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WITHDRAWAL SHEET

Ronald Reagan Library

Collection: Baker, James: Files

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File Folder: W.H. Staff Memos - Political Affairs [1 of 3]

Box 5

Date: 11/25/98

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. Memo	Rollins to Darman re: Central America (2 p)	5/2/83	<i>P5 (b) (1) (5) (6)</i>

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

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TO: James A. Baker
FROM: Richard B. Wirthlin
DATE: January 18, 1984

Jim, please note attached summary
for your information.



To: Richard Wirthlin

From: Grayling Achiu

Date: January 17, 1984

Re: Summary of MOR January Mississippi Study

Sample Size: 600 Field Dates: January 6 - 9, 1984

Reagan-Mondale Ballot/Presidential Approval Rating

	Reagan	Mondale	Margin	Approve	Disapprove
Aggregate	57	41	16	62	30
White	74	23	51	78	15
Black	14	84	-70	22	67
White Republican	96	3	93	92	5
White Independent	85	11	74	87	7
White Weak Democrat	62	34	28	70	24
White Strong Democrat	31	66	-35	52	34
White Male	76	23	53	81	14
White Female	71	24	47	76	15
Black Male	17	81	-64	22	73
Black Female	12	87	-75	22	63

Summary: Although these initial figures show a substantial support level for the President among white voters, there are pockets of negative support. These pockets include the traditional non-coalition groups such as blacks and lower income, but also include white senior citizens. White support for Reagan over Mondale is strongest among those 18-49 at 81%. Older white support drops 18 points to 63% support for Reagan over Mondale.

Decision/Making/Information®

Richard B. Wirthlin
President

6803 Poplar Place, Suite 300, McLean, Virginia 22101, (703) 556-0001

✓
File

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

FROM: Richard B. Wirthlin

DATE: September 26, 1983

SUBJECT: Watt Study

Attached is an aggregate and cross-tab run on the Watt study.

An oral analysis will follow.

MALE

PERSONAL/CONFIDENTIAL

DECISION/MAKING/INFORMATION
2760 North Main Street
Santa Ana, California 92701-1272
September 23, 1983

Study #2520-01
Time Started _____
Time Ended _____
Field Edit _____
Field Validation _____
Coding Edit _____

Hello, I'm _____ of Decision/Making/Information, a national research firm. We're talking with people all over the nation today and would like to ask you a few questions about some issues of concern today. (DO NOT PAUSE)

RESPONDENT MUST BE ELIGIBLE TO VOTE IN THE NOVEMBER 1984 ELECTIONS. THIS MEANS THAT HE/SHE MUST BE 18 YEARS OF AGE OR OLDER BY THE ELECTION. IF NOT OBVIOUS, VERIFY THE RESPONDENT'S AGE BY ASKING QUESTION A.

A. Will you be at least 18 years of age by September 1984? YES (CONTINUE).....1
NO (ASK Q.B).....2

IF "NO" IN Q.A, ASK:

B. Is there anyone in your household who will be at least 18 years of age by September 1984?

(IF "NO," THANK AND TERMINATE.)

(IF "YES," ASK: May I speak to that person, please?)

WHEN NEW RESPONDENT COMES TO THE PHONE, REPEAT INTRODUCTION.

1. Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

RIGHT DIRECTION.....37%1
 WRONG TRACK.....55%2
 No Opinion 8

1

2. Do you approve or disapprove of the way Ronald Reagan is handling his job as President? (WAIT FOR RESPONSE, AND ASK:) Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?

STRONGLY APPROVE.....23%1
 SOMEWHAT APPROVE.....31%2
 SOMEWHAT DISAPPROVE.....17%3
 STRONGLY DISAPPROVE.....23%4
 No Opinion 6

2

Now, a little more specifically.

(ROTATE Qs. 3 & 4)

<u>Strongly Approve</u> (1)	<u>Somewhat Approve</u> (2)	<u>Somewhat Disapprove</u> (3)	<u>Strongly Disapprove</u> (4)	<u>No Opinion</u>
--------------------------------	--------------------------------	-----------------------------------	-----------------------------------	-------------------

3. Can you tell me whether you strongly approve ... somewhat approve ... somewhat disapprove ... or strongly disapprove of the way Ronald Reagan is handling the economy?

(23) (30) (19) (24) (4)

3

4. Can you tell me whether you strongly approve ... somewhat approve ... somewhat disapprove .. or strongly disapprove of the way Ronald Reagan is handling foreign affairs?

(16) (27) (21) (29) (7)

4

Now I would like to read you a list of names and have you tell me, for each one, first whether you've heard of the person; then, if so, please tell me whether you have a favorable or unfavorable impression of that person. (ROTATE QS. 5 - 8.)

	Heard Of/ Favorable (1)	Heard Of/ Unfavorable (2)	Heard Of/ No Opinion (3)	Never Heard Of (4)
5. James Watt	(13)*	(49)*	(16)*	(22)
6. George Shultz	(41)	(10)	(22)	(27)
7. John Anderson	(23)	(14)	(27)	(36)
8. Jesse Jackson	(27)	(31)	(20)	(23)

5 _____
6 _____
7 _____
8 _____

*IF "HEARD OF" JAMES WATT IN Q.5, ASK:

9. Have you heard or read anything recently about James Watt? (IF YES, ASK:) And what specifically have you heard or read recently about James Watt? (DO NOT READ CHOICES)

YES/MADE JOKE ABOUT ONE BLACK, ONE WOMAN, TWO JEWS AND A CRIPPLE/RACIAL COMMENT.....1

YES/PEOPLE DEMANDING HIS RESIGNATION.....2

YES/OTHER/NOT RELATED TO WATT'S RECENT STATEMENTS...3

NO/NOT HEARD OR READ ANYTHING RECENTLY.....4

53?
4
15
9 27

On a different subject ...

10. Compared to a year ago, do you think the national economy has gotten better, gotten worse, or stayed about the same?

GOTTEN BETTER.....	57%.1
GOTTEN WORSE.....	19%.2
STAYED THE SAME.....	24%.3
<i>No Opinion</i>	1

10

11. Do you think James Watt should continue as Secretary of the Interior, or do you think he ought to resign -- or haven't you heard enough about that yet to say?

CONTINUE.....	11%.1
RESIGN.....	38%.2
NOT HEARD ENOUGH.....	49%.3
<i>No Opinion</i>	2

11

And now just a few more questions for statistical purposes.

12. In politics today, do you consider yourself to be (ROTATE) ... liberal ... or ... conservative?

(WAIT FOR RESPONSE:) Would you say you are very (liberal/conservative) or just somewhat so?

VERY CONSERVATIVE.....	1
SOMEWHAT CONSERVATIVE.....	2
MODERATE (DO NOT READ).....	3
SOMEWHAT LIBERAL.....	4
VERY LIBERAL.....	5

12

13. What is your age, please?

17 - 20.....	1
21 - 24.....	2
25 - 29.....	3
30 - 34.....	4
35 - 39.....	5
40 - 44.....	6
45 - 49.....	7
50 - 54.....	8
55 - 59.....	9
60 - 64.....	10
65 - 69.....	11
70 AND OLDER.....	12

13

14

14. What is the last year of school you have completed?

LESS THAN HIGH SCHOOL (1-11)..	1
HIGH SCHOOL GRADUATE (12).....	2
SOME COLLEGE (13-15).....	3
COLLEGE GRADUATE (16).....	4
POST-GRADUATE (17 AND OVER)...	5

15

15. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

- STRONG REPUBLICAN.....1
- NOT-SO-STRONG REPUBLICAN.....2
- NOT-SO-STRONG DEMOCRAT.....6
- STRONG DEMOCRAT.....7

16

(IF REPUBLICAN OR DEMOCRAT, ASK:)
Would you call yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?

(IF INDEPENDENT/OTHER/NO PREFERENCE, ASK:) Do you think of yourself as closer to the Republican or the Democratic party?

- INDEPENDENT/LEAN REPUBLICAN...3
- INDEPENDENT.....4
- INDEPENDENT/LEAN DEMOCRAT.....5

16. Is the primary wage-earner in your household presently employed, retired, or unemployed?

- EMPLOYED (ASK Q.17).....1
- RETIRED (SKIP TO Q.18).....2
- UNEMPLOYED (SKIP TO Q.18).....3
- REFUSED (SKIP TO Q.18).....4

17

IF "EMPLOYED" IN Q.16, ASK:

17. What is the occupation of the primary wage-earner?

(INTERVIEWER: RECORD ANSWER IN SPACE BELOW; DO NOT MARK CHOICE)

- PROFESSIONAL/TECHNICAL.....1
- FEDERAL/STATE/CITY GOVERNMENT EMPLOYEE.....2
- FARMOWNER/MANAGER.....3
- MANAGER/OFFICIAL.....4
- CLERICAL/SALES.....5
- CRAFTSMAN/FOREMAN.....6
- OPERATIVES.....7
- SERVICE WORK/LABORER.....8
- FARM LABOR FOREMAN.....9
- HOUSEWIFE/STUDENT.....10
- REFUSED.....11

18

19

18. (ASK WOMEN ONLY:) Do you work outside the home, either full-time or part-time?

- YES/FULL-TIME/CHOICE.....1
- YES/FULL-TIME/NECESSITY.....2
- YES/PART-TIME/CHOICE.....3
- YES/PART-TIME/NECESSITY.....4
- NO.....5

20

(IF "YES," ASK:) Do you work mainly out of choice or necessity?

18. What is your religious preference?
(DO NOT READ CHOICES; IF "PROTESTANT,"
ASK:) What denomination?

- EPISCOPALIAN.....1
- PRESBYTERIAN.....2
- METHODIST.....3
- LUTHERAN.....4
- BAPTIST.....5
- PENTECOSTAL/OTHER
FUNDAMENTALIST.....6
- OTHER PROTESTANT.....7
- ROMAN CATHOLIC.....8
- JEWISH.....9
- OTHER.....10
- AGNOSTIC/ATHEIST.....11
- NONE.....12

21 _____

22 _____

19. Are you registered to vote? (IF YES,
ASK:) Are you registered as a (ROTATE)
... Republican ... Democrat ... Inde-
pendent ... or something else?

- REGISTERED REPUBLICAN.....1
- REGISTERED DEMOCRAT.....2
- REGISTERED INDEPENDENT.....3
- REGISTERED OTHER.....4
- DO NOT REGISTER IN STATE
BY PARTY.....5
- NOT REGISTERED.....6

23 _____

20. What is your main racial or ethnic
origin? (READ WHOLE LIST SLOWLY
BEFORE ACCEPTING ANSWER, THEN ACCEPT
ONE RESPONSE ONLY.)

- ENGLISH.....1
- IRISH.....2
- GERMAN.....3
- FRENCH.....4
- ITALIAN.....5
- BLACK AMERICAN.....6
- SCANDINAVIAN.....7
- EASTERN EUROPEAN.....8
- HISPANIC AMERICAN.....9
- ORIENTAL.....10
- AMERICAN INDIAN.....11
- OTHER.....12

24 _____

25 _____

21. Would you say that the area you
live in would be best described
as a city ... a residential suburb
... or a rural country setting?

- URBAN/CITY.....1
- SUBURBAN.....2
- RURAL/COUNTRY.....3

26 _____

22. What is your zip code please?

27 _____

28 _____

29 _____

30 _____

31 _____



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2	46	PARTY ID WITH LEAN	1	RIGHT DIR/WRONG TRACK	***
3	44	4-PT. GECCODE	1	RIGHT DIR/WRONG TRACK	N/S
4	14	EDUCATION	1	RIGHT DIR/WRONG TRACK	**
5	12	IDEOLOGY	1	RIGHT DIR/WRONG TRACK	**
6	49	IDEOLOGY/C	1	RIGHT DIR/WRONG TRACK	**
7	25	REAGAN VS MONDALE	1	RIGHT DIR/WRONG TRACK	**
8	26	REAGAN VS GLENN	1	RIGHT DIR/WRONG TRACK	**
9	39	ETHNICITY	1	RIGHT DIR/WRONG TRACK	**
10	41	RELIGIOUS PREFERENCE/C	1	RIGHT DIR/WRONG TRACK	N/S
11	27	SEX	2	JOB RATING: REAGAN	**
12	46	PARTY ID WITH LEAN	2	JOB RATING: REAGAN	**
13	44	4-PT. GECCODE	2	JOB RATING: REAGAN	+
14	14	EDUCATION	2	JOB RATING: REAGAN	**
15	12	IDEOLOGY	2	JOB RATING: REAGAN	**
16	49	IDEOLOGY/C	2	JOB RATING: REAGAN	**
17	25	REAGAN VS MONDALE	2	JOB RATING: REAGAN	**
18	26	REAGAN VS GLENN	2	JOB RATING: REAGAN	**
19	39	ETHNICITY	2	JOB RATING: REAGAN	**
20	41	RELIGIOUS PREFERENCE/C	2	JOB RATING: REAGAN	**
21	27	SEX	3	REAGAN: ECONOMY	**
22	46	PARTY ID WITH LEAN	3	REAGAN: ECONOMY	**
23	44	4-PT. GECCODE	3	REAGAN: ECONOMY	N/S
24	14	EDUCATION	3	REAGAN: ECONOMY	**
25	12	IDEOLOGY	3	REAGAN: ECONOMY	**
26	49	IDEOLOGY/C	3	REAGAN: ECONOMY	**
27	25	REAGAN VS MONDALE	3	REAGAN: ECONOMY	**
28	26	REAGAN VS GLENN	3	REAGAN: ECONOMY	**
29	39	ETHNICITY	3	REAGAN: ECONOMY	**
30	41	RELIGIOUS PREFERENCE/C	3	REAGAN: ECONOMY	*
31	27	SEX	4	REAGAN: FOREIGN AFFAIRS	**
32	46	PARTY ID WITH LEAN	4	REAGAN: FOREIGN AFFAIRS	**
33	44	4-PT. GECCODE	4	REAGAN: FOREIGN AFFAIRS	N/S
34	14	EDUCATION	4	REAGAN: FOREIGN AFFAIRS	N/S
35	12	IDEOLOGY	4	REAGAN: FOREIGN AFFAIRS	**
36	49	IDEOLOGY/C	4	REAGAN: FOREIGN AFFAIRS	**
37	25	REAGAN VS MONDALE	4	REAGAN: FOREIGN AFFAIRS	**
38	26	REAGAN VS GLENN	4	REAGAN: FOREIGN AFFAIRS	**
39	39	ETHNICITY	4	REAGAN: FOREIGN AFFAIRS	**
40	41	RELIGIOUS PREFERENCE/C	4	REAGAN: FOREIGN AFFAIRS	**
41	27	SEX	5	NAME ID: JAMES WATT	**
42	46	PARTY ID WITH LEAN	5	NAME ID: JAMES WATT	N/S
43	44	4-PT. GECCODE	5	NAME ID: JAMES WATT	**
44	14	EDUCATION	5	NAME ID: JAMES WATT	**



