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Republican  
National  
Committee.

THE PRESIDENT HAS ~~SEEN~~....

*Rumfeld -*  
*[Signature]*

September 16, 1975

TO: Mack Mattingly, Chairman  
Republican Party of Georgia

RE: Highlights of Survey Findings

This summary of findings from the August 1975 Georgia Statewide Survey is aimed at those areas which might be useful to you in your party planning. We have emphasized the partisan political profiles and state issue concerns. Where applicable we have made comparisons with other research findings.

PARTISAN POLITICAL CLIMATE IN GEORGIA

A series of questions was asked to determine the affinity of the Georgia electorate to the major political parties. Considering the history of the two party system in the state, we asked separate party identification questions for the national and the state level. Georgian's identify more closely with the national Republican party than they do with the state GOP, (23% national identification to 17% on the state level). On both levels, of course, the Democrat party commands the majority affiliation having a 2:1 margin over Republicans on the national level and a 3:2 margin at the state level. An almost equal number at both levels say they do not identify with either party, while less than 8% claim they "do not know."

"....Which of the two political parties would you say you are closer to....."

	<u>% National</u>	<u>% State</u>
Republican	23.4%	17.0%
Democrat	53.5	60.0
Neither/Other	15.6	16.7
DK	7.5	5.5

Perceived Differences Between the Parties

Somewhat unlike the rest of the country, Georgians do not think there are that many differences between the two major parties. A look at their actual comments on these differences shows the traditional party images to be consistent with the national pattern. Republican are perceived as having more interest in the rich, the conservatives and big business. The GOP is held somewhat responsible for inflation and low wages. Democrats are seen as being more interested in "the working man" and are identified with "better" economic times.

Identifiable Party Personalities

When respondents are asked what specific people they identify in the state as Democrats and Republicans, they say:

(In declining order of mention).

Democrats

Herman Talmadge  
Jimmy Carter  
George Busbee  
Lester Maddox  
Sam Nunn  
Dawson Mathis  
Richard Russell  
Andrew Young  
Carl Sanders  
Maynard Jackson  
Jack Brinkley  
Elliott Levitas  
Julian Bond  
Marge Thurmond  
Zell Miller

Republicans

Bo Callaway  
Ronnie Thompson  
Bob Shaw  
Ben Blackburn  
Hal Suit  
Fletcher Thompson  
Mack Mattingly  
Jack Mickel



September 16, 1975

Self-Identification/Profiles

Another series of questions on political behavior asks the respondents specifically if they consider themselves Republican or Democrat and how they usually vote. Twenty percent (20%) consider themselves Republican, while 58% say they are Democrat and about 20% say they are either Independent or Other.

"Do you generally consider yourself a Republican or a Democrat?"

	%
Republican	20.1%
Democrat	58.0
Independent	19.0
Other	.9
Refused/DK	2.0

	<u>By Region</u>			
	Region # 1 (Atlanta Metro)	Region # 2 (Bal. N. Ga.)	Region # 3 (S.W. Georgia)	Region # 4 (S.E. Georgia)
Republican	23.3%	20.6%	16.4%	16.9%
Democrat	52.6	64.9	57.9	60.0
Independent	22.0	11.9	25.1	15.4
Other	---	---	1.0	2.3
Refused/DK	---	1.5	.6	5.4

The results of the past voting question which asks how respondents voted in the last few elections for Governor and Senator in Georgia matches the Democrat and Independent self-identification questions quite closely. The Republican voting behavior pattern is below that of the self-identification question. This can probably best be explained by the fact that the Governor and both of Georgia's two United States Senators are Democrats. There is also the fact that people have a tendency to report more toward the direction of an election winner the further away in time you get from that election.



September 16, 1975

A look at the profile of self-identifiers uncovers some interesting facts. We have a profile of party types and those who are shifting away from the parties in our 1974 RNC National Survey. Among those groups who have moved away from the Democrat party (an into the Independent column) are people who can best be classified as "middle-Americans." These are skilled-trade and blue-collar people who have had some education beyond high-school, either vocational or college, under 40 years of age, white and in the \$8-14,000 per annum income group. Any shift away from a traditional voting pattern can be considered as a target group by a political party. This survey shows that these groups also tend to consider themselves as Independents in Georgia. (The Ronnie Thompson voters also fit this description). Where Georgia differs somewhat from most of the nation and also other states in the Deep South is among the 18-24 year olds. This group tends to identify with Republicans in Georgia. Proper attention and well-targeted appeals to this group would be a definite advantage for the state party. One of the problems on the national scene for the GOP is a growing lack of support among the young. There appears to be some opportunity for Georgia to add some new young life to the GOP.

