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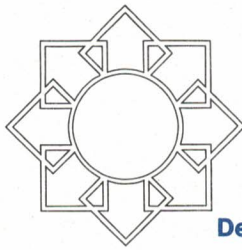
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*Bill
7/8*

FLASH RESULTS

July 6-25, 1983

RNC83 - Tracking

#2456-01

SURVEY SPECIFICATIONS

The following tables contain the aggregate results for tracking questions asked of the American public on behalf of the Republican National Committee on the dates indicated below.

Project Director:	Richard B. Wirthlin
Internal Project Director:	Todd D. Remington
Universe:	Adult Americans (persons aged 17 and older)
Mode of Interview:	Telephone

Tracking

Date(s) of Interviews:	July 6 - 25, 1983
Sample Size:	750 (rolling 3-day results)
Confidence Interval:	<u>+3.6</u> in 95 out of 100 cases

Cumulative

Date(s) of Interviews:	July 6 - 25, 1983
Sample Size:	5000
Confidence Interval:	<u>+1.4</u> in 95 out of 100 cases.

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Right Direction/Wrong Track

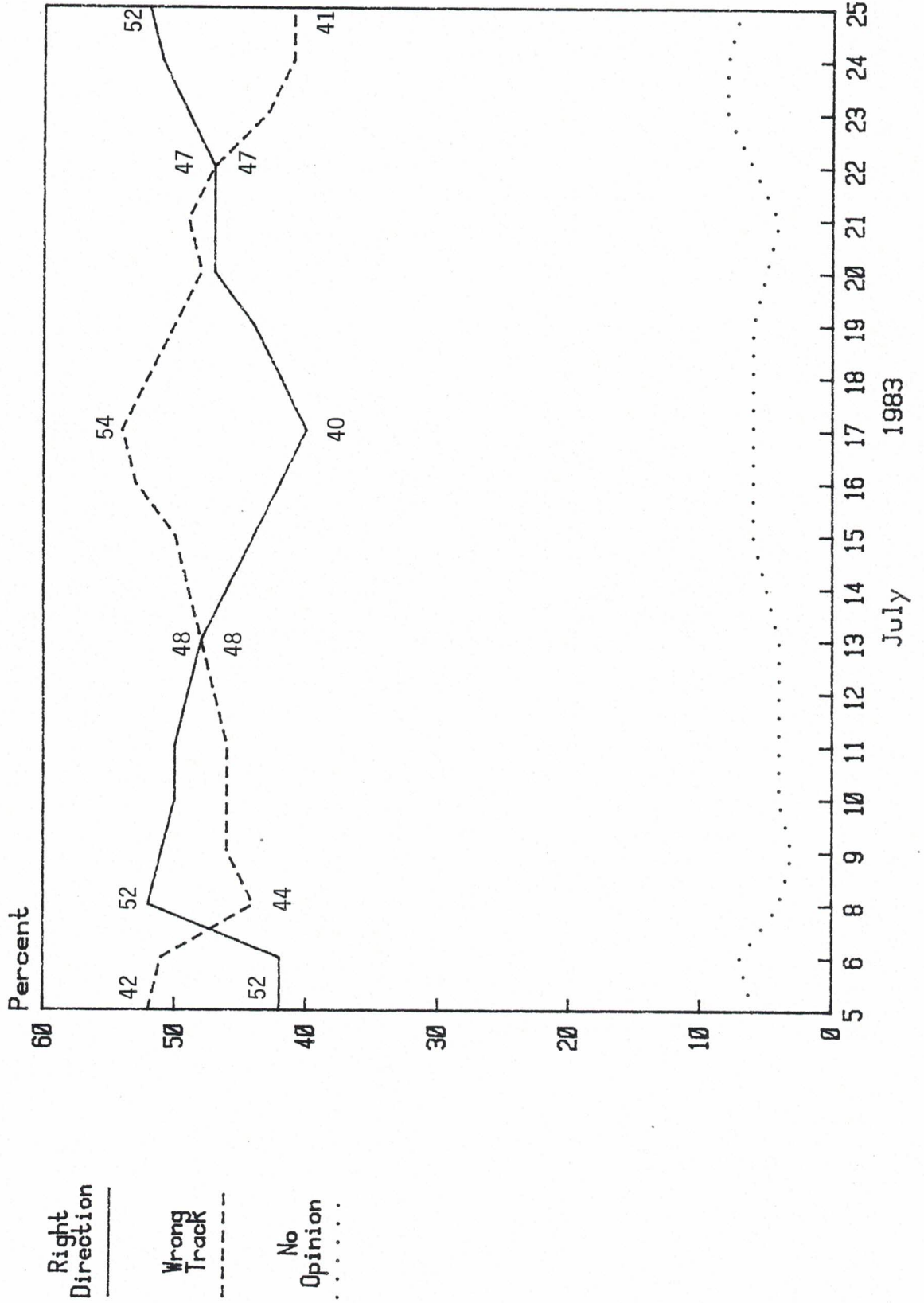
=====
 "Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

	<u>May</u> <u>27-30</u> <u>1983</u>	<u>June</u> <u>25-27</u> <u>1983</u>	<u>July</u> <u>6-8</u> <u>1983</u>	<u>July</u> <u>7-9</u> <u>1983</u>	<u>July</u> <u>8-10</u> <u>1983</u>	<u>July</u> <u>9-11</u> <u>1983</u>	<u>July</u> <u>10-12</u> <u>1983</u>
Right direction	42	42	52	51	50	50	49
Wrong track	52	51	44	46	46	46	47
No opinion	6	7	4	4	4	4	4

	<u>July</u> <u>11-13</u> <u>1983</u>	<u>July</u> <u>12-14</u> <u>1983</u>	<u>July</u> <u>13-15</u> <u>1983</u>	<u>July</u> <u>14-16</u> <u>1983</u>	<u>July</u> <u>15-17</u> <u>1983</u>	<u>July</u> <u>16-18</u> <u>1983</u>	<u>July</u> <u>17-19</u> <u>1983</u>
Right direction	48	46	44	42	40	42	44
Wrong track	48	49	50	53	54	52	50
No opinion	4	5	6	6	6	6	6

	<u>July</u> <u>18-20</u> <u>1983</u>	<u>July</u> <u>19-21</u> <u>1983</u>	<u>July</u> <u>20-22</u> <u>1983</u>	<u>July</u> <u>21-23</u> <u>1983</u>	<u>July</u> <u>22-24</u> <u>1983</u>	<u>July</u> <u>23-25</u> <u>1983</u>
Right direction	47	47	47	49	51	52
Wrong track	48	49	47	43	41	41
No opinion	5	4	6	8	8	7

RIGHT DIRECTION or wrong track?



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?"

July 6-25, 1983

Right direction	48%
Wrong track	47
No opinion	5

Number One National Problem

=====
 "What would you say is the single most important problem facing the United States today, that is, the one that you, yourself, are most concerned about?"

	May 27-30 1983	June 25-27 1983	July 6-8 1983	July 7-9 1983	July 8-10 1983	July 9-11 1983	July 10-12 1983
Unemployment	29	28	30	29	28	28	29
Inflation	7	8	6	6	6	5	5
Economy/Other	16	17	22	21	22	22	22
Domestic/Social	9	9	4	3	4	4	4
Crime/Drugs/Morals	10	11	8	9	9	9	8
Foreign Affairs/Defense	21	19	18	19	20	19	17
Government leadership	4	4	3	3	3	4	4
Debate Book	0	0	0	0	0	0	0
No problems/No opinion	4	4	9	9	8	9	11

	July 11-13 1983	July 12-14 1983	July 13-15 1983	July 14-16 1983	July 15-17 1983	July 16-18 1983	July 17-19 1983
Unemployment	30	31	32	32	29	28	26
Inflation	4	5	5	5	4	4	4
Economy/Other	21	21	20	21	23	25	25
Domestic/Social	5	5	5	4	4	5	6
Crime/Drugs/Morals	7	7	7	8	9	8	8
Foreign Affairs/Defense	17	17	17	16	15	14	14
Government leadership	4	3	3	3	4	4	4
Debate Book	0	0	0	0	0	0	0
No problems/No opinion	12	11	11	10	12	12	13

	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
Unemployment	26	28	27	27	26	26
Inflation	5	5	2	5	6	4
Economy/Other	23	23	24	24	22	21
Domestic/Social	5	4	3	3	3	5
Crime/Drugs/Morals	10	10	9	9	9	8
Foreign Affairs/Defense	16	16	19	19	21	23
Government leadership	3	2	2	2	2	3
Debate Book	0	0	0	0	0	0
No problems/No opinion	12	12	11	11	11	10

Number One National Problem

=====
"What would you say is the single most important problem facing the United States today, that is, the one that you, yourself, are most concerned about?"

