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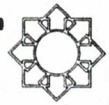
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FLASH RESULTS OF RNC 11

NATIONAL BENCHMARK STUDY

JULY 16-19, 1982

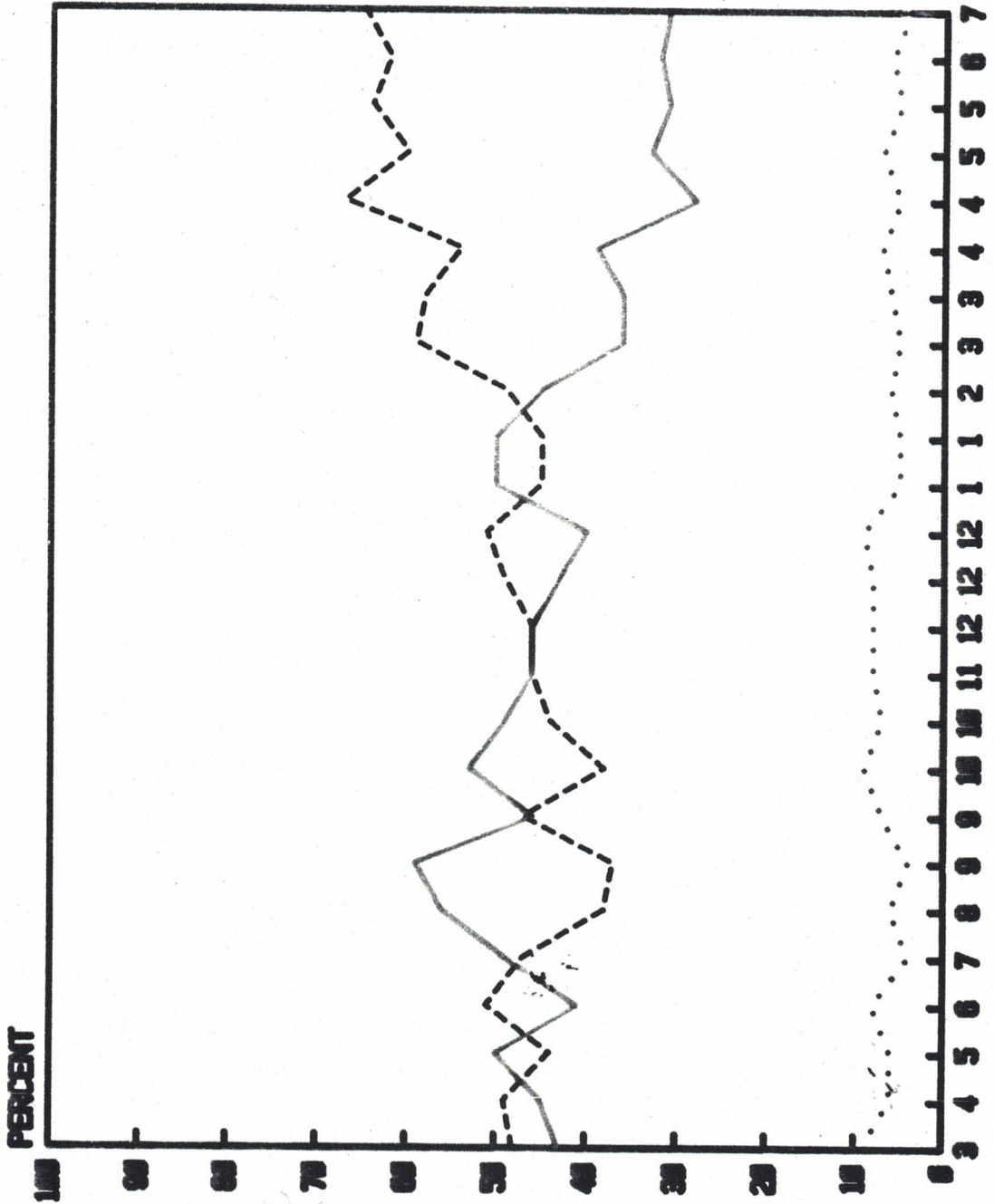
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# POLITICAL CLIMATE

# RIGHT DIRECTION/WRONG TRACK

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

WRONG TRACK

NO OPINION



Number One National Problem

(Rank order by frequency of mention on latest survey)

	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 TRVII	Jan 11-19 RNC1	Feb 25 Mar 6 RNC4	Mar 20-29 RNC5	April 12-18 RNC7	May 21-26 RNC9	June 16-22 RNC10	June 16-22 RNC10
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unemployment	7	6	8	12	17	13	17	17	23	29	28	28	27	28
Inflation	30	25	25	26	21	21	22	24	17	17	13	15	15	12
Economy/General	17	12	16	16	15	19	14	16	10	6	19	6	6	18
High interest rates	7	9	7	6	5	3	3	5	6	5	5	7	7	5
World peace	4	7	6	6	6	10	10	5	5	5	9	7	7	5
Government spending	3	5	3	4	3	5	4	3	5	3	3	3	2	2
Decline in morals	3	4	5	5	4	3	4	5	5	4	4	6	6	5
Social Security	6	3	2	3	4	5	3	3	3	3	5	4	3	3
Crime	3	5	4	3	3	2	2	4	3	2	3	3	3	2
Foreign policy	1	2	2	1	1	3	3	2	2	3	2	1	2	3
Taxes	2	1	1	2	1	1	1	1	1	1	2	1	1	1
National defense	2	3	2	1	2	2	1	1	1	1	2	1	1	1
Labor unions	-	-	1	-	1	1	-	-	-	1	-	-	-	-

## Measures of Egalitarianism

=====

"Here are some statements people have made to us about the country. As I read each one, please tell me whether you agree or disagree with what is said. Would that be strongly (agree/disagree) or just somewhat (agree/disagree)?

Everyone should have an equal say in most things.

	<u>Percent</u>
Agree strongly	60
Agree somewhat	26
Disagree somewhat	8
Disagree strongly	5
No opinion	1

Everyone should have what he needs, the important things belong to all of us.

	<u>Percent</u>
Agree strongly	37
Agree somewhat	37
Disagree somewhat	14
Disagree strongly	8
No opinion	4

### Measures of Religiosity

=====

"Here are some statements people have made to us about the country. As I read each one, please tell me whether you agree or disagree with what is said. Would that be strongly (agree/disagree) or just somewhat (agree/disagree)?

This country would be better off if religion had a greater influence in daily life.

	<u>Percent</u>
Agree strongly	58
Agree somewhat	22
Disagree somewhat	11
Disagree strongly	8
No opinion	1

God exists in the form in which the Bible describes Him.

	<u>Percent</u>
Agree strongly	65
Agree somewhat	18
Disagree somewhat	8
Disagree strongly	5
No opinion	4

## Measures of Authoritarianism

=====  
 "Here are some statements people have made to us about the country. As I read each one. Please tell me whether you agree or disagree with what is said. Would that be strongly (agree/disagree) or just somewhat (agree/disagree)?

A few good leaders could make this country better than all the laws and talk.

	<u>Percent</u>
Agree strongly	44
Agree somewhat	28
Disagree somewhat	16
Disagree strongly	9
No opinion	3

Most people who don't get ahead just don't have enough will power.

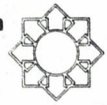
	<u>Percent</u>
Agree strongly	29
Agree somewhat	27
Disagree somewhat	22
Disagree strongly	21
No opinion	1

What young people need most of all is strict discipline by their parents.

	<u>Percent</u>
Agree strongly	60
Agree somewhat	24
Disagree somewhat	10
Disagree strongly	5
No opinion	1

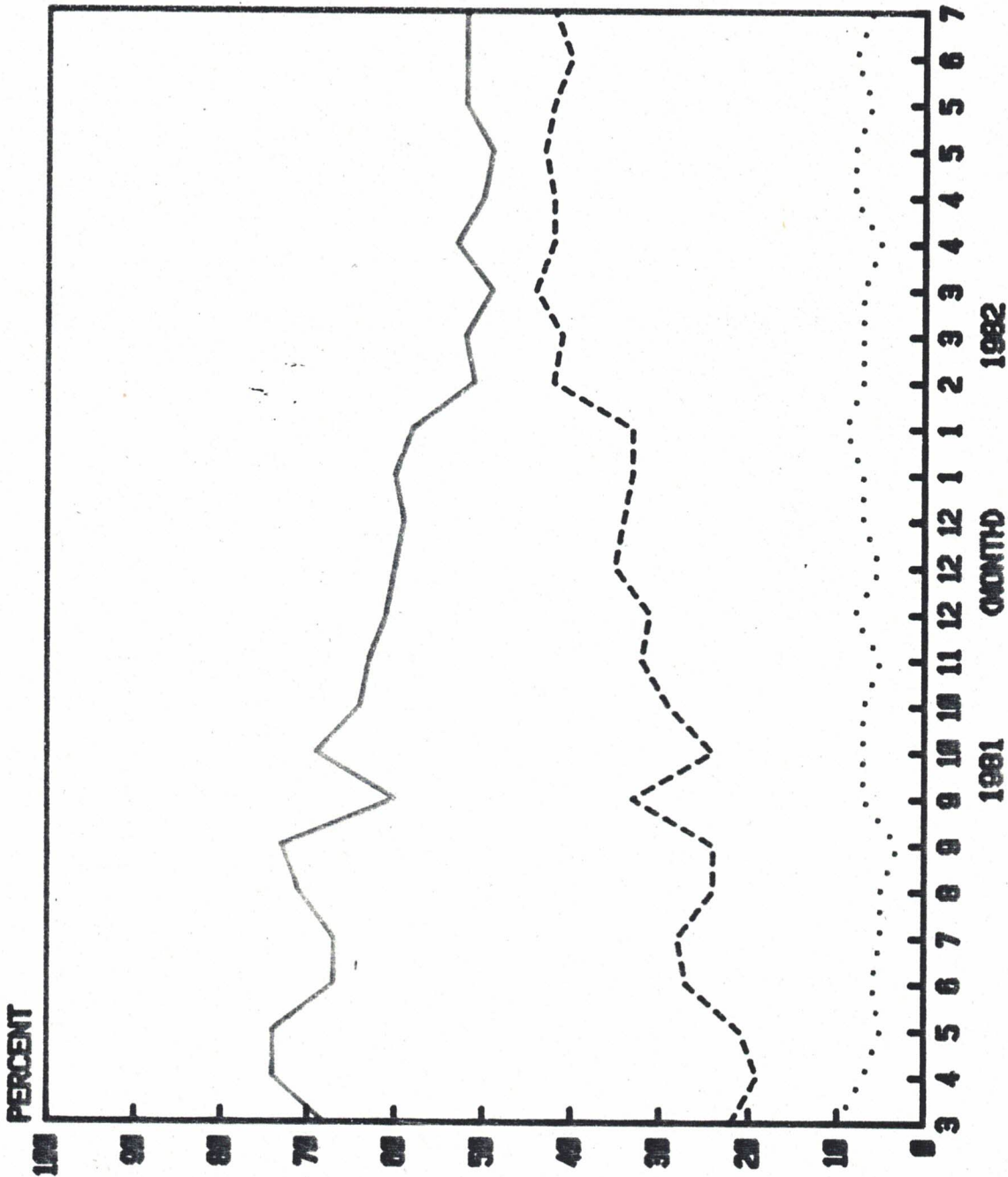
An insult to your honor should never be forgotten.

	<u>Percent</u>
Agree strongly	26
Agree somewhat	20
Disagree somewhat	27
Disagree strongly	25
No opinion	2



