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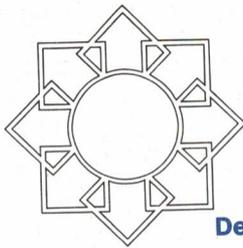
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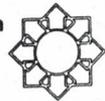
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FLASH RESULTS

June 2-5, 1984

RNC 84-6

#2625-01



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

Account Executive:	Richard B. Wirthlin
Senior Project Director:	Veronique Swett
Universe:	Adult Americans (persons aged 17 and older)
Mode of Interview:	Telephone
Date(s) of Interviews:	June 2-5, 1984
Sample Size:	1500
Confidence Interval:	<u>+2.5</u> in 95 out of 100 cases



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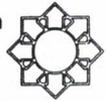
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Right Direction/Wrong Track

=====

"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>Feb</u> <u>20-22</u> <u>1981</u>	<u>Jun</u> <u>12-14</u> <u>1981</u>	<u>Sep</u> <u>18-28</u> <u>1981</u>	<u>Jan</u> <u>11-19</u> <u>1982</u>	<u>Jun</u> <u>15-22</u> <u>1982</u>	<u>Sep</u> <u>23-27</u> <u>1982</u>	<u>Jan</u> <u>7-10</u> <u>1983</u>
Right direction	42	41	46	50	32	33	33
Wrong track	51	51	47	45	62	63	64
No opinion	8	8	7	5	6	4	3

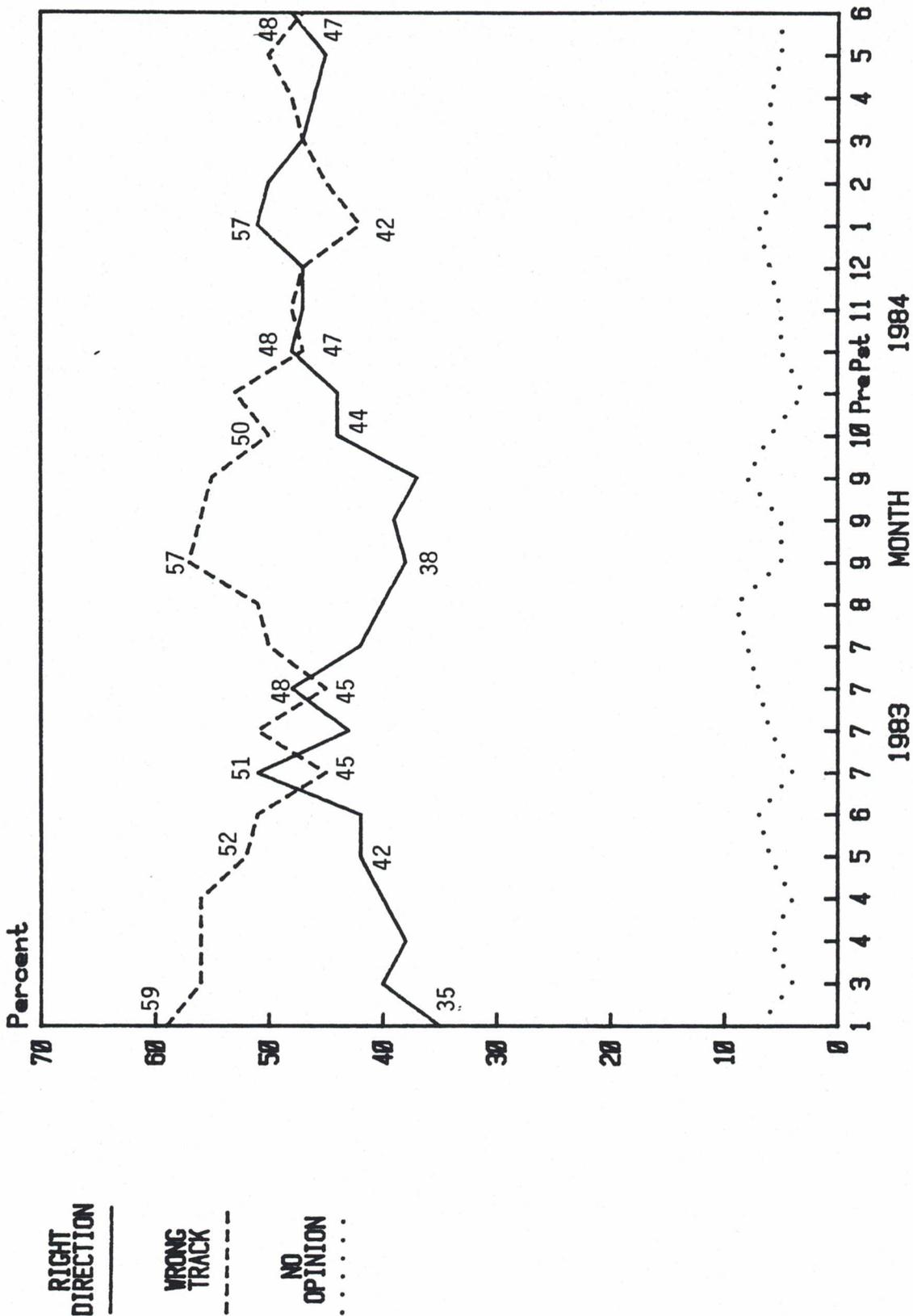
	<u>Jun</u> <u>25-27</u> <u>1983</u>	<u>Jul</u> <u>6-11</u> <u>1983</u>	<u>Jul</u> <u>12-17</u> <u>1983</u>	<u>Jul</u> <u>18-23</u> <u>1983</u>	<u>Aug</u> <u>17-22</u> <u>1983</u>	<u>Sep</u> <u>6-9</u> <u>1983</u>	<u>Sep</u> <u>13-19</u> <u>1983</u>
Right direction	42	51	43	48	40	38	39
Wrong track	51	45	51	45	51	57	56
No opinion	7	4	5	7	9	5	5

	<u>Sep</u> <u>23-25</u> <u>1983</u>	<u>Oct</u> <u>18-21</u> <u>1983</u>	<u>Pre- Speech</u> <u>Oct</u> <u>26-27</u> <u>1983</u>	<u>Post- Speech</u> <u>Oct</u> <u>27-28</u> <u>1983</u>	<u>Nov</u> <u>25-29</u> <u>1983</u>	<u>Dec</u> <u>14-17</u> <u>1983</u>	<u>Jan</u> <u>18-21</u> <u>1983</u>
Right direction	37	44	44	48	47	47	51
Wrong track	55	50	53	47	48	47	42
No opinion	8	6	3	5	5	6	7

	<u>Feb</u> <u>2-4</u> <u>1984</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
Right direction	50	47	46	45	48
Wrong track	45	47	48	50	47
No opinion	5	6	6	5	5



RIGHT DIRECTION OR WRONG TRACK?



**RIGHT
DIRECTION**
——

**WRONG
TRACK**

**NO
OPINION**
.....



Better Off/Worse Off

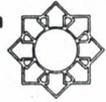
=====
 "How about you personally? Generally speaking, are you better or worse off now than you were three years ago today?"

	<u>Jan 28-31 1982</u>	<u>Apr 12-18 1982</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 7-10 1983</u>	<u>May 27-30 1983</u>
Better off	43	33	36	40	44	46
Worse off	34	39	38	37	33	32
Same	11	28	25	23	23	21
No opinion	12	0	1	0	0	1

	<u>Jun 25-27 1983</u>	<u>Aug 17-22 1983</u>	<u>Oct 18-21 1983</u>	<u>Nov* 25-29 1983</u>	<u>Jan* 18-21 1984</u>	<u>May* 5-8 1984</u>
Better off	44	48	52	41	48	42
Worse off	35	31	28	30	31	31
Same	21	20	19	29	21	27
No opinion	0	1	0	0	0	0

	<u>Jun* 2-5 1984</u>
Better off	45
Worse off	27
Same	27
No opinion	1

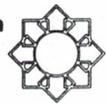
*Different wording: "...were when Ronald Reagan became President three years ago?"



World Safety with Reagan

=====
"And do you feel the world is safer or less safe now that it was when Ronald Reagan became President three years ago?"

	<u>Percent</u>
Safer	30
Less safe	43
About the same	22
No opinion	5



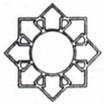
Number One National Problem

=====
 "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?"

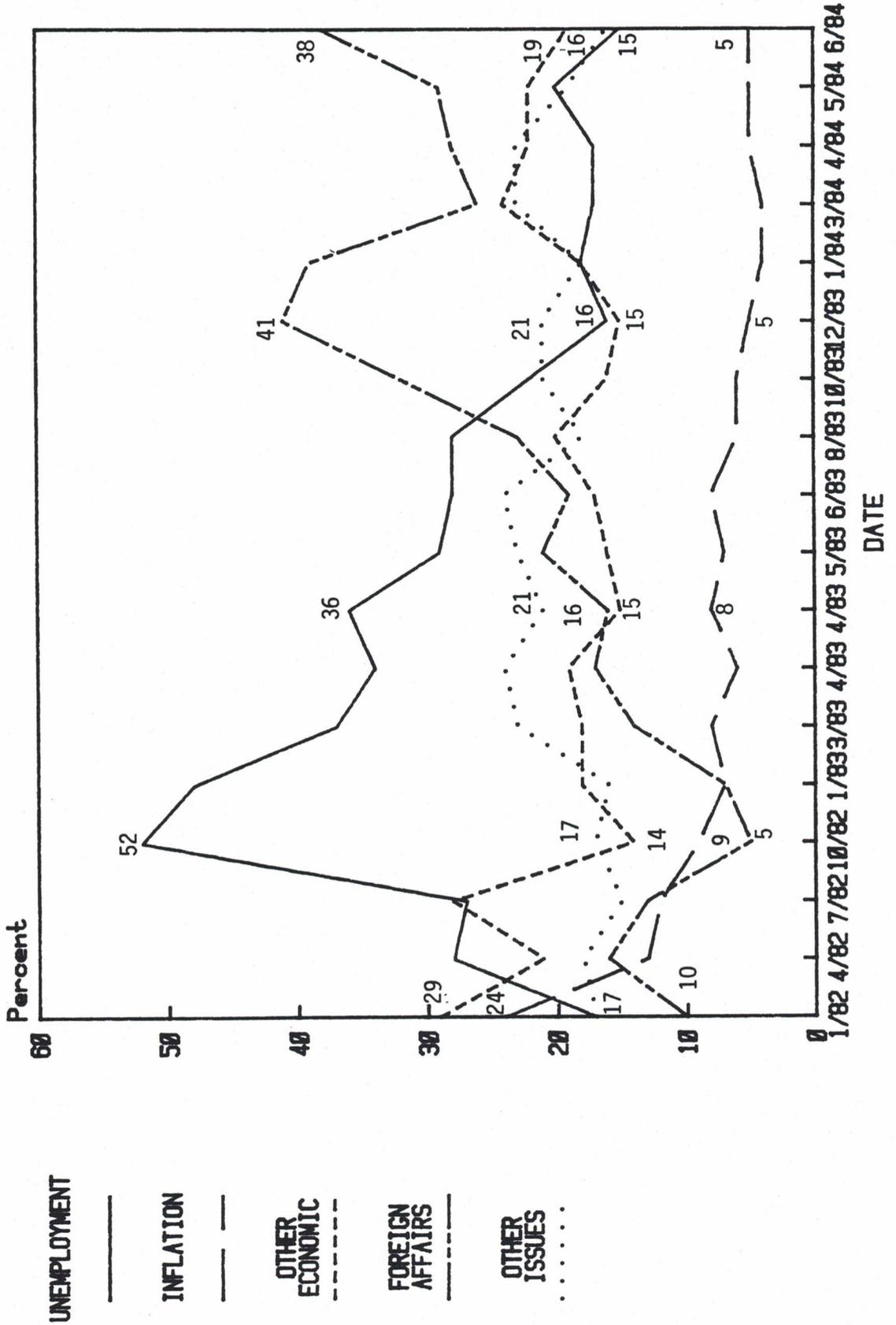
	<u>Feb</u> <u>20-22</u> <u>1981</u>	<u>Jul</u> <u>16-18</u> <u>1981</u>	<u>Sep</u> <u>18-28</u> <u>1981</u>	<u>Jan</u> <u>11-19</u> <u>1982</u>	<u>Jun</u> <u>15-22</u> <u>1982</u>	<u>Sep</u> <u>23-27</u> <u>1982</u>
Unemployment	5	6	7	24	28	36
Inflation	38	31	30	17	15	12
Economy/Other	33	26	33	29	19	22
Domestic/Social	7	13	11	5	5	6
Crime/Drugs/Morals	8	10	7	9	10	7
Foreign Affairs/Defense	6	10	8	10	15	9
Government leadership	3	3	3	3	4	4
No problems/No opinion	1	2	1	3	4	4

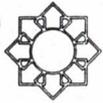
	<u>Jan</u> <u>7-10</u> <u>1983</u>	<u>Mar</u> <u>17-21</u> <u>1983</u>	<u>May</u> <u>27-30</u> <u>1983</u>	<u>Aug</u> <u>17-22</u> <u>1983</u>	<u>Oct</u> <u>18-21</u> <u>1983</u>	<u>Dec</u> <u>14-17</u> <u>1983</u>
Unemployment	51	37	29	28	22	16
Inflation	5	8	7	6	6	5
Economy/Other	18	18	16	21	16	15
Domestic/Social	7	7	9	8	9	5
Crime/Drugs/Morals	4	9	10	7	9	11
Foreign Affairs/Defense	11	14	21	23	32	41
Government leadership	1	4	4	2	3	3
No problems/No opinion	2	3	4	5	5	2

	<u>Jan</u> <u>18-21</u> <u>1984</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
Unemployment	18	17	17	20	15
Inflation	4	4	5	5	5
Economy/Other	18	24	22	22	19
Domestic/Social	6	9	7	9	8
Crime/Drugs/Morals	9	11	12	7	8
Foreign Affairs/Defense	39	26	28	29	38
Government leadership	2	3	4	3	1
No problems/No opinion	4	6	4	5	6

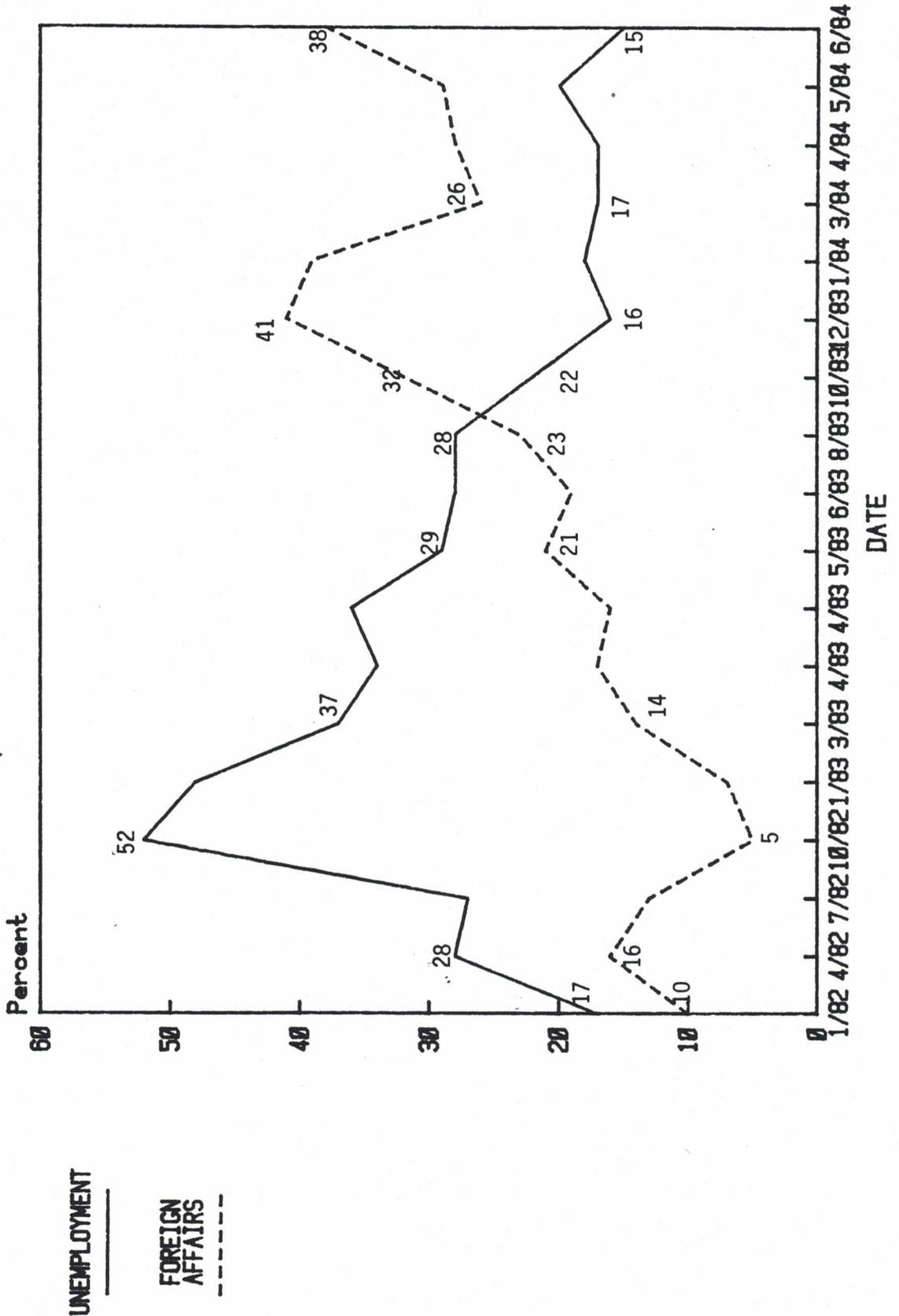


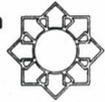
NUMBER ONE PROBLEM (NATIONAL)





NUMBER ONE PROBLEM UNEMPLOYMENT AND FOREIGN AFFAIRS





Reagan Job Rating -- General

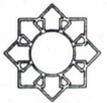
 "Do you approve or disapprove of the way Ronald Reagan is handling his job as President?"

	<u>Feb 20-22 1981</u>	<u>Jun 12-14 1981</u>	<u>Sep 18-28 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>	<u>Jan 7-10 1983</u>
Approve	70	67	60	60	52	51	46
Disapprove	14	27	33	33	40	43	49
No opinion	16	6	7	7	8	6	5

	<u>Jun 25-27 1983</u>	<u>Jul 30-31 1983</u>	<u>Aug 17-22 1983</u>	<u>Sep 6-9 1983</u>	<u>Sep 13-19 1983</u>	<u>Sep 23-25 1983</u>	<u>Oct 18-21 1983</u>
Approve	53	52	50	50	52	54	58
Disapprove	41	43	44	45	45	40	37
No opinion	6	5	6	5	3	6	5

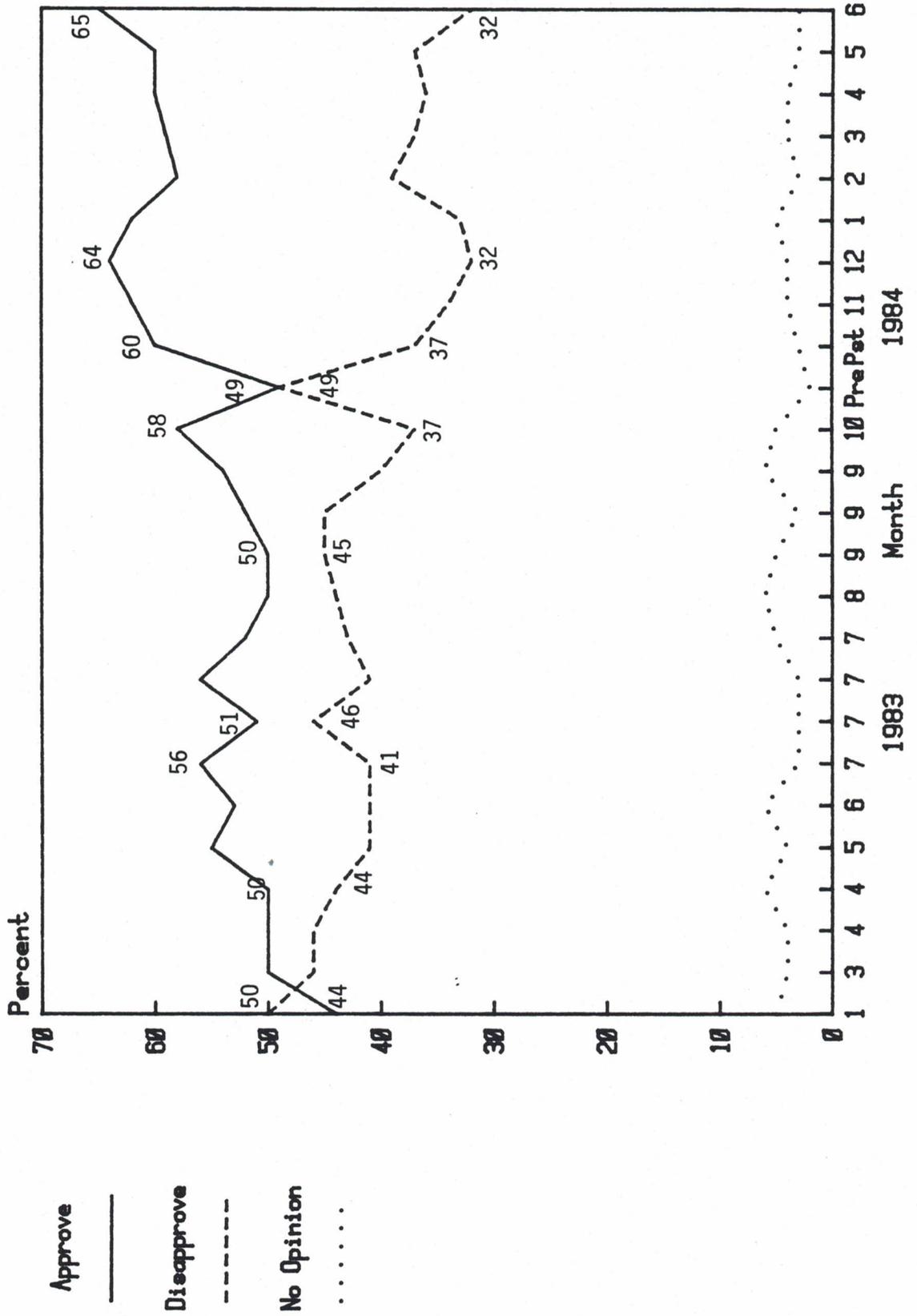
	<u>Pre- Speech Oct 26-27 1983</u>	<u>Post- Speech Oct 27-28 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>
Approve	49	60	62	64	62	58	59
Disapprove	49	37	34	32	33	39	37
No opinion	2	3	4	4	5	3	4

