economic program is the predominant view that Reagan's plans favor the rich. Respondents were asked:

Overall, would you say Ronald Reagan's economic program best meets the needs of ... poor and lower income people ... middle income people ... upper income people ... or would you say his economic program equally meets the needs of all people?

Poor/lower income	2%
Middle class	13
Upper income	59
All people equally	24
None	1
No opinion	2

Those who feel most strongly that the program benefits the rich include single women (69%), Blacks (83%), residents of the northeast (63%), and liberals (71%).

Income distinctions are somewhat predictable. The lower the incomes, the more likely to say the program favors the rich. The higher the income, the more likely to say the program's benefits are equally distributed.



THE BUDGET  
MEMO

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**M E M O R A N D U M**

TO: Richard Richards  
FROM: Richard B. Wirthlin  
DATE: January 29, 1982  
SUBJECT: The Budget

When faced with four pre-structured budgeting options, Americans would rather cut non-defense spending than raise revenues or face an unbalanced budget.

Specifically, respondents were asked:

As you may know, the government has a number of goals which it would like to fulfill, such as balancing the budget, reducing inflation and providing necessary services. Sometimes, in order to reach one of these goals, certain tradeoffs have to be made. I'm going to read you a list of four options the government may have to face. I'd like you to rank these four actions, that is please tell me which one you would choose first if you had to choose, the second, third and finally which action you would be least likely to choose.

	<u>First Choice</u>	<u>Second Choice</u>	<u>Third Choice</u>	<u>Fourth Choice</u>
Postponing the tax cut	26%	31%	25%	14%
Reducing defense spending	22	20	23	32
Reducing all federal spending except defense	34	24	22	16
Not balancing the budget	15	21	26	34

Certain deviations from the norm are evident upon further analysis. For instance, older respondents place a higher premium on defense; consequently they are likely to inverse the normal order and list decreased defense spending as the least likely to be first choice.



Single women also generate some different patterns. Cutting federal spending and postponing the tax cut each receive 27% of the mentions as their first choice.

Postgraduates list cutting defense spending as their highest priority as do Blacks and the very liberal.

To get a close look at the issue of federal spending, respondents were asked how much they would like the government to spend on specific programs.

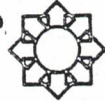
Let's talk for a few minutes about government spending on some specific programs. I'm going to read you a list of these programs. For each one, please tell me, in your opinion, whether the federal government should spend more or should spend less on each program. I'm going to read the whole list first, and then will go over each one and get your opinion. (IF RESPONDENT SAYS "SPEND MORE", ASK:) And would you be willing to have your own taxes increased to support this program or not?

	<u>Total "Spend More"</u>
Crime	75%
Education	67
Energy	59
Medicaid	54
School	50
Defense	50
Unemployment	41
AFDC	36
Food Stamps	23
Foreign Aid	12

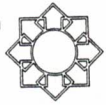
The attached graphs show the comparison between ten programs tested in this study. The table shows the comparison of eight of these programs with figures collected last year. Note the significant changes in support for defense spending (a move toward less spending) and unemployment compensation (a slight shift toward more spending).

The proposals ranked in order of current total "spend more" support, are discussed briefly below:

<u>Rank</u>	<u>Program</u>	<u>Important Subgroups Demonstrating Greatest Support For Increased Spending</u>
1	Crime prevention	Very liberal, Blacks, senior citizens, working women



<u>Rank</u>	<u>Program</u>	<u>Important Subgroups Demonstrating Greatest Support For Increased Spending</u>
2	Education	Blacks, younger voters, liberals, upper income
3	Energy Conservation Programs	Postgraduates, Mountain states residents, younger respondents
4	Medicaid	Blue collar, liberals, 25-34 year olds, lower income
5	School lunches	Minorities, those disapproving of Reagan, liberals, 18-34 year olds
6	Defense	Southern residents, conservatives, Reagan supporters, Blue collar, veterans, older men
7	Unemployment Compensation	Liberals, Blacks, union members, Blue collar, lower incomes, working women
8	Aid to Families with Dependent Children	Liberals, New England residents, Blacks, younger men
9	Food Stamps	Less educated, lower income, liberals, Blue collar workers, women
10	Foreign Aid	Jewish, liberals and Black respondents but in <u>no</u> subgroup does "spend more" get over 23%



FOREIGN POLICY

MEMO

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**M E M O R A N D U M**

TO: Richard Richards  
FROM: Richard B. Wirthlin  
DATE: January 29, 1982  
SUBJECT: Foreign Policy

Most Americans approve the actions Ronald Reagan has taken in response to the situation in Poland. In particular, the respondents were asked:

As you may know, Ronald Reagan recently announced a number of economic and diplomatic sanctions against the Soviets as a response to their actions in Poland. In your opinion, are these sanctions ... too strong... about right ... or not strong enough?

Too strong	14%
About right	43
Not strong enough	33
No opinion	10

Subgroups varying significantly from the average include:

- Veterans--41% feel the actions are not strong enough
- Blacks--23% respond "too strong"
- Liberals--29% respond "too strong" while conservatives generate 38% "not strong enough"

In addition, a marked difference is evident between men and women:

	<u>Too Strong</u>	<u>About Right</u>	<u>Not strong Enough</u>	<u>No Opinion</u>
Male	15%	39%	40%	6%
Female	14	46	27	13



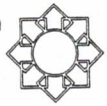
Another question dealing with sanctions imposed on the Soviet Union asked the respondents whether they agreed or disagreed with the following:

Imposing a grain embargo against the Soviet Union is the only economic action that would really affect the Soviets.

Agree strongly	15%
Agree somewhat	19
Disagree somewhat	25
Disagree strongly	32
No opinion	8

As to be expected, opposition to this statement is highest in the farm belt states, reading a regional high of 69% disagreement.

Other subgroups generating strong opposition to this statement include men (64% disapprove), college graduates (67%), military veterans and Reagan supporters.



PRESIDENTIAL PERFORMANCE

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**M E M O R A N D U M**

TO: Edwin Meese III  
James A. Baker, III  
Michael K. Deaver

FROM: Richard B. Wirthlin

DATE: February 2, 1982

SUBJECT: Reagan Performance

President Reagan has started off the new year with a moderately high rating from the American public. Six out of every ten Americans approve of the job Reagan is doing as President, a figure which has held relatively steady this winter.

As we have seen in the past, Reagan's strongest supporters are the more conservative, upper income and white respondents. What has been happening over past months, however, is the creation of an increasingly partisan base of support. Subgroups which previously gave this base some diversity have been lowering their approval of the President at a faster rate than in the aggregate. These groups include older, middle income and blue collar workers.

A comparison with where Reagan stood a year ago is seen on one of the attached charts. As to be expected, more people have now formed an opinion of the President. Also echoing an historic trend, is the decline in the President's job rating. More often than not, a president loses approval during his first term in office. What has varied is the amount of that loss (or gain). Reagan has dropped only two percentage points during his first term, as measured by Gallup. When compared to the past seven Presidents, Reagan's loss is negligible. Only two of our modern-day presidents--Kennedy and Nixon--actually gained in popularity during their first term. Eisenhower broke even while the other five have shown a loss. Of those, Reagan's drop is minimal--only two percentage points compared to Truman's -37 points or Ford's -25.

Reagan was also assessed on his handling of specific issues. On the economy, the President receives a 57% approval rating. Again, it is the Republicans, the upper income, white collar professionals



that respond well on this dimension. Conversely, blue collar, low income, liberal Democrats give Reagan his lowest ratings in this regard.