PRESIDENTIAL PERFORMANCE

# REAGAN JOB RATING GENERAL



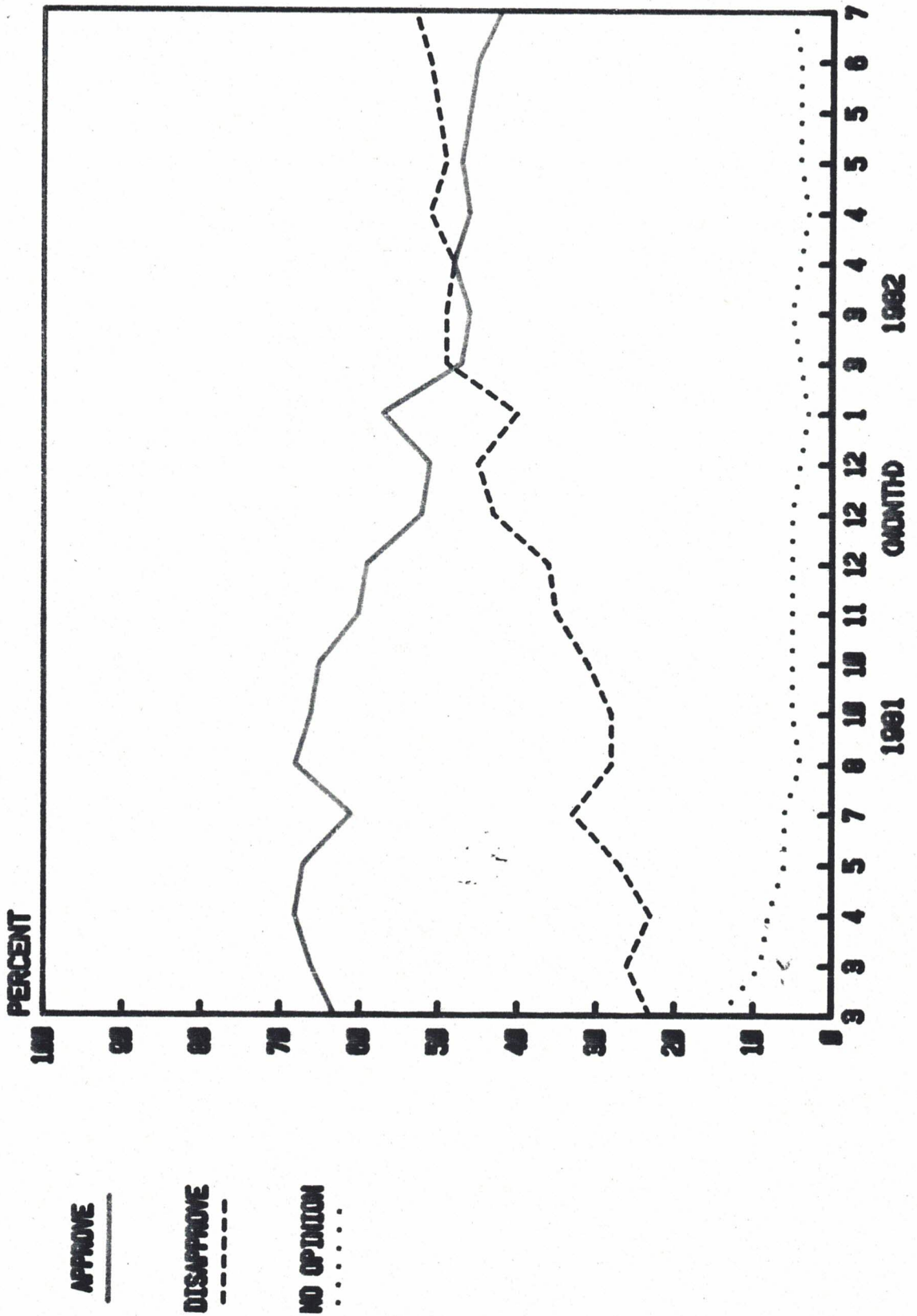
APPROVE

DISAPPROVE

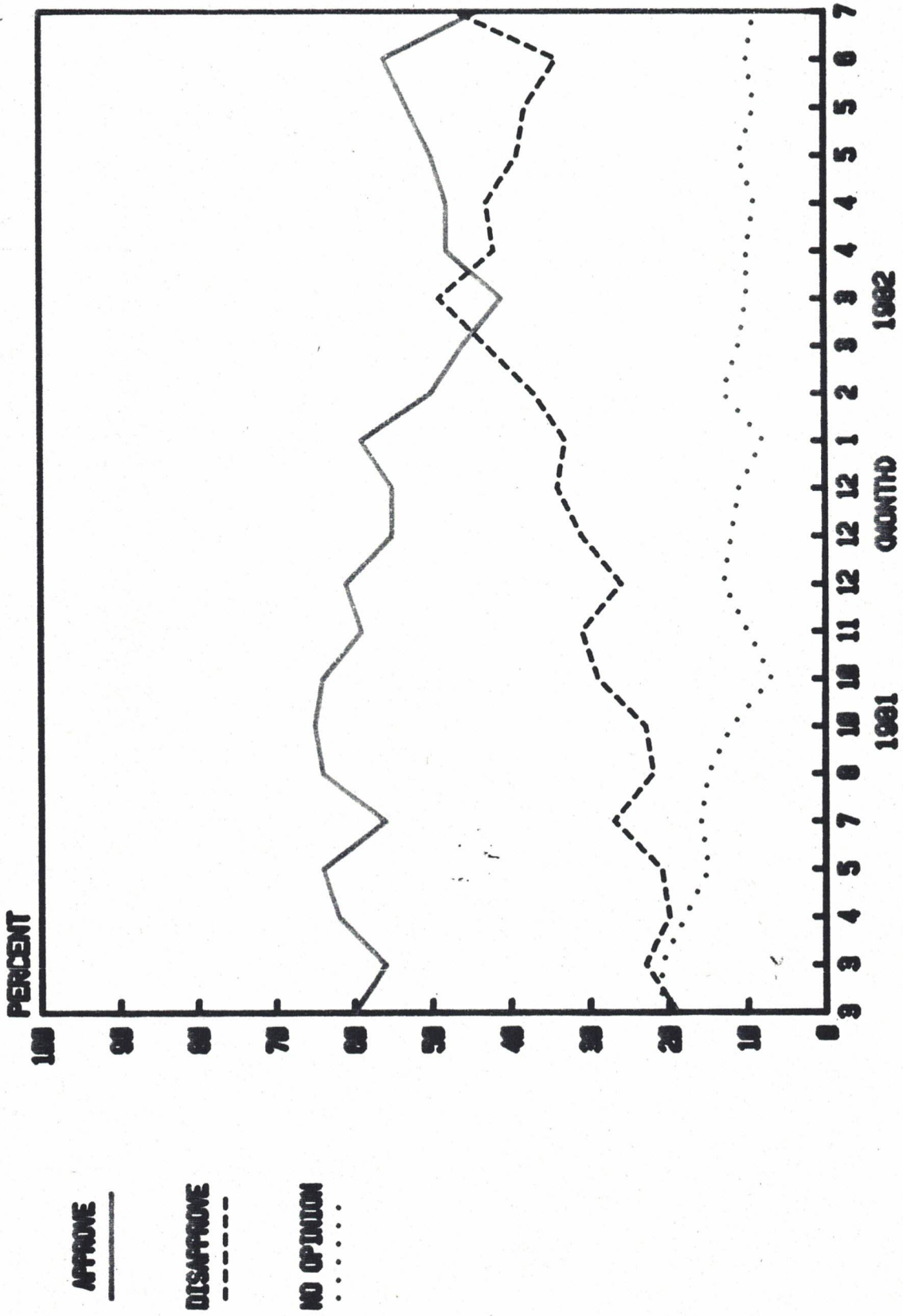
NO OPINION



# REAGAN JOB RATING ECONOMY

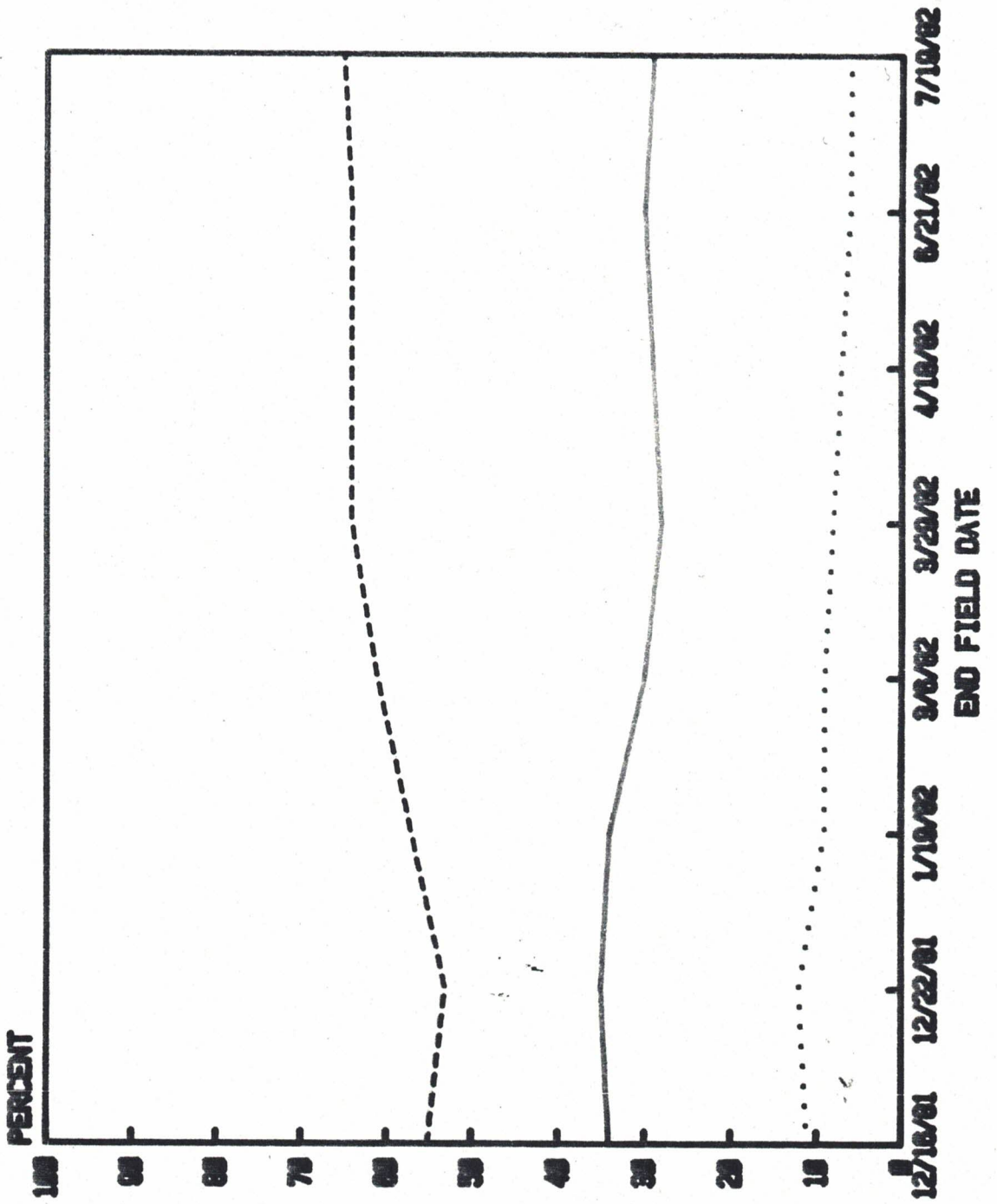


# REAGAN JOB RATING FOREIGN AFFAIRS





# REAGAN JOB RATING UNEMPLOYMENT

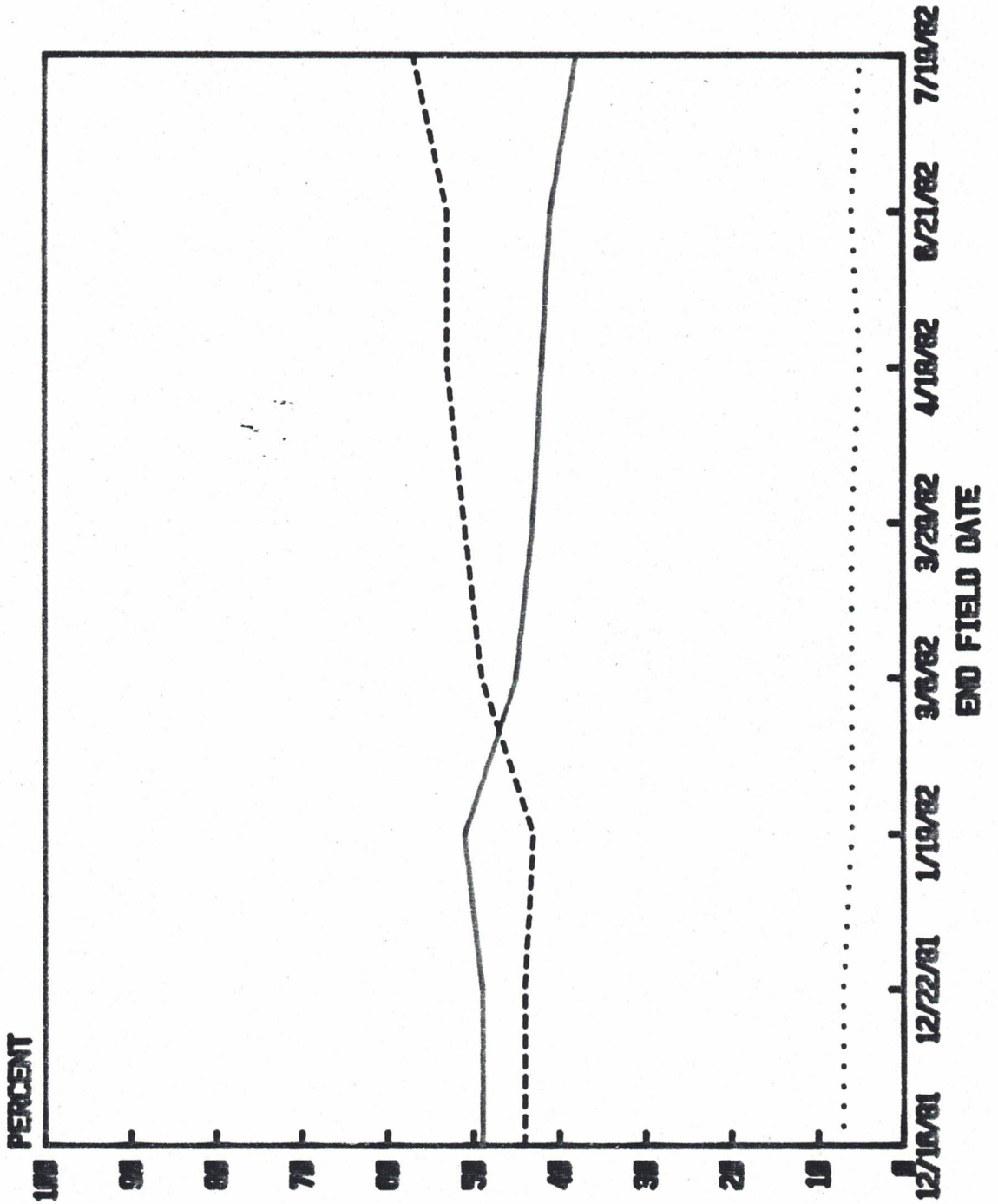


APPROVE

DISAPPROVE

NO OPINION

# REAGAN JOB RATING INFLATION



APPROVE ———

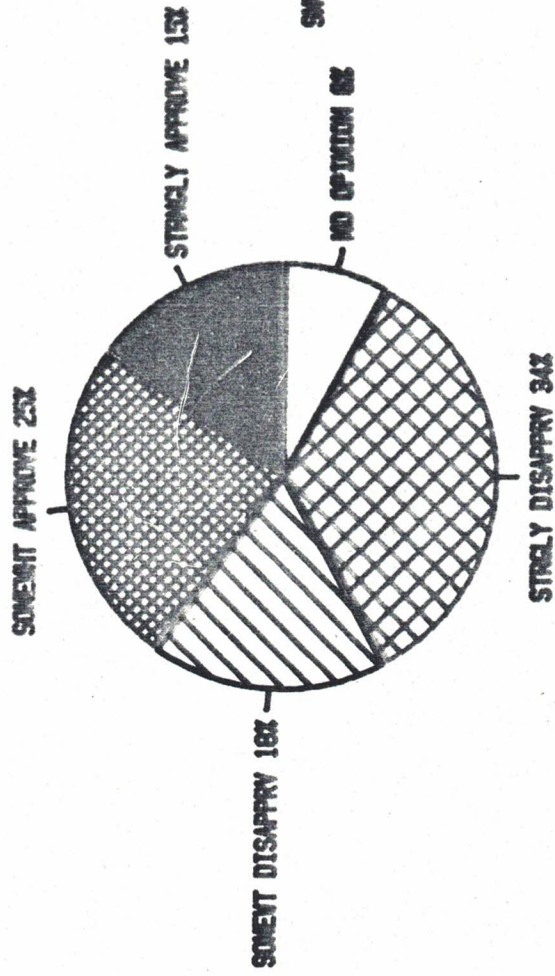
DISAPPROVE - - - - -

NO OPINION . . . . .