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48	26	REAGAN VS GLENN	5	NAME ID: JAMES WATT	***	1
49	39	ETHNICITY	5	NAME ID: JAMES WATT	***	1
50	41	RELIGIOUS PREFERENCE/C	5	NAME ID: JAMES WATT	***	1
51	27	SEX	6	NAME ID: GEORGE SHULTZ	***	1
52	46	PARTY ID WITH LEAN	6	NAME ID: GEORGE SHULTZ	***	1
53	44	4-PT. GEOCODE	6	NAME ID: GEORGE SHULTZ	N/S	1
54	14	EDUCATION	6	NAME ID: GEORGE SHULTZ	***	1
55	12	IDEOLOGY	6	NAME ID: GEORGE SHULTZ	***	1
56	49	IDEOLOGY/C	6	NAME ID: GEORGE SHULTZ	***	1
57	25	REAGAN VS MONDALE	6	NAME ID: GEORGE SHULTZ	***	1
58	26	REAGAN VS GLENN	6	NAME ID: GEORGE SHULTZ	***	1
59	39	ETHNICITY	6	NAME ID: GEORGE SHULTZ	***	1
60	41	RELIGIOUS PREFERENCE/C	6	NAME ID: GEORGE SHULTZ	+	1
61	27	SEX	7	NAME ID: JOHN ANDERSON	***	1
62	46	PARTY ID WITH LEAN	7	NAME ID: JOHN ANDERSON	***	1
63	44	4-PT. GEOCODE	7	NAME ID: JOHN ANDERSON	***	1
64	14	EDUCATION	7	NAME ID: JOHN ANDERSON	***	1
65	12	IDEOLOGY	7	NAME ID: JOHN ANDERSON	**	1
66	49	IDEOLOGY/C	7	NAME ID: JOHN ANDERSON	**	2
67	25	REAGAN VS MONDALE	7	NAME ID: JOHN ANDERSON	***	2
68	26	REAGAN VS GLENN	7	NAME ID: JOHN ANDERSON	***	2
69	39	ETHNICITY	7	NAME ID: JOHN ANDERSON	***	2
70	41	RELIGIOUS PREFERENCE/C	7	NAME ID: JOHN ANDERSON	+	2
71	27	SEX	8	NAME ID: JESSE JACKSON	***	2
72	46	PARTY ID WITH LEAN	8	NAME ID: JESSE JACKSON	***	2
73	44	4-PT. GEOCODE	8	NAME ID: JESSE JACKSON	***	2
74	14	EDUCATION	8	NAME ID: JESSE JACKSON	***	2
75	12	IDEOLOGY	8	NAME ID: JESSE JACKSON	***	2
76	49	IDEOLOGY/C	8	NAME ID: JESSE JACKSON	***	2
77	25	REAGAN VS MONDALE	8	NAME ID: JESSE JACKSON	***	2
78	26	REAGAN VS GLENN	8	NAME ID: JESSE JACKSON	***	2
79	39	ETHNICITY	8	NAME ID: JESSE JACKSON	***	2
80	41	RELIGIOUS PREFERENCE/C	8	NAME ID: JESSE JACKSON	***	2
81	27	SEX	9	HEARD/READ: JAMES WATT	N/S	2
82	46	PARTY ID WITH LEAN	9	HEARD/READ: JAMES WATT	N/S	2
83	44	4-PT. GEOCODE	9	HEARD/READ: JAMES WATT	***	2
84	14	EDUCATION	9	HEARD/READ: JAMES WATT	***	2
85	12	IDEOLOGY	9	HEARD/READ: JAMES WATT	N/S	2
86	49	IDEOLOGY/C	9	HEARD/READ: JAMES WATT	N/S	2
87	25	REAGAN VS MONDALE	9	HEARD/READ: JAMES WATT	**	2
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90	41	RELIGIOUS PREFERENCE/C	9	HEARD/READ: JAMES WATT	***	2
91	27	SEX	10	YEAR AGO/NOW: ECONOMY	***	2
92	46	PARTY ID WITH LEAN	10	YEAR AGO/NOW: ECONOMY	***	2
93	44	4-PT. GEOCODE	10	YEAR AGO/NOW: ECONOMY	N/A	2
94	14	EDUCATION	10	YEAR AGO/NOW: ECONOMY	N/A	2
95	12	IDEOLOGY	10	YEAR AGO/NOW: ECONOMY	N/A	2
96	49	IDEOLOGY/C	10	YEAR AGO/NOW: ECONOMY	N/A	2
97	25	REAGAN VS MONDALE	10	YEAR AGO/NOW: ECONOMY	***	2
98	26	REAGAN VS GLENN	10	YEAR AGO/NOW: ECONOMY	***	2
99	39	ETHNICITY	10	YEAR AGO/NOW: ECONOMY	N/A	2
100	41	RELIGIOUS PREFERENCE/C	10	YEAR AGO/NOW: ECONOMY	N/A	2
101	27	SEX	11	JAMES WATT RESIGNATION	***	2
102	46	PARTY ID WITH LEAN	11	JAMES WATT RESIGNATION	**	2
103	44	4-PT. GEOCODE	11	JAMES WATT RESIGNATION	**	2
104	14	EDUCATION	11	JAMES WATT RESIGNATION	***	2
105	12	IDEOLOGY	11	JAMES WATT RESIGNATION	***	2
106	49	IDEOLOGY/C	11	JAMES WATT RESIGNATION	**	2
107	25	REAGAN VS MONDALE	11	JAMES WATT RESIGNATION	***	2
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109	39	ETHNICITY	11	JAMES WATT RESIGNATION	N/A	2
110	41	RELIGIOUS PREFERENCE/C	11	JAMES WATT RESIGNATION	N/A	2
111	27	SEX	25	REAGAN VS MONDALE	***	2
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114	14	EDUCATION	25	REAGAN VS MONDALE	**	2
115	12	IDEOLOGY	25	REAGAN VS MONDALE	***	2
116	49	IDEOLOGY/C	25	REAGAN VS MONDALE	***	3
117	25	REAGAN VS MONDALE	25	REAGAN VS MONDALE	***	3
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119	39	ETHNICITY	25	REAGAN VS MONDALE	***	3
120	41	RELIGIOUS PREFERENCE/C	25	REAGAN VS MONDALE	***	3
121	27	SEX	26	REAGAN VS GLENN	***	3
122	46	PARTY ID WITH LEAN	26	REAGAN VS GLENN	***	3
123	44	4-PT. GEOCODE	26	REAGAN VS GLENN	N/S	3
124	14	EDUCATION	26	REAGAN VS GLENN	**	3
125	12	IDEOLOGY	26	REAGAN VS GLENN	***	3
126	49	IDEOLOGY/C	26	REAGAN VS GLENN	***	3
127	25	REAGAN VS MONDALE	26	REAGAN VS GLENN	***	3
128	26	REAGAN VS GLENN	26	REAGAN VS GLENN	***	3
129	39	ETHNICITY	26	REAGAN VS GLENN	***	3
130	41	RELIGIOUS PREFERENCE/C	26	REAGAN VS GLENN	***	3
131	5	NAME ID: JAMES WATT	11	JAMES WATT RESIGNATION	***	3
132	9	HEARD/READ: JAMES WATT	11	JAMES WATT RESIGNATION	N/A	3



SPECIAL INDEX: CROSS-TAPULATIONS

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5	12	IDEOLOGY	1	RIGHT DIR/WRONG TRACK	***
4	14	EDUCATION	1	RIGHT DIR/WRONG TRACK	***
7	25	REAGAN VS MONDALE	1	RIGHT DIR/WRONG TRACK	***
8	26	REAGAN VS GLENN	1	RIGHT DIR/WRONG TRACK	***
1	27	SEX	1	RIGHT DIR/WRONG TRACK	***
9	39	ETHNICITY	1	RIGHT DIR/WRONG TRACK	***
10	41	RELIGIOUS PREFERENCE/C	1	RIGHT DIR/WRONG TRACK	N/S
3	44	4-PT. GEOCODE	1	RIGHT DIR/WRONG TRACK	N/S
2	46	PARTY ID WITH LEAN	1	RIGHT DIR/WRONG TRACK	***
6	49	IDEOLOGY/C	1	RIGHT DIR/WRONG TRACK	***

THE LIST OF TABLES USING Q. 2 BEGINS HERE.

15	12	IDEOLOGY	2	JOB RATING: REAGAN	***
14	14	EDUCATION	2	JOB RATING: REAGAN	**
17	25	REAGAN VS MONDALE	2	JOB RATING: REAGAN	***
15	26	REAGAN VS GLENN	2	JOB RATING: REAGAN	***
11	27	SEX	2	JOB RATING: REAGAN	***
19	39	ETHNICITY	2	JOB RATING: REAGAN	***
20	41	RELIGIOUS PREFERENCE/C	2	JOB RATING: REAGAN	***
13	44	4-PT. GEOCODE	2	JOB RATING: REAGAN	+
12	46	PARTY ID WITH LEAN	2	JOB RATING: REAGAN	***
16	49	IDEOLOGY/C	2	JOB RATING: REAGAN	***

THE LIST OF TABLES USING Q. 3 BEGINS HERE.

25	12	IDEOLOGY	3	REAGAN: ECONOMY	***
24	14	EDUCATION	3	REAGAN: ECONOMY	***
27	25	REAGAN VS MONDALE	3	REAGAN: ECONOMY	***
28	26	REAGAN VS GLENN	3	REAGAN: ECONOMY	***
21	27	SEX	3	REAGAN: ECONOMY	***
29	39	ETHNICITY	3	REAGAN: ECONOMY	***
30	41	RELIGIOUS PREFERENCE/C	3	REAGAN: ECONOMY	*
23	44	4-PT. GEOCODE	3	REAGAN: ECONOMY	N/S
22	46	PARTY ID WITH LEAN	3	REAGAN: ECONOMY	***
26	49	IDEOLOGY/C	3	REAGAN: ECONOMY	***

THE LIST OF TABLES USING Q. 4 BEGINS HERE.

35	12	IDEOLOGY	4	REAGAN: FOREIGN AFFAIRS	***	1
34	14	EDUCATION	4	REAGAN: FOREIGN AFFAIRS	N/S	1
37	25	REAGAN VS MONDALE	4	REAGAN: FOREIGN AFFAIRS	***	1
38	26	REAGAN VS GLENN	4	REAGAN: FOREIGN AFFAIRS	***	1
31	27	SEX	4	REAGAN: FOREIGN AFFAIRS	***	1
39	39	ETHNICITY	4	REAGAN: FOREIGN AFFAIRS	***	1



SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIC	PAC
40	41	RELIGIOUS PREFERENCE/C	4	REAGAN: FOREIGN AFFAIRS	***	:
33	44	4-PT. GEOCODE	4	REAGAN: FOREIGN AFFAIRS	N/S	:
32	46	PARTY ID WITH LEAN	4	REAGAN: FOREIGN AFFAIRS	***	:
36	49	IDEOLOGY/C	4	REAGAN: FOREIGN AFFAIRS	***	1

THE LIST OF TABLES USING Q. 5 BEGINS HERE.

45	12	IDEOLOGY	5	NAME ID: JAMES WATT	***	1
44	14	EDUCATION	5	NAME ID: JAMES WATT	***	1
47	25	REAGAN VS MONDALE	5	NAME ID: JAMES WATT	***	1
48	26	REAGAN VS GLENN	5	NAME ID: JAMES WATT	***	1
41	27	SEX	5	NAME ID: JAMES WATT	***	1
49	39	ETHNICITY	5	NAME ID: JAMES WATT	***	1
50	41	RELIGIOUS PREFERENCE/C	5	NAME ID: JAMES WATT	***	1
43	44	4-PT. GEOCODE	5	NAME ID: JAMES WATT	***	1
42	46	PARTY ID WITH LEAN	5	NAME ID: JAMES WATT	N/S	1
46	49	IDEOLOGY/C	5	NAME ID: JAMES WATT	***	1
131	5	NAME ID: JAMES WATT	11	JAMES WATT RESIGNATION	***	3

THE LIST OF TABLES USING Q. 6 BEGINS HERE.

55	12	IDEOLOGY	6	NAME ID: GEORGE SHULTZ	***	1
54	14	EDUCATION	6	NAME ID: GEORGE SHULTZ	***	1
57	25	REAGAN VS MONDALE	6	NAME ID: GEORGE SHULTZ	***	1
58	26	REAGAN VS GLENN	6	NAME ID: GEORGE SHULTZ	***	1
51	27	SEX	6	NAME ID: GEORGE SHULTZ	***	1
59	39	ETHNICITY	6	NAME ID: GEORGE SHULTZ	***	1
60	41	RELIGIOUS PREFERENCE/C	6	NAME ID: GEORGE SHULTZ	+	1
53	44	4-PT. GEOCODE	6	NAME ID: GEORGE SHULTZ	N/S	1
52	46	PARTY ID WITH LEAN	6	NAME ID: GEORGE SHULTZ	***	1
56	49	IDEOLOGY/C	6	NAME ID: GEORGE SHULTZ	***	1

THE LIST OF TABLES USING Q. 7 BEGINS HERE.

65	12	IDEOLOGY	7	NAME ID: JOHN ANDERSON	***	1
64	14	EDUCATION	7	NAME ID: JOHN ANDERSON	***	1
67	25	REAGAN VS MONDALE	7	NAME ID: JOHN ANDERSON	***	2
68	26	REAGAN VS GLENN	7	NAME ID: JOHN ANDERSON	***	2
61	27	SEX	7	NAME ID: JOHN ANDERSON	***	1
69	39	ETHNICITY	7	NAME ID: JOHN ANDERSON	***	2
70	41	RELIGIOUS PREFERENCE/C	7	NAME ID: JOHN ANDERSON	+	2
63	44	4-PT. GEOCODE	7	NAME ID: JOHN ANDERSON	***	1
62	46	PARTY ID WITH LEAN	7	NAME ID: JOHN ANDERSON	***	1
66	49	IDEOLOGY/C	7	NAME ID: JOHN ANDERSON	**	2

THE LIST OF TABLES USING Q. 8 BEGINS HERE.