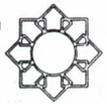
	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	60	60	64
Disapprove	36	37	33
No opinion	4	3	3



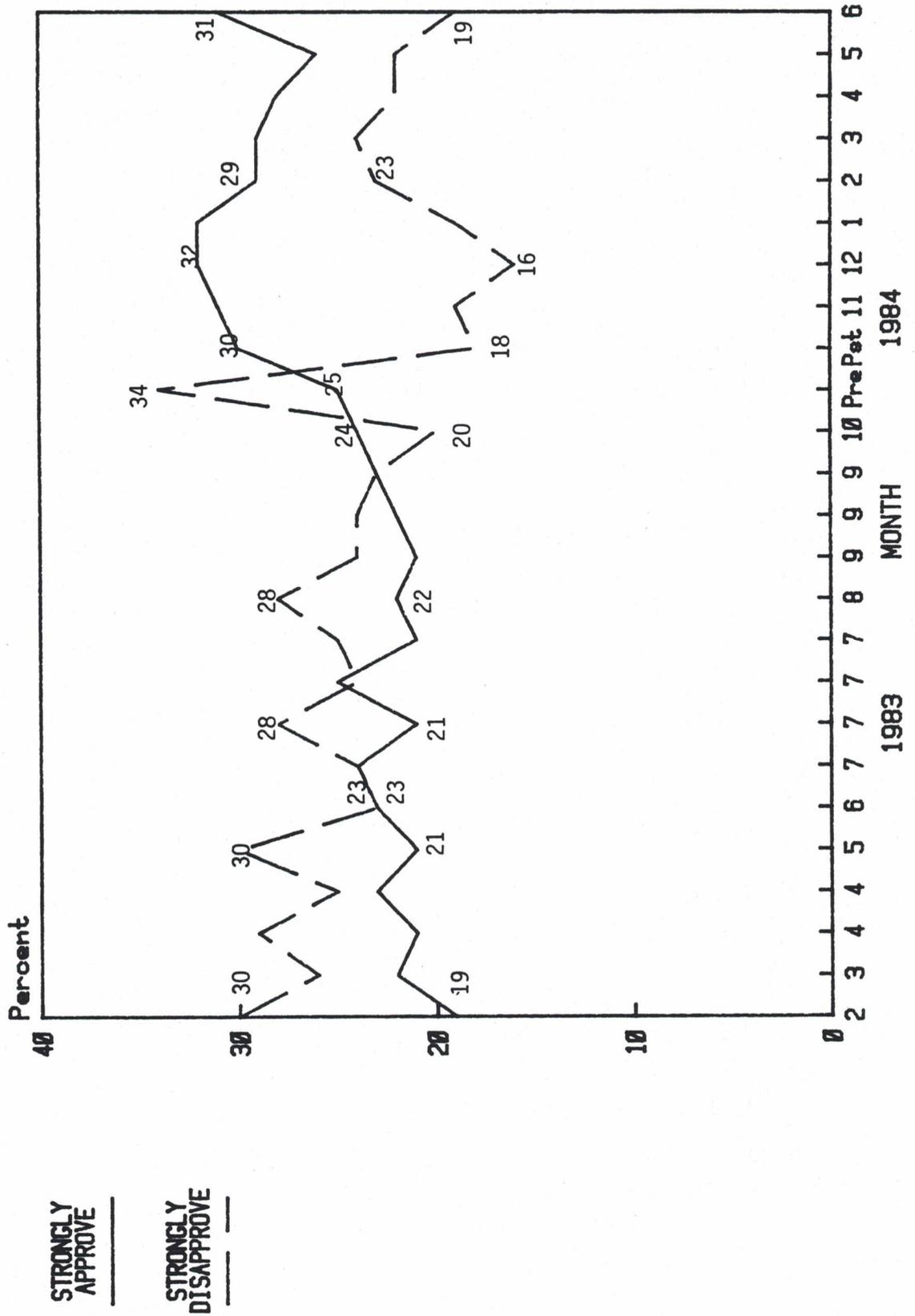
REAGAN JOB RATING

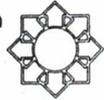
General





REAGAN JOB RATING INTENSITY OF RESPONSE

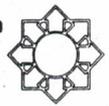




Reagan Job Rating -- General
(Approve)

=====
 "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)?"

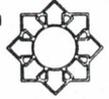
	May 27-30 1983	Jun 25-27 1983	Jul 30-31 1983	Aug 17-22 1983	Sep 6-9 1983	Sep 13-19 1983
Aggregate	56	53	52	50	50	52
<u>Strength Constituencies</u>						
Base Republicans	85	85	88	82	80	76
Small business	59	61	*	58	55	*
Farm Belt states	57	56	54	52	53	52
<u>Swing Constituencies</u>						
Blue-collar workers	58	55	56	51	45	52
Senior citizens	44	59	54	48	44	49
Women	49	47	49	44	47	48
Catholics	57	51	51	52	51	53
Independents/Leaners	60	57	61	57	51	59
White Baptists	58	58	57	54	53	58
	Sep 23-25 1983	Oct 18-21 1983	Oct 26-28 1983	Nov 25-29 1983	Dec 14-17 1983	Jan 18-21 1983
Aggregate	54	58	55	62	64	62
<u>Strength Constituencies</u>						
Base Republicans	80	89	81	87	93	90
Small business	*	68	*	69	74	67
Farm Belt states	63	56	51	60	55	65
<u>Swing Constituencies</u>						
Blue-collar workers	56	61	57	62	71	66
Senior citizens	47	52	50	57	60	61
Women	46	52	50	58	59	56
Catholics	58	64	58	61	58	61
Independents/Leaners	55	58	57	66	65	62
White Baptists	55	62	55	70	78	70



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)?"

	Feb 2-4 1984	Mar 7-11 1984	Apr 4-7 1984	May 5-8 1984	Jun 2-5 1984
Aggregate	58	59	60	60	65
<u>Strength Constituencies</u>					
Base Republicans	89	88	89	90	87
Small business	70	66	67	*	72
Farm Belt states	71	60	67	60	62
<u>Swing Constituencies</u>					
Blue-collar workers	59	60	62	65	64
Senior citizens	47	50	47	46	62
Women	53	56	55	58	59
Catholics	54	61	61	65	65
Independents/Leaners	61	63	64	63	68
White Baptists	62	68	67	61	67
18 to 24 year olds	*	68	62	64	66
Professionals	*	56	57	64	65
Veterans	*	58	53	61	71
Irish	*	61	61	64	68
White Southern Baptists	*	72	67	62	72



Reagan Job Rating -- Economy

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

	<u>Mar 6-9 1981</u>	<u>Jul 16-18 1981</u>	<u>Oct 5-14 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>
Approve	63	61	66	57	45	44
Disapprove	23	33	28	40	51	52
No opinion	14	6	5	3	4	4

	<u>Jan 7-10 1983</u>	<u>Apr 27-28 1983</u>	<u>May 27-30 1983</u>	<u>Jun 25-27 1983</u>	<u>Aug 17-22 1983</u>	<u>Sep 6-9 1983</u>
Approve	38	49	50	52	50	51
Disapprove	58	49	48	47	48	48
No opinion	4	2	2	1	2	1

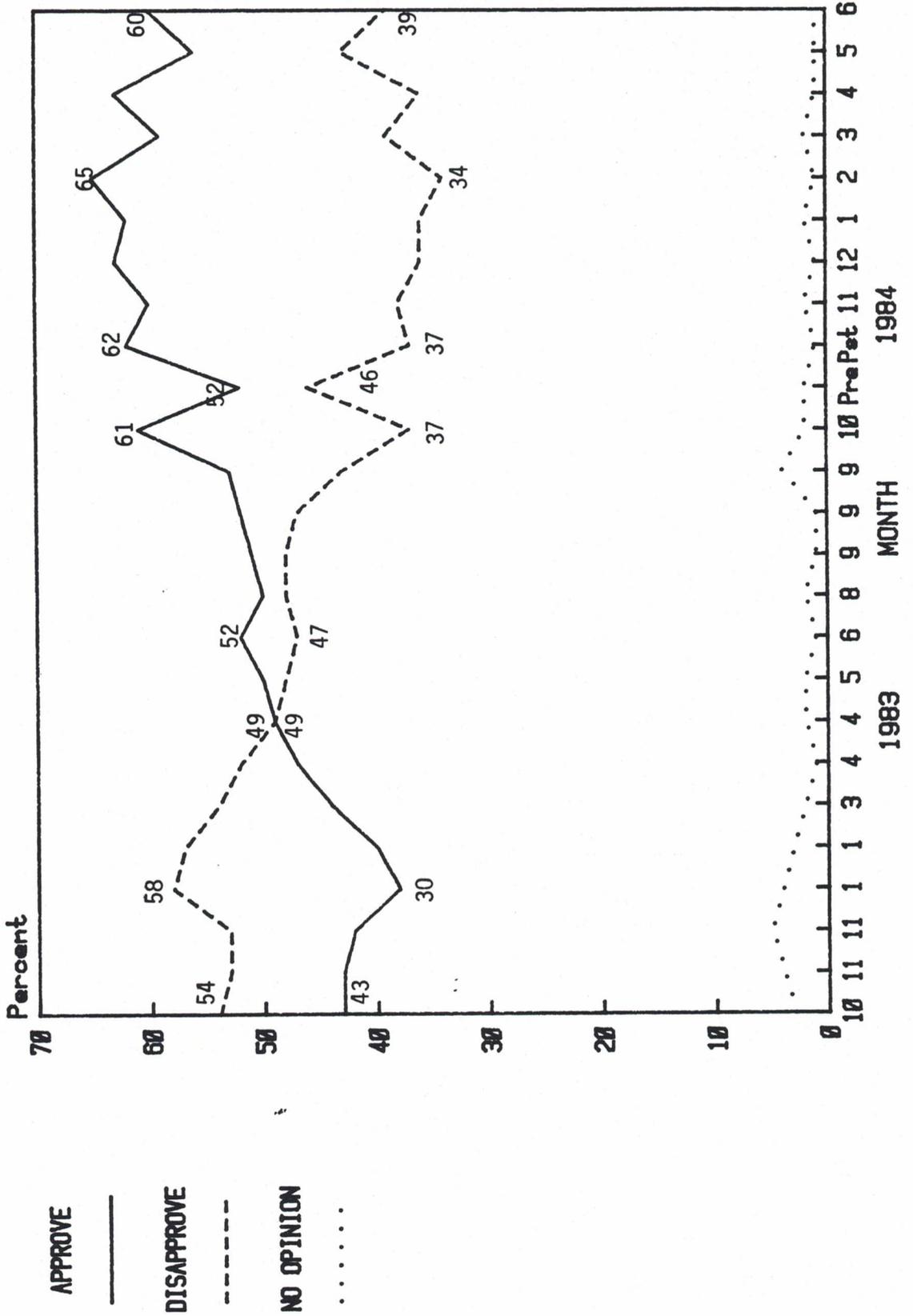
	<u>Sep 13-19 1983</u>	<u>Sep 23-25 1983</u>	<u>Oct 18-21 1983</u>	<u>Pre- Speech Oct 26-27 1983</u>	<u>Post- Speech Oct 27-28 1983</u>
Approve	52	53	61	52	62
Disapprove	47	43	37	46	37
No opinion	1	4	2	2	1

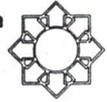
	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>	<u>Apr 4-7 1984</u>
Approve	60	63	62	65	59	62
Disapprove	38	36	36	34	39	36
No opinion	2	1	2	1	2	2

	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	56	60
Disapprove	43	39
No opinion	1	1



REAGAN JOB RATING THE ECONOMY





Reagan Job Rating -- Inflation

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

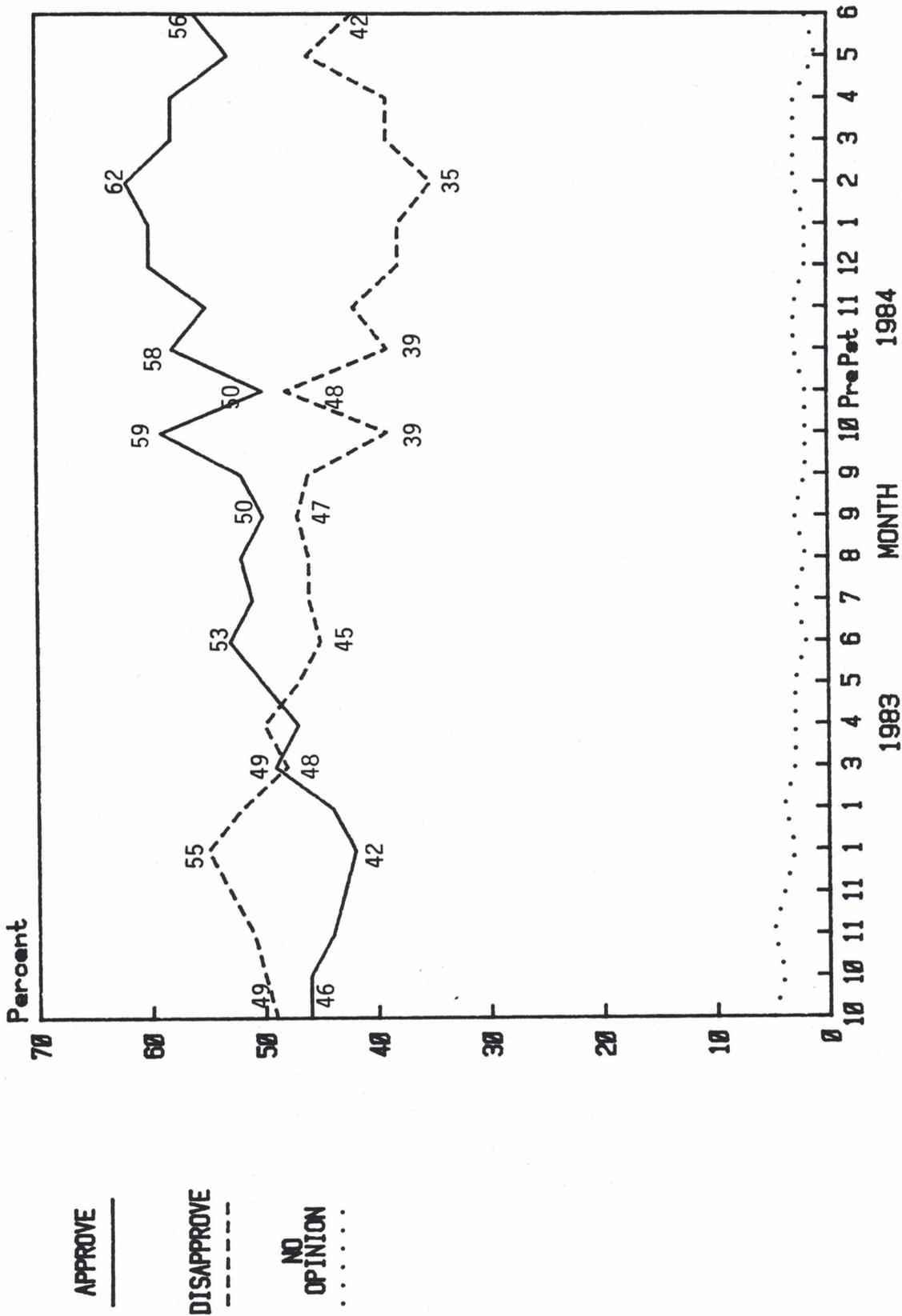
	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>	<u>Jan 7-10 1983</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 7-10 1983</u>	<u>May 27-30 1983</u>
Approve	51	41	43	42	44	49	47	50
Disapprove	43	53	52	55	55	48	50	47
No opinion	6	6	5	3	3	3	3	3

	<u>Jun 25-27 1983</u>	<u>Jul 30-31 1983</u>	<u>Aug 17-22 1983</u>	<u>Sep 6-9 1983</u>	<u>Sep 13-19 1983</u>	<u>Oct 18-21 1983</u>	<u>Pre Speech Oct 26-27 1983</u>	<u>Post- Speech Oct 27-28 1983</u>
Approve	53	51	52	50	52	59	50	58
Disapprove	45	46	46	47	46	39	48	39
No opinion	2	3	2	3	2	2	2	3

	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	55	60	60	62	58	58	53	56
Disapprove	42	38	38	35	39	39	46	42
No opinion	3	2	2	3	3	3	1	2



REAGAN JOB RATING INFLATION





Reagan Job Rating -- Unemployment

=====

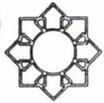
"Do you approve or disapprove of the way Ronald Reagan is handling unemployment?"

	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>	<u>Jan 7-10 1983</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>
Approve	34	30	30	26	28	31
Disapprove	57	64	63	70	67	65
No opinion	9	6	7	4	5	4

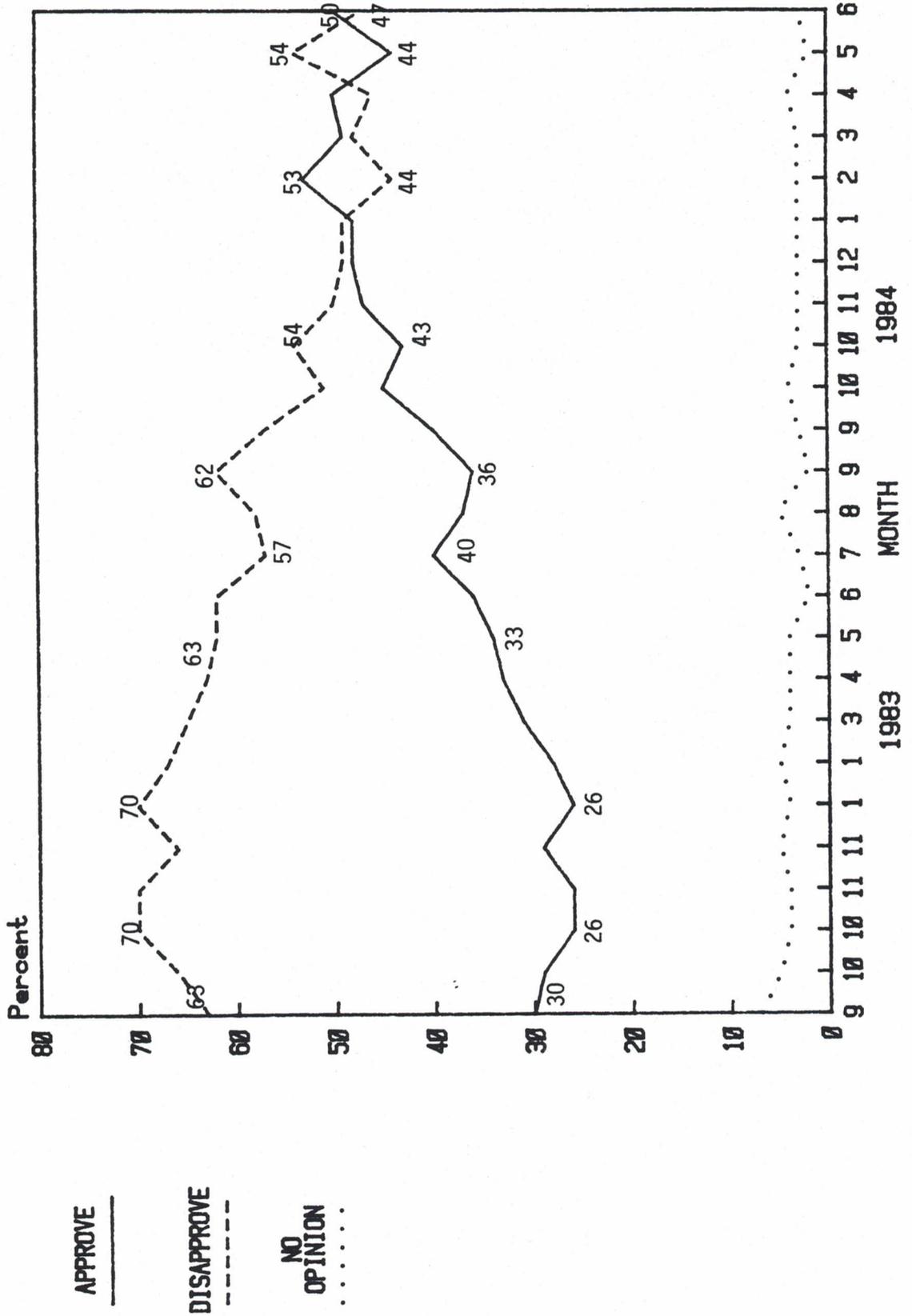
	<u>Apr 7-10 1983</u>	<u>May 27-30 1983</u>	<u>Jun 25-27 1983</u>	<u>Jul 30-31 1983</u>	<u>Aug 17-22 1983</u>	<u>Sep 6-9 1983</u>
Approve	33	34	36	40	37	36
Disapprove	63	62	62	57	58	62
No opinion	4	4	2	3	5	2

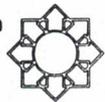
	<u>Sep 13-19 1983</u>	<u>Oct 18-21 1983</u>	<u>Oct 26-28 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>
Approve	40	45	43	47	48	48
Disapprove	57	51	54	50	49	49
No opinion	3	4	3	3	3	3

	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	53	49	50	44	50
Disapprove	44	48	49	54	47
No opinion	3	3	4	2	3



REAGAN JOB RATING UNEMPLOYMENT





Reagan Job Rating -- Foreign Affairs

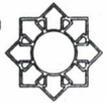
=====
 "Do you approve or disapprove of the way Ronald Reagan is handling foreign affairs?"