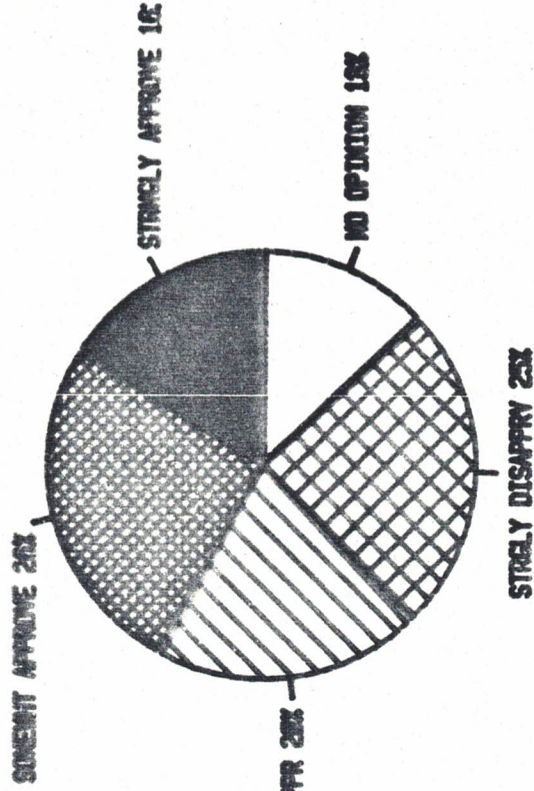
# REAGAN JOB RATING

NOW, A LITTLE MORE SPECIFICALLY, I AM GOING TO READ YOU A LIST OF ISSUES. FOR EACH, I WOULD LIKE YOU TO TELL ME WHETHER YOU STRONGLY APPROVE ... SOMEWHAT APPROVE ... SOMEWHAT DISAPPROVE ... OR STRONGLY DISAPPROVE OF THE WAY RONALD REAGAN IS HANDLING EACH OF THESE ISSUES:

## SOCIAL SECURITY



## FEDERAL BUDGET



Like Most About Reagan

(Rank order by frequency of mention)

	Sep 18-28	Oct 4-14	Oct 17-27	Nov 9-18	Nov 30- Dec 12	Jan 11-19	Feb 25- Mar 6	Mar 20-29	April 12-18	May 21-26	June 16-22	Jul 16-
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Strong leadership capability	20	20	19	19	20	18	16	14	13	14	14	10
Do a good job	10	9	10	10	10	9	8	10	9	10	11	10
Appearance/Personality	4	4	5	6	6	6	8	6	7	5	7	6
Honest/Sincere	6	5	5	7	9	9	7	5	7	3	5	7
Outspoken/Straightforward	4	5	4	5	4	4	5	3	4	6	4	3
Stand on government spending	7	5	6	5	6	6	4	5	4	3	4	3
Stand on economy	3	5	3	3	3	4	3	3	2	2	2	3
Help the people	2	3	3	2	2	1	2	1	2	1	1	3
Qualified/Capable	3	2	2	1	2	1	1	1	1	1	1	1
Campaign promises	2	1	2	1	1	2	1	1	1	1	1	2
Stand on labor unions	2	1	2	1	1	1	-	-	-	-	-	-
General positive	-	3	3	4	4	3	4	3	6	6	7	5
Too soon to judge/Neutral	5	1	1	1	-	-	-	-	-	-	-	-
No opinion	4	3	4	5	6	7	9	9	11	8	7	9
Specific positive responses	77	84	82	80	79	77	72	68	69	66	66	69
Negative	14	12	13	14	15	16	19	23	20	19	20	22

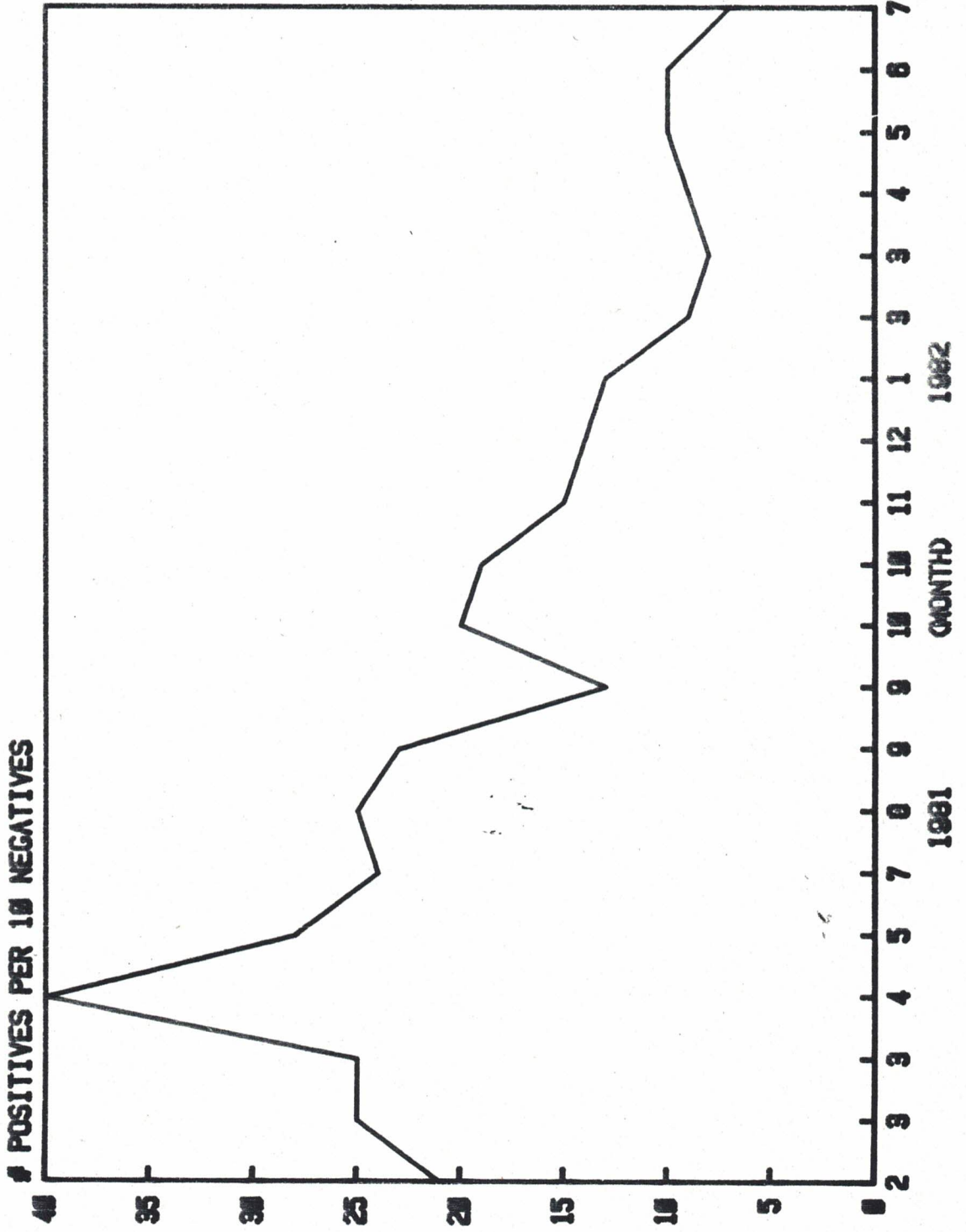


Like Least About Reagan

(Rank order by frequency of mention)

	Sep 18-28	Oct 4-14	Oct 17-27	Nov 9-18	Nov 30- Dec 12	Jan 11-19	Feb 25- Mar 6	Mar 20-29	April 12-18	May 21-26	June 16-22	July 16-22
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Stand on cutback in social programs	9	9	8	8	7	9	8	7	7	6	6	5
Will not represent the people	4	4	5	5	5	4	6	6	5	4	5	4
Stand on aid to the elderly	8	6	6	5	6	5	3	4	5	7	5	4
Appearance	2	2	2	2	2	1	2	2	2	1	3	1
Favors rich	4	4	4	5	4	5	5	4	4	5	3	6
Stand on foreign policy	3	4	5	5	3	5	3	4	3	2	3	6
His age/Health	4	3	3	3	3	1	2	1	3	1	2	2
Actor	2	2	2	2	1	1	2	2	-	2	2	3
Cabinet/Aides	2	2	2	3	3	2	2	1	2	1	2	1
Stand on labor unions	1	-	1	1	1	-	-	-	-	-	-	-
General negative	2	1	1	2	3	3	3	2	3	2	3	3
Too soon to judge/Neutral	13	2	1	2	1	1	1	1	-	-	-	-
No opinion	10	10	0	11	14	11	14	13	13	14	14	15
Positive	18	24	24	21	21	20	18	18	18	19	20	15
Resistance Ratio	13:10	20:10	19:10	15:10	14:10	13:10	9:10	8:10	9:10	10:10	10:10	7:1