Although Reagan fares well on this general economic job rating, he lags behind on his handling of some specific economic problems. For instance only a third of the public approves of his handling of unemployment. Only among Republicans and those considered as the least cynical about politics does Reagan receive a majority approving of his handling of this issue. In all other subgroups, the approval is below 50% of the population. Among strong Democrats, Hispanics and Blacks, for instance, the disapproval rating for Reagan's handling of unemployment is greater than 80%.

On inflation, the President receives better ratings. In the aggregate, he holds on to a bare majority with 51% approving of his handling of inflation. Approval falls below a third among high cynics, the very liberal, Blacks and those with the lowest incomes.

Reagan receives his highest marks on his handling of government waste with over two-thirds of the American public approving and only 22% disapproving. In nearly every subgroup, Reagan retains a majority approval on this issue. The only groups generating less than 50% approval are strong Democrats, Blacks and those with incomes under \$10,000.

On a related question, respondents were asked, "From what you've heard and read, has Ronald Reagan cut government spending ... enough ... more than enough, ... or not enough during his first year as President?"

The general consensus is that President Reagan does not need to cut government spending any more, with nearly six out of ten feeling he has cut "enough" or "more than enough." However, 37% of the people feel that Reagan has not cut enough.

People feeling that Reagan has cut more than enough are those who are most directly affected by cuts in social programs, and include 55-64 year olds, low income respondents and Blacks. Democrats and liberals also feel that Reagan has been too severe on cutting government spending.

Respondents who are in the high income categories, live in the mountain states, and Lutherans feel stronger than average that President Reagan has not cut enough in government spending.

The other specific issue tested is Reagan's handling of foreign affairs. In the aggregate, 59% of the people approve of Reagan's performance in this regard. The same support pattern emerges as



Meese, Baker, and Deaver  
February 2, 1982  
Page Three

for most of the other issues: strong support by the conservatives, Republicans and upper income people on one end versus disapproval from the Democrats, Blacks and liberals.

Other characteristics of Reagan are also tested. Responses to the question "What do you like most about Ronald Reagan?" show that the public continues to admire Reagan for his strong leadership. Since last February, this quality has risen seven points.

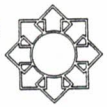
On the opposite dimension, nearly four out of ten people name ideology or stands on issues as what they least like about Ronald Reagan. Fourteen percent (14%) also name his job performance as a problem.

Respondents also assessed President Reagan on certain characteristics associated with his job. Overall, he receives a good rating as a strong leader, effective in getting things done and being trustworthy. He receives these high ratings from his usual Republican supporters, college graduates, veterans, men and older respondents.

Reagan also promotes a favorable image when compared to the characteristic such as starting an unnecessary war.

Reagan receives criticism in the areas of showing too much business favoritism and caring about the needs of the elderly and the poor. In these areas his ratings hover around the "only fair" category.

Finally, Reagan's stand can be compared with other national political figures. As the attached chart shows, Reagan continues to get a higher rating than either Walter Mondale or Ted Kennedy. Reagan's rating has remained nearly constant when compared to last year, as have Kennedy's and Mondale's. Rankings which have shown some movement include those for the Republican party (up  $1\frac{1}{2}$  points) and the Democratic party (up nearly 5 points, on a 100 point scale).



PRESIDENTIAL PERFORMANCE

CROSS-TABULATIONS



TABLE 154

## 2. FULL DEMOGRAPHICS VS 27. JOB RATING: REAGAN

\*\*\*\*\*

## ANSWERS TO

Q. 27:

- 1) STRONGLY APPROVE                    2) SOMEWHAT APPROVE  
 3) SOMEWHAT DISAPPROVE            4) STRONGLY DISAPPROVE  
 5) NO OPINION

	(1)	(2)	(3)	(4)	(5)
	%	%	%	%	%
	=====	=====	=====	=====	=====
<AGGREGATE RESULTS>	35	31	11	13	9

TABLE 154 IS Q. 27 X Q. 27

## SEX/AGE

YOUNGER WOMEN (19-44) <3717>	29	20	14	16	9
(AVG. = 2.18 SIG. HIGHR ***)					
OLDER WOMEN (45+) <4682>	33	29	13	15	10
(AVG. = 2.11 SIG. HIGHR ***)					
YOUNGER MEN (19-44) <6070>	36	34	9	11	8
(AVG. = 1.93 SIG. LOWER ***)					
OLDER MEN (45+) <4273>	45	25	10	13	8
(AVG. = 1.89 SIG. LOWER ***)					
CHISQ= 413.78 W/ 9 D.F. IS SIGNIFICANT AT 100.00 %.					***

TABLE 155 IS Q. 14 X Q. 27

## EDUCATION

SOME HIGH SCHOOL <35600>	27	29	15	20	9
(AVG. = 2.31 SIG. HIGHR ***)					
HIGH SCHOOL GRADUATE <67100>	34	30	12	12	8
(AVG. = 2.02 NO SIG. DIFF)					
SOME COLLEGE/VOCATML <50710>	38	31	11	12	8
(AVG. = 1.98 SIG. LOWER ***)					
COLLEGE GRADUATE <30220>	44	27	9	10	8
(AVG. = 1.84 SIG. LOWER ***)					
POST-GRADUATE WORK <17390>	40	28	9	14	9
(AVG. = 1.98 SIG. LOWER **)					
CHISQ= 394.72 W/ 12 D.F. IS SIGNIFICANT AT 100.00 %.					***

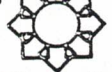


TABLE 156

2. FULL DEMOGRAPHICS VS. 27. JOB RATING: REAGAN

\*\*\*\*\*

ANSWERS TO  
Q. 27:

- 1) STRONGLY APPROVE
- 2) SOMEWHAT APPROVE
- 3) SOMEWHAT DISAPPROVE
- 4) STRONGLY DISAPPROVE
- 5) NO OPINION

	(1)	(2)	(3)	(4)	(5)
	%	%	%	%	%
	=====	=====	=====	=====	=====
<AGGREGATE RESULTS>	36.	31.	11.	13.	9.

TABLE 156 IS Q. 19 X Q. 27  
INCOME

UNDER \$5,000 <1268>	21.	27.	16.	26.	9.
(AVG. = 2.52 SIG. HIGHR ***)					
\$5,000 TO \$9,999 <2329>	25.	30.	15.	20.	9.
(AVG. = 2.33 SIG. HIGHR ***)					
\$10,000 TO \$14,999 <3248>	30.	32.	13.	15.	9.
(AVG. = 2.15 SIG. HIGHR ***)					
\$15,000 TO \$19,999 <3424>	35.	32.	12.	13.	9.
(AVG. = 2.05 NO SIG. DIFF )					
\$20,000 TO \$29,999 <4600>	40.	32.	10.	10.	8.
(AVG. = 1.89 SIG. LOWER ***)					
\$30,000 TO \$39,999 <2213>	43.	31.	9.	9.	8.
(AVG. = 1.84 SIG. LOWER ***)					
\$40,000 OR MORE <3036>	51.	38.	7.	8.	6.
(AVG. = 1.70 SIG. LOWER ***)					

CHISQ= 842.96 W/ 13 D.F IS SIGNIFICANT AT 100.00 %.