#### Liberal-Conservative Perceptions

Another kind of self-perception is ranking on the Conservative-Moderate-Liberal continuum. On this question the Georgia electorate considers themselves:

	%
Conservative	34.2%
Moderate	40.3
Liberal	13.1
Refused/DK	11.9



About 55% of the respondents in this survey say they could support a political party which consistently took conservative positions, while 23% say they could support a party which took consistently liberal positions.

LIFESTYLE ATTITUDES AND PERCEPTIONS OF STATE ISSUES

The Georgia population is quite stable, with almost 4/5 (78.6%) of the population having lived in the state for more than 16 years. Shifts in the population and movement in the last 10 years tend to occur in the Atlanta Metro area. There are more young people in the Atlanta area, more business and professionals, more Republicans and attitudes are more cynical than in other parts of the state.

On the state level, Georgians are optimistic at this point that the quality of life in the state will be better in the next few years than it is today. Younger voters have a tendency to be more negative on the better/worse issue and older voters have a tendency to be more positive. Republican have a tendency to think things will stay about the same. Those groups who consider themselves Independents are/could be considered targets for the Republican party i.e. skilled-trades and other lower income groups are also among those who think things will get worse in the next few years.

Most of the Georgia electorate thinks the people who run the state government are doing either a fairly good (63.6%) or a very good (12.0%) job, while about 18% think they are not doing a good job with the remaining 6.6% saying they don't know. Georgian's do think (84%) the state government wastes money and only 9.5% will say they do not think money is wasted by the government. Young people are particularly emphatic about money being wasted, as are business and professional people and the target skilled-trades people.



Maynard Jackson

About 40% of the Georgia electorate think Maynard Jackson is doing a "good" job as Mayor of Atlanta. There are a group statewide (24.5%) who do not think he is doing a good job and 34.6% claim they do not know. It should be noted that in the three regions of this study located outside the Metropolitan Atlanta area 45-50% of the respondents felt they did not know enough to rate Mayor Jackson. In Atlanta, however, where the "don't know" drop down to about 13% the Mayor's negative performance rating goes up to 39%.

Maynard Jackson's Job Performance

Very good job	9.8%
Fairly good job	30.9
Not a good job	24.5
DK	34.6

Issues

A series of state issue concerns was tested with the results being:

	<u>AGREE</u>	<u>DISAGREE</u>
Lobbyists have too much power...	58.1%	19.2
Too many secret decisions in the legislature....	63.6	21.7
State Reps are honest.....	54.3	32.1
Power Company criticism is <u>not</u> fair	30.5	53.9
Teachers more concerned with money than education....	52.4	41.0
Prefer a 1% raise in state tax to service cutback....	50.2	40.1



Some interesting group tendencies on the state issue concerns show that:

- .....Atlantans tend to think state legislators are more dishonest than in the rest of the state
- .....Atlanta respondents are more negative on the Power Company than in the rest of the state
- .....In Atlanta people are less likely to think teachers are too concerned with salary. That criticism comes mostly from Northern and Southwestern Georgia

### U.S. POLITICS

#### The Congress

In Georgia, as elsewhere in the country, there is dissatisfaction with the job performance of the United States Congress. The 31% approval rating is about at the national average, with the 46% disapproval being a bit "kinder" than in some other parts of the country and the stated don't knows of 21.6% being somewhat high. However, most people in Georgia will not state that their own Congressman is responsible for the problems in Congress.:

".....Is your Congressman part of the problem in the Congress or is he trying to help bring about a solution?....."

Part of the problem	14.8%
Part of the solution	62.8
Don't know	22.3

#### President Ford's Performance

Gerald Ford's performance is approved by 53.9% of the Georgia electorate while 32.6% disapprove of the President's performance, with 13.4% saying they don't know.





