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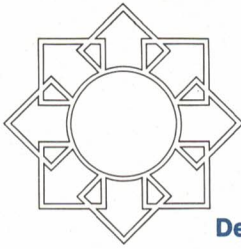
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*Mike*  
*Let's chat*  
*some time*

FLASH RESULTS  
NATIONAL TRACKING  
Reagan-Bush '84  
October 11, 1984

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?"

	Aug 28 Sep 4 <u>1984</u>	Sept 5-11 <u>1984</u>	Sept 12-18 <u>1984</u>	Sept 19-25 <u>1984</u>	Sept 26 Oct 2 <u>1984</u>
--	--------------------------------	-----------------------------	------------------------------	------------------------------	---------------------------------

Right direction	54	55	53	54	55
Wrong track	40	38	39	37	38
No opinion	6	7	8	9	7

	Pre-debate Oct 6-7 <u>1984</u>	Post-debate Oct 9-10 <u>1984</u>
--	---	---

Right direction	55	57
Wrong track	39	38
No opinion	6	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?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>	<u>Sept 26</u> <u>Oct 2</u> <u>1984</u>
Unemployment	14	14	15	12	13
Inflation	4	5	6	5	4
Deficits	7	7	7	7	7
Economy/Other	18	15	17	16	14
Domestic/Social	5	9	11	12	8
Crime/Drugs/Morals	7	7	4	4	6
Foreign affairs/Defense	24	26	24	27	29
Government leadership	4	3	3	2	2
No problems/No opinion	4	3	5	4	4

	<u>Pre-debate</u> <u>Oct</u> <u>6-7</u> <u>1984</u>	<u>Post-debate</u> <u>Oct</u> <u>10-11</u> <u>1984</u>
Unemployment	14	14
Inflation	4	3
Deficits	9	<b>11</b>
Economy/Other	19	20
Domestic/Social	9	12
Crime/Drugs/Morals	5	4
Foreign affairs/Defense	27	25
Government leadership	3	2
No problems/No opinion	3	2

Reagan Job Rating -- General

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

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>	<u>Sept 26</u> <u>Oct 2</u> <u>1984</u>
Approve	61	64	62	66	65
Disapprove	37	34	36	31	33
No opinion	2	2	2	3	2

	<u>Pre-debate</u> <u>Oct</u> <u>6-7</u> <u>1984</u>	<u>Post-debate</u> <u>Oct</u> <u>9-10</u> <u>1984</u>
Approve	61	63
Disapprove	36	35
No opinion	3	2

Reagan Job Rating -- General  
(Approve)

=====  
 "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)?"

	Aug 28 Sep 4 <u>1984</u>	Sept 5-11 <u>1984</u>	Sept 12-18 <u>1984</u>	Sept 19-25 <u>1984</u>	Sept 26 Oct 2 <u>1984</u>
Aggregate	61	64	62	66	65
Base Republicans	92	92	93	93	93
Farm Belt States	63	73	60	64	67
Blue-collar workers	62	65	59	63	65
Senior citizens	56	63	59	57	63
Women	56	59	61	66	60
Catholics	65	67	67	71	69
Independents/Leaners	67	68	65	69	67
18-24 year olds	65	69	69	74	70
Professionals	63	64	65	72	62
Veterans	64	69	65	65	69
Irish	69	73	74	68	66
White Southern Baptists	57	62	60	61	64

	Pre-debate Oct 6-7 <u>1984</u>	Post-debate Oct 9-10 <u>1984</u>
Aggregate	61	63
Base Republicans	94	90
Farm Belt States	69	63
Blue-collar workers	58	62
Senior citizens	58	60
Women	57	54
Catholics	62	58
Independents/Leaners	65	64
18-24 year olds	68	65
Professionals	58	62
Veterans	66	67
Irish	66	67
White Southern Baptists	58	60

Reagan Job Rating -- Economy

=====  
 "Do you approve or disapprove of the way Ronald Reagan is handling the economy?"

	<u>Aug 28 Sep 4 1984</u>	<u>Sept 5-11 1984</u>	<u>Sept 12-18 1984</u>	<u>Sept 19-25 1984</u>	<u>Sept 26 Oct 2 1984</u>
Approve	57	59	58	61	60
Disapprove	41	39	39	36	37
No opinion	2	2	3	3	3

	<u>Pre-debate Oct 6-7 1984</u>	<u>Post-debate Oct 9-10 1984</u>
Approve	61	61
Disapprove	37	37
No opinion	2	2

Reagan Job Rating -- Foreign Affairs

=====

"Do you approve or disapprove of the way Ronald Reagan is handling foreign affairs?"

	<u>Aug 28 Sep 4 1984</u>	<u>Sept 5-11 1984</u>	<u>Sept 12-18 1984</u>	<u>Sept 19-25 1984</u>	<u>Sept 26 Oct 2 1984</u>
Approve	48	50	51	51	49
Disapprove	46	41	42	40	43
No opinion	6	9	8	9	8

	<u>Pre-debate Oct 6-7 1984</u>	<u>Post-debate Oct 9-10 1984</u>
Approve	51	50
Disapprove	44	44
No opinion	5	6



Presidential Ballot -- Reagan/Bush versus Mondale Ferraro

=====  
 "If the general election for President were held today, for whom would you vote, Ronald Reagan and George Bush, Republicans, or Walter Mondale and Geraldine Ferraro, Democrats?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>	<u>Sept 26</u> <u>Oct 2</u> <u>1984</u>
Aggregate	53/38	55/36	55/36	56/36	55/37
Base Republicans	93/5	92/4	94/4	93/5	93/5
Farm Belt States	56/33	61/29	52/40	51/39	58/34
Blue-collar workers	53/39	51/39	55/38	54/38	55/40
Senior citizens	50/37	55/38	53/37	45/44	57/34
Women	47/42	49/41	52/38	54/38	50/41
Catholics	54/35	54/35	57/32	59/35	55/37
Independents/Leaners	58/27	58/29	57/30	61/30	56/32
18-24 year olds	52/41	55/35	56/37	63/32	62/35
Professionals	54/36	54/37	57/36	61/33	52/40
Veterans	60/30	63/29	61/30	58/34	58/35
Irish	59/31	61/28	65/29	62/31	58/35
White Southern Baptists	46/45	51/44	49/43	55/40	51/43
Pre-debate					
Post-debate					
	<u>Oct</u> <u>6-7</u> <u>1984</u>		<u>Oct</u> <u>9-10</u> <u>1984</u>		
Aggregate	54/38		52/40		
Base Republicans	92/5		90/7		
Farm Belt States	63/24		60/35		
Blue-collar workers	53/39		54/37		
Senior citizens	52/39		52/41		
Women	48/42		46/44		
Catholics	56/36		50/44		
Independents/Leaners	62/27		57/34		
18-24 year olds	63/32		59/35		
Professionals	51/39		53/41		
Veterans	59/32		60/32		
Irish	65/28		60/34		
White Southern Baptists	52/40		48/41		

Commitment to Presidential Choice

=====  
 "How strongly are you committed to your choice for President?"

<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>	<u>Sept 26</u> <u>Oct 2</u> <u>1984</u>
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Reagan versus Mondale

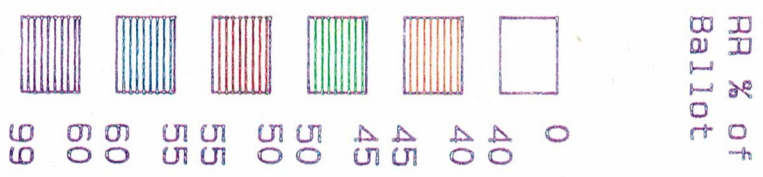
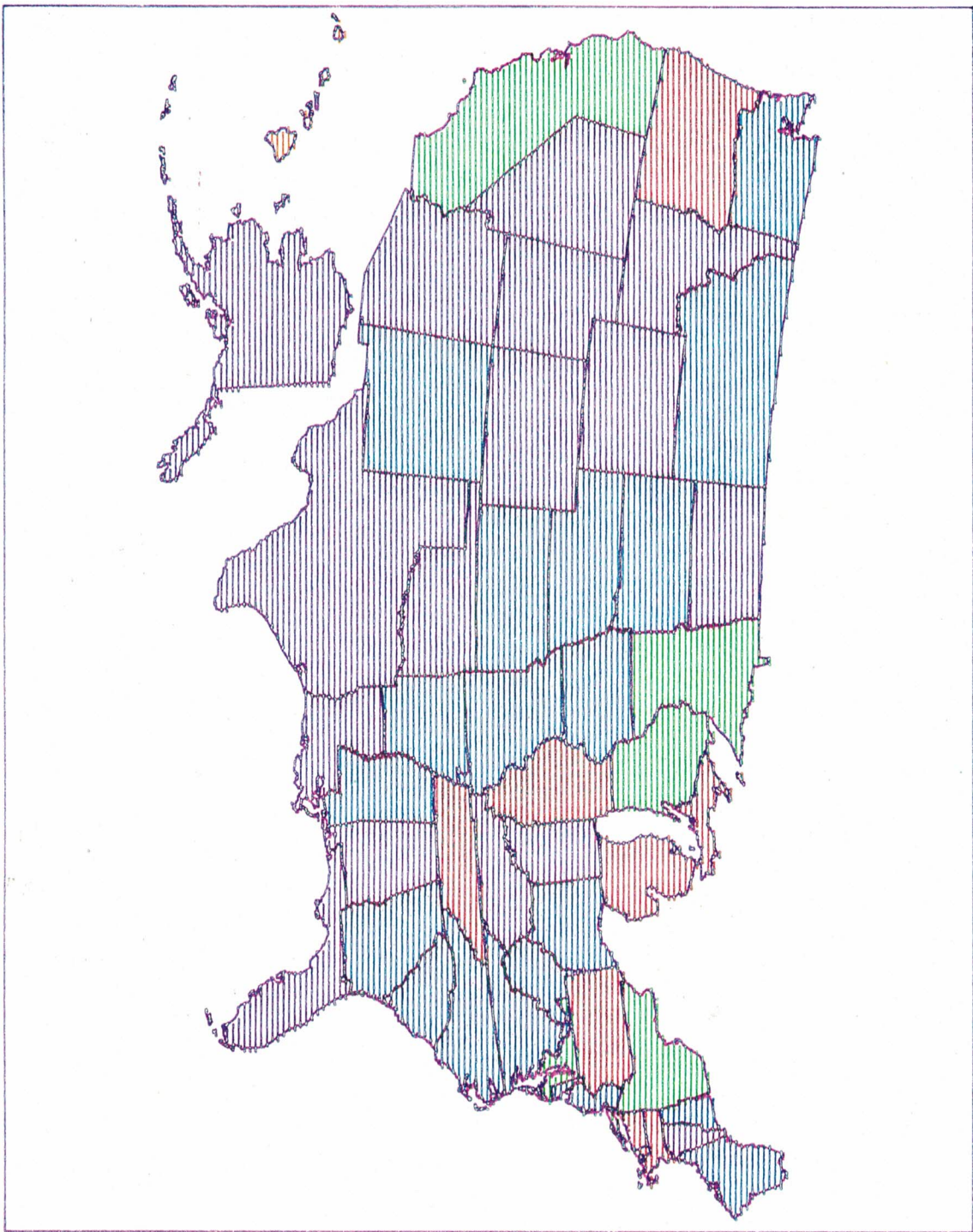
Reagan/Very strong	37	37	38	39	40
Reagan/Somewhat strong	13	14	13	14	12
Reagan/Not strong	4	3	4	4	3
Undecided	8	8	8	6	8
Mondale/Not strong	3	4	3	3	4
Mondale/Somewhat strong	13	12	12	13	13
Mondale/Very strong	21	20	20	20	21

<u>Pre-debate</u> <u>Oct</u> <u>6-7</u> <u>1984</u>	<u>Post-debate</u> <u>Oct</u> <u>9-10</u> <u>1984</u>
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Reagan versus Mondale

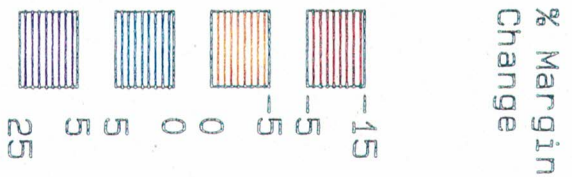
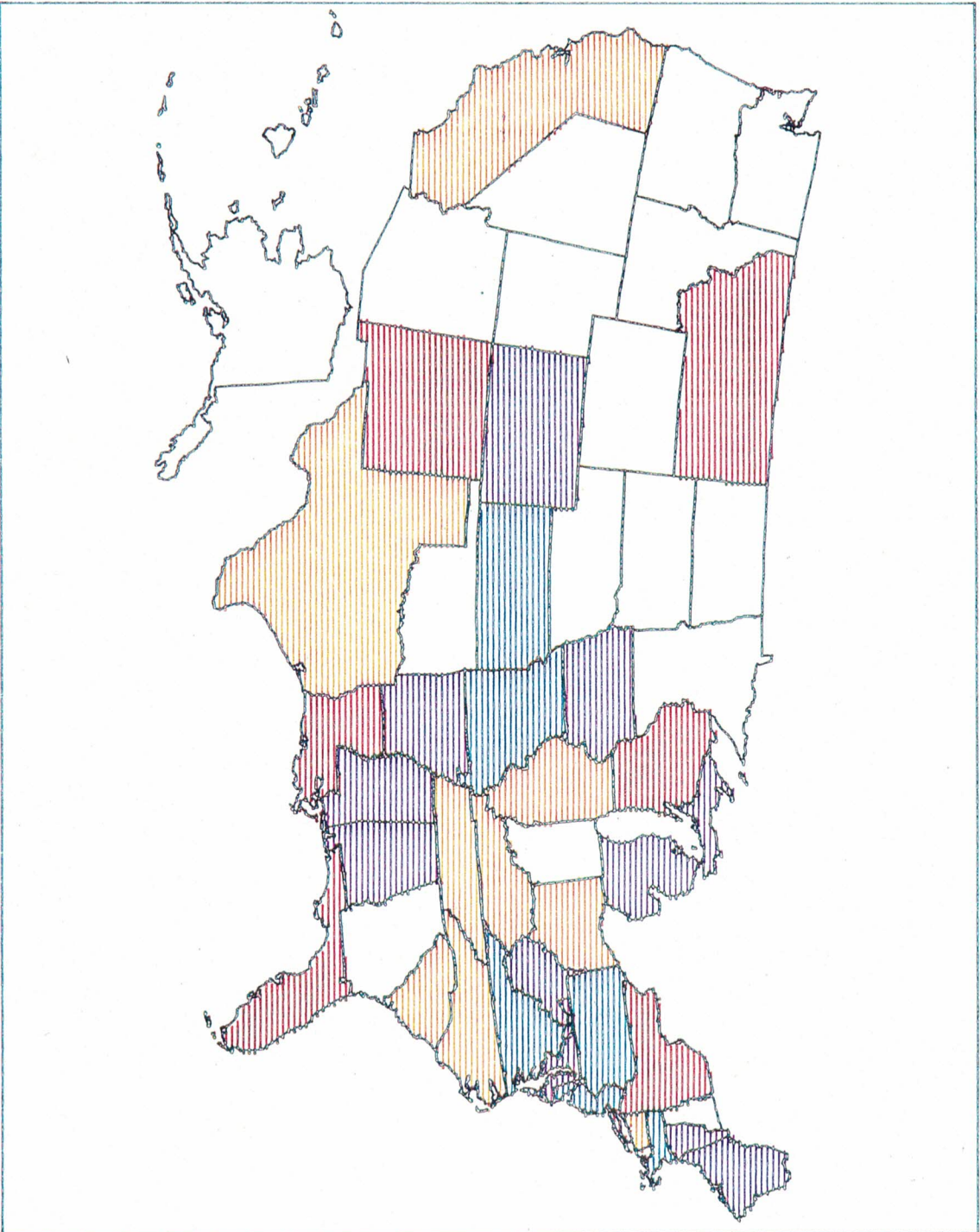
Reagan/Very strong	38	40
Reagan/Somewhat strong	13	11
Reagan/Not strong	3	2
Undecided	8	7
Mondale/Not strong	2	2
Mondale/Somewhat strong	12	9
Mondale/Very strong	23	22