75	12	IDEOLOGY	8	NAME ID: JESSE JACKSON	***	2
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SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIG	PAGE
74	14	EDUCATION	8	NAME ID: JESSE JACKSON	***	2
77	25	REAGAN VS MONDALE	8	NAME ID: JESSE JACKSON	***	2
78	26	REAGAN VS GLENN	8	NAME ID: JESSE JACKSON	***	2
71	27	SEX	8	NAME ID: JESSE JACKSON	***	2
79	39	ETHNICITY	8	NAME ID: JESSE JACKSON	***	2
80	41	RELIGIOUS PREFERENCE/C	8	NAME ID: JESSE JACKSON	***	2
73	44	4-PT. GEOCODE	8	NAME ID: JESSE JACKSON	***	2
72	46	PARTY ID WITH LEAN	8	NAME ID: JESSE JACKSON	***	2
76	49	IDEOLOGY/C	8	NAME ID: JESSE JACKSON	***	2

THE LIST OF TABLES USING Q. 9 BEGINS HERE.

85	12	IDEOLOGY	9	HEARD/READ: JAMES WATT	N/S	2
84	14	EDUCATION	9	HEARD/READ: JAMES WATT	***	2
87	25	REAGAN VS MONDALE	9	HEARD/READ: JAMES WATT	**	2
88	26	REAGAN VS GLENN	9	HEARD/READ: JAMES WATT	+	2
81	27	SEX	9	HEARD/READ: JAMES WATT	N/S	2
89	39	ETHNICITY	9	HEARD/READ: JAMES WATT	N/A	2
90	41	RELIGIOUS PREFERENCE/C	9	HEARD/READ: JAMES WATT	***	2
83	44	4-PT. GEOCODE	9	HEARD/READ: JAMES WATT	***	2
82	46	PARTY ID WITH LEAN	9	HEARD/READ: JAMES WATT	N/S	2
86	49	IDEOLOGY/C	9	HEARD/READ: JAMES WATT	N/S	2
132	9	HEARD/READ: JAMES WATT	11	JAMES WATT RESIGNATION	N/A	3

THE LIST OF TABLES USING Q. 10 BEGINS HERE.

95	12	IDEOLOGY	10	YEAR AGD/NDW: ECONOMY	N/A	2
94	14	EDUCATION	10	YEAR AGD/NDW: ECONOMY	N/A	2
97	25	REAGAN VS MONDALE	10	YEAR AGD/NDW: ECONOMY	***	2
98	26	REAGAN VS GLENN	10	YEAR AGD/NDW: ECONOMY	***	2
91	27	SEX	10	YEAR AGD/NDW: ECONOMY	***	2
99	39	ETHNICITY	10	YEAR AGD/NDW: ECONOMY	N/A	2
100	41	RELIGIOUS PREFERENCE/C	10	YEAR AGD/NDW: ECONOMY	N/A	2
93	44	4-PT. GEOCODE	10	YEAR AGD/NDW: ECONOMY	N/A	2
92	46	PARTY ID WITH LEAN	10	YEAR AGD/NDW: ECONOMY	***	2
96	49	IDEOLOGY/C	10	YEAR AGD/NDW: ECONOMY	N/A	2

THE LIST OF TABLES USING Q. 11 BEGINS HERE.

131	5	NAME ID: JAMES WATT	11	JAMES WATT RESIGNATION	***	3
132	9	HEARD/READ: JAMES WATT	11	JAMES WATT RESIGNATION	N/A	3
105	12	IDEOLOGY	11	JAMES WATT RESIGNATION	***	2
104	14	EDUCATION	11	JAMES WATT RESIGNATION	***	2
107	25	REAGAN VS MONDALE	11	JAMES WATT RESIGNATION	***	2
108	26	REAGAN VS GLENN	11	JAMES WATT RESIGNATION	***	2
101	27	SEX	11	JAMES WATT RESIGNATION	***	2
109	39	ETHNICITY	11	JAMES WATT RESIGNATION	N/A	2



SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIG	PAG
110	41	RELIGIOUS PREFERENCE/C	11	JAMES WATT RESGINATION	N/A	2
103	44	4-PT. GEOCODE	11	JAMES WATT RESGINATION	**	2
102	46	PARTY ID WITH LEAN	11	JAMES WATT RESGINATION	**	2
106	49	IDEOLOGY/C	11	JAMES WATT RESGINATION	**	2

THE LIST OF TABLES USING Q. 12 BEGINS HERE.

5	12	IDEOLOGY	1	FIGHT DIR/WRONG TRACK	***	
15	12	IDEOLOGY	2	JOB RATING: REAGAN	***	
25	12	IDEOLOGY	3	REAGAN: ECONOMY	***	
35	12	IDEOLOGY	4	REAGAN: FOREIGN AFFAIRS	***	1
45	12	IDEOLOGY	5	NAME ID: JAMES WATT	***	1
55	12	IDEOLOGY	6	NAME ID: GEORGE SHULTZ	***	1
65	12	IDEOLOGY	7	NAME ID: JOHN ANDERSON	**	1
75	12	IDEOLOGY	8	NAME ID: JESSE JACKSON	***	2
85	12	IDEOLOGY	9	HEARD/READ: JAMES WATT	N/S	2
95	12	IDEOLOGY	10	YEAR AGC/NDW: ECONOMY	N/A	2
105	12	IDEOLOGY	11	JAMES WATT RESGINATION	***	2
115	12	IDEOLOGY	25	REAGAN VS MONDALE	***	2
125	12	IDEOLOGY	26	REAGAN VS GLENN	***	3

THE LIST OF TABLES USING Q. 14 BEGINS HERE.

4	14	EDUCATION	1	RIGHT DIR/WRONG TRACK	***	
14	14	EDUCATION	2	JOB RATING: REAGAN	**	
24	14	EDUCATION	3	REAGAN: ECONOMY	***	
34	14	EDUCATION	4	REAGAN: FOREIGN AFFAIRS	N/S	1
44	14	EDUCATION	5	NAME ID: JAMES WATT	***	1
54	14	EDUCATION	6	NAME ID: GEORGE SHULTZ	***	1
64	14	EDUCATION	7	NAME ID: JOHN ANDERSON	***	1
74	14	EDUCATION	8	NAME ID: JESSE JACKSON	***	2
84	14	EDUCATION	9	HEARD/READ: JAMES WATT	***	2
94	14	EDUCATION	10	YEAR AGC/NDW: ECONOMY	N/A	2
104	14	EDUCATION	11	JAMES WATT RESGINATION	***	2
114	14	EDUCATION	25	REAGAN VS MONDALE	**	2
124	14	EDUCATION	26	REAGAN VS GLENN	**	3

THE LIST OF TABLES USING Q. 25 BEGINS HERE.

115	12	IDEOLOGY	25	REAGAN VS MONDALE	***	2
114	14	EDUCATION	25	REAGAN VS MONDALE	**	2
117	25	REAGAN VS MONDALE	25	REAGAN VS MONDALE	***	3
118	26	REAGAN VS GLENN	25	REAGAN VS MONDALE	***	3
111	27	SEX	25	REAGAN VS MONDALE	***	2
119	39	ETHNICITY	25	REAGAN VS MONDALE	***	3
120	41	RELIGIOUS PREFERENCE/C	25	REAGAN VS MONDALE	***	3
113	44	4-PT. GEOCODE	25	REAGAN VS MONDALE	N/S	2



SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIG	PA
112	46	PARTY ID WITH LEAN	25	REAGAN VS MONDALE	***	
116	49	IDEOLOGY/C	25	REAGAN VS MONDALE	***	
7	25	REAGAN VS MONDALE	1	RIGHT DIR/WRONG TRACK	***	
17	25	REAGAN VS MONDALE	2	JOB RATING: REAGAN	***	
27	25	REAGAN VS MONDALE	3	REAGAN: ECONOMY	***	
37	25	REAGAN VS MONDALE	4	REAGAN: FOREIGN AFFAIRS	***	
47	25	REAGAN VS MONDALE	5	NAME ID: JAMES WATT	***	
57	25	REAGAN VS MONDALE	6	NAME ID: GEORGE SHULTZ	***	
67	25	REAGAN VS MONDALE	7	NAME ID: JOHN ANDERSON	***	
77	25	REAGAN VS MONDALE	8	NAME ID: JESSE JACKSON	***	
87	25	REAGAN VS MONDALE	9	HEARD/READ: JAMES WATT	**	
97	25	REAGAN VS MONDALE	10	YEAR AGG/NEW: ECONOMY	***	
107	25	REAGAN VS MONDALE	11	JAMES WATT RESCINATION	***	
117	25	REAGAN VS MONDALE	25	REAGAN VS MONDALE	***	
127	25	REAGAN VS MONDALE	26	REAGAN VS GLENN	***	

THE LIST OF TABLES USING Q. 26 BEGINS HERE.

125	12	IDEOLOGY	26	REAGAN VS GLENN	***	
124	14	EDUCATION	26	REAGAN VS GLENN	**	
127	25	REAGAN VS MONDALE	26	REAGAN VS GLENN	***	
128	26	REAGAN VS GLENN	26	REAGAN VS GLENN	***	
121	27	SEX	26	REAGAN VS GLENN	***	
129	39	ETHNICITY	26	REAGAN VS GLENN	***	
130	41	RELIGIOUS PREFERENCE/C	26	REAGAN VS GLENN	***	
123	44	4-PT. GEOCODE	26	REAGAN VS GLENN	N/S	
122	46	PARTY ID WITH LEAN	26	REAGAN VS GLENN	***	
126	49	IDEOLOGY/C	26	REAGAN VS GLENN	***	
8	26	REAGAN VS GLENN	1	RIGHT DIR/WRONG TRACK	***	
18	26	REAGAN VS GLENN	2	JOB RATING: REAGAN	***	
28	26	REAGAN VS GLENN	3	REAGAN: ECONOMY	***	
38	26	REAGAN VS GLENN	4	REAGAN: FOREIGN AFFAIRS	***	
48	26	REAGAN VS GLENN	5	NAME ID: JAMES WATT	***	
58	26	REAGAN VS GLENN	6	NAME ID: GEORGE SHULTZ	***	
68	26	REAGAN VS GLENN	7	NAME ID: JOHN ANDERSON	***	
78	26	REAGAN VS GLENN	8	NAME ID: JESSE JACKSON	***	
88	26	REAGAN VS GLENN	9	HEARD/READ: JAMES WATT	*	
98	26	REAGAN VS GLENN	10	YEAR AGG/NEW: ECONOMY	***	
108	26	REAGAN VS GLENN	11	JAMES WATT RESCINATION	***	
118	26	REAGAN VS GLENN	25	REAGAN VS MONDALE	***	
128	26	REAGAN VS GLENN	26	REAGAN VS GLENN	***	

THE LIST OF TABLES USING Q. 27 BEGINS HERE.

1	27	SEX	1	RIGHT DIR/WRONG TRACK	***	
11	27	SEX	2	JOB RATING: REAGAN	***	



SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIG	PAGE
21	27	SEX	3	REAGAN: ECONOMY	***	
31	27	SEX	4	REAGAN: FOREIGN AFFAIRS	***	1
41	27	SEX	5	NAME ID: JAMES WATT	***	1
51	27	SEX	6	NAME ID: GEORGE SHULTZ	***	1
61	27	SEX	7	NAME ID: JOHN ANDERSON	***	1
71	27	SEX	8	NAME ID: JESSE JACKSON	***	2
81	27	SEX	9	HEARD/READ: JAMES WATT	N/S	2
91	27	SEX	10	YEAR AGO/NOW: ECONOMY	***	2
101	27	SEX	11	JAMES WATT RESGINATION	***	2
111	27	SEX	25	REAGAN VS MONDALE	***	2
121	27	SEX	26	REAGAN VS GLENN	***	3

THE LIST OF TABLES USING Q. 39 BEGINS HERE.

9	39	ETHNICITY	1	RIGHT DIR/WRONG TRACK	***	
19	39	ETHNICITY	2	JOB RATING: REAGAN	***	
29	39	ETHNICITY	3	REAGAN: ECONOMY	***	
39	39	ETHNICITY	4	REAGAN: FOREIGN AFFAIRS	***	1
49	39	ETHNICITY	5	NAME ID: JAMES WATT	***	1
59	39	ETHNICITY	6	NAME ID: GEORGE SHULTZ	***	1
69	39	ETHNICITY	7	NAME ID: JOHN ANDERSON	***	2
79	39	ETHNICITY	8	NAME ID: JESSE JACKSON	***	2
89	39	ETHNICITY	9	HEARD/READ: JAMES WATT	N/A	2
99	39	ETHNICITY	10	YEAR AGO/NOW: ECONOMY	N/A	2
109	39	ETHNICITY	11	JAMES WATT RESGINATION	N/A	2
119	39	ETHNICITY	25	REAGAN VS MONDALE	***	3
129	39	ETHNICITY	26	REAGAN VS GLENN	***	3

THE LIST OF TABLES USING Q. 41 BEGINS HERE.

10	41	RELIGIOUS PREFERENCE/C	1	RIGHT DIR/WRONG TRACK	N/S	
20	41	RELIGIOUS PREFERENCE/C	2	JOB RATING: REAGAN	**	
30	41	RELIGIOUS PREFERENCE/C	3	REAGAN: ECONOMY	*	1
40	41	RELIGIOUS PREFERENCE/C	4	REAGAN: FOREIGN AFFAIRS	***	1
50	41	RELIGIOUS PREFERENCE/C	5	NAME ID: JAMES WATT	***	1
60	41	RELIGIOUS PREFERENCE/C	6	NAME ID: GEORGE SHULTZ	+	1
70	41	RELIGIOUS PREFERENCE/C	7	NAME ID: JOHN ANDERSON	+	2
80	41	RELIGIOUS PREFERENCE/C	8	NAME ID: JESSE JACKSON	***	2
90	41	RELIGIOUS PREFERENCE/C	9	HEARD/READ: JAMES WATT	***	2
100	41	RELIGIOUS PREFERENCE/C	10	YEAR AGO/NOW: ECONOMY	N/A	2
110	41	RELIGIOUS PREFERENCE/C	11	JAMES WATT RESGINATION	N/A	2
120	41	RELIGIOUS PREFERENCE/C	25	REAGAN VS MONDALE	***	3
130	41	RELIGIOUS PREFERENCE/C	26	REAGAN VS GLENN	***	3

THE LIST OF TABLES USING Q. 44 BEGINS HERE.

