FEELING THERMOMETER

100° Very warm or favorable feeling
85° Quite warm or favorable feeling
70° Fairly warm or favorable feeling
60° A bit more warm or favorable than cold feeling
50° No feeling at all
40° A bit more cold or unfavorable feeling
30° Fairly cold or unfavorable feeling
15° Quite cold or unfavorable feeling
0° Very cold or unfavorable feeling

Respondent Booklet
A. Ever since I can remember I've been a Republican.

B. My parents were Republicans and I am too.

C. I involve myself in what the Republican Party is doing.

D. I am enthusiastic about what the Republican Party stands for.

E. I almost always support the Republican candidates.

F. I really mean that I liked Gerald Ford very much in the last presidential election.

G. I'm a strong Republican because of the way I feel about what Jimmy Carter has been doing.

H. With me it's more a matter of strongly disliking the Democrats than anything else.

I. Other; please specify: ____________.
A. I usually think of myself as a Republican but I don't agree completely with what the Party stands for.

B. I usually prefer Republican candidates but sometimes I support Democrats.

C. I vote for the person not the party.

D. I usually support Republicans but I didn't much like Gerald Ford in the last presidential election.

E. I don't involve myself in what the Republican Party is doing.

F. I'm a Republican but it isn't very important to me.

G. I'm a not very strong Republican because of the way I feel about what Jimmy Carter has been doing.

H. With me it's more a matter of not liking the Democrats than anything else.

I. Other; please specify: _______________.

A. Ever since I can remember I've been a Democrat.

B. My parents were Democrats and I am too.

C. I involve myself in what the Democratic Party is doing.

D. I am enthusiastic about what the Democratic Party stands for.

E. I almost always support the Democratic candidates.

F. I really mean that I liked Jimmy Carter very much in the last presidential election.

G. I'm a strong Democrat because of the way I feel about what Jimmy Carter has been doing.

H. With me it's more a matter of strongly disliking the Republicans than anything else.

I. Other; please specify: _____________. 
A. I usually think of myself as a Democrat but I don't agree completely with what the Party stands for.

B. I usually prefer Democratic candidates but sometimes I support Republicans.

C. I vote for the person not the party.

D. I usually support Democrats but I didn't much like Jimmy Carter in the last presidential election.

E. I don't involve myself in what the Democratic Party is doing.

F. I'm a Democrat but it isn't very important to me.

G. I'm not a very strong Democrat because of the way I feel about what Jimmy Carter has been doing.

H. With me it's more a matter of not liking the Republicans than anything else.

I. Other; please specify: ____________

A. More often than not, I find myself supporting what the Republican Party stands for.

B. Most of the time I prefer Republican candidates.

C. I preferred Gerald Ford in the last presidential election.

D. I've always lived around Republicans.

E. I feel closer to the Republican Party because of the way I feel about what Jimmy Carter has been doing.

F. I like the Democratic Party even less than I like the Republican Party.

G. Other; please specify: ____________
A. More often than not, I find myself supporting what the Democratic Party stands for.

B. Most of the time I prefer Democratic candidates.

C. I preferred Jimmy Carter in the last presidential election.

D. I've always lived around Democrats.

E. I feel closer to the Democratic Party because of the way I feel about what Jimmy Carter has been doing.

F. I like the Republican Party even less than I like the Democratic Party.

G. Other; please specify: ______________.

A. I support both Democrats and Republicans.

B. I decide on the person not the party.

C. I decide on the issues not the party label.

D. Neither party stands for what I think is important.

E. I dislike both parties.

F. I'm not much interested in politics.

G. The parties almost never deliver on their promises.

H. I don't know enough to make a choice.

I. I like both parties about the same.

J. I'm Independent because of the way I feel about what Jimmy Carter has been doing.

K. My parents were Independent and I am too.

L. Other; please specify: ______________.
EXEMPLARY LIBERAL SLIGHTLY LIBERAL MODERATE, MIDDLE OF ROAD SLIGHTLY CONSERVATIVE EXTREMELY CONSERVATIVE

