

The original documents are located in Box 63, folder “10/6/75 - To Bo Callaway - Ford Approval and Ballot Results - Summary of 1975 Market Opinion Research (MOR) Polls” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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MARKET OPINION RESEARCH



20 W. ADAMS, INDEPENDENCE, MISSOURI 64612

October 6, 1975

Mr. Howard Calloway
President Ford Committee
1828 "L" Street, Suite 250
Washington, D. C. 20036

Dear Bo:

Enclosed are the approval rating and sample ballot results from a series of polls conducted by MOR since the beginning of 1975.

Please notice that the interviewing dates are indicated in parentheses at the top of the computer sheets.

Please do not hesitate to call me if you have any questions about the enclosed information.

Best regards,

Robert M. Teeter

CC: Stu Spencer



MARKET OPINION RESEARCH

SUMMARY TABLE

Do you approve or disapprove of the way Gerald Ford is handling his job as President of the United States?

<u>MOR Study</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
Indiana Statewide July, 1975	57%	26%	17%
Marion County, Indiana January, 1975	50	32	18
June, 1975	60	23	17
Indiana 2nd. Cong. Dist. August, 1975	58	24	18
Indiana 6th Cong. Dist. July, 1975	53	28	18
Indiana 10th Cong. Dist. July, 1975	49	29	22
Maine Statewide May/June, 1975	63	21	16
Michigan Statewide January, 1975	48	40	13
July, 1975	54	30	16
Missouri Statewide July, 1975	51	34	15
Ohio Statewide June, 1975	55	26	19
Pennsylvania Statewide September, 1975	51	36	13



INTENSITY OF PRESIDENT FORD'S APPROVAL

How strongly do you approve/disapprove of the way Gerald Ford is handling his job as President, very strongly, fairly strongly, or not too strongly?

	<u>Pennsylvania Statewide September, 1975</u>	<u>Indiana Statewide July, 1975</u>	<u>Michigan Statewide July, 1975</u>	<u>Ohio Statewide June, 1975</u>
Very strongly approve	9%	12%	13%	8%
Fairly strongly approve	29	34	26	34
Not too strongly approve	12	10	13	11
Don't know/approve	*	2	2	2
Don't know	13	17	16	19
Don't know/disapprove	1	1	1	*
Not too strongly disapprove	6	6	7	6
Fairly strongly disapprove	13	10	8	11
Very strongly disapprove	15	9	13	9
Average	5.38	5.91	5.66	5.78

*Less than one half of one percent



M.O.R. JOB NO. 5643 T-005

INDIANA STATEWIDE (FIELD START 6-30/7-10, 1975)

Q44A PRESIDENT GERALD FORD -- DO YOU APPROVE OR DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB/HOW STRONGLY DO YOU APPROVE OR DISAPPROVE

DATA BREAK ONE (REP)	TOTAL SAMPLE	VOTER TYPE				AREA										
		REP	T.S.	DEM	MARG	INDIAN APOLIS	NORTH WEST	NORTH	SOUTH	INDIAN APOLIS	SOUTH BEND	CHICAGO	FT. WAYNE	LOUISVILLE	TERRE-HAUTE	
COL 27-28 TOTAL	800	181	320	199	100	172	142	288	198	332	74	120	84	46	48	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
Q4 JOB APPROVAL																
1. APPROVE	456	140	180	88	48	101	82	169	104	197	40	66	46	16	30	
	57.	77.	56.	44.	48.	59.	58.	59.	53.	59.	54.	55.	55.	35.	63.	
2. DISAPPROVE	205	25	74	74	32	46	38	64	57	82	18	34	20	15	15	
	26.	14.	23.	37.	32.	27.	27.	22.	29.	25.	24.	28.	24.	35.	31.	
0. DON'T KNOW	139	16	65	38	20	25	22	55	37	53	16	20	18	15	3	
	17.	9.	20.	19.	20.	15.	15.	19.	19.	16.	22.	17.	21.	33.	6.	
IF APPROVE OR DISAPPROVE, ASK --																
Q4A STRENGTH OF FEELING																
9. VERY STRONGLY APPROVE	94	42	34	8	10	19	17	33	25	38	8	15	9	6	6	
	12.	23.	11.	4.	10.	11.	12.	11.	13.	11.	11.	13.	11.	13.	13.	
8. FAIRLY STRONGLY APPROVE	268	81	107	52	27	65	47	94	62	118	23	35	26	8	19	
	34.	45.	33.	26.	27.	38.	33.	33.	31.	36.	31.	29.	31.	17.	40.	
7. NOT TOO STRONGLY APPROVE	80	14	36	21	9	16	17	34	13	36	7	15	10	1	5	
	10.	8.	11.	11.	9.	9.	12.	12.	7.	11.	9.	13.	12.	2.	10.	
6. DON'T KNOW/APPROVE	15	3	4	6	2	2	1	8	4	6	3	1	1	1		
	2.	2.	1.	3.	2.	1.	1.	3.	2.	2.	3.	1.	1.	2.		
5. DON'T KNOW	139	16	65	38	20	25	22	55	37	53	16	20	18	15	3	
	17.	9.	20.	19.	20.	15.	15.	19.	19.	16.	22.	17.	21.	33.	6.	
4. DON'T KNOW/DISAPPROVE	7		4	2	1	1	2	2	2	2	1	2				
	1.		1.	1.	1.	1.	1.	1.	1.	1.	1.	2.				
3. NOT TOO STRONGLY DISAPPROVE	48	7	20	16	5	11	5	15	17	21	2	6	4	5	7	
	6.	4.	6.	8.	5.	6.	4.	5.	9.	6.	3.	5.	5.	11.	15.	
2. FAIRLY STRONGLY DISAPPROVE	78	13	28	21	17	22	14	22	20	37	9	11	5	7	4	
	10.	7.	9.	11.	17.	13.	10.	8.	10.	11.	12.	9.	6.	15.	8.	
1. VERY STRONGLY DISAPPROVE	72	6	22	34	9	12	17	25	18	22	6	15	11	3	4	
	9.	3.	7.	17.	9.	7.	12.	9.	9.	7.	8.	13.	13.	7.	8.	
AVERAGE	5.91	7.01	5.99	5.02	5.43	5.97	5.86	6.01	5.75	6.02	5.82	5.74	5.81	5.17	6.02	



MARION COUNTY STUDY (FIELD START 1-24/1-29, 1975)

Q3+4+5 DO YOU APPROVE OR DISAPPROVE OF

THE WAY THE FOLLOWING MEN ARE HANDLING THEIR JOBS....