3	44	4-PT. GEOCODE	1	RIGHT DIR/WRONG TRACK	N/S	
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SPECIAL INDEX: CROSS-TABULATIONS

XTAB	Q#	QUESTION DESCRIPTION	Q#	QUESTION DESCRIPTION	SIG	PAGE
13	44	4-PT. GECCODE	2	JOB RATING: REAGAN	+	
23	44	4-PT. GECCODE	3	REAGAN: ECONOMY	N/S	
33	44	4-PT. GECCODE	4	REAGAN: FOREIGN AFFAIRS	N/S	1
43	44	4-PT. GECCODE	5	NAME ID: JAMES WATT	***	1
53	44	4-PT. GECCODE	6	NAME ID: GEORGE SHULTZ	N/S	1
63	44	4-PT. GECCODE	7	NAME ID: JOHN ANDERSON	***	1
73	44	4-PT. GECCODE	8	NAME ID: JESSE JACKSON	***	2
83	44	4-PT. GECCODE	9	HEARD/READ: JAMES WATT	***	2
93	44	4-PT. GECCODE	10	YEAR AGG/NDW: ECONOMY	N/A	2
103	44	4-PT. GECCODE	11	JAMES WATT RESCINATION	**	2
113	44	4-PT. GECCODE	25	REAGAN VS MONDALE	N/S	2
123	44	4-PT. GECCODE	26	REAGAN VS GLENN	N/S	3

THE LIST OF TABLES USING Q. 46 BEGINS HERE.

2	46	PARTY ID WITH LEAN	1	RIGHT DIR/WRONG TRACK	***	
12	46	PARTY ID WITH LEAN	2	JOB RATING: REAGAN	***	
22	46	PARTY ID WITH LEAN	3	REAGAN: ECONOMY	***	
32	46	PARTY ID WITH LEAN	4	REAGAN: FOREIGN AFFAIRS	***	1
42	46	PARTY ID WITH LEAN	5	NAME ID: JAMES WATT	N/S	1
52	46	PARTY ID WITH LEAN	6	NAME ID: GEORGE SHULTZ	***	1
62	46	PARTY ID WITH LEAN	7	NAME ID: JOHN ANDERSON	***	1
72	46	PARTY ID WITH LEAN	8	NAME ID: JESSE JACKSON	***	2
82	46	PARTY ID WITH LEAN	9	HEARD/READ: JAMES WATT	N/S	2
92	46	PARTY ID WITH LEAN	10	YEAR AGG/NDW: ECONOMY	***	2
102	46	PARTY ID WITH LEAN	11	JAMES WATT RESCINATION	**	2
112	46	PARTY ID WITH LEAN	25	REAGAN VS MONDALE	***	2
122	46	PARTY ID WITH LEAN	26	REAGAN VS GLENN	***	3

THE LIST OF TABLES USING Q. 49 BEGINS HERE.

6	49	IDEOLOGY/C	1	RIGHT DIR/WRONG TRACK	***	
16	49	IDEOLOGY/C	2	JOB RATING: REAGAN	***	
26	49	IDEOLOGY/C	3	REAGAN: ECONOMY	***	
36	49	IDEOLOGY/C	4	REAGAN: FOREIGN AFFAIRS	***	1
46	49	IDEOLOGY/C	5	NAME ID: JAMES WATT	***	1
56	49	IDEOLOGY/C	6	NAME ID: GEORGE SHULTZ	***	1
66	49	IDEOLOGY/C	7	NAME ID: JOHN ANDERSON	**	2
76	49	IDEOLOGY/C	8	NAME ID: JESSE JACKSON	***	2
86	49	IDEOLOGY/C	9	HEARD/READ: JAMES WATT	N/S	2
96	49	IDEOLOGY/C	10	YEAR AGG/NDW: ECONOMY	N/A	2
106	49	IDEOLOGY/C	11	JAMES WATT RESCINATION	**	2
116	49	IDEOLOGY/C	25	REAGAN VS MONDALE	***	3
126	49	IDEOLOGY/C	26	REAGAN VS GLENN	***	3



TABLE 1

1. DEMOGRAPHIC SET

VS.

1. RIGHT DIR/WRONG TRACK

ANSWERS TO

Q. 1:

1) RIGHT DIRECTION
3) NO OPINION

2) WRONG TRACK

(1)

(2)

(3)

%

%

%

====

====

====

<AGGREGATE RESULTS>

37.

55.

8.

TABLE 1 IS Q. 27 X Q. 1-----

SEX

MALE < 564>

46.

46.

8.

FEMALE < 636>

29.

63.

5.

CHISQ= 39.79 w/ 2 D.F. IS SIGNIFICANT AT 100.00 %.

**

TABLE 2 IS Q. 46 X Q. 1-----

PARTY ID WITH LEAN

REPUBLICANS < 438>

53.

39.

8.

INDEPENDENTS < 158>

44.

50.

6.

DEMOCRATS < 589>

23.

68.

8.

CHISQ= 99.43 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

**

TABLE 3 IS Q. 44 X Q. 1-----

4-PT. GEOCODE

NORTHEAST < 305>

37.

57.

7.

MIDWEST < 311>

39.

50.

10.

WEST < 208>

36.

54.

9.

SOUTH < 376>

36.

58.

6.

CHISQ= 7.51 w/ 6 D.F.

TABLE 4 IS Q. 14 X Q. 1-----

EDUCATION

LESS THN HIGH SCHCOL < 381>

26.

66.

8.

HIGH SCHCOL GRADUATE < 455>

35.

57.

7.

SOME COLLEGE < 195>

44.

44.

11.

COLLEGE GRADUATE < 97>

57.

37.

6.

POST-GRADUATE WORK < 72>

57.

36.

7.

CHISQ= 59.65 w/ 8 D.F. IS SIGNIFICANT AT 100.00 %.

**

TABLE 5 IS Q. 12 X Q. 1-----

IDEOLOGY

VERY CONSERVATIVE < 162>

42.

48.

10.

SOMEWHAT CONSERVATIV < 483>

43.

50.

7.

MODERATE < 124>

31.

61.

8.

SOMEWHAT LIBERAL < 276>

32.

60.

5.

VERY LIBERAL < 81>

27.

67.

6.

CHISQ= 21.01 w/ 8 D.F. IS SIGNIFICANT AT 99.29 %.

**



TABLE 6

1. DEMOGRAPHIC SET VS. 1. FIGHT DIR/WRONG TRACK

ANSWERS TO

Q. 1: 1) RIGHT DIRECTION 2) WRONG TRACK
 3) NO OPINION

	(1) %	(2) %	(3) %
<AGGREGATE RESULTS>	37.	55.	8.

TABLE 6 IS Q. 49 X Q. 1-----
 IDEOLOGY/C

CONSERVATIVE < 645>	43.	50.	8.
MODERATE < 124>	31.	61.	8.
LIBERAL < 358>	31.	61.	8.

CHISQ= 17.83 w/ 4 D.F. IS SIGNIFICANT AT 99.87 %.

TABLE 7 IS Q. 25 X Q. 1-----
 REAGAN VS MONDALE

REAGAN < 596>	55.	36.	8.
MONDALE < 443>	17.	77.	7.
UNDECIDED < 161>	26.	63.	11.

CHISQ= 189.09 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 8 IS Q. 26 X Q. 1-----
 REAGAN VS GLENN

REAGAN < 547>	55.	37.	8.
GLENN < 454>	19.	74.	8.
UNDECIDED < 199>	28.	61.	11.

CHISQ= 162.02 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 9 IS Q. 39 X Q. 1-----
 ETHNICITY

WHITE < 883>	39.	53.	8.
BLACK < 127>	15.	80.	5.
HISPANIC < 35>	45.	49.	6.
OTHER < 136>	42.	48.	10.

CHISQ= 37.67 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 10 IS Q. 41 X Q. 1-----
 RELIGIOUS PREFERENCE/C

BAPTIST < 256>	32.	63.	8.
OTHER PROTESTANT < 414>	37.	54.	9.
ROMAN CATHOLIC < 265>	40.	53.	8.
JEWISH < 23>	42.	50.	8.
OTHER < 105>	42.	47.	11.
AGNOST/ATHIEST/NONE < 120>	34.	57.	10.

CHISQ= 12.05 w/ 10 D.F.



TABLE 11

1. DEMOGRAPHIC SET VS. 2. JOB RATING: REAGAN

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	31.	17.	23.	6.

TABLE 11 IS Q. 27 X Q. 2-----
 SEX

MALE < 564> (AVG.= 2.21 SIG.LOWER ***)	30.	32.	15.	18.	5.
FEMALE < 636> (AVG.= 2.62 SIG.HIGHR ***)	17.	29.	19.	28.	6.

CHISQ= 39.20 W/ 3 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 12 IS Q. 46 X Q. 2-----
 PARTY ID WITH LEAN

REPUBLICANS < 438> (AVG.= 1.82 SIG.LOWER ***)	41.	36.	10.	7.	6.
INDEPENDENTS < 158> (AVG.= 2.44 NO SIG.DIFF)	26.	29.	12.	27.	6.
DEMOCRATS < 589> (AVG.= 2.89 SIG.HIGHR ***)	9.	27.	24.	35.	5.

CHISQ= 236.70 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 13 IS Q. 44 X Q. 2-----
 4-PT. GECCODE

NORTHEAST < 305> (AVG.= 2.48 NO SIG.DIFF)	22.	33.	15.	26.	5.
MIDWEST < 311> (AVG.= 2.43 NO SIG.DIFF)	21.	35.	21.	21.	3.
WEST < 208> (AVG.= 2.36 NO SIG.DIFF)	28.	23.	16.	22.	11.
SOUTH < 376> (AVG.= 2.42 NO SIG.DIFF)	24.	30.	17.	23.	5.

CHISQ= 13.34 W/ 9 D.F. IS SIGNIFICANT AT 85.24 %.



TABLE 14

1. DEMOGRAPHIC SET VS. 2. JOB RATING: REAGAN

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	31.	17.	23.	6.

TABLE 14 IS Q. 14 X Q. 2 -----

EDUCATION

LESS THN HIGH SCHOOL < 381> (AVG.= 2.56 SIG.HIGHR ***)	18.	28.	21.	24.	8.
HIGH SCHOOL GRADUATE < 455> (AVG.= 2.47 NO SIG.DIFF)	22.	31.	17.	25.	5.
SOME COLLEGE < 195> (AVG.= 2.24 SIG.LOWER **)	28.	35.	14.	19.	4.
COLLEGE GRADUATE < 97> (AVG.= 2.23 SIG.LOWER *)	31.	33.	15.	19.	2.
POST-GRADUATE WDEK < 72> (AVG.= 2.28 NO SIG.DIFF)	34.	27.	10.	24.	2.
CHISQ= 24.68 W/ 12 D.F. IS SIGNIFICANT AT 98.36 %.					

TABLE 15 IS Q. 12 X Q. 2 -----

IDEOLOGY

VERY CONSERVATIVE < 162> (AVG.= 2.02 SIG.LOWER ***)	46.	21.	10.	19.	5.
SOMEWHAT CONSERVATIV < 483> (AVG.= 2.20 SIG.LOWER ***)	26.	38.	19.	13.	4.
MODERATE < 124> (AVG.= 2.68 SIG.HIGHR ***)	17.	28.	15.	33.	7.
SOMEWHAT LIBERAL < 276> (AVG.= 2.73 SIG.HIGHR ***)	11.	32.	21.	29.	7.
VERY LIBERAL < 81> (AVG.= 3.09 SIG.HIGHR ***)	14.	16.	14.	53.	3.
CHISQ= 149.54 W/ 12 D.F. IS SIGNIFICANT AT 100.00 %.					

TABLE 16 IS Q. 49 X Q. 2 -----

IDEOLOGY/C

CONSERVATIVE < 645> (AVG.= 2.15 SIG.LOWER ***)	31.	34.	17.	14.	4.
MODERATE < 124> (AVG.= 2.68 SIG.HIGHR ***)	17.	28.	15.	33.	7.
LIBERAL < 358> (AVG.= 2.81 SIG.HIGHR ***)	12.	28.	19.	34.	6.
CHISQ= 88.80 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					

TABLE 17

1. DEMOGRAPHIC SET VS. 2. JOB RATING: REAGAN

ANSWERS TO
 Q. 2:

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	31.	17.	23.	6.

TABLE 17 IS Q. 25 X Q. 2-----
 REAGAN VS MONDALE

REAGAN < 596>	44.	41.	9.	3.	4.
(AVG.= 1.69 SIG.LOWER ***)					
MONDALE < 443>	2.	19.	27.	49.	4.
(AVG.= 3.27 SIG.HIGHR ***)					
UNDECIDED < 161>	5.	28.	23.	29.	15.

(AVG.= 2.86 SIG.HIGHR ***)
 CHISQ= 538.21 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 18 IS Q. 26 X Q. 2-----
 REAGAN VS GLENN

REAGAN < 547>	44.	39.	8.	5.	4.
(AVG.= 1.72 SIG.LOWER ***)					
GLENN < 454>	5.	20.	25.	46.	4.
(AVG.= 3.18 SIG.HIGHR ***)					
UNDECIDED < 199>	7.	32.	25.	20.	15.

(AVG.= 2.70 SIG.HIGHR ***)
 CHISQ= 458.05 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 19 IS Q. 39 X Q. 2-----
 ETHNICITY

WHITE < 683>	26.	32.	16.	20.	5.
(AVG.= 2.31 SIG.LOWER ***)					
BLACK < 127>	8.	14.	26.	44.	8.
(AVG.= 3.15 SIG.HIGHR ***)					
HISPANIC < 35>	7.	38.	18.	22.	15.

(AVG.= 2.64 NO SIG.DIFF)
 OTHER < 136>

(AVG.= 2.49 NO SIG.DIFF)
 CHISQ= 69.77 w/ 9 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 20

1. DEMOGRAPHIC SET VS. 2. JOB RATING: REAGAN

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	31.	17.	23.	6.

