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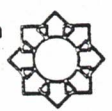
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1981 SUMMARY OF NATL ATTITUDES / 3151 /EAGLE I-TR7 PAGE 1
GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(N=****)

RANK	POPULATION	WARM		MID		COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79	21-40	20-	21-40	20-			(60+)	I.D.
		(%)	(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	V CONSRV GOP	68.	13.	3.	2.	2.	85.3	S CONSRV GOP	81.	87.	
2.	S CONSRV GOP	64.	17.	3.	1.	1.	83.2	V CONSRV GOP	81.	87.	
3.	VERY LIB GOP	66.	13.	7.	2.	4.	81.8	VERY LIB GOP	79.	93.	
4.	MODERATE GOP	55.	20.	7.	2.	2.	80.4	3141 MAY 17	78.	100.	
5.	RIGHT DIRECT	58.	21.	6.	2.	2.	80.2	RIGHT DIRECT	78.	88.	
6.	SMWT LIB GOP	59.	19.	5.	2.	2.	80.2	SMWT LIB GOP	78.	89.	
7.	CHANGD PARTY	57.	18.	6.	4.	4.	77.2	3121 APR 12	76.	98.	
8.	V CONSRV IND	50.	18.	8.	3.	6.	73.9	MODERATE GOP	75.	86.	
9.	MN/ND/SD/NB	49.	22.	10.	2.	6.	73.7	CHANGD PARTY	75.	89.	
10.	FARMERS	47.	21.	10.	4.	5.	73.4	3191 AUG 16	74.	99.	
11.	3141 MAY 17	56.	22.	9.	5.	8.	73.3	3201 SEPT 15	74.	99.	
12.	3171 JUNE 16	46.	22.	16.	5.	3.	73.2	ORIENTAL	73.	94.	
13.	SCANDINAVIAN	46.	27.	8.	5.	5.	73.2	SCANDINAVIAN	73.	90.	
14.	S CONSRV IND	45.	24.	10.	4.	4.	72.9	VETERANS	72.	94.	
15.	GERMAN	48.	21.	10.	5.	5.	72.7	3221 OCT 14	71.	99.	
16.	3121 APR 12	53.	23.	11.	4.	7.	72.7	MN/ND/SD/NB	71.	88.	
17.	FLORIDA	48.	18.	11.	4.	6.	72.5	GERMAN	69.	89.	
18.	TEXAS	48.	17.	10.	4.	7.	72.5	2981 MAR 29	69.	97.	
19.	ME/VT/NH/CT	44.	19.	12.	6.	5.	71.9	3181 JULY 18	69.	99.	
20.	VETERANS	50.	22.	10.	5.	7.	71.6	S CONSRV IND	69.	87.	
21.	MT/ID/UT/AZ	45.	21.	9.	5.	6.	71.6	FARMERS	68.	87.	
22.	ENGLISH	46.	21.	10.	4.	7.	71.5	3171 JUNE 16	68.	93.	
23.	3191 AUG 16	51.	23.	12.	6.	8.	70.7	V CONSRV IND	68.	85.	
24.	IRISH	45.	20.	10.	5.	8.	70.6	ENGLISH	68.	89.	
25.	3201 SEPT 15	52.	22.	11.	6.	9.	70.2	3231 OCT 26	68.	99.	
26.	FRENCH	43.	21.	12.	6.	6.	70.0	2761 FEB 3	68.	94.	
27.	ITALIAN	41.	24.	10.	5.	8.	69.2	MT/ID/UT/AZ	67.	87.	
28.	2761 FEB 3	46.	22.	14.	6.	7.	69.2	FLORIDA	66.	87.	
29.	ARK/LA/OKLA	44.	19.	9.	5.	10.	69.1	IRISH	65.	88.	
30.	3221 OCT 14	48.	24.	11.	7.	9.	69.0	TEXAS	65.	86.	
31.	ORIENTAL	38.	35.	10.	3.	7.	69.0	FRENCH	65.	89.	
32.	2981 MAR 29	46.	23.	13.	7.	8.	68.7	3251 DEC 9	65.	99.	
33.	IND & WISC	41.	20.	12.	7.	7.	68.5	ITALIAN	64.	88.	
34.	IOWA/MO/KS	38.	24.	12.	6.	6.	68.2	NT CHG PARTY	64.	90.	
35.	'BORN AGAIN'	41.	18.	11.	5.	9.	67.9	E. EUROPEAN	63.	91.	
36.	NT CHG PARTY	42.	21.	12.	6.	9.	67.9	ME/VT/NH/CT	63.	86.	
37.	E. EUROPEAN	41.	22.	13.	7.	8.	67.8	IOWA/MO/KS	63.	87.	
38.	NC/SC/GA	40.	18.	13.	5.	10.	67.6	ARK/LA/OKLA	63.	86.	
39.	*AGGREGATE*	40.	20.	12.	6.	9.	67.5	3211 SEPT 28	62.	99.	
40.	OHIO	39.	22.	11.	6.	9.	67.5	OHIO	62.	88.	
41.	NEW JERSEY	40.	20.	13.	5.	9.	67.3	AMER INDIAN	61.	90.	
42.	KY/TN/AL/MS	40.	18.	12.	6.	10.	67.2	IND & WISC	61.	86.	
43.	3181 JULY 18	43.	26.	13.	7.	10.	67.0	3281 DEC 21	61.	98.	
44.	AMER INDIAN	42.	19.	12.	7.	10.	66.9	*AGGREGATE*	60.	87.	
45.	3241 NOV 18	24.	11.	5.	3.	7.	66.7	3271 DEC 17	60.	99.	
46.	GOVT EMPLOYD	41.	19.	12.	7.	9.	66.5	MICHIGAN	60.	87.	
47.	MASS.	35.	24.	13.	6.	8.	66.5	NEW JERSEY	60.	86.	
48.	3231 OCT 26	46.	22.	12.	6.	13.	66.1	GOVT EMPLOYD	59.	88.	



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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	WASH & DRE	35.	23	14.	6.	8.	66.0	MASS.	59.	87.
50.	MICHIGAN	37.	23	11.	6.	11.	65.6	NEW YORK	59.	86.
51.	NEW YORK	38.	22	11.	6.	11.	65.6	'BORN AGAIN'	59.	84.
52.	MODERATE IND	32.	24	13.	6.	8.	65.0	KY/TN/AL/MS	59.	87.
53.	MD/DE/VA/WV	38.	19	12.	7.	11.	64.8	WASH & DRE	58.	87.
54.	CALIFONIA	28.	20	12.	7.	11.	64.8	NC/SC/GA	58.	86.
55.	HISPANIC	37.	18	13.	7.	12.	64.4	2611 JAN 12	58.	94.
56.	HISPANIC	37.	18.	13.	7.	12.	64.4	CALIFONIA	57.	87.
57.	ILLINIOS	36.	21	13.	7.	10.	64.4	ILLINIOS	57.	87.
58.	3251 DEC 9	42.	23	13.	9.	13.	64.0	SMWT LIB IND	57.	88.
59.	3211 SEPT 28	42.	20	15.	8.	13.	63.7	MD/DE/VA/WV	57.	87.
60.	SMWT LIB IND	34.	22	14.	7.	10.	63.6	JEWISH	56.	94.
61.	PENNSYLVANIA	36.	20	13.	7.	10.	63.5	PENNSYLVANIA	56.	97.
62.	2611 JAN 12	34.	24	16.	8.	12.	62.3	MODERATE IND	56.	83.
63.	3281 DEC 21	35.	26	16.	8.	14.	61.4	HISPANIC	56.	87.
64.	3271 DEC 17	38.	22.	15.	9.	15.	61.1	HISPANIC	56.	87.
65.	S CONSRV DEM	27.	22.	17.	8.	11.	60.5	S CONSRV DEM	50.	86.
66.	JEWISH	31.	25	11.	14.	14.	59.5	WRONG TRACK	44.	86.
67.	V CONSRV DEM	29.	13	16.	7.	17.	57.1	V CONSRV DEM	44.	84.
68.	MODERATE DEM	23.	18.	16.	9.	14.	56.1	VERY LIB IND	43.	88.
69.	WRONG TRACK	25.	19	16.	10.	16.	55.6	SMWT LIB DEM	43.	87.
70.	SMWT LIB DEM	21.	22	18	11.	15.	54.4	MODERATE DEM	42.	81.
71.	VERY LIB IND	28.	15	14.	9.	21.	54.0	2241 NOV 18	35.	49.
72.	VERY LIB DEM	18.	14	16.	13.	24.	46.1	VERY LIB DEM	32.	85.
73.	BLACK	15.	14	18.	12.	30.	41.4	BLACK	28.	89.

