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Public Opinion Report

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NATIONAL POLITICS

CARTER'S APPROVAL RATING

● Gallup, 7/27/80 (conducted June 27-30)

Although the public regards President Carter as "a religious person" and "a man of high moral principles", voters are becoming increasingly critical of his performance. When he is compared to the other presidential candidates, he receives the following scores:

	<u>Carter</u>	<u>Reagan</u>	<u>Anderson</u>
Bright, Intelligent	67%	76%	80%
Displays good judgment in a crisis	72	79	72
Says what he believes even if unpopular	60	53	63
Sides with the average citizen	48	49	58
A man you can believe in	38	51	47
Offers imaginative, innovative solutions to national problems	35	56	56
Decisive, sure of himself	31	72	67
Has strong leadership qualities	29	67	54
A person of exceptional abilities	27	41	46
You know where he stands on issues	26	57	52
Has a well-defined program for moving the country ahead	24	51	42

● ABC-Harris, 7/30/80 (conducted July 18-21)

This poll found Carter's approval rating at its lowest point since its all-time low of 25% in October. Among the 1,458 respondents questioned, less than one-fourth (22%) approve of his handling of the presidency, while 77% disapprove. The President's rating in foreign policy reached the lowest point ever. Only

17% of the public approve of his handling of foreign policy, compared with 51% approval last December. Less than one-fifth (19%) of the public approve of his handling of the Iranian crisis. Carter's rating on the economy dropped to 12% approval, only two percentage points higher than his lowest point last October. For the trends on these findings, please see the graphs on page 3.

DEMOCRATS

●CBS, 7/25/80 (conducted mid-July)
CBS polled 3,235 of the 3,381 delegates to the Democratic Convention. A majority (1,711 delegates) of this group "favor a proposed rule requiring them to vote for the candidates they were originally pledged to support", while 1,359 members oppose this rule. A majority of the 1,925 delegates to President Carter support the rule, 226 members of this group oppose it, and 98 are uncertain about their position. Among the 1,175 delegates committed to Kennedy, a majority support Kennedy's stand against the ruling, while "120 either favor the rule" or are uncertain about their position.

STATE POLLS

California

●California Poll, 7/30/80 (conducted July 18-24)
A survey of 1,021 Californians shows Reagan leading Carter 58-29%. In a three-man race, Reagan leads with 51%, followed by Anderson with 23% and Carter with 20%. These results show significant change since a May survey when Reagan edged out Carter 47-43% in a two-man race, with Reagan leading Carter and Anderson in a three-man race with 40%, 28%, and 27%, respectively. When Kennedy replaces Carter on the ballot, the results are: Reagan 57%, Kennedy 34%. In a three-man race, Reagan leads Kennedy 49-24%, followed by Anderson with 23%.

When Californians are asked to rate President Carter's job performance, 17% say he is doing an "excellent" or "good" job, 32% say he is doing a "fair" job, and half claim he is doing a "poor" or "very poor" job. In February, 35% gave him a positive rating and 23% gave him a negative rating.

Connecticut

●The University of Connecticut Institute for Social Inquiry, 7/29/80 (conducted July 8-14)
A recent poll of 500 Connecticut voters shows Anderson about even with Reagan, 28-27%, followed by Carter with 24%. Twenty-one percent say they are undecided, do not endorse any of these candidates, or support another candidate.