Reagan Ballot Percentage  
As of October 11, 1984

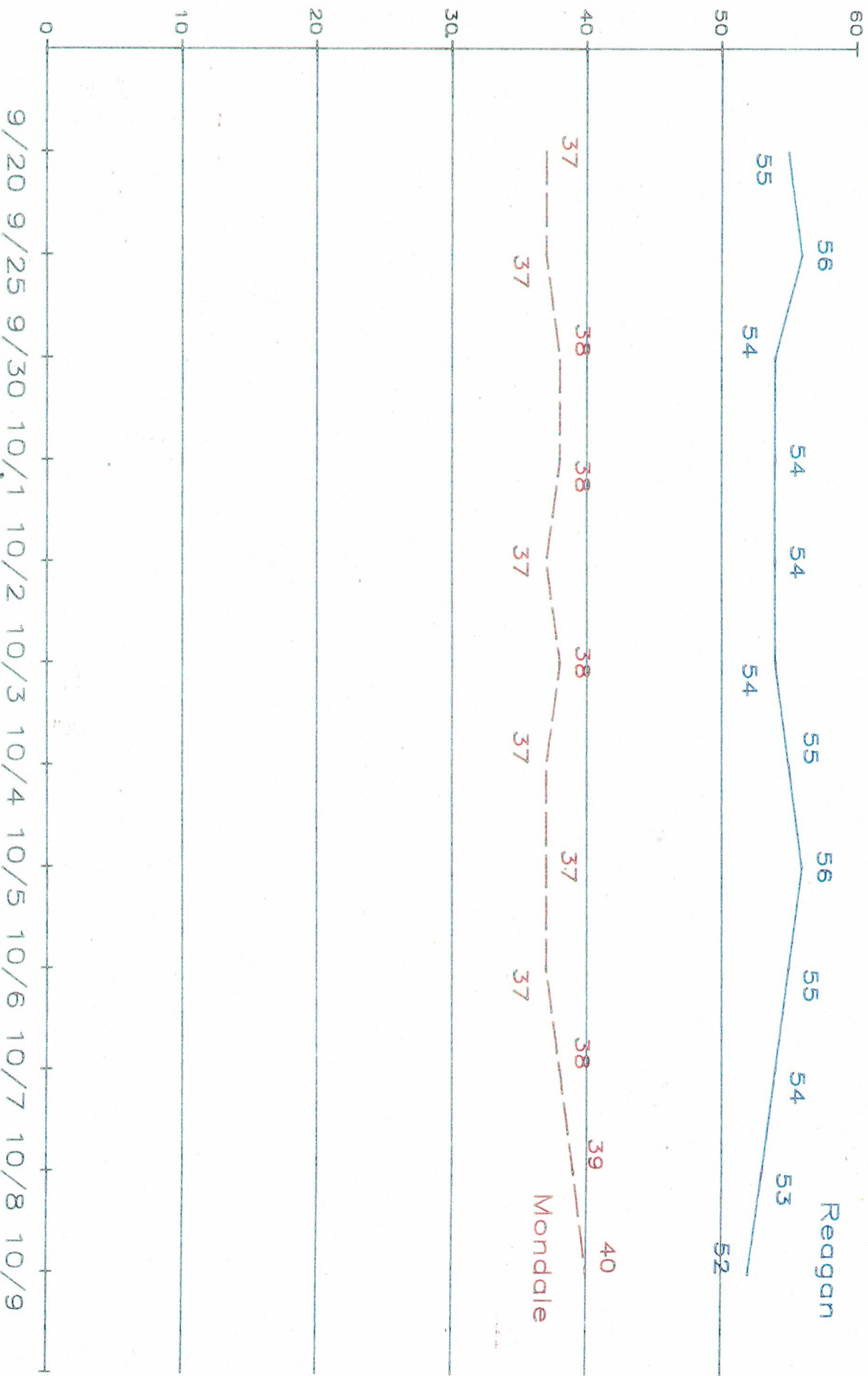


RB84 PINS

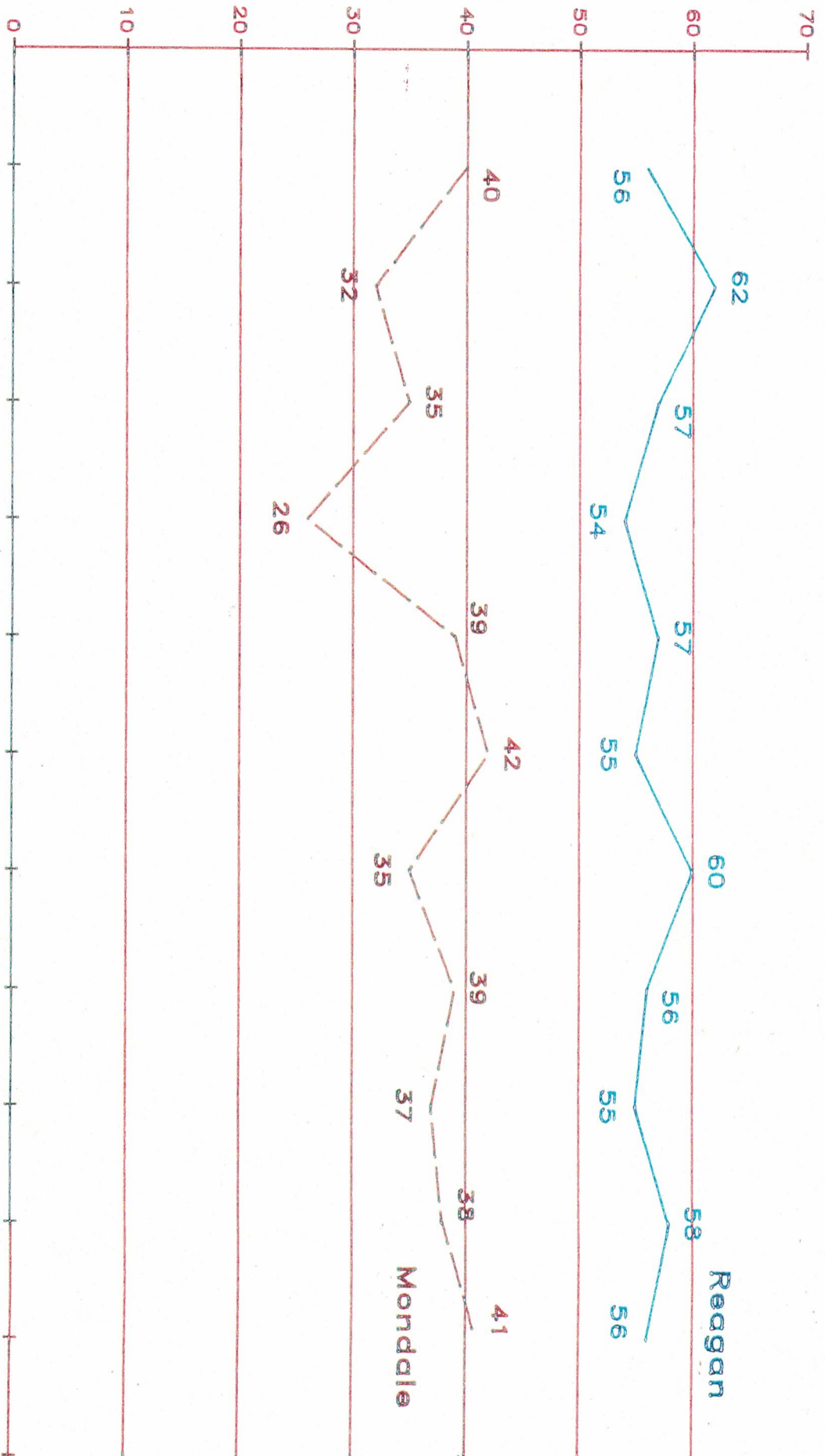
Reagan - Mondale Margin Change  
From September 15 - October 11, 1984



# National Reagan - Mondale Ballot September 20 - October 9, 1984

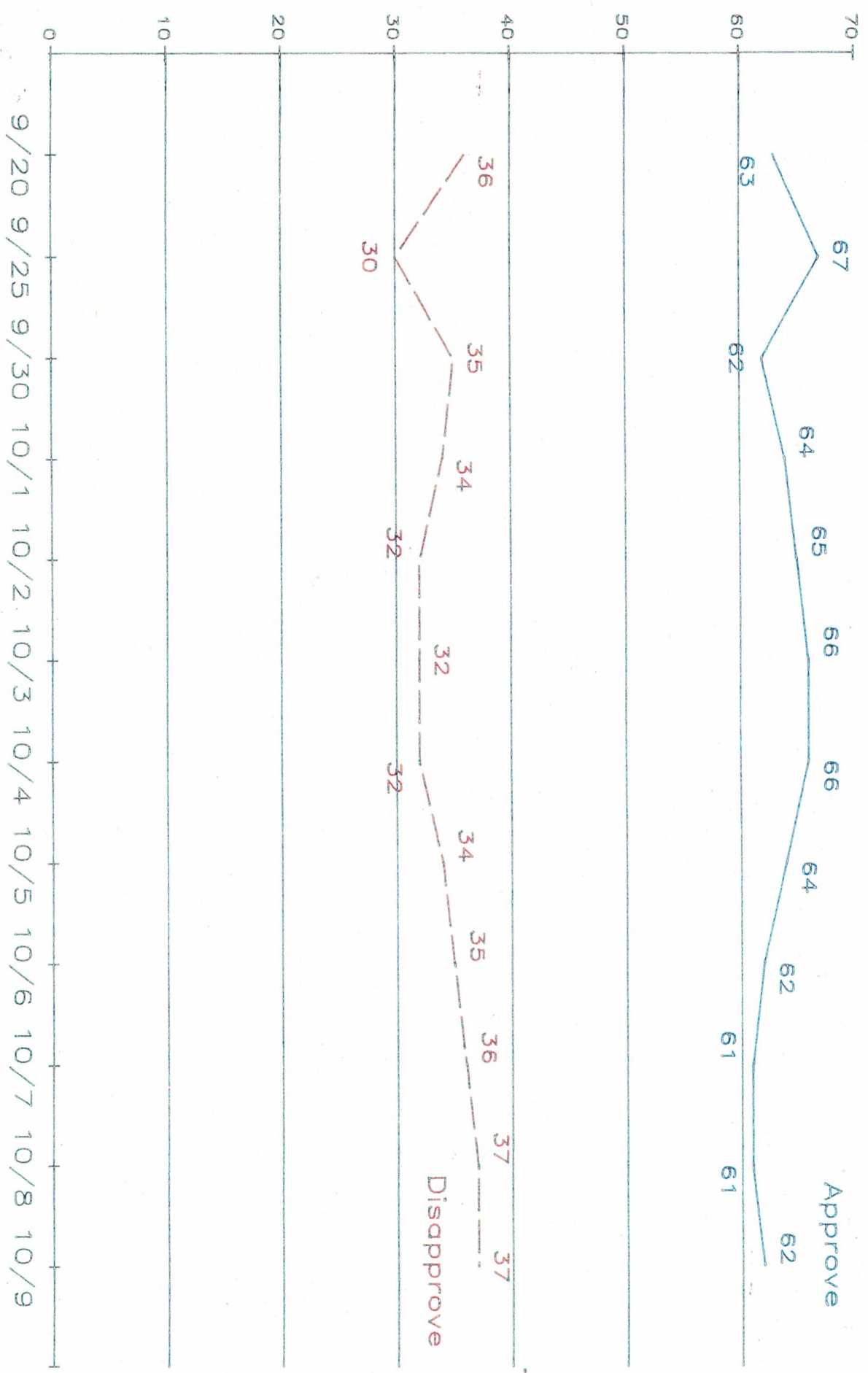


# National Reagan - Mondale Ballot September 11 - October 9



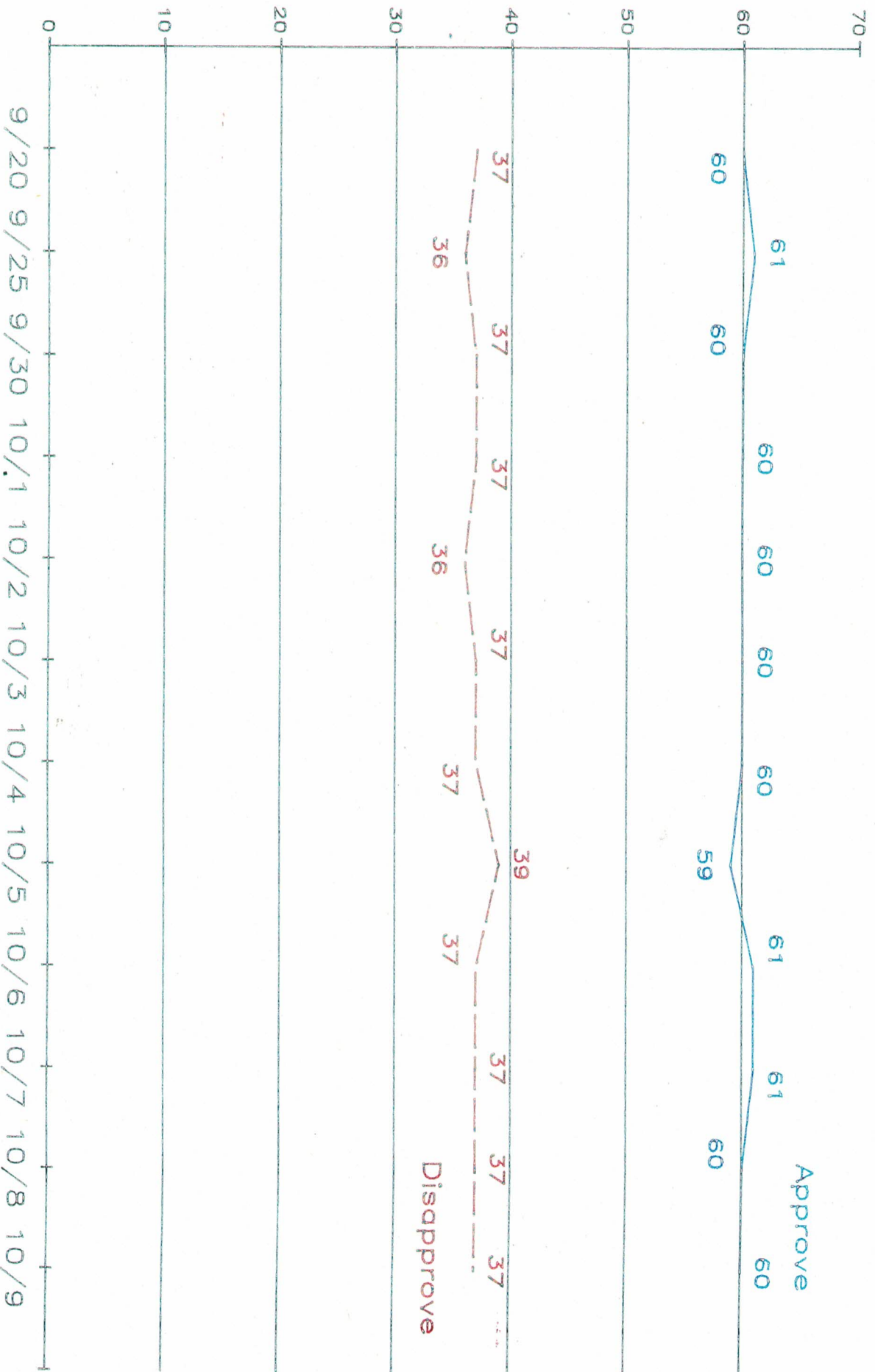
ABC/9-11    CBS/9-16    GLP/9-23    USA/9-27    ABC/10-2    ABC/10-9  
 NBC/9-12    TIME/9-20    HAR/9-25    GLP/9-30    CBS/10-9  
 Vendor/Date

