

The original documents are located in Box 41, folder “Market Opinion Research (1)” of the James M. Cannon Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

[Oct. 1975]

Pon Group

Crime - what proposed
what he may propose

would you like Redout
sup can be cut 5%
10%

* Justins West du Dharma -
Edwards

* Break the Stereotype



[Oct. 1975]

NW
Jlu

What Jones Plan -

Process -

some
Description of The President.

- Factors -
- 1) general feelings - goals & aspirations - people looking for
 - 2) Jones - interpretation of issues - what needs to be done.
 - 3) testing alternative solutions -
 - 3) alternative toward institutions -
say BUSINESS



[Oct. 1975]

My father

Every (a) person
b) thinkers
c) independent

R. J. G. J. G.

C. M. (D. J. G. -

School -

Honour

Lawyer

Death Care.

Alan - Phetone and idea can
work deep on
expectations.

He did what the friends
is right



[Oct. 1975]

- 1) Those violent leaders &
concern for org guy -
What does he worry about
every day.
- 2) guy who is what's up?
- 3) someone who gets results

Key up -

when in that position
use as in solution



LLOYD A. FREE
1740 MASSACHUSETTS AVENUE, N. W.
WASHINGTON, D. C. 20036
TEL.: (202) 785-6269

October 8, 1975

TO: The Vice President

FROM: Lloyd Free

SUBJECT: How the President can Win Both the Nomination and the Election

Actually, I seriously doubt that the President will have much trouble gaining the nomination unless he seriously stubs his toe in the coming months. In the first place, it is difficult to conceive of the Republican Party failing to name an incumbent President. Secondly, Ford is way out in front, ahead of Reagan as the choice of Republicans generally: 45% to 19% in a recent Gallup Poll. The President also has an invaluable asset: A "nice guy" image somewhat along the lines of that enjoyed by Eisenhower, plus a conservative orientation which Republicans generally are bound to find congenial.

Thus the question really becomes one of how Ford will do in the primaries if Reagan continues to make the race. Here the polls I am recommending in an accompanying memo are absolutely necessary, plus vigorous campaigning by the President in the states he decides to run in.

While Ford's image is perfect enough for acquiring the nomination, his conservative stance is not as well positioned as a middle-of-the-road one would be in terms of the general election. However, only a bit of shading in the direction of showing more compassion for people is possible between now and the election. To do any flip-flop would leave both liberals and conservatives so bewildered that the President's cause could be gravely damaged.

Having acquired the nomination, he should therefore conduct the campaign as a conservative -- not, obviously, of the extremist, John Birch type but as an intelligent leader who is particularly concerned about alleviating the burdens of middle class citizens. (In this connection, the President's "popularity" rating is highest among professional and business people and those with incomes of over \$15,000 a year and a college education.)

To make this appeal to the conservative elements more compelling, the President should connect up his desire to hold down government spending not only with avoiding inflation (which is what he has done mostly up till now) but also with keeping taxes down. Crazily enough, the majority of our schizophrenic public doesn't mind spending, as such; they only mind taxes. And on that score the pressure on the middle class from both Federal and State and local taxes has obviously grown through the years. From this point of view, the President's position in regard to cutting taxes if spending is reduced is a masterpiece; masterful in punching in the message.

The fact that only 21% of the public now considers itself to be Republicans (vs. 44% who say they are Democrats and 35% independents) is not really much of ^a drawback any more. The crucial bulk of the citizenry tends to vote for individual candidates these days, regardless of party labels.

However, Ford's "nice guy" image and his anti-big government and anti-tax positions may not prove to be quite enough, depending upon who his Democratic opponent turns out to be. The main trouble is that, while the President is obviously trying to pin a "do-nothing" tag on Congress, actually the public is tending also to see him as a "do-nothing" President. For example, a Gallup poll in September showed that, when asked to name Ford's most important achievement, one-fourth believed he hadn't accomplished anything of note, and an additional one-fourth had no opinion or couldn't answer. Among the one-half who did reply, as yet unpublished figures show a low degree of mentions (6%-7%) of the Mayaguez affair (his most notable achievement to date), getting out of Viet Nam, diplomatic relations in general -- all of which are in the international arena which is generally assumed to be Kissinger's province primarily -- plus restoring faith in the Presidency. Please note that not one single domestic issue received enough mentions to be listed separately.

In line with this, a recent Harris survey shows that, while the ratings given the President in such respects as "working for peace in the world" tend to be moderately favorable, the ratings on such domestic matters as "really caring what happens to the unemployed", "keeping the economy healthy", and "handling inflation" are in most cases crushingly negative.

To overcome his do-nothing image, it is especially important that the President advance some dramatic proposals for the future over the coming months -- proposals which, ideally, would not involve increases in expenditures

or taxes, but would relate to problems the public is vitally concerned about. Such things are not easy to dream up, but I shall give some examples below, chiefly to spur your own imagination.

To start with, there are various types of legislative changes and/or law enforcement which could accomplish a good deal while costing very little. One would be amendments to the tax laws making it less possible for the wealthy to get away with paying little or no taxes -- yet such a move would look awfully good to middle class elements which feel unfairly discriminated-against under the present tax structure.

Similarly, a good deal might be done by way of stricter enforcement or tightening up of the anti-trust laws -- which, with the present tendency of the market not to respond to traditional motivations, could be turned into an appealing consumer protection device.

Obviously also, a few dramatic steps in regard to law enforcement could be very effective in view of the rising crime rate which is reflected in greatly increased anxiety about personal safety.

Another broad grouping of steps that wouldn't cost anything in terms of the budget would be a few more along the lines of the proposed Energy Independence Authority. The same method could be used to stimulate employment without increasing inflation through government spending by beefing up and modernizing some of our American industries which are today virtually stagnant or obsolescent. One example perhaps is housing.

~~CONFIDENTIAL~~

LLOYD A. FREE
1740 MASSACHUSETTS AVENUE, N. W.
WASHINGTON, D. C. 20036
TEL.: (202) 785-6269

October 8, 1975

TO: The Vice President
FROM: Lloyd Free
SUBJECT: Polling during the Presidential campaign

Having just returned from a hectic trip, I can now prepare the memo you wanted on the polling which should be undertaken in preparation for the 1976 election.

To start with, I would recommend at this stage (subject to later revision) that not more than four nation-wide polls be commissioned, each of which would cost about \$55,000. The first should be undertaken as soon as possible; the second early next year (February or March); the third in May or June; and the final one after the Democratic nominee has been chosen.

As I see it, these surveys would include all the aspects that you have become accustomed to in my polling efforts, among others:

- The image the public tends to hold of the President;
- The amount of trust and confidence the people have in him both in general and in connection with handling certain major problem areas;
- What the public thinks an ideal President should do about a considerable range of issues and what they think the Ford Administration is likely to do;
- How respondents place both themselves and the President on a spectrum ranging from very conservative to very liberal to see how well they think the President conforms to their own values;
- What they like best and what they like least about Mr. Ford;
- How they react to certain statements, favorable and unfavorable, about him that will by then have gained public currency;

- How worried or concerned they are about various issues;
- What stands would make them more or less likely to vote the Republican ticket;
- Trial heats pitting different Democratic contenders, along with where appropriate potential third party candidates, against Ford; etc.

Both before and in between these national surveys, there will, of course, be a good deal to be drawn on from the regular published polls, including a succession of significant trial heats. To flesh these out, it may be advisable to conduct some polls by telephone to get quick readings on current issues as they arise and to keep in touch with the public mood in general. I doubt if there would be much point to doing more than one of these a month on the average, not on any strictly scheduled basis but as occasion warrants. These would cost between \$4,400 for a total of five questions up to \$5,700 for ten questions.

Finally, needless to say, there is the all important matter of polls within states to determine where the President should enter individual primaries (to the extent he has a choice) and/or where he should campaign intensively. The emphasis here, would, of course, be on trial heats; but some of the items mentioned above in connection with the national surveys could also be covered. These would cost somewhere between \$15,000 and \$20,000 each.