BREAK ONE R.S.	TOTAL SAMPLE	VOTER TYPE				CEN-				AGE					
		REP.	T-S	DEM.	TER TWP.	WAYNE TWP.	WASH- ING- TON	LAW. WAR. FRAN.	PIKE// DEC. PERRY	17- 24	25- 34	35- 44	45- 54	55- 64	65+ OVER
COL 23-25 TOTAL	501 100.	153 100.	143 100.	180 100.	193 100.	77 100.	75 100.	93 100.	62 100.	54 100.	75 100.	99 100.	104 100.	87 100.	78 100.
Q3 GERALD FORD - PRESIDENT															
1. APPROVE	251 50.	103 67.	77 54.	59 33.	71 37.	42 55.	46 61.	57 61.	35 56.	23 43.	42 56.	52 53.	60 58.	34 39.	39 50.
2. DISAPPROVE	159 32.	26 17.	34 24.	93 52.	88 46.	22 29.	16 21.	19 20.	14 23.	30 56.	20 27.	27 27.	26 25.	29 33.	24 31.
0. DON'T KNOW	91 18.	24 16.	32 22.	28 16.	35 18.	13 17.	13 17.	17 18.	13 21.	2 4.	12 16.	19 19.	18 17.	24 28.	15 19.



M.O.R. JOB NO. 5656 T-005

MARION COUNTY (FIELD START 6-25/7-1, 1975)

Q5 PRESIDENT GERALD FORD -- DO YOU

APPROVE OR DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB

DATA BREAK ONE (REP)	TOTAL / SAMPLE	VOTER REP	VOTER TYPE		AREA				CENTER		--UNDER 35--		--OVER 34--		
			T.S.	DEM.	CENTER	WAYNE	WASH INTON	*	**	WHITE	BLACK	NON- COLL	COLL	NON- COLL	COLL
COL 27 TOTAL	497	148	138	166	102	79	78	93	65	112	65	71	57	242	116
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
1. APPROVE	256	120	87	61	85	48	66	59	39	59	25	44	36	121	88
	60.	81.	63.	37.	47.	61.	85.	63.	60.	53.	38.	62.	63.	50.	76.
2. DISAPPROVE	116	8	29	71	58	14	9	19	17	32	23	15	14	73	13
	23.	5.	21.	43.	32.	18.	12.	20.	26.	29.	35.	21.	25.	30.	11.
0. DON'T KNOW	85	20	22	33	39	18	4	16	10	22	17	12	7	49	15
	17.	14.	16.	20.	21.	23.	5.	17.	15.	20.	26.	17.	12.	20.	13.

* IS LAWRENCE/WARREN/FRANKLIN TOWNSHIPS
 ** IS PIKE/DECATER/PERRY TOWNSHIPS



M.O.R. JOB NO. 5657
 INDIANA CONGRESSIONA
 Q5+7+8 DO YOU APPR
 THE WAY THE FOLLOWIN

BREAK 1 - LAR	TOTAL /-----/	VOTER TYPE			-----/
	SAMPLE	REPL	T-S	DEM	MARG
COL 26+31-32 TOTAL	400 100.	103 100.	146 100.	97 100.	54 100.
Q5 PRESIDENT GERALD FORD					
1. APPROVE	233 58.	76 74.	85 58.	42 43.	30 56.
2. DISAPPROVE	94 24.	15 15.	36 25.	30 31.	13 24.
0. DON'T KNOW	73 18.	12 12.	25 17.	25 26.	11 20.
Q7 SENATOR VANCE HARTKE					
1. APPROVE	129 32.	21 20.	51 35.	43 44.	14 26.
2. DISAPPROVE	143 36.	49 48.	58 40.	26 27.	10 19.
0. DON'T KNOW	128 32.	33 32.	37 25.	28 29.	30 56.
Q8 CONGRESS					
1. APPROVE	106 27.	22 21.	41 28.	29 30.	14 26.
2. DISAPPROVE	223 56.	66 64.	81 55.	49 51.	27 50.
0. DON'T KNOW	71 18.	15 15.	24 16.	19 20.	13 24.



10TH

INDIANA CONGRESSIONAL DISTRICT (JULY/AUGUST, 1975)

Q5+7+8 DO YOU APPROVE OR DISAPPROVE OF

THE WAY THE FOLLOWING ARE HANDLING THEIR JOBS....

BREAK 1 - DSE

	TOTAL SAMPLE	VOTER TYPE							AGE				BALLOT A		
		REP	T/S	DEM	MARG	MUNCIE	RICH- MOND	ALL OTHER	17-24	25-34	35-54	55+	SHARP	DENNIS	UNDEC
COL 26+31-32 TOTAL	400 100.	112 100.	131 100.	109 100.	49 100.	108 100.	68 100.	224 100.	57 100.	68 100.	134 100.	138 100.	205 100.	127 100.	68 100.
Q5 PRESIDENT GERALD FORD															
1. APPROVE	194 49.	67 60.	72 55.	26 24.	30 61.	43 40.	37 54.	114 51.	33 58.	34 50.	56 42.	69 50.	71 35.	84 66.	39 57.
2. DISAPPROVE	117 29.	18 16.	35 27.	55 50.	9 18.	39 36.	15 22.	63 28.	16 28.	20 29.	42 31.	39 28.	84 41.	19 15.	14 21.
0. DON'T KNOW	89 22.	27 24.	24 18.	28 26.	10 20.	26 24.	16 24.	47 21.	8 14.	14 21.	36 27.	30 22.	50 24.	24 19.	15 22.
Q7 SENATOR VANCE HARTKE															
1. APPROVE	128 32.	14 13.	45 34.	58 53.	11 22.	27 25.	18 26.	83 37.	16 28.	21 31.	40 30.	50 36.	85 41.	22 17.	21 31.
2. DISAPPROVE	149 37.	65 58.	52 40.	16 15.	17 35.	42 39.	30 44.	77 34.	15 26.	28 41.	51 38.	54 39.	52 25.	75 59.	22 32.
0. DON'T KNOW	123 31.	33 29.	34 26.	35 32.	21 43.	39 36.	20 29.	64 29.	26 46.	19 20.	43 32.	34 25.	68 33.	30 24.	25 37.
Q8 CONGRESS															
1. APPROVE	107 27.	13 12.	33 25.	44 40.	17 35.	29 27.	16 24.	62 28.	21 37.	19 28.	39 29.	28 20.	69 34.	22 17.	16 24.
2. DISAPPROVE	208 52.	72 64.	80 61.	39 36.	18 37.	51 47.	37 54.	120 54.	26 46.	41 60.	63 47.	76 55.	90 44.	83 65.	35 51.
0. DON'T KNOW	85 21.	27 24.	18 14.	26 24.	14 29.	28 26.	15 22.	42 19.	10 18.	8 12.	32 24.	34 25.	46 22.	22 17.	17 25.



M.O.R. JOB NO. 5637 T-008
 MAINE STATEWIDE (FIELD START 5-28/6-9, 1975)
 Q7+8 DO YOU APPROVE OR DISAPPROVE OF
 THE WAY THE FOLLOWING MEN ARE HANDLING THEIR JOBS....

DATA BREAK ONE (REP)	TOTAL SAMPLE	VOTER TYPE			CONG. DISTRICT		FIRST DISTRICT REG.			SECOND DISTRICT REGIONS					
		REP	T.S.	DEM	1ST	2ND	YORK	CUMBERLAND	KENNEBEC	* **	***	AROOS TOOK	PENOBSCOT SCOT	****	
COL 32-33 TOTAL	599 100.	128 100.	261 100.	111 100.	311 100.	288 100.	71 100.	126 100.	63 100.	52 100.	74 100.	43 100.	54 100.	74 100.	44 100.
Q7 GERALD FORD - PRESIDENT															
1. APPROVE	376 63.	99 77.	152 58.	66 59.	190 61.	186 65.	42 59.	77 61.	44 70.	27 52.	46 62.	28 65.	36 67.	47 64.	30 68.
2. DISAPPROVE	125 21.	9 7.	67 26.	29 26.	66 21.	59 20.	23 32.	22 17.	10 16.	11 21.	19 26.	8 19.	9 17.	15 20.	8 18.
0. DON'T KNOW	98 16.	20 16.	43 16.	16 14.	55 18.	43 15.	6 8.	27 21.	9 14.	14 27.	9 12.	7 16.	9 17.	12 16.	6 14.



