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MARKET OPINION RESEARCH



U.S. National Post Election Study

Summary Tables

Prepared for:

National Republican Congressional Committee



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National Republican Congressional Committee

November, 1984
Job #P84281

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FOREWORD

Research Design

Sample Field

Objectives

The survey was commissioned by the National Republican Congressional Committee as part of their regular series of national monitor surveys. The purpose of this post election study is twofold: (1) to identify the major factors which influenced voting behavior in the 1984 congressional elections and (2) to determine the voters' issue agenda for 1985. In particular, the survey is designed to cover:

1984 Congressional Election

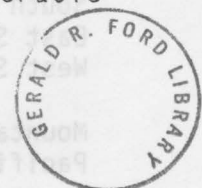
Sample Design

- Influence of national party images and party identifications
- Influence of local candidates
- Influence of President Reagan
- Influence of preferences for partisan control of Congress
- Influence of general perception of the country and the economy
- Influence of campaign themes
- Influence of national issues
- Social composition of the 1984 voting coalitions

1985 Issue Agenda

Census Region

- Volunteered concerns
- Ratings of selected problem areas
- Perceptions of the Republican Party on selected issues
- Voters' positions and preferred solutions on selected issues
- Social composition of the Republican and Democratic parties



Research Design

Sample/Field

Three thousand (3,000) telephone interviews were administered to a clustered, probability-proportionate-to-size random sample of U.S. citizens, 18 years old or older living in the continental United States. The sample was fielded in two stages: a national PPS sample of 1,500 interviews was conducted between November 10th and November 17th and a second national PPS sample was conducted between November 17th and November 29th.

Sample Design

The sample was stratified by the nine U.S. Census regions.

Sampling Frame by Census Region

<u>Census Region</u>	<u>PPS Sample</u>	
	<u>Number of Areas</u>	<u>Total Number of Interviews</u>
New England	34	170
Mid-Atlantic	98	490
East North Central	110	550
West North Central	46	230
South Atlantic	100	500
East South Central	38	190
West South Central	62	310
Mountain	30	150
Pacific	82	410
Totals	600	3,000

MARKET OPINION RESEARCH

Sample Weights

The sample was checked against census data and previous survey results. Adjustment weights were applied by age and race within regions. The weights were applied by the program used in the subsequent analysis, i.e fractional/machine weighing. The weighted N for the sample is three thousand and two (N=3,002).

The sample error for a simple random sample (N=3,000) is +1.8% at the 95% level of confidence. This means that ninety-five out of one hundred simple random samples will have their sample estimate within plus or minus 1.8% of the population value.

Data Processing

The interviews were conducted, validated and edited in MOR's telephone facilities in Detroit, Southfield, and Dearborn, Michigan. The completed interviews were coded and keyed and the data run in the home office of Market Opinion Research, Detroit, Michigan.

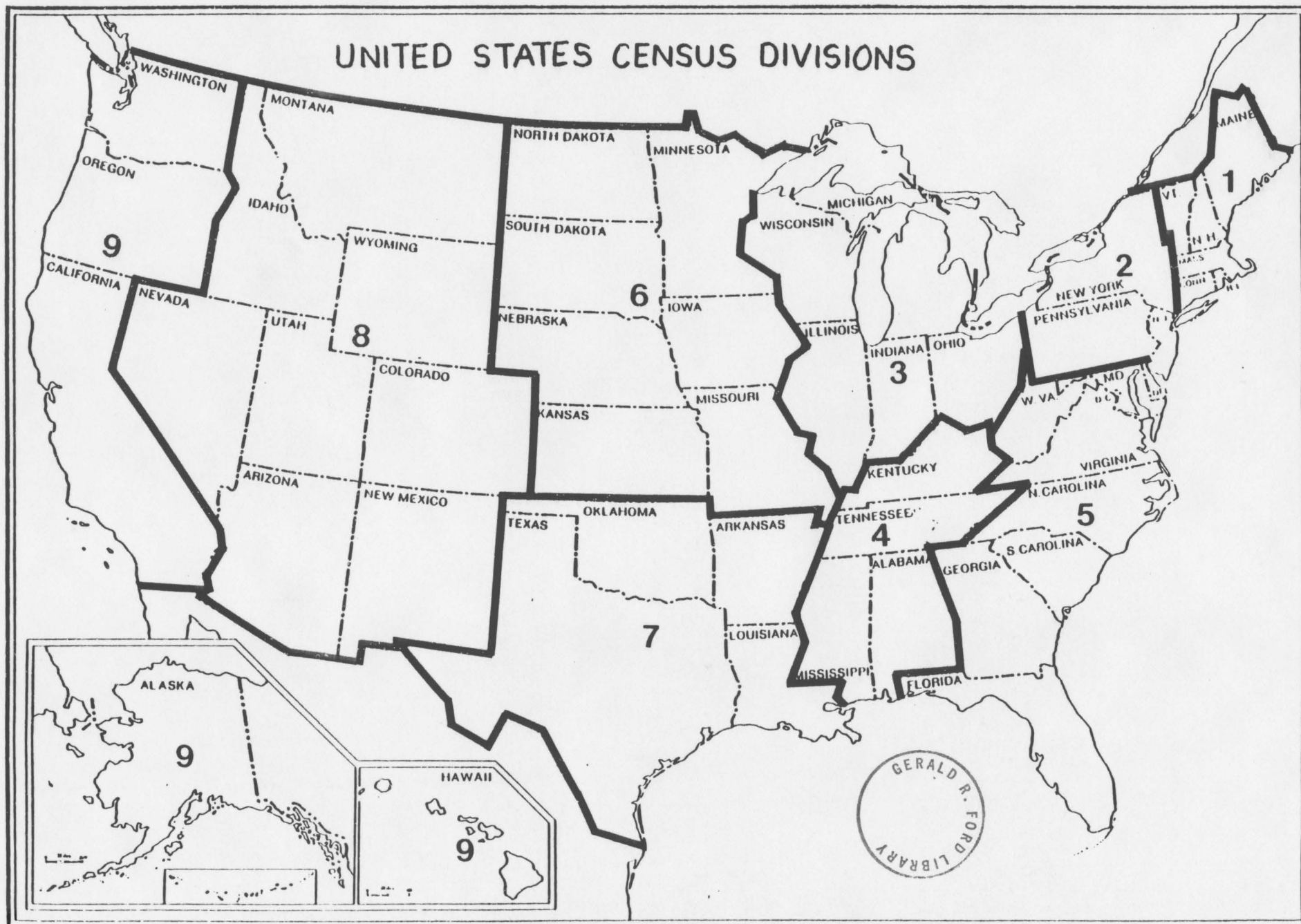
Staff Participation

Design/Questionnaire: Frederick Steeper

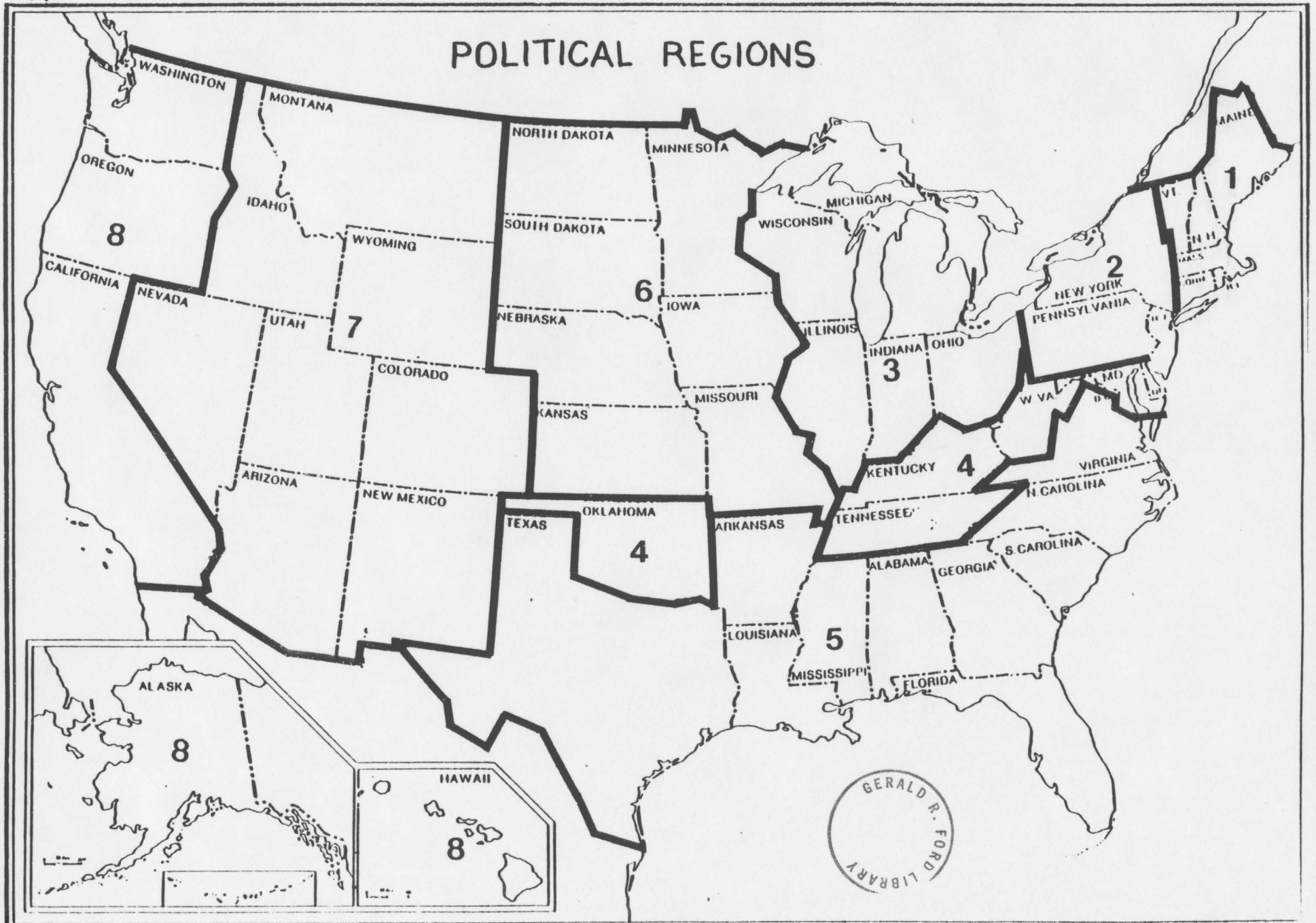
Analysis Tables: Frederick Steeper, Frank McBride and Kimberly Hafley



1·New England 2·Middle Atlantic 3·East North Central 4·East South Central 5·South Atlantic
6·West North Central 7·West South Central 8·Mountain 9·Pacific



1. New England 2. Mid-Atlantic 3. East North Central 4. Border 5. Deep South 6. West North Central 7. Mountain 8. Pacific





Marginal Results
 U.S. Nat'l Post Election
 N=3000
 November 9-29, 1984

1.	Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?	Right direction 61% Wrong track 29 Don't know. 9 Refused/NA. 1
----	--	---

2.	Do you approve or disapprove of the way Ronald Reagan is handling his job as President? (WAIT FOR RESPONSE AND ASK:) Would that be strongly (approve/disapprove) or just somewhat (approve/diapprove)?	Strongly approve. 37 Just somewhat approve 28 Just somewhat disapprove. 11 Strongly disapprove 17 Don't know. 5 Refused/NA. 1
----	--	--

3.	Would you say that you and your family are better off financially or worse off or about the same as you were four years ago?	Better off. 42 About the same. 38 Worse off 18 Don't know. 1 Refused/NA. *
----	--	--

4.	Thinking about people in your community, do you think they are generally better off, worse off, or about the same as they were four years ago?	Better off. 35 About the same. 34 Worse off 22 Don't know. 8 Refused/NA. *
----	--	--

Thinking about the nation's economy . . .

5.	Compared to a year ago, do you think the national economy has gotten better, gotten worse, or stayed about the same?	Gotten better 45 Stayed about the same 33 Gotten worse. 18 Don't know. 4 Refused/NA. *
----	--	--

6.	Thinking about a year from now, do you expect the national economy will be better or worse or about the same as now?	Better. 42 About the same. 29 Worse 22 Don't know. 7 Refused/NA. *
----	--	--

7.	Do you have more confidence in the policies and programs of (ROTATE: the Republican party or the Democratic party) to solve the problems facing the country?	Republican party. 50 Democratic party. 29 Both. (VOLUNTEERED) 4 Neither (VOLUNTEERED) 10 Don't know. 6 Refused/NA. 1
----	--	---

Let's talk for a minute about the political campaigns this year. . .

8.	Some people don't pay much attention to political campaigns. How about you? Would you say you have been: very interested, somewhat interested, or not much interested in the political campaign this year?	Very interested	48%
		Somewhat interested	37
		Not much interested	15
		Don't know.	1
		Refused/NA.	*

9. Were any particular issues important to you in this election? (IF YES, ASK:) Which ones? (PROBE FOR AT LEAST TWO RESPONSES)

Top Mention

Economy/Economics	17
More taxes/Taxation	14
Nuclear arms race	11
Strong military/Defense	9

10.	In talking with people, we found that some people weren't able to vote in the elections on November 6th. How about you, did you vote on November 6th or did something keep you from voting?	Did vote82
		Did not vote . . (GO TO Q.41). . .	.18
		Refused/NA . . . (GO TO Q.41). . . . *	

(ASK EVERYONE)

11. In the election for President, did you vote for (ROTATE: Ronald Reagan and George Bush the Republicans or Walter Mondale and Geraldine Ferraro the Democrats)?

Ronald Reagan/George Bush	56%
Walter Mondale/Geraldine Ferraro	36
Other (VOLUNTEERED)	1
Did not vote for President	*
Don't know	*
Refused/NA	7

12. Would you say your vote was mainly for (NAME) or against (NAME)?	For	RR	WM
		79	53
	Against	16	43
	Don't know	3	4
	Refused/NA	1	1

13. When would you say you finally made up your mind how you were going to vote for President -- (READ LIST SLOWLY -- ALTERNATE TOP TO BOTTOM AND BOTTOM TO TOP)	On election day	3
	A few days before election day	5
	Last two weeks of October	8
	First two weeks of October	6
	In September	11
	Before September	66
	Don't know	1
	Refused/NA	*

14. For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year? (PROBE FOR AT LEAST TWO RESPONSE)

Top Mentions

Stand on taxes/Tax policies	18
Economy/Economic policies	10
Defense/Strong military	8
Arms race/Arms control	8

15. In addition to the presidential race there were several other races on the ballot in (STATE NAME). Did you vote in all, most, or a few of these other races on the ballot or did you vote just in the presidential race this year?	All	70
	Most	12
	Few/One or two	7
	Voted for President only	9
	Don't know	*
	Refused/NA	*



(ASK EVERYONE)

16. Some states allow a voter to vote a straight party ticket, that is, for all the candidates of one party, by marking or punching one spot on the ballot or pulling one lever on a machine. Did you vote a straight party ticket this year or not?

- Yes, straight party 36%
- No, did not 61
- Voted in just one or two races (VOL) 1
- Not sure. 1
- Refused/NA. 1

17. Did you vote (ROTATE: straight Democratic or straight Republican)?

Democratic	49
Republican	49
Refused. . . (GO TO Q.23).	2

18. Which of the following answers best describes how you voted in the races in (STATE NAME) this year? (ALTERNATE TOP TO BOTTOM/BOTTOM TO TOP)

Mostly Democratic	23
A few more Democrats than Republican	10
About equally for both parties.	24
A few more Republicans than Democrats	12
Mostly Republican	26
Refused/NA (GO TO Q.23)	5

19. Is this the first time you've voted straight (Democratic/Republican) or have you voted straight (Democratic/Republican) before?

	Tot.	Rep.	Dem.
First time	26	33	18
Never voted before (VOL) 4	3	4	
Not first time	69	62	76
Don't know	1	2	1
Refused/NA	*	-	-

21. Compared to past elections, did you vote for more Republicans than you usually do, more Democrats than you usually do, or have you split your ticket like this before?

More Republicans.	18
Split before like this.	66
More Democrats.	10
First time voted (VOLUNTEERED).	4
Don't know.	2
Refused/NA.	*

20. Why did you vote straight (Democratic/Republican) this year? (PROBE FOR AT LEAST TWO RESPONSES)

<u>Top Rep. Mentions</u>	
Needed to help Reagan	19
Rep. issues/Policies	17
Liked candidates	15
<u>Top Dem. Mentions</u>	
Liked candidates	18
Don't like Reps.	12
Raised Democrat	10
Like Dem. thinking	10

22. This year, why did you vote for more (Republicans/Democrats) than you usually do? (PROBE FOR AT LEAST TWO RESPONSES)

<u>Top Rep. Mentions</u>	
Stand on issues	20
Voted for person	12
Liked Reps. more	10
Like Reagan	10
<u>Top Dem. Mentions</u>	
Stand on issues	21
Like Dems. more	19
Voted for person	19
Dems. better job	10

23. In the election for U.S. Congress, this year, did you vote for (ROTATE: the Republican candidate or the Democratic candidate) in your district?

Republican43
Democratic44
Other (GO TO Q.40)1
Did not vote (GO TO Q.40)6
Don't know . (GO TO Q.40)4
Refused/NA . (GO TO Q.40)3

24. Would you say that your vote was mainly for the (REPUBLICAN/DEMOCRAT) or against the (OTHER PARTY)?	For	Rep. 80	Dem. 80
	Against	16	16
	Don't know	3	3
	Refused/NA	1	1

25. When would you say you finally made up your mind how you were going to vote for U.S. Congress -- (READ LIST SLOWLY -- ROTATE READING TOP TO BOTTOM AND BOTTOM TO TOP)	On election day6
	A few days before election day11
	Last two weeks of October14
	First two weeks of October8
	In September11
	Before September48
	Don't know2
Refused/NA	*	

26. For you personally, what were the most important differences between the Republican candidate and the Democratic candidate in your district? (PROBE FOR AT LEAST TWO RESPONSES)

<u>Top Mentions</u>	
Republican better candidate	5
More experienced	5
Stand on taxes	4
Democrat better candidate	4
None/nothing	4
Don't know	37



(IF VOTED FOR (Q.11) PRESIDENT AND (Q.23) CONGRESS, ASK:)

(READ ONE)
REAGAN VOTERS

a. You voted Republican for President and
Republican for Congress;

b. You voted Republican for President and
Democratic for Congress;

MONDALE VOTERS

c. You voted Democratic for President and
Democratic for Congress;

d. You voted Democratic for President and
Republican for Congress;

27. Did you intentionally vote for a candidate for Congress of the same party as (Reagan/Mondale) or did you just vote for who you thought was the better person in the congressional race?

	Tot	RR	WM
Intentionally the same . . .	26	28	24
Just better person . . .	69	66	72
Both/equal (VOLUNTEERED)	4	5	3
Don't know	1	1	*
Refused/NA	*	*	*

28. Did you intentionally vote for a candidate for Congress of the opposite party of (Reagan/Mondale) or did you just vote for who you thought was the better person in the congressional race?

	Tot	RR	WM
Intentionally the opposite. . .	4	3	5
Just better person	91	91	94
Both/equal (VOLUNTEERED). . .	1	1	--
Don't know	2	2	1
Refused/NA	3	3	--



IF VOTED FOR CONGRESS IN Q.23, ASK:

Now I'd like to read you some statements that people have made about why they voted the way they did in the congressional election this fall. As I read each one, please tell me whether you agree or disagree that it describes why you voted for the candidate you voted for, for Congress.