	<u>Mar 6-9 1981</u>	<u>Jul 16-18 1981</u>	<u>Oct 5-14 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>	<u>Jan 7-10 1983</u>
Approve	60	56	65	59	56	46	46
Disapprove	19	27	23	33	34	43	44
No opinion	21	16	12	8	10	11	10

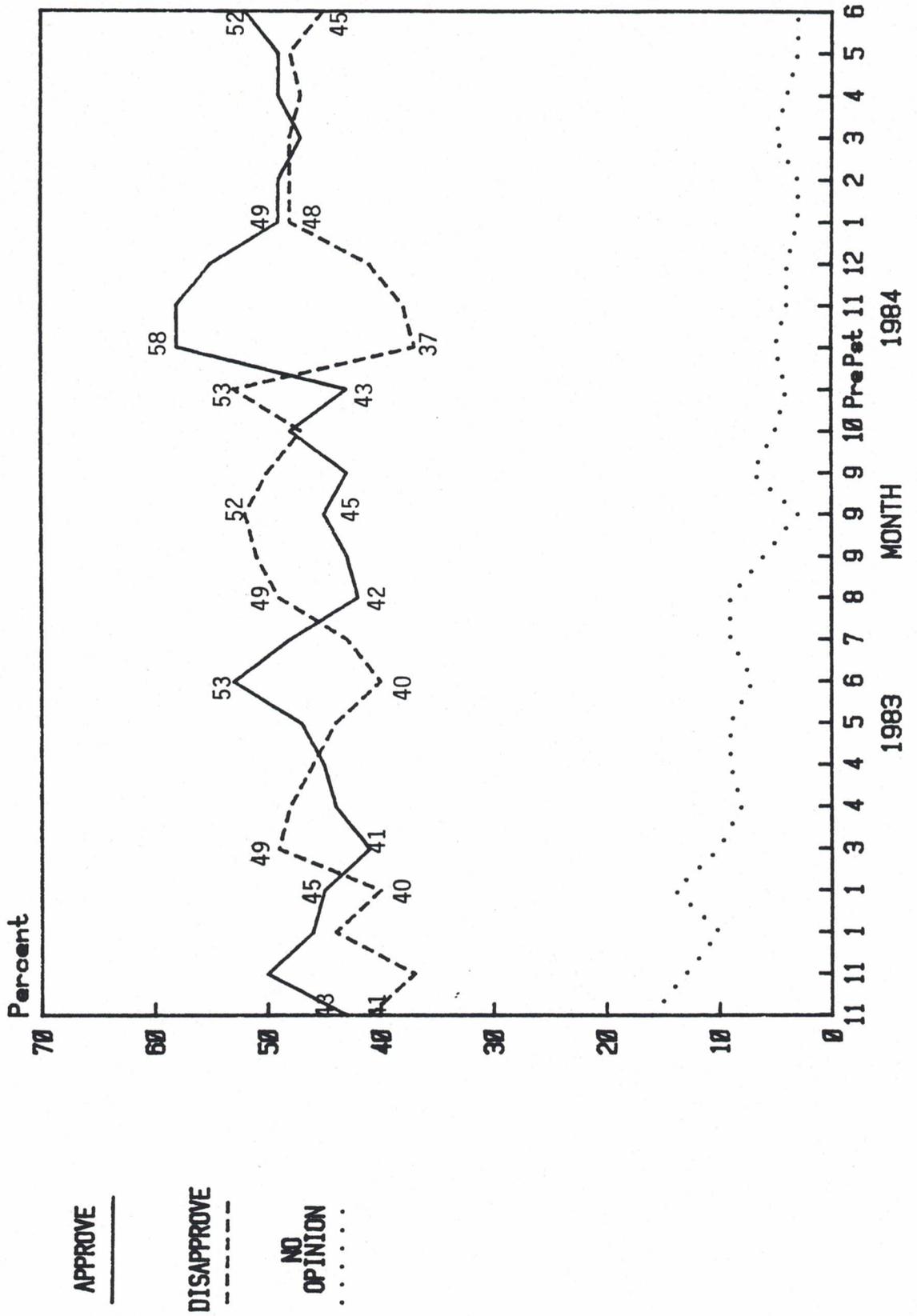
	<u>Jun 25-27 1983</u>	<u>Jul 30-31 1983</u>	<u>Aug 17-22 1983</u>	<u>Sep 6-9 1983</u>	<u>Sep 13-19 1983</u>	<u>Sep 23-25 1983</u>	<u>Oct 18-21 1983</u>
Approve	53	48	42	43	45	43	48
Disapprove	40	43	49	51	52	50	47
No opinion	7	9	9	6	3	7	5

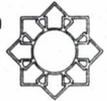
	<u>Pre- Speech Oct 26-27 1983</u>	<u>Post- Speech Oct 27-28 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>
Approve	43	58	58	55	49	49	47
Disapprove	53	37	38	41	48	48	48
No opinion	4	5	4	4	3	3	5

	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	49	49	52
Disapprove	47	48	45
No opinion	4	3	3



REAGAN JOB RATING FOREIGN AFFAIRS



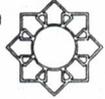


Reagan Job Rating -- Nicaragua

=====

"Do you approve or disapprove of the way Ronald Reagan is handling the situation in Nicaragua?"

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Approve	30	35
Disapprove	53	48
No opinion	17	17

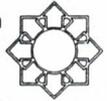


Reagan Job Rating -- Soviet Union

=====

"Do you approve or disapprove of the way Ronald Reagan is handling the relations with the Soviet Union?"

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Approve	50	49
Disapprove	44	43
No opinion	6	8



Reagan Job Rating -- Central America

=====

"Do you approve or disapprove of the way Ronald Reagan is handling the situation in Central America?"

	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Approve	38	37	38
Disapprove	50	51	49
No opinion	12	12	13


 Presidential Characteristics: Reagan versus Mondale

"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 characteristics. For each one, please tell me whether it best describes Ronald Reagan or Walter Mondale."

	<u>Ronald Reagan</u> (%)	<u>Walter Mondale</u> (%)	<u>Both</u> (%)	<u>Neither</u> (%)	<u>Opinion</u> (%)	<u>Net Difference</u> (%)
Effective in getting things done	61	26	3	5	5	+35
Inspires confidence in the White House	59	25	3	7	6	+34
A world leader	56	26	3	11	4	+30
Provides strong moral leadership for the country	57	29	5	5	4	+28
Has the strong leadership qualities this country needs	56	29	4	7	4	+27
Delivers on his promises	48	26	3	14	9	+22
Consistently exercises good judgment	48	30	4	11	7	+18
Qualified and capable to serve as President	50	31	10	6	3	+19
Proposes new ideas that will help solve important problems	46	36	4	8	6	+10
Trustworthy	48	29	10	8	5	+19
Cares and is concerned about people	43	38	11	5	3	+ 5
Is controlled by special interest groups	35	37	10	7	11	+ 2
Will start an unnecessary war	43	17	2	31	7	-26



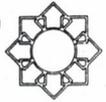
Presidential Characteristics

"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."

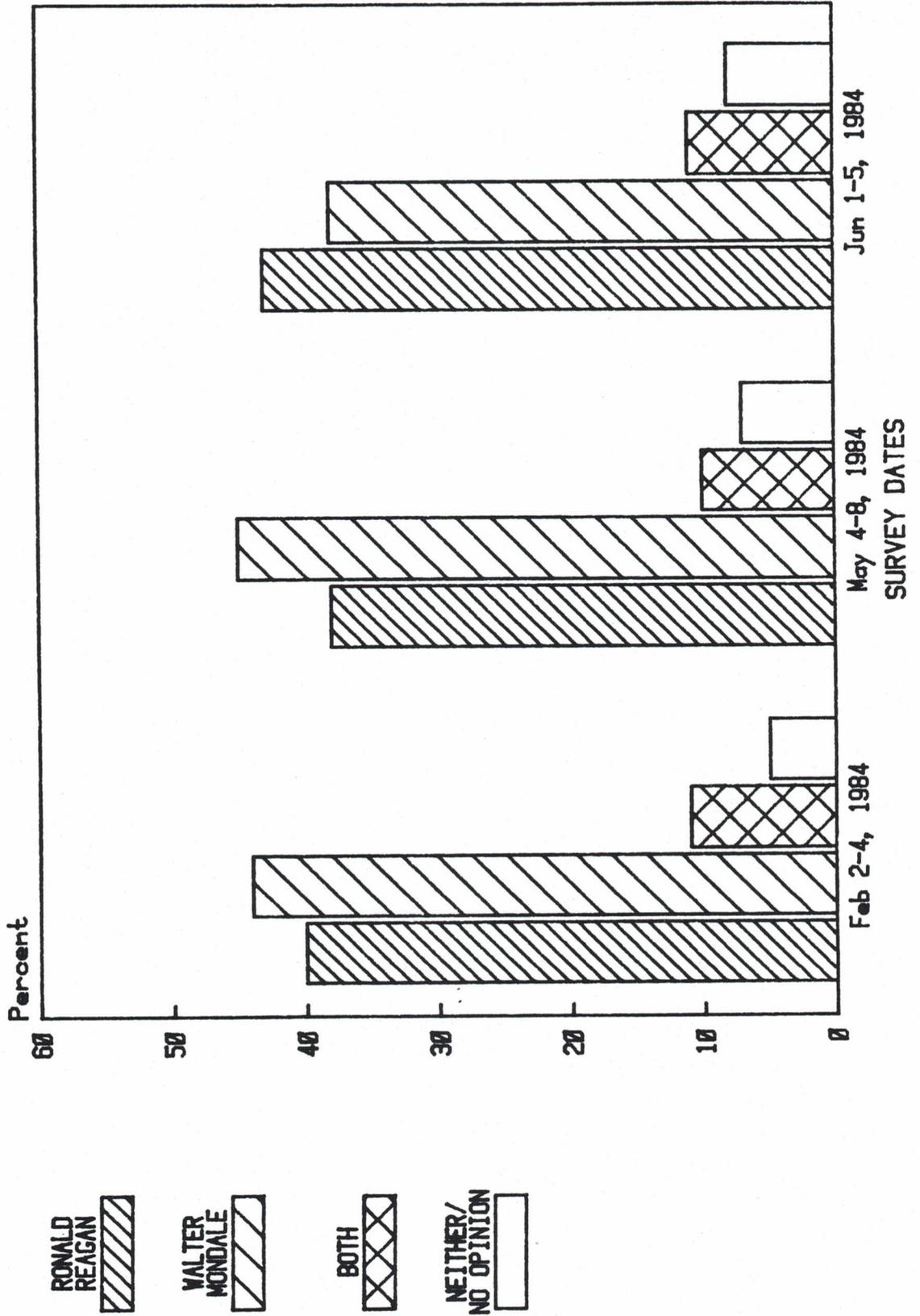
	<u>Feb</u> 2-4 1984	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Cares and is concerned about people			
Ronald Reagan	40	38	43
Walter Mondale	44	45	38
Both	11	10	11
Neither	2	4	5
No opinion	3	3	3

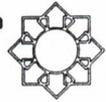
	<u>Feb</u> 2-4 1984	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Will start an unnecessary war			
Ronald Reagan	47	46	43
Walter Mondale	17	19	17
Both	1	2	2
Neither	28	27	31
No opinion	7	6	7

	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
A world leader		
Ronald Reagan	53	56
Walter Mondale	32	26
Both	2	3
Neither	9	11
No opinion	4	4

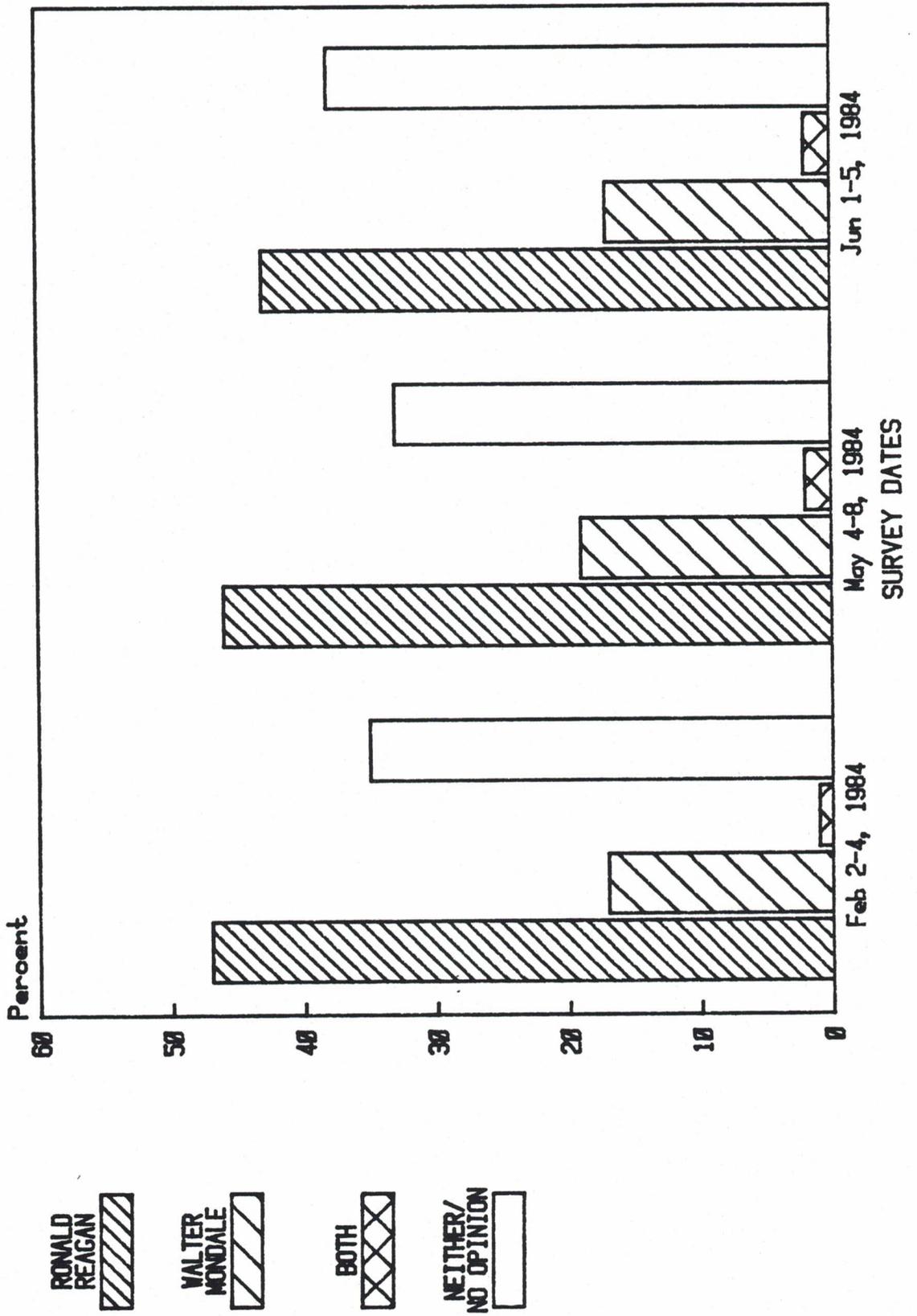


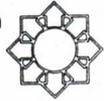
CARES ABOUT PEOPLE



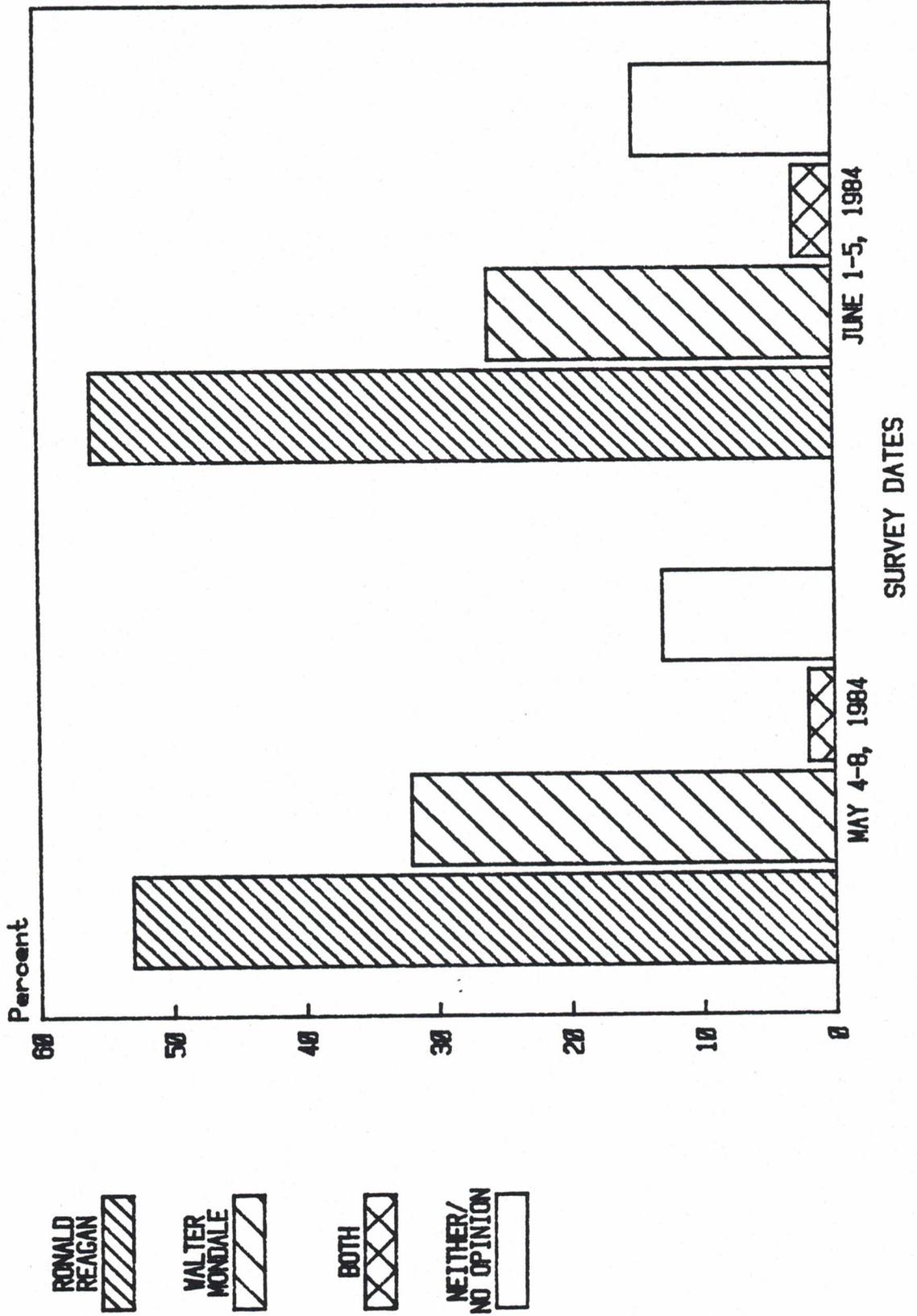


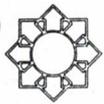
START UNNECESSARY WAR





A WORLD LEADER





Presidential Characteristics (Continued)

=====

"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."