THERMOMETER: PRESIDENT REAGAN

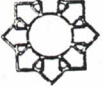
(N=****)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	STR APP REGN	67.	12.	2.	0.	1.	86.7	VT REAGAN 80	80.	87.
2.	STRONG REPUB	66.	11.	2.	1.	1.	86.4	STR APP REGN	79.	82.
3.	VT REAGAN 80	61.	19.	5.	1.	1.	82.4	STRONG REPUB	77.	82.
4.	LOW CYNICISM	57.	18.	5.	2.	2.	80.1	LOW CYNICISM	75.	85.
5.	LEAN REPUB	51.	19.	6.	2.	2.	79.1	LEAN REPUB	71.	80.
6.	NT STRNG REP	51.	20.	5.	2.	2.	79.0	NT STRNG REP	71.	80.
7.	ABOVE \$40K	47.	20.	6.	4.	4.	74.5	SW APP REAGN	67.	82.
8.	VERY CONSERV	48.	14.	7.	3.	7.	74.3	ABOVE \$40K	66.	81.
9.	FARM OWN/MGT	45.	20.	8.	3.	4.	74.1	FARM OWN/MGT	66.	82.
10.	SW APP REAGN	37.	30.	11.	2.	2.	73.1	VETERAN	64.	83.
11.	MANAGERS/OFL	42.	22.	8.	4.	5.	72.9	MANAGERS/OFL	63.	80.
12.	EPISCOPALIAN	39.	17.	8.	4.	5.	72.3	SMWT CONSERV	62.	80.
13.	SMWT CONSERV	42.	20.	9.	4.	5.	72.2	VERY CONSERV	62.	79.
14.	LUTHERAN	38.	20.	8.	3.	5.	72.2	\$30K TO \$40K	60.	80.
15.	PRESBYTERIAN	40.	17.	8.	5.	4.	72.1	\$20K TO \$30K	60.	80.
16.	VETERAN	44.	19.	9.	5.	6.	71.6	WHITE ETHNIC	60.	80.
17.	WHITE ETHNIC	41.	19.	9.	4.	6.	71.2	MALE	60.	80.
18.	\$30K TO \$40K	41.	19.	8.	5.	6.	70.9	COLLEGE GRAD	60.	79.
19.	COLLEGE GRAD	41.	19.	9.	6.	5.	70.8	CLERK/SALES	59.	81.
	OTH PROTSTNT	38.	18.	9.	4.	7.	70.7	POST-GRAD WK	59.	81.
	\$20K TO \$30K	40.	20.	9.	4.	6.	70.4	FARM/FOREMAN	58.	82.
22.	MALE	40.	19.	9.	5.	6.	70.3	MOD CYNICISM	58.	83.
23.	FARM/FOREMAN	40.	18.	13.	4.	6.	70.1	SOME COLLEGE	58.	80.
24.	METHODIST	39.	18.	9.	4.	7.	70.1	PROFESSIONAL	58.	79.
25.	55 - 64 YRS	39.	18.	11.	5.	7.	69.8	LUTHERAN	57.	74.
26.	CLERK/SALES	39.	20.	10.	5.	7.	69.3	METHODIST	57.	77.
27.	65 +	39.	16.	10.	5.	8.	69.2	55 - 64 YRS	57.	80.
28.	45 - 54 YRS	40.	17.	10.	5.	8.	68.9	PRESBYTERIAN	57.	74.
29.	CATHOLIC	36.	19.	10.	5.	6.	68.8	EPISCOPALIAN	57.	75.
30.	PROFESSIONAL	38.	20.	9.	5.	7.	68.6	45 - 54 YRS	57.	80.
31.	SOME COLLEGE	38.	20.	10.	5.	8.	68.2	35 - 44 YRS	56.	81.
32.	POST-GRAD WK	39.	20.	9.	6.	7.	68.1	REGISTRD VOT	56.	80.
33.	RETIRED	38.	16.	10.	5.	9.	68.1	OTH PROTSTNT	56.	76.
34.	"BORN AGAIN"	37.	16.	10.	5.	8.	67.9	*AGGREGATE*	56.	80.
35.	REGISTRD VOT	38.	18.	10.	5.	8.	67.9	OTHER ETHNIC	56.	80.
36.	*AGGREGATE*	37.	19.	11.	5.	8.	67.5	65 +	56.	79.
37.	35 - 44 YRS	38.	18.	10.	6.	8.	67.4	CRAFT/FOREMN	55.	80.
38.	CRAFT/FOREMN	36.	19.	11.	6.	7.	67.4	\$15K TO \$20K	55.	80.
39.	INDEPENDENT	33.	20.	10.	4.	8.	67.2	HGH SCHL GRD	55.	79.
40.	HGH SCHL GRD	35.	19.	11.	5.	8.	67.1	WOMEN WORK/Y	54.	86.
41.	OTHER ETHNIC	36.	20.	10.	7.	8.	67.1	CATHOLIC	54.	75.
42.	MOD CYNICISM	37.	21.	12.	6.	8.	67.1	RETIRED	54.	79.
43.	\$15K TO \$20K	36.	19.	11.	6.	8.	66.8	GOVT EMPLOYD	54.	80.
44.	GOVT EMPLOYD	37.	17.	11.	6.	8.	66.5	25 - 34 YRS	54.	79.
	25 - 34 YRS	34.	20.	11.	5.	9.	65.2	OPERATIVES	53.	80.
	\$10K TO \$15K	33.	18.	12.	6.	9.	65.1	"BORN AGAIN"	53.	76.
47.	PENTECOSTAL	35.	15.	11.	5.	10.	64.9	NOT REGISTRD	53.	80.
48.	NOT REGISTRD	33.	20.	12.	5.	9.	64.9	INDEPENDENT	53.	74.

THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	OPERATIVES	36.	18.	11.	5.	11.	64.9	FEMALE	52.	80.
50.	BLUE COLLAR	34.	18.	11.	6.	10.	64.9	BLUE COLLAR	52.	78.
51.	MODERATE	30.	20.	12.	6.	8.	64.8	\$10K TO \$15K	51.	79.
52.	FEMALE	34.	18.	12.	6.	10.	64.7	18 - 24 YRS	51.	78.
53.	HISPANIC ETH	31.	15.	11.	6.	10.	64.4	NT STRNG DEM	51.	82.
54.	18 - 24 YRS	31.	20.	10.	6.	11.	63.2	LABR FAMLY/Y	51.	79.
55.	LABR FAMLY/Y	32.	19.	12.	7.	10.	63.2	PENTECOSTAL	50.	77.
56.	WOMEN WORK/Y	34.	20.	13.	6.	12.	63.0	SMWHT LIBERL	50.	80.
57.	NT STRNG DEM	29.	22.	15.	7.	9.	62.6	MODERATE	50.	76.
58.	SMWHT LIBERL	30.	20.	13.	7.	10.	62.6	SERV/LABOR	48.	78.
59.	AGNOST/ATHE	31.	17.	10.	7.	11.	62.5	AGNOST/ATHE	48.	76.
60.	SERV/LABOR	30.	18.	12.	6.	12.	62.0	HISPANIC ETH	47.	73.
61.	SM HGH SCHOL	32.	15.	12.	6.	14.	61.8	SM HGH SCHOL	47.	78.
62.	BAPTIST	31.	15.	11.	6.	13.	61.6	\$5K TO \$10K	47.	79.
63.	\$5K TO \$10K	30.	16.	13.	6.	13.	61.0	JEWISH	46.	77.
64.	JEWISH	25.	21.	9.	11.	11.	59.5	BAPTIST	46.	76.
65.	HOUSWF/STUDT	26.	18.	13.	7.	15.	58.1	VT ANDRSN 80	45.	87.
66.	VT ANDRSN 80	20.	25.	18.	12.	12.	55.6	HOUSWF/STUDT	44.	78.
67.	VERY LIBERAL	26.	13.	13.	9.	18.	54.6	LEAN DEMOCRT	42.	85.
68.	HIGH CYNICSM	24.	15.	13.	9.	17.	54.3	UNDER \$5K	39.	76.
69.	UNDER \$5K	25.	14.	12.	7.	18.	54.2	VERY LIBERAL	39.	78.
70.	LEAN DEMOCRT	19.	23.	18.	11.	14.	54.2	HIGH CYNICSM	38.	77.
71.	UNEMPLOYED	24.	14.	13.	8.	20.	52.5	UNEMPLOYED	38.	79.
72.	SW DAP REAGN	10.	21.	25.	14.	12.	49.9	VT CARTER 80	36.	86.
73.	VT CARTER 80	16.	19.	19.	12.	20.	48.6	STRONG DEM	32.	82.
74.	STRONG DEM	17.	16.	18.	11.	21.	47.9	SW DAP REAGN	31.	82.
75.	BLACK ETHNIC	13.	12.	16.	11.	27.	41.4	BLACK ETHNIC	25.	80.
76.	STR DAP REGN	3.	7.	16.	17.	40.	27.3	STR DAP REGN	10.	83.



1981 SUMMARY OF NATL ATTITUDES / 3151 /EAGLE I-TR7 PAGE 3
GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(N=****)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		30+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	MOUNTAIN	47.	20.	9.	4.	7.	72.3	MOUNTAIN	68.	87.
2.	W. S. CENTRAL	46.	18.	10.	4.	8.	71.1	W. N. CENTRAL	64.	87.
3.	W. N. CENTRAL	41.	24.	12.	6.	6.	69.6	W. S. CENTRAL	64.	86.
4.	NEW ENGLAND	40.	21.	12.	6.	6.	69.3	NEW ENGLAND	61.	86.
5.	SO. ATLANTIC	41.	18.	12.	6.	9.	67.8	*AGGREGATE*	60.	87.
6.	*AGGREGATE*	40.	20.	12.	6.	9.	67.5	E. N. CENTRAL	60.	87.
7.	E. S. CENTRAL	40.	18.	12.	6.	10.	67.2	SO. ATLANTIC	60.	87.
8.	E. N. CENTRAL	38.	22.	12.	6.	9.	66.5	E. S. CENTRAL	59.	87.
9.	MID ATLANTIC	37.	21.	12.	6.	10.	65.2	MID ATLANTIC	58.	87.
10.	PACIFIC	37.	20.	12.	7.	10.	65.0	PACIFIC	57.	87.



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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(N=6271)

RANK	POPULATION	WARM		MID		COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79	21-40	20-	21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	STR APP REGN	67.	13.	2.	1.	2.	85.3	STRONG REPUB	81.	87.	
2.	STRONG REPUB	66.	14.	2.	1.	3.	84.2	STR APP REGN	80.	84.	
3.	VT REAGAN 80	59.	20.	5.	1.	1.	81.3	VT REAGAN 80	79.	86.	
4.	LOW CYNICISM	56.	17.	7.	3.	2.	79.3	NT STRNG REP	75.	87.	
5.	NT STRNG REP	55.	20.	8.	2.	2.	78.4	LEAN REPUB	74.	89.	
6.	LEAN REPUB	54.	20.	8.	3.	3.	76.5	LOW CYNICISM	74.	85.	
7.	ABOVE \$40K	50.	19.	7.	4.	7.	73.2	ABOVE \$40K	69.	88.	
8.	MOUNTAIN	47.	21.	10.	4.	5.	72.8	SW APP REAGN	68.	86.	
9.	EPISCOPALIAN	44.	11.	12.	4.	6.	72.5	MOUNTAIN	68.	87.	
10.	SW APP REAGN	39.	29.	13.	3.	2.	72.4	VETERAN	67.	94.	
11.	LUTHERAN	41.	24.	9.	2.	7.	71.5	LUTHERAN	65.	83.	
12.	VERY CONSERV	46.	16.	9.	4.	8.	70.6	WHITE ETHNIC	64.	89.	
13.	FARM/FOREMAN	42.	18.	14.	4.	6.	70.6	\$20K TO \$30K	64.	87.	
14.	SMWT CONSERV	41.	21.	11.	5.	7.	69.2	POST-GRAD WK	64.	92.	
15.	\$20K TO \$30K	42.	22.	10.	5.	8.	69.0	\$30K TO \$40K	63.	87.	
16.	\$30K TO \$40K	43.	19.	10.	6.	9.	68.9	VERY CONSERV	62.	84.	
17.	WHITE ETHNIC	42.	23.	11.	5.	8.	68.9	SMWT CONSERV	62.	85.	
18.	OTH PROTSTNT	40.	20.	12.	4.	9.	68.4	OTHER ETHNIC	61.	88.	
19.	VETERAN	44.	23.	12.	5.	9.	68.3	MALE	60.	96.	
20.	COLLEGE GRAD	41.	18.	12.	6.	8.	68.0	W.S. CENTRAL	60.	88.	
21.	W.S. CENTRAL	43.	17.	11.	6.	11.	67.6	OTH PROTSTNT	60.	85.	
22.	CRAFT/FOREMN	40.	20.	12.	7.	8.	67.6	CRAFT/FOREMN	60.	87.	
23.	55 - 64 YRS	39.	19.	13.	5.	9.	67.5	SOME COLLEGE	60.	87.	
24.	MALE	40.	21.	11.	6.	8.	67.4	FARM/FOREMAN	60.	84.	
25.	OTHER ETHNIC	39.	22.	12.	8.	7.	67.4	W.N. CENTRAL	59.	86.	
26.	NEW ENGLAND	39.	17.	12.	6.	9.	67.1	COLLEGE GRAD	59.	85.	
27.	65 +	41.	13.	14.	3.	12.	67.0	35 - 44 YRS	59.	88.	
28.	W.N. CENTRAL	37.	22.	13.	5.	8.	66.6	INDEPENDENT	58.	84.	
29.	POST-GRAD WK	44.	20.	9.	7.	12.	66.2	55 - 64 YRS	58.	85.	
30.	INDEPENDENT	37.	21.	12.	4.	10.	66.2	NOT REGISTRD	57.	84.	
31.	PRESBYTERIAN	34.	21.	12.	10.	5.	66.1	HGH SCHL GRD	57.	86.	
32.	SOME COLLEGE	39.	21.	12.	6.	9.	66.1	\$15K TO \$20K	57.	86.	
33.	MOD CYNICISM	36.	20.	13.	6.	8.	66.1	METHODIST	57.	86.	
34.	CATHOLIC	36.	20.	12.	7.	8.	66.0	OPERATIVES	57.	85.	
35.	35 - 44 YRS	40.	19.	12.	7.	11.	65.6	MID ATLANTIC	57.	88.	
36.	45 - 54 YRS	39.	17.	12.	7.	11.	65.6	*AGGREGATE*	57.	86.	
37.	"BORN AGAIN"	38.	17.	12.	6.	10.	65.5	NEW ENGLAND	56.	84.	
38.	NOT REGISTRD	35.	22.	12.	5.	10.	65.5	REGISTRD VOT	56.	86.	
39.	\$15K TO \$20K	36.	21.	13.	7.	8.	65.5	CATHOLIC	56.	83.	
40.	HISPANIC ETH	39.	16.	15.	8.	10.	65.5	45 - 54 YRS	56.	85.	
41.	HGH SCHL GRD	36.	21.	12.	6.	10.	65.4	18 - 24 YRS	56.	86.	
42.	OPERATIVES	38.	19.	11.	5.	12.	65.0	E.N. CENTRAL	56.	86.	
43.	METHODIST	38.	19.	13.	5.	11.	64.9	MOD CYNICISM	56.	83.	
44.	*AGGREGATE*	37.	20.	12.	6.	11.	64.9	25 - 34 YRS	56.	85.	
45.	REGISTRD VOT	37.	19.	13.	6.	11.	64.7	LABR FAMLY/Y	55.	86.	
46.	PACIFIC	35.	20.	14.	6.	10.	64.5	HISPANIC ETH	55.	87.	
47.	E.N. CENTRAL	33.	23.	13.	8.	9.	64.0	"BORN AGAIN"	55.	84.	
48.	PENTECOSTAL	35.	19.	11.	4.	11.	63.0				