M.O.R. JOB NO. 5602 T-052
 MICHIGAN STATEWIDE (FIELD START 1-3-1-10, 1975)

Q37+38 DO YOU APPROVE OR DISAPPROVE
 OF THE WAY - GERALD FORD/WILLIAM MILLIKEN -
 ARE HANDLING THEIR JOBS

BREAK ONE	R.S.	TOTAL	STATE		COUNTY		COLL. (I)		COLL. (II)		WAYNE		NON-WAYNE			
		SAMPLE	NON-PARTY	PARTY	NON-PARTY	PARTY	STATE	COUNTY	NON-PARTY	PARTY	NON-BLACK	BLACK	NON-BLACK	BLACK		
			/	/	/	/	/	/	/	/	/	/	/	/		
COL 32-33	TOTAL	600	150	150	150	150	300	300	300	300	58	52	33	37	195	194
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
Q37	GERALD FORD - PRESIDENT															
1.	APPROVE	288	70	67	73	79	136	151	142	146	23	29	6	8	104	111
		48.	47.	48.	49.	53.	48.	50.	47.	49.	40.	56.	18.	22.	53.	57.
2.	DISAPPROVE	238	58	59	61	60	117	121	119	119	26	18	21	26	61	66
		40.	39.	39.	41.	40.	39.	40.	40.	40.	45.	35.	64.	70.	31.	34.
0.	DON'T KNOW	75	23	24	17	11	47	28	39	35	9	5	6	3	29	17
		13.	15.	16.	11.	7.	16.	9.	13.	12.	16.	10.	18.	8.	15.	9.



W.O.R. JOB NO. 5902 T-(
MICHIGAN OMNIBUS (JULY, 1975)

QUES.08+8A PRESIDENT GERALD FORD -- DO YOU APPROVE OR
DISAPPROVE OF THE WAY HE IS HANDLING HIS
JOB/HOW STRONGLY DO YOU APPROVE OR DISAPPROVE

6-FLAK C3 - DSE	TOTAL SAMPLE	DETR	OTHER WAYNE	OAK-LAND	AREA MA-COMB	TRI-CNTY	OS METRO	OS RURAL	LABOR UNION MEMB	NON MEMB	REF/DK	HOME OWN	RENT	OWNERSHIP REF/DK
TOTAL	805	145	96	80	47	369	299	138	290	497	18	657	127	21
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
12.01 JOB APPROVAL														
1. APPROVE	437	64	51	44	27	185	171	81	131	296	10	369	60	7
	54.3	44.1	53.1	55.0	57.4	50.1	57.2	58.7	45.2	59.6	55.6	56.2	47.2	33.3
2. DISAPPROVE	240	57	29	27	14	127	78	35	108	130	2	185	47	8
	29.8	39.3	30.2	33.8	29.8	34.4	26.1	25.4	37.2	26.2	11.1	28.2	37.0	38.1
0. DON'T KNOW	129	25	16	9	7	57	50	22	52	72	6	103	20	7
	16.0	17.2	16.7	11.3	14.9	15.4	16.7	15.9	17.9	14.5	33.3	15.7	15.7	33.3
IF APPROVE, ASK --	437	64	51	44	27	185	171	81	131	296	10	369	60	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
QUES.D8A STRENGTH OF														
3. VERY STRONGLY	109	12	13	11	7	43	51	15	27	80	2	96	13	1
	24.9	18.8	25.5	25.0	25.9	23.2	29.8	18.5	20.6	27.0	20.0	26.0	21.7	14.3
2. FAIRLY STRONGLY	211	25	23	17	10	75	84	52	61	144	5	176	29	6
	48.3	39.1	45.1	38.6	37.0	40.5	49.1	64.2	46.6	48.6	50.0	47.7	48.3	85.7
1. NOT TOO STRONGLY	103	26	13	15	9	63	27	13	39	63	1	84	19	
	23.6	40.6	25.5	34.1	33.3	34.1	15.8	16.0	29.8	21.3	10.0	22.8	31.7	
0. DON'T KNOW	14	1	2	1		4	9	1	4	8	2	14		
	3.2	1.6	3.9	2.3		2.2	5.3	1.2	3.1	2.7	20.0	3.8		
IF DISAPPROVE, ASK --	240	57	29	27	14	127	78	35	108	130	2	185	47	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
QUES.D8A STRENGTH OF														
3. VERY STRONGLY	108	27	16	13	5	61	38	9	49	59		84	24	
	45.0	47.4	55.2	48.1	35.7	48.0	48.7	25.7	45.4	45.4		45.4	51.1	
2. FAIRLY STRONGLY	69	16	6	10	4	37	16	16	30	38	1	51	15	3
	28.8	28.1	20.7	37.0	28.6	29.1	20.5	45.7	27.8	29.2	50.0	27.6	31.9	37.5
1. NOT TOO STRONGLY	58	12	6	3	5	26	22	10	27	30	1	47	6	5
	24.2	21.1	20.7	11.3	35.7	20.5	28.2	28.6	25.0	23.1	50.0	25.4	12.8	62.5
0. DON'T KNOW	5	1	1	1		3	1	1	2	3		3	2	
	2.1	1.8	3.4	3.7		2.4	1.3	2.9	1.9	2.3		1.6	4.3	



MISSOURI STATEWIDE STUDY ALLD START 7-18/7-23, 1975

Q4 PRESIDENT GERALD FORD -- DO YOU APPROVE OR DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB

DATA BREAK ONE (REP)	TOTAL SAMPLE	VOTER TYPE				AREA				CONGRESSIONAL DISTRICTS					
		REP	T.S.	DEM	MARG	ST. LOUIS	JACK SON	NORTH	SOUTH	FOUR	SIX	SEVEN	EIGHT	NINE	TEN
COL 24 TOTAL	600 100.	94 100.	236 100.	184 100.	86 100.	188 100.	75 100.	103 100.	234 100.	37 100.	61 100.	63 100.	54 100.	41 100.	79 100.
1. APPROVE	304 51.	61 65.	126 53.	58 32.	59 69.	99 53.	35 47.	52 50.	117 50.	16 43.	32 52.	30 48.	29 54.	21 51.	42 53.
2. DISAPPROVE	205 34.	21 22.	72 31.	92 50.	20 23.	54 29.	28 37.	41 40.	81 35.	16 43.	22 36.	22 35.	18 33.	19 46.	25 32.
0. DON'T KNOW	91 15.	12 13.	38 16.	33 18.	7 8.	35 19.	11 15.	9 9.	36 15.	5 14.	7 11.	12 19.	7 13.	2 5.	12 15.



