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## **ROBERT M. TEETER PAPERS, 1967-2004**

### **Collection Type**

Personal Papers

### **Extent**

114 linear feet (ca. 228,000 pages)

### **Record Type**

Textual

### **Access**

Open. Some items are temporarily restricted under terms of the donors' deeds of gift, a copy of which is available on request, or under National Archives and Records Administration general restrictions (36 CFR 1256).&

## **Copyright**

Robert Teeter and Elizabeth Teeter donated to the United States of America their copyrights in all of Robert Teeter's unpublished writings in National Archives collections. The copyrights to materials written by other individuals or organizations are presumed to remain with them. Works prepared by U.S. Government employees as part of their official duties are in the public domain.

## **Processed by**

Paul Conway, August 1987; Revised by Helmi Raaska, February 1998; Brooke Clement, October 2004; Stacy Davis, July 2005

## **Biography**

### **Robert M. Teeter**

February 5, 1939 - Born, Coldwater, Michigan

1961 - BA, Albion College

1961-1964 - Graduate Assistant, Albion College

1964 - MA, Michigan State University

1964-1966 - Instructor, Albion College and Adrian College

1967-1987 - Market Opinion Research Co., Detroit (1973-79: Executive Vice President; 1979-87: President)

1983-2004 - Gerald R. Ford Library Foundation Grant Committee

1987 - Senior advisor to the George Bush for President Committee

1988 - Co-Director of the Office for Presidential Transition

1989-2004 - Coldwater Corporation, President

1990-2004 - UPS, Board of Directors

1992 - National chairman for President George H. W. Bush's re-election campaign

1997-2004 - Bank of Ann Arbor, Board of Directors

2000-2004 - Visteon Corporation, Board of Directors

2001-2004 - Kaydon Corporation, Board of Directors

May 13, 2004 - Died, Ann Arbor, Michigan

### **Scope and Content Note**

For nearly 40 years Robert M. Teeter was a leader in survey research and involved in campaign strategy for Republican presidential campaigns, and gubernatorial and senatorial candidates in nearly every state. Teeter participated in the senior management of seven Republican presidential campaigns, from Richard M. Nixon in 1968 to the George H. W. Bush re-election bid in 1992, of which he was national chairman. In addition to his work in the United States, Teeter also conducted research in Canada for the Progressive Conservative Party during the 1970's and 1980's (this work is not represented in the Teeter Papers). Many of the research techniques he helped develop have become standard for today's political opinion researchers.

Robert Teeter's interest in politics became evident very early in his career. In 1964 he participated in the George Romney for Michigan governor campaign while

teaching at Adrian College, and in 1966 he served as the Field Director for the Michigan Republican Party.

In 1967, Teeter joined Market Opinion Research (MOR), one of the largest, most highly respected political research firms in the country. He directed the Political Research Division, and then rose to Executive Vice President in 1973 and President in 1979. During the 1968 presidential election, the research firm Opinion Research Corporation (ORC) coordinated activities of the polling firms during the campaign, but Teeter and MOR contributed many of the surveys. As with most national elections, several polling firms participated in the survey research because it was too large of a job for just one firm.

In late 1971 and 1972, Teeter helped the Committee for the Re-election of the President (CREEP) coordinate the activities of at least three national polling firms working on the Nixon campaign--Market Opinion Research of Detroit, Decision Making Information of Los Angeles, and Opinion Research of Princeton. Teeter designed the overall polling strategy, oversaw the administration of questionnaires, stipulated the data analysis procedures, and reported the results to the White House and Republican campaign organizations in key states through memoranda. Teeter's primary responsibility was to write succinct memoranda summarizing findings of the studies on national and local issues. Data from each state and national study was analyzed by comparing voting behavior groups (Republican, Democratic, Independent), candidate preference groups, geographic region, and selected demographic groups (religious preference, race, gender, age). Additional analyses were done for individual states and for major media markets. The primary goal of the studies was to provide the President's campaign managers with detailed trend data needed to select target states, plan campaign strategy, and focus efforts within individual states. Teeter also prepared special reports as the campaign developed and analyzed trends from the 1972 vote.

During the Ford Administration, Teeter conducted survey research on behalf of the Republican National Committee. Surveys conducted immediately following the 1974 mid-term elections measured significant shifting perceptions of the Republican Party and President Ford. During the 1976 primary campaigns, Teeter coordinated surveys in the key states and initiated daily tracking techniques in the North Carolina and Wisconsin primaries. Studies in June 1976 served to assess

opinion after the tough Ford-Reagan primary battles and to clarify strategies for the fall campaign. Throughout September and October, Teeter monitored the challenge by Jimmy Carter in one of the closest Presidential races in American history. His election night telephone polls and post-election analyses were a first attempt to clarify voting patterns in the 1976 election. Teeter also played a key role in preparing President Ford for his three debates with Jimmy Carter. Making use of new computerized technology, he provided President Ford's advisers with instantaneous reactions to the debates. He plotted a summary of voters' reactions to videotapes of the debate, allowing the presidential advisers to judge Ford's substantive comments and delivery, and adjust his performance accordingly. The 1976 campaign was the first time daily tracking and voter perception analyses were used in a political campaign.

During the 1980 presidential campaign, Teeter worked with George H.W. Bush in his attempt to secure the Republican presidential nomination. After it became apparent that Ronald Reagan would have the nomination, Teeter worked with Reagan and James A. Baker to help secure the Vice Presidential nomination for Bush. While Reagan's chief pollster and research coordinator was Richard Wirthlin of Decision Making Information, Teeter and MOR worked with Wirthlin and conducted polling activities for both the 1980 and 1984 campaigns. In addition, Teeter coordinated the advertising for the 1984 campaign.

In 1987, Teeter left Market Opinion Research. He founded Coldwater Corporation, and his sole client was the George Bush for President Committee. Teeter worked full-time as a senior advisor and was heavily involved in the external part of the campaign – he was responsible for polling, policy development, speech writing, message development, and communication. Teeter and Mary Lukens (MOR Political Division Manager and Teeter assistant since 1975) coordinated the polling activities for the election, a large portion of which was done by MOR. Although Lukens moved to Washington, DC to work on the campaign, Teeter commuted between Washington and his home in Michigan. Following the 1988 election, Teeter was co-director of the Office for Presidential Transition, and he and Lukens remained in Washington, DC through January 1989.

In early 1989, Mary Lukens left Market Opinion Research and joined Teeter as he opened the Ann Arbor office of Coldwater Corporation, a consulting and research

firm that would provide business services in the areas of strategic planning, marketing and public affairs. Teeter considered himself “retired” from politics, although he did have a few political clients at this time. Instead, the company focused on its main business clients: NBC and *The Wall Street Journal*, Ford Motor Company, Guardian Industries, and Verizon (and its predecessors). They also took on occasional projects for organizations such as the Council for Excellence in Government and the Educational Testing Service.

In December 1991, Teeter took a leave of absence from Coldwater business clients to become National Chairman of George H.W. Bush’s re-election campaign. Again, Mary Lukens moved to Washington, DC and coordinated the polling for the campaign, which was mostly done by Fred Steeper at Market Strategies, Inc. Teeter had no official roles in the 1996 and 2000 presidential elections, and his focus again shifted to his business clients. However, he was, at times, called on for informal campaign advice. For example, during the 2000 election, Teeter informally advised George W. Bush in his search for a Vice Presidential running mate.

### **The Teeter Papers**

The Teeter Papers are particularly useful for understanding public policy trends, public opinion, voter behavior, candidate effectiveness, media usage, and political polling techniques used to study American attitudes during the 1970s-2000s. They contain public opinion data, survey analyses, working papers, and background material from 1967-2004 that document Teeter’s work at Market Opinion Research and Coldwater Corporation; his work as a key Republican Party campaign strategist; and his role as an advisor to Vice-President George H.W. Bush and Chairman of his presidential re-election campaign in 1992. The papers also document Republican campaign strategy, the history of national and state election campaigns, and reveal Teeter’s thoughts about trends, issues, and party realignment at given times.

The papers of Robert M. Teeter were given to the Ford Library in two major donations, each with its own deed of gift. The first donation was given to the Library by Robert Teeter in 1985 and includes some additional material given in 1998. In 2004, Elizabeth Teeter donated a substantial addition to her late husband’s papers. Below is a description of the material in each donation.

**First Donation:**

The first donation of Teeter papers primarily documents his survey research activity during the 1972 presidential campaign and national polling efforts leading up to and during the 1976 presidential campaign. Three-quarters of this material consists of detailed computer-generated tables and narrative summaries of responses to national and state-level surveys in four waves during the 1972 campaign. The donation also contains the results of three surveys conducted prior to the start of the 1976 primary contest, tabulations from the national-level waves of campaign surveys, tables and reports from studies in Republican priority states, and summaries of national voting trends. While not as detailed as the 1972 campaign material, the surveys completed for the Republican National Committee and the 1976 campaign portray changes in voter opinions over the course of the Ford administration. Of particular value are two series of memoranda Teeter wrote to President Nixon's 1972 re-election committee managers and President Ford's 1976 campaign advisors on the polling process and on the findings of the studies on specific issues, voting groups and trends in public opinion. Although poll findings are not often linked directly to campaign strategies, the memoranda are a clear reminder of the information available to White House staff that monitored the campaign's progress.

The material hints at the underpinnings of Republican strategy for both the 1972 and 1976 campaigns and illustrates information available to the White House and the Republican National Committee. It is a useful counterpoint to media coverage of the candidates, showing the extent to which the press reflected opinions of prospective voters. In addition, the Ford administration portion of the collection supplements extensive holdings on the 1976 campaign already available for research at the Ford Library.

**Second Donation:**

Elizabeth Teeter's donation expanded the breadth of the Teeter Papers far beyond the 1972 and 1976 presidential elections. This second donation documents public opinion, demographic information, campaign issues, voter trends, election strategy, vote goals, and election analyses for use in presidential, congressional, and gubernatorial elections from 1976-2004. The second donation also contains surveys conducted by Teeter and Coldwater Corporation in coordination with Peter

D. Hart Research Associates.

The election material centers on George H.W. Bush's 1988 and 1992 presidential election campaigns, but materials related to other elections do appear. For example, there is a copy of *Public Opinion in Late 1967*, a report prepared by Opinion Research Corporation for a Republican National Committee meeting. The report was an attempt to predict what issues would be important during the 1968 presidential campaign. Topics discussed include President Lyndon Johnson, the war in Vietnam, racial issues, government regulation, inflation, and the economy. The donation also contains a duplicate set of the memoranda Teeter wrote to President Nixon's 1972 re-election committee managers on the polling process and study findings on specific issues, voting groups and trends in public opinion.

The *Mary Lukens' Working File*, *Individual State File*, and *Election Results and Analyses* contain materials that were accumulated over time relating to particular elections, states, or issues. These files were then used to provide background information for future elections. They contain public opinion surveys, exit polls, memoranda, correspondence, reports, analyses, notes, charts, publications, and clippings. Of particular note is a group of U.S. National Post-Election Surveys that Market Opinion Research conducted for the Republican National Committee and the National Republican Congressional Committee following the 1982-1988 elections.

This donation also contains a series of Robert Teeter's speeches and interviews that are an excellent source to identify Teeter's thoughts about politics, particular campaigns, issues, voting behavior, demographics, and public opinion at a given time. They document findings from surveys, his involvement in presidential campaigns, and the business and non-profit organizations where Teeter spoke.

Also included is a small series of personal and professional correspondence between Robert Teeter (as National Chairman for President George H.W. Bush's re-election campaign) and the general public, corporate executives, congressmen and members of President Bush's cabinet. The material primarily concerns the 1992 presidential campaign, and includes suggestions relating to strategy, people, and resources for improving the George H.W. Bush/Dan Quayle campaign. Approximately half of the documents are letters to, or forwarded to,



Robert Teeter regarding possible employment on the campaign staff. Most of the strategy suggestions relate to the economy, health care, the perceived trustworthiness of the candidates, and campaign advertising.

