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Public attitudes toward the F.T.A.

Canada and foreign trade

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# Penn + Schoen Associates, Inc.

Corporate + Political Survey Research

New York City: 1501 Third Avenue, 10028 (212) 734-3000  
Washington, D.C.: 1200 E. Capitol Street, N.E. 20002, (202) 546-2500

Robert Green  
Vice-President  
Washington Office

## R E P O R T

Dept. of External Affairs  
Min. des Affaires extérieures

APR 25 1991

To: Harry Adams  
Public Affairs  
Embassy of Canada

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From: Robert Green  
Penn + Schoen Associates

Re: Public Attitudes toward the F.T.A., Canada, and foreign  
trade

Date: February 17, 1988

### OVERALL FINDINGS

43-2546-962  
A nearly four to one margin of Americans support the free trade agreement with Canada. Support is greatest among better-educated and more affluent Americans, as well as those who vote.

Most Americans, too, see the elimination of tariffs and trade barriers with Canada as beneficial to the U.S. Majorities of almost every demographic sub-group support the elimination of trade barriers; however, trade and industrial union members, Westerners, blacks, and Democrats are less likely to favor the elimination of tariffs and other trade barriers than other Americans.

The vast majority of Americans reject the idea that the free trade agreement should be scuttled to penalize Canada for our trade deficit. Americans believe that the trading relationship between the United States and Canada has been a free and friendly one. Indeed, the special trading relationship between the two countries is an effective argument for the F.T.A., most notably among Westerners who are otherwise less likely to have heard about the treaty and to favor it than other Americans.

A majority of Americans also believe we have had a better trading relationship with Canada than with Japan, South Korea, Taiwan or other Asian countries.

Finally, our findings indicate that a majority of Americans know at least something about the free trade agreement with Canada, especially better-educated, more affluent citizens who vote. Most Americans, however, do not know Canada is the largest customer for American exports.

## KNOWLEDGE OF FREE TRADE

A little more than half of Americans have heard of the free trade agreement. A 52%-44% majority of Americans say they have heard something about the F.T.A. recently signed between the U.S. and Canada.

Sixty-four percent of Americans who are absolutely certain to vote this fall ("Prime") have heard of the treaty. Awareness of the treaty is also higher among those who read news (59%) or business (64%) magazines, people 35 years of age or older, those Americans with at least some college education (58%), professionals, retired persons (68%), men (60%), and those who enjoy more than \$30,000 in household income annually.

## BENEFITS OF FREE TRADE TO THE UNITED STATES

Most people think the F.T.A. would be beneficial to the United States. Fifty-seven percent say that such a treaty, which would eliminate tariffs and most other barriers to trade would be in the interest of the United States. Twenty percent disagree.

Better-educated Americans who vote grasp the benefits of free trade more strongly than their fellow citizens. Sixty-three percent of news magazine readers and 67% of business magazine readers say they think the elimination of trade barriers is good for this country. A 64%-16% margin of prime voters believe the elimination of barriers are beneficial, as do more than 60% of Americans who earn \$30,000 or more annually.

Somewhat less favorable inclined toward the elimination of tariffs are Americans who belong to craft, industrial, or other private sector unions. By a 51%-30% margin, trade unionists say that such an agreement would be beneficial to the United States.

Other groups that are either undecided about the eliminations of barriers to trade or less favorable inclined toward it include blacks (37%), females (50%), Democrats (53%), those who earn less than \$20,000 annually (51%), and Westerners (52%). About as many unskilled and semi-skilled laborers favor (36%) as oppose (37%) the elimination of barriers to trade under the agreement.

## APPROVAL OF THE F.T.A.

By a nearly four to one margin, Americans believe Congress should approve the F.T.A. between the United States and Canada. Sixty-two percent approve, while 16% disapprove. Nearly one in four Americans is undecided.

Pully two-thirds (68%) of prime voters favor the treaty, as do large majorities of better-read, college-educated, and Americans with professional or managerial responsibilities.

Trade and industrial unionists are somewhat less favorably (59%) inclined toward the treaty than organized public sector employees (71%). And skilled labor (61%) is more favorable ~~than~~ toward it than semi or unskilled workers (43%), both organized and unorganized.

Taken as a whole, blacks and women are less likely to favor the treaty than whites and males. Westerners and Southerners are less likely than people in the Northeast and Midwest (among whose numbers include the vast majority of Americans living in states bordering Canada) to favor this treaty. Democrats, too, are less likely (58%) to support the F.T.A. than Republicans (67%).

#### CANADA AS A CUSTOMER OF THE UNITED STATES

Most Americans do not know Canada buys more U.S. goods than any other country. They either do not offer an opinion on the matter (48%) or they say another country (22%) buys more of our goods and services.

While most Americans in every demographic sub-group do not know how important Canada is as a market for U.S. exports, awareness of its importance is greater among treaty supporters (37%), professionals, and Northeasters (34%).

#### FAIR TRADE WITH CANADA VS. ALL FOREIGN COUNTRIES NEED TO BE PENALIZED

Better six in four Americans think our history of fair and friendly trading with Canada is a sufficient reason to support the F.T.A., while less than one in five say our trade deficit is a sufficient reason to oppose it as a way to punish Canada and other foreign countries. Majorities of every major demographic sub-group, save blacks and manual workers, favor the treaty based on the fair and friendly argument.

The special relationship ("fair and friendly") argument even has a certain appeal to those who say they are opposed to Congress granting approval to the free trade agreement. Among the sixteen percent who say they are opposed to the treaty, twenty-nine percent switch sides when presented this argument, while 58% of the anti-treaty public (or only about nine percent of all Americans) say Canada and other foreign countries should be penalized, and the treaty rejected, because of our trade deficit.

Among the demographic sub-groups, the special relationship argument is especially persuasive among better-read, educated, wealthier Americans, and those whose occupations would typically signify middle and upper-middle social and economic status.

Westerners, too, find this fairness argument especially convincing. Using the free and friendly argument, support for the F.T.A. rises among Americans who live in the West to levels comparable to those found among Midwesterners and Northeasterners.

Trade and industrial unionists find the special relationship argument less compelling, if still persuasive, than organized public service employees. While public sector unionists agree with the fair and friendly argument by a better than 4:1 ratio (73% to 17%), the private sector unionist is only a little better than 2:1 favorable (56% to 24%).

#### CANADA VS ASIAN TIGERS

Most Americans say we have a better trading relationship with Canada than we do with Asian countries, such as Japan, Taiwan, and Korea.

By a 54%-20% margin, Americans are more likely to say we have had a better trading relationship with Canada than with Asian countries. Even the anti-trade public thinks so, with 42% describing the Canadian trade situation better and 34% saying it is not better than our relationship with Japan, Taiwan, South Korea, and other Asian countries.

In general, better-educated and more affluent U.S. citizens are more likely to believe we have had a better trading relationship with the Canadians. Other Americans are more likely to be undecided on the subject than actually opposed to the idea that we have had a better trading relationship with Canada.

## M E T H O D O L O G Y

This report summarizes the result of a national survey of 800 Americans conducted by Penn + Schoen Associates, Inc. Interviews were conducted on February 13th and 14th 1988 by our trained professional staff from our central telephone facility in New York. The sample was selected by using a random digit dialing, which gives every American with a telephone a theoretically equal chance of being selected. The sampling error for this survey is 4.5 percent.

Mark Penn and Douglas Schoen

GENERAL SUMMARY  
NATIONAL - #1177 - 2/88

NO. 1

QUEST: Have you heard anything about the free trade agreement that was recently signed between the United States and Canada?

	yes	no	don't know
ALL	52	44	3

NO. 2

QUEST: Do you think that such a free trade agreement, which eliminates tariffs and other barriers to trade, is beneficial to the United States or is it not beneficial?

	beneficial	not beneficial	don't know
ALL	57	20	23

NO. 3

QUEST: Do you think the Congress should approve this free trade agreement between the United States and Canada or should Congress disapprove of this agreement?

	approve	disapprove	don't know
ALL	62	16	22

NO. 4

QUEST: From what you know, does Canada buy more from the United States than from any other country, or is there another country that buys more from the United States?

	Canada	other country	don't know
ALL	30	22	48

NO. 5

QUEST: Some say the U.S. should enter into this free trade agreement with Canada because the two have enjoyed a fair and friendly trading relationship. Others say the U.S. should not enter into this agreement and should penalize all foreign countries because of our trade deficit. Which view...?

	enter	not enter	don't know
ALL	64	18	18

NO. 6

QUEST: Thinking now about the past few years, has the United States enjoyed a better trading relationship with Canada than with Asian countries such as Japan, Taiwan, and Korea, or has it not enjoyed a better trading relationship with Canada?

	better	not better	don't know
ALL	54	20	26

NO. 7

QUEST: In what age group are you? (READ CATEGORIES)

	18-24	25-34	35-49	50-64	65 and over
ALL	13	27	28	19	13
	dk/refused				
ALL	0				

NO. 8

QUEST: What is the last year of school you completed?

	less than HS	HS graduate	college/Grad	don't know
ALL	10	33	56	1

NO. 9

QUEST: What type of work does the head of the household usually do? What is the job called?

	HI-lev prof	Mid-lev prof	Exec/manager	Sales/prop	Oth wt collar
ALL	9	13	10	11	6
	Skilled labor	Semi/unskl lab	Student	Housewife	Retired
ALL	19	8	2	2	15
	Farming	Other	don't know		
ALL	2	1	2		



NO. 10

QUEST: (ASK ONLY OF WOMEN) Do you, yourself, work outside the home full-time, part-time, or don't you work outside the home?

	full-time	part-time	Don't work	Don't know/refus
ALL	43	15	42	0

NO. 11

QUEST: Are you, or is any member of your household, a member of a labor union? (IF YES) Is this person a member of a public employee union or of some other union?

	no union	public emp.	other union	don't know
ALL	78	12	8	2

NO. 12

QUEST: How would you describe your point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	Mostly Dem	Leaning Dem	independent	Leaning Rep	Mostly Rep
ALL	29	10	23	11	20

None don't know

ALL	4	3
-----	---	---

NO. 13

QUEST: Do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?

	very lib	somewhat lib	moderate	smwht conserv	very conserv
ALL	13	23	29	22	10

don't know

ALL	3
-----	---



NO. 14

QUEST: Would you say you vote in every election, most elections, some elections, or few elections?

	PRIME	most	some	few	none
ALL	40	31	11	12	6
	don't know				
ALL	1				

NO. 15

QUEST: What is your religion?

	Protestant	Catholic	Jewish	other	none
ALL	56	29	2	1	9
	dk/refused				
ALL	3				

NO. 16

QUEST: IF PROTESTANT: Do you consider yourself a born-again Christian?

	yes	no	don't know
ALL	42	55	2

NO. 17

QUEST: For statistical purposes only, please tell me which of the following categories best represents your total family income for 1987.