TABLE 20 IS Q. 41 X Q. 2-----
 RELIGIOUS PREFERENCE/C

BAPTIST < 256> (AVG.= 2.63 SIG.HIGHR ***)	20.	25.	18.	30.	7.
OTHER PROTESTANT < 414> (AVG.= 2.35 SIG.LOWER *)	27.	31.	16.	22.	5.
ROMAN CATHOLIC < 265> (AVG.= 2.34 SIG.LOWER +)	23.	35.	18.	18.	6.
JEWISH < 23> (AVG.= 2.57 T-TEST IS N/A)	10.	39.	20.	21.	10.
OTHER < 105> (AVG.= 2.18 SIG.LOWER **)	30.	32.	16.	16.	7.
AGNST/ATHIEST/NONE < 120> (AVG.= 2.65 SIG.HIGHR **)	16.	30.	22.	29.	3.
CHISQ= 30.24 w/ 15 D.F. IS SIGNIFICANT AT 98.85 %.					



TABLE 21

1. DEMOGRAPHIC SET VS. 3. REASON: ECONOMY

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	23.	30.	19.	24.	4.

TABLE 21 IS Q. 27 X Q. 3-----

SEX

MALE < 564> (AVG.= 2.22 SIG.LOWER ***)	30.	33.	16.	18.	4.
FEMALE < 636> (AVG.= 2.69 SIG.HIGHR ***)	16.	28.	23.	29.	5.

CHISQ= 55.48 w/ 3 D.F. IS SIGNIFICANT AT 100.00 %. **

TABLE 22 IS Q. 46 X Q. 3-----

PARTY ID WITH LEAN

REPUBLICANS < 438> (AVG.= 1.85 SIG.LOWER ***)	41.	36.	9.	9.	5.
INDEPENDENTS < 158> (AVG.= 2.44 NO SIG.DIFF)	22.	32.	17.	23.	5.
DEMOCRATS < 589> (AVG.= 2.93 SIG.HIGHR ***)	9.	25.	27.	36.	4.

CHISQ= 243.46 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %. **

TABLE 23 IS Q. 44 X Q. 3-----

4-PT. GEOCODE

NORTHEAST < 305> (AVG.= 2.53 NO SIG.DIFF)	20.	31.	19.	28.	4.
MIDWEST < 311> (AVG.= 2.44 NO SIG.DIFF)	21.	33.	20.	22.	3.
WEST < 208> (AVG.= 2.40 NO SIG.DIFF)	27.	25.	21.	22.	5.
SOUTH < 376> (AVG.= 2.47 NO SIG.DIFF)	23.	30.	18.	25.	5.

CHISQ= 8.03 w/ 9 D.F.

TABLE 24

1. DEMOGRAPHIC SET VS. 3. REAGAN: ECONOMY

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	30.	19.	24.	4.

TABLE 24 IS Q. 14 X Q. 3-----
 EDUCATION

LESS THN HIGH SCHOOL < 381> (AVG.= 2.66 SIG.HIGHR ***)	17.	27.	19.	29.	7.
HIGH SCHOOL GRADUATE < 455> (AVG.= 2.54 SIG.HIGHR +)	19.	32.	20.	25.	3.
SOME COLLEGE < 195> (AVG.= 2.24 SIG.LOWER ***)	30.	32.	18.	18.	2.
COLLEGE GRADUATE < 97> (AVG.= 2.16 SIG.LOWER ***)	33.	32.	19.	15.	1.
POST-GRADUATE WORK < 72> (AVG.= 2.13 SIG.LOWER ***)	37.	27.	18.	16.	1.
CHISQ= 38.26 w/ 12 D.F. IS SIGNIFICANT AT 99.99 %.					**

TABLE 25 IS Q. 12 X Q. 3-----
 IDEOLOGY

VERY CONSERVATIVE < 162> (AVG.= 1.96 SIG.LOWER ***)	46.	24.	11.	16.	4.
SOMEWHAT CONSERVATIV < 483> (AVG.= 2.27 SIG.LOWER ***)	27.	34.	19.	17.	3.
MODERATE < 124> (AVG.= 2.72 SIG.HIGHR ***)	19.	24.	19.	35.	3.
SOMEWHAT LIBERAL < 276> (AVG.= 2.78 SIG.HIGHR ***)	9.	33.	24.	30.	4.
VERY LIBERAL < 81> (AVG.= 3.11 SIG.HIGHR ***)	8.	21.	21.	49.	0.
CHISQ= 135.31 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.					**

TABLE 26 IS Q. 49 X Q. 3-----
 IDEOLOGY/C

CONSERVATIVE < 645> (AVG.= 2.19 SIG.LOWER ***)	32.	31.	17.	17.	3.
MODERATE < 124> (AVG.= 2.72 SIG.HIGHR ***)	19.	24.	19.	35.	3.
LIBERAL < 358> (AVG.= 2.86 SIG.HIGHR ***)	9.	30.	25.	35.	3.
CHISQ= 95.89 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					**



TABLE 27

1. DEMOGRAPHIC SET VS. 3. REAGAN: ECONOMY

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	23.	30.	19.	24.	4.

TABLE 27 IS Q. 25 X Q. 3-----
 REAGAN VS MONDALE

REAGAN < 596>	41.	42.	9.	5.	3.
(AVG.= 1.77 SIG.LOWER ***)					
MONDALE < 443>	3.	16.	30.	49.	3.
(AVG.= 3.27 SIG.HIGHR ***)					
UNDECIDED < 161>	6.	26.	28.	25.	14.
(AVG.= 2.85 SIG.HIGHR ***)					
CHISQ= 502.83 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					**

TABLE 28 IS Q. 26 X Q. 3-----
 REAGAN VS GLENN

REAGAN < 547>	42.	39.	9.	6.	3.
(AVG.= 1.79 SIG.LOWER ***)					
GLENN < 454>	5.	19.	27.	47.	2.
(AVG.= 3.19 SIG.HIGHR ***)					
UNDECIDED < 199>	8.	31.	29.	20.	12.
(AVG.= 2.68 SIG.HIGHR ***)					
CHISQ= 426.28 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					**

TABLE 29 IS Q. 29 X Q. 3-----
 ETHNICITY

WHITE < 883>	26.	33.	19.	20.	3.
(AVG.= 2.34 SIG.LOWER ***)					
BLACK < 127>	4.	10.	23.	52.	12.
(AVG.= 3.39 SIG.HIGHR ***)					
HISPANIC < 35>	17.	17.	29.	36.	2.
(AVG.= 2.86 SIG.HIGHR **)					
OTHER < 136>	20.	37.	16.	24.	3.
(AVG.= 2.44 NO SIG.DIFF)					
CHISQ= 105.74 w/ 9 D.F. IS SIGNIFICANT AT 100.00 %.					**



TABLE 30

1. DEMOGRAPHIC SET VS. 3. REAGAN: ECONOMY

ANSWERS TO Q. 3:

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	23.	30.	19.	24.	4.

TABLE 30 IS Q. 41 X Q. 3-----

RELIGIOUS PREFERENCE/C	(1) %	(2) %	(3) %	(4) %	(5) %
BAPTIST < 256> (AVG.= 2.69 SIG.HIGHR ***)	17.	27.	20.	30.	6.
OTHER PROTESTANT < 414> (AVG.= 2.38 SIG.LOWER **)	26.	31.	16.	23.	4.
ROMAN CATHOLIC < 265> (AVG.= 2.46 NO SIG.DIFF)	23.	32.	19.	24.	2.
JEWISH < 23> (AVG.= 2.63 T-TEST IS N/A)	15.	29.	33.	23.	0.
OTHER < 105> (AVG.= 2.27 SIG.LOWER *)	28.	31.	24.	15.	3.
AGNDST/ATHIEST/NONE < 120> (AVG.= 2.51 NO SIG.DIFF)	20.	29.	22.	23.	6.
CHISQ= 23.38 w/ 15 D.F. IS SIGNIFICANT AT 92.36 %.					

TABLE 31

1. DEMOGRAPHIC SET VS. 4. REAGAN: FOREIGN AFFAIRS

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	17.	27.	21.	29.	7.

TABLE 31 IS Q. 27 X Q. 4-----
 SEX

MALE < 564> (AVG.= 2.55 SIG.LOWER ***)	21.	28.	18.	28.	5.
FEMALE < 636> (AVG.= 2.77 SIG.HIGHR ***)	12.	26.	23.	30.	8.
CHISQ= 17.48 w/ 3 D.F. IS SIGNIFICANT AT 99.95 %.					

TABLE 32 IS Q. 46 X Q. 4-----
 PARTY ID WITH LEAN

REPUBLICANS < 438> (AVG.= 2.19 SIG.LOWER ***)	25.	37.	14.	14.	8.
INDEPENDENTS < 158> (AVG.= 2.74 NO SIG.DIFF)	18.	22.	21.	33.	6.
DEMOCRATS < 589> (AVG.= 2.98 SIG.HIGHR ***)	10.	21.	25.	39.	5.
CHISQ= 132.02 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					

TABLE 33 IS Q. 44 X Q. 4-----
 4-PT. GEOCODE

NORTHEAST < 305> (AVG.= 2.67 NO SIG.DIFF)	15.	28.	21.	28.	9.
MIDWEST < 311> (AVG.= 2.68 NO SIG.DIFF)	17.	25.	21.	30.	7.
WEST < 208> (AVG.= 2.66 NO SIG.DIFF)	17.	27.	17.	30.	9.
SOUTH < 376> (AVG.= 2.64 NO SIG.DIFF)	17.	29.	23.	28.	4.
CHISQ= 3.05 w/ 9 D.F.					



TABLE 34

1. DEMOGRAPHIC SET VS. 4. REAGAN: FOREIGN AFFAIRS

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	17.	27.	21.	29.	7.

TABLE 34 IS Q. 14 X Q. 4

EDUCATION

LESS THN HIGH SCHOOL < 381> (AVG.= 2.75 SIG.HIGHR *)	16.	23.	21.	31.	9.
HIGH SCHOOL GRADUATE < 455> (AVG.= 2.68 NO SIG.DIFF)	15.	27.	23.	28.	7.
SOME COLLEGE < 195> (AVG.= 2.55 SIG.LOWER +)	19.	31.	18.	27.	4.
COLLEGE GRADUATE < 97> (AVG.= 2.50 SIG.LOWER +)	21.	32.	17.	26.	4.
POST-GRADUATE WORK < 72> (AVG.= 2.59 NO SIG.DIFF)	16.	36.	16.	28.	4.

CHISQ= 14.36 w/ 12 D.F.

TABLE 35 IS Q. 12 X Q. 4

IDEOLOGY

VERY CONSERVATIVE < 162> (AVG.= 2.31 SIG.LOWER ***)	29.	28.	14.	22.	7.
SOMEWHAT CONSERVATIV < 483> (AVG.= 2.48 SIG.LOWER ***)	18.	36.	20.	22.	4.
MODERATE < 124> (AVG.= 2.91 SIG.HIGHR ***)	11.	25.	17.	39.	8.
SOMEWHAT LIBERAL < 276> (AVG.= 2.93 SIG.HIGHR ***)	11.	20.	26.	36.	8.
VERY LIBERAL < 81> (AVG.= 3.03 SIG.HIGHR ***)	13.	13.	29.	42.	4.

CHISQ= 81.10 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 36 IS Q. 49 X Q. 4

IDEOLOGY/C

CONSERVATIVE < 645> (AVG.= 2.44 SIG.LOWER ***)	21.	34.	18.	22.	9.
MODERATE < 124> (AVG.= 2.91 SIG.HIGHR ***)	11.	25.	17.	39.	8.
LIBERAL < 358> (AVG.= 2.95 SIG.HIGHR ***)	12.	19.	27.	37.	8.

CHISQ= 65.59 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 37

1. DEMOGRAPHIC SET VS. 4. REAGAN: FOREIGN AFFAIRS

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	17.	27.	21.	29.	7.

TABLE 37 IS Q. 25 X Q. 4-----

REAGAN VS MCNDALE

REAGAN < 596>	29.	41.	13.	11.	6.
(AVG.= 2.07 SIG.LOWER ***)					
MCNDALE < 443>	4.	12.	29.	50.	5.
(AVG.= 3.31 SIG.HIGHR ***)					
UNDECIDED < 161>	4.	20.	28.	35.	14.
(AVG.= 3.09 SIG.HIGHR ***)					
CHISQ= 356.13 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					

TABLE 38 IS Q. 26 X Q. 4-----

REAGAN VS GLENN

REAGAN < 547>	30.	39.	13.	13.	5.
(AVG.= 2.09 SIG.LOWER ***)					
GLENN < 454>	5.	15.	27.	47.	6.
(AVG.= 3.23 SIG.HIGHR ***)					
UNDECIDED < 199>	4.	24.	28.	30.	13.
(AVG.= 2.96 SIG.HIGHR ***)					
CHISQ= 292.19 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.					

TABLE 39 IS Q. 39 X Q. 4-----

ETHNICITY

WHITE < 883>	18.	30.	20.	26.	6.
(AVG.= 2.58 SIG.LOWER ***)					
BLACK < 127>	6.	14.	29.	42.	9.
(AVG.= 3.19 SIG.HIGHR ***)					
HISPANIC < 35>	23.	7.	25.	44.	2.
(AVG.= 2.92 SIG.HIGHR +)					
OTHER < 136>	15.	26.	17.	28.	13.
(AVG.= 2.66 NO SIG.DIFF)					
CHISQ= 45.22 w/ 9 D.F. IS SIGNIFICANT AT 100.00 %.					



TABLE 4C

1. DEMOGRAPHIC SET VS. 4. REAGAN: FOREIGN AFFAIRS

ANSWERS TO

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

	(1) %	(2) %	(3) %	(4) %	(5) %
	====	====	====	====	====
<AGGREGATE RESULTS>	17.	27.	21.	29.	7.

TABLE 4C IS Q. 41 X Q. 4
 RELIGIOUS PREFERENCE/C

BAPTIST < 256> (AVG.= 2.83 SIG.HIGHR ***)	13.	24.	23.	34.	6.
OTHER PROTESTANT < 414> (AVG.= 2.58 SIG.LOWER *)	18.	30.	20.	26.	6.
ROMAN CATHOLIC < 265> (AVG.= 2.61 NO SIG.DIFF)	19.	24.	19.	28.	9.
JEWISH < 23> (AVG.= 2.82 T-TEST IS N/A)	5.	28.	28.	24.	15.
OTHER < 105> (AVG.= 2.34 SIG.LOWER ***)	20.	39.	24.	15.	2.
AGNST/ATHIEST/NONE < 120> (AVG.= 2.97 SIG.HIGHR ***)	13.	19.	21.	42.	5.
CHISQ= 37.29 w/ 15 D.F. IS SIGNIFICANT AT 99.8% . **					



TABLE 41

1. DEMOGRAPHIC SET VS. 5. NAME ID: JAMES WATT

ANSWERS TO

Q. 5: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	13.	49.	16.	22.

TABLE 41 IS Q. 27 X Q. 5-----

SEX

MALE < 564>	17.	54.	16.	14.
FEMALE < 636>	9.	45.	17.	28.