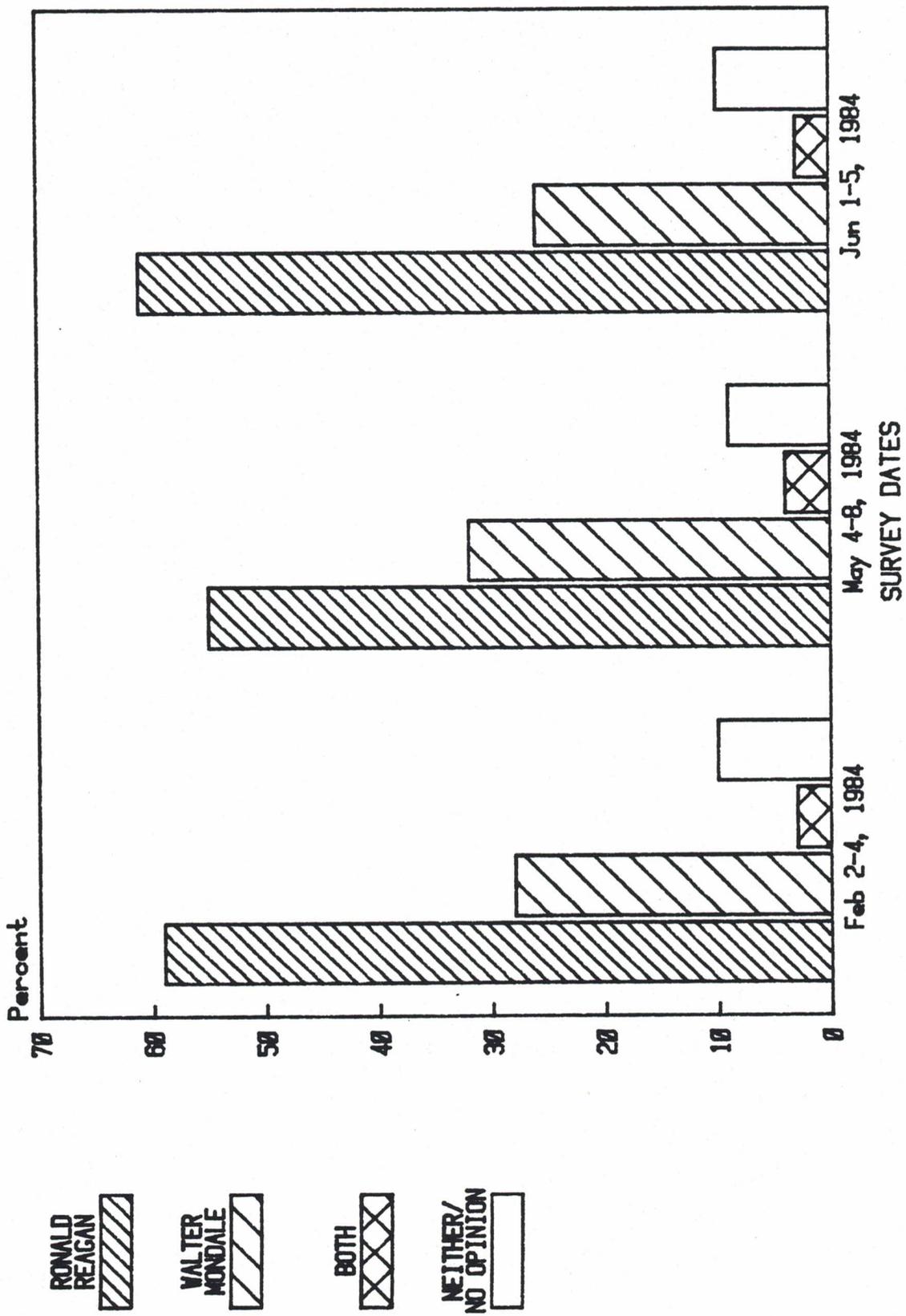
	Feb 2-4 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Effective in getting things done			
Ronald Reagan	59	55	61
Walter Mondale	28	32	26
Both	3	4	3
Neither	4	6	5
No opinion	6	3	5

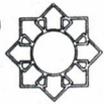
	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Is controlled by special interest groups		
Ronald Reagan	36	35
Walter Mondale	39	37
Both	11	10
Neither	6	7
No opinion	8	11

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Inspires confidence in the White House		
Ronald Reagan	54	59
Walter Mondale	30	25
Both	3	3
Neither	8	7
No opinion	5	6

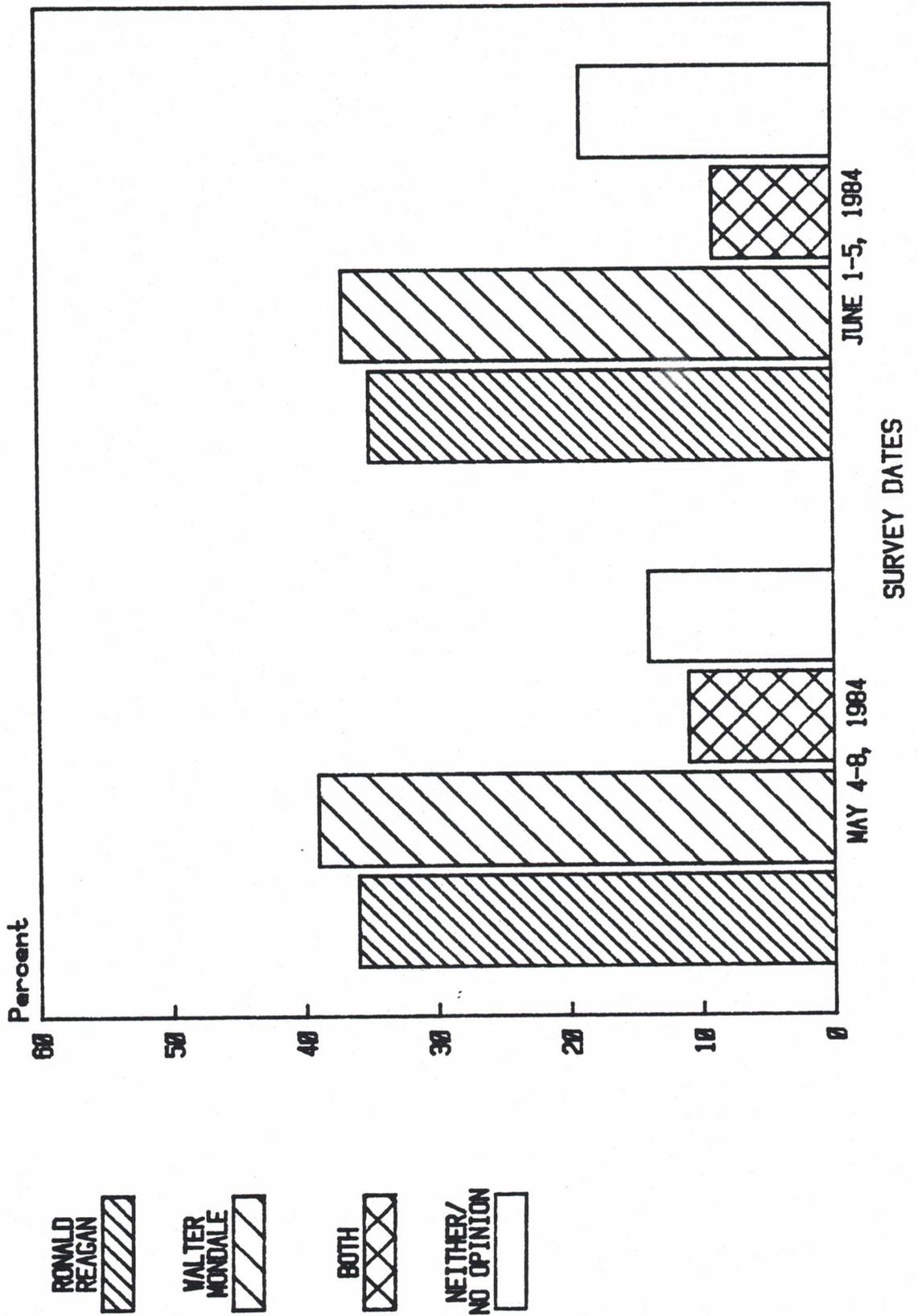


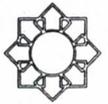
EFFECTIVE GETTING THINGS DONE



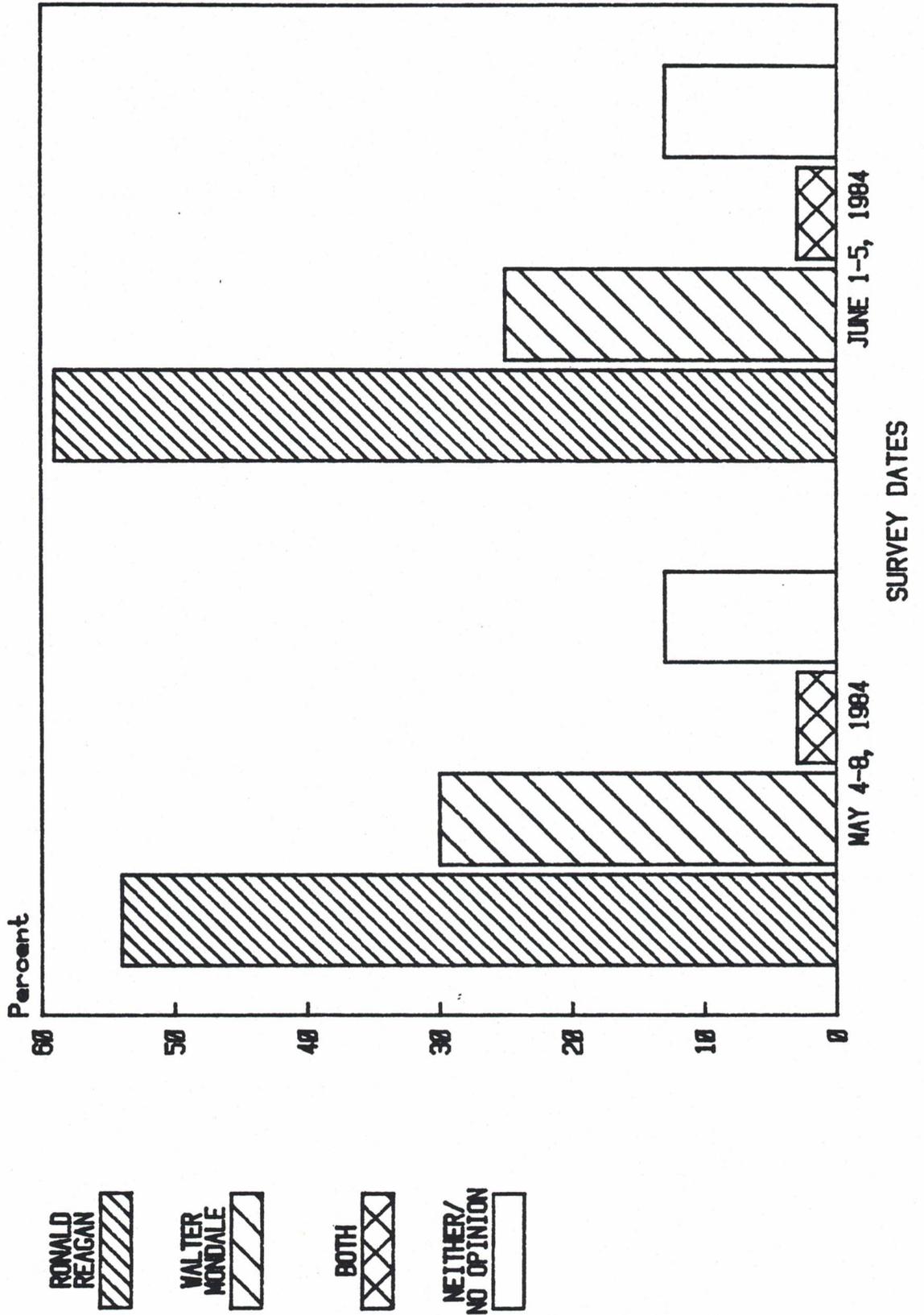


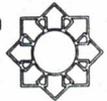
CONTROLLED BY SPECIAL INTERESTS





INSPIRES CONFIDENCE WHITE HOUSE





Presidential Characteristics (Continued)

"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."

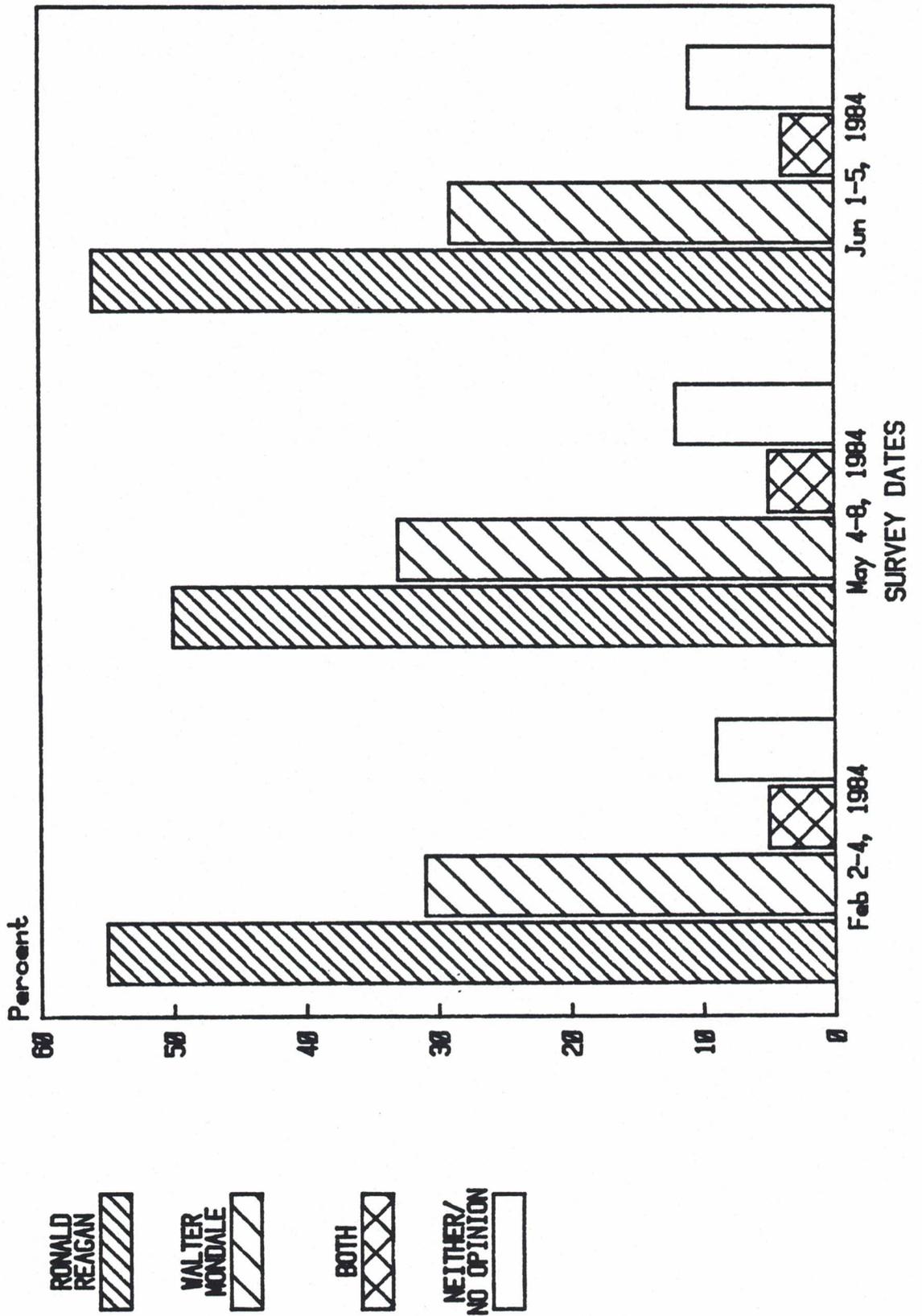
	<u>Feb</u> 2-4 <u>1984</u>	<u>May</u> 5-8 <u>1984</u>	<u>Jun</u> 2-5 <u>1984</u>
Has the strong leadership qualities this country needs			
Ronald Reagan	55	50	56
Walter Mondale	31	33	29
Both	5	5	4
Neither	5	9	7
No opinion	4	3	4

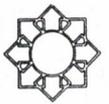
	<u>Feb</u> 2-4 <u>1984</u>	<u>May</u> 5-8 <u>1984</u>	<u>Jun</u> 2-5 <u>1984</u>
Trustworthy			
Ronald Reagan	45	44	48
Walter Mondale	32	33	29
Both	12	10	10
Neither	7	10	8
No opinion	4	3	5

	<u>May</u> 5-8 <u>1984</u>	<u>Jun</u> 2-5 <u>1984</u>
Delivers on his promises		
Ronald Reagan	42	48
Walter Mondale	29	26
Both	4	3
Neither	17	14
No opinion	8	9

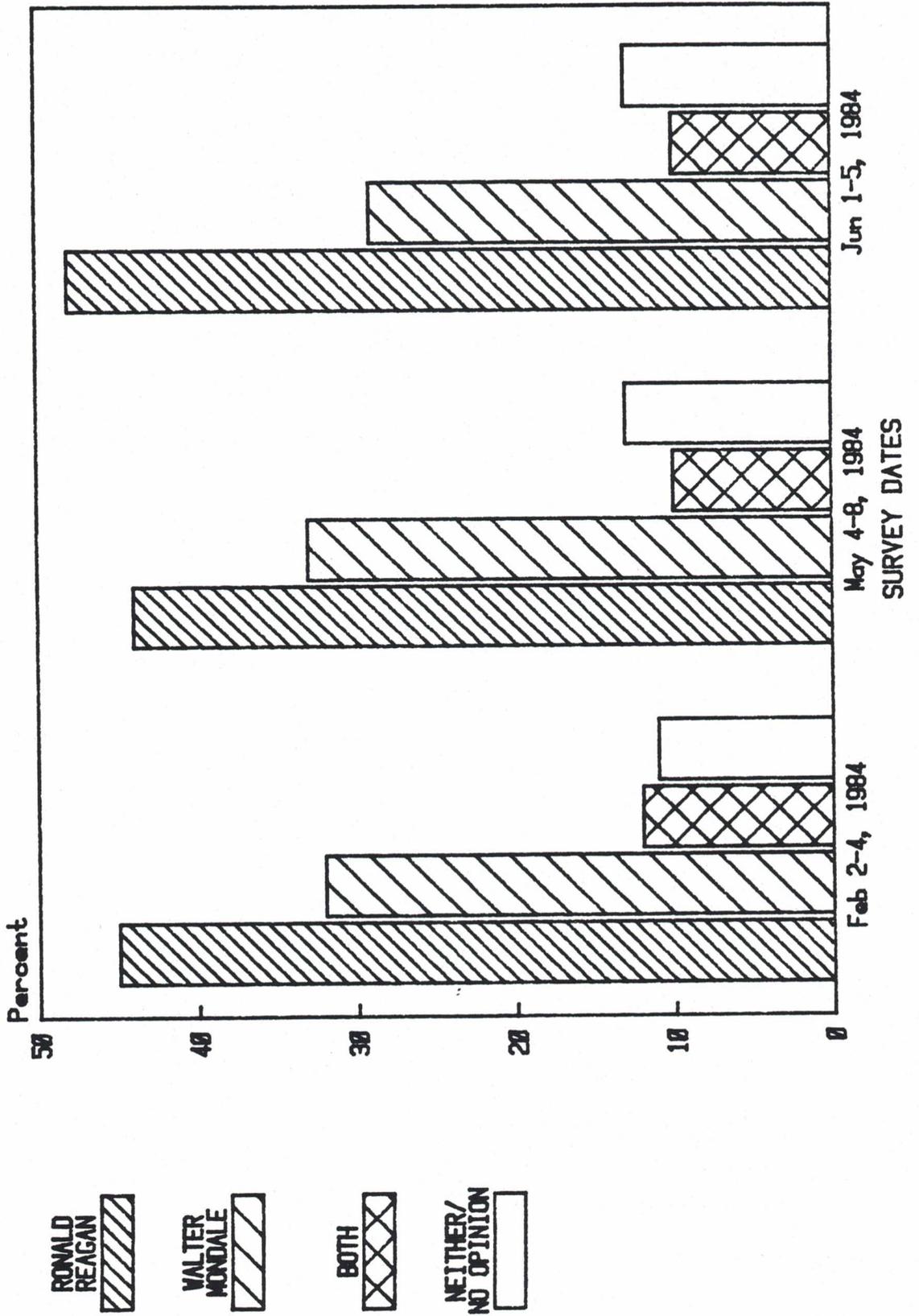


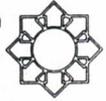
STRONG LEADERSHIP



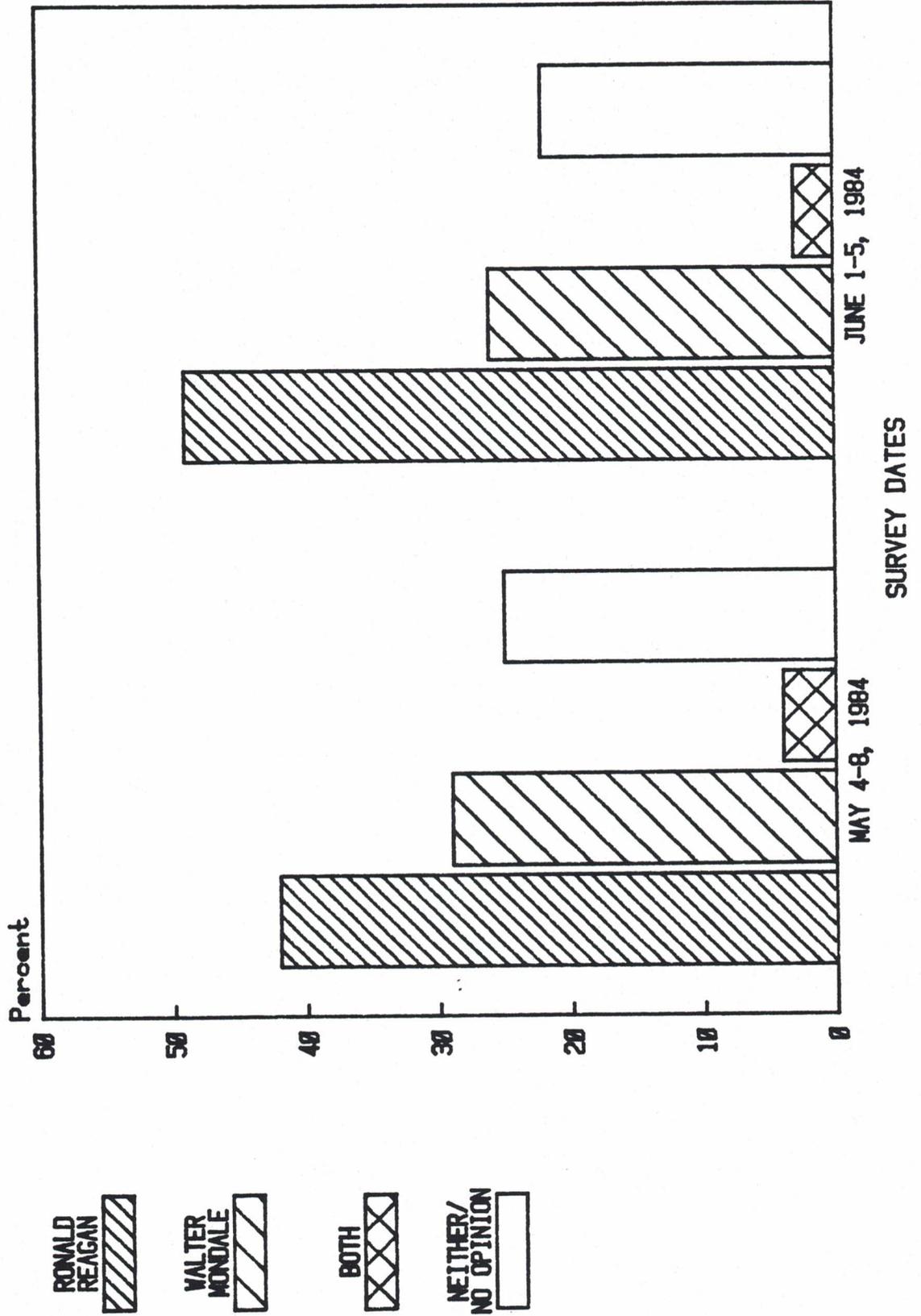


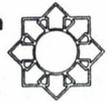
TRUSTWORTHY





DELIVERS ON PROMISES





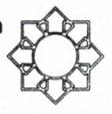
Presidential Characteristics (Continued)

"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."