PRESIDENTIAL BALLOT TEST

A three-way Presidential ballot test was given to the respondents in this survey:

	%
Gerald Ford	30.4%
Edward Kennedy	28.4
George Wallace	27.5

A closer look at this race by groups shows President Ford doing better among the Republican in Atlanta than elsewhere in the state. Ford would get more Democrat votes than would Senator Kennedy Republican votes in Georgia and both President Ford and George Wallace would get about 36.5% of the identified Independents in the state. George Wallace does well in rural Georgia and with blue collar workers. Governor Wallace also does well with the 35-54 year olds and with those over 65 years of age. It is also interesting to note that he does better than President Ford among those with less than college and more than a college education.

ADDITIONAL RECOMMENDATIONS

We recommend a further exploration of the demographics, voting behavior questions and regions on the questions in this survey by the Republican Party of Georgia. This memo hits at the highlights of the findings and it would be useful for those with more background in state political behavior to take a deeper look at these findings by groups.



*P. reported*

September 17, 1975

*P. has seen*  
*file*

MEMORANDUM FOR:

DON RUMSFELD  
DICK CHENEY

FROM:

JERRY H. JONES *JHJ*

Larry Eastland, presently on the advance staff and previously a professor of government specializing in demographics and a consultant to DMI, called to recount a conversation he recently had with Dick Wirthland, President of DMI. Wirthland indicated that he has signed an agreement to conduct a \$150,000 survey research program between now and January 1 for Ronald Reagan. This research program will be nationwide and will be the basis on which Reagan makes his go-no go decision. The money has been paid up front; the survey will start immediately and continue over the next two or three months.

Larry says that Wirthland is a supporter of the President and would have preferred to conduct President Ford's survey research. However, he was in desperate financial straits and Callaway was non-committal as to his plans for survey research. In addition, RNC operatives have been telling Wirthland that he was distrusted by the Rumsfeld people because he had previously done work for Hartmann. Given these two factors, he felt he should take on the Reagan commitment.

Thought you would be interested.



# The Gallup Poll

Release SUNDAY, Oct. 5, 1975

## MIDWEST GIVES FORD HIGHEST JOB PERFORMANCE RATING

By George Gallup

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PRINCETON, N.J., Oct. 4 -- President Ford is given his highest job performance rating in his native Midwest where 50 per cent say they approve of the way he is handling his job, compared to 35 per cent who say they disapprove.

In the South and West, approval also outweighs disapproval by a substantial margin. In the East, however, approval is only slightly greater than disapproval, 45 to 41 per cent.

Nationwide, the President's popularity rating stands at 47 per cent, representing little change from two previous surveys. In a mid-August survey, 46 per cent expressed approval, while an early August survey showed him with a 45 per cent rating.

NIXON'S RATING WAS  
SIMILAR AT SAME POINT

President Nixon's popularity rating at a comparable

*To Dick  
Fyl -  
with last 2 pages*

*J  
MCT*



point in time -- a little more than a year before the 1972 presidential election -- was 49 per cent approval, virtually the same as Ford's today. Nixon, of course, went on to win a landslide victory in the election the following year.

The regional pattern of support given Ford today closely matches that given Nixon at a similar time, as seen in the following tables:

APPROVE/DISAPPROVE OF WAY  
FORD IS HANDLING JOB AS PRESIDENT?  
(LATEST)

	Approve	Disapprove	No Opinion
NATIONAL . . .	47%	36%	17%
Midwest . . .	50	35	15
East . . . .	45	41	14
South . . . .	43	32	25
West . . . .	49	38	13

APPROVE/DISAPPROVE OF WAY  
NIXON IS HANDLING JOB AS PRESIDENT?  
(SEPTEMBER 1971)

	Approve	Disapprove	No Opinion
NATIONAL . . .	49%	38%	13%
Midwest . . .	47	42	11
East . . . .	48	39	13
South . . . .	51	33	16
West . . . .	50	40	10



Following is the question asked to determine presidential popularity:

"Do you approve or disapprove of the way (name of incumbent) is handling his job as President?"

