

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM: R. M. Huffstutler
Deputy Director for Administration

EXTENSION

NO.

88-0847

DATE

18 April 1988

TO: (Officer designation, room number, and building)

DATE

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

RECEIVED

FORWARDED

1 Director of Central Intelligence

Bill:

Attached is the Wirthlin Study dated July 1987 on attitudes toward the Agency that you requested this morning.

R. M. Huffstutler

cc: DDCI

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15.

ROUTING AND RECORD SHEET

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FROM:
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COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

RECEIVED FORWARDED

1. Deputy Director for Administration

18 APR 1988

[Handwritten Signature]

Rae,

Attached is a complete copy of the Wirthlin Study dated July, 1987 and a Summary of Key Findings which Dr. Wirthlin used to brief the ExCom on 3 November 1987. I am sorry for the Xerox copies, however, we are down to one original. A copy of both documents was provided to Bill Baker in the PAO's office for both the DCI and the DDCI.

I have also enclosed a copy of the completed study for the DCI and the DDCI.



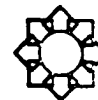
TO: (Officer designation, room number, and building)	DATE		OFFICER'S INITIALS
	RECEIVED	FORWARDED	
1. Deputy Director for Administration			<i>[Signature]</i>
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The Wirthlin Group

RECRUITMENT RESEARCH

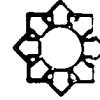
NOVEMBER 3, 1987

SUMMARY OF KEY FINDINGS
AND
ACTION STEPS



KEY FINDINGS
National Survey

- o CIA recruiting efforts operate within an environment in which the Agency is not viewed very favorably.
 - Americans are uninformed
 - Americans are not effectively informed
- o The CIA is viewed most favorably in the Deep South and Mountain States, while New England and the Pacific represent areas of significant perceptual weakness.
- o Peer pressure represents a minor obstacle to recruitment activities. It is most definitely not a barrier.
- o The CIA does not appear to represent a highly emotional issue to most Americans. The Agency is generally accepted as a fact of life, but one that is not very well understood. The agency imparts caution and suspicion, but not hostility.
- o Americans believe the CIA's responsibilities are important to the country's freedom and security, but also believe these responsibilities could be discharged with greater effectiveness, dependability, and on a more principled level.
- o The "mixed" minority sub-sample exhibits an attitudinal profile toward the CIA, which is consistent with the population as a whole.
- o The absence of publicity for CIA successes no doubt influences the Agency's perceptual standing with the public. However, regression analysis suggests that the promotion of successes would not by itself, necessarily correct the Agency's perceptual weaknesses.



KEY FINDINGS
Student Survey

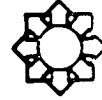
- o Financial concerns (salary, pay, benefits) are the most important consideration of students in seeking a career after graduation, but subjective considerations (pleasant/enjoyable work experiences) are also very important.

- o The general student population is not positively disposed toward the Agency. Moreover, there is a segment that expresses outright negative perceptions.

- o In terms of specific characteristics, the CIA elicits thoughts of patriotism and freedom in student's minds. However, most students doubt the principles of the agency, the extent to which it may be trusted, and the moral character of its employees.

- o Approximately one-fourth of the students can be classified as "high potential" recruits since they rate the CIA at 65 or higher on the career opportunity scale.

- o Irregardless of age, sex, or academic major, high potential CIA recruits hold common value systems and attitudes. This characteristic lends the group to effective recruitment and communication.



ACTION STEPS

- o Adopt a "high potential" recruitment communications strategy.
There are three key ingredients to this strategy:
 - Position the CIA as an organization offering special career opportunities for special people.
 - Inoculation against concerns about financial rewards, advancement, and bureaucratic red tape.
 - Reinforcement of the CIA's role in protecting America's freedom and security.

- o Special emphasis on engineering and science majors to correct low level awareness of the fact that the Agency offers them exceptional career opportunities.

- o Consider undertaking an agency communications program for the purpose of better informing the public of its purpose, policies, and character. This effort would serve to enhance recruitment by reinforcing the position that the CIA is a special organization of special people.

- o Conduct a more comprehensive student study during the 1987-88 school year for the purpose of gaining a greater depth of inquiry and assessing geographical variations.

APPENDIX OF SUPPORT DATA

RESEARCH OBJECTIVE

To improve recruitment activities through understanding the perceptual environment which exists among the disparate target groups. Information is vital for assessing the organization's current public perception, to define a strategy for improving both recruitment targeting and recruitment communications, and to provide a roadmap to execute that strategy.

NATIONAL SURVEY

OBJECTIVE: A national survey of the general population. This survey explores the agency's public perception, both across the board and among specific demographic groups.

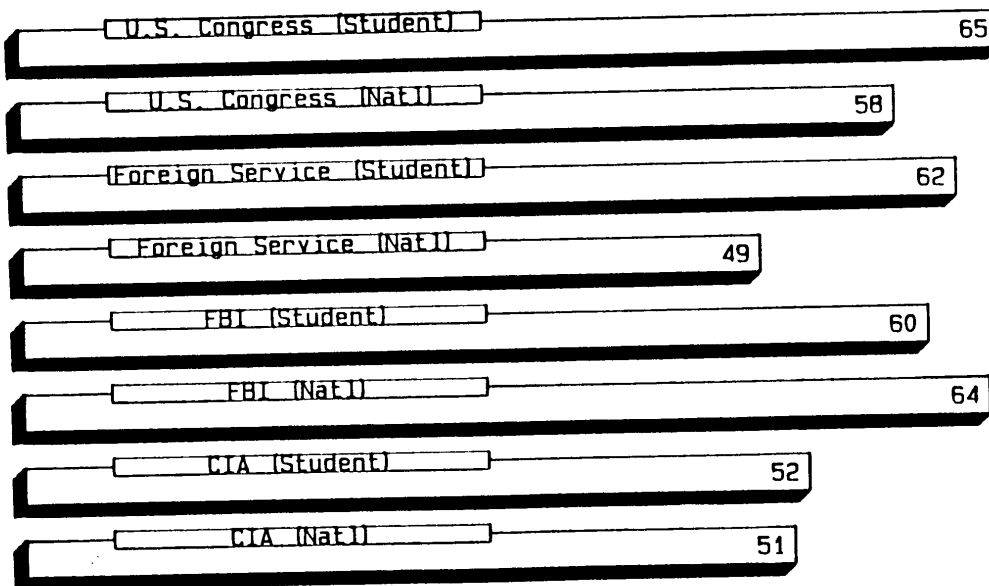
COLLEGE STUDENT SURVEY

OBJECTIVE: College students, while representing a very small section of the general population, are the most important group the research seeks to reach. The college student survey explores the organization's public perception, both in general and as a career, and assesses a wide range of attitudes toward careers.

FOCUS GROUPS

OBJECTIVE: This method of qualitative research was used to explore and gain a better understanding of student attitudes toward the CIA and to obtain student responses to preliminary concept statement alternatives.

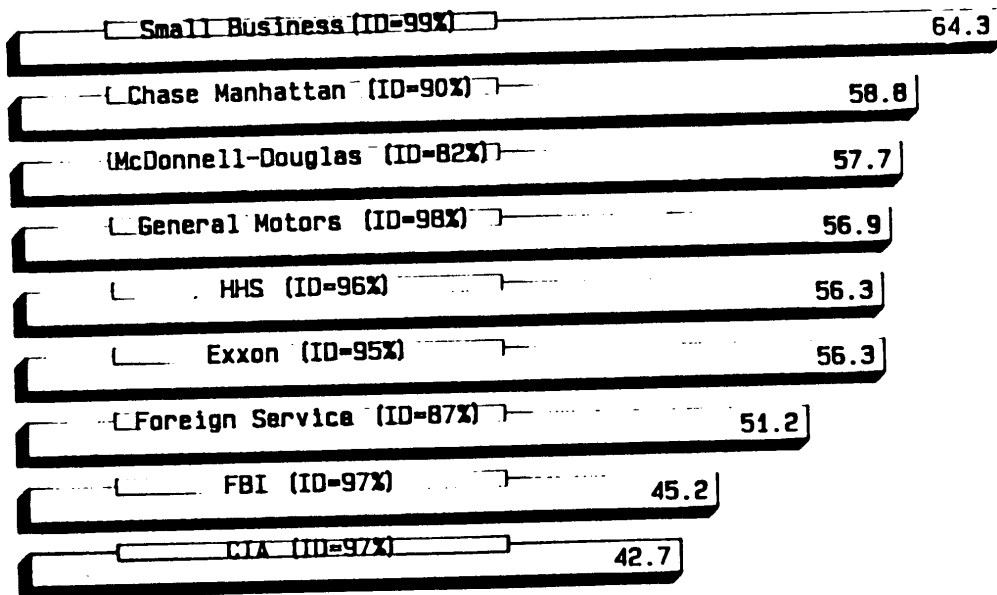
THERMOMETER RATINGS COMPARISON OF NATIONAL AND STUDENT SURVEYS



Average Rating

Source: Decision/Making/Information
Student Survey: April 25-May 9, 1987
National Survey: June 1-June 4, 1987

THERMOMETER RATINGS CAREER OPPORTUNITIES



Average Rating

Source: Decision/Making/Information

CIA Knowledge

	<u>Information Elites</u> (3 or more responses)	<u>Well Informed</u> (2 mentions)	<u>Somewhat Informed</u> (1 mention)	<u>Uninformed</u> (No response)
<u>Total</u>	<u>8</u>	<u>24</u>	<u>41</u>	<u>27</u>
<u>Sex</u>				
Men	8	25	48	19
Women	7	23	35	35
<u>Military Service</u>				
Yes	13	27	49	12
No	7	23	39	31
<u>CIA Thermometer</u>				
65+	8	25	42	26
45-64	10	22	40	28
Under 45	8	26	46	20
<u>Negative Profile</u>	<u>9</u>	<u>24</u>	<u>49</u>	<u>17</u>

Like Most About the CIA

=====

"And thinking about the Central Intelligence Agency, what do you like most about the CIA?"

	<u>Percent</u>
<u>No Opinion</u>	<u>28</u>
<u>Protects U.S. Interests/Gather Intelligence</u>	<u>20</u>
Protects U.S. interests/Gather intelligence (17%)	
Investigate people (2%)	
Control terrorism (1%)	
<u>Don't Like Them/General Negative</u>	<u>19</u>
Don't like them/General negative (19%)	
<u>Other Positive Responses</u>	<u>13</u>
Secrecy/Mysterious/Undercover work (8%)	
I like them/General positive (3%)	
Do as they please/Get away with things (1%)	
Hampered by Congress (*)	
Other (1%)	
<u>Well Run/Do A Good Job</u>	<u>11</u>
Do a good job (10%)	
Well run/Organized (1%)	
Good reputation/Improving their reputation (*)	
<u>Necessary</u>	<u>5</u>
Necessary/Serves a purpose (5%)	

Like Most About the CIA
(Continued)

=====

"And thinking about the Central Intelligence Agency, what do you like most about the CIA?"

	<u>Percent</u>
<u>Job Related</u>	<u>3</u>
Involved in international relations (2%)	
Good job/Good job opportunities (*)	



When Thinking About A Career

=====

"When thinking about a career after graduation, what two or three things are most important to you?"

	<u>Percent</u>
<u>Salary/Pay/Benefits</u>	68%
Salary/Pay (67%)	
Benefits (5%)	
<u>Pleasant/Enjoyable Job/Job Satisfaction/Work Environment</u>	55%
Pleasant/Enjoyable job/A company I'm happy with (24%)	
Job satisfaction/Fulfilling/Worthwhile work (18%)	
Work environment/People I work with (13%)	
Responsibilities/To contribute to the company (3%)	
Prestige/Status (1%)	
<u>Location</u>	38%
<u>Advancement Opportunities</u>	17%
Challenging/Interesting/Something I'm good/Successful at (14%)	
<u>Finding A Good Job</u>	14%
<u>Job Security/Stability</u>	11%



When Thinking About A Career
(Continued)

=====

"When thinking about a career after graduation, what two or three things are most important to you?"

	<u>Percent</u>
<u>Other</u>	27%
Personal happiness (7%)	
The company/Quality/Reputation/Size (6%)	
Job freedom (4%)	
Opportunities for further study/Training (3%)	
Travel (2%)	
To gain experience (2%)	
Independence (2%)	
Company with goals/Ethics similar to mine (1%)	
Achieving goals (1%)	
Interviewing/Placement (1%)	
Other (2%)	



Most Important Aspects of A Career
(by Gender)

 "When thinking about a career after graduation, what two or three things are most important to you?"

	<u>Total</u>	<u>Men</u>	<u>Women</u>
Salary/Pay/Benefits	68	69	67
Pleasant/Enjoyable Job/Satisfaction	55	52	59
Location	38	39	36
Advancement Opportunities	17	21	13
Challenging/Interesting	14	12	17
A Good Job	14	12	16
Job Security/Stability	11	14	9



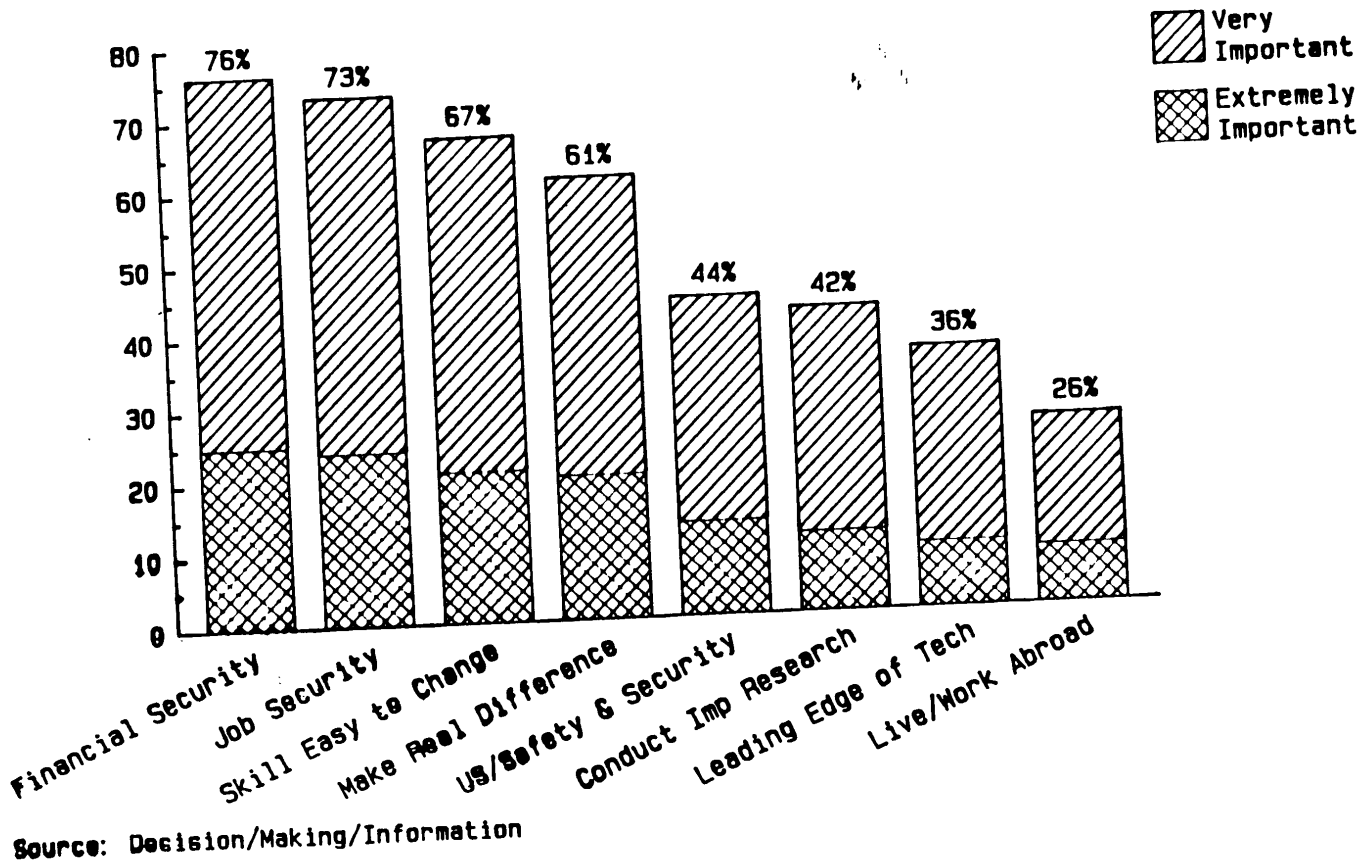
Most Important Aspects of A Career
(by Major)

=====

"When thinking about a career after graduation, what two or three things that are most important to you?"

	Total	Politics/ Intl. Study	Engineering	Bus/ Econ	Other Social Science	Liberal Arts
Salary/Pay/Benefits	68	66	65	72	62	71
Pleasant/Enjoyable Job/Satisfaction	55	63	42	51	67	55
Location	38	28	52	34	42	34
Advancement Opportunities	17	12	20	28	7	12
Challenging/ Interesting	14	14	14	15	18	11
A Good Job	14	9	23	11	18	13
Job Security/ Stability	11	5	14	13	8	16

CAREER OPPORTUNITY DESCRIPTORS (Importance)





Importance of Descriptors
(By Major)
(Difference Score)

"Now, I'd like to read you some descriptions regarding potential career opportunities. For each one I read, please tell me if that consideration is extremely important, very important, somewhat important, or not important to you when thinking about your career." (ROTATE)

(Difference Scores*)	Total	Politics/ Int'l.	Engineering	Business/ Economics	Other Social Science	Liberal Arts
		Study				
Financial security	48	42	65	67	18	44
Job security	47	35	48	59	35	48
Gaining job skills that make it easy to change jobs	34	32	33	50	20	30
Making a real difference in the world	23	49	6	18	37	15
Contributing to America's safety and security	-13	5	-16	-13	-18	-18
Conducting important research	-17	-11	11	-35	2	-34
Working on the edge of technology	-28	-60	41	-26	-31	-61
Living and working abroad	-48	-23	-63	-54	-39	-51

* Difference Scores derived from total responding "extremely/very important" minus total responding "somewhat/not important."



Main Hesitation About Working For The U.S. Government

"Now I'd like to read you the beginning of a sentence and have you finish it using your own words. Now, here's the sentence: The main hesitation I have about a career with the U.S. Government is ..."

	<u>Percent</u>
<u>Inefficiency/Waste/Bureaucracy</u>	19%
Inefficient/Too much bureaucracy/ Politics/Red tape (18%)	
Irresponsible (1%)	
Waste (1%)	
<u>Wages/Salary</u>	14%
<u>Lack of Job Security/Advancement</u>	13%
Lack of job security (6%)	
Lack of advancement (6%)	
Budget cuts (1%)	
<u>Lack of Challenges/Not Fulfilling</u>	11%
Lack of freedom/Being able to do what I want (6%)	
Lack of exciting/challenging opportunities (3%)	
Not fulfilling/Worthwhile (1%)	
<u>Not Interested/No Opportunities for Major</u>	10%
Not interested/Prefer private sector over public sector (6%)	
No opportunities in my field/Major (4%)	
<u>Don't Agree with Government Policies</u>	8%
<u>Not Honest/Trustworthy</u>	7%

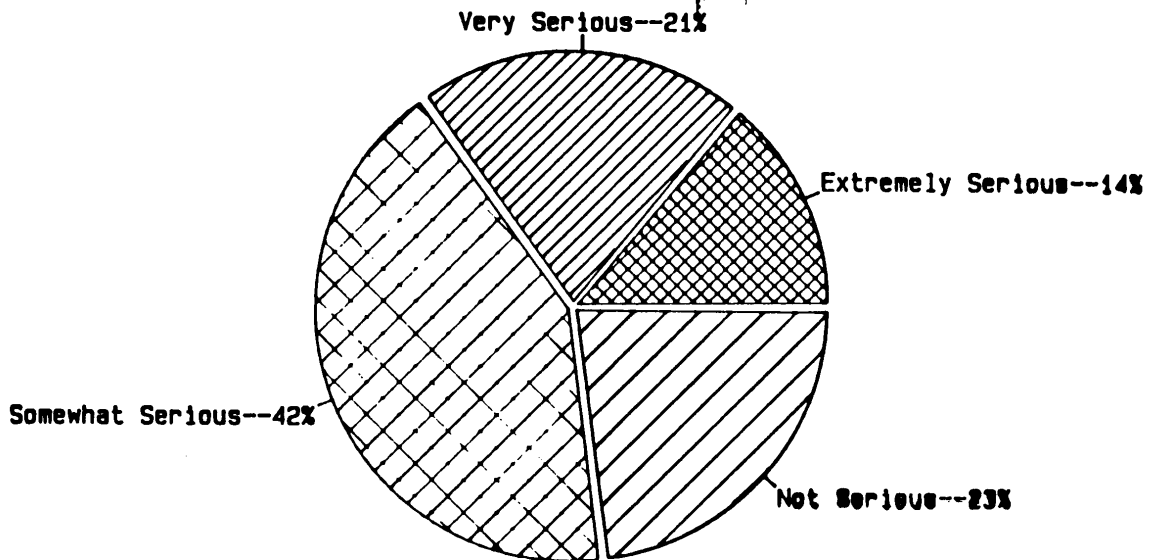


Main Hesitation About Working For The U.S. Government
(Continued)

 "Now I'd like to read you the beginning of a sentence and have you finish it using your own words. Now, here's the sentence: The main hesitation I have about a career with the U.S. Government is ..."