The Teeter Papers contain several series of surveys that Teeter and Coldwater Corporation conducted in coordination with Peter Hart of Peter D. Hart Research Associates, a leading Democratic survey research firm in Washington, D.C. They worked together on a series of national surveys for NBC News and *The Wall Street Journal* from 1989 to 2004. This was first time an outside firm on economic, and social issues, including the federal budget, the media, Bill Clinton's affair and subsequent impeachment, abortion, campaign finance, crime, drug abuse, education, energy, the environment, health care, inflation, sports, taxes, television, and unemployment.

Hart and Teeter coordinated on two other series of surveys represented in this collection. First, they conducted surveys that were commissioned by The Council for Excellence in Government. They questioned the general public, government workers, and business leaders on their attitudes towards the role and effectiveness of all levels of government and young adult interest in public service careers. Several surveys from 2000-2003 also studied the use of the Internet and other technologies in the move toward more "e-government" services. The Educational Testing Service also sponsored a series of surveys that measured attitudes of the general public, parents, educators, and policymakers on education, education reform, teacher quality, standards, and higher education during 2001-2004.

The second donation also includes significant material that is currently unprocessed and not available for research at this time. This material includes 1988 and 1992 presidential campaign files, Robert Teeter desk files, George H.W. Bush administration files, General Subject files, publications, and a video collection that documents campaign advertisements, public opinion focus groups, and candidate debates for presidential, congressional, and gubernatorial elections. Portions of this material will remain closed for an extended amount of time due to donor restrictions.

## **Related Materials** (June 2005)

Related open materials on the 1976 Presidential campaign can be found in: the files of Richard Cheney (Assistant to the President); the files of Dorothy Downton (Personal Secretary to the President); the files of Rogers C.B. Morton (Chairman of the President Ford Committee); the records of the President Ford Committee; the Presidential Handwriting File; the files and papers of Michael Raoul-Duval (Special Counsel to the President); the files and research interviews of A. James Reichley (White House Consultant); the papers of Robert Visser (Chief Legal Counsel for the President Ford Committee); White House Central Files categories PL – Political Affairs, SP – Speeches, and TR – Trips; and White House Special Files Unit boxes 1 through 3 (debate preparation).

The George Bush Presidential Library in College Station, Texas has an additional 34 feet of Robert Teeter papers, mostly related to Bush's 1980, 1988, and 1992 presidential campaigns. Researchers interested in further documentation of the 1972 campaign should contact the National Archives' Nixon Presidential Materials Project in Washington, DC for information on available holdings. Also, Albion College holds the analysis memos for the NBC News/*The Wall Street Journal* national surveys.

## **Last Modified Date**

2025-03-06

## **Republican County Chairman Survey, 1967.**

(Box 1, 0.05 linear feet)

A report on the views of a sample of county chairmen and Republican leaders toward George Romney and Richard Nixon as Presidential candidates, including how the candidates would handle national issues. The report describes the sample population in terms of demographic characteristics and political attitudes.

Unarranged

## **Box 1 - Republican County Chairman Survey**

<b>Status</b>	<b>Title</b>
OPEN	Survey Report, 1967

## **1972 Presidential Campaign: Teeter Memoranda, 1971-72.**

(Box 1, 0.04 linear feet)

Computer tabulations, detailed and summary reports, and supplementary analyses of national public opinion telephone surveys. Proportional random samples of about 1000 prospective voters gathered data in three waves of face-to-face interviews (January, June, and September 1972), testing perceptions of President Nixon and his Democratic challengers, and attitudes toward national issues. Also included are results from election night telephone polling and the first draft of an article by Market Opinion Research staff summarizing findings from the 1972 election vote. Tabular presentations show issue attitudes and voting intentions by a variety of demographic characteristics and regional variations. The second copy of this series has been [digitized](#).

Arranged chronologically.

### **Box 1 (Continued) - 1972 Presidential Campaign: Teeter Memoranda**

Status	Title
OPEN / DIGITIZED	<a href="#">1972 Campaign: Teeter Memoranda (View Digital Copies 1972 Memoranda in Box 63)</a>

### **1972 Presidential Campaign: National Polls, 1972-73.**

(Boxes 2-6, 2.0 linear feet)

Computer tabulations, detailed and summary reports, and supplementary analyses of national public opinion telephone surveys. Proportional random samples of about 1000 prospective voters gathered data in three waves of face-to-face interviews (January, June, and September 1972), testing perceptions of President Nixon and his Democratic challengers, and attitudes toward national issues. Also included are results from election night telephone polling and the first draft of an article by Market Opinion Research staff summarizing findings from the 1972 election vote. Tabular presentations show issue attitudes and voting intentions by a variety of demographic characteristics and regional variations.

Arranged chronologically by date of data collection or report.

### **Box 2 - 1972 Presidential Campaign: National Polls**

Status	Title
OPEN	January 1972: Complete Computer Tabulations (1)-(10)

<b>Status</b>	<b>Title</b>
OPEN	January 1972: US Voters Appraise Candidates and Issues (1)-(2)

OPEN	March 1972: Summary Report (1)-(2)
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### **Box 3 - 1972 Presidential Campaign: National Polls**

<b>Status</b>	<b>Title</b>
OPEN	March 1972: Summary Report (3)-(6)
OPEN	May 1972: Current Voting Intentions, Perceptions of President Nixon, Issues
OPEN	June 1972: National Survey (1)-(8)

### **Box 4 - 1972 Presidential Campaign: National Polls**

<b>Status</b>	<b>Title</b>
OPEN	June 1972: National Survey (9)-(10)
OPEN	July 1972: Aggregate Report (1)-(3)
OPEN	September 1972: National Survey (1)-(7)

### **Box 5 - 1972 Presidential Campaign: National Polls**

<b>Status</b>	<b>Title</b>
OPEN	September 1972: Early Polling Information, by State (1)-(13)

### **Box 6 - 1972 Presidential Campaign: National Polls**

<b>Status</b>	<b>Title</b>
OPEN	September 1972: Early Polling Information, by State (14)-(16)
OPEN	October 1972: Aggregate Report (1)-(2)
OPEN	November 1972: Election Night Data (1)-(6)
OPEN	January 1973: National Study Data (1)-(2)
OPEN	February 1973: Reslicing the American Pie (1)-(2)

### **1972 Presidential Campaign: State Polls, 1972.**

(Boxes 7-49, 17.2 linear feet)

Computer tabulations of survey data, summaries, supplementary analyses, graphic presentations, reports, and narrative analyses of findings from opinion polls conducted in key Republican target states during the 1972 campaign. The studies

sampled about 600 prospective voters in each state on their awareness and perceptions of President Nixon and his Democratic challengers; attitudes on national and local issues; and voting intentions. Polling in some states was limited to the primary campaign, while certain key states were surveyed in waves throughout 1972.

Arranged alphabetically by state and thereunder by date of data collection or report.

**Box 7 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	Alabama

**Box 8 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	Alabama
OPEN	Arkansas
OPEN	California

**Box 9 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	California

**Box 10 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	California

**Box 11 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	California
OPEN	Colorado
OPEN	Connecticut

**Box 12 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	Connecticut
OPEN	Florida

**Box 13 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
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OPEN Florida

**Box 14 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Florida
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**Box 15 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Florida
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OPEN	Illinois
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**Box 16 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Illinois
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OPEN	Indiana
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**Box 17 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Indiana
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**Box 18 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Indiana
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**Box 19 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Indiana
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OPEN	Iowa
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**Box 20 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Iowa
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OPEN	Kentucky
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OPEN	Maryland
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**Box 21 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Maryland
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OPEN	Michigan
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**Box 22 - 1972 Presidential Campaign: State Polls**

<b>Status</b>	<b>Title</b>
OPEN	Michigan
<b>Box 23 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	Michigan
OPEN	Missouri
<b>Box 24 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	Missouri
OPEN	New Hampshire
<b>Box 25 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New Hampshire
<b>Box 26 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New Hampshire
OPEN	New Jersey
<b>Box 27 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New Jersey
<b>Box 28 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New Jersey
<b>Box 29 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New Jersey
OPEN	New York
<b>Box 30 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>
OPEN	New York
<b>Box 31 - 1972 Presidential Campaign: State Polls</b>	
<b>Status</b>	<b>Title</b>

OPEN New York

**Box 32 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	New York
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OPEN	North Carolina
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**Box 33 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	North Carolina
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OPEN	Ohio
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**Box 34 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Ohio
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**Box 35 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Ohio
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OPEN	Oregon
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**Box 36 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Oregon
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**Box 37 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Oregon
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OPEN	Pennsylvania
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**Box 38 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Pennsylvania
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**Box 39 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Pennsylvania
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**Box 40 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN	Pennsylvania
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Status	Title
OPEN	Tennessee

**Box 41 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Tennessee

**Box 42 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Tennessee
OPEN	Texas

**Box 43 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Texas

**Box 44 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Texas

**Box 45 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Texas
OPEN	Virginia

**Box 46 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Virginia
OPEN	Washington
OPEN	Wisconsin

**Box 47 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Wisconsin

**Box 48 - 1972 Presidential Campaign: State Polls**

Status	Title
OPEN	Wisconsin

**Box 49 - 1972 Presidential Campaign: State Polls**

Status	Title
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OPEN

Wisconsin

**National Surveys for Republican National Committee, 1974-76.**

(Boxes 50-56, 2.8 linear feet)

Survey reports, detailed data tables, charts, maps, and other information from a series of national proportional probability surveys of prospective voters in the 1976 campaign. Surveys were administered in November 1974, February 1975, November 1975, June 1976, and throughout September and October 1976. The February 1975 study includes reports on focus group interviews, a random national sample, an intensive sample of Michigan voters, and a variety of supplementary analyses. An October 1976 report includes breakdowns by key states, although more detailed information is available in the series "1976 Presidential Campaign: PFC Priority States." Also included is a copy of the campaign strategy for the general election.

Arranged chronologically by date of data collection or report.

**Box 50 - National Surveys for Republican National Committee**

**Status**

**Title**

OPEN

U.S. National Survey, December 1974

**Box 51 - National Surveys for Republican National Committee**

**Status**

**Title**

OPEN

U.S. National Survey, December 1974

OPEN

U.S. National Study, February 1975

**Box 52 - National Surveys for Republican National Committee**

**Status**

**Title**

OPEN

U.S. National Study, February 1975

OPEN

U.S. National Survey, November/December 1975

**Box 53 - National Surveys for Republican National Committee**

**Status**

**Title**

OPEN

U.S. National Survey, November/December 1975

OPEN

U.S. National Secondary Analysis, June 1976 (1)-(3)

OPEN

U.S. National Study, July 1976

**Box 54 - National Surveys for Republican National Committee**

**Status**

**Title**

OPEN	U.S. National Study, July 1976
OPEN	Campaign Strategy Book, August 1976 (1)-(4)
OPEN	U.S. National Survey Data, August 1976 (1)-(3)
OPEN	U.S. National Study, August 1976

#### **Box 55 - National Surveys for Republican National Committee**

<b>Status</b>	<b>Title</b>
OPEN	U.S. National Study, August 1976
OPEN	U.S. National Study, September 1976
OPEN	U.S. National Recontact Study, September 1976 (1)-(5)

#### **Box 56 - National Surveys for Republican National Committee**

<b>Status</b>	<b>Title</b>
OPEN	U.S. National Recontact Study, September 1976 (6)-(12)
OPEN	National Surveys, October 1976 (1)-(6)
OPEN	National Surveys, Aggregate Tables, Wave III, October 1976

#### **1976 Presidential Campaign: PFC Priority States, 1976**

(Boxes 57-62, 2.2 linear feet)

Computer tabulations of data from weekly tracking of voter attitudes and intentions in 28 key target states and swing vote states during the general election campaign. The telephone surveys of a random proportional sample of prospective voters tested attitudes toward Ford and Carter on personality and national issues. The data are reported by a variety of voter characteristics, including party, age, religious preference, and gender.

Arranged alphabetically by state.