# Reagan Job Approval September 20 - October 9, 1984



# Reagan Economic Approval

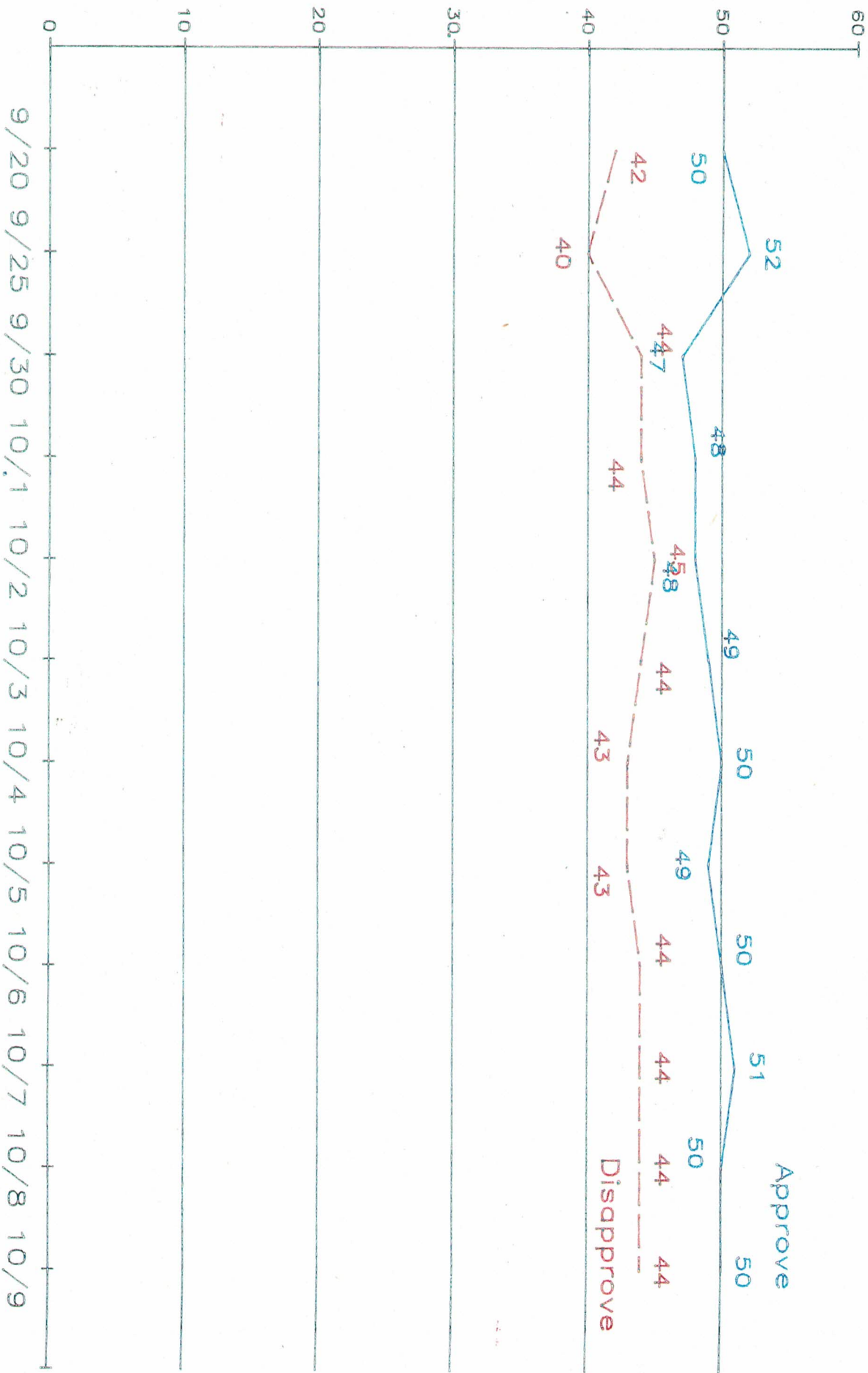
## September 20 – October 9, 1984



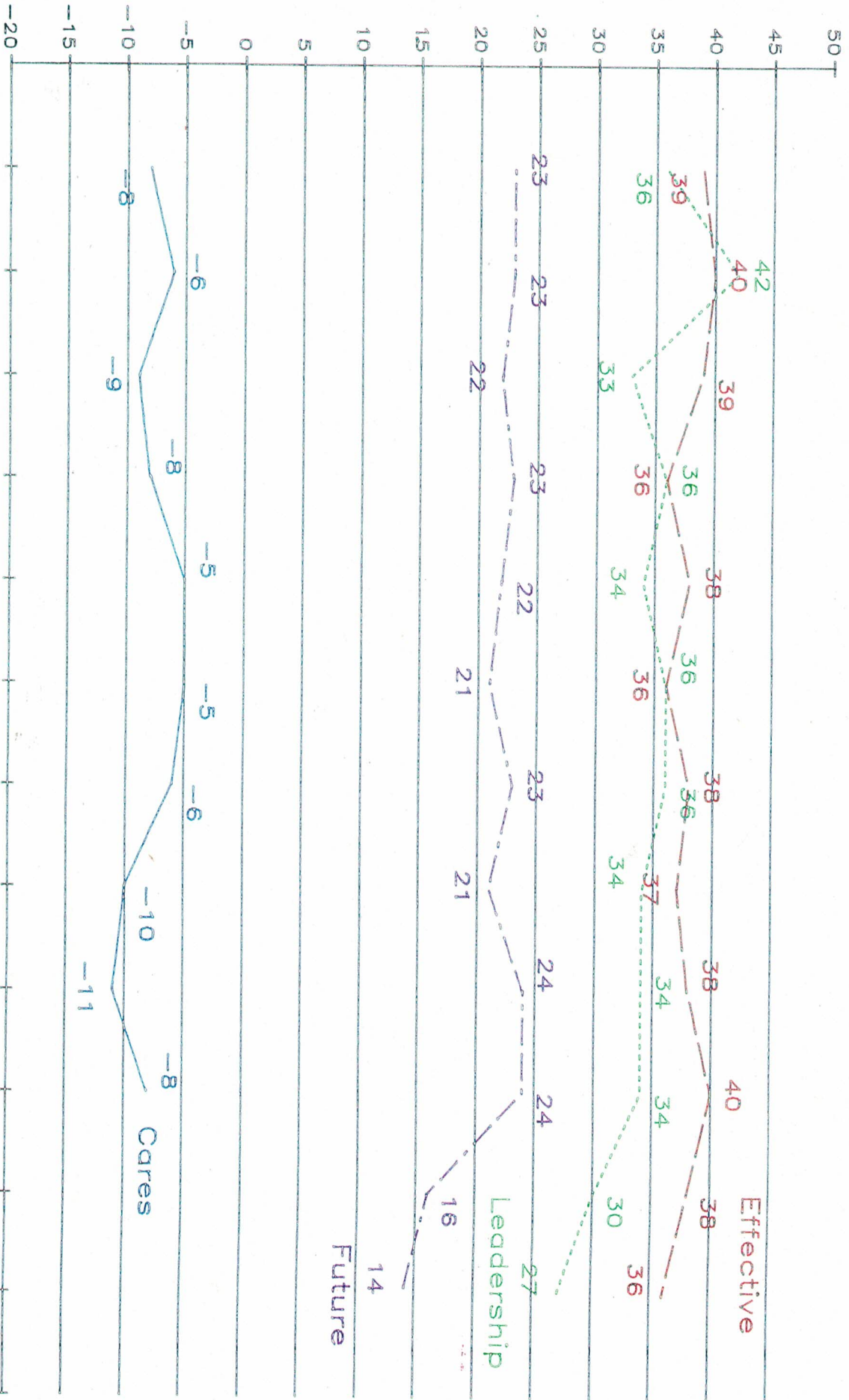


# Reagan Foreign Approval

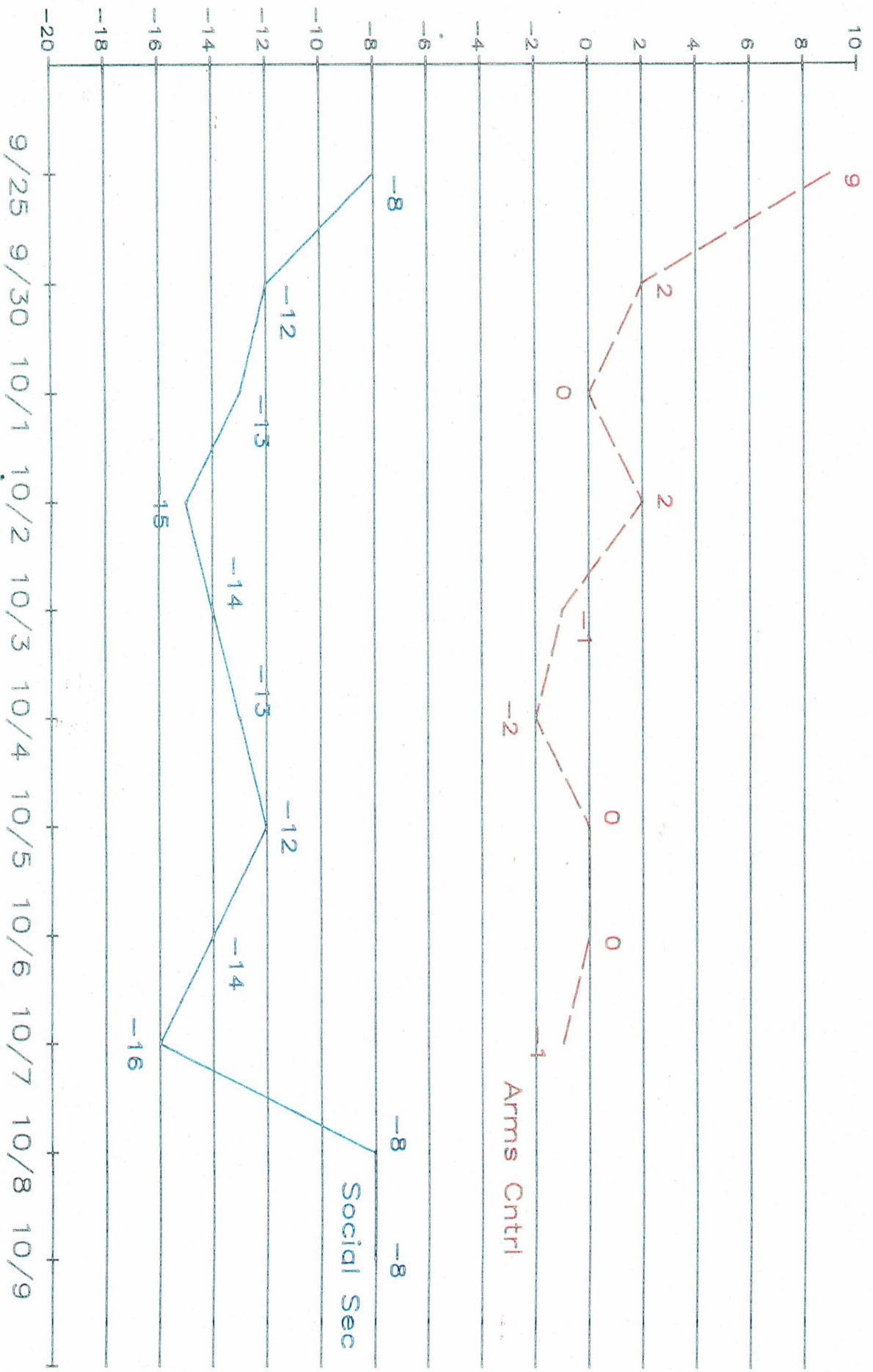
## September 20 – October 9, 1984



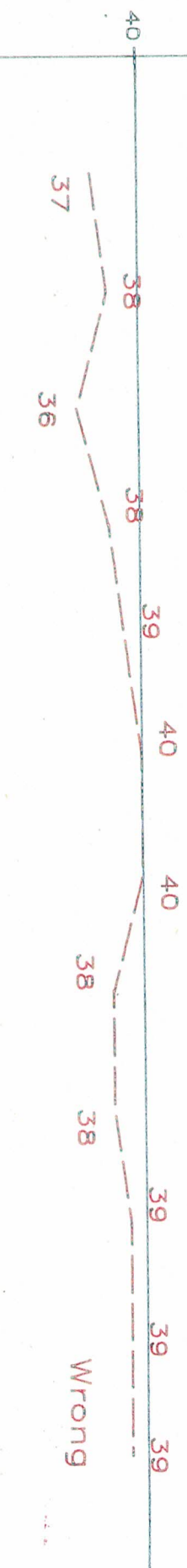
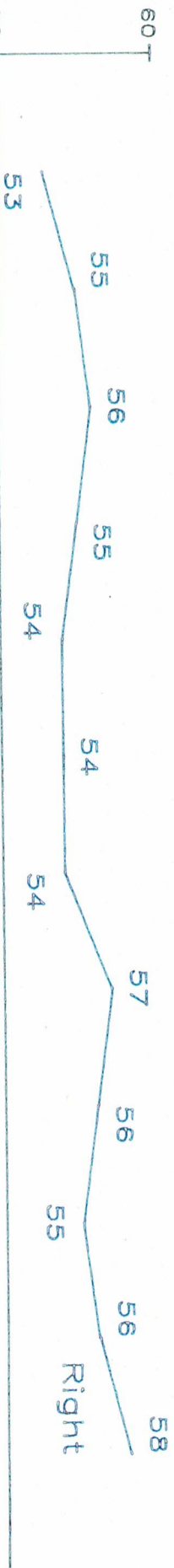
# Margin Scores: Reagan - Mondale September 20 - October 9, 1984