July 6-25, 1983

Unemployment	29%
Inflation	5
Economy/Other	22
Domestic/Social	4
Crime/Drugs/Morals	8
Foreign Affairs/Defense	18
Government leadership	3
Debate Book	0
No problems/No opinion	11

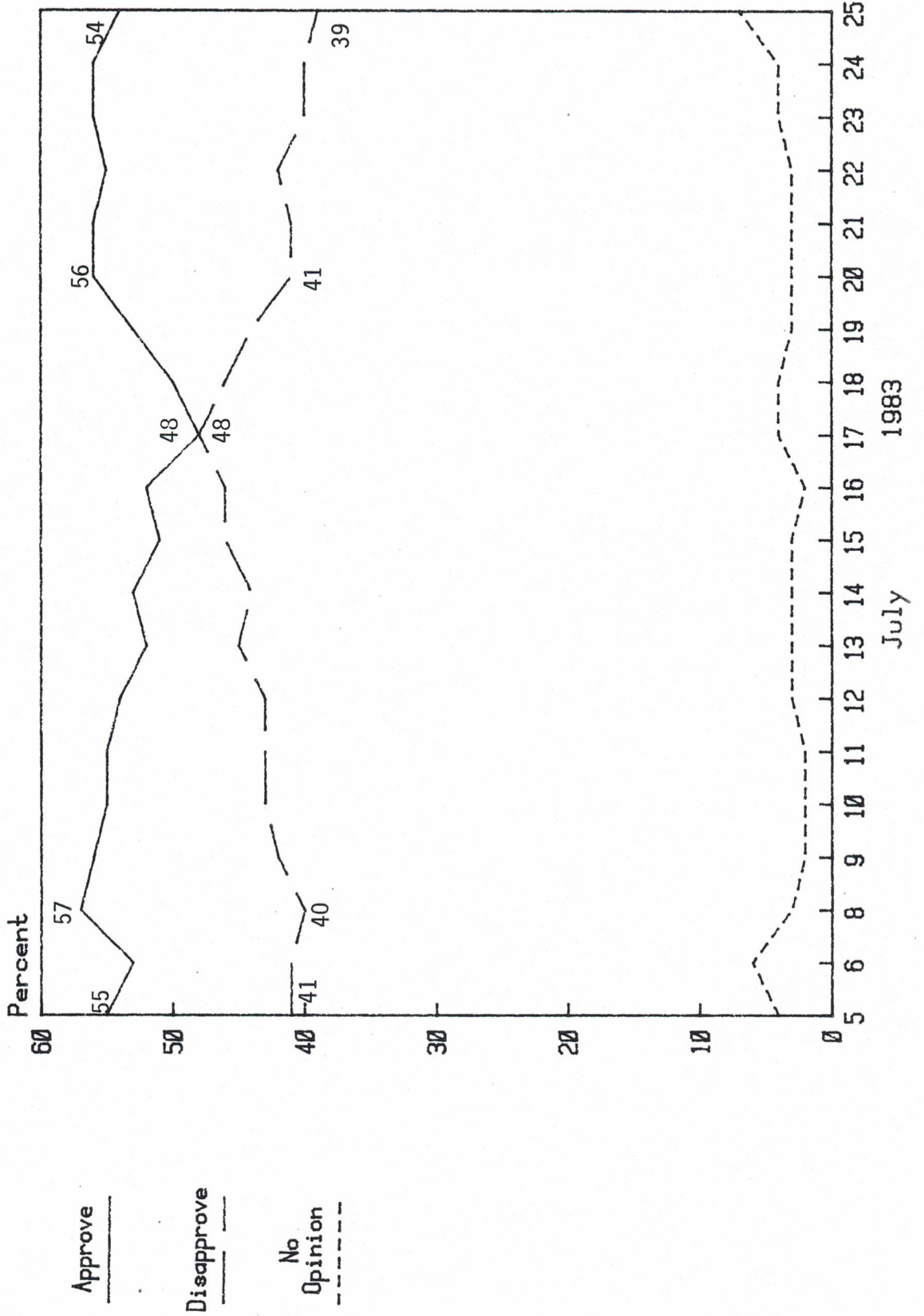
Reagan Job Rating -- General

=====
 "Do you approve or disapprove of the way Ronald Reagan is handling his job as President?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>
Approve	55	53	57	56	55	55	54
Disapprove	41	41	40	42	43	43	43
No opinion	4	6	3	2	2	2	3
	<u>July 11-13 1983</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Approve	52	53	51	52	48	50	53
Disapprove	45	44	46	46	48	46	44
No opinion	3	3	3	2	4	4	3
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>	
Approve	56	56	55	56	56	54	
Disapprove	41	41	42	40	40	39	
No opinion	3	3	3	4	4	7	

REAGAN JOB RATING: GENERAL

Approve/Disapprove



Reagan Job Rating -- General

=====
"Do you approve or disapprove of the way Ronald Reagan is handling his job as President?"

	<u>July 6-25, 1983</u>
Strongly approve	23%
Somewhat approve	31
Somewhat disapprove	17
Strongly disapprove	25
No opinion	4

Reagan's Characteristics -- Cares

=====
 "Would you say that this is an ... excellent, good, only fair, or poor description of Reagan?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>
Excellent/Good	36	31	35	35	32	32	30
Only fair/Poor	63	68	64	64	66	67	69
	<u>July 11-13 1983</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Excellent/Good	32	32	32	31	28	32	30
Only fair/Poor	67	67	67	68	70	67	69
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>	
Excellent/Good	34	33	35	34	33	32	
Only fair/Poor	65	66	64	65	66	66	

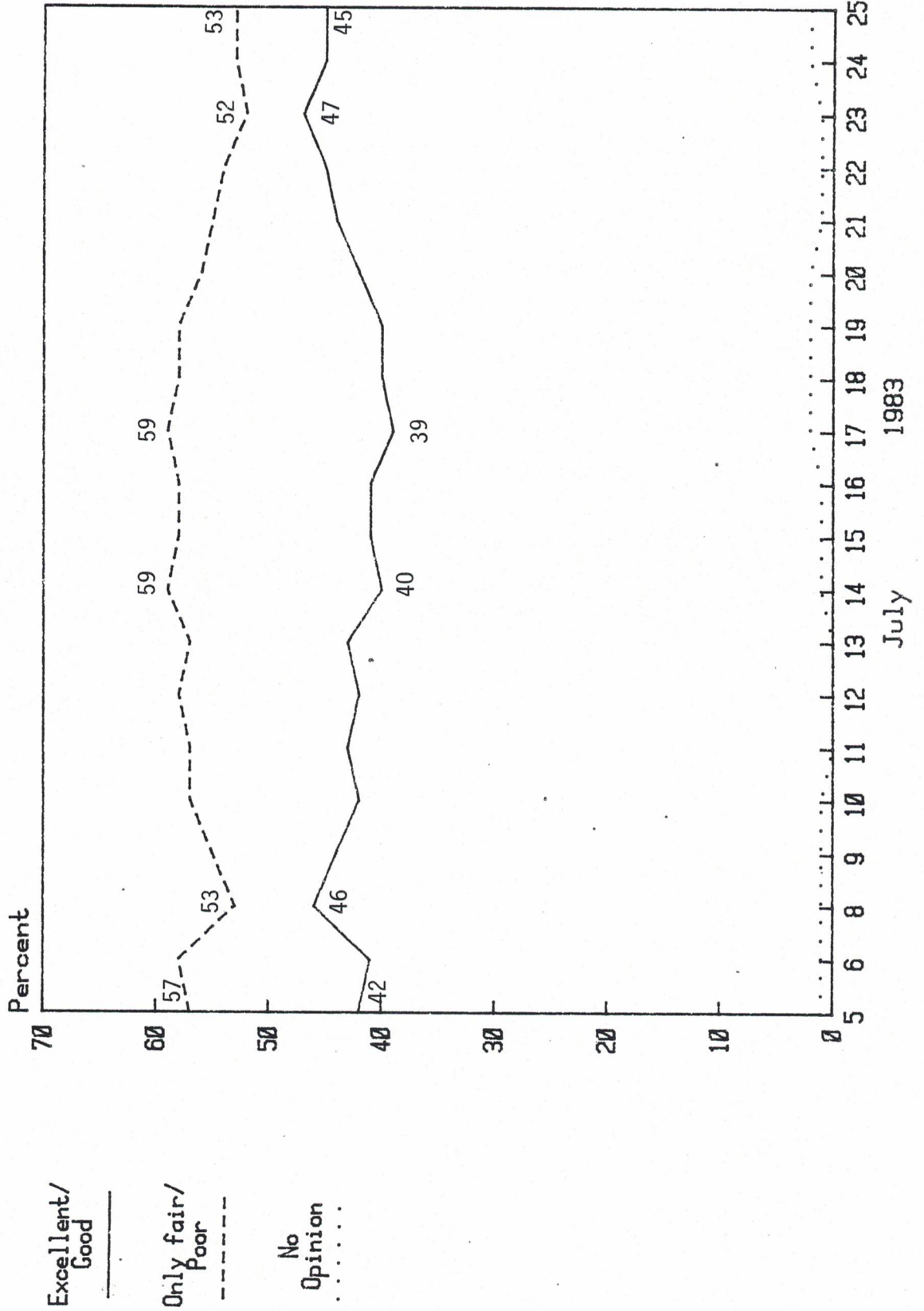
Reagan's Characteristics -- Knows What He is Doing

=====
 "Would you say that this is an ... excellent, good, only fair, or poor description of Reagan?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>
Excellent/Good	42	41	46	44	42	43	42
Only fair/Poor	57	58	53	55	57	57	58
	<u>July 11-13 1983</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Excellent/Good	43	40	41	41	39	40	40
Only fair/Poor	57	59	58	58	59	58	58
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>	
Excellent/Good	42	44	45	47	45	45	
Only fair/Poor	56	55	54	52	53	53	