#### **Box 57 - 1976 Presidential Campaign: PFC Priority States**

<b>Status</b>	<b>Title</b>
OPEN	Summary Tables and Tracking Aggregates (1)-(2)
OPEN	Alabama
OPEN	California (1)-(2)
OPEN	Colorado (1)-(2)
OPEN	Florida (1)-(2)

Status	Title
OPEN	Illinois (1)-(7)
<b>Box 58 - 1976 Presidential Campaign: PFC Priority States</b>	

Status	Title
OPEN	Illinois (8)
OPEN	Indiana (1)-(3)
OPEN	Iowa (1)-(4)
OPEN	Kentucky
OPEN	Louisiana
OPEN	Michigan (1)-(2)
OPEN	Maryland (1)-(3)

**Box 59 - 1976 Presidential Campaign: PFC Priority States**

Status	Title
OPEN	Mississippi (1)-(3)
OPEN	Missouri (1)-(9)
OPEN	New Jersey (1)-(4)
OPEN	New York (1)

**Box 60 - 1976 Presidential Campaign: PFC Priority States**

Status	Title
OPEN	New York (2)-(4)
OPEN	North Carolina (1)-(3)
OPEN	Ohio (1)-(7)
OPEN	Oklahoma
OPEN	Oregon (1)-(2)
OPEN	Pennsylvania

**Box 61 - 1976 Presidential Campaign: PFC Priority States**

Status	Title
OPEN	Pennsylvania (2)-(4)
OPEN	Rhode Island
OPEN	South Carolina (1)-(2)
OPEN	Tennessee (1)-(3)
OPEN	Texas (1)-(4)

Status	Title
OPEN	Vermont
OPEN	Virginia (1)
<b>Box 62 - 1976 Presidential Campaign: PFC Priority States</b>	

Status	Title
OPEN	Virginia (2)-(3)
OPEN	Washington
OPEN	Wisconsin (1)-(7)

### **1976 Presidential Campaign: Post-Election Analyses, 1976-77.**

(Box 62, 0.2 linear feet)

An analysis of the 1976 national election vote, with supporting maps, charts and tables; and studies of specific aspects of the campaign by Market Opinion Research staff, Richard Cheney, and others, including two reports on the Ford-Carter debates and a comparison of Ford and Reagan speech styles.

Arranged alphabetically by subject.

### **Box 62 (Continued) - 1976 Presidential Campaign: Post-Election Analyses**

Status	Title
OPEN / DIGITIZED	<a href="#">MOR Summary Report</a>
OPEN	Spatial Distributions (tables)
OPEN	Speeches, Reports and Campaign Debates (1)-(2)
OPEN	Teeter Tapes and Memorandum
OPEN	Voter Self-Scaling

### **1976 Presidential Campaign: Teeter Memoranda, 1975-76.**

(Box 63, 0.1 linear feet)

Memoranda from Teeter to White House and President Ford Committee staff members. Most relate to the primary campaign, and discuss polling proposals and costs, provide analyses of polling data, and offer suggestions for campaign strategy. This series has been [digitized](#).

Arranged chronologically.

### **Box 63 - 1976 Presidential Campaign: Teeter Memoranda**

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>Log of Memos</u></a>
OPEN / DIGITIZED	<a href="#"><u>9/23/75 - To Dick Cheney - General Outline of Polling Program</u></a>
OPEN / DIGITIZED	<a href="#"><u>10/6/75 - To Bo Callaway - Ford Approval and Ballot Results - Summary of 1975 Market Opinion Research (MOR) Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>10/14/75 - To Bo Callaway - Polling Proposal, Market Opinion Research (MOR) Contract Proposal, Cost Estimates, and Budget for Primary States Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>10/24/75 - To Stu Spencer - Cost Estimates for Illinois, Massachusetts, and North Carolina Primary Studies</u></a>
OPEN / DIGITIZED	<a href="#"><u>11/12/75 - To Dick Cheney - Analysis of Early Research and Strategy Recommendations (click on link to view document)</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/5/75 - To Bo Callaway - Recommendations on Theme (issue/program) for Administration and Campaign</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/8/75 - To Bo Callaway - Ford Constituency - Ticket Splitters - Strategy</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/9/75 - To Bo Callaway - NBC Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/11/75 - To Bo Callaway - Ford Approval Trends From Gallup Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/11/75 - To Bo Callaway - Momentum of Campaign - Recommendations on Travel - Reagan Record</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/12/75 - To Bo Callaway - Recommendations on Handling of Bill Signings/Vetoes (Common Situs, Energy, Concentration of Power, Anti-Bigness)</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/12/75 - To Bo Callaway - Illinois Poll by DMI</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/12/75 - To Stu Spencer - Reaction to Baroody's State of the Union Proposal</u></a>
OPEN / DIGITIZED	<a href="#"><u>12/24/75 - To Dick Cheney - Overview of Market Opinion Research (MOR) National Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>1/29/76 - To Stu Spencer and Fred Slight - Proposed County Voting Analyses and Cost</u></a>

Status	Title
OPEN / DIGITIZED	<a href="#">4/19/76 - To Dick Cheney - Ford's Approval Rating and Economic Optimism</a>
OPEN / DIGITIZED	<a href="#">6/23/76 - To Peter Kaye - Carter Speech - Howlett</a>
OPEN / DIGITIZED	<a href="#">8/16/76 - To President Ford - Summary of Pre-Convention Poll on Potential Vice Presidential Choices</a>
OPEN / DIGITIZED	<a href="#">9/8/76 - To Alan Greenspan - Home Ownership - Data/Conclusions and Recommendations</a>
OPEN / DIGITIZED	<a href="#">10/76 - Recommended Calls from President Ford to Governor Rhodes of Ohio and Governor Bond of Missouri</a>

### **1972 Presidential Campaign: Teeter Memoranda (Copy 2), 1971-72.**

(Boxes 64-66, 0.9 linear feet)

Memoranda, under Committee for the Re-election of the President letterhead, from Robert Teeter or his assistant Ted Garrish to H. R. Haldeman, Attorney General John Mitchell, Clark MacGregor and other senior advisers. They concern 1972 campaign polling strategies, programs, and survey results of candidate strengths and weaknesses in particular states, with particular voter groups, and on national campaign issues, such as abortion, busing, crime, drug abuse, the economy, the environment, and Vietnam. Duplicate copies of these memoranda can be found in Box 1 of this collection. This series has been [digitized](#).

Arranged chronologically and thereunder alphabetically by name of recipient.

### **Box 64 - 1972 Presidential Campaign: Teeter Memoranda (Copy 2)**

Status	Title
OPEN / DIGITIZED	<a href="#">Log of Memos</a>
OPEN / DIGITIZED	<a href="#">November 12, 1971 - Attorney General - 1972 Campaign Polling</a>
OPEN / DIGITIZED	<a href="#">November 28, 1971 - Attorney General - 1972 Campaign Polling</a>
OPEN / DIGITIZED	<a href="#">January 3, 1972 - H. R. Haldeman - 1972 Campaign Plan</a>
OPEN / DIGITIZED	<a href="#">January 6, 1972 - H. R. Haldeman - Catholic Vote</a>
OPEN / DIGITIZED	<a href="#">January 6, 1972 - H. R. Haldeman - The Environment</a>
OPEN / DIGITIZED	<a href="#">January 11, 1972 - Attorney General - Florida Data</a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>January 26, 1972 - Attorney General - New Hampshire, Florida, and Wisconsin Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>January 27, 1972 - Attorney General - Kentucky and Illinois Poll Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>January 31, 1972 - Attorney General - First Wave Polling Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>January 31, 1972 - Rob Odle - February Budget</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 3, 1972 - Attorney General - Arkansas</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 7, 1972 - Peter H. Dailey - Documentary Films</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 9, 1972 - Attorney General - Pennsylvania Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 10, 1972 - Attorney General - Iowa and North Carolina Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 11, 1972 - Attorney General - New Jersey Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 14, 1972 - Attorney General - Pennsylvania and Ohio Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 15, 1972 - Attorney General - Missouri Poll Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 15, 1972 - Attorney General - Ohio Poll Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 16, 1972 - Attorney General - Florida Follow-Up Study</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 16, 1972 - Attorney General - New Hampshire and Florida Telephone Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 17, 1972 - Peter Dailey - Wisconsin Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 18, 1972 - Bob Marik - Wisconsin Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 24, 1972 - Attorney General - Reformatted Analysis and Analysis of New York and Virginia</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 27, 1972 - Attorney General - Surveys on Race and Busing</u></a>
OPEN / DIGITIZED	<a href="#"><u>February 28, 1972 - Peter H. Dailey - Media Market Runs</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 2, 1972 - Robert C. Odle, Jr. - January/February Consulting</u></a>



<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>March 2, 1972 - Dan Todd - Older Voters</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 6, 1972 - John N. Mitchell - National Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 6, 1972 - Bill Novelli - Voter Demographics</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 9, 1972 - Jeb S. Magruder - New Hampshire Critique</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 10, 1972 - John N. Mitchell - Youth Poster Study</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 13, 1972 - Robert M. Teeter - Projects</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 21, 1972 - Van Shumway - Suggested Press Events</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 28, 1972 - Harry Flemming and Al Kaupinen - Registration Drive States</u></a>
OPEN / DIGITIZED	<a href="#"><u>March 28, 1972 - H.R. Haldeman - "California Poll" Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 3, 1972 - John N. Mitchell - Demographic Tables</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 7, 1972 - John N. Mitchell - South Carolina Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 11, 1972 - John N. Mitchell - Wallace Strategy</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 12, 1972 - John N. Mitchell - Campaign Theme</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 13, 1972 - John N. Mitchell - South Carolina, Massachusetts, and North Dakota Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 17, 1972 - John N. Mitchell - Interim Analysis Report</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 21, 1972 - Jeb S. Magruder - Priority State Lists</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 21, 1972 - John N. Mitchell - Use of the First Wave Polling Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 24, 1972 - Jeb S. Magruder, et al - Democrat Massachusetts Primary</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 27, 1972 - John N. Mitchell - California Telephone Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>April 27, 1972 - John N. Mitchell - Oklahoma Opinion on ITT</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 4, 1972 - John N. Mitchell - Connecticut Poll on Bombing of North Vietnam, ITT, and George Meany</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 8, 1972 - Ron Wiles - Information Requests</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 9, 1972 - Donald Mosiman et al - Ticket-Splitting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - Patrick J. Buchanan, et al - Wave II Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - John N. Mitchell - Connecticut Poll Results</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - John N. Mitchell - Final First Wave Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - John N. Mitchell - Second Wave Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - John N. Mitchell - Ticket-Splitting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 11, 1972 - Dan Todd - Data on Older Americans</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 15, 1972 - John N. Mitchell - Connecticut Poll Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 15, 1972 - Donald Mosiman - Pennsylvania</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 17, 1972 - John N. Mitchell - California Corey Research</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 18, 1972 - John N. Mitchell - Minnesota Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 18, 1972 - John N. Mitchell - Vietnam Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 22, 1972 - Fred LaRue - Second Wave Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 23, 1972 - Myles J. Ambrose - Priority Areas for Drug Programs</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 26, 1972 - John N. Mitchell - California Primary</u></a>
OPEN / DIGITIZED	<a href="#"><u>May 26, 1972 - John N. Mitchell - Second Wave Questionnaire</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 2, 1972 - John N. Mitchell - Revised Second Wave Questionnaire</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 6, 1972 - Robert M. Teeter - Spanish-American Vote</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 7, 1972 - Bart Porter - Priority Areas on Crime and Drug Abuse Issues</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 7, 1972 - Roy D. Morey - The President's Handling of Crime Problems</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 8, 1972 - H.R. Haldeman - California Primary</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 8, 1972 - John N. Mitchell - Second Wave Questionnaire</u></a>