# Margin Scores: Reagan - Mondale September 25 - October 9, 1984

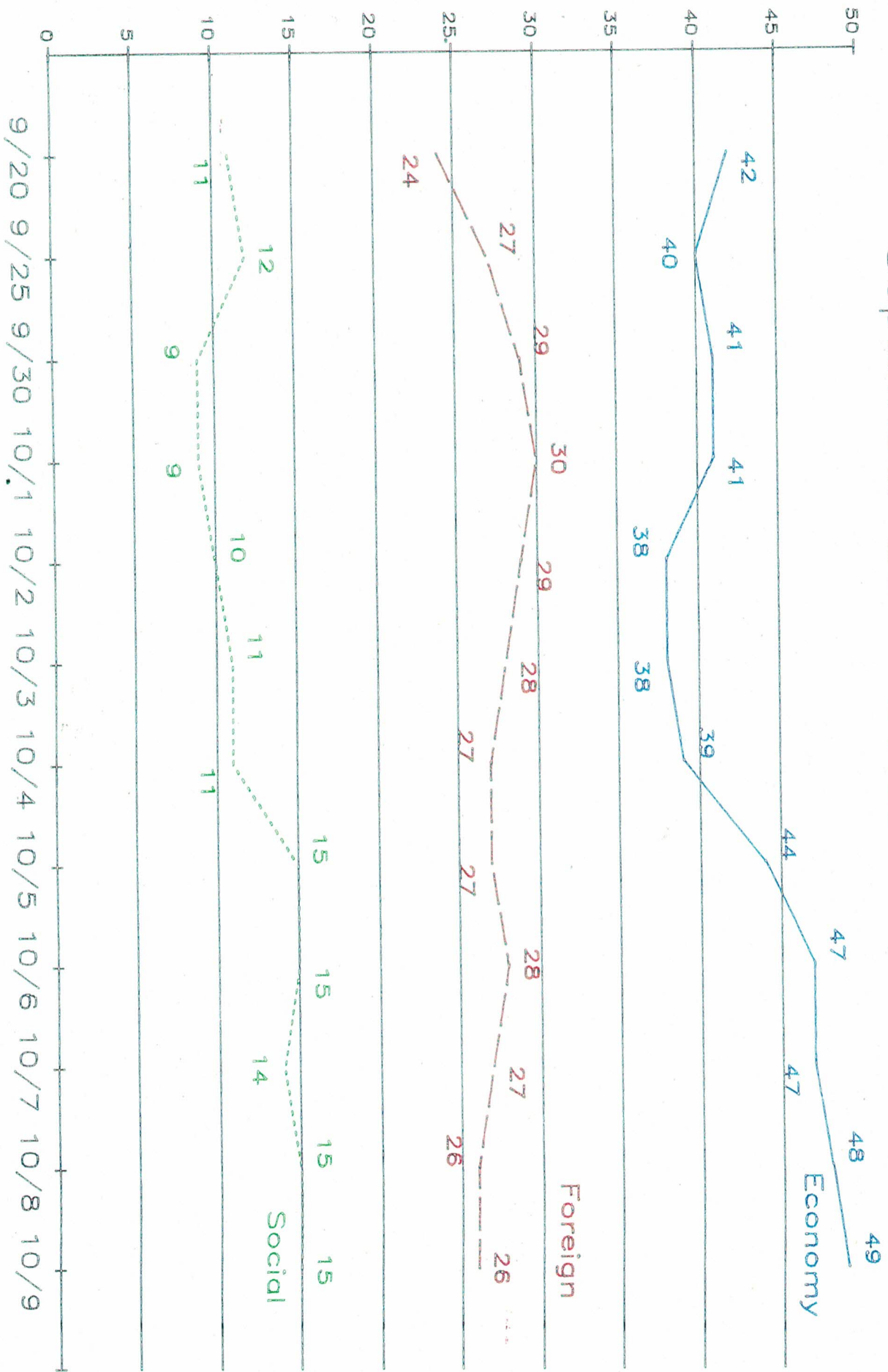


# Right Direction/Wrong Track September 20 - October 9, 1984



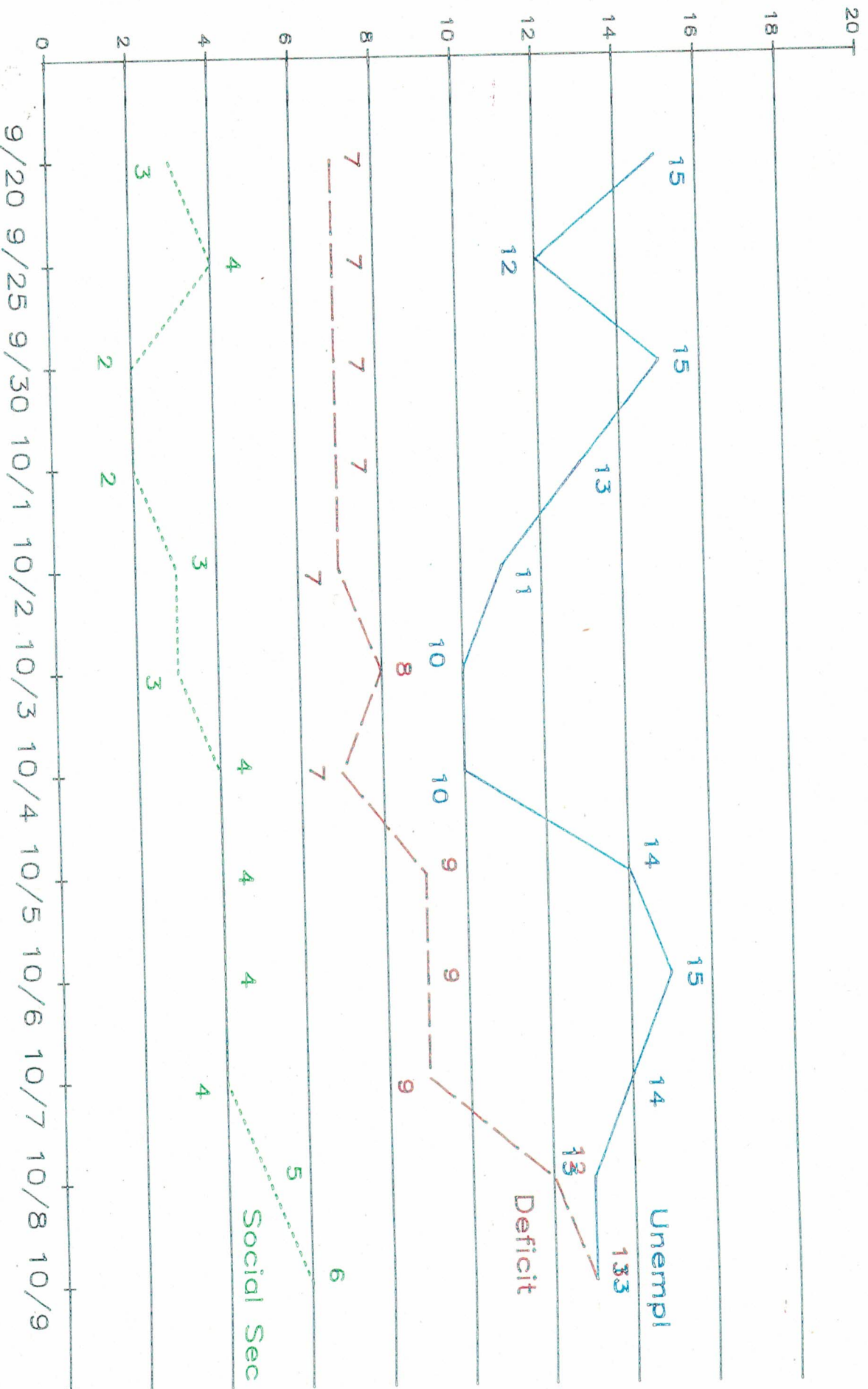
9/20 9/25 9/30 10/1 10/2 10/3 10/4 10/5 10/6 10/7 10/8 10/9

# Most Important Problem September 20 - October 9, 1984

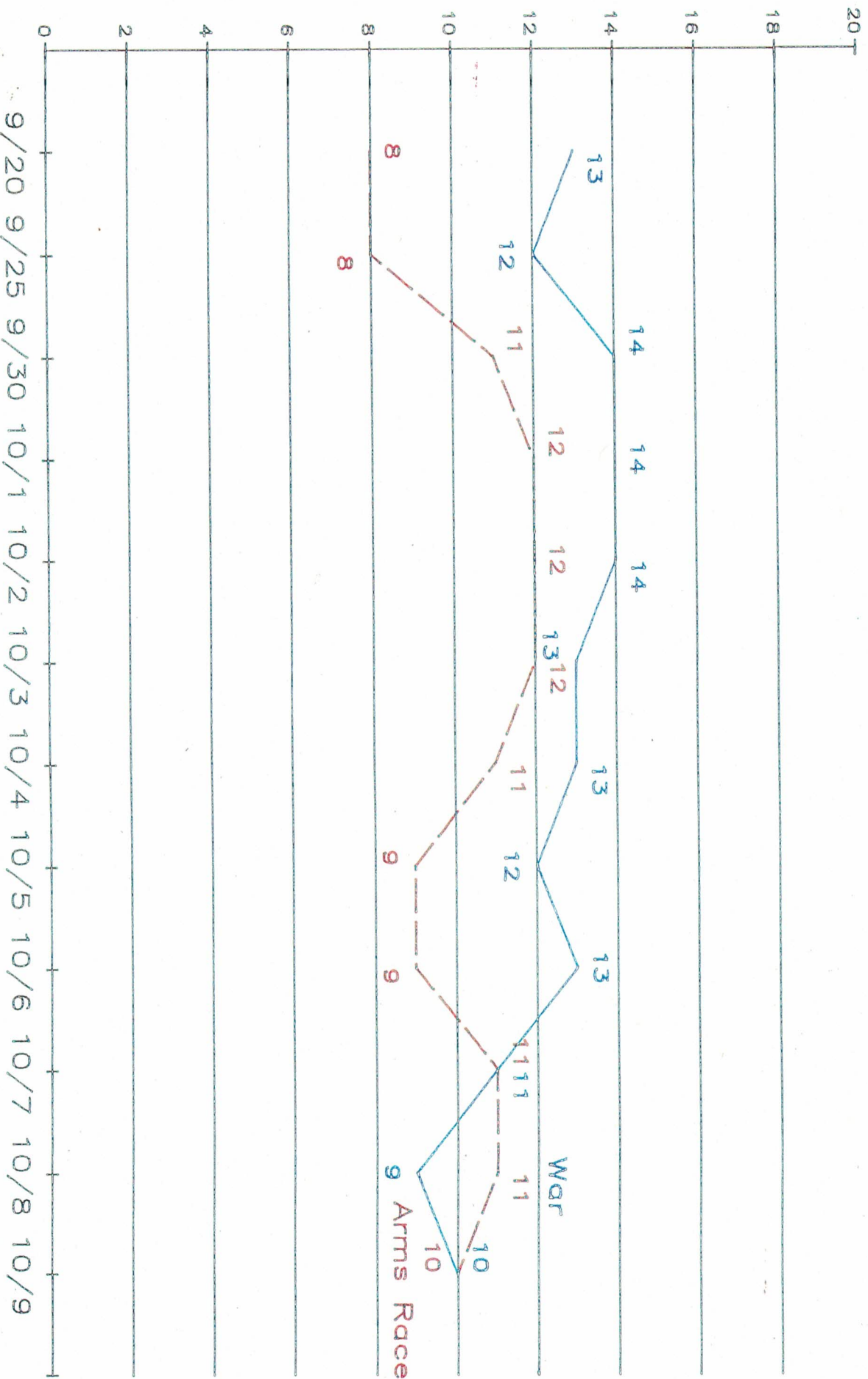


# Number One National Problem (Domestic)

## September 20 – October 9, 1984

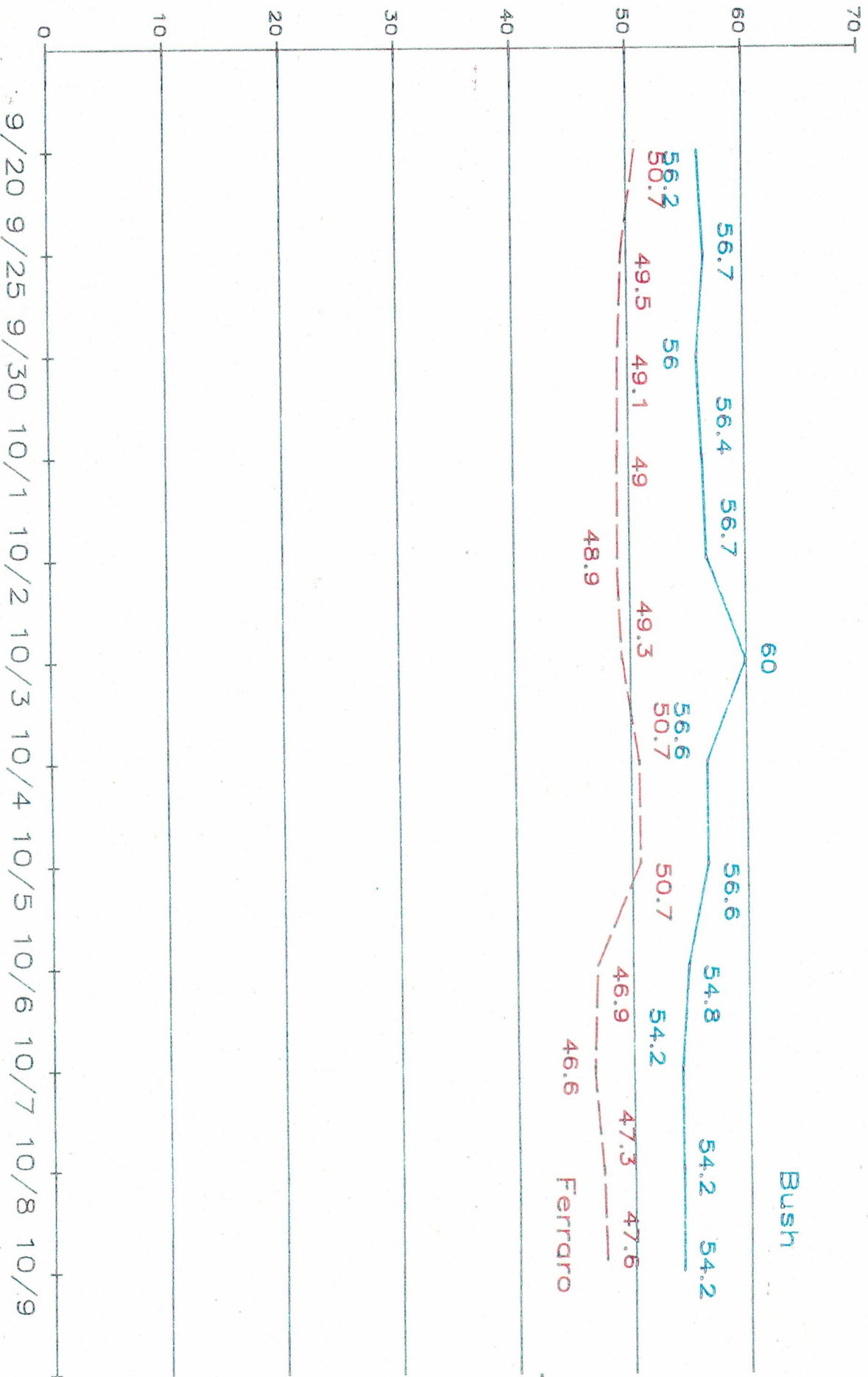


# Number One National Problem (Foreign) September 20 – October 9, 1984



# Bush - Ferraro Thermometer

## September 20 - October 9, 1984





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Richard B. Wirthlin  
President

6803 Poplar Place, Suite 300, McLean, Virginia 22101, (703) 556-0001

September 26, 1984

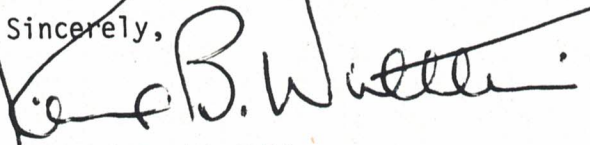
Mr. Martin Garbus  
Frankfurt, Garbus, Klein & Selz  
485 Madison Avenue  
New York, New York 10022

Dear Mr. Garbus:

Regarding your correspondence of September 11th, your "research"--whatever it might be--is absolutely wrong. I was not the source of the articles you referenced, or any other articles regarding Mr. Della Femina.

If you desire to take a sworn statement to that effect, I would be most happy to comply. Please contact my assistant, Celeste Heritage, for a convenient time.

Sincerely,

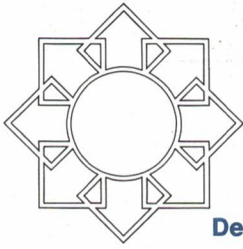


Richard B. Wirthlin  
President

RBW:uy

cc: Jerry Della Femina  
James Travis

bcc: Michael Deaver ✓  
Ed Rollins  
Jim Lake  
Doug Watts



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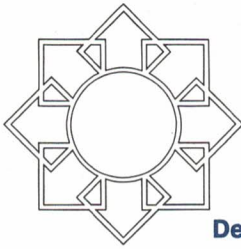
FLASH RESULTS  
NATIONAL TRACKING  
Reagan-Bush '84  
September 19-25, 1984

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The following tables contain the aggregate results for questions asked of the American public on behalf of the Reagan-Bush '84 Campaign on the dates indicated below.

Universe:	Adult Americans (persons aged 17 and older)
Mode of Interview:	Telephone
Date(s) of Interviews:	September 19-25, 1984
Sample Size:	1,750
Confidence Interval:	<u>±</u> 2.3 in 95 out of 100 cases



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TO: James A. Baker III  
Michael K. Deaver  
Ed Rollins  
Stuart Spencer

FROM: Richard B. Wirthlin

DATE: September 27, 1984

SUBJECT: National Tracking--September 18-25

#### SUMMARY

The following is a brief summary of key findings from the national tracking during the week of September 18-25.

- o When asked "What is the first thing that comes to mind when you think about Walter Mondale," 53% of Americans mention something negative while only 28% mention something positive--a 2:1 negative ratio. In contrast, top-of-mind mentions about Ronald Reagan are positive for 49% of Americans, compared to 39% who mention something negative.
- o Despite a flurry of publicity (including Mondale's efforts to attack Reagan over the incident), and a temporary 3-point rise in the number of people mentioning the Middle East as the number one problem, the recent bombing of the U.S. embassy in Beirut does not seem to have become a major Reagan liability. The President's approval rating in handling the situation in Lebanon over the last week has improved.
- o Mondale's and Ferraro's attacks seem to become more shrill with the release of each new poll. Nevertheless, the President remains popular and leads Mondale by 20 points. First-time presidential voters, approximately 12% of the electorate, are voting 2:1 for Reagan (62% Reagan-32% Mondale). We must get them out on election day.

- o Mondale may be attempting to halt the erosion of his base by suggesting that Reagan's references to Roosevelt, Truman, and Kennedy are inappropriate. His concerns are justified. The only group now firmly in his camp are Blacks. However, even among Blacks, the President garners a surprising 16% of their vote--fifty percent above the campaign target of 10%. Over the past weeks we have lost support among older voters (down 9%) and Southern White Baptists. The erosion of the former coalition is a consequence of the Mondale/Ferraro ads and attack speeches, and the latter was likely induced by the fade of Jesse Jackson.
- o Of the various issues tested, the President remains most vulnerable on the following: fairness, social security, education, and starting an unnecessary war. He retains a slight relative advantage over Mondale on the issue of negotiating a meaningful arms control agreement with the Soviet Union.
- o We will not be able to assess accurately the full impact of the President's U.N. speech or the Gromyko talks for another few days.

#### MOOD

Opinion over the past two weeks has been extremely stable. The number of Americans who think the country is moving in the right direction has remained steady at 54% compared to 37% who think it has gotten off on the wrong track.

This optimism remains broad-based, dipping only among the "have-nots," i.e., the less affluent, the less well-educated, blacks, and older Americans over age 55. Fifty-seven percent (57%) of Americans feel they are personally better off now than they were four years ago while one-quarter (25%) say they are worse off. Another 21% feel things are about the same for them. This includes 41% of blacks who say they are personally better off.