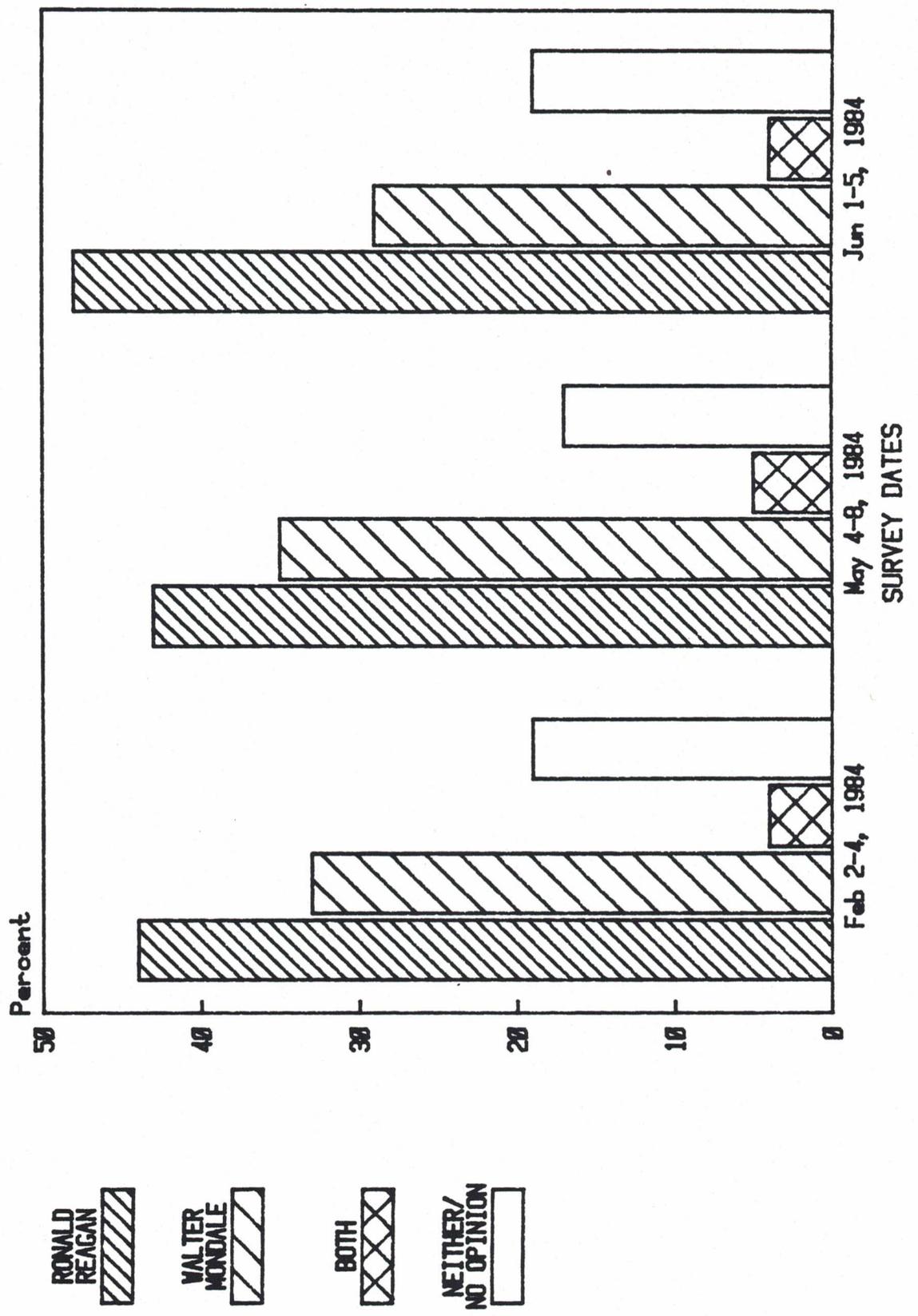
	<u>Feb</u> 2-4 1984	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Consistently exercises good judgment			
Ronald Reagan	44	43	48
Walter Mondale	33	35	30
Both	4	5	4
Neither	11	12	11
No opinion	8	5	7

	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Proposes new ideas that will help solve important problems		
Ronald Reagan	40	46
Walter Mondale	42	36
Both	5	4
Neither	8	8
No opinion	5	6

	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Provides strong moral leadership for the country		
Ronald Reagan	52	57
Walter Mondale	33	29
Both	6	5
Neither	6	5
No opinion	3	4

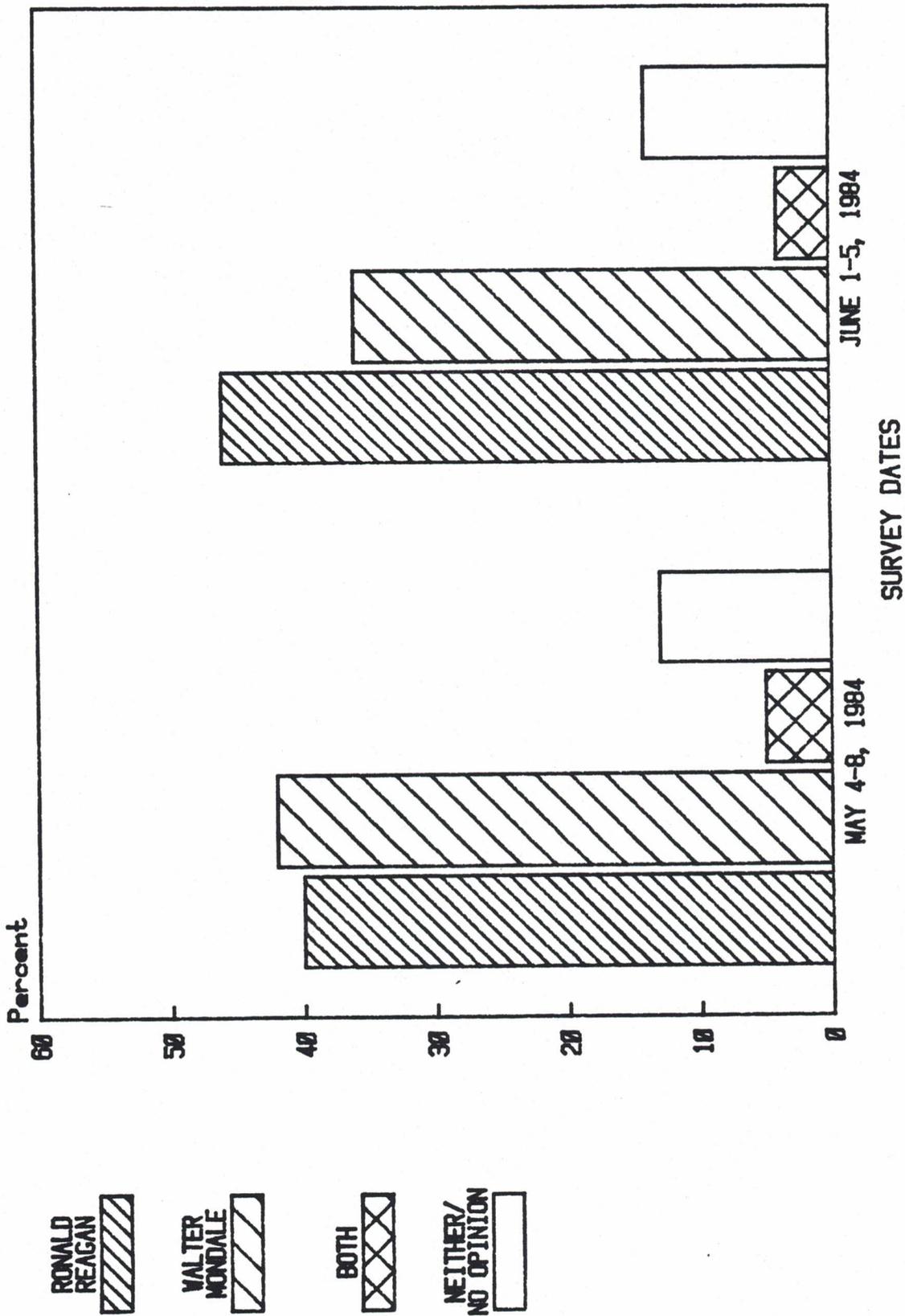


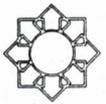
EXERCISES GOOD JUDGEMENT



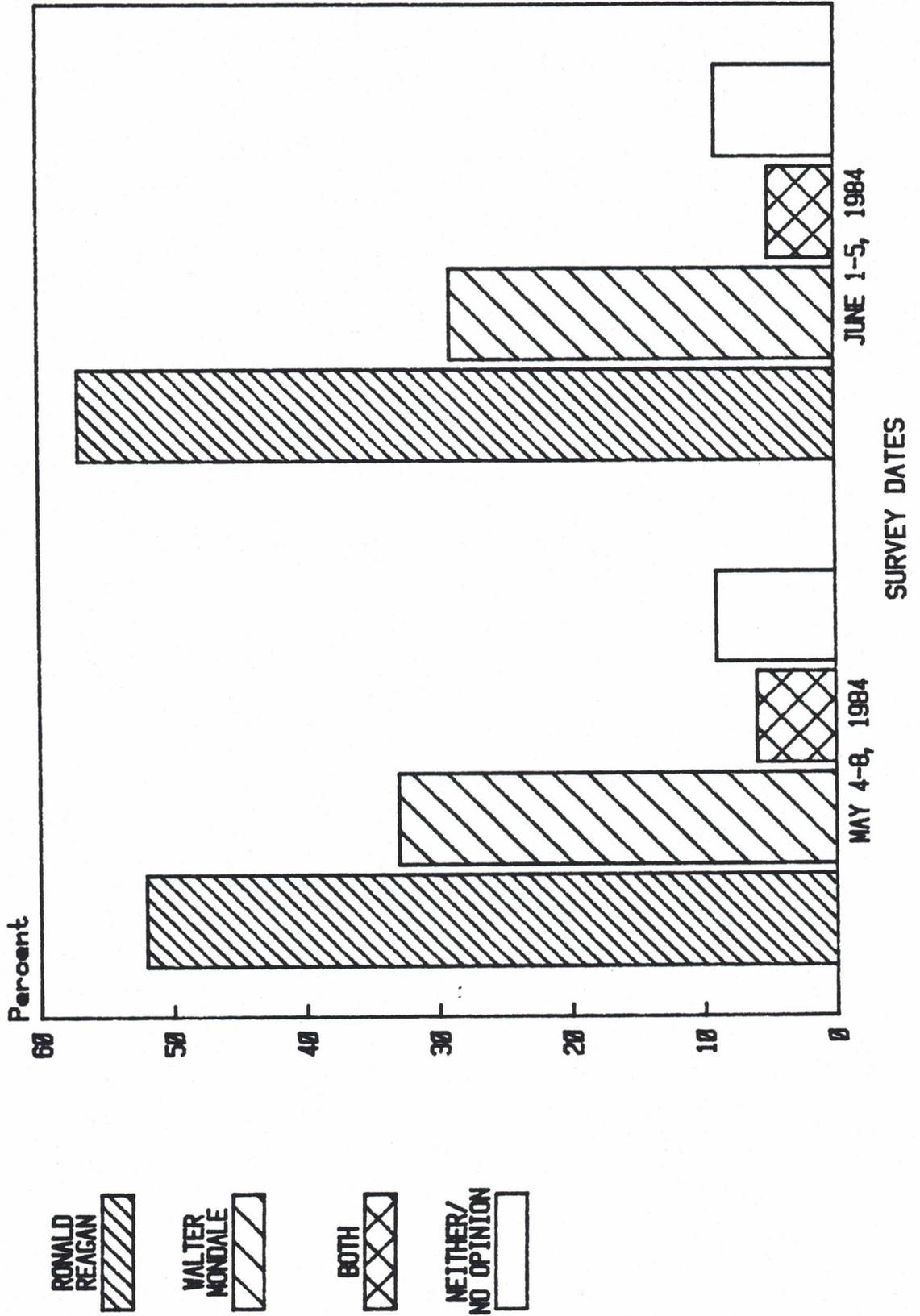


PROPOSES NEW IDEAS





STRONG MORAL LEADERSHIP





Presidential Characteristics (Continued)

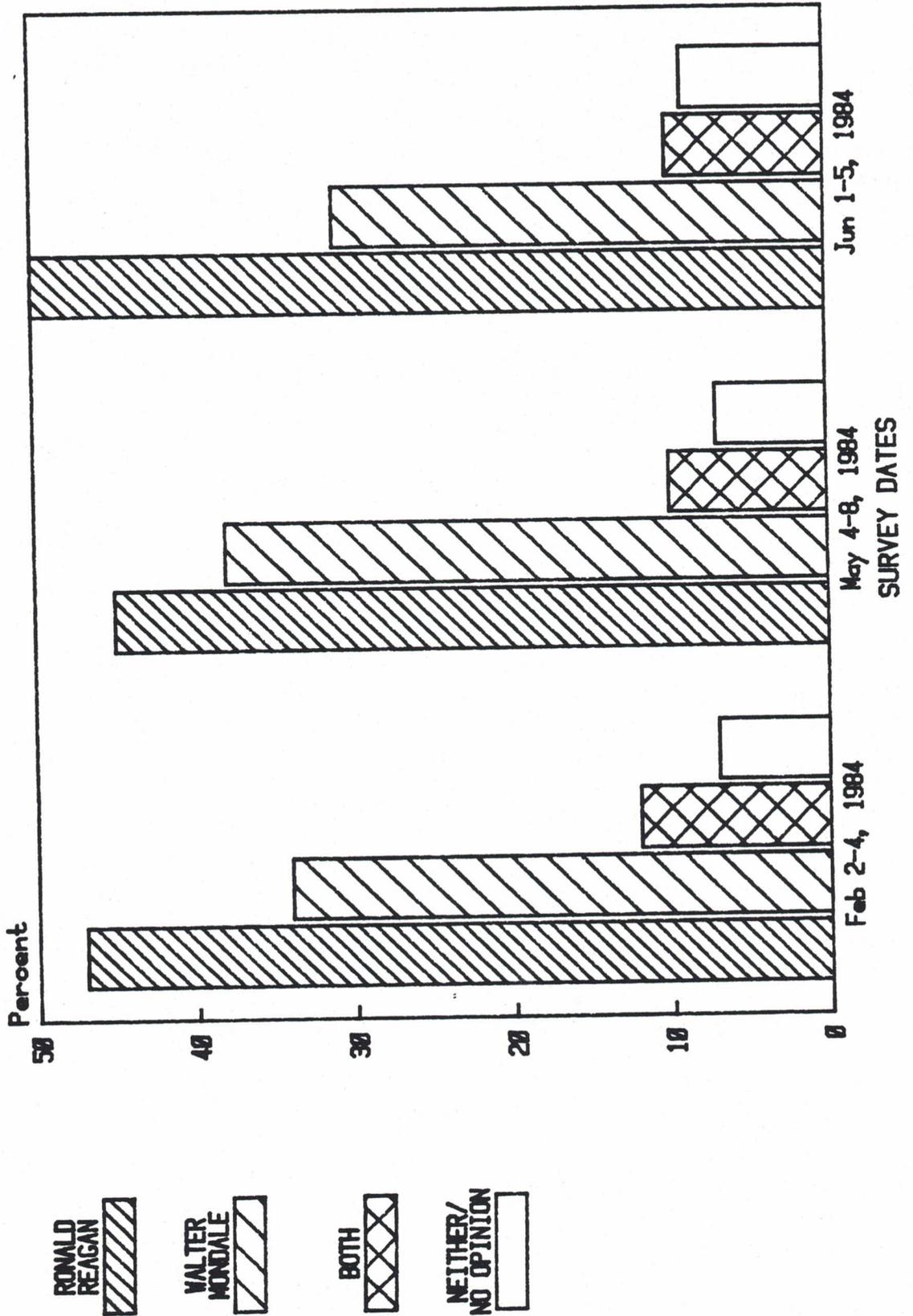
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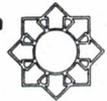
"Now I'd like you to think of two people running for President of the United States, Ronald Reagan and Walter Mondale. I will read you some statements. For each one, please tell me whether it best describes Ronald Reagan or Walter Mondale."

	<u>May</u> 5-8 1984	<u>Jun</u> 2-5 1984
Qualified and capable to serve as President		
Ronald Reagan	45	50
Walter Mondale	38	31
Both	10	10
Neither	5	6
No opinion	2	3



QUALIFIED AND CAPABLE



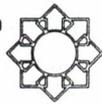


Presidential Issues: Reagan versus Mondale

=====

"Now I'd like you to again think of two people running for President of the United States -- Ronald Reagan and Walter Mondale. This time I will read you some issues. For each one, please tell me whether you feel that Ronald Reagan or Walter Mondale would best handle that issue."

	<u>Ronald Reagan</u> (%)	<u>Walter Mondale</u> (%)	<u>Both</u> (%)	<u>Neither</u> (%)	<u>No Opinion</u> (%)	<u>Net Difference</u> (%)
Best handle future problems	52	36	3	3	6	+16
Will reduce unemployment	48	40	3	5	4	+ 8
Will negotiate a meaningful arms control agreement with the Soviets	45	38	3	9	5	+ 7
Will reduce government waste	46	39	2	8	5	+ 7
Will cut government spending	45	39	2	8	6	+ 6
Will preserve world peace	44	40	7	5	4	+ 4
Will build individual opportunities	44	41	3	4	8	+ 3



Presidential Issues (Continued)

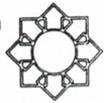
=====

"Now I'd like you to again think of two people running for President of the United States -- Ronald Reagan and Walter Mondale. This time I will read you some issues. For each one, please tell me whether you feel that Ronald Reagan or Walter Mondale would best handle that issue."