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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		50+	60-79		21-40	20-			(60+)	I.D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	E. S. CENTRAL	37.	17.	11.	6.	13.	63.8	E. S. CENTRAL	55.	85.
50.	LABR FAMLY/Y	35.	21.	13.	7.	11.	63.7	PRESBYTERIAN	54.	82.
51.	25 - 34 YRS	34.	21.	13.	6.	11.	63.6	PACIFIC	54.	85.
52.	18 - 24 YRS	35.	21.	12.	7.	12.	63.2	PENTECOSTAL	54.	84.
53.	MID ATLANTIC	37.	20.	13.	6.	12.	63.2	JEWISH	54.	83.
54.	AGNOST/ATHE	34.	18.	12.	7.	11.	62.9	65 +	54.	83.
55.	\$10K TO \$15K	34.	19.	15.	7.	11.	62.9	SERVIC/LABOR	54.	86.
56.	NT STRNG DEM	31.	21.	15.	7.	10.	62.9	SMWHT LIBERL	53.	86.
57.	SD. ATLANTIC	35.	18.	13.	5.	14.	62.5	NT STRNG DEM	53.	85.
58.	SERVIC/LABOR	34.	20.	13.	6.	13.	62.3	\$10K TO \$15K	53.	85.
59.	FEMALE	34.	19.	14.	7.	13.	62.0	SD. ATLANTIC	53.	85.
60.	SMWHT LIBERL	33.	20.	14.	8.	12.	61.9	FEMALE	52.	86.
61.	MODERATE	30.	20.	14.	8.	10.	61.7	AGNOST/ATHE	52.	82.
62.	SM HGH SCHOL	34.	16.	13.	6.	15.	61.5	WOMEN WORK/Y	51.	85.
63.	JEWISH	34.	20.	10.	3.	15.	61.3	SM HGH SCHOL	51.	84.
64.	WOMEN WORK/Y	33.	18.	14.	6.	14.	60.9	MODERATE	50.	82.
65.	BAPTIST	30.	17.	14.	7.	17.	57.9	BAPTIST	47.	85.
66.	LEAN DEMOCRT	23.	25.	18.	9.	15.	56.0	LEAN DEMOCRT	47.	89.
67.	\$5K TO \$10K	27.	17.	16.	7.	18.	55.7	\$5K TO \$10K	44.	86.
68.	VT ANDRSN 80	20.	21.	23.	10.	12.	55.4	VERY LIBERAL	44.	88.
69.	VERY LIBERAL	29.	15.	16.	7.	22.	54.5	VT ANDRSN 80	41.	85.
70.	HIGH CYNICSM	23.	14.	15.	7.	20.	52.0	UNDER \$5K	39.	88.
71.	UNDER \$5K	26.	13.	14.	9.	26.	49.7	HIGH CYNICSM	37.	72.
72.	SW DAP REAGN	12.	21.	24.	15.	14.	49.4	SW DAP REAGN	34.	88.
73.	STRONG DEM	18.	16.	17.	12.	23.	46.9	STRONG DEM	34.	88.
74.	VT CARTER 80	16.	17.	20.	11.	23.	46.8	VT CARTER 80	33.	87.
75.	BLACK ETHNIC	16.	12.	20.	12.	30.	41.7	BLACK ETHNIC	28.	90.
76.	STR DAP REGN	3.	8.	17.	17.	45.	26.7	STR DAP REGN	11.	90.
77.	FARM OWN/MGT	0.	0.	0.	0.	0.	0.0	FARM OWN/MGT	0.	0.
78.	CLERK/SALES	0.	0.	0.	0.	0.	0.0	CLERK/SALES	0.	0.

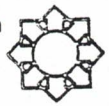


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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(N=6684)

RANK	POPULATION	WARM		MID		COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	60-79	60-79	21-40	20-	20-			(60+)	I.D.
		(%)	(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	NON-UN/VT RR	60.	19.	4.	1.	1.	82.0	NON-UN/VT RR	79.	86.	
2.	GOP/NON-UN	53.	15.	5.	1.	2.	91.3	UNION/VT RR	77.	86.	
3.	GOP/UNION	54.	17.	4.	2.	2.	90.5	GOP/UNION	70.	79.	
4.	UNION/VT RR	56.	21.	6.	1.	2.	90.1	GOP/NON-UN	68.	76.	
5.	MIDW/OTH REL	44.	19.	9.	5.	4.	73.5	MID/OTHR/ETH	65.	86.	
6.	WEST/OTH PRO	43.	21.	11.	4.	6.	71.3	WEST/OTH PRO	64.	85.	
7.	MIDDLE/WHITE	40.	19.	10.	6.	7.	69.9	MIDW/OTH REL	63.	81.	
8.	MID/OTHR/ETH	43.	22.	7.	5.	7.	69.4	MIDW/OTH REL	62.	80.	
9.	MIDW/OTH REL	42.	20.	5.	6.	8.	69.1	SO/OTH PROST	60.	86.	
10.	MIDW/CATHLIC	33.	25.	12.	7.	3.	68.9	SO/NO RELIG	59.	87.	
11.	OLDR/OTH ETH	35.	16.	12.	9.	7.	68.9	MIDDLE/WHITE	59.	81.	
12.	OLDER/WHITE	37.	17.	11.	5.	8.	68.8	MIDW/NO RELG	58.	90.	
13.	YOUNG/WHITE	36.	22.	10.	4.	7.	68.3	MIDW/OTH PRO	58.	82.	
14.	MIDDL/NON-UN	39.	18.	10.	6.	9.	67.3	YOUNG/WHITE	58.	79.	
15.	IND/UNION	32.	22.	11.	4.	7.	67.3	MIDW/CATHLIC	57.	80.	
16.	SO/OTH PROST	42.	19.	10.	6.	11.	67.3	MIDDL/NON-UN	57.	82.	
17.	MIDL/HISPANC	32.	13.	15.	4.	7.	67.2	NE/CATHOLIC	56.	82.	
18.	MIDW/OTH PRO	34.	24.	12.	4.	8.	66.9	SO/CATHOLIC	56.	85.	
19.	OLDER/NON-UN	35.	15.	12.	5.	10.	66.3	OLDER/WHITE	55.	79.	
20.	SO/CATHOLIC	41.	15.	13.	6.	11.	66.2	WEST/CATHLIC	54.	85.	
21.	SO/NO RELIG	43.	11.	9.	5.	14.	66.1	IND/UNION	53.	76.	
22.	NE/CATHOLIC	39.	13.	10.	6.	9.	66.1	NE/OTH PROST	53.	81.	
23.	IND/NON-UN	34.	18.	10.	5.	9.	65.7	MIDDLE/UNION	52.	60.	
24.	NE/OTHR RELG	37.	14.	5.	3.	14.	65.6	IND/NON-UN	52.	76.	
25.	YNG/OTHR ETH	31.	20.	13.	8.	5.	65.6	*AGGREGATE*	52.	78.	
26.	OLDER/UNION	32.	17.	14.	6.	8.	65.5	OLDR/OTH ETH	51.	78.	
27.	YOUNG/HISPAN	36.	15.	11.	8.	9.	65.3	YNG/OTHR ETH	51.	77.	
28.	*AGGREGATE*	34.	19.	11.	6.	10.	64.9	OLDER/NON-UN	51.	77.	
29.	MIDDLE/UNION	36.	17.	11.	7.	10.	64.6	YOUNG/HISPAN	51.	79.	
30.	NE/OTH PROST	34.	19.	12.	5.	11.	64.4	NE/OTHR RELG	51.	74.	
31.	YOUNG/NON-UN	33.	18.	11.	5.	10.	64.2	YOUNG/NON-UN	51.	77.	
32.	NE/OTHR RELG	28.	19.	15.	8.	6.	64.2	NE/NO RELIG	50.	81.	
33.	WEST/BAPTIST	35.	12.	11.	9.	11.	64.0	YOUNG/UNION	50.	78.	
34.	WEST/CATHLIC	30.	24.	14.	8.	8.	63.3	OLDER/UNION	49.	77.	
35.	YOUNG/UNION	28.	22.	12.	6.	10.	62.1	SO/BAPTIST	49.	79.	
36.	MIDW/NO RELG	35.	23.	9.	10.	13.	62.0	WEST/BAPTIST	47.	79.	
37.	NE/NO RELIG	31.	19.	14.	6.	11.	61.9	NE/OTHR RELG	47.	76.	
38.	WEST/NO RELG	27.	19.	14.	6.	10.	61.7	WEST/NO RELG	46.	76.	
39.	SO/BAPTIST	31.	17.	11.	6.	14.	61.3	MIDL/HISPANC	45.	71.	
40.	OLDR/HISPANC	19.	12.	12.	8.	8.	60.5	DEM/NON-UN	43.	81.	
41.	DEM/NON-UN	25.	18.	15.	8.	15.	56.5	UNION/VT JA	42.	83.	
42.	UNION/VT JA	22.	20.	23.	9.	11.	56.2	NE/BAPTIST	41.	88.	
43.	NON-UN/VT JA	19.	21.	22.	10.	13.	54.8	NON-UN/VT JA	40.	86.	
44.	DEM/UNION	22.	17.	16.	11.	16.	53.1	DEM/UNION	39.	82.	
45.	NE/BAPTIST	28.	14.	17.	6.	24.	51.3	MIDW/BAPTIST	37.	82.	
46.	MIDW/BAPTIST	19.	18.	15.	9.	21.	50.3	OLDER/BLACK	34.	83.	
47.	OLDER/BLACK	21.	13.	19.	8.	21.	49.9	NON-UN/VT JC	34.	87.	
48.	NON-UN/VT JC	17.	17.	20.	10.	23.	46.9	UNION/VT JC	32.	87.	