Realizing that Americans do feel they are better off, Mondale is now trying to portray the election as a referendum on the kind of people Americans are. His suggestion is that--in contrast to a majority of Americans--Reagan does not care about those for whom the economic recovery is not a reality. In this way, Mondale combines the questions of fairness and the future when he asks Americans to ask themselves "Will you be better off four years from now?"

### Number One National Problem

The major concerns remain the foreign affairs/defense issue cluster (27%--up this week because of the Beirut bombing); other economic issues (16%); domestic/social issues (12%); and unemployment (12%--the lowest this indicator has been since before January 1982).

Deficits are mentioned by seven percent of adult Americans, primarily those who are better educated and more affluent. Of these, men (11%) consider deficits more important than do women (4%). Interestingly, the President's general popularity among men may offset the heightened concern men express over federal deficits; while men are concerned about deficits, they do not like Mondale. This phenomenon may further contribute to Mondale's inability to make deficits a major campaign issue.

Specifically, overwhelming numbers of Americans (69%) continue to favor Reagan's approach to handling the federal deficits.

### REAGAN JOB RATINGS

#### General

Over the past week, the number of Americans approving of the way Reagan is handling his job as President increased four points--to 66%. Thirty-three percent (33%) strongly approve while only 18% strongly disapprove of the way Reagan is handling the presidency.

#### The Economy

Approval of the President's handling of the economy has risen three points to 61% approving and 36% disapproving. Even 51% of those earning less than \$15,000 a year approve.

#### Foreign Affairs

A stable majority (51%) of Americans approve of Reagan's handling of foreign affairs while 40% disapprove. Despite Mondale's best efforts, the stability of opinion about the President's handling of foreign affairs suggests that the fallout, if any, from the embassy bombing is minimal.

### IMAGES

#### Top of Mind--Reagan

Among those who give favorable responses, frequent mentions include: strong leader (11%), honest and sincere (9%), doing a good job (8%), and his stand on the economy (6%). On the other hand, negative mentions include: favors the rich (7%), not honest (4%), doesn't represent the people (3%), and his age (3%).

Top of Mind--Mondale

Those mentioning a Mondale negative out-number those who mention a positive by a 2:1 ratio, Mondale's negatives include: not qualified/capable (12%), boring/old ideas (5%), poor vice president (4%), not honest/sincere (4%), appearance/personality (4%), indecisive/not strong (3%), and overpromising (3%). Mondale's positives include: cares for the people (7%), honest/sincere (7%), will do a good job (4%), and qualified/capable (3%).

Descriptors

Americans continue to believe that "cares and is concerned about people" is a better descriptor of Walter Mondale (44%) than it is of Ronald Reagan (39%). Public polls, and apparently Mondale's private polls, confirm this. Consequently, Mondale continues--through personal appearances, Ferraro, and commercials--to hammer the President on this issue in an effort to tie the issues of fairness and future together.

Although Mondale couches many of his attacks in terms of Reagan's failed leadership, Americans simply do not find his argument credible. Reagan continues to dominate the leadership dimension.

<u>Reagan</u>	<u>Mondale</u>	<u>Difference</u>
(%)	(%)	(%)

Leadership

Effective in getting things done	64	23	+41
Has the strong leadership qualities this country needs	64	24	+40
Will deal with the problems of the future effectively and boldly	56	31	+25
Trustworthy	46	31	+15



	<u>Reagan</u> (%)	<u>Mondale</u> (%)	<u>Difference</u> (%)
<u>Economic Issues</u>			
Will control inflation	59	27	+32
Will reduce the federal deficit by raising taxes	26	54	+28
Will reduce unemployment	51	34	+17
Will cut spending and reduce government waste	47	34	+13
<u>Social Issues</u>			
Will improve education	41	41	0
Will best handle the social security program	37	46	-9
<u>War and Peace</u>			
Will negotiate a meaningful arms control agreement with the Soviet Union	42	35	+7
Will start an unnecessary war	42	18	-24

Thermometers

The relative ranking of the Presidential and Vice Presidential candidates remains unchanged in terms of thermometer ratings: on a scale of 0 to 100, Ronald Reagan's average thermometer is 61; George Bush's, 55; Walter Mondale's, 50; and Geraldine Ferraro's, 49. Among women in general, Ferraro's thermometer rating is 51; it is 53 among women under 45 years of age. Catholics give Ferraro the same thermometer rating as the rest of the country.

National Tracking  
Page Six  
September 27, 1984

#### NOVEMBER OUTLOOK

##### Reelect Reagan.

A slightly higher number of Americans (58%) than last week think that Reagan has performed his job well enough to deserve reelection. Thirty-eight percent (38%) think a new person deserves a chance to do better. An overwhelming 92% of those who think he deserves reelection say they would vote for him.

With the exception of Jews (43%) and senior citizens (49%), a majority of all our key constituencies think the President deserves reelection.

##### Ballot

We are in the last week of September with the President maintaining a commanding 20-point lead. He garners 56% of the vote to Mondale's 36%.

Reagan continues to make inroads into Mondale's base vote--winning 39% of the conservative Democratic vote, 47% of conservative white Democrats (28% of the total Democratic vote), 55% of Independent/Leaners, and a majority (54%) of the women's vote.

Sixty-nine percent (69%) of Reagan voters are strongly committed, in contrast to the 55% of Mondale's vote which is strongly committed.

Analysts: Todd D. Remington  
Gerrit W. Gong

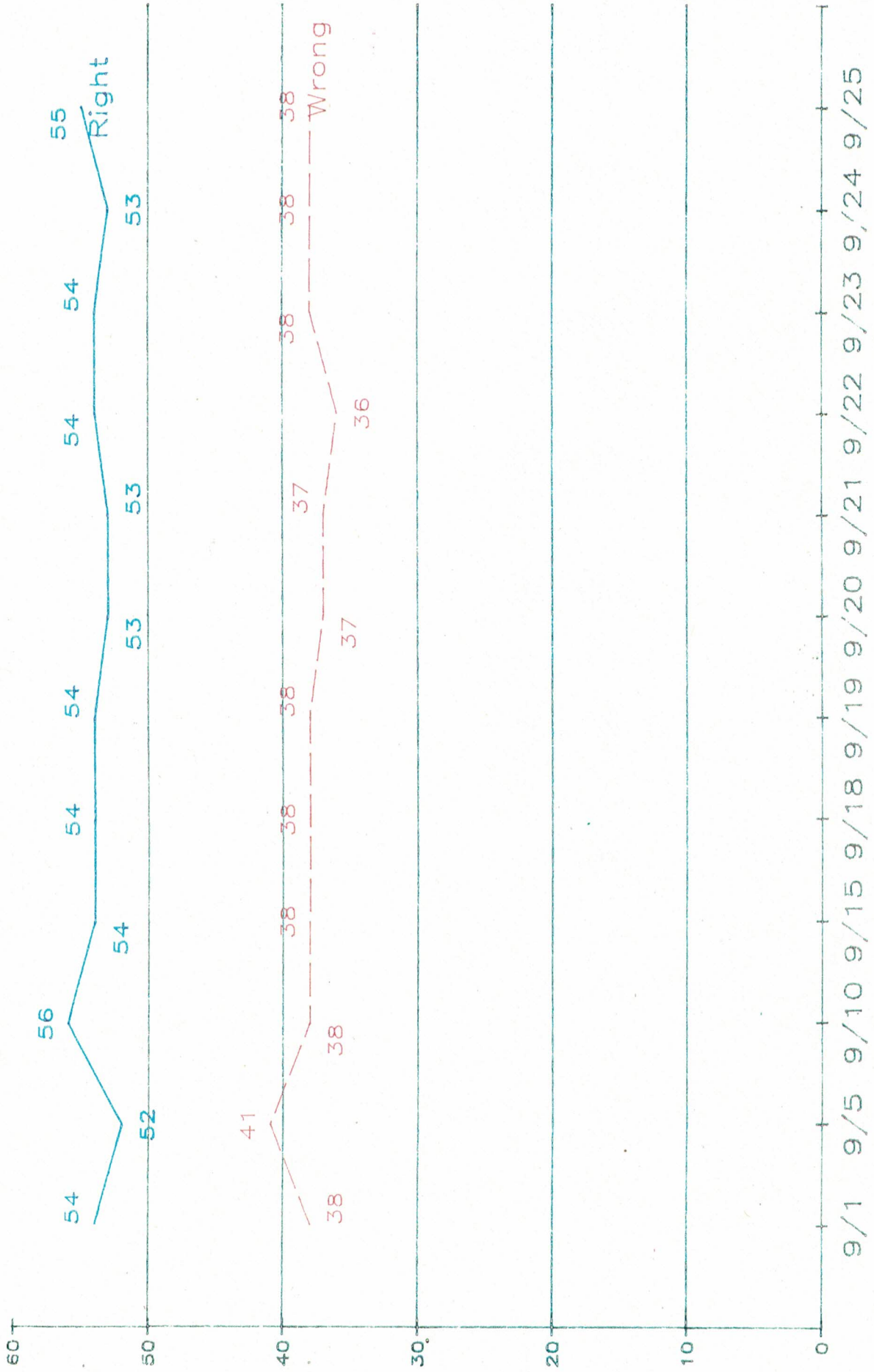
## Right Direction/Wrong Track

=====

"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>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Right direction	54	55	53	54
Wrong track	40	38	39	37
No opinion	6	7	8	9

# Right Direction/Wrong Track September 1 - 25, 1984

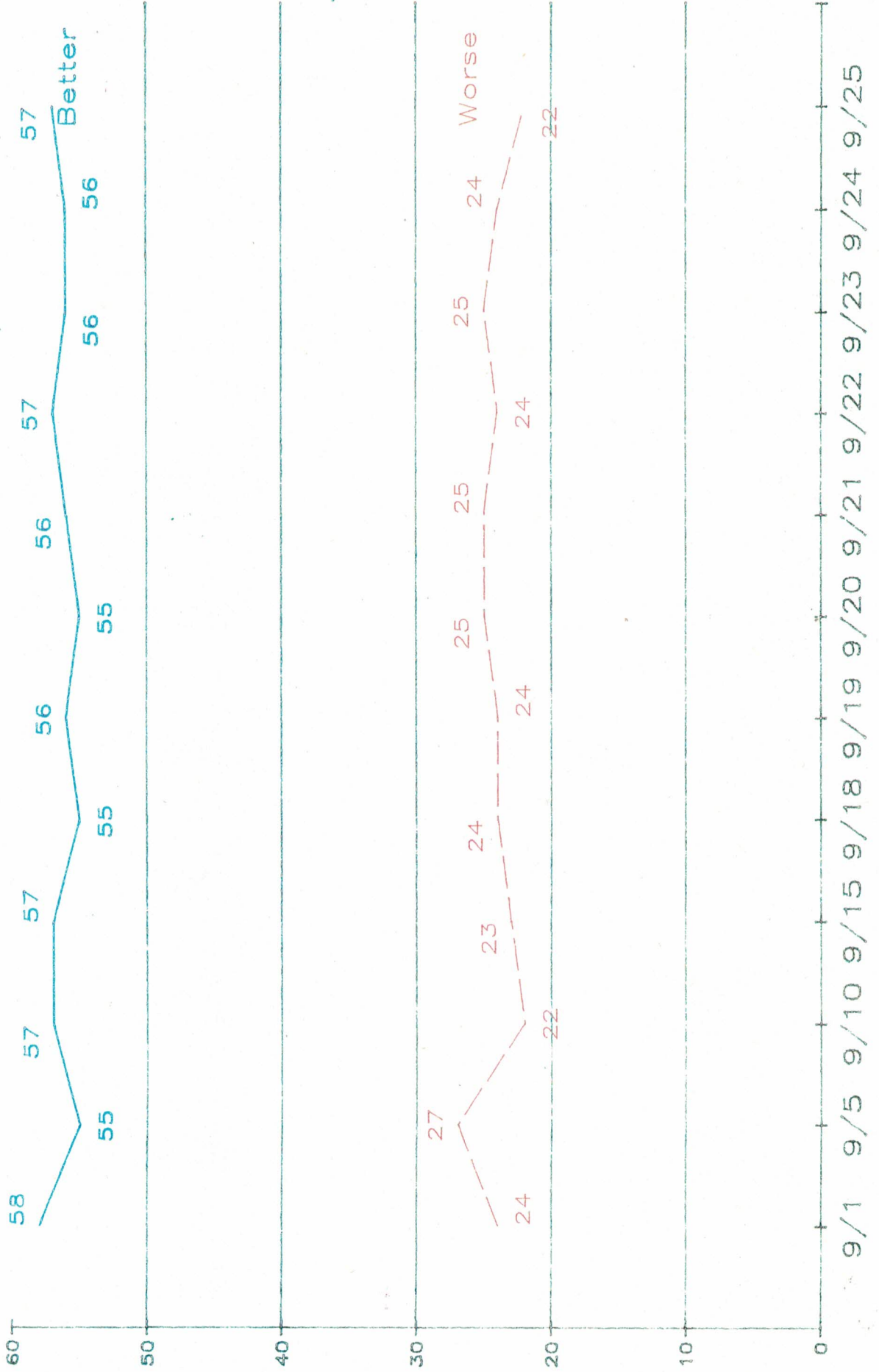


## Better Off/Worse Off

=====  
 "How about you personally? Generally speaking, are you better or worse off now than you were four years ago?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Better off	56	57	57	57
Worse off	25	23	24	24
Same	18	20	19	19
No opinion	1	0	0	0

# Better or Worse Off September 1 - 25, 1984

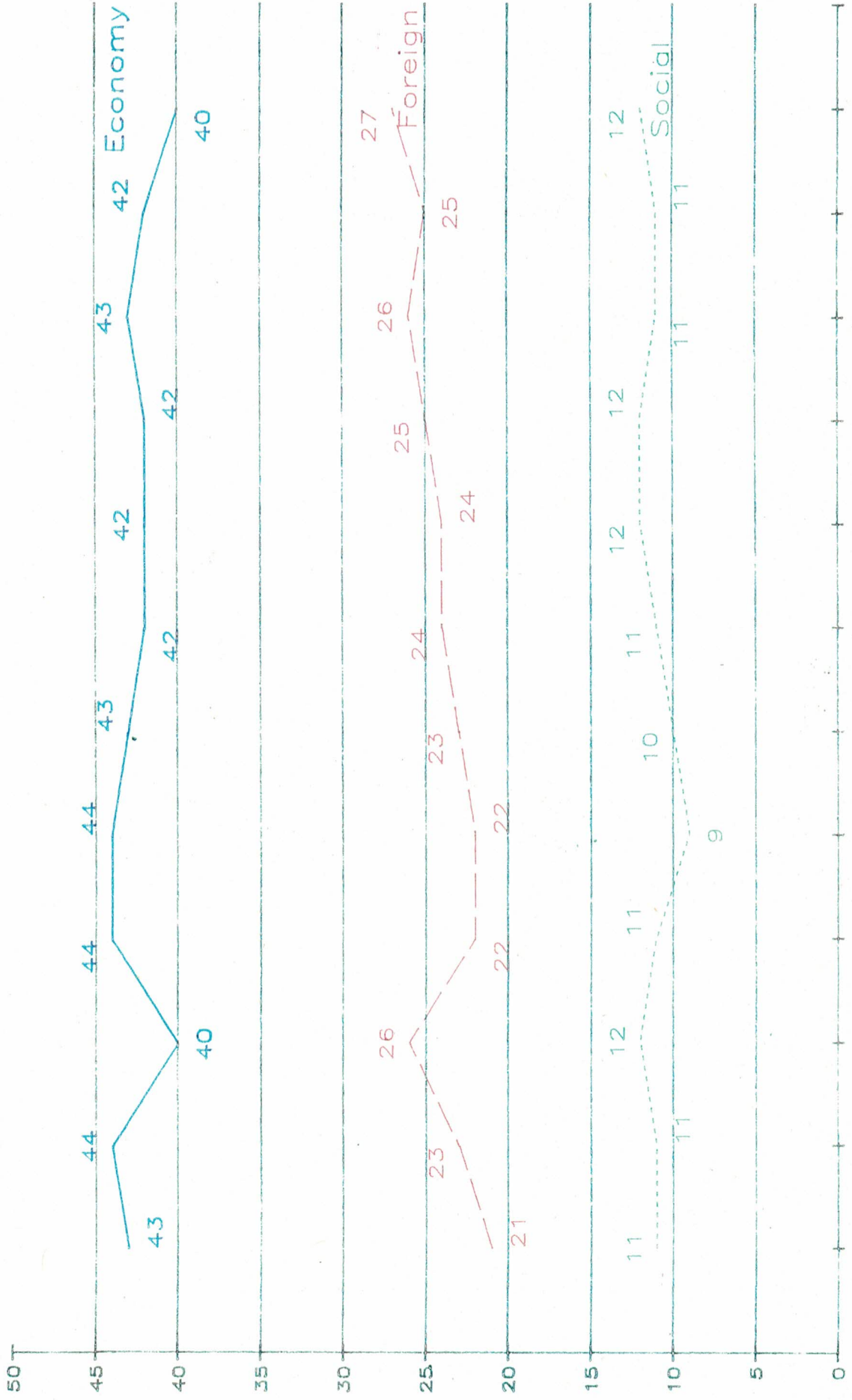


## Number One National Problem

=====  
 "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?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Unemployment	14	14	15	12
Inflation	4	5	6	5
Deficits	7	7	7	7
Economy/Other	18	15	17	16
Domestic/Social	5	9	11	12
Crime/Drugs/Morals	7	7	4	4
Foreign affairs/Defense	24	26	24	27
Government leadership	4	3	3	2
No problems/No opinion	4	3	5	4