In the present situation with the Reagan threat in the background, unless Ford's only likely opponent backs out of the race, it goes without saying that the need for these state polls can hardly be overestimated; they should be arranged for in the near future. As you know, the New Hampshire primary is now set for February 24th -- and that, in my opinion, is one the President cannot duck unless Reagan does not enter.

MEETING WITH DICK CHENEY,
JIM LYNN, ALAN GREENSPAN,
BOB TEETER (Market Opinion)
Wednesday, October 15, 1975
5:30 p.m.

Mr. Cheney's Office

T- *Goals etc
as per
what came*

*file
'76*

Ford

III

Issues

Jobs -

1/3

*Exempt
man*



October 15, 1975

MEETING WITH DICK CHENEY, JIM LYNN, ALAN GREENSPAN,
BOB TEETER (Market Opinion).

RE: Bob Teeter is in charge of polling for the Campaign

Don Humphreys

10/27/75

STV - 77

Electron =

Nomination -

STV - 76

Person -

what he does
" needs
says
when he goes.

Desirable - some coherence - in legislative
person

Then 84 - Policy
Thinking

Constitutionally he is working toward

Affirmative action

Disparities "

For - Mel - manage the process with
Dish Cheney



Material already in Western
already available.

Trends about 65 - down

Can 15 - 21 -

It's Ford or a Democrat

Fieldwork - greatest influence on
any deliberate loss

① Constitution

② What series are being

2 - 3 or 4 that act
across this constituency

Analysis are available
info - my copy, etc,
etc -



Perception of Force



then to handle this -
do this, don't do that.

RP last time President who
stays on for policy & defense

3 weeks.

6 weeks

THE WHITE HOUSE
WASHINGTON

October 30, 1975

MEMORANDUM FOR : DICK CHENEY
FROM : JIM CANNON
SUBJECT : Market Opinion Research
Poll

Attached are my suggested changes
and/or additions to the U.S. National
Study prepared by Market Opinion
Research.

Attachment

4 C I suggest "The President" instead of "Executive Branch of Government".

8F 4 It seems to me that "unjustified" loads the question. Wouldn't it be better to say "The power of organized labor to get wage increases that exceed the cost of living?"

22 A 1 This question talks only about money. It seems to me that first this question should be asked:

1. Do you as parents feel your children are getting a proper education?
2. If not, to what do you attribute the low caliber of education?
 - a) Quality of teachers
 - b) Lack of discipline
 - c) Racial problems in the school
 - d) Not enough money
 - e) Other

22 A 2 The question is also focused narrowly on money. A first question in this group might be --

"Would you attribute the inadequacy of police protection to:

- "1) Lack of discipline
- "2) Lack of training
- "3) Poor pay
- "4) Other

23

We would get a poor reading from this question as stated. Why not restate it this way:

"Do you think Government assistance to the poor should be in the form of direct cash payments, or in the form of coupons such as food stamps, and other assistance such as free hot meals and payments of medical services?"

24 A

I would suggest an additional question:

"How long do you think a person who has lost his job should receive Federally-financed unemployment compensation?"

___ 3 months

___ 6 months

___ 9 months

___ 1 year

___ Until he gets his old job back?

26 A

In this group, I would suggest these additional questions:

"Who is best able to care for the poor?

"___ the Federal government?

"___ the State government?

"___ the local government?

"___ private charities?

"___ family?

"___ Other?

I suggest this additional question also.

26 B Do you feel the Federal government should provide cash assistance, food stamps, and other assistance to a family if their family income totals more than the official poverty level - about \$100 weekly for a family of four?

☐ Yes

☐ No

26 C Can people live on that in your community?

☐ Yes

☐ No

26 D Do you believe the Federal government should provide school lunches for children of families above the poverty level?

☐ Yes

☐ No

26 E In a Federal Assistance Program, do you believe in order to be fair, the same amount of Federal aid should be paid in one state as in another?

☐ Yes

☐ No

35 To precede Question 35:

Would it not be better to first establish a person's level of fear about crime with such questions as these?:

- 1) Have you ever been a victim of a crime?
- 2) Has a relative, friend, or neighbor been a victim of a crime?
- 3) Do you believe in a neighborhood where people are concerned about crime?

42 Perhaps the first question should be:

Health costs are increasing at twice the rate of other costs. Do you think the Federal Government should take steps to control health costs before any government insurance plan should be enacted?

That would set the stage for the present question 42:



Regulatory Reform

To establish public perception about Federal interference in the lives of individuals, we might add these questions:

- a) What personal contact have you had with any agency of the Federal Government?
- b) What do you believe the Federal Government does best?
- c) How would you rate the performance of the Federal person or agency you dealt with?

☐ Favorable ☐ Too much red tape
☐ Too many forms
☒ Lack of courtesy
☐ Infringement upon private affairs

Interference with Businessmen

If you are in business, have you had a recent experience with a Federal Agency? How would you rate the person or agency you dealt with?

Do you believe Federal regulations have increased your cost of doing business?

☐ Significantly
☐ Quite a bit
☐ Not too much
☐ No inconvenience

To follow the 22 series.

Do you think the Federal Government should be required to have a balanced budget?

☐ Yes ☐ No



U.S. NATIONAL STUDY

Draft Questionnaire

October 28, 1975

Hello, I'm _____ from Market Opinion Research Company, an international research company with headquarters in Detroit. We are making a study of problems and political figures in the United States and would like to have your opinions.

1. Now, I'd like you to think about you and your family's plans for the future. What are your main goals and hopes you and your family are trying to work toward and fulfill? (PROBE)

a. Do you believe this is a goal that the government should or should not help you to attain?	Should.1 Should not.2 Don't know.0
---	--

b. Are the government's actions helping you or hindering you in achieving this goal, or not making any difference?	Helping1 Hindering2 No difference3 Don't know.0
--	--

2. Some people think that certain groups have too much influence in American life and politics, while other people feel that certain groups don't have as much influence as they deserve. Are there any groups or kinds of people which you think have too much influence and are getting more than their fair share? (PROBE)

- a. Are there any groups which you think don't have as much influence as they deserve and are receiving less than their fair share? (PROBE) (IF RESPONDENT SAYS PEOPLE LIKE ME, ASK:) How would you describe yourself?



3. Some people think that certain groups have too much influence in American life and politics, while other people feel that certain groups don't have as much influence as they deserve. On this card (HAND CARD) are three statements about how much influence a group might have. For each group I read to you, just tell me the number of the statement that best says how you feel. The first group is Labor Unions.

	<u>Too Much Influence</u>	<u>Just About The Right Amount of Influence</u>	<u>Too Little Influence</u>	<u>Don't Know</u>
a. Labor Unions	1	2	3	0
b. Workingmen	1	2	3	0
c. Big Business	1	2	3	0
d. Blacks	1	2	3	0
e. Liberals	1	2	3	0
f. Young People	1	2	3	0
g. Women	1	2	3	0
h. Television Commentators	1	2	3	0
i. Republicans	1	2	3	0
j. People on Welfare	1	2	3	0
k. Democrats	1	2	3	0
l. Middle-class People	1	2	3	0
m. People like me	1	2	3	0



Now I'm going to mention several institutions in our society and as I mention each one, I'd like you to tell me how satisfied you are with its performance - very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied, don't know. (HAND SATISFACTION CARD). (ROTATE LIST)

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neither Satisfied Nor Dissatisfied</u>	<u>Dis-satisfied</u>	<u>Very Dis-satisfied</u>	<u>Don't Know</u>
major companies	1	2	3	4	5	0
organized religion	1	2	3	4	5	0
executive branch of government	1	2	3	4	5	0
organized labor	1	2	3	4	5	0
Congress	1	2	3	4	5	0
State government	1	2	3	4	5	0
school systems	1	2	3	4	5	0
press/media	1	2	3	4	5	0
political parties	1	2	3	4	5	0
Supreme court	1	2	3	4	5	0
local government	1	2	3	4	5	0