	Under \$10,000	\$10 - \$15,000	\$15 - \$20,000	\$20 - \$25,000	\$25 - \$30,000
ALL	9	7	10	11	11
	\$30 - \$35,000 \$35 - \$40,000 \$40 - \$50,000 \$50,000 + dk/refuse				
ALL	6	8	8	15	15

NO. 18

QUEST: Which country did most of your ancestor's come from?

	U.S.	Russia	Poland	Germany	Italy
ALL	5	2	4	19	7
	Eng./Scotland	Ireland	Other E.Europe	Africa	Caribbean
ALL	20	11	5	7	1
	China	Other	don't know		
ALL	0	9	9		

NO. 19

QUEST: What is your race?

	White	Black	Hispanic	other	dk/refused
ALL	84	10	2	4	1

NO. 20

QUEST: Are you married, single, or divorced?

	married	single	divorced	don't know
ALL	63	27	10	1

NO. 21

QUEST: Do you have young children in your household?

	yes	no	don't know
ALL	40	59	1

NO. 22

QUEST: Sex.

	Male	Female
ALL	50	50



		NO. 23 Party (Collapsed)			
		Democrat	Independent	Republican	None
ALL		40	24	32	4

		NO. 24 Ideology (Collapsed)		
		Liberal	Moderate	Conservative
ALL		37	30	34

		NO. 25 Income (Collapsed)			
		under \$20,000	\$20 - \$29,999	\$30 - \$39,999	\$40,000 +
ALL		31	26	17	27

		NO. 26 Region.			
		NorthEast	South	MidWest	West
ALL		29	30	22	19

		NO. 27 Religion. (Collapsed)				
		Protestant	Born Again	Catholic	Jewish	Other
ALL		34	24	29	3	2
		None				
ALL		9				





QUEST: Have you heard anything about the free trade agreement that was recently signed between the United States and Canada?

	yes	no	don't know
ALL	52	44	3
FREE TRADE			
approve	65	33	3
disapprove	37	61	2
don't know	29	64	7
PRIME	64	34	3
READ NEWS MAG			
regularly	59	38	3
not regularly	48	49	1
READ BUS MAG			
regularly	64	34	1
not regularly	48	47	4
AGE			
18-24	33	63	5
25-34	42	54	4
35-49	57	40	3
50-64	61	37	3
65 and over	72	26	2
EDUCATION			
less than HS	43	54	3
HS graduate	45	51	4
college/grad	58	39	3
OCCUPATION			
Hi-lev prof	63	37	0
Mid-lev prof	60	34	6
Exec/manager	50	45	5
Sales/prod	55	39	6
Skilled labor	39	58	4
Semi/unskil lab	42	53	5
Retired	68	31	1
UNION			
no union	53	44	3
UNION MEMBER	49	46	4
public emp.	51	44	5
other union	47	50	3
PARTY			
Democrat	49	48	4
Independent	56	40	4
Republican	56	41	3
None	40	53	6
IDEOLOGY			
Liberal	50	46	5
Moderate	53	44	3
Conservative	56	42	2
INCOME			
under \$20,000	46	51	3
\$20 - \$29,999	51	45	5
\$30 - \$39,999	58	39	3
\$40,000 +	55	41	4
RACE			
White	53	43	4
Black	50	44	5
RELIGION			
Protestant	52	46	2
Born Again	52	44	3
Catholic	52	45	3
REGION			
Northeast	52	45	3
South	50	47	3
Midwest	54	41	5
West	54	42	3
SEX			
Male	60	36	3
Female	44	52	3



QUEST: Do you think that such a free trade agreement, which eliminates tariffs and other barriers to trade, is beneficial to the United States or is it not beneficial?

	beneficial	not beneficial	don't know
ALL	57	20	23
FREE TRADE			
approve	84	6	10
disapprove	11	83	7
don't know	16	13	72
PRIME	64	16	20
READ NEWS MAG			
regularly	63	22	15
not regularly	54	18	28
READ BUS MAG			
regularly	67	20	13
not regularly	54	20	26
AGE			
18-24	60	20	20
25-34	46	25	27
35-40	65	16	18
50-64	55	18	27
65 and over	62	16	22
EDUCATION			
less than HS	41	28	32
HS graduate	51	21	29
college/Grad	64	18	18
OCCUPATION			
Hi-lev prof	69	19	12
Mid-lev prof	62	19	19
Exec/manager	63	17	20
Sales/prop	60	14	26
Skilled labor	53	20	26
Semi/unskil lab	36	37	27
Retired	63	15	22
UNION			
no union	57	19	23
UNION MEMBER	58	21	21
public emp.	63	15	22
other union	51	30	19
PARTY			
Democrat	53	23	24
Independent	60	17	23
Republican	62	17	21
None	48	28	24
IDEOLOGY			
Liberal	57	21	22
Moderate	58	19	22
Conservative	57	19	23
INCOME			
under \$20,000	51	20	29
\$20 - \$29,999	57	22	22
\$30 - \$39,999	62	20	18
\$40,000 +	61	20	19
RACE			
White	60	17	23
Black	37	37	26
RELIGION			
Protestant	56	21	23
Born Again	49	24	27
Catholic	59	20	21
REGION			
NorthEast	60	17	23
South	55	21	24
Midwest	62	18	20
West	52	23	25
SEX			
Male	65	17	18
Female	50	22	28

QUEST. Do you think the Congress should approve this free trade agreement between the United States and Canada or should Congress disapprove of this agreement?

	approve	disapprove	don't know
ALL	62	16	22
FREE TRADE			
approve	100	0	0
disapprove	0	100	0
don't know	0	0	100
PRIME	68	11	21
READ NEWS MAG			
regularly	66	19	16
not regularly	60	14	26
READ BUS MAG			
regularly	67	17	16
not regularly	61	16	23
AGE			
18-24	67	18	14
25-34	53	21	27
35-49	65	13	21
50-64	64	15	22
65 and over	68	11	21
EDUCATION			
less than HS	55	23	23
HS graduate	57	16	27
college/Grad	66	13	19
OCCUPATION			
Hi-lev prof	76	11	13
Mid-lev prof	65	15	20
Exec/manager	62	17	21
Sales/prom	65	8	27
Skilled labor	61	17	22
Semi/unskilled	43	32	25
Retired	68	12	20
UNION			
no union	61	16	23
UNION MEMBER	66	17	18
public emp.	71	15	14
other union	59	18	23
PARTY			
Democrat	58	18	24
Independent	66	15	19
Republican	67	14	19
None	50	16	35
IDEOLOGY			
Liberal	63	15	22
Moderate	62	16	22
Conservative	64	16	20
INCOME			
under \$20,000	57	17	26
\$20 - \$29,999	64	15	20
\$30 - \$39,999	67	14	19
\$40,000 +	64	17	19
RACE			
White	64	14	22
Black	43	29	28
RELIGION			
Protestant	61	14	24
Born Again	55	20	25
Catholic	68	17	15
REGION			
NorthEast	67	11	22
South	59	18	23
Midwest	65	16	19
West	57	18	25
SEX			
Male	71	14	15
Female	54	17	28





Q157: From what you know, does Canada buy more from the United States than from any other country, or is there another country that buys more from the United States?

	Canada	other country	don't know
ALL	30	22	48
FREE TRADE			
approve	37	21	42
disapprove	23	35	42
don't know	14	16	70
PRIME	31	22	47
READ NEWS MAG			
regularly	37	24	39
not regularly	26	21	53
READ BUS MAG			
regularly	26	28	44
not regularly	31	20	49
AGE			
18-24	35	29	36
25-34	28	26	47
35-49	29	22	49
50-64	28	18	54
65 and over	35	15	50
EDUCATION			
less than HS	26	17	57
HS graduate	26	23	51
college/Grad	33	23	44
OCCUPATION			
HI-lev prof	33	25	42
Mid-lev prof	37	17	46
Exec/manager	34	13	53
Sales/prom	20	27	53
Skilled labor	31	26	43
Semi/unsk lab	20	32	49
Retired	36	18	46
UNION			
no union	30	21	49
UNION MEMBER	30	29	41
public emp.	29	29	42
other union	31	28	40
PARTY			
Democrat	29	21	49
Independent	30	22	48
Republican	34	23	42
None	9	22	69
IDEOLOGY			
Liberal	32	22	45
Moderate	27	18	54
Conservative	30	25	44
INCOME			
under \$20,000	25	18	56
\$20 - \$29,999	25	29	46
\$30 - \$39,999	39	19	41
\$40,000 +	35	22	43
RACE			
white	31	20	49
black	22	30	48
RELIGION			
Protestant	33	20	46
Born Again	22	25	53
Catholic	33	23	44
REGION			
NorthEast	34	19	47
South	28	25	47
Midwest	29	21	51
west	28	25	48
SEX			
Male	37	23	41
Female	23	22	55



QUEST: Some say the U.S. should enter into this free trade agreement with Canada because the two have enjoyed a fair and friendly trading relationship. Others say the U.S. should not enter into this agreement and should penalize all foreign countries because of our trade deficit. Which view?

	enter	not enter	don't know
ALL	64	18	18
FREE TRADE			
approve	83	10	7
disapprove	29	56	13
don't know	35	13	52
PRIME	69	15	15
READ NEWS MAG			
regularly	69	18	13
not regularly	60	16	22
READ BUS MAG			
regularly	65	19	15
not regularly	63	18	19
AGE			
18-24	65	20	15
25-34	60	20	20
35-49	67	16	18
50-64	64	19	17
65 and over	64	15	20
EDUCATION			
less than HS	52	23	25
HS graduate	60	20	20
college/Grad	68	16	16
OCCUPATION			
HI-lev prof	78	15	6
Mid-lev prof	65	20	15
Exec/manager	73	10	17
Sales/prom	67	9	24
Skilled labor	57	22	21
Semi/unskil lab	49	34	18
Retired	64	16	20
UNION			
no union	64	17	19
UNION MEMBER	66	20	14
public emp.	73	17	10
other union	56	24	20
PARTY			
Democrat	63	20	17
Independent	62	18	20
Republican	70	15	15
None	49	24	27
IDEOLOGY			
Liberal	66	18	17
Moderate	62	19	19
Conservative	66	18	16
INCOME			
under \$20,000	54	23	23
\$20 - \$29,999	68	19	13
\$30 - \$39,999	72	12	16
\$40,000 +	67	16	17
RACE			
white	66	16	19
Black	49	35	17
RELIGION			
Protestant	63	19	18
Born Again	68	22	20
Catholic	69	18	14
REGION			
NorthEast	66	17	16
South	61	18	21
MidWest	64	18	18
West	64	19	17
SEX			
Male	70	16	14
Female	58	20	22



QUEST. Thinking now about the past few years, has the United States enjoyed a better trading relationship with Canada than with Asian countries such as Japan, Taiwan, and Korea, or has it not enjoyed a better trading relationship with Canada?