(NOTE: Dem. voters on left;
Rep. voters on right)

(RANDOMIZE)

	Agree		Disagree		Don't Know		Refused	
	D/R	D/R	D/R	D/R	D/R	D/R	D/R	D/R
29. You voted to keep your taxes down.	64	84	33	14	3	2	*	*
30. You wanted your congressional vote to provide a check and balance on your presidential vote.	60	56	34	37	5	7	1	1
31. You wanted to vote for the same ideas and policies for President and for Congress.	65	80	32	17	3	3	*	*

IF VOTED REPUBLICAN, ASK:

32. You liked the Republican candidate better than the Democratic candidate	89		7		2		2	
33. You wanted to vote for the Reagan-Republican team.	76		22		1		2	
34. You wanted the Republican Party to control Congress.	69		27		2		1	
35. You wanted to vote your <u>approval</u> of President Reagan.	78		19		2		2	

IF VOTED DEMOCRATIC, ASK:

36. You liked the Democratic candidate better than the Republican.	85		10		3		2	
37. You wanted the Democratic Party to control Congress.	67		28		3		2	
38. You wanted to vote your <u>disapproval</u> of President Reagan.	56		40		2		2	

(IF AGREED WITH MORE THAN ONE IN Q.29-Q.38, ASK:)

39. Which one of the statements you agreed with was the most important to you in making up your mind for whom to vote in the congressional race? (REPEAT ITEMS AGREED TO, AND RECORD ITEM NUMBER BELOW OR RECORD SINGLE ITEM NUMBER)



(RECORD NUMBER OF MOST IMPORTANT)

Don't know 98
Refused/NA 99

(asked of second 1500 only)

(ROTATE Q.C1 AND Q.C3)

C1. Generally speaking, when the country has a Democratic President do you think it is better to have a (ROTATE: Democratic majority in Congress or a Republican majority in Congress)?

Democratic majority.	41%
No difference/No preference.	14
Republican majority.	35
Don't know.	8
Refused/NA.	1

C2. Do you feel strongly about that or not too strongly?	Strongly.	Dem	Rep
		26%	23%
	Not too strongly.	15	12
	Don't know.	2	*
	Refused/NA.	*	*

C3. Generally speaking, when the country has a Republican President do you think it is better to have a (ROTATE: Democratic majority in Congress or a Republican majority in Congress)?

Democratic majority.	39
No difference/No preference.	13
Republican majority.	40
Don't know.	7
Refused/NA.	1

C4. Do you feel strongly about that or not too strongly?	Strongly.	Dem	Rep
		29%	27%
	Not too strongly.	11	12
	Don't know.	*	1
	Refused/NA.		

Z. Did you vote by absentee ballot or not?

Absentee ballot.	9
Not absentee ballot.	90
Don't know.	*
Refused/NA.	*



(RECORD NUMBER OF MOST IMPORTANT)

Don't know 98
Refused/NA 99

40. How many national elections have you voted in before this year -- one, two, or more than two?

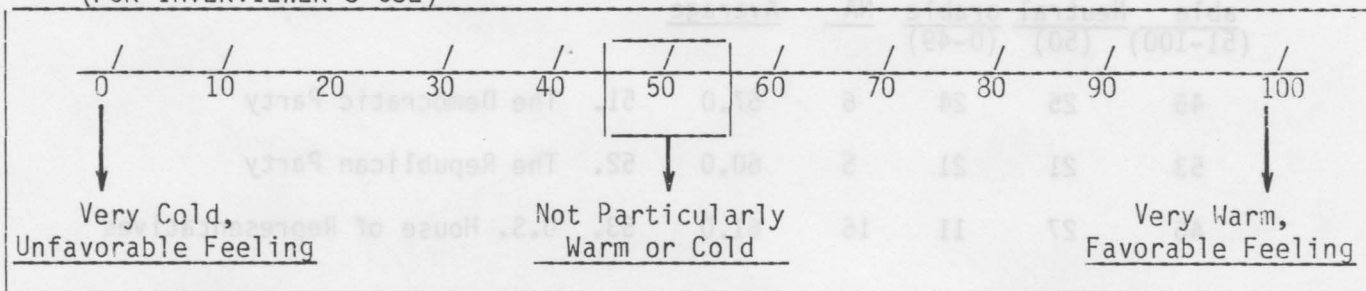
1984 first time (VOL) 8%
 One before 1984 8
 Two before 1984 13
 Three or more before 1984 70
 Don't know. 1
 Refused/NA. *

I'd like you to rate your feelings towards some people in politics using a zero to one hundred scale -- with 100 meaning a very warm, favorable feeling, zero meaning a very cold, unfavorable feeling and 50 meaning not particularly warm or cold.

If you don't have an impression about or have never heard of the person, just tell me and we'll go on to the next name.

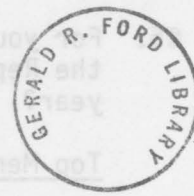
The first person is (READ AND ROTATE), how do you feel about him/her using a zero-to 100 scale?

(FOR INTERVIEWER'S USE)



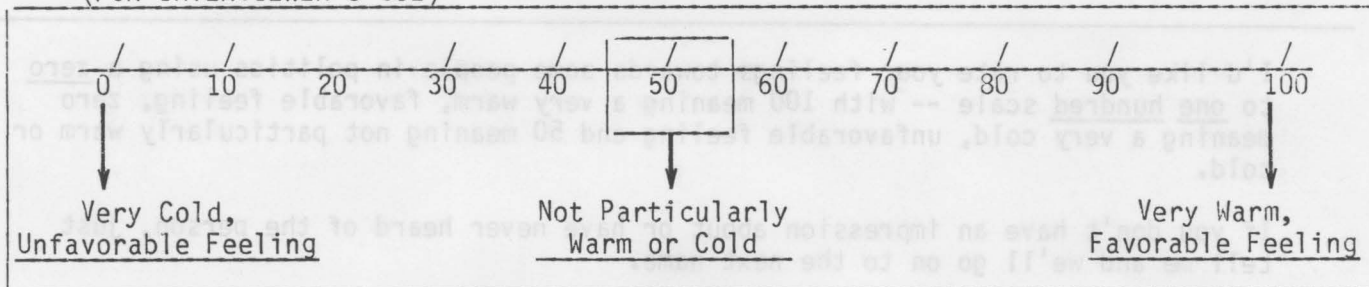
Collapsed Codes

<u>Favorable</u> (51-100)	<u>Neutral</u> (50)	<u>Unfavorable</u> (0-49)	<u>D.K./</u> <u>NA</u>	<u>Average</u>	
61	13	24	2	63.3	41. Ronald Reagan
44	21	30	5	54.2	42. Ted Kennedy
33	21	32	14	48.6	43. Tip O'Neill
46	20	29	5	54.0	44. George Bush
39	21	37	3	50.0	45. Walter Mondale
38	18	40	4	47.6	46. Geraldine Ferraro (FUH-RA-ROW)
39	19	21	21	55.1	47. The Republican candidate for Congress in your district
43	19	20	19	59.0	48. The Democratic candidate for Congress in your district
43	23	20	14	56.8	49. Gary Hart
12	14	44	30	30.4	50. Jerry Falwell



I also have some groups of people to get your feelings about. The first group is _____, how do you feel about them using a zero-to-one hundred scale?

(FOR INTERVIEWER'S USE)



Collapsed Codes

(N=3000)

Favor- able (51-100)	Neutral (50)	Unfav- orable (0-49)	DK/ NA	Average	
45	25	24	6	57.0	51. The Democratic Party
53	21	21	5	60.0	52. The Republican Party
46	27	11	16	61.0	53. U.S. House of Representatives

Q.54-Q.55 NOT ASKED)

C5. For you, personally, what were the most important issue differences between the Republican Party and the Democratic Party in the political campaign this year? (PROBE FOR AT LEAST TWO RESPONSES)

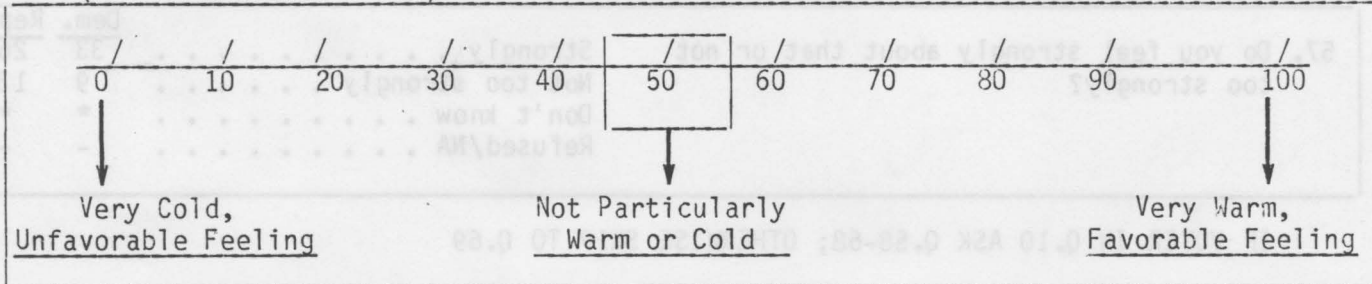
(N=1500)

Top Mentions

Stand on taxes	25
Economy/Economic issues	12
Arms race/Arms control	10
Defense	10

I also have some groups of people to get your feelings about. The first group is _____, how do you feel about them using a zero-to-one hundred scale?

(FOR INTERVIEWER'S USE)



Collapsed Codes

(N=3000)

Favor- able (51-100)	Neutral (50)	Unfav- orable (0-49)	DK/ NA	Average	
45	25	24	6	57.0	51. The Democratic Party
53	21	21	5	60.0	52. The Republican Party
46	27	11	16	61.0	53. U.S. House of Representatives

54. What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year? (PROBE FOR AT LEAST TWO RESPONSES) (VOTE REPUBLICAN/VOTE REAGAN -- NOT ACCEPTABLE/VOTE REPUBLICAN FOR CONGRESS IS ACCEPTABLE)

Top Mentions

Stand on taxes/Lower taxes	22
Economy/Growth in economy	19
Going in right direction	14
Strong defense/Military	12

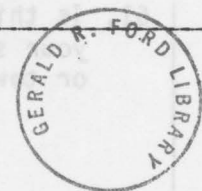
(N=1500)

55. What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year? (PROBE FOR AT LEAST TWO RESPONSES) (VOTE DEMOCRATIC/VOTE MONDALE -- NOT ACCEPTABLE)

Top Mentions

Tax stand/Raise taxes	22
Nuclear arms control	9
The deficit/National debt	9
Things will get better	9

(N=1500)



56. With Ronald Reagan reelected President of the United States, do you think it would have been better to have a (ROTATE: Democratic majority in Congress or a Republican majority in Congress) during Reagan's second term in office.

(N=1500)

Democratic majority	43%
No difference/No preference	11
Republican majority	39
Don't know	6
Refused/NA	*

		Dem.	Rep.
57. Do you feel strongly about that or not too strongly?	Strongly	33	26
	Not too strongly	9	13
	Don't know	*	*
	Refused/NA	-	-

IF VOTER IN Q.10 ASK Q.58-68; OTHERWISE SKIP TO Q.69

(FOR QUESTIONS 59-68 REFER TO CONGRESSIONAL CANDIDATE SHEET ATTACHED TO SAMPLE. IF CD UNKNOWN, ASK ZIP CODE AND DETERMINE CD NUMBER. USE NAMES IN CORRECT CD PLUS NAMES IN CD'S ABOVE AND BELOW THE CORRECT CD).

Now I have a question about some particular candidates in the election but first I need your zip code.

58. What is your zip code please? _____

WRITE IN CD NUMBER _____

59. I'm going to read some names of people to you, and I'd like you to tell me if you recall voting for any of them in the election. (READ HIGHLIGHTED NAMES FROM CONGRESSIONAL CANDIDATE LIST OR NAMES IN R'S CD AND THOSE ABOVE AND BELOW, STOP WHEN RESPONDENT CHOOSES ONE/RECORD ONE NAME ON SPACE PROVIDED)

ASK Q.60 TO Q.68	←	Chose Republican name _____	32
		(RECORD)	
		Chose Democratic name _____	38
		(RECORD)	
		Chose other name from list _____	*
		Didn't vote for any(GO TO Q.69)	11
Don't know.(GO TO Q.69)	16		
Refused/NA.(GO TO Q.69)	3		

60. What office was this person running for? (ASK AS OPEN END)	Congress/U.S. House of Rep.	66
	U.S. Senator.	6
	Representative.	6
	Senator	1
	Legislature	*
	Governor.	*
	Other	1
	Don't know.	19
	Refused/NA.	*

61. Is this office in Washington D.C., your state capital, or your city or town?	State capital	42
	City.	6
	Town.	4
	Washington, D.C.	35
	Don't know.	10
	Refused/NA.	2

62. Is (NAME ABOVE) a Democrat or a Republican or is this something you aren't sure about? Democrat. 49%
 Republican. 37
 Aren't sure about/Don't know. 13
 Refused/NA. *

63. Can you tell me if (he/she) is a liberal, a moderate, or a conservative or is this something you aren't sure about? Liberal 14
 Moderate. 26
 Conservative. 20
 Aren't sure about/Don't know. 40
 Refused/NA. 1

I have some statements about (NAME ABOVE). For each one, please tell me if it is true or not true about (him/her)? If you are not sure, just tell me, and we will go to the next item.

(NOTE: Dem. voters on left;
 Rep. voters on right)

(RANDOMIZE)

	True		Not True		Don't Know/Not Sure		Refused/NA	
	D R		D R		D R		D R	
	D	R	D	R	D	R	D	R
64. He/she generally supports President Reagan's economic policies.	18	62	45	7	37	30	*	1
65. He/she was much more qualified for the job than (his/her) opponent.	72	67	6	10	21	21	1	1
66. He/she favors increasing taxes next year as part of an overall program to reduce the federal budget deficit.	29	12	27	44	43	43	*	1
67. He/she generally supports President Reagan's national defense policies.	24	58	36	6	40	35	*	1
68. He/she was the incumbent and deserved to be reelected.	67	54	19	29	14	16	1	1



Now I'd like to ask you some questions about problems and issues facing the federal government and the country over the coming year.

69. When Congress and the President begin a new year in 1985 what do you think should be their first priority? (PROBE FOR AT LEAST TWO RESPONSES)

Top Mentions	
Balance budget/Federal budget	33%
Unemployment/Job training	15
Arms race/Arms control	12
Defense spending	11
Economy	11

70. Here are seven issues other people have mentioned. Which one do you think will need the greatest attention from the federal government in 1985?

71. Which one would you choose next?

72. Which one do you think will need the least attention?

(RANDOMIZE)	(Q.70)	(Q.71)	(Q.72)
	Greatest Attention	Next Greatest	Least Attention
a. Inflation	10	13	12
b. Waste in federal spending	14	15	10
c. Nuclear arms control	18	18	14
d. Unemployment	18	16	6
e. National defense	7	9	10
f. The federal budget deficit	21	15	8
g. Assistance to lower income families	10	12	17
Don't know	2	3	21
Refused/NA	*	*	2



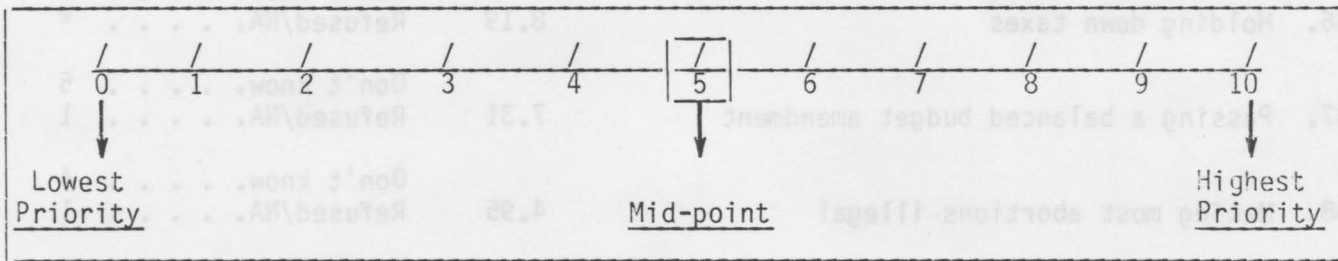


Now I'd like to ask a slightly different question. .

I'd like you to rate the importance of some problems and issues in 1985 using a zero-to-ten scale. If you think an issue will deserve to receive a great deal of attention like (MENTION FIRST AND SECOND PRIORITIES FROM PREVIOUS QUESTION), you might rate it a ten or a number close to ten. If you think an issue will not require great attention from the federal government like (MENTION LAST PRIORITY FROM PREVIOUS QUESTION), you might give it a zero or a number close to zero. Of course, you can use any of the numbers from zero to ten, the higher the number, the more attention the federal government should give the problem compared to other problems next year.

Now, on a zero-to-ten scale, what priority would you give to (RESPONDENT'S TOP PRIORITY ISSUE IN Q.70).

(ASK SECOND, AND LAST PRIORITIES FROM Q.71-72, THEN RANDOMIZE REMAINING ITEMS)



(RANDOMIZE)	<u>Average</u>		
73. Controlling inflation	7.81	Don't know.	1%
		Refused/NA.	*
74. Reducing waste in federal spending	8.07	Don't know.	1
		Refused/NA.	*
75. Reaching a nuclear arms control agreement	8.01	Don't know.	2
		Refused/NA.	*
76. Reducing unemployment	8.18	Don't know.	1
		Refused/NA.	*
77. Maintaining a strong national defense	7.88	Don't know.	1
		Refused/NA.	*
78. Reducing the federal budget deficit	8.19	Don't know.	2
		Refused/NA.	*
79. Increasing assistance to lower income families.	6.96	Don't know.	1
		Refused/NA.	*
80. Improving the quality of public education	8.23	Don't know.	1
		Refused/NA.	*



Average

81. Simplifying the federal tax system	7.62	Don't know. 3% Refused/NA. *
82. Protecting the environment and controlling hazardous waste	8.09	Don't know. 2 Refused/NA. *
83. Reducing crime	8.31	Don't know. 1 Refused/NA. *
84. Containing communist influence in Central America	7.03	Don't know. 5 Refused/NA. 1
85. Allowing prayers in the public schools	6.15	Don't know. 2 Refused/NA. 1
86. Holding down taxes	8.19	Don't know. 1 Refused/NA. *
87. Passing a balanced budget amendment	7.31	Don't know. 5 Refused/NA. 1
88. Making most abortions illegal	4.95	Don't know. 4 Refused/NA. 1
89. Reducing welfare fraud and abuse	8.11	Don't know. 1 Refused/NA. *
90. Helping the elderly and retired	8.44	Don't know. 1 Refused/NA. *

91. Thinking about government spending, which do think should be the emphasis for the federal government next year...

(ROTATE)

a. Increasing spending on domestic programs such as education and health care in order to help more people.43%

OR

b. Keeping spending on domestic programs at their present levels in order to move closer to a balanced budget51

Don't know. 4

Refused/NA 1

92. Some people would be willing to pay higher taxes in order for the federal government to expand its programs and services to the people.

Others think taxes are high enough and the federal government is receiving enough money to support its programs and services.

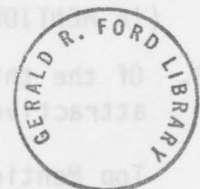
Which of those two positions do you most agree with?

Willing to pay higher taxes for more services 20

Taxes high enough/has enough money. 76

Don't know. 3

Refused/NA. 1



Here are some things about the Republican Party that some people find attractive and other people do not like. For each one please tell me if it tends to attract you to the Republican Party and its candidates, pushes you away from the Republican Party and its candidates, or has no effect on your opinion.