**Box 65 - 1972 Presidential Campaign: Teeter Memoranda (Copy 2)**

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>June 9, 1972 - Robert Marik and Al Kaupinen - Connecticut Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 9, 1972 - Van Shumway - Attached Memo (L.E.A.A.)</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 10, 1972 - Jeb S. Magruder - Public Perception of the President's Ability to Handle Crime</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>June 10, 1972 - John N. Mitchell - Spanish-American Bloc</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 12, 1972 - Miles J. Ambrose - Crime Priorities</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 13, 1972 - Roy D. Morey - Pollution/Environment Priority List</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 13, 1972 - Donald Mosiman and Robert Marik - Maryland Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 13, 1972 - Bart Porter - Pollution/Environment Priority List</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 20, 1972 - H.R. Haldeman - Further Study at Slogan "President Nixon, Now more than ever."</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 20, 1972 - Jeb S. Magruder - Public Perception of the President's Ability to Handle Environment/Pollution</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 20, 1972 - William D. Ruckelshaus - Public Perception of the President's Ability to Handle Environment/Pollution</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 22, 1972 - Bart Porter - The President's Handling of Economic Problems</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 27, 1972 - Nancy Brataas - Chicago Telephone Centers</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 29, 1972 - H.R. Haldeman - 1960 and 1968 Elections</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 30, 1972 - Ann Dore - Issue and Demographic Area Priorities</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 30, 1972 - Richard F. McAdoo - Registration Drive for Military Voters</u></a>
OPEN / DIGITIZED	<a href="#"><u>June 30, 1972 - Herbert L. Porter and J. Curtis Herge - Surrogate Attack Plan</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 3, 1972 - Clark MacGregor - Second Wave Polling Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 5, 1972 - Dan Evans - Illinois Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 6, 1972 - Paul Jones - Future Polling of Blacks</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 7, 1972 - Dan Piliero - Crime Issue</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 10, 1972 - Alan Heslop - California Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 10, 1972 - Jeb S. Magruder - Polling Budget</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>July 10, 1972 - Clark MacGregor - State Sample Ballot Races</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 11, 1972 - Clark MacGregor - Polling Data Clearance</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 11, 1972 - Clark MacGregor - Release of Sample Ballot Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 11, 1972 - Dan Piliero, Angela Harris, and Tony McDonald - Geographic Issue Priorities</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 14, 1972 - Clark MacGregor - New York Sample Ballots</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 15, 1972 - Clark MacGregor - Second Wave Campaign Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 18, 1972 - Fred Malek - Dissemination of Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 22, 1972 - Gordon C. Strachan - Campaign Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 25, 1972 - Dwight L. Chapin - Issue and Appearance Data From Second Wave Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 28, 1972 - Bill Novelli - Media Allocations</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 31, 1972 - Clark MacGregor - Inflation and Taxes</u></a>
OPEN / DIGITIZED	<a href="#"><u>July 31, 1972 - Clark MacGregor - Panel Interview Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 1, 1972 - Gordon C. Strachan - Polling Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 1, 1972 - H.R. Haldeman - Second Wave Polling Results</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 2, 1972 - H.R. Haldeman - Scheduling</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 2, 1972 - Robert H. Marik - Missouri</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 2, 1972 - Richard Wirthlin, Frederick Currier, and Harry O'Neill - Wave III Cost Estimates</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 8, 1972 - H.R. Haldeman - Jewish Voters</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 8, 1972 - H.R. Haldeman - Richard Nixon/George McGovern Strong/Weak Issues</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 8, 1972 - Jeb S. Magruder - Nixon Vote</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 9, 1972 - Bob Marik - Presidential and Senatorial Ballot for Texas</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 11, 1972 - H.R. Haldeman - Abortion</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - Marvin Collins - California Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - Roy Goodearle - Vice President's Appearances</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - H.R. Haldeman - Abortion Memo</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - H.R. Haldeman - Vietnam/Amnesty/National Defense</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - Rick Murray - Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 15, 1972 - Peter Sawers, et al - Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 16, 1972 - David Parker - Scheduling</u></a>
OPEN / DIGITIZED	<a href="#"><u>August 25, 1972 - Clark MacGregor - Wave III Questionnaire</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 1, 1972 - Gordon C. Strachan - Gallup and Harris Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 5, 1972 - Frederic V. Malek - Lawyers Committee Request for Wave Two and Wave Three Polling Information For Use in Lawyers Spokesman Program</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 7, 1972 - Ed Failor - Abortion</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 7, 1972 - David Parker - Presidential and Vice Presidential Approval Ratings</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 7, 1972 - Dan Piliero - Appearances and Issues for Lawyers Spokesman Program</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 12, 1972 - Clark MacGregor - Los Angeles and Orange County Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 13, 1972 - Al Kaupinen - Illinois Blitzes</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 14, 1972 - Clark MacGregor - Suggested Presidential Appearance with Older Voters</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 18, 1972(ca.) - Clark MacGregor - Colorado and Rhode Island</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 18, 1972 - Clark MacGregor - National Trial Heats</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>September 18, 1972 - Clark MacGregor - Senate and Governor Ballots</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 20, 1972 - Clark MacGregor - Telephone Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 20, 1972 - Clark MacGregor - Wave III Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 21, 1972 - Clark MacGregor - Telephone Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 21, 1972 - Robert M. Teeter - Past Voting Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 22, 1972 - Clark MacGregor - Updated Issues and Appearances Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 26, 1972 - John C. Whitaker - Environment Polling Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 27, 1972 - Dan Todd - State Priorities for Older Americans</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 28, 1972 - Clark MacGregor - The President's Trip to New York and California</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 29, 1972 - Rick Fore - Targeting Canvassing Efforts</u></a>
OPEN / DIGITIZED	<a href="#"><u>September 29, 1972 - Clark MacGregor - George McGovern Turn-Around Commercial Study</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 3, 1972 - Clark MacGregor - Gallup and Harris Sample and Filter Procedures</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 3, 1972 - Clark MacGregor - Telephone Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 3, 1972 - Clark MacGregor - Verbatim Responses about George McGovern</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 4, 1972 - Clark MacGregor - Current Data Senate Races</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 5, 1972 - Clark MacGregor - Phone Polls (#1)</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 5, 1972 - Clark MacGregor - Phone Polls (#2)</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 5, 1972 - Fred Malek - Turnout</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 6, 1972 - Clark MacGregor - Kentucky and Texas Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 6, 1972 - Clark MacGregor - Maryland Phone Poll</u></a>

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>October 6, 1972 - Bill Novelli - Special Emphasis Areas for Older American Advertising</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 10, 1972 - Clark MacGregor - Minnesota Phone Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 10, 1972 - Robert M. Teeter - Past Vote Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 12, 1972 - Clark MacGregor - California Telephone Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 12, 1972 - Clark MacGregor - Future Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 12, 1972 - Clark MacGregor - New York Phone Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 17, 1972 - Clark MacGregor - Final Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 18, 1972 - Clark MacGregor - Future Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 18, 1972 - Clark MacGregor - Phone Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 18, 1972 - Clark MacGregor - Turnout</u></a>

**Box 66 - 1972 Presidential Campaign: Teeter Memoranda (Copy 2)**

<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>October 20, 1972 - Frank Herringer - Demographic Profile Book</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 20, 1972 - Clark MacGregor - Oklahoma Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 23, 1972 - Clark MacGregor - Phone Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 24, 1972 - Clark MacGregor - Kentucky</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 24, 1972 - Clark MacGregor - West Virginia</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 25, 1972 - Clark MacGregor - Texas Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 26, 1972 - Clark MacGregor - Michigan</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 26, 1972 - Clark MacGregor - Polling</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 27, 1972 - Stan Anderson and Phil Reberger - Revise Election Night Output</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 27, 1972 - Clark MacGregor - Presidential Visit to Ohio</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 28, 1972 - Clark MacGregor - Illinois Briefing</u></a>
OPEN / DIGITIZED	<a href="#"><u>October 28, 1972 - Clark MacGregor - Washington Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 2, 1972 - H.R. Haldeman - Election Night Data System</u></a>



<b>Status</b>	<b>Title</b>
OPEN / DIGITIZED	<a href="#"><u>November 2, 1972 - Clark MacGregor - North Carolina</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 2, 1972 - Clark MacGregor - Oklahoma</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 2, 1972 - Clark MacGregor - Presidential Visit to New Mexico</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 2, 1972 - Clark MacGregor - Rhode Island</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 3, 1972 - Clark MacGregor - Current Polling Data</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 3, 1972 - Clark MacGregor - Electoral Vote Survey</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 3, 1972 - Clark MacGregor - Post Election Analysis</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 5, 1972 - Clark MacGregor - Final Newspaper Polls</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 5, 1972 - Clark MacGregor - Post Election Poll</u></a>
OPEN / DIGITIZED	<a href="#"><u>November 8, 1972 - Gordon C. Strachan - Turnout</u></a>

### **Teeter Speeches and Interviews, 1975-2003.**

(Boxes 66-69, 1.3 linear feet)

Transcripts, drafts of speeches, memoranda, correspondence, handwritten notes, and other reference material that Robert Teeter used for his speeches, interviews, and television show and panel discussions. The materials relate to business and non-profit organizations where Teeter spoke, presidential and congressional campaigns, state elections, demographics, and voting behavior. Most speeches and interviews discuss the findings from Teeter's public opinion surveys and his involvement in the 1988 and 1992 Presidential campaigns. Additional topics include the Republican Party, business, and the environment.

Arranged chronologically.

### **Box 66 (Continued) - Teeter Speeches and Interviews**

<b>Status</b>	<b>Title</b>
OPEN	Speech Folder (1)-(2)
OPEN	June 20-21, 1975 - Harvard Seminar
OPEN	May 1979 - George Romney - Albion College



<b>Status</b>	<b>Title</b>
OPEN	Fall 1983 - General
OPEN	June 1984 - Baltimore Speech
OPEN	1987 - Council on Competitiveness
OPEN	June 19-21, 1987 - The Republican Conference - Williamsburg, Virginia (1)-(3)
OPEN	October 1987 - Republican Conference

### **Box 67 - Teeter Speeches and Interviews**

<b>Status</b>	<b>Title</b>
OPEN	1990 - Gary Maloney Interview
OPEN	March 23, 1990 - Senate Republican Conference - Shepherdstown, West Virginia
OPEN	April 19-21, 1990 - State Chairmen's Meeting - LaJolla, California (1)-(2)
OPEN	June 30, 1990 - Ohio County Committee Chairs Meeting
OPEN	July 12, 1990 - Republican National Convention - Chicago Speech
OPEN	August 14, 1990 - Mike Gillette Interview
OPEN	September 12, 1990 - Vote America Meeting
OPEN	October 26, 1990 - Public Perspective
OPEN	December 12, 1990 - Persian Gulf - Pioneer High School - Ann Arbor, Michigan
OPEN	January 29, 1991 - National Committee for Quality Health Care
OPEN	September 17, 1991 - Health Leadership
OPEN	November 20, 1991 - Public Affairs Council
OPEN	September 27, 1992 - This Week with David Brinkley
OPEN	October 25, 1992 - Meet the Press
OPEN	September 28, 1993 - Goodman Dinner - Toronto
OPEN	1994 - Political Speech Notes (1)-(2)
OPEN	1994 - Speech Materials
OPEN	January 31, 1994 - National Cable Television Association

### **Box 68 - Teeter Speeches and Interviews**

<b>Status</b>	<b>Title</b>
OPEN	March 3, 1994 - Health Care Task Force - Senate Republican Retreat - Annapolis, Maryland (1)-(2)
OPEN	March 10, 1994 - Economic Strategy Institute - "The Politics of Trade" - Washington D.C.
OPEN	March 11, 1994 - Natural Gas Association - New Orleans, Louisiana
OPEN	April 22, 1994 - Adrian College
OPEN	May 13, 1994 - Council of Public Affairs Executives - Cleveland, Ohio
OPEN	June 26, 1994 - Ideation/Ungrodt - Lexington, Kentucky
OPEN	October 5, 1997 - Oral History Interview with Robert Teeter
OPEN	October 16-17, 1994 - Public Affairs Council - Tucson, Arizona
OPEN	October 30, 1994 - Meet the Press
OPEN	November 20, 1994 - Ann Arbor Economic Dinner Group - Michigan
OPEN	1995 - Speech Notes (1)-(2)
OPEN	February 1, 1995 - New York Leadership Conference
OPEN	March 29, 1995 - BPH Company
OPEN	October 20, 1995 - George H.W. Bush Presidential Library
OPEN	October 27, 1995 - Ford Motor Company
OPEN	November 30, 1995 - Michael Traugott/ Warren Mitofsky Panel - University of Michigan
OPEN	1996 - Morgan Stanley
OPEN	January 25, 1996 - Natural Gas Association - Orlando, Florida
OPEN	June 1996 - Robert Eisinger - Lewis and Clark College
OPEN	October 1, 1996 - American Marketing Association - Chicago, Illinois
OPEN	May 5, 1997 - Oral History Interview with Robert Teeter

<b>Status</b>	<b>Title</b>
OPEN	September 3, 1997 - Ohio Chamber of Commerce Speech - Political Trends
OPEN	October 12-13, 1997 - Equipment Manufacturing Institute - Williamsburg, Virginia
OPEN	1998 - Post-Election Speech Materials

**Box 69 - Teeter Speeches and Interviews**

<b>Status</b>	<b>Title</b>
OPEN	October 26, 1999 - Ann Arbor Education Foundation
OPEN	November 5, 1999 - Bilderberg Group - Washington D.C.
OPEN	January 21, 2000 - Environmental Defense Fund
OPEN	June 19, 2000 - Society of Automotive Engineers - Washington D.C.
OPEN	October 2001 - Political Change/Generations - Albion College
OPEN	October 24, 2001 and October 16, 2002 - Law and Politics Class - University of Michigan
OPEN	November 20, 2001 - Lynn Kirby PhD Interview
OPEN	2002 - Pre-Election Speech Notes
OPEN	2002 - Post-Election Speech Notes
OPEN	July 11, 2002 - Verizon P.A. Executives - Washington, D.C.
OPEN	September 9, 2002 - Sam Popkin Interview
OPEN	October 21, 2002 - Bank of Ann Arbor Customers
OPEN	October 30, 2002 - Washington Economic Club
OPEN	February 6-7, 2003 - Verizon Leadership Conference - Washington D.C.
OPEN	February 22, 2003 - Templeton Capital - Nassau
OPEN	April 14, 2003 - Washtenaw County Republicans - Lincoln Day Dinner
OPEN	May 1, 2003 - GSC Partners - Palm Beach, Florida
OPEN	May 19, 2003 - White House Economic Council - Washington, D.C.

