

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Deaver, Michael: Files
Folder Title: [Polling Information-1982] (4 of 6)
Box: 65

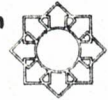
To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>



THE ECONOMY AND THE
REAGAN ECONOMIC PROGRAM



Assessment of Economic Variables

=====

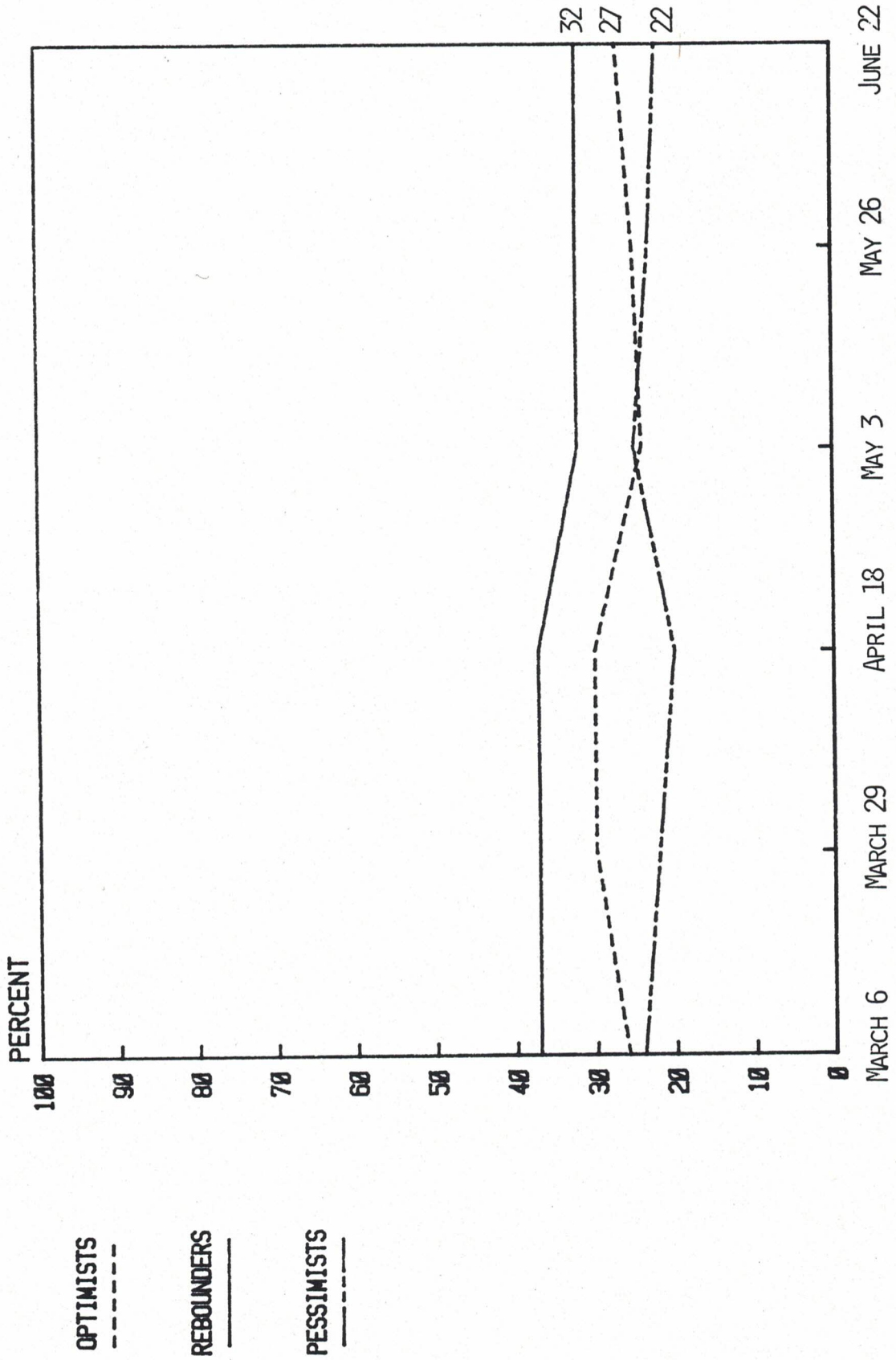
"Compared to a year ago, do you think _____ has gotten better, gotten worse, or stayed about the same?"

	<u>National Economy</u>	<u>Unemployment</u>	<u>Inflation</u>	<u>Interest Rates</u>
Gotten better	12	4	26	19
Gotten worse	51	83	42	37
Stayed about the same	33	12	31	42
No Opinion	4	1	1	2

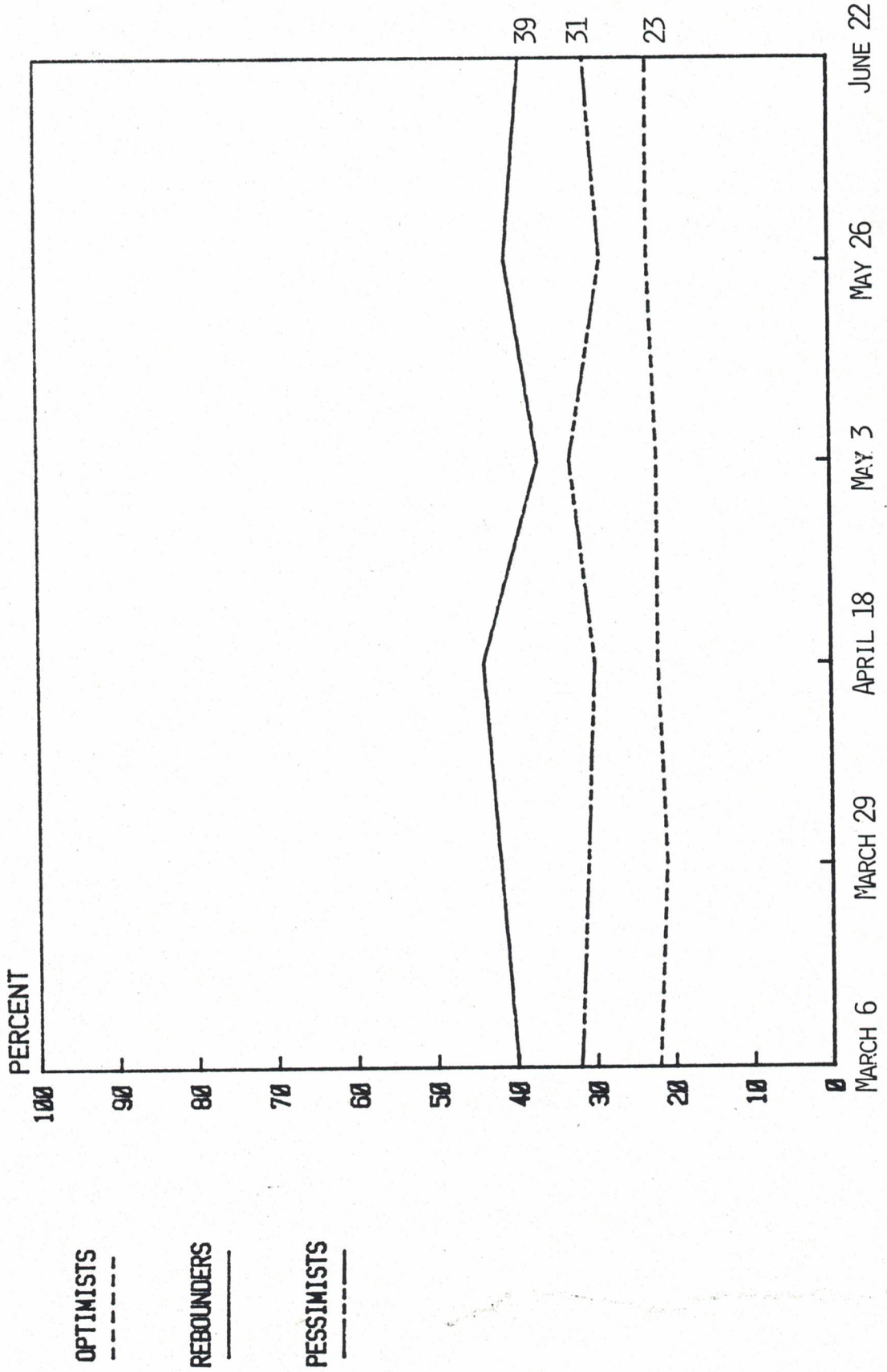
"Thinking about a year from now, do you expect _____ will be better, or worse, or about the same as now?"

	<u>National Economy</u>	<u>Unemployment</u>	<u>Inflation</u>	<u>Interest Rates</u>
Be better	43	43	45	45
Be worse	20	30	21	18
Be about the same	34	25	31	34
No opinion	3	2	3	3