# REAGAN'S RESISTANCE RATIO



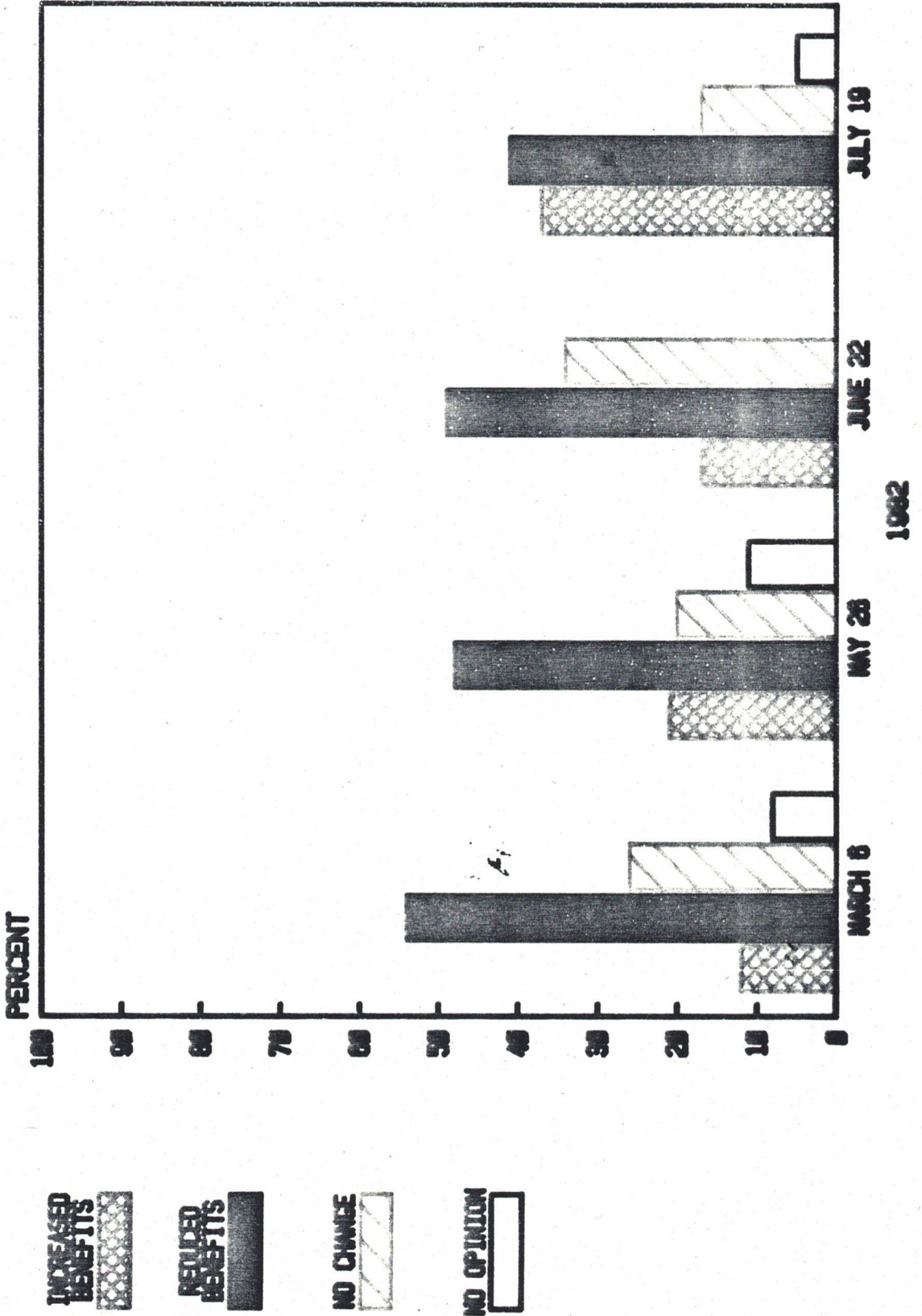






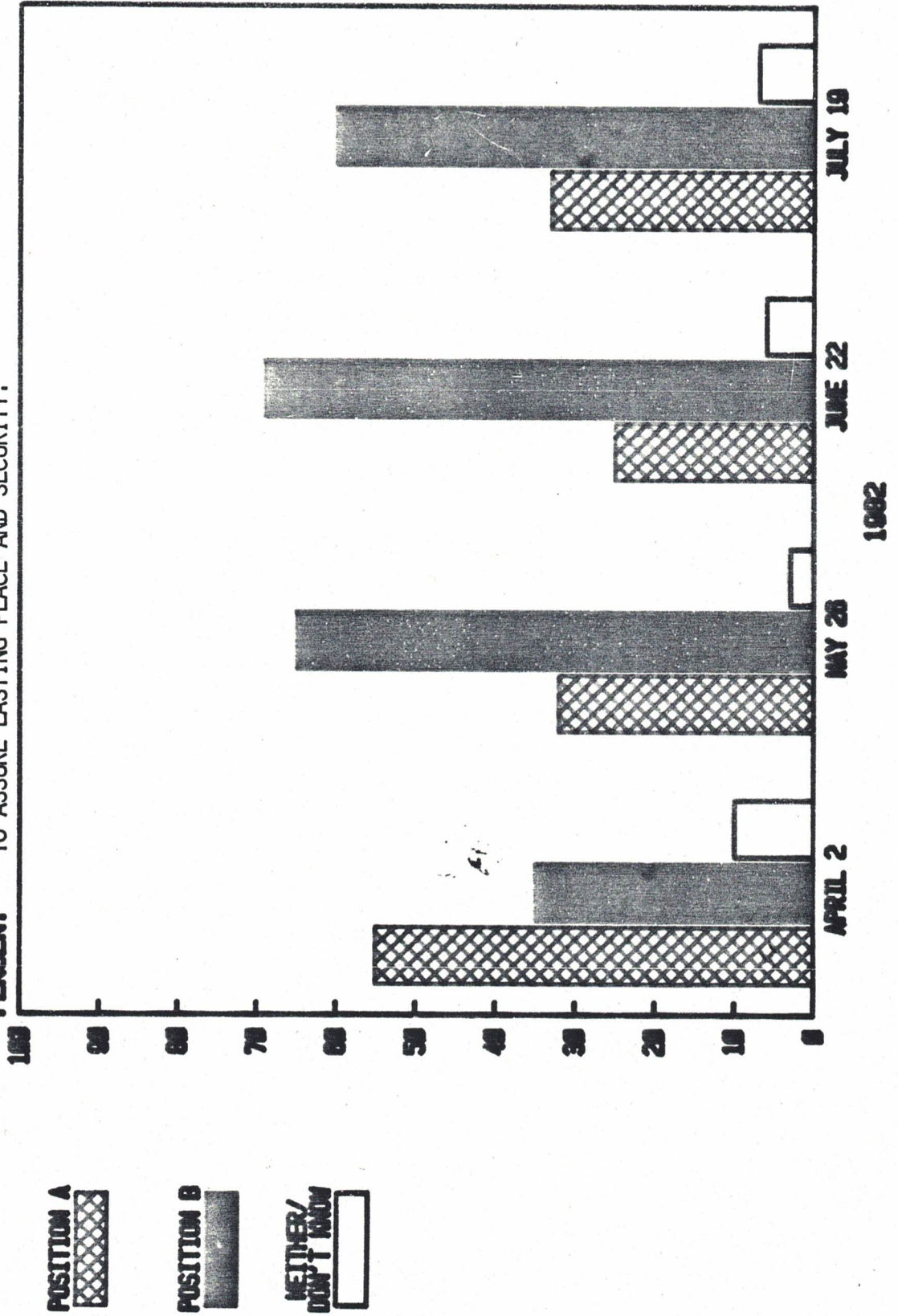
# REAGAN DONE TO SOCIAL SECURITY?

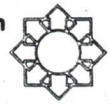
WITH REGARD TO SOCIAL SECURITY PAYMENTS, IS IT YOUR IMPRESSION THAT RONALD REAGAN HAS INCREASED OR REDUCED SOCIAL SECURITY BENEFITS?



# REAGAN ON 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.



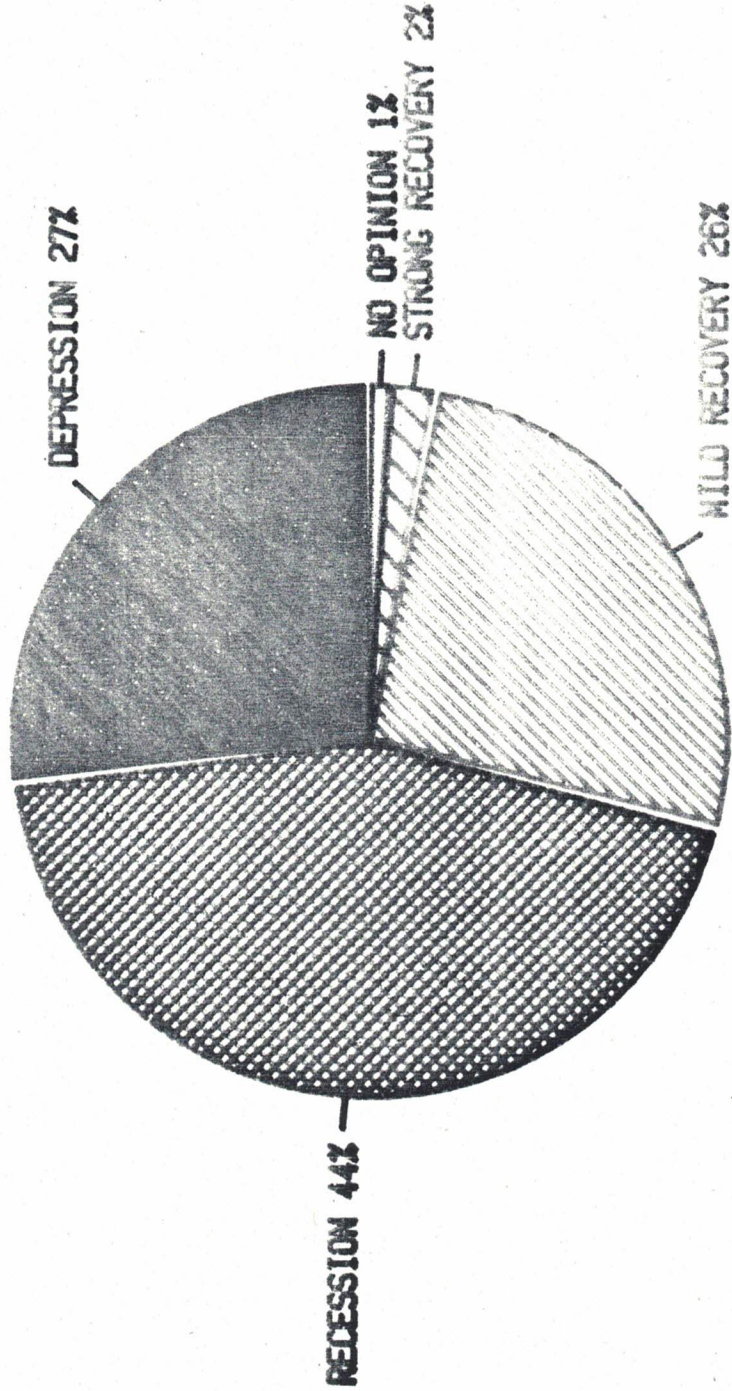


## THE ECONOMY AND THE ECONOMIC PROGRAM



# STATE OF THE ECONOMY

FROM WHAT YOU'VE HEARD AND READ, WOULD YOU SAY THAT OUR NATIONAL ECONOMY IS PRESENTLY IN A STATE OF DEPRESSION ... RECESSION ... MILD ECONOMIC RECOVERY... OR ... STRONG ECONOMIC RECOVERY?



### Inflation, Taxes and Purchasing Power

=====

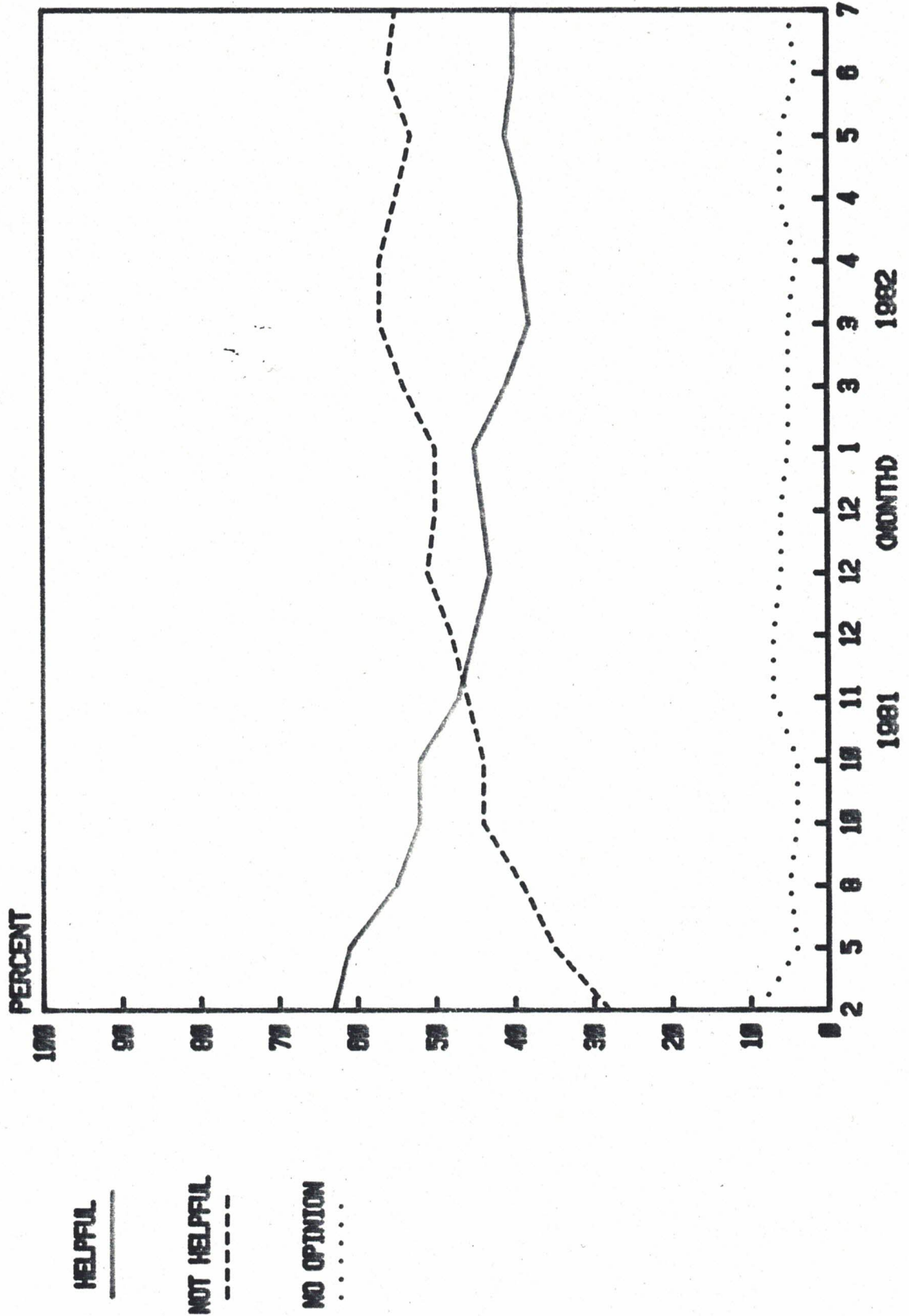
"Even though prices are still increasing, they aren't going up as fast as they were a year ago."