	Better	not better	don't know
ALL	54	20	26
FREE TRADE			
approve	62	20	18
disapprove	42	34	24
don't know	39	11	50
PRIME	57	19	24
READ NEWS MAG			
regularly	62	21	17
not regularly	49	19	32
READ BUS MAG			
regularly	59	24	17
not regularly	52	19	29
AGE			
18-24	54	21	25
25-34	53	21	24
35-49	55	20	25
50-64	56	15	29
65 and over	46	25	29
EDUCATION			
less than HS	41	22	37
HS graduate	51	21	28
college/Grad	59	19	22
OCCUPATION			
HI-lev prof	51	18	30
Mid-lev prof	64	17	19
Exec/manager	53	23	23
Sales/prom	61	10	28
skilled labor	51	23	27
Semi/unskl lab	48	20	32
Retired	53	20	27
UNION			
no union	54	19	27
UNION MEMBER	54	24	21
public emp.	57	25	18
other union	50	23	27
PARTY			
Democrat	49	26	25
Independent	56	16	28
Republican	61	15	24
None	50	13	38
IDEOLOGY			
Liberal	55	20	24
Moderate	55	21	24
Conservative	54	19	28
INCOME			
under \$20,000	43	24	33
\$20 - \$29,999	59	19	22
\$30 - \$39,999	62	16	22
\$40,000 +	58	18	24
RACE			
White	55	19	27
Black	50	23	27
RELIGION			
Protestant	52	20	27
Born Again	49	21	30
Catholic	57	20	23
REGION			
NorthEast	54	20	26
South	49	22	29
Midwest	63	12	25
West	51	25	24
SEX			
Male	62	19	18
Female	46	21	33

QUEST	In what age group are you? (READ CATEGORIES)				
	18-24	25-34	35-49	50-64	65 and over
ALL	13	27	38	19	13
FREE TRADE					
approve	14	23	28	20	14
disapprove	15	35	23	18	9
don't know	9	33	27	19	12
PRIME	8	20	29	23	20
READ NEWS MAG					
regularly	14	27	26	20	13
not regularly	12	27	29	19	13
READ BUS MAG					
regularly	11	29	28	20	12
not regularly	14	26	27	19	13
AGE					
18-24	100	0	0	0	0
25-34	0	100	0	0	0
35-49	0	0	100	0	0
50-64	0	0	0	100	0
65 and over	0	0	0	0	100
EDUCATION					
less than HS	13	14	18	29	27
HS graduate	13	27	26	20	14
college/Grad	13	29	31	17	10
OCCUPATION					
Hi-lev prof	14	30	34	19	4
Mid-lev prof	9	30	38	19	3
Exec/manager	6	33	37	14	10
Sales/prom	12	33	28	24	3
Skilled labor	16	35	33	15	1
Semi/unskil lab	20	33	28	16	3
Retired	1	2	5	29	63
UNION					
no union	13	27	27	19	14
UNION MEMBER	14	28	32	20	6
public emp.	16	26	26	23	8
other union	9	31	40	15	4
PARTY					
Democrat	10	27	29	18	16
Independent	12	26	34	18	10
Republican	14	27	24	23	12
None	24	38	22	7	10
IDEOLOGY					
Liberal	14	28	29	16	11
Moderate	12	24	32	19	13
Conservative	12	28	35	21	13
INCOME					
under \$20,000	15	29	22	18	25
\$20 - \$29,999	16	35	27	15	7
\$30 - \$39,999	6	33	35	16	7
\$40,000 +	9	25	36	25	6
RACE					
white	12	24	29	21	14
Black	14	39	22	17	7
RELIGION					
Protestant	13	28	23	22	14
Born Again	12	28	24	24	12
Catholic	13	25	33	15	14
REGION					
Northeast	13	31	29	16	10
South	15	26	27	17	14
Midwest	14	22	29	24	10
West	9	28	25	21	17
SEX					
Male	14	29	31	15	11
Female	12	25	25	23	15

QUEST: In what age group are you? (READ CATEGORIES)

OK / refused

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-----
ALL                                0
FREE TRADE
  approve                            1
  disapprove                          0
  don't know                          1
  FRINE                                0
READ NEWS MAG
  regularly                            0
  not regularly                        0
READ BUS MAG
  regularly                            0
  not regularly                        0
AGE
  18-24                                0
  25-34                                0
  35-49                                0
  50-64                                0
  65 and over                          0
EDUCATION
  less than HS                        0
  HS graduate                          0
  college/Grad                        0
OCCUPATION
  Hi-lev prof                          0
  Mid-lev prof                          1
  Exec/manager                         0
  Sales/prom                             0
  Skilled labor                         0
  Semi/unskil lab                       0
  Retired                               0
UNION
  no union                              0
  UNION MEMBER                          1
    public emp.                          1
    other union                          0
PARTY
  Democrat                              1
  Independent                            0
  Republican                             0
  None                                    0
IDEOLOGY
  Liberal                                1
  Moderate                               0
  Conservative                           0
INCOME
  under $20,000                         0
  $20 - $29,999                         0
  $30 - $39,999                         1
  $40,000 +                             0
RACE
  white                                  0
  Black                                  1
RELIGION
  Protestant                             1
  Born Again                             0
  Catholic                               0
REGION
  NorthEast                             0
  South                                  0
  Midwest                                1
  West                                    1
SEX
  Male                                    0
  Female                                  1

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QUEST: what is the last year of school you completed?

	less than HS	HS graduate	college/Grad	don't know
AGE				
ALL	10	33	56	1
FREE TRADE				
approve	9	31	60	1
disapprove	15	33	52	0
don't know	11	41	48	1
PRIME	8	29	63	1
READ NEWS MAG				
regularly	8	25	67	1
not regularly	12	39	49	0
READ BUS MAG				
regularly	3	21	75	0
not regularly	12	37	50	0
AGE				
18-24	10	34	55	1
25-34	5	33	61	0
35-49	7	31	62	0
50-64	16	36	49	0
65 and over	21	36	41	1
EDUCATION				
less than HS	100	0	0	0
HS graduate	0	100	0	0
college/Grad	0	0	100	0
OCCUPATION				
HI-lev prof	4	16	81	0
Mid-lev prof	3	20	77	0
Exec/manager	6	21	72	0
Sales/prom	5	33	62	0
Skilled labor	15	46	39	0
Semi/unskil lab	22	47	31	0
Retired	19	39	42	1
UNION				
no union	10	33	57	0
UNION MEMBER	11	34	55	0
public emp.	13	29	58	0
other union	9	42	49	0
PARTY				
Democrat	16	31	52	1
Independent	10	34	57	0
Republican	4	32	64	0
None	8	46	46	0
IDEOLOGY				
Liberal	9	33	58	1
Moderate	8	35	57	0
Conservative	13	33	54	0
INCOME				
under \$20,000	22	43	35	0
\$20 - \$29,999	10	29	61	0
\$30 - \$39,999	4	34	61	0
\$40,000 +	2	23	75	0
RACE				
white	9	34	57	0
Black	20	36	43	1
RELIGION				
Protestant	9	33	57	1
Born Again	14	40	46	0
Catholic	11	35	54	0
REGION				
NorthEast	9	28	63	0
South	13	33	54	0
Midwest	9	41	49	1
West	9	34	56	1
SEX				
Male	9	30	61	1
Female	12	37	51	1

QUEST: What type of work does the head of the household usually do? what is the job called?

	HI-lev prof	Mid-lev prof	Exec/manager	Sales/prop	oth wt collar
ALL	9	13	10	17	6
FREE TRADE					
approve	11	14	10	12	6
disapprove	6	13	10	6	7
don't know	5	12	10	13	6
PRIME	11	15	10	7	6
READ NEWS MAG					
regularly	11	16	11	10	7
not regularly	7	13	9	17	6
READ BUS MAG					
regularly	16	17	12	15	3
not regularly	6	12	9	9	7
AGE					
18-24	10	9	5	10	10
25-34	10	15	12	14	7
35-49	11	18	13	11	7
50-64	9	13	7	14	7
65 and over	3	3	7	3	0
EDUCATION					
less than HS	3	4	6	5	5
HS graduate	4	8	6	11	9
college/Grad	13	18	13	12	7
OCCUPATION					
HI-lev prof	100	0	0	0	0
Mid-lev prof	0	100	0	0	0
Exec/manager	0	0	100	0	0
Sales/prop	0	0	0	100	0
Skilled labor	0	0	0	0	0
Semi/unskil lab	0	0	0	0	0
Retired	0	0	0	0	0
UNION					
no union	10	12	11	12	6
UNION MEMBER	5	19	7	9	6
public emp:	4	23	4	7	8
other union	6	10	11	12	4
PARTY					
Democrat	6	13	9	7	10
Independent	8	11	10	11	7
Republican	14	16	12	16	3
None	4	15	6	12	0
IDEOLOGY					
Liberal	11	13	10	11	7
Moderate	7	12	10	12	8
Conservative	9	15	10	11	4
INCOME					
under \$20,000	2	4	3	4	8
\$20 - \$29,999	2	15	11	14	5
\$30 - \$39,999	8	14	15	12	6
\$40,000 +	18	22	16	15	5
RACE					
White	9	13	11	11	5
Black	5	12	7	6	16
RELIGION					
Protestant	7	14	9	10	7
Born Again	5	10	9	10	8
Catholic	11	15	10	11	3
REGION					
NorthEast	8	12	16	12	5
South	8	12	8	10	7
Midwest	8	15	8	11	6
West	13	13	6	11	9
SEX					
Male	10	15	8	12	6
Female	8	11	12	10	7



QUESTION: What type of work does the head of the household usually do? What is the job called?