(RANDOMIZE)	Attracts You To The Republican Party	Pushes You Away From Republican Party	Has No Effect On Your Opinion	Don't know	Ref./ NA
93. Its general opposition to abortion.	29 %	36 %	29 %	4%	1%
94. Its position on government spending.	45	29	18	7	1
95. Its support of a balanced budget amendment.	59	13	21	6	1
96. Its opposition to a tax increase to reduce the deficit.	50	28	16	5	1
97. Its support of voluntary school prayer.	50	21	25	3	1
98. Its position on the environment.	36	24	28	11	2
99. Its support for military action to contain Communist influence in Central America.	43	30	17	9	1
100. Its position on women's rights.	35	27	29	8	1
101. Its opposition to the liberal welfare state.	38	22	25	13	1
102. Its tough-minded approach toward the Soviet Union.	57	21	15	6	1
103. Its opposition to big government.	48	19	21	10	2
104. Its position on nuclear arms control.	49	28	15	7	1
105. Its position on Social Security.	43	30	17	10	1
106. Its position on national defense.	57	23	13	6	1
107. Its connection with Jerry Falwell.	9	44	29	17	2

(IF MENTIONED TWO OR MORE LIKES IN Q.93-107, ASK:)

108. Of the things you said you liked, which one do you most like or find most attractive about the Republican Party? (RECORD ITEM NUMBER BELOW/REPEAT ALL POSITIVE CHOICES IF NECESSARY)

Top Mentions	
Balanced budget amendment	12
Tax increase opposition	10

(RECORD "NONE" IF NONE/RECORD ITEM NUMBER IF SINGLE POSITIVE)

109. Is there anything that I did not mention that you especially like or find attractive about the Republican Party? (PROBE FOR ONE SPECIFIC RESPONSE)

Top Mentions

Ronald Reagan	1 %
Good leaders	1
None/Nothing	73
Don't know	15

(IF MENTIONED TWO OR MORE DISLIKES IN Q.93-Q.107, ASK:

110. Of the things you said tended to push you away from the Republican Party and its candidates, which one do you most dislike about the Party? (RECORD ITEM NUMBER BELOW/REPEAT ALL NEGATIVE ITEMS IF NECESSARY)

Top Mentions

Connection with Jerry Falwell	15
Abortion	11
Social Security	7

(RECORD "NONE" IF NONE/RECORD ITEM NUMBER IF SINGLE RESPONSE)

111. Is there anything I did not mention about the Republican Party that you especially dislike and pushes you away from supporting it and its candidates? (PROBE FOR ONE SPECIFIC RESPONSE)

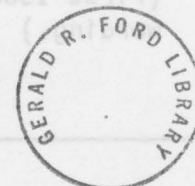
Top Mentions

For the rich	2
Support for military	1
None/Nothing	67
Don't know	15

C6. If you received a letter from Ronald Reagan asking you to make a financial contribution to the Republican Party to help pass his legislative programs in 1985, would you be more likely or less likely to make such a contribution?

(N=1500)

More likely.	25%
No difference (VOLUNTEERED).	7
Less likely.	59
Don't know	8
Refused/NA	1



Federal taxes have been an issue in the news lately. . .

112.	Would you favor or oppose a tax increase next year as part of an overall program to reduce the federal budget deficit?	Favor32%
		Oppose59
		Don't know7
		Refused/NA1

113. As you may know President Reagan has said he opposes a tax increase next year. Do you think, no matter what he has said, he still will raise taxes next year to reduce the deficit, or will he remain opposed to a tax increase?

Will raise47
Remain opposed35
Taxes will be raised but Reagan will be opposed (VOLUNTEERED)10
Don't know8
Refused/NA1

Here are some proposals for changing the federal tax system in this country. For each one please tell me if you think the change is greatly needed, somewhat needed or not needed.

(ROTATE)	Greatly Needed	Somewhat Needed	Not Needed	Don't Know	Refused/NA
114. Simplifying the tax form.	53	28	15	4	1
115. Eliminating loopholes.	66	21	7	5	1
116. Changing from a graduated income tax to a single, flat tax rate for everyone.	35	21	31	12	1
117. Reducing taxes on middle income families.	57	27	12	4	1
118. Increasing taxes on large corporations and wealthy people.	62	20	13	4	1

119. Now I'd like to read to you one proposal that has been made and tell me whether you would favor or oppose changing our present income tax system in this way. Under this proposed system, a family of four with less than \$11,000 income would pay no federal income taxes. A family of four with an income between \$11,000 and \$40,000 would pay 20% of their income in taxes, and a family with an income of more than \$40,000 would pay 25% of their income in taxes. At the same time, all the deductions would be eliminated except for home mortgage interest, property taxes, medical expenses and charitable contributions. Would you favor or oppose changing our present tax system to this plan?

(First 1500 had slight revision to this wording.)	Favor47
	Oppose38
	Don't know14
	Refused/NA1

On the issue of abortion. . .

120. Do you agree or disagree that a woman should have the legal right to an abortion if she wants one? (WAIT FOR RESPONSE AND ASK:) Do you strongly (agree/disagree) or just somewhat (agree/disagree)?	Strongly agree. 47% Somewhat agree. 15 Neither/Depends (VOLUNTEERED) 7 Somewhat disagree 5 Strongly disagree 21 Don't know. 3 Refused/NA. 2
--	---

a. Do you think of yourself as closer to the Republican or the Democratic Party? Republican 44 Democratic 52 Neither 2 Don't know 2 Refused 2	a. Would you call yourself a strong (Rep./Dem.) or a not very strong (Rep./Dem.)? Strong 58 Not very strong 43 Don't know 1 Refused *
--	---

b. Are you currently registered to vote at your present address? Yes 86 No 12 Registered elsewhere 2 Don't know 2 Refused/NA *	
---	--



Now, a few questions for statistical purposes. . . .

I. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent or what?

Republican	30%
Democrat	30
Independent	34
No preference	4
Other	*
Don't know	1
Refused	1

<p>a. Would you call yourself a <u>strong</u> (Rep./Dem.) or a <u>not very strong</u> (Rep./Dem.)?</p> <table border="0"> <tr> <td>Strong</td> <td>56</td> </tr> <tr> <td>Not very strong</td> <td>43</td> </tr> <tr> <td>Don't know</td> <td>1</td> </tr> <tr> <td>Refused</td> <td>*</td> </tr> </table>	Strong	56	Not very strong	43	Don't know	1	Refused	*	<p>a. Do you think of yourself as closer to the Republican or the Democratic Party?</p> <table border="0"> <tr> <td>Republican</td> <td>44</td> </tr> <tr> <td>Democratic</td> <td>28</td> </tr> <tr> <td>Neither</td> <td>23</td> </tr> <tr> <td>Don't know</td> <td>3</td> </tr> <tr> <td>Refused</td> <td>3</td> </tr> </table>	Republican	44	Democratic	28	Neither	23	Don't know	3	Refused	3
Strong	56																		
Not very strong	43																		
Don't know	1																		
Refused	*																		
Republican	44																		
Democratic	28																		
Neither	23																		
Don't know	3																		
Refused	3																		

D3. Are you currently registered to vote at your present address?

Yes	85
No	12
Registered elsewhere	3
Don't know	*
Refused/NA	*





VI. On political issues, do you consider yourself as a liberal, a conservative, or a moderate? (WAIT FOR RESPONSE AND ASK:) Do you tend to be extremely, (liberal/conservative), fairly (liberal/conservative), or just slightly (liberal/conservative)?	Extremely liberal	3%
	Fairly liberal	8
	Just slightly liberal	4
	Moderate	46
	Just slightly conservative	10
	Fairly conservative	17
	Extremely conservative	5
	Don't know	7
	Refused/NA	1

D8. In what year were you born? _____
 (WRITE YEAR)

VIII. What is the last grade of school you completed?	Grade school or less (Grade 1-8) . . .	5
	Some high school (Grade 9-11) . . .	10
	Graduated high school	34
	Vocational school/Technical school . .	2
	Some college-2 years or less	15
	Some college-more than 2 years	8
	Graduated college	15
	Post-graduate work	9
	Refused	1

IX. Are you currently (READ 1-5; ONE ANSWER ONLY)	Employed and working full-time . . .	50
	Employed and working part-time . . .	10
	Unemployed	6
	Retired	18
	Housewife	11
	Temporarily laid off (VOLUNTEERED) .	1
	Other _____	5
	(SPECIFY)	
	Don't know	*
	Refused	*

I have some follow-up questions about your occupation . . .		
D12. Is your work in the field of health, education, or social welfare services?	Yes	23
	No	69
	Don't know	1
	Refused/NA	*
D13. Do you work for federal, state, or local government?	Yes	22
	No	70
	Refused/NA	1
D14. Are you a member of a labor union or teacher's association?	Labor union	14
	Teacher's association	5
	Neither, no	73
	Refused/NA	*



X. What is your present marital status?

Single	25%
Married	58
Divorced	6
Separated	1
Widow/Widower	8
Don't know	*
Refused/NA	1

a. (IF MARRIED) Is your spouse currently . . . (READ 1-5; ONE ANSWER ONLY)

Employed and working full-time . . .	55
Employed and working part-time . . .	8
Unemployed	3
Retired	15
Housewife	18
Temporarily laid off (VOLUNTEERED) .	*
Other _____	2
(SPECIFY)	
Don't know	--
Refused	*

I have some follow-up questions about your spouse's occupation. . . .

D23. Is your spouse's work in the field of health, education, or social welfare services?

Yes	21
No	74
Don't know	1
Refused/NA	1

D27. Does your spouse work for federal, state, or local government?

Yes	21
No	74
Refused/NA	1

D32. Is your spouse a member of a labor union or teacher's association?

Labor union	16
Teacher's association	6
Neither, no	74
Refused/NA	1

XVIII. Is your religious background Protestant, Roman Catholic, Jewish or something else? (IF "SOMETHING ELSE" OR UNCLEAR IF CHRISTIAN, ASK:) Is that a Christian church?

Protestant (e.g. Baptist, Methodist, etc.)	55%
Roman Catholic	27
Jewish	3
Other Christian	8
Other Non-Christian/Unspecified	2
Agnostic/Atheist	1
None	3
Don't know	*
Refused	1

c. Do you regularly attend a mid-week prayer meeting?

Yes	21
No	73
Don't know	--
Refused	6

XIX. (NOT ASKED)

XX. (NOT ASKED)

XXI. How long have you lived in this state?

Less than 1 year	2
1-5 years	7
6-10 years	6
Over 10 years	33
All my life	51
Don't know	*
Refused/NA	*

D39. Were your parents born in a Southern state? (Kentucky, Maryland, Oklahoma, Tennessee, West Virginia, Alabama, Mississippi, Florida, Georgia, Louisiana, North Carolina, South Carolina, Texas, Virginia)

	DQ39 Father	DQ39a Mother
Yes, born in Southern state . . .	33	34
No, not born in Southern state . .	60	60
Foreign country	5	5
Don't know	1	1
Refused/NA	1	1



XII. Which of the following income groups includes your TOTAL HOUSEHOLD INCOME in 1983 before taxes? (Just stop me when I read the correct category)	Under \$10,000	15%
	\$10,000-\$15,000 (14,999)	13
	\$15,000-\$20,000 (19,999)	11
	\$20,000-\$25,000 (24,999)	12
	\$25,000-\$30,000 (29,999)	11
	\$30,000-\$40,000 (39,999)	13
	\$40,000-\$50,000 (49,999)	7
	\$50,000 and over	7
	Don't know	5
	Refused/NA	7

XXIII.(TRANSFER FROM NATIONALITY OR ASK:) Is your racial or ethnic heritage white, black, hispanic or what?	White	84
	Black	11
	Hispanic/Spanish American/ Chicano	4
	Oriental	*
	American Indian	*
	Other	1
	Not ascertained	*

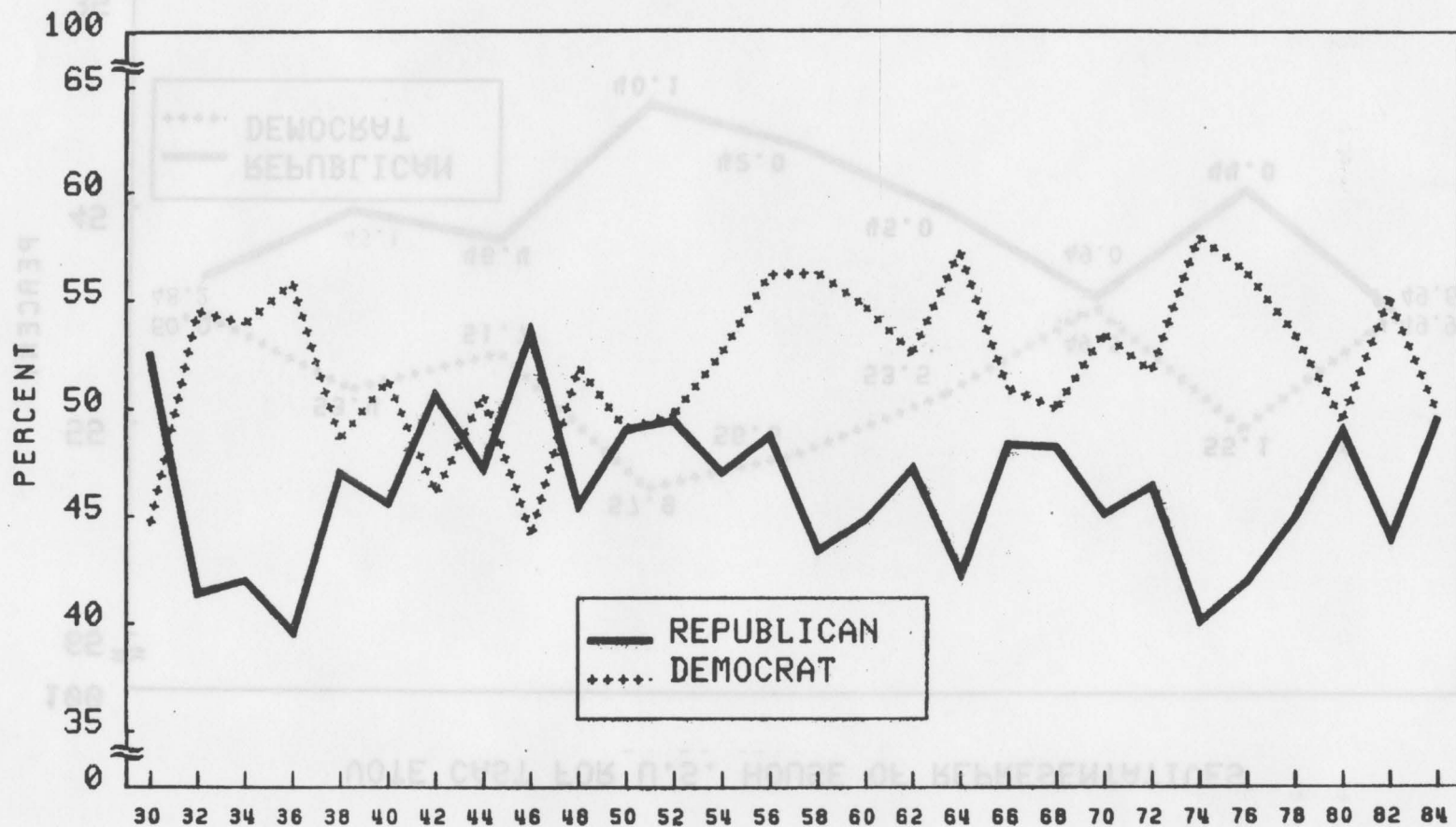
XXV. Sex: (BY OBSERVATION)	Male48
	Female52

Less than 1 year	1-5 years	6-10 years	Over 10 years	All my life	Don't know	Refused/NA
2	7	6	33	51	*	*

D39. Were your parents born in a Southern state? (Kentucky, Maryland, Oklahoma, Tennessee, West Virginia, Alabama, Mississippi, Florida, Georgia, Louisiana, North Carolina, South Carolina, Texas, Virginia)	
Father	Mother
Yes, born in Southern state	Yes, born in Southern state
No, not born in Southern state	No, not born in Southern state
Foreign country	Foreign country
Don't know	Don't know
Refused/NA	Refused/NA
34	33
60	60
5	5
1	1
1	1



VOTE CAST FOR U.S. HOUSE OF REPRESENTATIVES

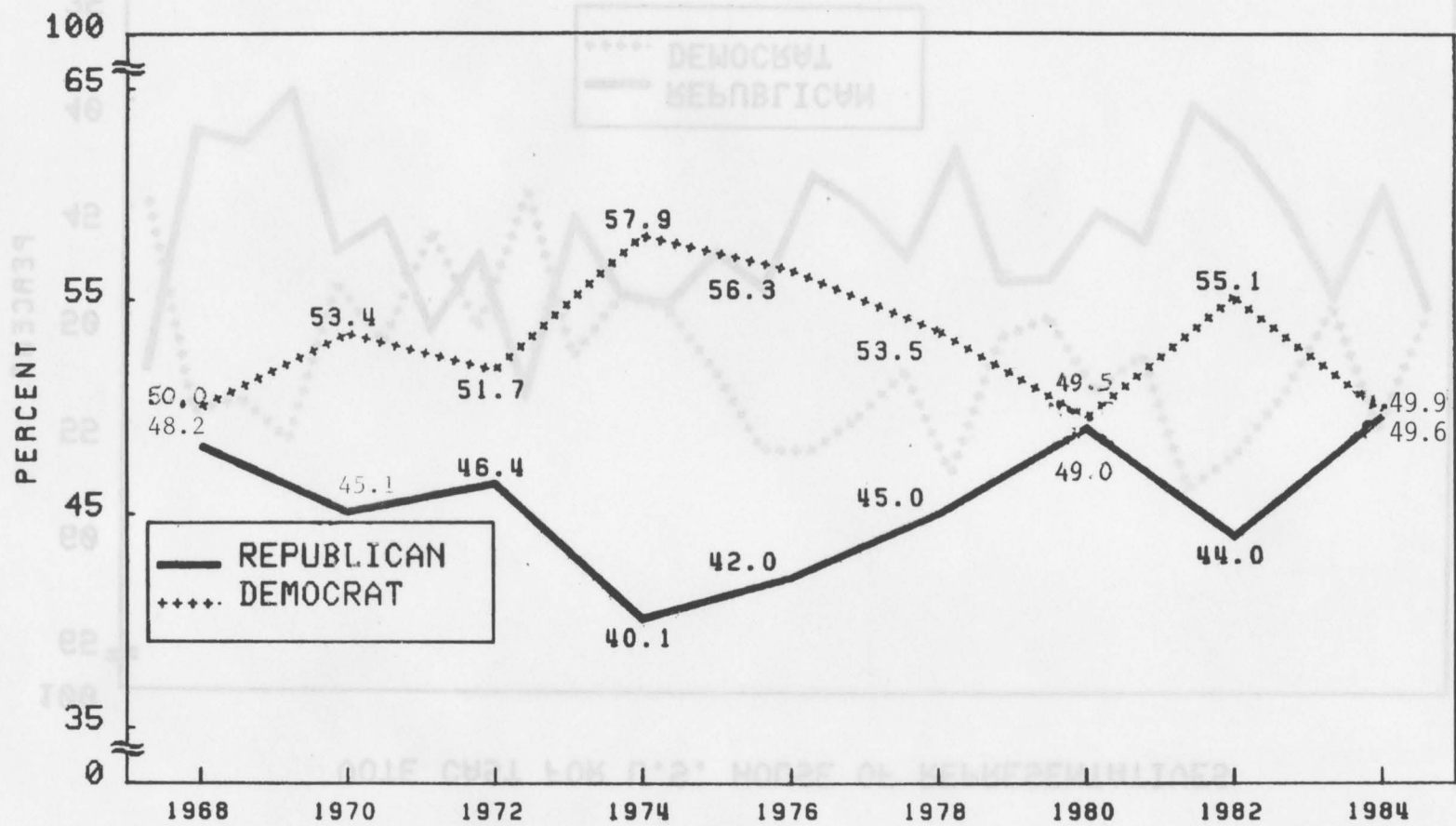


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VOTE CAST FOR U.S. HOUSE OF REPRESENTATIVES



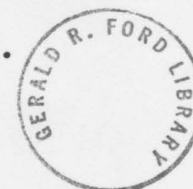
MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

Vote Cast for U.S. House of Representatives and Composition by Political Party 1930-1984

		Econ. Indicators		Vote		Composition		
		Yearly Unemployment Rate	CPI	Repub- lican	Demo- crat	Repub- lican	Demo- crat	Other
Reagan	1984	7.4	4.2	49.6	49.9	183	252	--
Reagan	1982	9.6	3.9	44.0	55.1	166	269	--
Carter	1980	7.1	12.4	49.0	49.5	192	242	1
Carter	1978	6.1	7.7	45.0	53.5	158	277	--
Ford	1976	7.7	5.8	42.0	56.3	143	292	--
Ford	1974	5.6	11.0	40.1	57.9	144	291	--
Nixon	1972	5.6	3.3	46.4	51.7	192	242	1
Nixon	1970	4.9	5.9	45.1	53.4	180	255	--
Johnson	1968	3.6	4.2	48.2	50.0	192	243	--
Johnson	1966	3.8	2.9	48.3	50.9	187	248	--
Johnson	1964	5.2	1.3	42.3	57.2	140	295	--
Kennedy	1962	5.6	1.1	47.2	52.5	176	259	--
Eisenhower	1960	5.5	1.6	44.8	54.7	174	263	--
Eisenhower	1958	6.8	2.7	43.4	56.2	154	283	--
Eisenhower	1956	4.2	1.5	48.7	56.1	201	234	--
Eisenhower	1954	5.6	0.5	47.0	52.5	203	232	--
Truman	1952	2.7	2.2	49.4	49.7	221	213	1
Truman	1950	5.3	0.9	49.0	49.0	199	234	2
Truman	1948	3.4	7.6	45.5	51.9	171	263	1
Truman	1946	3.9	8.5	53.5	44.2	246	188	1
Roosevelt	1944	1.2	1.6	47.2	50.6	190	243	2
Roosevelt	1942	4.7	10.8	50.6	46.1	209	222	4
Roosevelt	1940	14.6	0.8	45.6	51.3	162	267	6
Roosevelt	1938	19.0	1.6	47.0	48.6	169	262	4
Roosevelt	1936	16.9	1.0	39.5	55.8	89	333	13
Roosevelt	1934	21.7	3.6	42.0	53.9	103	322	10
Hoover	1932	23.6	11.3	41.4	54.5	117	313	5
Hoover	1930	8.7	0.0	52.6	44.6	218	216	1

Sources: (1930-1972) Congress and the Nation, 1969-1972.
 (1974-1982) Statistical Abstract of the United States, 1982.



MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

1984 Open Congressional Seats

Republican Vote

Open Democratic Seats	1982		1984		Difference
	Margin	Percent	Margin	Percent	
Colorado 3	- 14,975	45	26,801	57*	+12
Illinois 22	- 60,414	34	- 1,238	50	+16
Indiana 1	- 22,448	43	- 87,049	29	-14
Iowa 5	- 28,133	41	3,160	51*	+10
Massachusetts 5	-140,177	15	- 16,493	46	+31
New Hampshire 1	- 14,405	45	29,875	59*	+14
New York 9	- 54,934	20	- 6,953	47	+27
New York 20	- 26,420	41	6,140	51*	+10
Pennsylvania 11	- 11,886	47	- 33,574	41	- 6
Tennessee 6	-104,094	0	- 41,222	37	+37
Texas	- 91,546	5	27,893	56*	+51
Texas 19	- 70,640	17	29,345	58*	+41
Texas 23	- 10,327	44	unopposed	0	-44

Average = +14.2

Open Republican Seats	1982		1984		Difference
	Margin	Percent	Margin	Percent	
Alabama 1	35,586	62	4,292	51	-11
Arkansas 2	13,862	54	- 12,435	41*	-13
Illinois 13	64,318	70	79,688	67	- 3
Illinois 14	44,348	65	51,816	62	- 3
Kansas 3	28,977	59	31,222	58	- 1
Michigan 5	11,421	53	54,777	62	+ 9
New Jersey 13	34,241	60	48,480	61	+ 1
New York 30	70,341	68	20,505	55	-13
North Carolina 9	17,039	57	286	50	- 7
Texas 22	66,536	100	55,121	65	-35
Utah 2	13,128	54	143	50	- 4
Virginia 7	30,238	60	30,824	58	- 2
Washington 1	64,512	68	29,723	56	-12

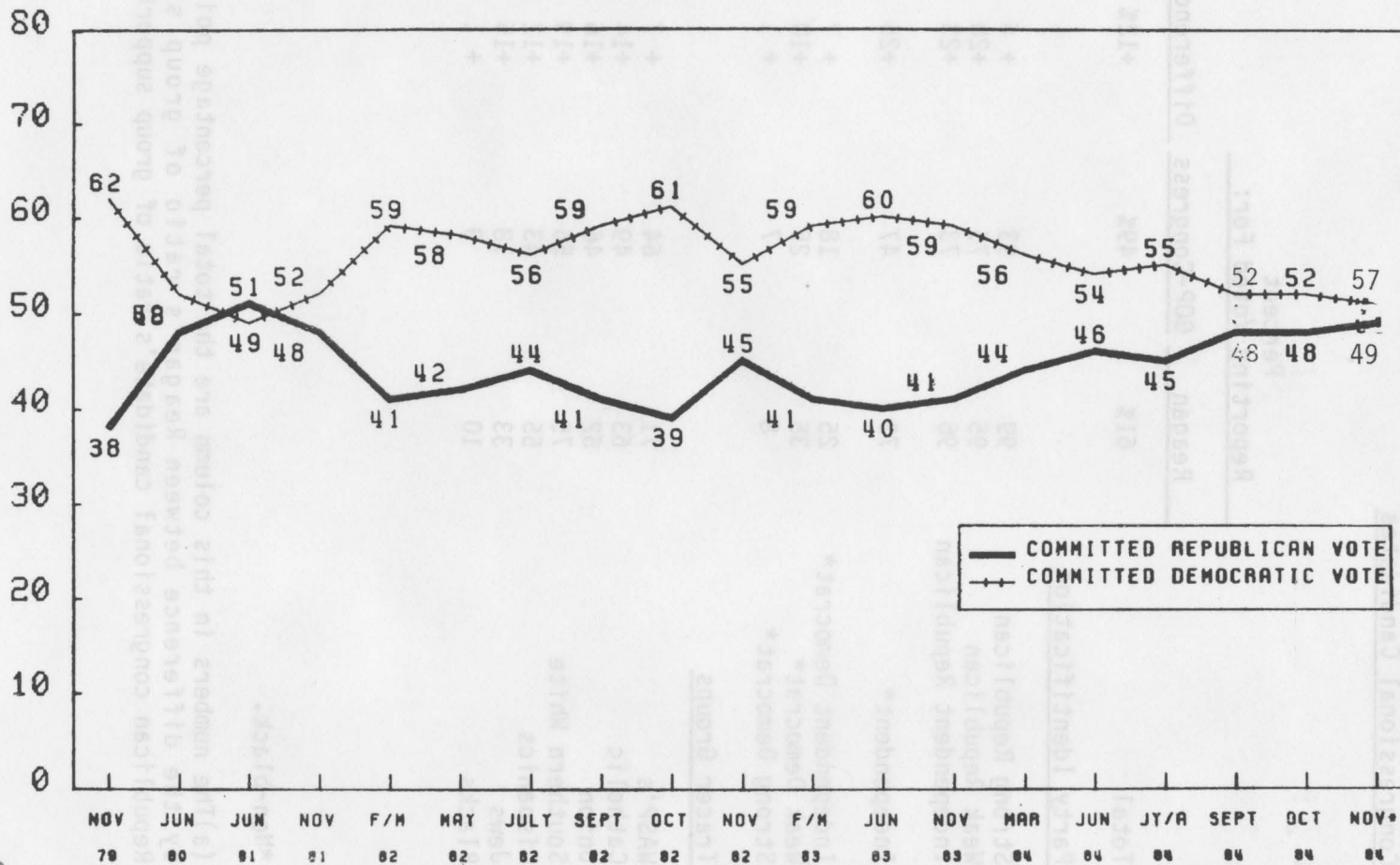
Average = - 7.2

*Take-over.



Sources: (1974-1982) Statistical Abstract of the United States, 1982. (1970-1973) Congress and the Nation, 1982-1973.

TREND TO COMMITTED CONGRESSIONAL VOTE: ADULTS



MARKET OPINION RESEARCH

Comparison of Group Rates of Support for Reagan and Republican Congressional Candidates

	Percent Reporting Voted For:			Contribution to GOP Cong. Diff. - Total (a)
	Reagan	GOP-Congress	Difference	
Total	61%	49%	+12%	--
<u>Party Identification</u>				
Strong Republican	99	93	+ 6	1.1
Weak Republican	95	75	+20	2.5
Independent Republican	96	73	+23	4.0
Independent*	73	47	+26	1.7
Independent Democrat*	25	18	+ 7	.6
Weak Democrat*	35	25	+10	1.2
Strong Democrat*	8	7	+ 1	.1
<u>Tracer Groups</u>				
WASP's	71	64	+ 7	2.1
Catholic	63	49	+14	2.0
Union	62	46	+16	1.9
Southern White	75	56	+19	4.8
Hispanics	55	43	+12	.3
Jews	33	18	+15	.5
Blacks	10	9	+ 1	.1

*Non-black.

(a)The numbers in this column are the total percentage points represented by the difference between Reagan's ratio of group support and the Republican congressional candidate's ratio of group support.



Trend to Committed Republican Congressional Vote by Party Identification

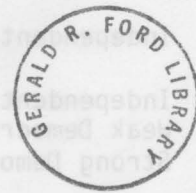
Profiles of Presidential and Congressional Coalitions

1983-1984 Election Cycle

Tracer Groups	1983-1984 Election Cycle			1981-1982 Election Cycle	
	Total	Reagan	GOP Congress	Mondale	Dem. Congress
WASP's	30%	35%	40%	22%	22%
Catholic	15	15	15	14	15
Union	11	11	11	11	13
Southern White	26	32	29	17	22
Hispanics	4	3	2	4	3
Jews	3	2	1	6	5
Blacks	11	2	2	26	20
	100%	100%	100%	100%	100%

1981-1982 Election Cycle

Party Identification	1981-1982 Election Cycle					Total
	Avg.	Nov. 1981	Oct. 1981	Sept. 1981	July 1981	
Strong Republicans	88	85	82	87	92	88
Weak Republicans	88	81	89	87	86	86
Independent Republicans	81	79	77	77	83	83
Non-Black	48	58	37	44	30	45
Independent Democrats*	13	23	15	10	10	14
Weak Democrats*	13	18	16	13	10	10
Strong Democrats*	8	8	8	3	8	3



Trend to Committed Republican Congressional Vote by Party Identification

	1983-1984 Election Cycle					
	Nov. 1984	Oct. 1984	Sept. 1984	March 1984	Nov. 1983	Feb./ March 1983
<u>Voting Age Population</u>	49%	48%	48%	44%	41%	41%
<u>Party Identification</u>						
Strong Republicans	93	92	95	95	95	93
Weak Republicans	75	88	84	87	89	89
Independent Republicans	73	84	80	73	75	83
Independents*	47	44	56	40	49	47
Independent Democrats*	18	11	13	14	9	14
Weak Democrats*	25	24	20	8	8	6
Strong Democrats*	7	4	4	1	5	4

	1981-1982 Election Cycle						
	Avg.	Oct./ Nov. 1982	Oct. 1982	Sept. 1982	July 1982	May 1982	Feb./ March 1982
<u>Total</u>	43.2	45%	40%	42%	42%	41%	39%
<u>Party Identification</u>							
Strong Republicans	95	92	92	95	97	95	96
Weak Republicans	88	81	89	92	87	90	86
Independent Republicans	81	79	77	77	85	83	83
Independents*	45	58	37	44	30	58	45
Independent Democrats*	13	23	12	10	10	9	14
Weak Democrats*	13	18	16	13	10	9	10
Strong Democrats*	5	6	6	3	5	6	3

*Non-black.

MARKET OPINION RESEARCH

(a)
Comparison of Expected and Reported Vote Among Demographic Groups

	Major Demographic Groups														
	Total			Northern Protestant			Northern Union			Catholic			Southern White		
	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected
Total	61%	49%	52%	71%	64%	59%	62%	46%	51%	63%	49%	52%	75%	56%	56%
<u>Party Identification</u>															
Strong Democrat	6	7	NA	5	6	NA	6	6	NA	11	12	NA	7	2	NA
Weak Democrat	31	24	NA	36	31	NA	31	14	NA	37	31	NA	45	28	NA
Independent															
Democrat	21	15	NA	21	26	NA	30	30	NA	18	4	NA	48	16	NA
Independent	68	44	NA	67	57	NA	72	47	NA	67	50	NA	93	42	NA
Independent															
Republican	96	73	NA	91	76	NA	100	66	NA	98	72	NA	99	74	NA
Weak Republican	95	75	NA	92	84	NA	97	64	NA	93	70	NA	97	70	NA
Strong Republican	99	93	NA	100	94	NA	98	95	NA	100	89	NA	99	94	NA

(a) Numbers are % committed vote.

NA=Not applicable. Pscale used to build expected vote variable.



MARKET OPINION RESEARCH

Comparison of Expected and Reported Vote Among Demographic Groups^(a)

	Major Demographic Groups														
	Total			Northern Protestant			Northern Union			Catholic			Southern White		
	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected
Total	61%	49%	52%	71%	64%	59%	62%	46%	51%	63%	49%	52%	75%	56%	56%
<u>Age-3 Cut</u>															
18-39	62	48	52	74	62	59	71	52	55	61	45	53	79	58	59
40-64	62	51	51	69	65	58	53	40	48	71	57	51	77	55	55
65+	56	48	50	71	66	60	50	*	43	55	44	48	64	49	49
<u>Age-5 Cut</u>															
18-24	66	51	54	81	71	61	76	43	50	68	52	56	81	61	61
25-34	61	48	52	73	57	59	69	54	57	57	43	51	83	63	60
35-54	62	48	51	69	63	58	59	42	49	76	58	54	77	53	56
55-64	60	52	50	67	65	57	55	49	48	52	43	46	72	56	54
65+	56	48	50	71	66	60	50	*	43	55	44	48	64	49	49
<u>Sex</u>															
Men	64	51	53	70	62	58	66	43	52	68	51	56	79	61	59
Women	58	47	50	73	65	60	57	48	51	59	47	48	72	50	54
<u>Marital Status</u>															
Single	56	45	51	71	65	59	57	42	52	65	49	56	73	56	58
Married	66	51	53	72	65	60	64	47	52	68	51	52	77	56	57

(a) Numbers are % committed vote.

*Too few cases for analysis.

MARKET OPINION RESEARCH

Comparison of Expected and Reported Vote Among Demographic Groups^(a)

	Major Demographic Groups														
	Total			Northern Protestant			Northern Union			Catholic			Southern White		
	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected	Reagan	Cong- r'l.	Ex- pected
Total	61%	49%	52%	71%	64%	59%	62%	46%	51%	63%	49%	52%	75%	56%	56%
<u>Status Group</u>															
High income	76	59	59	82	74	65	70	50	56	72	53	55	79	56	58
Intelligentsia	62	51	55	60	50	56	55	44	49	65	48	56	72	59	58
Middle class	68	56	55	68	59	58	56	38	47	56	51	50	82	63	58
Lower end	61	52	51	64	64	54	46	37	45	52	44	44	65	45	51
<u>Bought Vote</u>															
Bought	54	42	48	66	59	57	62	40	49	55	45	51	74	53	55
Non-bought	69	55	55	75	63	60	67	51	53	83	61	58	83	63	60

(a) Numbers are % committed vote.



MARKET OPINION RESEARCH

Voting and Partisan Profiles of Native and Immigrant White Southerners(a)

	Southern Whites		
	Total	Natives	Immi-grants
Total	100%	100%	100%
Number of Cases	(762)	(462)	(230)
<u>Presidential Vote</u>			
Reagan	75	73	79
Mondale	25	27	21
<u>Congressional Vote</u>			
Republican	56	49	65
Democrat	44	51	35
<u>Party Identification</u>			
Strong Democrat	14	16	10
Weak Democrat	12	15	7
Independent Democrat	8	8	7
Independent	9	9	10
Independent Republican	22	22	20
Weak Republican	14	12	16
Strong Republican	21	17	29

(a) Southern whites are categorized as native or immigrant by the region of both parents' birth. Respondents with parents born in the North and the South (9% of total) are included only in the total column.



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Total</u>							
November, 1984 (a)	43%	44%	13%	- 1	49	52	- 3
October 12-20, 1984	44	46	10	- 2	48	50	- 2
September, 1984	44	47	10	- 3	48	50	- 2
July/August, 1984	41	50	9	- 9	45	47	- 2
June, 1984	42	49	9	- 7	46	48	- 2
March, 1984	38	49	13	-11	44	49	- 5
November, 1983	36	51	13	-15	41	46	- 5
June, 1983	34	51	16	-17	40	45	- 5
February, 1983	34	48	18	-14	41	46	- 5
November, 1982 (b)	32	40	29	- 8	45	45	+ 0
October, 1982	35	53	13	-18	40	45	- 5
September, 1982	36	50	15	-14	42	47	- 5
July, 1982	34	48	18	-14	42	X	X
May, 1982	34	49	18	-15	41	X	X
February, 1982	33	51	17	-18	39	X	X
November, 1981 (c)	38	40	22	- 2	48	X	X
June, 1981	43	41	16	+ 2	51	X	X
September, 1980 (c)	39	50	12	-11	44	X	X
June, 1980 (c)	42	46	12	- 4	48	X	X
November, 1979	25	39	36	-14	38	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>New England</u>							
November, 1984 (a)	48%	40%	12%	+ 8	55	54	+ 1
October 12-20, 1984	49	43	7	+ 6	53	51	+ 2
September, 1984	43	49	8	- 6	47	47	+ 0
July/August, 1984	42	49	8	- 7	46	48	- 2
June, 1984	36	54	9	-18	40	46	- 6
March, 1984	35	52	12	-17	40	47	- 7
November, 1983	35	54	11	-19	40	50	-10
June, 1983	34	53	13	-19	39	46	- 7
February, 1983	36	38	27	- 2	49	49	+ 0
November, 1982 (b)	36	34	30	+ 2	52	44	+ 8
October, 1982	29	60	10	-31	33	45	-12
September, 1982	30	56	14	-26	35	41	- 6
July, 1982	29	49	22	-20	37	X	X
May, 1982	34	51	15	-17	40	X	X
February, 1982	31	49	20	-18	39	X	X
November, 1981 (c)	32	37	31	- 5	47	X	X
June, 1981	43	38	19	+ 5	53	X	X
September, 1980 (c)	43	45	11	- 2	49	X	X
June, 1980 (c)	39	45	16	- 6	47	X	X
November, 1979	30	39	31	- 9	38	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(d) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Democrat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