CHISQ= 45.64 w/ 3 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 42 IS Q. 46 X Q. 5-----

PARTY ID WITH LEAN

REPUBLICANS < 438>	16.	48.	16.	20.
INDEPENDENTS < 158>	9.	50.	15.	26.
DEMOCRATS < 589>	11.	51.	16.	21.

CHISQ= 7.82 w/ 6 D.F.

TABLE 43 IS Q. 44 X Q. 5-----

4-PT. GEOCODE

NORTHEAST < 305>	10.	56.	10.	24.
MIDWEST < 311>	13.	50.	22.	15.
WEST < 208>	12.	55.	16.	17.
SOUTH < 376>	15.	40.	17.	28.

CHISQ= 43.91 w/ 9 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 44 IS Q. 14 X Q. 5-----

EDUCATION

LESS THN HIGH SCHOOL < 381>	10.	33.	23.	34.
HIGH SCHOOL GRADUATE < 455>	14.	48.	15.	22.
SOME COLLEGE < 195>	14.	65.	10.	11.
COLLEGE GRADUATE < 97>	15.	71.	10.	4.
POST-GRADUATE WRK < 72>	15.	72.	11.	2.

CHISQ= 136.63 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 45 IS Q. 12 X Q. 5-----

IDEOLOGY

VERY CONSERVATIVE < 162>	19.	40.	21.	20.
SOMEWHAT CONSERVATIV < 483>	16.	51.	15.	18.
MODERATE < 124>	8.	46.	22.	24.
SOMEWHAT LIBERAL < 276>	7.	58.	16.	19.
VERY LIBERAL < 81>	16.	42.	8.	33.

CHISQ= 42.18 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 46

1. DEMOGRAPHIC SET VS. 5. NAME ID: JAMES WATT

ANSWERS TO

- Q. 5: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	13.	49.	16.	22.

TABLE 46 IS Q. 49 X Q. 5-----

IDEOLOGY/C

CONSERVATIVE < 645>	16.	48.	16.	19.
MODERATE < 124>	8.	46.	22.	24.
LIBERAL < 358>	9.	54.	14.	22.
CHISQ= 19.95 w/ 6 D.F. IS SIGNIFICANT AT 99.72 %.				**

TABLE 47 IS Q. 25 X Q. 5-----

REAGAN VS MONDALE

REAGAN < 596>	16.	51.	16.	17.
MONDALE < 443>	11.	51.	15.	24.
UNDECIDED < 161>	6.	40.	20.	34.
CHISQ= 36.61 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 48 IS Q. 26 X Q. 5-----

REAGAN VS GLENN

REAGAN < 547>	17.	52.	16.	15.
GLENN < 454>	10.	50.	16.	25.
UNDECIDED < 199>	7.	42.	20.	30.
CHISQ= 43.10 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 49 IS Q. 39 X Q. 5-----

ETHNICITY

WHITE < 883>	13.	54.	16.	16.
BLACK < 127>	14.	28.	19.	39.
HISPANIC < 35>	0.	33.	12.	55.
OTHER < 136>	15.	42.	13.	30.
CHISQ= 76.20 w/ 9 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 50 IS Q. 41 X Q. 5-----

RELIGIOUS PREFERENCE/C

BAPTIST < 256>	12.	33.	22.	33.
OTHER PROTESTANT < 414>	14.	50.	16.	21.
ROMAN CATHOLIC < 265>	12.	55.	14.	19.
JEWISH < 23>	7.	90.	0.	3.
OTHER < 105>	12.	54.	20.	15.
ACNOST/ATHEIST/NONE < 120>	13.	59.	13.	15.
CHISQ= 63.27 w/ 15 D.F. IS SIGNIFICANT AT 100.00 %.				**



TABLE 51

1. DEMOGRAPHIC SET VS. 6. NAME ID: GEORGE SHULTZ

ANSWERS TO

Q. 6: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	41.	10.	22.	27.

TABLE 51 IS Q. 27 X Q. 6-----
 SEX

MALE < 564>	52.	10.	19.	19.
FEMALE < 636>	31.	10.	25.	33.
CHISQ= 58.28 w/ 3 D.F. IS SIGNIFICANT AT 100.00 %.				*

TABLE 52 IS Q. 46 X Q. 6-----
 PARTY ID WITH LEAN

REPUBLICANS < 438>	50.	5.	21.	23.
INDEPENDENTS < 158>	33.	11.	22.	35.
DEMOCRATS < 589>	36.	14.	23.	27.
CHISQ= 41.94 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				*

TABLE 53 IS Q. 44 X Q. 6-----
 4-PT. GEOCODE

NORTHEAST < 305>	42.	12.	21.	25.
MIDWEST < 311>	45.	10.	22.	24.
WEST < 208>	37.	11.	24.	29.
SOUTH < 376>	38.	9.	23.	30.
CHISQ= 8.39 w/ 9 D.F.				

TABLE 54 IS Q. 14 X Q. 6-----
 EDUCATION

LESS THN HIGH SCHOOL < 381>	30.	9.	25.	36.
HIGH SCHOOL GRADUATE < 455>	38.	9.	24.	30.
SOME COLLEGE < 195>	50.	13.	18.	20.
COLLEGE GRADUATE < 97>	62.	11.	17.	9.
POST-GRADUATE WORK < 72>	61.	17.	18.	3.
CHISQ= 87.26 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.				*

TABLE 55 IS Q. 12 X Q. 6-----
 IDEOLOGY

VERY CONSERVATIVE < 162>	47.	6.	23.	24.
SOMEWHAT CONSERVATIV < 483>	48.	8.	22.	22.
MODERATE < 124>	23.	10.	30.	37.
SOMEWHAT LIBERAL < 276>	35.	19.	20.	27.
VERY LIBERAL < 81>	39.	13.	23.	25.
CHISQ= 53.66 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.				*



TABLE 56

1. DEMOGRAPHIC SET VS. 6. NAME ID: GEORGE SHULTZ

ANSWERS TO

Q. 6: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
	====	====	====	====
<AGGREGATE RESULTS>	41.	10.	22.	27.

TABLE 56 IS Q. 49 X Q. 6-----
 IDEOLOGY/C

CONSERVATIVE < 645>	48.	7.	22.	23.
MODERATE < 124>	23.	10.	30.	37.
LIBERAL < 358>	36.	17.	21.	26.
CHISQ= 51.11 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				

TABLE 57 IS Q. 25 X Q. 6-----
 REAGAN VS MONDALE

REAGAN < 596>	53.	6.	21.	21.
MONDALE < 443>	31.	16.	24.	29.
UNDECIDED < 161>	23.	11.	25.	42.
CHISQ= 89.54 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				

TABLE 58 IS Q. 26 X Q. 6-----
 REAGAN VS GLENN

REAGAN < 547>	51.	7.	21.	21.
GLENN < 454>	32.	16.	22.	30.
UNDECIDED < 199>	30.	7.	26.	37.
CHISQ= 68.77 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				

TABLE 59 IS Q. 39 X Q. 6-----
 ETHNICITY

WHITE < 883>	45.	10.	22.	24.
BLACK < 127>	23.	15.	25.	37.
HISPANIC < 35>	32.	11.	14.	43.
OTHER < 136>	33.	10.	24.	33.
CHISQ= 33.53 w/ 9 D.F. IS SIGNIFICANT AT 99.99 %.				

TABLE 60 IS Q. 41 X Q. 6-----
 RELIGIOUS PREFERENCE/C

BAPTIST < 256>	37.	10.	25.	28.
OTHER PROTESTANT < 414>	42.	9.	21.	28.
ROMAN CATHOLIC < 265>	45.	10.	19.	25.
JEWISH < 23>	54.	13.	20.	13.
OTHER < 105>	38.	9.	29.	24.
AGNOST/ATHIEST/NONE < 120>	33.	17.	22.	28.
CHISQ= 19.67 w/ 15 D.F. IS SIGNIFICANT AT 81.46 %.				



TABLE 61

1. DEMOGRAPHIC SET VS. 7. NAME ID: JOHN ANDERSON

ANSWERS TO

Q. 7: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1)	(2)	(3)	(4)
	%	%	%	%
	====	====	====	====
<AGGREGATE RESULTS>	23.	14.	27.	36.

TABLE 61 IS Q. 27 X Q. 7-----

SEX

MALE < 564>	29.	17.	27.	27.
FEMALE < 636>	19.	11.	26.	44.
CHISQ= 44.15 w/ 3 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 62 IS Q. 46 X Q. 7-----

PARTY ID WITH LEAN

REPUBLICANS < 438>	21.	19.	26.	34.
INDEPENDENTS < 158>	19.	13.	32.	36.
DEMOCRATS < 589>	27.	10.	27.	36.
CHISQ= 22.13 w/ 6 D.F. IS SIGNIFICANT AT 99.85 %.				**

TABLE 63 IS Q. 44 X Q. 7-----

4-PT. GECCODE

NORTHEAST < 305>	29.	13.	23.	32.
MIDWEST < 311>	26.	18.	27.	30.
WEST < 208>	17.	11.	27.	45.
SOUTH < 376>	20.	13.	30.	36.
CHISQ= 26.06 w/ 9 D.F. IS SIGNIFICANT AT 99.80 %.				**

TABLE 64 IS Q. 14 X Q. 7-----

EDUCATION

LESS THN HIGH SCHOOL < 381>	15.	8.	29.	45.
HIGH SCHOOL GRADUATE < 455>	22.	15.	25.	38.
SOME COLLEGE < 195>	31.	16.	28.	25.
COLLEGE GRADUATE < 97>	31.	22.	30.	17.
POST-GRADUATE WORK < 72>	45.	23.	20.	12.
CHISQ= 99.59 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 65 IS Q. 12 X Q. 7-----

IDEOLOGY

VERY CONSERVATIVE < 162>	16.	20.	28.	37.
SOMEWHAT CONSERVATIVE < 483>	23.	14.	29.	34.
MODERATE < 124>	19.	14.	29.	38.
SOMEWHAT LIBERAL < 276>	30.	14.	23.	33.
VERY LIBERAL < 81>	37.	7.	22.	34.
CHISQ= 25.09 w/ 12 D.F. IS SIGNIFICANT AT 98.56 %.				**

TABLE 66

1. DEMOGRAPHIC SET VS. 7. NAME ID: JOHN ANDERSON

ANSWERS TO

- Q. 7: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	23.	14.	27.	36.

TABLE 66 IS Q. 49 X Q. 7-----

IDEOLOGY/C

CONSERVATIVE < 645>	21.	16.	28.	35.
MODERATE < 124>	19.	14.	29.	38.
LIBERAL < 358>	31.	12.	23.	33.

CHISQ= 16.41 w/ 6 D.F. IS SIGNIFICANT AT 98.83 %

TABLE 67 IS Q. 25 X Q. 7-----

REAGAN VS MONDALE

REAGAN < 596>	23.	19.	26.	33.
MONDALE < 443>	28.	9.	27.	34.
UNDECIDED < 161>	13.	9.	29.	49.

CHISQ= 38.73 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %

TABLE 68 IS Q. 26 X Q. 7-----

REAGAN VS GLENN

REAGAN < 547>	23.	19.	25.	33.
GLENN < 454>	26.	10.	26.	38.
UNDECIDED < 199>	18.	9.	33.	40.

CHISQ= 29.06 w/ 6 D.F. IS SIGNIFICANT AT 99.99 %

TABLE 69 IS Q. 39 X Q. 7-----

ETHNICITY

WHITE < 883>	23.	16.	27.	33.
BLACK < 127>	22.	5.	27.	46.
HISPANIC < 35>	19.	3.	17.	60.
OTHER < 136>	26.	11.	25.	38.

CHISQ= 28.09 w/ 9 D.F. IS SIGNIFICANT AT 99.91 %

TABLE 70 IS Q. 41 X Q. 7-----

RELIGIOUS PREFERENCE/C

BAPTIST < 256>	23.	10.	30.	36.
OTHER PROTESTANT < 414>	22.	15.	27.	37.
ROMAN CATHOLIC < 265>	24.	17.	25.	33.
JEWISH < 23>	49.	5.	25.	21.
OTHER < 105>	18.	14.	27.	40.
AGNOST/ATHEIST/NONE < 120>	28.	14.	22.	36.

CHISQ= 21.55 w/ 15 D.F. IS SIGNIFICANT AT 87.99 %



TABLE 71

1. DEMOGRAPHIC SET VS. 8. NAME ID: JESSE JACKSON

ANSWERS TO

Q. 8: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	27.	31.	20.	23.

TABLE 71 IS Q. 27 X Q. 8-----

SEX

MALE < 564>	24.	37.	19.	19.
FEMALE < 636>	29.	25.	20.	25.

CHISQ= 20.07 w/ 3 D.F. IS SIGNIFICANT AT 99.98 %.

TABLE 72 IS Q. 46 X Q. 8-----

PARTY ID WITH LEAN

REPUBLICANS < 438>	17.	39.	21.	22.
INDEPENDENTS < 158>	23.	27.	21.	28.
DEMOCRATS < 589>	35.	26.	18.	21.

CHISQ= 49.15 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 73 IS Q. 44 X Q. 8-----

4-PT. GEOCODE

NORTHEAST < 305>	30.	24.	21.	26.
MIDWEST < 311>	21.	38.	21.	20.
WEST < 208>	26.	27.	24.	23.
SOUTH < 376>	30.	33.	15.	22.

CHISQ= 24.46 w/ 9 D.F. IS SIGNIFICANT AT 99.64 %.

TABLE 74 IS Q. 14 X Q. 8-----

EDUCATION

LESS THN HIGH SCHOOL < 381>	21.	24.	21.	34.
HIGH SCHOOL GRADUATE < 455>	25.	31.	20.	25.
SOME COLLEGE < 195>	33.	36.	19.	12.
COLLEGE GRADUATE < 97>	35.	45.	14.	6.
POST-GRADUATE WORK < 72>	48.	33.	17.	1.

CHISQ= 96.69 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 75 IS Q. 12 X Q. 8-----

IDEOLOGY

VERY CONSERVATIVE < 162>	17.	47.	17.	19.
SOMEWHAT CONSERVATIVE < 483>	24.	33.	20.	23.
MODERATE < 124>	28.	27.	28.	17.
SOMEWHAT LIBERAL < 276>	34.	26.	19.	21.
VERY LIBERAL < 81>	45.	29.	10.	16.