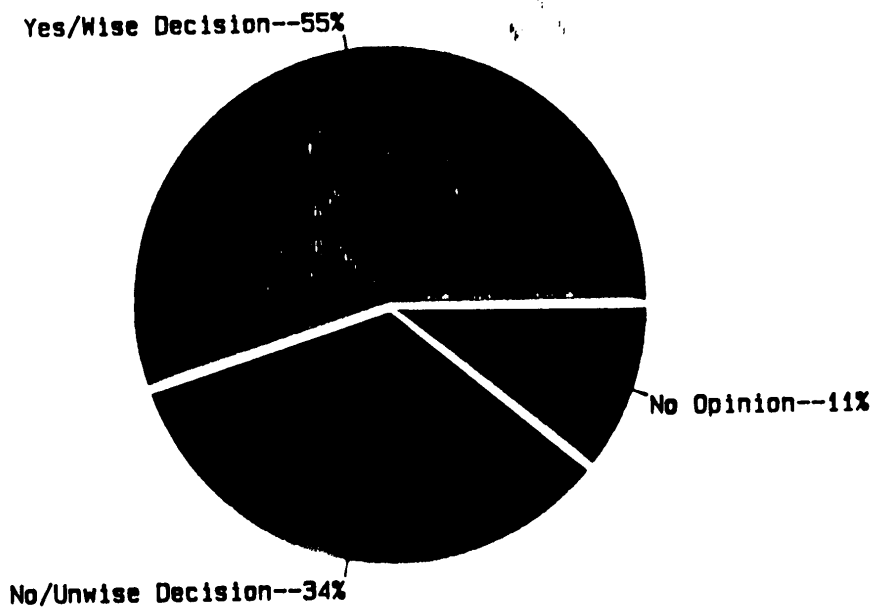
	<u>Percent</u>
<u>Job Application Related</u>	6%
Moving/Transfers (3%)	
Effect on personal life/Loss of privacy (2%)	
Processing/Testing (1%)	
<u>Other</u>	4%
Don't know that much about it (3%)	
Other (1%)	
<u>No Hesitation</u>	8%

SIX MONTH APPLICATION PROCESS (How Serious A Barrier)



Source: Decision/Making/Information
April-May 1987

CIA CAREER DECISION Wise or Unwise?



"If A Close Relative (Son, Daughter, Brother or Sister) Decided to Pursue A Career With The CIA, Would You View That As A Wise Decision?"

Source: Decision/Making/Information
June 1-4, 1987

CIA Career Decision: Why Wise or Unwise

=====

"If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

	<u>Percent</u>
<u>WISE DECISION</u>	<u>42</u>
<u>Good Career/Job Related Aspects</u>	<u>36</u>
Good career opportunity (12%)	
Chance to help/Serve the country/Patriotic (12%)	
High salary/Good pay (6%)	
Interesting/Exciting career (5%)	
Prestigious/Respected (4%)	
Honest/Trustworthy (2%)	
Intelligence/Information gathering (2%)	
CIA does a good job (1%)	
Good benefits (1%)	
Involved in international affairs (1%)	
Safe/Not too dangerous (*)	
Keep the peace (*)	
Drug enforcement (*)	
 <u>Necessary</u>	 <u>3</u>
Necessary (3%)	
 <u>Other</u>	 <u>6</u>
I like the CIA/General positive (4%)	
My relatives would do a good job/Help the CIA (3%)	

CIA Career Decision: Why Wise or Unwise
(Continued)

 "If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

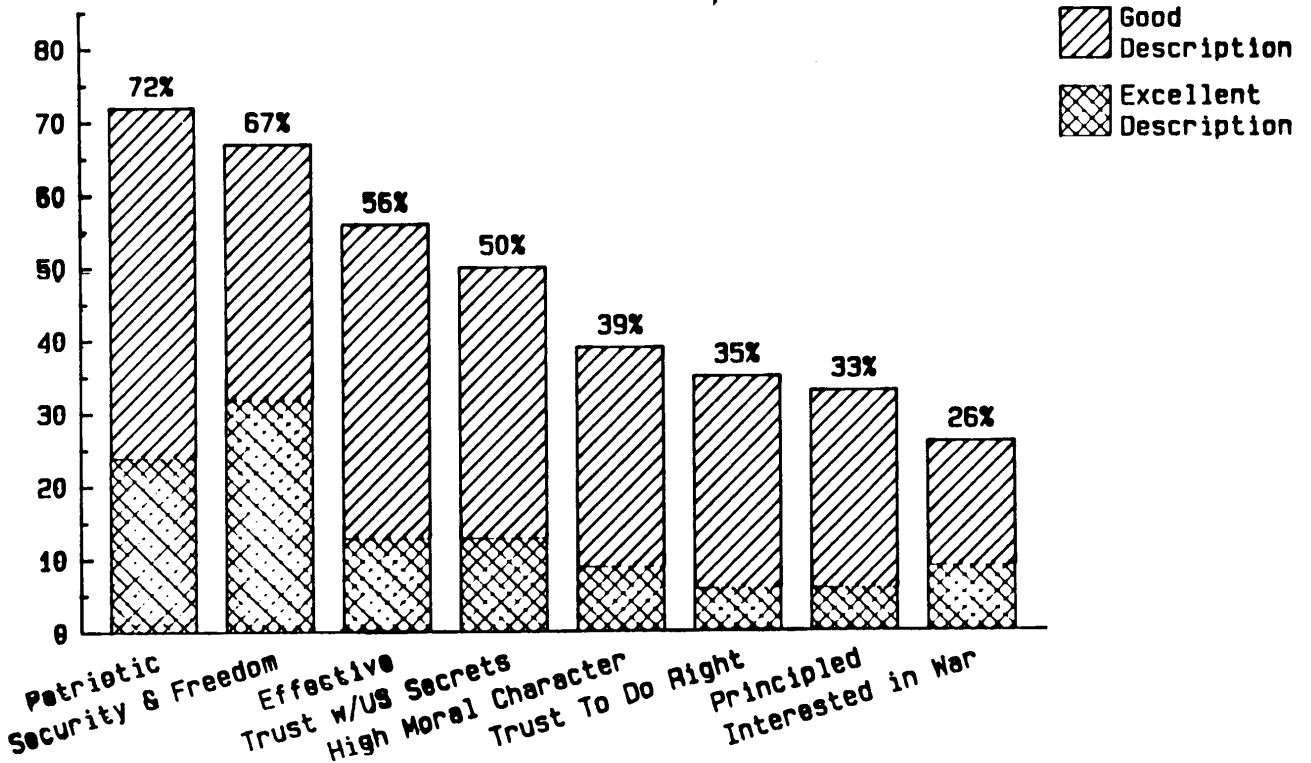
	<u>Percent</u>
<u>Neutral Mentions</u>	<u>34</u>
If they want to/It's their decision (27%)	
Need to know more (5%)	
If they were qualified/Capable (2%)	
 <u>UNWISE DECISION</u>	 <u>37</u>
 <u>Job Related Aspects</u>	 <u>20</u>
Dangerous/Not safe (16%)	
Mismanaged/Poor leadership (2%)	
Too much travel/Must leave home (1%)	
Not necessary/Waste of money (1%)	
Leaks/Not secret enough (1%)	
Meddle in other countries' affairs (1%)	
Don't serve/Help the country (1%)	
Poor salaries/Doesn't pay enough (*)	
Invasion of privacy (*)	
 <u>Dishonest/Corrupt</u>	 <u>11</u>
Dishonest/Corrupt (4%)	
Too secretive/Covert Activities (4%)	
Involved in controversy/Scandal (3%)	
Too powerful/Above the law (1%)	

CIA Career Decision: Why Wise or Unwise
(Continued)

"If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

	<u>Percent</u>
<u>Other</u>	<u>12</u>
Don't like the CIA/General negative (6%)	
Don't want my relatives to work for the CIA (4%)	
Difficult career/Not for everyone (2%)	
Don't want my relatives to work for the government (1%)	
Other (1%) --	
<u>No Opinion</u>	<u>2</u>

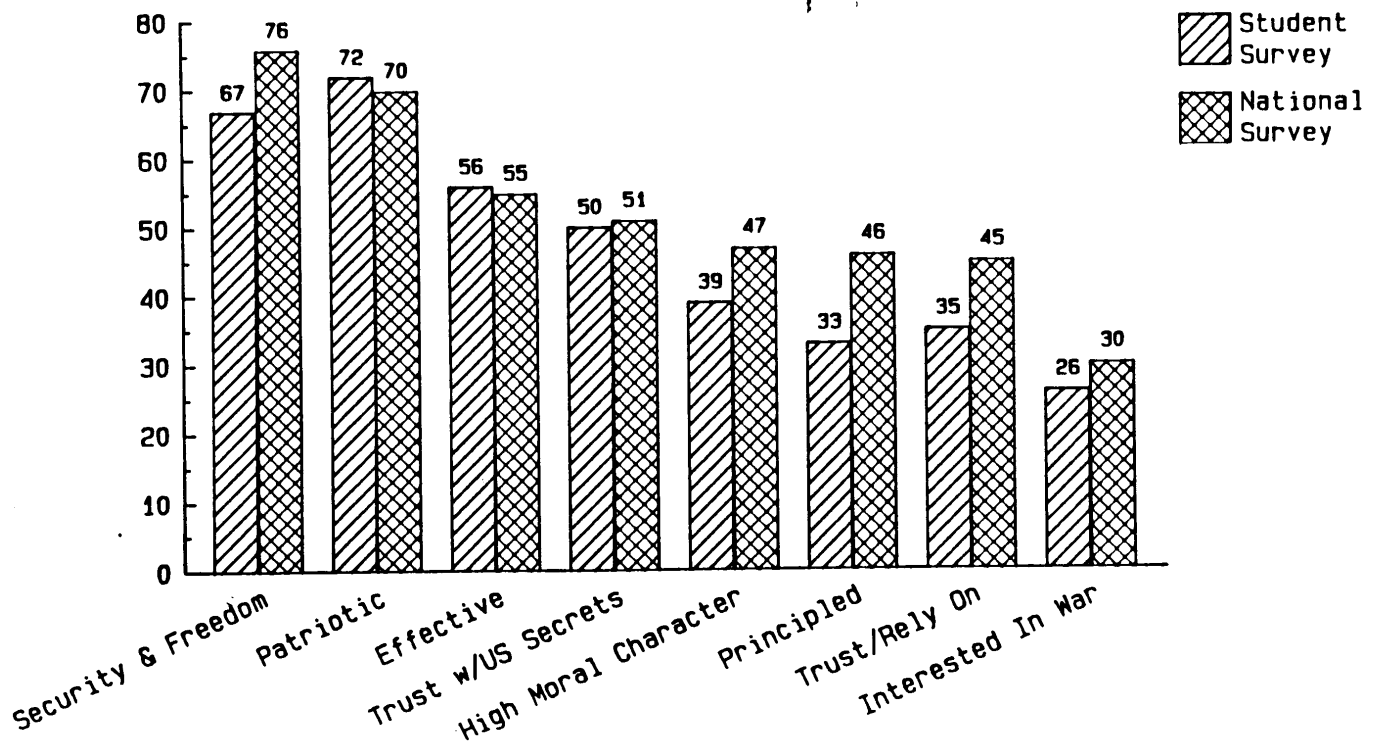
PERCEPTIONS OF THE CENTRAL INTELLIGENCE AGENCY



Source: Decision/Making/Information

COMPARISON OF STUDENT AND NATIONAL PERCEPTIONS OF THE CENTRAL INTELLIGENCE AGENCY

% Responding "Excellent/Good" Description



Source: Decision/Making/Information
June 1-4, 1987



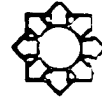
Career Opportunity Thermometer
Rating Comparison

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	<u>Aggregate</u> (%)	<u>Rate</u> <u>CIA</u> <u>at</u> <u>65+</u> (%)	<u>Rate</u> <u>CIA</u> <u>at</u> <u>45-64</u> (%)	<u>Rate</u> <u>CIA</u> <u>below</u> <u>45</u> (%)
<u>Most Important</u>				
Salary/Pay Benefits	68	64	72	68
Pleasant/Enjoyable Job	55	55	56	55
Location	38	35	40	38
Advancement Opportunities	17	23	14	14
Challenging/Interesting	14	19	12	13
--				
<u>Career Opportunities</u>				
Living/Working Abroad	26	32	22	25
Leading Edge of Technology	36	42	42	29
Financial Security	74	69	81	73
Ease of Changing Jobs	67	67	70	65
Making a Real Difference	61	67	58	60
Job Security	73	69	80	72
Conducting Important Research	42	62	33	41
America's Safety/Security	44	59	43	35
<u>Six-Month Process</u>				
Extremely/Very Serious	35	28	39	39
Somewhat/Not Serious	65	72	61	61

Career Opportunity Thermometer
Rating Comparison
(Continued)

	<u>Aggregate</u> (%)	<u>Rate</u> <u>CIA</u> <u>at</u> <u>65+</u> (%)	<u>Rate</u> <u>CIA</u> <u>at</u> <u>45-64</u> (%)	<u>Rate</u> <u>CIA</u> <u>below</u> <u>45</u> (%)
<u>CIA Descriptors</u>				
Can be trusted to do the right thing	35	50	41	22
More interested in war and not peace	26	15	27	31
Can be trusted with America's secrets	52	68	59	37
Employees are of high moral character	39	63	41	24
Important to America's freedom and security	67	84	79	51
Effective at what it does	56	71	65	44
Principled	33	53	39	18
Patriotic	72	84	78	62



ANALYSIS OF DIFFERENCE*

- o Among all other majors and age groups (with one exception) students who rate the CIA 65 or higher are more like others who rate the Agency as 65 or higher than like their own age group or major. Only those students 20 years of age or less are more like other 20-year-olds than like the "high potential" students.

- o Perceptions most likely to evoke strong differentiation between a student's major/age group and other "high potential" recruits include:
 - Moral Character, Principle
 - Right Thing, Effective, Security

- * Differences between students who rate the CIA at 65 or higher on a career opportunity scale and other students from like backgrounds.

The Wirthlin Group

Developing information
for intelligent choices

**PRESENTATION MATERIALS: NATIONAL,
STUDENT AND FOCUS GROUP
RESULTS**

For

The Central Intelligence Agency

July, 1987

**#3949-01
#3959-01
#3960-01**

RESEARCH OBJECTIVE

To improve recruitment activities through understanding the perceptual environment which exists among the disparate target groups. Information is vital for assessing the organization's current public perception, to define a strategy for improving both recruitment targeting and recruitment communications, and to provide a roadmap to execute that strategy.

PHASE II: NATIONAL SURVEY

OBJECTIVE: A national survey of the general population. This survey explores the agency's public perception, both across the board and among specific demographic groups.

NATIONAL SURVEY: METHODOLOGY

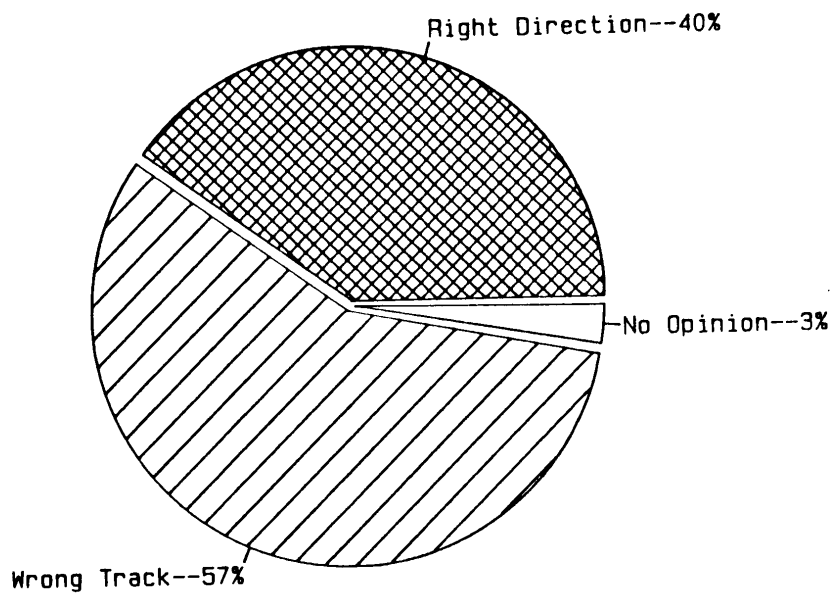
UNIVERSE: Americans age 18 and older

INTERVIEW DATES: June 1-4, 1987

SAMPLE SIZE: 1,050

CONFIDENCE INTERVAL: + 3.02 percentage points
in 95 out of 100 cases.

RIGHT DIRECTION Or Wrong Track



Source: Decision/Making/Information
June 1-4, 1987

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Right Direction or Wrong Track

 "Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

	<u>Right Direction (%)</u>	<u>Wrong Track (%)</u>
<u>Total</u>	<u>40</u>	<u>57</u>
<u>Sex</u>		
Men	46	51
Women	35	63
<u>Age</u>		
18-to-24	46	52
25-to-34	38	59
35-to-44	50	49
45-to-54	38	59
55-to-64	36	63
65 and above	32	65
<u>Sex/Age</u>		
Men/18-34	46	51
Men/35-54	53	45
Men/55+	40	58
Women/18-34	36	61
Women/35-54	38	60
Women/55+	29	69

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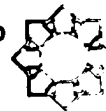


Right Direction or Wrong Track
(Continued)

 "Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

	<u>Right Direction</u> (%)	<u>Wrong Track</u> (%)
<u>Total</u>	<u>40</u>	<u>57</u>
 <u>Race</u>		
White	42	55
Minority	36	63
 <u>Education</u>		
Less than High School	36	64
High School Graduate	36	61
Some College	43	53
College Graduate	54	42
Postgraduate	53	43
 <u>Occupation</u>		
Professional	45	51
White Collar	51	47
Blue Collar	41	58
Retired	34	64
Housewife	30	68
Student	45	49
Unemployed/Other	28	72

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Right Direction or Wrong Track
(Continued)

 "Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

	<u>Right Direction</u> (%)	<u>Wrong Track</u> (%)
<u>Total</u>	<u>40</u>	<u>57</u>
 <u>Military Service</u>		
Yes	49	48
No	38	59
 <u>Marital Status</u>		
Married	40	58
Single	40	58
Divorced/Separated	49	49
 <u>Sex/Marital Status</u>		
Married Men	45	52
Single Men	45	52
Divorced/Separated Men	57	40
Married Women	35	63
Single Women	34	65
Divorced/Separated Women	45	53
 <u>CIA Thermometer</u>		
65+	53	44
45-64	43	54
Under 45	27	72

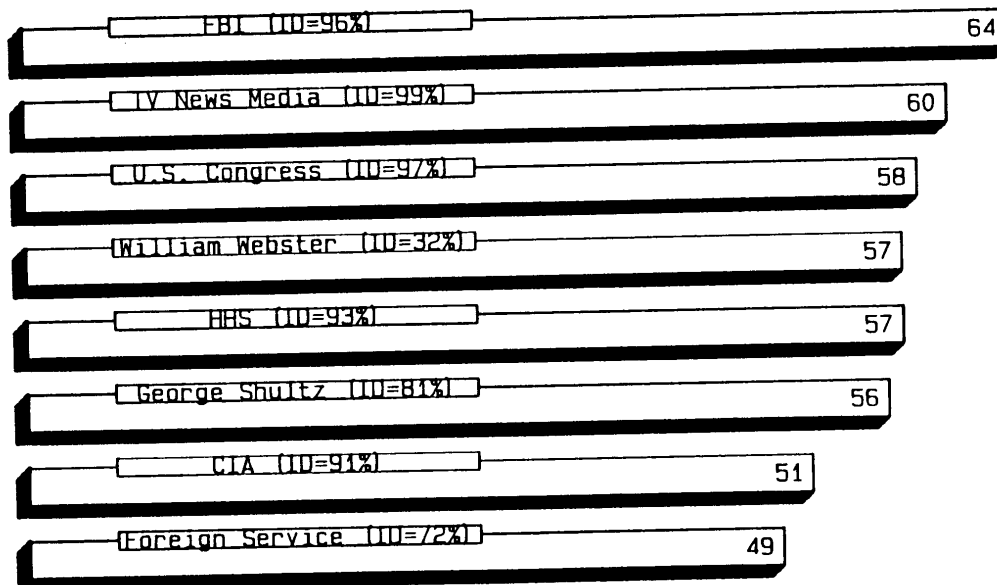


Right Direction or Wrong Track
(Continued)

 "Generally speaking, would you say that things in this country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

	<u>Right Direction (%)</u>	<u>Wrong Track (%)</u>
<u>Total</u>	<u>40</u>	<u>57</u>
<u>Negative Profile</u>	29	69
<u>Geocodes</u>		
Northeast	42	55
New England	34	65
Mid Atlantic	44	53
Midwest	42	56
Great Lakes	41	56
Farm Belt	44	55
South	39	59
Outer South	37	61
Deep South	43	54
West	37	60
Mountain	43	55
Pacific	35	62

THERMOMETER RATINGS

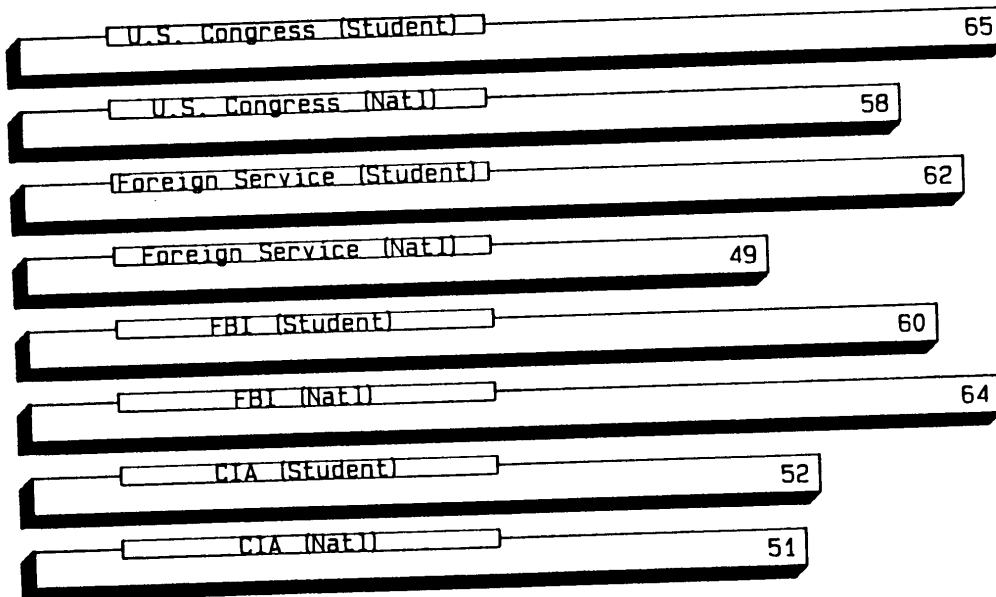


Average Rating

Source: Decision/Making/Information
June 1-4, 1987

THERMOMETER RATINGS

COMPARISON OF NATIONAL AND STUDENT SURVEYS



Average Rating

Source: Decision/Making/Information
Student Survey: April 25-May 9, 1987
National Survey: June 1-June 4, 1987