REAGAN CHARACTERISTICS

Knows What He is Doing



Reagan's Characteristics -- Strong Leadership Qualities

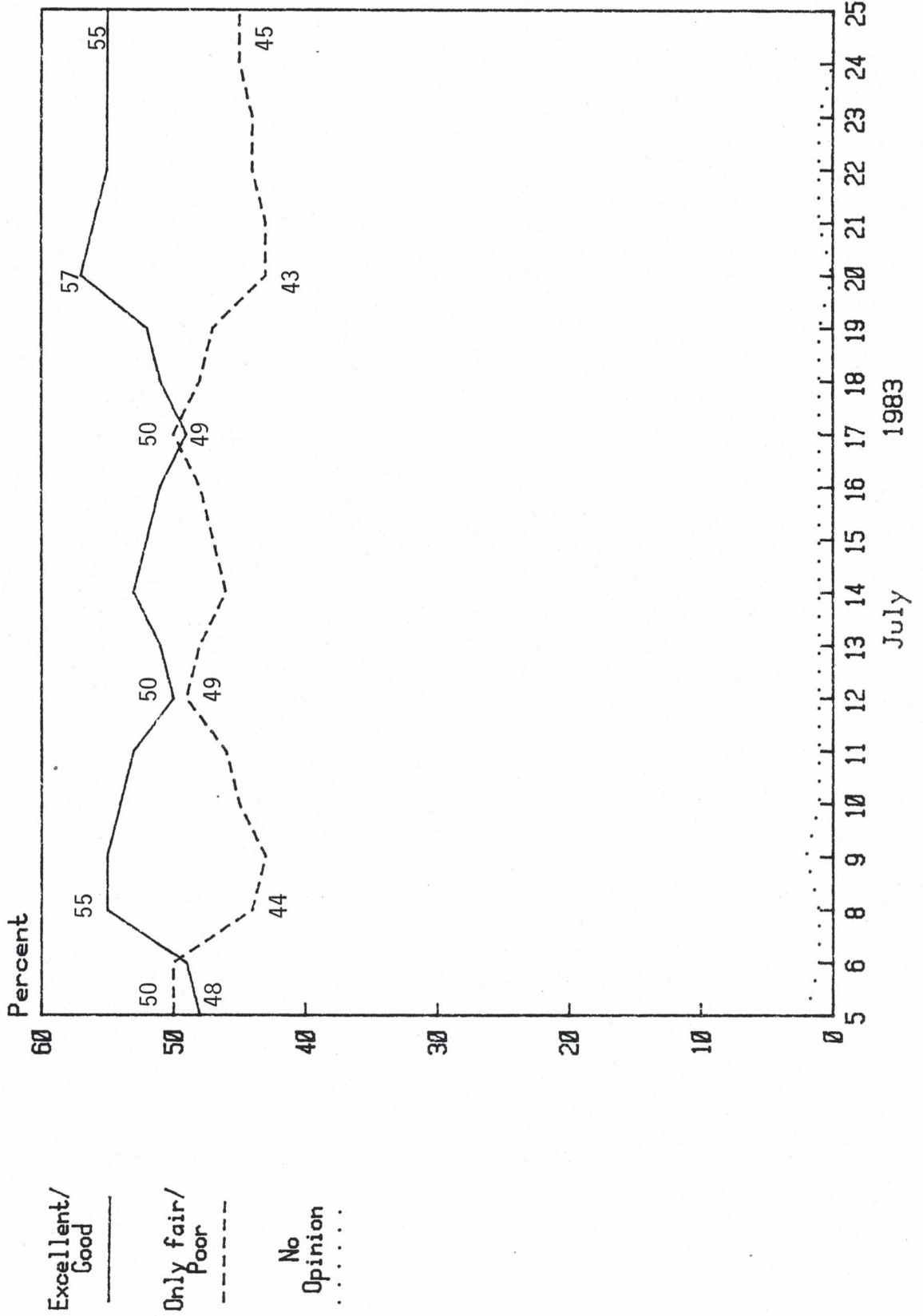
=====

"Would you say that this is an ... excellent, good, only fair, or poor description of Reagan?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>
Excellent/Good	48	49	55	55	54	53	50
Only fair/Poor	50	50	44	43	45	46	49
	<u>July 11-13 1983</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Excellent/Good	51	53	52	51	49	51	52
Only fair/Poor	48	46	47	48	50	48	47
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>	
Excellent/Good	57	56	55	55	55	55	
Only fair/Poor	43	43	44	44	45	45	

REAGAN CHARACTERISTIC

Strong Leadership



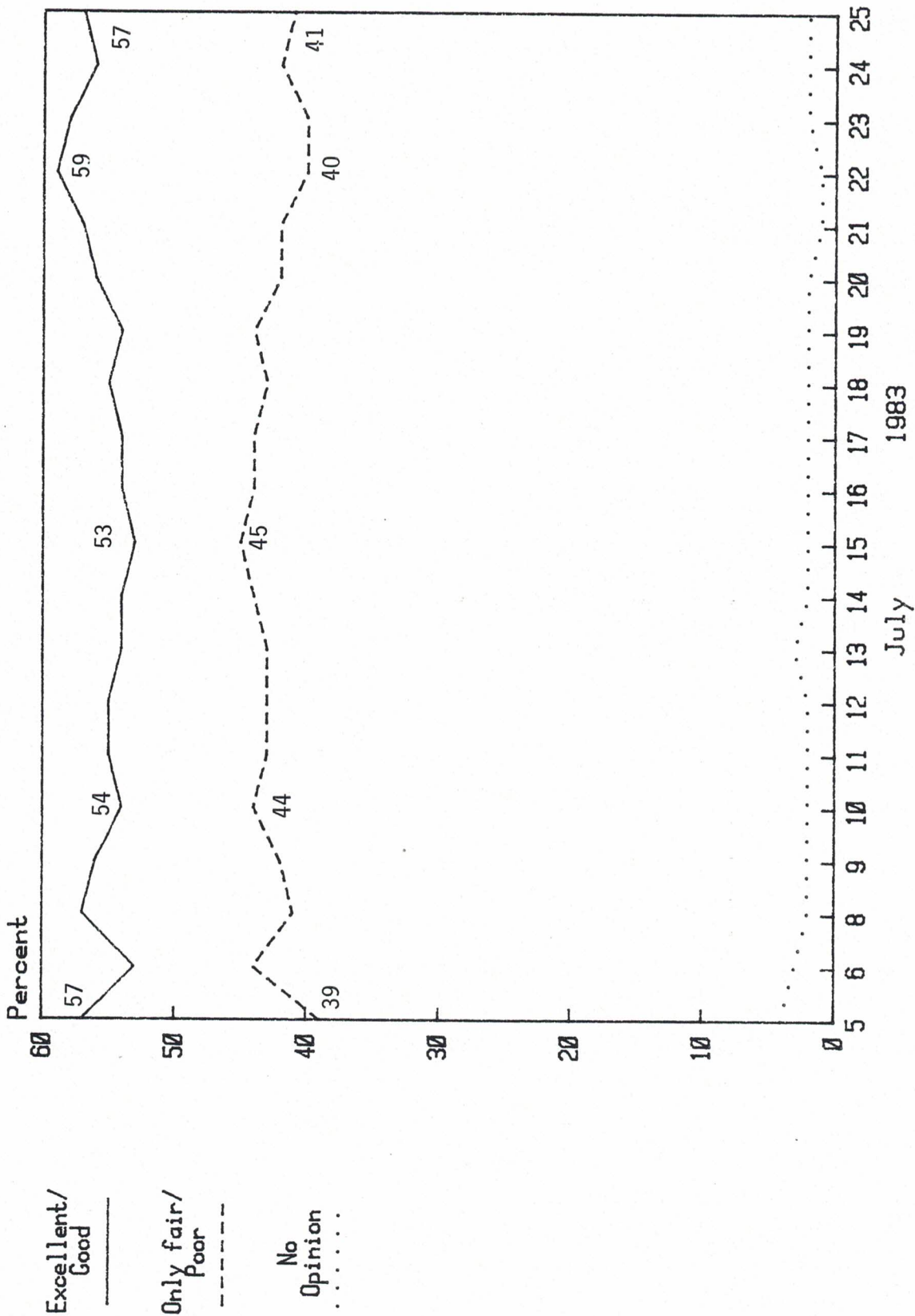
Reagan's Characteristics -- Trustworthy

=====
 "Would you say that this is an ... excellent, good, only fair, or poor description of Reagan?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>
Excellent/Good	57	53	57	56	54	55	55
Only fair/Poor	39	44	41	42	44	43	43
	<u>July 11-13 1983</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Excellent/Good	54	54	53	54	54	55	54
Only fair/Poor	43	44	45	44	44	43	44
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>	
Excellent/Good	56	57	59	58	56	57	
Only fair/Poor	42	42	40	40	42	41	

REAGAN CHARACTERISTIC

Trustworthy



Like Most About Reagan

=====
 "What do you like most about Ronald Reagan?"

	Jan 7-10 1983	April 7-10 1983	July 6-8 1983	July 7-9 1983	July 8-10 1983	July 9-11 1983	July 10-12 1983
Strong leadership	10	12	11	9	7	8	8
Helps the people/Communicates	4	2	5	5	4	4	3
Honest/Sincere/Decent	6	7	14	15	13	13	12
Doing a good job	11	7	15	11	11	11	9
Outspoken/Straightforward/ Forthright/Open	2	5	12	12	11	12	12
Appearance/Personality	6	5	11	10	10	11	11
Stand: Economy/Unemplymnt/Infl.	7	8	8	8	12	11	11
Stand: Welfare/Education	2	3	3	3	3	4	4
Stand: Government spending	5	2	3	3	2	2	2
Stand: For. policy/Nat'l Def.	6	5	8	7	8	8	7
His speeches	1	1	4	3	2	2	2
Conservative	1	1	2	2	2	2	2
Stand: Issues	2	1	5	5	4	3	3
Handling of debate briefing issue/Positive	0	0	0	0	0	0	0
Other/General positive	5	7	19	20	18	18	17
Handling of debate briefing issue/Negative	0	0	1	1	0	0	0
Like nothing/General negative	29	23	24	30	34	32	30
No opinion	9	11	5	3	2	2	4
	July 11-13 1983	July 12-14 1983	July 13-15 1983	July 14-16 1983	July 15-17 1983	July 16-18 1983	July 17-19 1983
Strong leadership	10	10	10	9	8	10	10
Helps the people/Communicates	3	3	4	4	4	5	5
Honest/Sincere/Decent	13	12	11	11	12	12	11
Doing a good job	9	7	8	8	8	8	8
Outspoken/Straightforward/ Forthright/Open	11	10	11	12	13	12	9
Appearance/Personality	11	10	9	8	8	8	9
Stand: Economy/Unemplymnt/Infl.	9	11	10	11	10	10	11
Stand: Welfare/Education	3	3	2	2	3	2	2
Stand: Government Spending	2	3	3	3	3	3	3
Stand: For. policy/Nat'l Def.	7	8	8	7	7	6	8
His speeches	3	3	2	3	2	2	3
Conservative	1	1	1	2	1	1	1
Stand: Issues	3	4	4	3	3	3	3
Handling of debate briefing issue/Positive	0	0	0	0	0	0	0
Other/General positive	16	17	17	17	17	19	21
Handling of debate briefing issue/Negative	0	0	0	0	0	0	0
Like nothing/General negative	29	32	33	32	33	32	31
No opinion	4	3	3	4	5	6	6

Like Most About Reagan
(Continued)

=====
"What do you like most about Ronald Reagan?"

