

The original documents are located in Box 65, folder “October 3, 1972 - Clark MacGregor - Verbatim Responses about George McGovern” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 3, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MacGREGOR

FROM: ROBERT M. TEETER

SUBJECT: Verbatim Responses about McGovern

Attached are some representative verbatim comments from our open-end question on the wave three polls which asked the first thing that comes to mind about George McGovern. These responses are similar to all states in Wave III.

The significant point is that the greatest majority of comments have to do with McGovern personally rather than his position on any issue. Generally McGovern is not seen as a credible candidate. Many comments are directed to his lack of experience, his qualifications, and personal dislikes.

The implication from this data is that we should concentrate our attack on his general lack of ability to handle the Presidency, his inability to think through solutions to problems, and his inconsistencies.

It is becoming increasingly clear that the key to voter choice during this election is the comparative qualifications of the two candidates. Therefore, in making our attack on McGovern we must continue to make our comparisons to the long experience of the President and the rational and reasonable way he makes decisions.

Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010



MARKET OPINION RESEARCH

MICHIGAN
September 5-7, 1972
804 Interviews

What is the first thing that comes to your mind when you think about George McGovern?

I think he would make a President. Male - 40-44 - Oak Park - Negro.
Well I hope he will be able to pull the Democratic party together.
Male - 50-54 - Detroit - Negro.
Extremist. Do not like his attitude on Vietnam. Male - 40-44 - Almont - White.
Doesn't do what he says he'll do. Changes mind too often. Female - 55-59 - White.
Next President. I wish him luck. Male - 45-49 - Oak Park - White.
Welfare State. Generally some of his statements are irresponsible - Male - 55-59 - Holland - White.
Someone to take Nixon out of office. Male - 45-49 - Detroit - Negro.
I feel he's unqualified. He's trying to get a lot of votes with stands on issues that he didn't approve of before. Female - 60-64 - Southfield - White.
He said he would stop the war. Anyone would be better than what we got. Male - 40-44 - Detroit - Negro.
He will probably try to end the war. Is more for the common people - Male 50-54 - Detroit - Negro.
He won't win this election. Male - 50-54 - Berkley - White.
The war he wants to get out of Vietnam. Male - 21-24 - Livonia - White.
Not very experienced. Cannot handle foreign affairs. Male - 45-49 - Flint - White.
Dislike and don't trust him. Female - 25-29 - Almont - White.
Not well qualified for Countries problems. Male - 25-29 - Dearborn - White.
A man who would make a good President - cut taxes. Says he will end the war in Vietnam soon. Male - 45-49 - Muskegon - Negro.
The thing about the vice-president running mate was shotty. Seems that it could have been done better. Female - 25-29 - Lansing - White.
Wouldn't make good President - Not for working man either. Female - 55-59 - Lincoln Park - White.
Afraid of his policies. Vascillates on issues, doesn't have the knowledge in areas that a President needs. Female - 60-64 - Traverse City - White.
Has a "lot of guts" forceful, lot of determination. Very outgoing, frank. Need someone like that. Female - 55-59 - Traverse City - White.
Welfare - wants to give money away like its water. Disapprove of welfare in terms of income tax costs it places on medium income citizens. Male - 30-34 - Paw Paw - White.
Honesty. Political honesty, he only promises what he knows he can do. He has answers - programs he's ready to implement. Male - 17-20 - Paw Paw - White.
Radical. By his speech, he simply can't do all he says he will do. He scares me. Female - 21-24 - Detroit - White.
I don't approve of him at all. Male - 60-64 - Detroit - White.
He's hopeless. Says things that can't be done. Female - 25-29 - White.
He's promised minimum income for everyone. Got to see how he's going to do it with raising taxes. Ending the war and getting P.G.W.'s home. Female 25-29 - White.



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MICHIGAN

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What is the first thing that comes to mind when you think about
George McGovern?