M.O.R. JOB NO. 5639 T-005
OHIO STATEWIDE (FIELD START 6-19/6-30, 1975)

Q4+4A PRESIDENT GERALD FORD -- DO YOU APPROVE OR DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB/HOW STRONGLY DO YOU APPROVE OR DISAPPROVE

DATA BREAK ONE (REP)	TOTAL SAMPLE	VOTER TYPE		AREA					ADJ						
		REP	T.S.	DEM	NORTH WEST	NORTH & EAST	CENT & SO.	SOUTH WEST	CUYA HOGA	TOLEDO LIMA	DAYTON	CINCI	PARK COLU	CLEVEYOUNG AKRON PITT	
COL 27-28 TOTAL	786	132	355	184	117	335	122	212	130	82	90	106	113	295	47
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
Q4 JOB APPROVAL															
1. APPROVE	429	101	194	73	64	165	71	129	59	49	52	64	70	140	23
	55.	77.	55.	40.	55.	49.	58.	61.	45.	60.	58.	60.	62.	47.	49.
2. DISAPPROVE	204	11	95	69	28	95	35	46	39	19	22	22	30	86	13
	26.	8.	27.	38.	24.	28.	29.	22.	30.	23.	24.	21.	27.	29.	28.
0. DON'T KNOW	153	20	66	42	25	75	15	37	33	14	16	19	13	69	11
	19.	15.	19.	23.	21.	22.	12.	17.	25.	17.	18.	18.	12.	23.	23.

IF APPROVE OR DISAPPROVE, ASK --

Q4A STRENGTH OF FEELING

9. VERY STRONGLY APPROVE	64	25	23	5	13	20	11	20	8	10	4	14	12	19	1
	8.	19.	6.	3.	11.	6.	9.	9.	6.	12.	4.	13.	11.	6.	2.
8. FAIRLY STRONGLY APPROVE	269	60	139	42	40	100	50	80	34	28	33	39	46	83	19
	34.	45.	39.	23.	34.	30.	41.	38.	26.	34.	37.	37.	41.	28.	40.
7. NOT TOO STRONGLY APPROVE	83	13	27	25	12	40	9	23	13	11	11	10	11	33	3
	11.	10.	8.	14.	10.	12.	7.	11.	10.	13.	12.	9.	10.	11.	6.
6. DON'T KNOW/APPROVE	12	4	4	1		5	1	7	4		5	2	1	5	
	2.	3.	1.	1.		1.	1.	3.	3.		6.	2.	1.	2.	
5. DON'T KNOW	153	20	66	42	25	75	15	37	33	14	16	19	13	69	11
	19.	15.	19.	23.	21.	22.	12.	17.	25.	17.	18.	18.	12.	23.	23.
4. DON'T KNOW/DISAPPROVE	3		2	1		2		1	2			1		2	
	*		1.	1.		1.		*	2.			1.		1.	
3. NOT TOO STRONGLY DISAPPROVE	44	3	20	12	6	20	8	10	6	4	6	4	5	20	3
	6.	2.	6.	7.	5.	6.	7.	5.	5.	5.	7.	4.	5.	7.	6.
2. FAIRLY STRONGLY DISAPPROVE	87	4	44	27	11	40	16	21	21	7	9	10	15	39	3
	11.	3.	12.	15.	9.	12.	13.	10.	16.	9.	10.	9.	13.	13.	6.
1. VERY STRONGLY DISAPPROVE	69	4	29	28	11	33	11	14	11	9	7	7	9	26	7
	9.	3.	8.	15.	9.	10.	9.	7.	8.	11.	8.	7.	8.	9.	13.
AVERAGE	5.78	7.08	5.78	4.89	5.91	5.51	5.07	6.09	5.33	5.98	5.82	6.21	6.03	5.45	5.51



PENNSYLVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

Q3+Q4 PRESIDENT GERALD FORD -- DO YOU APPROVE OR DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB/HOW STRONGLY DO YOU APPROVE OR DISAPPROVE

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---//														
	SAMPLE	REP	T-S	DEM	ALLEG HENY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	ADJ. H.Y. L.L+	W.B. S++	J.A. +++
COL 33-34 TOTAL	802	176	350	177	113	104	152	127	56	249	218	327	80	56	32
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
Q8 JOB APPROVAL															
1. APPROVE	412	108	185	72	59	53	65	69	27	139	115	158	46	27	14
	51.	61.	53.	41.	52.	51.	43.	54.	48.	56.	53.	48.	58.	48.	44.
2. DISAPPROVE	283	45	121	78	42	35	65	41	23	76	76	122	23	23	15
	35.	26.	35.	44.	37.	34.	43.	32.	41.	31.	35.	37.	29.	41.	47.
0. DON'T KNOW	107	22	44	28	12	17	22	17	6	34	28	47	11	6	3
	13.	13.	13.	16.	11.	16.	14.	13.	11.	14.	13.	14.	14.	11.	9.
IF APPROVE OR DISAPPROVE, ASK --	695	154	306	150	101	88	131	110	50	215	190	279	69	50	29
	87.	88.	87.	85.	89.	85.	86.	87.	87.	86.	87.	85.	86.	89.	91.
Q8A STRENGTH OF FEELING															
9. VERY STRONGLY APPROVE	77	27	33	9	13	11	8	13	3	29	28	27	7	3	2
	10.	15.	9.	5.	12.	11.	5.	10.	5.	12.	13.	8.	9.	5.	6.
8. FAIRLY STRONGLY APPROVE	229	59	103	43	29	35	36	34	18	77	60	83	29	18	10
	29.	34.	29.	24.	26.	34.	24.	27.	32.	31.	28.	25.	36.	32.	31.
7. NOT TOO STRONGLY APPROVE	94	18	43	20	17	6	18	18	6	29	25	42	9	6	2
	12.	10.	12.	11.	15.	6.	12.	14.	11.	12.	11.	13.	11.	11.	6.
6. DON'T KNOW/APPROVE	4	1	1	1				3		1		3			
	*	1.	*	1.				2.		*		1.			
5. DON'T KNOW	106	22	43	28	12	17	22	16	6	34	28	46	11	6	3
	13.	13.	12.	15.	11.	16.	14.	13.	11.	14.	13.	14.	14.	11.	9.
4. DON'T KNOW/DISAPPROVE	8	1	1	4	1	1	1	3	1	1	2	4		1	1
	1.	1.	*	2.	1.	1.	1.	2.	2.	*	1.	1.		2.	3.
3. NOT TOO STRONGLY DISAPPROVE	53	11	21	12	7	8	12	8	5	13	12	23	3	5	5
	7.	6.	6.	7.	6.	8.	6.	6.	9.	5.	6.	7.	4.	9.	16.
2. FAIRLY STRONGLY DISAPPROVE	182	13	47	29	12	12	23	15	10	30	23	43	10	10	7
	13.	7.	13.	16.	11.	12.	15.	12.	10.	12.	11.	13.	13.	18.	22.
1. VERY STRONGLY DISAPPROVE	114	19	52	29	22	11	28	15	7	31	36	49	9	7	2
	14.	11.	15.	16.	19.	11.	18.	12.	13.	12.	17.	15.	11.	13.	6.
AVERAGE	5.40	6.08	5.40	4.86	5.30	5.63	4.80	5.55	5.16	5.67	5.48	5.22	5.78	5.16	5.06

