

Ronald Reagan Presidential Library  
Digital Library Collections

---

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

---

**Collection: Deaver, Michael: Files**  
**Folder Title: Dick Wirthlin [1983-1984] (7)**  
**Box: 66**

---

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

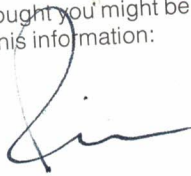
To see all Ronald Reagan Presidential Library inventories visit:  
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: [reagan.library@nara.gov](mailto:reagan.library@nara.gov)

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

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

Thought you might be interested  
in this information:



**Decision/Making/Information**®



Intelligent alternatives  
for today's decision makers

1050 Seventeenth Street N.W.,  
Suite 1100  
Washington, D.C. 20036  
(202) 822-9010

# The Harris Survey

For Release: Monday AM, June 20th, 1983

1983 #49  
ISSN 0273-1037

## INFLATION IS AMERICANS' TOP CONCERN

By Louis Harris

*Put in  
info file*

Rising prices are a more serious problem than high unemployment, according to a 70-25 percent majority of Americans. Although a 58-41 percent majority believes that the rate of inflation has gone down over the past three years, people still cite inflation as the most serious economic problem affecting them.

Despite the fact that more than 11 million Americans are out of work, people seem to be more concerned that an impending economic recovery could bring with it another round of sharp price increases. When asked which problem is more serious for the country, a 66-27 percent majority thinks that unemployment is more serious than rising prices. But when talking about their own economic situation, people overwhelmingly say that the threat of rising inflation worries them most. It seems more people expect to be involved in the recovery than expect to lose their jobs in the months ahead.

These results may have some far-reaching political implications. Voters who are more concerned about rising prices than about high unemployment tend to vote Republican. In this current Harris Survey, taken by telephone among 1,250 adults nationwide between June 7th and 11th, inflation-concerned voters would vote for Reagan over Mondale, while those who are more concerned with high unemployment would vote for Mondale over Reagan. The same pattern prevails in a Reagan-Glenn pairing.

In the recent British elections, a similar phenomenon occurred. Despite a 13 percent unemployment rate and an inflation rate that was below 10 percent, British voters felt that for them personally, inflation was a much greater worry than the threat of joblessness. In the end, the high rate of unemployment did not cost the conservative Thatcher regime to lose many voters, nor did it keep the Prime Minister from winning a landslide re-election victory. In the 1984 U.S. presidential election, inflation may turn out to be the dominant issue, to the benefit of the Republicans.

But this latest Harris Survey also casts some doubts about the American people's willingness to tolerate various conditions that might accompany a decline in the rate of inflation.

--By 60-33 percent, a majority simply is not willing to accept a continued unemployment rate of 10 percent as the price for keeping inflation at 5 percent or 6 percent. Under traditional conservative economics, one of the consequences of reducing inflation has been to cause recessions that leave in their wake an unacceptably high rate of unemployment.

--By 54-39 percent, a majority is not willing to accept as a price for relatively low inflation a rate of interest on borrowing that is well over 10 percent. Despite evidence that high interest rates have dampened inflation, people obviously feel that such sustained high rates are simply unacceptable.

--By only 48-47 percent, a plurality does not feel that a long-term 5 percent or 6 percent rate of inflation is worth paying mortgage rates as high as 12 percent.

There are two conditions that people will accept as a side effect of moderate inflation:

--A 76-18 percent majority is willing to see wages go up only as productivity increases, if it means keeping inflation at 5 percent or 6 percent. A 69-28 percent majority of union members is willing to make such a trade-off between keeping inflation down and raising wages only as productivity increases.

(over)



--By 57-38 percent a majority of Americans would accept a system of wage and price controls passed by Congress that would not allow increases that are inflationary, if that were the price to be paid for lower inflation. For many years, such controls have been viewed as an anathema to politicians in Washington. However, advocacy of a standby wage and price control system just might fit the mood in 1984.

The prevailing sentiment that inflation is a more important concern to Americans than unemployment might basically give the Republicans an edge on economic issues. However, if the Democrats were willing to link wage hikes to productivity gains, and also consider price and wage controls during periods of excessive inflation, they could neutralize the Republican advantage on the issue.

## T A B L E S

Between June 7th and 11th, the Harris Survey asked a cross section of 1,250 adults nationwide by telephone:

"Compared to three years ago, do you feel the rate of inflation has gone down a lot, some, not much, or hardly at all?"

## INFLATION RATE TODAY COMPARED TO THREE YEARS AGO

	<u>%</u>
A lot	21
Some	37
Not much	14
Hardly at all	27
Not.sure	1

"In order to keep the rate of inflation down to 5% or 6%, would you be willing to accept (READ EACH ITEM), or not?"

ACCEPTABILITY OF CERTAIN CONDITIONS  
TO KEEP INFLATION TO 5% OR 6%

	<u>Willing</u> %	<u>Not willing</u> %	<u>Not sure</u> %
Wages going up only as productivity increases			
TOTAL	76	18	6
Union member	69	28	3
Republican	83	13	4
Democrat	73	22	5
Independent	78	18	4
Congress passing a system of wage and price controls that would not allow increases that are inflationary			
TOTAL	57	38	5
Union member	56	40	4
Republican	52	43	5
Democrat	62	33	5
Independent	53	44	3
The rate of mortgages as high as 12%	47	48	5
A rate of interest on borrowing at well over 10%	39	54	7
A rate of unemployment as high as 10%	33	60	7

(continued)



"If you had to choose, which do you think is a more serious economic problem (READ EACH ITEM) -- rising prices or high unemployment?"

RISING PRICES OR HIGH UNEMPLOYMENT MORE SERIOUS PROBLEM

	<u>Rising prices</u> %	<u>High unemployment</u> %	<u>Equally serious (vol.)</u> %	<u>Not sure</u> %
For the country	27	66	6	1
For you and your family	70	25	3	2

METHODOLOGY

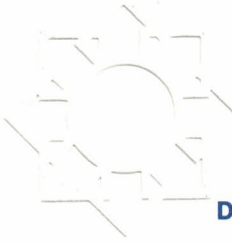
This Harris Survey was conducted by telephone with a representative cross section of adults 18 and over at 1,250 different sampling points within the United States between June 7th and 11th. Figures for age, sex and race were weighted where necessary to bring them into line with their actual proportions in the population.

In a sample of this size, one can say with 95% certainty that the results are within plus or minus three percentage points of what they would be if the entire adult population had been polled.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

(c) 1983  
The Chicago Tribune  
World Rights Reserved  
Tribune Company Syndicate, Inc.  
220 E. 42nd Street, New York, N.Y. 10017

832106



**Decision/Making/Information®**

Intelligent alternatives  
for today's decision makers

1050 Seventeenth Street N.W., Suite 1100, Washington, D.C. 20036, (202) 822-9010

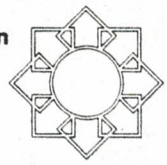
*file here*

TABLES AND CHARTS  
FOR PRESENTATION OF FINDINGS

RNC 7: April 18, 1982

RNC 8: May 3, 1982

May 4, 1982



POLITICAL CLIMATE



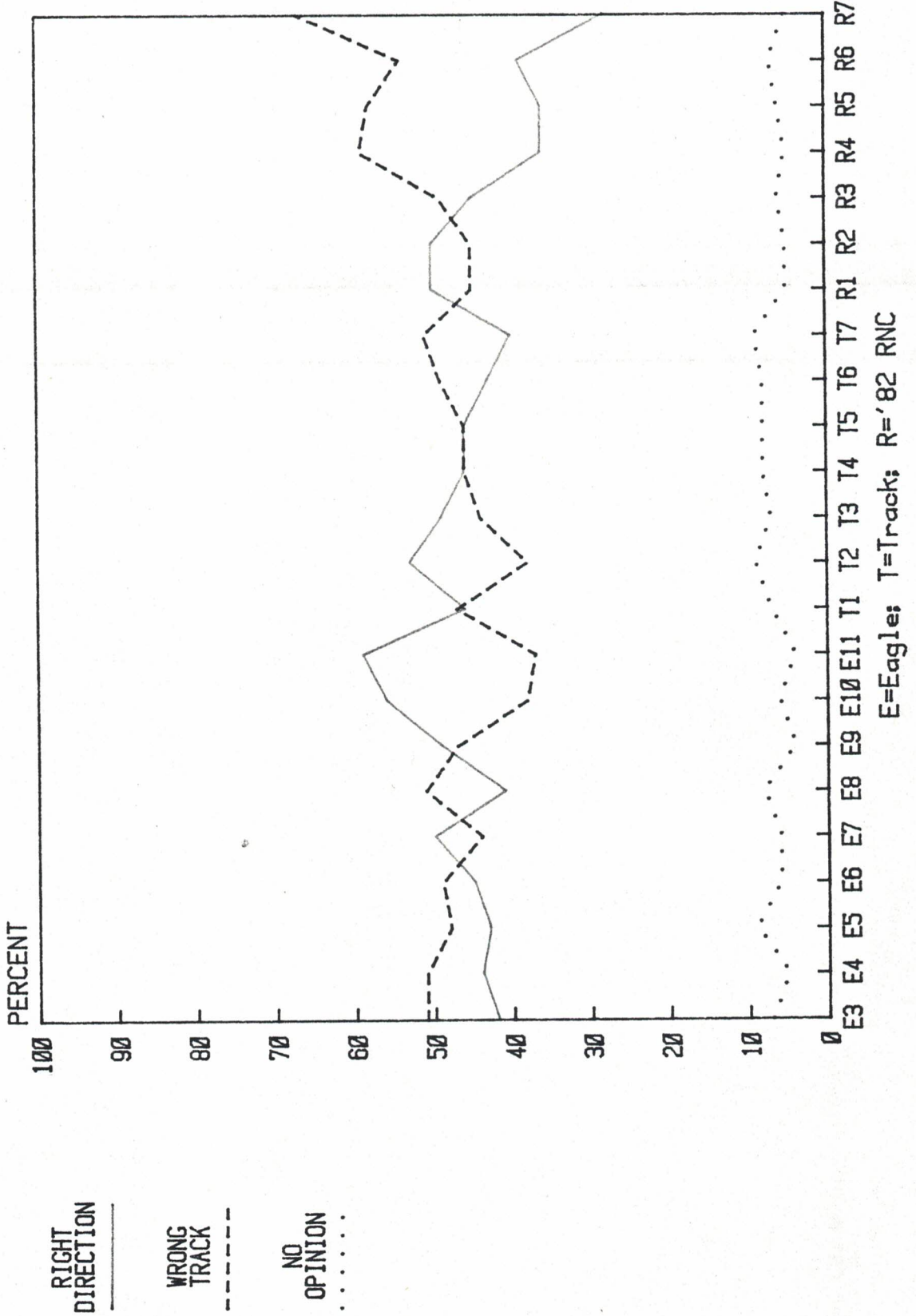
Number One National Problem

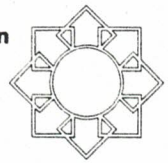
(Rank order by frequency of mention on latest survey)