\*\*\*



TABLE 1143

110. 9-PT GEOPOLITICAL VS. 27. JOB RATING: REAGAN  
 \*\*\*\*\*

## ANSWERS TO

Q. 27:

- 1) STRONGLY APPROVE                    2) SOMEWHAT APPROVE  
 3) SOMEWHAT DISAPPROVE            4) STRONGLY DISAPPROVE  
 5) NO OPINION

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
NEW ENGLAND <1174> (AVG. = 1.99 NO SIG. DIFF )	36.	32.	12.	11.	9.
MIDDLE ATLANTIC <3846> (AVG. = 2.15 SIG. HIGHR ***)	31.	31.	12.	16.	11.
SOUTH ATLANTIC <3755> (AVG. = 2.05 SIG. HIGHR +)	36.	30.	12.	14.	9.
EAST SOUTH CENTRAL <1462> (AVG. = 2.06 NO SIG. DIFF )	37.	30.	12.	15.	6.
WEST SOUTH CENTRAL <2362> (AVG. = 1.92 SIG. LOWER ***)	41.	29.	11.	11.	7.
EAST NORTH CENTRAL <4123> (AVG. = 2.05 SIG. HIGHR *)	33.	33.	12.	13.	9.
WEST NORTH CENTRAL <1634> (AVG. = 1.93 SIG. LOWER ***)	37.	34.	12.	10.	5.
MOUNTAIN <1085> (AVG. = 1.78 SIG. LOWER ***)	45.	32.	9.	8.	6.
PACIFIC <2940> (AVG. = 2.03 NO SIG. DIFF )	35.	29.	11.	14.	10.
<AGGREGATE RESULTS>	36.	31.	11.	13.	9.

CHI-SQUARE = 184.61 WITH 24 DEGREES OF FREEDOM.  
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.



TABLE 1164

111. 20-PT GEOPOLITICAL VS. 27. JOB RATING: REAGAN  
\*\*\*\*\*

ANSWERS TO

- Q. 27: 1) STRONGLY APPROVE 2) SOMEWHAT APPROVE
- 3) SOMEWHAT DISAPPROVE 4) STRONGLY DISAPPROVE
- 5) NO OPINION

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
MASSACHUSETTS < 543> (AVG. = 2.09 SIG. HIGHR +)	31.	24.	13.	13.	9.
ME/VT/NH/CT/RI < 631> (AVG. = 1.90 SIG. LOWER ***)	40.	30.	11.	10.	10.
NEW YORK <1741> (AVG. = 2.17 SIG. HIGHR ***)	30.	31.	11.	17.	11.
NEW JERSEY < 726> (AVG. = 2.07 NO SIG. DIFF )	34.	28.	11.	15.	12.
PENNSYLVANIA <1179> (AVG. = 2.17 SIG. HIGHR ***)	29.	33.	12.	16.	9.
OHIO <1063> (AVG. = 2.03 NO SIG. DIFF )	35.	30.	12.	12.	10.
ILLINOIS <1141> (AVG. = 2.05 NO SIG. DIFF )	33.	34.	11.	13.	9.
MICHIGAN < 928> (AVG. = 2.13 SIG. HIGHR ***)	31.	32.	13.	15.	9.
IND & WISC < 990> (AVG. = 2.01 NO SIG. DIFF )	35.	34.	11.	12.	8.
MN/ND/SD/NB < 356> (AVG. = 1.71 SIG. LOWER ***)	45.	34.	8.	5.	7.
IDWA/MO/KS < 962> (AVG. = 2.03 NO SIG. DIFF )	33.	34.	13.	11.	9.
FLORIDA < 947> (AVG. = 1.84 SIG. LOWER ***)	44.	29.	9.	10.	8.
NC/SC/GA <1465> (AVG. = 2.07 SIG. HIGHR +)	34.	30.	13.	14.	9.

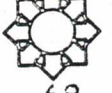


TABLE 139

1. SHORT DEMOGRAPHICS VS. 113. LIKE MDST/PEAGAN/C

\*\*\*\*\*

ANSWERS TO

- Q. 113: 1) STRONG LEADERSHIP 2) OTHER PERSONAL QUAL
- 3) JOB PERFORMANCE 4) STAND/ECONOMIC ISSUE
- 5) STAND FOREIGN AFFAIR 6) STAND/OTHER ISSUES
- 7) GENERAL POSITIVE 8) NEED MORE TIME/NEUTL
- 9) GENERAL NEGATIVE

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	%	%	%	%	%	%	%	%	%
<AGGREGATE RESULTS>	19.	20.	14.	12.	5.	4.	3.	7.	16.

TABLE 139 IS Q. 100 X Q. 113-----

SEX

MALE < 728>	22.	17.	13.	16.	7.	5.	3.	5.	13.
FEMALE < 772>	17.	22.	15.	9.	3.	4.	3.	9.	18.

CHISQ= 49.13 W/ 8 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 140 IS Q. 107 X Q. 113-----

AGE/C

18 - 24 < 217>	26.	11.	13.	9.	12.	4.	4.	7.	14.
25 - 34 < 387>	22.	19.	9.	12.	6.	5.	3.	6.	17.
35 - 44 < 293>	18.	20.	15.	14.	4.	5.	2.	7.	14.
45 - 54 < 217>	19.	20.	13.	16.	2.	6.	3.	9.	12.
55 - 64 < 184>	15.	21.	20.	11.	5.	2.	4.	5.	18.
65 AND OLDER < 197>	11.	31.	19.	10.	1.	2.	4.	6.	17.

CHISQ= 111.94 W/ 40 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 141 IS Q. 122 X Q. 113-----

MARITAL STATUS/SEX

MARRIED MEN < 539>	20.	18.	13.	16.	6.	5.	2.	5.	13.
MARRIED WOMEN < 518>	19.	23.	16.	9.	3.	4.	3.	9.	15.
NON-MARRIED-MEN < 190>	25.	14.	11.	14.	8.	3.	3.	5.	15.
NON-MARRIED-WOMEN < 253>	13.	21.	14.	9.	4.	3.	5.	9.	22.

CHISQ= 69.88 W/ 24 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 142 IS Q. 87 X Q. 113-----

EDUCATION

SOME HIGH SCHOL/LESS < 205>	11.	19.	14.	10.	5.	3.	5.	11.	22.
HIGH SCHOOL GRADUATE < 539>	16.	20.	14.	9.	6.	3.	4.	7.	20.
SOME COLLEGE/VOCATNL < 381>	24.	18.	14.	12.	5.	6.	2.	6.	12.
COLLEGE GRADUATE < 233>	23.	22.	15.	18.	4.	4.	2.	4.	8.
POST-GRADUATE WORK < 141>	22.	23.	14.	17.	4.	5.	1.	5.	9.

CHISQ= 87.65 W/ 32 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 143

1. SHORT DEMOGRAPHICS VS. 113. LIKE MOST/REAGAN/C

\*\*\*\*\*

ANSWERS TO  
Q. 113:

- 1) STRONG LEADERSHIP
- 2) OTHER PERSONAL QUAL
- 3) JOB PERFORMANCE
- 4) STAND/ECONOMIC ISSUE
- 5) STAND FOREIGN AFFAIR
- 6) STAND/OTHER ISSUES
- 7) GENERAL POSITIVE
- 8) NEED MORE TIME/NEUTL
- 9) GENERAL NEGATIVE

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	%	%	%	%	%	%	%	%	%
<AGGREGATE RESULTS>	19.	20.	14.	12.	5.	4.	3.	7.	16.

TABLE 143 IS Q. 95 X Q. 113-----

INCOME

UNDER \$ 5,000 < 70>	7.	15.	16.	7.	3.	1.	8.	8.	37.
\$ 5,000 TO \$ 9,999 < 143>	8.	25.	10.	5.	6.	1.	9.	12.	26.
\$10,000 TO \$14,999 < 219>	16.	17.	18.	12.	5.	3.	3.	3.	17.
\$15,000 TO \$19,999 < 223>	13.	19.	16.	11.	4.	4.	3.	10.	14.
\$20,000 TO \$29,999 < 323>	24.	20.	12.	12.	7.	6.	2.	4.	13.
\$30,000 TO \$39,999 < 207>	26.	23.	8.	16.	6.	5.	1.	5.	9.
\$40,000 OR MORE < 197>	22.	20.	18.	18.	4.	5.	1.	3.	9.