F VERY DISSATISFIED WITH ANY OF THE ABOVE ASK: I'd like to have you look at these reasons that other people have told us as to why they are dissatisfied with institutions and have you tell me which of these is the major reason why you are dissatisfied with ABOVE MENTION)

	<u>A</u>	<u>Reason B</u>	<u>C</u>	<u>D</u>
major companies	1	2	3	4
organized religion	1	2	3	4
executive branch of government	1	2	3	4
organized labor	1	2	3	4
Congress	1	2	3	4
State government	1	2	3	4
school systems	1	2	3	4
press/media	1	2	3	4
political parties	1	2	3	4
Supreme court	1	2	3	4
local government	1	2	3	4

Reasons for dissatisfaction in Q. 4:

- A. Doesn't listen to people/Too big/Impersonal
- B. Doesn't meet real needs of the people/irrelevant in today's world
- C. Run by selfish, dishonest people/Out for their own gain
- D. Against the average man/Works for the



a. (FOR EACH PROBLEM IN Q. 1 ASK:) What would you like to see done about this problem? (RECORD BELOW FOR EACH PROBLEM)

b. (FOR EACH PROBLEM IN Q. 1 ASK:) Now, what do you feel might be the role of the federal government in helping to solve this problem -- a major role, a minor role, or almost no role in helping to solve that problem? (RECORD BELOW FOR EACH PROBLEM)

Q. 1 Problem

1a. Solution

1b. Federal
Government Role

#1

Major role 1
Minor role 2
Almost none 3
Don't know 0

c. How much confidence do you have that President Ford can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0

d. How much confidence do you have that Congress can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0



5. What do you think are the two or three most important problems facing the U.S. as a nation at this time? (RECORD BELOW IN SPACES PROVIDED)

a. (FOR EACH PROBLEM IN Q. 2 ASK:) What would you like to see done about this problem? (RECORD BELOW FOR EACH PROBLEM)

b. (FOR EACH PROBLEM IN Q. 2 ASK:) Now, what do you feel might be the role of the federal government in helping to solve this problem -- a major role, a minor role, or almost no role in helping to solve that problem? (RECORD BELOW FOR EACH PROBLEM)

Q. 2 Problem

2a. Solution

2b. Federal
Government Role

#2

Major role 1
Minor role 2
Almost none 3
Don't know 0

c. How much confidence do you have that President Ford can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0

d. How much confidence do you have that Congress can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0



5. What do you think are the two or three most important problems facing the U.S. as a nation at this time? (RECORD BELOW IN SPACES PROVIDED)

a. (FOR EACH PROBLEM IN Q. 3 ASK:) What would you like to see done about this problem? (RECORD BELOW FOR EACH PROBLEM)

b. (FOR EACH PROBLEM IN Q. 3 ASK:) Now, what do you feel might be the role of the federal government in helping to solve this problem -- a major role, a minor role, or almost no role in helping to solve that problem? (RECORD BELOW FOR EACH PROBLEM)

Q. 3 Problem

3a. Solution

3b. Federal
Government Role

#3

Major role . . . 1
Minor role . . . 2
Almost none . . . 3
Don't know . . . 0

c. How much confidence do you have that President Ford can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0

d. How much confidence do you have that Congress can help to solve this problem -- a great deal of confidence, only some confidence, or hardly any confidence at all?

A great deal 1
Only some 2
Hardly any 3
Don't know 0



6. Overall, do you think the quality of life in the United States is better, worse, or about the same as it was a year or two ago?

Better 1
Worse 2
About the same 3
Don't know 0

7. Looking ahead, do you think the quality of life in the United States will be better, worse, or about the same a year or two from now than it is today?

Better off 1
Worse off 2
About the same 3
Don't know 0

8. I would like to hand you a group of cards. On each card is a problem or issue facing the country. I would like you to hand me the card with the issue that most concerns you, then hand me the card with the problem that is second most important to you, and continue handing me the cards in order of their importance until you have handed me all of the cards. (HAND ISSUE CARDS AND BE SURE TO SHUFFLE. CIRCLE NUMBER INDICATING ORDER THEY ARE HANDED BACK TO YOU -- 1,2,3, etc.)

	RANK ORDER								
Inflation/Cost of living	1	2	3	4	5	6	7	8	9
Unemployment	1	2	3	4	5	6	7	8	9
Crime/Drug Abuse	1	2	3	4	5	6	7	8	9
Government spending	1	2	3	4	5	6	7	8	9
Education	1	2	3	4	5	6	7	8	9
Taxes	1	2	3	4	5	6	7	8	9
Keeping the U.S. out of war	1	2	3	4	5	6	7	8	9
Energy	1	2	3	4	5	6	7	8	9
Maintaining good relations with other countries	1	2	3	4	5	6	7	8	9



- a. Which rising prices or costs concern you the most?
(PROBE FOR MULTIPLE RESPONSES)

Food.	1
Medical.	2
Housing.	3
Clothing.	4
Rent.	5
Loans/Interest.	6
Utilities.	7
Gasoline.	8
Transportation	9
Other _____	1
(SPECIFY TO LEFT)	
Everything.	2
Don't know.	0

- b. (FOR EACH SPECIFIC PRICE/COST MENTIONED ABOVE, ASK:) Who or what do you think is most to blame for _____ prices being too high?

WRITE AND UNDERLINE EACH PRICE/COST FOLLOWED BY WHO OR WHAT RESPONDENT BLAMES.

- c. (FOR EACH SPECIFIC PRICE/COST MENTIONED IN b, ASK: Do you think there is anything the federal government could do that could help hold down _____ prices?

	First	Second	T
Yes.	1.	1.	
No.	2.	2.	
Don't know. .0. . . .	0.	0.	

- d. What? (WRITE AND UNDERLINE EACH PRICE/COST FOLLOWED BY WHAT RESPONDENT THINKS COULD BE DONE)



e. I'm going to read you six things other people have told us have caused inflation. As I mention each one I would like you to tell me if you think it has or has not been an important cause of inflation.

f. Which one do you think has been the most important cause? (HAND CARD)

		<u>Has</u>	<u>Has</u> <u>Not</u>	<u>Don't</u> <u>Know</u>	<u>Most</u> <u>Important</u>
#1	Mistakes and poor planning by the Ford administration.	1	2	0	1
#2	Overspending by the U.S. Congress.	1	2	0	2
#3	The desire on the part of big business for large profits.	1	2	0	3
#4	The power of organized labor to get unjustified wage increases.	1	2	0	4
#5	Worldwide demands for goods rising faster than the ability to meet them.	1	2	0	5
#6	The increase of oil prices by Arab oil producing countries.	1	2	0	6



#1. Why do you think unemployment is the most important problem? (PROBE)	
#2. Are you or your spouse currently unemployed?	Yes.1 No(GO TO a). . . .2 ↓
a. (IF NO ASK:) Have you or your spouse been unemployed during the past year?	Yes.1 No(GO TO b). . . .2 ↓
b. (IF NO ASK:) During the past year has there been any time that you felt either you or your spouse were in serious danger of being laid-off?	Yes.1 No2

9. If you had to choose, would you rather see . . .

- a. The rate of unemployment reduced even if it meant allowing prices to rise further, or . . .
- b. Would you rather see prices kept from going up even if it meant allowing an increase in the number of unemployed?

Unemployment reduced/High prices preferred . . . 1
 Lowered prices/Increased unemployment preferred2
 Don't know0

10. Thinking about our economic problems, do you think the people will have to turn more and more to the federal government for protection through price controls, or do you think government price controls seriously disrupt the economy and are not the long range answer?

Need more control.1
 Controls not the answer. . .2
 Don't know0

11. Thinking about the recession we've been in the past several months, do you think the economy is now improving and will continue to improve over the next few months, or do you think things will get worse before they get better?