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 Dec 9 TRV	Nov 30- Dec 9 TRVI	Dec 18-22 VII	Jan 11-19 RNC1	Feb 25 Mar 6 RNC4	Mar 20-29 RNC5	April 12-18 RNC7
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unemployment	6	6	7	6	8	12	17	13	17	17	23	29	28
Inflation	32	33	30	25	25	26	21	21	22	24	17	17	13
Economy/General	15	16	17	12	16	16	15	19	14	16	10	6	19
High interest rates	2	12	7	9	7	6	5	3	3	5	6	5	5
World peace	4	4	4	7	6	6	6	10	10	5	5	5	9
Government spending	3	3	3	5	3	4	3	5	4	3	5	3	3
Decline in morals	4	3	3	4	5	5	4	3	4	5	5	4	4
Social Security	4	4	6	3	2	3	4	5	3	3	3	3	5
Crime	3	3	3	5	4	3	3	2	2	4	3	2	3
Foreign policy	1	1	1	2	2	1	1	3	3	2	2	3	2
Taxes	3	2	2	1	1	2	1	1	1	1	1	1	2
National defense	2	2	2	3	2	1	2	2	1	1	1	1	2
Labor unions	4	-	-	-	1	-	1	1	-	-	-	1	-

# 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?





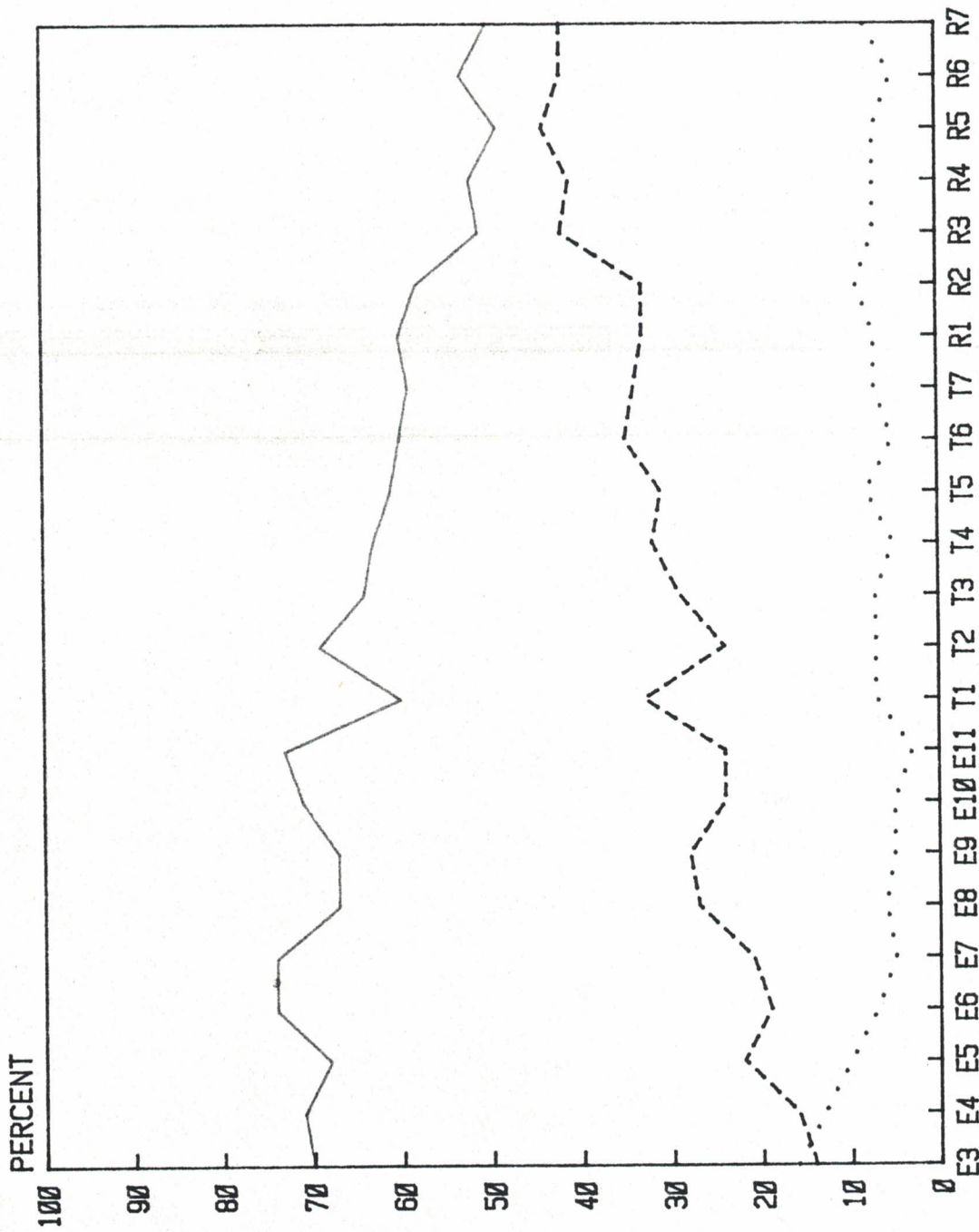
ASSESSMENT OF THE PRESIDENT



DO YOU APPROVE OR DISAPPROVE OF THE WAY RONALD REAGAN IS HANDLING:

	<u>Strongly Approve</u>	<u>Somewhat Approve</u>	<u>Somewhat Disapprove</u>	<u>Strongly Disapprove</u>
His job as President	23%	26%	17%	26%
The economy	19	28	18	31
Foreign affairs	17	33	21	18

# REAGAN JOB RATING (General)

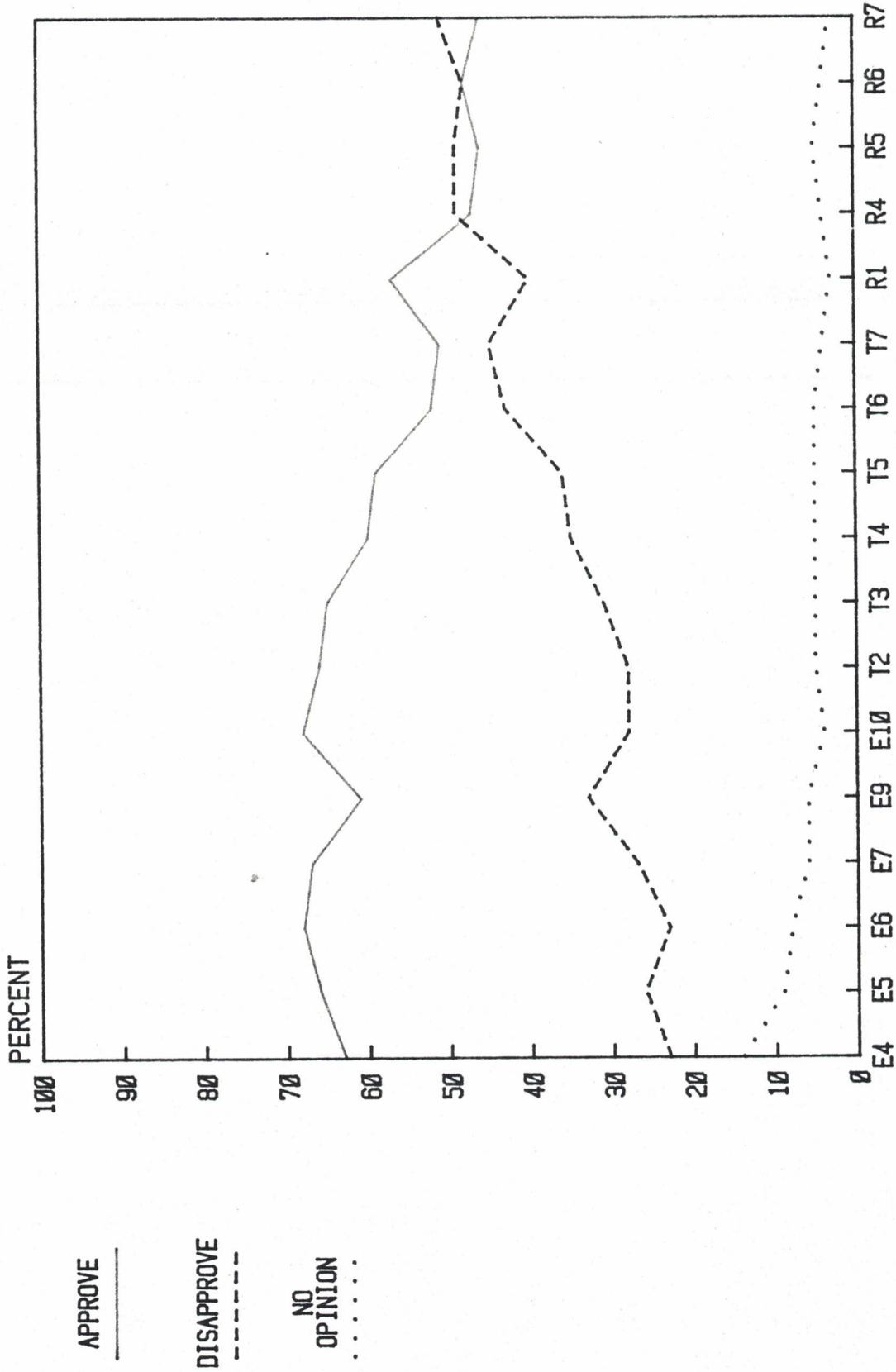


E=Eagle; T=Track; R='82 RNC

DO YOU APPROVE OR DISAPPROVE OF THE WAY RONALD REAGAN IS HANDLING HIS JOB AS PRESIDENT?  
WOULD THAT BE STRONGLY (APPROVE/DISAPPROVE) OR JUST SOMEWHAT (APPROVE/DISAPPROVE)?

APPROVE \_\_\_\_\_  
DISAPPROVE - - - - -  
NO OPINION . . . . .

