

December 28, 1977

MEMORANDUM

TO: William Kloepfer, Jr.
FROM: Fred Panzer
SUBJECT: 1978 Roper Survey

Jack Mills has asked me to provide input to TI's upcoming biennial survey. We appreciate this opportunity to participate in the critical planning stage so as to help produce results that will meet TI's objectives in the area of government relations.

Our suggestions fall into two categories (1) electoral politics and (2) political issues. The first are self-evident; the second may require some explanation.

1) Electoral politics

Since our current survey will be taken in a non-presidential election year, certain questions can be dropped or revised.

a) Questions to be Dropped

#2 #59 #60 #61 #62 #63 #64

b) Questions to be revised

#3; changed to get Carter job rating, both overall and detailed

#58; changed to get at voting intentions for the coming Congressional rather than Presidential election.

2) Political Issues

Our interest in the Roper Survey is somewhat broader than usual this year, because both the external and internal environment of our industry has forced the cigarette controversy beyond its traditional boundaries. As a result, pending public policy, both legislative and regulatory, which threatens us, comes from such diverse fields as taxation, crime, occupational and environmental health, consumer product safety, individual rights, national health care policy, regulation of charities, etc. Survey reserach, if properly planned, can help us meet these threats.

#dropt to come -

** new words for split sample, #6 from old -

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MEMO to WK
From FP
Dec. 28, 1977

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Rather than trying to phrase questions in isolation on these issues, it is suggested that we pool our ideas, since others may have an interest in them, and try to reach a consensus that would help attain overall TI objectives. In addition, we could rerun double checks of problematical questions such as the one in the California survey that found so many people believing that second-hand smoke causes cancer.

I also would like to suggest an idea based upon my experience as liaison with the extensive RJR operation. There are certain new attitudes emerging from their work that could be incorporated in the 1978 Roper Survey. I would like to discuss this further with you.

Finally, to repeat an earlier suggestion with which you agreed in part, now may be the time to establish a small TI poll users committee (including company survey research specialists) to review and coordinate our proliferating survey research activity. For as Bailar and Lanphier discovered, survey research must be better designed and executed to merit trust and conversion into policy.

FP/pgd

cc: FD
JM

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