Here is the full trend for Ford since taking office:

FORD POPULARITY  
(Handling of job as President)

	Approve	Disapprove	No Opinion
LATEST (Sept. 5-8, Sept. 12-15) . . . . .	47%	36%	17%
Aug. 15-18 . . . . .	46	37	17
Aug. 1-4 . . . . .	45	37	18
June 27-30 . . . . .	52	33	15
May 30-June 2 . . . . .	51	33	16
May 2-5 . . . . .	40	43	17
April 18-21 . . . . .	39	46	15
April 4-7 . . . . .	44	37	19
March 28-31 . . . . .	37	43	20
March 7-10 . . . . .	38	45	17
Feb. 28-March 3 . . . . .	39	45	16
Jan. 31-Feb. 3 . . . . .	39	43	18
Jan. 10-13 . . . . .	37	39	24
-- 1974 --			
Dec. 6-9 . . . . .	42	41	17
Nov. 15-18 . . . . .	48	32	20
Nov. 8-11 . . . . .	47	33	20
Oct. 18-21 . . . . .	55	28	17



Oct. 11-14 . . . . .	52	29	19
Sept. 27-30 . . . . .	50	28	22
Sept. 6-9 . . . . .	66	13	21
Aug. 16-19 . . . . .	71	3	26

The results reported above are based on in-person interviews with 3,151 persons, 18 and older, in more than 300 scientifically selected localities across the nation during the periods Sept. 5-8 and Sept. 15-18.

PUBLIC GLOOM AND  
DOOM MERCHANTS?

In a recent speech in Dallas, President Ford rebuked U.S. prophets of doom, saying that he had "had it" with pessimists who would write a self-fulfilling "prophecy of doom for America."

A recent Gallup survey reveals that most Americans are not gloom-and-doom merchants, with six in 10 saying they have "quite a lot" of confidence in the future of the United States.

This question was asked to determine confidence in the nation:

"How much confidence do you have in the future of the United States: quite a lot, some, very little, or none at all?"



Following is the trend since the spring of 1974:

	Quite A Lot	Some	Very Little	None	No Opinion
LATEST (Aug. 15-18)	60%	23%	13%	2%	2%
August 1974	64	24	8	2	2
April 1974	68	19	10	2	1

FORD POPULARITY

(Per cent who approve)

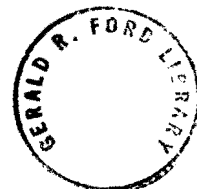
CURRENT	47%
Average in current year	43%
Average since taking office	47%
High while in office (recorded August 1974)	71%
Low while in office (recorded January, April 1975)	37%

OTHER PRESIDENTS

	High	Low	Average
Nixon	68%	24%	48%
Johnson	80	35	54
Kennedy	83	57	70
Eisenhower	79	49	66
Truman	87	23	46
Roosevelt	84	54	68

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

October 8, 1975

*go back to P.*

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

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

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

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

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





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

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

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

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



THE PRESIDENT HAS SEEN....

THE WHITE HOUSE

WASHINGTON

October 23, 1975

MEMORANDUM FOR THE PRESIDENT

FROM:

DICK CHENEY



Attached is the Connecticut Poll. Fred Biebel asked that we keep it in confidence.

cc: Don Rumsfeld

Attachment



## Connecticut Poll

Fred Biebel reports the following poll results from a statewide poll completed October 14th and conducted by Cambridge Research Institute. 1,266 people were in the sample.

### I. President Ford's Job Performance Rating

Excellent	10%
Above Average	53%
Below Average	25%
Very Poor	8%
Not sure	4%

### II. Presidential Preference

Ford vs. leading Democratic candidates.

A. The President	49%
Jackson	30%
Not sure	21%
B. The President	56%
Humphrey	29%
Not sure	15%
C. The President	68%
Wallace	17%
Not sure	15%
D. The President	50%
Kennedy	34%
Not sure	16%

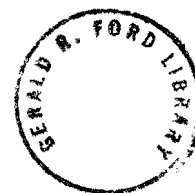
Breakdown of the President vs. Humphrey

Among Republicans

The President	81%
Humphrey	8%

Among Democrats

The President	40%
Humphrey	43%



Among Independents

The President	53%
Humphrey	31%

Reagan vs. Leading Democratic Candidates

A.	Reagan	47%
	Jackson	34%
	Not sure	19%
B.	Reagan	48%
	Humphrey	35%
	Not sure	17%
C.	Reagan	41%
	Kennedy	44%
	Not sure	15%

III. Vice Presidential Preference

Among Republicans

Rockefeller	38%
Reagan	51%



*The President  
has seen*

THE WHITE HOUSE

WASHINGTON

October 23, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: RICHARD B. CHENEY

*Rich*

Attached is a sampling of recent polls which you asked me for. Included are the following:

1. A statewide Nebraska poll published last week.
2. The latest trial-heats which show you ahead of all Democrats released October 9th by Harris.
3. The latest Gallup Poll on approval rating released October 5th. It also shows your approval rating over the last year.
4. The latest Harris Survey on approval rating which shows the historical pattern over the last year. Keep in mind that Harris and Gallup asked the questions differently.
5. Summary table provided by Market Opinion Research on your approval rating in various key states around the country between June and September of this year.
6. The latest Field Poll in California shows that as of August, you defeat Reagan 54% to 45% in his own home state.
7. The results of a Darden Poll taken in late September in the South in states such as Georgia, Alabama, Mississippi, South Carolina, etc. Overall it gives you a positive approval rating and shows that even in the South, you have stronger support than Reagan or Wallace.