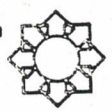


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 GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		80+	50-79		21-40	20-			(80+) I. D.	
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	UNION/VT OC	16.	17	19.	13.	22.	45.5	OLDR/HISPANC	31.	58
50.	MIDDLE/BLACK	14	10	17.	12.	29	39.6	MIDDLE/BLACK	24.	83.
51.	YOUNG/BLACK	12.	11	18.	11.	28.	39.3	YOUNG/BLACK	22.	79



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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(N=6271)

RANK	POPULATION	WARM		MID		COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		30+	60-79	21-40	20-	20-	20-			(60+)	I.D.
		(%)	(%)	(%)	(%)	(%)	(%)			(%)	(%)
1.	MODERATE GOP	50.	18.	4.	2.	0.	83.9	5 CONSERV GOP	80.	87.	
2.	V CONSERV GOP	54.	14.	3.	2.	2.	82.9	MODERATE GOP	78.	84.	
3.	S CONSERV GOP	53.	17.	4.	1.	2.	82.1	CHANGD PARTY	78.	89.	
4.	CHANGD PARTY	50.	18.	6.	3.	2.	80.1	V CONSERV GOP	78.	86.	
5.	VERY LIB GOP	66.	9.	9.	3.	6.	79.9	ORIENTAL	78.	100.	
6.	RIGHT DIRECT	55.	21.	7.	2.	2.	79.1	RIGHT DIRECT	76.	87.	
7.	SMWT LIB GOP	52.	20.	7.	2.	3.	78.3	3121 APR 12	76.	99.	
8.	SCANDINAVIAN	47.	26.	9.	4.	4.	74.5	VERY LIB GOP	74.	91.	
9.	GERMAN	45.	22.	10.	5.	5.	71.7	3141 MAY 17	74.	100.	
10.	3121 APR 12	53.	23.	13.	2.	9.	71.4	SCANDINAVIAN	73.	89.	
11.	V CONSERV IND	47.	19.	8.	4.	7.	71.4	SMWT LIB GOP	72.	84.	
12.	3141 MAY 17	52.	21.	11.	6.	8.	71.1	3191 AUG 16	71.	100.	
13.	S CONSERV IND	43.	22.	10.	5.	6.	71.1	3201 SEPT 15	69.	99.	
14.	MT/ID/UT/AZ	44.	20.	10.	5.	7.	70.8	3221 OCT 14	68.	99.	
15.	MN/ND/SD/NB	44.	23.	13.	4.	4.	70.8	MN/ND/SD/NB	67.	88.	
16.	ME/VT/NH/CT	45.	15.	10.	6.	8.	70.8	VETERANS	67.	94.	
17.	FARMERS	42.	13.	14.	4.	6.	70.6	GERMAN	67.	82.	
18.	TEXAS	45.	17.	12.	4.	9.	70.0	ITALIAN	66.	91.	
19.	ITALIAN	40.	26.	12.	4.	8.	68.9	V CONSERV IND	66.	83.	
20.	3201 SEPT 15	48.	21.	15.	4.	11.	68.4	3131 JULY 18	66.	99.	
21.	3191 AUG 16	46.	25.	13.	7.	9.	68.4	2761 FEB 3	66.	95.	
22.	VETERANS	44.	23.	12.	5.	9.	68.3	S CONSERV IND	65.	86.	
23.	FLORIDA	43.	15.	10.	6.	10.	68.1	ENGLISH	64.	89.	
24.	E. EUROPEAN	43.	19.	12.	8.	7.	68.0	3231 OCT 26	64.	99.	
25.	ENGLISH	41.	23.	10.	4.	10.	67.8	MT/ID/UT/AZ	64.	85.	
26.	WASH & ORE	34.	27.	14.	5.	5.	67.6	E. EUROPEAN	63.	90.	
27.	IRISH	40.	21.	12.	6.	9.	67.5	2981 MAR 29	62.	97.	
28.	2761 FEB 3	43.	22.	13.	6.	8.	67.4	TEXAS	62.	87.	
29.	IND & WISC	38.	20.	12.	11.	4.	67.0	3251 DEC 9	61.	99.	
30.	AMER INDIAN	44.	17.	14.	6.	11.	66.7	WASH & ORE	61.	83.	
31.	IOWA/MO/KS	36.	23.	14.	9.	9.	66.5	AMER INDIAN	61.	92.	
32.	3221 OCT 14	45.	23.	11.	7.	14.	65.6	FRENCH	60.	95.	
33.	'BORN AGAIN'	38.	17.	12.	6.	10.	65.5	ME/VT/NH/CT	60.	83.	
34.	HISPANIC	39.	16.	13.	8.	10.	65.5	IRISH	60.	88.	
35.	HISPANIC	39.	16.	13.	8.	10.	65.5	NT CHG PARTY	60.	91.	
36.	3181 JULY 18	39.	26.	14.	7.	11.	65.5	FARMERS	60.	84.	
37.	2981 MAR 29	43.	19.	17.	7.	11.	65.2	NEW YORK	60.	87.	
38.	NEW YORK	40.	20.	11.	4.	12.	65.1	IOWA/MO/KS	60.	87.	
39.	3241 NOV 19	24.	9.	3.	3.	8.	65.0	3211 SEPT 29	59.	99.	
40.	NT CHG PARTY	39.	21.	13.	7.	11.	64.9	FLORIDA	59.	86.	
41.	*AGGREGATE*	37.	20.	12.	6.	11.	64.9	ARK/LA/OKLA	59.	89.	
42.	ARK/LA/OKLA	40.	18.	10.	8.	12.	64.8	NEW JERSEY	58.	88.	
43.	ORIENTAL	33.	44.	6.	6.	11.	64.7	JEWISH	58.	89.	
44.	NEW JERSEY	37.	21.	13.	8.	9.	64.3	OHIO	58.	86.	
45.	SMWT LIB IND	35.	22.	13.	6.	11.	64.0	IND & WISC	58.	83.	
46.	OHIO	32.	26.	12.	4.	12.	64.0	SMWT LIB IND	57.	87.	
47.	KY/TN/AL/MS	37.	17.	11.	6.	13.	63.8	*AGGREGATE*	57.	86.	
48.	FRENCH	37.	24.	14.	12.	8.	63.8	HISPANIC	55.	87.	

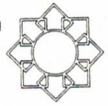


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GROUP ANALYSIS TABLES: THERMOMETERS

THERMOMETER: PRESIDENT REAGAN

(CONTINUED)

RANK	POPULATION	WARM		MID	COLD		AVG. THERM.	POPULATION	FAV. TOTAL	
		30+	60-79		21-40	20-			(60+)	I. D.
		(%)	(%)	(%)	(%)	(%)			(%)	(%)
49.	CALIFORNIA	35.	17.	15.	7.	11.	63.2	HISPANIC	55.	87.
50.	MASS.	32.	20.	15.	7.	11.	62.7	'BORN AGAIN'	55.	84.
51.	NC/SC/GA	36.	17.	14.	6.	14.	62.6	MICHIGAN	55.	87.
52.	MODERATE IND	30.	21.	15.	7.	9.	62.5	KY/TN/AL/MS	55.	85.
53.	ILLINIOS	30.	22.	15.	7.	11.	62.4	3281 DEC 21	54.	99.
54.	3231 OCT 26	41.	23.	13.	7.	15.	62.3	3271 DEC 17	54.	99.
55.	3211 SEPT 28	40.	19.	17.	9.	13.	62.2	NC/SC/GA	53.	86.
56.	MICHIGAN	29.	26.	12.	9.	11.	62.0	PENNSYLVANIA	52.	88.
57.	3251 DEC 9	37.	24.	15.	10.	13.	61.8	ILLINIOS	52.	85.
58.	JEWISH	36.	22.	11.	4.	17.	61.3	CALIFORNIA	52.	84.
59.	PENNSYLVANIA	34.	18.	15.	8.	13.	60.2	MASS.	52.	84.
60.	MD/DE/VA/WV	31.	19.	14.	3.	16.	59.4	MODERATE IND	51.	81.
61.	S CONSRV DEM	25.	22.	16.	8.	12.	58.7	MD/DE/VA/WV	50.	84.
62.	V CONSRV DEM	30.	14.	16.	7.	13.	58.0	S CONSRV DEM	47.	83.
63.	VERY LIB IND	28.	18.	18.	5.	18.	57.0	VERY LIB IND	46.	87.
64.	3291 DEC 21	29.	25.	19.	8.	19.	56.5	SMWT LIB DEM	44.	97.
65.	3271 DEC 17	30.	24.	17.	9.	20.	56.0	V CONSRV DEM	44.	82.
66.	SMWT LIB DEM	25.	19.	17.	11.	13.	55.2	WRONG TRACK	42.	85.
67.	WRONG TRACK	24.	18.	16.	10.	18.	53.4	MODERATE DEM	40.	80.
68.	MODERATE DEM	22.	18.	15.	11.	16.	52.7	VERY LIB DEM	35.	89.
69.	VERY LIB DEM	22.	13.	16.	10.	28.	47.0	3241 NOV 18	33.	49.
70.	BLACK	16.	12.	20.	12.	30.	41.7	BLACK	28.	90.
71.	2611 JAN 12	0.	0.	0.	0.	0.	0.0	2611 JAN 12	0.	0.
72.	3171 JUNE 16	0.	0.	0.	0.	0.	0.0	3171 JUNE 16	0.	0.
73.	GOVT EMPLOYD	0.	0.	0.	0.	0.	0.0	GOVT EMPLOYD	0.	0.