	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
Strong leadership	12	9	8	8	10	11
Helps the people/Communicates	4	4	4	3	3	3
Honest/Sincere/Decent	12	12	13	13	14	13
Doing a good job	11	12	11	10	8	8
Outspoken/Straightforward/ Forthright/Open	10	9	9	8	8	9
Appearance/Personality	9	9	9	9	8	9
Stand: Economy/Unemplymnt/Infl.	13	13	13	13	14	13
Stand: Welfare/Education	1	2	3	2	3	2
Stand: Government Spending	4	3	2	2	3	3
Stand: For. policy/Nat'l Def.	8	8	7	7	8	8
His speeches	3	2	2	2	2	2
Conservative	2	2	2	1	1	2
Stand: Issues	4	4	5	4	3	4
Handling of debate briefing issue/Positive	0	0	0	0	0	0
Other/General positive	22	18	16	15	15	17
Handling of debate briefing issue/Negative	0	0	1	1	1	1
Like nothing/General negative	28	28	25	30	31	29
No opinion	5	5	5	6	5	4

Like Most About Reagan

=====
"What do you like most about Ronald Reagan?"

July 6-25, 1983

Strong leadership	10%
Other personal qualities	29
Job performance	16
Stand/Economy	13
Stand/Foreign affairs	8
Stand/Other issues	6
General positive	18
Need more time/Neutral	4
General negative	30

Like Least About Reagan

=====
 "What do you like least about Ronald Reagan?"

	Jan 7-10 1983	April 7-10 1983	July 6-8 1983	July 7-9 1983	July 8-10 1983	July 9-11 1983	July 10-12 1983
Stand on national defense	8	10	9	9	9	8	7
Does not represent people/ minorities	9	7	6	6	7	8	9
Favors the rich	5	7	10	9	9	10	10
Stand: Unemploy./Taxes/Economy	16	11	11	10	9	10	12
Stand: Foreign policy	4	5	9	9	9	11	10
Stand: Spending cutbacks/ cutbacks in social programs government spending	9	8	15	14	14	13	12
Not honest/sincere	3	2	4	5	5	4	4
Cabinet/Aides/Advisors	1	3	2	2	3	3	3
Handling issue of debate papers	0	0	1	1	1	1	1
Actor/acting a part	3	2	4	4	4	5	6
His age	2	2	3	3	4	4	3
Too outspoken/Speaks before he thinks	3	2	4	4	5	4	4
Stand: Education	*	1	4	4	4	4	3
Other/General negative	4	8	25	27	28	24	23
Dislike nothing/General positive	18	17	25	28	27	28	26
No opinion	15	14	6	3	2	2	3
Resistance Ratio	6:10	7:10	10:10	9:10	8:10	9:10	9:10
	July 11-13 1983	July 12-14 1983	July 13-15 1983	July 14-16 1983	July 15-17 1983	July 16-18 1983	July 17-19 1983
Stand on national defense	7	7	8	8	8	7	7
Does not represent people/ minorities	9	9	9	10	11	11	9
Favors the rich	9	10	10	10	10	8	9
Stand: Unemploy./Taxes/Economy	12	13	13	14	12	12	11
Stand: Foreign policy	10	10	9	9	8	9	10
Stand: Spending cutbacks/ cutbacks in social programs government spending	12	13	14	15	15	14	13
Not honest/sincere	5	5	5	4	4	5	5
Cabinet/Aides/Advisors	2	2	1	2	3	4	4
Handling issue of debate papers	1	1	0	0	0	0	0
Actor/acting a part	7	5	4	5	5	6	4
His age	2	2	2	2	2	3	3
Too outspoken/Speaks before he thinks	2	2	2	3	4	3	4
Stand: Education	3	2	2	2	3	2	3
Other/General negative	21	20	20	20	21	22	24
Dislike nothing/General positive	26	27	26	24	21	25	26
No opinion	5	5	6	6	7	6	6
Resistance Ratio	9:10	8:10	8:10	8:10	6:10	8:10	8:10

Like Least About Reagan
(Continued)

=====
"What do you like least about Ronald Reagan?"

	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
Stand on national defense	6	8	9	11	10	9
Does not represent people/ minorities	9	8	9	8	9	10
Favors the rich	8	8	7	8	10	11
Stand: Unemploy./Taxes/Economy	13	13	13	11	12	11
Stand: Foreign policy	12	12	12	11	10	10
Stand: Spending cutbacks/ cutbacks in social programs government spending	14	13	13	13	13	15
Not honest/sincere	4	3	3	4	3	2
Cabinet/Aides/Advisors	4	5	5	4	4	4
Handling issue of debate papers	1	1	1	1	0	0
Actor/acting a part	4	4	5	4	5	5
His age	3	2	3	2	3	2
Too outspoken/Speaks before he thinks	3	2	3	2	3	3
Stand: Education	2	2	2	2	2	3
Other/General negative	25	25	24	23	22	22
Dislike nothing/General positive	27	25	26	25	24	25
No opinion	5	7	6	6	5	5
Resistance Ratio	10:10	9:10	10:10	8:10	8:10	9:10

Like Least About Reagan

=====
"What do you like least about Ronald Reagan?"

July 6-25, 1983

Uncaring attitude	16%
Other personal qualities	13
Job performance	3
Stand/Economy	23
Stand/Foreign affairs	17
Stand/Other issues	3
General negative	23
Need more time/Neutral	5
General positive	26
Resistance Ratio	9:10

Hear About Debate Papers

=====
 "Have you heard or read anything recently about Ronald Reagan's 1980 campaign for President when he ran against Jimmy Carter? (IF "YES," ASK:) And what in particular have you heard? (IF "NO," ASK:) "As you may know, some representatives of Ronald Reagan's campaign team have been said to have used a briefing book from the Carter campaign. Have you read or heard anything about this story?"

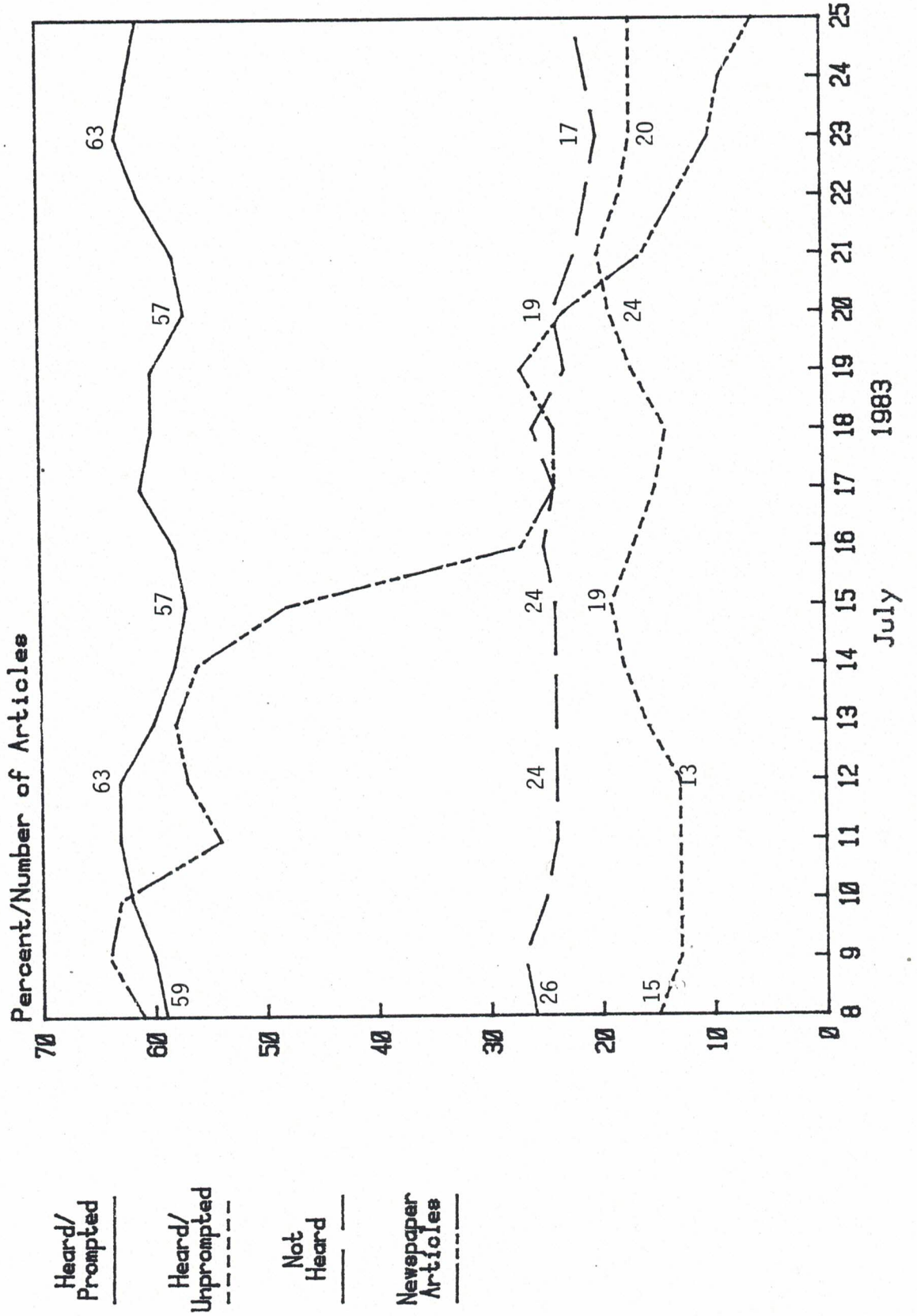
	<u>July</u> <u>6-8</u> <u>1983</u>	<u>July</u> <u>7-9</u> <u>1983</u>	<u>July</u> <u>8-10</u> <u>1983</u>	<u>July</u> <u>9-11</u> <u>1983</u>	<u>July</u> <u>10-12</u> <u>1983</u>	<u>July</u> <u>11-13</u> <u>1983</u>
Heard/Unprompted	59	60	62	63	63	60
Heard/Prompted	15	13	13	13	13	16
Not heard	26	27	25	24	24	24

	<u>July</u> <u>12-14</u> <u>1983</u>	<u>July</u> <u>13-15</u> <u>1983</u>	<u>July</u> <u>14-16</u> <u>1983</u>	<u>July</u> <u>15-17</u> <u>1983</u>	<u>July</u> <u>16-18</u> <u>1983</u>	<u>July</u> <u>17-19</u> <u>1983</u>
Heard/Unprompted	58	57	58	61	60	60
Heard/Prompted	18	19	17	15	14	17
Not heard	24	24	25	24	26	23

	<u>July</u> <u>18-20</u> <u>1983</u>	<u>July</u> <u>19-21</u> <u>1983</u>	<u>July</u> <u>20-22</u> <u>1983</u>	<u>July</u> <u>21-23</u> <u>1983</u>	<u>July</u> <u>22-24</u> <u>1983</u>	<u>July</u> <u>23-25</u> <u>1983</u>
Heard/Unprompted	57	58	61	63	62	61
Heard/Prompted	19	20	18	17	17	17
Not Heard	24	22	21	20	21	22

HEARD ABOUT BRIEFING PAPERS

Variance by Volume of Articles



Hear About Debate Papers

=====
"Have you heard or read anything recently about Ronald Reagan's 1980 campaign for President when he ran against Jimmy Carter? (IF "YES," ASK:) And what in particular have you heard? (IF "NO," ASK:) "As you may know, some representatives of Ronald Reagan's campaign team have been said to have used a briefing book from the Carter campaign. Have you read or heard anything about this story?"