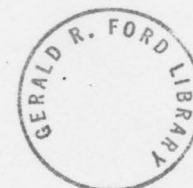
	Vote Intention				Normal Vote Analysis		
	Repub- lican	Demo- crat	Unde- cided	(d) PDI	Rep. % Committed Vote	Normal Vote	Devi- ation
<u>Middle Atlantic</u>							
November, 1984 (a)	44%	41%	15%	+ 3	52	51	+ 1
October 12-20, 1984	38	52	11	-14	42	49	- 7
September, 1984	43	44	12	- 1	49	51	- 2
July/August, 1984	39	51	11	-12	43	47	- 4
June, 1984	41	48	11	- 7	46	51	- 5
March, 1984	34	50	16	-16	40	50	-10
November, 1983	41	48	11	- 7	46	49	- 3
June, 1983	37	51	12	-14	42	47	- 5
February, 1983	34	50	16	-16	40	48	- 8
November, 1982 (b)	43	37	20	+ 6	54	51	+ 3
October, 1982	36	48	15	-12	43	47	- 4
September, 1982	37	47	17	-10	44	49	- 5
July, 1982	33	46	20	-13	42	X	X
May, 1982	32	51	17	-19	39	X	X
February, 1982	31	49	20	-18	38	X	X
November, 1981 (c)	37	43	20	- 6	46	X	X
June, 1981	39	41	20	- 2	49	X	X
September, 1980 (c)	37	48	14	-11	43	X	X
June, 1980 (c)	38	46	15	- 8	45	X	X
November, 1979	27	31	43	- 4	42	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	Repub- lican	Demo- crat	Unde- cided	(d) PDI	Rep. % Committed Vote	Normal Vote	Devi- ation
<u>East North Central</u>							
November, 1984 (a)	43%	46%	11%	- 3	48	52	- 4
October 12-20, 1984	45	45	9	+ 0	50	50	+ 0
September, 1984	44	47	9	- 3	48	52	- 4
July/August, 1984	45	45	10	+ 0	50	51	- 1
June, 1984	41	48	10	- 7	46	49	- 3
March, 1984	41	47	12	- 6	47	51	- 4
November, 1983	38	45	16	- 7	45	48	- 3
June, 1983	39	42	18	- 3	48	49	- 1
February, 1983	34	46	20	-12	42	44	- 2
<u>Middle Atlantic</u>							
November, 1982 (b)	30	36	35	- 6	46	48	- 2
October, 1982	35	55	11	-20	39	48	- 9
September, 1982	39	46	15	- 7	46	50	- 4
July, 1982	31	50	19	-19	38	X	X
May, 1982	38	38	23	+ 0	50	X	X
February, 1982	32	51	17	-19	38	X	X
November, 1981 (c)	38	35	27	+ 3	52	X	X
June, 1981	42	44	14	- 2	48	X	X
September, 1980 (c)	41	49	10	- 8	46	X	X
June, 1980 (c)	44	44	12	+ 0	50	X	X
November, 1979	22	37	41	-15	35	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>West North Central</u>							
November, 1984 (a)	47%	41%	12%	+ 6	54	54	+ 0
October 12-20, 1984	41	50	8	- 9	45	47	- 2
September, 1984	60	36	5	+24	62	55	+ 7
July/August, 1984	42	50	8	- 8	45	49	- 4
June, 1984	46	46	8	+ 0	50	51	- 1
March, 1984	42	49	9	- 7	46	49	- 3
November, 1983	45	49	6	- 4	47	52	- 5
June, 1983	34	53	13	-19	39	46	- 7
February, 1983	35	47	18	-12	43	47	- 4
November, 1982 (b)	23	56	21	-33	29	44	-15
October, 1982	32	55	13	-23	37	44	- 7
September, 1982	37	53	10	-16	41	48	- 7
July, 1982	33	50	17	-17	40	X	X
May, 1982	37	43	20	- 6	46	X	X
February, 1982	38	42	20	- 4	47	X	X
November, 1981 (c)	46	33	20	+13	58	X	X
June, 1981	53	34	14	+19	61	X	X
September, 1980 (c)	51	39	10	+12	57	X	X
June, 1980 (c)	56	36	8	+20	61	X	X
November, 1979	35	32	32	+ 3	52	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	Repub- lican	Demo- crat	Unde- cided	(d) PDI	Rep. % Committed Vote	Normal Vote	Devi- tion
<u>Border States</u>							
November, 1984 (a)	37%	48%	15%	-11	43	52	- 9
October 12-20, 1984	44	50	6	- 6	47	47	+ 0
September, 1984	38	49	13	-11	43	46	- 3
July/August, 1984	36	55	10	-19	39	45	- 6
June, 1984	36	56	9	-20	39	44	- 5
March, 1984	36	53	12	-17	40	46	- 6
November, 1983	32	57	12	-25	36	42	- 6
June, 1983	32	53	14	-21	38	46	- 8
February, 1983	28	58	13	-30	33	41	- 8
November, 1982 (b)	25	49	26	-24	34	41	- 7
October, 1982	26	64	10	-38	29	44	-15
September, 1982	29	56	15	-27	34	41	- 7
July, 1982	36	46	19	-10	44	X	X
May, 1982	29	55	16	-26	35	X	X
February, 1982	29	60	11	-31	33	X	X
November, 1981 (c)	26	54	20	-28	33	X	X
June, 1981	35	55	9	-20	39	X	X
September, 1980 (c)	29	60	11	-31	33	X	X
June, 1980 (c)	28	60	12	-32	32	X	X
November, 1979	28	42	29	-14	41	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Democrat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Deep South</u>							
November, 1984 (a)	39%	45%	16%	- 6	46	50	- 4
October 12-20, 1984	47	43	10	+ 4	52	52	+ 0
September, 1984	41	51	9	-10	45	48	- 3
July/August, 1984	41	52	7	-11	44	45	- 1
June, 1984	42	50	8	- 8	46	45	+ 1
March, 1984	37	52	11	-15	42	46	- 4
November, 1983	32	53	15	-21	38	41	- 3
June, 1983	27	57	17	-30	32	40	- 8
February, 1983	32	50	18	-18	39	43	- 4
November, 1982 (b)	28	40	32	-12	41	41	+ 0
October, 1982	36	51	13	-15	41	42	- 1
September, 1982	34	56	10	-22	38	43	- 5
July, 1982	33	51	16	-18	39	X	X
May, 1982	32	54	13	-22	38	X	X
February, 1982	32	53	15	-21	37	X	X
November, 1981 (c)	37	45	19	- 8	45	X	X
June, 1981	45	37	18	+ 8	55	X	X
September, 1980 (c)	34	56	9	-22	38	X	X
June, 1980 (c)	44	44	12	+ 0	50	X	X
November, 1979	22	47	31	-25	31	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Mountain</u>							
November, 1984 (a)	45%	43%	12%	+ 2	51	51	+ 0
October 12-20, 1984	50	40	10	+10	55	53	+ 2
September, 1984	40	47	13	- 7	46	50	- 4
July/August, 1984	52	43	6	+ 9	55	51	+ 4
June, 1984	47	45	8	+ 2	52	49	+ 3
March, 1984	49	36	15	+13	58	54	+ 4
November, 1983	32	47	21	-15	41	48	- 7
June, 1983	42	43	14	- 1	49	50	- 1
February, 1983	32	54	13	-22	37	48	-11
November, 1982 (b)	32	34	33	- 2	49	46	- 3
October, 1982	44	48	8	- 4	48	51	- 3
September, 1982	44	38	18	+ 6	53	55	- 2
July, 1982	46	42	13	+ 4	52	X	X
May, 1982	39	44	17	- 5	47	X	X
February, 1982	46	38	15	+ 8	55	X	X
November, 1981 (c)	44	30	27	+14	60	X	X
June, 1981	52	25	21	+27	65	X	X
September, 1980 (c)	41	51	6	-10	45	X	X
June, 1980 (c)	50	38	10	+12	57	X	X
November, 1979	37	29	34	+ 8	56	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

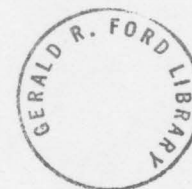
	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Pacific</u>							
November, 1984 (a)	44%	46%	10%	- 2	49	52	- 3
October 12-20, 1984	38	47	15	- 9	44	47	- 3
September, 1984	46	47	7	- 1	50	49	+ 1
July/August, 1984	38	53	9	-15	42	46	- 4
June, 1984	44	45	11	- 1	49	53	- 4
March, 1984	40	47	13	- 7	46	51	- 5
November, 1983	33	53	14	-20	38	45	- 7
June, 1983	32	51	17	-19	39	47	- 8
February, 1983	37	44	19	- 7	45	48	- 2
November, 1982 (b)	35	39	25	- 4	47	47	+ 0
October, 1982	35	52	14	-17	41	45	- 4
September, 1982	35	47	18	-12	43	48	- 5
July, 1982	40	44	16	- 4	48	X	X
May, 1982	30	50	20	-20	37	X	X
February, 1982	33	51	15	-18	40	X	X
November, 1981 (c)	46	34	20	+12	57	X	X
June, 1981	42	43	15	- 1	49	X	X
September, 1980 (c)	43	43	13	+ 0	50	X	X
June, 1980 (c)	41	47	12	- 6	46	X	X
November, 1979	21	42	37	-21	32	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Democrat."



Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(c) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Non-Black North</u>							
November, 1984 (a)	48%	40%	12%	+ 8	54	54	+ 0
October 12-20, 1984	44	45	11	- 1	50	51	- 1
September, 1984	49	42	10	+ 7	54	53	+ 1
July/August, 1984	45	46	10	- 1	50	51	- 1
June, 1984	45	44	11	+ 1	51	52	- 1
March, 1984	42	45	13	- 3	49	53	- 4
November, 1983	40	46	13	- 6	47	50	- 3
June, 1983	38	46	15	- 8	45	49	- 4
February, 1983	37	44	19	- 7	46	49	- 3
<u>Non-Black South</u>							
November, 1984	45	39	16	+ 6	54	56	- 2
October 12-20, 1984	54	36	11	+18	60	56	+ 4
September, 1984	48	42	11	+ 6	53	51	+ 2
July/August, 1984	46	46	8	+ 0	50	50	+ 0
June, 1984	45	47	8	- 2	49	47	+ 2
March, 1984	42	46	12	- 4	47	50	- 3
November, 1983	36	48	15	-12	43	45	- 2
June, 1983	32	50	18	-18	39	45	- 6
February, 1983	37	46	18	- 9	44	46	- 2
November, 1982 (b)	X	X	X	X	X	X	X
October, 1982	X	X	X	X	X	X	X
September, 1982	37	50	13	-13	42	45	- 3
July, 1982	39	43	18	- 4	47	X	X
May, 1982	36	47	16	-11	43	X	X
February, 1982	36	49	16	-13	43	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



MARKET OPINION RESEARCH

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Trend to U.S. House Generic Vote Intention Among Voting Age Population

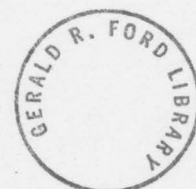
	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(d) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Men</u>							
November, 1984 (a)	45%	43%	12%	+ 2	51	53	- 2
October 12-20, 1984	45	44	11	+ 1	50	52	- 2
September, 1984	47	45	8	+ 2	51	52	- 1
July/August, 1984	44	47	9	- 3	48	50	- 2
June, 1984	44	46	10	- 2	49	50	- 1
March, 1984	40	47	13	- 7	46	50	- 4
November, 1983	40	48	13	- 8	45	49	- 4
June, 1983	36	49	15	-13	43	47	- 4
February, 1983	37	48	15	-11	44	47	- 3
November, 1982 (b)	34	38	28	- 4	47	47	+ 0
October, 1982	37	53	9	-16	41	47	- 6
September, 1982	38	48	14	-10	44	48	- 4
July, 1982	36	47	18	-11	43	X	X
May, 1982	35	46	18	-11	43	X	X
February, 1982	34	50	16	-16	40	X	X
November, 1981 (c)	39	41	21	- 2	49	X	X
June, 1981	44	40	15	+ 4	52	X	X
September, 1980 (c)	X	X	X	X	X	X	X
June, 1980 (c)	X	X	X	X	X	X	X
November, 1979	26	39	35	-13	39	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



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Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	Repub- lican	Demo- crat	Unde- cided	(d) PDI	Rep. % Committed Vote	Normal Vote	Devi- ation
<u>Women</u>							
November, 1984 (a)	41%	45%	14%	- 4	47	50	- 3
October 12-20, 1984	43	48	9	- 5	47	48	- 1
September, 1984	41	49	10	- 8	46	48	- 2
July/August, 1984	39	53	9	-14	43	45	- 2
June, 1984	39	51	10	-12	43	46	- 3
March, 1984	37	51	13	-14	42	48	- 6
November, 1983	32	53	15	-21	38	43	- 5
June, 1983	31	53	16	-22	37	44	- 7
February, 1983	31	49	21	-18	38	44	- 6
November, 1982 (b)	30	41	29	-11	43	44	- 1
October, 1982	33	53	14	-20	38	44	- 6
September, 1982	34	52	14	-18	39	45	- 6
July, 1982	33	49	18	-16	40	X	X
May, 1982	32	51	17	-19	39	X	X
February, 1982	31	51	17	-20	38	X	X
November, 1981 (c)	37	40	23	- 3	48	X	X
June, 1981	41	42	17	- 1	49	X	X
September, 1980 (c)	X	X	X	X	X	X	X
June, 1980 (c)	X	X	X	X	X	X	X
November, 1979	25	39	36	-14	37	X	X

(a) Reported 1984 vote.

(b) "Undecided" includes voters intending not to vote.

(c) Trial ballot presented toward end of interview.

(d) PDI: Percentage Difference Index = % "Republican" minus % "Democrat."



MARKET OPINION RESEARCH

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Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(a) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>Non-Union Northern WASP</u>							
November, 1984	57%	32%	11%	+25	64	60	+ 4
October 12-20, 1984	55	34	12	+21	62	57	+ 5
September, 1984	56	34	10	+22	62	58	+ 4
July/August, 1984	54	36	9	+18	60	57	+ 3
June, 1984	52	38	9	+14	58	56	+ 2
March, 1984	47	41	12	+ 6	53	58	- 5
November, 1983	X	X	X	X	X	X	X
June, 1983	50	36	14	+14	58	57	+ 1
<u>Non-Union Northern Catholic</u>							
November, 1984	42	44	14	- 2	49	51	- 2
October 12-20, 1984	38	53	9	-15	42	46	- 4
September, 1984	47	44	9	+ 3	52	50	+ 2
July/August, 1984	38	53	9	-15	42	47	- 5
June, 1984	37	49	14	-12	43	49	- 6
March, 1984	41	46	14	- 5	47	50	- 3
November, 1983	X	X	X	X	X	X	X
June, 1983	31	52	16	-21	38	45	- 7
<u>Union North</u>							
November, 1984	41	49	10	- 8	46	51	- 5
October 12-20, 1984	39	51	11	-12	43	47	- 4
September, 1984	44	47	9	- 3	48	49	- 1
July/August, 1984	40	51	9	-11	44	45	- 1
June, 1984	X	X	X	X	X	X	X
March, 1984	41	45	14	- 4	47	51	- 4
November, 1983	X	X	X	X	X	X	X
June, 1983	34	50	16	-16	41	45	- 4
<u>White South</u>							
November, 1984	47	38	15	+ 9	56	57	- 1
October 12-20, 1984	55	34	11	+21	62	57	+ 5
September, 1984	50	39	11	+11	56	53	+ 3
July/August, 1984	48	44	8	+ 4	52	51	+ 1
June, 1984	45	47	9	- 2	49	48	+ 1
March, 1984	43	44	13	- 1	50	51	- 1
November, 1983	X	X	X	X	X	X	X
June, 1983	33	48	18	-15	41	46	- 5

(a)PDI: Percentage Difference Index = % "Republican" minus % "Demo-
crat."



MARKET OPINION RESEARCH

Trend to U.S. House Generic Vote Intention Among Voting Age Population

	<u>Vote Intention</u>				<u>Normal Vote Analysis</u>		
	<u>Repub- lican</u>	<u>Demo- crat</u>	<u>Unde- cided</u>	<u>(a) PDI</u>	<u>Rep. % Committed Vote</u>	<u>Normal Vote</u>	<u>Devi- ation</u>
<u>High Income</u>							
November, 1984	54%	37%	9%	+17	59	59	+ 0
October 12-20, 1984	57	34	9	+23	63	57	+ 6
September, 1984	56	40	4	+16	58	57	+ 1
July/August, 1984	54	40	6	+14	58	56	+ 2
June, 1984	53	40	8	+13	57	55	+ 2
March, 1984	51	39	10	+12	57	56	+ 1
November, 1983	52	40	9	+12	57	56	+ 1
June, 1983	46	39	15	+ 7	54	55	- 1
February, 1983	48	37	15	+11	56	54	+ 2
<u>Intelligentsia</u>							
November, 1984	46	44	10	+ 2	51	56	- 5
October 12-20, 1984	46	47	7	- 1	49	52	- 3
September, 1984	48	44	9	+ 4	52	52	+ 0
July/August, 1984	46	40	14	+ 6	53	49	+ 4
June, 1984	48	43	9	+ 5	53	53	+ 0
March, 1984	41	48	11	- 7	46	53	- 7
November, 1983	39	49	12	-10	45	50	- 5
June, 1983	36	54	10	-18	40	48	- 8
February, 1983	40	47	14	- 7	46	50	- 4
<u>Middle Class</u>							
November, 1984	49	39	12	+10	56	54	+ 2
October 12-20, 1984	48	39	13	+ 9	55	55	+ 0
September, 1984	53	37	10	+16	59	54	+ 5
July/August, 1984	48	42	9	+ 6	53	52	+ 1
June, 1984	45	45	11	+ 0	50	51	- 1
March, 1984	40	45	15	- 5	47	52	- 5
November, 1983	41	45	14	- 4	47	52	- 5
June, 1983	39	43	17	- 4	48	48	+ 0
February, 1983	36	46	19	-10	43	45	- 3
<u>Lower End</u>							
November, 1984	45	41	14	+ 4	52	50	+ 2
October 12-20, 1984	41	48	10	- 7	46	48	- 2
September, 1984	41	45	14	- 4	48	50	- 2
July/August, 1984	38	52	10	-14	42	45	- 3
June, 1984	38	50	12	-12	44	47	- 3
March, 1984	39	46	16	- 7	46	50	- 4
November, 1983	32	52	16	-20	38	42	- 4
June, 1983	29	52	18	-23	36	42	- 6
February, 1983	28	48	23	-20	37	43	- 6

(a)PDI: Percentage Difference Index = % "Republican" minus % "Democrat."

MARKET OPINION RESEARCH

Trend to U.S. House Generic Vote Intention Among Voting Age Population

	Vote Intention				Normal Vote Analysis		
	Repub- lican	Demo- crat	Unde- cided	(a) PDI	Rep. % Committed Vote	Normal Vote	Devi- ation
<u>Jews</u>							
November, 1984	16%	70%	14%	-54	18	40	-22
October 12-20, 1984	27	66	7	-39	29	38	- 9
September, 1984	21	73	6	-52	22	41	-19
July/August, 1984	29	68	2	-39	30	40	-10
June, 1984	34	52	13	-18	40	40	+ 0
March, 1984	27	67	6	-40	29	36	- 7
November, 1983	18	64	18	-46	22	40	-18
June, 1983	15	69	15	-54	18	32	-14
February, 1983	16	73	11	-57	18	32	-14
<u>Hispanics</u>							
November, 1984	33	43	24	-10	43	43	+ 0
October 12-20, 1984	24	67	9	-43	27	40	-13
September, 1984	34	58	8	-24	37	40	- 3
July/August, 1984	19	79	2	-60	20	37	-17
June, 1984	28	71	2	-43	28	38	-10
March, 1984	31	59	10	-28	34	38	- 4
November, 1983	18	69	13	-51	21	36	-15
June, 1983	23	70	7	-47	24	36	-12
February, 1983	33	53	14	-20	39	46	- 7
<u>Black</u>							
November, 1984	7	79	12	-72	9	26	-17
October 12-20, 1984	12	84	3	-72	13	27	-14
September, 1984	4	90	6	-86	4	29	-25
July/August, 1984	10	84	6	-74	11	24	-13
June, 1984	14	80	6	-66	15	27	-12
March, 1984	8	84	8	-76	9	24	-15
November, 1983	8	84	8	-76	9	22	-13
June, 1983	8	83	8	-75	9	25	-16
February, 1983	6	82	12	-76	7	22	-15
November, 1982*	11	61	27	-50	X	X	X
October, 1982	10	82	8	-72	11	24	-13
September, 1982	10	79	11	-69	12	29	-17
July, 1982	9	78	13	-69	10	X	X
May, 1982	4	90	6	-86	4	X	X
February, 1982	5	89	6	-84	5	X	X
November, 1981	13	73	14	-60	15	X	X
June, 1981	14	81	5	-67	15	X	X
November, 1979	12	57	32	-45	15	X	X

(a)PDI: Percentage Difference Index = % "Republican" minus % "Democrat."