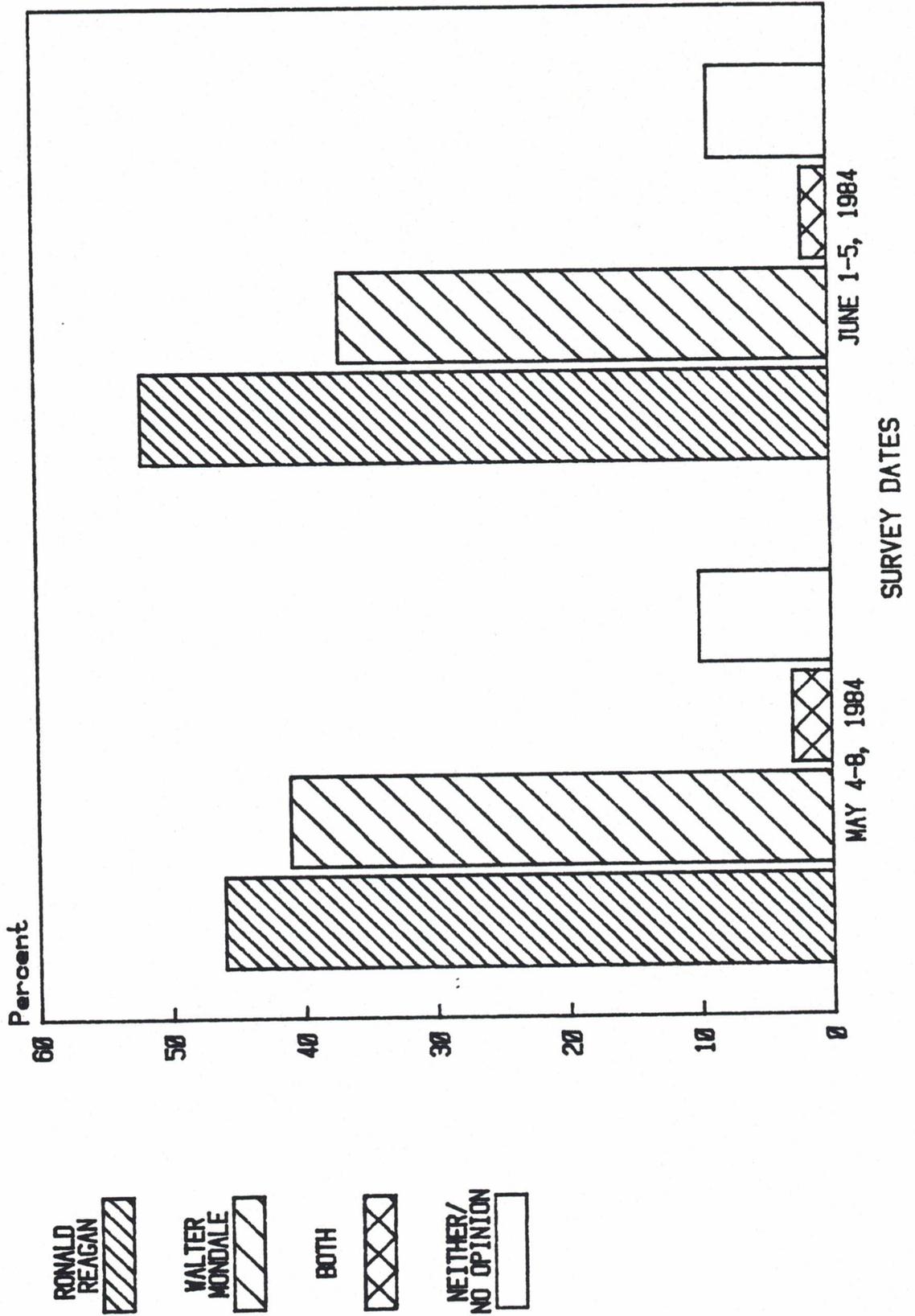
	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Best handle future problems		
Ronald Reagan	46	52
Walter Mondale	41	36
Both	3	3
Neither	6	3
No opinion	4	6

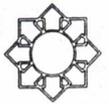
	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Will negotiate a meaningful arms control agreement with the Soviets		
Ronald Reagan	43	45
Walter Mondale	38	38
Both	3	3
Neither	11	9
No opinion	5	5

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Will build individual opportunities		
Ronald Reagan	38	44
Walter Mondale	44	41
Both	4	3
Neither	6	4
No opinion	8	8

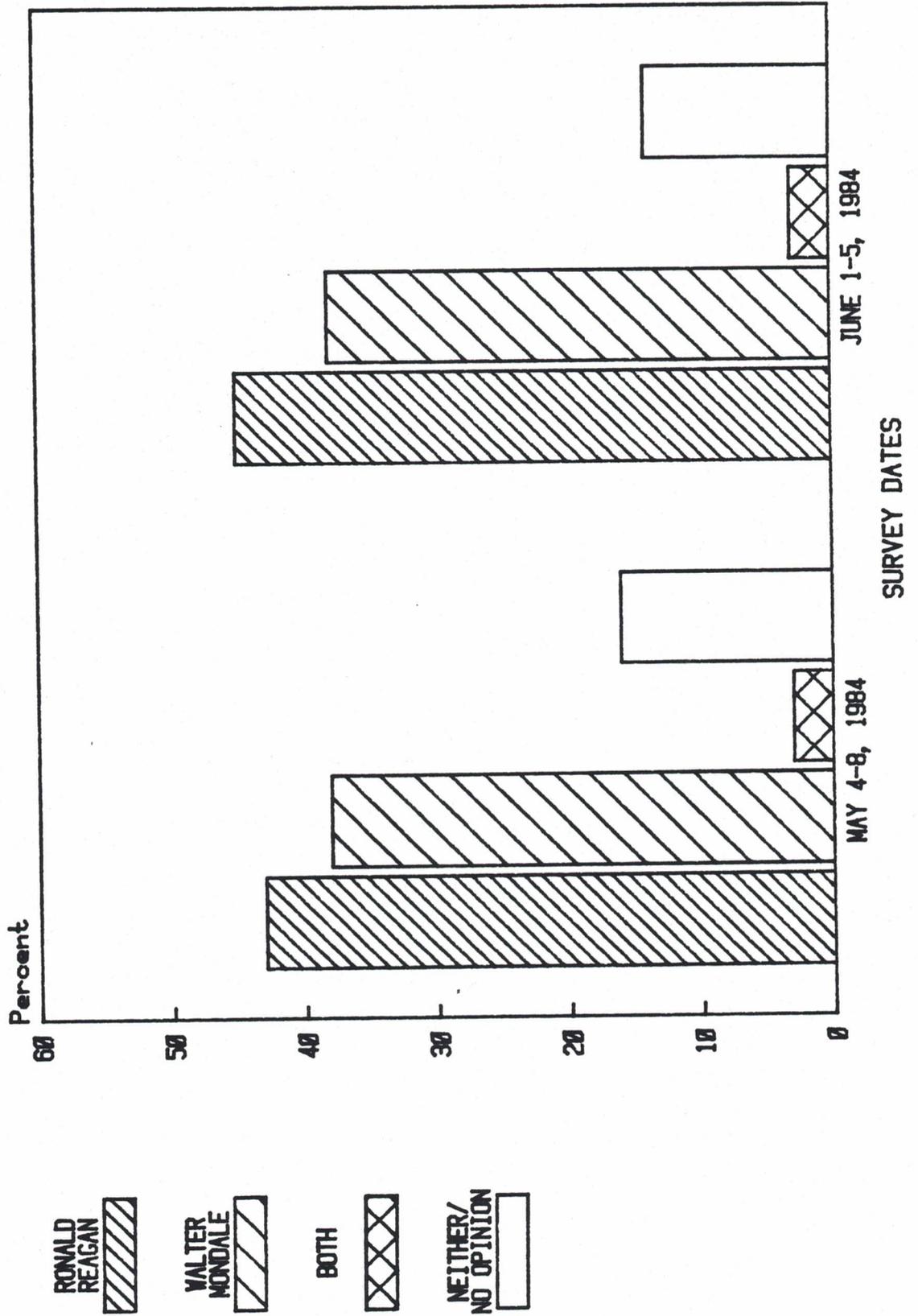


BEST HANDLE FUTURE PROBLEMS



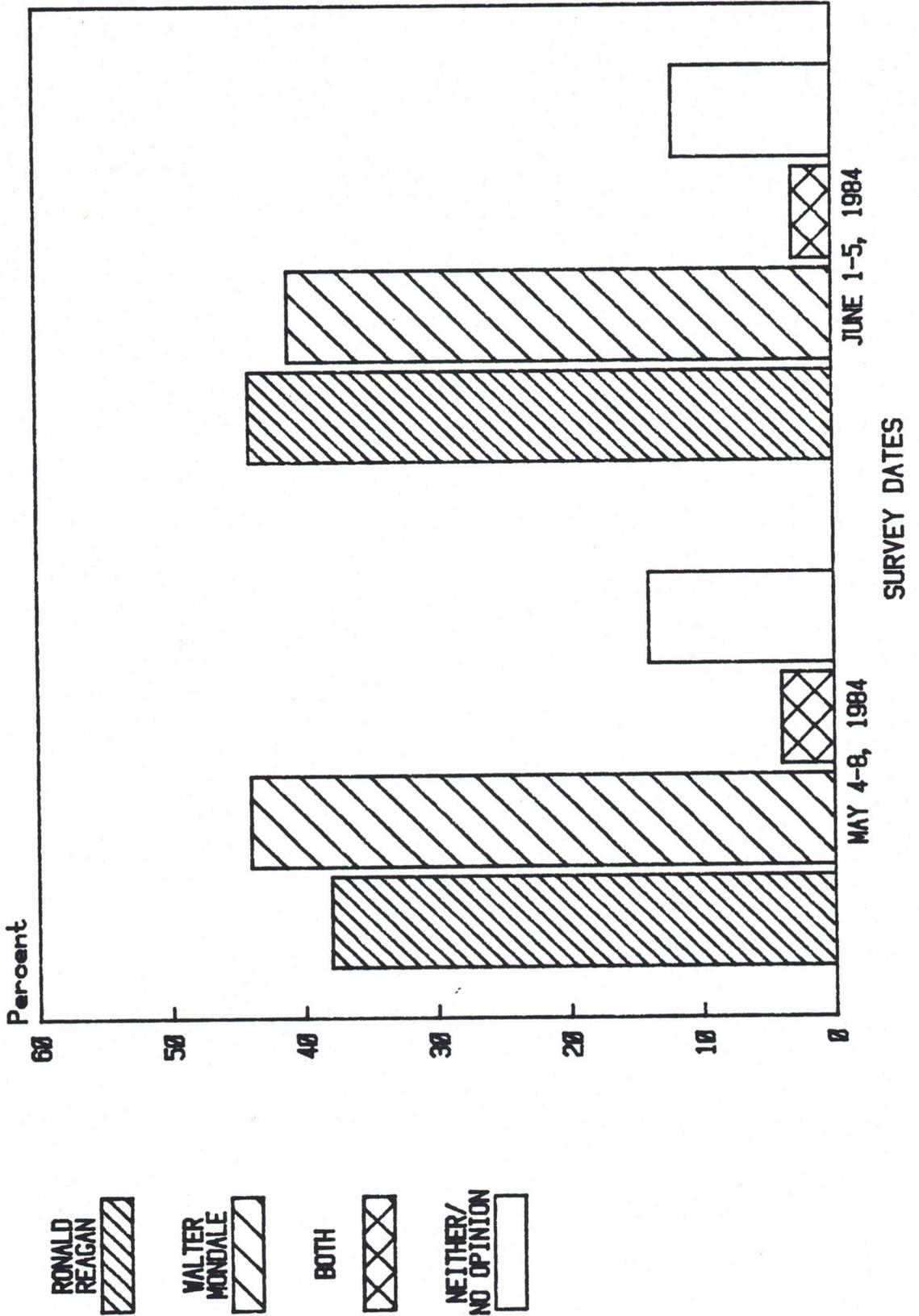


ARMS AGREEMENT SOVIETS





BUILD INDIVIDUAL OPPORTUNITIES





Presidential Issues (Continued)

=====

"Now I'd like you to again think of two people running for President of the United States -- Ronald Reagan and Walter Mondale. This time I will read you some issues. For each one, please tell me whether you feel that Ronald Reagan or Walter Mondale would best handle that issue."

May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
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Will reduce government waste

Ronald Reagan	45	46
Walter Mondale	36	39
Both	2	2
Neither	13	8
No opinion	4	5

Feb 2-4 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
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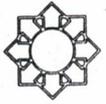
Will preserve world peace

Ronald Reagan	37	43	44
Walter Mondale	41	39	40
Both	7	8	7
Neither	9	7	5
No opinion	6	3	4

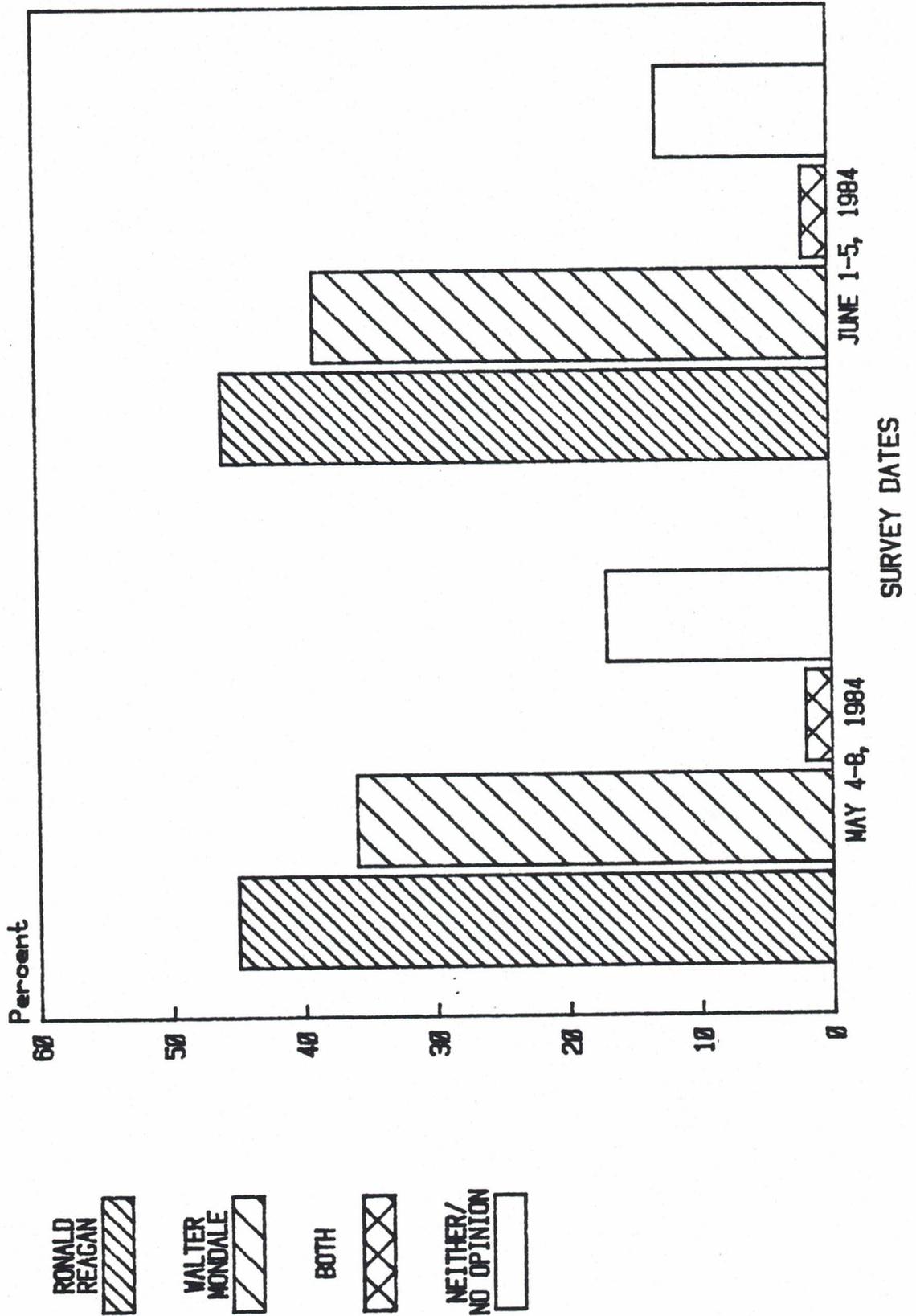
May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
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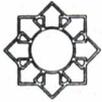
Will reduce unemployment

Ronald Reagan	41	48
Walter Mondale	44	40
Both	3	3
Neither	8	5
No opinion	4	4

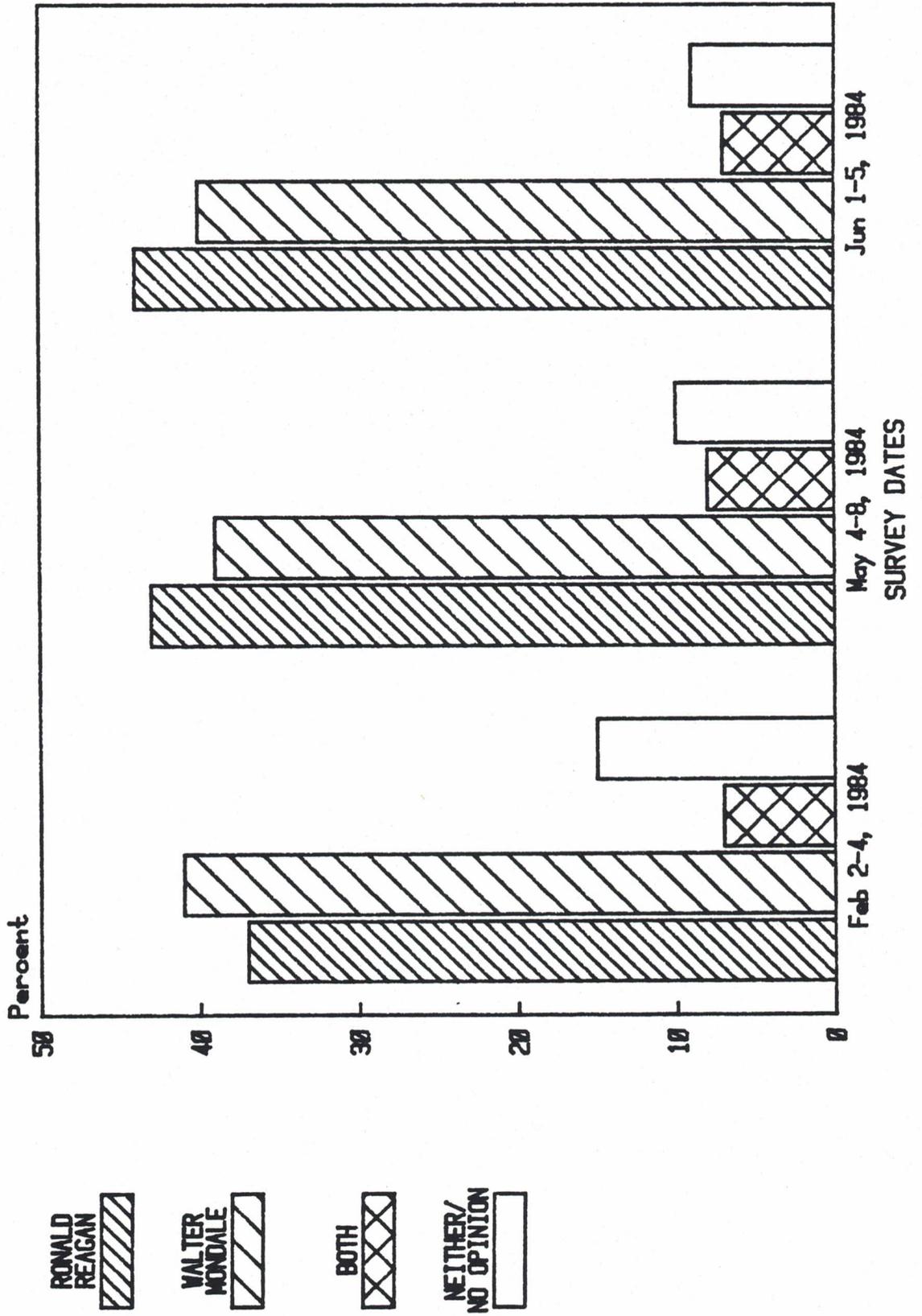


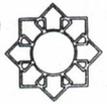
REDUCE GOVERNMENT WASTE



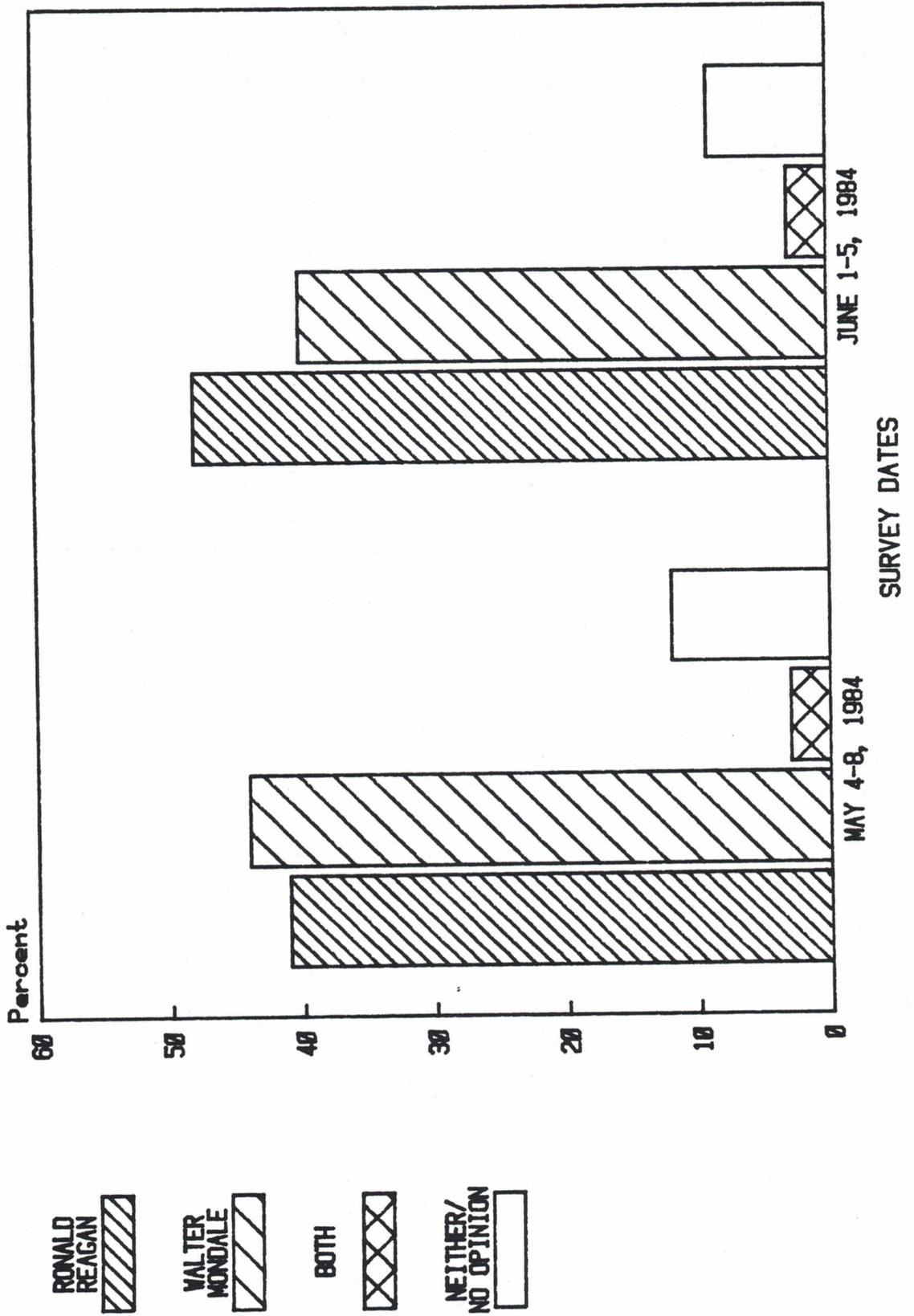


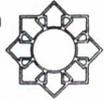
PRESERVE WORLD PEACE





REDUCE UNEMPLOYMENT



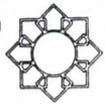


Presidential Issues (Continued)

