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THE WHITE HOUSE

WASHINGTON

June 2, 1983

Bill
791-
did you ever
get any thing
from Vipond?

MEMORANDUM FOR MIKE DEEVER

FROM: DAVE GERGEN *DG*

SUBJECT: Women's Leadership Forum in Indianapolis

Here's a copy of the material I sent to the main speakers for the weekend.

THE WHITE HOUSE

WASHINGTON

June 2, 1983

MEMORANDUM FOR FAITH WHITTLESEY

FROM: DAVE GERGEN

Subject: Women's Leadership Forum in Indianapolis

Attached please find a couple of items that should be very helpful to you in preparing your remarks for Indianapolis this weekend:

-- A taped message by the President to the participants that, in my judgment, is quite good (we will be releasing it to the press); and,

-- A summary of the administration's record on issues of greatest concern to women. This summary will be part of the hand-outs for the participants and contains a number of good substantive points.

Republican Women's Leadership Forum:
Indianapolis, Indiana

June 3, 4, and 5, 1983

Highlights of the Reagan Administration:

EXECUTIVE SUMMARY

PRESIDENTIAL APPOINTMENTS

In his first two years in office, President Reagan selected more women to serve in top, policy-making positions than any other President for a comparable period of time.

The President has selected almost 700 women for high-level, policy-making positions.

A record three women currently serve in his Cabinet.

- Elizabeth H. Dole, Secretary, Department of Transportation
- Margaret Heckler, Secretary, Department of Health and Human Services
- Jeane Kirkpatrick, U.S. Representative to the United Nations.

President Reagan appointed the first woman Supreme Court Justice.

- Associate Justice Sandra Day O'Connor

Four women serve as directors of major federal agencies.

Helene von Damm was the first woman to serve as Director of the Office of White House Personnel.

PROMOTING INDIVIDUAL RIGHTS

Task Force On Legal Equity For Women

The President's Task Force on Legal Equity for Women, created December 21, 1981, is working to correct discriminatory laws and regulations on the federal level. Under Section 2C of the Executive Order which established this task force, the Justice Department is required to identify, on an ongoing basis, federal laws and regulations which discriminate on the basis of sex.

50 States Project

In 1981, President Reagan established the 50 States Project to fulfill his campaign promise to assist governors in identifying and correcting state laws that discriminate against women. These laws can only be corrected at the state level.

-- The project collects and makes available information on the status of corrective legislation enacted within the 50 states.

Other Initiatives within the 50 States Project:

The 50 States Project has also taken the lead in showing the states how to better enforce child support laws and encourage private child care programs.

- Child Support Enforcement:

The Project is serving as a clearinghouse for encouraging more effective child support enforcement laws to ensure that delinquent fathers comply with their legal responsibilities.

- Day Care:

The Project encourages private child care programs by rooting out state and local restrictions which needlessly inhibit private day care programs.

White House Coordinating Council On Women

On August 27, 1982, President Reagan established the White House Coordinating Council on Women to assure that women's rights, opportunities and appointments continue to receive special attention at policy-making levels.

-- The Council is composed of senior White House staff and serves as a focal point for the coordination of policies and issues that are of particular concern to women.

ECONOMIC RECOVERY

President Reagan has put our nation's economy on the road to recovery. Having inherited the worst economic mess in 50 years, the President enacted policies which have brought inflation to a virtual standstill, cut interest rates, increased productivity, and will provide jobs for millions of Americans. After taking office, President Reagan proposed a four-part economic recovery program which included:

-- Tax rate cuts for individuals and tax relief for families; productivity and job creating incentives for businesses; and indexing.

- Spending control and budget reform, reducing the annual rate of growth of federal spending.
- Reforming government regulations and reducing wasteful paperwork.
- Pursuing a non-inflationary and stable monetary policy.

Signs of The Economic Recovery

- Inflation is virtually at a standstill.
- Home mortgage rates are at a two-and-a-half-year low.
- Interest rates are dramatically down.
- Average real hourly earnings are up.
- The stock market reached an all-time high in 1983.
- Consumer credit has expanded.
- The savings rate is up.
- Economic indicators have risen for ten consecutive months.
- Sustained economic growth is here.

The Economic Future

As a result of President Reagan's economic program, all Americans can look towards a brighter and more prosperous future.