# REAGAN JOB RATING (Economy)



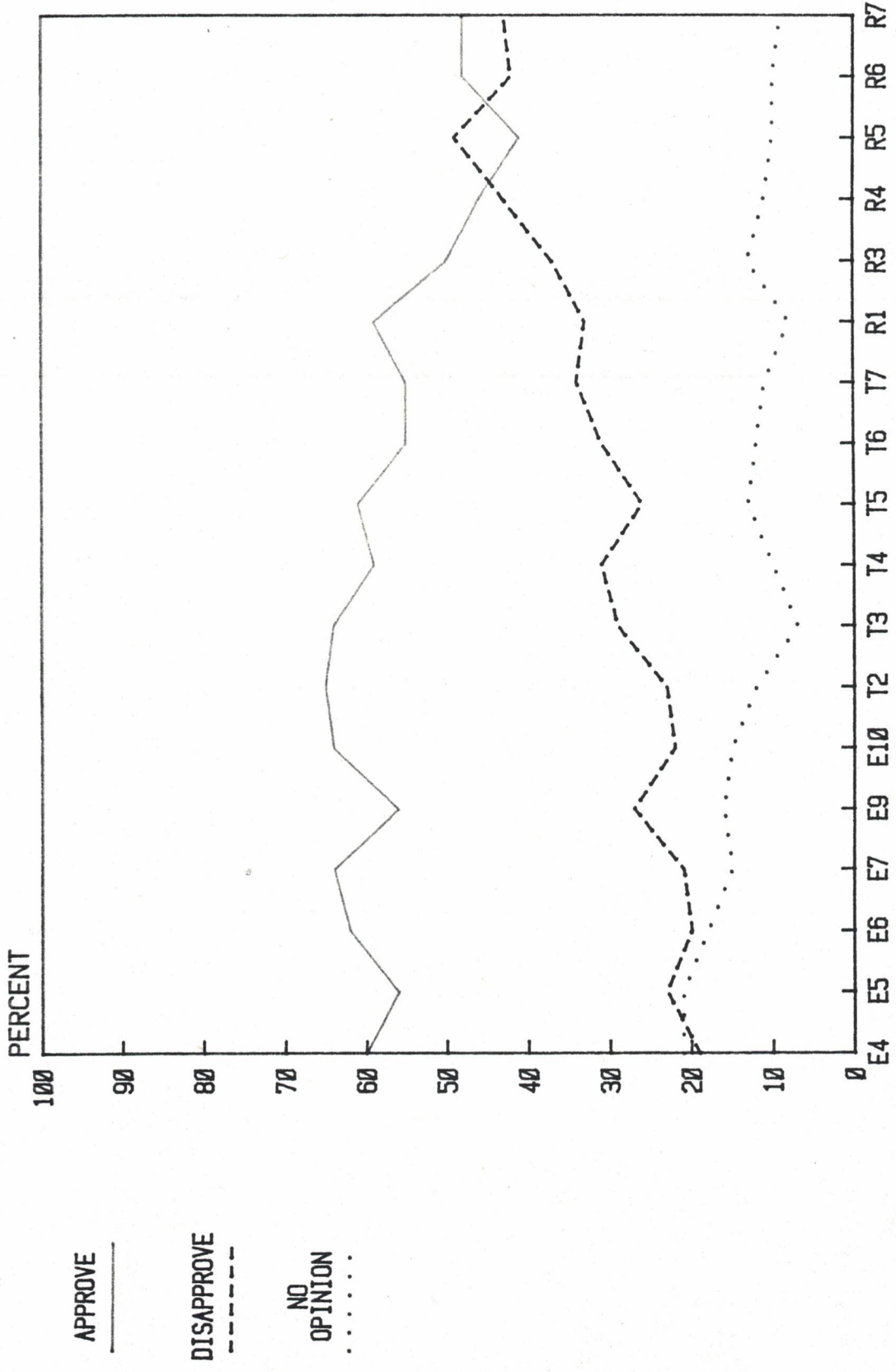
E=Eagle; T=Track; R='82 RNC

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.



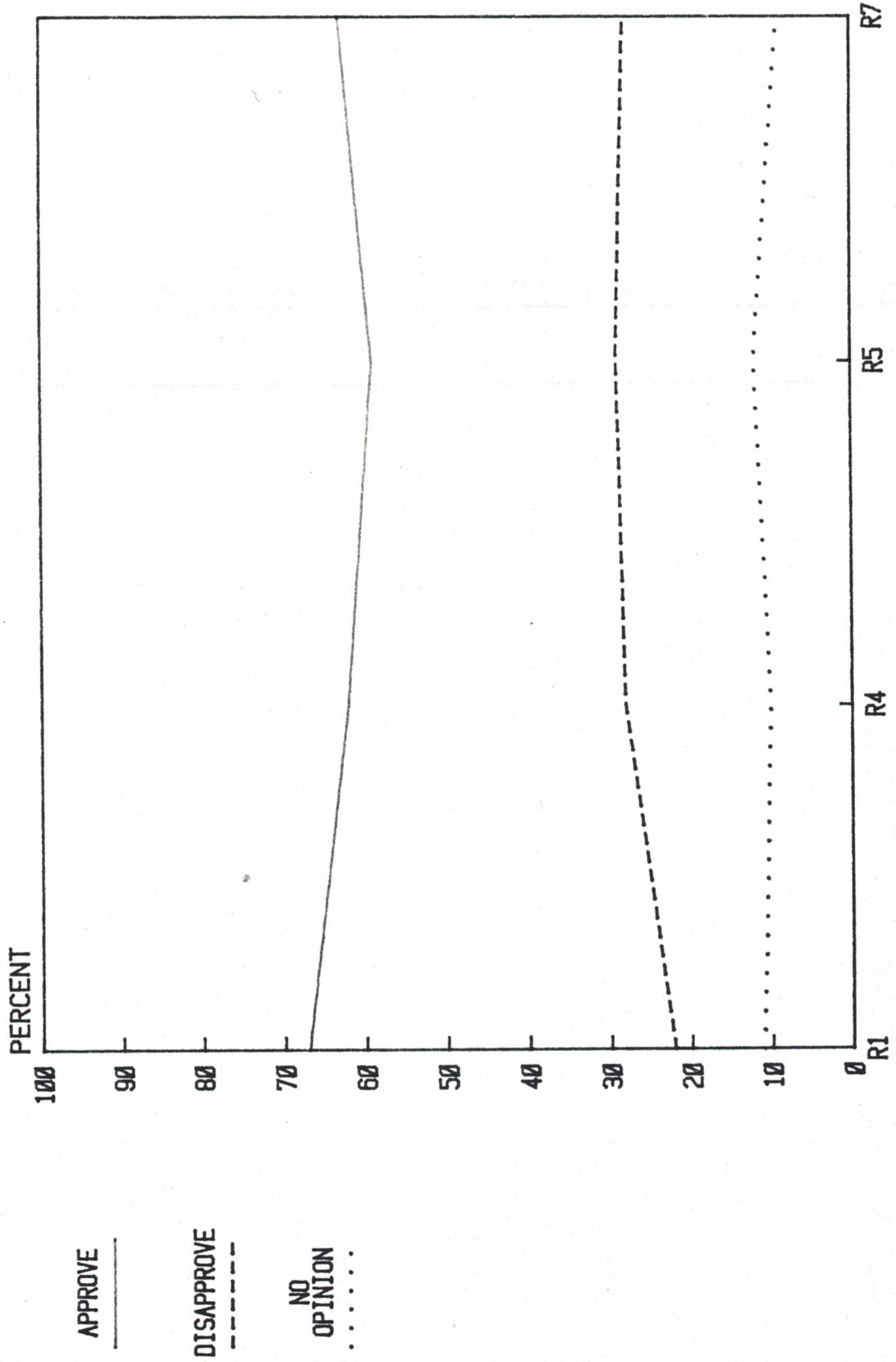
# REAGAN JOB RATING

(Foreign Affairs)



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.

# REAGAN JOB RATING (REDUCING GOVERNMENT WASTE)



"Let's talk for a moment about how you feel both about Ronald Reagan personally and about his policies. Generally speaking, do you like or dislike Ronald Reagan personally?"

=====

	<u>Percent</u>
Like Personally/Approve of Policies	45
Like Personally/Disapprove of Policies	30
Dislike Personally/Approve of Policies	2
Dislike Personally/Disapprove of Policies	15
No Opinion	8



Like Most About Reagan

(Rank order by frequency of mention)

	Apr 1981	May 1981	Jul 1981	Aug 1981	Sep 9 1981	Sep 18-28 1981	Oct 4-14 1981	Oct 17-27 1981	Nov 9-18 1981	Nov 30- Dec 12 1981	Jan 11-19 1981	Feb 25- Mar 6 1981	Mar 20-29 1981	Apr 12-1981
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Strong leadership capability	15	14	15	24	23	20	20	19	19	20	18	16	14	13
Do a good job	10	11	10	8	10	10	9	10	10	10	9	8	10	9
Appearance/Personality	9	8	10	5	6	4	4	5	6	6	6	8	6	7
Honest/Sincere	10	11	9	7	6	5	5	5	7	9	9	7	5	7
Outspoken/Straightforward	9	8	5	7	5	4	5	4	5	4	4	5	3	4
Stand on government spending	3	3	2	1	6	7	5	6	5	6	6	4	5	4
Stand on economy	4	3	4	3	3	3	5	3	3	3	4	3	3	2
Help the people	4	5	4	4	2	2	3	3	2	2	1	2	1	2
Qualified/Capable	3	2	2	2	2	3	2	2	1	2	1	1	1	1
Campaign promises	1	1	2	3	3	2	1	2	1	1	2	1	1	1
Stand on labor unions	-	-	-	-	4	2	1	2	1	1	1	-	-	-
General positive	4	4	5	3	1	-	3	3	4	4	3	4	3	6
Too soon to judge/Neutral	1	1	1	1	1	5	1	1	1	-	-	-	-	-
No opinion	5	5	5	5	3	4	3	4	5	6	7	9	9	11
Specific positive responses	86	84	83	83	86	77	84	82	80	79	77	72	68	61
Negative	8	10	11	11	10	14	12	13	14	15	16	19	23	20

Like Least About Reagan  
(Rank order by frequency of mention)

	Apr 1981	May 1981	Jul 1981	Aug 1981	Sep 1981	Sep 9 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	Apr 12-19
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Stand on cutback in social programs	4	5	6	4	8	9	9	8	8	7	9	8	7	7
Will not represent the people	4	3	4	3	3	4	4	5	5	5	4	6	6	5
Favors rich	-	2	2	4	3	4	4	4	5	4	5	5	4	4
Stand on aid to the elderly	-	8	6	5	7	8	6	6	5	6	5	3	4	5
Stand on foreign policy	-	2	3	2	3	3	4	5	5	3	5	3	4	3
His age/Health	5	5	4	4	4	4	3	3	3	3	1	2	1	3
Appearance	2	1	2	3	2	2	2	2	2	2	1	2	2	2
Actor	3	3	3	3	1	2	2	2	2	1	1	2	2	-
Cabinet/Aides	-	2	3	1	2	2	2	2	3	3	2	2	1	2
Stand on labor unions	-	-	-	3	2	1	-	1	1	1	-	-	-	-
General negative	-	-	3	1	2	2	1	1	2	3	3	3	2	3
Too soon to judge/Neutral	8	3	2	2	3	13	2	1	2	1	1	1	1	-
No opinion	11	14	14	13	9	10	10	0	11	14	11	14	13	13
Positive	32	28	26	28	23	18	24	24	21	21	20	18	18	18
Resistance Ratio	40:10	28:10	24:10	25:10	23:10	13:10	20:10	19:10	15:10	14:10	13:10	9:10	8:10	9:10

How Well Do These Characteristics Describe President Reagan?