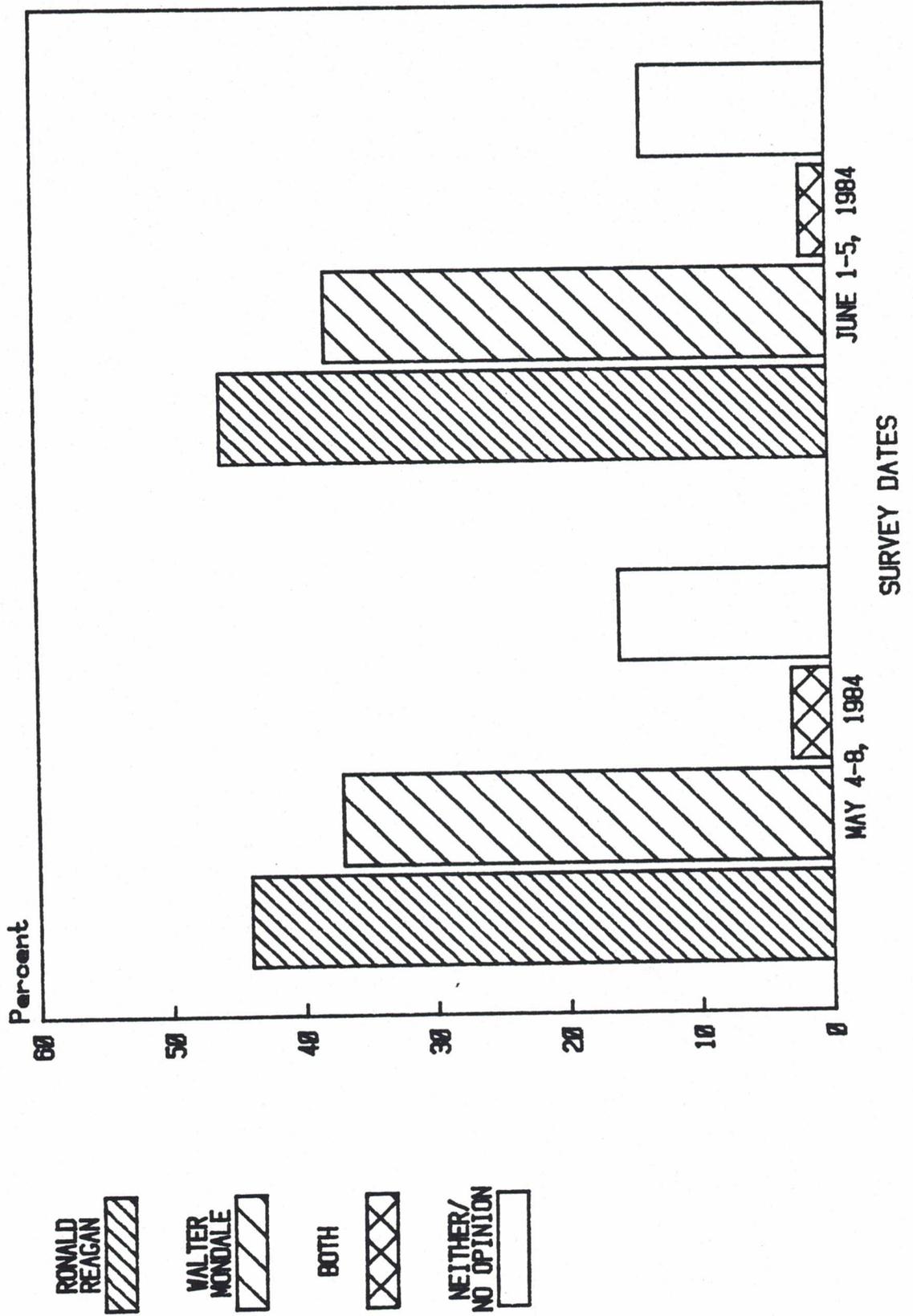
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"Now I'd like you to again think of two people running for President of the United States -- Ronald Reagan and Walter Mondale. This time I will read you some issues. For each one, please tell me whether you feel that Ronald Reagan or Walter Mondale would best handle that issue."

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Will cut government spending		
Ronald Reagan	44	45
Walter Mondale	37	39
Both	3	2
Neither	13	8
No opinion	3	6



CUT GOVERNMENT SPENDING

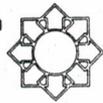


Perceptions of the Reagan Administration

=====

"Do you feel Ronald Reagan is running a government that is generally free from scandal?"

	<u>Gallup</u> <u>Jan</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
Yes	56	54	51	58
No	34	42	47	42
No opinion	10	4	2	0



Ethics in the Reagan Administration

=====
 "Have you heard or read anything recently about any charges regarding the ethical conduct of President Reagan's appointees?"

	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Yes	50	41	27
No	50	59	73

(If "yes" above:)

"And what in particular have you heard or read?" (N = 418)

	<u>Percent</u>
General graft and corruption	10
Meese - Positive	5
Meese - Negative	21
Bill Casey	11
Raymond Donovan	1
Other appointees	9
Loans/Financial dealings	7
Other	17
No opinion	27

"Just generally, on the basis of what you know, do you approve or disapprove of the way Ronald Reagan is handling the charges of misconduct made against some members of his administration? Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?" (N = 418)

	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Strongly approve	21	16	18
Somewhat approve	33	33	29
Somewhat disapprove	14	20	18
Strongly disapprove	24	27	25
No opinion	8	4	10



The Briefing Book Issue

=====

"Have you heard or read anything recently about Ronald Reagan's 1980 campaign for President when he ran against Jimmy Carter?"

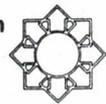
	<u>Percent</u>
Yes	40
No	60

(If "Yes," above:) "And what in particular have you heard?" (N = 604)

	<u>Percent</u>
Carter papers/Campaign material	60
Debate material/Prior knowledge	13
Campaign strategy leak	2
Stolen material/Dishonesty	5
Mini-Watergate/Scandal	1
Federal investigation	-
Reagan's aides/Advisors	1
Reagan not honest/Truthful	2
Reagan truthful	1
Media buildup/Material not important	-
NSC papers/Secret material	2
Mole/Spy in Carter campaign	-
Heard/Read only	3
Other	4
No opinion	6

(If "No," above:) "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?" (N = 895)

	<u>Percent</u>
Yes	45
No	55

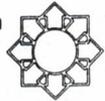


Reagan's Awareness of Briefing Book

=====
(If heard of the briefing book issue:)

"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?" (N = 1006)

	<u>Percent</u>
Definitely knew	16
Probably knew	38
Probably didn't know	29
Definitely didn't know	11
No opinion	6



Campaign Arguments

"Now that President Reagan has our country turning around, we should not turn back to a Democrat for president."

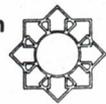
	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Agree strongly	24	31
Agree somewhat	16	14
Disagree somewhat	23	21
Disagree strongly	35	32
No opinion	2	2

"America today is prouder, stronger, and better."

	Jun 2-5 <u>1984</u>
Agree strongly	33
Agree somewhat	26
Disagree somewhat	20
Disagree strongly	19
No opinion	2

"We need a Democrat for president because Reagan's leadership has only benefited the rich at the expense of the middle class, created the largest deficits in history, and made the world more dangerous."

	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Agree strongly	29	32
Agree somewhat	19	14
Disagree somewhat	22	20
Disagree strongly	29	33
No opinion	1	1



Reelect Reagan

=====

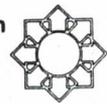
"Thinking ahead to the 1984 Presidential election ... do you think Ronald Reagan has performed well enough as President to deserve reelection or do you think it will be time to give a new person the chance to do better?"

	<u>May</u> <u>20-26</u> <u>1982</u>	<u>Sep</u> <u>23-27</u> <u>1982</u>	<u>Mar</u> <u>17-21</u> <u>1983</u>	<u>Apr</u> <u>7-10</u> <u>1983</u>	<u>May</u> <u>27-30</u> <u>1983</u>	<u>Jun</u> <u>25-27</u> <u>1983</u>
Reelect	37	37	38	39	44	40
New person	49	52	54	53	49	53
Depends/No opinion	14	11	8	7	7	7

	<u>Aug</u> <u>17-22</u> <u>1983</u>	<u>Sept</u> <u>6-9</u> <u>1983</u>	<u>Sept</u> <u>13-19</u> <u>1983</u>	<u>Oct</u> <u>18-21</u> <u>1983</u>	<u>Nov</u> <u>25-29</u> <u>1983</u>	<u>Dec</u> <u>14-17</u> <u>1983</u>
Reelect	43	36	38	45	49	52
New person	50	56	53	47	44	43
Depends/No opinion	7	8	9	8	7	5

	<u>Jan</u> <u>18-21</u> <u>1984</u>	<u>Feb</u> <u>2-4</u> <u>1984</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun*</u> <u>2-5</u> <u>1984</u>
Reelect	53	53	49	51	50	54
New person	42	43	45	43	47	42
Depends/No opinion	5	4	6	6	3	4

*Different wording: "Thinking ahead to the November presidential election ..."



Reelect Reagan

=====

"Thinking ahead to the 1984 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?"

	Reelect/New Person						
	Apr 7-11 1983	Jun 25-27 1983	Aug 17-22 1983	Sep 6-9 1983	Sep 13-19 1983	Nov 25-29 1983	Jan 18-21 1984
Aggregate	39/53	40/53	43/50	36/56	38/53	49/44	53/42
<u>Swing Constituencies</u>							
Base Republicans	57/20	76/22	78/16	64/28	64/31	79/17	86/12
Small business	49/40	44/50	49/43	42/29	*/*	58/36	59/36
Farm Belt states	50/45	39/56	43/49	36/52	40/53	42/49	54/38
<u>Swing Constituencies</u>							
Blue-collar workers	35/56	37/56	44/52	32/62	40/52	57/47	52/43
Senior citizens	43/49	49/44	46/47	29/58	36/53	46/44	62/35
Women	35/58	33/59	37/55	31/61	35/56	42/51	47/48
Catholics	40/54	37/57	44/48	33/58	39/53	49/46	56/38
Independents/Leaners	42/50	42/47	48/43	37/53	41/49	53/39	55/39
White Baptists	*/*	40/52	48/49	39/54	40/51	57/35	59/38
	Feb 2-4 1984	Mar 7-11 1984	Apr 4-7 1984	May 5-8 1984	Jun 2-5 1984		
Aggregate	53/43	49/45	51/43	50/47	54/42		
<u>Strength Constituencies</u>							
Base Republicans	86/12	82/14	84/11	85/13	87/11		
Small business	62/36	54/40	59/35	*/*	60/33		
Farm Belt states	59/35	47/48	61/47	47/48	57/33		
<u>Swing Constituencies</u>							
Blue-collar workers	56/42	49/45	50/44	52/45	53/42		
Senior citizens	47/49	47/48	41/53	40/57	56/39		
Women	49/49	45/50	46/49	48/49	46/49		
Catholics	49/48	47/46	51/45	51/46	52/43		
Independents/Leaners	59/38	50/42	52/41	57/38	58/37		
White Baptists	61/36	58/34	56/35	56/42	62/34		
18 to 24 year olds	*/*	51/44	54/44	46/52	54/42		
Professional	*/*	48/44	54/39	55/41	58/38		
Veterans	*/*	51/43	55/39	54/44	60/36		
Irish	*/*	51/41	53/40	56/39	52/43		
White Southern Baptists	*/*	64/29	57/31	52/47	64/32		



Reagan Versus Mondale -- Early Ballot/Late Ballot
Registered Voters

=====

"If the general election for U.S. President were being held today, for whom would you vote if the candidates were ... Ronald Reagan, Republican ... and ... Walter Mondale, Democrat?"

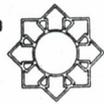
	<u>Early</u> (%)	<u>Late</u> (%)
Reagan	54	54
Mondale	35	38
Undecided	11	8


 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 ... Gary Hart, Democrat ... and Ronald Reagan, Republican?"

	<u>Jan 7-10 1983</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 7-10 1983</u>	<u>Apr 27-28 1983</u>	<u>May 27-30 1983</u>	<u>Jun 25-27 1983</u>	<u>Aug 17-22 1983</u>
Reagan	46	42	45	48	43	54	50	47
Mondale	46	45	45	44	41	38	42	45
	<u>Sept 6-9 1983</u>	<u>Sept 13-19 1983</u>	<u>Sept 23-25 1983</u>	<u>Oct 18-21 1983</u>	<u>Oct 26-28 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	
Reagan	46	50	50	53	49	53	57	
Mondale	42	39	37	40	43	39	37	
	<u>Jan* 18-21 1984</u>	<u>Feb* 2-4 1984</u>	<u>Mar* 7-11 1984</u>	<u>Apr* 4-7 1984</u>	<u>May* 5-8 1984</u>	<u>Jun* 2-5 1984</u>		
Reagan	55	54	55	55	50	54		
Mondale	39	42	35	38	43	38		
Reagan			45	49	53	52		
Hart			41	41	38	40		

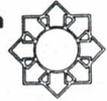
*Different wording: "Just a few final questions ... If the general election for U.S. President were being held today, for whom would you vote if the candidates were..."



Registered Voters: Reagan versus Mondale

=====
 "Just suppose the election for President were held today, whom would you prefer as President of the United States if the candidates were Ronald Reagan, Republican, and Walter Mondale, Democrat?"

	<u>Apr</u> 7-11 1983	<u>May</u> 27-30 1983	<u>Jun</u> 25-27 1983	<u>Aug</u> 17-22 1983	<u>Sep</u> 6-9 1983	<u>Sep</u> 13-19 1983	<u>Sep</u> 23-25 1983
Aggregate	48/44	55/37	50/42	47/45	50/38	50/38	50/38
<u>Strength Constituencies</u>							
Base Republicans	88/9	91/5	88/8	88/10	84/8	82/11	85/7
Small business	62/30	59/32	59/34	56/36	53/35	*/*	*/*
Farm Belt states	52/41	51/39	43/41	53/40	55/35	48/32	56/32
<u>Swing Constituencies</u>							
Blue-collar workers	47/47	60/35	53/41	48/45	43/45	54/36	47/44
Senior citizens	52/41	44/47	54/39	47/45	40/48	48/38	46/30
Women	45/47	47/44	44/38	41/50	41/46	46/41	43/43
Catholics	41/58	51/43	44/48	48/43	46/44	52/36	51/32
Independents/Leaners	56/35	57/31	52/35	54/35	49/36	47/27	57/30
White Baptists	*/*	54/39	56/35	54/44	49/40	54/39	47/44
	<u>Oct</u> 18-21 1983	<u>Oct</u> 26-28 1983	<u>Nov</u> 25-29 1983	<u>Dec</u> 14-17 1983	<u>Jan</u> 18-21 1984	<u>Mar</u> 7-11 1984	<u>Apr</u> 4-7 1984
Aggregate	53/40	49/43	53/39	57/36	55/39	55/35	55/38
<u>Strength Constituencies</u>							
Base Republican	88/8	83/14	85/10	92/4	90/7	93/5	91/7
Small business	63/30	*/*	64/30	66/29	59/33	58/32	66/27
Farm Belt states	49/47	38/46	49/45	50/36	61/32	54/33	64/31
<u>Swing Constituencies</u>							
Blue-collar workers	51/43	51/41	56/37	57/36	56/39	53/37	50/44
Senior citizens	52/42	37/54	49/41	48/45	60/36	50/38	45/46
Women	50/43	43/47	49/41	53/40	50/42	51/39	50/42
Catholics	58/35	51/42	53/37	53/39	54/40	55/34	53/38
Independents/Leaners	56/35	56/35	62/29	65/25	62/28	62/23	61/29
White Baptists	49/42	56/42	63/32	70/27	68/28	62/30	62/33
18 to 24 year old	*/*	*/*	*/*	*/*	*/*	60/34	57/37
Professionals	*/*	*/*	*/*	*/*	*/*	56/37	56/35
Veterans	*/*	*/*	*/*	*/*	*/*	61/31	53/35
Irish	*/*	*/*	*/*	*/*	*/*	58/32	55/37
White Southern Baptists	*/*	*/*	*/*	*/*	*/*	69/25	62/34

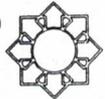


Registered Voters: Reagan versus Mondale (Continued)

=====

"Just suppose the election for President were held today, whom would you prefer as President of the United States if the candidates were Ronald Reagan, Republican, and Walter Mondale, Democrat?"

	May 5-8 1984	Jun 2-5 1984
Aggregate	51/43	55/38
<u>Strength Constituencies</u>		
Base Republicans	88/9	89/8
Small business	*/*	61/32
Farm Belt states	64/30	57/34
<u>Swing Constituencies</u>		
Blue-collar workers	49/44	55/37
Senior citizens	41/51	57/33
Women	49/44	49/42
Catholics	50/44	52/38
Independents/Leaners	60/28	59/29
White Baptists	60/35	62/30
18 to 24 year old	47/49	57/37
Professionals	59/35	57/35
Veterans	53/41	59/33
Irish	56/39	58/34
White Southern Baptists	61/34	63/28

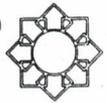


Registered Voters: Reagan versus Hart

=====

"Just suppose the election for President were held today, whom would you prefer as President of the United States if the candidates were Ronald Reagan, Republican, and Gary Hart, Democrat?"

	Mar 7-11 <u>1984</u>	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Aggregate	45/41	49/41	53/38	52/40
<u>Strength Constituencies</u>				
Base Republicans	82/9	81/14	86/10	83/12
Small business	50/38	58/32	*/*	57/34
Farm Belt states	42/42	55/31	54/39	44/47
<u>Swing Constituencies</u>				
Blue-collar workers	44/44	46/45	51/36	51/42
Senior citizens	43/40	39/48	48/39	52/36
Women	42/44	43/46	52/40	44/45
Catholics	42/45	47/44	50/41	48/39
Independents/Leaners	48/35	51/37	58/31	56/33
Younger (18 to 24)	49/39	50/43	55/41	59/37
Professionals	46/44	57/34	56/40	58/35
Military veterans	50/40	52/38	53/38	57/34
Irish	51/37	50/40	56/34	56/33
White Southern Baptists	56/28	57/33	61/32	67/23



Commitment to Presidential Choice

=====

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

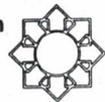
Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
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Reagan Versus Mondale

Reagan/Very strong	34	33	37
Reagan/Somewhat strong	15	15	14
Reagan/Not strong	5	3	4
Undecided	7	7	8
Mondale/Not strong	6	6	5
Mondale/Somewhat strong	14	12	10
Mondale/Very strong	18	24	22

Reagan Versus Hart

Reagan/Very strong	30	33	35
Reagan/Somewhat strong	15	17	13
Reagan/Not strong	4	3	4
Undecided	10	9	9
Hart/Not strong	6	4	4
Hart/Somewhat strong	16	16	15
Hart/Very strong	20	18	20



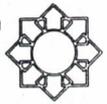
Congressional Job Rating

 "Do you approve or disapprove of the way the U.S. Congress is handling its job?
 Would that be strongly (approve/disapprove) or just somewhat (approve/
 disapprove)?"