Economic Growth

- The economy is expected to grow by about 4.3 percent in 1983, after accounting for inflation. This solid pace of economic growth is expected to continue at a rate of 4 percent each year thereafter through 1988.

Unemployment

- The unemployment rate is expected to fall steadily from about 10 percent in 1983 to 9.1 percent in 1984 to 6.2 percent by 1988.
- This recovery will create at least 15 million new jobs by the end of 1988.

Inflation

- Consumer prices should remain at a relatively low 5 percent level per year through 1988.

ECONOMIC RECOVERY TAX ACT

The Economic Recovery Tax Act of 1981 provided tax relief for all Americans by cutting personal income tax rates 25 percent across the board, over a three-year period. It also provided for indexing the tax system in 1985, which will keep inflation from pushing people into higher tax brackets. Indexing will benefit those in lower tax brackets proportionately more than the wealthy.

Furthermore, the Economic Recovery Tax Act contains a number of specific provisions that will benefit women. These include reduction of the "marriage tax penalty," and liberalization of Individual Retirement Account (IRA) limitations, child care tax credits and inheritance tax provisions.

Estate Tax

- Changes made by the Economic Recovery Tax Act in the estate tax provisions benefit women. About 99 percent of all estates are now exempted from estate taxes.

Reducing the Marriage Tax Penalty

- The "marriage tax penalty," which imposes a special tax burden on married couples where both spouses work, is one of the most glaring examples of discriminatory provisions in the tax code.
- The Economic Recovery Tax Act greatly reduces the marriage tax penalty.

Expanding IRA Participation

- President Reagan's Economic Recovery Tax Act made significant changes in IRA accounts, removing the 15 percent income limitation and increasing the limits on contributions from \$1,500 to \$2,000 per year.

For the first time, any working American can have an IRA account, even if the employer also provides employees with a private pension or retirement plan.

Care

The Economic Recovery Tax Act includes changes which will help women working outside the home.

- Prior law provided a tax credit for part of the cost of day care for a child under fifteen or an incapacitated

dependent, under certain situations.

- The Economic Recovery Tax Act increased the tax credits available for day care.

Tax Cuts

The third year tax rate cut and indexing are the only real hope for tax relief for the lower- and middle-income families.

- Indexing keeps taxpayers from being pushed into higher tax brackets because of inflation.
- Eliminating both the third year of the tax rate cut and indexing would boost taxes even more for low- and middle-income families.
- The repeal or postponement of indexing would stifle the recovery, encourage inflation and encourage more spending, making it impossible to balance the budget.

ARMS REDUCTION: NEGOTIATING FOR PEACE

- The President is making every effort to negotiate nuclear arms reduction agreements with the Soviet Union.
- The President is taking the necessary steps to ensure the freedom and security of our nation. He is pursuing peace by following two policies -- deterrence (peace through strength) and effective arms reduction. His arms reduction efforts will go a long way toward maintaining our nation's peace.
- Our national security -- the preservation of life, liberty, and the economic well-being of every American -- is our highest national goal.

PROVIDING FOR HUMAN NEEDS

- Federal medical, nutritional and housing assistance to the poor is 28 percent higher in fiscal 1983 than it was in fiscal 1980 (measured in nominal terms).
- In fiscal 1983, spending by the Department of Health and Human Services alone will be 36 percent of the total budget and HHS will spend \$50 billion more than the Pentagon. Total social spending under President Reagan's budget plans for the next five years will approach \$2 trillion.

- Human-needs spending in 1983 by the federal government will support services such as:
 - 95 million meals per day, about 1 in 7 of all meals served in the U.S.
 - Medical assistance for 99 percent of the nation's elderly.
 - Housing assistance for more than 10 million Americans.
 - Food stamps for more than 20 million low-income people.
 - Higher education assistance for almost 5 million students.
 - Unemployment compensation for 5 to 6 million job-seekers.
- As of December 10, 1982, 143 million pounds of cheese and more than 12 million pounds of butter were distributed through the Reagan-initiated surplus dairy distribution program. The program has been extended through December 1983.

EDUCATION

The central priority of President Reagan's education policy has been and will remain - the achievement of excellence in education.