## **Election Results and Analysis, 1976-2004.**

(Boxes 70-83, 5.4 linear feet)

Public opinion surveys, memoranda, correspondence, reports, analyses, notes, charts, publications, and clippings related to presidential, congressional, and gubernatorial elections from 1980 through 2004 that were compiled by Robert Teeter in his work for Market Opinion Research, the Coldwater Corporation, and campaign organizations. The series includes media exit polls, election results, historical data, and other material accumulated during an election that was then used to analyze the outcome of the election. Some post-election analyses and other writings were placed in these files to provide historical information for use in future elections. U.S. National Post-Election Surveys that Market Opinion Research conducted for the Republican National Committee and the National Republican Congressional Committee following the 1982-1988 elections are also included in this series.

Arranged chronologically by election year and alphabetically by subject thereunder.

### **Box 70 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1976 - Congressional Quarterly's Guide to 1976 Elections
OPEN	1980 - Election Results Information (1)-(2)
OPEN	1980 - The Gallup Opinion Index
OPEN	1982 - Election Night (CBS)
OPEN	1982 - National Republican Congressional Committee Post-Election Study Analysis (November 1982)
OPEN	1982 - Post-Election Information
OPEN	1984 - CBS / New York Times Exit Poll
OPEN	1984 - Election Analysis (1)-(2)
OPEN	1984 - Election Results and Information
OPEN	1984 - Exit Polling (Includes Election Report) (1)-(2)

### **Box 71 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1984 - Exit Polling (Includes Election Report) (3)-(11)
OPEN	1984 - National Journal (November 10, 1984)

<b>Status</b>	<b>Title</b>
OPEN	1984 - Post-Election Recontact Study: Comparative Findings and Analysis of Voting Behavior (Congressional Districts), January 1985 (prepared for National Republican Congressional Committee)
OPEN	1984 - Tracking / Polling Results
OPEN	1984 - U.S. National Post-Election Study - Findings (prepared for National Republican Congressional Committee)

#### **Box 72 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1984 - U.S. National Post-Election Study - Marginal Results (prepared for National Republican Congressional Committee)
OPEN	1984 - U.S. National Post-Election Study - Summary Tables (prepared for National Republican Congressional Committee) (1)-(2)
OPEN	1986 - CBS Exit Polls (1)-(8)
OPEN	1986 - Election Results and Information
OPEN	1986 - Exit Polls

#### **Box 73 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1986 - National Journal (November 8, 1986)
OPEN	1988 - Election Information
OPEN	1988 - Exit Polls
OPEN	1988 - National Journal (November 12, 1988)
OPEN	1988 - Post-Election Analyses (1)-(4)
OPEN	1988 - Presidential Election Eve Report, December 1988 (prepared for the Office of the President Elect)
OPEN	1988 - U.S. National Post-Election Study - Data (prepared for the Republican National Committee) (1)-(4)

#### **Box 74 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
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OPEN	1988 - U.S. National Post-Election Study - Data (prepared for the Republican National Committee) (5)-(6)
OPEN	1988 - U.S. National Post-Election Study - Draft Report (prepared for the Republican National Committee)
OPEN	1988 - U.S. National Post-Election Study - Report (prepared for the Republican National Committee) (1)-(2)
OPEN	1988 - U.S. National Post-Election Study - Verbatims (prepared for the Republican National Committee) (1)-(2)
OPEN	1988 - U.S. National Tracking Data, October-November 1988 (prepared for Bush-Quayle '88) (1)-(6)

#### **Box 75 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1988 - U.S. National Tracking Verbatims, November 1988 (prepared for Bush-Quayle '88) (1)-(4)
OPEN	1989 - Post-Election Results and Information (1)-(2)
OPEN	1990 - Election Night Information
OPEN	1990 - Exit Polls - Governors' Races (1)-(2)
OPEN	1990 - Exit Polls - Senate Races (1)-(2)
OPEN	1990 - National Journal (November 10, 1990)
OPEN	1990 - Post-Election Results and Information (1)-(2)

#### **Box 76 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1992 - Magazines (1)-(3)
OPEN	1992 - National Journal (November 7, 1992)
OPEN	1992 - National Journal Election Results Map
OPEN	1992 - Post-Election Analysis (1)-(2)
OPEN	1992 - Voter Research and Survey's National Exit Poll (1)-(3)
OPEN	1994 - American at the Polls (A Roper Center Data Book)
OPEN	1994 - Election Night Briefing Book (1)-(2)

#### **Box 77 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1994 - Election Night Briefing Book (3)

<b>Status</b>	<b>Title</b>
OPEN	1994 - NBC News Election Night Guide (1)-(6)
OPEN	1994 - National Journal (November 12, 1994)
OPEN	1994 - Pre-Election Information
OPEN	1994 - Post-Election Analysis (1)-(2)
OPEN	1994 - Voter News Service Exit Polling (1)-(2)

#### **Box 78 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1994 - Voter News Service Exit Polling (3)
OPEN	1996 - America at the Polls (Roper Center Databook)
OPEN	1996 - C.W. Charts and Analysis (1)-(2)
OPEN	1996 - Delegate Surveys
OPEN	1996 - Election Night (1)-(3)
OPEN	1996 - NBC News Guide to the General Election
OPEN	1996 - National Journal (November 9, 1996)
OPEN	1996 - Non-Coldwater Charts and Analysis (1)-(2)

#### **Box 79 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1996 - Public Polls
OPEN	1996 - Voter Behavior (1)-(2)
OPEN	1996 - Voter News Service Exit Polling (1)-(5)
OPEN	1998 - Midterm Elections
OPEN	1998 - American At the Polls, 1998 (Roper Center Publication)
OPEN	1998 - American Electorate in Campaign 1998, April/May 1998 (publication)
OPEN	1998 - Background
OPEN	1998 - National Journal: Special Report on Election 1998 (November 7, 1998)

#### **Box 80 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	1998 - Post Election Analysis (1)-(2)

<b>Status</b>	<b>Title</b>
OPEN	1998 - Post Election Analysis - Demographic
OPEN	1998 - Post Election Analysis - Exit Polls and Results (1)-(2)
OPEN	1998 - Voter News Service Exit Poll (1)-(2)
OPEN	2000 - Election Analysis and Background (1)-(2)
OPEN	2000 - Election Results Map
OPEN	2000 - Electoral Analysis
OPEN	2000 - Exit Polls (1)-(4)

### **Box 81 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	2000 - Exit Polls (5)-(7)
OPEN	2000 - General Election Background
OPEN	2000 - Historical Tables
OPEN	2000 - National Journal
OPEN	2000 - Post Election Analysis (1)-(3)
OPEN	2000 - Primaries
OPEN	2000 - Primaries - Michigan
OPEN	2000 - Primaries - Presidential Results (1)-(3)

### **Box 82 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	2000 - Primaries - Presidential Results (4)-(6)
OPEN	2002 - NBC Election Night
OPEN	2002 - National Journal (November 9, 2002)
OPEN	2002 - Post-Election (1)-(2)
OPEN	2002 - Post-Election Binder
OPEN	2004 - Exit Polls
OPEN	2004 - Exit Polls - CNN (1)-(2)

### **Box 83 - Election Results and Analysis**

<b>Status</b>	<b>Title</b>
OPEN	2004 - Exit Polls - CNN (3)-(7)

### **NBC News/Wall Street Journal Survey Questions Results, 1989-2004.**



(Boxes 84-88, 2.0 linear feet)

Question results from national public opinion surveys conducted by Robert Teeter of Coldwater Corporation and Peter Hart of Peter D. Hart Research Associates for NBC News and The Wall Street Journal between 1989 and 2004. These surveys tested American attitudes and opinions toward a wide-range of political issues, current events and public figures, including presidential and congressional candidates. Almost all surveys contain questions concerning approval ratings for the then-current President (George H.W. Bush, Bill Clinton or George W. Bush). This series documents prominent U.S. foreign policy and world events including: the fall of the Soviet Union; the Persian Gulf War; the conflict in Bosnia; the September 11, 2001 terrorist attacks; the War on Terrorism; and the wars with Afghanistan and Iraq. Additionally, the question results address attitudes toward domestic, economic, and social issues, such as the federal budget, the media, Bill Clinton's affair and subsequent impeachment, abortion, campaign finance, crime, drug abuse, education, energy, the environment, health care, inflation, sports, taxes, television, and unemployment. Data and cross-tabulations for many of these survey, as well as additional NBC/WSJ surveys not included in this series, can be found in the series: NBC/Wall Street Journal National Public Opinion Survey Data, 1989-2004 (boxes 89-129).

Arranged chronologically.

#### **Box 84 - NBC News/Wall Street Journal Survey Questions Results**

<b>Status</b>	<b>Title</b>
OPEN	September 1989 (#4000)
OPEN	November 1989 (#4001)
OPEN	December 1989 (#4002)
OPEN	January 1990 (#4003)
OPEN	March 1990 (#4004)
OPEN	April 1990 (#4005)
OPEN	May 1990 (#4006)
OPEN	July 1990 (#4007)
OPEN	August 1990 (#4008)
OPEN	September 4-5, 1990 (#4009)
OPEN	September 1990 (#4010)

<b>Status</b>	<b>Title</b>
OPEN	October 1990 (#4011)
OPEN	October 1990 (#4012)
OPEN	December 1990 (#4013)
OPEN	January 1991 (#4014)
OPEN	February 1991 (#4015)
OPEN	March 1991 (#4016)
OPEN	May 1991 (#4017)
OPEN	June 1991 (#4018)
OPEN	July 1991 (#4019)
OPEN	August 1991 (#4020)
OPEN	September 1991 (#4021)
OPEN	October 1991 (#4022)
OPEN	October 1991 (#4023)
OPEN	November 1991 (#3417)
OPEN	December 1991 (#4024)
OPEN	January 1992 (#4025)
OPEN	February/March 1992 (#4026)
OPEN	April 1992 (#4027)
OPEN	May 1992 (#4028)
OPEN	July 1992 (#4029)
OPEN	August 1992 (#4030)
OPEN	September 1992 (#4031)
OPEN	October 1992 (#4032)
OPEN	October 27-28, 1992 (#4033)

#### **Box 85 - NBC News/Wall Street Journal Survey Questions Results**

<b>Status</b>	<b>Title</b>
OPEN	November 1992 (#4034)
OPEN	December 1992 (#4035)
OPEN	January 1993 (#4036)
OPEN	March 1993 (#4037)
OPEN	April 1993 (#4038)

