

**The original documents are located in Box 65, folder “September 21, 1972 - Clark MacGregor - Telephone Polling” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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MR

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 21, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: THE HONORABLE CLARK MacGREGOR

FROM: ROBERT M. TEEER

SUBJECT: Telephone Polling

Attached is a draft of the base questionnaire I recommend we use in the series of statewide telephone polls we are starting Monday. In addition to this basic interview we will, of course, have the ability to add issue questions as the need arises to check some specific issue or something unique to one of the states.

You should also be aware that we are limiting our interviews to registered voters Monday, as registration closes in most states during the next week or two. This may cause some slight variance in our samples from Wave III but one which we anticipate and can measure. We will begin the polls on Monday with New York followed by California, Michigan and Pennsylvania.

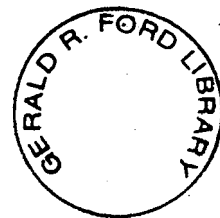
RECOMMENDATION:

That you approve this base questionnaire for use beginning Monday September 25. I will need to finalize this questionnaire tomorrow in order to begin New York Monday.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment: \_\_\_\_\_

Determined to be an  
Administrative Marking

By CCG NARA, Date 2/8/2010





c. Is there anything that you can think of that might cause you to change your mind?

IF "UNDECIDED" IN QUESTION 6, ASK: (INSERT STATE RACES WHERE APPROPRIATE)

d. As of today, do you lean towards McGovern or Nixon?

- 1 MC GOVERN
- 2 NIXON
- 3 UNDECIDED

7. In the election this fall will you definitely vote, probably vote, may or may not vote, probably not vote, or definitely not vote?

- 1 DEFINITELY VOTE
- 2 PROBABLY VOTE
- 3 MAY OR MAY NOT VOTE
- 4 PROBABLY NOT VOTE
- 5 DEFINITELY NOT VOTE
- 6 DON'T KNOW

8. In the last general election in which you voted, which answer best describes how you voted for state and local offices such as Governor and Senator?

- 1 STRAIGHT DEMOCRAT
- 2 MOSTLY DEMOCRAT
- 3 A FEW MORE DEMOCRATS THAN REPUBLICANS
- 4 ABOUT EQUALLY FOR BOTH PARTIES
- 5 A FEW MORE REPUBLICANS THAN DEMOCRATS
- 6 MOSTLY REPUBLICAN
- 7 STRAIGHT REPUBLICAN
- 8 NEVER VOTED
- 9 DON'T KNOW

9. What is your age?

- 01 17-20 YEARS
- 02 21-24 YEARS
- 03 25-29 YEARS
- 04 30-34 YEARS
- 05 35-39 YEARS
- 06 40-44 YEARS
- 07 45-49 YEARS
- 08 50-54 YEARS
- 09 55-59 YEARS
- 10 60-64 YEARS
- 11 65 AND OVER
- 12 REFUSED

10. What is the last grade of school you completed?

- 1 GRADE SCHOOL OR LESS (GRADES 1-8)
- 2 SOME HIGH SCHOOL
- 3 GRADUATED HIGH SCHOOL (GRADE 12)
- 4 VOCATIONAL/TECHNICAL SCHOOL
- 5 SOME COLLEGE
- 6 GRADUATED COLLEGE
- 7 POST GRADUATE WORK
- 8 REFUSED



11. What is your religion?

- 1 ROMAN CATHOLIC
- 2 PROTESTANT
- 3 JEWISH
- 4 OTHER (SPECIFY) \_\_\_\_\_

12. Are you a labor union member?

- 1 YES
- 2 NO

IF "NO", ASK:

a. Is any member of your immediate family a union member?

- 1 YES
- 2 NO

13. Which classification included your TOTAL FAMILY INCOME in 1971 before taxes?

- 1 0-\$2,999
- 2 \$3,000-\$4,999
- 3 \$5,000-\$5,999
- 4 \$6,000-\$6,999
- 5 \$7,000-\$9,999
- 6 \$10,000-\$14,999
- 7 \$15,000-\$24,999
- 8 \$25,000 AND OVER
- 9 REFUSED