The Reagan Administration has dedicated itself to the renewal and strengthening of excellence in American education through its efforts to:

- Return the resources and the responsibility for educational decision-making to the states and local communities and eliminate the prescriptive administration of federal programs.
- Assist local educators in renewing our nation's commitment to excellence and achievement in education at the local level by promoting identification, development, and communication of effective practices.
- Assist local school boards to give policy guidance and leadership in setting high standards of academic achievement, and to focus school board policy development on motivation and reward for excellence among teachers and students.

SOCIAL SECURITY

- The \$164.3 billion bipartisan Social Security rescue package signed by President Reagan on April 20, 1983 ensures that:

- Today's 36 million Social Security beneficiaries, their dependents and survivors can rest assured that benefit payments will not fall below current levels.
 - Checks will be received promptly.
 - Younger Americans can look ahead to receiving a fair share of benefits when they retire.
- If Congress had not acted upon the recommendations of the bipartisan National Commission on Social Security Reform created by President Reagan:
- Checks would have been delayed, starting in July, then halted altogether.

WOMEN SMALL BUSINESS OWNERS

- There are at least 2.5 million women-owned businesses.

SBA Assistance

- SBA's Office of Women's Business Ownership (OWBO) assists women entrepreneurs. A women's business ownership representative has been designated in all major SBA field offices.
- Almost 12,000 women have received training and counseling through a pilot program originally sponsored by the SBA and the Economic Development Administration (EDA) and conducted by the American Women's Economic Development Corporation (AWED) in New York City.
 - In Fiscal 1982 (the year ending September 30, 1982) SBA made 1,800 business loans to women-owned firms for a total of \$141,296,081.
 - More than 161,800 women participated in SBA management training and 48,934 women received counseling during Fiscal 1982.
 - In the same year, women-owned firms obtained approximately \$680 million worth of federal contracts.
 - More than 12,000 women-owned firms are profiled in SBA's Procurement Automated Source System (PASS), a computerized list of small firms interested in and capable of performing on federal prime contracts and/or subcontracts.

Assistance From Other Agencies

- Several other federal agencies are taking special initiatives to help women-owned businesses:

- The Department of Energy provides counseling to women business owners in the fields of high technology development and federal contracting.
- The National Telecommunications and Information Administration offers special assistance to women in the field of public communication systems.
- The Minority Business Development Agency offers special assistance to minority women.

IT IS A PLEASURE TO
TAKE THIS OPPORTUNITY TO
SPEAK WITH YOU TODAY. I
WANT TO THANK YOU FOR ALL
YOU HAVE DONE FOR OUR
CAUSES AND OUR PARTY, AND
ENCOURAGE YOU TO DO STILL
MORE. I'M SORRY I CAN'T
BE WITH YOU IN PERSON,
BUT SECRETARY HECKLER,
FAITH WHITTLESEY, BAY
BUCHANAN AND MY OTHER
REPRESENTATIVES WITH YOU
WILL BRING ME A FULL
REPORT.

WHEN THAT GREAT
PHILOSOPHER AND
COMMENTATOR
DE TOCQUEVILLE CAME TO
AMERICA FROM FRANCE, HE
TOOK A LONG LOOK AT OUR
COUNTRY AND WROTE:
" IF ANYONE ASKS ME WHAT
I THINK THE CHIEF CAUSE
OF THE EXTRAORDINARY
PROSPERITY AND GROWING

POWER OF THIS NATION IS
DUE TO, I SHOULD ANSWER,
IT IS DUE TO THE
SUPERIORITY OF THEIR
WOMEN." HIS WORDS ARE
STILL TRUE TODAY, ONLY I
WOULD ADD, ESPECIALLY OUR
REPUBLICAN WOMEN.

AMERICA NEEDS YOUR
WISDOM, YOUR INNER
STRENGTH, AND YOUR
COMPASSION IN EVERY PHASE
OF OUR NATIONAL LIFE —
IN OUR FAMILIES,
COMMUNITIES, BUSINESSES,
POLITICS, AND GOVERNMENT.
WE MUST WORK TOGETHER TO
ENSURE WOMEN CAN
PARTICIPATE IN THE MANNER
THEY CHOOSE AND THAT THEY
ARE TREATED EQUALLY. WE
IN THIS ADMINISTRATION
ARE COMMITTED TO
ELIMINATING, ONCE AND FOR
ALL, ALL TRACES OF UNJUST
DISCRIMINATION AGAINST
WOMEN. AT THE SAME TIME

WE ARE DOING OUR BEST TO
RESTORE RESPECT FOR THE
FAMILY AND THE HOMEMAKERS
WHO HOLD OUR SOCIETY
TOGETHER.