One final point, a Gallup Poll published today shows your approval rating stable at 47%, with 37% disapproval. These findings agree with the last three surveys conducted since August by Gallup.

cc: Don Rumsfeld

Attachments



THE WHITE HOUSE

WASHINGTON

FOUR SCENARIOS

1. Reagan victory in the Primaries. President loses nomination.  
Reagan defeated in November.
2. Reagan runs strong. President wins nomination.  
But Party split and President loses in November.
3. Reagan weak, withdraws early. President wins nomination  
but loses in November.
4. Reagan withdraws early. President wins nomination and  
election.



Pres. Ford 's job performance after 14 months in office was approved by 67 percent of persons surveyed in the Nebr. poll , a substantially higher percentage than in national polls on the same question.

In other questions related to Ford, the findings were:

40 percent of 307 Nebr. Republicans surveyed have no choice for the Party's next Presidential candidate, 42 percent favored Ford, 17 percent Ronald Reagan and 1 percent named another possible candidate.

50 percent of 804 persons in that statewide survey said Ford should make fewer public appearances, 41 percent disagreed, and 9 percent had no opinion. 41 percent disagreed with Betty Ford's comments on premarital relations. 35 percent said they agreed with the First Lady, 18 percent said they didn't know her view, and 6 percent had no opinion.

The questions asked by telephone in the October 6 - 8 poll by Joe Williams were;

"All in all, do you approve or disapprove of the way President Ford is handling his job as President?"

"If the Republican primary election for President were being held today, who would you vote for?"



"Do you agree or disagree that Pres. Ford should make fewer public appearances because of the danger of assassination?"

"Do you agree or disagree with Betty Ford's recent comments on premarital relations?"

The 67 percent who said they approved of Ford's job performance was 1 percentage point lower than in a May 19-21 Nebraska poll asking the same questions.

Among age groups, pollster Williams said young age groups approved Ford in a higher percentage than older persons surveyed. The latest National Gallup and Harris national polls, using different phrasings for the job performance question, have reported different findings on Ford's popularity.

In an August Gallup survey, 46 percent approved, 37 percent disapproved, and 17 percent had no opinion.

In a July Harris survey, 41 percent approved, 56 percent disapproved, and 3 percent had no opinion.

Findings of the Nebraska poll on Ford's candidacy were similar to Gallup's national survey in August which showed 45 percent of Republicans favored Ford as their candidate for 1976.

19 percent in the Gallup poll favored Reagan, former Governor of California. Others in the national poll divided their preference among 7 other candidates or said they had no preference.





# The Harris Survey

For Release October 9, 1975

## FORD LEADS NINE DEMOCRATS

By Louis Harris

(DR)

To Deck  
J  
J

DR HAS SEEN

President Ford holds a lead of from two to 23 points over nine potential Democratic opponents in next year's presidential election.

Coming at a time when the President's overall job rating stands at 56-41 per cent negative, these latest trial-heat results indicate that Mr. Ford is still a formidable opponent for the Democrats in 1976 and that the electorate is willing to vote for a candidate about whom they have some substantial reservations.

Last month, a cross section of 1,307 likely voters nationwide were surveyed in considerable depth by the Harris Survey. The Survey asked each voter the following question:

"Suppose for President in 1976, it were between President Ford for the Republicans and (read Democratic name) for the Democrats. If you had to choose right now, would you vote for Ford the Republican or for (NAME) the Democrat?"