CHISQ= 51.14 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.



TABLE 76

1. DEMOGRAPHIC SET VS. E. NAME ID: JESSE JACKSON

ANSWERS TO

Q. 8: 1) HEARD OF/FAVORABLE 2) HEARD OF/UNFAVORABLE
 3) HEARD OF/NO OPINION 4) NEVER HEARD OF

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	27.	31.	20.	22.

TABLE 76 IS Q. 49 X Q. 8-----
 IDEOLOGY/C
 CONSERVATIVE < 645> 22. 36. 19. 22.
 MODERATE < 124> 28. 27. 28. 17.
 LIBERAL < 358> 37. 27. 17. 20.
 CHISQ= 32.37 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 77 IS Q. 25 X Q. 8-----
 REAGAN VS MONDALE
 REAGAN < 596> 19. 39. 22. 21.
 MONDALE < 443> 41. 22. 17. 21.
 UNDECIDED < 161> 19. 25. 21. 35.
 CHISQ= 90.07 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 78 IS Q. 26 X Q. 8-----
 REAGAN VS GLENN
 REAGAN < 547> 21. 39. 21. 19.
 GLENN < 454> 35. 24. 15. 22.
 UNDECIDED < 199> 24. 24. 20. 32.
 CHISQ= 51.96 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 79 IS Q. 39 X Q. 8-----
 ETHNICITY
 WHITE < 883> 21. 35. 20. 23.
 BLACK < 127> 74. 7. 12. 8.
 HISPANIC < 35> 19. 17. 25. 39.
 OTHER < 136> 22. 31. 21. 26.
 CHISQ= 167.29 W/ 9 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 80 IS Q. 41 X Q. 8-----
 RELIGIOUS PREFERENCE/C
 BAPTIST < 256> 36. 26. 14. 25.
 OTHER PROTESTANT < 414> 24. 34. 24. 19.
 ROMAN CATHOLIC < 265> 22. 30. 21. 27.
 JEWISH < 23> 25. 57. 10. 8.
 OTHER < 105> 26. 28. 24. 21.
 AGNOST/ATHEIST/NONE < 120> 32. 30. 13. 25.
 CHISQ= 41.54 W/ 15 D.F. IS SIGNIFICANT AT 99.97 %.



TABLE 81

1. DEMOGRAPHIC SET VS. 9. HEARD/READ: JAMES WATT

ANSWERS TO

Q. 9: 1) YES/MADE JOKE 2) YES/RESIGNATION
 3) YES/UNRELATED 4) NO/NOT HEARD/READ

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	53.	4.	15.	27.

TABLE 81 IS Q. 27 X Q. 9-----
 SEX

MALE < 485>	55.	5.	14.	26.
FEMALE < 456>	51.	4.	16.	29.

CHISQ= 2.00 W/ 3 D.F.

TABLE 82 IS Q. 46 X Q. 9-----
 PARTY ID WITH LEAN

REPUBLICANS < 350>	53.	4.	16.	26.
INDEPENDENTS < 118>	56.	5.	15.	24.
DEMOCRATS < 463>	53.	5.	14.	28.

CHISQ= 2.92 W/ 6 D.F.

TABLE 83 IS Q. 44 X Q. 9-----
 4-PT. GEOCODE

NORTHEAST < 232>	59.	6.	14.	21.
MIDWEST < 265>	53.	3.	13.	31.
WEST < 173>	58.	6.	17.	19.
SOUTH < 272>	46.	4.	16.	34.

CHISQ= 22.95 W/ 9 D.F. IS SIGNIFICANT AT 99.37 %.

TABLE 84 IS Q. 14 X Q. 9-----
 EDUCATION

LESS THAN HIGH SCHOOL < 251>	32.	6.	15.	47.
HIGH SCHOOL GRADUATE < 353>	56.	4.	14.	26.
SOME COLLEGE < 174>	65.	4.	16.	16.
COLLEGE GRADUATE < 93>	64.	4.	17.	15.
POST-GRADUATE WORK < 71>	74.	4.	14.	8.

CHISQ= 93.25 W/ 12 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 85 IS Q. 12 X Q. 9-----
 IDEOLOGY

VERY CONSERVATIVE < 129>	46.	4.	18.	31.
SOMEWHAT CONSERVATIVE < 394>	57.	4.	14.	25.
MODERATE < 94>	57.	6.	16.	21.
SOMEWHAT LIBERAL < 223>	53.	5.	13.	29.
VERY LIBERAL < 54>	50.	3.	14.	32.

CHISQ= 8.55 W/ 12 D.F.



TABLE 86

1. DEMOGRAPHIC SET VS. 9. HEARD/READ: JAMES WATT

ANSWERS TO

Q. 9: 1) YES/MADE JOKE 2) YES/RESIGNATION
 3) YES/UNRELATED 4) NO/NOT HEARD/READ

	(1)	(2)	(3)	(4)
	%	%	%	%
	====	====	====	====

<AGGREGATE RESULTS>	53.	4.	15.	27.
---------------------	-----	----	-----	-----

TABLE 86 IS Q. 49 X Q. 9-----
 IDEOLOGY/C

CONSERVATIVE < 523>	54.	4.	15.	27.
MODERATE < 94>	57.	6.	16.	21.
LIBERAL < 278>	52.	4.	13.	30.

CHISQ= 3.26 W/ 6 D.F.

TABLE 87 IS Q. 25 X Q. 9-----
 REAGAN VS MONDALE

REAGAN < 497>	58.	4.	14.	24.
MONDALE < 338>	52.	4.	15.	29.
UNDECIDED < 106>	39.	6.	19.	37.

CHISQ= 14.29 W/ 6 D.F. IS SIGNIFICANT AT 97.34 %.

TABLE 88 IS Q. 26 X Q. 9-----
 REAGAN VS GLENN

REAGAN < 463>	57.	4.	14.	25.
GLENN < 340>	53.	4.	14.	29.
UNDECIDED < 138>	43.	6.	18.	32.

CHISQ= 9.54 W/ 6 D.F. IS SIGNIFICANT AT 85.44 %.

TABLE 89 IS Q. 39 X Q. 9-----
 ETHNICITY

WHITE < 737>	55.	5.	14.	26.
BLACK < 78>	30.	3.	12.	55.
HISPANIC < 16>	77.	4.	14.	4.
OTHER < 96>	56.	4.	20.	20.

CHI-SQUARE IS NOT APPLICABLE.

TABLE 90 IS Q. 41 X Q. 9-----
 RELIGIOUS PREFERENCE/C

BAPTIST < 171>	41.	5.	14.	40.
OTHER PROTESTANT < 327>	55.	5.	17.	23.
ROMAN CATHOLIC < 215>	58.	3.	16.	23.
JEWISH < 23>	87.	0.	2.	11.
OTHER < 89>	52.	6.	9.	33.
AGNOST/ATHIEST/NONE < 102>	51.	7.	14.	28.

CHISQ= 37.67 W/ 15 D.F. IS SIGNIFICANT AT 99.90 %.



TABLE 91

1. DEMOGRAPHIC SET VS. 10. YEAR AGO/NOW: ECONOMY

ANSWERS TO

Q. 10: 1) GOTTEN BETTER 2) GOTTEN WORSE
 3) STAYED THE SAME 4) NO OPINION

	(1)	(2)	(3)	(4)
	%	%	%	%
	====	====	====	====
<AGGREGATE RESULTS>	51.	19.	29.	1.

TABLE 91 IS Q. 27 X Q. 10-----
 SEX

MALE < 564>	58.	12.	29.	1.
FEMALE < 636>	44.	26.	29.	1.
CHISQ= 39.53 W/ 3 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 92 IS Q. 46 X Q. 10-----
 PARTY ID WITH LEAN

REPUBLICANS < 438>	64.	9.	26.	1.
INDEPENDENTS < 158>	54.	21.	24.	0.
DEMOCRATS < 589>	40.	26.	32.	2.
CHISQ= 76.91 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.				**

TABLE 93 IS Q. 44 X Q. 10-----
 4-PT. CECCODE

NORTHEAST < 305>	52.	17.	31.	1.
MIDWEST < 311>	52.	19.	28.	1.
WEST < 208>	52.	20.	26.	2.
SOUTH < 376>	48.	22.	30.	1.
CHI-SQUARE IS NOT APPLICABLE.				

TABLE 94 IS Q. 14 X Q. 10-----
 EDUCATION

LESS THN HIGH SCHOOL < 381>	36.	29.	33.	2.
HIGH SCHOOL GRADUATE < 455>	51.	17.	31.	1.
SOME COLLEGE < 195>	62.	13.	25.	1.
COLLEGE GRADUATE < 97>	66.	12.	22.	0.
POST-GRADUATE WORK < 72>	72.	11.	17.	1.
CHI-SQUARE IS NOT APPLICABLE.				

TABLE 95 IS Q. 12 X Q. 10-----
 IDEOLOGY

VERY CONSERVATIVE < 162>	61.	16.	23.	0.
SOMEWHAT CONSERVATIVE < 483>	55.	16.	28.	1.
MODERATE < 124>	47.	29.	23.	1.
SOMEWHAT LIBERAL < 276>	46.	18.	35.	1.
VERY LIBERAL < 81>	38.	25.	37.	0.
CHI-SQUARE IS NOT APPLICABLE.				



TABLE 96

1. DEMOGRAPHIC SET VS. 10. YEAR AGO/NOW: ECONOMY

ANSWERS TO

Q. 10: 1) GOTTEN BETTER 2) GOTTEN WORSE
3) STAYED THE SAME 4) NO OPINION

	(1)	(2)	(3)	(4)
	%	%	%	%
	====	====	====	====
<AGGREGATE RESULTS>	51.	19.	29.	1.

TABLE 96 IS Q. 49 X Q. 10-----
IDEOLOGY/C

CONSERVATIVE < 645>	56.	16.	27.	1.
MODERATE < 124>	47.	29.	23.	1.
LIBERAL < 358>	44.	20.	35.	1.

CHI-SQUARE IS NOT APPLICABLE.

TABLE 97 IS Q. 25 X Q. 10-----
REAGAN VS MONDALE

REAGAN < 596>	70.	7.	23.	0.
MONDALE < 443>	31.	33.	35.	1.
UNDECIDED < 161>	32.	30.	35.	4.

CHISQ= 219.96 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 98 IS Q. 26 X Q. 10-----
REAGAN VS GLENN

REAGAN < 547>	68.	9.	23.	0.
GLENN < 454>	34.	30.	34.	1.
UNDECIDED < 199>	39.	24.	34.	2.

CHISQ= 141.51 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 99 IS Q. 39 X Q. 10-----
ETHNICITY

WHITE < 883>	56.	15.	28.	1.
BLACK < 127>	16.	39.	42.	3.
HISPANIC < 35>	42.	39.	19.	0.
OTHER < 136>	46.	22.	29.	2.

CHI-SQUARE IS NOT APPLICABLE.

TABLE 100 IS Q. 41 X Q. 10-----
RELIGIOUS PREFERENCE/C

BAPTIST < 256>	39.	24.	37.	0.
OTHER PROTESTANT < 414>	53.	21.	25.	1.
ROMAN CATHOLIC < 265>	55.	18.	27.	0.
JEWISH < 23>	61.	10.	24.	5.
OTHER < 105>	51.	14.	30.	4.
AGNOST/ATHEIST/NONE < 120>	53.	16.	31.	1.

CHI-SQUARE IS NOT APPLICABLE.



TABLE 101

1. DEMOGRAPHIC SET VS. 11. JAMES WATT RESIGNATION

ANSWERS TO

Q. 11: 1) CONTINUE 2) RESIGN
 3) NOT HEARD ENOUGH 4) NO OPINION

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	11.	38.	49.	2.

TABLE 101 IS Q. 27 X Q. 11-----

SEX

MALE < 564>	14.	41.	43.	2.
FEMALE < 636>	8.	35.	55.	3.

CHISQ= 24.04 w/ 3 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 102 IS Q. 46 X Q. 11-----

PARTY ID WITH LEAN

REPUBLICANS < 438>	14.	35.	48.	3.
INDEPENDENTS < 158>	11.	36.	52.	1.
DEMOCRATS < 589>	8.	41.	49.	2.

CHISQ= 13.29 w/ 6 D.F. IS SIGNIFICANT AT 96.13 %.

TABLE 103 IS Q. 44 X Q. 11-----

4-PT. GEOCODE

NORTHEAST < 305>	9.	44.	45.	2.
MIDWEST < 311>	9.	39.	49.	3.
WEST < 208>	14.	41.	43.	2.
SOUTH < 376>	12.	30.	56.	2.

CHISQ= 21.17 w/ 9 D.F. IS SIGNIFICANT AT 98.81 %.

TABLE 104 IS Q. 14 X Q. 11-----

EDUCATION

LESS THN HIGH SCHOOL < 381>	6.	23.	68.	3.
HIGH SCHOOL GRADUATE < 455>	11.	37.	50.	2.
SOME COLLEGE < 195>	15.	51.	32.	2.
COLLEGE GRADUATE < 97>	16.	57.	25.	2.
POST-GRADUATE WORK < 72>	20.	55.	22.	4.

CHISQ= 131.00 w/ 12 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 105 IS Q. 12 X Q. 11-----

IDEOLOGY

VERY CONSERVATIVE < 162>	18.	26.	53.	3.
SOMEWHAT CONSERVATIV < 483>	12.	38.	48.	2.
MODERATE < 124>	10.	38.	52.	1.
SOMEWHAT LIBERAL < 276>	5.	46.	47.	2.
VERY LIBERAL < 81>	12.	35.	50.	3.

CHISQ= 31.52 w/ 12 D.F. IS SIGNIFICANT AT 99.84 %.



TABLE 106

1. DEMOGRAPHIC SET VS. 11. JAMES WATT RESGINATION

ANSWERS TO

Q. 11: 1) CONTINUE 2) RESIGN
 3) NOT HEARD ENOUGH 4) NO OPINION

	(1) %	(2) %	(3) %	(4) %
<AGGREGATE RESULTS>	11.	38.	49.	2.

TABLE 106 IS Q. 49 X Q. 11-----
 IDEOLOGY/C

CONSERVATIVE < 645>	13.	35.	49.	2.
MODERATE < 124>	10.	38.	52.	1.
LIBERAL < 358>	7.	44.	47.	2.

CHISQ= 16.23 W/ 6 D.F. IS SIGNIFICANT AT 98.74 %.