(Percentage of people choosing "excellent" or "good")

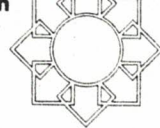
	Oct 5-14 TRII	Oct 17-26 TRIII	Nov 9-18 TRIV	Nov 30- Dec 12 TRV	Dec 13-16 TRVI	Dec 18-22 TRVII	Jan 11-19 RNC1	Feb 13-14 RNC3	Feb 25- Mar 6 RNC4	Mar 20-29 RNC5	April 1-2 RNC6	April 12-18 RNC7	April 30- May 3 RNC8
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Would be likely to start an unnecessary war	23	25	28	33	26	26	25	23	26	30	25	27	26
Effective in getting things done	75	74	74	75	64	64	69	NA	59	55	54	52	48
Fights too much with Congress	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	31	NA	40
Knows what he is doing	NA	NA	NA	NA	NA	NA	NA	NA	NA	43	44	43	44

How Well Do These Characteristics Describe President Reagan?

(Percentage of people choosing "fair" or "poor")

	Oct 5-14 TRII	Oct 17-26 TRIII	Nov 9-18 TRIV	Nov 30-Dec 12 TRV	Dec 13-16 TRVI	Dec 18-22 TRVII	Jan 11-19 RNC1	Feb 13-14 RNC3	Feb 25-March 6 RNC4	Mar 20-29 RNC5	April 1-2 RNC6	April 12-18 RNC7	April 30-May 3 RNC8
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Would be likely to start an unnecessary war	76	74	69	73	73	70	73	74	69	65	68	68	68
Effective in getting things done	25	25	25	24	34	34	30	NA	40	43	44	46	50
Fights too much with Congress	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	61	NA	54
Knows what he is doing	NA	NA	NA	NA	NA	NA	NA	NA	NA	55	55	53	54





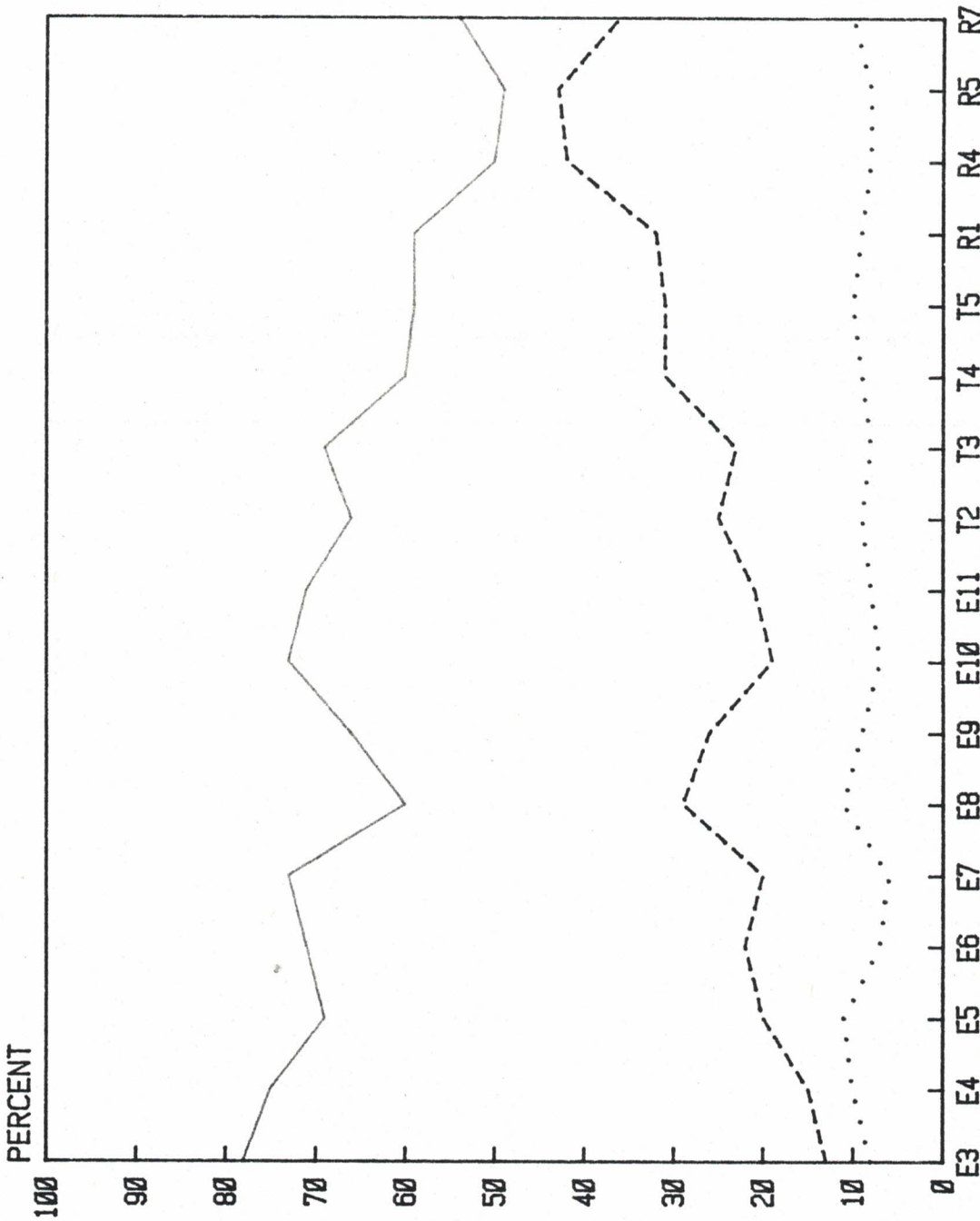
ECONOMY AND THE ECONOMIC PROGRAM

FROM WHAT YOU'VE HEARD AND READ, HOW MUCH OF RONALD REAGAN'S  
ECONOMIC PROGRAM HAS BEEN PASSED BY CONGRESS: ALMOST ALL...  
ABOUT HALF...LESS THAN HALF OF IT...OR NONE OF IT?

ALMOST ALL	14%
ABOUT HALF	39%
LESS THAN HALF	28%
NONE	4%
NO OPINION	15%

# REAGAN ECONOMIC PROGRAM?

Help or hurt the economy?

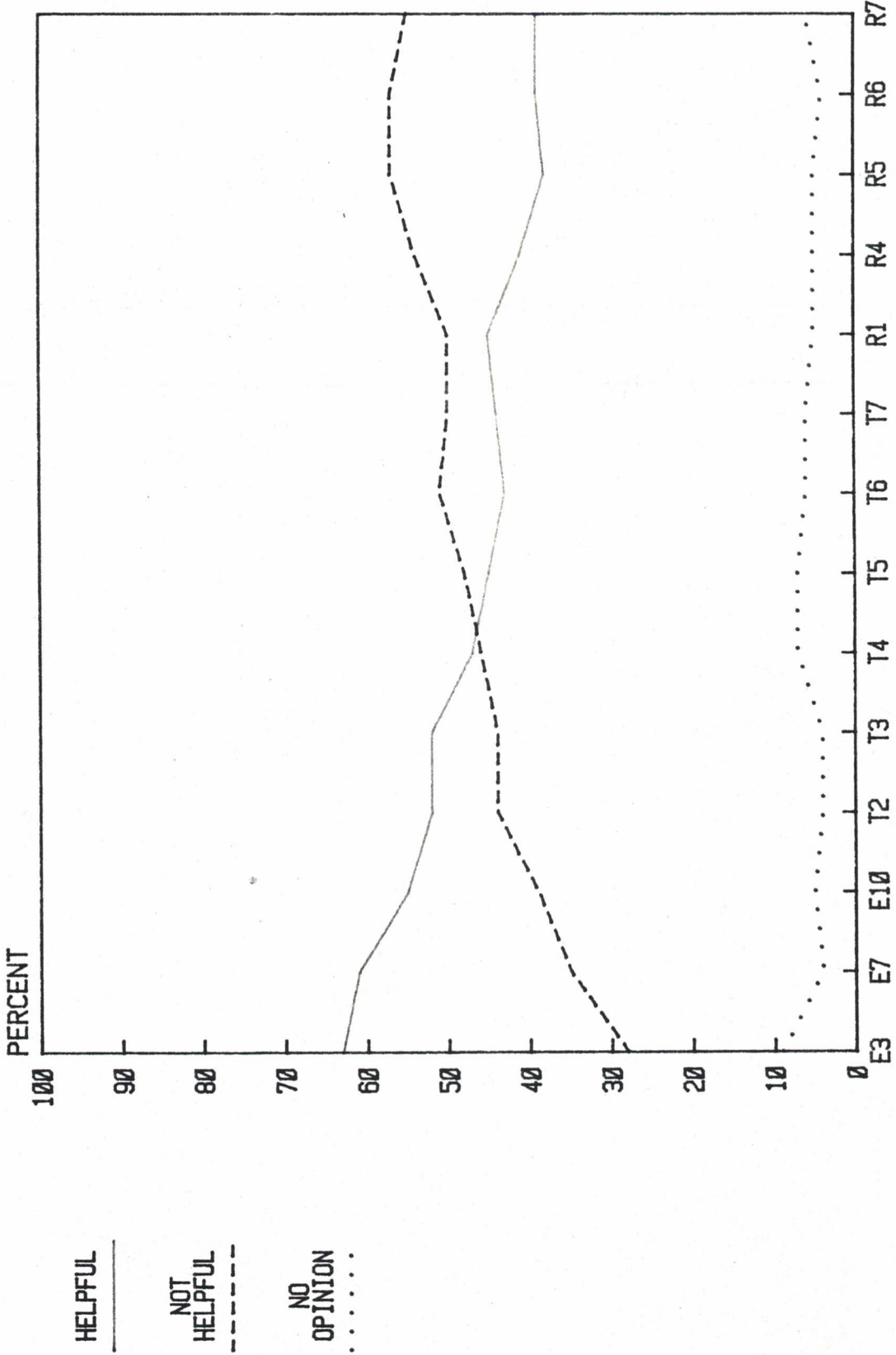


E=Eagle; T=Track; R='82 RNC

FROM WHAT YOU'VE HEARD AND READ, DO YOU FEEL THAT, ON THE WHOLE, REAGAN'S ECONOMIC PROGRAM WILL HELP OR HURT THE ECONOMY?