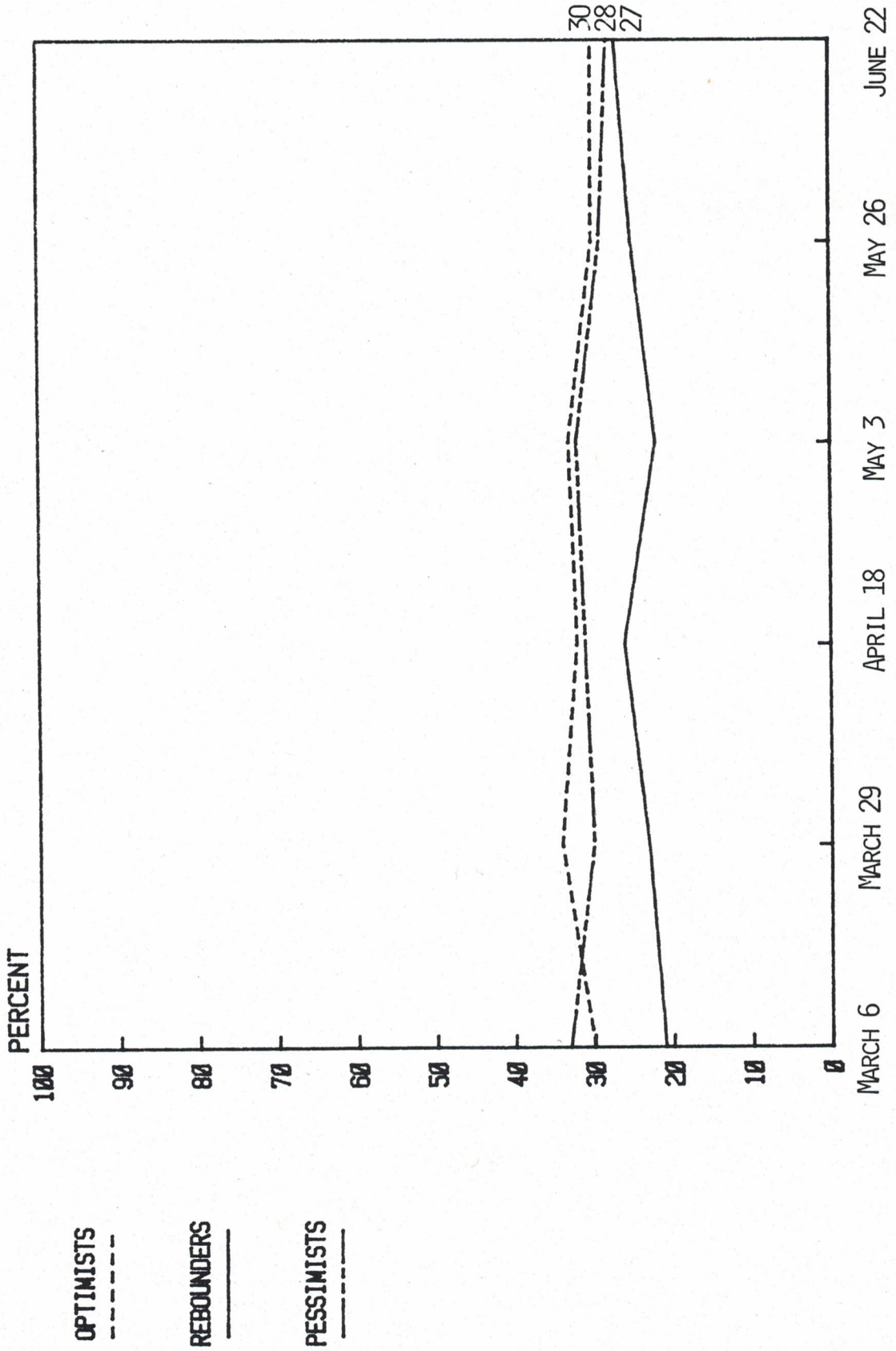
ASSESSMENT OF ECONOMY



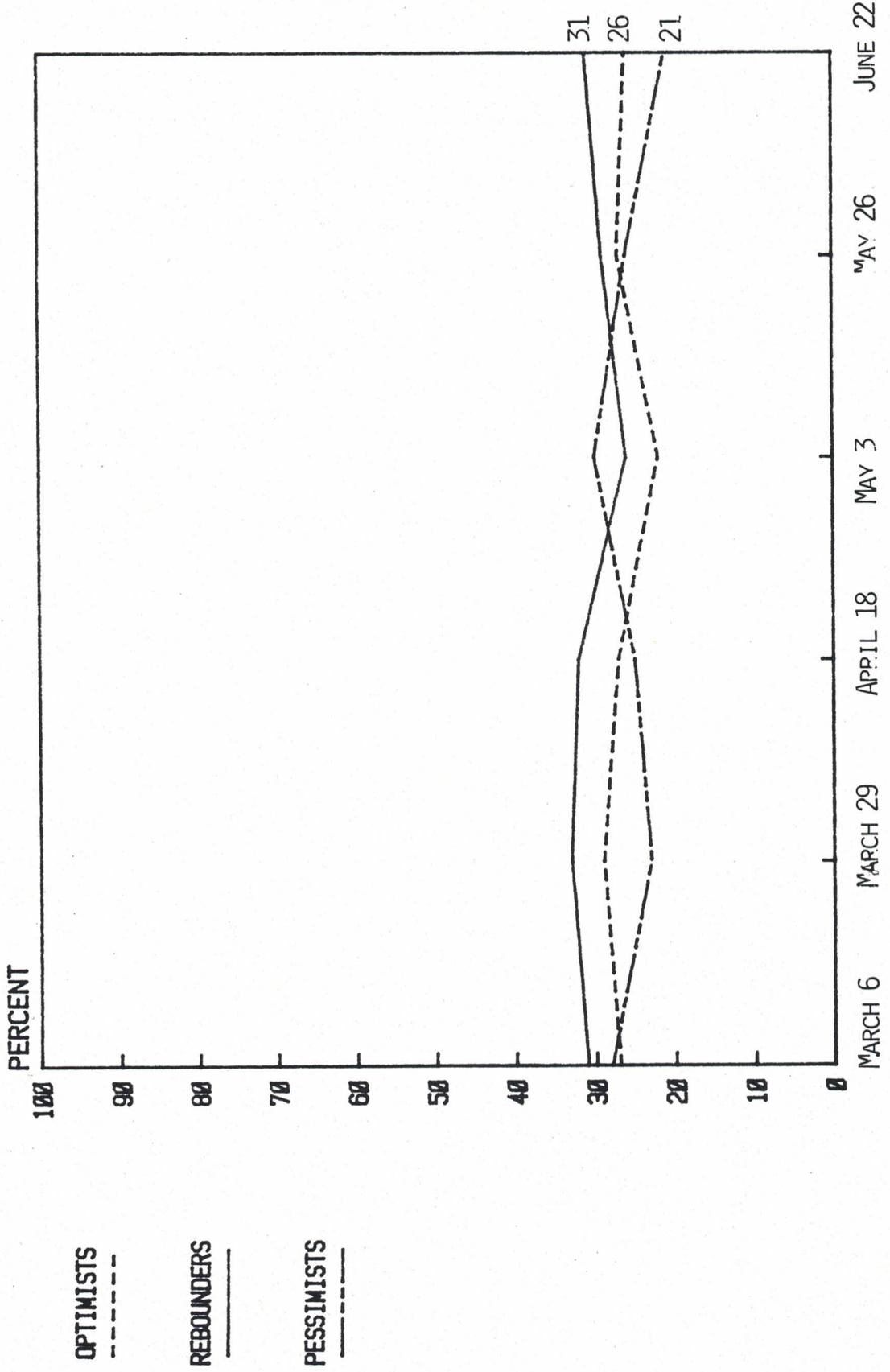
ASSESSMENT OF UNEMPLOYMENT



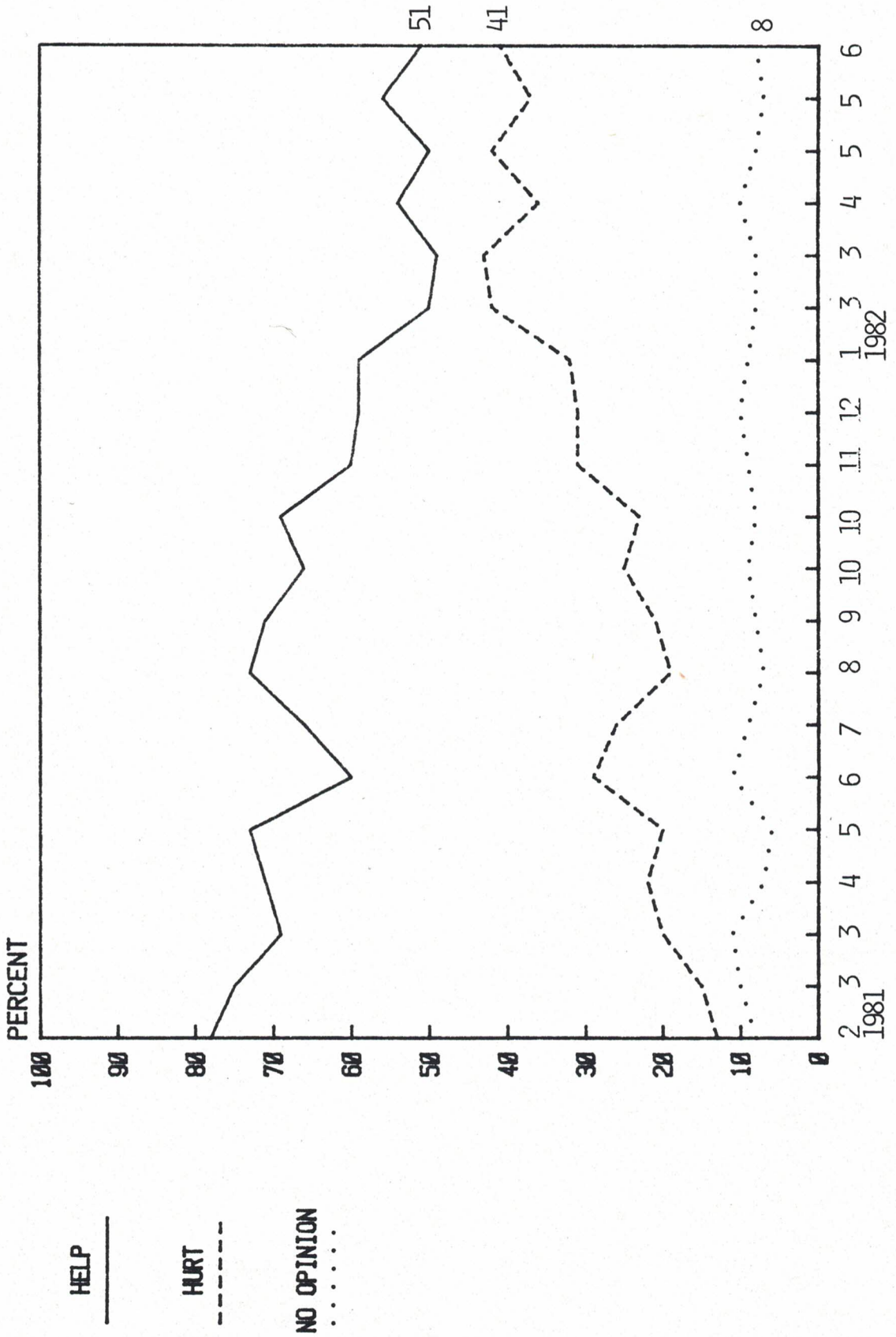
ASSESSMENT OF INFLATION



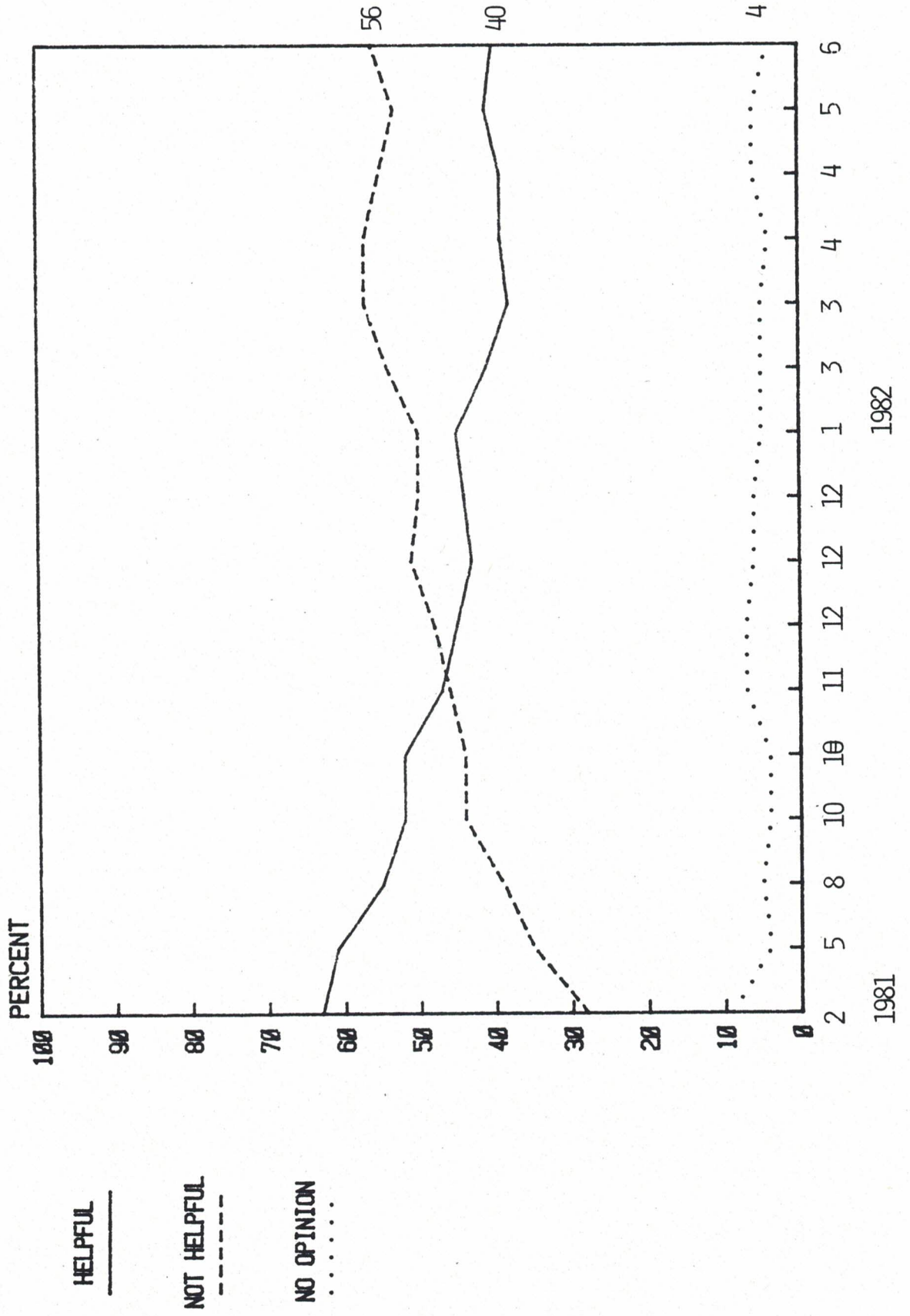
ASSESSMENT OF INTEREST RATES