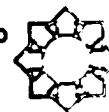


Thermometer Ratings -- CIA and William Webster

=====

	<u>CIA</u> (Mean)	<u>Webster</u> (Mean)
<u>Total</u>	<u>51</u>	<u>57</u>
<u>Sex</u>		
Men	49	55
Women	52	59
<u>Age</u>		
18-to-24	56	55
25-to-34	51	61
35-to-44	47	49
45-to-54	52	60
55-to-64	48	52
65 and above	53	71
<u>Sex/Age</u>		
Men/18-34	53	58
Men/35-54	48	55
Men/55+	45	52
Women/18-34	53	59
Women/35-54	51	54
Women/55+	54	72

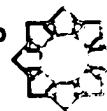
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Thermometer Ratings -- CIA and William Webster

	<u>CIA</u> (Mean)	<u>Webster</u> (Mean)
<u>Total</u>	<u>51</u>	<u>57</u>
<u>Race</u>		
White	51	58
Minority	51	56
<u>Education</u>		
Less than High School	49	53
High School Graduate	53	58
Some College	49	55
College Graduate	50	60
Postgraduate	48	63
<u>Occupation</u>		
Professional	46	60
White Collar	54	61
Blue Collar	50	52
Retired	49	61
Housewife	54	56
Student	47	69
Unemployed/Other	54	52

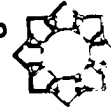
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Thermometer Ratings -- CIA and William Webster

	<u>CIA</u> (Mean)	<u>Webster</u> (Mean)
<u>Total</u>	<u>51</u>	<u>57</u>
<u>Military Service</u>		
Yes	47	62
No	52	56
<u>Marital Status</u>		
Married	50	58
Single	53	55
Divorced/Separated	55	76
<u>Sex/Marital Status</u>		
Married Men	49	58
Single Men	50	52
Divorced/Separated Men	53	79
Married Women	51	58
Single Women	57	61
Divorced/Separated Women	57	74
<u>CIA Thermometer</u>		
65+	81	69
45-64	52	61
Under 45	19	40

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Thermometer Ratings -- CIA and William Webster

	<u>CIA</u> (Mean)	<u>Webster</u> (Mean)
<u>Total</u>	<u>51</u>	<u>57</u>
<u>Negative Profile</u>	31	50
<u>Geocodes</u>		
Northeast	49	55
New England	46	53
Mid Atlantic	50	56
Midwest	50	57
Great Lakes	50	54
Farm Belt	51	65
South	55	57
Outer South	53	61
Deep South	59	49
West	45	59
Mountain	55	68
Pacific	42	57

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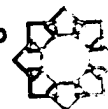


CIA THERMOMETER RATINGS

- o Groups rating the CIA most favorably are:
 - 18-to-24 year olds
 - 45-to-54 year olds
 - single Americans
 - residents of the South, particularly the Deep South
 - residents of the Mountain States

- o Those who rate the CIA most harshly are:
 - 35-to-44 year olds
 - 55-to-64 year olds
 - Americans who have served in the military
 - residents of the Northeast
 - residents of the West, particularly the Pacific region

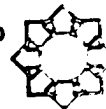
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CIA Thermometer Rating Comparison

	<u>Rate CIA at 65+</u> (%)	<u>Rate CIA at 45-64</u> (%)	<u>Rate CIA below 45</u> (%)
<u>Total</u>	<u>30</u>	<u>30</u>	<u>31</u>
<u>Sex</u>			
Men	31	31	34
Women	30	29	28
<u>Age</u>			
18-to-24	36	34	24
25-to-34	29	29	31
35-to-44	27	33	35
45-to-54	36	26	29
55-to-64	28	28	38
65 and above	29	29	24
<u>Race</u>			
White	31	30	32
Minority	31	28	29
<u>Military Service</u>			
Yes	26	37	35
No	31	28	30

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CIA Thermometer Rating Comparison
(Continued)

	<u>Rate CIA at 65+</u> (%)	<u>Rate CIA at 45-64</u> (%)	<u>Rate CIA below 45</u> (%)
<u>Total</u>	<u>30</u>	<u>30</u>	<u>31</u>
 <u>Geocodes</u>			
Northeast	28	28	35
New England	15	39	35
Mid Atlantic	31	26	35
Midwest	28	32	31
Great Lakes	27	33	31
Farm Belt	31	30	33
South	36	30	23
Outer South	33	28	26
Deep South	40	33	17
West	25	28	40
Mountain	39	27	25
Pacific	20	29	47

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Duties of the FBI

"Thinking further about the FBI, do you know what kinds of activities the FBI performs?"

Percent

Criminal Investigations

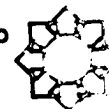
47

- Catches/Investigates criminals/Crime (23%)
- Investigate kidnappings (12%)
- Murder investigations (7%)
- Investigate bank robberies (4%)
- Investigate major crime (4%)
- Organized crime (4%)
- Investigate burglaries/Robberies (2%)
- Investigate counterfeiting (1%)
- Investigate illegal aliens/Border patrol (1%)
- Gun trafficking investigations (1%)
- Investigate mail fraud (1%)
- Smuggling investigations (1%)
- Illegal gambling investigations (*)
- Bombs (*)

Investigation/General

42

- Interstate/Federal/Domestic operations (28%)
- Investigation/General (11%)
- Investigate subversive groups/Espionage (4%)
- Find missing children/People (2%)



Duties of the FBI
(Continued)

"Thinking further about the FBI, do you know what kinds of activities the FBI performs?"

Percent

Law Enforcement/Police Work

23

- Drug enforcement (15%)
- National police agency (4%)
- Law enforcement (3%)
- Cooperate/Work with local police (2%)

Government Investigations

12

- Government investigations (7%)
- Investigate crimes against the Federal Government (3%)
- Background investigations/Federal employee investigations (3%)

Other

11

- Secretive/Undercover (6%)
- I like them/Doing a good job (4%)
- Powerful (*)
- Other (1%)

Protect People/Security

8

- National Security (4%)
- Protect the President/Government officials (2%)
- Protect people/General (1%)
- Protects witnesses/Informants (1%)

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Duties of the FBI
(Continued)

"Thinking further about the FBI, do you know what kinds of activities the FBI performs?"

	<u>Percent</u>
<u>Surveillance</u>	<u>6</u>
Intelligence/Surveillance (6%)	
<u>No Opinion</u>	<u>6</u>
<u>International Duties</u>	<u>5</u>
International Operations (4%)	
Stopping terrorism (1%)	
<u>Negative Responses</u>	<u>5</u>
I do not like them/General negative (5%)	
<u>Other</u>	<u>11</u>
Secretive/Undercover (6%)	
I like them/Doing a good job (4%)	
Powerful (*)	
Other (1%)	
<u>No Opinion</u>	<u>6</u>

Question 10.

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

COL. 26

1. Catches / Investigates Criminals / Crime - well it tracks down criminals / investigates criminals / investigates criminal things / criminals / they go after criminals that violate the government / mostly man-wanted / they catch criminals, they go after criminals / criminals, they find missing people / help find criminals / catch criminals / get convicts / criminal activities / they chase down criminals / I know they post the most wanted list / keeping federal offenders off the street / they go after the criminals / criminal investigation / criminal things / criminals / ten most wanted / they investigate crimes / handle the situation in U.S.A. -- criminals situations; that's the majority of what I think they do / investigation of crimes / investigate criminals / arrest criminals / criminal investigation / fighting crime / crime / a few investigations of highly wanted criminals / I know they're involved in crime / they investigate scandals of all sorts / they investigate crimes / they have investigations of crime / criminal investigations / they deal with criminals / catch criminals / they track down people for prosecution of a crime. Pick up prisoners for prosecution / crime solving / they investigate criminal activities / they hunt down wanted criminals / criminals / crime prevention / dealing in crime research, best facilities to cut down major crimes in the United States. (23%)

2. Interstate / Federal / Domestic Operations - it's done interstate / they act upon crimes along the interstate lines / federal matters, things out of the local authorities' jurisdiction / federal investigations / they investigate all federal crimes / investigates in federal affairs / they investigate federal cases / federal investigations / domestic crimes / basically stay here in U.S. Well, not doing things out of the U.S. / they investigate matter of federal importance / investigate matters in national affairs / interstate and federal law enforcement / investigate federal criminal activity / federal offenses / federal crimes are their jurisdiction / internal investigations. Investigations of anything that would be an internal matter regarding internal affairs of any kind / internal investigations on the federal level / involved in federal investigations / I think they do a lot of investigating of federal crimes / they are (28%)

Question 10 (continued)

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

- supposed to be in this country / they are in charge of investigating federal crimes / investigate U.S. affairs / get involved in federal related crime / interstate crimes, robbery, etc. / they investigate interstate crime. Crime in general, I would say, that go across the border / interstate criminal activities / anything in the federal jurisdiction such as police matters except on a higher level / they investigate federal crime / investigations of federal cases / interstate crimes / they're called in federal situations / investigative services generally within borders of the United States / investigations within the United States / investigation on internal law problems within the country / domestic affairs / they investigate cases for the Attorney General / they control interstate commerce / they investigate things that have to do with the country / I can only say that they take care of federal investigating cases in the state and city / state lines, other areas that the police don't do / criminal investigation. Chasing criminals that are out of police restrictions.
3. Investigate Major Crimes - bigger crimes. Things out of the states hands / they handle things like police do, only a step further. They have greater jurisdiction and take over where the police leave off when things get serious / they investigate crime. They investigate crimes that are more serious / deal with higher crimes. (4%)
4. Law Enforcement - they enforce the law / they are an extention of police force / investigate law enforcement / helping law enforcement / control law enforcement / they are the investigation agency that enforces federal law / basically law enforcement / basically federal law enforcement / law enforcement, help in law enforcement / federal watchdog of the government programs, as far as enforcing the law part. (3%)
5. National Police Agency - national fingerprinting clearing house, they kind of act as a national police agency / it's a federal police department / it's an upgrade of police / they are a step higher than local police. I have no idea what kind of activities they perform / they are a low scale police department as opposed to the local department. They are more federal / police stuff. (4%)
6. Investigation / General - investigating almost everybody. They just investigate that's all / investigate thoroughly / they conduct investigations / investigation / investigative / all different kinds of investigation / they do a lot of investigations, many things / just what they've investigated / investigate people / they handle investigations / they have investigation on just about everything / investigations / only (11%)

Question 10 (continued)

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

what I see on the news about it, the investigations that they conduct / various kinds of investigating actions / investigate any number of things, government and overall town things / investigations. In a lot of different areas. In breaking state laws. In the stock market / they investigate other people for state purposes.

7. Government Investigations - investigate matters in government / investigation of things at the White House / they watch out for the government / mostly investigations like a congressional rip-off and the arms sale scandal that is going on / they deal with politics, senators and things like that / sort of check on Congress / political investigations / they investigate federal workers / investigating federal government / check on government things / finding out about the government / they do government deals of investigation / investigations of the federal government / government business. (7%)
8. Cooperate / Work with Local Police - cooperative with local police / if police can't handle the job the FBI will move in and solve it / FBI comes in for the local authority's crimes / assist police department in any situation. (2%)
9. Protect People / General - they are to protect people / protection of United States citizens / protect foreign personnel who visit. (1%)

COL. 27

1. Drug Enforcement - they crack down on the trafficking of illegal goods such as drugs / they're involved with drug trafficking / investigation of drugs / drugs / drug abuse, busts / involved in investigation of drugs over the state lines / drug investigations / drug trafficking / drugs / drugs / stuff involving drugs, like drug busts. International drug busts / investigating drugs / breaking drug rings / it is the drug activity. They police it and control it / drug abusers / they investigate their undercover thing with drugs / involved in drugs / they investigate drugs / they deal with drugs / they get involved in drug trafficking / they do surveillance of people involved in drugs / drug abuse / drug dealers / in drug trafficking. (15%)
2. Murder Investigations - finding out about murders / murders / investigation of murders / investigate murders / shooting and killing. They're doing all they can. They're into cases of I suppose like shooting and find out whoever's behind it / they investigate a lot of the murders / big time murderers. (7%)

Question 10 (continued)

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

3. Investigate Kidnappings - kidnapping, they do kidnapping / investigations of kidnappings / they help out for interstate kidnappings / they investigate kidnapping / they investigate kidnapping / any out of state kidnappings / kidnappings / investigate kidnapping / kidnappers / major crimes like kidnapping / they have investigations of kidnapping / take care of kidnapping / I think they investigate kidnapping / they work in kidnappings. (12%)
 4. Investigate Bank Robberies - bank robberies / they help in bank robberies / any federally chartered bank that has been robbed / investigate things like bank robberies / work for federal banks, help banks with robberies / investigate crimes like bank robberies / try and get fugitives, bank robbers and stuff like that. (4%)
 5. Investigate Burglaries / Robberies - investigate extreme cases of burglary / investigation of theft / I think different types of robberies. (2%)
 6. Investigate Illegal Aliens / Border Patrol / Monitoring Non-Citizens - check out illegal aliens if something goes wrong / watch the border of the country to protect out civil rights / they're into border control. (1%)
 7. Investigate Mail Fraud / Tax Fraud / Stock Market Fraud - mail fraud / federal offenses -- evading taxes / income tax fraud / tax fraud and such things / stock securities fraud cases / insider trading. (1%)
 8. Investigate Counterfeiting - they investigate counterfeiting. (1%)
- COL. 28
1. Organized Crime - it's involved with organized crime stopping and monitoring organized crime / basically it's a crime deterring thing, one of their main goals is to stop organized crime / racketeering / arrest racketeers like Capone. (4%)
 2. Find Missing Children / People - helping find missing children / to find people / help find missing persons / they find people that are missing. (2%)
 3. Illegal Gambling Investigations - illegal gambling. (*)
 4. Smuggling Investigations - smuggling. (1%)
 5. Alcohol / Tobacco / Firearms - gun trafficking / they regulate (1%)

Question 10 (continued)

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

firearms / they enforce liquor laws / they cater to different avenues like tobacco.

(*)

6. Bombs - bombs.

(1%)

7. Protects Witnesses / Informants - take care of one turning states evidence.

(*)

8. Powerful - they are more powerful than the police.

COL. 29

1. Intelligence / Surveillance - intelligence / intelligence investigations / surveillance. They are keeping an eye on things in the country / they have a file on you probably / domestic surveillance / surveillance, domestic surveillance of criminals / spies.

(6%)

2. International Operations - they get involved internationally in law enforcement / investigate international affairs / international issues / check on foreign countries / investigate matters in foreign affairs / increase rules in foreign affairs / they are also involved with international crime, like the evasion of income tax / investigate on foreign affairs / foreign affairs.

(4%)

3. Investigate Subversive Groups / Espionage - look at subversive groups / internal subversion / espionage / they perform activities of internal things, things that are subversive and dangerous. I'm generally pleased / espionage / surveillance of people thought to be subversive / investigating spies within the states and whatever else they want / spy on foreigners.

(4%)

4. National Security - security of the nation / dealing with national security. Against threats to national security / they check security clearances / observing political security / part of their job is to be internal security / on a small scale, national security / they're part of the internal security of the country / they protect our country.

(4%)

5. Stopping Terrorism / Hijackings - they watch borders for terrorist activities / if you hijack an airplane, the FBI steps in.

(1%)

6. Background Investigations / Federal Employee Investigations - background investigations / I was investigated by them. I needed special clearance from them / investigate government jobs.

(3%)

7. Protect the President / Government Officials - more or less, very

(2%)

Question 10 (continued)

Thinking further about the FBI, do you know what kinds of activities the FBI performs?

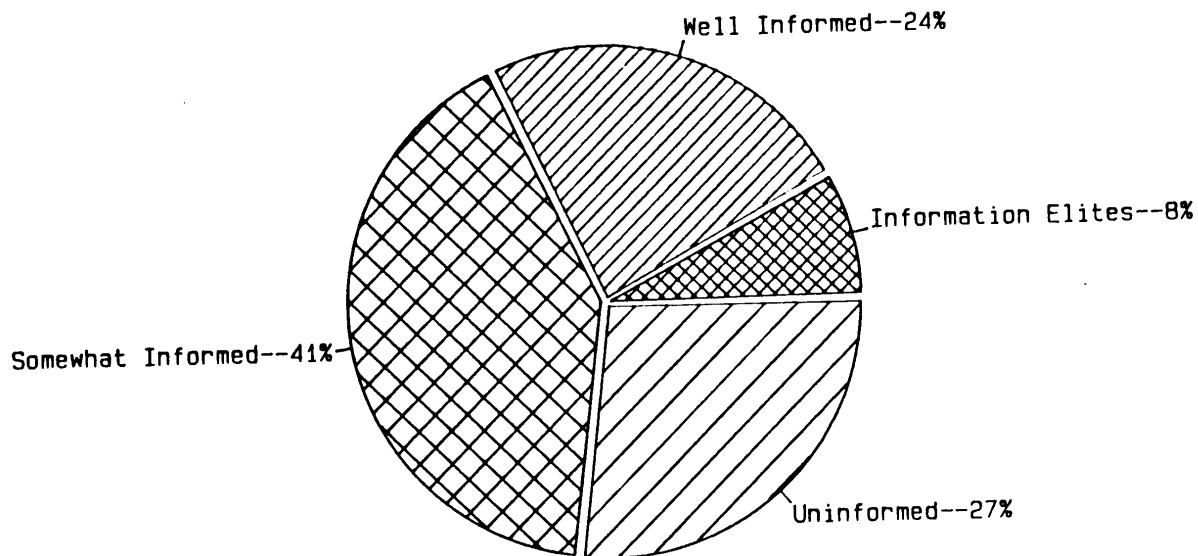
protective of the President / they protect some people in government / protect the President / they guard the President and stuff like that / handling threats to the President of our country / they protect the President / they protect the President and people in high offices / protect political public figures.

8. Secretive / Undercover - oh, it's all secret, they keep everyone in the dark / undercover work / coverup in the country / aren't they in charge of phone tapping / undercover work under the direction of the executive branch / basically it's kept a secret of what they really do. (6%)

COL. 30

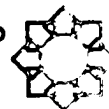
1. I Do Not Like Them / General Negative - dirty, low hand activities. The only difference is they have a badge / some things they are a little underhanded with / they are probably less sneaky than the CIA. I don't trust any of them / I wasn't real crazy about some of their entrapment schemes. I think they picked certain people. The selectiveness bothers me / could do a better job at what they do. They spend so much money on arms. They should think about problems here and not in other countries / not really impressive / stick their nose where their nose isn't suppose to be / they don't help with the child find. They'll locate a stolen car but not a child. (5%)
2. I like them / Doing a Good Job - they're doing their job. They do good work / plan what they are going to do and do it right. (4%)
3. Investigate Crimes Against the Federal Government - crime against the federal government / investigate crimes against federal government / crimes against the constitution / crimes against the country are investigated by them. (3%)
4. Other - (1%)

CIA KNOWLEDGE



Source: Decision/Making/Information
June 1-4, 1987

The Wirthlin Group



Duties of the CIA

 "Thinking further about the CIA, do you know what kinds of activities the CIA performs?"

	<u>Percent</u>
<u>No Opinion</u>	<u>22</u>
<u>Foreign Affairs</u>	<u>21</u>
Foreign affairs/Neutral (10%)	
Interfering in other governments (3%)	
Involved with Contras/Central America (3%)	
Supporting opposition movements in other countries/ Supplying arms/Training troops (2%)	
Iran-Contra affair (2%)	
Deal with terrorism/Hostages (2%)	
Helping foreign countries (1%)	
Involved with governments of foreign countries (*)	
<u>Intelligence/Spying/General</u>	<u>17</u>
Espionage/Spying/General (8%)	
Intelligence/Information gathering/General (7%)	
Counterespionage/Monitoring/Stopping other spies (3%)	
<u>International Intelligence/Spying</u>	<u>15</u>
Intelligence gathering from/About foreign countries (11%)	
Espionage/Spying on foreign countries (3%)	
Intelligence gathering on communists/USSR (2%)	

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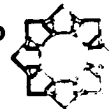


Duties of the CIA
(Continued)

 "Thinking further about the CIA, do you know what kinds of activities
 the CIA performs?"

	<u>Percent</u>
<u>Secret/Undercover Operations</u>	<u>14</u>
Secret/Undercover/Covert operations (14%)	
<u>Investigations</u>	<u>12</u>
Investigations (6%)	
Similar to FBI/Work with the FBI (4%)	
Investigate crime/Drugs (2%)	
Better than the FBI (1%)	
<u>Protect U.S./National Security</u>	<u>12</u>
National security/Protecting U.S. interests (9%)	
Protecting the President/Secret Service (4%)	
<u>Other</u>	<u>7</u>
Reputation/Media exposure (2%)	
Assassinations (1%)	
I like them/General positive (1%)	
Immigration/Illegal aliens (*)	
Dangerous work (*)	
Other (2%)	

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Duties of the CIA
(Continued)

"Thinking further about the CIA, do you know what kinds of activities the CIA performs?"

Percent

Government/Internal Affairs

6

Involved in government/Political affairs (5%)

Internal affairs (2%)

Negative Responses

3

Unethical/Illegal activities (2%)

I don't like them/General negative (1%)

Inefficient/Don't do a good job (*)

Question 13.

Thinking further about the CIA, do you know what kinds of activities the CIA performs?

COL. 41

1. Intelligence / Information Gathering / General - intelligence gathering / it would scare me to death if I knew everything. Intelligence gathering / they gather information / intelligence / intelligence / business intelligence / they have government secrets. They gather the government's intelligence / it works at gathering intelligence for the government / the gathering of information of interest to the country / they're the intelligence agency for the President and national security from the individual to the world pertaining to the United States / the collection of information here and overseas / information gathering. They have spies that get information for us. They send them away to get information we need. (7%)
2. Intelligence Gathering From / About Foreign Countries - they do secret things involving other countries. What other countries are doing / investigate things that might hurt us like foreign countries / they operate on the OSS -- intelligence gathering. They get information from outside sources to track hostile elements / the gathering of intelligence from other countries / working on foreign intelligence. Trying to get whatever information they can on other countries / they find out about other countries / keep the country alerted to what's going on in other countries / they try to get information about other countries / gathering intelligence in respect to foreign countries / they are involved in receiving messages in signals from our allies / information gathering from other countries / they should be finding all the intelligence needed about other countries or troubled areas / it's an intelligence gathering service in relation to foreign policies. Investigations and procedures. (11%)
3. Intelligence Gathering on Communists / USSR - a lot of intelligence work overseas. Russia and stuff like that / investigate the Soviet Union and find out information on them / I think they try to find out about communist Russia and Nicaragua / head off leftist programs / investigate things that might hurt us like the Soviet Union. (2%)
4. Espionage / Spying General - spying / spies and stuff / I think (8%)

Question 13 (Continued)

Thinking further about the CIA, do you know what kinds of activities the CIA performs?

they spy on each other / it investigates maybe in ways they shouldn't -- like spies / mostly involved in spying. Getting information any way they can / they spy / I assume they're involved in spy operations / spy missions / I've always thought of them as spies / spy investigations / they could be called spies. Covert operations such as your basic spies / they spy / they have to do with spies / tracking down espionage / espionage / they're spies. Worldly spies for the U.S. / spy work. They infiltrate apartment buildings and hotels / spy on the President.