Rhode Island

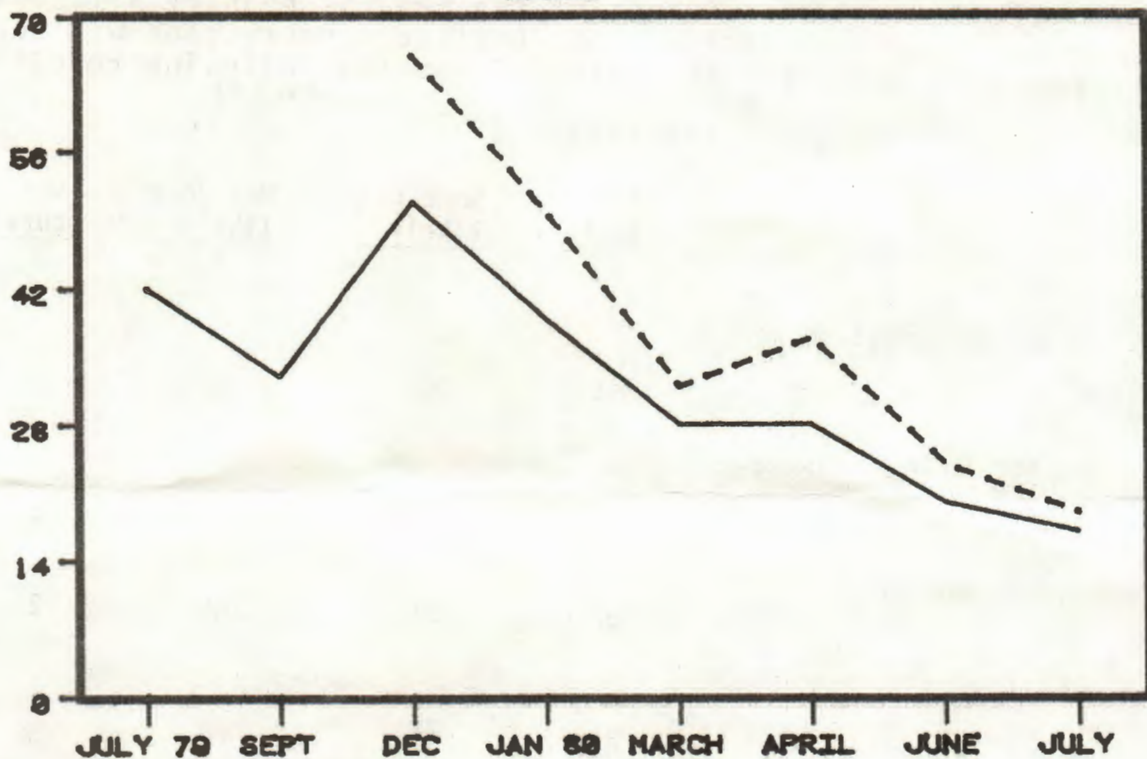
●Opinion Research Corporation, 7/23/80 (conducted July 18-20)
A poll of 1,000 Rhode Islanders conducted immediately after the Republican Convention shows Reagan leading with 38%, followed by Anderson with 26% and Carter with 22%. Fourteen percent say they are undecided.

ECONOMY

●ABC-Harris, 7/21/80 (conducted June 5-9)
When the public is asked, "Do you think the country is in a recession or not?", 88% say it is, compared with three-fourths in March. A plurality (44%) of Americans believes the country will be in a worse recession in November, 27%