REGIONAL
CROSS-TABULATIONS



TABLE 1180

111. 20-PT GEOPOLITICAL VS. 16 MEMBER LABOR UNION

ANSWERS TO

Q. 16: 1) YES

2) NO

	(1) YES =====	(2) NO =====
MASSACHUSETTS < 611>	21.	79.
ME/VT/NH/CT/RI < 699>	22.	78.
NEW YORK < 1943>	32.	68.
NEW JERSEY < 813>	29.	71.
PENNSYLVANIA < 1311>	35.	65.
OHIO < 1185>	31.	69.
ILLINOIS < 1271>	29.	71.
MICHIGAN < 1039>	39.	61.
IND & WISC < 1119>	28.	72.
MN/ND/SD/NB < 993>	17.	83.
IOWA/MO/KS < 1099>	23.	77.
FLORIDA < 1068>	16.	84.
NC/SC/GA < 1660>	12.	88.
MD/DE/DC/VA/WV < 1459>	22.	78.
KY/TN/ALAB/MS < 1436>	24.	76.
TEXAS < 1574>	15.	85.
ARK/LA/OKLA < 1083>	20.	80.
MT/ID/NV/UT/CO/AZ/NM < 1575>	19.	81.
CALIFORNIA < 2609>	24.	76.
WASH & ORE < 723>	30.	70.
	=====	=====
<AGGREGATE RESULTS>	24.	76.



TABLE 1184

111. 20-PT GEOPOLITICAL VS. 31 ETHNICITY

ANSWERS TO

Q. 31.

1) WHITE

3) HISPANIC

2) BLACK

4) OTHER

	(1) %	(2) %	(3) %	(4) %
	-----	-----	-----	-----
MASSACHUSETTS < 453 >	87.	1.	2.	10.
ME/VT/NH/CT/RI < 507 >	89.	1.	1.	9.
NEW YORK < 1439 >	73.	13.	4.	11.
NEW JERSEY < 604 >	74.	14.	2.	10.
PENNSYLVANIA < 582 >	82.	10.	0.	8.
OHIO < 876 >	84.	9.	1.	7.
ILLINOIS < 948 >	77.	14.	4.	5.
MICHIGAN < 780 >	76.	15.	0.	9.
IND & WISC < 835 >	83.	8.	1.	8.
MN/ND/SD/NE < 834 >	96.	1.	0.	3.
IOWA/MO/KS < 820 >	84.	9.	1.	7.
FLORIDA < 782 >	76.	10.	4.	10.
NC/SC/GA < 1210 >	68.	26.	1.	5.
MD/DE/DC/VA/WV < 1086 >	70.	21.	2.	7.
KY/TN/ALAB/MS < 1176 >	73.	14.	0.	8.
TEXAS < 1180 >	60.	13.	20.	7.
ARK/LA/OKLA < 806 >	69.	22.	1.	7.
MT/ID/NV/UT/CO/AZ/NM < 1134 >	86.	1.	6.	7.
CALIFORNIA < 1951 >	66.	11.	10.	12.



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TABLE 1188

111. 20-PT GEOPOLITICAL VS. 10P. TARGET GROUPS

ANSWERS TO

Q. 10P.

 1) JEWISH
 3) FARMERS
 5) VETERANS

 2) HISPANIC
 4) GOVERNMENT EMPLOYEES
 6) "BORN AGAIN"

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
	BASE	BASE	BASE	BASE	BASE	BASE
MASSACHUSETTS < 269>	5	3	3	14	35	34
ME/VT/NH/CT/RI < 325>	1	2	1	13	40	51
NEW YORK < 327>	10	7	4	16	31	32
NEW JERSEY < 375>	7	3	3	16	30	50
PENNSYLVANIA < 374>	3	1	4	14	36	51
OHIO < 330>	1	1	1	11	31	47
ILLINOIS < 360>	3	6	6	15	30	53
MICHIGAN < 534>	0	0	8	11	28	73
IND & WISC < 615>	0	1	11	12	31	42
MN/ND/SD/NB < 237>	0	0	24	13	25	52
IDWA/MO/KS < 704>	0	1	20	5	27	55
FLORIDA < 662>	3	3	4	9	29	58
NC/SC/GA < 1205>	0	1	7	16	24	51
MD/DE/DC/VA/WV < 506>	2	2	5	18	30	58
KY/TN/ALAB/MS < 1213>	0	0	7	10	23	64
TEXAS < 1124>	0	21	7	11	24	70
ARK/LA/OKLA < 809>	0	1	9	13	25	61
MT/ID/NV/UT/CO/AZ/NM < 5400>	1	7	17	13	27	58
CALIFORNIA < 1419>	2	14	4	14	30	61



TABLE 1191

110. 9-PT. GEOPOLITICAL VS PARTY ID STRENGTH

ANSWERS TO

Q. 15:

- | | |
|------------------------|------------------------|
| 1) STRONG REPUBLICAN | 2) NOT-SS-STRONG REP. |
| 3) LEAN TO REPUBLICANS | 4) INDEPENDENT/NO PART |
| 5) LEAN TO DEMOCRATS | 6) NOT-SS-STRONG DEMO |
| 7) STRONG DEMOCRAT | |

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	(7) %
	=====	=====	=====	=====	=====	=====	=====
NEW ENGLAND <1393>	10.	9.	16.	28.	13.	12.	12.
MIDDLE ATLANTIC <4306>	10.	15.	10.	22.	9.	17.	14.
SOUTH ATLANTIC <4430>	12.	12.	10.	14.	9.	20.	20.
EAST SOUTH CENTRAL <1702>	11.	11.	11.	18.	7.	19.	22.
WEST SOUTH CENTRAL <2803>	12.	11.	12.	15.	7.	20.	20.
EAST NORTH CENTRAL <4883>	13.	13.	13.	21.	10.	15.	12.
WEST NORTH CENTRAL <1941>	15.	14.	12.	21.	8.	17.	13.
MOUNTAIN <1286>	17.	17.	12.	21.	7.	14.	10.
PACIFIC <3493>	15.	14.	10.	21.	8.	19.	14.
	=====	=====	=====	=====	=====	=====	=====
<AGGREGATE RESULTS>	12.	12.	11.	21.	8.	15.	14.

CHI-SQUARE = 667.19 WITH 148 DEGREES OF FREEDOM
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100 CO %

ACTUAL N'S

	(1) N	(2) N	(3) N	(4) N	(5) N	(6) N	(7) N
	=====	=====	=====	=====	=====	=====	=====
NEW ENGLAND <1393>	136	130	220	285	181	167	172
MIDDLE ATLANTIC <4306>	546	633	436	952	371	749	601
SOUTH ATLANTIC <4430>	516	544	448	782	341	903	891



TABLE 1193

110. 9-PT GEOPOLITICAL VS. 100. REGISTERED TO VOTE

ANSWERS TO

Q. 20

1) YES

2) NO

3) REFUSED/NO OPINION

	(1) N =====	(2) N =====	(3) N =====
NEW ENGLAND <1398>	59.	11.	0
MIDDLE ATLANTIC <4337>	54.	15.	0
SOUTH ATLANTIC <4464>	56.	14.	0
EAST SOUTH CENTRAL <1737>	59.	11.	0
WEST SOUTH CENTRAL <2210>	56.	14.	0
EAST NORTH CENTRAL <4506>	58.	12.	0
WEST NORTH CENTRAL <1945>	70.	10.	0
MOUNTAIN <1291>	13.	17.	0
PACIFIC <3511>	55.	17.	0
<AGGREGATE RESULTS>	55.	14.	0

CHI-SQUARE IS NOT APPLICABLE TO THIS TABULATION

ACTUAL N'S

	(1) N =====	(2) N =====	(3) N =====
NEW ENGLAND <1398>	1241.	154.	2
MIDDLE ATLANTIC <4337>	3632.	597.	9.
SOUTH ATLANTIC <4464>	3815.	542.	4
EAST SOUTH CENTRAL <1737>	1539.	195.	3.

Economic activity in January continued to decline. Industrial production was lower, unemployment higher. Inventory liquidation accelerated, suggesting that the bottom of the recession is near at hand. The sharp decline in new orders, especially among material producers, is over and although there is as yet no evidence of a pick-up, that should become evident as inventories are run down. As a consequence, news reports on the economy are likely to continue negative for the next month or two. By early spring, however, the news on the economy should become first, mixed, and then, marginally favorable.

The key issues are inflation and interest rates. If both are lower throughout the spring and summer the extent of the economic recovery will be enough to bring the rise in the unemployment rate to a halt with unemployment declining from mid-summer through the election. More important, however, is the lay-off rate. The major problem of the 91 percent of the labor force who are employed is job security, and that is a reflection of whether their colleagues are being laid off. Hence, even if the economic recovery is only modest, as is likely, the lay-off rate should decline sufficiently rapidly to create a better tone for the labor market than the raw still-high unemployment levels would suggest.

The inflation rate is clearly coming down. The recent improvement in the consumers price index is likely to persist through most, or all, of 1982. The underlining cost structure is behaving better than at any time during the past five years. Oil prices will

continue stable. Natural gas prices will continue to increase but will not be a politically sensitive question in the spring and summer. Raw material prices have been soft and the rate of wage increase has dramatically slowed (in both union and non-union areas). This has assured a continued softness in prices. The inflation rate will average between six and seven percent at an annual rate throughout the spring and summer, a major improvement from the experience of recent years. In fact, inflation is clearly becoming less of a political negative as indicated by the polls. The rise in the sensitivity to unemployment is caused not by a major upsurge in fears for job security (although undoubtedly there is some of that) but, by the relative decline in the fear of inflation.

More uncertain and politically, as well as economically, more dangerous is interest rates.

The basic cause of the high interest rates which have prevailed for the past two years is the dramatic change in the view of the United States as a country whose institutions are resistant to inflation. Prior to 1979, for two centuries, inflation was viewed by the financial markets largely as a temporary phenomenon which visited us only in periods of war and its immediate aftermath. Over the long run, inflation was always presumed to peter out. As a consequence, the inflation premium embodied in long-term interest rates was negligible, reflecting the judgment that the average inflation rate over the maturity of a debt instrument was low to nonexistent.

For reasons discussed below, that changed in late 1979 and the change was dramatic. Within six months, the financial community abruptly shifted from a view that in the long run inflation would be negligible to a belief that it would be double-digit for the next ten to fifteen years. Long-term interest rates which are largely a reflection of the real rate of interest (approximately three percent) and the long-term inflation rate forecast jumped to thirteen or more percent. For technical market reasons, the rise in long-term rates pulled short-term rates with them and the economy entered the period of high interest rates, creating the stagnation which still plagues us.

At root, our problem is that the markets believe that the Federal deficit will continue to hemorrhage, inducing the Federal Reserve to create excessive money supply growth and hence inflation.