CHISQ= 165.70 W/ 48 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 144 IS Q. 110 X Q. 113-----

OCCUPATION/C

PROFESSIONAL < 308>	22.	18.	14.	15.	7.	6.	1.	5.	11.
OTHER WHITE COLLAR < 437>	24.	23.	14.	12.	5.	4.	2.	6.	10.
BLUE COLLAR < 345>	18.	15.	13.	10.	5.	4.	6.	8.	21.
RETIRED < 281>	12.	27.	16.	12.	2.	3.	4.	6.	18.
OTHER/REFUSED < 130>	12.	10.	14.	10.	9.	4.	3.	13.	24.

CHISQ= 110.95 W/ 32 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 145 IS Q. 90 X Q. 113-----

LABOR FAMILY

YES < 322>	16.	17.	13.	9.	7.	4.	3.	6.	24.
NO < 1174>	20.	20.	15.	13.	5.	4.	3.	7.	13.

CHISQ= 29.94 W/ 8 D.F. IS SIGNIFICANT AT 99.98 %.

TABLE 146 IS Q. 115 X Q. 113-----

ETHNICITY

WHITE < 1123>	21.	22.	15.	14.	5.	5.	3.	6.	11.
BLACK < 180>	10.	8.	9.	5.	6.	3.	7.	11.	43.
HISPANIC < 48>	12.	18.	6.	12.	8.	0.	2.	12.	31.
OTHER < 122>	22.	15.	18.	11.	4.	6.	2.	8.	15.

CHISQ= 177.50 W/ 24 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 1169

110. 9-PT. GEOPOLITICAL VS. 92. LIKE MOST/REAGAN/C  
 \*\*\*\*\*

ANSWERS TO Q. 92:

- 1) STRONG LEADERSHIP
- 2) OTHER PERSONAL QUAL
- 3) JOB PERFORMANCE
- 4) STAND/ECONOMIC ISSUE
- 5) STAND FOREIGN AFFAIR
- 6) STAND/OTHER ISSUES
- 7) GENERAL POSITIVE
- 8) NEED MORE TIME/NEUTL
- 9) GENERAL NEGATIVE

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	(7) %	(8) %	(9) %
NEW ENGLAND <1025>	20.	23.	17.	11.	3.	6.	3.	9.	8.
MIDDLE ATLANTIC <3199>	19.	21.	16.	9.	4.	6.	3.	11.	12.
SOUTH ATLANTIC <3293>	18.	19.	17.	10.	4.	7.	3.	11.	11.
EAST SOUTH CENTRAL <1278>	15.	20.	17.	9.	4.	8.	4.	12.	11.
WEST SOUTH CENTRAL <2070>	18.	20.	19.	10.	4.	7.	3.	9.	10.
EAST NORTH CENTRAL <3613>	17.	21.	17.	11.	3.	7.	3.	11.	11.
WEST NORTH CENTRAL <1432>	18.	23.	16.	12.	3.	7.	2.	11.	8.
MOUNTAIN < 951>	19.	22.	20.	12.	5.	5.	2.	8.	9.
PACIFIC <2568>	20.	22.	18.	10.	4.	6.	3.	9.	10.
<AGGREGATE RESULTS>	18.	21.	17.	10.	4.	6.	3.	10.	10.

CHI-SQUARE = 137.08 WITH 64 DEGREES OF FREEDOM.  
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

ACTUAL N'S

	(1) N	(2) N	(3) N	(4) N	(5) N	(6) N	(7) N	(8) N	(9) N
NEW ENGLAND <1025>	207.	232.	173.	116.	26.	66.	31.	89.	82.
MIDDLE ATLANTIC <3199>	597.	658.	510.	281.	129.	177.	83.	368.	397.

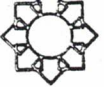


TABLE 150

1. SHORT DEMOGRAPHICS VS. 114. LIKE LEAST/REAGAN/C

\*\*\*\*\*

ANSWERS TO  
Q. 114:

- |                         |                         |
|-------------------------|-------------------------|
| 1) PERSONAL QUALITIES   | 2) JOB PERFORMANCE      |
| 3) STAND/ECONOMIC ISSUE | 4) STAND FOREIGN AFFAIR |
| 5) STAND/OTHER ISSUES   | 6) GENERAL NEGATIVE     |
| 7) NEED MORE TIME/NEUTR | 8) GENERAL POSITIVE     |

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	%	%	%	%	%	%	%	%
	====	====	====	====	====	====	====	====
<AGGREGATE RESULTS>	9.	14.	25.	9.	8.	3.	12.	20.

TABLE 150 IS Q. 100 X Q. 114-----  
SEX

MALE < 728>	7.	16.	24.	10.	7.	3.	11.	21.
FEMALE < 772>	10.	11.	26.	8.	10.	3.	13.	20.

CHISQ= 16.38 W/ 7 D.F. IS SIGNIFICANT AT 97.81 %. \*\*

TABLE 151 IS Q. 107 X Q. 114-----  
AGE/C

18 - 24 < 217>	7.	13.	27.	16.	12.	2.	9.	14.
25 - 34 < 387>	9.	13.	28.	11.	8.	1.	11.	13.
35 - 44 < 293>	9.	14.	20.	8.	9.	4.	16.	22.
45 - 54 < 217>	10.	11.	27.	3.	5.	4.	11.	25.
55 - 64 < 184>	10.	13.	26.	6.	8.	2.	12.	22.
65 AND OLDER < 197>	3.	18.	20.	5.	6.	3.	15.	24.

CHISQ= 63.48 W/ 35 D.F. IS SIGNIFICANT AT 99.77 %. \*\*\*

TABLE 152 IS Q. 122 X Q. 114-----  
MARITAL STATUS/SEX

MARRIED MEN < 539>	7.	16.	23.	9.	6.	3.	12.	23.
MARRIED WOMEN < 518>	10.	11.	25.	7.	9.	2.	14.	23.
NON-MARRIED-MEN < 190>	8.	14.	29.	13.	8.	3.	8.	17.
NON-MARRIED-WOMEN < 253>	11.	13.	27.	12.	10.	4.	11.	13.

CHISQ= 42.36 W/ 21 D.F. IS SIGNIFICANT AT 99.62 %. \*\*\*

TABLE 153 IS Q. 87 X Q. 114-----  
EDUCATION

SOME HIGH SCHOL/LESS < 205>	7.	13.	27.	5.	6.	5.	18.	20.
HIGH SCHOOL GRADUATE < 539>	9.	11.	24.	8.	10.	3.	12.	21.
SOME COLLEGE/VOCATNL < 381>	10.	13.	28.	11.	7.	1.	10.	20.
COLLEGE GRADUATE < 233>	7.	19.	21.	10.	8.	2.	13.	21.
POST-GRADUATE WORK < 141>	11.	17.	25.	13.	7.	1.	10.	17.

CHISQ= 42.66 W/ 28 D.F. IS SIGNIFICANT AT 96.25 %. \*\*



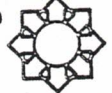


TABLE 1171

110. 9-PT. GEOPDLITICAL VS. 93. LIKE LEAST/REAGAN/C  
 \*\*\*\*\*

ANSWERS TO Q. 93:

- 1) PERSONAL QUALITIES
- 2) JOB PERFORMANCE
- 3) STAND/ECONOMIC ISSUE
- 4) STAND FOREIGN AFFAIR
- 5) STAND/OTHER ISSUES
- 6) GENERAL NEGATIVE
- 7) NEED MORE TIME/NEUTR
- 8) GENERAL POSITIVE

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	(7) %	(8) %
	====	====	====	====	====	====	====	====
NEW ENGLAND <1025>	16.	8.	13.	10.	13.	1.	19.	21.
MIDDLE ATLANTIC <3199>	14.	10.	16.	6.	14.	2.	19.	19.
SOUTH ATLANTIC <3293>	15.	10.	16.	5.	14.	2.	19.	20.
EAST SOUTH CENTRAL <1275>	15.	7.	15.	4.	15.	2.	19.	23.
WEST SOUTH CENTRAL <2070>	15.	9.	14.	5.	13.	2.	19.	23.
EAST NORTH CENTRAL <3513>	17.	9.	15.	6.	13.	1.	19.	20.
WEST NORTH CENTRAL <1432>	15.	9.	15.	6.	13.	1.	22.	19.
MOUNTAIN < 951>	15.	7.	13.	7.	12.	1.	20.	25.
PACIFIC <2568>	17.	10.	14.	8.	12.	2.	17.	19.
<AGGREGATE RESULTS>	16.	9.	15.	6.	13.	2.	19.	20.