	<u>RNC 9</u> <u>May 26, 1982</u>	<u>RNC 11</u> <u>July 19, 1982</u>
Agree strongly	32	27
Agree somewhat	34	38
Disagree somewhat	16	15
Disagree strongly	17	18
No opinion	1	2

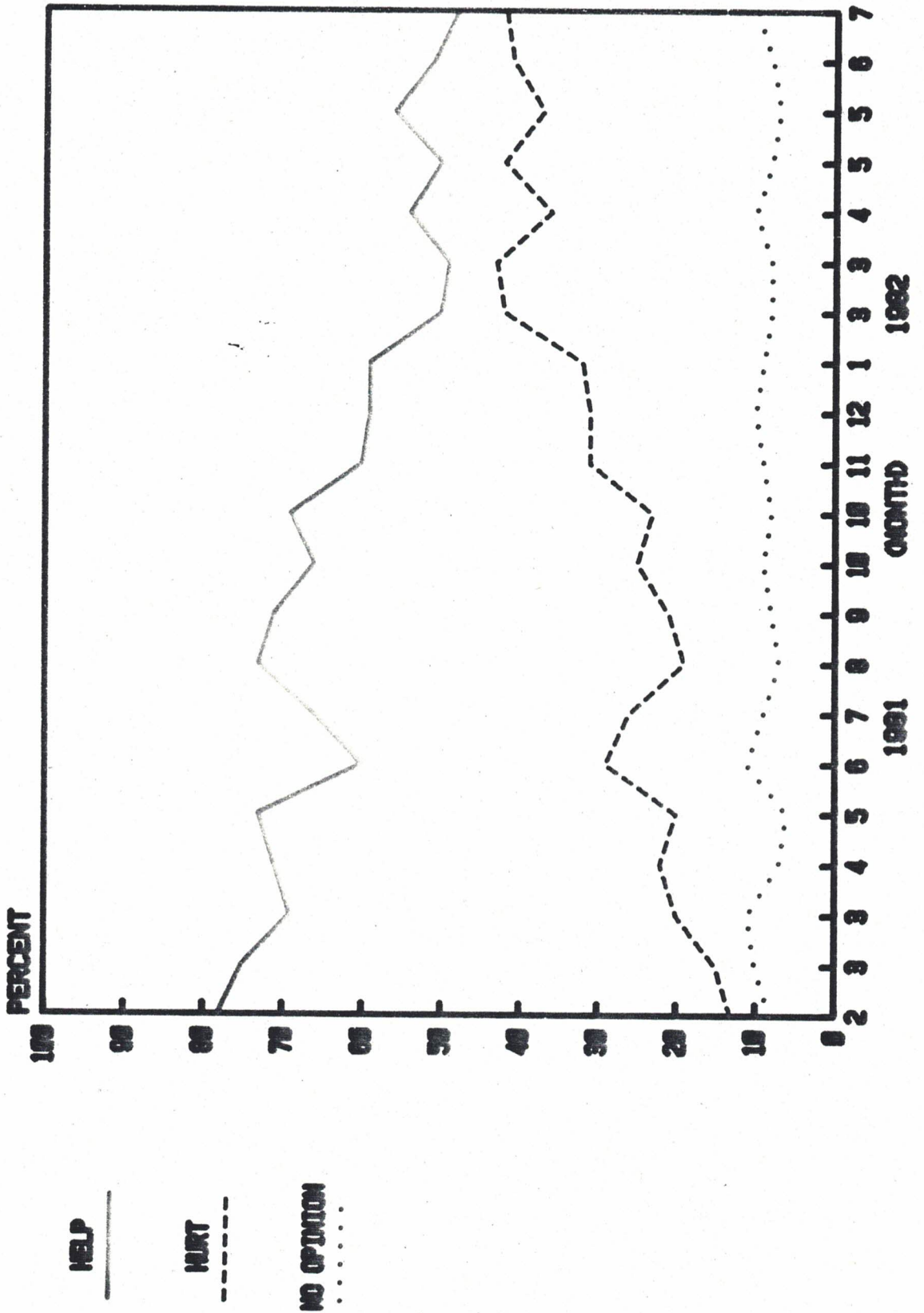
"I would like to read you a statement that some people believe and some people don't: Because of tax cuts and lower inflation rates, the average American family will have about \$1500 more in buying power this year than they would have had if taxes weren't cut and inflation hadn't been reduced. Now, how about you? Do you find this statement very believable, somewhat believable, not very believable or not believable at all?"

	<u>Percent</u>
Very believable	5
Somewhat believable	32
Not very believable	29
Not believable at all	31
No opinion	3

# REAGAN ECONOMIC PROGRAM HELPFUL TO PEOPLE LIKE YOU?



# REAGAN ECONOMIC PROGRAM HELP OR HURT THE ECONOMY?





### Why Economic Program Will Help/Hurt?

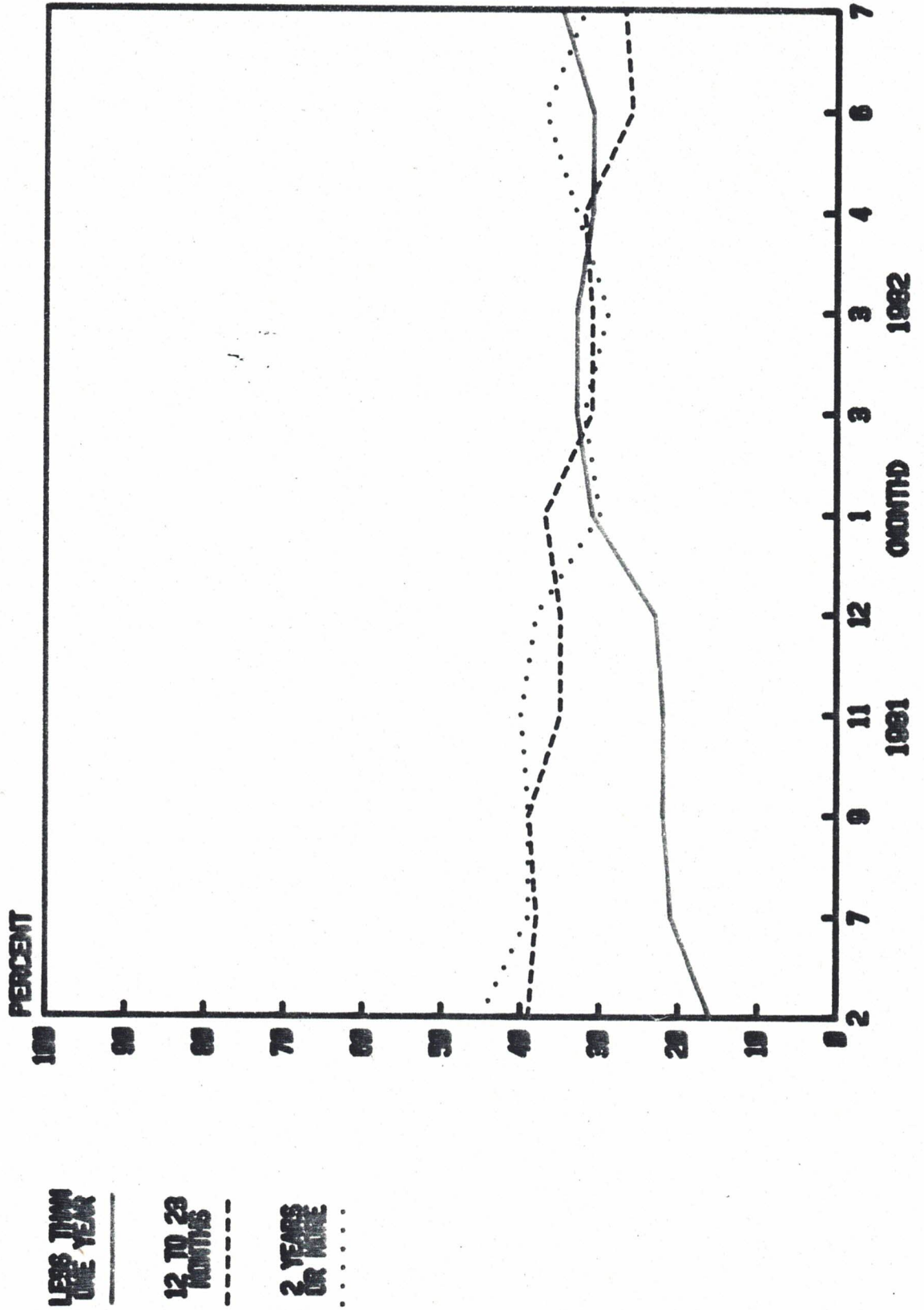
=====  
 "And why is that? Anything else? Is there any other reason why you feel Reagan's economic program will (help/hurt) the economy?"

	<u>Percent*</u>
Reagan Job/Support - Postive	15
Increase Unemployment	13
Government Spending/Cut/Defense - Positive	11
Economic Program/General Negative	10
Needs More Time	10
Economic Program/General Positive	10
Not Help People - Negative	9
Reagan Job Negative	9
Reduce Inflation	5
Government Spending/Cut/Defense - Negative	5
Favors Rich	5
Increase Inflation	4
Increase Employment	3
Reduce Welfare - Positive	3
Taxes/Tax Break - Positive	2
Help People	2
Taxes/Tax Breaks - Negative	2
Increase Interest Rates	2
Social Security - Negative	2
Reduce Government Bureaucracy	1
Reduce Interest Rates	1
Favors Big Business	1
Import/Export Policy - Negative	1
Defense Spending - Negative	1
Threat of War - Negative	1
Foreign Aid - Negative	1
Other	93
No Opinion	12