<b>Status</b>	<b>Title</b>
OPEN	June 1993 (#4039)
OPEN	July 1993 (#4040)
OPEN	September 1993 (#4041)
OPEN	October 1993 (#4042)
OPEN	November 1993 (#4043)
OPEN	December 1993 (#4044)
OPEN	January 1994 (#4045)
OPEN	March 1994 (#4046)
OPEN	May 1994 (#4047)
OPEN	June 1994 (#4048)
OPEN	July 1994 (#4049)
OPEN	September 1994 (#4050)
OPEN	September 1994 - Haiti (#4047)
OPEN	October 1994 (#4052)
OPEN	November 4-5, 1994 (#4053)
OPEN	November 9, 1994 (#4054)
OPEN	December 1994 (#4055)
OPEN	January 1995 (#4056)
OPEN	March 1995 (#4057)
OPEN	April 3-4, 1995 (#4058)
OPEN	April 21-25, 1995 (#4059)
OPEN	June 1995 (#4060)
OPEN	July 1995 (#4061)
OPEN	September 1995 (#4062)
OPEN	October 1995 (#4063)
OPEN	November 1995 (#4064)
OPEN	December 1995 (#4065)
OPEN	January 1996 (#4066)
OPEN	March 1996 (#4067)
OPEN	May 1996 (#4068)

### **Box 86 - NBC News/Wall Street Journal Survey Questions Results**

<b>Status</b>	<b>Title</b>
OPEN	June 1996 (#4069)
OPEN	July 1996 (#4070)
OPEN	August 1996 (#4071)
OPEN	August 1996 (#4072)
OPEN	September 1996 (#4073)
OPEN	October 1996 (#4074)
OPEN	November 2-3, 1996 (#4075)
OPEN	December 1996 (#4076)
OPEN	January 1997 (#4077)
OPEN	March 1997 (#4078)
OPEN	April 1997 (#4079)
OPEN	June 1997 (#4080)
OPEN	July 1997 (#4081)
OPEN	September 1997 (#4082)
OPEN	October 1997 (#4083)
OPEN	November 17, 1997 (#4084)
OPEN	December 1997 (#4085)
OPEN	January 1998 (#4086)
OPEN	January 22, 1998 (#5080a)
OPEN	January 24, 1998 - Clinton Survey (#4087)
OPEN	January 25, 1998 (#5080b)
OPEN	January 26, 1998 (#5080c)
OPEN	January 27, 1998 (#5080d)
OPEN	January 31, 1998 (#5080e)
OPEN	February 1998 - Quarterly (#4088)
OPEN	February 7, 1998 (#5080f)
OPEN	April 1998 (#4089)
OPEN	April 2, 1998 (#5080g)
OPEN	June 1998 (#4090)
OPEN	July 1998 (#4091)

<b>Status</b>	<b>Title</b>
OPEN	September 1998 (#4092)
OPEN	October 1998 (#4093)
OPEN	December 1998 (#4094)
OPEN	January 11-12, 1999 - Clinton Impeachment (#5400a)

**Box 87 - NBC News/Wall Street Journal Survey Questions Results**

<b>Status</b>	<b>Title</b>
OPEN	January 1999 (#4095)
OPEN	March 1999 (#4096)
OPEN	April 1999 (#4097)
OPEN	June 1999 - Quarterly (#4098)
OPEN	July 1999 (#4099)
OPEN	September 1999 (#6000)
OPEN	October 1999 (#6001)
OPEN	December 1999 - Quarterly (#6002)
OPEN	January 2000 - New Hampshire Primary (#5719)
OPEN	January 2000 (#6003)
OPEN	February 2000 - South Carolina Primary (#5756)
OPEN	March 2000 - Quarterly (#6004a)
OPEN	March 2000 (#6004b)
OPEN	April/May 2000 (#6005)
OPEN	June 2000 - Quarterly (#6006)
OPEN	July 2000 - Pre-Convention (#6007a)
OPEN	August 2000 - Pre-Democratic Convention (#6007b)
OPEN	August 2000 - GOP Bump (#5911)
OPEN	September 2000 - Quarterly (#6008)
OPEN	October 2000 (#6009)
OPEN	October 3, 2000 - Post-Debate (#6130)
OPEN	November 2000 (#6010)
OPEN	November 2000 - Florida (#6011b)
OPEN	November 2000 - Post-certification (#6204)
OPEN	November 2000 - Post-Election (#6193)

<b>Status</b>	<b>Title</b>
OPEN	November 2000 - Recount (#6011a)
OPEN	December 2000 - Quarterly (#6012)
OPEN	December 2000 - Post-Election (#6214)
OPEN	January 13-15, 2001 (#6013)
OPEN	March 1-3, 2001 - Quarterly (#6014)
OPEN	April 2001 (#6015)
OPEN	June 2001 (#6016)
OPEN	September 12, 2001 - Terrorism (#6018)
OPEN	September 15-16, 2001 - Terrorism (#6019)
OPEN	October 7, 2001 - Attack on Terrorism (#6020)

**Box 88 - NBC News/Wall Street Journal Survey Questions Results**

<b>Status</b>	<b>Title</b>
OPEN	November 2001 (#6021)
OPEN	December 2001 (#6022)
OPEN	January 2002 (#6023)
OPEN	April 2002 (#6024)
OPEN	May 2002 (#6665)
OPEN	June 2002 (#6025)
OPEN	July 2002 (#6026)
OPEN	September 2002 (#6027)
OPEN	October 2002 (#6028)
OPEN	December 2002 (#6029)
OPEN	January 2003 (#6030)
OPEN	February 5, 2003 (#6949)
OPEN	March 17, 2003 - Iraq (#6031)
OPEN	March 23, 2003 (#6032)
OPEN	March 29-30, 2003 (#6033)
OPEN	April 2003 (#6034)
OPEN	May 2003 (#6035)
OPEN	July 2003 (#6036)
OPEN	August 2003 (#7075)

Status	Title
OPEN	September 2003 (#6037)
OPEN	November 2003 (#6038)
OPEN	December 13, 2003(#6039)
OPEN	December 14, 2003 (#6040)
OPEN	January 2004 (#6041)
OPEN	March 2004 (#6042)
OPEN	May 2004 (#6043)
OPEN	June 2004 (#6044)
OPEN	July 2004 (#6045)
OPEN	August 2004 - Pre-Republican Convention (#6046)
OPEN	September 2004 (#6047)
OPEN	October 2004 (#6048)
OPEN / DIGITIZED	<a href="#">December 2004 (#6050)</a>

**NBC News/Wall Street Journal National Public Opinion Survey Data, 1989-2004.**

(Boxes 89-129, 16.4 linear feet)

Question results, cross-tabulations, data, correspondence, memoranda, reports, and notes related to national public opinion surveys conducted by Robert Teeter of Coldwater Corporation and Peter Hart of Peter D. Hart Research Associates. These surveys were completed for NBC News and The Wall Street Journal between 1989 and 2004. These surveys tested American attitudes toward a wide-range of political issues, current events and public figures, including presidential and congressional candidates. Almost all surveys contain questions concerning approval ratings for the then-current President (George H.W. Bush, Bill Clinton or George W. Bush). This series documents prominent U.S. foreign policy and world events including: the fall of the Soviet Union; the Persian Gulf War; the conflict in Bosnia; the September 11, 2001 terrorist attacks; the War on Terrorism; and the wars with Afghanistan and Iraq. Additionally, the question results address attitudes toward domestic, economic, and social issues, such as the federal budget, Bill Clinton's affair and subsequent impeachment, abortion, campaign finance, crime, drug abuse, education, energy, the environment, health care, homosexuality, inflation, sports, taxes, television, and unemployment. At the end of this series there is also a

compilation surveys conducted from 1990-1995 related to personal, consumer, and federal financial issues. For quick reference, copies of the survey question results for most of these surveys, as well as additional NBC/WSJ surveys not included in this series, can be found in the above series: NBC/Wall Street Journal National Public Opinion Survey Question Results, 1989-2004 (boxes 84-88).

Arranged chronologically.

**Box 89 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	September 1989 - National Survey #1 (#4000) (1)-(3)
OPEN	November 1989 - National Survey #2 (#4001) (1)-(2)
OPEN	December 1989 - National Survey #3 (#4002)
OPEN	January 1990 - National Survey #4 (#4003) (1)-(3)
OPEN	March 1990 - National Survey #5 (#4004) (1)-(3)
OPEN	April 1990 - National Survey #6 (#4005) (1)-(2)

**Box 90 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	May 1990 - National Survey #7 (#4006) (1)-(4)
OPEN	August 1990 - National Survey #9 (#4008)
OPEN	September 4-5, 1990 - National Survey #10 (#4009)
OPEN	September 15-18, 1990 - National Survey #11 (#4010) (1)-(4)

**Box 91 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	October 19-21, 1990 - National Survey #12 (#4011) (1)-(3)
OPEN	October 30-31, 1990 - National Survey #13 (#4012)
OPEN	December, 1990 - National Survey #14 (#4013) (1)-(2)
OPEN	January, 1991 - National Survey #15 (#4014)
OPEN	February, 1991 - National Survey #16 (#4015) (1)-(2)



Status	Title
OPEN	March, 1991 - National Survey #17 (#4016) (1)-(2)

**Box 92 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	March, 1991 - National Survey #17 (#4016) (3)
OPEN	May, 1991 - National Survey #18 (#4017) (1)-(3)
OPEN	June 1991 - National Survey #19 (#4018) (1)-(2)
OPEN	July 1991 - National Survey #20 (#4019) (1)-(3)
OPEN	August 1991 - National Survey #21 (#4020) (1)-(2)
OPEN	September 1991 (#4021) (1)-(3) - Printed on 9/25/1991

**Box 93 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	September 1991 (#4021) (3) - Printed on 09/25/1991
OPEN	September 1991 - National Survey #22 (#4021) - Adults and Registered Voters (1)-(4) - Printed on 09/27/1991
OPEN	October 15, 1991 - National Survey #23 (#4022)
OPEN	October 1991 - National Survey #24 (#4023) (1)-(4)
OPEN	October 1991 - National Survey #24 (#4023) - Printed on 10/30/1991 (1)-(2)

**Box 94 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	October 1991 - National Survey #24 (#4023) - Printed on 10/30/1991 (3)-(5)
OPEN	January 1993 (#4036) (1)-(3)
OPEN	March 1993 (#4037) (1)-(3)
OPEN	April 1993 (#4038) (1)-(2)

**Box 95 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	April 1993 (#4038) (3)

<b>Status</b>	<b>Title</b>
OPEN	June 1993 (#4039) (1)-(4)
OPEN	July 1993 (#4040) (1)-(4)
OPEN	September 1993 (#4041) (1)-(3)

**Box 96 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	October 1993 (#4042) (1)-(4)
OPEN	November 14-15, 1993 (#4043)
OPEN	December 1993 (#4044) (1)-(3)
OPEN	January 1994 (#4045) (1)-(3)
OPEN	March 1994 (#4046) (1)

**Box 97 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	March 1994 (#4046) (2)-(3)
OPEN	April/May 1994 (#4047) (1)-(3)
OPEN	June 1994 (#4048) (1)-(4)
OPEN	July 1994 (#4049) (1)-(3)

**Box 98 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	September 1994 (#4050) (1)-(3)
OPEN	September, 1994 - Haiti (#4051)
OPEN	October 1994 (#4052) (1)-(3)
OPEN	November 9, 1994 (#4054)
OPEN	December 1994 (#4055) (1)-(3)
OPEN	January 1995 (#4056) (1)

**Box 99 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	January 1995 (#4056) (2)-(3)

<b>Status</b>	<b>Title</b>
OPEN	March 1995 (#4057) (1)-(3)
OPEN	April 3-4, 1995 (#4058)
OPEN	April 21-25, 1995 (#4059) (1)-(3)
OPEN	June 1995 (#4060) (1)-(3)
<b>Box 100 - NBC News/Wall Street Journal National Public Opinion Survey Data</b>	

<b>Status</b>	<b>Title</b>
OPEN	July 1995 (#4061) (1)-(3)
OPEN	July/August 1995 - Trait/Cluster Analysis (#4061)
OPEN	September 1995 (#4062) (1)-(3)
OPEN	October 1995 (#4063) (1)-(4)
OPEN	November 1995 (#4064)