CHI-SQUARE = 185.84 WITH 56 DEGREES OF FREEDOM.  
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

\*\*\*

ACTUAL N'S

	(1) N	(2) N	(3) N	(4) N	(5) N	(6) N	(7) N	(8) N
	====	====	====	====	====	====	====	====
NEW ENGLAND <1025>	160.	84.	130.	98.	134.	12.	191.	215.
MIDDLE ATLANTIC <3199>	446.	316.	528.	199.	452.	71.	593.	392.
SOUTH ATLANTIC <3293>	493.	318.	520.	173.	458.	61.	616.	653.

TABLE 1163

110. 9-PT. GEOPOLITICAL VS. 42. ECONOMY. REAGAN

\*\*\*\*\*

ANSWERS TO

Q. 42:

- 1) STRONGLY APPROVE
- 2) SOMEWHAT APPROVE
- 3) SOMEWHAT DISAPPROVE
- 4) STRONGLY DISAPPROVE
- 5) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
NEW ENGLAND < 899 > (AVG. = 2.15 NO SIG. DIFF )	29.	34.	15.	14.	8.
MIDDLE ATLANTIC <2788> (AVG. = 2.31 SIG. HIGHR ***)	25.	32.	15.	19.	8.
SOUTH ATLANTIC <2386> (AVG. = 2.22 SIG. HIGHR +)	29.	32.	15.	17.	6.
EAST SOUTH CENTRAL <1119> (AVG. = 2.22 NO SIG. DIFF )	30.	32.	15.	18.	6.
WEST SOUTH CENTRAL <1821> (AVG. = 2.07 SIG. LOWER ***)	37.	29.	13.	15.	7.
EAST NORTH CENTRAL <3160> (AVG. = 2.23 SIG. HIGHR **)	28.	34.	15.	17.	6.
WEST NORTH CENTRAL <1293> (AVG. = 2.09 SIG. LOWER ***)	29.	37.	14.	12.	8.
MOUNTAIN < 824 > (AVG. = 1.93 SIG. LOWER ***)	39.	33.	13.	10.	6.
PACIFIC <2249> (AVG. = 2.23 SIG. HIGHR +)	28.	32.	15.	17.	7.
<AGGREGATE RESULTS>	==== 29.	==== 33.	==== 15.	==== 16.	==== 7.

CHI-SQUARE = 167.97 WITH 24 DEGREES OF FREEDOM.  
THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

\*\*



TABLE 1155

111. 20-PT GEOPOLITICAL VS. 42. ECONOMY: REAGAN

\*\*\*\*\*

ANSWERS TO

Q. 42:

- 1) STRONGLY APPROVE
- 2) SOMEWHAT APPROVE
- 3) SOMEWHAT DISAPPROVE
- 4) STRONGLY DISAPPROVE
- 5) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
MASSACHUSETTS < 411> (AVG. = 2.22 NO SIG. DIFF )	26.	35.	16.	15.	9.
ME/VT/NH/CT/RI < 478> (AVG. = 2.09 SIG. LOWER **)	33.	33.	14.	13.	7.
NEW YORK <1331> (AVG. = 2.31 SIG. HIGHR ***)	25.	31.	16.	18.	9.
NEW JERSEY < 554> (AVG. = 2.25 NO SIG. DIFF )	26.	34.	16.	17.	7.
PENNSYLVANIA < 902> (AVG. = 2.33 SIG. HIGHR ***)	25.	33.	13.	21.	7.
OHIO < 810> (AVG. = 2.22 NO SIG. DIFF )	29.	32.	16.	16.	7.
ILLINOIS < 878> (AVG. = 2.26 SIG. HIGHR *)	27.	35.	14.	18.	6.
MICHIGAN < 715> (AVG. = 2.26 SIG. HIGHR *)	27.	33.	16.	18.	6.
IND & WISC < 798> (AVG. = 2.18 NO SIG. DIFF )	28.	37.	15.	15.	5.
MN/ND/SD/NB < 278> (AVG. = 1.84 SIG. LOWER ***)	39.	34.	10.	7.	9.
IOWA/MO/KS < 737> (AVG. = 2.19 NO SIG. DIFF )	25.	38.	15.	14.	8.
FLORIDA < 723> (AVG. = 2.08 SIG. LOWER ***)	32.	35.	13.	13.	6.
NC/SC/GA <1115> (AVG. = 2.20 NO SIG. DIFF )	30.	32.	16.	16.	6.



TABLE 1166 (CONTINUED)

111. 20-PT GEOPOLITICAL VS. 42. ECONOMY: REAGAN

\*\*\*\*\*

ANSWERS TO Q. 42:	1) STRONGLY APPROVE		2) SOMEWHAT APPROVE		3) SOMEWHAT DISAPPROVE		4) STRONGLY DISAPPROVE		5) (NO OPINION)	
	(1) %	(2) %	(3) %	(4) %	(5) %	(1) %	(2) %	(3) %	(4) %	(5) %
MD/DE/DC/VA/WV <1048> (AVG. = 2.35 SIG. HIGHR ***)	26.	29.	17.	21.	7.					
KY/TN/ALAB/MS <1119> (AVG. = 2.22 NO SIG. DIFF )	30.	32.	15.	18.	6.					
TEXAS <1076> (AVG. = 2.01 SIG. LOWER ***)	38.	30.	14.	12.	6.					
ARK/LA/OKLA < 745> (AVG. = 2.16 NO SIG. DIFF )	29.	26.	12.	19.	7.					
MT/ID/NV/UT/CO/AZ/NM <1062> (AVG. = 1.95 SIG. LOWER ***)	37.	33.	13.	10.	5.					
CALIFORNIA <1775> (AVG. = 2.24 SIG. HIGHR **)	28.	32.	16.	13.	7.					
WASH & DRE < 474> (AVG. = 2.17 NO SIG. DIFF )	29.	34.	15.	15.	7.					
CAGGREGATE RESULTS>	29.	33.	15.	16.	7.					

CHI-SQUARE = 254.92 WITH 57 DEGREES OF FREEDOM.  
THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

\*\*\*

	ACTUAL N'S				
	(1) N	(2) N	(3) N	(4) N	(5) N
MASSACHUSETTS < 411>	105.	143.	66.	51.	36.
ME/VT/NH/CT/RI < 478>	156.	158.	59.	62.	33.