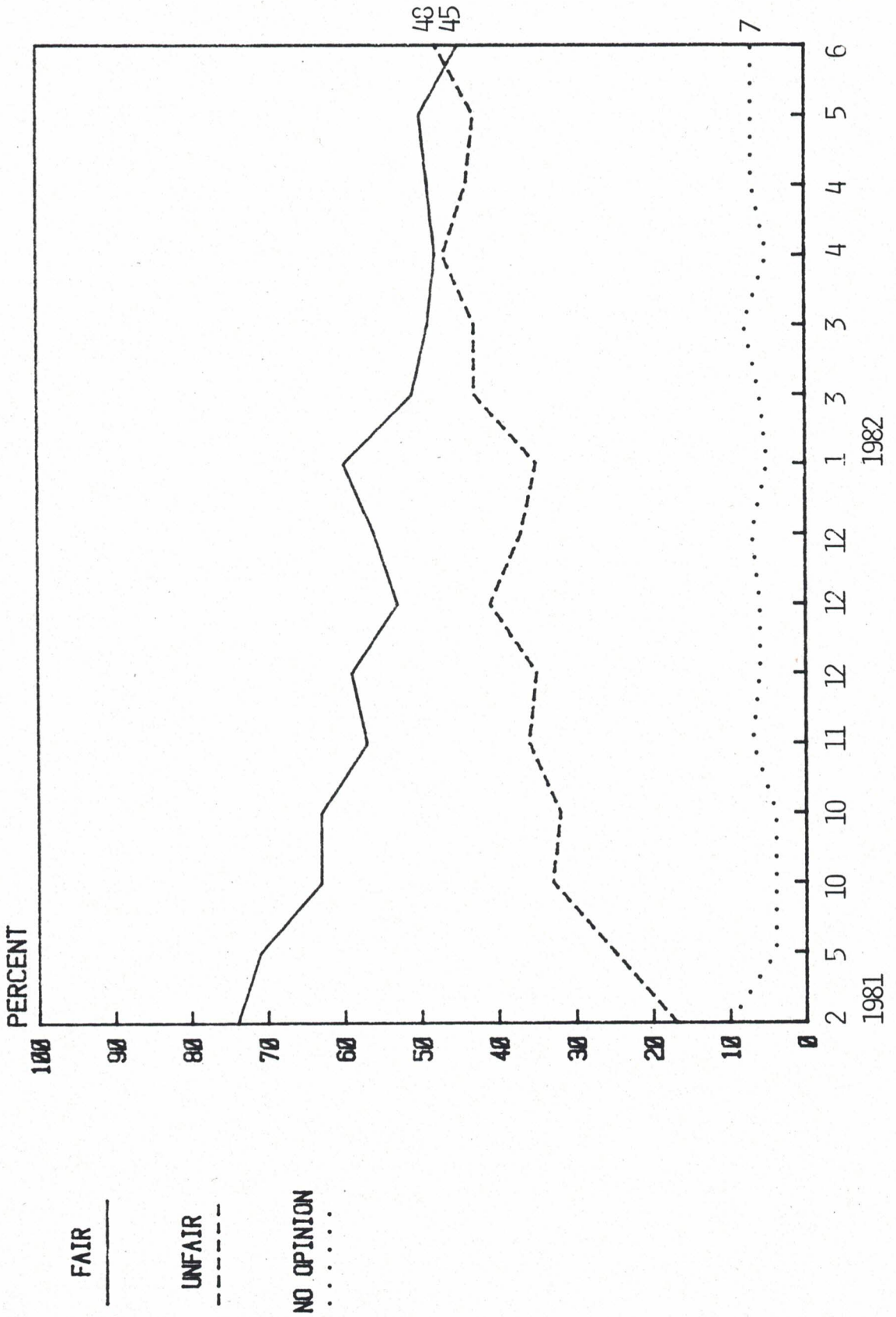
REAGAN ECONOMIC PROGRAM HELP OR HURT THE ECONOMY?



REAGAN ECONOMIC PROGRAM HELPFUL TO PEOPLE LIKE YOU?



REAGAN ECONOMIC PROGRAM FAIR OR UNFAIR?

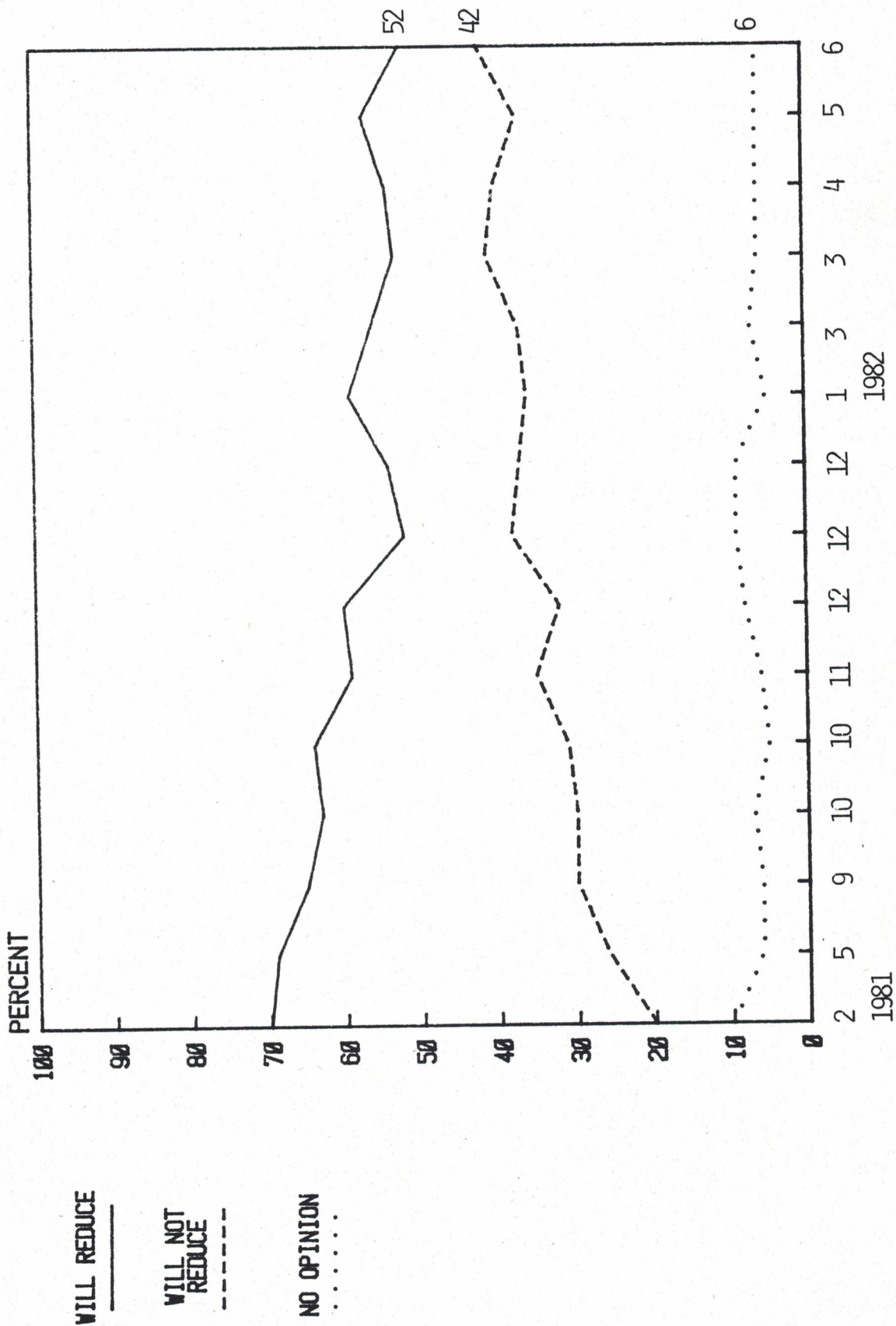


Why Fair or Unfair?