	Skilled labor	Semi, unsk lab	Student	Housewife	Retired
ALL	19	8	2	2	15
FREE TRADE					
approve	19	5	2	1	17
disapprove	21	15	2	1	12
don't know	20	9	2	5	14
PRIME	15	5	2	3	22
READ NEWS MAG					
regularly	14	5	2	2	16
not regularly	23	9	2	2	16
READ BUS. MAG					
regularly	11	5	3	1	13
not regularly	22	8	2	3	16
AGE					
18-24	24	12	12	4	2
25-34	25	9	2	0	1
35-49	26	8	1	1	3
50-64	15	6	0	4	23
65 and over	1	2	0	4	73
EDUCATION					
less than HS	28	16	1	2	28
HS graduate	27	11	2	3	18
college/Grad	13	4	3	2	12
OCCUPATION					
HI-lev prof	0	0	0	0	0
Mid-lev prof	0	0	0	0	0
Exec/manager	0	0	0	0	0
Sales/prop	0	0	0	0	0
Skilled labor	100	0	0	0	0
Semi/unskl lab	0	100	0	0	0
Retired	0	0	0	0	100
UNION					
no union	16	7	2	2	17
UNION MEMBER	31	11	2	1	9
public emp.	28	11	1	0	12
other union	34	11	4	2	5
PARTY					
Democrat	20	9	3	3	16
Independent	22	8	3	1	15
Republican	15	5	0	1	15
None	28	6	7	8	7
IDEOLOGY					
Liberal	20	8	4	2	12
Moderate	20	9	2	2	16
Conservative	18	7	1	2	18
INCOME					
under \$20,000	21	15	3	6	29
\$20 - \$29,999	23	9	1	0	10
\$30 - \$39,999	24	4	1	1	10
\$40,000 +	13	0	1	1	5
RACE					
White	19	6	2	2	17
Black	16	25	4	2	7
RELIGION					
Protestant	20	6	2	3	17
Born Again	21	12	2	2	16
Catholic	22	7	1	2	16
REGION					
NorthEast	19	5	4	1	12
South	21	10	1	2	16
Midwest	20	11	1	4	15
West	16	4	2	2	21
SEX					
Male	23	6	1	0	12
Female	16	9	3	4	18



QUEST: What type of work does the head of the household usually do? What is the job called?

	Farming	Other	don't know
ALL	2	1	2
FREE TRADE			
approve	2	1	1
disapprove	4	0	2
don't know	1	1	2
PRIME	3	0	1
READ NEWS MAG			
regularly	2	1	2
not regularly	1	1	1
READ BUS MAG			
regularly	2	0	2
not regularly	2	1	2
AGE			
18-24	0	1	3
25-34	3	0	2
35-49	2	1	1
50-64	1	0	1
65 and over	1	1	0
EDUCATION			
less than HS	1	1	0
HS graduate	3	1	2
college/Grad	1	0	2
OCCUPATION			
HI-lev prof	0	0	0
Mid-lev prof	0	0	0
Exec/manager	0	0	0
Sales/prom	0	0	0
Skilled labor	0	0	0
Semi/unskl lab	0	0	0
Retired	0	0	0
UNION			
no union	2	1	2
UNION MEMBER	0	1	1
public emp.	0	1	0
other union	0	0	2
PARTY			
Democrat	2	0	2
Independent	1	2	0
Republican	1	0	3
None	4	3	0
IDEOLOGY			
Liberal	2	1	1
Moderate	2	1	0
Conservative	1	1	3
INCOME			
under \$20,000	2	2	0
\$20 - \$29,999	2	1	2
\$30 - \$39,999	1	0	4
\$40,000 +	2	0	1
RACE			
White	2	1	2
Black	3	0	1
RELIGION			
Protestant	3	1	1
Born Again	2	1	2
Catholic	1	0	1
REGION			
NorthEast	1	0	2
South	3	0	2
Midwest	0	1	1
West	2	1	2
SEX			
Male	2	2	3
Female	1	0	1



QUEST: (ASK ONLY OF WOMEN) Do you, yourself, work outside the home?  
 full-time, part-time, or don't you work outside the home?

	full-time	part-time	Don't work	DK/refuse
ALL	43	15	42	0
FREE TRADE				
approve	37	16	47	0
disapprove	57	9	34	0
don't know	46	16	38	0
PRIME	39	13	49	0
READ NEWS MAG				
regularly	45	17	38	1
not regularly	42	14	44	0
READ BUS MAG				
regularly	43	22	34	1
not regularly	43	13	44	0
AGE				
18-24	42	24	34	0
25-34	61	16	23	0
35-49	59	12	29	0
50-64	23	16	51	1
65 and over	2	8	90	0
EDUCATION				
less than HS	24	7	68	0
HS graduate	33	17	50	0
college/grad	55	15	30	0
OCCUPATION				
HI-lev prof	67	24	8	0
Mid-lev prof	55	21	24	0
Exec/manager	56	11	33	0
Sales/prom	51	20	29	0
Skilled labor	45	19	36	0
Semi/unskil lab	46	13	41	0
Retired	9	6	84	1
UNION				
no union	41	14	44	0
UNION MEMBER	51	19	30	1
public emp.	50	19	28	2
other union	51	17	31	0
PARTY				
Democrat	44	13	43	0
Independent	42	15	43	0
Republican	44	18	38	1
None	31	14	56	0
IDEOLOGY				
Liberal	46	17	37	0
Moderate	42	16	42	0
Conservative	42	12	46	1
INCOME				
under \$20,000	31	9	59	1
\$20 - \$29,999	48	20	31	0
\$30 - \$39,999	73	7	19	0
\$40,000 +	47	19	34	0
RACE				
White	41	14	45	0
Black	54	17	29	0
RELIGION				
Protestant	40	14	45	1
Born Again	45	11	44	0
Catholic	43	16	41	0
REGION				
NorthEast	45	14	41	0
South	49	15	36	0
Midwest	35	17	47	1
West	38	14	48	0
SEX				
Male	0	0	0	0
Female	43	15	42	0



QUEST: Are you, or is any member of your household, a member of a labor union? (IF YES) is this person a member of a public employee union or of some other union?

	no union	public emp.	other union	don't know
ALL	78	12	8	2
FREE TRADE				
approve	77	13	7	2
disapprove	78	11	9	2
don't know	82	7	8	2
PRIME	79	12	7	3
READ NEWS MAG				
regularly	78	14	5	2
not regularly	79	10	9	2
READ BUS. MAG				
regularly	87	9	3	1
not regularly	76	12	9	2
AGE				
18-24	77	15	6	3
25-34	78	11	9	2
35-49	76	11	11	1
50-64	79	14	6	1
65 and over	87	7	2	4
EDUCATION				
less than HS	75	14	7	4
HS graduate	78	10	10	2
college/Grad	80	12	7	1
OCCUPATION				
Hi-lev prof	87	6	5	2
Mid-lev prof	71	21	6	2
Exec/manager	86	4	9	1
Sales/prom	83	8	8	1
Skilled labor	66	17	14	3
Semi/unskl lab	72	17	11	0
Retired	87	9	2	2
UNION				
no union	100	0	0	0
UNION MEMBER	0	60	40	0
public emp.	0	100	0	0
other union	0	0	100	0
PARTY				
Democrat	74	13	11	3
Independent	76	16	7	2
Republican	87	7	5	1
None	75	13	9	4
IDEOLOGY				
Liberal	76	13	9	3
Moderate	79	11	9	1
Conservative	81	11	6	2
INCOME				
under \$20,000	83	12	13	2
\$20 - \$29,999	78	12	7	3
\$30 - \$39,999	69	12	17	2
\$40,000 +	79	12	8	1
RACE				
White	80	10	8	2
Black	64	24	9	4
RELIGION				
Protestant	81	9	9	2
Born Again	80	12	6	2
Catholic	73	16	9	2
REGION				
NorthEast	73	15	10	1
South	83	11	4	1
Midwest	74	12	11	2
West	84	7	5	4
SEX				
Male	77	13	8	2
Female	80	10	7	2



QUEST: How would you describe your point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	Mostly Dem	Leaning Dem	Independent	Leaning Rep	Mostly Rep
ALL	29	10	23	17	20
FREE TRADE					
approve	26	11	25	12	21
disapprove	34	10	22	10	17
don't know	34	8	21	9	18
PRIME	30	11	22	11	24
READ NEWS MAG					
regularly	30	8	23	12	20
not regularly	28	11	24	10	20
READ BUS MAG					
regularly	23	8	24	14	26
not regularly	30	11	24	10	18
AGE					
18-24	22	10	21	11	21
25-34	30	10	22	14	18
35-49	28	13	29	10	16
50-64	27	9	22	11	27
65 and over	40	8	18	9	20
EDUCATION					
less than HS	49	12	22	2	9
HS graduate	28	9	24	7	22
college/Grad	26	11	24	15	21
OCCUPATION					
HI-lev prof	21	8	20	14	33
Mid-lev prof	28	10	20	17	20
Exec/manager	29	7	25	9	28
Sales/prom	12	15	23	15	30
skilled labor	30	11	26	9	15
Semi/unskil lab	30	15	26	9	10
Retired	33	8	22	11	19
UNION					
no union	27	9	23	12	22
UNION MEMBER	35	13	27	7	11
public emp.	30	12	31	9	9
other union	42	14	21	5	14
PARTY					
Democrat	74	26	0	0	0
Independent	0	0	100	0	0
Republican	0	0	0	36	64
None	0	0	0	0	0
IDEOLOGY					
Liberal	39	14	22	8	13
Moderate	25	10	30	13	15
Conservative	22	7	20	12	33
INCOME					
under \$20,000	33	9	24	7	16
\$20 - \$29,999	30	11	20	13	18
\$30 - \$39,999	32	12	26	12	15
\$40,000 +	21	12	24	13	28
RACE					
white	25	10	24	11	23
Black	59	12	18	5	1
RELIGION					
Protestant	28	7	22	11	26
Born Again	34	7	24	8	22
Catholic	29	17	20	12	15
REGION					
NorthEast	29	14	25	9	18
South	36	6	24	11	18
Midwest	20	14	26	13	20
west	29	9	18	13	25
SEX					
Male	25	10	27	12	20
Female	32	11	20	10	20



QUEST: How would you describe your point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely Independent, leaning Republican, or mostly Republican?