TABLE 1157

110. 9-PT. GEOPOLITICAL VS. 43. FOREIGN AFFAIRS: REAGAN  
 \*\*\*\*\*

ANSWERS TO Q. 43:					
	1) STRONGLY APPROVE	2) SOMEWHAT APPROVE	3) SOMEWHAT DISAPPROVE	4) STRONGLY DISAPPROVE	5) (NO OPINION)
	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
NEW ENGLAND <889> (AVG. = 2.13 NO SIG. DIFF )	26.	34.	13.	12.	15.
MIDDLE ATLANTIC <2788> (AVG. = 2.17 SIG. HIGHR **)	26.	32.	14.	13.	14.
SOUTH ATLANTIC <2886> (AVG. = 2.08 SIG. LOWER **)	28.	33.	13.	11.	15.
EAST SOUTH CENTRAL <1119> (AVG. = 2.13 NO SIG. DIFF )	26.	36.	14.	11.	13.
WEST SOUTH CENTRAL <1821> (AVG. = 2.00 SIG. LOWER ***)	31.	34.	11.	10.	14.
EAST NORTH CENTRAL <3160> (AVG. = 2.13 SIG. HIGHR ***)	24.	36.	14.	12.	14.
WEST NORTH CENTRAL <1253> (AVG. = 2.08 SIG. LOWER +)	25.	34.	15.	8.	18.
MOUNTAIN <824> (AVG. = 2.00 SIG. LOWER ***)	28.	38.	10.	9.	15.
PACIFIC <2249> (AVG. = 2.22 SIG. HIGHR ***)	24.	33.	15.	14.	15.
<AGGREGATE RESULTS>	==== 26.	==== 34.	==== 14.	==== 12.	==== 15.

CHI-SQUARE = 104.34 WITH 24 DEGREES OF FREEDOM.  
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

\*\*\*



TABLE 161

## 2. FULL DEMOGRAPHICS VS. 12. RR CUT GOVT SPENDING

\*\*\*\*\*

## ANSWERS TO

Q. 12: 1) CUT ENOUGH 2) MORE THAN ENOUGH  
3) NOT ENOUGH 4) NO OPINION

	(1)	(2)	(3)	(4)
	%	%	%	%
	====	====	====	====
<AGGREGATE RESULTS>	41.	18.	37.	4.

TABLE 161 IS Q. 100 X Q. 12-----

## SEX

MALE < 728>	41.	17.	38.	4.
FEMALE < 772>	40.	20.	37.	4.
CHISQ= 1.53 W/ 3 D.F.				

TABLE 162 IS Q. 107 X Q. 12-----

## AGE/C

18 - 24 < 217>	48.	19.	33.	0.
25 - 34 < 387>	43.	18.	36.	2.
35 - 44 < 293>	39.	15.	39.	6.
45 - 54 < 217>	38.	17.	39.	6.
55 - 64 < 184>	36.	23.	37.	4.
65 AND OLDER < 197>	36.	20.	40.	4.
CHISQ= 30.11 W/ 15 D.F. IS SIGNIFICANT AT 98.85 %.				**

TABLE 163 IS Q. 108 X Q. 12-----

## SEX/AGE

YOUNGER WOMEN (18-44) < 436>	43.	19.	36.	3.
OLDER WOMEN (45+) < 331>	36.	20.	38.	5.
YOUNGER MEN (18-44) < 461>	43.	16.	37.	3.
OLDER MEN (45+) < 268>	38.	19.	39.	4.
CHISQ= 9.40 W/ 9 D.F.				

TABLE 164 IS Q. 122 X Q. 12-----

## MARITAL STATUS/SEX

MARRIED MEN < 539>	40.	17.	39.	4.
MARRIED WOMEN < 513>	42.	18.	36.	5.
NON-MARRIED-MEN < 190>	44.	19.	35.	2.
NON-MARRIED-WOMEN < 253>	36.	23.	37.	3.
CHISQ= 9.62 W/ 9 D.F.				

TABLE 165 IS Q. 87 X Q. 12-----

## EDUCATION

SOME HIGH SCHOL/LESS < 205>	37.	24.	32.	7.
HIGH SCHOOL GRADUATE < 539>	40.	21.	36.	3.
SOME COLLEGE/VOCATNL < 381>	41.	16.	40.	3.
COLLEGE GRADUATE < 233>	45.	13.	40.	2.
POST-GRADUATE WORK < 141>	41.	15.	37.	7.
CHISQ= 29.88 W/ 12 D.F. IS SIGNIFICANT AT 99.71 %.				***



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GATS



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 GROUP ANALYSIS TABLES: THERMOMETERS

PAGE 3

## THERMOMETER: PRESIDENT REAGAN

(N=4444)

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RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	MOUNTAIN	43.	20.	10.	4.	9.	71.3	MOUNTAIN	65.	97.
2.	W. S. CENTRAL	44.	17.	11.	3.	11.	68.9	W. N. CENTRAL	61.	97.
3.	W. N. CENTRAL	38.	23.	12.	6.	7.	67.7	W. S. CENTRAL	61.	86.
4.	NEW ENGLAND	35.	21.	15.	7.	9.	66.1	*AGGREGATE*	56.	86.
5.	SO. ATLANTIC	38.	19.	13.	6.	11.	65.2	SO. ATLANTIC	56.	86.
6.	*AGGREGATE*	37.	19.	13.	6.	11.	64.7	NEW ENGLAND	56.	86.
7.	E. N. CENTRAL	35.	20.	13.	7.	11.	64.0	E. N. CENTRAL	55.	87.
8.	E. S. CENTRAL	35.	17.	15.	6.	12.	63.4	MID ATLANTIC	53.	87.
9.	PACIFIC	33.	20.	14.	7.	13.	61.5	E. S. CENTRAL	53.	87.
10.	MID ATLANTIC	33.	20.	13.	7.	13.	61.5	PACIFIC	52.	86.



## THERMOMETER: PRESIDENT REAGAN

(N=4444)