Fortunately, in recent weeks, the deterioration in the markets brought long-term interest rates up to a level which probably now discount budget deficits of \$120 to \$140 billion in FY 1984. The rise in interest rates has finally come to a halt, since full "cynicism" is already discounted.

Even if interest rates do not come down very much, we will get enough of an economic recovery to bring the lay-off down, although the economic performance will scarcely be a clear victory for the President.

In any event, the most likely scenario is positive for the President's program, although not overwhelmingly so. The risks that interest rates could start to rise again (for fear of deficits

in excess of \$150 billion) are two out of five. Should interest rates rise back to their old highs or above, the moderate recovery will be choked off with very dire economic and political consequences for late in the year.

In any event, in my judgment, it is a major mistake to accuse the Federal Reserve of creating excessively high interest rates. The major cause is, in fact, inflation and the budget deficits, and the press will clearly support the Fed in any outward confrontation with the Administration on this issue. In my view, the President should be perceived as supportive of the Fed, although not acquiescing in all of its actions.

In summary, the most probable scenario through November is mildly positive from a political perspective. The risks of disaster scenario though small are not easily dismissed. Contingency plans should be available.

LEGISLATIVE OUTLOOK

Attached is a list of legislative priorities. The following are a few general observations -- to be elaborated upon orally, as appropriate:

- (1) Year 2 is not likely to be much like year 1. Whereas the first year was a year of several, major, dramatic, affirmative legislative victories -- each reinforcing an image of remarkable Presidential power and leadership -- the second year is likely to show few, if any, such victories. The entire House is up for reelection, of course -- and, as always, is running scared. We won our big victories last year by only a handful of votes in the House -- while holding 190 Republicans. This time, many Republicans will have to put some distance between themselves and the Administration; and there is little prospect of being able to pull over enough Democrats to offset the likely defections. Further, on the Senate side, 11 out of 20 members of the Finance Committee are up for reelection -- and all the difficult tax and entitlement issues must go through that Committee. If anything big is to move, it will require a moderate amount of compromise on our part -- and we are not now playing for compromise. (In this regard, however, one should perhaps note that our big victories last year involved very substantial, though largely unnoticed, compromises.)
- (2) Our biggest problems are likely to be in relation to the following:
 - (a) Getting a new debt ceiling through (needed by mid-May). This is a natural opportunity for Democrats to embarrass us -- and they are likely to be aided by conservative Republicans in the Senate. There is some talk (on our side) of trying to get this out of the way soon, by tying it to the 3rd budget resolution. But it seems more likely that the Democrats (plus Armstrong et al.) would wish to make a crisis of this -- and attempt to extract a substantial price for support of the debt ceiling bill. That price could take any number of forms -- all of which would be likely to be at variance with our budget and economic program.
 - (b) Potential stalemate on our economic program. We will do well to get a budget resolution through the Senate. Even if we get one through both houses, it is unlikely that we will be able to get a substantially satisfactory reconciliation bill through the Congress. Without this, there will be insufficient pressure on the substantive committees to get them to move our program. As a result, we will not likely get our entitlement cuts; and deficits -- both projected and real -- will be the higher. (This in turn, of course, will put additional pressure on both our defense and tax programs.)
 - (c) Visible attacks on the defense budget and on military/security assistance bills (as, e.g., re El Salvador).

- (d) Various pressures to undo parts of the tax program. This will take different forms from different sources. Democrats are said to be working on a program that would accelerate tax cuts in the short term, and decelerate (or delete) tax cuts for the longer term. Pressures will also likely arise to eliminate indexing (which doesn't start until 1985). The leasing provisions are likely to go as soon as a legislative opportunity arises. This, in and of itself, is not of major consequence; but if there is any coalescing around a tax approach that would reduce the deficits substantially and have a serious chance of enactment, the Administration will be in an awkward position.
- (3) Progress with other initiatives is likely to add up to a mixed picture -- success on some smaller things (after compromise), inaction on others. It should be possible, nonetheless, to portray this as a record of substantial progress -- it just won't be as dramatically successful as year 1:
- (a) Federalism. This is likely to be visibly discussed (in part because we will be hyping it); but it is not likely to be enacted in the near term. At best, we might expect to get the Senate to pass it this summer so that the initiative could be used to campaign against the House.
- (b) Regulatory Reform. It is likely that moderate bills may be enacted re both Clean Air and Regulatory Reform generally.
- (c) Departmental Reorganizations. Elimination of the Department of Energy has a moderate chance of enactment; elimination of the Department of Education has little or no chance this year.
- (d) Enterprise Zones. We have not sent our proposal up yet, but are likely to soon. We may get a bill here. But we probably should not hype this too much because it really amounts to what is only a modest experiment, with what many experts believe is less than a 50% chance of "working."
- (e) Intelligence Related Bills. We are likely to get an Intelligence Agents Identities Protection bill through the Senate promptly, with a reasonable chance of getting something similar from the House. Repeal of the Clark Amendment will be more difficult -- and although favorable action from the Senate may be possible, trouble is to be expected in the House.
- (f) Accelerated Natural Gas Deregulation. We have not formally proposed this yet. The question of when to do so is a difficult one. As a substantive matter, it would be desirable to do this as soon as possible. But as a political matter, it might risk serious losses of seats if it is sent up for action before the election.
- (g) Nominations. The most visible controversy now in sight is likely to be over van der Water. It would appear now that we may have the necessary votes to get the nomination discharged from committee (51 votes). But the Senate Republican leadership does not now see its way to sufficient strength to get cloture on the Senate floor.

I. ECONOMIC PROGRAMBasics:

- (1) Budget Resolution (due May 14)/Reconciliation Instructions
- (2) Debt Limit (necessary by May, probably)
- (3) Tax Code Revision(s)

Related Priorities

- (4) Continuing Resolution -- Labor/HHS, State/Justice, Treas./Post. (by March 31)
- (5) Clean Air Act
- (6) Regulatory Reform
- (7) Enterprise Zones
- (8) [Special Unemployment-related Matters -- as necessary]
- (9) Export Trading Companies
- (10) [Natural Gas Deregulation -- at appropriate time]

II. DEFENSE/FOREIGN POLICY PROGRAM

- (1) Defense budget resolution, authorization, appropriation
- (2) Caribbean Basin Initiative
- (3) Intelligence Agents Identities Protection
- (4) Clark Amendment Repeal
- (5) Assistance Appropriations

III. GOVERNMENTAL RESTRUCTURING

- (1) Federalism Initiative
- (2) Energy Reorganization
- (3) Education Reorganization

IV. "SOCIAL ISSUES"

- (1) Voting Rights Act
- (2) Tax Exempt Private Institutions
- (3) Immigration Reform
- (4) Busing/Abortion/Prayer
- (5) [Crime Control Package -- when developed]
- (6) [Pro-competitive Health Plan -- later]

V. NOMINATIONS

- (1) Van der Water

VI. LAME DUCK MATTERS

- (1) Social Security

THE WHITE HOUSE

WASHINGTON

February 4, 1982

MEMORANDUM FOR LONG-TERM PLANNING GROUP

FROM: RICHARD S. WILLIAMSON

SUBJECT: PRELIMINARY BACKGROUND MATERIAL FOR
DISCUSSION OF 1982 ELECTIONS

Historic Reference: Traditionally, the party in the White House has suffered serious set-backs in off-year elections. If there is a Democratic landslide in 1982 (3 to 5 losses in the Senate, over 30 losses in the House, 8 net losses among the Governors), it will be seen as a repudiation of the Reagan agenda, end the "Reagan revolution," create a loss of public confidence, create implementation paralysis for the Administration, loss of legislative coalition, loss of emerging demographic constituency, and stop the momentum of establishing the GOP as an alternative party in the South. We must accept the fact that "normal" Presidential political activity in 1982 probably will result in normal off-year election returns of significant Democratic gains and, perhaps, even a landslide. Note further that a failure to pick up GOP Senate seats in 1982 will probably result in loss of Senate control in 1984 (or 1986).

We must recognize that even with an active Presidential role, achieving a standoff in the 1982 elections will be difficult (3 net gains in Senate, 5 to 15 losses in House, 3 to 5 net gubernatorial losses).

Issues: The issues for 1982 should be limited, and we should set and demand the debate be on these issues:

- 1) The Economic Program
 - Innovative, a needed change of direction, working demonstration of firm leadership
- 2) New Partnership (Federalism)
 - Returning power to the people, turning from failed big government Washington programs of the liberals, offering new ideas and leadership.

3) President's leadership

- Innovative, firm, steady.

Issue to be addressed: Will the President and the White House be very pro-active and involved or reactive and normal in this year's elections? If active, we must minimize scheduling commitments (to the Senators, Members of Congress, Governors) to stay flexible. We must have linkage of issues and politics. We must have an activist traveling President carrying his message to the people through Presidential activity as well as "straight political" events.

Also, we should focus some discussion on key elements of the 1980 Reagan constituency who are drifting away: women, hispanics, blue-collar ethnics (Catholics), southern fundamentalists.

(Miscellaneous - I suggest we begin ASAP weekly 5 minute national radio messages from the President to the American people.)

In preparation for Friday's discussion of the 1982 Political Strategy, I have attached the following information and materials:

TAB A Inventory of U.S. Senate and U.S. House
 of Representatives

TAB B Inventory of Governors, State Legislatures,
 and Mayors.

TAB C Historical perspective of off-year
 elections.

Notes on the 1982 Election,
Prepared by Ed Rollins and Lee Atwater

Midterm Congressional Election Statistics
Prepared by Republican National Committee

(available
separately)

1982 ELECTION UPDATE

ARIZONA -- Senator Dennis DeConcini (D)

Filing Deadline: June 24
Primary Date: September 7

Filed Republicans

State Representative Pete Dunn
Dean Sellers

Filed Democrats

Senator Dennis DeConcini

There are two top-notch GOP contenders in the Arizona Senate race and each has pledged a campaign concentrating on issues (such as the Panama Canal Treaty) where incumbent Democratic Senator Dennis DeConcini has voted against the wishes of the people of Arizona.

The Republican contenders are State Representative Pete Dunn and rancher Dean Sellers. The primary winner would emerge with strong name identification and is expected to have a united Republican Party behind him in the general election.

CALIFORNIA -- Senator S. I. Hayakawa (R)

Filing Deadline: March 12
Primary Date: June 8

Filed Republicans

Senator S. I. Hayakawa
Theodore Bruinsma
Congressman Robert Dornan
Congressman Barry Goldwater, Jr.
Congressman Pete McCloskey
Ken Maddy
Maureen Reagan
Arthur Shingleton
Mayor Pete Wilson

Filed Democrats

Governor Jerry Brown
State Senator Paul Carpenter
Tom Cardenas
Mayor Daniel Whitehurst
William Wertz, Jr.