5. Espionage / Spying on Foreign Countries - worldwide with regard to espionage in other countries / they get involved in espionage across the country and other countries / spying. Trying to get into other countries to get a general idea of what's going on in other countries of the world / spies. Gather intelligence in other countries / they perform in a manner to spy on foreign governments. Particularly military. Learn their secrets. (3%)

6. Counterespionage / Monitoring / Stopping Other Spies - monitoring spies from other countries / counter intelligence and so forth / after spies overseas / they look for spies. Watch out for them. (3%)

COL. 42

1. Foreign Affairs / Neutral - foreign affairs / they handle foreign matters / deal with foreign affairs / a lot of overseas affairs / foreign affairs / involved with foreign affairs / mostly involving other countries / foreign policy / they're more international / they are between foreign and domestic. They're international / international affairs / getting involved everywhere. Wherever there's trouble. There is trouble all over the world / enforce international laws. (10%)

2. Helping Foreign Countries - involvement with foreign countries with their affairs. Helping them with financial assistance and giving knowledge to help other governments get stronger / propping up friendly governments / they're situated in different countries. Trying to help the underprivileged / try to support countries. (1%)

3. Interfering in Other Governments - they are active in the overthrow of other governments. They're too extreme in trying to interfere with other governments / just what I hear in the newspaper and the media. They help overthrow governments / interfering with other forms of government / they have full force American propaganda with other countries / in all the foreign countries. Sticking noses in others' business. (3%)

Question 13 (Continued)

Thinking further about the CIA, do you know what kinds of activities the CIA performs?

4. Supporting Opposition Movements in Other Countries / Supplying Arms / Training Troops - they observe activities of government. Foreign activities -- and influence those activities by supplying arms to anti-communists / they're a spy agency and a supply agency. If the US needs to get weapons to an area, the CIA would be involved in that / they're involved in setting up and training of troops. They get involved in national training / they try to stabilize opposition in other countries / arms negotiations. (2%)
5. Iran-Contra Affair - they investigate things. Things to do with the government -- like the Iranian thing / they ship funds from Iran to Nicaragua / William Casey just passed away and he knew a lot about the Contra deal / involved in Contra scandals / they dealt with the Contra affair / the Contra affair / supposedly guidelines such as deals like the Contra affair. Involved with things they shouldn't be. (2%)
6. Involved with Contras / Central America - foreign -- like Nicaragua / a little bit of everything. In Central America, they're behind all that / some recent things would be what they are doing with the Contras / caused a lot of problems with the Contras / the Nicaragua thing. Funding and gun running. From what I read, they give money and supplies / they supply arms to the Contras. (3%)
7. Deal with Terrorism / Hostages - deal with terrorism / hostages and that. (2%)
8. Involved with Governments of Foreign Countries - they get involved in government things between countries / become involved in different governments' political movements and corporations. (*)

COL. 43

1. National Security / Protecting U.S. Interests - anything that involves the security of this country / national security / protecting the country / they investigate things against the United States / they involve themselves with the United States security affairs / any type of activity to get information and protect us abroad / setting up things in other countries where the wars start. Protecting the U.S. from outside influences / I believe they're investigating things that might harm us / I thought they were supposed to keep other countries from our secrets / see how they affect this country as a security measure / they're involved with security / national security / to protect the national interest both abroad and here / we're getting into national security and international security / trying to look out for our vested interest in foreign countries. (9%)

Question 13 (Continued)

Thinking further about the CIA, do you know what kinds of activities the CIA performs?

2. Protect the President / Secret Service - they protect the President / help protect the President / bodyguards / they work with the President / they guard the President's welfare / secret service work / secret service. (4%)
3. Involved in Government / Political / Military Affairs - trying to work out government problems / they work with national affairs / work with the government / political affairs / in the government, doing things for us / they are into the different branches of the service / they get involved militarily. (5%)
4. Internal Affairs - deal with internal affairs / they perform internal investigations / internal subversive affairs / just their confidentiality about what goes on in the U.S. / keep an eye on the goings on in the U.S. Keep an eye on the people. (2%)
5. Similar to FBI / Work with the FBI - like the FBI / they're kind of like the FBI / pretty much the same basis as the FBI / I imagine about the same as the FBI / probably similar to the FBI / working with the FBI / investigation -- similar to the FBI. (4%)
6. Better than the FBI - they're more upgraded than the FBI / they are more sophisticated with their investigations than the FBI. (1%)
7. Investigations - investigate everybody. Lots of investigations / certain investigations / investigate -- mainly investigation / what I see on the news -- investigations / they just investigate / investigation / investigating various things / they might perform certain investigations with high importance and secrecy / more foreign investigations. (6%)
8. Investigate Crime / Drugs - criminal activities / do criminal investigations / laundering illegal money in false businesses and drugs / drugs and crime / investigating drug smuggling / investigating drugs / the drug investigations are under the CIA. (2%)
9. Immigration / Illegal Aliens - immigration / keeping illegal aliens out of the U.S. (*)

COL. 44

1. Secret / Undercover / Covert Operations - it's always secretive / a lot of jobs that are secret / they are top secret. Undercover. They don't tell you what they are doing / they do a lot of undercover work / undercover things that have been investigated and we don't know it / most covert activities. Undercover in other countries / it's all secrets like the FBI. It keeps (14%)

Question 13 (Continued)

Thinking further about the CIA, do you know what kinds of activities the CIA performs?

everybody in the dark / its covert actions / covert operations / covert activities. Main function is covert / covert activities / some of the undercover work in foreign countries.

2. Reputation / Media Exposure - only what they do through sensationalism / the only time I hear that name is mentioned in the news. (2%)
3. Dangerous Work - they're into dangerous situations. (*)
4. I Like Them / General Positive - I don't really know but I trust them. (1%)

COL. 45

1. Assassinations - assassinating leaders / their name was brought up in the Kennedy assassination in the media and so forth / a lot of coercive activity. I think if they really wanted to kill someone, they could. I think they are instruments in knocking off people they don't like / they perform covert operations -- killing people. (1%)
2. Unethical / Illegal Activities - I didn't like their blatant use of torture / stuff they get away with around the law / I also think they break into people's homes and steal people's documents. (2%)
3. Inefficient / Don't Do a Good Job - they give away domestic secrets / they should upgrade equipment to handle problems. (*)
4. I Don't Like Them / General Negative - they get people in trouble / stirring up trouble / they caused a lot of mischief in Vietnam. (1%)
5. Other - (2%)

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CIA Knowledge

	<u>Information Elites</u> (3 or more responses)	<u>Well Informed</u> (2 mentions)	<u>Somewhat Informed</u> (1 mention)	<u>Uninformed</u> (No response)
<u>Total</u>	<u>8</u>	<u>24</u>	<u>41</u>	<u>27</u>
<u>Sex</u>				
Men	8	25	48	19
Women	7	23	35	35
<u>Military Service</u>				
Yes	13	27	49	12
No	7	23	39	31
<u>CIA Thermometer</u>				
65+	8	25	42	26
45-64	10	22	40	28
Under 45	8	26	46	20
<u>Negative Profile</u>	<u>9</u>	<u>24</u>	<u>49</u>	<u>17</u>

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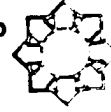


Like Most About the CIA

 "And thinking about the Central Intelligence Agency, what do you like most about the CIA?"

	<u>Percent</u>
<u>No Opinion</u>	<u>28</u>
<u>Protects U.S. Interests/Gather Intelligence</u>	<u>20</u>
Protects U.S. interests/Gather intelligence (17%)	
Investigate people (2%)	
Control terrorism (1%)	
<u>Don't Like Them/General Negative</u>	<u>19</u>
Don't like them/General negative (19%)	
<u>Other Positive Responses</u>	<u>13</u>
Secrecy/Mysterious/Undercover work (8%)	
I like them/General positive (3%)	
Do as they please/Get away with things (1%)	
Hampered by Congress (*)	
Other (1%)	
<u>Well Run/Do A Good Job</u>	<u>11</u>
Do a good job (10%)	
Well run/Organized (1%)	
Good reputation/Improving their reputation (*)	
<u>Necessary</u>	<u>5</u>
Necessary/Serves a purpose (5%)	

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Like Most About the CIA
(Continued)

"And thinking about the Central Intelligence Agency, what do you like most about the CIA?"

Percent

Job Related

3

Involved in international relations (2%)
Good job/Good job opportunities (*)

Question 11.

And, thinking about the Central Intelligence Agency, what do you like most about the CIA?

COL. 31

1. Protects U.S. Interests / Gather Intelligence - intelligence gathering. They can find out secrets of other countries. No, just covert activity / protective measures / they are trying to protect the nation's interest / gathering information on friendly countries toward the U.S. I just like to know that they're out there. I like that they use covert activities to gather information / they just try to protect our country from possible things that might harm us or go on / they get information for the good of the U.S. They try to be honest about it / they do a fairly good job protecting us abroad. I'm fairly satisfied / the gathering of intelligence information / I guess ideally their job is for security purposes. They keep things tapped in nationally or internationally. Keep us informed of goings on / their method of getting information from other countries, they cover intelligence / they're involved with politics and they have stations in so many countries that they keep the U.S. informed of whats going on / protect my interest overseas / I guess I see them as a function to see whether or not other countries are going to use covert activities against the U.S. / we are more secure because of them / protecting our interests / they help protect the United States / the CIA is the only counter approach we have to the Russians / trying to protect the country / I think they offer security to the country / infiltration of elements outside the country that work against our best interest. Intelligence gathering / finding out what the Russians are doing / they have America's best interest at heart / they do try to keep up on things that relate to our security / they're generally protecting our own individual dealings as far as the U.S. goes / important for the security of the U.S. / they do protect the president / the protection of the president / they're protecting our country / I hope they're protecting our national interest through intelligence gathering / they try to make sure we don't have any spies over here / I hope they're protecting us / they're protecting the president and government / be on top of what's happening to us from outside source. That's good if they're doing the job right / their ability to know information about other countries. Planning in defense / they're supposed to be in the know of everything. Keep a watch out for spies. Find out what's wrong in the country / the CIA runs spy and covert
- (17%)

Question 11 (continued)

And, thinking about the Central Intelligence Agency, what do you like most about the CIA?

activities around the world in our best interest

2. Do A Good Job - they do good work / I'm neutral on that, they do their job / what I like best about them is what I don't know. (10%)
When you don't hear about them you know they're doing their job right. You only hear about them when they screw-up / they can do a lot of good in many instances / their work is good / they're very good at their job / they do their job / I do believe they are doing their jobs. They are looking after the allies. Watching them / it is reasonably competent in what it does / they help in affairs / their efficiency to complete a job / they're well trained, they carry large weapons and they know how to use them. They know what they're doing when a tragedy arises / they get things done / maybe they're trying to do the right thing / they carry out many plans for the government / they try to find out all sides of things / the job they are doing as far as security is o.k. / they seem like they're doing a good job / doing a good job / they've been doing a fair job / they've been doing a fair job. Not hearing too much criticism, so they must be alright / they get things done.
3. Well Run / Organized / Professional - the way the system operates. They do it fast sometimes. Very well organized / keeping things running smooth inside the government. That's pretty good / a professional organization (1%)
4. Good Reputation / Improving their Reputation - William Webster. Seems to be a man of integrity. (*)
5. Do As They Please / Get Away With Things - they are less influenced by president; they are most controlled by the government. They do what they need to do / they're aggressive, that's the main thing / I like the idea they have the power to get things done rather than wait for us. (1%)
6. Secrecy / Mysterious / Undercover Work - I like the undercover work they do / the secrecy involved with other countries. If the public knew about some of the issues, we couldn't handle it, and the news media would blow it all out of proportion / the fact that they are a secret organization. It's hard to identify any of the members / the way they go about the job without making big rows. They're quiet / how they hide things / secret, they don't tell anything to anyone / covert operations, slip into countries and spy / secrets. There are a lot of things that need to be kept secret from the public / they are spies / it's a closed network. We are informed enough by them. If we knew more, they wouldn't work very well / have some secret diplomacy / ability to carry out functions with minimal amount of public knowledge / the (8%)

Question 11 (continued)

And, thinking about the Central Intelligence Agency, what do you like most about the CIA?

things you like most about it, you never find out about.

7. Investigations - they catch information that leads to the arrest of people / they investigate / their method of investigation / it's investigations are usually thorough / I like their ability to stay on top of things / their ability to uncover wrong doings / stick to a case until it's solved / they seem to keep on top of everything. They are able to keep an eye on everything. (2%)
8. Hampered By Congress - it would do a better job if it weren't hamstrung by Congress / the U.S. Congress has so limited their activities that they can't do anything. (*)

COL. 32

1. Involved in International Relations - their foreign involvement / how they get involved in foreign affairs. The Contra affair / the CIA was assisting foreign countries. (2%)
2. Good Job / Good Job Opportunities - they provide employment for people. (*)
3. Necessary / Serves a Purpose - we need to have it. No matter how they screw-up, we need them to protect us and our interest. They are absolutely critical if our democracy is to be preserved / we have to have the information / the premise is good but the people are bad leaders. There is a good purpose for the organization, but it has bad leaders / well it's necessary that they gather information from other countries. They dig out information. I think they do a pretty good job at that / very little. I feel they are necessary. They're watching over the country / it's a necessary safeguard of our interests. To protect us, it's necessary / they're doing a job people have to do. Keeping tabs on foreign affairs / they are very necessary to keep our country healthy. To keep us in line / they do what has to be done / it's something we need and it gets too much publicity / I think they're o.k. We need that kind of service / all countries have an organization like this. There's a need to know what's going on in international affairs to stay on top / they have a job to do / we have to have it for security / we need it. (5%)
4. Control / Fight Crime / Terrorism - controlling terrorism / help keep international crimes down / trying to help hijacking or hostages / it's nice to know they check out terrorist organizations / how they help with solving crimes. (1%)

COL. 33

Question 11 (continued)

And, thinking about the Central Intelligence Agency, what do you like most about the CIA?

1. I like them / General Positive - I guess that they are there / I guess they're fair / they are getting smarter / I like the theme of the CIA. (3%)

2. Don't Like Them / General Negative - I think the CIA sticks their nose in other countries where they shouldn't / nothing much, their covert actions haven't been covert / there's nothing that comes to mind that I'm real excited about. They're not that good / I can't think of anything good about them / I don't like much about the CIA / don't like anything / I don't like anything about them / not much. I feel they've been involved without ethics and no regard for others / I don't like anything / too many of them. Not doing enough to make efforts worthwhile. Not needed / I don't like anything about them. I don't trust them. They don't talk. Casey didn't say anything when questioned in the hearings / unnecessary evil / I don't like anything about it. Too many cases that are unaccountable for, and they're always involved. For example, they're involved in the whole Contra affair / they used to be honest / I don't like anything they do / except I don't like what happened with Nicaragua / there really isn't much to like/ it's a fight back and forth / they should stay in Washington, they would do a better job / sometimes I wonder if I like them at all / they're in a lot of trouble / don't like very much / I just don't like what they do / don't know except from news. They're not helping out at all / supposed to be working for the people more / I don't like the stuff that's going on with Nicaragua / the Iran scandal, they did a poor job on that / I don't like anything / there's nothing I really like about them / they stick their nose into too many things / I don't like them at all / except they have their fingers in everyone's business / their incompetence is reassuring. If they were competent, they would be bad. If they were competent, they would be dangerous. Instead it's just a laughing matter / not much. (19%)

3. Other - (1%)

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Like Most About the CIA

	Protect U.S./ Gather Intell. (%)	Well Run/ Do A Good Job (%)	Necessary (%)	Job Related (%)	No Opinion (%)
<u>Total</u>	<u>20</u>	<u>11</u>	<u>5</u>	<u>3</u>	<u>28</u>
<u>Sex</u>					
Men	20	11	5	4	22
Women	20	12	5	2	34
<u>Age</u>					
18-to-24	16	13	3	3	38
25-to-34	22	10	3	2	29
35-to-44	28	9	6	4	22
45-to-54	19	12	6	*	27
55-to-64	16	12	8	4	25
65 and above	19	13	4	3	29
<u>Sex/Age</u>					
Men/18-34	19	13	4	3	26
Men/35-54	24	12	4	3	17
Men/55+	18	7	6	5	21
Women/18-34	20	10	2	2	40
Women/35-54	23	8	8	1	30
Women/55+	16	17	7	3	32
<u>Race</u>					
White	22	10	6	2	24
Minority	14	13	3	3	39

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Like Most About the CIA
(Continued)

	Protect U.S./ Gather Intell. (%)	Well Run/ Do A Good Job (%)	Necessary (%)	Job Related (%)	No Opinion (%)
<u>Total</u>	<u>20</u>	<u>11</u>	<u>5</u>	<u>3</u>	<u>28</u>
<u>CIA Thermometer</u>					
65+	28	16	5	4	24
45-64	22	13	6	3	27
Under 45	15	6	4	2	22
<u>Geocodes</u>					
Northeast	22	11	5	4	26
New England	20	6	3	8	28
Mid Atlantic	22	13	5	3	25
Midwest	17	13	4	2	31
Great Lakes	18	14	4	2	29
Farm Belt	15	12	4	2	35
South	21	12	4	2	31
Outer South	21	11	4	2	30
Deep South	21	13	5	2	33
West	20	7	7	2	21
Mountain	23	10	9	1	33
Pacific	19	7	7	3	17

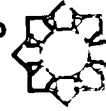
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Profile of Most Negative Group

	<u>Don't Like CIA</u> (%)
<u>Total</u>	<u>19</u>
 <u>Sex</u>	
Men	23
Women	17
 <u>Age</u>	
18-to-24	16
25-to-34	17
35-to-44	16
45-to-54	19
55-to-64	28
65 and above	26
 <u>Sex/Age</u>	
Men/18-34	17
Men/35-54	22
Men/55+	34
Women/18-34	17
Women/35-54	14
Women/55+	20
 <u>Race</u>	
White	22
Minority	12

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Profile of Most Negative Group
(Continued)



	<u>Don't Like CIA</u> (%)
<u>Total</u>	<u>19</u>
 <u>Military Service</u>	
Yes	29
No	17
 <u>Geocodes</u>	
Northeast	21
New England	24
Mid Atlantic	21
Midwest	20
Great Lakes	25
Farm Belt	9
South	15
Outer South	21
Deep South	6
West	24
Mountain	9
Pacific	29

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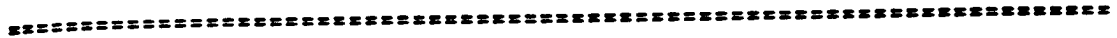
Like Least About the CIA

 "What do you like least about the CIA?"

	<u>Percent</u>
<u>No Opinion</u>	<u>32</u>
<u>Secrecy/Covert Operations</u>	<u>14</u>
Secrecy/Covert operations/Don't inform the public (14%)	
<u>Lack of Ethics/Illegal Activities/ Not Honest/Invasion of Privacy</u>	<u>13</u>
Lack of ethics/Morals/Involved in illegal activities (5%)	
Invasion of privacy/Security checks (5%)	
Not honest/Trustworthy (3%)	
<u>Meddle in Other Countries</u>	<u>11</u>
Meddle in other countries' affairs (5%)	
Involved in Nicaragua/Contras (2%)	
Iran/Contra scandal (2%)	
Involved in Central/South America (1%)	
<u>Other Negative Responses</u>	<u>10</u>
Costly/Waste of money (3%)	
Bureaucracy/Mismanagement (2%)	
I do not like them/General negative (1%)	
Bad reputation/Negative press (1%)	
Hampered by Congress (1%)	
Other (2%)	



Like Least About the CIA
(Continued)



"What do you like least about the CIA?"

	<u>Percent</u>
<u>Incompetent/Scandals</u>	<u>9</u>
Don't do a good job/Incompetence (6%)	
Not secret enough (2%)	
Involved in controversy/Scandals (*)	
<u>I like Them/General Positive</u>	<u>6</u>
I like them/General positive (6%)	
<u>Too Powerful/Above the Law</u>	<u>5</u>
Too powerful/Above the law/No controls (5%)	

Question 12.

What do you like least about the CIA?

COL. 36

1. Don't Do a Good Job / Incompetence - their lack of knowledge. It takes them too long to get all the facts together / they don't know what they're doing. They seem to have a problem determining what they're supposed to do / sometimes they think they're doing good for the U.S. but they're really not. They're going the wrong way / they're not catching enough people / they know a lot of stuff that's going on, they deny. They could have prevented the USS Stark attack. They knew about it beforehand / they do things that aren't best / they should crack down more / not taking enough action in Central America. (6%)
2. Involved in Controversy / Scandals - they get caught too often. They're careless sometimes and when the media get's to it, it makes them look really bad. Maybe they should be more careful. (*)
3. Meddle in Other Countries' Affairs - their foreign pushiness. They're pushing us overseas, trying to make us do things we don't want to do / their operations interfering with other countries. They don't need to get involved with those type of things. They need to stick to their own country / the fact that they're involved with recruiting mercenaries and they're involved with small wars. Wherever there are problems in the world, the CIA is involved / they're involved in different countries around the world. They're not following through / it sounds to me that they are doing a lot of things outside the boundaries of the land / too much involvement in little wars / being involved in things they shouldn't. Apartheid -- South Africa. (5%)
4. Involved in Nicaragua / Contras - I don't like the involvement in the Contra affair / it appears that they've possibly broken the law with the Contra affair / I don't like what they've been investigating. They caused more problems. Nicaragua is one of the blatant ones / Nicaragua, interfering in people's lives / they deal with the Contras / lately their work with Contras. (2%)
5. Involved in Central / South America - some of the stuff they do in Central America / they're going into other countries and getting into trouble. They seem to be involved in Central America and causing a lot of problems / I don't think they have any right to meddle in foreign affairs. In general, South (1%)

Question 12 (continued)

What do you like least about the CIA?

America / they get involved in small countries in Central America. They shouldn't be involved.