July 6-25, 1983

Heard/Unprompted	60%
Heard/Prompted	16
Not heard	24

What Have You Heard?

=====
 "And what in particular have you heard?"

	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Carter papers/Campaign material	55	64	67	65	66	62
Debate material/Prior knowledge	31	29	28	31	30	33
Campaign strategy leak	7	6	5	5	3	4
Stolen material/Dishonesty	14	10	8	7	8	9
Mini-watergate/Scandal	6	5	6	5	5	4
Federal investigation	3	3	3	3	3	2
Tapes	1	2	1	2	2	3
Reagan's aides/Advisors	3	2	3	4	6	7
Reagan not honest/Not truthful	3	3	3	2	2	2
Reagan truthful	2	2	1	2	1	1
Media buildup/Material not important	6	3	3	3	4	3
NSC papers/Secret material	1	1	1	1	1	1
Mole/Spy in Carter campaign	2	3	3	2	1	0
Heard/Read only	5	6	4	5	5	5
Other	3	2	1	1	1	1
	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Carter papers/Campaign material	61	59	62	63	65	64
Debate material/Prior knowledge	31	31	28	27	32	32
Campaign strategy leak	5	8	7	7	7	7
Stolen material/Dishonesty	11	13	14	18	19	20
Mini-watergate/Scandal	4	2	3	3	5	4
Federal investigation	2	1	1	1	2	2
Tapes	5	5	5	4	3	6
Reagan's aides/Advisors	7	4	4	4	4	4
Reagan not honest/Not truthful	3	3	2	1	1	1
Reagan truthful	1	1	1	2	1	1
Media buildup/Material not important	3	2	3	2	1	1
NSC papers/Secret material	1	1	0	0	0	1
Mole/Spy in Carter campaign	1	1	1	1	1	1
Heard/Read only	4	4	4	4	4	4
Other	2	2	3	3	3	3

What Have You Heard?
(Continued)

=====
"And what in particular have you heard?"

	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
Carter papers/Campaign material	65	64	66	64	64	62
Debate material/Prior knowledge	36	34	35	38	37	42
Campaign strategy leak	8	8	9	8	8	8
Stolen material/Dishonesty	15	12	11	12	12	13
Mini-watergate/Scandal	3	2	2	2	3	4
Federal investigation	2	1	1	1	1	2
Tapes	6	7	4	3	2	4
Reagan's aides/Advisors	4	5	5	5	4	4
Reagan not honest/Not truthful	1	2	2	2	1	1
Reagan truthful	1	1	1	0	1	1
Media buildup/Material not important	2	3	4	4	3	2
NSC papers/Secret material	1	2	1	2	1	1
Mole/Spy in Carter campaign	1	1	1	1	1	1
Heard/Read only	6	4	4	4	5	6
Other	3	2	2	1	1	1

Reagan Job Rating: Debate Papers

=====
 "Just generally, on the basis of what you now know, do you approve or disapprove of the way Ronald Reagan is handling these charges? And would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?"

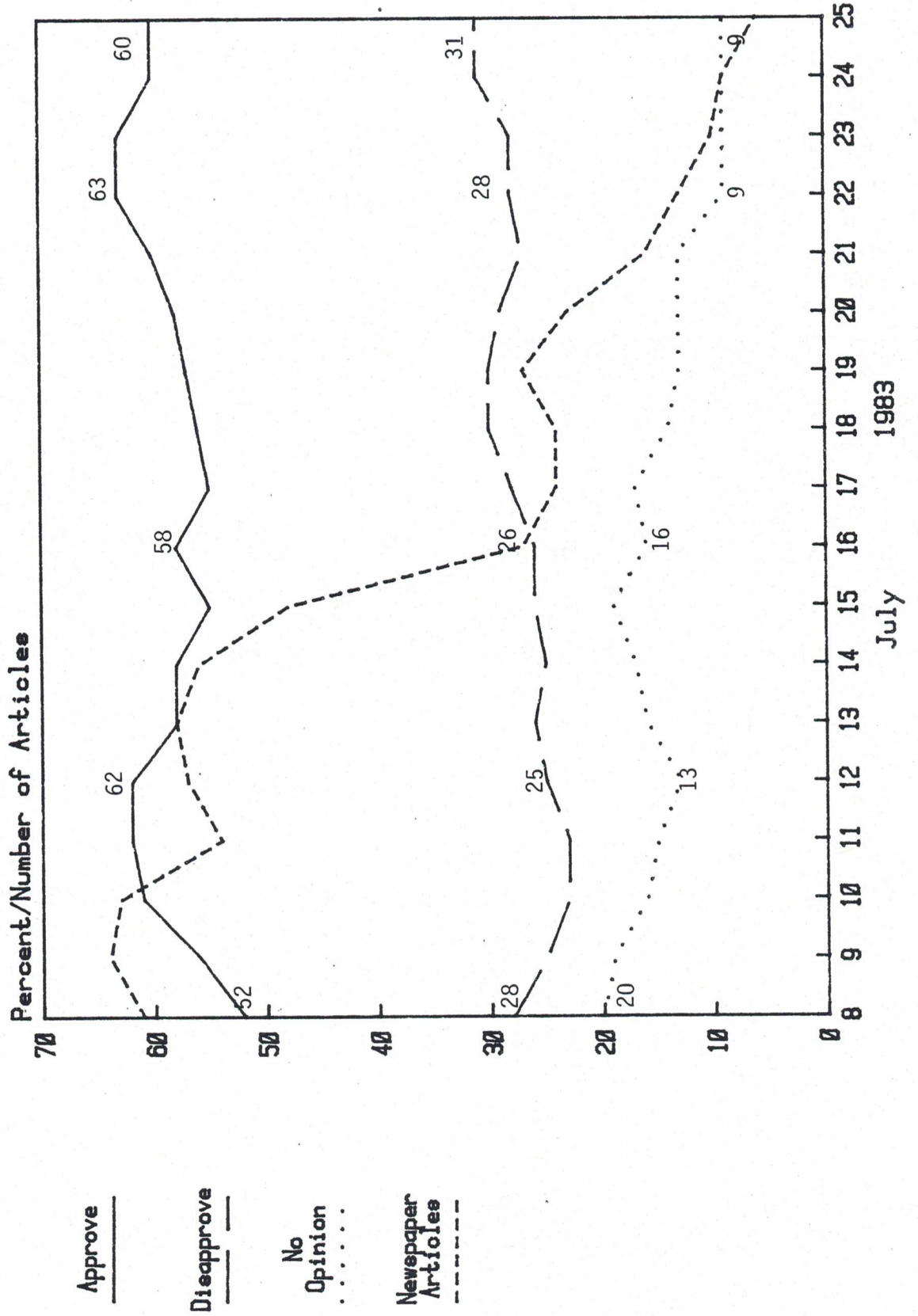
	July 6-8 1983	July 7-9 1983	July 8-10 1983	July 9-11 1983	July 10-12 1983	July 11-13 1983
Strongly approve	24	27	32	32	32	29
Somewhat approve	28	29	29	30	30	29
Somewhat disapprove	11	10	10	10	12	12
Strongly disapprove	17	15	13	13	13	14
No opinion	20	19	16	15	13	16

	July 12-14 1983	July 13-15 1983	July 14-16 1983	July 15-17 1983	July 16-18 1983	July 17-19 1983
Strongly approve	30	28	30	27	28	30
Somewhat approve	28	27	28	28	28	27
Somewhat disapprove	12	13	13	13	13	13
Strongly disapprove	13	13	13	15	17	17
No opinion	17	19	17	17	14	13

	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
Strongly approve	29	28	30	32	32	31
Somewhat approve	29	32	33	31	28	29
Somewhat disapprove	13	11	12	12	15	16
Strongly disapprove	16	16	16	16	16	15
No opinion	13	13	9	9	9	9