# REAGAN ECONOMIC PROGRAM

Helpful to people like you?



HELPFUL

NOT  
HELPFUL

NO  
OPINION

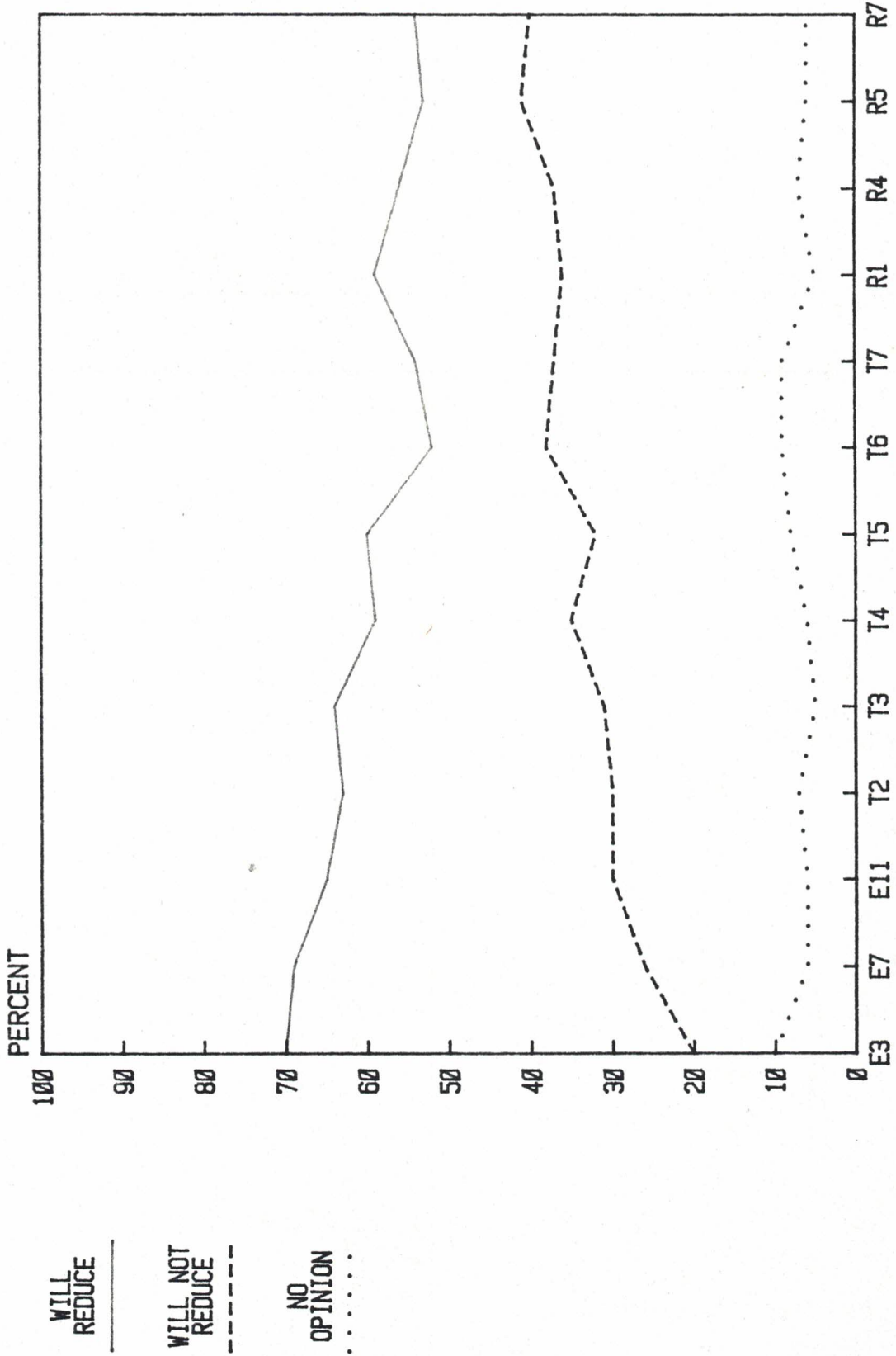
E=Eagle; T=Track; R='82 RNC

HOW WOULD YOU RATE REAGAN'S PROPOSED ECONOMIC PROGRAM? FOR INSTANCE, DO YOU FEEL THE PROGRAM IS ... HELPFUL TO PEOPLE LIKE YOU, OR NOT HELPFUL TO PEOPLE LIKE YOU?



# REAGAN ECONOMIC PROGRAM

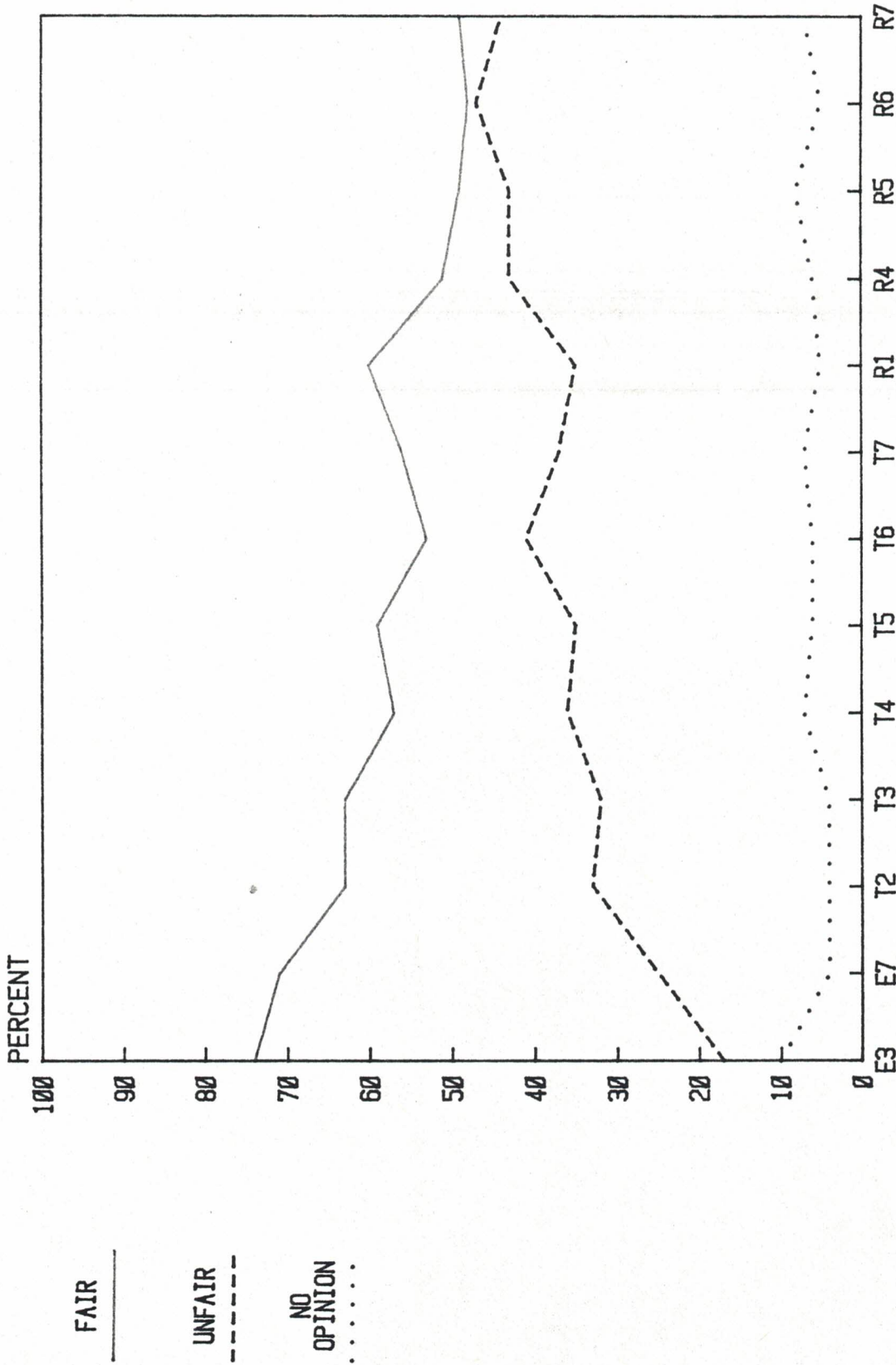
Will it reduce inflation?



HOW WOULD YOU RATE REAGAN'S PROPOSED ECONOMIC PROGRAM? FOR INSTANCE, DO YOU FEEL THE PROGRAM ... WILL REDUCE INFLATION, OR WILL NOT REDUCE INFLATION?

# REAGAN ECONOMIC PROGRAM

Fair or Unfair?