WOMEN

1  2  3  4  5  6  7
GIVE PREFERENTIAL TREATMENT TO WOMEN THE INDIVIDUAL'S ABILITY OR EXPERIENCE SHOULD BE THE ONLY CONSIDERATION
DEFENSE SPENDING

1  2  3  4  5  6  7

GREATLY DECREASE DEFENSE SPENDING  GREATLY INCREASE DEFENSE SPENDING

JOB AND GOOD STANDARD OF LIVING

1  2  3  4  5  6  7

GOVERNMENT SEE TO A JOB AND GOOD STANDARD OF LIVING  GOVERNMENT LET EACH PERSON GET AHEAD ON OWN
GOVERNMENT SERVICES / GOVERNMENT SPENDING

1 2 3 4 5 6 7
GOVERNMENT SHOULD PROVIDE MANY FEWER SERVICES; REDUCE SPENDING A LOT

GOVERNMENT SHOULD CONTINUE TO PROVIDE SERVICES; NO REDUCTION IN SPENDING

RELATIONS WITH RUSSIA

1 2 3 4 5 6 7
IMPORTANT TO TRY VERY HARD TO GET ALONG WITH RUSSIA

BIG MISTAKE TO TRY TOO HARD TO GET ALONG WITH RUSSIA
1. By law, abortion should never be permitted.

2. The law should permit abortion only in the case of rape, incest or when the woman’s life is in danger.

3. The law should permit abortion for reasons other than rape, incest or danger to the woman’s life, but only after the need for the abortion has been clearly established.

4. By law, a woman should always be able to obtain an abortion as a matter of personal choice.
1. By law, abortion is never permitted.

2. The law permits abortion only in case of rape, incest or when the woman's life is in danger.

3. The law permits abortion for reasons other than rape, incest or danger to the woman's life, but only after the need for the abortion has been clearly established.

4. By law, a woman is always able to obtain an abortion as a matter of personal choice.
Over the next three years, federal income taxes:

1. Should not be cut.

2. Should be cut by about 10%.

3. Should be cut by about 20%.

4. Should be cut by about 30%.

5. Should be cut by more than 30%.

Do you think...

the government should relax environmental protection regulations;

OR

should the government keep environmental protection regulations unchanged?
1. In favor of building more nuclear energy power plants

2. Favor operating only those nuclear energy power plants that are already built

3. Prefer to see all nuclear energy power plants closed down
1. Extremely well
2. Quite well
3. Not too well
4. Not well at all
1. More than once a week

2. Once a week

3. Two or three times a month

4. Once a month

5. Several times a year

6. Rarely

A. None or less than $2,000
B. $2,000 - $2,999
C. $3,000 - $3,999
D. $4,000 - $4,999
E. $5,000 - $5,999
F. $6,000 - $6,999
G. $7,000 - $7,999
H. $8,000 - $8,999
J. $9,000 - $9,999
K. $10,000 - $10,999
M. $11,000 - $11,999
N. $12,000 - $12,999
P. $13,000 - $13,999
Q. $14,000 - $14,999
R. $15,000 - $16,999
S. $17,000 - $19,999
T. $20,000 - $22,999
U. $23,000 - $24,999
V. $25,000 - $29,999
W. $30,000 - $34,999
X. $35,000 - $49,999
Z. $50,000 and over
1. On a farm

2. In the country, not on a farm

3. In a small city or town (under 50,000 people)

4. In a medium-sized city (50,000-100,000)

5. In a large city (100,000-500,000)

6. In a suburb of a large city

7. In a very large city (over 500,000)

8. In a suburb of a very large city

CANDIDATE LIST

a. JIMMY CARTER
b. RONALD REAGAN
c. TED KENNEDY
d. JOHN CONNALLY
e. GERALD FORD
f. JERRY BROWN
g. HOWARD BAKER
h. WALTER MONDALE
i. GEORGE BUSH
j. PHILLIP CRANE
k. ROBERT DOLE
l. JOHN ANDERSON
m. Patrick Lencay
GREATEST POSSIBLE IMPORTANCE TO ME

100
95
90
85
80
75
70
65
60
55
50
45
40
35
30
25
20
15
10
5
0

NO IMPORTANCE AT ALL TO ME

Proj. 40 & 50
495556 & 495557