CARTER APPROVAL RATING

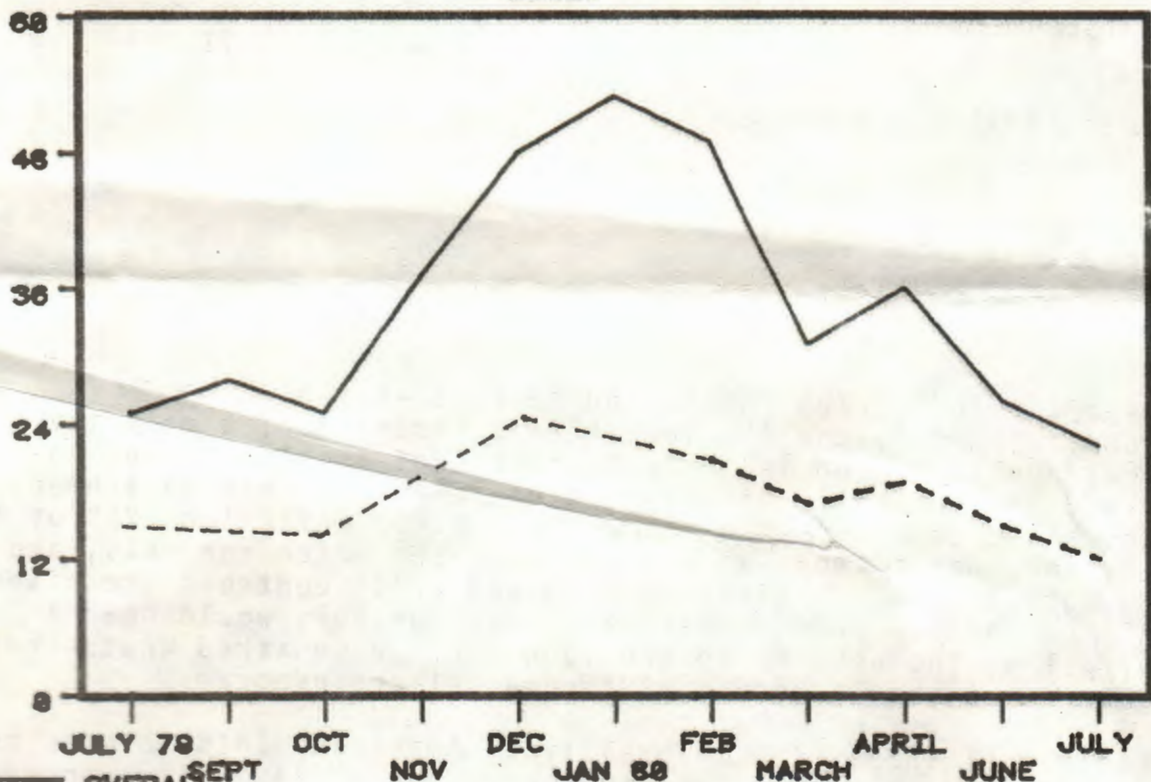
APRUBU79



— FOREIGN POLICY
- - - IRAN

MONTHS CARTER APPROVAL RATING

APRUBU79



— OVERALL ECONOMY
- - - ECONOMY

MONTHS

predict that the recession will be the same as it is now, 15% say the recession will not be as bad, and 5% say the country will be out of the recession. When asked about a depression next year, six-out-of-ten say the country will not be in a depression, while almost one-fourth (24%) believe a depression will occur. In terms of other economic expectations, Harris found the following results:

ECONOMIC EXPECTATIONS

	<u>Very likely</u> %	<u>Somewhat likely</u> %	<u>Not very likely</u> %	<u>Not sure</u> %
People such as yourself will be postponing major purchases June 1980	64	20	14	2
There will be a big decline in new housing construction June	61	22	15	2
Unemployment will be rising steadily June	57	29	12	2
Business bankruptcies will be increasing June	47	33	15	5
The cost of living will be going up as fast or faster than it is now June	45	31	21	3
Factories will be shutting down June	43	34	21	2
People such as yourself will have their savings nearly wiped out June	36	23	37	4
People will be losing their homes because they can't meet mortgage payments June	35	34	29	2

●Cambridge Reports, Inc., 6/80 (conducted April 17-May 5)

In a survey commissioned by the American Retail Federation, a majority (55%) of Americans believe inflation is the most important problem facing the country today and attribute the high inflation rate to excess government spending. When asked to suggest solutions to control inflation, 22% of the respondents say they don't know, 9% support wage and price controls, and 8% suggest price controls alone. Although wage and price controls are cited as a solution, 57% of the respondents believe these controls would have a detrimental effect on the economy in the long run. When asked what services the federal government should reduce, 28% name welfare programs.

In terms of the retail industry, a plurality of Americans (41%) blames price increases on manufacturers, while less than one-fourth (24%) blame increases on retail stores. A majority (52%) of Americans admit they are buying less

on credit in the last six months and 71% say they are refraining from purchasing consumer goods. Despite these concerns, seven-out-of-ten Americans believe prices will eventually stabilize.

LOCAL POLITICS

New Jersey

●Eagleton Poll, 7/24/80 (conducted June 9-17)

Eagleton surveyed New Jerseyans about many issues and found the following results. While 87% of New Jerseyans could name the Governor of their State and 79% could correctly identify his political party, only one-third could name Williams as a U.S. Senator and only one-fourth could identify Bill Bradley as the other U.S. Senator from New Jersey. Almost half could identify the Governor of New York.

In terms of media coverage of the Garden State, a majority (54%) of New Jerseyans say it is "only fair" or "poor", while 44% say it is "excellent" or "good". Sixty-two percent of the residents say newspapers provide their greatest information about state politics, while 19% say television does.

When New Jerseyans were asked to name the two or three most important issues confronting their state, 22% of the respondents say the economy, 16% name energy and the environment, 9% say taxes, and over one-fourth (26%) express no opinion. New Jerseyans continue to be angered over their taxes. Half of the residents believe they pay more taxes than the residents of other states, 11% say they pay less, and 26% say they pay the same amount.

When New Jerseyans are asked about the quality of government in their State, 2% say it is "excellent", 32% say it is "good", 49% say it is "fair", and 15% say it is "poor". In terms of Governor Byrne's performance, 4% say he is doing an "excellent" job, 28% say he is doing a "good" job, 46% say he is doing a "fair" job, and 19% say he is doing a "poor" job. Twenty-four percent of the residents rate the job the State Legislature is doing as "excellent or good", half say it is "fair", and 14% say it is "poor".

California

●California Poll, 7/4/80 (conducted April 2-8)

In recent years, Californians have become increasingly concerned about the energy situation. Forty-one percent say it is "extremely serious", four-out-of-ten say it is "somewhat serious", one-out-of-ten say it is "not too serious", and 5% say it is "not at all serious". Almost two-thirds (65%) rate the reduction of oil imports as "extremely important", 23% say it is "somewhat important", and 8% say it is "not too important". A majority (63%) of Californians support decontrolling oil and gas prices in order to encourage more drilling in this country. In addition, over 8 in 10 (84%) favor "spending more tax money to develop synthetic fuels". Californians are split over the construction of more nuclear plants in their state. Half oppose building more plants and 45% favor more construction.