Will continue to improve.1
 Will get worse before better.2
 Don't know0

12. From what you have read or heard, what has President Ford proposed to speed-up our economic recovery?



13.	President Ford has proposed that taxes be cut by 28 billion dollars, but that this tax cut be accompanied by cutting federal government spending by 28 billion dollars. Do you approve or disapprove of this proposal?	Approve.1
		Disapprove2
		Don't know0
14.	Do you agree or disagree that further tax cuts will help speed our economic recovery?	Agree.1
		Disagree2
		Don't know0
15.	From what you have read or heard, would most of the tax cuts President Ford has proposed go to individuals or to businesses?	To individuals1
		To businesses.2
		Don't know0
16.	From what you have read, seen or heard, if President Ford's proposal is passed, about how much would your taxes be cut?	\$0-50.1
		\$50-100.2
		\$100-2503
		\$250-5004
		\$500-1,0005
		Don't know0
17.	The President has said that the tax cut must be tied to an equal cut in spending. Several Democratic leaders of Congress, including Senators Kennedy and Humphrey, have said we should cut taxes but that this cut cannot be tied to an equal cut in spending because many important programs would be endangered. Do you agree with the President or the Democratic Congressional leaders?	Agree with President1
		Agree with Democratic Congressional leaders.2
		Don't know0
18.	Suppose Congress passed a tax cut bill but didn't cut government spending. Do you think President Ford should or should not sign the bill?	Should.1
		Should not.2
		Don't know.0
19.	Who do you have the most confidence in to speed economic recovery - President Ford or Congress?	President Ford.1
		Congress.2
		Neither (VOLUNTEERED)3
		Don't know.0



20. Suppose your total taxes for the year are \$1,000 and you were free to choose how much would go to each level of government. How much of your \$1,000 in taxes would you give to your (READ LIST - ROTATE ITEMS)

	<u>Amount of taxes</u>	<u>Level of Government</u>
Local government	_____	1
State government	_____	2
Federal government	_____	3
Don't know		0

(WHEN RESPONDENT MENTIONS FIRST AMOUNT OF TAXES (e.g. \$600) SUBTRACT IT FROM THE \$1,000 TOTAL AND GIVE RESPONDENT THE BALANCE FIGURE (e.g. \$400) BEFORE ASKING NEXT LEVEL OF GOVERNMENT)

21. Most people think government spending should be cut. In what areas do you think government spending should be cut?

22. Here's a list of the major areas where the federal government spends money and of each \$1,000 in tax money, how much is being spent in each area. If you had to cut \$100 from this list, how much would you cut in each area? (HAND CARD - WRITE AMOUNTS BELOW)

National defense _____
Space program _____
Aid to education _____
Medicare/Medicade _____
Food stamps _____
Foreign aid _____

Social Security _____
Aid to dependent _____
Children _____
Anti-crime programs _____
Hot lunch program _____
Environment _____
protection _____
Subsidy to farmers _____



each - excellent, good, poor, very poor, or so-so?

#1. Providing the children in your area with good quality education.

JOB BEING DONE IS ---

Excellent

Good

So-So

Poor

Very Poor

Don't Know

5

4

3

2

1

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed.1
Present money spent unwisely. . . .2
Don't know.0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing.1
Not willing.2
Don't know.0

d. Do you think there are or are not many places in America where this service/program is poorly done?

ARE

1

ARE NOT

2

DON'T KNOW

0

GO TO
2

GO TO
2

e. Do you think the federal government should or should not provide money to help improve this service/program for people in other parts of the country?

Should.1
Should not.2
Don't know.0

f. Would you be willing or not willing to have a moderate increase in your federal income tax if the additional money was all used to improve this program/service for people in other parts of the country?

Willing.1
Not willing.2
Don't know.0



JOB BEING DONE IS ---

Excellent

Good

So-So

Poor

Very Poor

Don't Know

5

4

3

2

1

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed. . . .1
Present money spent unwisely. . . .2
Don't know. . . .0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0

d. Do you think there are or are not many places in America where this service/program is poorly done?

ARE

1

ARE NOT

2

GO TO
3

DON'T KNOW

0

GO TO
3

e. Do you think the federal government should or should not provide money to help improve this service/program for people in other parts of the country?

Should. . . .1
Should not. . . .2
Don't know. . . .0

f. Would you be willing or not willing to have a moderate increase in your federal income tax if the additional money was all used to improve this program/service for people in other parts of the country?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0



#3. Maintaining a strong national defense.

JOB BEING DONE IS ---

Excellent

Good

So-So

Poor

Very Poor

Don't Know

5

4

3

2

1

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed.1
Present money spent unwisely. . . .2
Don't know.0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing.1
Not willing.2
Don't know.0



#4. Helping poor people in the country get adequate food and housing.

JOB BEING DONE IS ---

Excellent

5



Good

4



So-So

3



Poor

2



Very Poor

1



Don't Know

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed.1
Present money spent unwisely. . . .2
Don't know.0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing.1
Not willing.2
Don't know.0



#5. Reducing the air and water pollution in your city or town.

JOB BEING DONE IS ---

Excellent

Good

So-So

Poor

Very Poor

Don't Know

5

4

3

2

1

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed. . . .1
Present money spent unwisely. . . .2
Don't know. . . .0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0

d. Do you think there are or are not many places in America where this service/program is poorly done?

ARE

1

ARE NOT

2

GO TO
6

DON'T KNOW

0

GO TO
6

e. Do you think the federal government should or should not provide money to help improve this service/program for people in other parts of the country?

Should. . . .1
Should not. . . .2
Don't know. . . .0

f. Would you be willing or not willing to have a moderate increase in your federal income tax if the additional money was all used to improve this program/service for people in other parts of the country?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0



#6. Upgrading your local streets and keeping them in good condition.

JOB BEING DONE IS ---

Excellent

5

Good

4

So-So

3

Poor

2

Very Poor

1

Don't Know

0

a. Do you think too much money is spent on this or about the right amount?

Too much money. . . .1
Right Amount. . . .2
Don't know. . . .0

b. Do you think more money is needed for this or that the present money is not spent wisely?

More money is needed. . . .1
Present money spent unwisely. . . .2
Don't know. . . .0

c. Moderate increase in your taxes if the additional money was all used to improve this service/program?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0

d. Do you think there are or are not many places in America where this service/program is poorly done?

ARE

1

ARE NOT

2

GO TO
23

DON'T KNOW

0

GO TO
23

e. Do you think the federal government should or should not provide money to help improve this service/program for people in other parts of the country?

Should. . . .1
Should not. . . .2
Don't know. . . .0

f. Would you be willing or not willing to have a moderate increase in your federal income tax if the additional money was all used to improve this program/service for people in other parts of the country?

Willing. . . .1
Not willing. . . .2
Don't know. . . .0

23. Do you think government assistance to the poor should be in the form of direct cash payments or in the form of specified goods and services offered at a lower price?
- | | |
|-----------------------------------|----|
| Cash payments | .1 |
| Specific goods/Services | .2 |
| Don't know | .0 |
-
24. Currently, people continue to receive unemployment compensation until they find a job like the one they held previously. If after 60 days, they have not found a similar job, do you think they should or should not be required to take any job that is available?
- | | |
|----------------------|----|
| Should | .1 |
| Should not | .2 |
| Don't know | .0 |
-
25. Suppose prices are rising faster than wages and salaries. Should people on social security receive an increase to keep-up with rising prices or a smaller increase so they advance no faster than employed people?
- | | |
|----------------------------------|----|
| Keep up with inflation | .1 |
| Samller increase | .2 |
| Don't know | .0 |
-
26. Thinking about your own community, at what income level on this card do you think a family of 4 would need some government financial assistance to get along? (HAND CARD)
- | | |
|------------------------|----|
| \$0-3,000. | .1 |
| \$4,000. | .2 |
| \$5,000. | .3 |
| \$6,000. | .4 |
| \$7,000. | .5 |
| \$8,000. | .6 |
| \$9,000. | .7 |
| \$10,000 | .8 |
| Over \$11,000. | .9 |
| Don't know. | .0 |
-
27. Do you think the federal government should or should not help New York City out of its current financial difficulties?
- | | |
|----------------------|----|
| Should | .1 |
| Should not | .2 |
| Don't know | .0 |
-