The Republican primary field continues to grow with Maureen Reagan

(Continued - CALIFORNIA)

the most recent entrant. Meanwhile, incumbent Republican Senator S. I. Hayakawa is vigorously campaigning to hold his Senate seat.

On the Democratic side, Governor Jerry Brown is being acknowledged as the heavy favorite to capture his party's nomination, despite recent surveys showing him with a 60 percent unfavorable rating. Veteran Brown observers say the Governor's resiliency should not be underrated and a hotly contested general election can be expected.

CONNECTICUT -- Senator Lowell Weicker (R)

Filing Deadline: July 23

Primary Date: September 7 (Convention: July 23-24)

Filed Republicans

Senator Lowell Weicker
Prescott Bush
Robin Moore
Bradford Lee Peery

Filed Democrats

John Downey
Leon Kapata
Congressman Toby Moffett

Senate Republicans are rallying to the aid of Connecticut's incumbent Republican Senator Lowell Weicker. Weicker, facing a primary challenge from Prescott Bush, has benefited from recent visits by Senators Baker and Laxalt.

Among Connecticut Democrats, the recent heart attack of Democratic Governor Bill O'Neill has led to speculation that Democratic Congressman Toby Moffett may abandon his announced Senatorial campaign and make a statehouse bid.

DELAWARE -- Senator William V. Roth (R)

Filing Deadline: July 31

Primary Date: September 11

Filed Republicans

Senator William Roth

Filed Democrats

David Levinson

Incumbent Republican Senator Bill Roth received a homestate boost with the recent announcement of federal funds to replace a heavily used, inadequate bridge over the St. James River near Dover. Delaware media is deservedly giving Roth full credit for

this important project. Said one editorial writer, "It helps to have friends in high places."

This latest constituent service coup (Delaware is to receive about one-third of the funds available nationally for bridge replacement) is typical of the attention to Delaware needs Roth has given during his time in the Senate.

On the campaign front, Roth's re-election efforts are well underway while millionaire Democratic challenger David Levinson has generated little excitement with his campaign.

FLORIDA -- Senator Lawton Chiles (D)

Filing Deadline: July 20
Primary Date: September 7

Filed Republicans

William Markham
Richard Grayson

Filed Democrats

No filed candidates

Broward County Tax Assessor Bill Markham continues the travel schedule and organization activities he began as the first announced Republican candidate. Markham has recently been joined in the GOP column by Richard Grayson, a political unknown. The political picture in the Sunshine State may continue to change as Congressmen Clay Shaw and Bill Young and State Senator Van Poole weigh the opportunity to challenge vulnerable Democratic incumbent Senator Lawton Chiles.

According to Florida press reports, Chiles has been using his official Senate staff for his re-election efforts.

HAWAII -- Senator Spark Matsunaga

Filing Deadline: July 20
Primary Date: September 18

Filed Republicans

No filed candidates

Filed Democrats

Senator Spark Matsunaga

The political situation in Hawaii is slow in developing because of the late September primary date. One thing, however, is certain. The Republican Party will field a strong challenger

(Continued - HAWAII)

to incumbent Democratic Senator Spark Matsunaga. Possible GOP contenders include State House Minority Leader Kina'u Kamali'i, Assistant House Minority Leader Fred Rohlfig and Honolulu City Councilman Andy Poepoe.

Matsunaga, because of his inattention to constituent needs, may be challenged in the Democratic primary by former Congresswoman Patsy Mink.

INDIANA -- Senator Richard Lugar (R)

Filing Deadline: April 24
Primary Date: May 4

Filed Republicans

Senator Richard Lugar

Filed Democrats

Prosecutor Stephen Beardsley
State Senator Michael Kendall

Incumbent Republican Senator Richard Lugar, one of the President's strongest supporters in the Senate, is traveling full steam ahead with a well organized, well financed, professionally managed campaign.

From Southern Indiana, Floyd County Prosecutor Stephen Beardsley has appeared as a candidate for the Democratic nomination to oppose Lugar. Beardsley will first have to meet a primary challenge from State Senator Michael Kendall and possibly local Democratic Party official Warren Krebs.

MAINE -- Senator George Mitchell (D)

Filing Deadline: April 1
Primary Date: June 8

Filed Republicans

Congressman David Emery

Filed Democrats

Senator George Mitchell
Former Governor Ken Curtis

Republican Congressman David Emery, unopposed for the GOP Senatorial nomination, is actively fundraising and organizing for next year's general election. Emery's campaign received a recent boost from a Bangor appearance in support of his campaign by Vice President Bush.

(Continued - MAINE)

Senator George Mitchell, the incumbent Democrat, was appointed to the Senate in May, 1980. Since that time he has done little to solidify his position.

Former Governor Ken Curtis is exploring the possibility of entering the race and would present Mitchell with a tough primary. He has already filed an exploratory committee with the FEC, but his recent heart attack could prevent his formal entry.

MARYLAND -- Senator Paul Sarbanes (D)

Filing Deadline: June 6
Primary Date: September 14

Filed Republicans

Roscoe Bartlett
County Executive Larry Hogan

Filed Democrats

Senator Paul Sarbanes

The lackluster record of Senator Paul Sarbanes, the incumbent Democrat, is attracting wide interest among Republicans interested in a general election challenge. Prince Georges County Executive Larry Hogan and businessman Roscoe Bartlett have already filed in the Republican primary. Others considering the race are former hostage Bruce Laingen, 1980 GOP primary contender Dallas Merrell, former Senator Glenn Beall and State Delegate Connie Morella.

Sarbanes, sensing his vulnerability, has stepped up his appearances in the state. Yet, it may be too late for him to remedy five years of inattention to Maryland constituents.

MASSACHUSETTS -- Senator Edward Kennedy (D)

Filing Deadline: May 4
Primary Date: September 14

Filed Republicans

Ray Shamie

Filed Democrats

Senator Edward Kennedy

All page ads attacking Senator Edward Kennedy's record in the Senate appeared in every Massachusetts daily newspaper as part of businessman Ray Shamie's entry into the battle for that state's Republican Senate nomination. Shamie may be joined in the Republican contest by Dr. Mildred Jefferson and/or 1978 Republican primary contender Avi Nelson.

Kennedy, clearly worried, is complaining about the conservative groups "ganging up on him." This, despite the fact Shamie has asked conservative independent expenditure groups to stay out of Massachusetts. The Massachusetts battle has national implications. Senator Kennedy, forced to devote his energies to his own re-election, will be unable to campaign for his Democratic colleagues.

MICHIGAN -- Senator Donald Riegler (D)

Filing Deadline: June 1
Primary Date: August 3

Filed Republicans

Bill Ballenger
Former Congressman Bob Huber
Former Congressman Phil Ruppe

Filed Democrats

Senator Donald Riegler
Frank Cossa

Democratic Senator Don Riegler is attracting plenty of opposition to his re-election bid. Former Congressman Phil Ruppe and Bob Huber, and Bill Ballenger, the State Director of Licensing, have each tossed their hats into the Republican primary ring. University of Michigan Regent Deane Baker is rumored to be considering the race, as is Governor William Milliken, who is expected to announce his plans in the near future.

MINNESOTA -- Senator David Durenberger (R)

Filing Deadline: July 20
Primary Date: September 14

Filed Republicans

Senator David Durenberger

Filed Democrats

Mark Dayton

A survey published in the October 25th Minneapolis Tribune shows incumbent Republican David Durenberger well ahead of both potential Democratic challengers. He leads Mark Dayton by 55 to 14 percent of those surveyed. The numbers are 60 to 15 percent when pitted against former Senator Eugene McCarthy.

Durenberger, taking nothing for granted, is actively campaigning and recently hosted Vice President Bush for a fundraising visit.

MISSISSIPPI -- Senator John C. Stennis (D)

Filing Deadline: April 2
Primary Date: June 1

Filed Republicans

Bobby G. Richardson

Filed Democrats

Senator John Stennis

Incumbent Democratic Senator John Stennis is running unopposed in the Democratic Primary for the right to seek re-election.

There could be plenty of action in the Republican primary. State Highway Commissioner Bobby Richardson, once a primary challenger to Stennis, has changed parties and is seeking the GOP nod. He may face competition from House Republican Whip Trent Lott, former State Senator Charles Pickering, Hattiesburg Mayor Bobby Chain and/or GOP activist Haley Barbour.

MISSOURI -- Senator John Danforth (R)

Filing Deadline: April 27
Primary Date: August 3

Filed Republicans

Senator John Danforth

Filed Democrats

James Montgomery

Two liberal Democrats are rumored to be potential challengers to incumbent Republican Senator Jack Danforth. However, neither Charles Curry, the treasurer of the Democratic National Committee, or Tom Ryan, the head of Missouri based self-described consumer group, has filed in the race.

Danforth is taking nothing for granted. He is building a strong statewide organization and has the financial support of a large number of instate small contributors.

MONTANA -- Senator John Melcher (D)

Filing Deadline: April 3
Primary Date: June 8

Filed Republicans

No filed candidates

Filed Democrats

Senator John Melcher

(Continued - MONTANA)

Incumbent Democratic Senator John Melcher will face the winner of a Republican primary that could include 1978 Senate candidate Larry Williams, State Senators Gene Turnage and Allen Kostad, and State Representative Gene Donaldson.

Melcher may also have to contend with Libertarian candidate Larry Dodge. This will be determined by Dodge's ability to get the necessary signatures on his filing petitions.

NEBRASKA -- Senator Ed Zorinsky (D)

Filing Deadline: March 15
Primary Date: May 11

Filed Republicans

Retired General James Keck

Filed Democrats

Senator Edward Zorinsky
Daniel Powers

Retired SAC Deputy Commander Jim Keck has been actively campaigning in his bid to unseat incumbent Democratic Senator Ed Zorinsky. Keck has the Republican primary to himself now that potential candidate David Tews has announced his support of Keck.

In addition to his tenure in the Nebraska-based Strategic Air Command, Keck has served as a vice president in the Omaha headquarters of the Bozell and Jacobs advertising agency. He has strong ties among Nebraska business and civic leaders. Keck has hired the former director of the Nebraska Republican Party as his campaign manager and is busily organizing and traveling the state. Expect a hotly fought general election in this state.

NEVADA -- Senator Howard Cannon (D)

Filing Deadline: July 21
Primary Date: September 14

Filed Republicans

Jack Kenney
Sam Cavnar

Filed Democrats

Senator Howard Cannon
Congressman Jim Santini

Incumbent Democratic Senator Howard Cannon is locked into an increasingly bitter primary with Democratic Congressman Jim Santini. The pollsters say this race is too close to call and the mid-September primary date will leave little time for wounds to heal.

There is no shortage of Republicans to take on the eventual winner of this battle. Las Vegas homebuilder Jack Kenney and author Sam Cavnar have filed in the Republican primary. Also considering the race are Rick Fore, a Las Vegas real estate developer, and Bob Broadbent, the chief of the U. S. Bureau of Reclamation.