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



PENNS/LVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

Q88 PRESIDENT GERALD FORD -- WHY DO

YOU APPROVE OF THE WAY HE IS HANDLING HIS JOB

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---//-----AREA-----//-----ADI-----//															
	SAMPLE	REP	T-S	DEM	ALLEG HENRY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	H.Y. L.L+	W.B. S++	J.A. +++	
COL 35-36 TOTAL	412	107	195	78	60	51	65	69	28	139	114	157	45	28	13	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
HE'S TRYING/DOING HIS BEST/HE'S OKAY	126	32	62	23	15	12	21	25	7	46	30	50	21	7	2	
	31.	30.	32.	32.	25.	24.	32.	36.	25.	33.	26.	32.	47.	25.	15.	
DOING A GOOD JOB (UNSPECIFIED)	43	11	19	8	8	6	7	3	3	17	14	17	4	3	1	
	10.	10.	10.	10.	13.	12.	11.	4.	11.	12.	12.	11.	9.	11.	8.	
HONEST MAN/SINCERE/CREDIBILITY INTO GOV'T	40	11	19	8	3	13	2	6	2	13	14	11	2	2	2	
	10.	10.	19.	10.	5.	25.	3.	9.	7.	9.	12.	7.	4.	7.	15.	
NICE MAN/GOOD MAN/LIKE HIM	25	3	10	2	4	3	2	5	4	10	9	8	1	1	1	
	6.	7.	3.	3.	7.	6.	3.	7.	4.	7.	8.	5.	2.	4.	8.	
GOOD AS ANYONE ELSE	21	4	13	4	4	2	6	3	1	5	6	9	4	1		
	5.	4.	7.	5.	7.	4.	9.	4.	4.	4.	5.	6.	9.	4.		
HIS STAND WITH THE CONGRESS	19	5	11		2	1	3	5	1	7	3	10	2	1	1	
	5.	6.	5.		3.	2.	5.	7.	4.	5.	3.	6.	4.	4.	8.	
LIKE HIS DECISIONS/DOES THE RIGHT THING	12	4	11	3	2	2	6	2		6	4	8	4			
	4.	4.	6.	4.	3.	4.	9.	3.		4.	4.	5.	9.			
WALKED INTO A MESS/DIFFICULT CONDITIONS	17	3	9	5	2	3	3	2	1	6	5	6	2	1	1	
	4.	3.	5.	6.	3.	6.	5.	3.	4.	4.	4.	4.	4.	4.	8.	
BETTER THAN NIXON	16	4	7	3	4	1	2	3	1	5	5	6		1	1	
	4.	4.	4.	4.	7.	2.	3.	4.	4.	4.	4.	4.		4.	8.	
TRYING TO CONTROL INFLATION	15	6	4	3	1	3	1	5		5	6	6				
	4.	6.	2.	4.	2.	6.	2.	7.		4.	5.	4.				
SPEAKS OUT/MAKES UP HIS OWN MIND	12	3	9		3	2	4	2		1	5	6	1			
	3.	3.	5.		5.	4.	6.	3.		1.	4.	4.	2.			
CONSCIENTIOUS/KNOWS WHAT HE'S DOING	8	2	5	1	1	2	1	1		4	4	3				
	2.	2.	3.	1.	2.	4.	2.	1.		3.	4.	2.				
ENERGY PROGRAM	8		6	1	3		1	1	1	2	3	2	1	1		
	2.		3.	1.	5.		2.	1.	4.	1.	3.	1.	2.	4.		
FOREIGN POLICY	7	3	3			1	2	1		3	1	3	2			
	2.	3.	2.			2.	3.	1.		2.	1.	2.	4.			
CONCERNED/CARES FOR THE PEOPLE	5	1	3	1					1	4	1		1	1	1	
	1.	1.	2.	1.					4.	3.	1.		2.	4.	8.	
CONTROLS SPENDING	4	2	1	1		1		1		2	1	2				
	1.	2.	1.	1.		2.		1.		1.	1.	1.				
	1	1			1						1					
	*	1.			2.						1.					
OTHER ISSUE RELATED RESPONSES	22	5	8	3	6	5	1	4	1	3	12	5	2	1	1	
	5.	5.	4.	6.	10.	10.	2.	6.	4.	4.	11.	3.	4.	4.	8.	
OTHER MISCELLANEOUS RESPONSES	32	6	15	8	2	6	9	3	5	7	5	14	2	5	2	
	8.	6.	7.	10.	3.	12.	14.	4.	13.	5.	4.	9.	4.	16.	15.	
DON'T KNOW	36	3	13	11	4	3	7	3	4	11	7	17	2	4	4	
	9.	7.	7.	14.	7.	6.	11.	12.	14.	8.	6.	11.	4.	14.	31.	