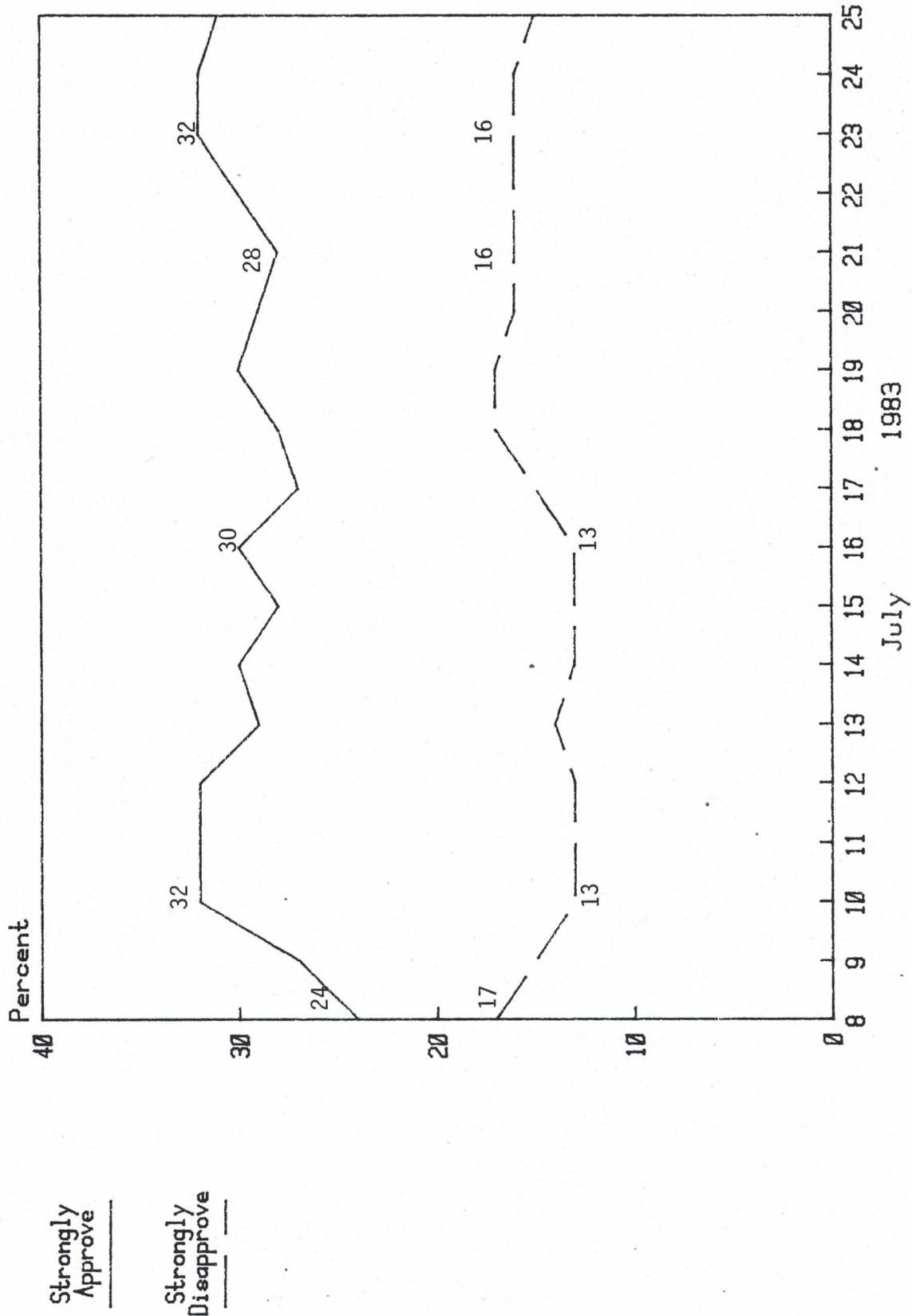
REAGAN JOB RATING: DEBATE PAPERS

Variance by Volume of Articles



REAGAN JOB RATING: DEBATE PAPERS

Intensity of Response



Reagan Job Rating: Debate Papers

=====
"Just generally, on the basis of what you now know, do you approve or disapprove of the way Ronald Reagan is handling these charges? And would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?"

July 6-25, 1983

Strongly approve	29%
Somewhat approve	29
Somewhat disapprove	13
Strongly disapprove	15
No opinion	14

Much Ado About Nothing

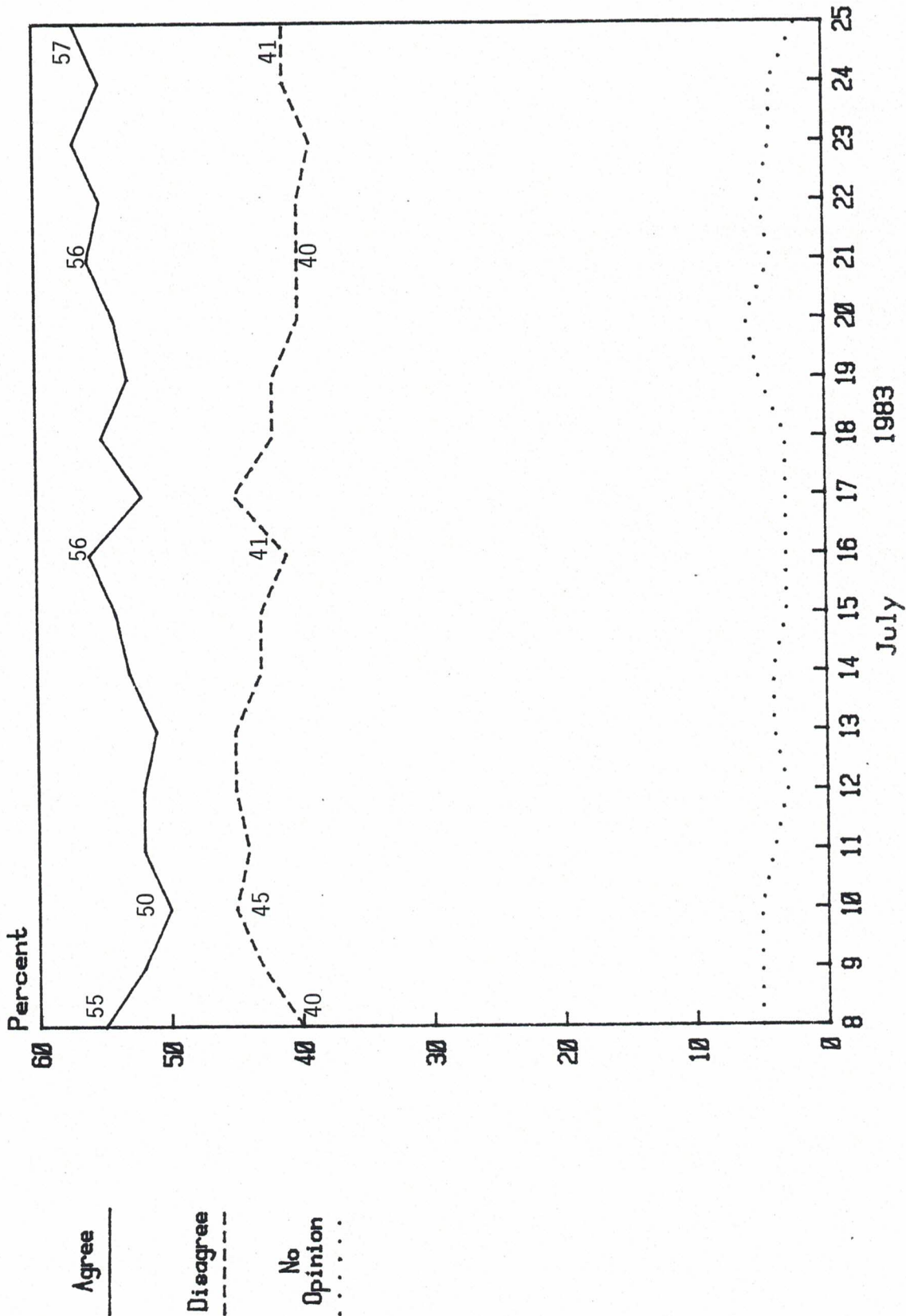
=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... This whole thing is much ado about nothing."

	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Agree	55	52	50	52	52	51
Disagree	40	43	45	44	45	45
No opinion	5	5	5	4	3	4
	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Agree	53	54	56	52	55	53
Disagree	43	43	41	45	42	42
No opinion	4	3	3	3	3	5
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Agree	54	56	55	57	55	57
Disagree	40	40	40	39	41	41
No opinion	6	4	5	4	4	2

MUCH ADD ABOUT NOTHING

Agree/Disagree



Much Ado About Nothing

=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... This whole thing is much ado about nothing."

July 6-25, 1983

Agree	54%
Disagree	42
No opinion	4

Expect Inside Leaks

=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... You just have to expect inside leaks of information in any campaign."

	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Agree	76	78	76	76	75	75
Disagree	22	20	22	23	24	23
No opinion	2	2	2	1	1	2

	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Agree	76	73	74	73	73	70
Disagree	22	25	24	25	25	27
No opinion	2	2	2	2	2	3

	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Agree	69	72	73	73	71	71
Disagree	28	26	25	26	28	28
No opinion	3	2	2	1	1	1

Expect Inside Leaks

=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... You just have to expect inside leaks of information in any campaign."

July 6-25, 1983

Agree	73%
Disagree	25
No opinion	2

Ronald Reagan Can't Be Trusted

=====

Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... This only proves that Ronald Reagan can't be trusted to do the right thing under pressure."

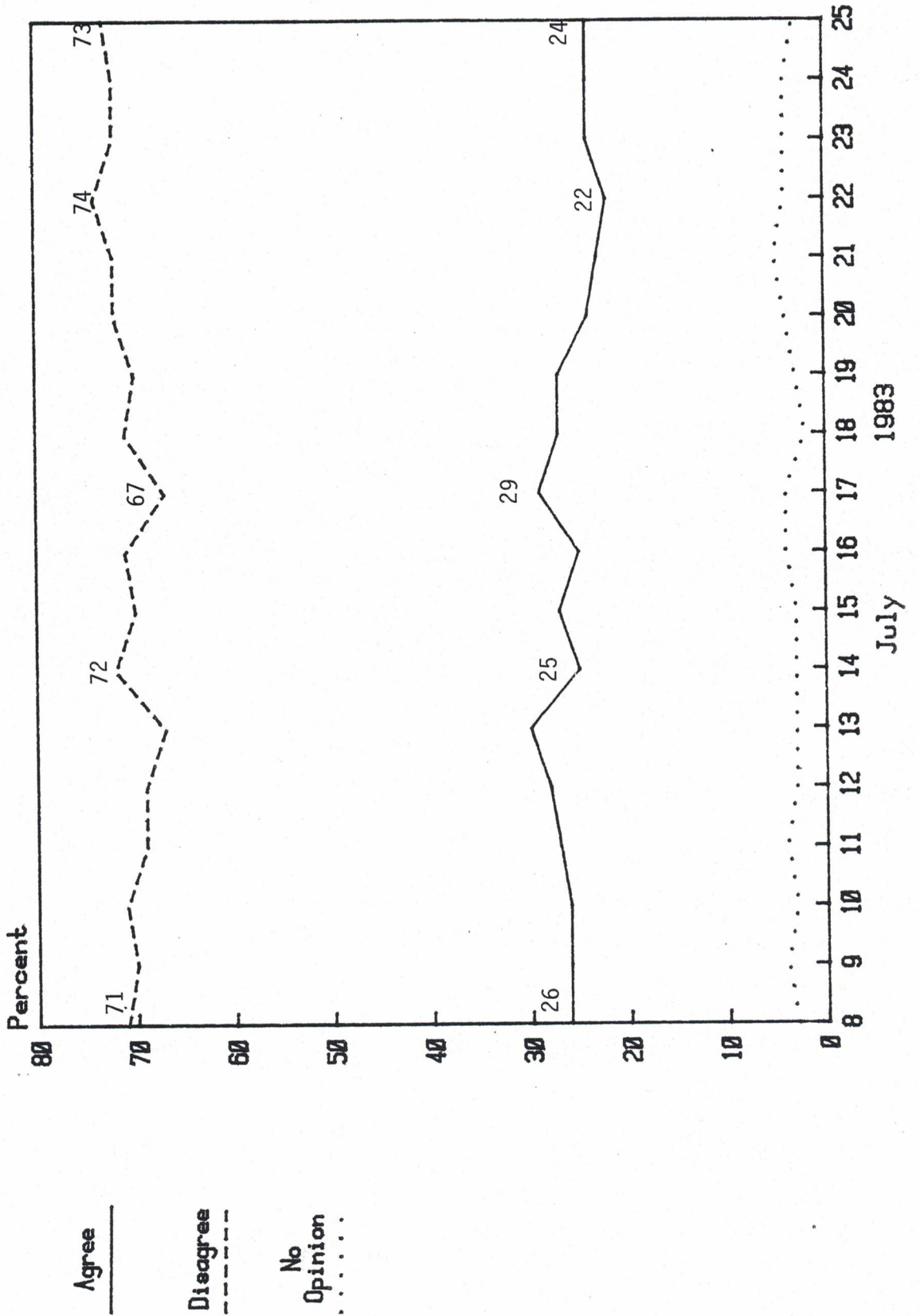
	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Agree	26	26	26	27	28	30
Disagree	71	70	71	69	69	67
No opinion	3	4	3	4	3	3

