

**The original documents are located in Box 65, folder “October 18, 1972 - Clark MacGregor - Future Polling” 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 18, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Future Polling

This memorandum will outline our revised polling program for the period between now and the end of the campaign.

We will continue to do telephone interviewing on the WATS lines at ORC through this Sunday, October 22. We will then cut off our daily telephone interviewing on the 22nd. Our schedule for the remaining phone polls is as follows:

	<u>Flash Report</u>	<u>Full Report</u>
Pennsylvania	10/18	10/19
Illinois	10/20	10/21
Ohio	10/21	10/23
California	10/23	10/24
New York	10/24	10/25
New Jersey	10/24	10/25
Connecticut	10/24	10/25

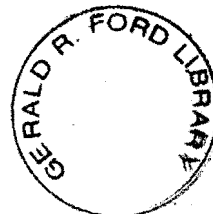
We will also begin interviewing Friday, October 19, for personal interview surveys in New York, California and Pennsylvania. The ballot data on these studies will be available late Tuesday, October 24, and the full report and data will be available Wednesday, October 25. The questionnaire for these personal interview polls is attached.

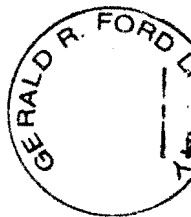
This will leave us \$9,000 under our original polling budget and give us the flexibility to do two or three quick panels or telephone polls over the weekend of the 28th and 29th if we see any movement or the need arises.

Determined to be an  
Administrative Marking

~~CONFIDENTIAL/EYES ONLY~~

By CCG NARA, Date 2/8/2010





Hello, I'm Mrs. \_\_\_\_\_ from Market Opinion Research, a national research company with headquarters in Detroit. We are making a study of problems and political figures in \_\_\_\_\_ and would like to have your opinions.  
(state name)

1. Are you now registered to vote here in \_\_\_\_\_ ? YES (GO TO Q. 2) . . . . 1  
(state name) NO (TERMINATE). . . . 2

2. What one thing has been or will be most important in determining how you will vote for President this fall? \_\_\_\_\_

3. Do you approve or disapprove of the way President Nixon is handling the Vietnam situation? APPROVE . . . . 1  
DISAPPROVE. . . . 2  
NO OPINION. . . . 3

4. Now, I'm going to hand you a sample election ballot. I would like you to mark it just as you would if the election were being held today.

Here is another ballot on which you can indicate how strongly you feel about the candidate you voted for on the sample ballot. Please mark the position on it that best describes your feelings.

Please put them in the envelope, seal it, and return it to me.

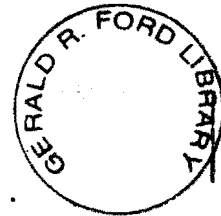
5. In the election this fall will you definitely vote, probably vote, may or may not vote, probably not vote, or definitely not vote? DEFINITELY VOTE . . . . . 1  
PROBABLY VOTE . . . . . 2  
MAY OR MAY NOT VOTE . . . . 3  
DEFINITELY NOT VOTE . . . . 4  
DON'T KNOW. . . . . 5

6. Do you think George McGovern or Richard Nixon would do the better job of keeping corruption and influence peddling out of the Federal Government over the next four years? GEORGE MCGOVERN . . . . . 1  
RICHARD NIXON . . . . . 2  
DON'T KNOW. . . . . 3

7. Senator McGovern has charged that the Nixon administration is one of the most corrupt in history. Some people have said that this is simply a political charge by a desperate politician who is far behind. Others agree with him and think President Nixon needs to answer and explain these charges. Which side do you agree with? POLITICAL CHARGE BY  
DESPERATE POLITICIAN . . . 1  
MOST CORRUPT ADMINISTRATION AND NEEDS EXPLAINING 2  
DON'T KNOW. . . . . 3

8. Generally speaking, do you consider yourself a Republican, a Democrat, an Independent or what? REPUBLICAN . . . . . 1  
INDEPENDENT. . . . . 2  
DEMOCRAT . . . . . 3  
DON'T KNOW . . . . . 4

9. In the last general election in which you voted, which answer on this card (HAND POLITICAL CARD) best describes how you voted for state and local offices such as Governor and Senator? STRAIGHT DEMOCRATIC . . . . . 1  
MOSTLY DEMOCRATIC . . . . . 2  
A FEW MORE DEMOCRATS THAN  
REPUBLICANS . . . . . 3  
ABOUT EQUALLY FOR BOTH PARTIES. 4  
A FEW MORE REPUBLICANS  
THAN DEMOCRATS. . . . . 5  
MOSTLY REPUBLICAN . . . . . 6  
STRAIGHT REPUBLICAN . . . . . 7  
NEVER VOTED . . . . . 8  
DON'T KNOW. . . . . 9



10. For whom did you vote for President in 1968?

NIXON . . . . . 1  
HUMPHREY. . . . . 2  
WALLACE . . . . . 3  
DIDN'T VOTE . . . . . 4  
DON'T KNOW. . . . . 5

Now a few questions for statistical purposes...

11. What is your approximate age? (SHOW AGE CARD)

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

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

GRADE SCHOOL OR LESS  
(Grades 1-8). . . . . 1  
SOME HIGH SCHOOL . . . . . 2  
GRADUATED HIGH SCHOOL  
(Grades 9-12) . . . . . 3  
VOCATIONAL/TECHNICAL  
SCHOOL. . . . . 4  
SOME COLLEGE . . . . . 5  
GRADUATED COLLEGE. . . . . 6  
POST GRADUATE WORK . . . . . 7  
REFUSED. . . . . 8

13. What is your religion?

ROMAN CATHOLIC . . . . . 1  
PROTESTANT (eg. Baptist,  
Methodist, etc.). . . . . 2  
JEWISH . . . . . 3  
OTHER (SPECIFY) . . . . . 4

14. (BY OBSERVATION) RACE:

WHITE. . . . . 1  
NEGRO. . . . . 2  
ORIENTAL . . . . . 3  
SPANISH-AMERICAN . . . . . 4  
OTHER (SPECIFY) . . . . . 5

15. Are you a labor union member?

YES . . . . . 1  
NO. . . . . 2

a. (IF "NO" ASK:) Is any member of your immediate family a union member?

YES . . . . . 1  
NO. . . . . 2

16. (BY OBSERVATION) Sex:

MALE. . . . . 1  
FEMALE. . . . . 2

17. (SHOW INCOME CARD) Which classification includes your TOTAL FAMILY INCOME in 1971 before taxes?

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