	<u>Jan 30 Feb 3 1981</u>	<u>Jan 11-19 1982</u>	<u>Jan 7-10 1983</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>
Approve	36	38	35	34	42
Disapprove	48	50	60	59	52
No opinion	16	12	5	7	6

	<u>May 27-30 1983</u>	<u>Jun 25-27 1983</u>	<u>Aug 17-22 1983</u>	<u>Oct 18-21 1983</u>	<u>Nov 25-29 1983</u>
Approve	46	35	35	46	45
Disapprove	50	56	56	49	50
No opinion	4	9	9	5	5

	<u>Jan 18-21 1984</u>	<u>Mar 7-11 1984</u>	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>
Approve	38	37	45	42	40
Disapprove	55	50	49	55	55
No opinion	7	13	6	3	5



1984 Congressional Ballot

=====

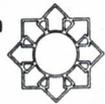
"Thinking about the 1984 elections for a moment ... if the 1984 elections for U.S. Congress were being held today, would you be voting for the Republican candidate or the Democratic candidate in your district?"

	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Republican candidate	34	35	39
Democratic candidate	45	48	45
Don't know/Refused	21	17	16

(If "Don't know" or "Refused":)

"Which way do you lean as of today -- toward the Republican candidate or the Democratic candidate?" (N = 237)

	Apr 4-7 <u>1984</u>	May 5-8 <u>1984</u>	Jun 2-5 <u>1984</u>
Republican candidate	35	38	35
Democratic candidate	19	19	22
Don't know/Refused	46	43	42



1984 Generic Congressional Ballot

=====

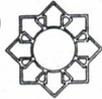
"Thinking about the 1984 elections for a moment ... if the 1984 elections for U.S. Congress were being held today, would you be voting for the Republican candidate or the Democratic candidate in your district?"

(If "don't know" or "refused":)

"Which way do you lean as of today -- toward the Republican candidate or the Democratic candidate?"

	<u>Apr</u> <u>7-11</u> <u>1983</u>	<u>May</u> <u>27-30</u> <u>1983</u>	<u>June</u> <u>24-27</u> <u>1983</u>	<u>Aug</u> <u>17-22</u> <u>1983</u>	<u>Oct</u> <u>18-21</u> <u>1983</u>	<u>Nov</u> <u>25-29</u> <u>1983</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>
Republican candidate	34	38	37	37	36	39	40
Democratic candidate	54	50	49	52	50	48	49
Neither/Undecided	12	12	14	11	14	13	11

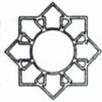
	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
Republican candidate	41	42	44
Democratic candidate	49	51	49
Neither/Undecided	10	7	7



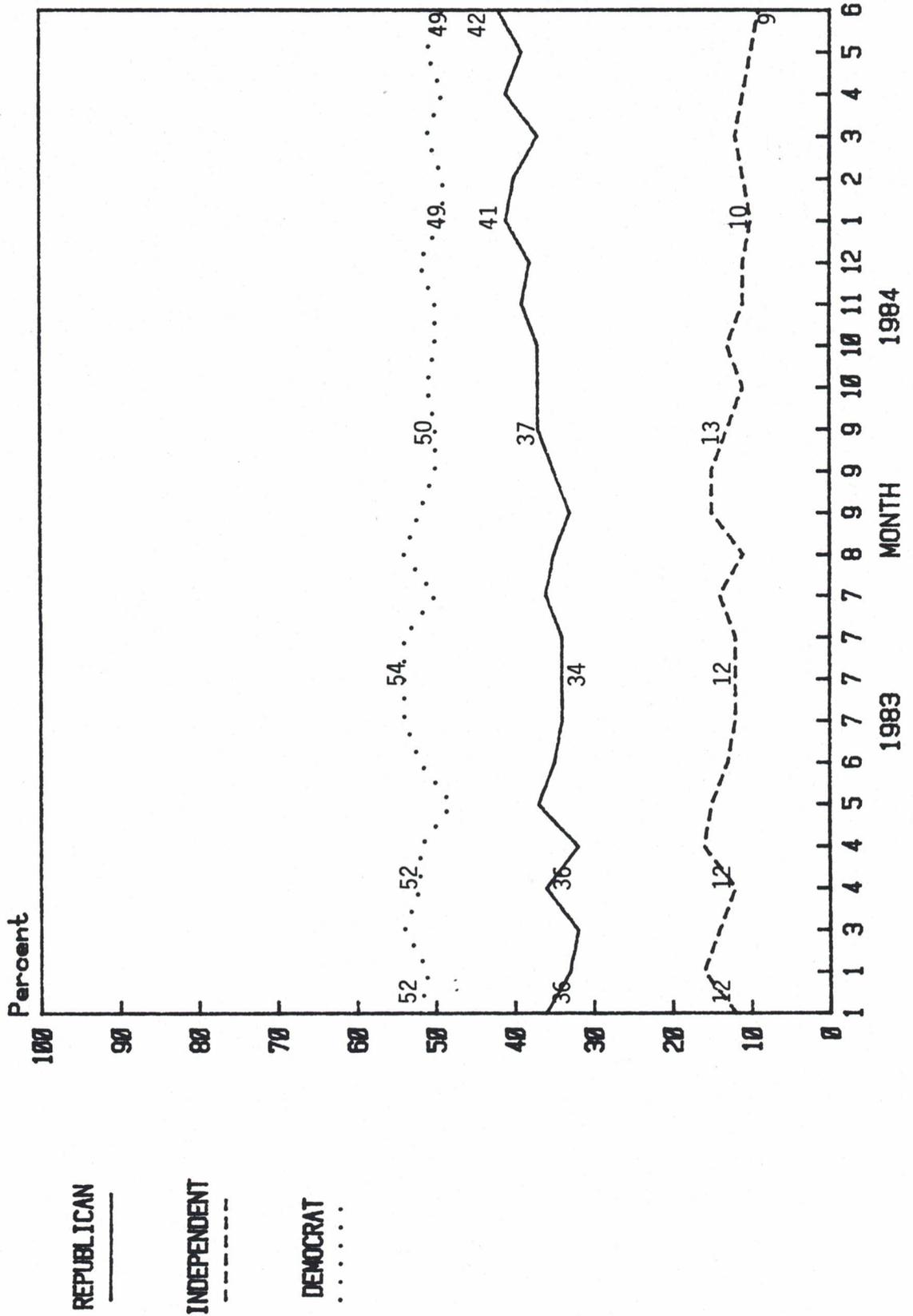
Party Identification With Lean

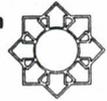
=====
 "Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else? (IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)? (IF INDEPENDENT/OTHER/NO PREFERENCE, ASK:) Do you think of yourself as closer to the Republican or the Democratic party?"

	Feb 20-22 1981	Jun 12-14 1981	Sep 18-28 1981	Jan 11-19 1982	Jun 15-22 1982	Sep 23-27 1982
Republican	37	38	34	37	35	35
Independent	27	19	16	18	14	14
Democrat	37	43	49	45	51	51
	Jan 7-10 1983	Mar 17-21 1983	May 27-30 1983	Jul 30-31 1983	Sept 8-9 1983	Sept 23-25 1983
Republican	36	32	37	36	33	37
Independent	12	14	15	14	15	13
Democrat	52	54	48	50	52	50
	Nov 25-29 1983	Dec 14-17 1983	Jan 18-21 1984	Feb 2-4 1984	Mar 7-11 1984	Apr 4-7 1984
Republican	39	37	41	40	37	41
Independent	11	11	10	11	12	11
Democrat	50	52	49	49	51	49
	May 5-8 1984	Jun 2-5 1984				
Republican	39	42				
Independent	10	9				
Democrat	51	49				



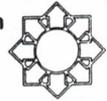
PARTY IDENTIFICATION (WITH LEAN)




 Thermometer Ratings -- White House and Cabinet People

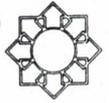
	<u>Jan 30- Feb 3 1981</u>	<u>May 12-17 1981</u>	<u>Sep 18-28 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>
Ronald Reagan	72	77	64	63	58	57
George Bush	56	66	*	*	*	54
Bill Brock	*	55	*	*	*	*
James Watt	*	53	39	*	40	*
Al Haig	*	59	*	*	*	*
Caspar Weinberger	*	61	*	*	*	*

	<u>Jan 7-10 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 27-28 1983</u>	<u>Jun 25-27 1983</u>
Ronald Reagan	55	54	54	55
George Bush	*	*	55	*
Bill Brock	*	*	*	*
James Watt	*	35	*	*
Caspar Weinberger	*	*	50	*
Raymond Donovan	*	*	42	*
Donald Regan	*	*	49	*

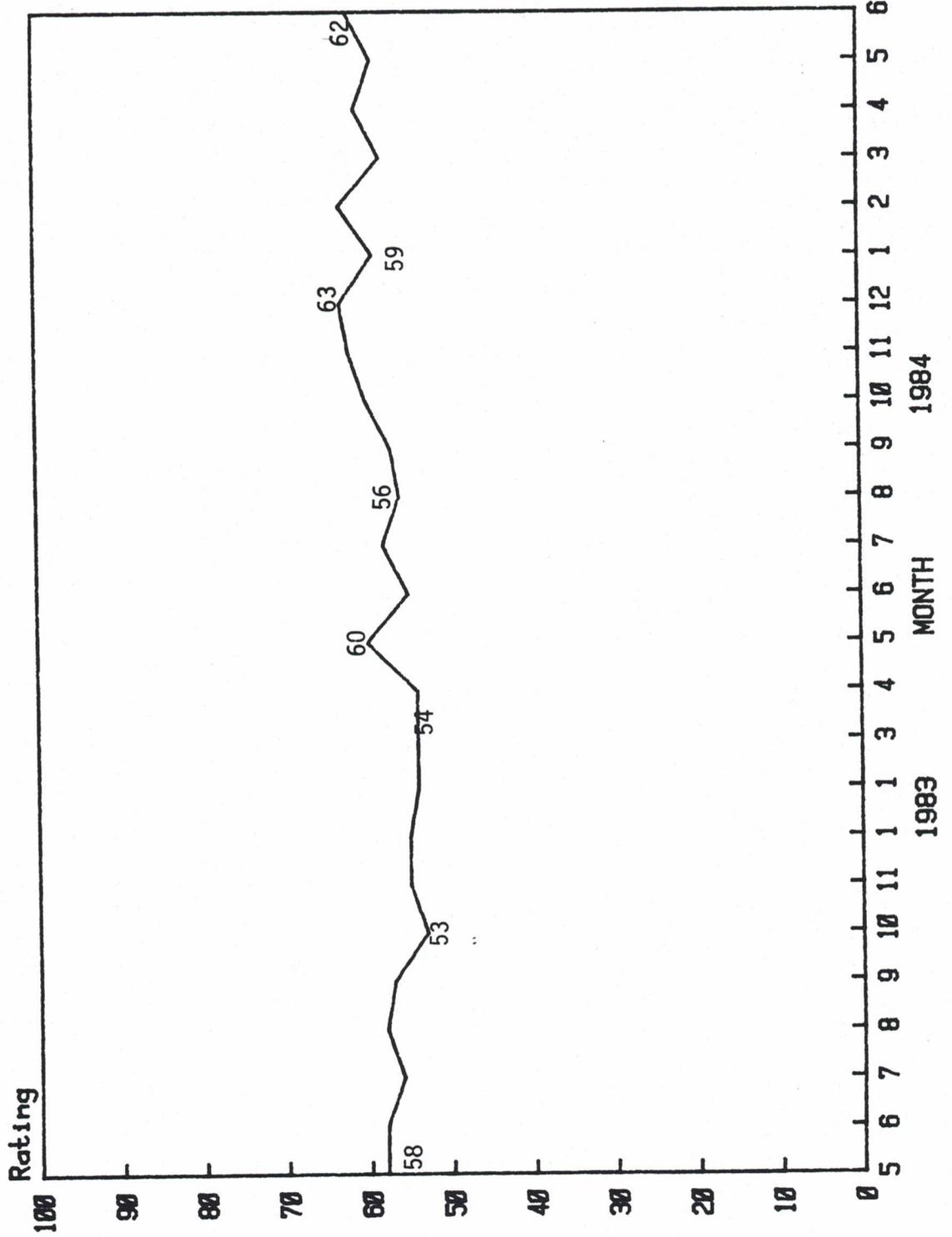


Thermometer Ratings -- White House and Cabinet People
(Continued)

	<u>Jul</u> <u>30-31</u> <u>1983</u>	<u>Aug</u> <u>17-22</u> <u>1983</u>	<u>Sept</u> <u>6-9</u> <u>1983</u>	<u>Oct</u> <u>18-21</u> <u>1983</u>	<u>Nov</u> <u>25-29</u> <u>1983</u>	<u>Dec</u> <u>14-17</u> <u>1983</u>
Ronald Reagan	58	56	57	60	62	63
George Bush	*	54	*	*	56	*
Caspar Weinberger	51	*	*	*	*	*
Donald Regan	*	*	*	54	*	*
George Shultz	58	*	*	*	*	*
Henry Kissinger	51	*	*	*	*	*
Elizabeth Dole	*	*	*	52	*	*
Terrell Bell	*	*	*	47	*	*
William Clark	*	*	*	53	*	*
Malcolm Baldrige	*	*	*	49	*	*
Margaret Heckler	*	*	*	52	*	*
Katherine Ortega	*	*	*	49	*	*
John Block	*	*	*	52	*	*
Raymond Donovan	*	*	*	*	44	*
Bill Brock	*	*	*	*	47	*
Samuel Pierce	*	*	*	*	52	*
David Stockman	*	*	*	*	46	*
Donald Hodel	*	*	*	*	42	*
Al Haig	*	*	*	*	51	*
Jeanne Kirkpatrick	*	*	*	*	57	*
	<u>Jan</u> <u>18-21</u> <u>1984</u>	<u>Feb</u> <u>2-4</u> <u>1984</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
Ronald Reagan	59	63	58	61	59	62
George Bush	*	*	*	52	49	53
David Stockman	*	50	*	*	*	*
William Ruckelshaus	*	53	*	*	*	*
Martin Feldstein	*	50	*	*	*	*



REAGAN THERMOMETER

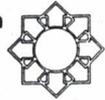



 Thermometer Ratings -- Political and Others

	<u>Jan 9-12 1981</u>	<u>May 12-17 1981</u>	<u>Sep 18-28 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>
Jimmy Carter	50	*	*	*	*	*
Ted Kennedy	49	56	50	49	51	51
Walter Mondale	51	58	55	52	50	51
Tip O'Neill	*	*	53	*	50	*

	<u>Jan 7-10 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 7-10 1983</u>	<u>Jun 25-27 1983</u>	<u>Aug 17-22 1983</u>	<u>Sept 6-9 1983</u>
John Glenn	61	61	59	60	61	61
Walter Mondale	52	54	52	51	57	52
Tip O'Neill	53	58	56	*	58	*
Paul Volcker	*	51	*	*	*	*
Gary Hart	*	*	50	*	*	*
John Anderson	*	*	*	*	*	46

	<u>Oct 18-21 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>
John Glenn	60	61	54	54
Walter Mondale	55	55	51	56
Tip O'Neill	*	*	*	*
John Anderson	*	49	*	*
Alan Cranston	47	*	*	*
Jesse Jackson	*	38	*	41
Richard Nixon	*	36	*	*
Jerry Falwell	*	44	*	*



Thermometer Ratings -- Political and Others
(Continued)

	<u>Feb</u> <u>2-4</u> <u>1984</u>	<u>Mar</u> <u>7-11</u> <u>1984</u>	<u>Apr</u> <u>4-7</u> <u>1984</u>	<u>May</u> <u>5-8</u> <u>1984</u>	<u>Jun</u> <u>2-5</u> <u>1984</u>
John Glenn	56	*	*	*	*
Walter Mondale	62	49	51	58	55
Tip O'Neill	57	*	*	*	53
Robert Dole	56	*	*	*	*
Howard Baker	60	*	*	*	*
Jack Kemp	55	*	*	*	*
Gerald Ford	56	*	*	*	*
Barry Goldwater	50	*	*	*	*
Paul Laxalt	48	*	*	*	*
Maureen Reagan	43	*	*	*	*
Gary Hart	51	62	55	53	54
John Connally	48	*	*	*	*
Reubin Askew	46	*	*	*	*
George McGovern	*	39	*	*	*
Jimmy Carter	*	47	*	*	*
Hubert Humphrey	*	57	*	*	*
Franklin D. Roosevelt	*	76	*	*	*
Harry Truman	*	72	*	*	*
John F. Kennedy	*	81	*	*	*
Jesse Jackson	*	*	46	40	40



Like/Dislike: Walter Mondale

=====

(Asked only of those able to give Mondale a thermometer rating; N = 1449.)

"What is the first thing that comes to mind when you think about Walter Mondale -- that is, what in particular do you like or dislike about him?"

Percent

POSITIVE

Cares for people	7
Honest/Sincere	6
Qualified/Capable	4
Appearance	3
Will do a good job	3
Stand on the economy	3
Strong leader	2
Speeches	2
Stand on issues	2
Outspoken	1
Stand on foreign policy	1
Labor union	1
Democrat	1
Campaign	*
Liberal	*
Stand on taxes	*
Stand on Chrysler	*
Stand on agriculture	*
Stand on arms race	*
General positive	3



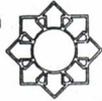
Like/Dislike: Walter Mondale (Continued)

=====

(Asked only of those able to give Mondale a thermometer rating; N = 1449.)

"What is the first thing that comes to mind when you think about Walter Mondale -- that is, what in particular do you like or dislike about him?"

	<u>Percent</u>
<u>NEGATIVE</u>	
Poor Vice President	6
Indecisive	6
Campaign	3
Appearance	3
Not honest	3
Too many promises	3
Labor union	3
Not qualified	2
Boring	2
Stand on issues	2
Democrat	1
Liberal	1
Too aggressive	1
Opportunist	1
Speeches	1
Stand on taxes	1
Stand on national defense	1
Conservative	*
Changes his mind	*
Favors the rich	*
Stand on the economy	*
Stand on foreign policy	*
General negative	4
<u>NEUTRAL/NO OPINION</u>	17

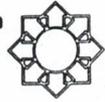


Top of Mind: Mondale

 "What is the first thing that comes to mind when you think about Walter Mondale
 -- that is, what in particular do you like or dislike about him?"

	Apr 4-7 <u>1984</u>	Jun* 2-5 <u>1984</u>
Personality/Image/Positive	22	25
Political Traits/Positive	8	8
Issues/Positive	4	6
Personality/Image/Negative	23	22
Political Traits/Negative	23	19
Issues/Negative	4	4
Neutral/No opinion	16	16

*Asked only of those able to give Mondale a thermometer rating.



Thermometer Ratings -- Party

	<u>Jan 30- Feb 3 1981</u>	<u>Jul 16-18 1981</u>	<u>Sep 18-28 1981</u>	<u>Jan 11-19 1982</u>	<u>Jun 15-22 1982</u>	<u>Sep 23-27 1982</u>
Republicans	64	62	55	56	54	52
Democrats	57	56	58	59	60	60
	<u>Jan 7-10 1983</u>	<u>Jan 27-29 1983</u>	<u>Mar 17-21 1983</u>	<u>Apr 7-10 1983</u>	<u>May 27-30 1983</u>	<u>Jun 25-27 1983</u>
Republicans	49	52	50	50	54	53
Democrats	61	63	63	61	61	59
	<u>Aug 17-22 1983</u>	<u>Sept 6-9 1983</u>	<u>Oct 18-21 1983</u>	<u>Nov 25-29 1983</u>	<u>Dec 14-17 1983</u>	<u>Jan 18-21 1984</u>
Republicans	53	51	53	55	54	53
Democrats	66	63	59	*	60	60
	<u>Feb 2-4 1984</u>	<u>Mar 7-11 1984</u>	<u>Apr 4-7 1984</u>	<u>May 5-8 1984</u>	<u>Jun 2-5 1984</u>	
Republicans	56	55	56	53	54	
Democrats	63	60	60	60	59	



Thermometer Ratings -- Organizations

	<u>Jun 2-5 1984</u>
The Republican Senate	54
The Democratic House of Representatives	56



Republican Media Campaign

=====

"During the past few weeks have you seen or heard any television advertising for President Reagan or the Republican Party?"

	<u>Percent</u>
Yes	32
No	68

	<u>Yes</u> (%)	<u>No</u> (%)	<u>Not Sure</u> (%)
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(If "Yes," above:) (N = 480)

"Do you recall seeing a television commercial which showed several factory workers and then showed the Statue of Liberty being repaired and talked about jobs in America?"

46	45	9
----	----	---

"Do you recall seeing a television commercial which showed scenes of America in the Spring of '84 to depict the national economic recovery and talked about the Presidency not being too big a job for any one person?"

25	68	7
----	----	---

"Do you recall seeing a television commercial which showed the scenes of morning across America, including a wedding scene, and talked about the country as being "prouder, stronger, and better?"

35	59	6
----	----	---

"Do you recall seeing a television commercial which showed President Reagan talking about his administration's accomplishments in solving the country's economic problems?"

40	52	8
----	----	---

"Do you recall seeing a television commercial which showed a small city in which people were buying new homes and trucks and in which a local factory had reopened?"

24	70	6
----	----	---