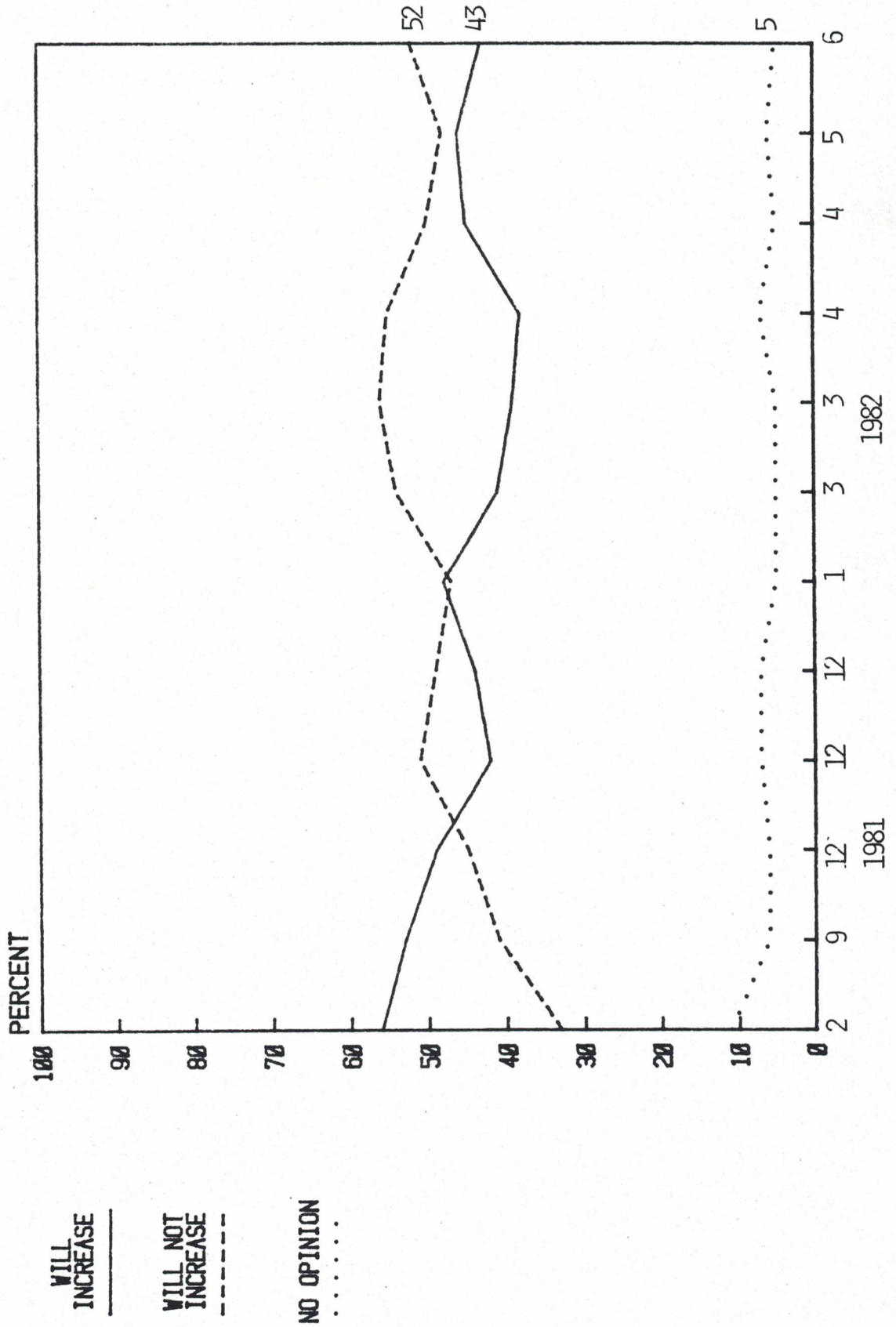
=====
 "Any why do you feel that Reagan's proposed economic program is (fair/unfair)? And what else? What else? And any other reasons you feel that Reagan's proposed economic program is (fair/unfair)?"

	<u>Percent</u>
Tax cuts - Positive	2
Reduce government spending - Positive	7
Reduce government bureaucracy - Positive	2
Help people - Positive	9
Reagan doing a good job	10
Reduce unemployment - Positive	3
Economy - Positive	3
Inflation - Positive	2
Interest rate - Positive	1
Reduce welfare - Positive	5
Reagan - Honest	1
Short term problems	4
Problems already exist	1
Fair - General positive	10
Tax cuts - Negative	3
Too much government spending	1
Too much defense	1
Budget cutback - Negative	6
Hurts people - General	19
Hurts the elderly	6
Hurts minorities	1
Favors rich	14
Reagan not doing a good job	4
Unemployment - Negative	7
Favor big business - Negative	2
Economy - Negative	1
Inflation - Negative	1
Interest rates - Negative	2
Hurts education	1
Unfair - General negative	5
No opinion	10

REAGAN ECONOMIC PROGRAM WILL IT REDUCE INFLATION?

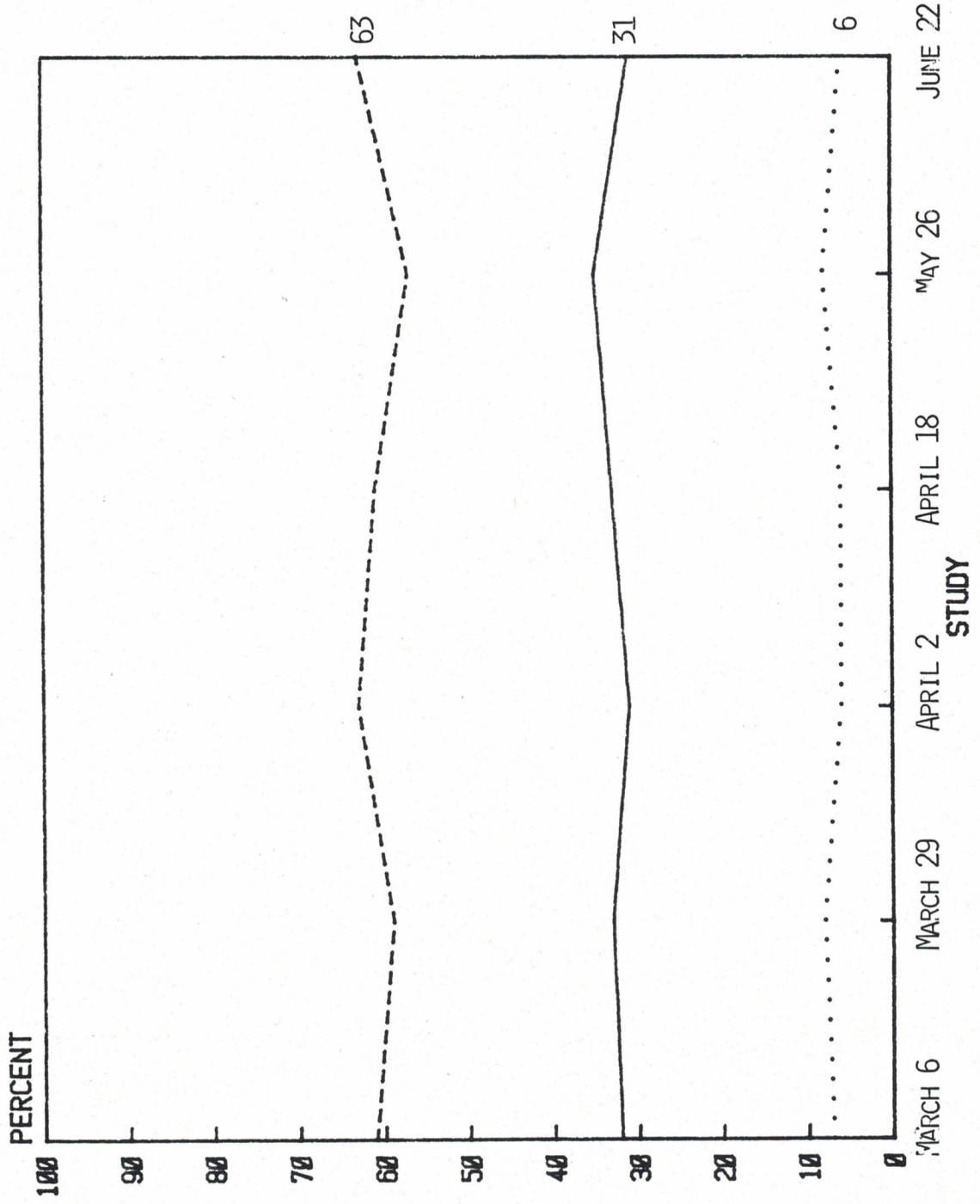


REAGAN ECONOMIC PROGRAM WILL IT INCREASE EMPLOYMENT?



REAGAN ECONOMIC PROGRAM

WILL IT BALANCE THE BUDGET?



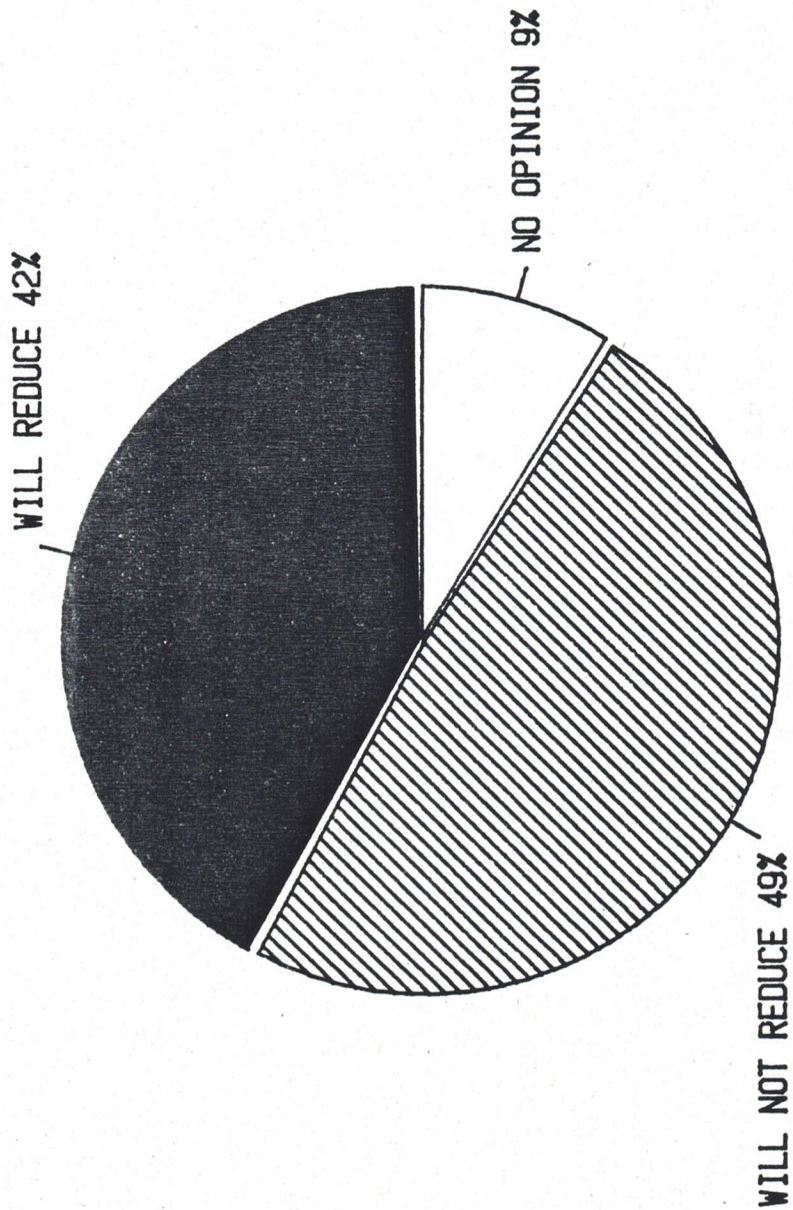
WILL BALANCE
——

WILL NOT
BALANCE
- - - -

NO OPINION
.....

REAGAN ECONOMIC PROGRAM

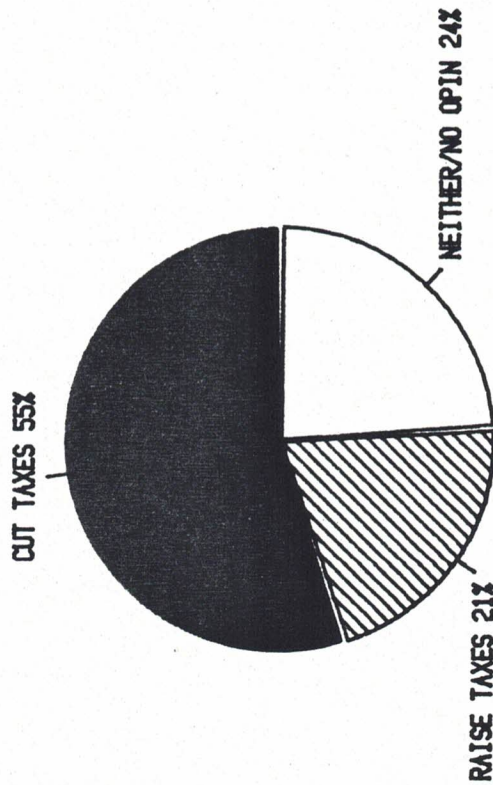
WILL IT REDUCE INTEREST RATES?