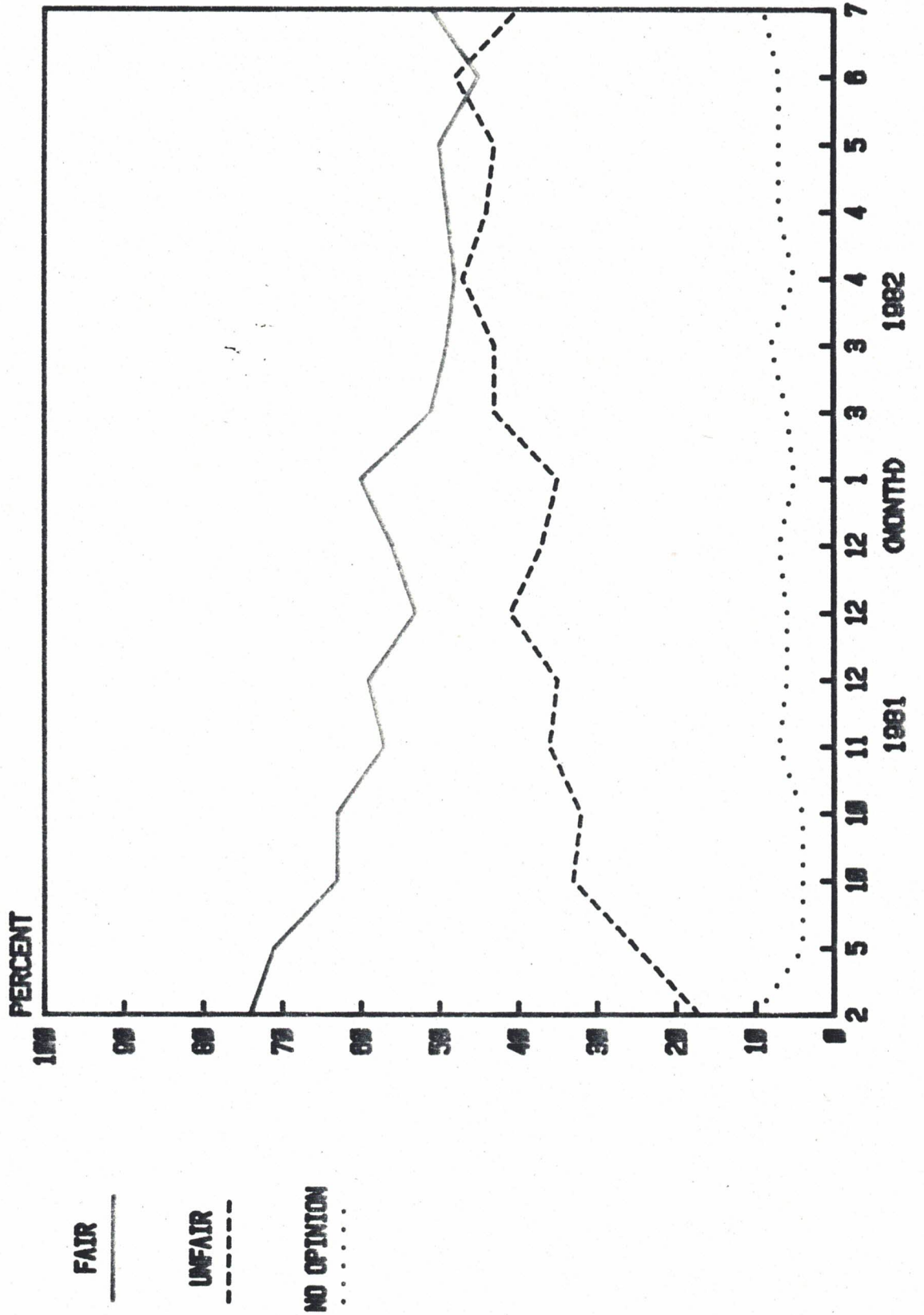
\*multiple responses accepted



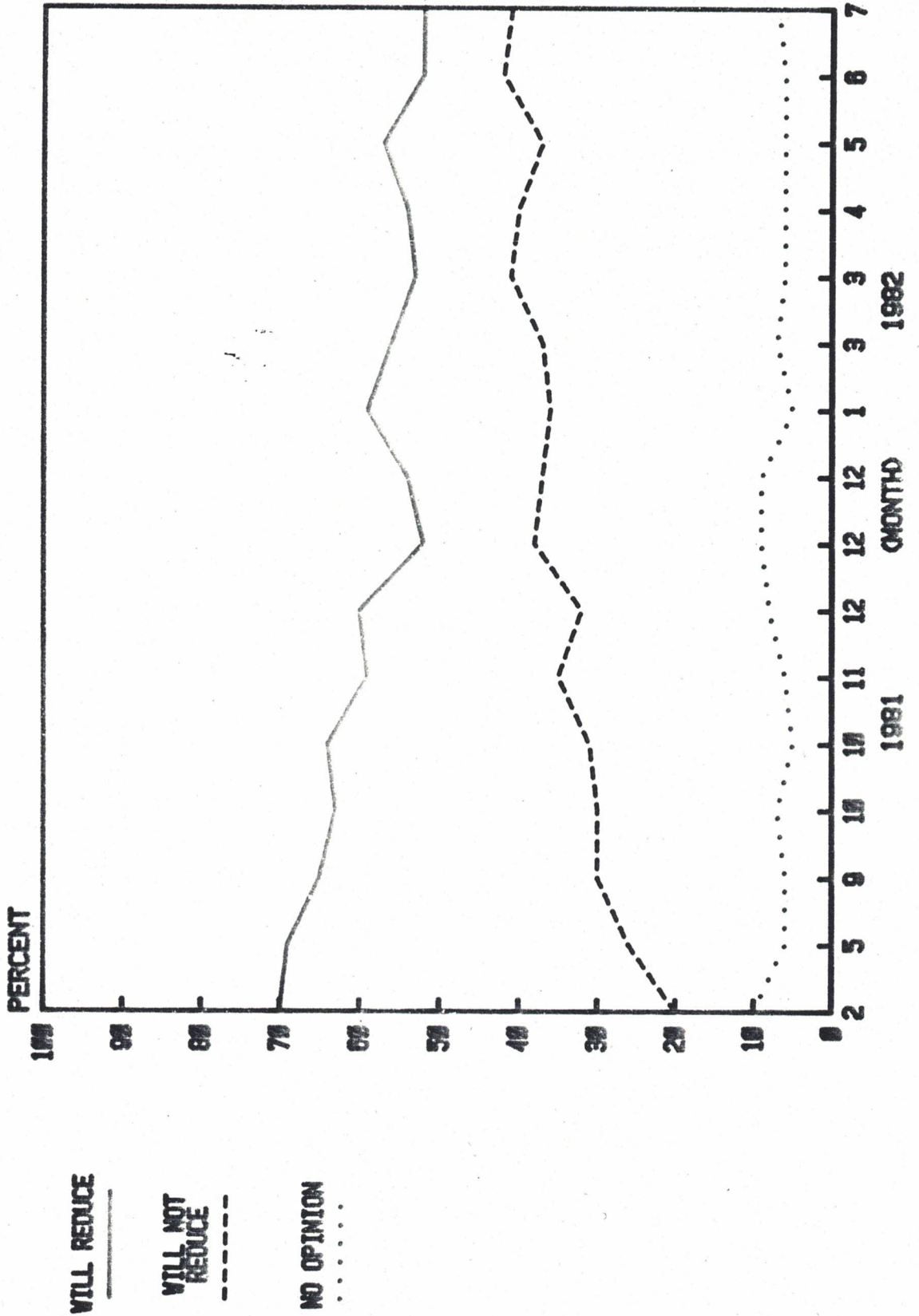
# REAGAN ECONOMIC PROGRAM HOW LONG UNTIL EFFECTS?



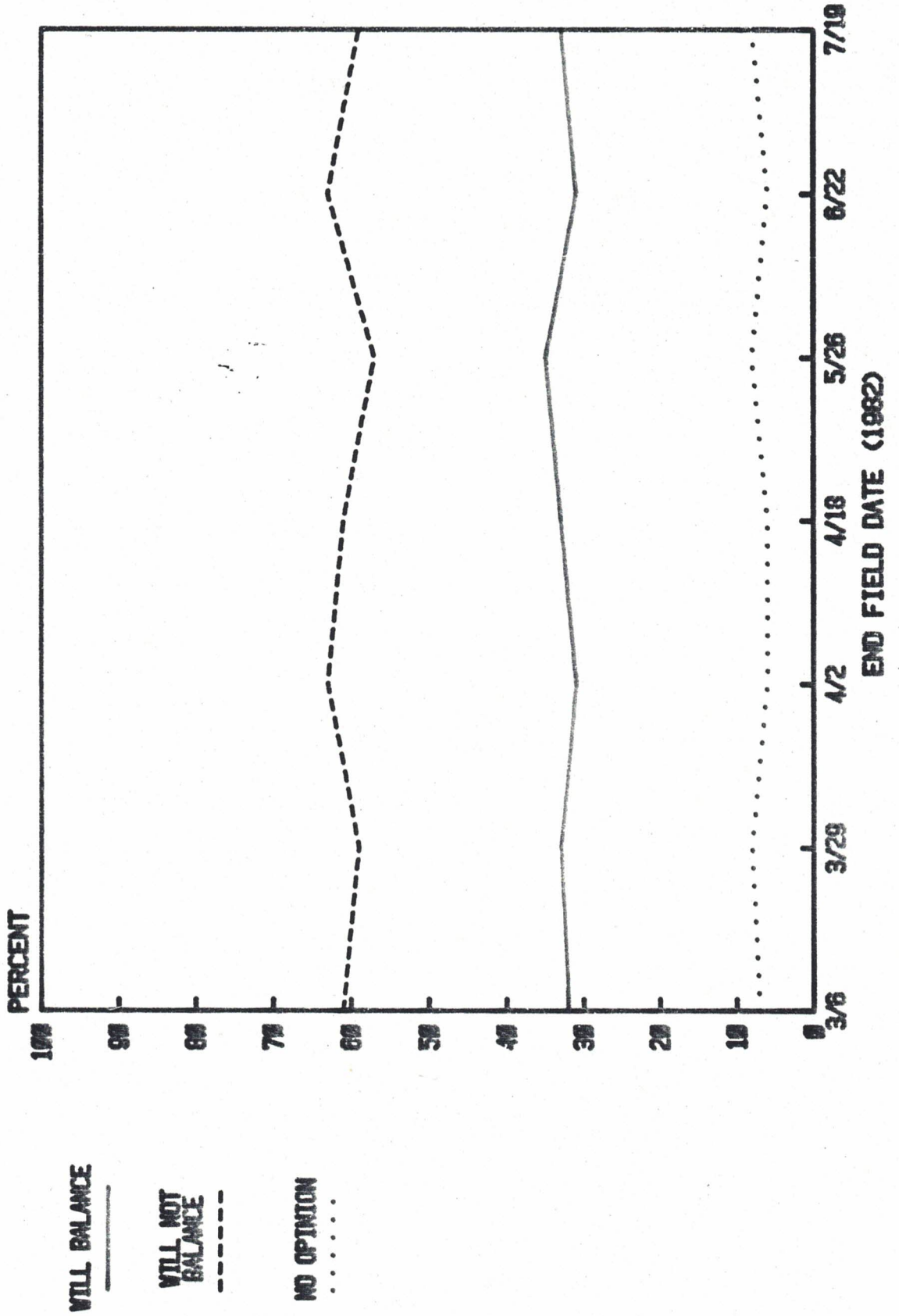
# REAGAN ECONOMIC PROGRAM FAIR OR UNFAIR?



# REAGAN ECONOMIC PROGRAM WILL IT REDUCE INFLATION?



# REAGAN ECONOMIC PROGRAM WILL IT BALANCE THE BUDGET?

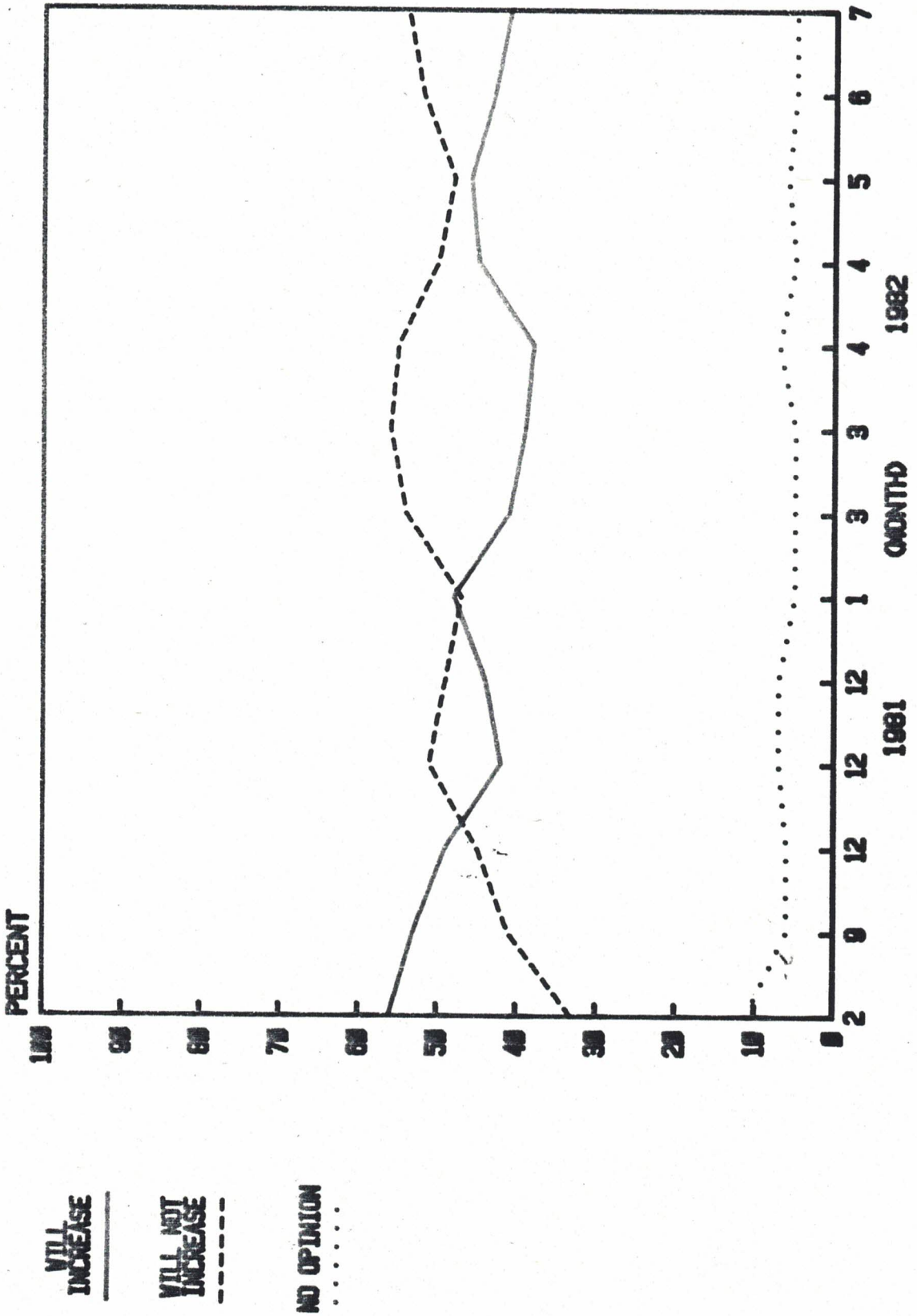


WILL BALANCE  
——

WILL NOT  
BALANCE  
- - - -

NO OPINION  
.....