# Most Important Problem September 1 - 25, 1984



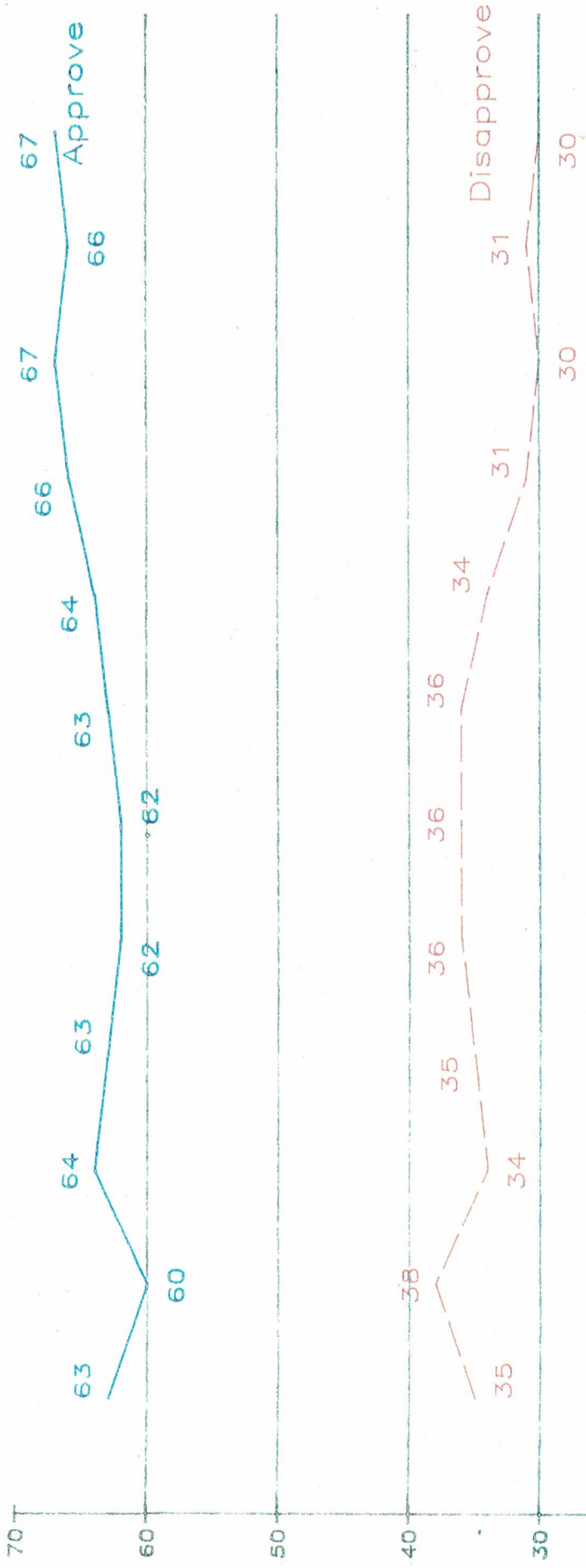


## Reagan Job Rating -- General

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

	<u>Aug 28 Sep 4 1984</u>	<u>Sept 5-11 1984</u>	<u>Sept 12-18 1984</u>	<u>Sept 19-25 1984</u>
Approve	61	64	62	66
Disapprove	37	34	36	31
No opinion	2	2	2	3

# Reagan Job Approval September 1 - 25, 1984



9/1 9/5 9/10 9/15 9/18 9/19 9/20 9/21 9/22 9/23 9/24 9/25

Reagan Job Rating -- General  
(Approve)

=====

\*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)?"

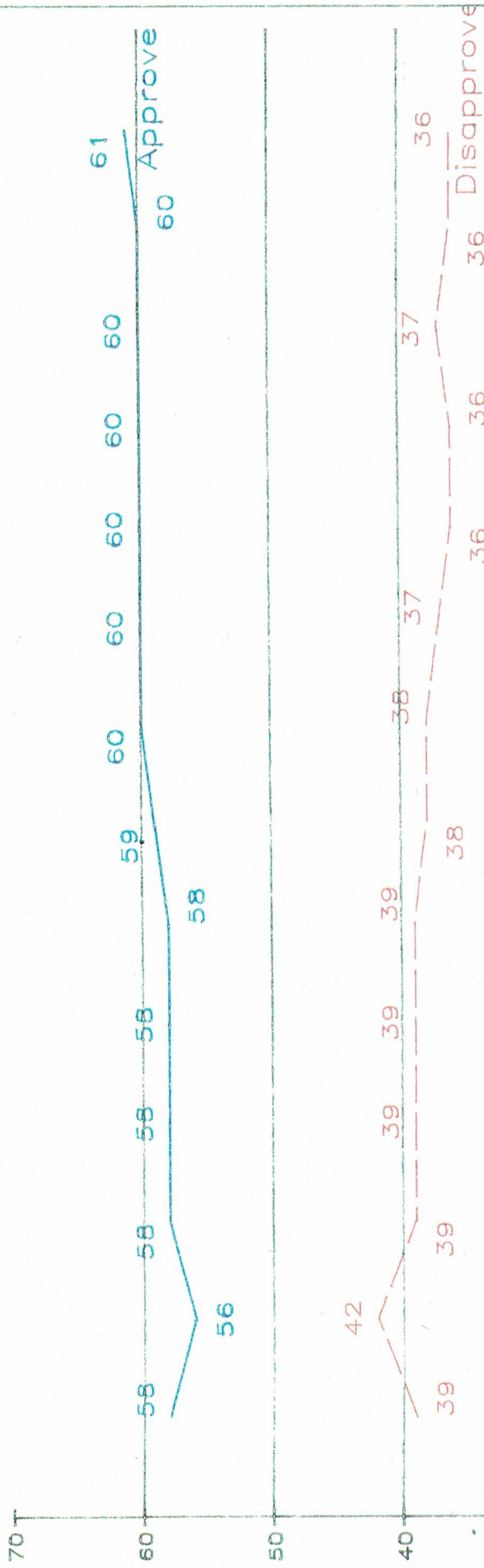
	<u>Aug 28 Sep 4 1984</u>	<u>Sept 5-11 1984</u>	<u>Sept 12-18 1984</u>	<u>Sept 19-25 1984</u>
Aggregate	61	64	62	66
<u>Strength Constituencies</u>				
Base Republicans	92	92	93	93
Farm Belt States	63	73	60	64
<u>Swing Constituencies</u>				
Blue-collar workers	62	65	59	63
Senior citizens	56	63	59	57
Women	56	59	61	66
Catholics	65	67	67	71
Independents/Leaners	67	68	65	69
18-24 year olds	65	69	69	74
Professionals	63	64	65	72
Veterans	64	69	65	65
Irish	69	73	74	68
White Southern Baptists	57	62	60	61

## Reagan Job Rating -- Economy

=====  
"Do you approve or disapprove of the way Ronald Reagan is handling the economy?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Approve	57	59	58	61
Disapprove	41	39	39	36
No opinion	2	2	3	3

# Reagan Economic Approval September 1 - 25, 1984



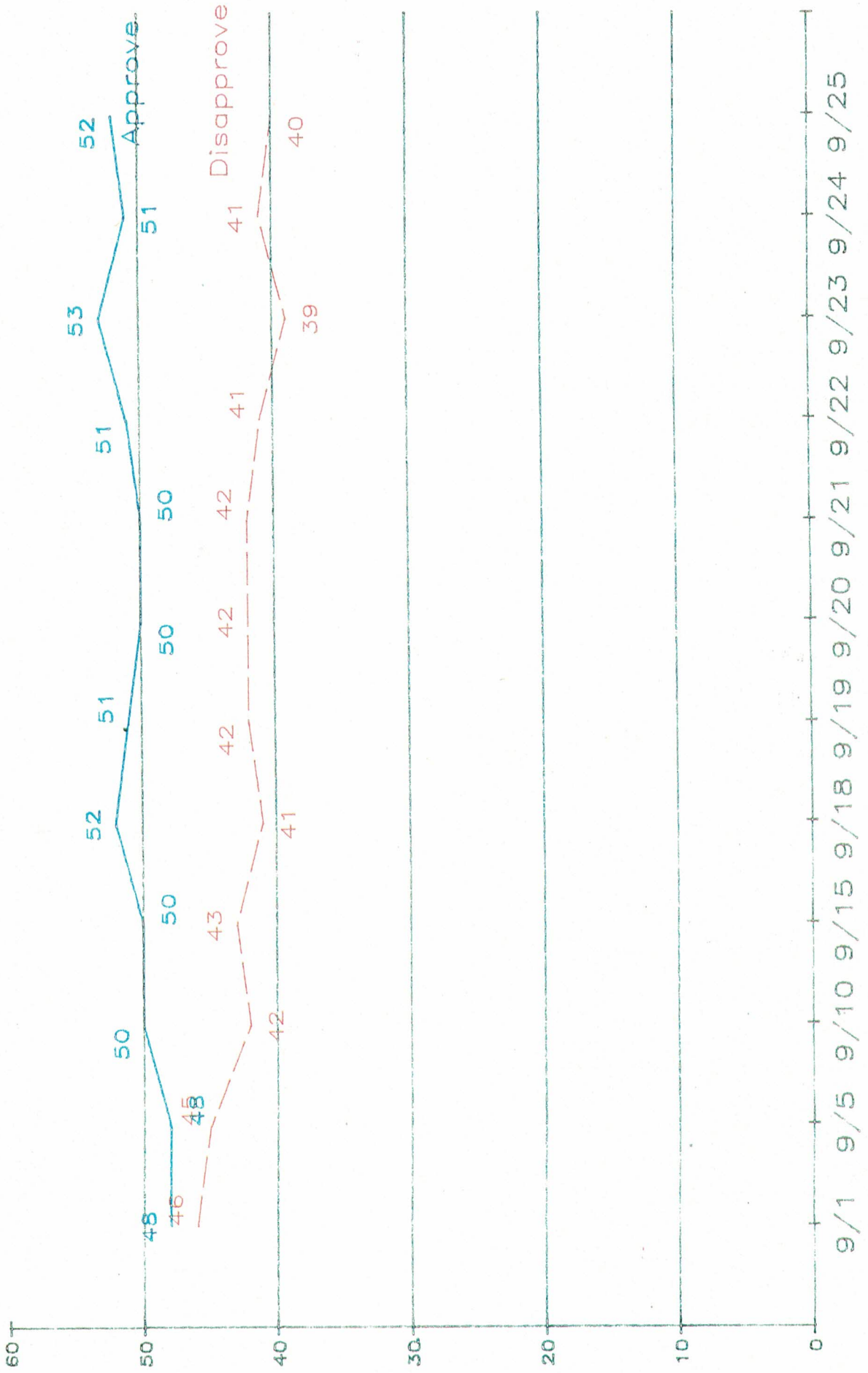
9/1 9/5 9/10 9/15 9/16 9/17 9/18 9/19 9/20 9/21 9/22 9/23 9/24 9/25

## Reagan Job Rating -- Foreign Affairs

=====  
"Do you approve or disapprove of the way Ronald Reagan is handling foreign affairs?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Approve	48	50	51	51
Disapprove	46	41	42	40
No opinion	6	9	8	9

# Reagan Foreign Approval September 1 - 25, 1984



### Presidential Characteristics

=====

"Now I'd like you to think of two people running for President of the United States, Ronald Reagan and Walter Mondale. I will read you some statements. For each one, please tell me whether it best describes Ronald Reagan or Walter Mondale?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
<b>Cares and is concerned about people</b>				
Ronald Reagan	41	43	40	39
Walter Mondale	43	40	43	44
Both	8	9	10	11
Neither	4	4	4	4
No opinion	3	4	3	3
<b>Will start an unnecessary war</b>				
Ronald Reagan	46	43	45	42
Walter Mondale	16	18	18	18
Both	2	2	2	2
Neither	26	28	27	30
No opinion	10	9	8	7
<b>Effective in getting things done</b>				
Ronald Reagan	67	67	64	64
Walter Mondale	20	19	22	23
Both	2	2	2	3
Neither	4	4	4	4
No opinion	8	8	7	6
<b>Trustworthy</b>				
Ronald Reagan	41	41	43	46
Walter Mondale	31	30	32	31
Both	13	15	13	13
Neither	10	8	8	7
No opinion	5	5	5	4



Presidential Characteristics  
(continued)

	Aug 28 Sep 4 1984	Sept 5-11 1984	Sept 12-18 1984	Sept 19-25 1984
=====				
Will deal with the problems of the future effectively and boldly				
Ronald Reagan	52	54	54	56
Walter Mondale	32	30	32	31
Both	4	4	4	4
Neither	7	6	6	5
No opinion	5	6	4	4
Has the strong leadership qualities this country needs				
Ronald Reagan	58	62	60	64
Walter Mondale	25	24	25	24
Both	4	4	4	2
Neither	7	6	8	7
No opinion	5	4	3	3
Will be most likely to reduce the federal deficit over the next four years				
Ronald Reagan	43	44	43	45
Walter Mondale	34	33	40	38
Both	1	1	1	1
Neither	16	17	12	11
No opinion	6	6	5	4
Will negotiate a meaningful arms control agreement with the Soviet Union				
Ronald Reagan	*	*	*	42
Walter Mondale	*	*	*	35
Both	*	*	*	5
Neither	*	*	*	11
No opinion	*	*	*	7

Presidential Characteristics  
(continued)

---

	Sept 19-25 <u>1984</u>
Will cut spending and reduce government waste	
Ronald Reagan	47
Walter Mondale	34
Both	2
Neither	11
No opinion	5
Will reduce the federal deficit by raising taxes	
Ronald Reagan	26
Walter Mondale	54
Both	10
Neither	4
No opinion	5
Will best handle the social security program	
Ronald Reagan	37
Walter Mondale	46
Both	2
Neither	7
No opinion	7
Will improve education	
Ronald Reagan	41
Walter Mondale	41
Both	6
Neither	5
No opinion	7

Presidential Characteristics  
(continued)