TABLE 107 IS Q. 25 X Q. 11-----
 REAGAN VS MONDALE

REAGAN < 596>	16.	37.	45.	2.
MONDALE < 443>	7.	43.	48.	2.
UNDECIDED < 161>	5.	27.	65.	3.

CHISQ= 44.47 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 108 IS Q. 26 X Q. 11-----
 REAGAN VS GLENN

REAGAN < 547>	16.	37.	46.	2.
GLENN < 454>	6.	44.	47.	2.
UNDECIDED < 199>	8.	26.	63.	4.

CHISQ= 44.70 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 109 IS Q. 39 X Q. 11-----
 ETHNICITY

WHITE < 883>	12.	42.	44.	2.
BLACK < 127>	6.	23.	71.	0.
HISPANIC < 35>	6.	22.	62.	10.
OTHER < 136>	9.	32.	36.	3.

CHI-SQUARE IS NOT APPLICABLE.

TABLE 110 IS Q. 41 X Q. 11-----
 RELIGIOUS PREFERENCE/C

BAPTIST < 256>	8.	29.	60.	3.
OTHER PROTESTANT < 414>	13.	38.	48.	1.
ROMAN CATHOLIC < 265>	11.	40.	46.	4.
JEWISH < 23>	0.	77.	21.	2.
OTHER < 105>	10.	39.	47.	4.
AGNOST/ATHEIST/NONE < 120>	13.	42.	45.	0.

CHI-SQUARE IS NOT APPLICABLE.



TABLE 111

1. DEMOGRAPHIC SET VS. 25. REAGAN VS MONDALE

ANSWERS TO

Q. 25: 1) REAGAN 2) MONDALE
3) UNDECIDED

	(1) %	(2) %	(3) %
<AGGREGATE RESULTS>	50.	37.	13.

TABLE 111 IS Q. 27 X Q. 25-----

SEX

MALE < 564>	58.	30.	12.
FEMALE < 636>	42.	43.	15.

CHISQ= 33.72 W/ 2 D.F. IS SIGNIFICANT AT 100.00 %.

**

TABLE 112 IS Q. 46 X Q. 25-----

PARTY ID WITH LEAN

REPUBLICANS < 438>	82.	9.	8.
INDEPENDENTS < 158>	49.	27.	24.
DEMOCRATS < 589>	26.	60.	14.

CHISQ= 361.74 W/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

**

TABLE 113 IS Q. 44 X Q. 25-----

4-PT. GEOCODE

NORTHEAST < 305>	48.	39.	13.
MIDWEST < 311>	48.	38.	14.
WEST < 208>	52.	30.	17.
SOUTH < 376>	51.	38.	11.

CHISQ= 7.79 W/ 6 D.F.

TABLE 114 IS Q. 14 X Q. 25-----

EDUCATION

LESS THN HIGH SCHOOL < 381>	43.	40.	17.
HIGH SCHOOL GRADUATE < 455>	50.	38.	13.
SOME COLLEGE < 195>	56.	33.	11.
COLLEGE GRADUATE < 97>	61.	30.	9.
POST-GRADUATE WORK < 72>	57.	34.	9.

CHISQ= 19.37 W/ 8 D.F. IS SIGNIFICANT AT 99.70 %.

TABLE 115 IS Q. 12 X Q. 25-----

IDEOLOGY

VERY CONSERVATIVE < 162>	72.	19.	8.
SOMEWHAT CONSERVATIVE < 483>	61.	29.	10.
MODERATE < 124>	40.	40.	19.
SOMEWHAT LIBERAL < 276>	30.	57.	13.
VERY LIBERAL < 81>	34.	55.	11.

CHISQ= 122.42 W/ 8 D.F. IS SIGNIFICANT AT 100.00 %.

**



TABLE 116

1. DEMOGRAPHIC SET

VS. 25. REAGAN VS MONDALE

ANSWERS TO Q. 25:	1) REAGAN	2) MONDALE	
	3) UNDECIDED		
	(1)	(2)	(3)
	%	%	%
	====	====	====
<AGGREGATE RESULTS>	50.	37.	13.

TABLE 116 IS Q. 49 X Q. 25-----

IDEOLOGY/C

CONSERVATIVE < 645>	64.	27.	10.
MODERATE < 124>	40.	40.	19.
LIBERAL < 358>	31.	56.	13.

CHISQ= 115.54 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 117 IS Q. 25 X Q. 25-----

REAGAN VS MONDALE

REAGAN < 596>	100.	0.	0.
MONDALE < 443>	0.	100.	0.
UNDECIDED < 161>	0.	0.	100.

CHISQ= 2399.96 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 118 IS Q. 26 X Q. 25-----

REAGAN VS GLENN

REAGAN < 547>	87.	10.	3.
GLENN < 454>	16.	77.	7.
UNDECIDED < 199>	24.	20.	56.

CHISQ= 925.83 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 119 IS Q. 29 X Q. 25-----

ETHNICITY

WHITE < 883>	56.	32.	12.
BLACK < 127>	16.	68.	16.
HISPANIC < 35>	33.	43.	24.
OTHER < 136>	43.	38.	19.

CHISQ= 87.54 w/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 120 IS Q. 41 X Q. 25-----

RELIGIOUS PREFERENCE/C

BAPTIST < 256>	40.	50.	10.
OTHER PROTESTANT < 414>	54.	34.	11.
ROMAN CATHOLIC < 265>	50.	35.	16.
JEWISH < 23>	40.	48.	12.
OTHER < 105>	62.	25.	13.
AGNOST/ATHEIST/NONE < 120>	47.	33.	20.

CHISQ= 36.14 w/ 10 D.F. IS SIGNIFICANT AT 99.99 %.



TABLE 121

1. DEMOGRAPHIC SET VS. 26. REAGAN VS GLENN

ANSWERS TO	1) REAGAN	2) GLENN	(3)
G. 26:	3) UNDECIDED		
	(1)	(2)	(3)
	%	%	%
	====	====	====
<AGGREGATE RESULTS>	46.	38.	17.

TABLE 121 IS G. 27 X G. 26			
SEX			
MALE < 564 >	55.	31.	14.
FEMALE < 636 >	37.	44.	19.
CHISQ= 40.57 w/ 2 D.F. IS SIGNIFICANT AT 100.00 %.			**

TABLE 122 IS G. 46 X G. 26			
PARTY ID WITH LEAN			
REPUBLICANS < 438 >	72.	15.	13.
INDEPENDENTS < 158 >	45.	30.	25.
DEMOCRATS < 589 >	26.	58.	17.
CHISQ= 253.33 w/ 4 D.F. IS SIGNIFICANT AT 100.00 %.			**

TABLE 123 IS G. 44 X G. 26			
4-PT. GEOCODE			
NORTHEAST < 305 >	46.	40.	14.
MIDWEST < 311 >	44.	39.	17.
WEST < 208 >	45.	34.	21.
SOUTH < 376 >	47.	37.	16.
CHISQ= 5.00 w/ 6 D.F.			

TABLE 124 IS G. 14 X G. 26			
EDUCATION			
LESS THN HIGH SCHOOL < 381 >	42.	38.	20.
HIGH SCHOOL GRADUATE < 455 >	42.	42.	16.
SOME COLLEGE < 195 >	51.	34.	15.
COLLEGE GRADUATE < 97 >	57.	33.	11.
POST-GRADUATE WORK < 72 >	55.	33.	12.
CHISQ= 16.82 w/ 8 D.F. IS SIGNIFICANT AT 96.80 %.			*

TABLE 125 IS G. 12 X G. 26			
IDEOLOGY			
VERY CONSERVATIVE < 162 >	68.	21.	12.
SOMEWHAT CONSERVATIV < 483 >	55.	32.	14.
MODERATE < 124 >	29.	51.	21.
SOMEWHAT LIBERAL < 276 >	32.	52.	17.
VERY LIBERAL < 81 >	30.	53.	17.
CHISQ= 94.68 w/ 8 D.F. IS SIGNIFICANT AT 100.00 %.			**



TABLE 126

1. DEMOGRAPHIC SET VS. 26. REAGAN VS GLENN

ANSWERS TO

Q. 26: 1) REAGAN 2) GLENN
3) UNDECIDED

	(1)	(2)	(3)
	%	%	%
	====	====	====
<AGGREGATE RESULTS>	46.	38.	17.

TABLE 126 IS Q. 49 X Q. 26-----

IDEOLOGY/C

CONSERVATIVE < 645>	58.	29.	13.
MODERATE < 124>	29.	51.	21.
LIBERAL < 358>	31.	52.	17.

CHISQ= 86.14 W/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 127 IS Q. 25 X Q. 26-----

REAGAN VS MONDALE

REAGAN < 596>	80.	12.	8.
MONDALE < 443>	13.	78.	9.
UNDECIDED < 161>	10.	20.	70.

CHISQ= 925.83 W/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 128 IS Q. 26 X Q. 26-----

REAGAN VS GLENN

REAGAN < 547>	100.	0.	0.
GLENN < 454>	0.	100.	0.
UNDECIDED < 199>	0.	0.	100.

CHISQ= 2399.96 W/ 4 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 129 IS Q. 39 X Q. 26-----

ETHNICITY

WHITE < 883>	50.	35.	15.
BLACK < 127>	18.	60.	21.
HISPANIC < 35>	38.	41.	21.
OTHER < 136>	46.	34.	20.

CHISQ= 47.96 W/ 6 D.F. IS SIGNIFICANT AT 100.00 %.

TABLE 130 IS Q. 41 X Q. 26-----

RELIGIOUS PREFERENCE/C

BAPTIST < 256>	40.	45.	14.
OTHER PROTESTANT < 414>	48.	38.	14.
ROMAN CATHOLIC < 265>	43.	36.	21.
JEWISH < 23>	42.	56.	2.
OTHER < 105>	58.	24.	18.
AGNOST/ATHIEST/NONE < 120>	44.	35.	21.

CHISQ= 26.69 W/ 10 D.F. IS SIGNIFICANT AT 99.71 %.



TABLE 131

5. NAME ID: JAMES WATT VS. 11. JAMES WATT RESGINATION

ANSWERS TO Q. 11:		1) CONTINUE	2) RESIGN				
		3) NOT HEARD ENOUGH	4) NO OPINION	(1)	(2)	(3)	(4)
				%	%	%	%
				====	====	====	====
HEARD OF/FAVORABLE	< 153 >	46.	7.	46.	1.		
HEARD OF/UNFAVORABLE	< 592 >	6.	70.	23.	1.		
HEARD OF/NO OPINION	< 196 >	10.	11.	76.	3.		
NEVER HEARD OF	< 259 >	3.	3.	90.	3.		
<AGGREGATE RESULTS>		11.	38.	49.	2.		

CHI-SQUARE = 731.67 WITH 9 DEGREES OF FREEDOM.
 THE SIGNIFICANCE LEVEL FOR THIS TABLE IS 100.00 %.

		ACTUAL N'S			
		(1)	(2)	(3)	(4)
		N	N	N	N
		====	====	====	====
HEARD OF/FAVORABLE	< 153 >	70.	10.	71.	1.
HEARD OF/UNFAVORABLE	< 592 >	34.	413.	138.	7.
HEARD OF/NO OPINION	< 196 >	19.	22.	150.	6.
NEVER HEARD OF	< 259 >	8.	7.	232.	12.
<AGGREGATE RESULTS>		131.	453.	590.	26.



TABLE 132

9. HEARD/READ: JAMES WATT VS. 11. JAMES WATT RESIGNATION

ANSWERS TO

Q. 11: 1) CONTINUE 2) RESIGN
3) NOT HEARD ENOUGH 4) NO OPINION

	(1) %	(2) %	(3) %	(4) %
	====	====	====	====
YES/MADE JOKE < 503 >	16.	66.	16.	2.
YES/RESIGNATION < 42 >	10.	43.	41.	5.
YES/UNRELATED < 139 >	15.	39.	45.	0.
NO/NOT HEARD/READ < 258 >	7.	15.	77.	1.
	====	====	====	====
<AGGREGATE RESULTS>	13.	47.	38.	1.

CHI-SQUARE IS NOT APPLICABLE TO THIS TABULATION.

ACTUAL N'S

	(1) N	(2) N	(3) N	(4) N
	====	====	====	====
YES/MADE JOKE < 503 >	79.	334.	80.	9.
YES/RESIGNATION < 42 >	4.	18.	17.	2.
YES/UNRELATED < 139 >	21.	54.	63.	1.
NO/NOT HEARD/READ < 258 >	18.	39.	198.	2.
	====	====	====	====
<AGGREGATE RESULTS>	123.	446.	359.	14.



Republican
National
Committee



Frank J. Fahrenkopf, Jr.
Chairman


June 14, 1983

PERSONAL AND CONFIDENTIAL

TO: ~~Senator Paul Laxalt, General Chairman~~
~~James A. Baker III, Chief of Staff~~
~~Michael K. Deaver, Deputy Chief of Staff~~

FROM: Frank J. Fahrenkopf, Jr.

RE: Opposition Research Unit



Following my recent briefing by Dr. Richard Wirthlin regarding recent survey results, and in preparation for 1984, I wanted to bring you up to date on the opposition research unit within the Republican National Committee.

As of today, we are doing the following: (a) monitoring the nightly news for stories of consequence on the various Democrat candidates, (b) maintaining an inventory of the public appearances of the candidates (speeches, etc.), (c) researching the records of these candidates (most certainly including their voting records and the like).

By November or December of this year, the senior officials associated with re-electing President Reagan will have received a complete briefing book on each of the candidates. We are in the final stages of the first installment of the Mondale book--1981 to the present. The candidates will be done in order of their current reported standing. This does not mean there is not information available for review (in analyzed form) at this time; however, a complete package on the candidates has not been done.

We are now in the final stages of negotiating a contract with MediaScan, a service which monitors the nightly television news and makes available at 4:30 a.m. a text of stories of interest to us.

The research unit is one of the most heavily worked groups in the RNC Communications Division and I am already scheduled to bring on one additional person on July 1. This is Patrick McGurn who was strongly recommended by Ed Allison. To do what is required, I expect to hire two other persons strictly for opposition research.

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June 14, 1983
Re: Opposition Research Unit

PERSONAL AND CONFIDENTIAL

For your information, I have added Mario Cuomo, the Governor of New York, to those being monitored by the RNC.

In conjunction with the RNC information retrieval unit, we are also preparing a book on President Reagan. I feel it is very important to have the information which will be used by the Democrats available in a form which is useful.