Now I'd like to mention several areas the government is involved in and as I mention each one please tell me whether you would be willing or unwilling to have your taxes raised slightly if the money were used for each area. (ROTATE)

	<u>Willing</u>	<u>Unwilling</u>	<u>Don't know</u>
a. Increased aid to the elderly	1	2	0
b. Increased aid to education	1	2	0
c. Improved national defense	1	2	0
d. federal health insurance	1	2	0
e. Increased aid to local police	1	2	0
f. Increased aid to underdeveloped countries	1	2	0

29. Do you think the energy crisis is honestly a very serious problem or that its seriousness has been overstated by politicians and oil companies?
- | | |
|--|---|
| Energy crisis serious problem. | 1 |
| Energy crisis overstated | 2 |
| Don't know. | 0 |

30. Would you be willing or not willing to pay more for gas and oil if it helped the United States achieve energy independence?
- | | |
|------------------------------------|---|
| Willing | 1 |
| Not willing | 2 |
| It depends (VOLUNTEERED) | 3 |
| Don't know | 0 |

- a. Would you be willing or not willing to pay ten cents more a gallon for gas and oil if it helped the United States achieve energy independence?
- | | |
|-----------------------|---|
| Willing | 1 |
| Not willing | 2 |
| Don't know | 0 |

31. Which of the following factors concern you the most about the energy problem? (READ LIST ON SIDE)
- | | |
|--|---|
| Possibility of shortages. | 1 |
| High prices | 2 |
| Dependence on foreign countries. | 3 |
| Don't know. | 0 |

- a. Why do you say that? (PROBE)

32. From what you have read, seen or heard, what do you think President Ford's plan is to help solve the energy problem?



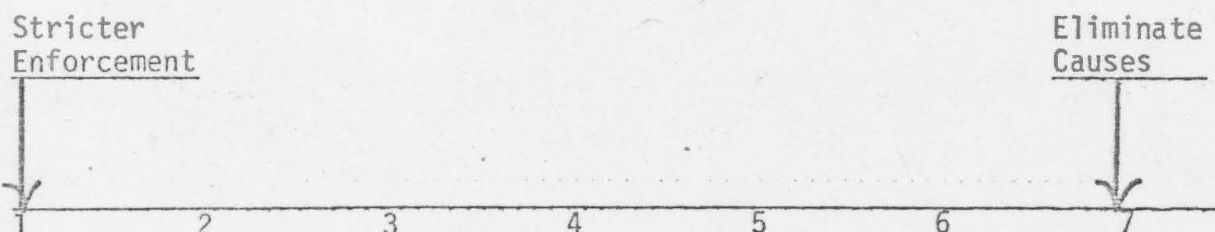
controls on the price of crude oil and natural gas over a period of several months, and while this would raise prices slightly in the short term, it would provide incentives to develop new sources of energy and therefore hold prices down in the long run and make us independent of foreign sources. Do you agree or disagree with this proposal?

Agree.1
Disagree2
Don't know0

34. Do you feel it is worth it or not to eliminate all health risks from smog and pollution if it means: (READ LIST)

	<u>Worth It</u>	<u>Not Worth It</u>	<u>Don't Know</u>
a. Autos will cost \$300 more	1	2	0
b. Electric bills will go up 10%	1	2	0

35. Some people think that the best way to cut down crime is to have stricter law enforcement and to have mandatory sentences for those convicted of crime, while others think the emphasis should primarily be on eliminating poverty and other conditions that cause crime and work on rehabilitating criminals.



_____ a. Where would you place yourself on this scale or haven't you thought much about this?

0 Don't know

8 Haven't thought about it
(GO TO Q.)

_____ b. (Where would you place) Congress?

0 Don't know

_____ c. (Where would you place) the Ford Administration?

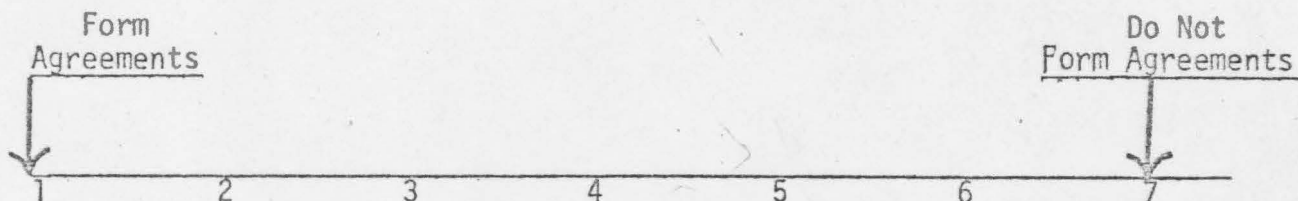
0 Don't know



crime rate. As I mention each one tell me if you think it would or would not help solve the problem. (ROTATE ITEMS)

	Would	Would not	Don't know
a. Improve our prisons and rehabilitation	1	2	0
b. Increase number of policemen	1	2	0
c. Sentence people convicted of crimes to longer jail terms	1	2	0
d. Ban hand guns	1	2	0
e. Mandatory prison terms with no paroles for all crimes	1	2	0
f. Reinstitute capital punishment for serious crimes	1	2	0
g. Improve neighborhood youth programs	1	2	0

37. Some people think that we should try to relax tensions and reach as many cooperative agreements with the Soviet Union as possible. Others think we should treat the Soviet Union as an enemy and not enter into any cooperative agreements until they change their form of government.



- _____ a. Where would you place yourself on this scale or haven't you thought much about this?
- 0 Don't know 8 Haven't you thought about it (GO TO Q.34)
- _____ b. (Where would you place) Congress?
- 0 Don't know
- _____ c. (Where would you place) the Ford Administration?
- 0 Don't know

38. Do you think the U.S. should or should not give diplomatic recognition to Cuba?

Should 1
Should not 2
Don't know 0



39. Do you think it is or is not important for the United States to keep its military strength equal to that of the Soviet Union and China?

Is 1
Is not 2
Don't know 0

a. If the Soviet Union developed more powerful weapons, some people think it would be necessary for us to develop more powerful weapons of our own while others think this would be a waste of money as we already have the capability of destroying any nation many times over. Which opinion is closest to your own - that it would or would not be necessary to develop more powerful weapons to keep up with the Soviet Union?

Develop new weapons 1
Would be silly 2
Don't know 0

b. Suppose our best military experts said we needed to significantly upgrade our weapons or else we would be seriously vulnerable to an attack. Some people think Congress should give them the money immediately while others think Congress should take the time to investigate the request thoroughly because military men often exaggerate what they need. Which opinion is closest to your own?

Give immediately 1
Investigate 2
Don't know 0

c. Do you think there is or is not a significant amount of waste in our present defense spending?

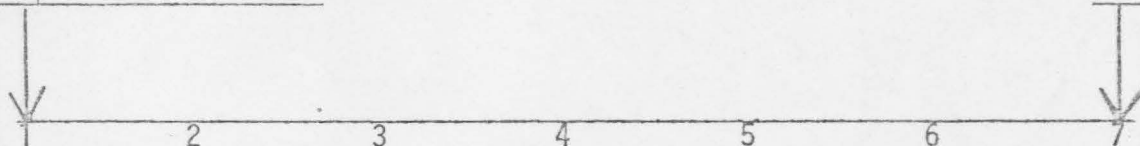
Is 1
Is not 2
Don't know 0



40. Some people think that as the most powerful nation in the world, the United States has a responsibility to be involved as a world leader and help other countries where possible. Others think that we should only be involved in foreign affairs when the interests of the United States are directly involved.