*Undecided includes respondents intending not to vote.



MARKET OPINION RESEARCH

Profiles of Reagan Voters in Total and Reagan/Democratic Ticket-Splitters
 Reagan Voters

	Total	Voted Democratic (a) for Congress	Voted Democratic (b) for Congress
Total	100%	100%	100%
Number of Cases	(1381)	(288)	(200)
<u>Party Identification</u>			
Republican	52%	28%	40%
Independent Republican	28	28	41
Independent	8	13	19
Independent Democrat	3	10	--
Democrat	9	20	--
<u>Ideology</u>			
Liberal	8	7	5
Moderate	43	50	47
Conservative	45	40	44
<u>Age</u>			
18-24	14	11	11
25-34	22	22	25
35-44	20	23	23
45-54	15	18	15
55-64	13	12	12
65+	16	14	15
<u>Income</u>			
Under \$15,000	24	17	15
\$15,000-\$30,000	38	40	37
\$30,000-\$40,000	17	25	26
\$40,000 +	21	16	22
<u>Sex</u>			
Men	51	54	56
Women	49	46	44
<u>Major Groups</u>			
WASP's	35	24	26
Catholics	15	16	16
Union	11	16	16
Southern White	32	34	35
Hispanics	3	2	2
Jews	2	4	4
Blacks	2	2	1

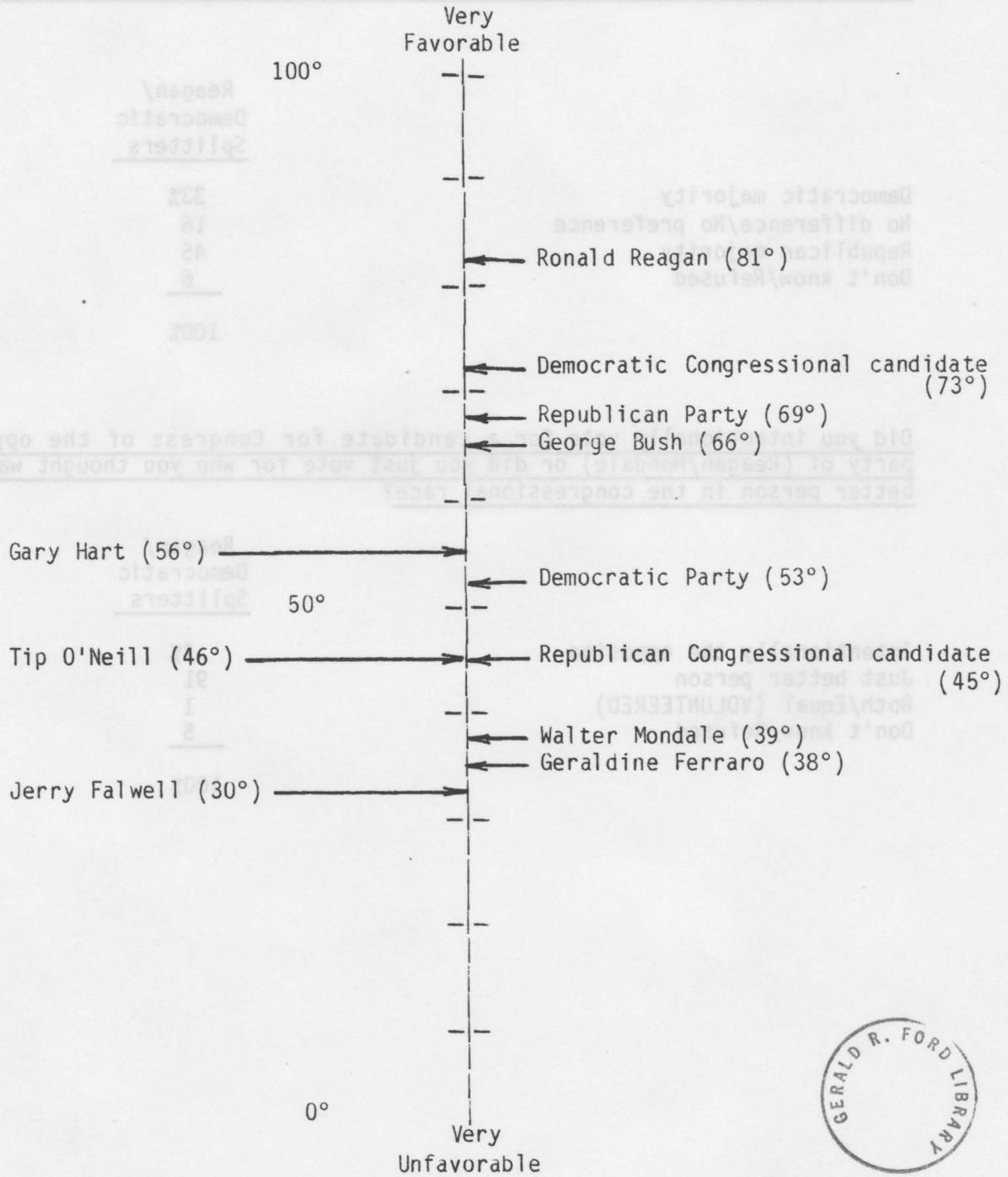
(a) Total Group

(b) Excluding Democrats and Independent Democrats



Reagan/Democrat
Congressional Voters

With Ronald Reagan reelected President of the United States, do you think it would have been better to have a Democratic majority in Congress or a Republican majority in Congress during Reagan's second term in office.



With Ronald Reagan reelected President on the United States, do you think it would have been better to have a Democratic majority in Congress or a Republican majority in Congress during Reagan's second term in office.

	Reagan/ Democratic Splitters
Democratic majority	33%
No difference/No preference	16
Republican majority	45
Don't know/Refused	6
	<u>100%</u>

Did you intentionally vote for a candidate for Congress of the opposite party of (Reagan/Mondale) or did you just vote for who you thought was the better person in the congressional race?

	Reagan/ Democratic Splitters
Intentionally the opposite	3%
Just better person	91
Both/Equal (VOLUNTEERED)	1
Don't know/Refused	5
	<u>100%</u>



MARKET OPINION RESEARCH

Which of the following was most important to you in making up your mind for whom to vote in the congressional race?

	Total	Republican Voters	Reagan/Dem. Voters	Other Dem. Voters
You wanted to keep your taxes down	18%	20%	25%	13%
You liked the Democratic candidate better than the Republican candidate	13	--	35	22
You wanted to vote for the same ideas and policies for President and for Congress	12	14	9	10
You liked the Republican candidate better than the Democratic candidate	9	19	--	--
You wanted to vote your disapproval of President Reagan	8	--	--	22
You wanted the Democratic party to control Congress	7	--	3	17
You wanted your congressional vote to provide a check and balance on your presidential vote	6	3	13	8
You wanted to vote your approval of President Reagan	6	12	1	*
You wanted to vote for the Reagan-Republican team	6	12	--	--
You wanted the Republican Party to control Congress	6	12	--	--
None/Don't know/Refused	8	7	13	6
	100%	100%	100%	100%



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MARKET OPINION RESEARCH

Which of the following was most important to you in making up your mind for whom to vote in the congressional race?

Turnout by Party Identification

	Total	Did Not Vote	Voted Pres. Only	Voted for Congress	Voted for President
Strong Republican	17%	10%	20%	19%	19%
Weak/Lean Republican	30	34	30	30	31
Independent	10	19	7	7	7
Weak/Lean Democrat	24	27	24	24	23
Strong Democrat	17	9	18	20	19
Other	1	1	1	--	1
	100%	100%	100%	100%	100%



MARKET OPINION RESEARCH

Were any particular issues important to you in this election? If so, which ones?

(continued on next page)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	Undec.	RR/GB	WM/GF	Undec.	
Total	100%	100%	100%	100%	100%	100%	100%	
Number of Cases	(3002)	1042)	(1082)	(162)	(1381)	(877)	(166)	(288)
EC Economy/Economics	17%	21%	17%	13%	21%	16%	14%	23%
T More taxes/Taxation/Taxes	14	15	14	11	15	13	11	17
W-P Nuclear arms race/Nuclear dis- armament/"Star Wars" weapon	11	10	13	6	9	15	12	8
DEF Strong military/Defense/Defense/ Defense of country/Building of national defense	9	10	8	6	12	6	7	15
M-I/AB Abortion issue (unsp)	8	11	7	7	11	6	5	8
FP Foreign policy	8	8	10	4	7	11	7	7
D Budget deficit	8	8	11	5	7	12	8	8
EC Unemployment	6	5	7	7	4	9	5	4
EL/A Social security	5	4	7	5	4	8	8	5
W Social programs/Cutting of social programs/Social issues/Social services/Social welfare	3	2	4	1	1	6	1	1
DEF Military spending/Strong military buildup	2	2	3	2	2	3	1	1
W-P Nuclear war	2	1	2	2	1	3	4	1
A Pro-education	2	1	3	1	1	3	1	2
W Aid to poor	2	1	2	1	1	3	1	1
FP Central America-El Salvador	2	2	2	1	1	2	2	1

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MARKET OPINION RESEARCH

Were any particular issues important to you in this election? If so, which ones?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	Undec.	RR/GB	WM/GF	Undec.	
EL/A Care of senior citizens/Retired people	2%	1%	2%	2%	1%	3%	1%	1%
S Welfare-too much	1	1	2	--	1	2	1	1
W-P War-threat of war/Peace	1	1	2	--	1	2	1	1
M-I ERA/Rights for women	1	1	2	3	1	2	2	*
M-I Separation of church and state issue/Mixing religion and politics/Religious ideas should be kept out	1	1	2	1	1	2	2	1
EN Environmental issue/Pollution	1	1	1	--	1	2	1	*
EC Interest rates/Lowering of interest rates	1	2	1	1	1	1	1	2
EC Inflation/Holding inflation	1	1	1	1	2	*	--	2
S Too much government spending	1	1	1	1	1	1	1	*
M-I/AB Anti-abortion	1	1	*	--	1	*	1	1
M-I Prayer in schools	2	2	1	2	2	1	1	2
EL/A Medicare	1	1	2	--	1	2	1	1
Presidential election/Who was going to be president	1	1	1	1	1	1	1	1
M-I Moral issue/Morality	1	1	*	--	1	1	--	*
Human rights	1	1	1	1	*	1	1	--

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MARKET OPINION RESEARCH

Were any particular issues important to you in this election? If so, which ones?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	Undec.	RR/GB	WM/GF	Undec.	
EC Farm issue	1%	1%	1%	--%	1%	1%	1%	1%
Lottery	1	1	1	--	1	1	1	--
Everything/All issues	1	1	*	1	1	*	1	1
FP Relations with Soviet Union/Talks with Soviet Union/Talks with Russia/Russian treaty	1	*	1	1	1	1	--	1
All other miscellaneous responses	4	4	5	4	4	5	2	4
None/No/Nothing/Not applicable	17	16	11	25	17	10	20	15
Don't know	14	12	12	19	13	12	17	14
Refused/No answer	*	*	*	1	*	*	1	*
<u>Combined Responses</u>								
Foreign policy/War-peace/Defense (FP/W-P/Def)	33	32	37	19	32	37	30	35
Economy (EC)	23	27	24	21	26	23	20	28
Taxes/Spending (T/S)	16	17	16	12	16	15	13	18
War-peace (W-P)	14	12	17	8	11	19	17	11
Taxes (T)	14	15	14	11	15	13	11	17
Morality-individual rights (M-I)	12	15	11	11	14	11	10	11
Defense (DEF)	11	12	11	7	14	9	8	16
Foreign policy (FP)	10	11	12	6	10	13	8	9
Assistance (A)	9	6	12	8	6	13	10	7

(continued on next page)





MARKET OPINION RESEARCH

Were any particular issues important to you in this election? If so, which ones?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	Undec.	RR/GB	WM/GF	Undec.	
<u>Combined Responses (cont'd.)</u>								
Abortion (AB)	9%	12%	8%	7%	11%	7%	7%	9%
Deficit (D)	8	8	11	5	7	12	8	8
Elderly (EL)	7	5	9	7	5	10	8	6
Welfare-pro (W)	4	4	7	1	2	9	2	1
Big spending (S)	2	2	2	1	2	3	1	2
Environment (EN)	1	1	2	--	1	3	1	1
Vice President/Ferraro (VP)	1	1	1	2	1	1	1	1
Crime (C)	*	*	*	1	*	*	--	--

Less than 1% mention: unions-labor, civil rights, pro-abortion/pro-choice, housing for the poor, dioxin/land fills, gun control stand, racial problems, stand on crime, nuclear power plants, veterans' problems, death penalty, homosexuality issue/representation for homosexuals, woman vice president/woman candidate, U.S. image restored because of Reagan, get Mondale out/wanted Mondale to lose, didn't like Ferraro/Ferraro was negative to the campaign, nuclear waste/toxic waste, Reagan's plans for court system/appointment of Supreme Court Justices, Republicans are conservative.

(a) Reagan voters who voted Democratic for Congress.

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For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year?

(cont'd.)

	Reported Vote for President		
	Total	Reagan/ Bush	Mondale/ Ferraro
Total	100%	100%	100%
Number of Cases	(2259)	(1381)	(877)
T Stand on taxes/Tax policies/ Higher taxes/Tax increase	18%	20%	15%
EC Economy/Economic issues	10	12	8
DEF Defense/Strong military/ defense/Defense plans/ National defense	8	11	5
W-P Arms race/Control arms race/ Nuclear arms race/ Disarmament "Star Wars" missiles	8	6	11
FP Foreign policies/Foreign affairs	7	5	8
D Federal budget/Balancing the budget/Federal deficit	7	5	9
M-I/AB Stand on abortion/Abortion	5	6	4
T Mondale is for a tax increase/ Wants to raise taxes	4	4	3
VP Don't like Ferraro/Ferraro as running mate	3	4	1
R-P Reagan is for the rich-too much/Has no regard for the poor	2	*	5
Don't like Mondale	2	3	--
PQ Mondale's attitude/Disposition/ Slinging mud	2	3	*
R-P Mondale is for the people/ Working people	2	*	4

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MARKET OPINION RESEARCH

For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year?

(cont'd.)

	Reported Vote for President		
	Total	Reagan/ Bush	Mondale/ Ferraro
EL/A Elderly/Senior citizens/ Taking away from the elderly	1%	*%	2%
Domestic issues	1	1	1
EC Reagan has done a good job with the economy/Like Reagan's economic policies/ Reaganomics is working	1	1	*
Government interference/ Government in our lives/ Decentralized government	1	1	*
EN Environmental issues/Pollution concern for the environment	1	*	1
PQ Reagan doesn't know what he's doing/Says one thing and does another	1	*	3
PQ Mondale knows the issues/Mondale identified the issues/Mondale has a better grasp of what's going on	1	*	3
Mondale too liberal/Mondale is more liberal	1	1	*
DEF Mondale would cut defense	1	1	1
R-P Mondale is for the poor/ Considers the poor	1	*	2
Mondale has no issue of his own	1	1	--
Don't like Reagan	1	*	2
FP Mondale trust Russia/Mondale bring Russia in	1	*	1
PQ Personality	1	1	*

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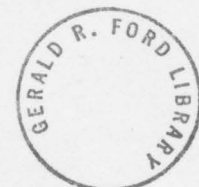
MARKET OPINION RESEARCH

For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year?

(cont'd.)

	Reported Vote for President		
	Total	Reagan/ Bush	Mondale/ Ferraro
PQ Reagan is more knowledgeable/ Qualified/Has the experience/ Been in 4 years/Better suited for the job	3%	4%	1%
Like Reagan's running of country/His success/Has done a good job	3	4	*
T Reagan on taxes/Against tax increase	2	3	2
W Social services/Programs that will be out/Views on social services	2	1	4
EL/A Social Security/Cuts in Social Security	2	1	4
W-P War/Nuclear war/Peace	2	1	3
S Welfare/Giveways	2	2	1
EC Unemployment/People unemployed/Jobs	2	1	2
DEF Defense spending	1	1	2
W Emphasis on poor/Care for poor people/Concerns for the poor	1	*	3
M-I Religion	1	2	1
PQ Leadership qualities/Leadership	1	2	*
A Education	1	1	3
Reagan's leadership/Record	1	2	*
M-I ERA/Women's rights	1	*	2
PQ Honest/Integrity/Promises	1	1	1
W-P Nuclear Issue/Nuclear strength	1	1	2
M-I Prayer in schools/Prayer	1	1	1

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MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year?

(cont'd.)

	Total	Reported Vote for President	
		Reagan/ Bush	Mondale/ Ferraro
All other issue responses	1%	1%	2%
All other Reagan responses	1	1	1
All other Mondale responses	2	2	1
All other miscellaneous responses	2	2	1
None/No difference	2	2	2
Don't know	17	18	17
Refused/No answer	1	1	1
<u>Combined Responses</u>			
Foreign policy/War-Peace/ Defense (FP/W-P/DEF)	27	25	31
Taxes/Spending (T/S)	24	27	20
Taxes (T)	23	26	19
Economy (EC)	13	15	12
Defense (DEF)	11	13	8
War-Peace (W-P)	11	8	15
Personal qualities (PQ)	10	10	9
Foreign policy (FP)	8	7	11
Morality-Individual rights (M-I)	8	8	7
Deficit (D)	7	5	9
Abortion (AB)	5	6	4
Assistance (A)	4	2	8
Rich-Poor (R-P)	4	1	10
Welfare-pro (W)	4	1	7
Vice President/Ferraro (VP)	3	4	1

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For you personally, what were the most important issue differences between Ronald Reagan and Walter Mondale in the Presidential campaign this year?

(cont'd.)

Reported
Vote for President

Total	Reagan/ Bush	Mondale/ Ferraro
-------	-----------------	---------------------

Combined Responses (cont'd.)

Elderly (EL)	3%	1%	6%
Big spending (S)	2	2	1
Environment (EN)	1	*	1

Less than 1% mention: Inflation, Choice of vice-president, Reagan against abortion/Anti-abortion, Employment has gotten better, Interest rates/Bringing down interest rates, Reagan reduced spending, Reagan is too old/Reagan's age, Aid to Central American countries/South American deal, Reagan - Foreign policy/Inept/Lack of foreign policy ability, Prefer Mondale, Reagan is for defense increase, Minorities, Homosexuality, Reagan's created bad economy/Reagan's economics/Economy not as good as Reagan says, Mondale poor on foreign policy, Mondale supports abortion, Conservatism, Civil rights, Medicare, Union/Hurting the unions, Reagan for people/Reagan for everyone, Farm issues, Republicans are for big business.



Why did you vote straight Republican for the first time?

Why did you vote straight Democrat for the first time?

STRAIGHT REPUBLICAN

STRAIGHT DEMOCRAT

	<u>Total</u>		<u>Total</u>
Needed to help Reagan/Liked Reagan's ways/Voted Republican to help Reagan/Reagan is Republican	19%	Like the candidates/Liked all the candidates/The people running/The people in the party	18%
Republicans' issues/Policies/Basic ideas/Philosophy	17	Don't like Republicans/No support to go to the Republicans	12
Just like the candidate/3 or 4 candidates I like	15	Democrat/Raised Democrat	10
Wanted more Republicans in office/More Republicans in House and Senate/Needed a more unified government	9	Like Democratic thinking/Liked what they were talking about/Like most of what the Democrats said	10
Republican/Registered Republican/Hard-nose Republican	8	Just did/Felt like it/Felt it was right	8
Republicans have done more for us/Better to help U.S.	7	Better to handle decisions of the country/Better to handle problems	6
Republicans had better people	4	Wanted a change/Need a change/See if new president would make a difference	4
No one else on the ballot/Only one race-President	3	Democrats more for the working man	4
Republicans had their act together	2	Wanted Democrats in control again/Needed to gain in House and Senate	4
Needed a change	1	Democrats more qualified	2
All other positive Republican responses	7	First time	1
All other negative Democrat responses	10	All other positive Democrat responses	6
Don't know	11	All other negative Republican responses	3
Number of Cases	(156)	Don't know	8
		Refused/No answer	11
		Number of Cases	(97)



MARKET OPINION RESEARCH

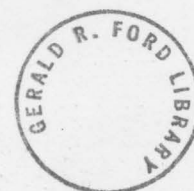
MARKET OPINION RESEARCH

Why did you vote for more Republicans than you usually do?

