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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MEMORANDUM

THE HONORABLE CLARK MacGREGOR

ROBERT M. TEETER

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 NARA, Date 2/1/12-10
Hello, I'm Mrs. from , a national research company. We are making a study of problems and political figures in the country today and would like to ask you a few questions.

1. Are you registered to vote in the Presidential election in 1972?  
   1) YES  
   2) NO
   IF "YES", CONTINUE INTERVIEW WITH QUESTION 2  
   IF "NO", TERMINATE INTERVIEW

2. What do you think are the most important problems facing the United States as a nation at this time?

3. Do you approve or disapprove of the way Richard Nixon is handling his job as President?  
   1) APPROVE  
   2) DISAPPROVE  
   3) DON'T KNOW
   ROTATE QUESTIONS 4 & 5

4. How would you rate Richard Nixon in terms of his ability to handle the job of President?  
   1) VERY ABLE  
   2) FAIRLY ABLE  
   3) NOT VERY ABLE  
   4) NOT AT ALL ABLE  
   0) DON'T KNOW

5. How would you rate George McGovern in terms of his ability to handle the job of President?  
   1) VERY ABLE  
   2) FAIRLY ABLE  
   3) NOT VERY ABLE  
   4) NOT AT ALL ABLE  
   0) DON'T KNOW

6. If the election for President were held today, would you be voting for Richard Nixon, the Republican or George McGovern the Democrat? (ROTATE NAMES)
   IF NIXON OR MCGOVERN, ASK:
   a. Why would you be voting for him?
   b. As of today will you definitely vote , probably vote but still thinking about it, or are you undecided but leaning toward?
   1) DEFINITELY VOTE  
   2) PROBABLY VOTE BUT STILL THINKING ABOUT IT  
   3) UNDECIDED BUT LEANING TOWARD
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?

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

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?

9. What is your age?

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

| 1 | ROMAN CATHOLIC |
| 2 | PROTESTANT |
| 3 | JEWISH |
| 4 | OTHER (SPECIFY) |

12. Are you a labor union member?

IF "NO", ASK:

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

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

| 1 | 0-2,999 |
| 2 | 3,000-44,999 |
| 3 | 5,000-64,999 |
| 4 | 6,000-64,999 |
| 5 | 7,000-64,999 |
| 6 | 10,000-14,999 |
| 7 | 15,000-24,999 |
| 8 | 25,000 AND OVER |
| 9 | REFUSED |