U.S. has responsibility
to help other countries

U.S. involved
only when interest
are involved



(INTERVIEWER: WRITE IN NUMBER)

_____ a. Where would you place yourself on this scale or haven't you thought much about it?

0. Don't know

8. Haven't thought about (GO TO Q. 41)

_____ b. (Where would you place) President Ford?

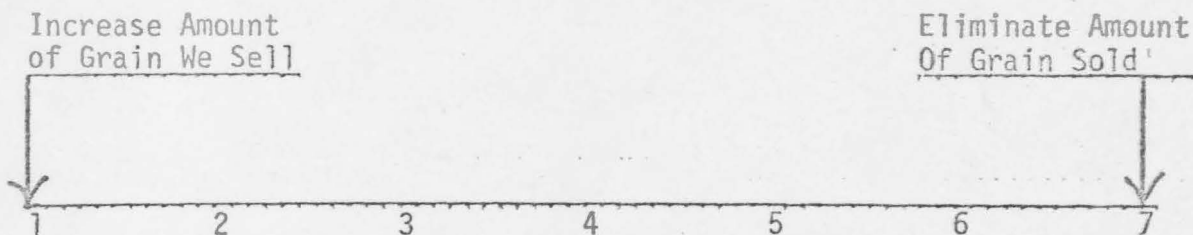
0. Don't know

_____ c. (Where would you place) Congress?

0. Don't know



41. Some people think that we should increase the amount of grain we sell to foreign countries to help prevent starvation. Other people think that we should eliminate selling American grain to foreign countries in order to make sure we have enough here and to hold down prices.



_____ a. Where would you place yourself on this scale or haven't you thought much about this?

0 Don't know

8 Haven't thought about it (GO TO Q.)

_____ b. (Where would you place) Congress?

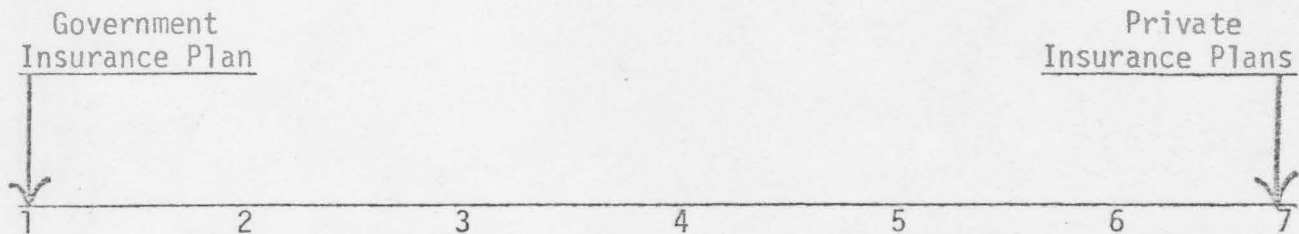
0 Don't know

_____ c. (Where would you place) the Ford Administration?

0 Don't know



42. There is much concern about the rapid rise in medical and hospital costs. Some feel there should be a government insurance plan which would cover all medical and hospital expenses. Others feel that medical expenses should be paid by individuals, and through private insurance like Blue Cross.



(INTERVIEWER: WRITE IN NUMBER)

- _____ a. Where would you place yourself on this scale or haven't you thought much about this?

0 Don't know

8 Haven't thought about
(GO TO Q. C)

- _____ b. (Where would you place) President Ford?

0 Don't know

- _____ c. (Where would you place) Congress?

0 Don't know



#1 Do you think a government health insurance plan should cover all citizens for all medical care or that it should cover only those who can't afford private health insurance and have catastrophic illnesses?

Cover all citizens
for all medical care.1
Only those who can't
afford private and have
catastrophic illness.2
Don't know.0

#2 If a government health insurance plan was enacted, do you think it should be paid for by increasing taxes or by individuals paying insurance premiums to the government to cover the cost of the program?

Increase taxes.1
Individuals pay
premiums2
Don't know.0

43. Generally, do you believe you would receive better health care under a private health insurance plan, a government plan, or that it wouldn't make any difference?

Better under private
plan.1
Government plan.2
No difference.3
Don't know0

44. President Ford has been President for slightly over a year now. What things do you think President Ford is trying to accomplish with his Presidency?



way Gerald Ford is handling his
job as President?

Disapprove.2
Don't know.0

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

Very strongly.3
Fairly strongly.2
Not too strongly.1
Don't know.0

b. Why do you approve? (PROBE)

c. (IF ANSWER IS "Doing a good job,"
ASK:) What in particular do you
have in mind?

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

Very strongly.3
Fairly strongly.2
Not too strongly.1
Don't know.0

b. Why do you disapprove? (PROBE)

c. (IF ANSWER IS "Not doing a good
job," ASK:) What in particular
do you have in mind?

46. Now, I'd like you to think about Gerald
Ford for a moment not as President, but as
a person. What 2 or 3 words do you think
best describe him?

47. Is there anything President Ford had done
that has particularly impressed you since
he became President?

48. Is there anything President Ford has done
that has particularly disappointed you since
he became President?



extremely well, very well, fairly well, not very well, or not at all well. (ROTATE ITEMS)

	<u>Extremely Well</u>	<u>Very Well</u>	<u>Fairly Well</u>	<u>Not Very Well</u>	<u>Not at all Well</u>	<u>Don't Know</u>
Concerned for the average person.	1	2	3	4	5	0
Does the right thing.	1	2	3	4	5	0
Gets results.	1	2	3	4	5	0

0.	How much do you feel you know about Gerald Ford and what he stands for - a great deal, a moderate amount, or very little?	A great deal.	1
		A moderate amount2
		Very little.3
		Don't know.0

51.	Do you approve or disapprove of the way Betty Ford is handling her job as First Lady?	Approve.1
		Disapprove2
		Don't know0



52. I would like to read you several names and I would like you to tell me if you are aware or not aware of each one, (IF AWARE, ASK:) Is your general impression of him favorable or unfavorable, and how much do you feel you know about him and what he stands for - a great deal, a moderate amount, or very little?

	<u>Aware</u>	<u>Not Aware</u>	<u>Favor- able</u>	<u>Unfav- able</u>	<u>Don't Know</u>	<u>A Great Deal</u>	<u>A Moderate Amount</u>	<u>Very Little</u>	<u>Don't Know</u>
a. Edmund Muskie	N	1	2	3	0	4	5	6	0
b. Morris Udall	N	1	2	3	0	4	5	6	0
c. Ted Kennedy	N	1	2	3	0	4	5	6	0
d. George Wallace	N	1	2	3	0	4	5	6	0
e. Hubert H. Humphrey	N	1	2	3	0	4	5	6	0
f. Scoop Jackson	N	1	2	3	0	4	5	6	0
g. Ronald Reagan	N	1	2	3	0	4	5	6	0
h. Birch Bayh	N	1	2	3	0	4	5	6	0

1. If you had a chance to meet with President Ford personally, what two or three things would you like to ask him to do? (PROBE)

54. I'm going to show you a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative.

/	/	/	/	/	/	/
1	2	3	4	5	6	7
Extremely Liberal	Liberal	Slightly Liberal	Moderate, Middle of the Road.	Slightly Conservative	Conservative	Extremely Conservative

(INTERVIEWER RECORD NUMBER)

_____ a. Where would you place yourself on this scale, or haven't you thought much about this?

Haven't thought much.8
Don't know.0

_____ b. (Where would you place) Congress?

Don't know.1

_____ c. (Where would you place) the Ford Administration?

Don't know.1

55. GO TO THE GREEN SCALES



56. Now I'm going to hand you a sample ballot for next year's Presidential election. I would like you to mark it just as you would if the election were being held today and the people listed on the ballot were the candidates.

Please put it in the envelope, do not seal, but hold.

57. Now, to find out how strongly you feel about this election, I would like you to fill out this sample ballot. Please mark the box next to the description that best represents how you feel as of today.
(HAND INTENSITY BALLOT)
-

58. Now I'm going to hand you another sample ballot for next year's Presidential election, and ask that you mark it just as you would if the election were being held today and the people listed on the ballot were the candidates.

Please put it in the envelope also.