CUTTING TAXES

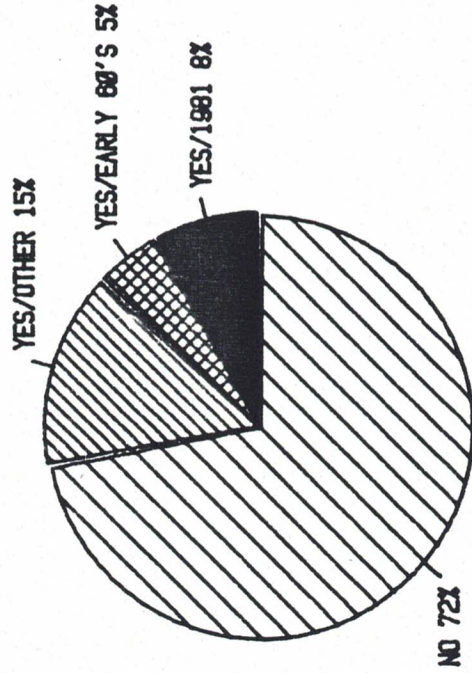
AS YOU MAY KNOW, THE FEDERAL BUDGET FOR NEXT YEAR WILL HAVE A DEFICIT OF AT LEAST 100 BILLION DOLLARS. WITH THIS SIZE OF A DEFICIT, DO YOU THINK TAXES SHOULD BE CUT IN HOPES OF STIMULATING THE ECONOMY OR RAISED TO LOWER THE DEFICIT?

SHOULD WE CUT THEM?



CAN YOU RECALL A TIME IN THE PAST WHEN THE FEDERAL TAX RATES WERE REDUCED? (IF YES) AND WHEN WAS THAT?

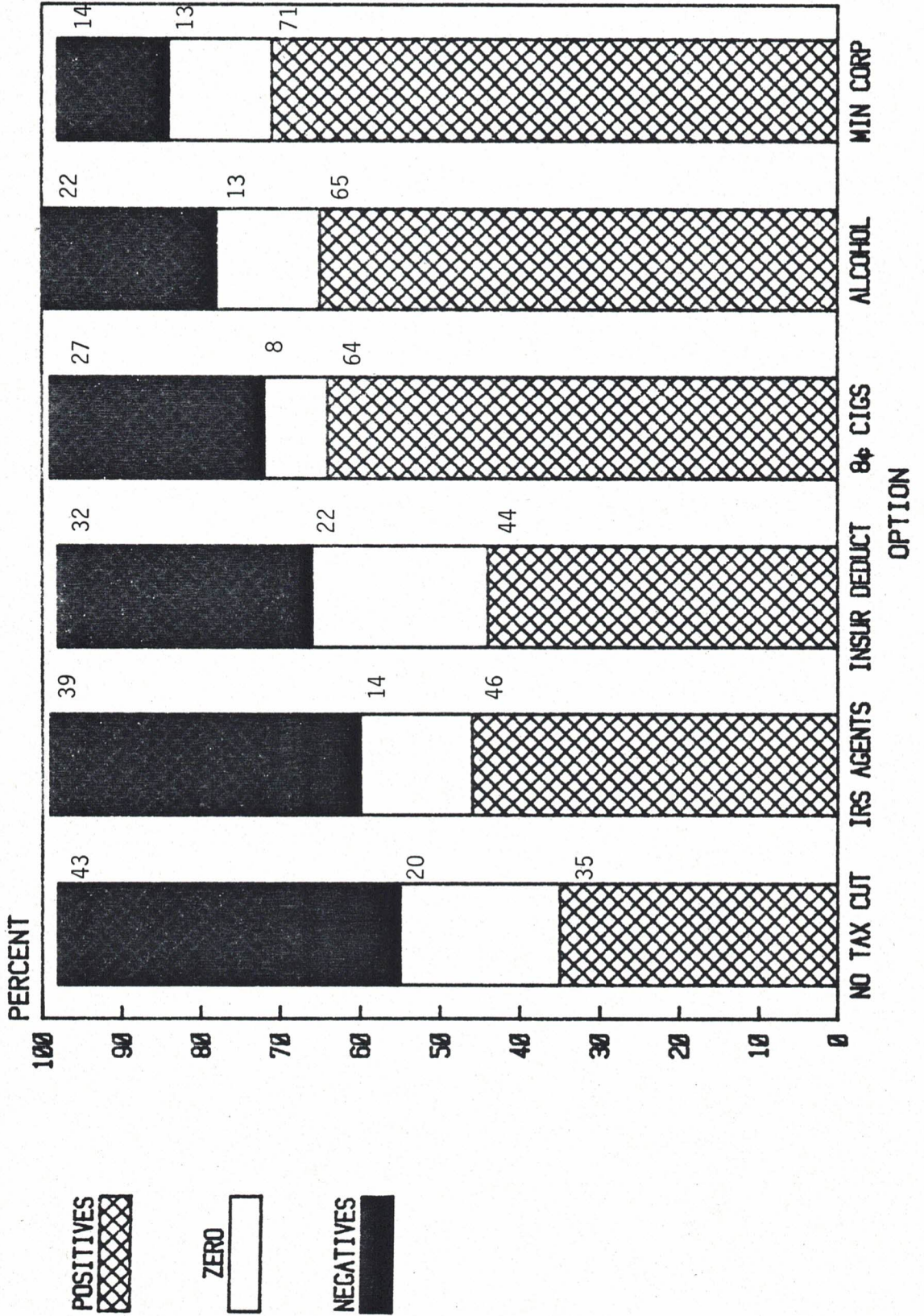
HAVE WE CUT THEM?



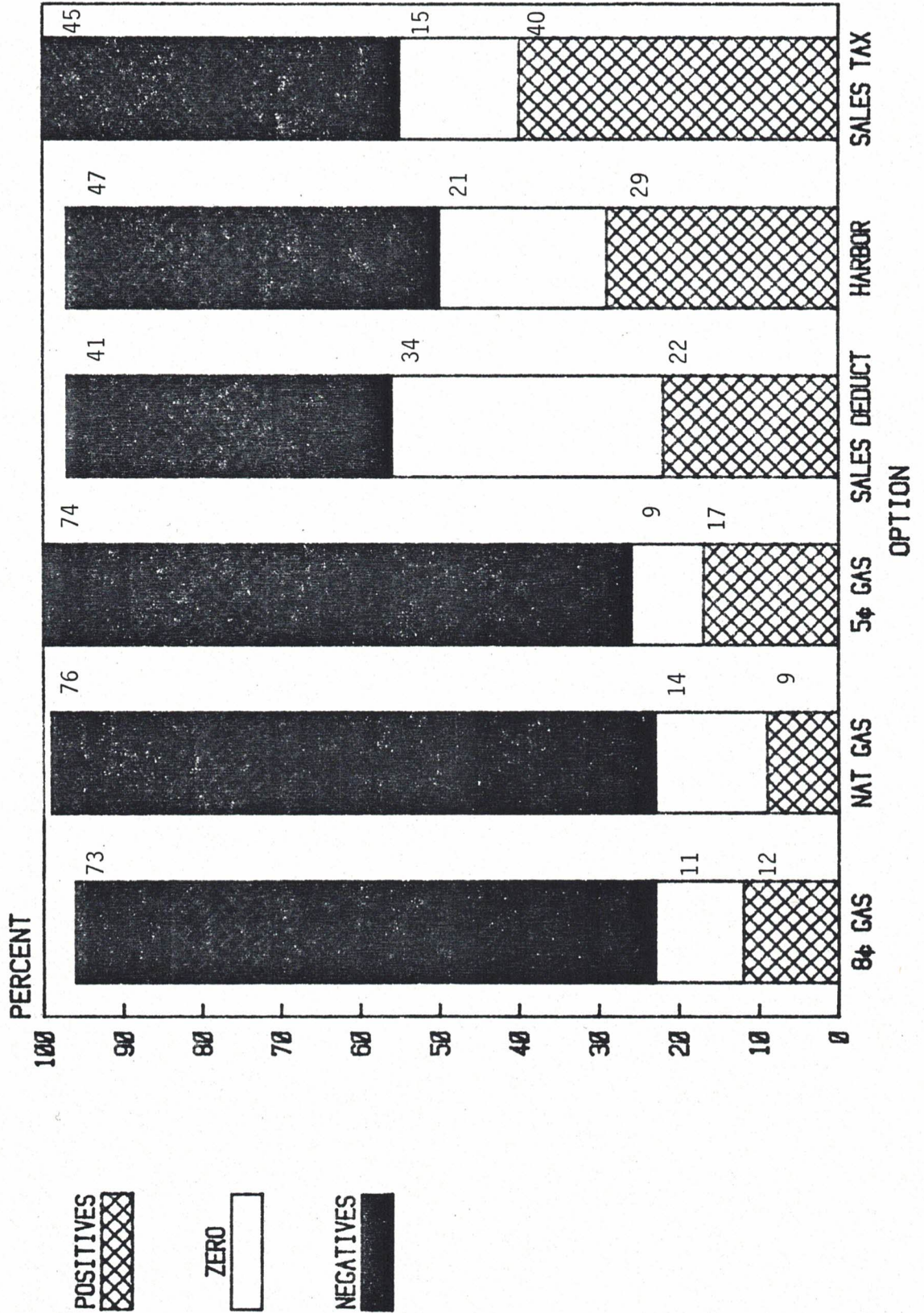
NO ONE LIKE TO HAVE THEIR TAXES INCREASED; HOWEVER, WITH THE PROSPECT OF A \$100 BILLION DOLLAR DEFICIT NEXT YEAR, AND PERHAPS LARGER DEFICITS IN THE FUTURE, TAXES MAY HAVE TO BE INCREASED IN ORDER TO RAISE MORE REVENUE. I'M GOING TO READ YOU A LIST OF TAX OPTIONS THAT HAVE BEEN PROPOSED, AND I'D LIKE YOU TO RATE EACH ONE ON A SCALE WHERE A MINUS 5 MEANS YOU STRONGLY OPPOSE THAT PLAN, WHILE A PLUS 5 MEANS YOU STRONGLY FAVOR THE PLAN. A ZERO THEREFORE MEANS THAT YOU NEITHER FAVOR NOR OPPOSE THE PLAN, BUT ARE NEUTRAL ABOUT IT. OF COURSE, YOU MAY USE ANY NUMBER BETWEEN MINUS 5 AND PLUS 5 TO INDICATE HOW MUCH YOU PERSONALLY FAVOR OR OPPOSE EACH PROPOSED TAX INCREASE. THE FIRST ONE IS HOW WOULD YOU RATE THAT ON A MINUS 5, PLUS 5 SCALE ?