NEW JERSEY -- Senator Harrison Williams (D)

Filing Deadline: April 29
Primary Date: June 8

Filed Republicans

Jeffrey Bell
Emil Bernard
Dave Norcross

Filed Democrats

Senator Harrison Williams
Howard Rosen
Former Congressman Andy Maguire
Cyril R. Yannarelli

The New Jersey Senate race is in a holding pattern with Senator Harrison Williams, the incumbent Democrat, receiving a postponement until early next year in his Senate hearing. Williams has said he will go to the wall to fight his expulsion.

Meanwhile, the Senator is attracting opposition in both parties. Jeff Bell, the 1978 Republican nominee, and Dave Norcross, the 1976 GOP contender and a former state party chairman have announced. Rumored to be considering the race are Congressmen Jim Courter and Matt Rinaldo and Congresswoman Millicent Fenwick.

Having filed along with Williams in the Democratic primary are former Congressman Andy Maguire, attorney Howard Rosen and Cyril Yannarelli. Rumored candidates are defeated gubernatorial candidate Congressman Jim Florio, outgoing Governor Brendan Byrne and a host of state and local officials.

The election of Republican Governor Thomas Kean opens the possibility of a Republican appointee if Williams retires. The Senate is now in recess until January 25th, giving Kean the only opportunity to appoint if Williams is expelled. Kean's victory also adds important momentum to the campaign efforts of the GOP.

NEW MEXICO -- Senator Harrison Schmitt (R)

Filing Deadline: March 7
Primary Date: June 1

Filed Republicans

Senator Harrison Schmitt

Filed Democrats

Former Governor Jerry Apodaca
Attorney General Jeff Bingaman
Virginia Keehan

Republican incumbent Senator Jack Schmitt is receiving help from numerous Administration officials and many of his Senate colleagues. Hard at work on his re-election efforts, Schmitt has reassembled his successful 1976 campaign team.

On the Democratic side, former Governor Jerry Apodaca and Attorney General Jeff Bingaman have entered the race and will face a bitter primary. A recent Albuquerque Journal survey has Apodaca beating Bingaman, 44% to 33%.

NEW YORK -- Senator Daniel Patrick Moynihan (D)

Filing Deadline: June 28
Primary Date: September 14

Filed Republicans

Former Congressman Bruce Caputo

Filed Democrats

Senator Daniel Patrick Moynihan

Former Congressman Bruce Caputo is rallying the support of county Republican chairmen in his effort to defeat incumbent Democratic Senator Daniel Patrick Moynihan. Caputo has assembled a skilled campaign staff. The first term Senator is depending on support from New York's Liberal Party.

Congressman Jack Kemp, who has ruled out a bid for the governorship, remains a possible entry into the Senate race.

NORTH DAKOTA -- Senator Quentin Burdick (D)

Filing Deadline: April 14
Primary Date: June 8

Filed Republicans

Gene Knorr

Filed Democrats

Senator Quentin Burdick

A name identification-building Republican primary is expected in North Dakota. Rancher/lobbyist Gene Knorr has launched his campaign and may soon be joined in the primary race by State Representative Earl Strinden. Strinden is now in the process of forming an exploratory committee. Other possible GOP contenders include State Senator David Nething and Grand Forks Mayor Bud Wessman.

The GOP contenders are expected to base their campaigns on the record of four-term Democratic Senator Quentin Burdick and the primary winner is expected to wage a strong campaign against Burdick, who turns 74 next June.

OHIO -- Senator Howard Metzenbaum (D)

Filing Deadline: March 25
Primary Date: June 8

Filed Republicans

Congressman John Ashbrook
Walter Beckjord

Filed Democrats

- Senator Howard Metzenbaum

Ohio Senator Howard Metzenbaum is one of the most vulnerable Democrats seeking re-election next year.

Already filed in the Republican primary for the right to take on Metzenbaum are Congressman John Ashbrook and former Cincinnati City Councilman Walter Beckjord. These men may soon be joined by outgoing Governor James Rhodes and State Senate President Paul Gillmor.

PENNSYLVANIA -- Senator John Heinz (R)

Filing Deadline: March 9
Primary Date: May 18

Filed Republicans

Senator John Heinz

Filed Democrats

No filed candidates

Incumbent Republican Senator John Heinz (a former chairman of the NRSC) is actively campaigning and raising funds. Keystone State Democrats are said to be having trouble recruiting candidates to challenge the popular Heinz and Republican Governor Richard Thornburgh.

Said to be considering entering the fray against Heinz is

RHODE ISLAND -- Senator John Chafee (R)

Filing Deadline: June 10
Primary Date: September 21

Filed Republicans

Senator John Chafee

Filed Democrats

No filed Democrats

Incumbent Republican Senator John Chafee could write the book on serving constituents. Since his election five years ago, Chafee has visited every Rhode Island community at least once every year.

Expected to battle for the Democratic nomination (and underdog status in November) are former Attorney General Julius Michaelson and businessman Marvin Holland. Governor Joseph Garrahy, once considered a possible candidate, has ruled out the race and says he will offer no endorsement in his party's primary.

TENNESSEE -- Senator James Sasser (D)

Filing Deadline: June 3
Primary Date: August 5

Filed Republicans

Congressman Robin Beard

Filed Democrats

Senator James Sasser
William Bruce

The Senatorial campaign of Congressman Robin Beard is already well underway. Beard has a top-notch fulltime campaign staff at work and he is taking every opportunity to return to Tennessee and hit the campaign trail.

The incumbent Democrat, Senator Jim Sasser, has been promised large amounts of aid from the national Democratic Party. This underscores Sasser's vulnerability to Beard's strong challenge.

TEXAS -- Senator Lloyd Bentsen (D)

Filing Deadline: February 1
Primary Date: May 1

Filed Republicans

Don L. Richardson
Congressman Jim Collins
(exploratory)
State Senator Walter Mengden

Filed Democrats

Senator Lloyd Bentsen

Texas Republicans are showing increasing strength at all levels. One of the results of this strength is the promise of a three-way primary for the Republican Senate nomination. Announced are Congressman Jim Collins, State Senator Walter Mengden and Don L. Richardson.

Incumbent Democratic Senator Lloyd Bentsen portrays himself as a conservative but may not be able to continue the charade if faced with a tough general election challenge.

UTAH -- Senator Orrin Hatch (R)

Filing Deadline: April 26
Primary Date: September 14

Filed Republicans

Senator Orrin Hatch

Filed Democrats

No filed candidates

Because of his visibility as Chairman of the Senate Labor and Human Resources Committee, Republican Senator Orrin Hatch can expect national labor unions to make a maximum effort on behalf of his opponent. Hatch, prepared for the challenge, has launched a strong re-election effort.

A number of Democrats have been mentioned as possible challengers. While none have filed, Salt Lake City Mayor Ted Wilson is said to have the inside track for the nomination.

VERMONT -- Senator Robert Stafford (R)

Filing Deadline: July 19
Primary Date: September 14

Filed Republicans

Senator Robert Stafford

Filed Democrats

No filed candidates

(Continued - VERMONT)

Vermont Republicans were delighted when Senator Bob Stafford decided to seek re-election. Now that the decision to run has been made, Stafford is busily assembling a strong campaign team and raising the funds necessary for the race.

Vermont Democrats may find it difficult to find an opponent for the popular Stafford. Mentioned as possible contenders are former Governors Thomas Salmon and Phillip Hoff and Secretary of State James Guest.

VIRGINIA -- Senator Harry Byrd (I) (Retiring)

Filing Deadline: April 9
Primary Date: June 4

Filed Republicans

No filed candidates .

Filed Democrats

Daniel Park Teter

The announcement by Senator Harry Byrd that he will not seek re-election has generated a storm of activity in both parties in Virginia. 1983 will be the first time in 50 years that a Byrd will not represent Virginia in the Senate.

On the Republican side, Congressman Paul Trible has been testing the waters for several months and is expected to enter the race. Congressman Stan Parris is said to be considering the race and some Virginia political leaders are encouraging outgoing Governor John Dalton to make a Senate bid.

The picture is even more clouded on the Democratic side. Andrew Miller, the 1978 Democratic nominee, is frequently mentioned as a possible candidate. Others being mentioned include Delegates Alan Diamonstein and Ira Lechner, Fairfax County Prosecutor Robert Horan and State Senator Hunter Andrews.

Virginia Republicans are determined to avenge the defeat of their gubernatorial candidate. And, the Republicans are almost certain to offer a more widely known candidate than the Democrats. This open seat should be the scene of a Republican gain next November.

WASHINGTON -- Senator Henry Jackson (D)

Filing Deadline: July 30
Primary Date: September 14

Filed Republicans

No filed candidates

Filed Democrats

Senator Henry Jackson
R. Virgil Donovan
James Sherwood

A pair of Washington State Senators, Ellen Craswell and Jack Metcalf, are considering a bid for the Senate seat now held by incumbent Democrat Henry "Scoop" Jackson. Also being mentioned as possible contenders are Jill or Bill Ruckelshaus. Bill is currently Vice President of Weyerhaeuser.

Perhaps the biggest news is on the Democratic side. Washington State rumor mills report that former Governor Dixie Lee Ray may enter the Democratic primary. There are also reports Jackson may retire rather than continue to serve in the Senate minority.

WEST VIRGINIA -- Senator Robert Byrd (D)

Filing Deadline: March 27
Primary Date: June 1

Filed Republicans

Congressman Cleve Benedict

Filed Democrats

Senator Robert C. Byrd

Congressman Cleve Benedict, running unopposed for the Republican nomination to challenge Senate Minority Leader Robert Byrd, is building a strong campaign that is ready to take advantage of any mistakes on Byrd's part.

Benedict already has received a break. In an effort to defend himself against charges that he does not own a home in West Virginia Byrd answered that the Constitution does not require him to do so.

Byrd, who has never faced a difficult race in the past, may find it difficult to deal with a strong Republican challenge.

WISCONSIN -- Senator William Proxmire (D)

Filing Deadline: July 13
Primary Date: September 14

Filed Republicans

No filed candidates

Filed Democrats

No filed candidates

An announcement of candidacy is expected in the near future by State Senator Scott McCallum. Other possible GOP opponents to incumbent Democratic Senator William Proxmire include Marlene Cummings, an advisor on women's issues to the governor, and Terry Kohler, a candidate in the 1980 GOP Senate primary.

Proxmire has not yet filed as a candidate for re-election.

WYOMING -- Senator Malcolm Wallop (R)

Filing Deadline: August 14
Primary Date: September 14

Filed Republicans

Senator Malcolm Wallop

Filed Democrats

Rodger McDaniel
Bryan Sharrat

The Wallop Senate Drive is putting together a campaign organization and raising dollars. A Democratic primary between two liberals will provide Wallop's opponent in next November's Senate race. The Democratic candidates are Rodger McDaniel, a former congressional aide, and Bryan Sharrat, the state Democratic finance chairman. Either man will emerge from the primary as an extreme underdog to Senator Malcolm Wallop.