**Box 101 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	December 1995 (#4065) (1)-(6)
OPEN	December 1995 - Cluster Analysis (#4065) (1)-(3)
OPEN	January 1996 (#4066) (1)-(3)

**Box 102 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	March 1996 (#4067) (1)-(5)
OPEN	May 1996 (#4068) (1)-(3)
OPEN	June 1996 (#4069) (1)-(3)

**Box 103 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	June 1996 (#4069) (4)-(5)
OPEN	July 1996 (#4070)
OPEN	August 1996 (#4071) (1)-(2)
OPEN	August 20-21, 1996 (#4072)

Status	Title
OPEN	September 1996 (#4073) (1)-(4)

**Box 104 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	September 1996 (#4073) (5)-(6)
OPEN	October 1996 (#4074) (1)-(4)
OPEN	November 1996 (#4075)
OPEN	December 1996 (#4076) (1)-(5)

**Box 105 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	January 1997 (#4077) (1)-(4)
OPEN	March 1997 (#4078) (1)-(6)

**Box 106 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	April 1997 (#4079) (1)-(4)
OPEN	June 1997 (#4080) (1)-(8)

**Box 107 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	July 1997 (#4081) (1)-(4)
OPEN	September 1997 - Quarterly (#4082) (1)-(8)

**Box 108 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	September 1997 - "What Women Want - And Why Men Don't Get It" (#4975) (1)-(2)
OPEN	October 1997 (#4083) (1)-(4)
OPEN	November 1997 (#4084) (1)-(2)
OPEN	December 1997 - Quarterly (#4085) (1)-(6)

**Box 109 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	December 1997 - Consumer (#4085) (1)-(3)
OPEN	January 1998 (#4086) (1)-(3)
OPEN	January - February 1998 - NBC Tracking Clinton Scandals (#'s 4087 and 5080) (1)-(3)
OPEN	February/March 1998 (#4088) (1)-(3)

**Box 110 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	February/March 1998 (#4088) (4)-(7)
OPEN	February/March 1998 - Quarterly/American Character (#4088) (1)-(2)
OPEN	April 1998 (#4089) (1)-(4)
OPEN	June 1998 (#4090) (1)-(2)

**Box 111 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	June 1998 (#4090) (3)-(7)
OPEN	July 1998 (#4091) (1)-(4)
OPEN	August 15-16, 1998 (#5080J)
OPEN	August 17, 1998 (#5080K)
OPEN	August 20, 1998 (#5080M)
OPEN	September 1998 (#4092) (1)-(2)

**Box 112 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	September 1998 (#4092) (3)-(9)
OPEN	October 1998 (#4093) (1)-(4)

**Box 113 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
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OPEN	December 1998 (#4094) (1)-(6)
OPEN	December 15, 1998 (#5080P)
OPEN	December 19, 1998 (#5080R)
OPEN	January 1999 (#4095) (1)-(4)
OPEN	March 1999 (#4096) (1)

**Box 114 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	March 1999 (#4096) (2)-(6)
OPEN	April 1999 (#4097) (1)-(4)
OPEN	June 1999 - Quarterly (#4098) (1)-(2)

**Box 115 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	June 1999 - Quarterly (#4098) (3)-(5)
OPEN	July 1999 (#4099) (1)-(2)
OPEN	September 1999 (#6000) (1)-(5)

**Box 116 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	October 1999 (#6001) (1)-(3)
OPEN	December 1999 - Quarterly (#6002) (1)-(6)
OPEN	January 2000 (#6003) (1)-(4)

**Box 117 - NBC News/Wall Street Journal National Public Opinion Survey Data**

Status	Title
OPEN	January 2000 (#6003) (3)-(4)
OPEN	January 2000 - New Hampshire - Republican Primary Voters (#5719)
OPEN	February 2000 - NBC South Carolina Primary (#5756)
OPEN	March 2000 - Quarterly (#6004a) (1)-(6)
OPEN	April/May 2000 (#6005) (1)-(2)

**Box 118 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	April/May 2000 (#6005) (3)-(5)
OPEN	June 2000 - Quarterly (#6006) (1)-(5)
OPEN	July 2000 (#6007a) (1)-(2)

**Box 119 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	July 2000 (#6007a) (3)-(4)
OPEN	August 2000 - Pre-Democratic Convention (#6007b) (1)-(2)
OPEN	August 3, 2000 - GOP Bump (#5911)
OPEN	August 17, 2000 - Democratic Bump (#5913)
OPEN	September 2000 - Quarterly (#6008) (1)-(5)

**Box 120 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	October 2000 (#6009) (1)-(6)
OPEN	October 3, 2000 - NBC Post Debate I (#6130)
OPEN	October 11, 2000 - NBC Post Debate II (#6159)
OPEN	October 18, 2000 - NBC Post Debate III (#6160)
OPEN	November 3-5, 2000 (#6010)
OPEN	November 8, 2000 - NBC Post Election (#6193)
OPEN	November 13, 2000 - Recount (#6011a)
OPEN	November 14, 2000 - Florida (#6011b)

**Box 121 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	November 27, 2000 - NBC Post Certification (#6204)
OPEN	December 2000 - Quarterly (#6012) (1)-(6)
OPEN	December 4, 2000 - NBC News Post-Election (#6214)
OPEN	January 2001 (#6013) (1)-(4)

**Box 122 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	March 2001 - Quarterly (#6014) (1)-(4)
OPEN	April 2001 (#6015) (1)-(4)
OPEN	June 2001 (#6016) (1)-(3)

**Box 123 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	June 2001 (#6016) (4)
OPEN	September 12, 2001 (#6018)
OPEN	September 15-16, 2001 (#6019) (1)-(2)
OPEN	September 20, 2001 (#6438)
OPEN	October 2001 - Attack on Terrorism (#6020)
OPEN	November 2001 (#6021)
OPEN	December 2001 (#6022) (1)-(3)
OPEN	January 2002 (#6023) (1)-(3)

**Box 124 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	April 2002 (#6024) (1)-(3)
OPEN	May 2002 (#6665)
OPEN	June 2002 (#6025) (1)-(2)
OPEN	July 2002 (#6026) (1)-(3)
OPEN	September 2002 (#6027) (1)-(2)
OPEN	October 2002 (#6028) (1)-(3)

**Box 125 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	October 2002 (#6028) (3)
OPEN	December 2002 (#6029) (1)-(3)
OPEN	January 2003 (#6030) (1)-(3)



<b>Status</b>	<b>Title</b>
OPEN	February 5, 2003 - United Nations Security Council (#6949)
OPEN	March 17, 2003 - Iraq (#6031)
OPEN	March 23, 2003 - Iraq (#6032)
OPEN	March 29-30, 2003 - Iraq (#6033)
OPEN	April 2003 (#6034)
OPEN	May 2003 (#6035) (1)-(2)

**Box 126 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	July 2003 (#6036) (1)-(2)
OPEN	September 2003 (#6037) (1)-(2)
OPEN	November 2003 (#6038) (1)-(2)
OPEN	December, 13, 2003 (#6039) (1)-(2)
OPEN	December 14, 2004 (#6040)
OPEN	January 2004 (#6041) (1)-(4)

**Box 127 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	March 2004 (#6042) (1)-(4)
OPEN	May 2004 (#6043) (1)-(5)

**Box 128 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
OPEN	June 2004 (#6044) (1)-(4)
OPEN	July 2004 (#6045) (1)-(2)
OPEN	August 2004 (#6046) (1)-(4)
OPEN	September 2004 (#6047) (1)-(3)

**Box 129 - NBC News/Wall Street Journal National Public Opinion Survey Data**

<b>Status</b>	<b>Title</b>
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OPEN	September 2004 (#6047) (4)
OPEN	October 2004 (#6048) (1)-(4)
OPEN	December 2004 (#6050) (1)-(4)
OPEN	Financial Issues (1990-1995)

**Mary Lukens' Working File, 1967-2004.**

(Boxes 130-133, 1.6 linear feet)

Newspaper and magazine clippings, journal articles, public opinion polls, and reports conducted and compiled by various polling organizations and used by Mary Lukens, a business associate of Robert Teeter. Material in this series includes demographic and public opinion reference information relating to presidential and congressional elections, voter trends, election strategy, and selected economic, social, and political issues.

Arranged alphabetically by file category and thereunder by subject.

**Box 130 - Mary Lukens' Working File**

<b>Status</b>	<b>Title</b>
OPEN	Demographics: African-Americans
OPEN	Demographics: Baby Boomers
OPEN	Demographics: Hispanics (1)-(2)
OPEN	Demographics: Jews
OPEN	Demographics: Profile of the Electorate in the 1980s and 1990s (1)-(3)
OPEN	Demographics: Selected Demographics (1)-(2)
OPEN	Demographics: Significant Surveys about/among African-Americans (1)-(3)
OPEN	Demographics: Trends (1)-(2)

**Box 131 - Mary Lukens' Working File**

<b>Status</b>	<b>Title</b>
OPEN	Demographics: Voting Age Population
OPEN	Gallup Presidential Polls: Approval - Franklin D. Roosevelt through Bill Clinton (1)-(2)

<b>Status</b>	<b>Title</b>
OPEN	Gallup Presidential Polls: Campaign Polls - Primary and General 1936-1988 (1)-(2)
OPEN	Gallup Presidential Polls: Party Convention Bounce
OPEN	Gallup Presidential Polls: Times Mirror 1988 People, Press, and Politics (1)-(6)
OPEN	Methodology/Strategy: Interesting Ideas/Research (1)-(2)

### **Box 132 - Mary Lukens' Working File**

<b>Status</b>	<b>Title</b>
OPEN	Opinion Research Corporation: Public Opinion in Late 1967 (1)-(2)
OPEN	Pew Research Center: 2004 Political Landscape
OPEN	Selected Issues: American Views on Religion, Politics, and Public Policy
OPEN	Selected Issues: Economy (1)-(2)
OPEN	Selected Issues: Economic Indicators (1)-(2)
OPEN	Economic Statistics (1)-(2)
OPEN	Selected Issues: Gender Gap
OPEN	Selected Issues: Confidence in Institutions (1)-(2)
OPEN	Selected Issues: Media (1)-(2)
OPEN	Selected Issues: Most Important Problem

### **Box 133 - Mary Lukens' Working File**

<b>Status</b>	<b>Title</b>
OPEN	Selected Issues: Party Identification and Political Ideology
OPEN	Selected Issues: Party Realignment
OPEN	Selected Issues: Political Cynicism
OPEN	Selected Issues: Privacy
OPEN	Selected Issues: Trust in Government
OPEN	Selected Issues: Workforce 2000
OPEN	Voting Patterns/Turnout: Congressional Patterns/Analysis (1)-(2)
OPEN	Voting Patterns/Turnout: Electoral Analysis/Model

<b>Status</b>	<b>Title</b>
OPEN	Voting Patterns/Turnout: Presidential (1)-(3)
OPEN	Voting Patterns/Turnout: Presidential by State
OPEN	Voting Patterns/Turnout: Non-Presidential Years
OPEN	Voting Patterns/Turnout: Time of Decision
OPEN	Voting Patterns/Turnout: Voter Turnout (1)-(3)

### **Individual States File, (1976-1986) 1987-2004.**

(Boxes 134-139, 2.4 linear feet)

Mary Lukens' copies of memoranda, correspondence, reports, budgets, newspaper clippings, handwritten notes, transcripts of speeches, computer tabulations of survey data, and summaries of findings from opinion polls that almost entirely relate to Presidential general-election campaigns from 1988-2004. The materials served as a reference file for tracking and achieving minimum vote goals by state. Materials focus primarily on the George H.W. Bush - Dan Quayle 1988 and 1992 Presidential campaigns. Several state files contain material on voter demographics, media markets, primary campaigns, and congressional and state elections. This series contains extensive information about California, Michigan and New Hampshire. It also contains the 1992 Guide to Targeting: Minimum Vote Analysis and 1988 Vote at the ADI Level for the George H.W. Bush ♦ Dan Quayle 1992 Presidential campaign.

Arranged alphabetically by state and thereunder chronologically.