- IMPOSING A NATIONAL SALES TAX OF 1% ON ALL ITEMS PURCHASED IN THE UNITED STATES
- ELIMINATING THE 10% FEDERAL INCOME TAX CUT THAT IS SCHEDULED TO TAKE EFFECT ON JULY 1, 1983
- RAISING THE TAX ON A PACK OF CIGARETTES BY 8 CENTS
- IMPOSING A TAX ON OIL THAT WOULD RAISE THE PRICE OF GASOLINE BY 5 CENTS A GALLON AT THE PUMP
- REPEALING THE PRESENT LAW THAT LETS ONE COMPANY SELL TAX BENEFITS IT CANNOT USE TO ANOTHER COMPANY WHO CAN TAKE THESE BENEFITS TO REDUCE ITS TAXES
- DOUBLING THE PRESENT TAX ON ALCOHOLIC BEVERAGES
- IMPOSING A WINDFALL PROFITS TAX ON DEREGULATED NATURAL GAS THAT WOULD RAISE THE COST OF NATURAL GAS TO THE CONSUMER BY 10%
- REPEALING THE DEDUCTIONS GIVEN ON FEDERAL INCOME TAXES FOR PAYMENT OF STATE SALES TAXES
- REQUIRING ALL CORPORATIONS THAT MAKE A PROFIT TO PAY A MINIMUM CORPORATE TAX
- LIMITING THE TAX DEDUCTIONS COMPANIES GET WHEN THEY PAY FOR EMPLOYEE HEALTH INSURANCE
- IMPOSING A TAX ON OIL THAT WOULD RAISE THE PRICE OF GASOLINE BY ABOUT 8 CENTS A GALLON
- INCREASING THE ENFORCEMENT OF THE PRESENT TAX LAWS BY HIRING MORE IRS AGENTS TO SEE THAT TAXES OWED TO THE GOVERNMENT ARE ACTUALLY PAID

TAX OPTIONS



TAX OPTIONS



Federal Budgeting Process

=====
"The entire federal budget process is the most irresponsible, Mickey Mouse arrangement that any governmental body has ever practiced."

Agree strongly	30%
Agree somewhat	24
Disagree somewhat	26
Disagree strongly	14
No opinion	6

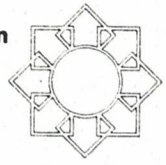
Budget Options

=====

"As you may know, the federal government will take in approximately 670 billion dollars in taxes and other revenue next year. It then has to budget that money among the various federal agencies and programs. I'd like to read to you two possible budgets for the United States. Please tell me which of them you would prefer if you had to choose.

Budget A would spend, among other things, 1 billion dollars more for education, training, employment and social programs; 3 billion dollars more for social security, retirement benefits and other income security programs; and 1 billion dollars more for energy than Budget B would spend. But, Budget A would run a deficit of 16 billion dollars greater than Budget B and therefore, some people believe Budget A would be more inflationary. Which do you prefer, Budget A or Budget B?"

Budget A	44%
Budget B	47
Neither	2
Don't know	7

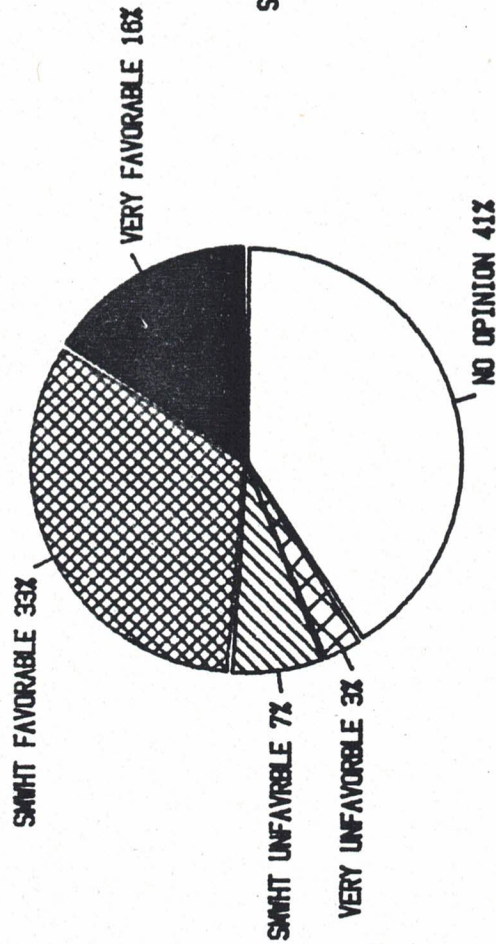


FOREIGN POLICY AND ISSUES

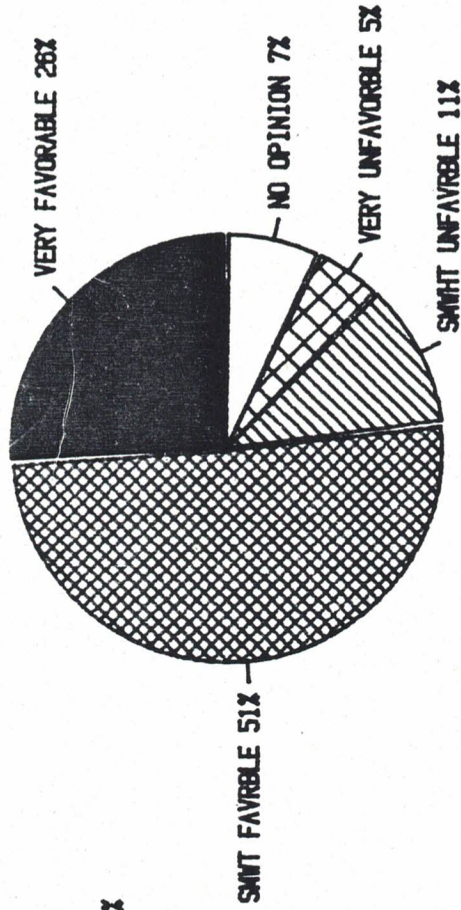
IMPRESSION: EUROPEAN TRIP

GENERALLY SPEAKING, DO YOU THINK RONALD REAGAN MADE A FAVORABLE OR UNFAVORABLE IMPRESSION ON OUR ALLIES IN EUROPE? WOULD YOU SAY IT WAS VERY (FAVORABLE/UNFAVORABLE) OR JUST SOMEWHAT (FAVORABLE/UNFAVORABLE)?

OF TOTAL POPULATION



OF THOSE HEARD/READ



Gaining Allied Respect

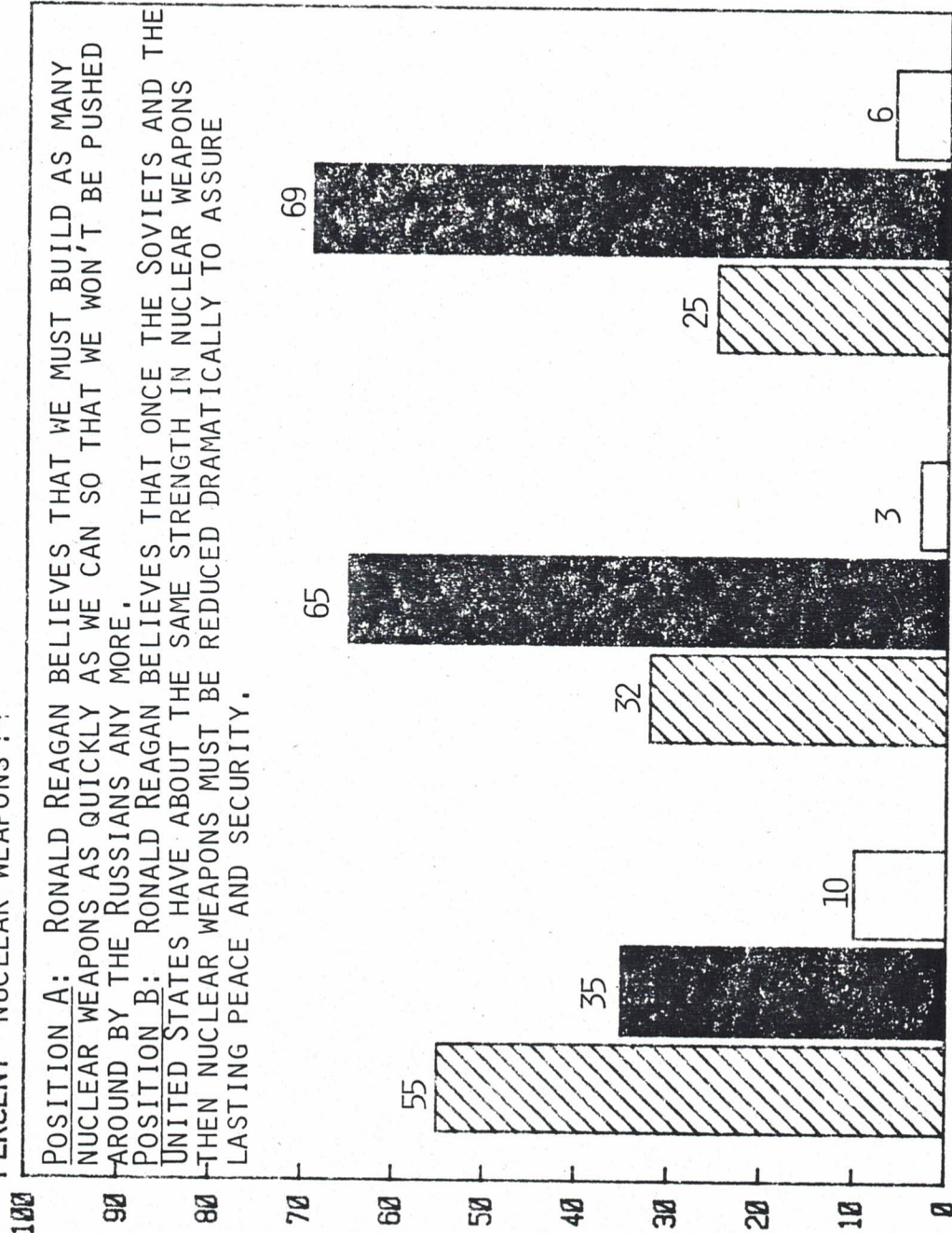
=====
"How successful do you think Ronald Reagan has been in getting our allies abroad to again respect the U.S. more? Would you say he has been very successful, somewhat successful or not successful at all?"

Very successful	15%
Somewhat successful	62
Not successful at all	19
No opinion	4

REAGAN ON NUCLEAR WEAPONS

FROM WHAT YOU'VE HEARD AND READ, WHICH OF THE FOLLOWING TWO POSITIONS BEST DESCRIBES THE WAY RONALD REAGAN FEELS ABOUT PERCENT NUCLEAR WEAPONS ? :

POSITION A: RONALD REAGAN BELIEVES THAT WE MUST BUILD AS MANY NUCLEAR WEAPONS AS QUICKLY AS WE CAN SO THAT WE WON'T BE PUSHED AROUND BY THE RUSSIANS ANY MORE.
POSITION B: RONALD REAGAN BELIEVES THAT ONCE THE SOVIETS AND THE UNITED STATES HAVE ABOUT THE SAME STRENGTH IN NUCLEAR WEAPONS THEN NUCLEAR WEAPONS MUST BE REDUCED DRAMATICALLY TO ASSURE LASTING PEACE AND SECURITY.