Why did you vote for more Democrats than you usually do?

<u>REPUBLICANS</u>	<u>Total</u>	<u>DEMOCRATS</u>	<u>Total</u>
Stand on issues/Approach to issues-more realistic/More faith on the issues/Issues made better sense	20%	Like the policies/Issues/Support Democratic platform/More attention to the issues/Like their answers better	21%
Voting for the person/Liked those candidates/Better candidates/Better candidate/Favor the candidate	12	Like the Democrats better/More Democrats/That's the right way	19
Like the Republicans/More Republicans	10	The candidates/The individual people/Those candidates were better	19
Like Reagan/Voted for Reagan/Reagan needed support/President needed Congressman/Get things done with more Republicans to help President	10	Democrats doing a better job/Better suited/Bradley doing a bang up job	10
Country is better off/Happier way things are now/They seem to be doing the right thing/Better off than 4 years ago/Get country on straight and narrow	9	Performance of the Republicans/Worse off now, than 4 years ago/Republicans aren't worth 2 cents/No good Republicans running	9
Republicans were better	8	Don't like Reagan/Show strength against Reagan	5
Republicans more qualified	4	All other positive Democrat responses	8
Conservative/I'm getting conservative	4	All other negative Republican responses	3
Didn't like Democrats/Angry with Democrats	4	Don't know	10
Economy/Turned economy around	4	Refused/No answer	1
More confidence in them/Believe in them	4	Number of Cases	(144)
Wanted to reduce taxes/Keep from raising taxes	3		
Democrats social program/Welfare	2		
Democrats too liberal	2		
Reagan's defense stand/National defense	1		

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MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

For you personally, what were the most important differences between the Republican candidate and the Democratic candidate in your district?

	Reported Vote for Congress (a)			
	Total	Rep.	Dem.	Reagan Dems.
Total	100%	100%	100%	100%
Number of Cases	(2124)	(1042)	(1082)	(288)
PQ Republican better candidate/Wanted to keep a Republican	5%	9%	1%	2%
PQ Experience/More experience	5	5	4	6
T Stand on taxes/Tax policies	4	5	3	6
PQ Their record/His/Her record	3	3	3	5
EC Economy/Economic issues	3	3	2	1
Party policies/Issues (unspecified)	3	4	2	1
PQ Incumbent was great	2	2	2	2
PQ Candidate well known/Republican wasn't well known/Democrat wasn't well known	2	2	2	1
DEF Defense/Strong military defense/Defense plans/National	2	2	1	1
RR Like Reagan policies better/Support Reagan (unspecified)	2	3	*	*
M-I/AB Stand on abortion/Abortion	2	2	1	2
A Education/School	1	1	1	2
D Federal budget/Balancing the budget/Federal deficit	1	1	1	1
S Welfare/Give-away program	1	1	1	1
W-P Arms race/Control arms race/Nuclear arms race	1	1	1	1
Republican conservative (positive)	1	2	*	*
EC Unemployment/People unemployed	1	*	2	1
PQ Specified candidate responses (Republican)	1	1	1	*

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MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

For you personally, what were the most important differences between the Republican candidate and the Democratic candidate in your district?

(cont'd.)

(b)	Reported Vote for Congress			(a)
	Total	Rep.	Dem.	
EL/A Social security/Cuts in social security	1%	1%	1%	*%
Need a change/Need new blood	1	1	*	*
R-P Emphasis on poor/Care for poor people	1	*	1	*
FP Foreign policies/Foreign affairs	1	*	1	*
EL/A More for seniors/Funds for the elderly	1	*	1	1
PQ Leadership	1	1	*	*
PQ Democrat better candidate/Wanted to keep Democrat	4	1	7	8
R-P Democrats for average people/Working people	2	*	4	2
PQ Don't like Republican candidate	2	*	3	4
PQ Democrat was incumbent/Incumbent was great	2	*	3	3
PQ Good man/Better person/Liked candidate	1	1	2	3
PQ Job performance/Do a better job/Done a good job/Help more	1	1	1	3
PQ Honest/Trustworthy	1	*	1	1
Only person running	1	*	1	3
Democrats too liberal (negative)	1	2	*	--
PQ Don't like Democratic candidate	1	2	*	--
M-I Social issues	1	*	1	--
Democrats liberal (positive)	1	1	1	--
EN Environmental issues	1	1	1	--
Mudslinging/Political mudslinging	1	1	1	*

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MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

For you personally, what were the most important differences between the Republican candidate and the Democratic candidate in your district?

(cont'd.)

	Reported Vote for Congress			
	Total	Rep.	Dem.	Reagan Dems.
Republican too conservative (negative)	1%	*%	1%	*%
T Democrats for tax increase/Pay more taxes with Mondale	1	1	*	*
EC Farm issues/Agricultural problems	1	*	*	1
All other issue responses	1	1	1	1
All other Republican responses	1	1	1	1
All other Democratic responses	1	1	1	1
All other miscellaneous responses	2	1	2	2
None/Nothing	4	4	4	5
Don't know	37	38	35	33
Refused/No answer	1	1	2	2
<u>Combined Responses</u>				
Personal qualities (PQ)	27	26	29	35
Taxes/Spending (T/S)	6	7	5	7
Taxes (T)	5	6	3	6
Economy (EC)	5	4	5	3
Rich-poor (R-P)	4	1	7	3
Foreign policy/War-peace/Defense (FP/W-P/DEF)	3	3	4	2
Ronald Reagan (RR)	3	4	1	*
Morality-individual rights (M-I)	3	3	2	2
Defense (DEF)	2	2	1	1
Big spending (S)	2	2	1	1
Abortion (AB)	2	2	1	2
War-peace (W-P)	1	1	1	1

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For you personally, what were the most important differences between the Republican candidate and the Democratic candidate in your district?

(cont'd.)

(cont'd.)

(a)	Reason	Reported Vote for Congress			(a)
		Total	Rep.	Dem.	
	Assistance (A)	1	1	1	2%
	Elderly (EL)	1	1	1	1
	Deficit (D)	1	1	1	1
	Environment (EN)	1	1	1	--
	Foreign policy (FP)	1	*	1	*
	Crime (C)	*	*	*	*

Less than 1% mention: Federal spending, morality, prayer in schools, war/threat of war, separation of church and politics, Republican encourage free enterprise, big business/big business preference, controlling interest rates/interest rates getting lower, Reagan helped unemployment/more jobs with Reagan, inflation/high inflation, don't like Reagan, specified candidates responses (Democrat), Reagan needs a Republican Congress, concern for the people/more to offer the people, didn't want Reagan to have a monopoly in Congress/Didn't want a Republican majority in the House/Democrats would balance Republicans in Congress, more trust in Republicans/more confidence in them, unions/Republicans anti-union, road/highway/money for roads, crime/crime rate going down.

(a) Reagan voters who voted Democratic for Congress.



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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year?

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
Total	100%	100%	100%	100%	100%	100%	100%	100%
Number of Cases	(1500)	(516)	(557)	(75)	(680)	(447)	(78)	(149)
T Stand on taxes - keep taxes down/ No new taxes/No tax increase/ Lower taxes	22%	25%	26%	15%	26%	23%	19%	32%
EC Economy/Economy on the right track/Saving the economy/ Solving the economy/State of the economy/Strong economy/ Growth in the economy	19	26	15	13	26	11	17	24
GPP Going in right direction/Better now than four years ago/America is beter place to live/People are doing better	14	17	16	9	15	18	14	13
DEF Strong defense/Military strength/ Keep defenses up/Be prepared with defense/Keep country safe	12	16	12	11	16	9	8	19
EC Help unemployment/Get unemployment rate down/Create more jobs/Stand on jobs/Lower unemployment	5	5	4	8	6	4	6	4



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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
D Deficit/Lowering the deficit/Cut the deficit	5%	6%	5%	3%	6%	4%	4%	7%
W-P Nuclear arms/Arms race/Arms control/Arms reduction	4	3	4	5	3	3	8	4
GPP Doing a good job/Good job so far/Do a better job	4	4	3	8	4	3	5	4
W-P Peace/World peace/Keep peace/Help keep country out of war/War issue	3	4	3	1	5	1	3	6
FP Foreign affairs/Straighten out world affairs/Foreign policies	3	4	3	3	4	2	5	3
EL/A Social Security system/Keep social security/Security of the social security system	3	3	4	3	3	4	1	4
GPP Help the whole country/Help rebuild/Help try to get ahead	3	3	2	3	3	2	1	3
EC Control inflation/Stand on inflation/Lower inflation	2	3	2	4	3	2	3	1
Vote Reagan/Better world if Reagan is elected	2	2	3	--	2	2	1	3
P Patriotism/Pro-America	2	3	2	3	3	2	3	3

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale Ferraro	DK/Ref.	
EC Lowering interest rates For the people/Represent all the people	2%	3%	1%	4%	3%	1%	--%	--%
Less government intervention/ More free enterprise	2	2	2	--	2	2	1	1
M-I Bring back old values/ Traditional values	1	2	1	--	2	1	--	2
GPP Will keep promises/Were successful in doing what they said before	1	1	1	1	1	1	--	--
S Less social program/Giveaway programs	1	1	1	1	1	2	1	1
S Government spending/Spending money wisely	1	2	1	1	1	1	3	--
M-I/AB Anti-abortion	1	1	1	1	1	1	1	1
Criticizing each other/Mud- slinging/Criticizing Democrats/ Reagan saying terrible things about Mondale	1	*	1	--	*	2	--	--
M-I Religion	1	1	1	--	1	2	--	--
R-P Reagan for rich	1	--	2	--	--	3	--	--
EC National stability - financially/ Bring country back financially	1	1	1	1	1	1	--	1
GPP The future/Security for future/ Optimism for future	1	1	*	1	1	--	3	1
All other miscellaneous responses	2	2	1	1	1	1	1	2
All other positive Republican responses	1	1	1	1	1	1	--	1

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
All other negative Republican responses	1%	1%	2%	--%	1%	2%	--%	1%
No message/Didn't give a message	2	1	1	4	*	2	4	--
Don't know	18	11	15	31	11	19	19	9
Refused/No answer	1	1	1	1	1	1	1	1
<u>Combined Responses</u>								
Economy (EC)	25	33	21	24	33	17	23	29
Taxes/Spending (T/S)	24	27	27	17	28	24	22	33
Taxes (T)	22	25	26	15	26	23	19	32
Foreign policy/War-peace/ Defense (FP/W-P/DEF)	22	25	22	16	28	16	19	32
General progress and perfor- mance (GPP)	22	27	22	20	23	23	22	19
Defense (DEF)	13	16	12	11	17	10	8	19
War-Peace (W-P)	7	7	7	7	8	4	9	9
Deficit (D)	5	6	5	3	6	4	4	7
Morality-Individual rights (M-I)	3	4	4	1	4	4	1	3
Assistance (A)	3	3	4	3	4	4	1	4
Foreign policy (FP)	3	4	3	3	4	2	5	3
Elderly (EL)	3	3	4	3	3	4	1	4

(cont'd.)

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Republicans were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
<u>Combined Responses (cont'd.)</u>								
Big spending (S)	2%	3%	2%	3%	3%	2%	4%	1%
Patriotism/Confidence (P)	2	3	2	3	3	2	3	3
Abortion (AB)	1	2	1	1	2	1	1	1
Rich-poor (R-P)	1	*	2	--	*	3	--	--

Less than 1% mention: less defense spending, conservatism, Republicans were better/keep them in/best party for country, stand on abortion, stand on education, double talk/no true message, lies/did not believe them, stand on ERA, Republicans for the rich/geared to people who have money, conservative/keep conservative elements in/right-winged conservatism, pro-business/business is up/helping industry, change/change from Democrat to Republican.

(a) Reagan voters who voted Democratic for Congress.



MARKET OPINION RESEARCH



What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year?

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
Total	100%	100%	100%	100%	100%	100%	100%	100%
Number of Cases	(1500)	(516)	(557)	(75)	(680)	(447)	(78)	(149)
D/T Tax stand/Raise taxes/Raise taxes to lower the deficit	22%	27%	22%	24%	25%	22%	26%	20%
W-P Nuclear arms control - better with Democrats/No nuclear weapons/Nuclear should be stopped/Nuclear war	9	7	11	4	8	10	8	11
D The deficit/National debt/Get the national debt down/Balance budget	9	9	10	7	9	12	4	5
LPP Things will get better with them/ Things not going as well as they appear with Republicans/Country cannot afford another four years of Reagan/Last four years not too good	9	8	11	9	8	13	8	9
A Help the people/Care for the people/Make a better life for the people	6	3	8	1	3	9	4	4

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
EC Economy/Economy in trouble/ Economy is not good/Economy has plunged/We need a stable economy	5%	3%	7%	8%	4%	6%	12%	8%
W-P Stay out of war/More likely to get into armed conflict with Reagan/Keeping peace	5	4	6	--	4	6	3	5
R-P Sympathy for poor/Will help the poor/Care about lower income	4	3	6	3	4	7	1	6
S For giveaways/Giveaway programs/ More people on public assistance	4	6	4	1	5	4	--	3
DEF Lower defense/Cut defense budget	4	4	5	7	4	4	4	5
Criticizing Republicans/Negative on Republicans	4	5	2	7	5	2	3	5
EC More jobs/More employment/Help unemployment/Do more for unemployment	3	1	5	5	2	6	4	3
FP Foreign policy/Get things straight internationally/More tolerant to other countries	3	1	5	5	3	4	6	7
M-I/AB Stand on abortion/Pro-abortion	3	2	2	5	3	2	3	4
M-I Support equality for women/Fair deal for women/Woman as Vice- President	2	2	3	3	2	3	4	1

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
DEF Better defense program/Strong defense	2%	3%	2%	1%	2%	2%	1%	1%
EL/A Help the elderly/Keep senior citizens in good standing	2	1	3	4	2	3	1	4
Mudslinging/Both parties said other couldn't do the job/Commercial with missiles and kids/Didn't bring across the truth	2	3	1	3	4	*	--	3
EL/A Social Security program/Stand on Social Security/Save Social Security	2	2	3	1	1	4	1	1
Democrats are the better party/Will do a better job	2	1	2	3	1	3	1	1
FP Better relations with Russia/Negotiate with Russia	1	1	1	4	1	2	4	1
A Stand on education/Benefit education	1	1	2	1	1	2	--	--
Honest/Will keep promises/More sincere than Republicans	1	1	2	--	*	3	--	--
Sympathy for minorities	1	1	1	3	1	1	1	1
T Higher taxes on rich	1	*	1	--	*	2	1	1

(cont'd.)

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
Big government	1%	1%	*%	--%	1%	--%	--%	1%
More liberal	1	1	1	1	1	1	1	1
A Stand on social programs/Cutbacks in social services	1	1	1	--	1	1	1	1
LPP Reagan doing poorly/Doesn't know what's going on/A complete fool/ Get him out	1	*	*	--	1	--	--	1
All other miscellaneous responses	1	*	2	--	1	2	--	2
All other positive Democrat responses	*	1	1	--	*	1	--	--
All other negative Democrat responses	1	2	1	1	2	*	1	3
No message	2	2	2	3	2	1	4	3
Don't know	20	22	13	28	21	13	23	18
Refused/No answer	1	1	1	3	1	1	5	--
<u>Combined Responses</u>								
Deficit (D)	29	33	30	28	31	32	29	25
Taxes/Spending (T/S)	27	31	27	25	29	27	28	24
Taxes (T)	23	27	23	24	25	24	28	21
Foreign policy/War-peace/ Defense (FP/W-P/DEF)	23	19	28	19	21	27	24	27
War-Peace (W-P)	14	11	16	4	12	15	10	15
Assistance (A)	10	7	14	7	6	18	8	9

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MARKET OPINION RESEARCH

What do you think were the main themes or messages that the Democrats were trying to communicate to the voters during the campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
<u>Combined Responses (cont'd.)</u>								
Lack of progress and performance (LPP)	10%	9%	12%	9%	9%	13%	8%	9%
Economy (EC)	9	5	11	13	6	12	14	11
Defense (DEF)	6	7	6	8	7	7	5	5
Morality-Individual rights (M-I)	5	4	5	8	6	5	6	6
Rich-poor (R-P)	5	3	7	3	4	8	1	6
Foreign policy (FP)	4	2	6	9	4	6	10	8
Big spending (S)	4	6	4	1	5	4	--	3
Elderly (EL)	4	3	5	5	3	7	3	5
Abortion (AB)	3	2	2	5	3	2	3	4
Environment (EN)	*	*	*	--	*	*	--	--

Less than 1% mention: good leadership/better leadership, will lower taxes, rich are too rich/Republicans for rich, separation of state and church, get out and vote/got to polls/send message to Reagan - go to polls/use polls to choose what we want, domestic issues/domestic affairs, don't promise if can't deliver/making promises can't keep, support environment/pro-environment, issues in general/force open the issues, go back to old ways/return to post-Democratic policies, Reagan's age/Reagan is too old/stress Reagan's age, need a change/change to keep us going, theme of togetherness/we should unite/family togetherness, stand on unions/unite the unions, people should pay for it/cost you money, inflation/inflation is up, civil rights, confusing/struggling to find an issue/hard to understand their views/Mondale's views, welfare/"yes" to everything and everybody/everything is a free ride, medicare.

(a) Reagan voters who voted Democratic for Congress.

MARKET OPINION RESEARCH

For you, personally, what were the most important issue differences between the Republican Party and the Democratic Party in the political campaign this year?

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
Total	100%	100%	100%	100%	100%	100%	100%	100%
Number of Cases	(1502)	(526)	(526)	(88)	(701)	(430)	(88)	(139)
T Stand on taxes/Tax policies	25%	30%	25%	22%	29%	20%	28%	33%
EC Economy/Economic issues	12	14	11	13	15	9	10	18
W-P Arms race/Control arms race/ Nuclear arms race/Arms talk	10	10	10	8	9	10	14	10
DEF Defense/Strong military defense/ Defense plans/National defense	10	14	9	8	15	6	8	19
D Federal budget/Balancing the budget/Federal deficit	8	9	8	8	7	10	10	4
FP Foreign policies/Foreign affairs	7	6	9	6	7	10	6	6
M-I/AB Stand on abortion/Abortion	6	8	5	5	8	5	2	6
S Welfare/Give-away programs	4	4	5	1	4	5	2	5
EL/A Social Security/Cuts in Social Security	4	2	6	5	2	5	10	4
EC Unemployment/People unemployed	3	2	4	5	2	4	5	3
W Emphasis on poor/Care for poor people	2	1	4	--	*	5	--	1
M-I Woman's Rights/ERA	2	2	3	2	1	4	3	--
W-P War/Threat of war	2	1	2	2	1	2	3	2
S Federal spending	1	3	1	--	3	*	--	3
EC Inflation/High inflation	1	1	2	1	2	*	1	4

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MARKET OPINION RESEARCH

For you, personally, what were the most important issue differences between the Republican Party and the Democratic Party in the political campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
DEF Defense spending	1%	1%	2%	--%	1%	2%	1%	1%
A Education/School	1	*	2	--	*	2	--	1
M-I Separation of church and politics	1	1	1	1	1	1	1	--
M-I Prayer in schools	1	1	1	--	1	1	2	1
Leadership	1	1	1	--	1	*	1	3
RR Like Reagan's policies better (unspecified)	1	1	*	--	1	--	--	1
Domestic issue	1	1	1	--	1	1	--	1
EL/A More for seniors/Funds for the elderly	1	*	1	2	*	1	2	--
R-P Republicans for rich - Democrats for middle and lower people/ Democrats for common people - Republicans are not/Republicans are for big money	2	*	4	2	1	5	1	1
R-P Democrats for average common people/Working people	1	1	3	1	1	3	1	--
Democrats are too liberal	1	2	1	1	2	1	1	3
T Democrats for tax increase/Pay more taxes with Mondale	1	1	1	--	1	1	--	1
Republicans interested in people	1	1	1	--	1	*	1	2
Social issue	1	*	1	1	*	2	1	--
RR Don't like Reagan	1	*	1	1	--	2	--	--

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MARKET OPINION RESEARCH

For you, personally, what were the most important issue differences between the Republican Party and the Democratic Party in the political campaign this year?