	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Agree	25	27	25	29	27	27
Disagree	72	70	71	67	71	70
No opinion	3	3	4	4	2	3

	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Agree	24	23	22	24	24	24
Disagree	72	72	74	72	72	73
No opinion	4	5	4	4	4	3

REAGAN CAN'T BE TRUSTED

Agree/Disagree



Ronald Reagan Can't Be Trusted

=====

Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... This only proves that Ronald Reagan can't be trusted to do the right thing under pressure."

July 6-25, 1983

Agree	26%
Disagree	71
No opinion	3

No Difference Between Politicians and Media

=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... There should be no difference between the way the politicians and the media are treated if they receive leaked confidential papers."

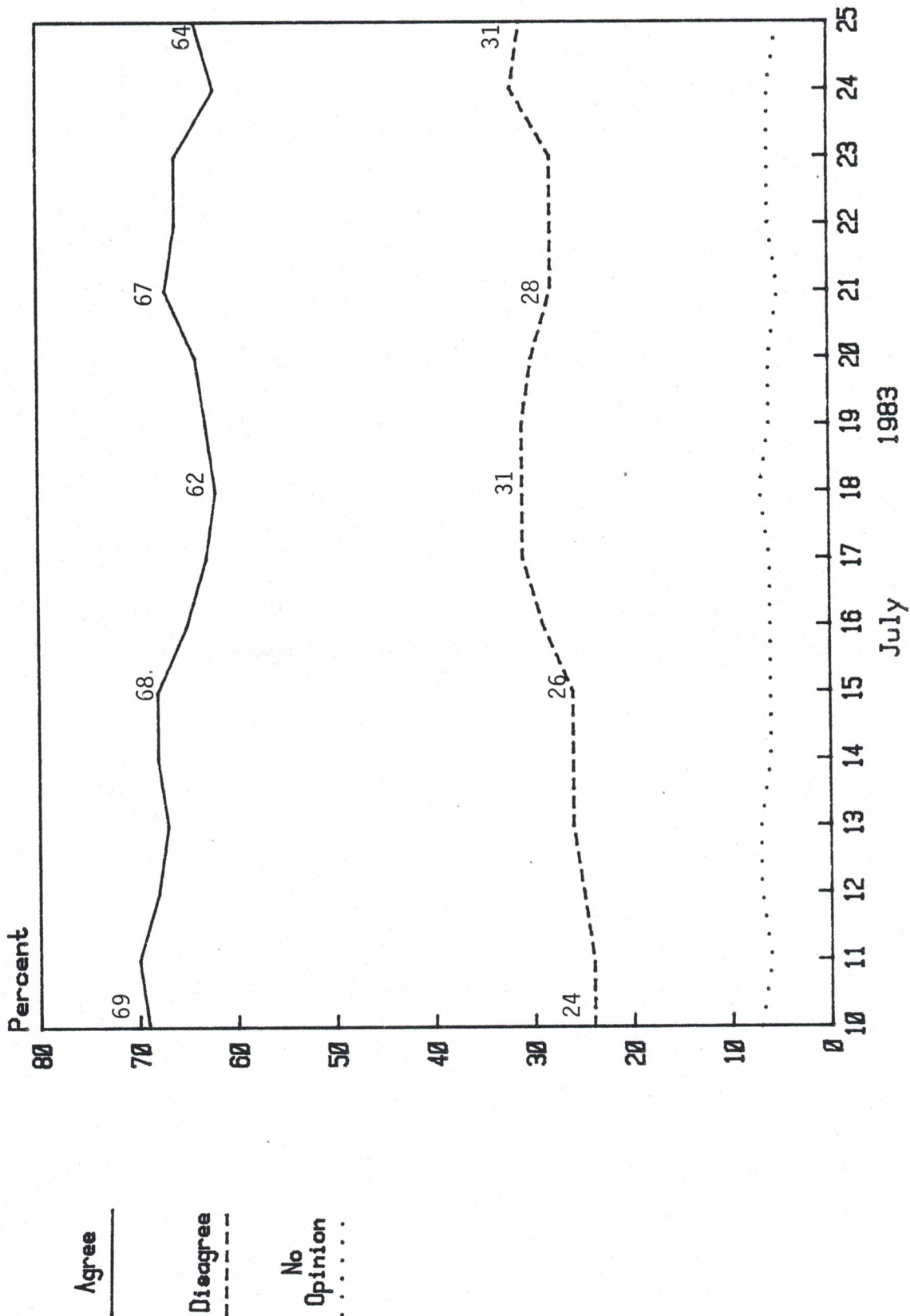
	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Agree	*	*	69	70	68	67
Disagree	*	*	24	24	25	26
No opinion	*	*	7	6	7	7

	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Agree	68	68	65	63	62	63
Disagree	26	26	29	31	31	31
No opinion	6	6	6	6	7	6

	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Agree	64	67	66	66	62	64
Disagree	30	28	28	28	32	31
No opinion	6	5	6	6	6	5

LEAKED CONFIDENTIAL PAPERS

Media vs. Politicians



No Difference Between Politicians and Media

=====

"Some people have made the following statements about this issue. As I read each one, please tell me if you agree or disagree with what they have said ... There should be no difference between the way the politicians and the media are treated if they receive leaked confidential papers."

July 6-25, 1983

Agree	66%
Disagree	28
No opinion	6

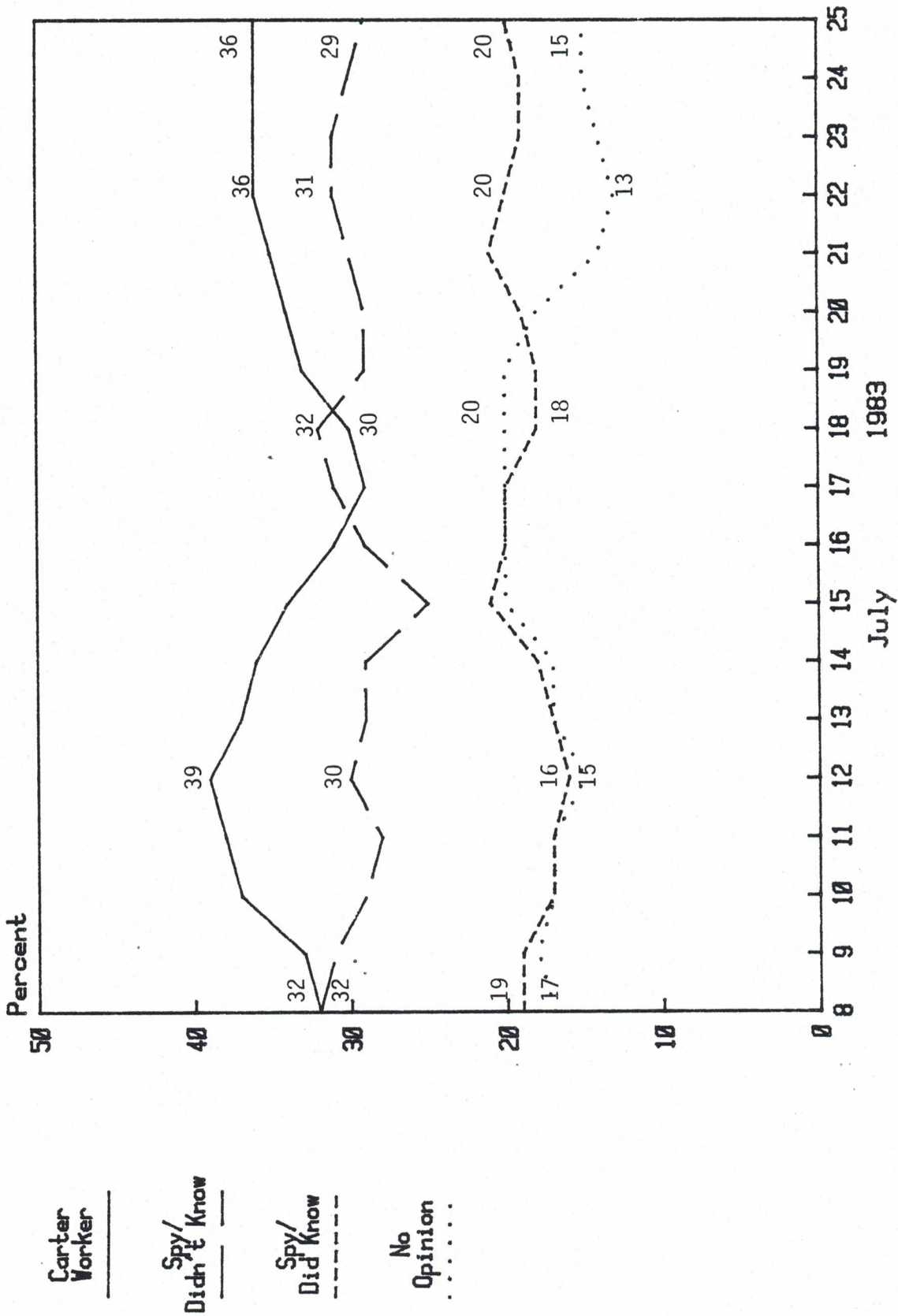
How Briefing Book Got to the Reagan Campaign

=====
 "And from what you have heard or read, which of the following possibilities do you believe is most likely? ... The briefing book was ..."