=====

Sept  
19-25  
1984

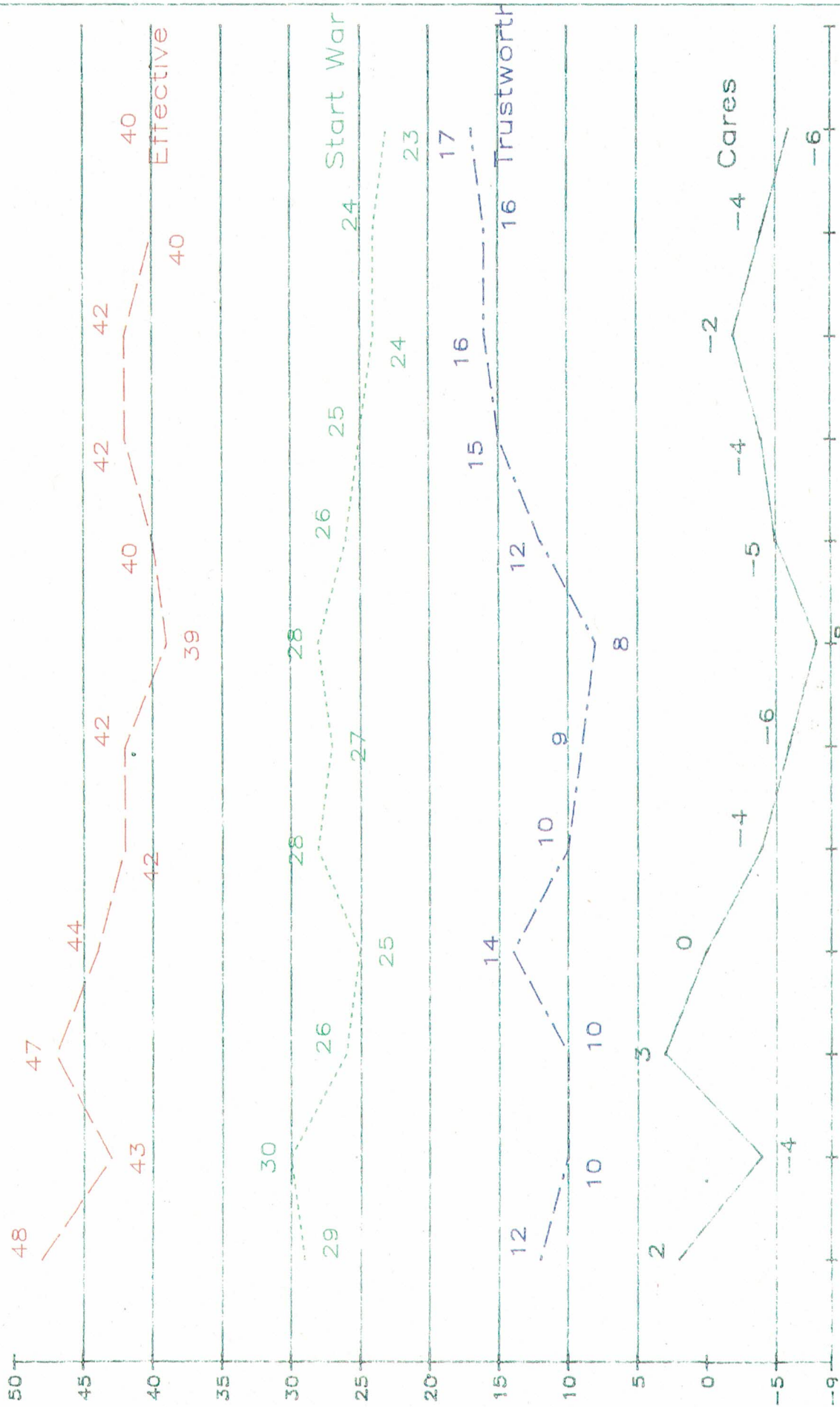
## Will reduce unemployment

Ronald Reagan	51
Walter Mondale	34
Both	3
Neither	6
No opinion	5

## Will control inflation

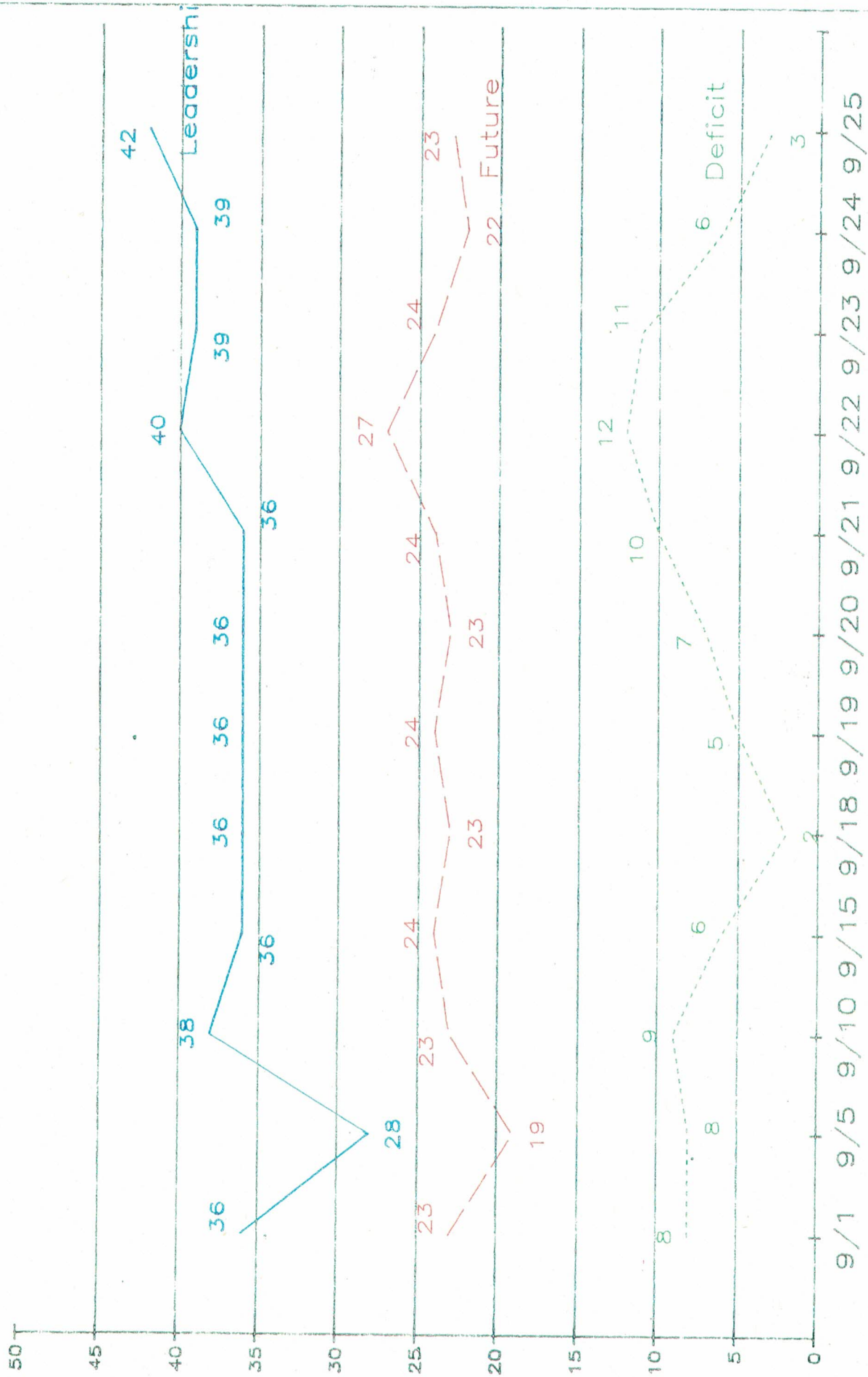
Ronald Reagan	59
Walter Mondale	27
Both	2
Neither	7
No opinion	5

# Margin Scores: Reagan -- Mondale September 1 - 25, 1984



9/1 9/5 9/10 9/15 9/18 9/19 9/20 9/21 9/22 9/23 9/24 9/25

# Margin Scores: Reagan - Mondale September 1 - 25, 1984



## Taxes and the Deficit

=====

"Walter Mondale says that taxes must be raised in order to reduce the deficit.

Ronald Reagan says that the federal deficit can be reduced without raising taxes by stimulating the economy and cutting federal spending.

Do you favor the Reagan or the Mondale position?"

	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Strongly favor Reagan	47	49
Somewhat favor Reagan	20	20
Somewhat favor Mondale	13	11
Strongly favor Mondale	17	14
No opinion	3	6

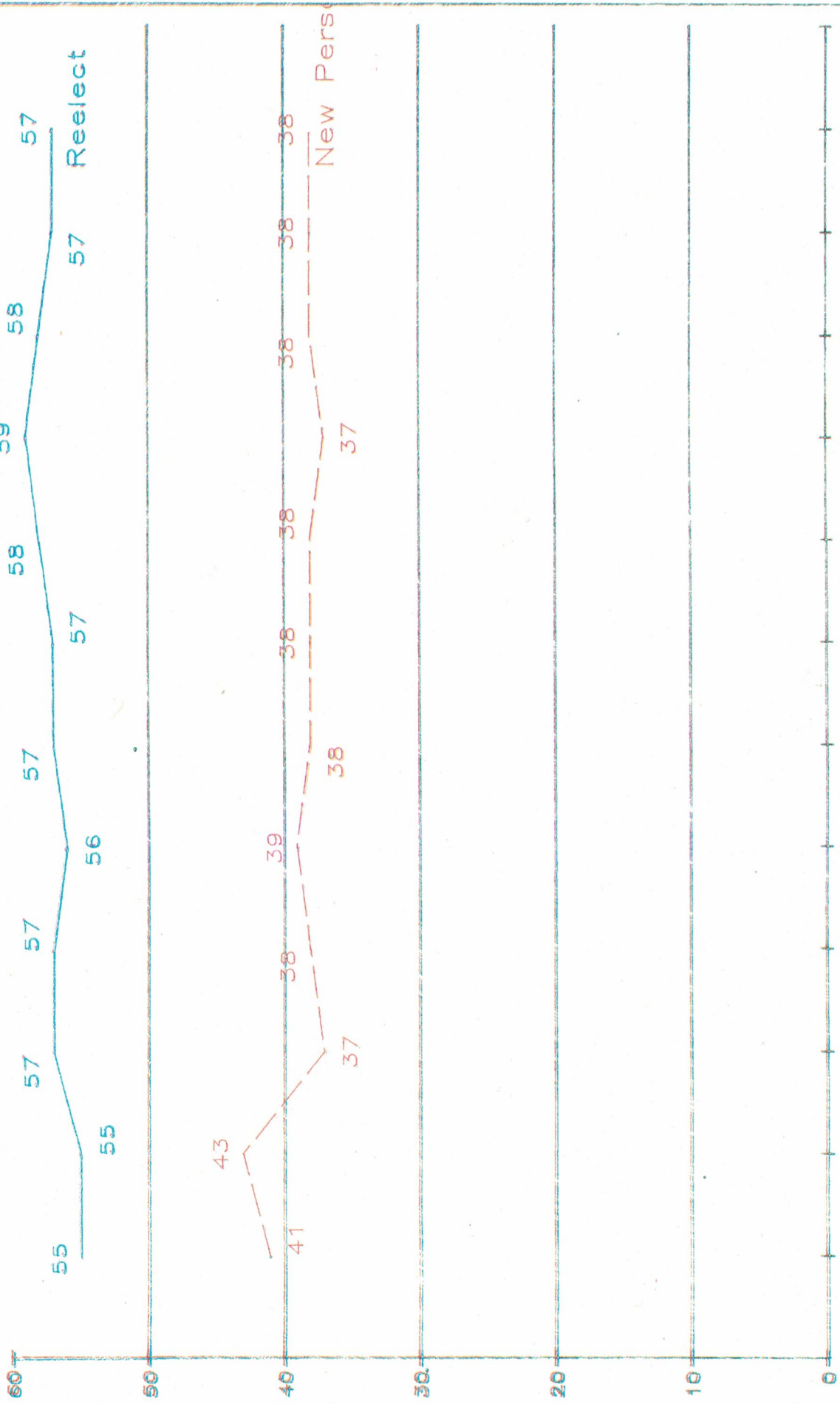
## Reelect Reagan

=====

"Thinking ahead to the November presidential election ... do you think Ronald Reagan has performed well enough as President to deserve reelection, or do you think it will be time to give a new person the chance to do better?"

	Aug 28 Sep 4 <u>1984</u>	Sept 5-11 <u>1984</u>	Sept 12-18 <u>1984</u>	Sept 19-25 <u>1984</u>
Aggregate	55/42	57/38	56/39	58/38
<u>Strength Constituencies</u>				
Base Republicans	92/7	91/7	93/5	92/6
Farm Belt States	59/38	64/29	57/40	54/42
<u>Swing Constituencies</u>				
Blue-collar workers	53/43	52/42	54/43	56/40
Senior citizens	53/43	56/37	53/41	49/43
Women	50/47	51/43	53/43	56/39
Catholics	57/39	57/38	61/35	62/35
Independents/Leaners	59/37	60/33	60/35	60/34
18-24 year olds	54/43	58/39	61/38	65/32
Professionals	55/42	58/38	58/38	63/33
Veterans	60/35	65/29	60/35	60/36
Irish	63/33	64/31	65/30	65/30
White Southern Baptists	46/48	52/44	49/45	57/39