	None	don't know
ALL	4	3
FREE TRADE		
approve	3	3
disapprove	4	3
don't know	6	3
PRIME	1	2
READ NEWS MAG		
regularly	4	3
not regularly	4	3
READ BUS MAG		
regularly	3	2
not regularly	4	3
AGE		
18-24	7	8
25-34	6	1
35-49	3	1
50-64	1	3
65 and over	3	3
EDUCATION		
less than HS	3	4
HS graduate	5	5
college/Grad	3	1
OCCUPATION		
Hi-lev prof	2	2
Mid-lev prof	4	1
Exec/manager	3	0
Sales/prom	4	1
Skilled labor	6	3
Semi/unskl lab	3	7
Retired	2	6
UNION		
no union	4	3
UNION MEMBER	4	2
public emp.	4	3
other union	5	0
PARTY		
Democrat	0	0
Independent	0	0
Republican	0	0
None	100	0
IDEOLOGY		
Liberal	4	1
Moderate	4	3
Conservative	3	3
INCOME		
under \$20,000	6	4
\$20 - \$29,999	6	2
\$30 - \$39,999	2	1
\$40,000 +	1	1
RACE		
White	4	3
Black	6	0
RELIGION		
Protestant	4	2
Born Again	3	2
Catholic	3	3
REGION		
NorthEast	4	4
South	4	1
MidWest	4	4
West	4	2
SEX		
Male	4	2
Female	4	4

Q163: Do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?

	very lib	somewhat lib	moderate	smwht conserv	very conserv
ALL	13	25	29	22	10
FREE TRADE					
approve	13	23	29	24	10
disapprove	11	23	29	19	14
don't know	14	22	29	19	10
PRIME	13	22	29	22	12
READ NEWS MAG					
regularly	14	24	25	21	14
not regularly	13	22	31	23	8
READ BUS MAG					
regularly	15	20	27	19	15
not regularly	13	24	29	24	8
AGE					
18-24	19	21	26	25	6
25-34	12	26	26	23	12
35-49	13	24	33	21	8
50-64	11	19	29	22	14
65 and over	14	18	28	23	10
EDUCATION					
less than HS	22	8	21	23	19
HS graduate	14	21	30	24	8
college/Grad	11	26	29	21	10
OCCUPATION					
HI-lev prof	12	32	22	22	10
Mid-lev prof	6	29	27	32	5
Exec/manager	7	29	29	20	11
Sales/prom	13	22	30	20	12
Skilled labor	16	21	36	23	9
Semi/unskil lab	17	19	33	17	12
Retired	13	14	29	22	15
UNION					
no union	13	22	29	22	12
UNION MEMBER	14	27	30	23	6
public emp.	16	25	28	26	5
other union	10	29	32	19	7
PARTY					
Democrat	19	30	26	15	8
Independent	10	23	37	21	7
Republican	9	16	26	32	15
None	22	13	26	13	9
IDEOLOGY					
Liberal	37	63	0	0	0
Moderate	0	0	100	0	0
Conservative	0	0	0	68	32
INCOME					
under \$20,000	18	20	25	21	10
\$20 - \$29,999	12	27	28	20	12
\$30 - \$39,999	11	24	32	23	8
\$40,000 +	10	23	31	24	10
RACE					
White	12	23	29	23	10
Black	22	17	26	18	16
RELIGION					
Protestant	12	25	28	21	12
Born Again	13	16	26	26	17
Catholic	13	23	32	23	6
REGION					
Northeast	16	26	29	21	6
South	15	18	27	21	14
Midwest	9	21	33	25	8
West	10	28	25	21	13
SEX					
Male	12	20	30	23	12
Female	14	25	27	21	9



QUEST: Do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative or very conservative?

don't know

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ALL	3
FREE TRADE	
approve	2
disapprove	4
don't know	6
PRIME	2
READ NEWS MAG	
regularly	3
not regularly	3
READ BUS MAG	
regularly	3
not regularly	3
AGE	
18-24	4
25-34	1
35-49	0
50-64	5
65 and over	7
EDUCATION	
less than HS	7
HS graduate	3
college/Grad	2
OCCUPATION	
HI-lev prof	3
Mid-lev prof	2
Exec/manager	3
Sales/prom	2
Skilled labor	2
Semi/unskd lab	1
Retired	6
UNION	
no union	3
UNION MEMBER	1
public emp.	0
other union	3
PARTY	
Democrat	2
Independent	2
Republican	2
None	17
IDEOLOGY	
Liberal	0
Moderate	0
Conservative	0
INCOME	
under \$20,000	5
\$20 - \$29,999	1
\$30 - \$39,999	2
\$40,000 +	2
RACE	
White	3
Black	1
RELIGION	
Protestant	2
Born Again	2
Catholic	2
REGION	
NorthEast	2
South	4
Midwest	3
West	2
SEX	
Male	3
Female	3



QUEST. Would you say you vote in every election, most elections, some elections, or few elections?

	PRIME	most	some	few	none
ALL	40	31	11	12	6
FREE TRADE					
approve	44	30	11	11	4
disapprove	28	32	13	15	9
don't know	37	30	8	15	9
PRIME	100	0	0	0	0
READ NEWS MAG					
regularly	47	30	10	10	2
not regularly	35	31	12	14	8
READ BUS MAG					
regularly	49	31	9	8	3
not regularly	37	31	12	14	6
AGE					
18-24	26	17	17	25	13
25-34	30	35	12	18	6
35-49	41	31	16	8	4
50-64	48	39	5	6	2
65 and over	62	21	3	8	5
EDUCATION					
less than HS	29	37	4	18	9
HS graduate	35	25	14	17	9
college/Grad	45	33	10	8	3
OCCUPATION					
HI-lev prof	51	28	6	7	8
Mid-lev prof	48	32	11	5	6
Exec/manager	43	32	13	7	5
Sales/prom	26	45	12	14	2
Skilled labor	31	32	14	14	8
Semi/unskil lab	24	27	11	33	5
Retired	58	28	5	7	2
UNION					
no union	40	30	11	12	6
UNION MEMBER	39	36	11	11	4
public emp.	41	32	11	13	3
other union	35	42	10	8	5
PARTY					
Democrat	41	32	12	11	4
Independent	38	27	13	17	5
Republican	45	34	8	9	3
None	13	15	14	16	39
IDEOLOGY					
Liberal	39	27	13	14	6
Moderate	41	33	11	10	5
Conservative	41	33	9	13	4
INCOME					
under \$20,000	36	26	12	19	8
\$20 - \$29,999	34	35	12	14	4
\$30 - \$39,999	35	35	14	13	4
\$40,000 +	47	32	7	6	7
RACE					
White	42	29	11	12	5
Black	36	31	7	19	7
RELIGION					
Protestant	38	32	10	13	7
Born Again	46	29	10	10	4
Catholic	42	30	12	13	3
REGION					
NorthEast	38	28	13	14	6
South	37	33	12	13	5
MidWest	43	30	8	13	6
West	44	31	10	8	6
SEX					
Male	40	31	11	12	4
Female	40	30	10	12	7





QUEST: Would you say you vote in every election, most elections, some elections, or few elections?

don't know

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ALL	1
FREE TRADE	
approve	0
disapprove	2
don't know	1
PRIME	0
READ NEWS MAG	
regularly	1
not regularly	0
READ BUS MAG	
regularly	0
not regularly	1
AGE	
18-24	2
25-34	0
35-49	0
50-64	0
65 and over	1
EDUCATION	
less than HS	3
HS graduate	0
college/Grad	0
OCCUPATION	
HI-lev prof	0
Mid-lev prof	0
Exec/manager	0
Sales/prom	1
Skilled labor	1
Semi/unskt lab	0
Retired	0
UNION	
no union	0
UNION MEMBER	0
public emp.	0
other union	0
PARTY	
Democrat	0
Independent	0
Republican	0
None	3
IDEOLOGY	
Liberal	1
Moderate	0
Conservative	0
INCOME	
under \$20,000	0
\$20 - \$29,999	1
\$30 - \$39,999	0
\$40,000 +	1
RACE	
White	0
Black	0
RELIGION	
Protestant	0
Born Again	0
Catholic	0
REGION	
NorthEast	0
South	0
Midwest	0
West	2
SEX	
Male	1
Female	1



QUEST: what is your religion?

	Protestant	Catholic	Jewish	other	none
ALL	56	29	2	.	9
FREE TRADE					
approve	53	31	2	2	9
disapprove	59	30	2	1	7
don't know	63	19	4	1	8
PRIME	58	30	2	0	7
READ NEWS MAG					
regularly	53	31	2	2	9
not regularly	59	26	3	1	8
READ BUS MAG					
regularly	50	30	3	2	12
not regularly	58	28	2	1	7
AGE					
18-24	53	29	1	2	15
25-34	59	27	3	0	8
35-49	48	34	3	2	10
50-64	67	22	3	2	4
65 and over	37	32	2	2	7
EDUCATION					
less than HS	59	30	0	1	9
HS graduate	60	30	2	1	5
college/Grad	53	28	3	2	11
OCCUPATION					
HI-lev prof	38	37	3	5	14
Mid-lev prof	52	32	1	1	12
Exec/manager	52	29	3	0	10
Sales/prop	53	29	8	3	5
skilled labor	59	32	1	1	6
Semi/unskil lab	60	26	0	0	14
Retired	60	29	2	2	4
UNION					
no union	57	27	3	2	9
UNION MEMBER	51	38	2	0	7
public emp.	49	39	1	0	9
other union	55	35	4	0	5
PARTY					
Democrat	53	34	4	1	7
Independent	55	25	2	3	11
Republican	62	25	1	2	8
None	51	22	0	3	17
IDEOLOGY					
Liberal	53	29	4	1	10
Moderate	53	32	2	1	8
Conservative	63	26	1	3	5
INCOME					
under \$20,000	65	23	2	2	6
\$20 - \$29,999	54	32	1	0	11
\$30 - \$39,999	54	32	1	2	7
\$40,000 +	45	35	6	2	11
RACE					
white	56	29	3	1	9
black	76	14	1	2	4
RELIGION					
Protestant	100	0	0	0	0
Born Again	100	0	0	0	0
Catholic	0	100	0	0	0
REGION					
NorthEast	42	42	6	1	8
South	69	19	2	2	6
MidWest	53	33	1	1	9
West	60	20	1	2	13
SEX					
Male	54	27	3	3	11
Female	58	30	2	0	7



QUEST: What is your religion?

dk refused

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ALL	3
FREE TRADE	
approve	3
disapprove	1
don't know	5
PRIME	2
READ NEWS MAG	
regularly	3
not regularly	3
READ BUS MAG	
regularly	3
not regularly	3
AGE	
18-24	1
25-34	3
35-49	4
50-64	3
65 and over	1
EDUCATION	
less than HS	1
HS graduate	2
college/Grad	3
OCCUPATION	
HI-lev prof	3
Mid-lev prof	2
Exec/manager	6
Sales/prop	1
Skilled labor	1
Semi/unskl lab	0
Retired	3
UNION	
no union	3
UNION MEMBER	2
public emp.	2
other union	2
PARTY	
Democrat	2
Independent	3
Republican	2
None	7
IDEOLOGY	
Liberal	2
Moderate	4
Conservative	2
INCOME	
under \$20,000	2
\$20 - \$29,999	1
\$30 - \$39,999	3
\$40,000 +	1
RACE	
White	3
Black	3
RELIGION	
Protestant	0
Born Again	0
Catholic	0
REGION	
NorthEast	4
South	2
MidWest	3
West	3
SEX	
Male	3
Female	3

QUEST:	IF PROTESTANT Do you consider yourself a born-again Christian?		
	yes	no	don't know
ALL	42	55	2
FREE TRADE			
approve	40	58	2
disapprove	50	46	4
don't know	43	53	2
PRIME	47	50	3
READ NEWS MAG			
regularly	40	57	3
not regularly	44	54	2
READ BUS MAG			
regularly	38	57	5
not regularly	44	55	2
AGE			
18-24	42	56	2
25-34	42	57	1
35-49	43	57	0
50-64	44	51	5
65 and over	39	56	5
EDUCATION			
less than HS	55	43	2
HS graduate	47	51	3
college/Grad	37	61	2
OCCUPATION			
Hi-lev prof	33	64	3
Mid-lev prof	35	60	5
Exec/manager	42	59	0
Sales/prop	43	53	5
Skilled labor	45	55	0
Semi/unskl lab	60	37	3
Retired	40	58	2
UNION			
no union	42	55	2
UNION MEMBER	43	53	3
public emp.	52	44	4
other union	32	65	3
PARTY			
Democrat	47	51	2
Independent	44	56	1
Republican	37	60	3
None	31	64	6
IDEOLOGY			
Liberal	36	62	2
Moderate	40	58	2
Conservative	50	48	3
INCOME			
under \$20,000	43	53	4
\$20 - \$29,999	50	48	2
\$30 - \$39,999	40	58	1
\$40,000 +	31	67	1
RACE			
white	39	59	2
Black	66	31	3
RELIGION			
Protestant	0	96	4
Born Again	100	0	0
Catholic	0	0	0
REGION			
NorthEast	27	72	1
South	59	38	3
Midwest	39	59	3
West	32	66	3
SEX			
Male	43	55	3
Female	42	56	2

QUEST: For statistical purposes only, please tell me which of the following categories best represents your total family income for 1987.