### **Box 134 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	Arkansas, 1988-1992
OPEN	California, 1988 (1)-(2)
OPEN	California, 1988-1991 - Campaign Strategy (1)-(2)
OPEN	California, 1988-1991 - Voter Information
OPEN	California, 1990-1992 (1)-(6)
OPEN	California, 1992 - Minimum Vote Analysis

### **Box 135 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	California Organization, 1988 (1)-(2)

<b>Status</b>	<b>Title</b>
OPEN	Colorado, 1988-1992
OPEN	Connecticut, 1988 - Private Polls
OPEN	Connecticut, 1992
OPEN	Delaware, 1987-1988 - William V. Roth Jr.
OPEN	Delaware, 1988-1989
OPEN	Delaware, 1992
OPEN	Florida, 1992
OPEN	Florida, 2000
OPEN	Georgia, 1988-1992
OPEN	Georgia, 1992 - Republican Presidential Primary
OPEN	Illinois, 1988
OPEN	Illinois, 1988 - Private Polls
OPEN	Illinois, 1988-1991 - Jim Edgar Campaign
OPEN	Illinois, 1992
OPEN	Indiana, 1985-1992
OPEN	Indiana, 1988 - Republican Platform
OPEN	Indiana, 1988-2000 - Public Polls
OPEN	Iowa, 1988-1992

### **Box 136 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	Iowa, 2000 - GOP Caucus
OPEN	Kansas, 1992
OPEN	Kentucky, 1988-1992
OPEN	Louisiana, 1988-1992
OPEN	Maine, 1988-1992
OPEN	Maryland, 1992
OPEN	Massachusetts, 1988-1992
OPEN	Michigan, 1980-2000 - Voting Analyses (1)-(2)
OPEN	Michigan, 1988-1994 - Election Results
OPEN	Michigan, 1988-2000 - Primary (1)-(2)
OPEN	Michigan, 1989 - Republicans State Committee Plan

<b>Status</b>	<b>Title</b>
OPEN	Michigan, 1992 (1)-(3)
OPEN	Michigan, 1994-2000 - Presidential Election

### **Box 137 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	Michigan, 2000 - GOP Presidential Primary (1)-(2)
OPEN	Minnesota, 1988
OPEN	Minnesota, 1992
OPEN	Mississippi, 1987-1992
OPEN	Missouri, 1988-1992 (1)-(2)
OPEN	Montana, 1992
OPEN	Nevada, 1992
OPEN	New Hampshire, 1976-1988 (1)-(4)
OPEN	New Hampshire, 1991-1992 (1)-(4)

### **Box 138 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	New Hampshire, 1991-1992 (5)-(8)
OPEN	New Hampshire, 1996
OPEN	New Hampshire, 2000 (1)-(2)
OPEN	New Hampshire, 2004
OPEN	New Jersey, 1988 - Campaign Plans
OPEN	New Jersey, 1992 (1)-(2)
OPEN	New Mexico, 1992
OPEN	New York, 1988
OPEN	New York, 1988 - Private Polls
OPEN	New York, 1989 - Demographics Information
OPEN	New York, 1991-1992
OPEN	North Carolina, 1988-2000
OPEN	North Dakota, 1992
OPEN	Ohio, 1988-2000
OPEN	Ohio, 1991-1992 (1)-(2)
OPEN	Oklahoma, 1992

## **Box 139 - Individual States File**

<b>Status</b>	<b>Title</b>
OPEN	Oregon, 1992
OPEN	Pennsylvania, 1988-1990
OPEN	Pennsylvania, 1992
OPEN	Pennsylvania, 2000
OPEN	Rhode Island, 1992
OPEN	South Carolina, 1988-1992 (1)-(2)
OPEN	South Carolina, 2000 - Primary
OPEN	South Dakota, 1992
OPEN	Tennessee, 1988-1992 (1)-(2)
OPEN	Texas, 1988-1992 (1)-(2)
OPEN	Vermont, 1988-1992
OPEN	Virginia, 1992
OPEN	Washington/Oregon, 1988-1992 (1)-(2)
OPEN	Wisconsin, 1988-2000
OPEN	Wyoming, 1992
OPEN	Bush - Quayle, 1992 - Minimum Vote Goals by ADI (1)-(2)

### **Robert Teeter Correspondence, 1991-1992.**

(Boxes 140-141, 0.7 linear feet)

Personal and professional correspondence between Robert Teeter (National Chairman for President George H.W. Bush's re-election campaign) and the general public, corporate executives, congressmen and members of President Bush's cabinet. The material primarily concerns the 1992 presidential campaign, and includes suggestions relating to strategy, people, and resources for improving the George H.W. Bush/Dan Quayle campaign. Approximately half of the documents are letters to, or forwarded to, Robert Teeter regarding possible employment on the campaign staff. Most of the strategy suggestions relate to the economy, health care, the perceived trustworthiness of the candidates, and campaign advertising.

Arranged chronologically.

## **Box 140 - Robert Teeter Correspondence**

<b>Status</b>	<b>Title</b>
OPEN	December 1991 (1)-(2)
OPEN	January 1992
OPEN	February 1992 (1)-(2)
OPEN	March 1992 (1)-(2)
OPEN	April 1992 (1)-(2)
OPEN	May 1992 (1)-(3)
OPEN	June 1992 (1)-(2)

**Box 141 - Robert Teeter Correspondence**

<b>Status</b>	<b>Title</b>
OPEN	July 1992 (1)-(2)
OPEN	August 1992 (1)-(2)
OPEN	September 1992 (1)-(3)
OPEN	October 1992 (1)-(2)

**The Council for Excellence in Government Surveys, 1995-2004.**

(Boxes 142-145, 1.3 linear feet)

Survey data, reports, memoranda, correspondence, publications, charts, and clippings related to a series of public opinion surveys conducted by Robert M. Teeter's and Peter D. Hart's research firms. These surveys were commissioned by The Council for Excellence in Government and were often funded by private corporations. They questioned the general public, government workers, and business leaders on their attitudes toward the role and effectiveness of all levels of government and young adult interest in public service careers. Several surveys from 2000-2003 studied the use of the Internet and other technologies in the move toward more "e-government" services. These studies explored respondents' current experience with technology, the growth of "e-government" services, expectations for the future, and related issues such as government accountability, privacy, national identification cards, online voting, and the usefulness of "e-government" in fighting and preparing for terrorism in a post-September 11th America. Also included in this series is a public survey related to homeland security that documents public attitudes (including an oversample of adults in New York and California) toward emergency preparedness, confidence in and effectiveness of government, domestic terrorism, the federal government's color-coded threat alert



system, and the use of technology as a tool against security threats.

**Box 142 - The Council for Excellence in Government Surveys**

<b>Status</b>	<b>Title</b>
OPEN	The Council for Excellence in Government - General, 1995 - 1997 (1)-(2)
OPEN	4356b, Role of Government - Focus Groups, February 1995
OPEN	4356b, Role of Government - National Survey, March 1995 (1)-(4)
OPEN	4356b, Role of Government - Summaries and Press Release
OPEN	4820, Attitudes toward Government - National Survey, February 1997
OPEN	5436 - National Survey, May-June 1999 (1)-(5)

**Box 143 - The Council for Excellence in Government Surveys**

<b>Status</b>	<b>Title</b>
OPEN	5436 - Teeter Notes for Presentation/Press Conference, July 1999
OPEN	5888, E-Government - Report
OPEN	5888a, E-Government - Government Workers Survey, August 2000
OPEN	5888b, E-Government - Customers (Leaders) Survey, August 2000
OPEN	5888c, E-Government - National Public Survey, August 2000 (1)-(3)
OPEN	6446, E-Government - Survey Reports
OPEN	6446, E-Government - Teeter Notes for Presentation/Press Conference, 2001
OPEN	6446a, E-Government - National Public Survey, November 2001 (1)-(4)

**Box 144 - The Council for Excellence in Government Surveys**

<b>Status</b>	<b>Title</b>
OPEN	6446b, E-Government - Government Work Survey, November 2001 (1)-(2)

<b>Status</b>	<b>Title</b>
OPEN	6630, Young Adult Interest in Public Service, April 2002 (1)-(3)
OPEN	6943, E-Government - Report
OPEN	6943a, E-Government - Public Survey, February 2003
OPEN	6943b, E-Government - Government Worker Survey, February 2003
OPEN	6943c, E-Government - International Survey, March 2003(1)-(2)

#### **Box 145 - The Council for Excellence in Government Surveys**

<b>Status</b>	<b>Title</b>
OPEN	6943e, E-Government - Best Practices Survey, February 2003 (1)-(2)
OPEN	7192a, Homeland Security Public Survey, February 2004 (1)-(3)
OPEN	7192b, First Responders Survey, March 2004

#### **Educational Testing Service Surveys, 2001-2004.**

(Boxes 146-148, 1.2 linear feet)

Survey data, reports, memoranda, correspondence, charts, publications, press releases, and clippings related to a series four of public opinion surveys conducted by the research firms of Robert M. Teeter and Peter D. Hart. These surveys were commissioned by the Educational Testing Service from 2001-2004. They measured the attitudes of the general public, parents, educators, and policymakers on education, education reform, teacher quality, standards, and higher education. Topics include school performance, accountability, funding, parental involvement, the role of federal and state governments in education, standardized testing, teacher training and retention, costs for higher education, student aid programs, the No Child Left Behind Act, and other aspects of President George W. Bush's education plan.

Arranged numerically by survey number.

#### **Box 146 - Educational Testing Service Surveys**

<b>Status</b>	<b>Title</b>
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OPEN	6297, Survey on Education Reform - General, April/May 2001
OPEN	6297, Survey on Education Reform - Teeter's Materials for Presentation/Press Conference, April/May 2001 (1)-(2)
OPEN	6297b, Survey on Education Reform - Public and Parents Data, April/May 2001 (1)-(5)
OPEN	6297b, Survey on Education Reform - Educators and Education Policymakers, April/May 2001 (1)-(3)
OPEN	6600, Survey on Teacher Quality - Focus Group, April 2002
OPEN	6600, Survey on Teacher Quality - General, May/June 2002

#### **Box 147 - Educational Testing Service Surveys**

<b>Status</b>	<b>Title</b>
OPEN	6600, Survey on Teacher Quality - Teeter's Material for Presentation/Press Conference, April - June 2002
OPEN	6600b, Survey on Teacher Quality - Public Data, May 2002 (1)-(6)
OPEN	6600c/d, Survey on Teacher Quality - Educators and Education Policymakers Data, May 2002 (1)-(2)
OPEN	6890, Survey on Higher Education - General, May - August 2003 (1)-(2)
OPEN	6890, Survey on Higher Education - Video, July 2003
OPEN	6890a, Survey on Higher Education - Focus Groups, April 14-18, 2003 (1)-(2)

#### **Box 148 - Educational Testing Service Surveys**

<b>Status</b>	<b>Title</b>
OPEN	6890a, Survey on Higher Education - Focus Groups, April 14-18, 2003 (3)
OPEN	6890b-e, Survey on Higher Education - Data, April 2003 (1)-(5)
OPEN	7286b, Survey - Public Data, May/June 2004 (1)-(5)
OPEN	7286c, Survey - Policymakers Data, May/June 2004
OPEN	Recommended Calls from President Ford to Governor Rhodes of Ohio and Governor Bond of Missouri

## **Videos, 1976-1997.**

(6.0 linear feet)

VHS video tapes of campaign advertisements, public opinion focus groups, and candidate debate reactions and advertising test for selected presidential, congressional, and gubernatorial elections.

This series is currently unprocessed and is not available for research.

Unarranged.

## **Videos, 1976-1997.**

<b>Status</b>	<b>Title</b>
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## **Unprocessed Accretions, 1967-2004.**

(44.2 linear feet)

Correspondence, memoranda, reports, public opinion surveys, notes, and publications from presidential, congressional, and gubernatorial campaigns during the later part of the 20th century, especially the 1988 and 1992 presidential campaigns. Also included are Robert Teeter desk files, George H.W. Bush administration files, and subject files. This series is currently unprocessed and is not available for research.

Unarranged.

## **Unprocessed Accretions, 1967-2004.**

<b>Status</b>	<b>Title</b>
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