	July 6-8 1983	July 7-9 1983	July 8-10 1983	July 9-11 1983	July 10-12 1983	July 11-13 1983
...given to the Reagan campaign by a disgruntled Carter worker.	32	33	37	38	39	37
...given to the campaign by a Reagan spy planted in the Carter campaign <u>without</u> the knowledge of Ronald Reagan.	32	31	29	28	30	29
...provided to the campaign by a Reagan spy planted in the Carter campaign <u>with</u> the knowledge of Ronald Reagan.	19	19	17	17	16	17
No opinion	17	18	17	17	15	17
	July 12-14 1983	July 13-15 1983	July 14-16 1983	July 15-17 1983	July 16-18 1983	July 17-19 1983
...given to the Reagan campaign by a disgruntled Carter worker.	36	34	31	29	30	33
...given to the campaign by a Reagan spy planted in the Carter campaign <u>without</u> the knowledge of Ronald Reagan.	29	25	29	31	32	29
...provided to the campaign by a Reagan spy planted in the Carter campaign <u>with</u> the knowledge of Ronald Reagan.	18	21	20	20	18	18
No opinion	17	20	19	20	20	20
	July 18-20 1983	July 19-21 1983	July 20-22 1983	July 21-23 1983	July 22-24 1983	July 23-25 1983
...given to the Reagan campaign by a disgruntled Carter worker.	34	35	36	36	36	36
...given to the campaign by a Reagan spy planted in the Carter campaign <u>without</u> the knowledge of Ronald Reagan.	29	30	31	31	30	29
...provided to the campaign by a Reagan spy planted in the Carter campaign <u>with</u> the knowledge of Ronald Reagan.	19	21	20	19	19	20
No opinion	18	14	13	14	15	15

DEBATE MATERIAL

How Was It Obtained?



Carter Worker

Spy/Didn't Know

Spy/Did Know

No Opinion

How Briefing Book Got to the Reagan Campaign

=====
"And from what you have heard or read, which of the following possibilities do you believe is most likely? ... The briefing book was ..."

July 6-25, 1983

...given to the Reagan campaign by a disgruntled Carter worker.	34%
...given to the campaign by a Reagan spy planted in the Carter campaign <u>without</u> the knowledge of Ronald Reagan.	30
...provided to the campaign by a Reagan spy planted in the Carter campaign <u>with</u> the knowledge of Ronald Reagan.	19
No opinion	17

Reagan's Role

=====
 "What about Ronald Reagan's role in the controversy about the Carter briefing book. Do you think he definitely knew ... probably knew ... probably didn't know ... or definitely didn't know what was going on?"

	<u>July 6-8 1983</u>	<u>July 7-9 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Definitely knew	10	11	10	13	12	14
Probably knew	33	33	35	33	32	33
Probably didn't know	38	38	38	36	36	33
Definitely didn't know	13	11	13	13	15	16
No opinion	6	7	4	5	5	4

	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Definitely knew	11	12	11	13	12	13
Probably knew	36	39	37	37	34	34
Probably didn't know	34	32	34	34	37	37
Definitely didn't know	14	12	10	10	10	11
No opinion	5	5	7	6	7	5

	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Definitely knew	12	13	11	12	12	12
Probably knew	35	35	37	34	36	34
Probably didn't know	37	37	37	36	35	38
Definitely didn't know	9	11	10	14	12	12
No opinion	7	4	5	4	5	4

Media Coverage

=====
 "Do you think that media coverage of this controversy has exaggerated its importance, downplayed it, or handled it about right?"

	<u>Newsweek July 7 1983*</u>	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>
Exaggerated the story	41	54	55	55	51
Downplayed it	8	5	5	5	6
Handled it about right	42	38	37	37	40
No opinion	9	3	3	3	3

	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>
Exaggerated the story	51	51	52	52	52	52
Downplayed it	6	7	8	7	6	7
Handled it about right	40	38	36	37	39	39
No opinion	3	4	4	4	3	2

	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Exaggerated the story	53	53
Downplayed it	8	9
Handled it about right	37	37
No opinion	2	1

*Based on a sample of 500.

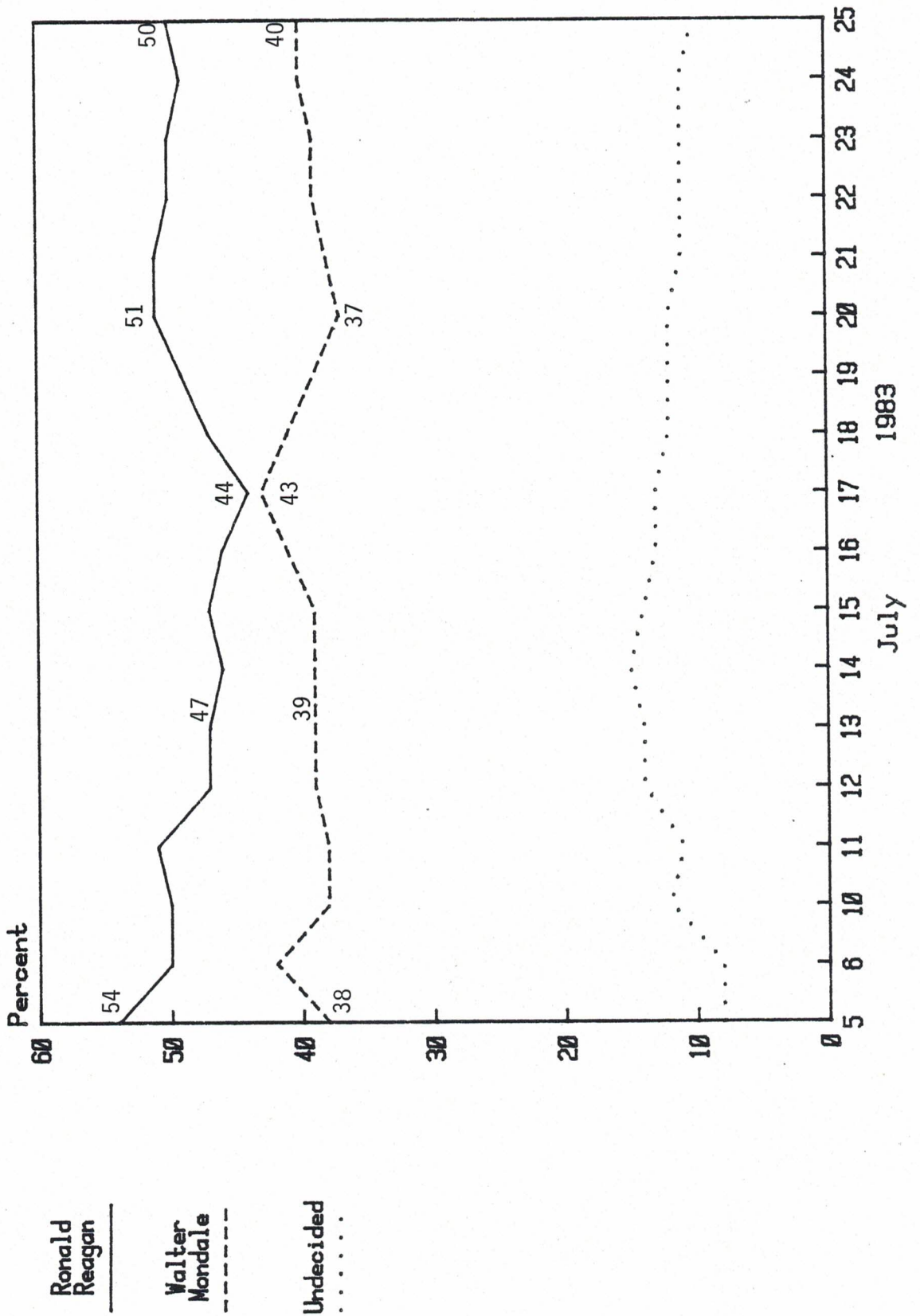
Presidential Ballot -- Registered Voters

=====

"Just one last question ... whom would you prefer as President of the United States if the candidates were ... Ronald Reagan, Republican ... and Walter Mondale, Democrat ... or ... John Glenn, Democrat ... and Ronald Reagan, Republican?"

	<u>May 27-30 1983</u>	<u>June 25-27 1983</u>	<u>July 8-10 1983</u>	<u>July 9-11 1983</u>	<u>July 10-12 1983</u>	<u>July 11-13 1983</u>
Reagan	54	50	50	51	47	47
Mondale	38	42	38	38	39	39
Reagan	50	46	45	46	44	45
Glenn	41	45	39	40	42	43
	<u>July 12-14 1983</u>	<u>July 13-15 1983</u>	<u>July 14-16 1983</u>	<u>July 15-17 1983</u>	<u>July 16-18 1983</u>	<u>July 17-19 1983</u>
Reagan	46	47	46	44	47	49
Mondale	39	39	41	43	41	39
Reagan	45	44	43	41	44	45
Glenn	43	43	44	42	40	39
	<u>July 18-20 1983</u>	<u>July 19-21 1983</u>	<u>July 20-22 1983</u>	<u>July 21-23 1983</u>	<u>July 22-24 1983</u>	<u>July 23-25 1983</u>
Reagan	51	51	50	50	49	50
Mondale	37	38	39	39	40	40
Reagan	49	47	46	45	45	46
Glenn	40	41	42	42	43	43

REAGAN VS MONDALE Registered Voters



Ronald Reagan

Walter Mondale

Undecided

REAGAN VS GLENN

Registered Voters