When residents are asked how to save energy, 54% suggest controls on energy use and 42% favor voluntary conservation. Californians overwhelmingly support voluntary cutbacks, changing of rates, and restricted uses of some electrical appliances in order to conserve electric power. They oppose the reduction of

service to customers who do not cut down their usage.

INTERNATIONAL AFFAIRS

BILLYGATE

●AP-NBC, 7/24/80 (conducted July 18-19)

Over three-fourths (78%) of the public has read about Billy Carter's receiving money from the Libyan government. When this group is asked, "Do you think it's proper for Billy Carter to receive payments from a foreign government?", almost half (49%) say it is not proper, 15% say it is proper, and 14% say they are not sure.

AMERICAN LIFE

EDUCATION

●National Association of Elementary School Principals and Institute for Development of Educational Activities, 7/28/80 (conducted September 1979-June 1980)

A survey of 18,000 grade and high school students in 14 states shows that students with one parent perform worse than students in two-parent families. Almost 40% of the one-parent schoolchildren in elementary school receive grades of "D" or "F", compared with 24% of children who have two parents.

"One-parent students in both elementary and secondary school are consistently more likely to be late to school, truant and subject to disciplinary action than are students from two-parent families." In addition, students from one-parent families are more likely to get expelled and to drop out of school.

DRAFT

●California Poll, 7/25/80 (conducted May 9-15)

Almost three-fourths (74%) of Californians favor the draft registration of young men. Among this group, over one-fourth (27%) support the registration of men only and 47% favor the registration of both men and women.

●Gallup, 7/20/80 (conducted July 11-13)

When the public is asked about a return to a military draft, a majority (59%) of Americans favor a return to a military draft and one-third oppose it. Young adults are most likely to oppose registration. In terms of the registration of young men, 82% of all respondents support male registration and 14% oppose it. When the public is questioned about the registration of young women, 51% favor female registration and 44% oppose it. Similar results occur concerning the drafting of women.

POLITICAL PARTIES

●The Detroit News, 7/13/80, Center for Political Studies Institute of Social Research (conducted May 27-June 22)

When the public is questioned about their party preference, 35% of the respondents claim they are Democrats, 39% say they are Independents, and 22%

say they are Republicans. When the Independents are asked to align with either the Republicans or Democrats, 49% of all respondents claim to be Democrats and only one-third are Republicans.

When all the respondents are asked to rate themselves on a liberal-conservative scale, 41% say they are conservative, 28% say they are middle-of-the-road, and one-fifth say they are liberal. Only 11% of the Republicans are liberal, compared with 28% of the Democrats. Over half (56%) of the Republicans describe themselves as conservatives, while 37% of the Democrats say they are conservative. Twenty-nine percent of the members of all three political parties label themselves as middle-of-the-road.

CARTER AND THE ECONOMY

"MISERY INDEX"*

1976		12.5%
1977		13.8
1978		15.0
1979		19.1
1980	Jan.	24.2
	Feb.	24.2
	Mar.	24.2
	Apr.	18.6
	May	18.4
	June	20.1

*MISERY = INFLATION + UNEMPLOYMENT

INTEREST RATES

PRIME

	<u>high</u>	<u>low</u>
1976	7.25%	6.25%
1977	7.75	6.50
1978	11.50	8.00
1979	15.75	11.75
1980	20.00	10.75

7/31/80 rate = 10-3/4% - 11%

ANNUAL INFLATION RATE -- CPI

1976		4.8%
1977		6.8
1978		9.0
1979		13.3
1980	Jan.*	18.0
	Feb.*	18.2
	Mar.*	18.2
	Apr.*	11.6
	May*	10.6
	June*	12.4

*annually compounded

DISCOUNT RATE

	<u>high</u>	<u>low</u>
1976	5.5%	5.25%
1977	6.0	5.25
1978	9.0	6.50
1979	12.0	9.50
1980	15.25	10.00

7/31/80 rate = 10%

UNEMPLOYMENT

1976		7.7%
1977		7.0
1978		6.0
1979		5.8
1980	Jan.	6.2
	Feb.	6.0
	Mar.	6.2
	Apr.	7.0
	May	7.8
	June	7.7

DOW JONES INDUSTRIAL YEARLY AVERAGES

	<u>high</u>	<u>low</u>
1976	1014.79	585.71
1977	999.75	800.85
1978	907.74	742.12
1979	897.61	796.67

Closing 7/31/80 = 935.32