WE ARE MAKING
PROGRESS, BUT THERE IS SO
MUCH TO BE DONE. NOW,
MORE THAN EVER, WE NEED
WOMEN LIKE YOURSELVES —
REPUBLICAN WOMEN — TO
BECOME INVOLVED IN
POLITICS, RUN FOR OFFICE
OR OFFER TO SERVE IN A
LOCAL, STATE OR FEDERAL
APPOINTMENT. YOU SHARE A
COMMITMENT TO BASIC
VALUES AND OUR SYSTEM OF
DEMOCRATIC CAPITALISM AND
WE NEED YOUR LEADERSHIP.

I AM PROUD TO SAY
THAT THIS ADMINISTRATION
IS DRAWING ON THE TALENTS
AND LEADERSHIP OF WOMEN
IN A MORE SIGNIFICANT WAY
THAN ANY OTHER BEFORE IT.
FOR THE FIRST TIME IN

HISTORY, THREE WOMEN ARE SERVING IN THE CABINET AT THE SAME TIME: SECRETARY ELIZABETH DOLE OF THE DEPARTMENT OF TRANSPORTATION, SECRETARY MARGARET HECKLER OF HEALTH AND HUMAN SERVICES AND, OF COURSE, JEANE KIRKPATRICK, U.S. AMBASSADOR TO THE UNITED NATIONS. ALSO, AS YOU KNOW, WE APPOINTED THE FIRST WOMAN TO SERVE ON THE SUPREME COURT — SANDRA DAY O'CONNOR. ALL TOLD, THERE ARE MORE THAN 1,000 WOMEN IN THIS ADMINISTRATION HOLDING POLICY-MAKING POSTS, AND WE ARE ADDING TO THE LIST ALL THE TIME. JUST TO GIVE YOU A PERSPECTIVE, WE APPOINTED MORE WOMEN TO TOP POLICY POSITIONS IN TWO YEARS THAN DID ANY PREVIOUS ADMINISTRATION.

BUT OUR COMMITMENT
TO WOMEN AND APPRECIATION
FOR THEIR PERSPECTIVES
AND PROBLEMS DOES NOT
STOP THERE. MANY
PROVISIONS OF THE LAW
WHICH DISCRIMINATED
AGAINST WOMEN HAVE BEEN
REFORMED BY OUR POLICIES
AND INITIATIVES. THE
SO-CALLED MARRIAGE
PENALTY HAS BEEN GREATLY
REDUCED, ESTATE TAXES FOR
A SURVIVING SPOUSE HAVE
BEEN VIRUTALLY
ELIMINATED, THE TAX
CREDIT FOR CHILD CARE FOR
WORKING MOTHERS WAS
NEARLY DOUBLED, CHILD
SUPPORT ENFORCEMENT HAS
BEEN TOUGHENED AND RULES
ABOUT INDIVIDUAL
RETIREMENT ACCOUNTS NOW
ALLOW LARGER
CONTRIBUTIONS BY WIVES
WHO WORK BOTH IN AND OUT

OF THE HOME. BUT THAT'S
NOT ALL WE'RE DOING.

IN THE LAST
2½ YEARS, WITH YOUR HELP,
WE ALSO HAVE MADE SOME
IMPORTANT CHANGES IN
AMERICA'S ECONOMY,
UNDOING THE DAMAGE DONE
BY THE PROPONENTS OF BIG
GOVERNMENT. FOR EXAMPLE
THE PRIME RATE, WHICH HAD
REACHED A CRIPPLING HIGH
OF 21½ PERCENT, IS NOW AS
LOW AS 10.5. MORTGAGE
RATES, WHICH AT NEARLY
18 PERCENT HAD ONCE
PRICED 90 PERCENT OF OUR
FAMILIES OUT OF THE HOME
MARKET, ARE NOW DOWN AS
LOW AS 11½ PERCENT AND I
THINK WE CAN GET THEM
LOWER STILL. AND,
INFLATION, WHICH WAS AT
12.4 PERCENT WHEN WE TOOK
OFFICE, HAS BEEN ONLY
EIGHT-TENTHS OF

ONE PERCENT FOR THE LAST
6 MONTHS.