6. Iran / Contra Scandal - I think the involvement with other countries' governments, like their role in the Iran scandal / what they did in the Iran-Contra affair / shouldn't have gotten involved in Iran affair / they don't tell everything. There's controversy over the Iran-Contra affair / they have their necks in where they don't belong, they aren't talking. They aren't letting us know what they're doing. The Iran crises and the Contra deal. (2%)
7. Hampered by Congress - the Congress has too much control over them / Congress should let them operate the way they ought to / they don't have freedom to do what they need to because of Congress. (1%)

COL. 37

1. Secrecy / Covert Operations / Don't Inform the Public - too much undercover. I don't know what they do / no information given to the public. It's our service. We should be informed / too many secrets. They keep too many secrets / I think some of the things they've done have been against policies. Secret activities that come out. For example, what do you call the booklet / they're secretive. They don't seem to be square with everybody. They're underhanded / they don't explain what they're doing. They keep too many secrets / they are too secretive. People have a right to know what is going on in the country / the way they deal with things. They're sneaky. They don't say what they are doing. They do things without telling what they're doing / they're sometimes a covert operation. Setting up hit squads that they do now secretly / method of investment. Covert actions in Central America. Not happy with their work at all / the public's not informed. They do a lot behind our backs without informing us. They're too secretive / they wouldn't be so secret / they're underhanded. Everything is under cover. They're not out in the open with things / they don't tell the right people to let them know, too many secrets / they're snooty, sneaky people / secretiveness, they don't tell people / the sneakiness and stabbing in the back, they're not up front / the secrecy / we never know what's going on, they don't keep the public very informed / the fact that they keep everything so secret. They're not open enough / too secretive. If they're a big organization, they should be more open / the fact it's hard to know that they're doing the thing they're supposed to when there's so much uncertainty about what they're doing. (14%)

Question 12 (continued)

What do you like least about the CIA?

2. Too Powerful / Above the Law / No Controls - they have no one with control. There is no checks and balances system / they are too powerful. They operate without control from Congress / the latest scandal. They always seem a part of their own. They seem to be too independent when they should be made known to Congress / the fact that it is not responsive to controls outside the CIA, like Congress / they've gotten abusive. Years ago in the seventies, the whole Watergate thing. I don't like abusive power / it has a lot of control and power / overbearing occasionally / they're kind of running amuck, no one's in control. It seems they don't have to follow laws / they think they can overstep their bounds. In the Contra affair, they went out of bounds. They didn't do what the President or government said to do. (5%)

3. Lack of Ethics / Morals / Involved in Illegal Activities - their illegal activities / too many cases are unaccounted for. Too many people are killed. That could have accounted for the CIA's actions / don't like the elimination of people that they kill. I don't condone killing someone because they believe in a different government, by our government / I don't like the covert operations it performs, or the illegal covert actions it takes / I don't know how many of the things they go into are sort of underhanded. I'm not sure what goes on because everything is a secret. I don't know if it's all legal / they get caught doing the wrong things. Things they shouldn't. Just things that aren't their business / the things that they do that are a little immoral. Surveillance / sometimes they do some unauthorized things / sometimes they do bad things. (5%)

4. Not Honest / Trustworthy - they deny things. They do things wrong and when they are caught they deny them / the cover-ups. The way they try to hide the things they do. The news media has said many times, the CIA says things are okay and they really aren't / I'm not sure there is very much honor in the system / I think there are too many things covered up. Mistakes covered up / they don't tell the truth / lack of honesty / the corruption within the organization. (3%)

5. Invasion of Privacy / Security Checks - they go too far some places. They invade people's privacy / they're nosey / carrying it to the extreme. Invasion of privacy. You're needed to testify and this is an invasion of your personal identity, I guess / they investigate people who haven't done anything. It's a waste of money / invasion of privacy. I think they invade people's private lives / they go bugging and wiretap / they keep track of innocent people. (5%)

Question 12 (continued)

What do you like least about the CIA?

1. Bureaucracy / Mismanagement - inefficient bureaucrats / mismanagement / I don't feel it's organized properly. I feel the authority should be placed under a single person or small central organization. As it is, there is too much disorder / they are controlled by Congress / the people directing the organization, starting with the President on down, are all doing poorly / don't investigate properly and screen people who work for them. (2%)
2. Bad Reputation / Negative Press - their inability to clearly define their position in controversial matters and issues brought up by the news media. (1%)
3. Not Secret Enough - too many things they try to do get out to the press. Be more secretive / when they get caught in the middle of something, they should cover themselves better. Things should be more discrete / they publicly have to reveal their results. Should be kept private, out of small man's decision / sometimes leak out information that shouldn't be known / they leak, too many leaks come out. I don't know how it happens, but it does / they tell everything they do. They need to do certain things in secret. (2%)
4. Costly / Waste of Money - they spend too much money on projects, investigations / they spend money unnecessarily. There is too much waste / not worth the money. Overlapping federal agencies. Unnecessary. (3%)

COL. 39

1. I Do Not Like Them / General Negative - everything. I don't think they should be there / unnecessary evil / they are unnecessary and harmful. I dislike everything about them / they are un-American / sometimes they seem to get into places where they don't really belong / I don't like them / their tactics and how they go about doing their job. (1%)
2. I Like Them / General Positive - there is nothing I dislike about them / I guess they're doing a good job / nothing I dislike about the CIA / no faults. I don't have any faults with them / doing our country good, helpful / they do a pretty good job when allowed to do their job. (6%)

COL. 40

1. Other - (2%)

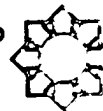
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Like Least About the CIA

	Secrecy/ Covert Opera- tions (%)	Ethics/ Dis- honest/ Invade Privacy (%)	Meddle in Other Coun- tries (%)	Incom- petent/ Scandal (%)	Too Power- ful (%)	No Opin. (%)
<u>Total</u>	<u>14</u>	<u>13</u>	<u>11</u>	<u>9</u>	<u>5</u>	<u>32</u>
<u>Sex</u>						
Men	16	12	14	11	6	25
Women	13	14	8	7	4	38
<u>Age</u>						
18-to-24	15	10	6	10	3	41
25-to-34	15	15	13	10	5	28
35-to-44	15	13	14	9	8	23
45-to-54	16	10	11	9	3	35
55-to-64	10	15	16	6	6	37
65 and above	13	11	6	12	5	32
<u>Sex/Age</u>						
Men/18-34	18	12	13	10	5	26
Men/35-54	15	10	15	14	7	22
Men/55+	13	14	17	9	7	27
Women/18-34	12	15	7	9	3	41
Women/35-54	15	13	11	5	5	34
Women/55+	11	13	8	7	4	43
<u>Race</u>						
White	16	13	12	10	6	28
Minority	9	12	11	7	3	42

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Like Least About the CIA
(Continued)

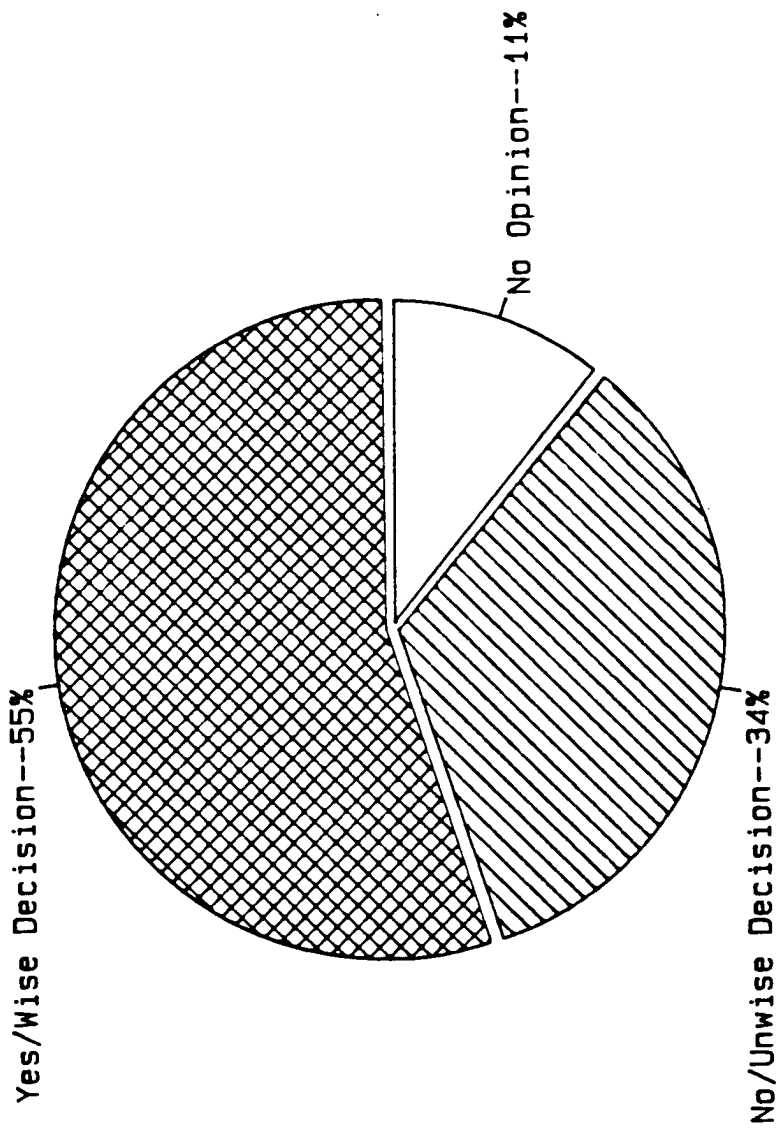
	Secrecy/ Covert Opera- tions (%)	Ethics/ Dis- honest/ Invade Privacy (%)	Meddle in Other Coun- tries (%)	Incom- petent/ Scandal (%)	Too Power- ful (%)	No Opin. (%)
<u>Total</u>	<u>14</u>	<u>13</u>	<u>11</u>	<u>9</u>	<u>5</u>	<u>32</u>
<u>CIA Thermometer</u>						
65+	14	8	7	13	5	36
45-64	16	15	13	11	5	28
Under 45	15	17	18	6	7	20
<u>Negative Profile</u>	18	20	17	8	8	13
<u>Geocodes</u>						
Northeast	18	16	11	8	4	28
New England	25	21	8	8	6	17
Mid Atlantic	16	15	11	8	3	31
Midwest	11	16	9	8	7	34
Great Lakes	10	18	9	8	7	30
Farm Belt	15	11	10	8	6	44
South	14	9	11	10	3	35
Outer South	13	10	12	12	2	34
Deep South	15	8	7	7	4	37
West	15	10	18	9	7	28
Mountain	8	7	17	8	7	44
Pacific	17	11	18	10	8	22



PERCEPTIONS OF THE CIA

- o Americans are overwhelmingly unfamiliar with the CIA.
 - Three in ten (27%) cannot name a single activity performed by the CIA.
 - A larger proportion of Americans cannot respond to the questions, "What do you like most about the CIA?" and, "What do you like least about the CIA?" than can answer these questions.
 - Young Americans age 18-to-24 are the most uninformed group, due primarily to women between the ages of 18 and 34 years. Overall, women tend to be less opinionated toward the Agency, as do minorities, and residents of the farm belt.
 - On the other hand, young Americans and women are also unable to express things they dislike about the Agency. Again here, minorities, residents of the farm belt, and residents of the mountain states are less likely to give a reason than others.

CIA CAREER DECISION Wise Or Unwise?



"If A Close Relative (Son, Daughter, Brother or Sister) Decided to Pursue A Career With The CIA, Would You View That As A Wise Decision?"

Source: Decision/Making/Information
June 1-4, 1987

The Wirthlin Group



CIA Career Decision: Why Wise or Unwise

"If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

	<u>Percent</u>
<u>WISE DECISION</u>	<u>42</u>
<u>Good Career/Job Related Aspects</u>	<u>36</u>
Good career opportunity (12%)	
Chance to help/Serve the country/Patriotic (12%)	
High salary/Good pay (6%)	
Interesting/Exciting career (5%)	
Prestigious/Respected (4%)	
Honest/Trustworthy (2%)	
Intelligence/Information gathering (2%)	
CIA does a good job (1%)	
Good benefits (1%)	
Involved in international affairs (1%)	
Safe/Not too dangerous (*)	
Keep the peace (*)	
Drug enforcement (*)	
<u>Necessary</u>	<u>3</u>
Necessary (3%)	
<u>Other</u>	<u>6</u>
I like the CIA/General positive (4%)	
My relatives would do a good job/Help the CIA (3%)	

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CIA Career Decision: Why Wise or Unwise
(Continued)

 "If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

Percent

Neutral Mentions

34

If they want to/It's their decision (27%)

Need to know more (5%)

If they were qualified/Capable (2%)

UNWISE DECISION

37

Job Related Aspects

20

Dangerous/Not safe (16%)

Mismanaged/Poor leadership (2%)

Too much travel/Must leave home (1%)

Not necessary/Waste of money (1%)

Leaks/Not secret enough (1%)

Meddle in other countries' affairs (1%)

Don't serve/Help the country (1%)

Poor salaries/Doesn't pay enough (*)

Invasion of privacy (*)

Dishonest/Corrupt

11

Dishonest/Corrupt (4%)

Too secretive/Covert Activities (4%)

Involved in controversy/Scandal (3%)

Too powerful/Above the law (1%)

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CIA Career Decision: Why Wise or Unwise
(Continued)

"If a close relative such as a son, daughter, brother or sister, decided to pursue a career with the CIA, would you view that as a wise decision? And why is that?"

Percent

Other

12

Don't like the CIA/General negative (6%)

Don't want my relatives to work for the CIA (4%)

Difficult career/Not for everyone (2%)

Don't want my relatives to work for the government (1%)

Other (1%)

No Opinion

2

Question 15.

And why is that?

COL. 47 WISE MENTIONS

1. Good Career Opportunity - it's a good career / couldn't work for a better outfit. They look after their workers. Good employers / it's a secure government-type job as opposed to any other job / it's not bad working for the government / it's a government agency. Once you're in the government you can better yourself / it's a good job / it's a job / it would be good for them / I like the security when working for the government. You can't get laid off / it would be a good career / it's a good job / assignments aren't all that bad / at least it is a career. Something that they could do. They won't be criminals out on the street. (12%)
2. High Salary / Good Pay - good pay / they make good money / you could be a secretary for the CIA and they pay well / people are higher paid than with most jobs / they make good money / I imagine it's a good paying job / because of the money. Wages aren't too good in my area. There is good pay with that sort of job / you can make some good money / make more money / it's good pay too. (6%)
3. Good Benefits - if they're single, good benefits / that they have good benefits. CIA has good things,-- benefits, programs, etc. / if you can get a job with it, you've got it made. You'll have a good retirement. (1%)
4. Interesting / Exciting Career - it would be an exciting career / interesting job / it's adventure / because it offers a career of intrigue and excitement. You'd never be bored because you're playing with your life / it's really interesting / it would be interesting / could be an interesting job / could be quite interesting / it would be interesting. I kind of get into spying / aggressive. (5%)
5. Prestigious / Respected - because it's a prestigious job. It takes a certain amount of education / it's probably a good job. It is a high standard job. People should look up to them / it seems to be an important organization / job that is respectable. Not like a garbage collector / it's a real honorable profession. (4%)
6. Safe / Not Too Dangerous - I wouldn't feel it's not safe / I don't think these agencies were set up to be misused. I think (*)

Question 15 (continued)

And why is that?

they're a safe organization to work for.

7. Chance to Help / Serve the Country / Patriotic - I feel it would be a good chance to represent the country / it's serving the country / anything to help our country is wise. I don't know much about it but I feel it's a good organization / if they wanted to help the country in any way I think that would be good / it would be for the betterment of the country / if that's the way they want to serve the country that would be okay / it's in order to serve our country / he could be of good service to our country / it is a good honest occupation, helping your country / I believe it's protecting individuals of the U.S. / some of the operations they do for security / it's a form of serving our country / because they can be patriotic / pursue it if he's patriotic and wants to serve his country in this way / American-type outfit / it's patriotic. (12%)

COL. 48 WISE MENTIONS

1. CIA Does a Good Job - because they're trying to do good / because there is a lot of good work there / I feel they do an adequate job. Better than the president or the FBI / I think they do some good / I like what they do. (1%)
2. My Relatives Would Do A Good Job / Help the CIA - if they got my relatives in there then they might be o.k. / somebody has to do it and I would just as soon it be them rather than someone else / I think they could make a difference / if that is what they believe in and I suppose I trust what my relatives would do in the CIA / they could help better, could help the CIA / they would do a good job. (3%)
3. Honest / Trustworthy - they would be honest / person of integrity / it's honest / believe they're honest / as long as they stayed essentially honest / if they're honest / if they were honest and thought they could do honest work / I trust my family. I trust them to do a good job / my family could be trusted / I'm sure he would have good sense, because he's smart. (2%)
4. Necessary - it's a necessary part of the government. They're essential. If they're looking for a job, I'd say get up on it / because I think we need the CIA. We need them and if they want to do this kind of work for our country they should / it's necessary / it's necessary for the country / I think the CIA is in the best interest of the country. I think the country needs an organization such as the CIA / because it is necessary. Because I think government needs the reinforcements of agents. (3%)

Question 15 (continued)

And why is that?

5. Intelligence / Information Gathering - we do need the information / because they would be helping in the right way. Just overall information gathering / they can accumulate intelligence which would be good / they're supposed to know what's going on. (2%)
6. Involved in International Affairs - traveling advantages. Find out what's going on all over the world / because they deal with foreign invasions. (1%)
7. Drug Enforcement - I've talked to the FBI on drugs. It's nice to have people to fall back on to protect us from drugs coming into this country. They are trying to keep it all out. (*)
8. Keep the Peace - for the sake of keeping the peace. (*)
9. I Like the CIA / General Positive - I have no negative feelings toward the organizations / because it's a good organization / stable outfit. (4%)

COL. 49 NEUTRAL MENTIONS

1. If They Want To / It's Their Decision - if they wanted to do it. If they could do a good job. Yes, I'd support them / if that's what the person wants to do, that's fine with me. Why should I stop them / that's their opinion. Their views are theirs, I trust their opinion / it depends on what they want to do / if that's what the person wanted to do, I wouldn't stand in the way. It's up to the individual. It's not my choice / it is their decision. I have no say / because that's what America is all about. Doing what you want to do / if they wanted to do it, that would be o.k.. If it was what they wanted; career-wise or in their life, yes / if that's what they want to do, then they should be able to. They can choose what they want / if they were interested in it, it would be fine. If that was what they wanted to do, it would be their choice / if they want a career in this, I can't say anything / it's his life / if that's what they want to do / I would let them make their decisions / whatever they want to do would be fine with me. It is their decision / everybody has his own thing / I don't tell people what to do. They can choose for their own / if that is what they want to do, then yes. If that will make them happy / if that's what they want to do / because I'd have to consider the person / depends on the career decisions or choices that person wants / basically because it was something they wanted to do / couldn't criticize a pursuit of a career / if that's what they wanted to do. It's up to them / because it's what he wanted to do. I would support his decision / if they can justify it. I'll support him / it's their own choice. They can make their own decisions. I just don't (27%)

Question 15 (continued)

And why is that?

have any say in their lives / I think that would be up to them / depends on that person / I would not encourage or discourage them. That is their decision. I will leave it up to them. That's my policy / I wouldn't pass judgement. They could do whatever they wanted to do. I can't judge / because it's his decision and career. It's his life and if he wants into such a field, it's his decision. In this day and age, whatever he wants to do, he can -- a cop, a laborer, whatever -- or even a priest, It's his idea and decision / it's not my decision. It would be their decision. I couldn't say whether I thought it was a good decision or not / whatever they wanted. I'm not in a position to give them an opinion / leave the decision up to that individual. I couldn't make it my business / depends on their goals. It depends on the person / I feel that they can pursue whatever they wish.

2. If They Were Qualified / Capable - if he was qualified, if he feels he's qualified, I would say go ahead / he would have to be capable / if they're suited for it. If that's what they want. Whatever makes them happy. (2%)
3. Need To Know More - I'd have to look more into the CIA and see what they are getting into / I don't think they give enough information to pursue a career. (5%)

COL. 50 UNWISE DECISION

1. Dishonest / Corrupt - lying / this country is in bad shape and the CIA is part of the reason. They do shady deals / different branches of it are corrupt / they have too many shady deals. They set up phoney bank deals and activities / I don't believe they are doing things that they should be doing / seems like a dirty job. They're always getting in trouble / because they have to compromise too much of their own intellect. Whether they believe in something or not. They would have to compromise and do it. (4%)
2. Involved in Controversy / Scandal - there's too much controversy over activities like the Iran scandal / the things they're involved in. (3%)
3. Too Secretive / Covert Activities - just because of their covert actions that I have strongly disapproved of / because of sneakiness, and hiding / getting into something too deep. Covering-up for each other. Shut out good people / things in government get covered up / I think they have subversive activities / I don't like the things they do. They do subversive things and un-American. Things not too admirable. (4%)

Question 15 (continued)

And why is that?

4. Too Powerful / Above The Law - I think they've gone beyond their scope. (1%)
5. Mismanaged / Poor Leadership - they're not bad. Just mishandled and mismanaged / they have bad direction. The way the organization is being handled. All the way from the President on down, they are all dumbos / I feel they have poor leadership / the politics are not the best / a lot of poor rules. (2%)
6. Invasion of Privacy - because of wire tapping. (*)
7. Meddle in Other Countries' Affairs - they're getting involved in Central America. I don't agree with Americans in Central America period. (1%)
8. Leaks / Not Secret Enough - they report everything they do to too many people and it leaks out and everybody knows what they're doing before you know it. (1%)
9. Don't Want My Relatives to Work for the Government - most government jobs aren't good because of problems with becoming dishonest and corrupt / I wouldn't want them in the government, they are crooks. (1%)
0. Poor Salary / Doesn't Pay Enough - no money in it though / I don't think the salary is there. You can't make any real money. No opportunity / I don't think they pay that well. For the time they put in, the pay isn't that good. (*)

COL. 51 UNWISE DECISION

1. Dangerous / Not Safe - it might be dangerous / it's dangerous / it's too dangerous, so I don't know if it would be that good / it would be dangerous in some instances / not knowing if he would be safe / they'd more than likely get killed. Awfully dangerous. Most people couldn't handle it. It's a tough job / too much danger. I mean I know someone has got to do it. But I don't want any of mine to / I think it's too dangerous / I wouldn't want my family to put their life on the line every day / they would leave you high and dry if you were caught in a foreign country. Gene Hasenfuss for instances. They won't back you up / it's too dangerous of a job / that would be dangerous. It could be life threatening in the wrong condition / it's too dangerous / there is always a high risk of getting hurt / I'd be afraid for them. They could get killed very easily. It seems like a very dangerous profession to get into / it would be dangerous. It would involve all kinds of people. Criminals / I think it would

Question 15 (continued)

And why is that?

be a dangerous occupation / I think it's a dangerous job for both the person doing it and their family and close friends. Anything you don't know one hundred percent about could be dangerous / it's dangerous. They deal with criminals and life-threatening situations / the danger involved / it's just dangerous / I would be afraid I would be killed. My husband's brother was almost a courier, he didn't join, he is still alive. I really would be afraid for them / you hear so much about people in the CIA getting caught. It would be scary / don't like the CIA. Dangerous.