	Under \$10,000	\$10 - \$15,000	\$15 - \$20,000	\$20 - \$25,000	\$25 - \$30,000
ALL	9	7	10	11	11
FREE TRADE					
approve	9	6	9	13	10
disapprove	12	7	10	6	15
don't know	8	10	12	10	9
PRIME	7	7	9	7	11
READ NEWS MAG					
regularly	8	5	7	10	11
not regularly	10	8	12	12	10
READ BUS MAG					
regularly	4	5	6	6	11
not regularly	11	8	11	13	11
AGE					
18-24	9	12	10	18	7
25-34	3	6	10	17	12
35-49	6	4	10	5	16
50-64	11	8	6	9	8
65 and over	25	12	13	7	5
EDUCATION					
less than HS	30	17	8	8	12
HS graduate	12	9	13	10	9
college/Grad	4	5	8	12	11
OCCUPATION					
HI-lev prof	1	2	3	4	15
Mid-lev prof	1	4	4	11	13
Exec/manager	1	3	5	8	15
Sales/propp	1	0	8	17	12
Skilled labor	8	7	12	13	13
Semi/unskl lab	18	16	16	15	11
Retired	23	13	13	12	2
UNION					
no union	11	7	10	11	11
UNION MEMBER	3	8	8	11	10
public emp.	4	11	11	11	11
other union	1	5	5	10	9
PARTY					
Democrat	11	8	9	12	11
Independent	8	6	12	10	8
Republican	4	6	9	11	11
None	24	9	9	15	18
IDEOLOGY					
Liberal	8	9	11	10	13
Moderate	8	6	9	14	7
Conservative	9	7	9	10	12
INCOME					
under \$20,000	35	28	37	0	0
\$20 - \$29,999	0	0	0	51	49
\$30 - \$39,999	0	0	0	0	0
\$40,000 +	0	0	0	0	0
RACE					
white	8	7	10	11	10
Black	15	12	13	13	9
RELIGION					
Protestant	7	9	13	10	8
Born Again	13	7	11	12	13
Catholic	8	6	7	11	13
REGION					
NorthEast	7	6	7	13	11
South	11	8	10	11	13
Midwest	12	7	7	8	9
West	6	6	14	11	9
SEX					
Male	8	7	8	10	12
Female	13	7	11	12	9



QUEST: For statistical purposes only, please tell me which of the following categories best represents your total family income for 1987

	\$30 - \$35,000	\$35 - \$40,000	\$40 - \$50,000	\$50,000 +	dk/refuse
ALL	6	8	8	15	15
FREE TRADE					
approve	8	7	6	15	15
disapprove	4	8	9	16	13
don't know	4	8	6	13	18
PRIME	5	7	9	18	18
READ NEWS MAG					
regularly	5	8	8	20	18
not regularly	7	8	8	12	13
READ BUS MAG					
regularly	3	6	11	30	19
not regularly	8	8	7	10	14
AGE					
18-24	4	5	2	13	20
25-34	8	10	9	12	13
35-49	8	10	11	19	12
50-64	5	6	10	20	16
65 and over	5	3	3	7	21
EDUCATION					
less than HS	4	2	4	1	14
HS graduate	7	8	6	9	17
college/Grad	7	9	10	21	14
OCCUPATION					
HI-lev prof	4	9	11	36	14
Mid-lev prof	6	9	17	21	15
Exec/manager	7	15	9	29	8
Sales/prom	7	8	12	20	15
Skilled labor	10	8	9	7	13
Semi/unsk lab	1	7	1	0	13
Retired	5	4	2	5	21
UNION					
no union	6	6	3	15	16
UNION MEMBER	7	14	9	15	14
public emp.	3	11	13	12	13
other union	13	18	5	19	16
PARTY					
Democrat	7	8	7	12	14
Independent	5	10	6	17	16
Republican	7	6	11	19	16
None	3	4	0	7	10
IDEOLOGY					
Liberal	6	8	8	13	13
Moderate	5	10	8	16	16
Conservative	7	6	8	16	17
INCOME					
under \$20,000	0	0	0	0	0
\$20 - \$29,999	0	0	0	0	0
\$30 - \$39,999	45	55	0	0	0
\$40,000 +	0	0	34	66	0
RACE					
White	7	8	8	16	15
Black	4	8	4	5	17
RELIGION					
Protestant	8	6	7	15	16
Born Again	6	7	7	7	17
Catholic	6	10	10	18	10
REGION					
NorthEast	7	9	7	19	12
South	6	9	4	13	15
Midwest	7	7	12	14	17
West	6	4	10	13	19
SEX					
Male	9	8	9	18	13
Female	3	7	7	12	19



QUEST: Which country did most of your ancestors come from?

	U.S.	Russia	Poland	Germany	Italy
ALL	5	2	4	19	7
FREE TRADE					
approve	5	2	5	20	7
disapprove	8	2	4	14	6
don't know	4	4	2	21	5
PRIME	4	3	5	19	8
READ NEWS MAG					
regularly	6	2	5	16	8
not regularly	5	2	4	22	6
READ BUS MAG					
regularly	7	4	6	15	9
not regularly	5	2	4	20	6
AGE					
18-24	7	5	3	12	5
25-34	8	1	4	18	7
35-49	5	3	4	19	10
50-64	5	2	5	25	6
65 and over	1	3	6	20	5
EDUCATION					
less than HS	12	1	3	14	3
HS graduate	5	3	5	23	6
college/Grad	4	2	4	18	8
OCCUPATION					
Hi-lev prof	1	2	3	22	7
Mid-lev prof	8	1	4	18	8
Exec/manager	5	4	4	20	10
Sales/prom	8	3	2	22	7
Skilled labor	8	1	5	20	8
Semi/unskd lab	9	1	2	19	2
Retired	2	3	8	23	6
UNION					
no union	6	2	5	20	6
UNION MEMBER	2	4	3	18	9
public emp.	3	3	3	14	6
other union	2	4	3	23	14
PARTY					
Democrat	5	3	4	13	7
Independent	6	3	4	21	6
Republican	5	1	4	24	6
None	6	0	4	22	10
IDEOLOGY					
Liberal	4	4	4	19	8
Moderate	5	1	5	20	6
Conservative	8	1	3	19	5
INCOME					
under \$20,000	6	4	4	19	3
\$20 - \$29,999	7	1	2	19	8
\$30 - \$39,999	5	1	4	14	8
\$40,000 +	3	3	6	22	9
RACE					
White	4	3	5	22	8
Black	13	0	0	3	0
RELIGION					
Protestant	5	1	3	23	3
Born Again	9	0	2	17	1
Catholic	3	1	8	17	16
REGION					
NorthEast	5	4	5	18	13
South	7	2	3	11	3
MidWest	5	1	6	28	8
West	3	2	5	24	5
SEX					
Male	4	2	5	20	6
Female	6	3	4	18	8

QUEST: Which country did most of your ancestors come from?

	Eng./Scotland	Ireland	Other E. Europe	Africa	Caribbean
ALL	20	11	5	7	1
FREE TRADE					
approve	21	11	7	5	1
disapprove	14	10	7	13	2
don't know	20	11	1	7	0
PRIME	22	13	5	8	1
READ NEWS MAG					
regularly	20	11	6	8	2
not regularly	20	11	5	5	0
READ BUS MAG					
regularly	18	12	5	6	3
not regularly	20	11	5	7	0
AGE					
18-24	14	11	5	6	4
25-34	19	8	6	9	1
35-49	19	11	6	7	0
50-64	20	12	5	4	1
65 and over	28	16	5	5	0
EDUCATION					
less than HS	14	11	8	15	1
HS graduate	16	9	3	6	0
college/grad	23	13	6	5	1
OCCUPATION					
Hi-lev prof	20	10	10	5	2
Mid-lev prof	20	14	9	4	0
Exec/manager	20	13	1	2	0
Sales/prom	16	8	6	2	1
Skilled labor	15	9	3	5	3
Semi/unskl lab	9	3	3	18	0
Retired	24	17	5	3	0
UNION					
no union	21	10	5	5	1
UNION MEMBER	15	12	6	11	2
public emp.	15	17	4	12	3
other union	15	6	9	11	0
PARTY					
Democrat	19	10	6	12	1
Independent	18	12	3	4	0
Republican	24	12	7	2	1
None	10	9	4	11	6
IDEOLOGY					
Liberal	19	10	4	9	1
Moderate	22	12	4	5	0
Conservative	18	11	7	5	0
INCOME					
under \$20,000	19	11	4	10	1
\$20 - \$29,999	18	11	5	7	1
\$30 - \$39,999	29	12	9	5	0
\$40,000 +	18	11	7	3	1
RACE					
White	23	13	6	0	0
Black	0	1	0	61	4
RELIGION					
Protestant	29	9	3	5	0
Born Again	23	10	3	14	0
Catholic	10	15	8	3	2
REGION					
NorthEast	19	10	5	4	2
South	23	12	4	11	1
Midwest	15	10	7	6	0
West	20	13	6	4	1
SEX					
Male	19	10	6	7	1
Female	20	12	4	6	1



QUEST: Which country did most of your ancestors come from?