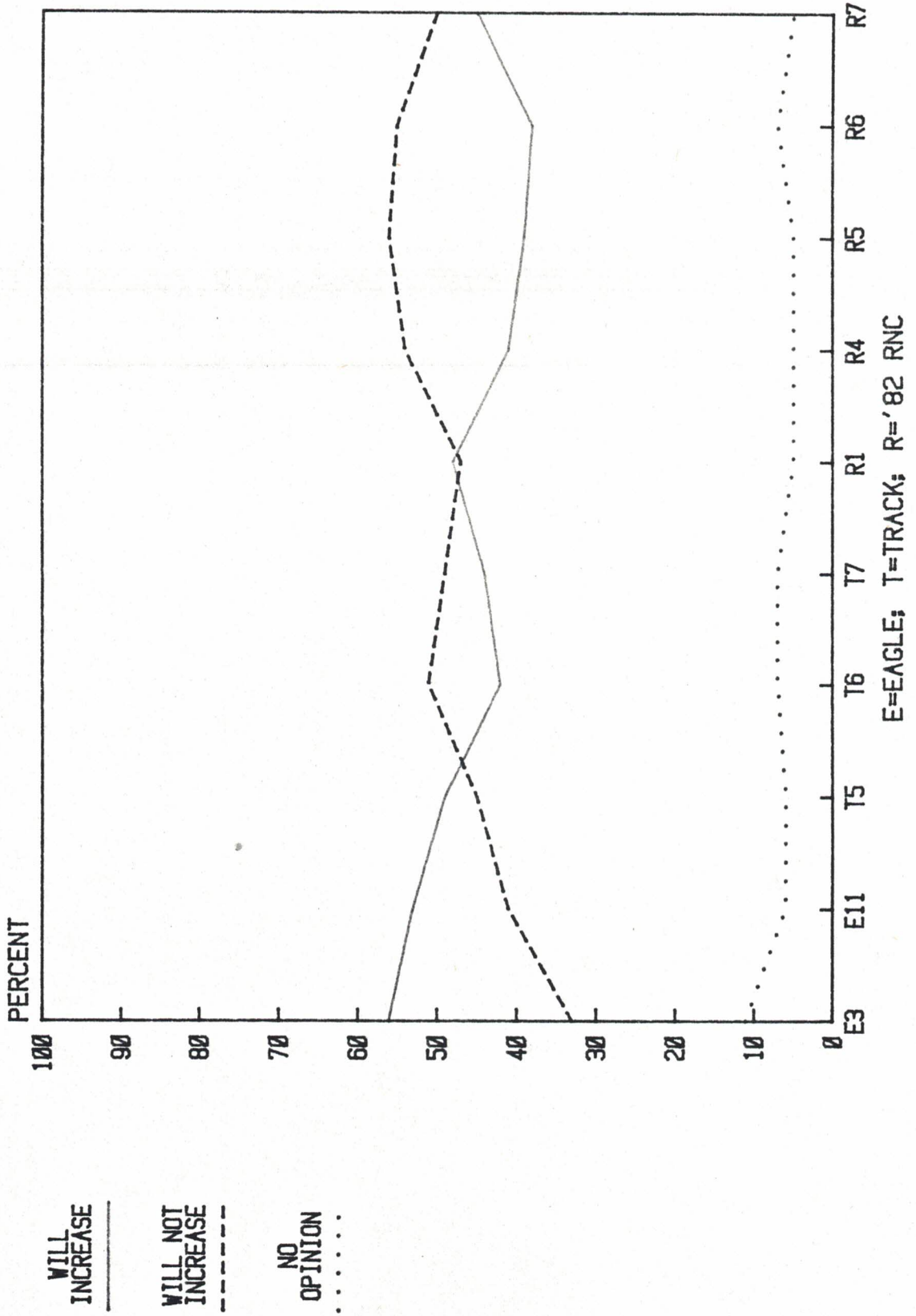


E=Eagle; T=Track; R='82 RNC

HOW WOULD YOU RATE REAGAN'S PROPOSED ECONOMIC PROGRAM? FOR INSTANCE, DO YOU FEEL THE PROGRAM IS ... FAIR OR UNFAIR?

# REAGAN ECONOMIC PROGRAM

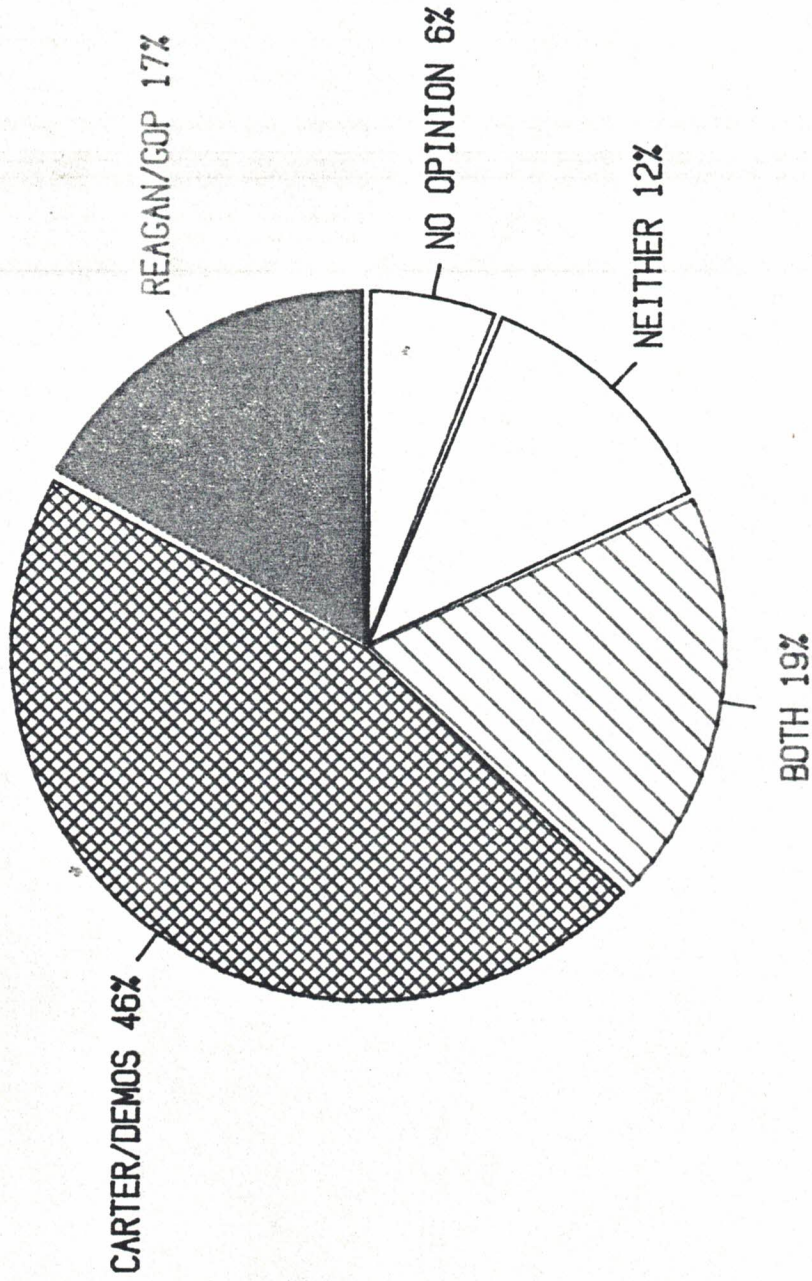
## WILL IT INCREASE EMPLOYMENT?





# WHO CAUSED RECESSION

## REAGAN & GOP OR CARTER & DEMOS?



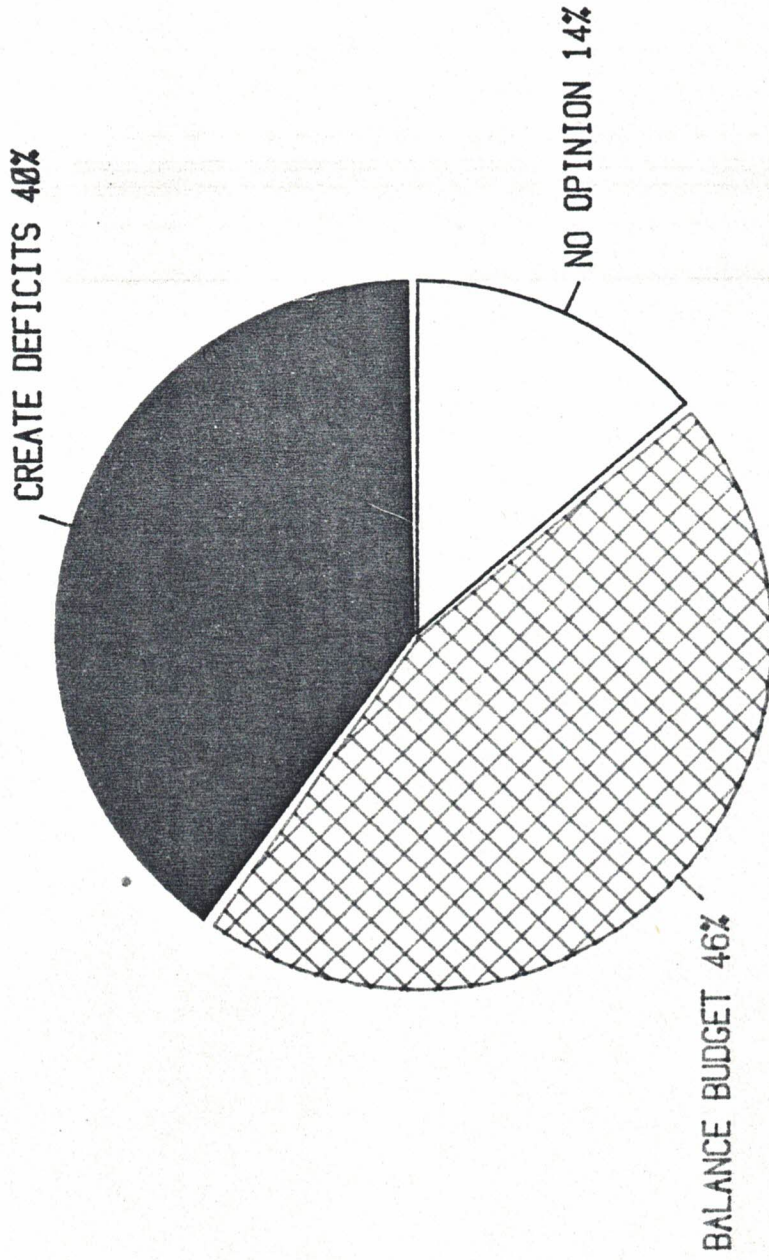
Some people blame the current recession in the country on President Reagan and the Republicans. Others blame Jimmy Carter and the Democratic policies of earlier years. How about you? Do you think that President Reagan and the Republicans have caused the current recession...or that Jimmy Carter and the Democratic policies of earlier years are responsible?