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



Q48 PRESIDENT GERALD FORD -- WHY DO

YOU DISAPPROVE OF THE WAY HE IS HANDLING HIS JOB

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---//---AREA---//---ADJ. W.B. J.A./																
	SAMPLE	REP	T-S	DEM	ALLEG HENRY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	H.Y. L.L+	W.B. S++	J.A. +++		
COL 35-36 TOTAL	286	45	122	91	40	39	67	41	25	75	78	124	21	25	15		
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.		
DOING NOTHING/NOT GETTING ANYTHING DONE	47	13	12	16	3	7	10	11	3	13	10	24	4	3	1		
	15.	22.	10.	15.	4.	18.	15.	27.	12.	17.	13.	19.	19.	12.	7.		
ECONOMY PROBLEMS--WAY HE HANDLES INFLATION	30	7	13	8	4	5	8	6	1	6	8	14	3	1	3		
	10.	15.	11.	9.	10.	13.	12.	15.	4.	6.	10.	11.	14.	4.	20.		
WRONG IDEAS ON ENERGY	29	4	9	13	1	6	7	3	3	3	6	11	2	3	3		
	10.	9.	7.	14.	3.	15.	10.	7.	12.	11.	10.	9.	10.	12.	20.		
TOO MUCH FOREIGN AID	24	3	13	6	5	4	4	2	2	6	8	8	3	2	1		
	8.	7.	11.	7.	13.	10.	6.	5.	8.	8.	10.	6.	14.	8.	7.		
NOT FOR AVERAGE/MIDDLE CLASS PEOPLE	21	1	6	11	3		7	1		9	6	7	2		1		
	7.	2.	5.	12.	8.		10.	2.		12.	8.	7.	10.		7.		
CUT FOR BIG BUSINESS/INDUSTRY	21	2	11	6	4	5	4	1		6	10	7	2				
	7.	4.	9.	7.	10.	13.	6.	2.		6.	13.	6.	10.				
FOLLOWING IN NIXON'S FOOTSTEPS	21		10	9	1	3	6	3		7	5	12			1		
	7.		6.	10.	3.	8.	12.	7.		9.	6.	10.			7.		
WRONG DECISIONS--DON'T KNOW WHAT HE'S DOING	17	2	6	7	3	2	4	1	5	2	4	5	1	5	1		
	5.	4.	5.	8.	8.	5.	6.	2.	20.	3.	5.	4.	5.	20.	7.		
WEAK MAN/HAS NO SAY/PUPPET/NOT FORCEFUL	17	2	13	1	3	3	2	2		6	6	6	2		3		
	5.	4.	11.	1.	8.	8.	3.	5.		8.	3.	5.	10.		20.		
UNEMPLOYMENT PROBLEM	12	1	7	3	2	2	4			3	5	5	1		1		
	4.	2.	6.	3.	5.	5.	6.			4.	6.	4.	5.		7.		
VETUED GOOD BILLS	11	1	7	2		1	6	1	1	3	1	7		1	1		
	4.	2.	6.	2.		3.	9.	2.	4.	4.	1.	6.		4.	7.		
NOT QUALIFIED/LACKS ABILITY/NOT CAPABLE	9	1	4	2	2		3		2	2	2	3	1	2			
	3.	2.	3.	2.	5.		4.		8.	3.	3.	2.	5.	8.			
TOO MUCH TALK BUT NO ACTION	9	2	2	3	2	1		5		1	3	6					
	3.	4.	2.	3.	5.	3.		12.		1.	3.	5.					
LACKS LEADERSHIP--NOT THE MAN FOR THE JOB	7	1	3	3	2		1	2		2	2	3			1		
	2.	2.	2.	3.	5.		1.	5.		3.	3.	2.			7.		
THINGS CAN BE HANDLED BETTER/NOT TRYING	7		6	1	4		1	2			3	3					
	2.		5.	1.	10.		1.	5.			4.	2.					
WHEAT DEALS	5			3			3			2	1	3					
	2.			3.			4.			3.	1.	2.					
NOT ELECTED OFFICIAL	5	2	1	2	1		5			1	1	3					
	2.	4.	1.	2.	3.		4.			1.	1.	2.					
OTHER ISSUE RELATED RESPONSES	16		8	6	3	2	2	3	2	4	5	4	3	2	1		
	6.		7.	7.	8.	5.	3.	7.	3.	5.	6.	3.	14.	8.	7.		
OTHER MISCELLANEOUS RESPONSES	27	4	11	7	5	2	9	3	1	8	5	13	3	1	1		
	9.	20.	9.	8.	13.	5.	13.	7.	4.	11.	6.	10.	14.	4.	7.		
DON'T KNOW	10	4	3	3	1	3		1	3	2	4	2		3			
	3.	9.	2.	3.	3.	8.		2.	12.	3.	5.	2.		12.			

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



MARKET OPINION RESEARCH

PENNSYLVANIA STATEWIDE STUDY

Do you approve or disapprove of the way Betty Ford is handling her job as First Lady of the United States?

	<u>Total %</u>	<u>Number of Cases</u>
Approve	70%	562
Disapprove	17	140
Don't Know	12	99



PENNSYLVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

Q36 DO YOU APPROVE OR DISAPPROVE OF
THE WAY - BETTY FORD - IS HANDLING HER
JOB AS FIRST LADY OF THE UNITED STATES

BREAK ONE - (LAR)	TOTAL /---VOTE TYPE---//													AREA		
	SAMPLE	REP	T-S	DEM	ALLEG HENY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	ADI H.Y. L.L+	W.B. S++	J.A +++	
COL 49 TOTAL	802	176	350	177	113	104	152	127	56	249	218	327	80	56	32	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
1. APPROVE	562	123	258	123	81	73	95	86	39	166	156	212	63	39	21	
	70.	70.	74.	69.	72.	72.	63.	68.	70.	75.	72.	65.	79.	70.	66.	
2. DISAPPROVE	140	38	63	27	25	19	29	24	8	35	45	60	8	8	8	
	17.	22.	18.	15.	22.	18.	19.	19.	14.	14.	21.	18.	10.	14.	25.	
0. DON'T KNOW	99	15	29	27	7	11	28	18	9	28	17	54	9	9	3	
	12.	9.	8.	15.	6.	11.	16.	14.	15.	11.	8.	17.	11.	16.	9.	

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



PENNSYLVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

QUES. 25+25A+26+26A (TOTAL VOTE) --
 IF THE PRESIDENTIAL ELECTION WERE TODAY, HOW WOULD YOU
 BE VOTING/AS OF TODAY, WHICH WAY DO YOU LEAN

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---//													AREA		
	SAMPLE	REP	T-S	DEM	ALLEG HENRY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	ADJ L+L+	W.B. S++	J.A. +++	
COL 30-31 TOTAL	802	176	350	177	113	104	152	127	56	249	218	327	80	56	32	
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
QUESTION 25+25A																
1. GERALD FORD (R)	405	127	189	40	49	54	54	77	22	149	103	158	47	22	17	
	50.	72.	54.	23.	43.	52.	36.	61.	39.	60.	47.	48.	59.	39.	53.	
2. HUBERT HUMPHREY (D)	286	33	107	117	45	35	75	35	22	73	79	126	25	22	9	
	36.	19.	31.	66.	40.	34.	49.	28.	39.	29.	36.	39.	31.	39.	28.	
9. REFUSED	10	1	4		1	2	4	1		2	3	5	1			
	1.	1.	1.		1.	2.	3.	1.		1.	1.	2.	1.			
0. DON'T KNOW	100	15	50	20	18	13	19	14	12	24	33	38	7	12	7	
	12.	9.	14.	11.	16.	13.	13.	11.	21.	10.	15.	12.	9.	21.	22.	
QUESTION 26+26A																
1. GERALD FORD (R)	353	116	157	40	47	48	53	59	18	128	94	134	43	18	17	
	44.	66.	45.	23.	42.	46.	35.	46.	32.	51.	43.	41.	54.	32.	53.	
2. HUBERT HUMPHREY (D)	235	28	87	103	33	29	63	32	17	60	61	106	20	17	7	
	29.	16.	23.	58.	29.	20.	41.	25.	30.	24.	29.	32.	25.	30.	22.	
3. GEORGE WALLACE (INDEPENDENT)	119	20	60	18	19	16	16	19	13	36	36	47	9	13	4	
	15.	11.	17.	10.	17.	15.	11.	15.	23.	14.	17.	14.	11.	23.	13.	
9. REFUSED	14	1	4	1		2	7	2	1	2	2	9	1	1		
	2.	1.	1.	1.		2.	5.	2.	2.	1.	1.	3.	1.	2.		
0. DON'T KNOW	82	11	42	15	14	9	13	15	7	23	25	31	7	7	5	
	10.	6.	12.	8.	12.	9.	9.	12.	13.	9.	11.	9.	9.	13.	16.	

