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Campaign '76

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April 14, 1976

MEMORANDUM FOR: BOB TEETER
FROM: BRUCE WAGNER
SUBJECT: PRE AND POST RESEARCH
ON REAGAN 30 MINUTE

Bob, many thanks for providing me with the opportunity to review the pre and post questionnaires for the attitude research on the Reagan 30 minute national show.

1. I think the entire defense/foreign policy/detente/Kissinger question needs in-depth probing. For example, why does this area seem to be developing such leverage? Perhaps, it is because of a general malaise and feeling of estrangement and alienation which seems to have swept the country. In other words, perhaps the United States appears to be helping other people too much...rather than ourselves in the middle of the recession, i.e., America first, et al.
2. I must confess I don't fully grasp how you'll be analyzing the cause and effect of the Reagan message. We should discuss this.

In my experience, the essence of pre and post type questionnaires is to attempt to measure the attitude shift from prior to screening and then, any difference after the screening. The supposition here is that the only intruding variable has been the commercial message.

My understanding of your current approach is to get some brief feeling prior to the screening of the respondents views and then, execute an in-depth probe following the screening. All this is no doubt valuable, but I don't understand how you'll be getting the 'cause and effect' aspect...unless you are going to be comparing this post data on a reliable basis with other benchmark data. I don't know.

c.c. Peter Dailey