(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
T Republicans not raising taxes	1%	*%	1%	--%	*%	1%	--%	1%
EN Environmental issue	1	1	1	--	*	1	2	--
Conservative	1	1	*	--	1	*	--	1
Honesty	1	1	1	--	1	1	--	1
FP Involvement in Central America	1	1	1	--	1	1	--	1
All other issue responses	1	1	1	--	1	2	--	--
All other Republican responses	1	2	1	2	2	1	--	--
All other Democrat responses	1	1	1	2	2	1	1	1
All other miscellaneous responses	2	3	1	1	2	1	--	2
None/No difference	4	3	3	2	3	3	7	2
Don't know	25	19	19	33	21	21	24	17
Refused/No answer	1	1	*	2	1	*	2	1
<u>Combined Responses</u>								
Taxes/Spending (T/S)	30	37	31	23	36	26	31	40
Foreign policy/War-Peace/ Defense (FP/W-P/DEF)	28	29	29	24	31	27	32	36
Taxes (T)	26	31	26	22	31	22	28	34
Economy (EC)	15	17	16	19	18	14	17	24
War-Peace (W-P)	12	11	12	10	11	12	17	12
Defense (DEF)	11	14	11	8	16	7	9	20
Morality-individual rights (M-I)	8	11	8	8	9	9	6	6
Foreign policy (FP)	8	7	10	6	7	10	6	7
Deficit (D)	8	9	8	8	7	10	10	4

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MARKET OPINION RESEARCH

For you, personally, what were the most important issue differences between the Republican Party and the Democratic Party in the political campaign this year?

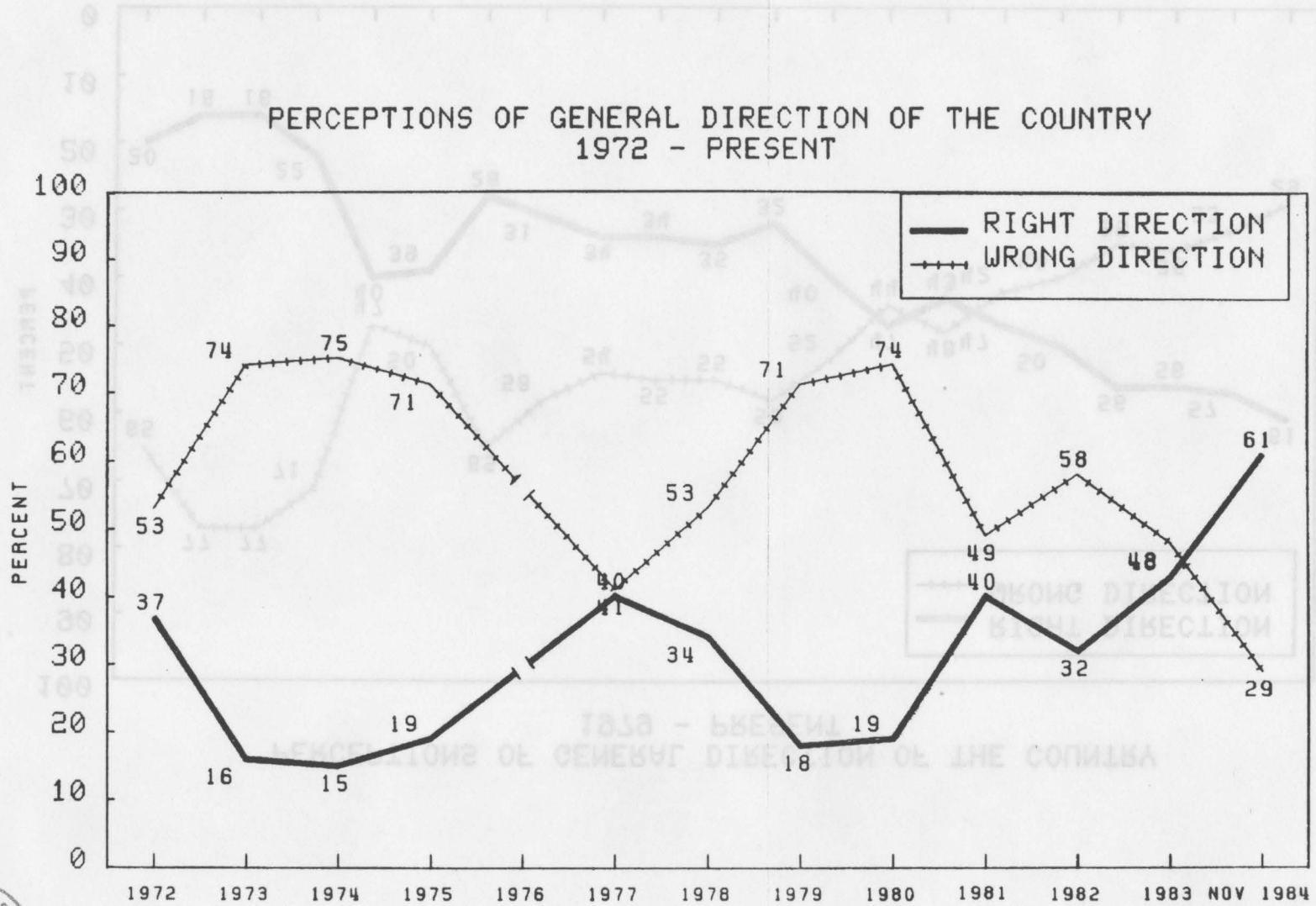
(cont'd.)

	Total	Reported Vote for Congress			Reported Vote for President			(a) Reagan Dems.
		Rep.	Dem.	DK/ Ref.	Reagan/ Bush	Mondale/ Ferraro	DK/Ref.	
<u>Combined Responses</u> (cont'd.)	30	73	31	53	38	58	37	40
Abortion (AB)	6%	8%	5%	5%	8%	5%	2%	6%
Assistance (A)	5	2	8	8	3	8	11	5
Big spending (S)	5	7	6	1	6	6	2	8
Elderly (EL)	4	2	7	8	2	7	11	4
Rich-Poor (R-P)	3	1	6	3	1	8	2	1
Welfare-pro (W)	2	1	4	--	*	5	--	1
Ronald Reagan (RR)	1	1	2	2	1	2	1	1
Environment (EN)	1	1	1	--	*	1	2	--
Vice President/Ferraro (VP)	*	1	1	--	1	*	--	1
Free enterprise (F)	*	1	--	--	*	--	--	--

Less than 1% mention: morality, experience, big business/big business preference, controlling interest rates/interest rates getting lower, Republicans encourage free enterprise, Reagan helped unemployment/more jobs with Reagan, Medicare, woman for president, farmer/farm bill/agriculture problems, anti-union position, civil rights, gay rights, state control vs. government control/Democrats for government control.

(a) Reagan voters who voted Democratic for Congress.

MARKET OPINION RESEARCH



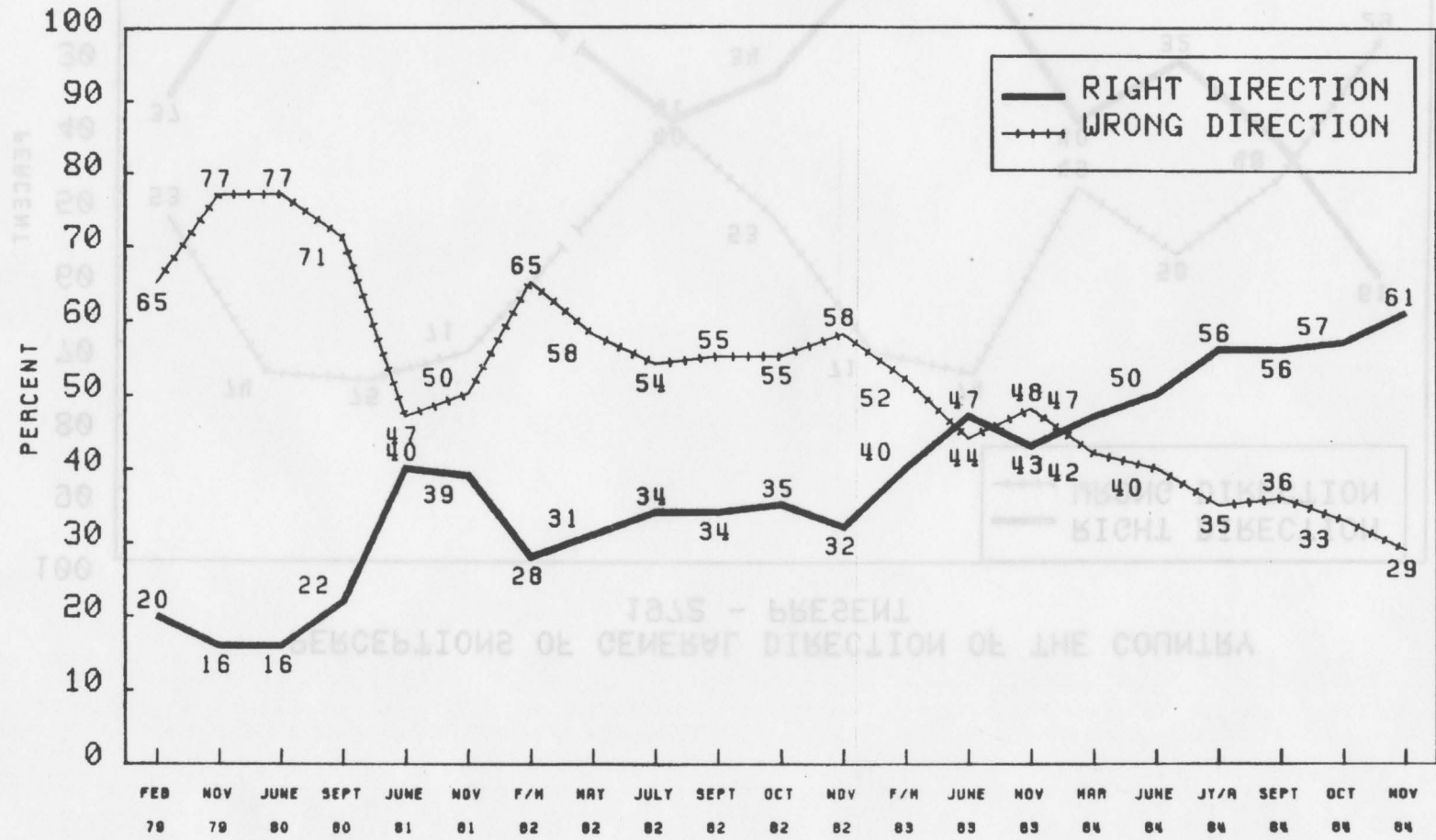
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1935 1937 1939 1941 1943 1945 1947 1949 1951 1953 1955 1957 1959 1961 1963 1965 1967 1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009

PERCEPTIONS OF GENERAL DIRECTION OF THE COUNTRY 1979 - PRESENT



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MARKET OPINION RESEARCH

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

		Responses						
<u>Total</u>		<u>Total</u>	<u>Right Direction</u>	<u>Wrong Track</u>	<u>Don't know/Refused</u>	<u>PDI</u>	<u>(a) Number of Cases</u>	
November	1984	100%	61%	29%	10%	+32	(3002)	
Oct. 12-20,	1984	100%	57	33	10	+24	(1198)	
September	1984	100%	56	36	9	+20	(1200)	
July/Aug.	1984	100%	56	35	9	+21	(1503)	
June	1984	100%	50	40	10	+10	(1500)	
March	1984	100%	47	42	11	+ 5	(1500)	
November	1983	100%	43	48	9	- 5	(1518)	
June	1983	100%	47	44	9	+ 3	(1500)	
Feb./March	1983	100%	40	52	8	-12	(1500)	
Average	1982	100%	32	58	10	-26	(1200)	
Average	1981	100%	40	49	12	- 9	(1504)	

Party Identification
(Collapsed Scale)

Republican

November	1984	100%	85	10	5	+75	(392)
Oct. 12-20,	1984	100%	84	10	7	+74	(347)
September	1984	100%	82	11	6	+71	(332)
July/Aug.	1984	100%	77	17	5	+60	(408)
June	1984	100%	75	20	5	+55	(374)
March	1984	100%	68	23	8	+45	(415)
November	1983	100%	64	28	8	+36	(417)
June	1983	100%	70	23	8	+47	(332)
Feb./March	1983	100%	66	28	6	+38	(339)
Average	1982	100%	56	33	11	+23	
Average	1981	100%	57	32	11	+25	

Independent

November	1984	100%	62	27	10	+35	(1180)
Oct. 12-20,	1984	100%	60	30	11	+30	(431)
September	1984	100%	56	34	10	+22	(492)
July/Aug.	1984	100%	57	32	10	+25	(567)
June	1984	100%	49	40	10	+ 9	(643)
March	1984	100%	46	42	13	+ 4	(591)
November	1983	100%	41	46	13	- 5	(475)
June	1983	100%	46	45	9	+ 1	(632)
Feb./March	1983	100%	40	52	8	-12	(624)
Average	1982	100%	32	57	11	-25	
Average	1981	100%	40	49	12	- 9	

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MARKET OPINION RESEARCH

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

(cont'd.)

		Responses					(a)	Number of Cases
		Total	Right Direction	Wrong Track	DK/NA	PDI		
<u>Party Identification (cont'd.)</u>								
<u>Democrat</u>								
	November 1984	100%	37%	50%	13%	-13	(901)	
	Oct. 12-20, 1984	100%	34	55	12	-21	(414)	
	September 1984	100%	32	60	8	-28	(372)	
	July/Aug. 1984	100%	37	52	11	-15	(524)	
	June 1984	100%	32	54	13	-22	(477)	
	March 1984	100%	29	59	12	-30	(486)	
	November 1983	100%	30	63	8	-33	(599)	
	June 1983	100%	34	56	11	-22	(527)	
	Feb./March 1983	100%	23	69	8	-46	(533)	
	Average 1982	100%	18	73	9	-55		
	Average 1981	100%	26	61	14	-35		
<u>Region</u>								
<u>New England</u>								
	November 1984	100%	64	25	11	+39	(174)	
	Oct. 12-20, 1984	100%	58	29	13	+29	(69)	
	September 1984	100%	61	34	4	+27	(70)	
	July/Aug. 1984	100%	56	32	11	+23	(85)	
	June 1984	100%	54	34	11	+20	(85)	
	March 1984	100%	44	44	13	+ 0	(84)	
	November 1983	100%	45	44	11	+ 1	(82)	
	June 1983	100%	50	39	12	+11	(84)	
	Feb./March 1983	100%	46	44	10	+ 2	(85)	
	Average 1982	100%	32	56	12	-24		
	Average 1981	100%	41	43	17	- 2		

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MARKET OPINION RESEARCH

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

(cont'd.)

Region (cont'd.)	Total	Responses			(a) PDI	Number of Cases
		Right Direction	Wrong Track	DK/NA		
<u>Mid Atlantic</u>						
November 1984	100%	58%	32%	10%	+26	(497)
Oct. 12-20, 1984	100%	56	38	8	+18	(200)
September 1984	100%	54	39	8	+15	(198)
July/Aug. 1984	100%	48	44	8	+ 4	(250)
June 1984	100%	45	46	8	- 1	(250)
March 1984	100%	45	47	7	- 2	(251)
November 1983	100%	46	43	11	+ 3	(253)
June 1983	100%	44	48	8	- 4	(250)
Feb./March 1983	100%	37	57	7	-20	(249)
Average 1982	100%	30	59	11	-29	
Average 1981	100%	37	50	14	-13	
<u>East N.C.</u>						
November 1984	100%	60	31	9	+29	(550)
Oct. 12-20, 1984	100%	54	32	14	+22	(220)
September 1984	100%	56	35	8	+21	(220)
July/Aug. 1984	100%	58	35	6	+23	(274)
June 1984	100%	51	38	11	+13	(275)
March 1984	100%	49	41	10	+ 8	(275)
November 1983	100%	36	52	11	-16	(283)
June 1983	100%	43	46	11	- 3	(274)
Feb./March 1983	100%	36	56	7	-20	(277)
Average 1982	100%	30	60	10	-30	
Average 1981	100%	38	48	14	-10	
<u>West N.C.</u>						
November 1984	100%	64	22	14	+42	(231)
Oct. 12-20, 1984	100%	58	36	5	+22	(91)
September 1984	100%	67	28	3	+39	(92)
July/Aug. 1984	100%	54	34	12	+20	(117)
June 1984	100%	56	39	6	+17	(114)
March 1984	100%	49	37	15	+12	(115)
November 1983	100%	50	41	10	+ 9	(111)
June 1983	100%	47	46	8	+ 1	(116)
Feb./March 1983	100%	49	40	11	+ 9	(114)
Average 1982	100%	34	57	9	-23	
Average 1981	100%	45	46	10	- 1	

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MARKET OPINION RESEARCH

MARKET OPINION RESEARCH

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

(cont'd.)

	Right Direction Track	Wrong Track	Total	Responses			(a) Number of Cases
				Right Direction	Wrong Track	Don't know/Refused	
Region (cont'd.)							
Border							
November 1984	100%	35%	48%	62%	25%	13%	+37 (224)
Oct. 12-20, 1984	100%	38%	44%	55%	37%	7%	+18 (91)
September 1984	100%	44%	48%	61%	32%	7%	+29 (90)
July/Aug. 1984	100%	46%	48%	55%	34%	11%	+21 (114)
June 1984	100%	47%	45%	44%	48%	8%	- 4 (115)
March 1984	100%	47%	45%	42%	47%	12%	- 5 (113)
November 1983	100%	52%	46%	38%	52%	9%	-14 (120)
June 1983	100%	50%	48%	43%	49%	7%	- 6 (112)
Feb./March 1983	100%	54%	44%	29%	62%	9%	-33 (113)
Average 1982	100%	56%	48%	30%	58%	11%	-28
Average 1981	100%	58%	46%	35%	52%	14%	-17
Deep South							
November 1984	100%	43%	43%	62%	27%	10%	+35 (767)
Oct. 12-20, 1984	100%	36%	36%	62%	30%	8%	+32 (304)
September 1984	100%	30%	30%	52%	39%	9%	+13 (306)
July/Aug. 1984	100%	38%	38%	59%	31%	10%	+28 (384)
June 1984	100%	41%	41%	52%	36%	12%	+16 (380)
March 1984	100%	45%	45%	46%	42%	11%	+ 4 (382)
November 1983	100%	44%	44%	46%	45%	9%	+ 1 (386)
June 1983	100%	48%	48%	47%	42%	11%	+ 5 (384)
Feb./March 1983	100%	67%	67%	42%	52%	6%	-10 (381)
Average 1982	100%	54%	54%	34%	56%	10%	-22
Average 1981	100%	56%	56%	43%	48%	10%	- 5

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