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



Q25+26A+26+26A (COMMITTED VOTE) --
 IF THE PRESIDENTIAL ELECTION WERE TODAY, HOW WOULD YOU
 BE VOTING/AS OF TODAY, WHICH WAY DO YOU LEAN

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---// AREA //-----ADJ-----/													H.Y. L:L+	W.B. S++	J.A +++		
	SAMPLE	REP	T-S	DEM	ALLEG HENY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL						
COL 30-31 TOTAL																		
QUESTION 25+25A	691	160	296	157	94	89	129	113	44	223	182	284	72	44	25	100.	100.	100.
1. GERALD FORD (R)	405	127	159	40	49	54	54	77	22	149	103	158	47	22	17	59.	79.	54.
2. HUBERT HUMPHREY (D)	236	33	107	117	45	35	75	35	22	73	79	126	25	22	9	41.	21.	33.
QUESTION 26+26A	706	164	304	161	99	93	132	110	48	223	191	287	72	48	27	100.	100.	100.
1. GERALD FORD (R)	353	116	137	40	47	48	53	59	18	128	94	134	43	18	17	50.	71.	52.
2. HUBERT HUMPHREY (D)	235	28	87	103	33	29	63	32	17	60	61	106	20	17	7	33.	17.	29.
3. GEORGE WALLACE (INDEPENDENT)	119	20	50	18	19	16	16	19	13	36	36	47	9	13	4	17.	12.	29.

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



PENNSYLVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

Q34A+B IF THE PRESIDENTIAL PRIMARY WERE TODAY, HOW

WOULD YOU BE VOTING/AS OF TODAY, WHICH WAY DO YOU LEAN

BREAK ONE - (LAR)	TOTAL /---VOTER TYPE---//---AREA---//---/													ADJ.		
	SAMPLE	REP	T-S	DEM	ALLEG HENY	SOUTH WEST	PHIL CITY	PHIL SUR	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	H.Y. L.L.	W.B. S++	J.A +++	
COL 46-47 TOTAL	345 100.	167 100.	150 100.	17 100.	35 100.	54 100.	41 100.	75 100.	22 100.	117 100.	90 100.	130 100.	33 100.	22 100.	17 100.	
Q34A HOW WOULD VOTE																
1. GERALD FORD	185 54.	96 57.	82 55.	1 10.	19 54.	29 54.	17 41.	42 56.	11 50.	66 56.	51 57.	67 52.	19 58.	11 50.	6 35.	
2. RONALD REAGAN	102 30.	43 26.	44 29.	7 70.	12 34.	15 28.	14 34.	24 32.	9 41.	29 25.	28 31.	40 31.	8 24.	9 41.	3 18.	
0. REFUSED/DON'T KNOW	50 17.	23 17.	23 15.	2 20.	4 11.	10 19.	10 24.	8 11.	2 9.	23 20.	12 13.	22 17.	6 18.	2 9.	8 47.	
IF REFUSED/DON'T KNOW, ASK --	50 100.	23 100.	23 100.	2 100.	4 100.	10 100.	10 100.	8 100.	2 100.	23 100.	12 100.	22 100.	6 100.	2 100.	8 100.	
Q34B WHICH WAY LEANING																
1. GERALD FORD	18 31.	8 29.	9 39.		2 50.	3 30.	3 30.	1 13.		8 35.	4 33.	6 27.	2 33.		3 38.	
2. RONALD REAGAN	7 12.	5 18.				1 10.	1 10.	3 38.		1 4.	1 8.	4 18.				
0. REFUSED	1 2.	1 4.						1 13.				1 5.				
0. DON'T KNOW	32 55.	13 46.	15 65.	2 100.	2 50.	6 60.	6 60.	3 39.	2 100.	14 61.	7 53.	11 50.	3 50.	2 100.	5 63.	
Q34A+B COMBINED - TOTAL VOTE																
1. GERALD FORD	203 59.	104 62.	91 61.	1 10.	21 60.	33 61.	21 51.	43 57.	11 50.	74 63.	55 61.	73 56.	22 67.	11 50.	9 53.	
2. RONALD REAGAN	109 32.	49 29.	44 29.	7 70.	12 34.	16 30.	15 37.	28 37.	9 41.	30 26.	29 32.	45 35.	8 24.	9 41.	3 18.	
0. REFUSED	1 *	1 1.						1 1.				1 1.				
0. DON'T KNOW	32 9.	13 8.	15 10.	2 20.	2 6.	6 11.	6 15.	3 4.	2 9.	14 12.	7 8.	11 8.	3 9.	2 9.	5 29.	

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



PENNSYLVANIA STATEWIDE (FIELD START 9-2/9-10, 1975)

Q35 IF PRESIDENT FORD IS THE REPUBLICAN NOMINEE FOR PRESIDENT IN 1976, WHO WOULD YOU PREFER TO SEE RUN FOR VICE PRESIDENT WITH HIM

BREAK ONE - (LAR)		VOTER TYPE											AREA			
COL 48	TOTAL	SAMPLE	REP	T-S	DEM	ALLEG HENY	SOUTH WEST	PHIL CITY	PHIL SUB	ANTHRA CITE	ALL OTHER	PITTS BURG	PHIL	ADI H.Y. L.L.	W.B. S++	J.A. +++
	TOTAL	802	176	350	177	113	104	152	127	56	249	218	327	80	56	32
		100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
1.	NELSON ROCKEFELLER	330	70	157	69	57	31	62	57	19	104	92	133	36	19	9
		41.	40.	45.	39.	50.	30.	41.	45.	34.	42.	42.	41.	45.	34.	28.
2.	RONALD REAGAN	335	82	149	63	42	54	59	52	24	104	91	136	28	24	20
		42.	47.	43.	36.	37.	52.	39.	41.	43.	42.	42.	42.	35.	43.	63.
9.	REFUSED	10		2	3		1	4	3		2	1	8	1		
		1.		1.	2.		1.	3.	2.		1.	*	2.	1.		
0.	DON'T KNOW	127	24	41	43	14	18	27	16	13	39	34	50	15	13	4
		16.	14.	12.	24.	12.	17.	16.	13.	23.	16.	16.	15.	19.	23.	13.

+ HARRISBURG, YORK, LANCASTER, LEBANON

++ WILKES BARRE, SCRANTON

+++ JOHNSTOWN, ALTOONA



MARKET OPINION RESEARCH

INDIANA STATEWIDE STUDYSample Ballot Results

If the Presidential election were being held today and Gerald Ford was the Republican candidate, Henry Jackson was the Democratic candidate and George Wallace was the Independent candidate, would you be voting for Ford, Jackson or Wallace?