	China	Other	don't know
ALL	0	9	9
FREE TRADE			
approve	0	3	7
disapprove	0	9	13
don't know	1	10	13
PRIME	0	5	8
READ NEWS MAG			
regularly	0	9	8
not regularly	0	10	10
READ BUS MAG			
regularly	1	6	9
not regularly	0	10	9
AGE			
18-24	1	13	14
25-34	0	11	8
35-49	1	9	7
50-64	0	9	10
65 and over	0	2	10
EDUCATION			
less than HS	0	6	12
HS graduate	0	10	14
college/Grad	1	10	5
OCCUPATION			
HI-lev prof	2	8	9
Mid-lev prof	0	10	3
Exec/manager	0	16	6
Sales/prom	1	15	7
Skilled labor	0	9	13
Semi/unskd lab	0	12	21
Retired	0	3	7
UNION			
no union	1	10	9
UNION MEMBER	0	8	9
public emp.	0	10	10
other union	0	5	8
PARTY			
Democrat	0	8	11
Independent	1	12	9
Republican	0	9	5
None	0	5	13
IDEOLOGY			
Liberal	0	8	9
Moderate	1	11	8
Conservative	0	9	11
INCOME			
under \$20,000	1	5	14
\$20 - \$29,999	1	14	7
\$30 - \$39,999	0	9	5
\$40,000 +	1	12	6
RACE			
White	0	8	8
Black	0	0	19
RELIGION			
Protestant	0	7	10
Born Again	0	6	14
Catholic	0	12	5
REGION			
NorthEast	1	12	4
South	0	8	14
MidWest	0	5	12
West	0	11	6
SEX			
Male	0	10	9
Female	1	8	10



QUEST: What is your race?

	White	Black	Hispanic	Other	DK/Refused
ALL	64	10	2	4	1
FREE TRADE					
approve	86	7	3	4	1
disapprove	74	18	2	5	0
don't know	83	13	2	2	1
PRIME	87	9	1	2	1
READ NEWS MAG					
regularly	77	14	4	5	1
not regularly	88	7	1	3	0
READ BUS. MAG					
regularly	78	13	3	6	0
not regularly	65	9	2	3	1
AGE					
18-24	77	10	5	7	1
25-34	77	15	5	4	0
35-49	86	8	1	5	1
50-64	90	9	1	0	0
65 and over	91	5	1	2	1
EDUCATION					
less than HS	75	19	2	4	0
HS graduate	95	11	3	1	0
college/Grad	85	8	2	5	0
OCCUPATION					
Hi-lev prof	87	5	3	5	0
Mid-lev prof	84	9	1	6	0
Exec/manager	92	1	1	5	0
Sales/prom	86	6	3	3	1
Skilled labor	84	8	4	3	0
Semi/unsk lab	64	33	3	0	0
Retired	92	5	0	2	1
UNION					
no union	66	8	2	4	0
UNION MEMBER	77	17	3	3	0
public emp.	71	20	4	4	0
other union	65	11	2	2	0
PARTY					
Democrat	75	18	3	4	0
Independent	87	7	2	4	0
Republican	93	2	2	3	0
None	76	15	3	7	0
IDEOLOGY					
Liberal	82	11	4	3	0
Moderate	86	9	1	5	0
Conservative	23	10	2	5	1
INCOME					
under \$20,000	79	15	1	4	0
\$20 - \$29,999	82	10	3	4	0
\$30 - \$39,999	87	9	2	2	0
\$40,000 +	89	4	4	4	0
RACE					
White	100	0	0	0	0
Black	0	100	0	0	0
RELIGION					
Protestant	87	8	1	4	0
Born Again	77	21	1	1	0
Catholic	84	5	7	4	1
REGION					
NorthEast	85	8	4	4	0
South	78	14	3	5	0
Midwest	87	10	0	1	1
West	67	6	2	3	2
SEX					
Male	84	10	1	4	1
Female	63	10	3	3	1

QUEST: Are you married, single, or divorced?

	married	single	divorced	don't know
ALL	63	27	10	1
FREE TRADE				
approve	62	27	11	1
disapprove	63	26	9	0
don't know	65	25	9	1
PRIME	67	22	10	0
READ NEWS MAG				
regularly	60	28	11	0
not regularly	65	25	9	1
READ BUS. MAG				
regularly	58	33	8	0
not regularly	65	24	11	1
AGE				
18-24	19	76	5	0
25-34	63	30	7	0
35-49	69	18	17	1
50-64	80	8	11	1
65 and over	67	26	5	2
EDUCATION				
less than HS	58	35	6	0
HS graduate	64	24	11	1
college/Grad	62	27	10	1
OCCUPATION				
Hi-lev prof	67	27	5	2
Mid-lev prof	61	30	8	0
Exec/manager	77	16	8	0
Sales/prom	70	23	6	1
Skilled labor	64	25	10	0
Semi/unskd lab	55	35	8	2
Retired	69	21	9	1
UNION				
no union	62	28	10	1
UNION MEMBER	66	22	12	0
public emp.	59	28	13	0
other union	76	14	10	0
PARTY				
Democrat	61	25	13	1
Independent	67	23	9	1
Republican	63	29	7	0
None	63	31	6	0
IDEOLOGY				
Liberal	59	29	11	1
Moderate	68	22	9	1
Conservative	63	27	10	0
INCOME				
under \$20,000	49	34	17	1
\$20 - \$29,999	62	28	9	1
\$30 - \$39,999	71	22	6	0
\$40,000 +	76	18	6	0
RACE				
White	65	25	10	1
Black	50	36	13	1
RELIGION				
Protestant	61	28	11	1
Born Again	66	22	12	0
Catholic	66	26	8	0
REGION				
NorthEast	54	34	12	1
South	63	27	10	0
MidWest	68	24	7	1
West	69	19	10	2
SEX				
Male	63	26	10	1
Female	62	27	10	1



QUEST: Do you have young children in your household?

	yes	no	don't know
ALL	40	59	1
FREE TRADE			
approve	38	61	0
disapprove	49	49	2
don't know	40	60	0
PRIME	39	61	0
READ NEWS MAG			
regularly	39	60	1
not regularly	41	59	0
READ BUS MAG			
regularly	35	63	2
not regularly	42	58	0
AGE			
18-24	29	71	0
25-34	57	42	1
35-49	53	47	0
50-64	26	74	1
65 and over	11	88	1
EDUCATION			
less than HS	32	68	0
HS graduate	40	59	1
college/grad	42	58	0
OCCUPATION			
Hi-lev prof	38	62	0
Mid-lev prof	38	61	1
Exec/manager	49	51	0
Sales/prom	45	53	1
Skilled labor	54	46	0
Semi/unskil lab	55	45	0
Retired	12	87	1
UNION			
no union	38	61	1
UNION MEMBER	47	53	0
public emp.	40	60	0
other union	57	43	0
PARTY			
Democrat	41	58	1
Independent	45	55	1
Republican	39	61	0
None	43	57	0
IDEOLOGY			
Liberal	38	62	0
Moderate	43	56	1
Conservative	42	57	0
INCOME			
under \$20,000	34	66	0
\$20 - \$29,999	48	52	0
\$30 - \$39,999	42	58	0
\$40,000 +	43	56	1
RACE			
White	38	62	0
Black	60	38	3
RELIGION			
Protestant	37	63	0
Born Again	41	58	1
Catholic	45	55	0
REGION			
NorthEast	39	60	1
South	41	58	0
MidWest	44	56	0
West	37	63	0
SEX			
Male	44	55	1
Female	36	63	1



QUEST:	Sex:	
	Male	Female
ALL	50	50
FREE TRADE		
approve	56	44
disapprove	44	56
don't know	35	65
PRIME	49	51
READ NEWS MAG		
regularly	54	46
not regularly	47	53
READ BUS MAG		
regularly	59	41
not regularly	47	53
AGE		
18-24	52	48
25-34	53	47
35-49	55	45
50-64	40	60
65 and over	48	57
EDUCATION		
less than HS	42	58
HS graduate	44	56
college/Grad	54	46
OCCUPATION		
HI-lev prof	57	43
Mid-lev prof	57	43
Exec/manager	40	60
Sales/prom	52	48
Skilled labor	59	41
Semi/unskil lab	39	61
Retired	40	60
UNION		
no union	48	52
UNION MEMBER	55	45
public emp.	57	43
other union	51	49
PARTY		
Democrat	44	56
Independent	57	43
Republican	51	49
None	52	48
IDEOLOGY		
Liberal	44	56
Moderate	52	48
Conservative	53	47
INCOME		
under \$20,000	40	60
\$20 - \$29,999	50	50
\$30 - \$39,999	61	39
\$40,000 +	58	42
RACE		
White	50	50
Black	51	49
RELIGION		
Protestant	48	52
Born Again	49	51
Catholic	47	53
REGION		
NorthEast	43	57
South	52	48
Midwest	50	50
West	54	46
SEX		
Male	100	0
Female	0	100

QUEST: Party (Collapsed)

	Democrat	Independent	Republican	None
ALL	40	24	32	4
FREE TRADE				
approve	37	25	34	3
disapprove	45	23	28	4
don't know	44	21	28	7
PRIME	41	22	35	1
READ NEWS MAG				
regularly	39	23	33	4
not regularly	40	25	31	4
READ BUS MAG				
regularly	32	24	41	3
not regularly	43	24	29	4
AGE				
18-24	34	23	35	8
25-34	40	23	32	6
35-49	41	29	27	3
50-64	37	23	39	1
65 and over	49	19	29	3
EDUCATION				
less than HS	63	22	12	3
HS graduate	38	25	31	6
college/grad	37	24	36	3
OCCUPATION				
Hi-lev prof	29	21	49	2
Mid-lev prof	36	20	37	4
Exec/manager	36	25	36	3
Sales/prom	27	23	45	4
Skilled labor	42	27	25	6
Semi/unskil lab	48	28	20	4
Retired	43	24	31	2
UNION				
no union	38	23	35	4
UNION MEMBER	49	28	19	5
public emp.	44	32	19	4
other union	56	21	19	5
PARTY				
Democrat	100	0	0	0
Independent	0	100	0	0
Republican	0	0	100	0
None	0	0	0	100
IDEOLOGY				
Liberal	53	22	21	4
Moderate	37	31	29	4
Conservative	30	21	47	3
INCOME				
under \$20,000	44	25	24	7
\$20 - \$29,999	42	20	32	6
\$30 - \$39,999	45	26	28	2
\$40,000 +	33	24	42	1
RACE				
white	36	25	35	4
black	71	18	6	6
RELIGION				
Protestant	35	23	38	4
Born Again	42	25	31	3
Catholic	48	21	28	3
REGION				
Northeast	44	25	27	4
South	42	24	29	4
Midwest	35	27	34	4
West	38	19	39	4
SEX				
Male	36	28	32	4
Female	45	20	31	4