STUDY

POSITION A

POSITION B

NEITHER/
DON'T KNOW

Thermometer Ratings

=====

Now I'd like to get your feelings toward some people, organizations and countries. I'm going to read you some names and I'd like you to rate each one on a scale from 0 to 100, where the worst possible person, group, or country -- in your judgment -- would get a rating of 0, while the best possible person, group or country would get a rating of 100. Most things, of course, would be rated somewhere in between those extremes.

Remember, we just want to know your opinion of these people, institutions, and countries -- with 0 being the worst possible rating and 100 being the best. If I name someone who you don't know too much about, just tell me and we'll go on to the next one.

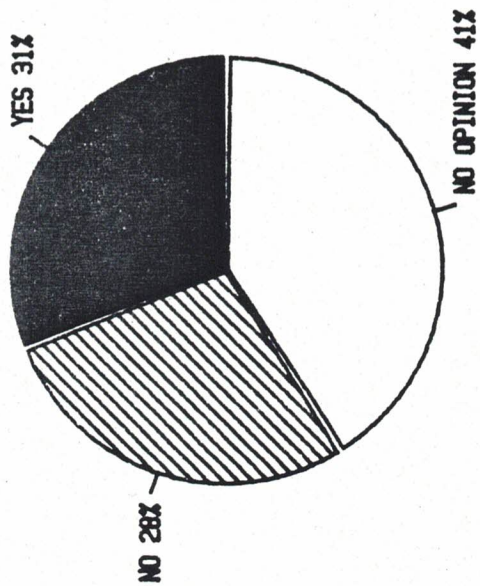
The first one is _____ -- how do you feel about (him/her/it)?

	<u>Rating</u>	<u>Percent Responding</u>
Italy	52	74%
Germany	56	82
Israel	51	84
England	65	89
Japan	55	86
Palestine Liberation Organization	17	81
Menachem Begin	49	79

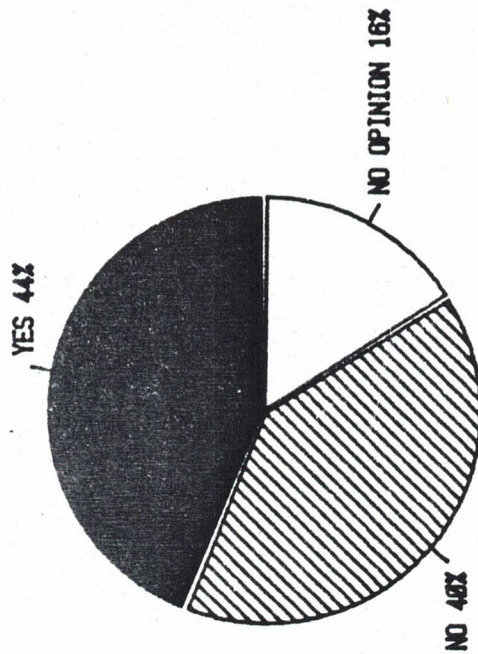
ISRAELI ACTION JUSTIFIED?

IN YOUR OPINION, IS ISRAEL JUSTIFIED IN
SENDING TROOPS INTO LEBANON ?

OF TOTAL POPULATION



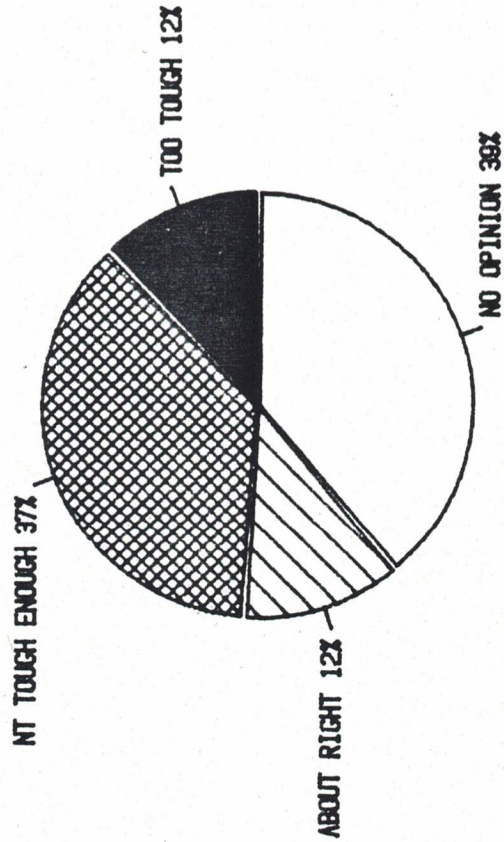
OF THOSE HEARD/READ



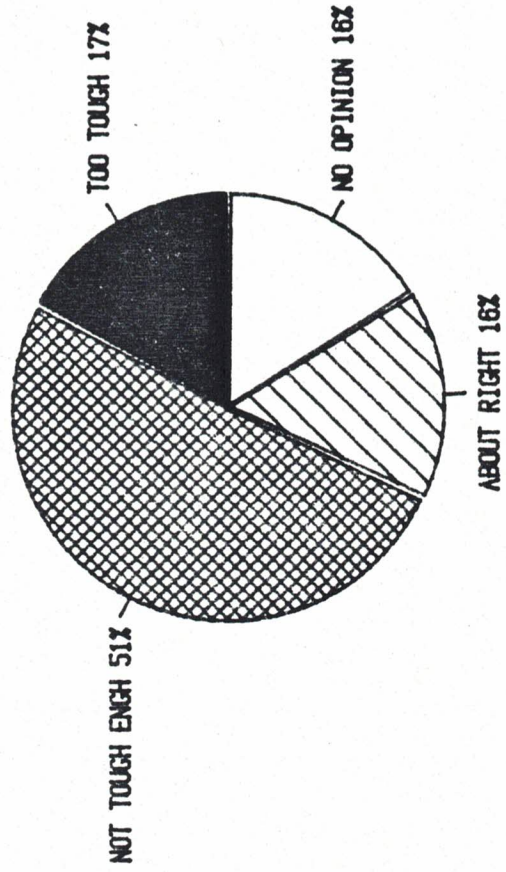
U.S. RESPONSE TO ISRAELI ACTION

DO YOU THINK THE UNITED STATES' RESPONSE TO ISRAEL'S ACTIONS IS TOO TOUGH OR NOT TOUGH ENOUGH?

OF TOTAL POPULATION



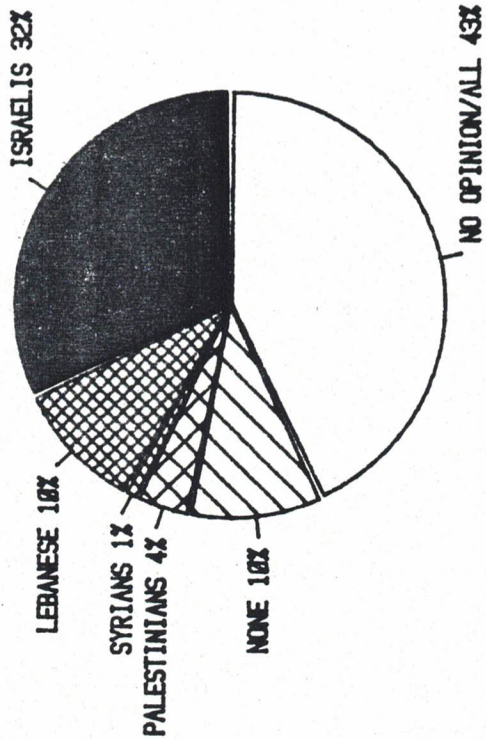
OF THOSE HEARD/READ



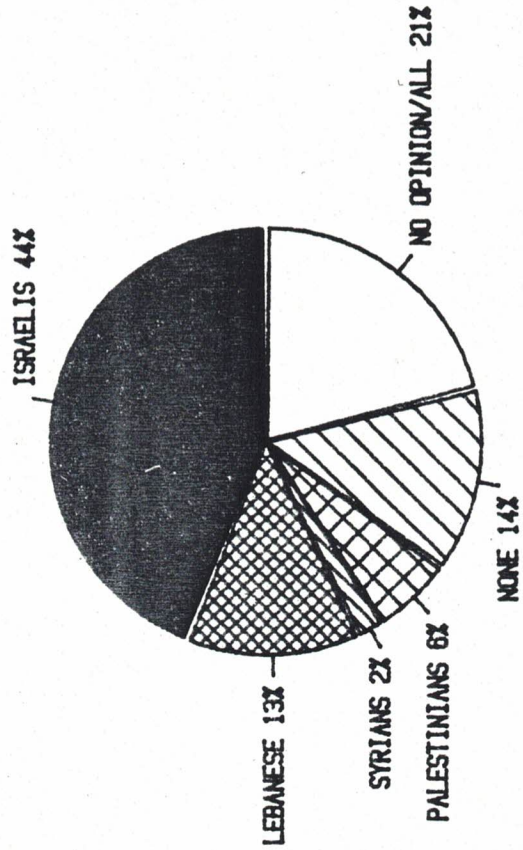
MIDEAST SYMPATHIES

IN THE MIDEAST IN GENERAL, DO YOUR SYMPATHIES LIE MORE WITH THE ISRAELIS, LEBANESE, SYRIANS, OR PALESTINIANS?

OF TOTAL POPULATION



OF THOSE HEARD/READ

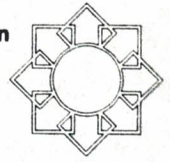


Israeli Influence on U.S. Foreign Policy

=====

"When it comes to the Mideast, Israel now has far too much influence on the United States Congress and the State Department in developing and implementing our foreign policy in this key area."

Agree strongly	30%
Agree somewhat	27
Disagree somewhat	19
Disagree strongly	11
No opinion	13

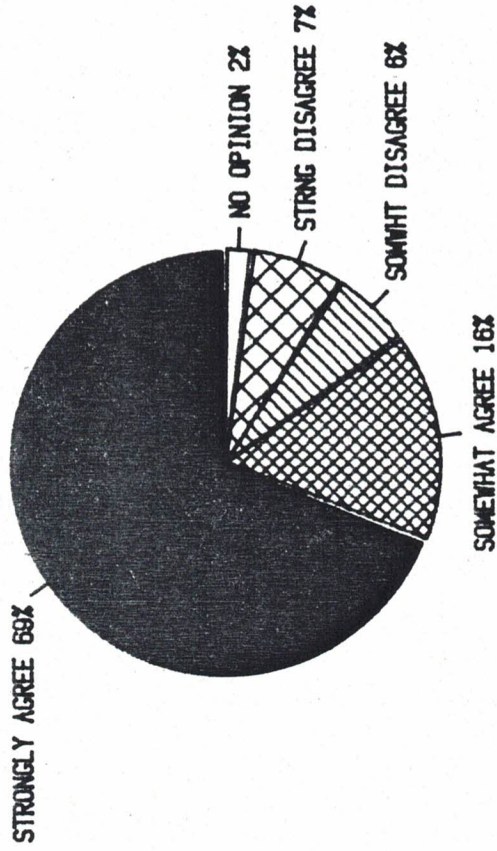
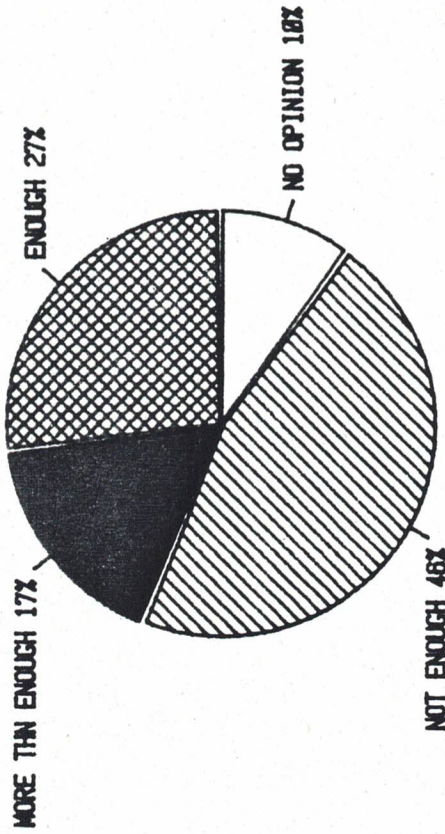


OTHER ISSUES

GOVERNMENT EMPLOYEE CUTBACKS

MORE SPECIFICALLY, DO YOU THINK RONALD REAGAN HAS CUT THE NUMBER OF FEDERAL GOVERNMENT EMPLOYEES ... ENOUGH, MORE THAN ENOUGH OR NOT ENOUGH DURING HIS FIRST YEAR AS PRESIDENT ?