WE NEED YOUR HELP IN
TELLING OTHER AMERICANS
JUST HOW SIGNIFICANT OUR
VICTORY OVER INFLATION
HAS BEEN. A LOAF OF
BREAD, FOR EXAMPLE, COSTS
2 CENTS MORE NOW THAN IT
DID IN 1980. BUT IF WE'D
CONTINUED WITH THE OLD
RATE OF INFLATION, IT
WOULD HAVE COST 12 CENTS
MORE. A HALF GALLON OF
MILK IS ABOUT 16 CENTS
CHEAPER THAN IT WOULD
HAVE BEEN, HAMBURGER
ABOUT 17 CENTS CHEAPER
PER POUND, AND THE
SAVINGS ON A DOZEN EGGS
IS AS MUCH AS 49 CENTS.
THOSE SAVINGS CAN REALLY
ADD UP. WE ESTIMATE THAT
A FAMILY OF FOUR ON A
FIXED INCOME OF \$20,000
HAS \$1,600 MORE IN
PURCHASING POWER THIS

YEAR THAN THEY WOULD HAVE
HAD UNDER THE OLD
INFLATION RATE.

SO YOU CAN SEE WE
HAVE BEEN BRINGING
SUBSTANTIAL RELIEF TO
AMERICA'S
FINANCIALLY-STRAPPED
FAMILIES. OUR POLICIES
ARE DESIGNED TO COMBAT
THE INFLATION THAT STOLE
FROM FAMILY BUDGETS,
EXPAND OPPORTUNITY FOR
ALL OUR PEOPLE THROUGH A
RENEWED ECONOMY, AND
HASTEN THE RETURN OF
VALUES AND PRINCIPLES
THAT MADE AMERICA BOTH
GREAT AND GOOD.

AN IMPORTANT PART OF
THAT EFFORT IS OUR
DETERMINATION TO RESTORE
THE QUALITY OF AMERICA'S
EDUCATION SYSTEM. IT WAS
ONCE THE FINEST IN THE
WORLD, AND WE WILL NOT
REST UNTIL IT IS SO

AGAIN. WE WILL SET A
NATIONAL AGENDA FOR
EXCELLENCE IN
EDUCATION -- AN AGENDA
THAT WILL REACH EVERY
CHILD IN OUR LAND.

WE INTEND TO PUT THE
BASICS BACK IN SCHOOLS
AND THE PARENTS BACK IN
CHARGE. WE BELIEVE
TEACHERS SHOULD BE PAID
AND PROMOTED ON THE BASIS
OF THEIR MERIT AND
COMPETENCE, AND THAT
COMPETITION WILL PROMOTE
BETTER SCHOOLS -- THAT'S
WHY WE'VE PROPOSED
TUITION TAX CREDITS AND
VOUCHERS TO RESTORE
PARENTAL CHOICE. WE
NEED YOU TO JOIN WITH US
IN A NATIONAL CAMPAIGN
FOR EXCELLENCE IN
AMERICAN EDUCATION. AT
HOME, IN SCHOOL, IN STATE
GOVERNMENT AND AT THE
FEDERAL LEVEL, WE MUST

MAKE SURE WE HAVE PUT OUR CHILDREN FIRST AND THAT THEIR EDUCATION IS A TOP PRIORITY.

OUR STRUGGLE IS ONLY BEGINNING, AND I NEED YOUR CONTINUED HELP IF WE ARE TO REACH OUR GOALS. WHEN YOU RETURN TO YOUR NEIGHBORHOODS AND COMMUNITIES, HELP US GET OUR MESSAGE OUT: TELL PEOPLE OF THE PROGRESS WE HAVE MADE, USE WHAT YOU HAVE LEARNED AT THIS FORUM AND ACT ON YOUR IDEAS. LET ME HEAR HOW YOU ARE DOING, WHAT YOUR NEIGHBORS ARE SAYING, AND WHAT KIND OF HELP YOU NEED. REMEMBER, WE HAVE SET OUT TO RENEW AMERICA, AND IT WILL TAKE EVERY ONE OF US WORKING TOGETHER TO MAKE THINGS RIGHT.