59. I am going to read you a series of statements that other people have mentioned to us and as I read each one please tell me if you strongly agree with it, agree, neither agree nor disagree, disagree, strongly disagree with it.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. We always seem to have economic problems with Republican Presidents.	1	2	3	4	5	0
b. Pres. Ford deserves a full term of his own.	1	2	3	4	5	0
c. Pres. Ford is an honest man but not smart enough to be president.	1	2	3	4	5	0
d. We'd be better off with a president that has never had anything to do with the government in Washington before.	1	2	3	4	5	0
e. Pres. Ford would have accomplished more if he'd had a better Congress to work with.	1	2	3	4	5	0
f. Pres. Ford always seems to be against things but never for anything.	1	2	3	4	5	0



60. If there was a Republican Presidential Primary election in your State, and the candidates were Gerald Ford and Ronald Reagan, would you definitely vote in that Primary, probably vote, may or may not vote, probably not vote or definitely not vote in the Republican Primary?
- | | |
|------------------------------|------|
| Definitely vote. .(GO TO a) | . .1 |
| Probably vote. . .(GO TO a) | . .2 |
| May or may not . .(GO TO a) | . .3 |
| Probably not vote. | .4 |
| Definitely not vote. | .5 |
| Don't know. | 0 |
- ↓

- a. I'm going to hand you a sample ballot for the Republican Presidential Primary election and ask you to mark it just as you would if the primary were being held today.

Please put it in the envelope.

- b. Again, to find out how strongly you feel about the primary race, I would like you to fill out this sample ballot. Please mark the box next to the description that best represents how you feel as of today.
(HAND INTENSITY BALLOT)



I. Generally speaking, do you think of yourself as a <u>Republican</u> , a <u>Democrat</u> , an <u>Independent</u> , or what?	Republican. 1 Independent. 2 Democrat. 3 Other. 4 Don't know. 0
---	---

II. 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?	a. Straight Democrat. . . 1 b. Mostly Democrat. . . . 2 c. A few more Democrats than Republicans. . . . 3 d. About equally for both parties. 4 e. A few more Republicans than Democrats. . . . 5 f. Mostly Republican. . . 6 g. Straight Republican. . 7 h. Never voted. 8 i. Other 9 (Specify) j. Don't know. 0
---	---

III. Thinking about all elections, including school, local, and primary elections, how many of them have you voted in over the past few years -- all of them, most of them, about half of them, less than half of them, none of them?	All of them 1 Most of them 2 About half of them 3 Less than half of them . . 4 None of them 5 Don't know 0
--	---

IV. What is your occupation?

a. (IF RESPONDENT IS NOT HEAD OF HOUSEHOLD)
What is the occupation of the head of the
household?



V . Please look at this card (HAND AGE CARD) and tell me the letter of the age group which represents your approximate age?

- a. 17-20 years. 1
- b. 21-24 years. 2
- c. 25-29 years. 3
- d. 30-34 years. 4
- e. 35-39 years. 5
- f. 40-44 years. 6
- g. 45-49 years. 7
- h. 50-54 years. 8
- i. 55-59 years. 9

- j. 60-64 years. 1
- k. 65 and over. 2
- l. Refused. 0

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

- Grade school or less
(Grade 1-8). 1
- Some high school. 2
- Graduated high school
(Grade 9-12). 3
- Vocational/Technical
School. 4
- Some college. 5
- Graduated college. 6
- Post graduate work. 7
- Refused. 0

VII . In addition to being an American, what do you consider your main ethnic or nationality group to be?

- British/English. 1
- Irish. 2
- Italian. 3
- Polish. 4
- German. 5
- French/Franco American
French Canadian 6
- Greek 7
- Cuban/Spanish American. 8
- Other. 9
- (specify)
- Don't know. 0

VIII. Are you or is any member of your family a member of a labor union?

- Respondent. 1
- Other member. 2
- Both. 3
- No one. 4
- Don't know. 0

IX. In which state or states were you brought up as a child? (WRITE STATE BELOW)



X . Is your religious preference Protestant, Roman Catholic, Jewish or something else?	Roman Catholic.	1
	Protestant (e.g. Baptist, Methodist, etc.).	2
	Jewish.	3
	Other _____	4
	(Specify)	
	Agnostic/Atheist.	5
	Don't know.	8
	Refused.	9
	None.	0

XI . Are you a home-owner or do you rent?	Home-owner.	1
	Rent.	2
	Don't know.	0

XII . Please look at this card (HAND INCOME CARD) and tell me the letter of income group that includes your TOTAL FAMILY INCOME in 1975 before taxes?	a. \$0-\$2,999.	1
	b. \$3,000-\$4,999.	2
	c. \$5,000-\$5,999.	3
	d. \$6,000-\$6,999.	4
	e. \$7,000-\$9,999.	5
	f. \$10,000-\$14,999.	6
	g. \$15,000-\$24,999.	7
	h. \$25,000 and over.	8
	i. Refused.	0

XIII (BY OBSERVATION) Race:	White.	1
	Black.	2
	Oriental.	3
	Spanish-American/ Cuban	4
	Other _____	5
	(Specify)	

IVX. (BY OBSERVATION) Sex:	Male.	1
	Female.	2



THANK YOU FOR YOUR TIME

FILL OUT AFTER COMPLETION OF INTERVIEW

NAME: _____ TELEPHONE NUMBER: _____

ADDRESS: _____ COUNTY: _____

CITY: _____ STATE: _____

Length of Interview: _____ Time Ended: _____ Date of Interview: _____

INTERVIEWER'S NAME: _____

INTERVIEWER, PLEASE READ AND SIGN.

I have reread this completed questionnaire and certify that all questions requiring answers have been recorded in the respondent's exact words, and that all boxes and spaces requiring an "X", a number, or a letter are filled in. This bona fide interview has been obtained according to quota and all interviewing specifications. I agree to keep the content of questions, respondent's answers, and the subject of this interview confidential.

INTERVIEWER'S SIGNATURE: _____

SUPERVISOR'S NAME: _____ DATE: _____





Now, I'd like to have you do something different. There are many ways you can judge a political candidate. He can be good or bad, interesting or uninteresting, liberal or conservative, and many other things.

Let's take the active/passive rating below as an example. There are three spaces on each side of the box which is exactly in the middle. If you feel the person is very active, choose one of the spaces towards the word active, and mark the space with an X : If you feel the person is neither active or passive. make the middle box X . Use the passive spaces in the same way.

Move quickly down a page. You should do a page in about one minute.

Now, let's start with Gerald Ford as the example. Rate him on this scale. . .

GERALD FORD

Active

_____ : _____ : _____ : _____ : _____ : _____

Passive



Intelligent	:	:	:	:	:	:	Unintelligent
Timid	:	:	:	:	:	:	Timid
Honest	:	:	:	:	:	:	Honest
Indecisive	:	:	:	:	:	:	Indecisive
Dangerous	:	:	:	:	:	:	Dangerous
In Touch	:	:	:	:	:	:	In Touch
Unjust	:	:	:	:	:	:	Unjust
Concerned	:	:	:	:	:	:	Concerned
Evasive	:	:	:	:	:	:	Evasive
Insincere	:	:	:	:	:	:	Insincere
Incompetent	:	:	:	:	:	:	Incompetent
Trustworthy	:	:	:	:	:	:	Trustworthy
Weak	:	:	:	:	:	:	Weak



HUBERT HUMPHREY

elligent	:	:	:	:	:	:	Unintelligent
d	:	:	:	:	:	:	Timid
honest	:	:	:	:	:	:	Honest
isive	:	:	:	:	:	:	Indecisive
e	:	:	:	:	:	:	Dangerous
of Touch	:	:	:	:	:	:	In Touch
t	:	:	:	:	:	:	Unjust
ifferent	:	:	:	:	:	:	Concerned
aightforward	:	:	:	:	:	:	Evasive
cere	:	:	:	:	:	:	Insincere
petent	:	:	:	:	:	:	Incompetent
rustworthy	:	:	:	:	:	:	Trustworthy
ong	:	:	:	:	:	:	Weak



PRESIDENTIAL ELECTION

(Check One)

REPUBLICAN

Gerald Ford

DEMOCRAT

Hubert H. Humphrey



PRESIDENTIAL ELECTION

(Check one)