# Reagan Reelect September 1 - 25, 1984



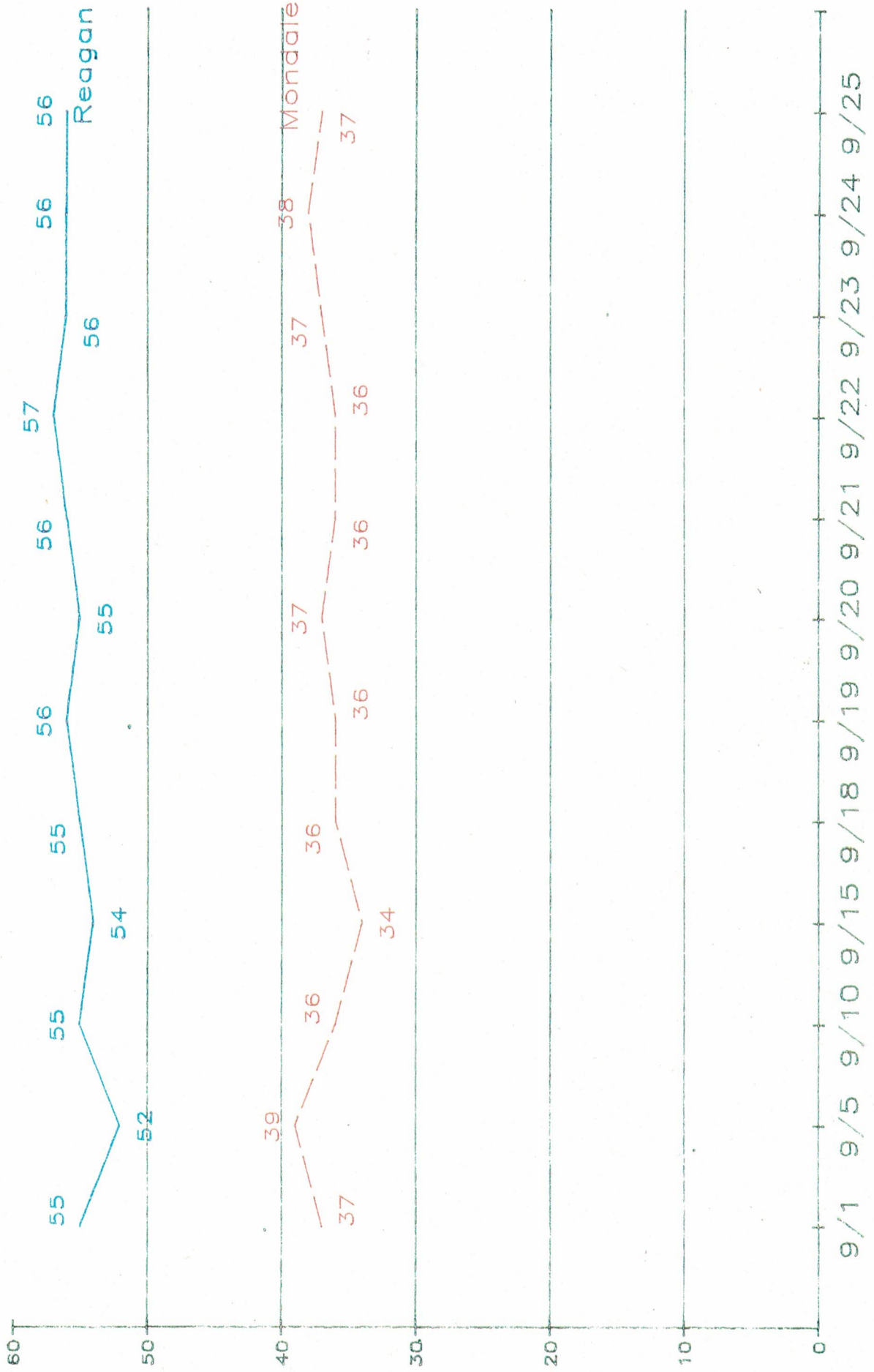


Presidential Ballot -- Reagan/Bush versus Mondale Ferraro

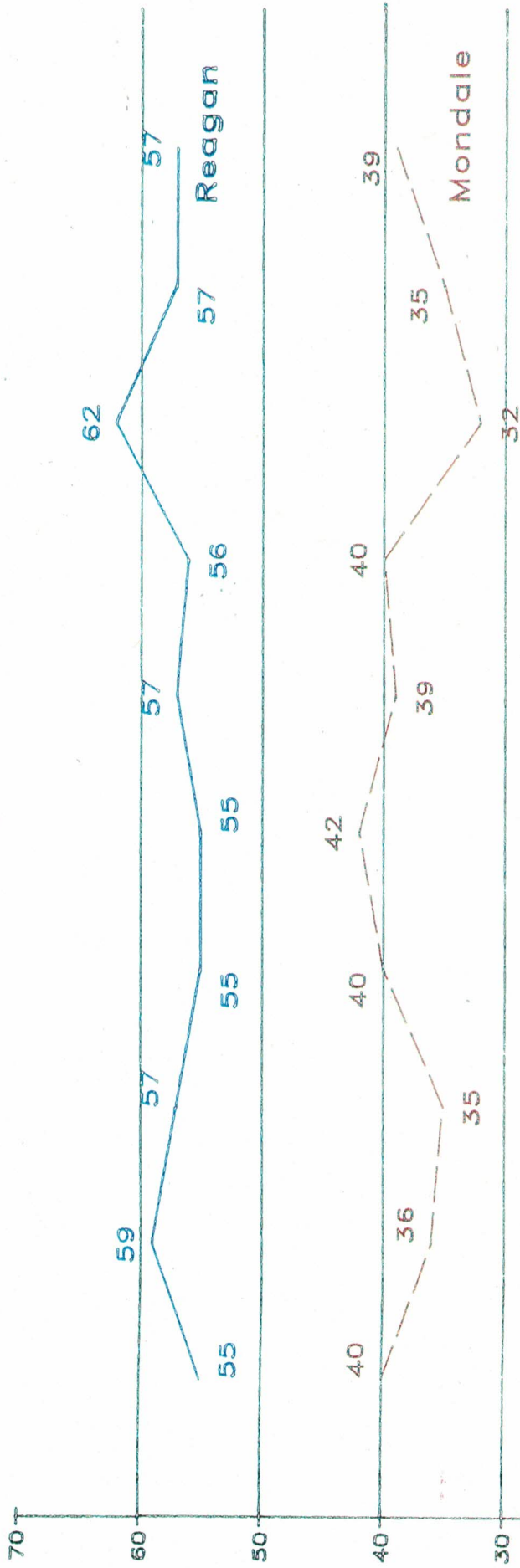
=====  
 "If the general election for President were held today, for whom would you vote, Ronald Reagan and George Bush, Republicans, or Walter Mondale and Geraldine Ferraro, Democrats?"

	<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
Aggregate	53/38	55/36	55/36	56/36
<u>Strength Constituencies</u>				
Base Republicans	93/5	92/4	94/4	93/5
Farm Belt States	56/33	61/29	52/40	51/39
<u>Swing Constituencies</u>				
Blue-collar workers	53/39	51/39	55/38	54/38
Senior citizens	50/37	55/38	53/37	45/44
Women	47/42	49/41	52/38	54/38
Catholics	54/35	54/35	57/32	59/35
Independents/Leaners	58/27	58/29	57/30	61/30
18-24 year olds	52/41	55/35	56/37	63/32
Professionals	54/36	54/37	57/36	61/33
Veterans	60/30	63/29	61/30	58/34
Irish	59/31	61/28	65/29	62/31
White Southern Baptists	46/45	51/44	49/43	55/40

# National Reagan - Mondale Ballot September 1 - 25, 1984



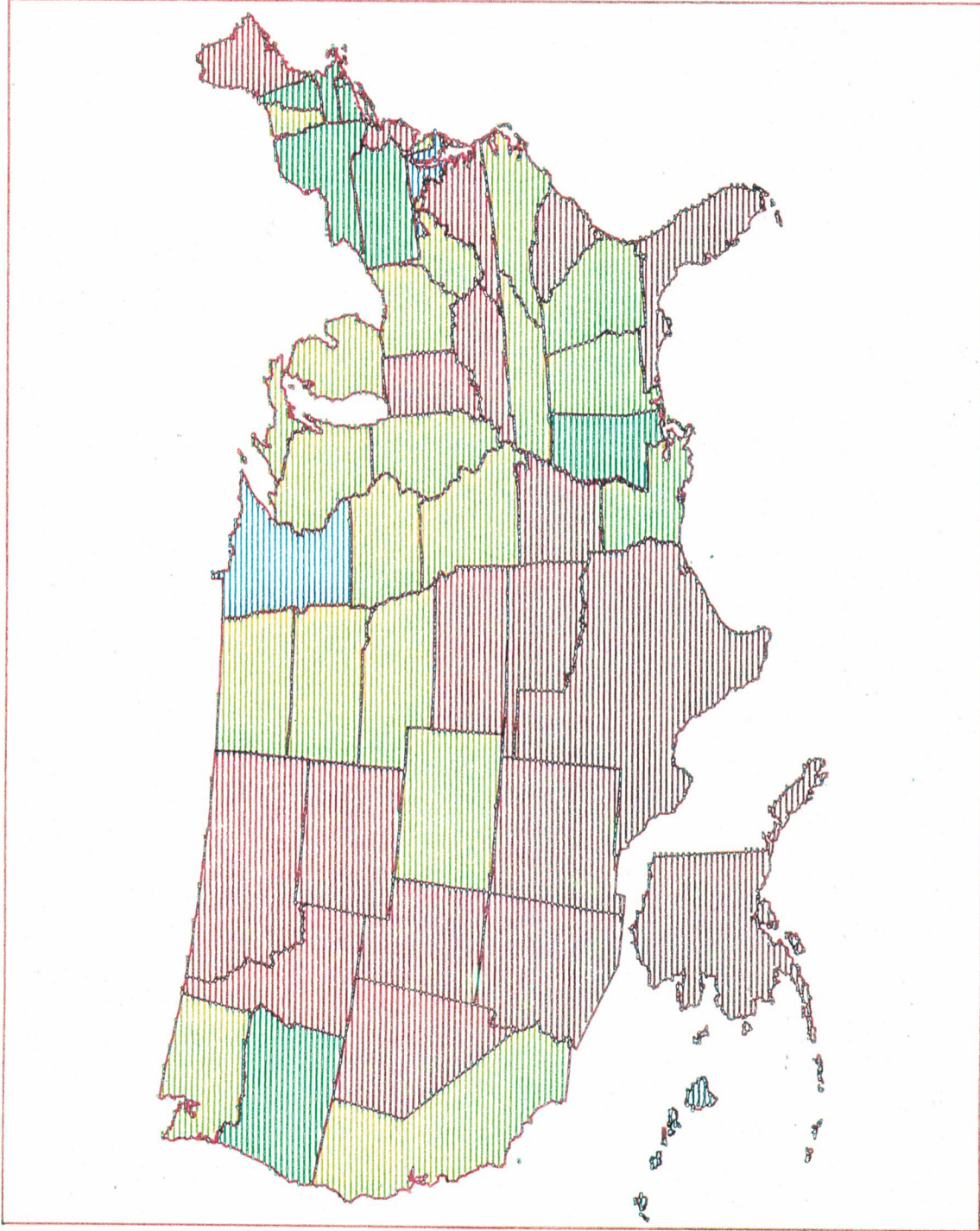
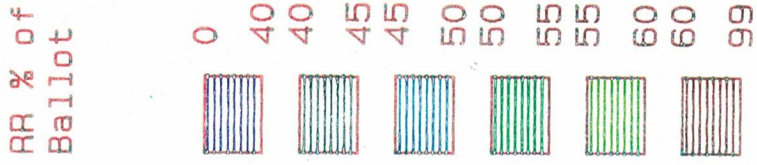
# National Reagan - Mondale Ballot August 25 - September 27, 1984



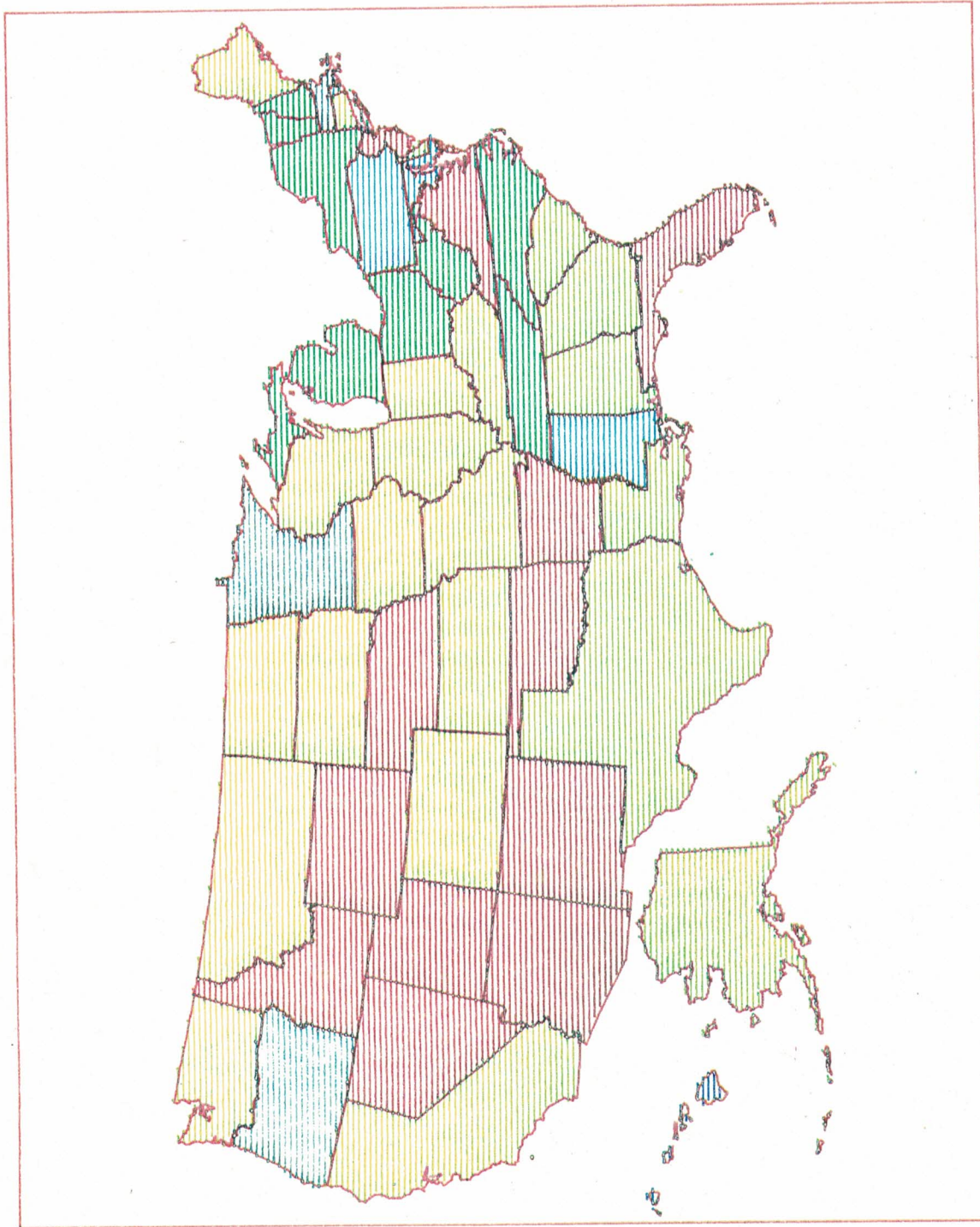
Vendor/Date

HAR/8-25    USA/9-7    HAR/9-9    ABC/9-11    CBS/9-16  
 LAT/8-30    GLP/9-9    NWK/9-9    NBC/9-12    GLP/9-23

# Reagan Ballot Percentage As of September 27, 1984



Reagan Margin Percentage Over Mondale  
As of September 27, 1984



## Commitment to Presidential Choice

=====

"How strongly are you committed to your choice for President?"

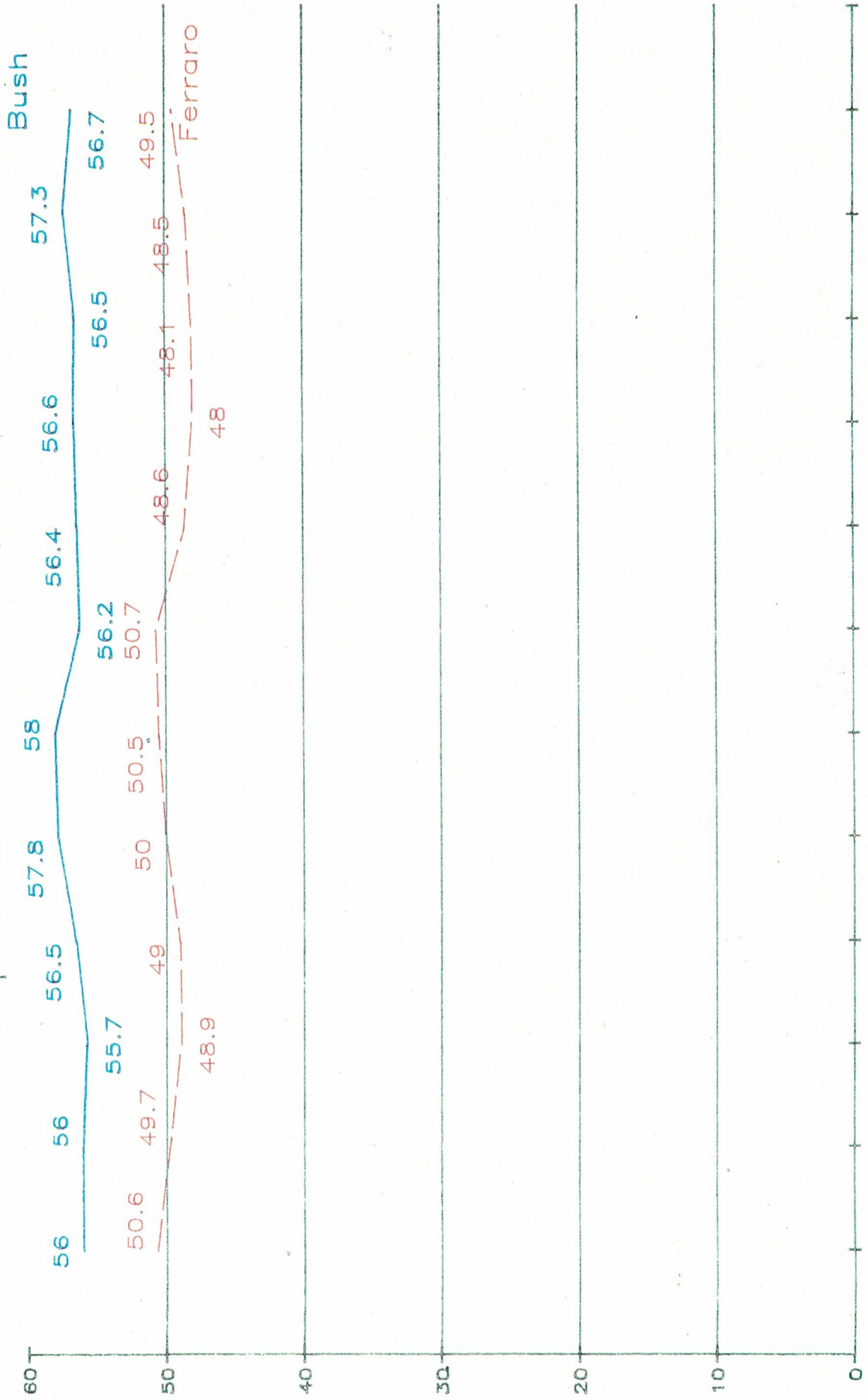
<u>Aug 28</u> <u>Sep 4</u> <u>1984</u>	<u>Sept</u> <u>5-11</u> <u>1984</u>	<u>Sept</u> <u>12-18</u> <u>1984</u>	<u>Sept</u> <u>19-25</u> <u>1984</u>
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Reagan versus Mondale

Reagan/Very strong	37	37	38	39
Reagan/Somewhat strong	13	14	13	14
Reagan/Not strong	4	3	4	4
Undecided	8	8	8	6
Mondale/Not strong	3	4	3	3
Mondale/Somewhat strong	13	12	12	13
Mondale/Very strong	21	20	20	20

# Bush - Ferraro Thermometer

## September 6 - 25, 1984



9/6 9/8 9/10 9/15 9/18 9/19 9/20 9/21 9/22 9/23 9/24 9/25