RANK	POPULATION	WARM		MID		COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		90+	80-79	70	60	50-40	30-			(50+)	(%)
1.	STR APP REAGN	69.	12.	2.	1.	1.	1.	87.0	STRONG REPUB	81.	87.
2.	STRONG REPUB	69.	12.	3.	1.	2.	2.	86.2	STR APP REAGN	81.	83.
3.	VT REAGAN 80	69.	10.	5.	1.	1.	1.	82.0	VT REAGAN 80	79.	87.
4.	LOW CYNICISM	55.	17.	6.	2.	2.	2.	79.5	NT STRNG REP	76.	89.
5.	NT STRNG REP	54.	23.	7.	2.	2.	2.	77.8	LEAN REPUB	74.	82.
6.	LEAN REPUB	53.	21.	8.	2.	3.	3.	77.1	LOW CYNICISM	72.	83.
7.	FARM/FOREMAN	46.	18.	14.	2.	7.	7.	73.1	ABOVE \$40K	69.	89.
8.	ABOVE \$40K	47.	21.	9.	5.	3.	3.	73.9	SW APP REAGN	68.	86.
9.	FARM OWN/MGT	44.	20.	11.	4.	5.	5.	73.6	FARM OWN/MGT	67.	86.
10.	SW APP REAGN	38.	30.	12.	3.	2.	2.	72.5	MANAGERS/OFL	65.	87.
11.	PRESBYTERIAN	45.	18.	11.	4.	6.	6.	71.8	WHITE ETHNIC	64.	89.
12.	VERY CONSERV	48.	15.	9.	4.	9.	9.	71.3	FARM FOREMAN	63.	86.
13.	MANAGERS/OFL	40.	25.	10.	5.	7.	7.	70.3	PRESBYTERIAN	63.	85.
14.	LUTHERAN	39.	21.	10.	4.	7.	7.	70.0	VERY CONSERV	63.	85.
15.	OTH PROTSTNT	40.	19.	11.	5.	8.	8.	69.9	SMNT CONSERV	62.	86.
16.	EPISCOPALIAN	40.	20.	10.	5.	8.	8.	69.9	\$20K TO \$30K	62.	88.
17.	SMNT CONSERV	41.	21.	12.	4.	7.	7.	69.4	\$30K TO \$40K	60.	87.
18.	WHITE ETHNIC	42.	21.	12.	5.	8.	8.	69.2	VETERAN	60.	91.
19.	55 - 64 YRS	38.	20.	14.	5.	9.	9.	67.8	EPISCOPALIAN	60.	83.
20.	\$30K TO \$40K	40.	20.	12.	7.	8.	8.	67.9	LUTHERAN	60.	80.
21.	\$20K TO \$30K	40.	22.	12.	5.	9.	9.	67.7	OTH PROTSTNT	60.	84.
22.	65 +	40.	17.	11.	5.	11.	11.	67.2	CLERK/SALES	59.	88.
23.	METHODIST	40.	19.	10.	5.	11.	11.	66.7	METHODIST	59.	86.
24.	RETIRED	38.	17.	12.	6.	10.	10.	66.4	SOME COLLEGE	59.	87.
25.	SOME COLLEGE	38.	21.	12.	5.	10.	10.	65.0	COLLEGE GRAD	58.	87.
26.	CATHOLIC	35.	20.	12.	6.	9.	9.	65.7	PROFESSIONAL	58.	87.
27.	COLLEGE GRAD	39.	19.	12.	9.	9.	9.	65.7	55 - 64 YRS	58.	83.
28.	"BORN AGAIN"	37.	18.	12.	5.	11.	11.	65.4	POST-GRAD WK	57.	88.
29.	45 - 54 YRS	38.	18.	14.	7.	10.	10.	65.4	65 +	57.	84.
30.	CLERK/SALES	37.	22.	10.	5.	10.	10.	65.3	\$15K TO \$20K	57.	87.
31.	REGISTRD VOT	37.	19.	13.	6.	11.	11.	65.1	REGISTRD VOT	56.	86.
32.	PROFESSIONAL	37.	20.	12.	5.	11.	11.	65.0	OTHER ETHNIC	56.	89.
33.	HGH SCHL GRD	36.	20.	14.	6.	11.	11.	64.8	CRAFT/FOREMN	56.	88.
34.	VETERAN	26.	24.	11.	8.	11.	11.	64.8	*AGGREGATE*	56.	86.
35.	*AGGREGATE*	37.	19.	13.	6.	11.	11.	64.7	HGH SCHL GRD	56.	86.
36.	\$15K TO \$20K	36.	21.	13.	7.	11.	11.	64.7	RETIRED	56.	84.
37.	OTHER ETHNIC	36.	20.	14.	9.	9.	9.	64.6	35 - 44 YRS	56.	87.
38.	CRAFT/FOREMN	36.	21.	15.	7.	10.	10.	64.6	"BORN AGAIN"	56.	84.
39.	MOD CYNICISM	35.	20.	14.	7.	10.	10.	64.4	45 - 54 YRS	55.	86.
40.	PENTECOSTAL	38.	15.	14.	6.	12.	12.	64.0	CATHOLIC	55.	82.
41.	INDEPENDENT	34.	21.	13.	5.	11.	11.	64.0	INDEPENDENT	54.	83.
42.	35 - 44 YRS	37.	19.	12.	7.	12.	12.	63.9	25 - 34 YRS	54.	87.
43.	POST-GRAD WK	36.	21.	13.	7.	10.	10.	63.6	WOMEN WORK/Y	54.	86.
44.	MODERATE	32.	20.	13.	6.	11.	11.	63.4	MOD CYNICISM	54.	84.
45.	WOMEN WORK/Y	34.	20.	13.	6.	12.	12.	63.0	PENTECOSTAL	53.	85.
46.	HISPANIC ETH	38.	13.	14.	7.	14.	14.	62.5	NOT REGISTRD	53.	97.
47.	GOVT EMPLOYD	35.	17.	14.	7.	13.	13.	62.4	MODERATE	52.	82.
48.	NOT REGISTRD	33.	20.	15.	6.	13.	13.	62.2	BLUE COLLAR	52.	86.

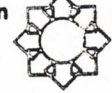


## THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

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RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		50+	30-49		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	BLUE COLLAR	34.	19.	14.	7.	13.	62.0	GOVT EMPLOYD	52.	86.
50.	\$10K TO \$15K	32.	19.	15.	7.	12.	62.0	18 - 24 YRS	52.	87.
51.	25 - 34 YRS	33.	21.	13.	7.	13.	61.8	HISPANIC ETH	52.	87.
52.	OPERATIVES	34.	17.	13.	7.	15.	61.4	OPERATIVES	51.	86.
53.	LABR FAMLY/Y	31.	19.	15.	8.	14.	60.1	\$10K TO \$15K	51.	86.
54.	NT STRNG DEM	27.	22.	17.	8.	12.	60.1	LABR FAMLY/Y	51.	87.
55.	SMWHT LIBERL	20.	20.	15.	8.	13.	60.0	SMWHT LIBERL	50.	87.
56.	18 - 24 YRS	31.	20.	13.	7.	13.	59.5	NT STRNG DEM	50.	86.
57.	SERVIC/LABOR	31.	18.	15.	6.	15.	59.8	SERVIC/LABOR	49.	87.
58.	SM HIGH SCHOL	32.	15.	13.	6.	18.	59.7	JEWISH	49.	89.
59.	\$5K TO \$10K	31.	18.	13.	5.	18.	59.5	\$5K TO \$10K	49.	86.
60.	AGNOST/ATHE	28.	19.	13.	8.	15.	59.2	AGNOST/ATHE	47.	84.
61.	BAPTIST	31.	15.	14.	7.	19.	57.2	SM HIGH SCHOL	47.	83.
62.	HOUSWF/STUDT	27.	18.	15.	7.	17.	56.8	BAPTIST	46.	85.
63.	JEWISH	21.	23.	14.	11.	15.	56.3	HOUSWF/STUDT	46.	85.
64.	UNDER \$3K	27.	15.	13.	9.	20.	54.1	UNDER \$3K	42.	80.
65.	VT ANDRSN 80	15.	25.	19.	13.	14.	52.7	VT ANDRSN 80	41.	87.
66.	LEAN DEMOCR	17.	22.	21.	10.	19.	51.1	LEAN DEMOCR	39.	90.
67.	UNEMPLOYED	25.	11.	15.	8.	25.	49.7	VERY LIBERAL	36.	87.
68.	VERY LIBERAL	24.	12.	15.	12.	25.	49.3	UNEMPLOYED	36.	84.
69.	HIGH CYNICSM	20.	13.	15.	10.	21.	49.0	HIGH CYNICSM	33.	79.
70.	SW DAP REAGN	10.	20.	27.	15.	14.	48.8	VT CARTER 80	32.	86.
71.	VT CARTER 80	14.	18.	20.	11.	23.	45.9	STRONG DEM	31.	86.
72.	STRONG DEM	15.	15.	19.	11.	24.	45.5	SW DAP REAGN	31.	87.
73.	BLACK ETHNIC	12.	11.	18.	11.	39.	35.5	BLACK ETHNIC	22.	69.
74.	STR DAP REGN	3.	7.	17.	16.	45.	25.7	STR DAP REGN	9.	37.