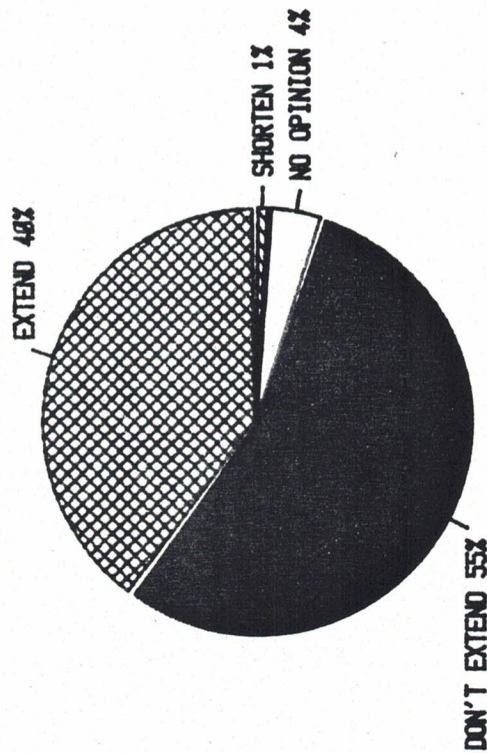
IF WE HAVE TO CUT THE NUMBER OF EMPLOYEES IN THE FEDERAL GOVERNMENT, THOSE WHO KEEP THEIR JOBS SHOULD BE THE PEOPLE WHO DO THE BEST JOB, NOT NECESSARILY THOSE WHO HAVE BEEN THERE THE LONGEST.



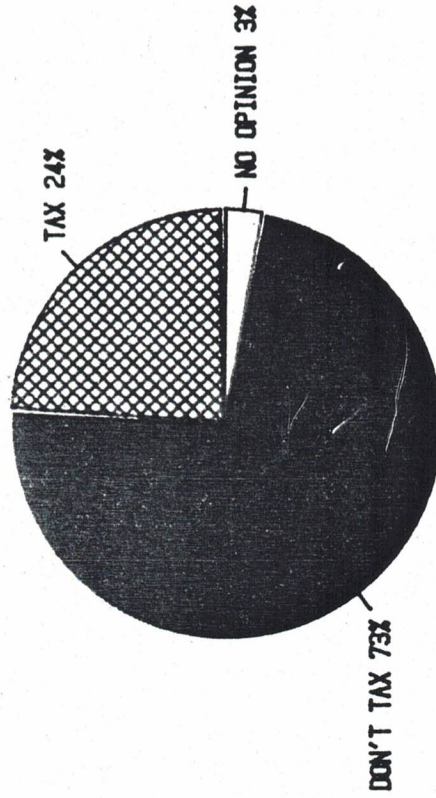
EXTEND UNEMPLOYMENT BENEFITS?

AS YOU MAY KNOW, UNEMPLOYED PEOPLE CAN PRESENTLY RECEIVE UNEMPLOYMENT INSURANCE BENEFITS FOR A MAXIMUM OF 39 WEEKS. SOME PEOPLE FEEL THAT DURING THIS TIME OF RECESSION, THE GOVERNMENT SHOULD EXTEND THIS TIME PERIOD TO 52 WEEKS, EVEN IF IT COSTS ONE BILLION DOLLARS. OTHERS SAY THE TIME PERIOD SHOULD NOT BE EXTENDED BECAUSE IT WILL COST TOO MUCH. HOW ABOUT YOU? DO YOU THINK CONGRESS SHOULD EXTEND THE PERIOD OF TIME INDIVIDUALS CAN RECEIVE UNEMPLOYMENT INSURANCE BENEFITS, OR SHOULD THEY LEAVE IT AS IT IS NOW? AND DO YOU THINK UNEMPLOYMENT BENEFITS SHOULD BE CONSIDERED AS TAXABLE INCOME, OR NOT?

EXTENSION



TAXATION



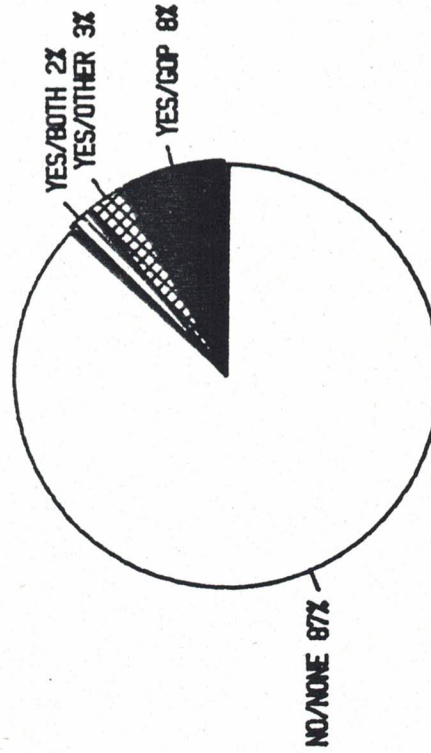
Thermometer Ratings Over Time

Study	Aug 12-16 X	Sep 9-15 XI	Sep 18-28 TRI	Oct 5-14 TRII	Oct 17-26 TRIII	Nov 9-18 TRIV	Nov 30- Dec 9 TRV	Dec 13-16 TRVI	Dec 18-22 VII	Jan 11-19 RNC1	Feb 25 Mar 6 RNC4	Mar 20-29 RNC5	April 12-18 RNC7	Jun 16- RNC
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Walter Mondale	56	54	55	57	54	55	53	52	52	52	50	52	52	50
Ted Kennedy	47	*	50	51	48	53	41	49	51	49	49	54	53	51
Caspar Weinberger	*	*	*	*	*	*	*	53	*	*	50	*	*	*
Drew Lewis	55	*	*	*	*	*	*	*	*	*	44	*	*	*
Alexander Haig	*	*	*	*	*	*	54	*	47	*	49	*	*	*
Ray Donovan	*	*	*	*	*	*	*	*	*	*	42	*	*	33
Ronald Reagan	72	70	64	69	67	66	64	61	61	63	56	51	58	58
James Watt	*	*	39	*	*	*	*	*	*	*	*	*	*	40
Richard Richards	*	*	*	*	*	*	*	*	*	*	*	*	*	42
Charles Mannatt	*	*	*	*	*	*	*	*	*	*	*	*	*	43
Tip O'Neill	*	*	53	*	*	*	*	*	*	*	*	*	*	50
Menachem Begin	*	*	50	*	*	*	*	*	*	*	*	*	*	49
Republicans	61	60	55	58	58	*	57	56	55	55	53	52	*	54
Democrats	55	55	57	58	56	*	58	57	57	5 ^o	57	60	*	60

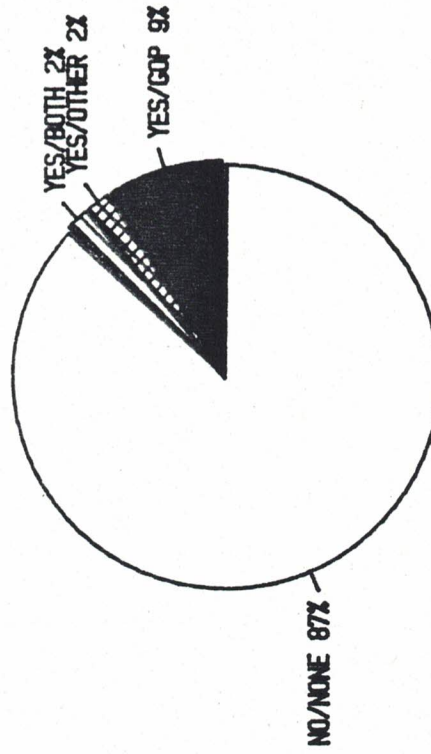
NATIONAL PARTY TV ADS

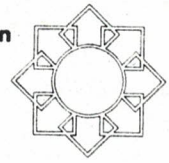
WITHIN THE LAST FEW WEEKS, HAVE YOU SEEN ANY TELEVISION ADVERTISING DONE BY THE NATIONAL POLITICAL PARTIES? THAT IS, COMMERCIALS DONE FOR THE NATIONAL PARTIES IN GENERAL, NOT FOR SPECIFIC CANDIDATES? (IF YES) WHICH PARTY? (IF GOP, DEMOCRAT, OR OTHER) WERE YOU FAVORABLY OR UNFAVORABLY IMPRESSED WITH THE COMMERCIALS?

RNC 9: MAY 26, 1982



RNC 10: JUNE 23, 1982





National Television Ads

=====

"Within the last few weeks, have you seen any television advertising done by the national political parties? That is, commercials done for the national parties in general, not for specific candidates?"

"Which party?"

"Were you favorably or unfavorably impressed with the commercial(s)?"

	RNC 9 May 20-26 <u>1982</u>	RNC10 June 15-22 <u>1982</u>
Yes/GOP/favorably	2%	3%
Yes/GOP/unfavorably	4	5
Yes/GOP/no opinion	2	1
Yes/Democrats/favorably	1	1
Yes/Deomcrats/unfavorably	1	1
Yes/Democrats/no opinion	1	0
Yes/Other/favorably	0	0
Yes/Other/unfavorably	0	0
Yes/Other/no opinion	0	0
Yes/Both (Deomcrat and GOP)	7	2
No/Haven't seen any	87	87

1982 CONGRESSIONAL VOTE W/PUSH

THINKING ABOUT THE 1982 ELECTIONS FOR A MOMENT, IF THE 1982 ELECTIONS FOR U.S. CONGRESS WERE BEING HELD TODAY, WOULD YOU BE VOTING FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE IN YOUR DISTRICT? WHICH WAY DO YOU LEAN AS OF TODAY -- TOWARD THE REPUBLICAN OR DEMOCRATIC CANDIDATE?