QUEST:	Liberal	Moderate	Conservative
ALL	37	30	34
FREE TRADE			
approve	37	29	34
disapprove	36	30	34
gov't know	38	31	31
PRIME	36	30	34
READ NEWS MAG			
regularly	39	26	35
not regularly	36	32	32
READ BUS. MAG			
regularly	36	28	36
not regularly	37	30	33
AGE			
18-24	41	27	32
25-34	36	27	35
35-49	38	33	29
50-64	31	31	38
65 and over	34	30	36
EDUCATION			
less than HS	33	22	45
HS graduate	36	31	33
college/Grad	38	30	32
OCCUPATION			
HI-lev prof	45	23	33
Mid-lev prof	35	27	38
Exec/manager	37	30	33
Sales/prop	36	31	33
Skilled labor	38	31	32
Semi/unskd lab	36	34	30
Retired	29	31	40
UNION			
no union	36	30	36
UNION MEMBER	41	30	29
public emp.	41	28	30
other union	41	33	26
PARTY			
Democrat	49	27	24
Independent	34	37	29
Republican	25	26	49
None	42	31	27
IDEOLOGY			
Liberal	100	0	0
Moderate	0	100	0
Conservative	0	0	100
INCOME			
under \$20,000	41	26	33
\$20 - \$29,999	40	28	32
\$30 - \$39,999	36	33	31
\$40,000 +	34	32	34
RACE			
White	36	30	34
Black	40	26	34
RELIGION			
Protestant	38	29	33
Born Again	30	26	44
Catholic	37	33	30
REGION			
NorthEast	43	30	28
South	34	29	37
MidWest	32	34	35
West	39	26	35
SEX			
Male	33	31	36
Female	41	28	31

QUEST: Income (Collapsed)

	under \$20,000	\$20 - \$29,999	\$30 - \$39,999	\$40,000 +
ALL	31	26	17	27
FREE TRADE				
approve	28	26	16	28
disapprove	33	24	14	29
don't know	37	24	15	24
PRIME	29	23	15	33
READ NEWS MAG				
regularly	24	25	16	35
not regularly	35	26	17	22
READ BUS MAG				
regularly	18	21	10	51
not regularly	35	27	16	20
AGE				
18-24	38	32	11	19
25-34	23	33	20	24
35-49	23	23	20	34
50-64	30	21	14	36
65 and over	63	15	10	12
EDUCATION				
less than HS	64	24	7	6
HS graduate	41	23	17	19
college/grad	19	27	18	36
OCCUPATION				
HI-lev prof	7	23	15	55
Mid-lev prof	10	28	17	45
Exec/manager	10	25	24	41
Sales/prom	11	33	18	37
Skilled labor	33	29	20	18
Semi/unskl lab	60	30	9	2
Retired	61	18	11	9
UNION				
no union	33	25	15	27
UNION MEMBER	23	25	24	28
public emp.	30	26	17	28
other union	13	23	36	28
PARTY				
Democrat	33	26	18	22
Independent	32	22	18	28
Republican	23	26	15	36
None	47	38	7	8
IDEOLOGY				
Liberal	32	27	16	24
Moderate	27	25	19	29
Conservative	36	26	16	28
INCOME				
under \$20,000	100	0	0	0
\$20 - \$29,999	0	100	0	0
\$30 - \$39,999	0	0	100	0
\$40,000 +	0	0	0	100
RACE				
White	29	25	17	29
Black	48	27	15	10
RELIGION				
Protestant	35	22	17	26
Born Again	38	30	16	17
Catholic	24	27	18	31
REGION				
NorthEast	24	27	18	31
South	35	28	17	20
Midwest	31	20	17	31
West	34	25	12	29
SEX				
Male	24	25	20	31
Female	38	26	13	23



QUEST:	Region.			
	NorthEast	South	Midwest	West
ALL	29	30	22	19
FREE TRADE				
approve	31	29	23	17
disapprove	21	55	22	22
don't know	28	31	19	21
PRIME	27	28	24	21
READ NEWS MAG				
regularly	29	31	23	17
not regularly	29	30	22	20
READ BUS MAG				
regularly	29	30	21	20
not regularly	29	30	22	18
AGE				
18-24	29	35	23	19
25-34	33	29	18	20
35-49	30	30	23	17
50-64	24	27	28	21
65 and over	23	34	18	25
EDUCATION				
less than HS	27	38	19	16
HS graduate	24	30	27	19
college/Grad	32	29	20	19
OCCUPATION				
HI-lev prof	26	28	19	27
Mid-lev prof	27	28	25	20
Exec/manager	47	25	17	11
Sales/prof	31	27	22	19
Skilled labor	29	33	23	16
Semi/unskil lab	21	38	31	10
Retired	23	30	21	25
UNION				
no union	27	32	21	20
UNION MEMBER	38	24	26	12
public emp.	37	29	23	12
other union	39	17	32	12
PARTY				
Democrat	31	32	19	18
Independent	30	31	25	15
Republican	24	28	24	24
None	29	31	21	19
IDEOLOGY				
Liberal	33	28	19	20
Moderate	29	29	25	17
Conservative	24	33	23	20
INCOME				
under \$20,000	23	34	22	20
\$20 - \$29,999	32	34	17	17
\$30 - \$39,999	32	32	23	13
\$40,000 +	34	22	25	20
RACE				
white	29	28	23	20
black	23	44	23	11
RELIGION				
Protestant	27	27	22	24
Born Again	13	52	19	15
Catholic	41	20	25	13
REGION				
NorthEast	100	0	0	0
South	0	100	0	0
MidWest	0	0	100	0
West	0	0	0	100
SEX				
Male	25	32	22	21
Female	32	29	22	17



QUEST: Religion (Collapsed)

	Protestant	Born Again	Catholic	Jewish	Other
ALL	34	24	29	3	2
FREE TRADE					
approve	33	21	32	2	2
disapprove	30	30	31	2	1
don't know	38	28	20	4	1
PEIME	32	28	31	3	0
READ NEWS MAG					
regularly	33	21	32	2	2
not regularly	34	26	27	3	1
READ BUS MAG					
regularly	32	19	31	3	2
not regularly	34	26	29	2	2
AGE					
18-24	32	22	29	1	2
25-34	35	25	28	3	0
35-49	28	21	35	3	2
50-64	39	30	23	3	2
65 and over	35	22	32	2	2
EDUCATION					
less than HS	28	32	30	0	1
HS graduate	33	28	30	2	1
college/Grad	35	20	29	4	2
OCCUPATION					
Hi-lev prof	27	13	38	3	5
Mid-lev prof	35	19	32	1	1
Exec/manager	32	23	31	3	0
Sales/prom	31	22	29	8	3
Skilled labor	34	26	33	2	1
Semi/unskl lab	24	36	26	0	0
Retired	37	24	30	2	2
UNION					
no union	34	25	27	3	2
UNION MEMBER	30	22	38	2	0
public emp.	25	25	40	1	0
other union	38	18	36	4	0
PARTY					
Democrat	29	25	34	4	1
Independent	32	25	26	3	3
Republican	40	24	26	1	2
None	36	17	23	0	3
IDEOLOGY					
Liberal	35	19	30	4	1
Moderate	33	22	34	2	1
Conservative	33	31	26	1	3
INCOME					
Under \$20,000	37	29	24	2	2
\$20 - \$29,999	28	27	33	1	0
\$30 - \$39,999	34	22	33	1	2
\$40,000 +	31	14	35	6	2
RACE					
White	35	22	30	3	1
Black	27	51	14	1	2
RELIGION					
Protestant	100	0	0	0	0
Born Again	0	100	0	0	0
Catholic	0	0	100	0	0
REGION					
Northeast	32	11	43	6	1
South	29	41	20	2	2
Midwest	34	21	34	1	1
West	43	20	20	1	2
SEX					
Male	32	24	28	3	3
Female	35	25	31	3	0



QUEST Religion: (Collapsed)

None

ALL	9
FREE TRADE	
approve	9
disapprove	7
don't know	9
PRIME	7
READ NEWS MAG	
regularly	9
not regularly	9
READ BUS MAG	
regularly	13
not regularly	8
AGE	
18-24	15
25-34	8
35-49	10
50-64	4
65 and over	7
EDUCATION	
less than HS	9
HS graduate	5
college Grad	11
OCCUPATION	
Hi-lev prof	14
Mid-lev prof	12
Exec/manager	11
Sales/prom	5
Skilled labor	6
Semi/unskil lab	14
Retired	4
UNION	
no union	9
UNION MEMBER	7
public emp.	9
other union	5
PARTY	
Democrat	7
Independent	12
Republican	8
None	19
IDEOLOGY	
Liberal	11
Moderate	9
Conservative	5
INCOME	
under \$20,000	6
\$20 - \$29,999	11
\$30 - \$39,999	8
\$40,000 +	11
RACE	
white	9
Black	4
RELIGION	
Protestant	0
Born Again	0
Catholic	0
REGION	
NorthEast	8
South	6
Midwest	10
West	14
SEX	
Male	11
Female	7

QUEST: How would you describe your point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	Mostly Dem	Leaning Dem	Independent	Leaning Rep	Mostly Rep
ALL	29	10	28	11	20
FREE TRADE					
approve	26	11	25	12	21
disapprove	32	10	22	10	17
don't know	34	8	21	9	18
PRIME	30	11	22	11	24
READ NEWS MAG					
regularly	30	8	23	12	20
not regularly	28	11	24	10	20
READ BUS MAG					
regularly	23	8	24	14	26
not regularly	30	11	24	10	18
AGE					
18-24	22	10	21	11	21
25-34	30	10	22	14	18
35-49	28	13	28	10	16
50-64	27	9	22	11	27
65 and over	40	8	18	9	20
EDUCATION					
less than HS	49	12	22	2	9
HS graduate	28	9	24	7	22
college/Grad	25	11	24	15	21
OCCUPATION					
Hi-lev prof	21	8	20	14	33
Mid-lev prof	28	10	20	17	20
Exec/manager	29	7	25	9	28
Sales/prom	12	15	23	15	30
Skilled labor	30	11	26	9	15
Semi/unskl lab	30	15	26	9	10
Retired	33	6	22	11	19
UNION					
no union	27	9	23	12	22
UNION MEMBERS	35	13	27	7	11
public emp.	30	12	31	9	9
other union	42	14	21	5	14
PARTY					
Democrat	74	26	0	0	0
Independent	0	0	100	0	0
Republican	0	0	0	36	64
None	0	0	0	0	0
IDEOLOGY					
Liberal	39	14	22	8	13
Moderate	25	10	30	13	15
Conservative	22	7	20	12	33
INCOME					
under \$20,000	33	9	24	7	16
\$20 - \$29,999	30	11	20	13	18
\$30 - \$39,999	32	12	26	12	15
\$40,000 +	21	12	24	13	28
RACE					
White	25	10	24	11	23
Black	59	12	18	5	1
RELIGION					
Protestant	28	7	22	11	26
Born Again	34	7	24	8	22
Catholic	29	17	20	12	15
REGION					
NorthEast	29	14	25	9	18
South	36	6	24	11	18
MidWest	20	14	26	13	20
West	29	9	18	13	25
SEX					
Male	25	10	27	12	20
Female	32	11	20	10	20



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