THERMOMETER: PRESIDENT REAGAN

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RANK	POPULATION	THERM.					POPULATION	FAV. TOTAL	
		WARM 60+ 60-79	MID	COLD 21-40 20+	AUG.	(60+)		I. D.	
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1.	V CONSERV GOP	57.	13.	3.	2.	84.8	S CONSERV GOP	81.	88.
2.	VERY LIB GOP	59.	9.	6.	4.	83.3	V CONSERV GOP	80.	87.
3.	S CONSERV GOP	53.	13.	1.	1.	82.9	VERY LIB GOP	79.	90.
4.	MODERATE GOP	55.	19.	3.	2.	80.8	RIGHT DIRECT	77.	88.
5.	RIGHT DIRECT	57.	20.	7.	2.	79.8	SMWT LIB GOP	76.	88.
6.	SMWT LIB GOP	56.	20.	7.	3.	73.5	MODERATE GOP	75.	86.
7.	CHANGD PARTY	55.	17.	7.	4.	75.5	3141 MAY 17	74.	100.
8.	MN/ND/SD/NB	49.	19.	12.	2.	73.4	CHANGD PARTY	72.	89.
9.	3171 JUNE 16	45.	20.	18.	5.	72.7	3121 APR 12	70.	98.
10.	FARMERS	44.	22.	11.	3.	72.7	3191 AUG 16	69.	99.
11.	V CONSERV IND	45.	16.	11.	4.	71.4	3201 SEPT 15	68.	99.
12.	FLORIDA	47.	16.	13.	4.	71.2	SCANDINAVIAN	68.	89.
13.	GERMAN	45.	21.	11.	6.	71.1	MN/ND/SD/NB	68.	88.
14.	3141 MAY 17	53.	21.	11.	7.	71.1	FARMERS	66.	86.
15.	MT/ID/UT/AZ	44.	20.	10.	5.	70.4	GERMAN	66.	89.
16.	3121 APR 12	50.	21.	14.	5.	70.2	3221 OCT 14	66.	99.
17.	ENGLISH	45.	20.	11.	5.	70.2	3171 JUNE 16	65.	92.
18.	TEXAS	46.	15.	12.	3.	70.1	ENGLISH	65.	89.
19.	SCANDINAVIAN	38.	29.	3.	5.	70.0	ORIENTAL	65.	90.
20.	ME/VT/NH/CT	40.	18.	14.	7.	69.3	3231 OCT 26	66.	99.
21.	S CONSERV IND	39.	23.	12.	4.	69.2	MT/ID/UT/AZ	64.	87.
22.	IRISH	40.	22.	12.	5.	69.0	2981 MAR 29	63.	96.
23.	FRENCH	40.	23.	10.	6.	68.0	FRENCH	63.	70.
24.	3191 AUG 16	45.	23.	13.	6.	67.6	S CONSERV IND	62.	86.
25.	ARK/LA/OKLA	41.	20.	10.	4.	67.2	FLORIDA	62.	87.
26.	3201 SEPT 15	47.	21.	12.	7.	66.3	3181 JULY 18	62.	99.
27.	IND & WISC	38.	19.	13.	3.	66.4	3251 DEC 9	62.	98.
28.	3241 NOV 18	24.	11.	6.	3.	66.1	IRISH	62.	88.
29.	OHIO	37.	22.	12.	7.	65.3	V CONSERV IND	62.	84.
30.	2981 MAR 29	40.	23.	15.	7.	65.8	2761 FEB 3	62.	94.
31.	IOWA/MO/KS	34.	25.	13.	7.	65.7	TEXAS	61.	86.
32.	3221 OCT 14	44.	22.	13.	7.	65.7	ARK/LA/OKLA	60.	86.
33.	2761 FEB 3	39.	23.	16.	7.	65.5	VETERANS	60.	91.
34.	'BORN AGAIN'	37.	18.	12.	5.	65.4	IOWA/MO/KS	59.	87.
35.	ORIENTAL	33.	30.	10.	7.	65.4	NT CHG PARTY	59.	90.
36.	NC/SC/GA	36.	19.	13.	6.	65.2	ME/VT/NH/CT	58.	85.
37.	VETERANS	35.	24.	11.	8.	64.8	OHIO	58.	88.
38.	NT CHG PARTY	39.	20.	13.	6.	64.7	IND & WISC	57.	85.
39.	*AGGREGATE*	37.	19.	13.	6.	64.7	ITALIAN	56.	89.
40.	E. EUROPEAN	37.	18.	17.	6.	64.4	*AGGREGATE*	56.	86.
41.	3231 OCT 26	43.	21.	13.	5.	63.7	3211 SEPT 29	56.	99.
42.	NEW JERSEY	34.	22.	13.	5.	63.5	NEW JERSEY	56.	86.
43.	ITALIAN	34.	22.	14.	6.	63.5	AMER INDIAN	56.	90.
44.	3181 JULY 18	39.	23.	14.	9.	63.5	E. EUROPEAN	56.	90.
45.	KY/TN/AL/MS	35.	17.	15.	6.	63.4	NC/SC/GA	56.	85.
46.	MODERATE IND	30.	24.	13.	6.	63.2	'BORN AGAIN'	55.	84.
47.	MASS	29.	24.	15.	7.	62.6	3271 DEC 17	55.	99.
48.	MICHIGAN	35.	20.	12.	6.	62.6	MICHIGAN	55.	87.


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 GROUP ANALYSIS TABLE: THERMOMETERS

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THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

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RANK	POPULATION	WARM		MID	COLD		AVG	POPULATION	FAV. TOTAL	
		90+	80-79		21-40	20-	THERM.		(60-)	I.D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	HISPANIC	39.	13.	14.	7.	14.	52.5	3291 DEC 21	54.	98.
50.	HISPANIC	39.	13.	14.	7.	14.	52.5	MODERATE IND	54.	93.
51.	GOVT EMPLOYD	35.	17.	14.	7.	13.	52.4	NEW YORK	54.	87.
52.	AMER INDIAN	37.	17.	14.	7.	14.	52.4	JEWISH	53.	96.
53.	3251 DEC 9	38.	24.	14.	9.	10.	52.4	MASS.	53.	85.
54.	WASH & ORE	32.	24.	17.	7.	10.	51.8	2611 JAN 12	53.	94.
55.	ILLINIOS	32.	20.	15.	6.	13.	51.7	WASH & ORE	53.	87.
56.	CALIFORNIA	34.	18.	13.	7.	14.	51.4	KY/TN/AL/MS	53.	87.
57.	NEW YORK	23.	21.	12.	7.	14.	51.3	GOVT EMPLOYD	52.	86.
58.	MD/DE/VA/WV	33.	18.	13.	9.	13.	51.1	ILLINIOS	52.	98.
59.	SMWT LIB IND	31.	21.	15.	7.	13.	50.8	CALIFORNIA	52.	86.
60.	PENNSYLVANIA	23.	19.	15.	7.	13.	50.4	HISPANIC	52.	87.
61.	3211 SEPT 28	36.	20.	18.	8.	17.	50.8	HISPANIC	52.	87.
62.	3281 DEC 21	32.	23.	18.	9.	16.	50.6	MD/DE/VA/WV	51.	96.
63.	2611 JAN 12	30.	23.	18.	7.	16.	50.4	SMWT LIB IND	51.	86.
64.	3271 DEC 17	35.	20.	15.	9.	20.	50.3	PENNSYLVANIA	51.	87.
65.	S CONSRV DEM	24.	22.	19.	8.	13.	50.4	S CONSRV DEM	46.	86.
66.	JEWISH	23.	30.	15.	12.	16.	50.5	V CONSRV DEM	41.	84.
67.	MODERATE DEM	22.	17.	13.	9.	17.	50.9	WRONG TRACK	41.	86.
68.	V CONSRV DEM	25.	15.	16.	7.	20.	50.4	SMWT LIB DEM	39.	87.
69.	WRONG TRACK	23.	18.	17.	9.	19.	50.3	MODERATE DEM	39.	80.
70.	SMWT LIB DEM	19.	20.	19.	11.	18.	50.1	3241 NOV 18	38.	80.
71.	VERY LIB IND	22.	11.	15.	10.	28.	46.7	VERY LIB IND	33.	87.
72.	VERY LIB DEM	13.	14.	16.	16.	28.	41.3	VERY LIB DEM	27.	87.
73.	BLACK	12.	11.	18.	11.	28.	35.6	BLACK	22.	89.