# REAGAN ECONOMIC PROGRAM WILL IT INCREASE EMPLOYMENT?



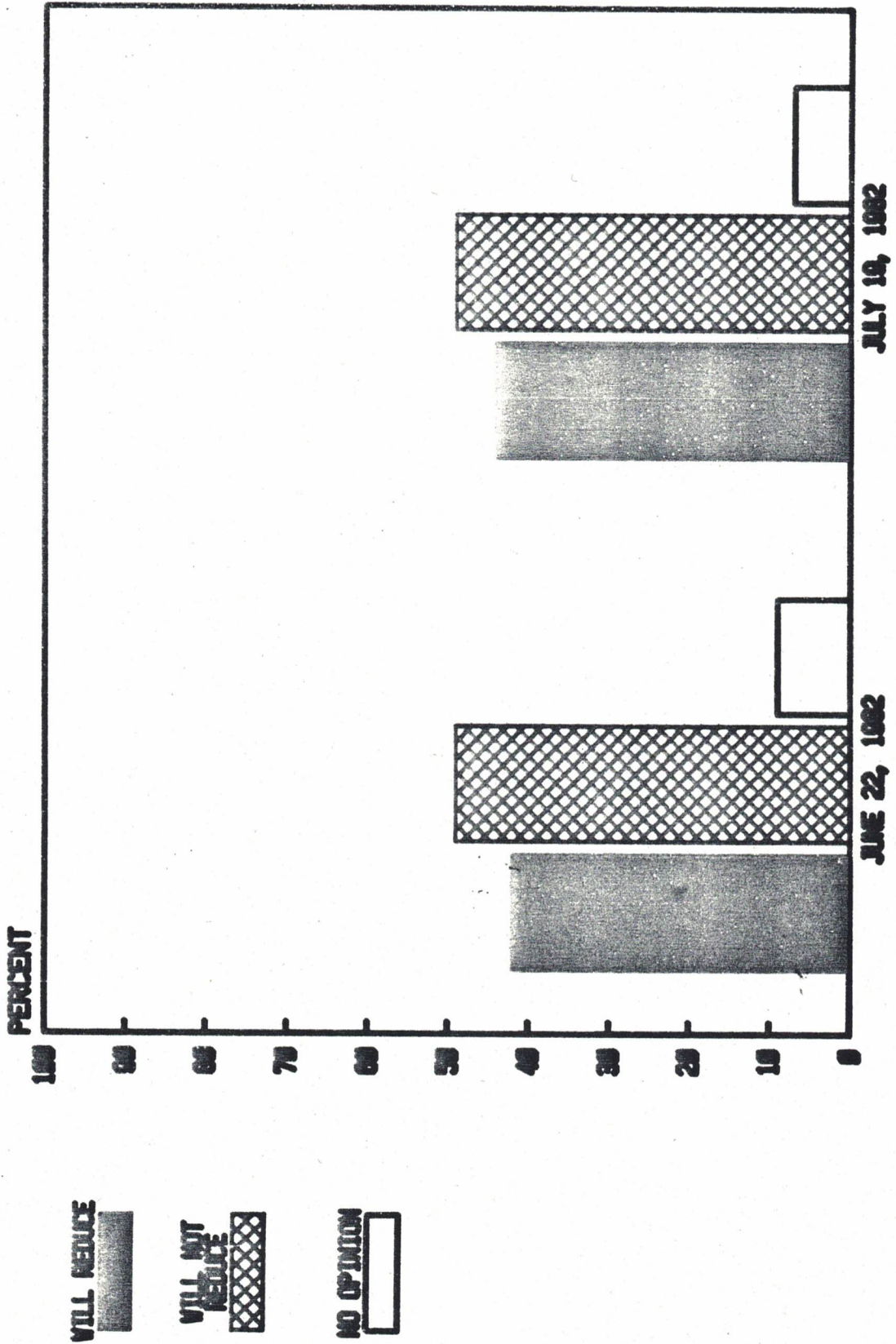
WILL INCREASE  
—————

WILL NOT INCREASE  
-----

NO OPINION  
.....



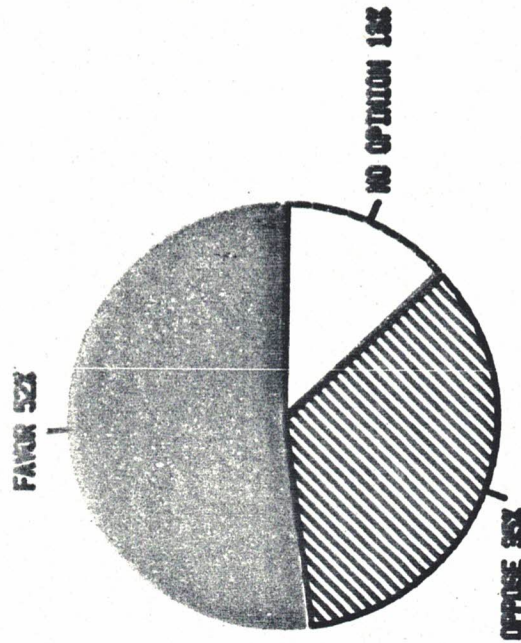
# REAGAN ECONOMIC PROGRAM WILL IT REDUCE INTEREST RATES?



# FLAT-RATE INCOME TAXES

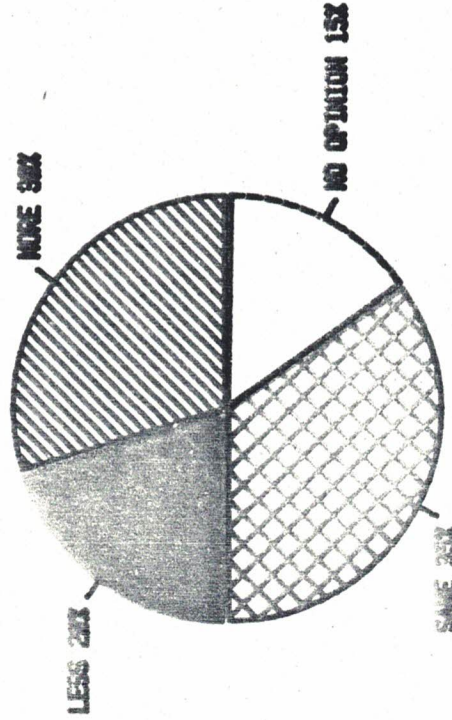
DO YOU FAVOR OR OPPOSE A FLAT-RATE INCOME TAX SYSTEM; THAT IS, A SYSTEM WHICH WOULD ELIMINATE ALL DEDUCTIONS AND TAX EVERYONE AT A SINGLE RATE -- SAY, 15 PERCENT?

**FAVOR OR OPPOSE?**



DO YOU THINK YOU WOULD BE PAYING MORE ... PAYING LESS ... OR PAYING ABOUT THE SAME AMOUNT IN TAXES UNDER A FLAT-RATE SYSTEM?

**BE PAYING MORE OR LESS?**



## Flat-Rate Income Tax

=====

"Now I'd like to read you the opinions of an imaginary Mr. Smith and Mr. Jones. Please tell me whether your own opinion of the subject is just like Smith ... more like Smith than Jones .. more like Jones than Smith ... or just like Jones.

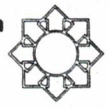
Mr. Smith opposes a flat-rate income tax because he believes it only helps the rich. He says the rich should pay a larger portion of their income in taxes than the poor do.

Mr. Jones favors a flat-rate tax because it will be easier to administer and, by eliminating the deductions and the loopholes that only the rich can take advantage of, it will be fairer to all taxpayers."

Is your opinion ...

	<u>Percent</u>
Exactly like Smith	17
More like Smith than Jones	20
More like Jones than Smith	23
Exactly like Jones	32
No opinion	8





FOREIGN AFFAIRS

## Arms Sales to Taiwan

=====  
"As you may know, the United States currently sells military equipment to several foreign countries, including Taiwan. Some people believe that in order to improve relations with Mainland China, we should stop selling military equipment to Taiwan. Others feel that we should continue selling equipment to Taiwan because it has been a critical and dependable ally. How about you -- do you think the United States should continue selling military equipment to Taiwan or is it time to stop these sales?"

	<u>Percent</u>
Continue sales to Taiwan	41
Stop sales to Taiwan	47
No opinion	12

## U.S. Troops in Lebanon

=====

"Now I'd like to read you the opinions of an imaginary Mr. Smith and Mr. Jones. Please tell me whether your own opinion of the subject is just like Smith ... more like Smith than Jones .. more like Jones than Smith ... or just like Jones.

Mr. Smith says the United States should send peace-keeping troops to the mideast to assist in the evacuation of the Palestinians because it will help bring peace and stability to that region of the world.

Mr. Jones says that the United States should not send any troops to the mideast because it will expose American soldiers to possible fighting and increase the possibility of a larger war in the mideast."

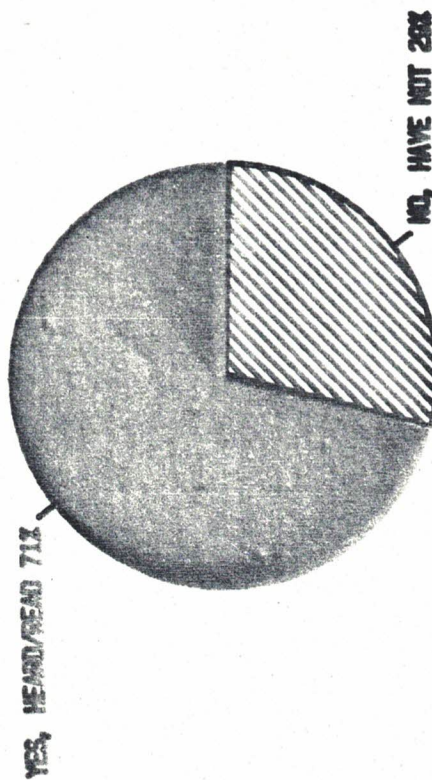
Is your opinion ...

	<u>Percent</u>
Exactly like Smith	7
More like Smith than Jones	13
More like Jones than Smith	30
Exactly like Jones	46
No opinion	4

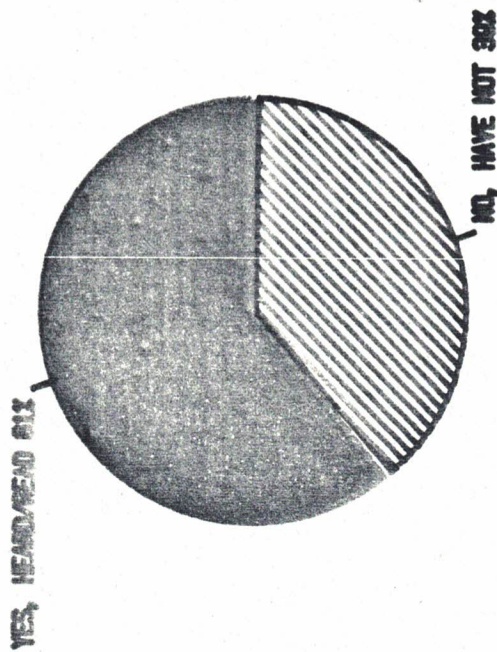
# AWARENESS OF ISRAEL/LEBANON WAR

HAVE YOU HEARD OR READ ANYTHING RECENTLY ABOUT THE  
CONFLICT BETWEEN ISRAEL AND LEBANON?

**JUNE 22, 1982**



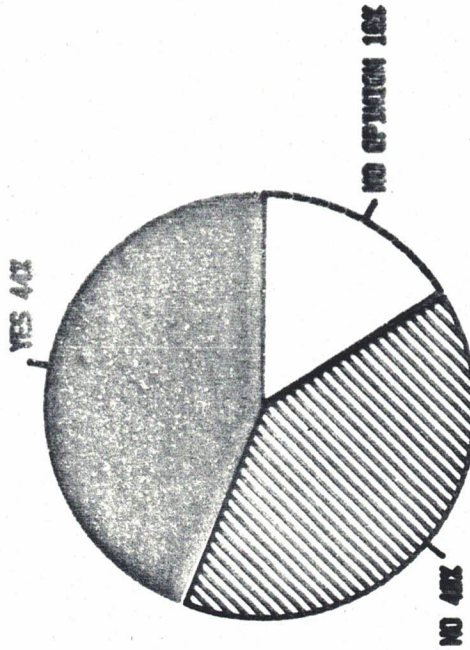
**JULY 19, 1982**



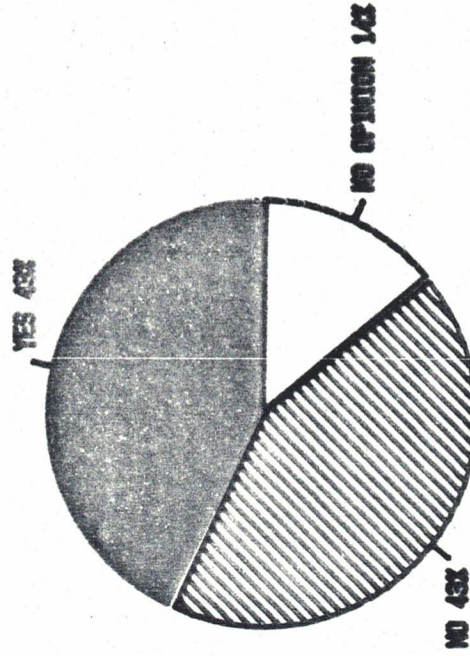
# IS ISRAELI ACTION JUSTIFIED?