2. Too Much Travel / Must Leave Home - they are sent all over / they would have to move away and be far from their families / leave home. Too far away. (1%)
3. Difficult Career / Not for Everyone - it's a trying job / I think it's not for everyone. Most of the people I know couldn't hack it. Rare breed / McFarland is having too many problems and he's thinking about killing himself because of it / I think it takes a special person to do that sort of a job and no one I know could ever be involved in it. (2%)
4. Not Necessary / Waste of Money - spending money where it isn't needed. Do without all their jobs. Wouldn't do it / CIA is a big waste in the federal government. It's not needed in my opinion / wasting money and stuff like that. (1%)
5. Don't serve / Help the Country - because I don't think the people in charge are concerned with the United States. The people in charge are only concerned with themselves. (1%)
6. Don't Want My Relatives To Work For The CIA - I don't want them involved in that kind of activity / also wouldn't want my children to go into the CIA because I have no respect for the organization / I wouldn't want anybody close to work for them. I would rather they didn't. I don't think it would be a career that I would want them to pursue / I wouldn't approve of a family member doing the things they do / I just feel I wouldn't feel good about it / anybody that I care and love, I don't think I'd want them involved in anything the CIA does. Or the government / I just don't think it would be. I just don't think it would be for my son or daughter. It's not wise. (4%)
7. Don't Like CIA / General Negative - I don't believe in them / I see a lot of stuff on TV I don't totally approve of it / because I don't like them, about the things they do with Congress and the Senate / I don't like them. I don't like their operations / I don't like the CIA myself / because of what I have seen in the (6%)

Question 15 (continued)

And why is that?

news, I'm not satisfied, confused.

(1%)

8. Other -

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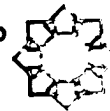


CIA Career: Wise or Unwise Decision

"If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision?"

	<u>Yes/ Wise (%)</u>	<u>No/ Unwise (%)</u>
<u>Total</u>	<u>55</u>	<u>34</u>
<u>Sex</u>		
Men	59	30
Women	51	37
<u>Race</u>		
White	55	34
Minority	55	35
<u>Education</u>		
Less than High School	51	34
High School Graduate	54	37
Some College	61	30
College Graduate	59	30
Postgraduate	59	32
<u>Military Service</u>		
Yes	59	31
No	54	34

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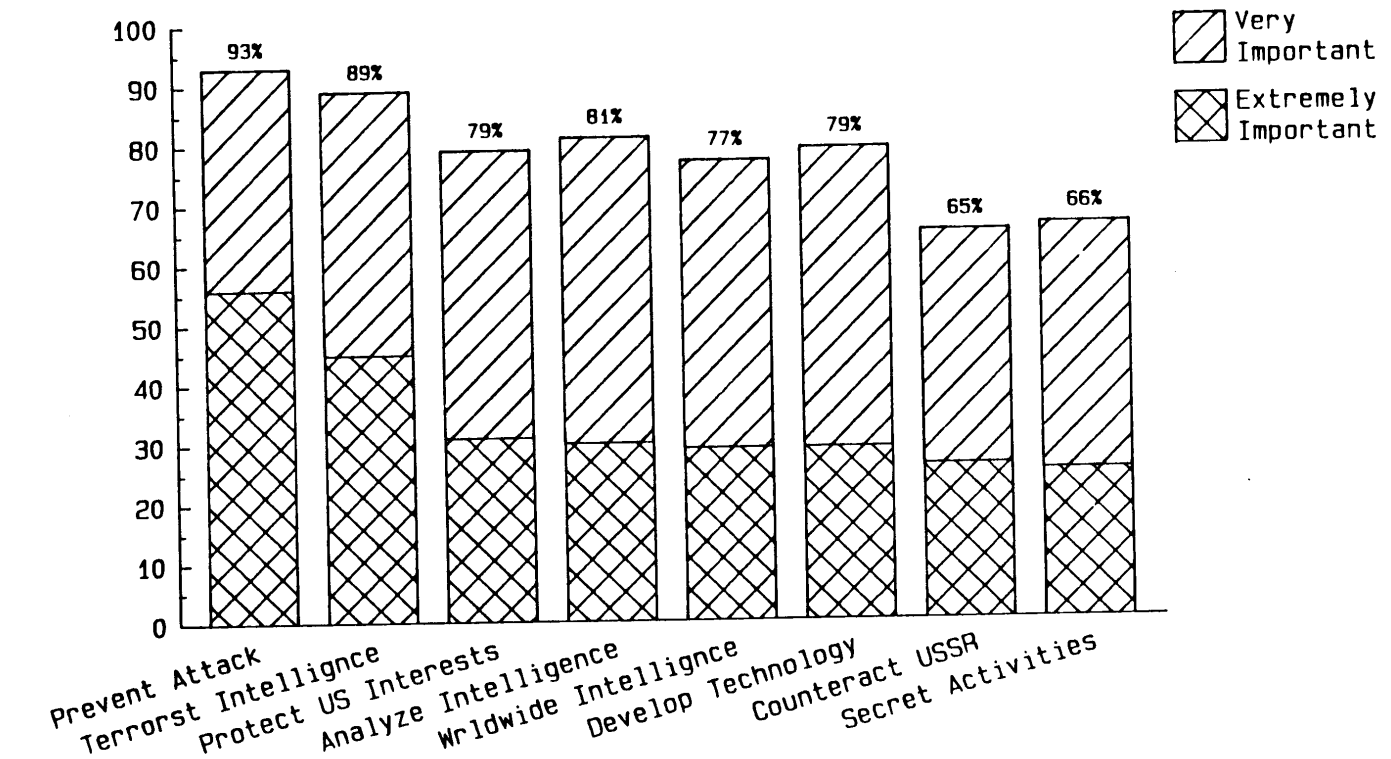


CIA Career: Wise or Unwise Decision
(Continued)

 "If a close relative such as a son, daughter, brother or sister decided to pursue a career with the CIA, would you view that as a wise decision?"

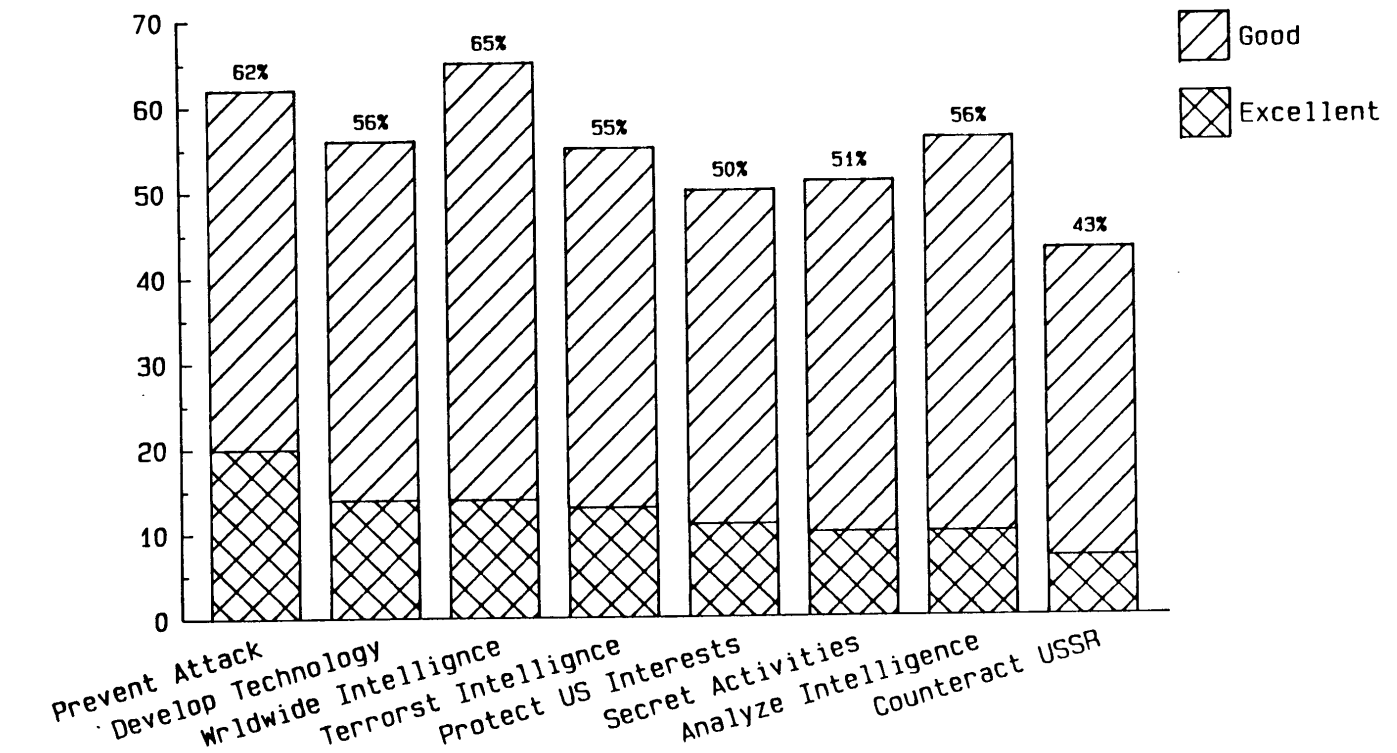
	<u>Yes/ Wise (%)</u>	<u>No/ Unwise (%)</u>
<u>Total</u>	<u>55</u>	<u>34</u>
 <u>CIA Thermometer</u>		
65+	75	17
45-64	55	33
Under 45	40	51
 <u>Geocodes</u>		
Northeast	57	29
New England	62	23
Mid Atlantic	56	31
Midwest	51	36
Great Lakes	47	39
Farm Belt	62	28
South	60	35
Outer South	62	34
Deep South	55	36
West	50	35
Mountain	56	25
Pacific	48	39

IMPORTANCE OF INTELLIGENCE ACTIVITIES



Source: Decision/Making/Information
June 1-4, 1987

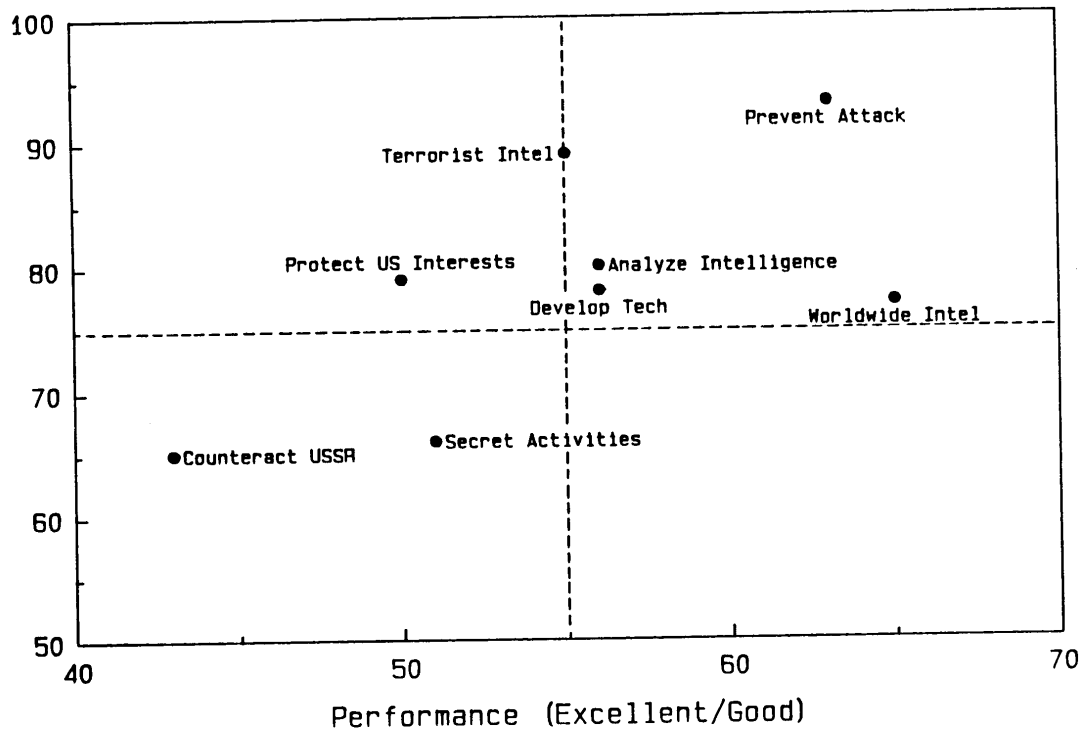
CIA PERFORMANCE OF INTELLIGENCE ACTIVITIES



Source: Decision/Making/Information
June 1-4, 1987

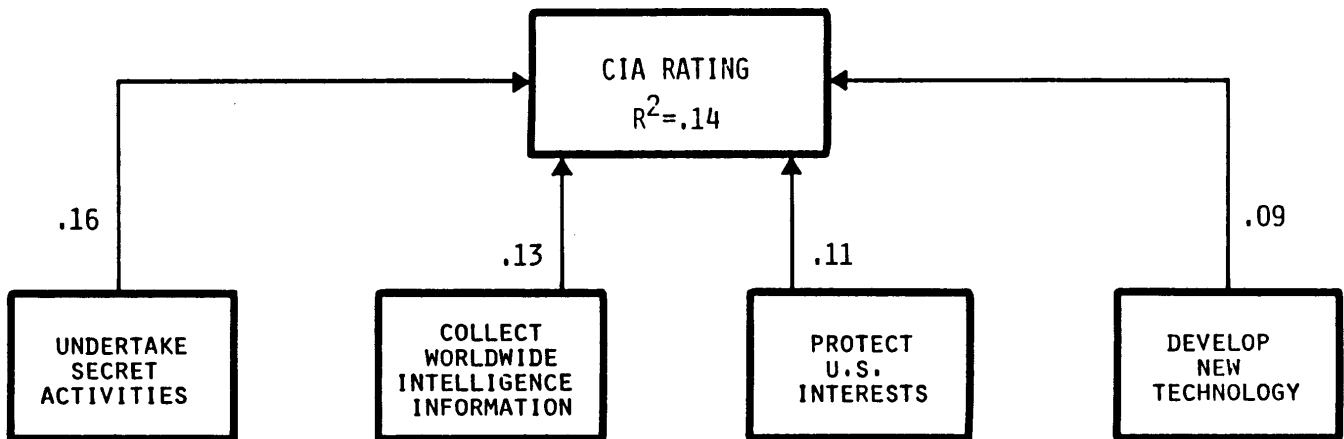
IMPORTANCE/CIA PERFORMANCE OF INTELLIGENCE ACTIVITIES

Importance (Extremely/Very)

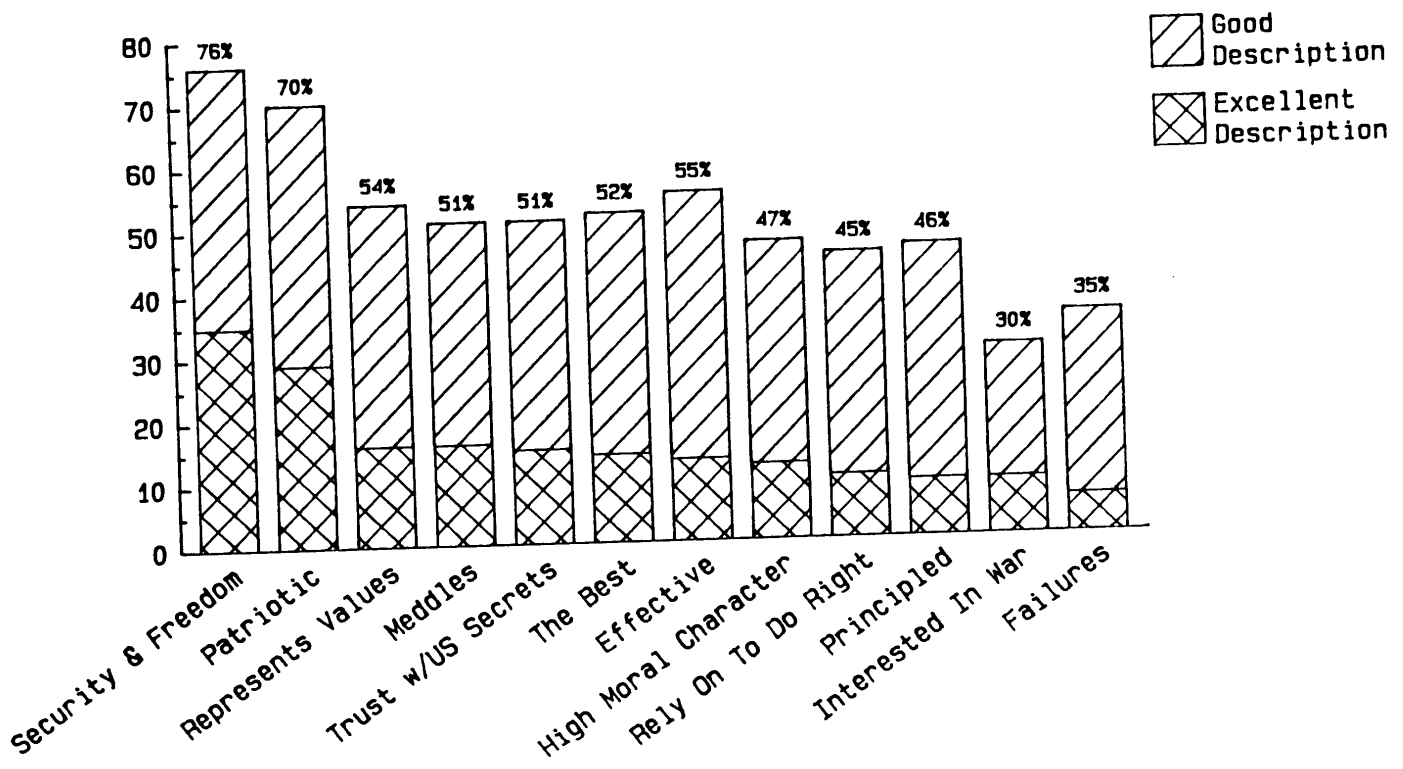


Source: Decision/Making/Information
June 1-4, 1987

CIA ACTIVITIES



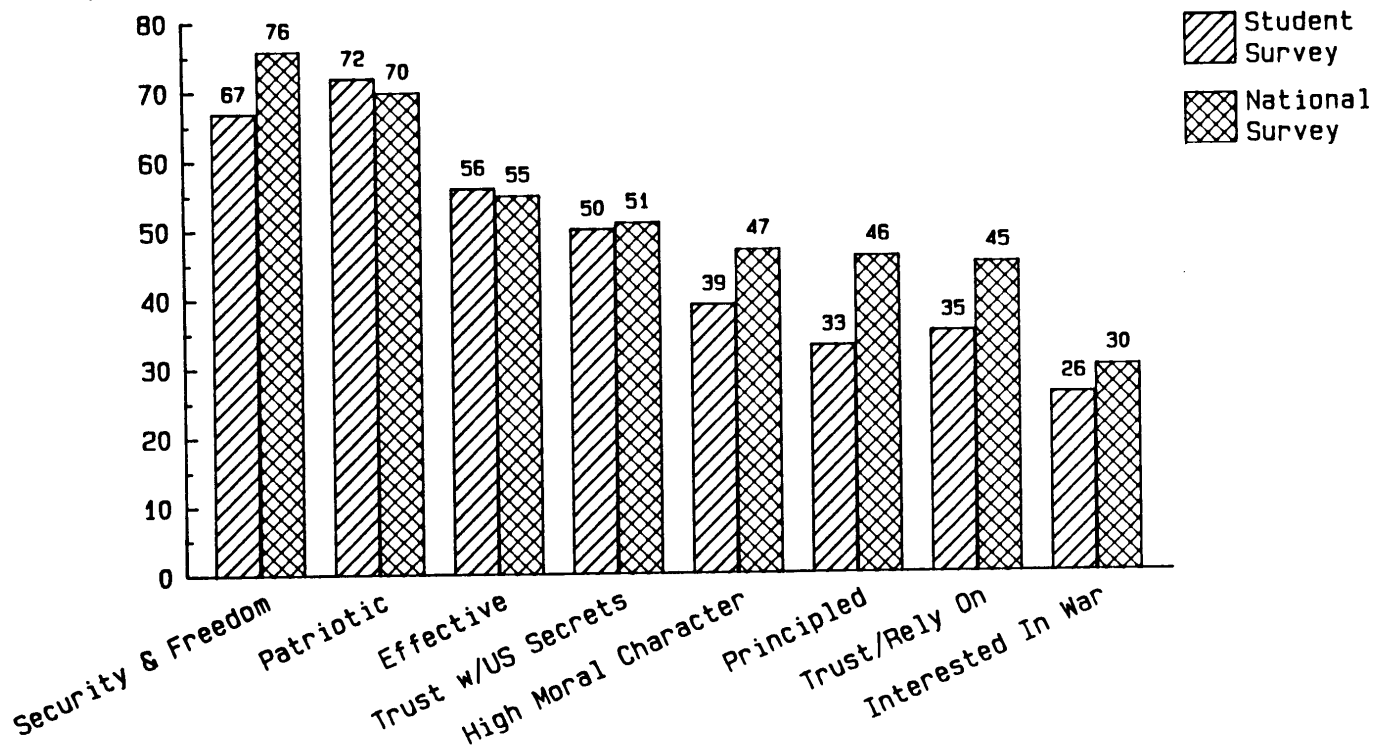
PERCEPTIONS OF THE CENTRAL INTELLIGENCE AGENCY