ONCE AGAIN, THANK
YOU FOR WHAT YOU HAVE
DONE IN THE PAST, AND I
HOPE I CAN CONTINUE TO
COUNT ON YOU. THE
REPUBLICAN PARTY NEEDS
YOU AND AMERICA NEEDS
YOU. GOOD LUCK AND GOD
BLESS YOU.

#

THE WHITE HOUSE
WASHINGTON

June 1, 1983

file

MEMORANDUM FOR OUTREACH WORKING GROUP ON WOMEN

FROM: MICHAEL K. DEEVER *MD*

SUBJECT: Follow-up From Meeting on Wednesday, June 1st

1. Talking points for use at Indiannapolis Conference to highlight Administration's policy Gergen
2. Strategy meeting with the major speaker's at women's conferences Vipond
3. Report on strategy meeting for Michael Deaver Vipond
4. Indepth analytical work on pollsters information Darman/Rollins
5. Upon completion of report on pollsters information, I will schedule another meeting Darman/Rollins

THE WHITE HOUSE

WASHINGTON

June 1, 1983

MEMORANDUM FOR OUTREACH WORKING GROUP ON WOMEN

FROM: MICHAEL K. DEEVER *(M)*

SUBJECT: Agenda for 11:00 a.m. Meeting in the Roosevelt Room on Wednesday, June 1st

The following items will be discussed in today's meeting:

1. Clarification of pollsters information Darman/Rollins ✓
2. Present plan of action to maximize women related benefits of emerging education campaign Atwater/Gergen
3. Discuss economic program, communication plans Gergen/Whittlesey
4. Present marketing plan re: fairness issue Gergen/Harper
5. Present speaking program for Administration Gergen/Whittlesey

✓ 6. Discuss future women appointees Herrington - Show care some of these women

7 ✓ - Understate ✓

~~petition~~ 1. Pension issue equity you/na - at confer.

2. Communication gap or Gender gap

3 - Rush Point - Reyer adm. can do.

Shirley -
All participants
have been
notified of
the attached
meeting -- I've
reserved the
Roosevelt Room.
5/27
Donna

THE WHITE HOUSE
WASHINGTON

Shirl:

We need to set-up another meeting for
sometime next week on Women's Issues,
thirty minutes, participants:

- ✓ Lee Atwater
- ✓ Ed Rollins
- ✓ Dick Darman
- ✓ Craig Fuller
- ✓ Faith Whittlessey
- ✓ Elizabeth Dole 426-1111
- ✓ Nancy Risque
- ✓ Dave Gergen
- ✓ Ed Harper
- ✓ Jim Cicconi
- ✓ Bill Sittmann
- ✓ MKD

Please let me know. Thanks!

June 1
11:00

DONNA L. BLUME

THE WHITE HOUSE

WASHINGTON

May 27, 1983

Bill
What is the
follow-up to the
Darmon memo.
Reschedule another
meeting?
ms

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: Jim Cicconi *JC*
SUBJECT: Women's Issues Meeting

Since I will be gone next week, I wanted to offer a few thoughts in connection with the meeting you have scheduled:

1. Equal Pay for Equal Work is an issue where we can make some easy points. DOL studies have consistently shown that there is a disparity between men and women within the same professions (let me stress that this is different from comparable worth, which involves comparisons between professions that are felt to be "comparable").

Suggest that the President be given some figures on the subject, and that we look for an opportunity to make some sort of statement of concern (in the context of the Federal Equal Pay Act). Then, a group of CEO's could be invited in for a visible "jawboning" session, with the President asking their cooperation in identifying and dealing with such problems. The President could also lobby for more private sector action in setting up day care centers for employees' children.

The President might also set up an advisory committee to report on how well the federal government is implementing the Equal Pay Act. This is a more limited form of the commission suggested by GOP congresswomen. The CEA study, which has been proposed as an alternative, will have little political value. and would probably tend more toward an economic instead of a social analysis.

