

SUBJECT

TO: American Embassy - BRASILIA:POL

INFO: ARA/BR, INR/RAR, INR/CS/BR

FROM: American Embassy - RIO DE JANEIRO

SUBJECT: Guanabara Poll on National and Local Politics: Costa e Silva
Steady, Lacerda Down

1. On October 15, 1967, Jornal do Brasil published an opinion poll on national and Guanabara political questions which was taken on October 4, 5 and 6, 1967 in the city of Rio de Janeiro. The poll was made by MARPLAN, a market and opinion research organization affiliated with the McCann-Erickson Company, at the request of the newspaper. Samples were taken throughout the city. In all 312 people of both sexes and of different socio-economic groups were interviewed. The sample was then divided into three classes: Class "A", 31 people, upper income groups; Class "B", 130 people, middle income groups; and Class "C", 151 people, lower income groups. The criteria on which the class divisions were made were not described in Marplan's report which was sent to the Embassy on a confidential basis by the Jornal do Brasil. Enclosure 1 contains the more significant results of the poll with class breakdowns.

Costa e Silva Government

2. According to Marplan's findings, most Cariocas have retained an open mind regarding the performance to date of the Costa e Silva administration. Some 51% of those questioned felt that the government was doing an average job. As the attachment shows, Costa e Silva and his team apparently have thus far stimulated very little extreme enthusiasm or opposition among Guanabara's inhabitants. Only 9% of those polled reacted strongly one way or the other (4% very good, 5% terrible), leaving the overwhelming majority somewhere between, but with more inclined to be favorable or optimistic than disapproving (51% average, 29% good, 5% bad). Thus, public opinion here evidently has not polarized in any significant degree in relation to the Costa e Silva government, which is probably the result of the Federal Government's cautious approach thus far and its general hesitancy to adopt rigid or highly controversial public positions. To summarize, should the poll be reliable, the Guanabara attitude toward the administration may be described as neutral to favorable with only a very small group of the population disgruntled or especially disaffected.

The Presidency

3. Among citizens of Guanabara ex-President Juscelino Kubitschek emerged with 32% as top choice should direct presidential elections be held now. Carlos Lacerda who led Kubitschek 45% to 26% a year ago in a similar poll placed second this time with 29%. President Costa e Silva held third place with 11%, one point less than his showing last year. Former President Goulart was next with 6% compared to 4% a year ago. Brazil's ambitious Foreign Minister, Magalhães Pinto, tied with Transport Minister Andreazza at 5%.

Frente Ampla and Lacerda

4. A series of questions on the Frente Ampla and its effect on the standing of Carlos Lacerda seemed to confirm the results revealed by the question on candidates for the presidency and reports which the Embassy has been receiving from Guanabara politicians. Lacerda's stock has fallen over the past year and his new set of political alliances has damaged his popularity in Guanabara, his home city and his principle political base. According to the poll's conclusions, 45% of questioned Carionas opposed Lacerda's alliance with Goulart and 38% did not favor his arrangement with Kubitschek. These results are especially significant compared to the small number who approved; 20% for his tie with Jango and 29% for his alliance with Kubitschek. In answer to a direct question on the present status of Lacerda's popularity, 37% said it had diminished as a result of his new political alliances, only 12% thought it increased and 32% believed it unchanged. The overwhelming majority, 68%, stated that they opposed suggestions that Lacerda be punished for conferring with Goulart. In all these questions on Lacerda and the Frente Ampla the breakdown of replies according to social class are especially interesting (see attachment).

Guanabara Affairs

5. The Marplan poll contained two questions on local Guanabara politics, one on the standing of Governor Negrão de Lima and another on possible candidates to succeed him. Only 30% of those interviewed said they would vote for Negrão if he were to run again. A majority -- 58% -- replied that they would vote against him. The query about possible successors to the Governorship, the election for which is still almost three years away, produced no clear result. Federal Deputy Rafael Almeida Magalhães, formerly Vice Governor of Guanabara under Lacerda, led Senator Mario Martins 24% to 18%. Various other possible candidates trailed by substantial margins. The poll did not include Carlos Lacerda as a Guanabara gubernatorial candidate.

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Results of Guanabara Poll by MARPLAN as published by Jornal do Brasil

1. Opinion on Costa e Silva Government:

		<u>Class "A"</u>	<u>"B"</u>	<u>"C"</u>
Very Good	4	13	1	4
Good	29	32	30	26
Average	51	42	51	53
Bad	5	10	8	3
Terrible	5	3	7	4
No opinion	6	--	3	10
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

2. Preference in direct presidential election now with following candidates:

Kubitschek	32	13	34	34
Lacerda	29	26	29	28
Costa e Silva	11	13	11	11
Goulart	6	3	4	9
Magalhães				
Pinto	5	13	7	2
Andreazza	5	13	5	3
None of Them	8	19	8	6
No opinion	4	--	2	7
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Poll a year ago included following results:

Lacerda	45
Kubitschek	26
Costa e Silva	12
Goulart	4
Magalhães	
Pinto	3

3. Attitude toward Lacerda-Goulart Alliance:

For	20	3	20	24
Against	45	77	51	32
Indifferent	19	10	19	21
No opinion	16	10	10	23
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

4. Attitude toward Lacerda-Kubitschek Alliance:

		<u>Class "A"</u>	<u>"B"</u>	<u>"C"</u>
For	29	35	32	26
Against	38	49	45	29
Indifferent	19	13	18	21
No opinion	14	3	5	24
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

5. Whether Lacerda alliance with Goulart and Kubitschek increased, diminished or did not change Lacerda's popularity:

Increased	12	16	12	12
Diminished	37	55	47	23
No Change	32	23	29	37
Don't Know	19	6	12	28
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

6. Whether Lacerda should be punished for meeting with Goulart:

Should be Punished	13	3	21	9
Should not be Punished	68	94	64	65
No Opinion	19	3	15	26
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>