	<u>Total</u>	<u>Number of Cases</u>
Gerald Ford	49%	389
Henry Jackson	16	128
George Wallace	20	160
Undecided	15	123

If the (Republican) Presidential Primary were being held today and the candidates were Gerald Ford and Ronald Reagan, would you be voting for Ford or Reagan? **

Gerald Ford	60%	164
Ronald Reagan	28	76
Undecided	12	33

**Asked only of those ^{who} of said they usually vote in the Republican primary.



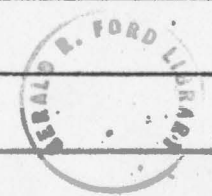
M.O.R. JOB NO. 5643 T-055

INDIANA STATEWIDE (FIELD START 6-30/7-10, 1975)

Q32+32A IF THE PRESIDENTIAL ELECTION WERE TODAY, HOW

WOULD YOU BE VOTING/AS OF TODAY, WHICH WAY DO YOU LEAN

DATA BREAK ONE (REP)	TOTAL SAMPLE	VOTER TYPE		AREA							ADJ.				
		REP	DEM	INDIAN MARG	NORTH APOLIS	WEST NORTH	SOUTH APOLIS	SOUTH BEND	CHICAGO	INDIANAPOLIS	WAYNE	LOUISVILLE	TERRE HAUTE		
COL 56 TOTAL	800 100.	181 100.	320 100.	195 100.	100 100.	172 100.	142 100.	288 100.	198 100.	332 100.	74 100.	120 100.	64 100.	46 100.	48 100.
TOTAL VOTE															
1. GERALD FORD (REPUBLICAN)	389 49.	140 77.	158 49.	41 21.	49 49.	89 52.	68 48.	142 49.	90 45.	167 50.	45 61.	49 41.	42 50.	17 37.	20 42.
2. HENRY JACKSON (DEMOCRAT)	128 16.	4 2.	32 10.	80 40.	12 12.	28 16.	20 14.	49 17.	31 16.	57 17.	9 12.	20 17.	15 18.	6 13.	6 13.
3. GEORGE WALLACE (AMERICAN INDEPENDENT)	150 20.	22 12.	74 23.	48 24.	16 16.	30 17.	32 23.	54 19.	44 22.	63 19.	7 9.	31 26.	13 15.	12 26.	15 31.
9. REFUSED	11 1.		3 1.	4 2.	4 4.	3 2.	1 1.	3 1.	4 2.	6 2.	2 3.			1 2.	1 2.
0. DON'T KNOW	112 14.	15 8.	58 17.	26 13.	19 19.	22 13.	21 15.	40 14.	29 15.	39 12.	11 15.	20 17.	14 17.	10 22.	6 13.
COMMITTED VOTE	677 100.	166 100.	264 100.	170 100.	77 100.	147 100.	120 100.	245 100.	165 100.	287 100.	61 100.	100 100.	70 100.	35 100.	41 100.
GERALD FORD	389 57.	140 84.	158 60.	41 24.	49 64.	89 61.	68 57.	142 58.	90 55.	167 58.	45 74.	49 49.	42 60.	17 49.	20 49.
HENRY JACKSON	128 19.	4 2.	32 12.	80 47.	12 16.	28 19.	20 17.	49 20.	31 19.	57 20.	9 15.	20 20.	15 21.	6 17.	6 15.
GEORGE WALLACE	160 24.	22 13.	74 28.	48 28.	16 21.	30 20.	32 27.	54 22.	44 27.	63 22.	7 11.	31 31.	13 19.	12 34.	15 37.



M.O.R. JOB NO. 5643 T-066

INDIANA STATEWIDE (FIELD START 6-30/7-10, 1975)

Q38+38A+B+39+39A IN WHICH PRIMARY DO YOU USUALLY VOTE/
 IF THE REPUBLICAN PRESIDENTIAL + U.S. SENATOR PRIMARIES
 WERE TODAY, HOW WOULD YOU BE VOTING/
 AS OF TODAY, WHICH WAY DO YOU LEAN

DATA BREAK ONE (REP)	TOTAL	VOTER TYPE				AREA				AD. I.					
	SAMPLE	REP	T.S.	DEM	MARG	INDIAN APOLIS	NORTH WEST	SOUTH NORTH	INDIAN APOLIS	SOUTH BEND	CHICAGO	FT. WAYNE	LOUISVILLE	TERRE-HAUTE	
COL 68-69+9 TOTAL	800	181	320	199	100	172	142	288	198	332	74	120	84	46	48
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
Q38 PRIMARY USUALLY VOTE IN															
1. REPUBLICAN	273	152	100	3	18	55	36	112	70	115	26	30	37	17	20
	34.	84.	31.	2.	18.	32.	25.	39.	35.	35.	35.	25.	44.	37.	42.
2. DEMOCRATIC	303	7	114	169	14	61	61	100	81	117	27	48	31	19	19
	38.	4.	36.	55.	14.	35.	43.	35.	41.	35.	36.	40.	37.	41.	40.
3. DON'T VOTE IN PRIMARIES	159	16	73	24	46	40	35	57	27	70	15	33	13	6	3
	20.	9.	23.	12.	46.	23.	25.	20.	14.	21.	20.	28.	15.	13.	6.
0. DON'T KNOW	64	6	32	4	22	15	10	19	20	29	6	9	3	4	6
	8.	3.	10.	2.	22.	9.	7.	7.	10.	9.	8.	8.	4.	9.	13.
IF REPUBLICAN PRIMARY, ASK --	273	152	100	3	18	55	36	112	70	115	26	30	37	17	20
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
Q38+38A PRESIDENTIAL HOW VOTING/LEANING															
TOTAL VOTE															
1. GERALD FORD	164	91	58	3	12	28	23	68	45	59	19	19	27	6	13
	60.	60.	58.	100.	67.	51.	64.	61.	64.	51.	73.	63.	73.	35.	65.
2. RONALD REAGAN	76	44	29		3	22	10	30	14	44	6	8	6	7	5
	28.	29.	29.		17.	40.	25.	27.	20.	38.	23.	27.	14.	41.	5.
9. REFUSED	2	1			1			1	1				1		1
	1.	1.			6.			1.	1.				3.		5.
0. DON'T KNOW	31	17	13		2	5	3	13	10	12	1	3	4	4	5
	11.	11.	13.		11.	9.	8.	12.	14.	10.	4.	10.	11.	24.	25.
COMMITTED VOTE	239	134	87	3	15	49	33	98	59	102	25	27	32	13	14
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
GERALD FORD	164	91	58	3	12	28	23	68	45	59	19	19	27	6	13
	69.	68.	67.	100.	80.	57.	70.	69.	76.	58.	75.	70.	84.	46.	93.
RONALD REAGAN	76	44	29		3	22	10	30	14	44	6	8	6	7	1
	32.	33.	33.		20.	45.	30.	31.	24.	43.	24.	30.	16.	54.	7.



MARKET OPINION RESEARCH

PENNSYLVANIA STATEWIDE STUDYSample Ballot Results

If the Presidential election were being held today and Gerald Ford was the Republican candidate and Hubert Humphrey was the Democratic candidate, would you be voting for Ford or Humphrey?

	<u>Total</u>	<u>Number of Cases</u>
Gerald Ford	50%	405
Hubert Humphrey	36	286
Undecided	13	110

If Gerald Ford was the Republican candidate, Hubert Humphrey the Democratic candidate and George Wallace the Independent candidate, would you be voting for Ford, Humphrey, or Wallace?

Gerald Ford	44%	353
Hubert Humphrey	29	235
George Wallace	15	119
Undecided	12	96

If the (Republican) Presidential Primary were being held today and the candidates were President Ford and Ronald Reagan, would you be voting for Ford or Reagan? **

President Ford	59%	203
Ronald Reagan	32	109
Undecided	9	33

** Asked only of registered Republicans.



MARKET OPINION RESEARCH

Sample ballot results
Page 2

If President Ford is the Republican nominee for President next year,
would you prefer to see Nelson Rockefeller or Ronald Reagan run for
Vice President with him?

	<u>Total</u>	<u>Number of Cases</u>
Nelson Rockefeller	41%	330
Ronald Reagan	42	335
Undecided	17	137