2. The poll data conflict must be resolved. Wirthlin might be asked to personally do so at the meeting.
3. Suggest that Gergen ask Baroody to be the focal point for accumulating data on the Administration's record re women's issues. As soon as we announce our "women's equity package", we should be prepared to follow-up with other facts re our record. The latter is necessary, though it is defensive--that is why it should probably be done as follow-up to an Administration initiative.

cc: James A. Baker, III

*Shel
put in
Womens file*

- (1) There are more female voters than male. Women are likely to represent 52-53% of actual voters in '84 -- men only 47-48%.
- (2) There was a "gender gap" in 1980; it seems to be about the same (or only slightly larger) now.
 - (a) In 1980, 55% of the men voted for RR; only 48% of the women.
 - (b) In recent polling, the gap seems to have widened by roughly 2 percentage points (relative to '80).
[NOTE: This is less than the margin of statistical error.]
 - o MEMORANDUM: If RR were to get only 46% of the female vote, he would have to get almost 57% of the male vote to win.
- (3) The gap is not new. Women have been somewhat more pro-Democrat in their party preference since 1964.
- (4) The gap has not varied much throughout the Reagan Presidency. On job approval rating, the gap has fluctuated around 10%.
- (5) Women "approve" RR's performance less than men across the board -- not only in general, but also with respect to "the economy," "foreign affairs," and "inflation." Women show the same approval rating as men with respect to "unemployment" -- but it is at the lowest level among these categories of issue interest.
- (6) "Women", of course, are not a homogeneous group.
 - (a) The following sub-groups tend to be more conservatively oriented:
 - (i) "married/working/older" women; (10%)
 - (ii) "married/not working/older" women; (20%)
 - (iii) "not married, working/older" women. (5%)
 - (b) The following tend to be toward the ideological mean:
 - (iv) "married/working/younger" women; (20%)
 - (v) "married/not working/younger" women. (15%)
 - (c) The following tend to be more liberal:
 - (vi) "not married/working/younger" women; (12%)
 - (vii) "not married/not working/older" women; (12%)
 - (viii) "not married/not working/younger" women. (6%)

Focus groups

- (7) As would be expected, the President's "thermometer rating" is higher among the more conservatively oriented and lower among the more liberally oriented.
[Note: It is curiously high -- second highest -- among one moderate group: "married/working/younger."]
- (8) More analytic work needs to be done to determine which of the sub-groups should get greater attention -- and exactly what issues merit special emphasis for each group. [NOTE: The path analysis which some have seen is based on old data. It, and analyses like it, need to be updated.]

THE WHITE HOUSE

WASHINGTON

May 25, 1983

*you want to
keep?*
DB →

MEMORANDUM FOR: OUTREACH WORKING GROUP
ON WOMEN

FROM: MICHAEL K. DEAVER *M*

SUBJECT: NEXT STEPS (follow-up to
our meeting of May 24)

Jim Baker has suggested, and I have agreed, that it would be useful if I would routinely convene and chair the group of us that met yesterday as the "Outreach Working Group on Women."

Consistent with the "all-of-the-above" approach recommended by Dick Darman at the end of yesterday's meeting, please note these assignments of follow-up responsibility:

<u>Action</u>	<u>Lead</u> (in coordination with others as appropriate)
• Coordinate and submit final Presidential options paper on pending <u>women's equity issues</u>	Fuller/Darman/Harper (due June 7)
• Clarify (and, where possible, resolve) differences in <u>poll analyses</u>	Darman/Rollins (with pollsters)
• Develop plan to maximize women-related benefits of emerging <u>education</u> campaign	Atwater/Gergen
• Modify <u>economic program communication plans</u> , as appropriate, to improve support among women	Gergen/Whittlesey
• Develop marketing plan <u>re</u> administration's concern for, and performance <u>re, fairness</u>	Gergen/Harper
• Develop and highlight <u>women's equity legal cases</u> , as appropriate	Harper/Gergen
• Develop <u>speaking program</u> for Administration women	Gergen/Whittlesey
• Appoint more visible women	Herrington

I will convene a meeting to review progress in each of these areas next week.

THE WHITE HOUSE

WASHINGTON

Recepaper

AGENDA

MEETING ON WOMEN'S ISSUES

1. Purpose of meeting (Deaver).
2. Discussion of paper prepared by Public Liaison (Whittlesey).
3. Overview of women's issues to be discussed with the President during today's Cabinet meeting (Harper).
4. General discussion of substantive points.
5. Discussion of legislative and communications aspects.

7-70r
Pohut

13-Economy

what's poll?

- Equal Pay
- Day Care
- Child support enforcement.
- IRD

Poll - women and education