### FORD VS. NINE DEMOCRATS IN 1976

	<u>Total Likely Voters</u>
	<u>%</u>
Ford vs. Kennedy	
Pres. Gerald Ford	48
Sen. Edward Kennedy	46
Not Sure	6
Ford vs. Jackson	
Pres. Gerald Ford	47
Sen. Henry Jackson	43
Not Sure	10
Ford vs. Muskie	
Pres. Gerald Ford	49
Sen. Edmund Muskie	44
Not Sure	7
Ford vs. Humphrey	
Pres. Gerald Ford	48
Sen. Hubert Humphrey	42
Not Sure	10
Ford vs. Byrd	
Pres. Gerald Ford	49
Sen. Robert Byrd	36
Not Sure	15
Ford vs. Shriver	
Pres. Gerald Ford	52
Ex. Amb. Sargent Shriver	40
Not Sure	8
Ford vs. Bayh	
Pres. Gerald Ford	52
Sen. Birch Bayh	31
Not Sure	17
Ford vs. Proxmire	
Pres. Gerald Ford	52
Sen. William Proxmire	31
Not Sure	17
Ford vs. Brown	
Pres. Gerald Ford	53
Gov. Jerry Brown	30
Not Sure	17

Although the lead President Ford holds over each Democrat varies widely, the actual percentage obtained by Mr. Ford in each pairing did not vary much at all. The high water mark for the President was his 53 percent against Gov. Brown of California, and his lowest score was the 47 percent he recorded against Sen. Jackson of Washington. When the Ford percentage against all nine potential opponents is averaged out, it comes to an even 50 percent of all likely voters.

This 50 percent average can be viewed in two different lights. Mr. Ford's boosters can say that he has made an impressive showing by corraling roughly 50 percent of the vote at a time when the President is widely criticized for his handling of the economy and when his job rating is negative.

If he can improve the economic health of the country between now and the fall of 1976 or can come to a dramatic agreement with the Russians over arms control, he can then be expected to add to his base of 50 percent. So the Republican National Committee might find some optimism in these current results.

By the same token, the Democrats might view the results in quite a different light. As President, Gerald Ford is known to 98 percent of the electorate. Yet he barely tops the 50 percent average even when he is pitted against Democrats who are not known to even a majority of the voters: Gov. Brown of California (known to 44 percent); Sen. Bayh of Indiana (known to 49 percent); Sen. Robert Byrd of West Virginia (known to 47 percent). As a general pattern, Mr. Ford consistently falls short of the 50 percent mark when pitted against the best known Democrats: Kennedy (known to 97 percent); Humphrey (known to 94 percent); Jackson (known to 74 percent); Muskie (known to 89 percent). The Democrats may conclude that President Ford will be hardpressed to pass the 50 percent mark when a known candidate finally emerges.

The obvious conclusions from this early preferential poll are: President Ford is far from a shoo-in in 1976, although the Democrats have yet to produce a challenger who appears likely to take him; the political process has yet to produce the kind of alternatives the voters hope to have by this time next year. The same voters who give President Ford a lead over every one of the Democrats tested also judge his performance as mediocre. It is apparent that none of the Democrats tested is considered a better alternative by the electorate, but it is very early for the Democrats while it is just possible that the jury has already cast its vote in the case of President Ford.

(c) 1975 by the Chicago Tribune

Following is the question asked to determine presidential popularity:

"Do you approve or disapprove of the way (name of incumbent) is handling his job as President?"

Here is the full trend for Ford since taking office:

FORD POPULARITY

(Handling of job as President)

	Approve	Disapprove	No Opinion
LATEST (Sept. 5-8, Sept. 12-15)	47%	36%	17%
Aug. 15-18	46	37	17
Aug. 1-4	45	37	18
June 27-30	52	33	15
May 30-June 2	51	33	16
May 2-5	40	43	17
April 18-21	39	46	15
April 4-7	44	37	19
March 28-31	37	43	20
March 7-10	38	45	17
Feb. 28-March 3	39	45	16
Jan. 31-Feb. 3	39	43	18
Jan. 10-13	37	39	24
-- 1974 --			
Dec. 6-9	42	41	17
Nov. 15-18	48	32	20
Nov. 8-11	47	33	20
Oct. 18-21	55	28	17

Oct. 11-14 . . . . .	52	29	19
Sept. 27-30 . . . . .	50	28	22
Sept. 6-9 . . . . .	66	13	21
Aug. 16-19 . . . . .	71	3	26

The results reported above are based on in-person interviews with 3,151 persons, 18 and older, in more than 300 scientifically selected localities across the nation during the periods Sept. 5-8 and Sept. 15-18.

PUBLIC GLOOM AND  
DOOM MERCHANTS?