IN YOUR OPINION, WAS ISRAEL JUSTIFIED IN SENDING TROOPS INTO LEBANON? (RESPONSES ONLY OF THOSE WHO HAVE HEARD OR READ SOMETHING RECENTLY ABOUT THE ISRAELI/LEBANESE CONFLICT)

JUNE 22, 1982



JULY 19, 1982

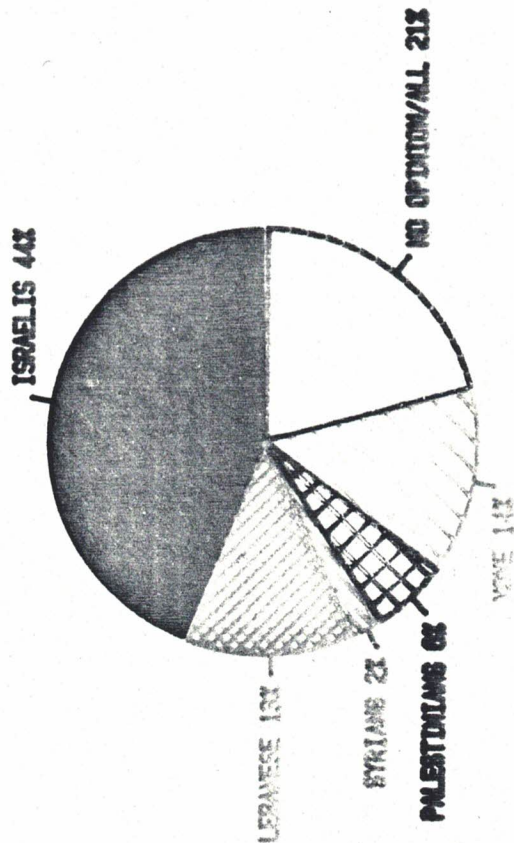




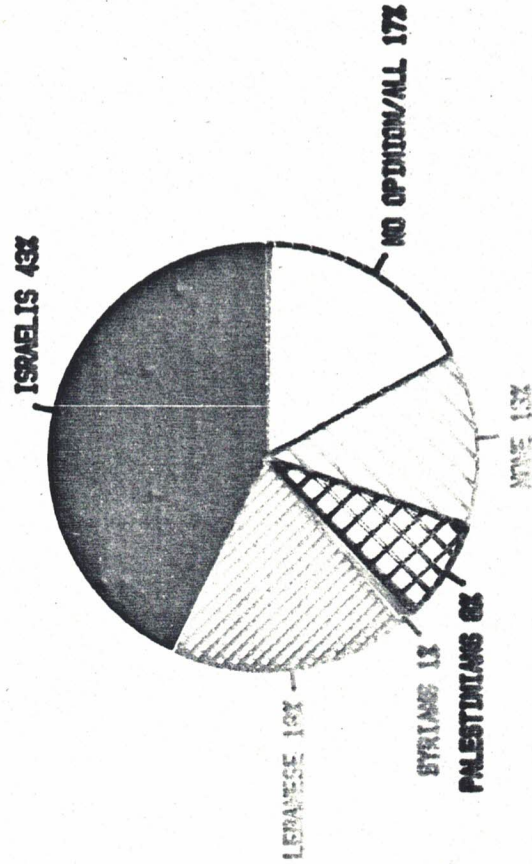
# MIDEAST SYMPATHIES

IN THE MIDEAST IN GENERAL, DO YOUR SYMPATHIES LIE MORE WITH THE ... ISRAELIS ... LEBANESE ... SYRIANS ... OR PALESTINIANS? (RESPONSES ONLY OF THOSE WHO HAVE HEARD OR READ SOMETHING RECENTLY ABOUT THE ISRAELI/LEBANESE CONFLICT)

**JUNE 22, 1982**



**JULY 19, 1982**





### Thermometer Ratings: Countries

=====  
 "Now I'd like to get your feelings toward some people and organizations in politics. 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 or group, in your judgment, would get a rating of 0, while the best possible person or group would get a rating of 100. Most people or organizations, of course, would be rated somewhere in between those extremes.

Remember, we just want to know your opinion of these people and institutions, 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.

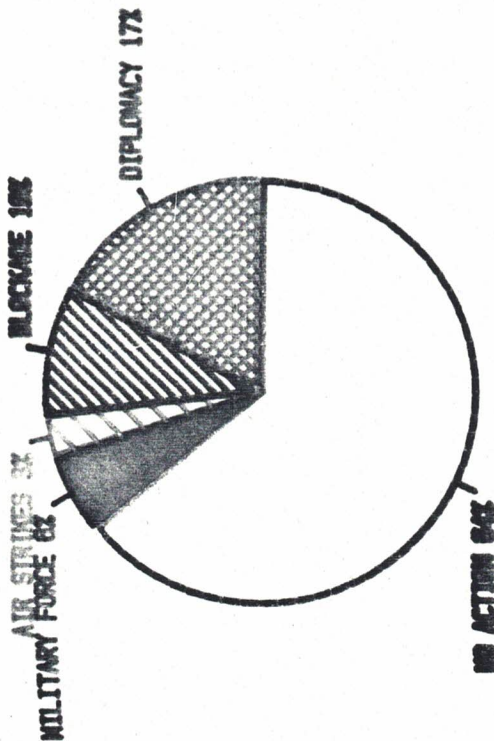
The first one is \_\_\_\_\_ -- how do you feel about it?

	<u>Rating</u> <u>(0-to-100)</u>	<u>Percent</u> <u>Responding</u>
Saudi Arabia	42	79
Iran	17	82
Iraq	28	68

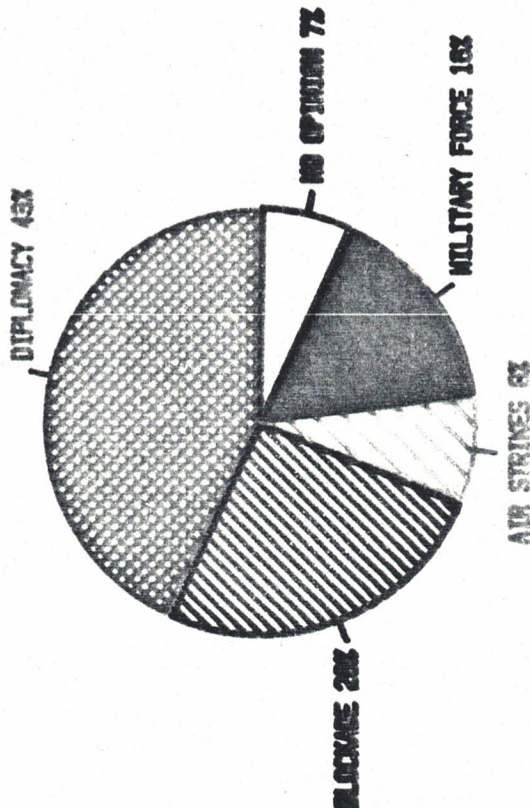
# ACTION TO PROTECT OIL SUPPLIES

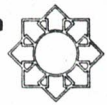
AS YOU MAY KNOW, THE WAR BETWEEN IRAN AND IRAQ HAS BECOME MUCH HOTTER. SOME PEOPLE WORRY THAT THIS WAR COULD EASILY CUT OFF OUR TOTAL MIDEAST OIL SUPPLY. IF THAT HAPPENED, DO YOU FEEL THE U.S. SHOULD TAKE SOME ACTION OR NOT? (IF "YES": WHICH OF THE FOLLOWING ALTERNATIVES WOULD YOU MOST PREFER?)

OF TOTAL POPULATION



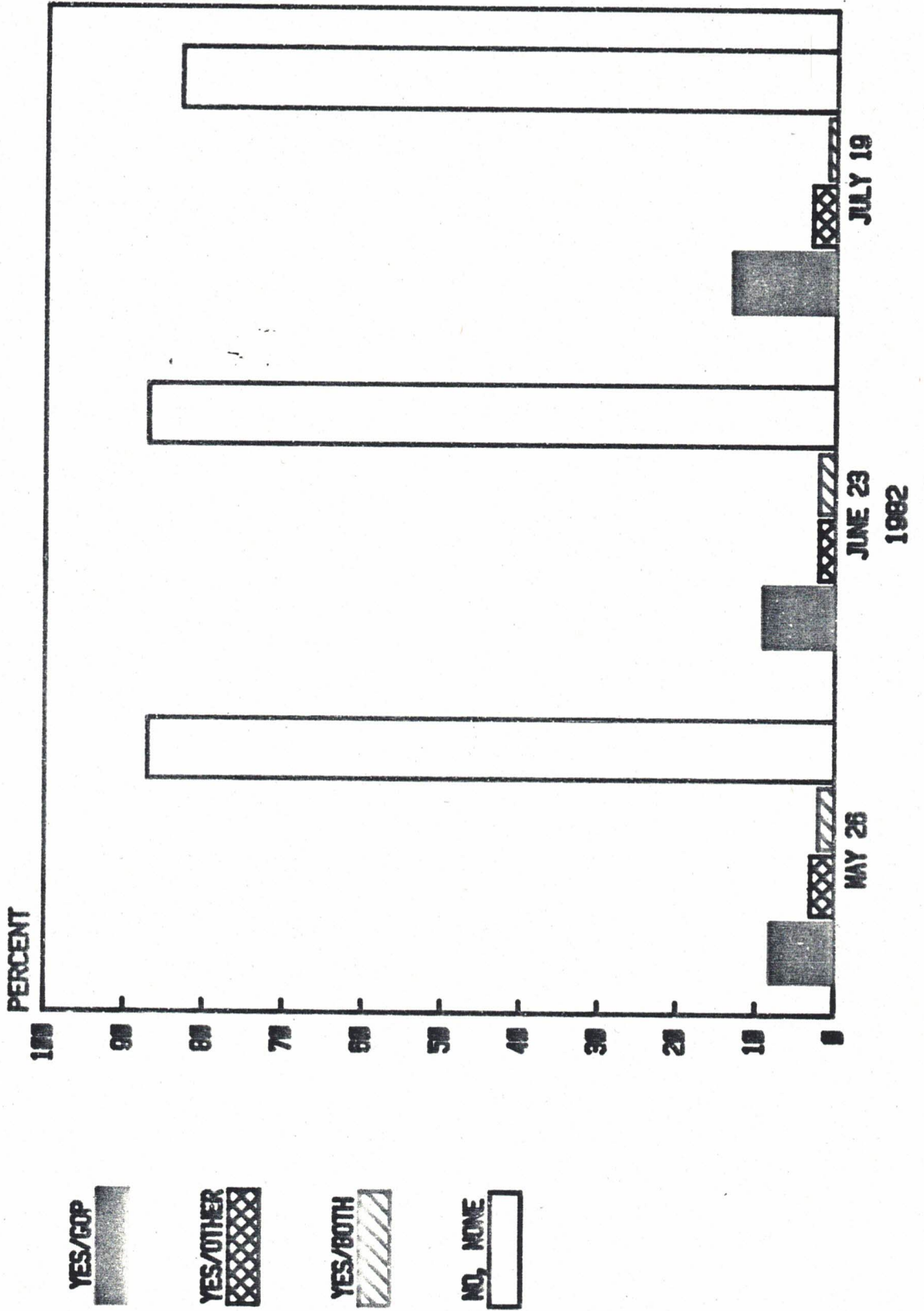
OF THOSE FOR ACTION





## PARTISANSHIP AND PARTY ADVERTISING

# NATIONAL PARTY TV ADVERTISEMENTS (NATIONWIDE EXPOSURE)



### Impression of National Party Advertising

=====

"Please tell me everything you can recall about the advertisement. And what else? Anything else? And anything else you can recall about the commercial?"

	<u>Percent*</u>
Postman with Social Security Check	25
Postman - General	16
Give Reagan a Chance	15
A raise - No Amount Specified	10
Reagan Keeps Promise	10
Social Security - General	9
Republican Party	9
7.1% - 7.9% Raise	8
Reagan Begin/Job	8
Democrats Will Do Better	6
Carter/O'Neill	4
Economy	3
General Negative	3
Reagan to Cut Social Security	2
Untrue/Too Slick	2
Other	1
No Opinion	18

\*multiple responses accepted

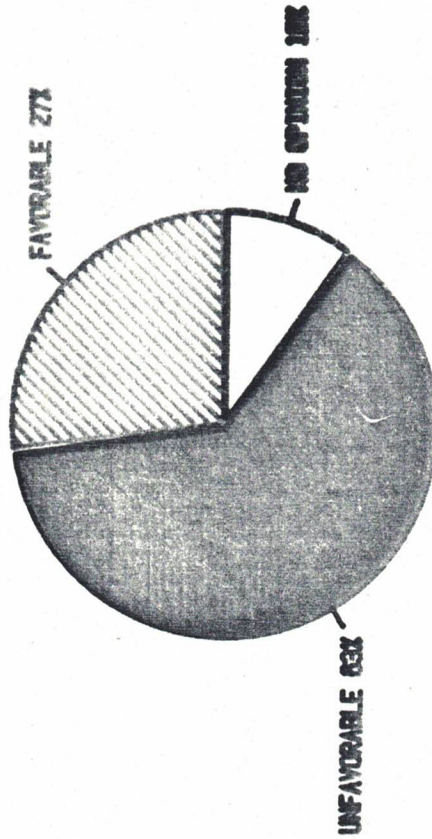


# IMPRESSION OF TV ADS

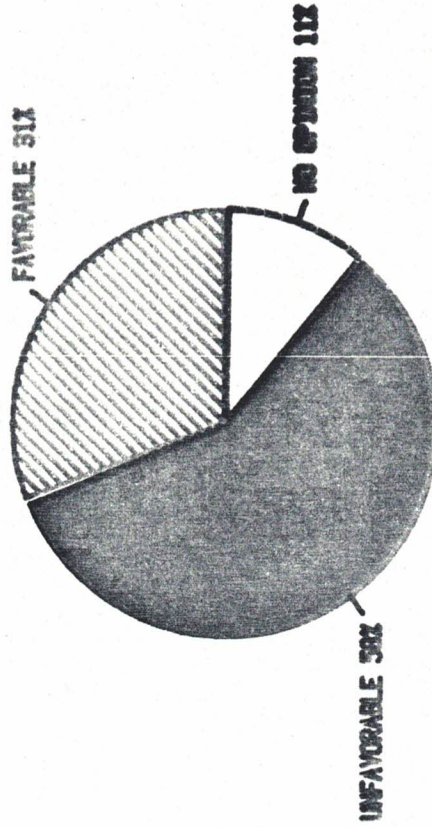
WITHIN THE LAST FEW WEEKS, HAVE YOU SEEN ANY TELEVISION ADVERTISING DONE BY THE NATIONAL POLITICAL PARTIES? THAT IS, COMMERCIALS DONE FOR THE NATIONAL PARTIES IN GENERAL, NOT FOR SPECIFIC CANDIDATES? (IF "YES": WERE YOU FAVORABLY OR UNFAVORABLY IMPRESSED WITH THE COMMERCIAL?)

DO YOU RECALL SEEING AN ADVERTISEMENT FEATURING A POSTMAN? (IF "YES": WERE YOU FAVORABLY OR UNFAVORABLY IMPRESSED WITH THAT COMMERCIAL?)

## UNAIDED RECALL



## AIDED RECALL



# CONGRESSIONAL VOTE WITH LEAN VOTE PREFERENCE AS OF TODAY