THE BUDGET

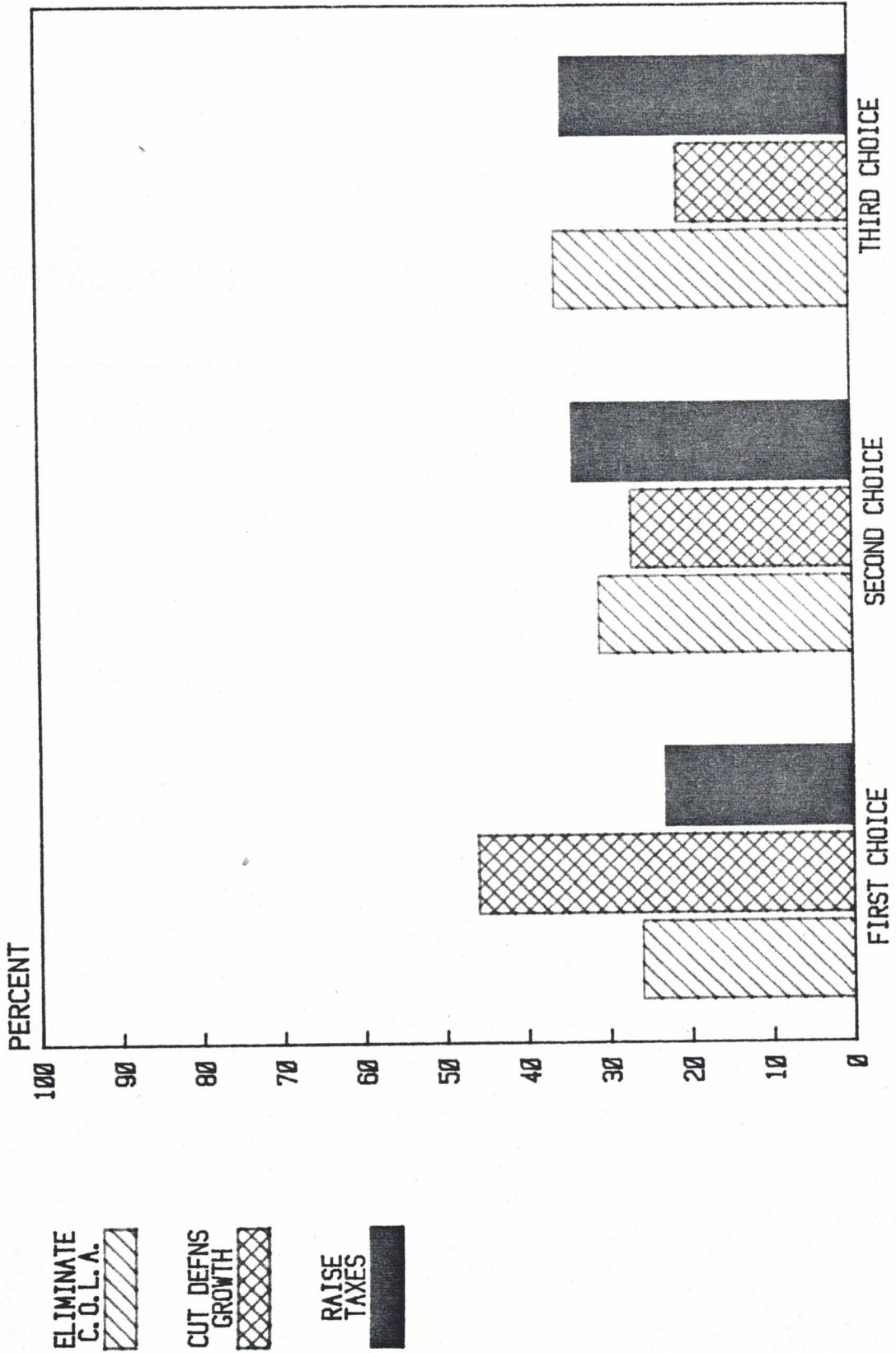


# REAGAN ECONOMIC PROGRAM

WILL IT CREATE DEFICITS?



# OPTIONS TO REDUCE FEDERAL DEBT



TO BALANCE THE FEDERAL BUDGET, WHICH OF THESE TWO COURSES OF ACTION WOULD YOU PERSONALLY MOST PREFER: SUBSTANTIAL TAX INCREASES IN THE NEXT THREE YEARS...OR...DEEP CUTS IN SPENDING AND GOVERNMENT BENEFIT PROGRAMS.

TAX INCREASES/NEXT 3 YEARS	18%
CUTS IN SPENDING AND PROGRAMS	65%
NEITHER	9%
BOTH	5%

OVER THE PAST TWO OR THREE WEEKS, THERE HAS BEEN A LOT OF MEDIA  
COVERAGE AND DISCUSSION ABOUT THE FEDERAL BUDGET. HAVE YOU HEARD  
OR READ ANYTHING ABOUT THOSE DISCUSSIONS?

YES/HEARD OR READ	58%
NO/HAVEN'T HEARD OR READ	42%

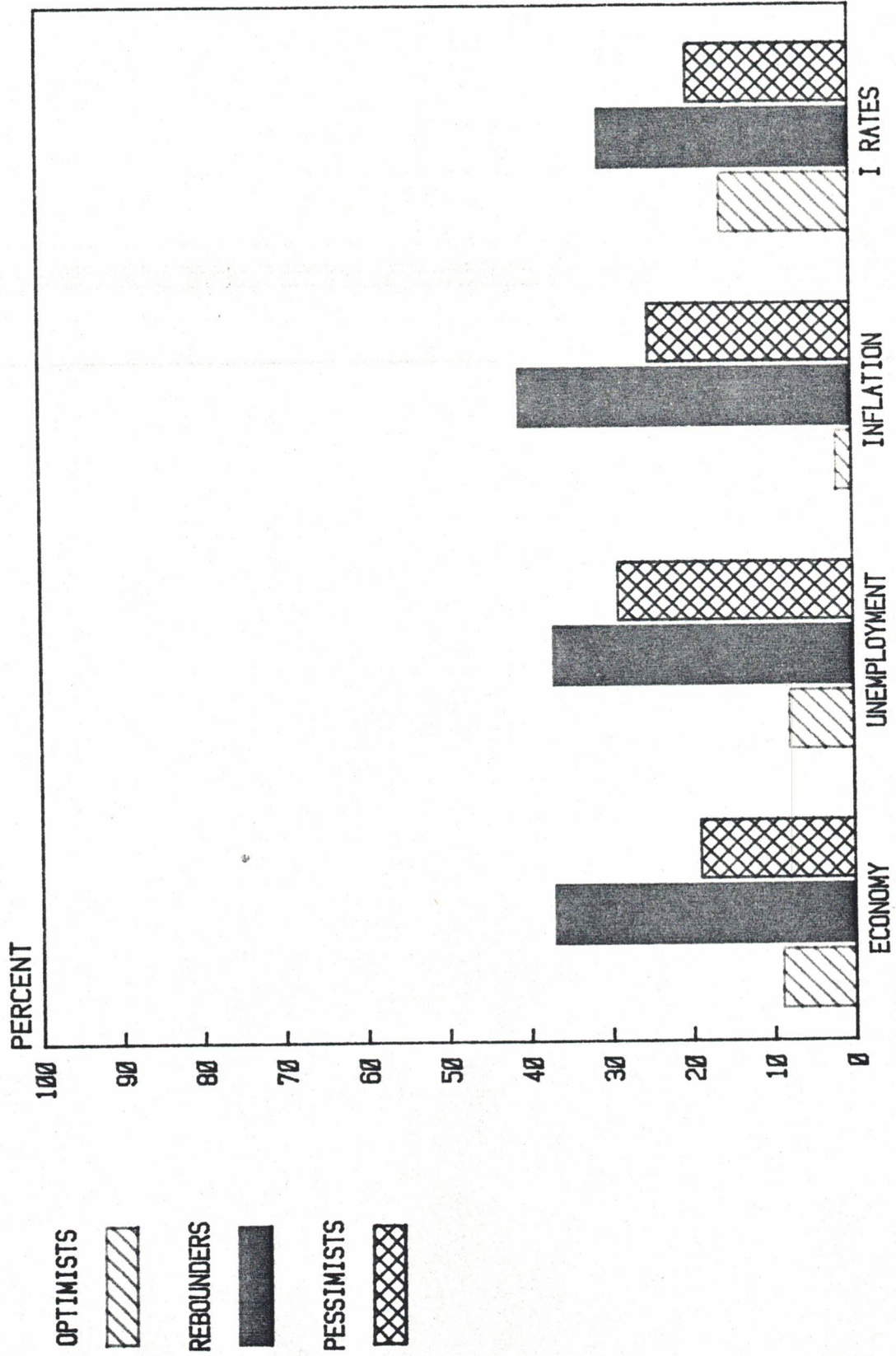
"A term we have heard recently in the press is 'fiscal policy.' As you may know, fiscal policy refers to what amount of money the government spends, whether or not it balances the budget, and what kinds of taxes people pay. In your opinion, who do you think is most responsible for what our fiscal policy should be -- the President or Congress?"

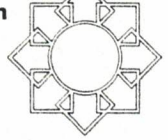
=====

	<u>Percent</u>
President	17
Congress	72
Both	8
Neither/Other	3



# ASSESSMENT OF ECONOMIC VARIABLES





OTHER ISSUES

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

=====

	Agree Strng <u>(%)</u>	Agree Smwht <u>(%)</u>	Disag Smwht <u>(%)</u>	Disag Strng <u>(%)</u>	No Opinion <u>(%)</u>
It is important for world peace that the United States keeps a large military presence in Western Europe.	39	30	16	11	4

"As you may know, the United States has a sizeable trade deficit with Japan. Some people say that high imports of Japanese goods are creating unemployment in the U.S., particularly in the auto industry, so we should restrict the number of imports from Japan. Others say that if you believe in free enterprise, there should be no trade restrictions so consumers can get the benefits of foreign products and prices. How about you? Do you think the U.S. should restrict the level of imported goods from foreign countries or not? (WAIT FOR RESPONSE, THEN ASK:) Do you feel strongly like this or just somewhat like this?"