In a recent speech in Dallas, President Ford rebuked U.S. prophets of doom, saying that he had "had it" with pessimists who would write a self-fulfilling "prophecy of doom for America."

A recent Gallup survey reveals that most Americans are not gloom-and-doom merchants, with six in 10 saying they have "quite a lot" of confidence in the future of the United States.

This question was asked to determine confidence in the nation:

"How much confidence do you have in the future of the United States: quite a lot, some, very little, or none at all?"

Following is the trend since the spring of 1974:

	Quite A Lot	Some	Very Little	None	No Opinion
LATEST (Aug. 15-18)	60%	23%	13%	2%	2%
August 1974	64	24	8	2	2
April 1974	68	19	10	2	1

FORD POPULARITY

(Per cent who approve)

CURRENT	47%
Average in current year	43%
Average since taking office	47%
High while in office (recorded August 1974)	71%
Low while in office (recorded January, April 1975)	37%

OTHER PRESIDENTS

	High	Low	Average
Nixon	68%	24%	48%
Johnson	80	35	54
Kennedy	83	57	70
Eisenhower	79	49	66
Truman	87	23	46
Roosevelt	84	54	68

From Field Newspaper Syndicate  
401 North Wabash Avenue,  
Chicago, Ill. 60611

cw

# The Harris Survey

For Release September 25, 1975

## FORD RATING IMPROVES

By Louis Harris

*To Dick Foy's  
Jerry*

After a month of intensive campaigning around the country, President Ford has improved his job rating to 41-56 percent negative, up from his 38-60 percent negative rating in August. Still, his current standing is well below the 50-49 percent positive rating he was accorded back in May after the Mayaguez episode.

Contrary to the judgment of many political observers, First Lady Betty Ford receives a much higher score on doing her job than the President does on his: She is rated 50-36 percent positive by the American people. Apparently, the first lady's remarks about what she would do if her daughter were having an affair have not dimmed the essentially positive reaction of the public to her.

Despite Mrs. Ford's favorable rating, Mr. Ford continues to receive low marks from the public in his handling of the economy. On keeping the economy healthy, he is still rated 70-26 percent negative, on handling inflation, 76-20 percent negative, on his economic program, 68-23 percent negative, and on "really caring about the unemployed", he comes up with a 56-36 percent negative rating. Although each of these latest scores shows a slight improvement from a month ago, President Ford is still in deep trouble on the economic issue.

Nor is the President picking up much positive support in the foreign-policy area, despite the success of his administration in working out a first-step peace settlement in the Middle East. His positive rating on handling the Middle East has gone up from 34 to 44 percent, but an even higher 47 percent still rate him negatively on the way he has run policy in that troubled region.

On working for peace in the world, he has gone up marginally from 55-43 percent positive in August to 57-40 percent in September. But on handling relations with the Soviet Union, he has slipped from 47-43 percent negative last month to a current 49-42 percent negative, a reflection of public unhappiness over the impending wheat deal with Russia.

Traditionally, a Republican President can only overcome the lack of public support for his domestic economic policies by gaining public confidence for his conduct in foreign policy. But Mr. Ford has not yet found out how to benefit from his administration's foreign-policy gains.

Between Aug. 30 and Sept. 6, the Harris Survey asked a national cross section of 1,497 adults in person: "How would you rate the job President Ford is doing -- excellent, pretty good, only fair, or poor?"

### OVERALL FORD JOB RATING TREND

	<u>Positive</u>	<u>Negative</u>	<u>Not Sure</u>
Sept. 1975	41	56	3
August	38	60	2
July	41	56	3
May	50	49	1
April	40	57	3
March	37	60	3
Jan.	36	60	4
Dec. 1974	46	52	2
Nov.	48	47	5
Oct.	45	49	6
Sept.	67	20	13

Except for the temporary blip upward following the Mayaguez, President has had a remarkable stable job rating since the first of this year, with the negatives hovering between 56 and 60 percent. This surely must point to potential difficulties for the President if he decides to run on the basis of his record.

For the first time, the Harris Survey asked about the public's reaction to Mrs. Ford. The cross section was asked: "How would you rate the job Mrs. Ford is doing as first lady--excellent, pretty good, only fair, or poor?"