IF VOTED FOR GERALD FORD

Will definitely vote for Gerald Ford

Will probably vote for Gerald Ford

Am leaning toward Gerald Ford

Am undecided about voting

IF VOTED FOR HUBERT H. HUMPHREY

Will definitely vote for Hubert Humphrey

Will probably vote for Hubert Humphrey

Am leaning toward Hubert Humphrey

Am undecided about voting

PRESIDENTIAL ELECTION

(Check One)

REPUBLICAN

Gerald Ford

DEMOCRAT

Hubert H. Humphrey

AMERICAN INDEPENDENT

George C. Wallace

REPUBLICAN PRIMARY ELECTION

(CHECK ONE BOX)

GERALD FORD

☐

RONALD REAGAN

☐

REPUBLICAN PRIMARY

(CHECK ONE BOX)

IF VOTED FOR GERALD FORD

WILL DEFINITELY VOTE FOR GERALD FORD

☐

WILL PROBABLY VOTE FOR GERALD FORD

☐

AM LEANING TOWARD GERALD FORD

☐

AM UNDECIDED ABOUT VOTING

☐

IF VOTED FOR RONALD REAGAN

WILL DEFINITELY VOTE FOR RONALD REAGAN

☐

WILL PROBABLY VOTE FOR RONALD REAGAN

☐

AM LEANING TOWARD RONALD REAGAN

☐

AM UNDECIDED ABOUT VOTING

☐

4C

I suggest
"The President instead of Executive Branch of Government".

8F 4

It seems to me that "unjustified" loads the question. Wouldn't it be better to say "Get wage increases that exceed the cost of living?"

"The power
Organized
Labor To

22 A 1

THAT FIRST
This question talks only about money. It seems to me this ~~kind of~~ question should be asked:

Do you AS
1. ~~If~~ parents feel their children are ~~not~~ getting a proper education, you should ask:

2. To NOT, To
What do you attribute the low caliber of education?

a) Quality of teachers

~~2) Minorities~~

b) Lack of discipline

c) Racial problems in the school

d) Not enough money

e) Other

22 A 2

ALSO
The question is too narrowly focused on money.

A FIRST QUESTION IN THE GROUP MIGHT BE —
"Would you attribute the inadequacy of the police protection to:

" 1) Lack of discipline

" 2) Lack of training

" 3) Poor pay

" 4) Other

23

We would get a poor reading from this question as stated. Why not restate it this way:

" Do you think Government assistance to the poor should be in the form of direct cash payments, or in the form of coupons such as food stamps and other assistance such as payments of medical services?"

FREE
HOT MEALS
AND



24 A I would suggest an additional question:

"How long do you think a person who has lost his job should receive unemployment compensation?"

___ 3 months

___ 6 months

___ 9 months

___ 1 year

___ Until he gets his old job back?

Federally-financed

26 A *(In this group, three)* I would suggest ~~this~~ additional questions:

"Who is best able to care for the poor?"

Cr ___ the Federal government?

Cr ___ the State government?

Cr ___ the local government?

Cr ___ private charities?

Cr ___ family?

Cr ___ Other " ?

I suggest this additional question also.

TO FAMILY

26 B Do you feel the Federal government should provide cash assistance, food stamps, and other assistance *FAMILY* ~~if their income total~~ more than the official poverty level - about \$100 weekly for a family of four?

26 C Can people live on that in your community?

___ Yes

___ No

26 ~~B~~ *e* In a Federal Assistance Program, do you believe in order to be fair, the same amount of Federal aid should be paid in one State as in another?

26 d Do you believe The Federal government should provide school lunches for children of families above the poverty level?



35

To precede Question 35:

Would it not be better to first establish a person's level of fear about crime with such questions as these?:

- 1) Have you ever been a victim of a crime?
- 2) Has a relative, friend, or neighbor been a victim of a crime?
- 3) Do you live in a neighborhood where people are concerned about crime?

42

Perhaps the first question should be:

Health cost are increasing at twice the rate of other costs. Do you think the Federal Government should take steps to control health costs before any government insurance plan should be enacted?

That would set the stage for the present question 42:

Regulatory Reform

To establish public perception about Federal interference in the lives of individuals, we might add these questions:

- a) What personal contact have you had with any agency of the Federal Government?
- b) What do you believe the Federal Government does best?
- c) How would you rate the performance of the Federal person or agency you dealt with?

___Favorable

___Too much red tape

___Too many forms

___Lack of courtesy

___Infringement upon private affairs



INTERFERENCE WITH BUSINESSMEN⁴

If you are in business, have you had a recent experience with a Federal Agency? How would you rate the person or agency you dealt with?

Do you believe Federal regulations have increased your cost of doing business?

- ☐ Significantly
- ☐ Quite a bit
- ☐ Not too much
- ☐ No inconvenience

TO FOLLOW THE 22 SERIES.

22. Do you think the Federal Government should be required to have a balanced budget?



4 C I suggest "The President" instead of "Executive Branch of Government".

8F 4 It seems to me that "unjustified" loads the question. Wouldn't it be better to say "The power of organized labor to get wage increases that exceed the cost of living?"

22 A 1 This question talks only about money. It seems to me that first this question should be asked:

1. Do you as parents feel your children are getting a proper education?
2. If not, to what do you attribute the low caliber of education?
 - a) Quality of teachers
 - b) Lack of discipline
 - c) Racial problems in the school
 - d) Not enough money
 - e) Other

22 A 2 The question is also focused narrowly on money. A first question in this group might be --

"Would you attribute the inadequacy of police protection to:

- "1) Lack of discipline
- "2) Lack of training
- "3) Poor pay
- "4) Other



23

We would get a poor reading from this question as stated. Why not restate it this way:

"Do you think Government assistance to the poor should be in the form of direct cash payments, or in the form of coupons such as food stamps, and other assistance such as free hot meals and payments of medical services?"

24 A

I would suggest an additional question:

"How long do you think a person who has lost his job should receive Federally-financed unemployment compensation?"

☐ 3 months

☐ 6 months

☐ 9 months

☐ 1 year

☐ Until he gets his old job back?

26 A

In this group, I would suggest these additional questions:

"Who is best able to care for the poor?

" ☐ the Federal government?

" ☐ the State government?

" ☐ the local government?

" ☐ private charities?

" ☐ family?

" ☐ Other?

I suggest this additional question also.

26 B Do you feel the Federal government should provide cash assistance, food stamps, and other assistance to a family if their family income totals more than the official poverty level - about \$100 weekly for a family of four?

___Yes

___No

26 C Can people live on that in your community?

___Yes

___No

26 D Do you believe the Federal government should provide school lunches for children of families above the poverty level?

___Yes

___No

26 E In a Federal Assistance Program, do you believe in order to be fair, the same amount of Federal aid should be paid in one state as in another?

___Yes

___No

35 To precede Question 35:

Would it not be better to first establish a person's level of fear about crime with such questions as these?:

- 1) Have you ever been a victim of a crime?
- 2) Has a relative, friend, or neighbor been a victim of a crime?
- 3) Do you believe in a neighborhood where people are concerned about crime?

42 Perhaps the first question should be:

Health costs are increasing at twice the rate of other costs. Do you think the Federal Government should take steps to control health costs before any government insurance plan should be enacted?

That would set the stage for the present question 42:

Regulatory Reform

To establish public perception about Federal interference in the lives of individuals, we might add these questions:

- a) What personal contact have you had with any agency of the Federal Government?
- b) What do you believe the Federal Government does best?
- c) How would you rate the performance of the Federal person or agency you dealt with?

☐ Favorable ☐ Too much red tape
☐ Too many forms
☐ Lack of courtesy
☐ Infringement upon private affairs

Interference with Businessmen

If you are in business, have you had a recent experience with a Federal Agency? How would you rate the person or agency you dealt with?

Do you believe Federal regulations have increased your cost of doing business?

☐ Significantly
☐ Quite a bit
☐ Not too much
☐ No inconvenience

To follow the 22 series.

Do you think the Federal Government should be required to have a balanced budget?

☐ Yes ☐ No