=====

	<u>Percent</u>
Strongly/Restrict Imports	47
Somewhat/Restrict Imports	18
Somewhat/No Restrictions	11
Strongly/No Restrictions	21
No Opinion	3



### Thermometer Ratings

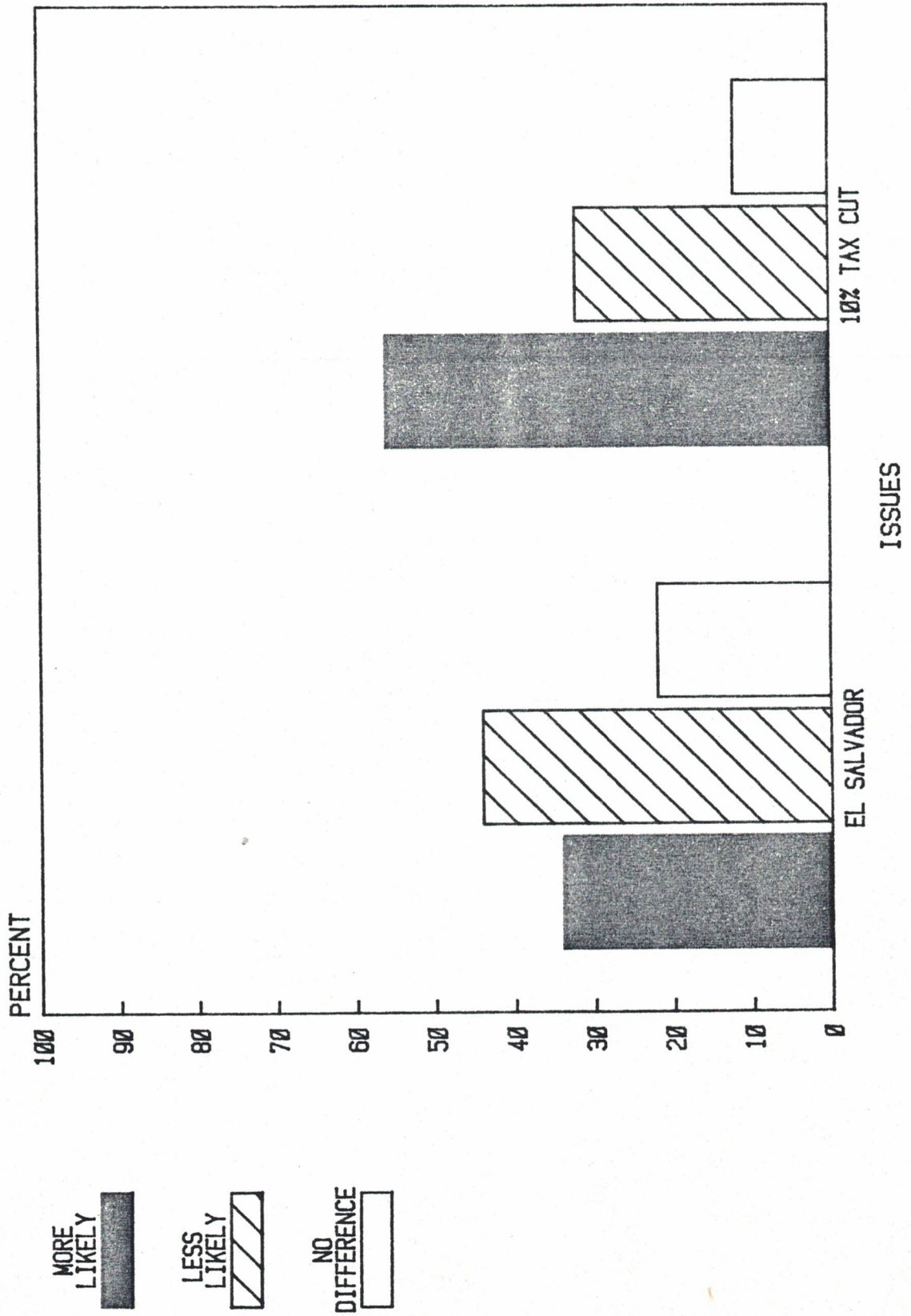
---

	<u>Mean Rating</u>	<u>Percent Responding</u>
The Democratic Party	60.58	94
The Republican Party	52.58	95
Margaret Thatcher	59.72	67
The government of Argentina	28.01	61
Walter Mondale	52.16	81
Ted Kennedy	52.94	95
Ronald Reagan	58.39	98
Tip O'Neill	53.41	73

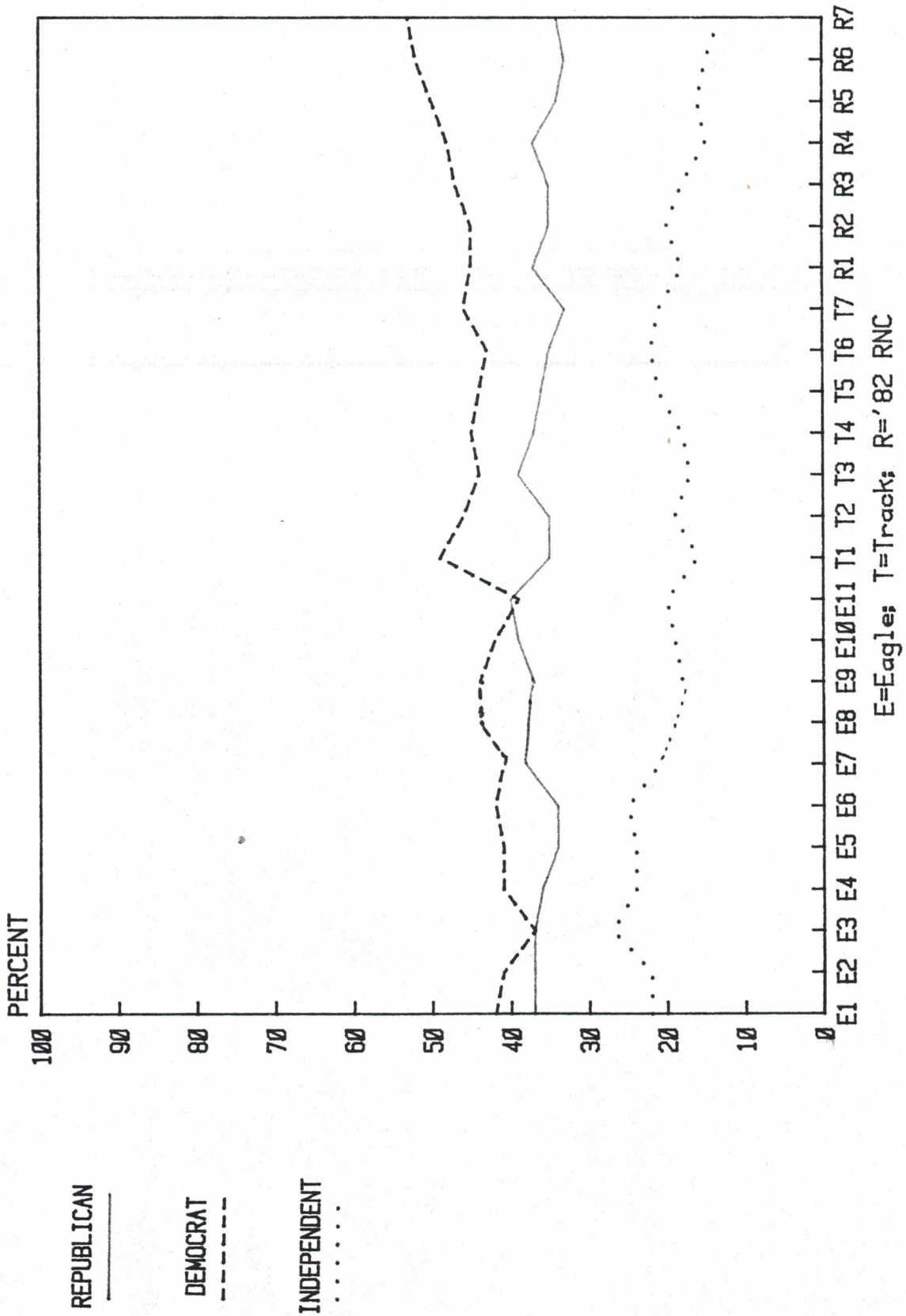


# VOTE FOR 1982 CANDIDATE

## WHO SUPPORTS REAGAN ON...



# PARTY IDENTIFICATION (WITH LEAN)



RESPONSE TO  
THE PRESIDENT'S TELEVISED ADDRESS  
April 29, 1982

PRESIDENTIAL SPEECHES: EXPOSURE AND IMPRESSION

STUDY: EAGLE III TRACK I RNC 2 RNC 8

SPEECH INVOLVED: ADDRESS TO THE TELEVISION STATE OF TELEVISION  
 JOINT SESSION OF CONGRESS ADDRESS THE UNION ADDRESS

SPEECH DATE: FEBRUARY 18, 1981 SEPTEMBER 24, 1981 JANUARY 26, 1982 APRIL 29, 1982

EXPOSURE

SAW ALL	39%	25%	33%	19%
SAW PART	25	20	22	21
HEARD/READ LATER	18	19	14	15
HEARD NOTHING	18	36	31	45
(TOTAL AUDIENCE)	82	64	69	55

IMPRESSION (BASED ON AUDIENCE ONLY)

FAVORABLY	78	57	61	42
UNFAVORABLY	15	27	32	40
NO OPINION	7	16	8	18

IMPRESSION (BASED ON TOTAL PUBLIC)

SAW/FAVORABLE	64	37	42	23
SAW/UNFAVORABLE	12	17	22	22
SAW/NO OPINION	6	10	5	10
HEARD NOTHING	18	36	31	45

POLITICS OF CONFRONTATION,  
 RONALD REAGAN AND REPUBLICANS  
 VERSUS  
 TIP O'NEILL AND DEMOCRATS:  
 LIABILITIES AND ASSETS

<u>Assets</u>	<u>Net Difference</u>	
Reduce the federal debt	43%	RR/Reps*
Favors increasing taxes	23%	TO/Demos
Trying to do what's best for the country	21%	RR/Reps
Best hope to get us out of the recession	19%	RR/Reps
Trustworthy	12%	RR/Reps
Their policies got us into this recession	10%	TO/Demos
Fair	4%	RR/Reps
<u>Liabilities</u>		
Favors cutting social security benefits	59%	RR/Reps
Favors too much defense spending	55%	RR/Reps
Responsible for high unemployment	30%	RR/Reps
Stubborn	29%	RR/Reps
Cares about the needs of the elderly and the poor	24%	TO/Demos
Playing politics with the federal budget	8%	RR/Reps
Not sincere	4%	RR/Reps
Willing to compromise	3%	TO/Demos

\*"I am going to read you a list of words and phrases. Please tell me for each one whether you think it better describes...Ronald Reagan and the Republicans ...or Tip O'Neill and the Democrats."

A plus percent reflects the difference between those saying Reagan and the Republicans and those saying O'Neill and the Democrats, 62% (Reps) minus 19% (Demos) = 43%.



RONALD REAGAN SAID ON THURSDAY NIGHT THAT HE WOULD SUPPORT A CONSTITUTIONAL AMENDMENT THAT WOULD REQUIRE CONGRESS TO BALANCE THE FEDERAL BUDGET. WOULD YOU PERSONALLY FAVOR OR OPPOSE THE IDEA OF A CONSTITUTIONAL AMENDMENT TO BALANCE THE FEDERAL BUDGET?

FAVOR	60%
OPPOSE	27%