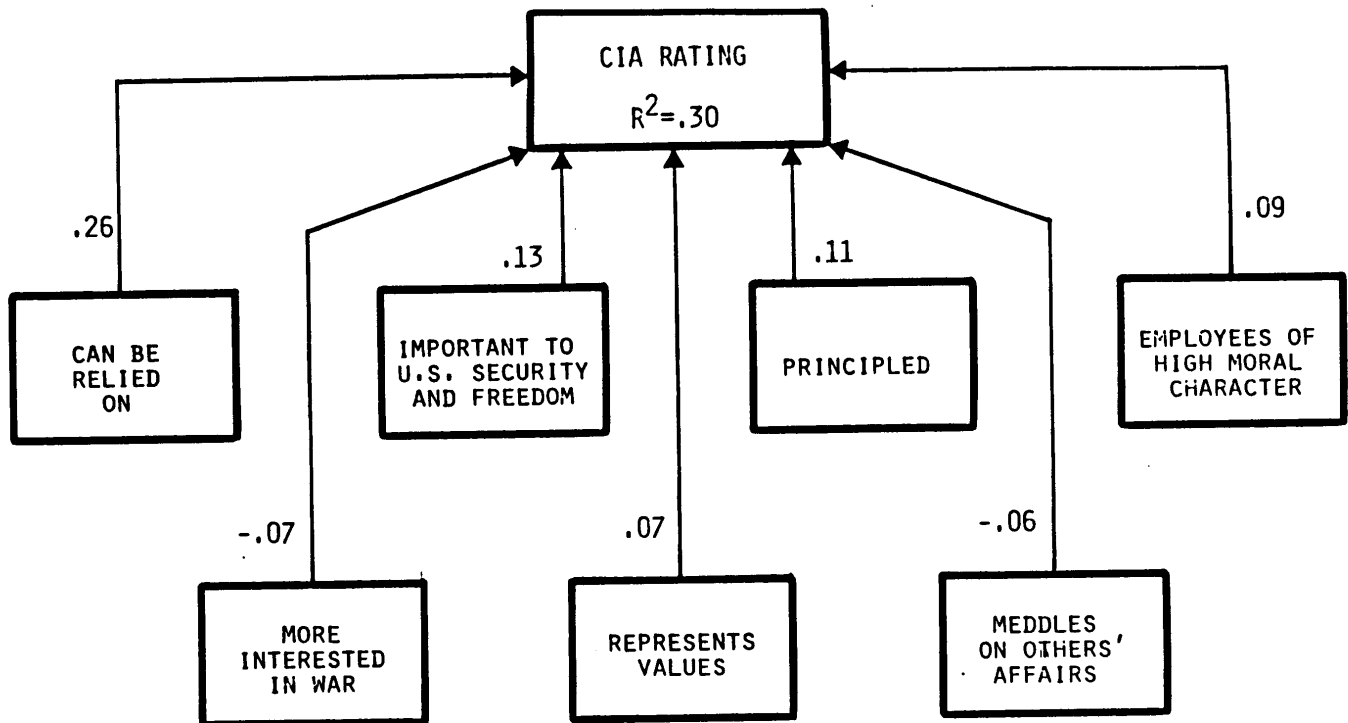
Source: Decision/Making/Information
June 1-4, 1987

COMPARISON OF STUDENT AND NATIONAL PERCEPTIONS OF THE CENTRAL INTELLIGENCE AGENCY

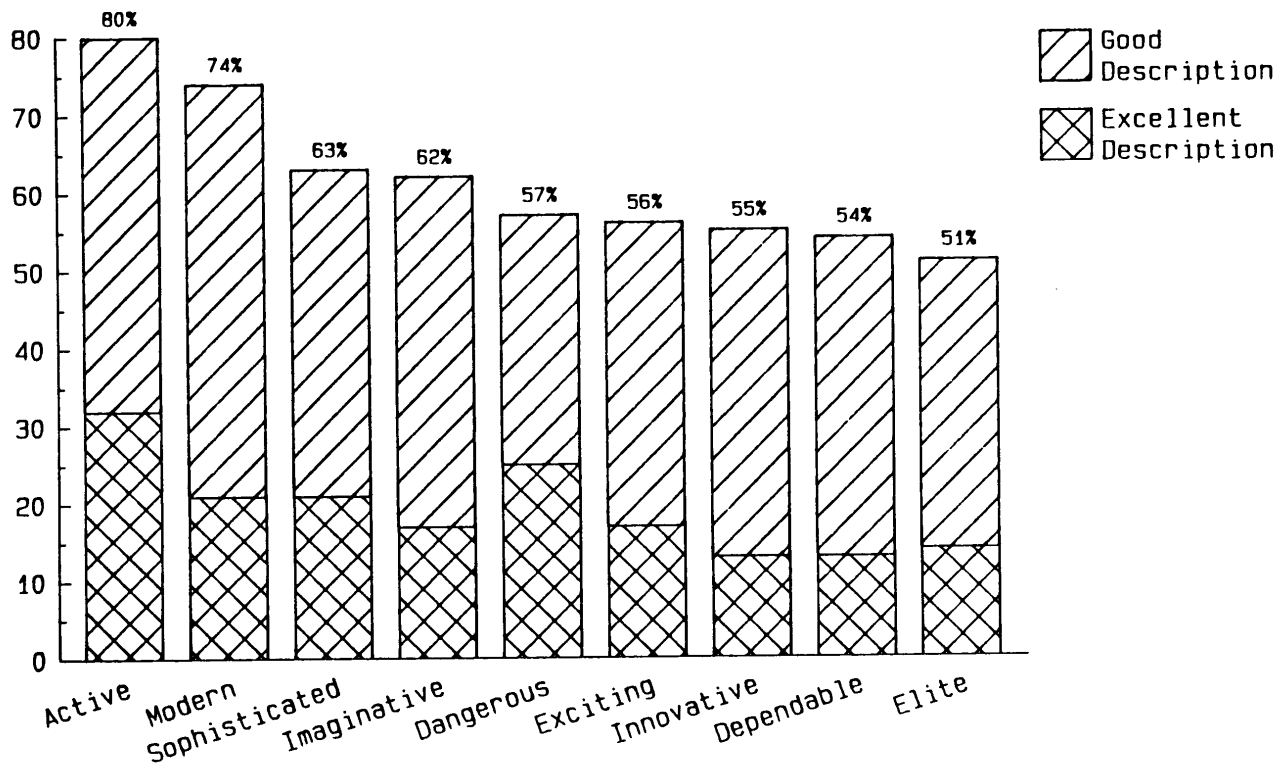
% Responding "Excellent/Good" Description



Source: Decision/Making/Information
June 1-4, 1987

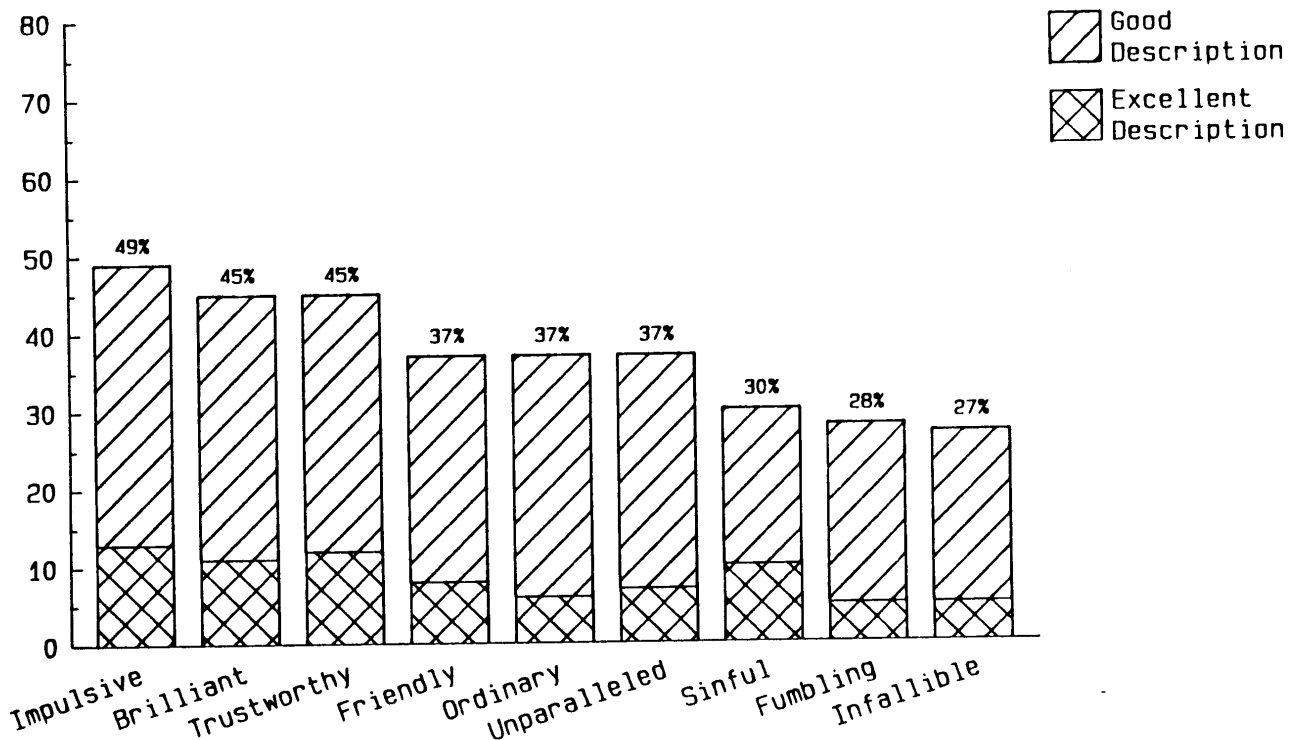


DESCRIPTORS ASSOCIATED WITH THE CENTRAL INTELLIGENCE AGENCY

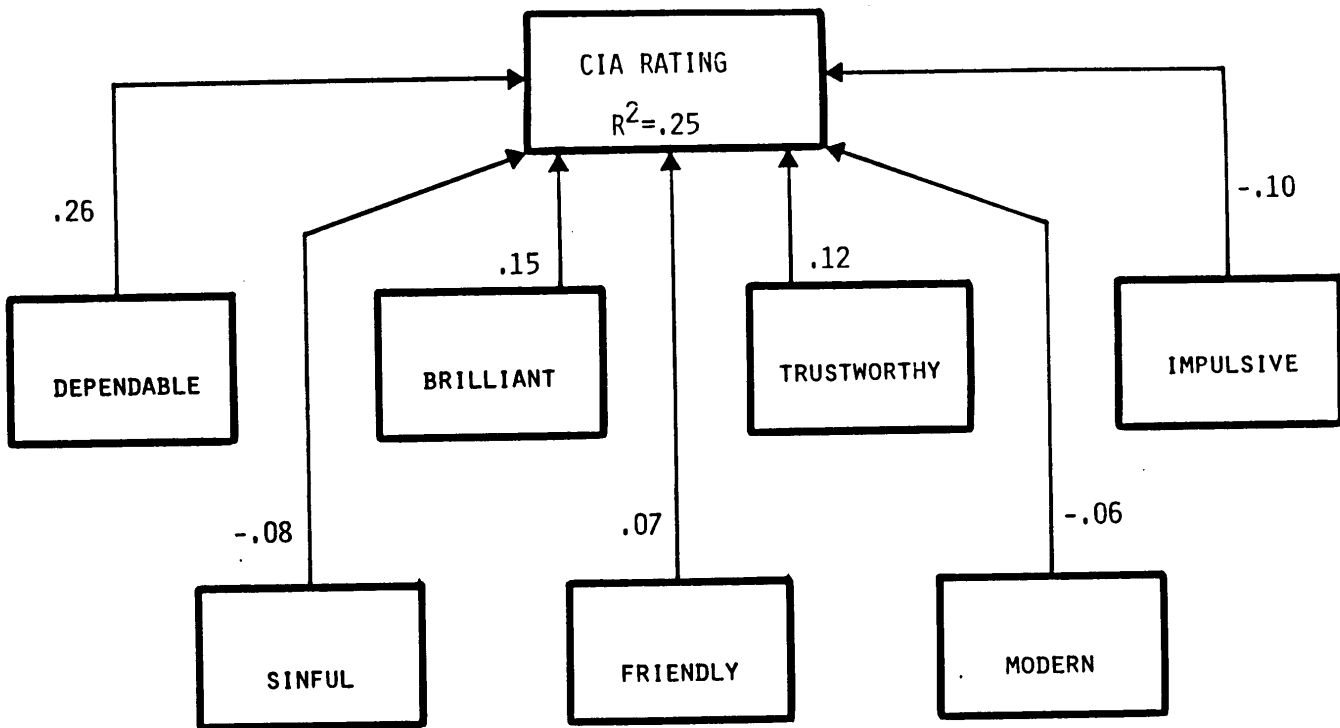


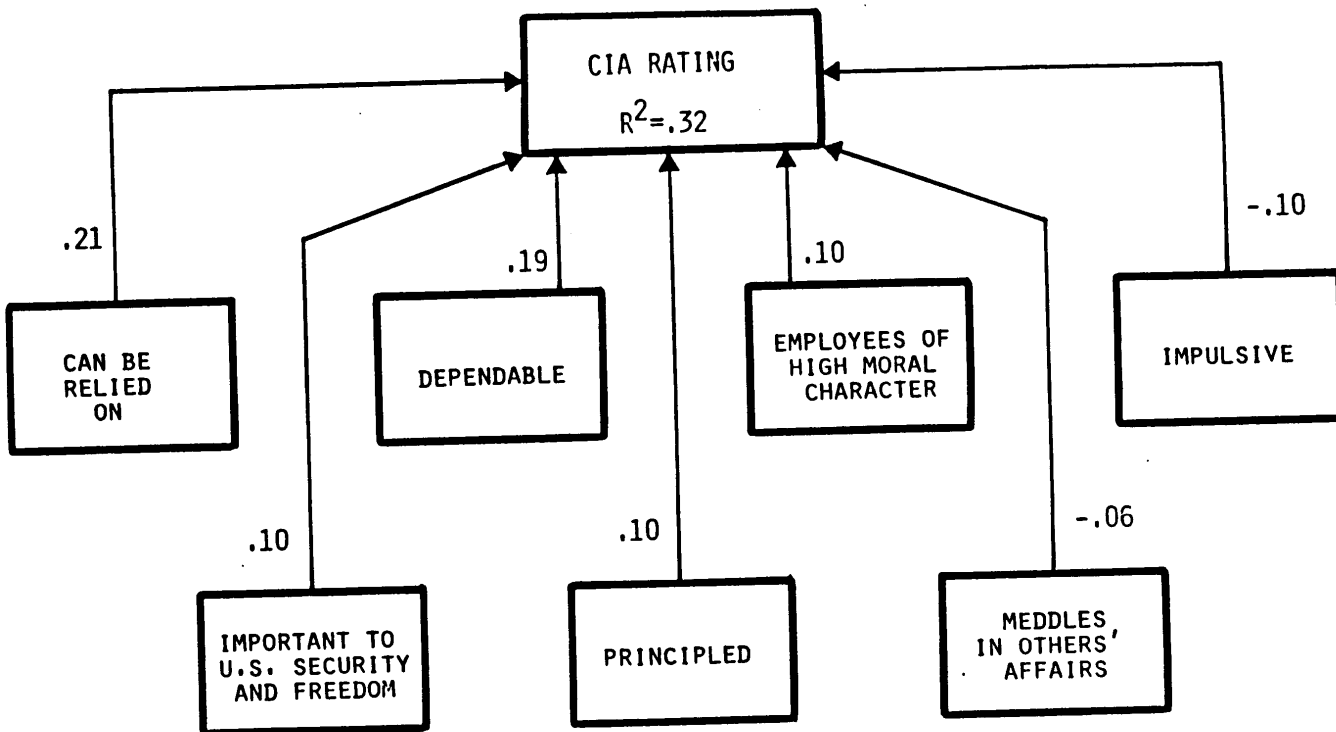
Source: Decision/Making/Information
June 1-4, 1987

DESCRIPTORS ASSOCIATED WITH THE CENTRAL INTELLIGENCE AGENCY (Continued)

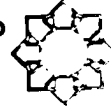


Source: Decision/Making/Information
June 1-4, 1987





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EMOTION MEASUREMENTS

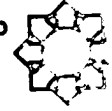
Premise:

Because of the nature of the CIA, the public is not very knowledgeable of its activities, and therefore is not able to accurately assess the CIA on the usual objective measures.

Hypothesis:

Measurement of how people feel about the CIA will add significant textual understanding to how the public perceives the organization.

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PLUTCHIK'S STRUCTURAL MODEL OF EMOTIONS
(A THEORETICAL BASIS FOR ANALYSIS)

EIGHT PROTOTYPIC DIMENSIONS OF EMOTION

- INCORPORATION - Acceptance of generally beneficial or pleasurable stimuli.
- PROTECTION - The response to conditions of pain or threats of pain or destruction.
- ORIENTATION - Typically transient behavior exhibited when contact is made with a new or strange object. Exists as long as the object remains unevaluated in terms of harm or benefit, pain or pleasure.
- REINTEGRATION - The pattern of reaction to the loss of something possessed or enjoyed.
- REJECTION - The behavior involved in getting rid of something harmful that has already been incorporated.
- DESTRUCTION - Behavior which occurs when making contact with a barrier to the satisfaction of some need/destroy the barrier.
- EXPLORATION - The more or less random activities used to explore our environment, like curiosity or play.
- REPRODUCTION - The response associated with sexual interactions.

PROTOTYPIC EMOTIONS REPRESENT A RANGE
OF INTENSITY (For Example):

PROTECTION

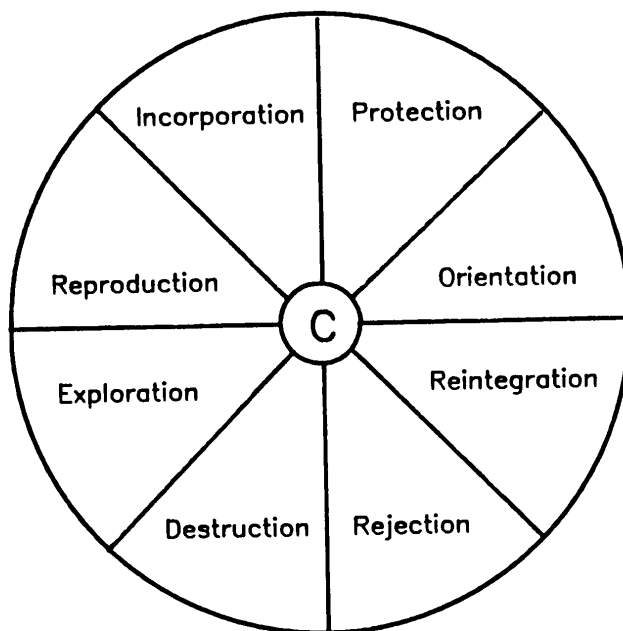
Afraid
Threatened
Suspicious
Apprehensive
Insecure
Uneasy
Cautious

High Intensity



Low Intensity

EMOTION TERMS DISTRIBUTE AROUND THE
CIRCUMFERENCE OF A CIRCLE IN TERMS OF THEIR
RELATIVE SIMILARITY:



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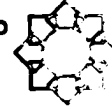


EMOTION MEASUREMENT FINDINGS

- o The most negative emotions are not broadly exhibited toward the CIA, even at the low intensity level.

<u>Reintegration</u>		<u>Rejection</u>		<u>Destruction</u>	
<u>Item</u>	<u>% Yes</u>	<u>Item</u>	<u>% Yes</u>	<u>Item</u>	<u>% Yes</u>
Hopeless	14	Intolerant	28	Furious	29
Helpless	32	Resentful	23	Hostile	18
Depressed	22	Disgusted	34	Angry	30
Sad	28	Distrustful	38	Boastful	26
Ashamed	22	Dissatisfied	43	Defiant	35
Unhappy	34			Annoyed	44

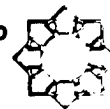
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- o The most broadly held feelings toward the CIA are within the "incorporation" and "exploration" emotional dimensions.

<u>Exploration</u>		<u>Incorporation</u>	
<u>Item</u>	<u>% Yes</u>	<u>Item</u>	<u>% Yes</u>
Adventurous	75	Confident	64
Eager	51	Accepting	67
Proud	66	Safe	55
Curious	86	Agreeable	55
Inquisitive	73	Receptive	63

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- o The most negative feelings held are in the "protection" dimension. Of further concern is the fact that the "orientation" measures are consistently around or above the 50% level.

<u>Protection</u>		<u>Orientation</u>	
<u>Item</u>	<u>% Yes</u>	<u>Item</u>	<u>% Yes</u>
Afraid	26	In Awe	28
Threatened	22	Bewildered	42
Suspicious	62	Surprised	49
Apprehensive	67	Confused	56
Insecure	35	Disappointed	47
Uneasy	49	Perplexed	49
Cautious	79	Uncertain	64

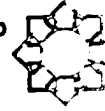
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- o Playback on the "reproduction" measures is low, not surprisingly, but generates support levels at least comparable to the "rejection" measures.

<u>Reproduction</u>		<u>Rejection</u>	
<u>Item</u>	<u>% Yes</u>	<u>Item</u>	<u>% Yes</u>
Elated	25	Intolerant	28
Joyful	26	Resentful	23
Enthusiastic	50	Disgusted	34
Cheerful	38	Distrustful	38
Affectionate	20	Dissatisfied	43
Pleased	51		

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o Diad Analysis of the four most broadly held emotion dimensions yields the following profile:

- Incorporation + Exploration = Fatalism
- Incorporation + Protection = Submissism
- Exploration + Protection = Anxiety, Dread
- Exploration + Orientation = Curiousity
- Protection + Orientation = Immobilization
- Protection + Orientation = Alarm, Awe

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KEY FINDINGS
National Survey

- o CIA recruiting efforts operate within an environment in which the Agency is not viewed very favorably
 - Americans are uninformed
 - Americans are not effectively informed
- o The CIA is viewed most favorably in the Deep South and Mountain States, while New England and the Pacific represent areas of significant perceptual weakness.
- o Peer pressure represents a minor obstacle to recruitment activities. It is most definitely not a barrier.
- o The CIA does not appear to represent a highly emotional issue to most Americans. The Agency is generally accepted as a fact of life, but one that is not very well understood. The agency imparts caution and suspicion, but not hostility.
- o Americans believe the CIA's responsibilities are important to the country's freedom and security, but also believe these responsibilities could be discharged with greater effectiveness, dependability, and on a more principled level.
- o The "mixed" minority sub-sample exhibits an attitudinal profile toward the CIA, which is consistent with the population as a whole.
- o The absence of publicity for CIA successes no doubt influences the Agency's perceptual standing with the public. However, regression analysis suggests that the promotion of successes alone would not serve to correct the Agency's perceptual weaknesses.