He's a weak man. I don't think he's strong enough to run the County.
- Male - 50-54 - Grand Rapids - White
Minimum Income. Male - 65 and Over - Detroit - White
Good if he keeps his promises. Female - 60-64 - Detroit - White
The fool trying to please everyone. Male - 21-24 - Almont - White
I think he's selling out principles. Male - 55-59 - Burlington - White
His war stand most consistent. Male - 21-24 - Ann Arbor - White
I never expected him to win Democratic nomination for President. Male - 30-34 - Detroit -
- Negro
I don't follow him too much just like the others, trying to do the best he can.
- Male - 50-54 - Detroit - White
Black people. Male - 21-24 - Pontiac - White
Green horn. Female - 65 and Over - Kalamozoo - White
He's unsure of himself. He can't substantiate his claims. Male - 45-49 - Marshall -
White
Out of his mind. Male - 45-49 - Detroit - White
Wierd Vietnam policy. Female - 25-29 - Comstock - White
A program for everybody and everybody for a program. Male - 35-39 - Comstock - White
Eggleton. Male - 30-34 - Spring Arbor
Poor. Male - 17-20 - New Baltimore - White
My taxes are going down. Male - 21-24 - Bangor - White
I get scared. He frightens me. Female - 35-39 - Oak Park - White
The working man's problems. Male - 45-49 - Detroit - Negro
He would make a better President. Male - 65 and over - Inkster - Negro
Crazy. Male - 35-39 - Adrian - White
Too Radical. Male - 21-24 - Ann Arbor - White
More for kids, thinks he's talking about getting out of Vietnam. Female - 17-20 -
Ann Arbor - White
I would rather not comment. Male - 30-34 - Grand Rapids - White
He's got a good background and would do good as next President. Male - 21-24 - Detroit -
White
Running for President. Male - 65 and Over - Adrian - White
I wonder if he is the man for the job. Male - 21-24 - Detroit - White
He's fooling his way. Male - 35-39 - Royal Oak Park - White
I would not vote for him. Male - 60-64 - Royal Oak - Negro
I only wish someone better was in the party. Female - 50-54 - Flint - White
High standards of living for retirees. Male - 35-39 - Detroit - White
No opinion. Male - 21-24 - Detroit - White
Foolish. Female - 21-24 - Detroit - Negro
He is all for the draft. Male - 21-24 - Detroit - White
Idealist. Female - Female - 55-59 - Flint - White
George Wallace (because he was another candidate). Male - 30-34 - Leonard - White



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What is the first thing that comes to your mind when you think about George McGovern?

Social concern, oriented towards the little guy. Male - 21-44 - Ann Arbor - White
More honest than usual. Female - 21-24 - Ann Arbor - White
People are for him because they can communicate with him. Female - 25-29 - Ann Arbor - White
Honest man. Male - 35-34 - Wayne - White
Democratic president. Female - 40-44 - Detroit - Negro
He handled something wrong. Female - 40-44 - St. Johns - White
Will make a good president. Male - 65 and Over - Detroit - Negro
There is so much to be done that it might take a while for him to straighten everything up. Female - 40-44 - Detroit - Negro
Lots of promises he don't keep. He promises but he can't deliver. Female - 40-44 - Watervliet - White
Busing. Female - 40-44 - Livonia - White
That he will make conditions better. Female - 45-49 - Detroit - Negro
He say he will cut down on taxes. Male - 30-34 - Muskegon - Negro
Don't like him. Male - 35-39 - Redford - White
The war. What he said and how he would handle it. I disapprove of how he was going to take away the money for defense. Female - 25-29 - Detroit - White
I don't like him. He is just two faced. Says one thing, then changes to opposite side. Female - 40-44 - Detroit - White
Welfare. Male - 17-20 - Saginaw - Negro
I'am not crazy about him. Female - 30-34 - Detroit - White
Communist radical. Extreme hate. Male - 21-24 - Battle Creek - White
He seems to be a strong willed man. Female - 35-39 - Hudsonville - White
Way out on a limb. Male - 30-34 - Vassar - White
Peace in Viet Nam. Male - 21-24 - Rochester - White
He's a jack ass - pulled rotten things to get nomination. Female - 40-44 - Detroit - White
I haven't thought much about him. Female - 60-64 - Bay City - White
I don't like him. I just don't trust him. Female - 45-49 - Jackson - White
He's trying to do what's right. Female - 45-49 - Mt. Pleasant - White
I think he is wish-washie from his handling of his 1st choice as Vice President. Female - 50-54 - Reese - White
Democratic. Male - 45-49 - Detroit - Negro
Youth, he has most of the youth votes that all. Female - 21-24 - East Lansing - White
He's a liberal. Male - 65 and Over - Baldwin - White
He is no good. Female - 40-44 - Detroit - White
A phony. Male - 60-64 - Iron River - White
He's for poor people. Female - 65 and Over - Iron City - White
Nothing, he leaves me so cold and a bit of a bore like Nixon used to be. Female - 55-59 - Farmington Township - White
No chance to win. Male - 21-24 - Traverse City - White
He is too socially oriented. He wants to do away with free enterprise system. Male - 35-39 - Royal Oak - White
Type who would rob everyone of incentive they had to work. Male - 40-44 - Muskegon - White
He's buying to get elected the best way he knows how. Male - 55-59 - Detroit - White