PHASE 1: COLLEGE STUDENT SURVEY

OBJECTIVE: College students, while representing a very small section of the general population, are the most important group the research seeks to reach. The college student survey explores the organization's public perception, both in general and as a career, and assesses a wide range of attitudes toward careers.

COLLEGE STUDENT SURVEY: METHODOLOGY

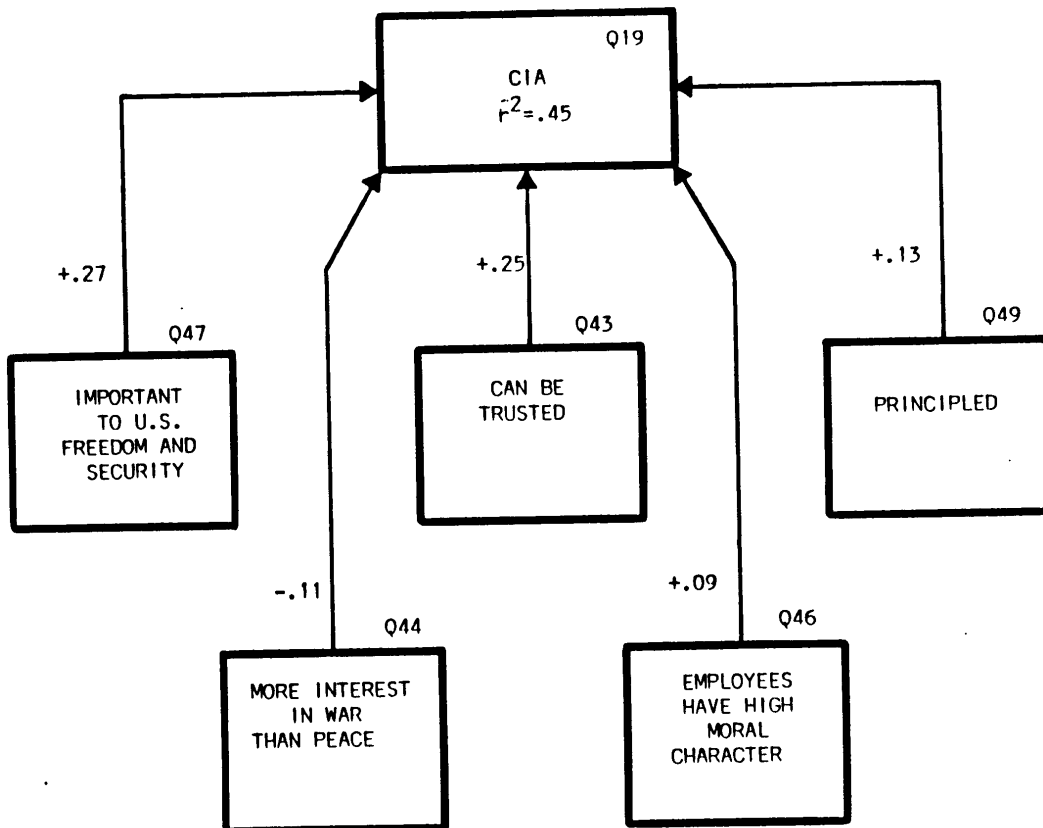
UNIVERSE: College students attending 15 universities throughout the U.S., the agency currently recruits at 10 of these universities and does not recruit at 5.

INTERVIEW DATES: April 25–29, 1987

SAMPLE SIZE: 500

CONFIDENCE INTERVAL: + 4.38 percentage points
in 95 out of 100 cases.

FEELINGS TOWARD ORGANIZATIONS





Profile of Most Interested Group

Definition: Those who rate the CIA at 65 degrees or higher on the career opportunity scale.

The most interested group (26%):

- o Has a higher-than-average interest in both advancement opportunities and work that is challenging/interesting.
- o Rates making a real difference in the world, conducting important research, and contributing to America's safety and security as much more important to them than it is to the other groups.
- o Does not view a six month application process as a serious barrier.
- o Perceives the CIA as interesting/exciting work (mystique).
- o Believes that the CIA can be trusted with America's secrets, its employees are of high moral character, is important to America's freedom and security, is effective, and is patriotic.
- o Has a mean age of only 23.6.
- o Is spread fairly evenly across geographic boundaries, with a slightly Northeastern tilt.
- o Is not a liberal arts student.
- o Is involved in student activities (particularly intramurals, political clubs, and student government).
- o Has lived or studied abroad (41%).
- o Speaks a foreign language (58%).
- o Is male (57%).
- o Attends both recruit and non-recruit schools.

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ANALYSIS OF DIFFERENCE*

- o Among all other majors and age groups (with one exception) students who rate the CIA 65 or higher are more like others who rate the Agency as 65 or higher than like their own age group or major. Only those students 20 years of age or less are more like other 20-year-olds than like the "high potential" students.
 - A thesis that is because these students have not gotten far enough in their education/politicization to have become opinionated is likely. It is supported by the fact that these students respond very favorably to all the career opportunity descriptors. In other words, a "real job" holds much glamor for them.
- o Attributes most likely to evoke strong differentiation between a student's major/age group and other "high potential" recruits include:
 - Moral Character, Principle
 - Right Thing, Effective, Security
 - Research, Patriotic, War/Peace, Trust, Freedom
- * Differences between students who rate the CIA at 65 or higher on a career opportunity scale and other students from like backgrounds.

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"High Potential" Respondent Comparison

- o **Liberal Arts Majors:** More like high potential group than other liberal arts majors.
- o **Social Science Majors:** More like high potential group than other social science majors.
- o **Business/Economics Majors:** More like high potential group than other business or economics majors.
- o **Engineering Majors:** More like high potential group than other business or economics majors.
- o **Political Science Majors:** More like high potential group than other business or economics majors.
- o **23 Years of Age or Older:** More like high potential group than other students their own age.
- o **22 Year Olds:** More like high potential group than other students their own age.
- o **21 Year Olds:** More like high potential group than other students their own age.
- o **20 Years of Age or Less:** More like other students their own age like high potential group.
- o **Women:** More like high potential group than other women.
- o **Men:** More like high potential group than other men.



HIGH POTENTIAL RESPONDENTS

	<u>U.S. Safety & Security</u> (%)	<u>Live/ Work Abroad</u> (%)	<u>Tech- nology Leader</u> (%)	<u>Finan. Secu- rity</u> (%)	<u>Gain Job Skills</u> (%)	<u>Make Real Diff.</u> (%)	<u>Job Secu- rity</u> (%)	<u>Imp. Re- search</u> (%)
<u>TOTAL</u>	59	32	42	69	67	67	69	52
<u>Sex</u>								
Men	65	26	53	66	70	65	66	57
Women	51	43	28	72	65	69	73	46
<u>Age</u>								
20 or less	63	42	58	84	74	79	79	42
21	63	23	30	71	70	63	80	53
22	63	45	29	63	59	78	63	60
23+	51	29	54	64	67	58	60	51
<u>Major</u>								
Politics	71	41	37	66	62	84	75	50
Engineering	65	26	82	83	74	65	65	70
Business/ Economics	60	31	34	71	73	62	65	42
Other Social Sciences	40	36	40	52	60	60	72	64
Liberal Arts	60	27	20	74	60	67	80	40

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TOTAL SAMPLE

	<u>U.S. Safety & Security</u> (%)	<u>Live/ Work Abroad</u> (%)	<u>Tech- nology Leader</u> (%)	<u>Finan. Secu- rity</u> (%)	<u>Gain Job Skills</u> (%)	<u>Make Real Diff.</u> (%)	<u>Job Secu- rity</u> (%)	<u>Imp. Re- search</u> (%)
<u>TOTAL</u>	44	26	36	74	67	61	73	42
<u>Sex</u>								
Men	49	26	46	74	66	59	70	48
Women	39	27	26	75	69	64	77	36
<u>Age</u>								
20 or less	42	35	33	83	68	64	77	37
21	49	26	36	74	69	60	77	44
22	42	26	26	69	67	62	66	38
23+	41	23	41	74	66	61	73	43
<u>Major</u>								
Politics	53	38	20	70	66	73	68	44
Engineering	42	19	70	82	67	53	74	56
Business/ Economics	43	24	37	83	75	59	79	32
Other Social Sciences	41	30	34	59	60	67	68	51
Liberal Arts	41	25	20	71	65	57	73	33

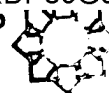
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HIGH POTENTIAL RESPONDENTS

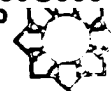
	<u>Pat- riotic</u> (%)	<u>Do Right Thing</u> (%)	<u>War Over Peace</u> (%)	<u>Trust With Secret</u> (%)	<u>High Moral Char.</u> (%)	<u>Free- dom/ Scrty</u> (%)	<u>Effec- -tive</u> (%)	<u>Prin- ciple</u> (%)
<u>TOTAL</u>	84	50	15	68	63	84	72	53
<u>Sex</u>								
Men	88	51	10	67	67	92	69	56
Women	77	49	21	71	58	73	72	51
<u>Age</u>								
20 or less	79	53	5	53	58	73	58	53
21	86	50	13	83	63	90	70	61
22	89	45	23	52	63	85	71	52
23+	82	53	18	71	65	82	75	51
<u>Major</u>								
Politics	84	46	8	59	58	83	71	46
Engineering	79	61	22	78	70	91	69	65
Business/ Economics	78	44	18	69	67	86	67	53
Other Social Sciences	92	48	12	64	56	76	76	44
Liberal Arts	94	60	13	73	60	80	73	67

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TOTAL SAMPLE

	<u>Pat- riotic</u> (%)	<u>Do Right Thing</u> (%)	<u>War Over Peace</u> (%)	<u>Trust With Secret</u> (%)	<u>High Moral Char.</u> (%)	<u>Free- dom/ Scrt'y</u> (%)	<u>Effec- -tive</u> (%)	<u>Prin- ciple</u> (%)
<u>TOTAL</u>	72	35	26	50	39	67	56	33
<u>Sex</u>								
Men	77	36	22	53	41	72	55	34
Women	67	34	29	46	37	62	58	32
<u>Age</u>								
20 or less	79	46	14	52	44	68	52	36
21	79	41	25	59	42	70	61	39
22	68	30	33	47	39	66	63	34
23+	69	30	27	45	36	65	52	27
<u>Major</u>								
Politics	80	23	21	57	40	63	60	24
Engineering	78	41	16	62	49	84	63	37
Business/ Economics	78	39	24	52	44	73	56	37
Other Social Sciences	66	34	29	42	34	59	55	27
Liberal Arts	62	32	36	43	31	56	52	35



KEY FINDINGS
Student Survey

- o Financial concerns (salary, pay, benefits) are the most important consideration of students in seeking a career after graduation.
- o The CIA is recruiting among students who are not positively disposed toward the Agency. Moreover, there is a segment that expresses outright negative perceptions.
- o In terms of specific characteristics, the CIA elicits thoughts of patriotism and freedom in people's minds. However, the scandals that have confronted the Agency and the secrecy in which it is enshrouded have caused students to doubt the principles of the agency, the extent to which it may be trusted, and the moral character of its employees.
- o Approximately one-fourth of the students were classified as "high potential" recruits since they rate the CIA at 65 or higher on the career opportunity scale.
- o Irregardless of age, sex, or academic major, high potential CIA recruits hold common value systems and attitudes. This characteristics lends the group to targeting once they are identified.

PHASE III: FOCUS GROUPS

OBJECTIVE: This method of qualitative research was used to explore and gain a better understanding of student attitudes toward the CIA and to obtain student responses to preliminary concept statement alternatives.

FOCUS GROUPS: METHODOLOGY

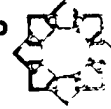
UNIVERSE: College students who are juniors or above

PLACE: Cherry Hill, NJ (Philadelphia Metro)

SAMPLE SIZE: Two groups each consisting of
10 respondents.

DATE: June 30, 1987

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METHOD

- o Two focused group interviews

- o Interview Flow
 - Introduction

 - Discussion of career decisions, including ideal job, public versus private sector employment

 - Interest in selected government organizations

 - Discussion of CIA, Peace Corps, and Military: similarities and differences

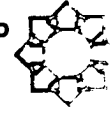
 - Concept evaluation: communications and reactions
 - o Security Without Fighting

 - o Explore Career Opportunities

 - o Intelligence, Not Policy

 - o Campus Recruitment

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SAMPLE

- o Ten respondents in each of two discussion sessions**

- o 2/3 male, 1/3 female**

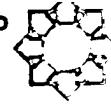
- o College juniors, seniors, and graduate students in top 25% of class**

- o Fields of study: engineering, social sciences, business, hard sciences, and liberal arts**

- o U.S. citizens**

- o Live in Philadelphia area (Cherry Hill, New Jersey)**

- o Conducted on June 30, 1987**



THE CAREER DECISION

- o College students and recent graduates don't like the question:

"What are you going to do when ...?"

because

- They don't know the answer ... so they can't give a good one ... creates anxiety and frustration
 - They know the answer ... but don't like explaining, elaborating, or justifying decision
-
- o Some use an escape hatch: graduate school
 - It's an acceptable answer if don't know what to do
 - It's an acceptable answer if know but believe more education in chosen field is necessary to get a better job

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CAREER AND JOBS

- o Career is the big objective, the big plan

- o Jobs are the means to that career

- o The clearer the objective, the more likely one is to seek a job that works toward that objective

- o The distinction between career and job is not clear to all ... often more a matter of degree ("a career is having the right job") than of kind

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PUBLIC VERSUS PRIVATE SECTOR EMPLOYMENT

- o Few know the difference between the two

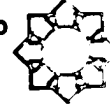
- o Once understood, no one rejects public sector work out of hand

- o Real knowledge of either sector is very limited

- o They believe that opportunities to obtain the "Ideal Job" exist in both sectors
 - "It depends on the job"

 - It's possible to get the "Ideal Job" in public sector work, but may be more difficult to secure than in the private sector

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INTEREST IN SELECTED GOVERNMENT ORGANIZATIONS

- o CIA is second only to NASA and is selected by almost half

Rank Order of Interest/Curiosity

NASA

CIA

AID

H&HS

FBI

Peace Corps

World Bank

Military

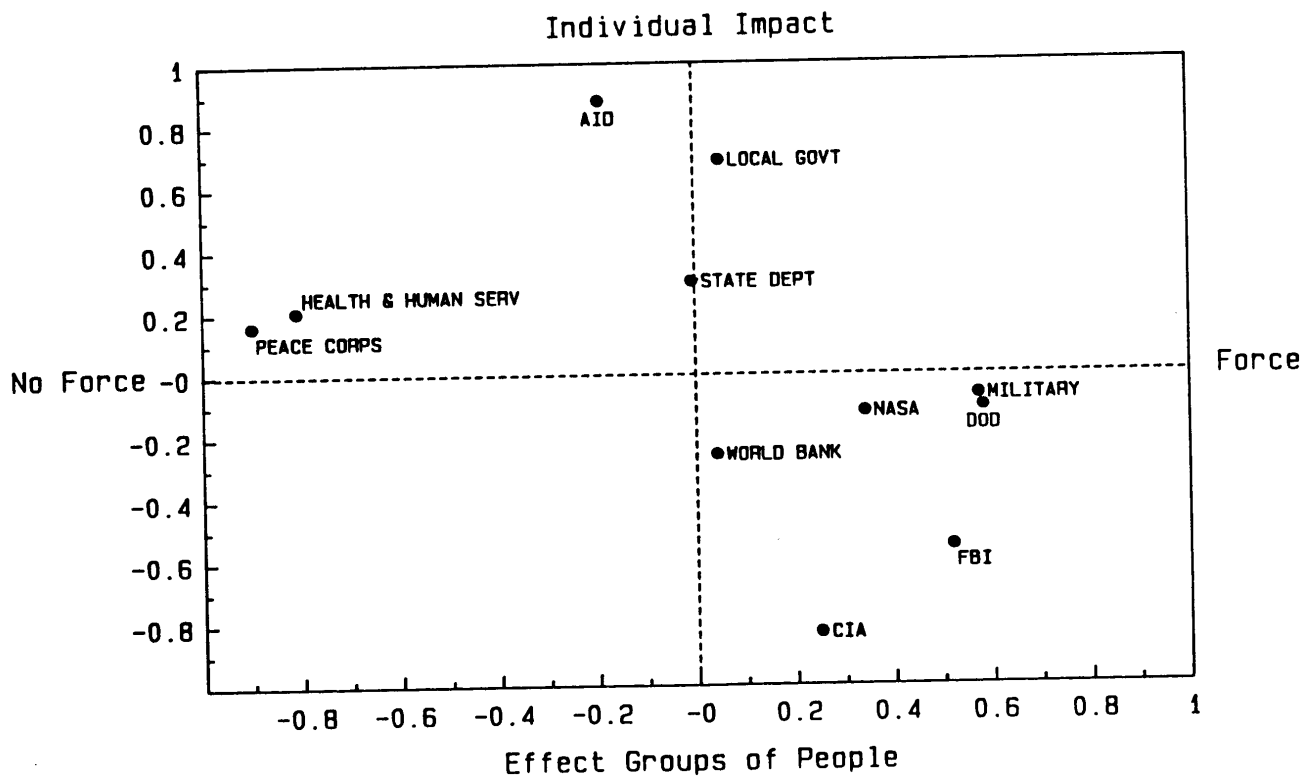
DOD

State Department - Foreign Service

Local Government

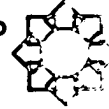
State Government (not selected by any one)

INTEREST IN SELECTED GOVERNMENT ORGANIZATIONS



Source: Populus, Inc

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PERCEPTIONS OF THE CIA

- o Covert, sneaky organization

- o Personnel (more) intelligent, highly educated, high caliber: the speciality of the people

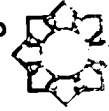
- o Special satisfaction from doing something you know not everyone else can do

- o "Not just a job" ... but a belief system

- o Long-term commitment ... can't leave easily because of what you know ... creates FEAR

- o Don't trust completely
 - Because one doesn't know what it really does
 - One hears about covert operations that involve force or violence

- o Can't tell anyone what your job is



PERCEPTIONS OF THE CIA, CONTINUED

- o Aura of mystery and romance ... James Bond
 - Resourceful
 - Dedicated and hard working
 - Intelligent and articulate
 - Sophisticated and sexy
 - Aggressive, strong and capable
 - Self-confident and can take care of self

- o It's hard for them to get away from the thought that every employee is not an agent in the field ... although they know the Agency must have secretaries and janitors ... no one thinks of scientists and/or scholars

- o Not self image one has of one's self ... don't see how their field of expertise is valuable to CIA; have to know several languages and be secretive

"To win a hundred battles is not the acme
of skill. To find security without
fighting is the acme of skill."

Sun Tzu, Military Strategist
China, 400 B.C.

The CIA is a family of individuals of diverse
personal and academic backgrounds. These men and
women are comitted to the rigorous and never-ending
collection, analysis, and dissemination of
information that yields the intelligence fundamental
to "finding security without fighting".

- Aura of "Eastern" philosophy opens minds to thinking about CIA in new and different way.
- Statement is thought-provoking
 - Focus on intelligence as a means of avoiding war and maintaining security. Explains a need for intelligence.
 - Positive reaction to "rigorous, never-ending analysis".
 - "Family" concept seems to personalize and evokes either agreement or curiosity
- Concept fails to acknowledge "agressive" side of perceptions of the CIA.
 - Repitition of "security without fighting" excludes reality of covert activities,etc.

If you were to explore career opportunities with the CIA you
might be surprised at the diversity of opportunities, the
absence of bureaucratic red tape, the emphasis on individual
training and advancement, and even the financial rewards.

However, you shouldn't be surprised to find a closely knit
group of men and women of uncommon personal and
academic accomplishment, who share a driving curiosity about
the world, and an overriding commitment to protect and
perpetuate America's freedom and values for our children
and our children's children.

- First paragraph creates curious non-belief by putting forth a thought provoking characterization of a "nice place to work", excepting "red tape" as an overstatement.

- Second paragraph puts forth an attractive idea suggests Agency employees are "special people" with a cause

- The closing "values" statement pushes idealistic to unrealistic
 - Underlines importance of understated or non-verbal communication of values

The CIA is an organization created by Congress, controlled by
civilians, and charged with preserving America's freedom and
security. The Agency does not make policy, but rather provides

elected policymakers with the objective intelligence

assessments that are fundamental to their making critical

decisions with reduced risk.

Serving the President and Congress is a unique opportunity and

a great responsibility. CIA men and women take special pride

and satisfaction from knowing that they play a critical role in

helping America make a positive difference in the world.

- Most thought-provoking of concepts creates curious non-belief.

- Intelligence
- Critical decisions with reduced risk fits the perception of intelligence role.
- Special, important, and exclusive type of work
- Interest in, but unclear understanding of "objective intelligence".

- "Controlled by civilians" not understood

- Civilian equated to citizen, not non-military. "You and I don't control it".
- Raises the issue of "does anyone control the CIA"

- Idealism of "making a difference in the world" promotes interest and argument.

Most universities have a recruiting policy that permits law-abiding citizens, who are engaged in the conduct of legitimate public business, to recruit on their campuses.

Some outside organizations have taken the position that the CIA cannot be considered a "law-abiding" organization, because:

- The International Court of Justice in The Hague (The World Court) found the laying of mines by the CIA in Nicaraguan ports as illegal;
- The CIA has been found to have participated in the overthrow of foreign governments; and
- There is well documented evidence that the CIA has plotted or otherwise been involved in the assassination of foreign leaders.

Clearly, the CIA is involved in illegal activities and should not be allowed to recruit on college campuses.

In the interest of free and open campuses, the CIA should still be allowed to appear on campuses to present their views in an open forum. Recruitment, however, is a privilege and not a right.

- Strong rejection of contention that the CIA should be prevented from recruiting on campus.**
- CIA association with illegal activities less emphatically refuted because the audience is not equipped to deny the three points of evidence".**



ACTION STEPS

- o Adopt a "high potential" recruitment communications strategy..
There are three key ingredients to this strategy:
 - Position CIA as an organization offering special career opportunities for special people.
 - Inoculation against concerns about financial rewards, advancements, and bureaucratic red tape.
 - Reinforcement of the CIA's role in protecting America's freedom and security.
- o Special emphasis on engineering and science majors to correct low level awareness of the fact that the Agency offers them exceptional career opportunities.
- o Consider undertaking an agency communications program for the purpose of better informing the public of its purpose, policies, and character. This effort would serve to enhance recruitment by reinforcing the position that the CIA is a special organization of special people.
- o Conduct a more comprehensive student study during the 1987-88 school year for the purpose of gaining a greater depth of inquiry and assessing geographical variations.