-OVER-

RATING ON MRS. FORD

	<u>Positive</u>	<u>Negative</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Nationwide	50	36	14
<u>By Sex</u>			
Men	46	37	17
Women	54	36	10
<u>By Age</u>			
18-29	55	29	16
30-49	52	36	12
50 and over	44	42	14
<u>By Education</u>			
8th Grade or less	34	40	26
High School	46	39	15
College	60	32	8

It is interesting that Mrs. Ford is much more popular with women than men, has a better standing with younger people than those over 50, and is better received by the college educated than by those with less education. Most significantly she is obviously well regarded by most of the public and must be viewed as an asset to the President.

But in the end, the President will be judged by his success or failure in solving the nation's problems, not by the popularity of the first lady.

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MARKET OPINION RESEARCH

SUMMARY TABLE

Do you approve or disapprove of the way Gerald Ford is handling his job as President of the United States?

<u>MOR Study</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
Indiana Statewide July, 1975	57%	26%	17%
Marion County, Indiana January, 1975	50	32	18
June, 1975	60	23	17
Indiana 2nd Cong. Dist. August, 1975	58	24	18
Indiana 6th Cong. Dist. July, 1975	53	28	18
Indiana 10th Cong. Dist. July, 1975	49	29	22
Maine Statewide May/June, 1975	63	21	16
Michigan Statewide January, 1975	48	40	13
July, 1975	54	30	16
Missouri Statewide July, 1975	51	34	15
Ohio Statewide June, 1975	55	26	19
Pennsylvania Statewide September, 1975	51	36	13



THE WHITE HOUSE  
WASHINGTON

*same poll*

September 3, 1975

MEMORANDUM FOR:

DICK CHENEY

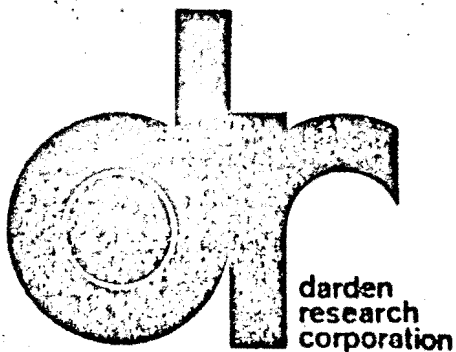
FROM:

JERRY H. JONES *[Signature]*

The LA TIMES reported the latest **F**ield poll in its edition today. The poll shows Reagan losing ground to President Ford in a statewide preference poll of GOP voters.

	<u>Ford</u>	<u>Reagan</u>
May	30%	39%
August	45%	38%

Other candidates such as Baker, Richardson, Percy, Connally, were included in this poll. In a direct head to head poll, the President had 54% and Reagan 45% of those polled. Reagan had a 1% point lead among conservatives and the President had a substantial margin with those classifying themselves as liberal or moderate Republicans.



\_\_\_\_\_ City  
 \_\_\_\_\_ State  
 \_\_\_\_\_ Telephone Number  
 \_\_\_\_\_ Person Interviewed

(1-4)

THE DARDEN POLL

Hello, I'm \_\_\_\_\_ with Darden Research Corporation, a national research firm, and we are conducting a study in your area. I would like to ask you a few questions if I may.

1. Are you registered to vote in the State of \_\_\_\_\_?

PERCENTAGE

Yes	<u>1</u>	100.0%
No	<u>2</u>	0.0%

IF NO

1a. Well, thank you anyway, but we are only talking to registered voters for this study.

2. When voting in NATIONAL elections, do you usually consider yourself as a Republican or a Democrat?

[SPECIFY] _____	Republican	<u>1</u>	16.9%
	Democrat	<u>2</u>	42.8%
	[VOTE FOR THE MAN] Independent	<u>3</u>	30.9%
	Other	<u>4</u>	0.2%
	Don't Know/Refused	<u>5</u>	3.1%

3. As you probably know, the United States will be having a Presidential election in 1976. Please name all the people you can think of who are running for President. --Any others? [CIRCLE ALL MENTIONED]

[SPECIFY] _____	Gerald Ford	<u>1</u>	80.2%
	Ronald Reagan	<u>2</u>	48.7%
	George Wallace	<u>3</u>	52.5%
	Ted Kennedy	<u>4</u>	25.7%
	Henry "Scoop" Jackson	<u>5</u>	20.1%
	Jimmy Carter	<u>6</u>	15.3%
	Lloyd Bentsen	<u>7</u>	3.6%
	Edmund Muskie	<u>8</u>	6.1%
	Terry Sanford	<u>9</u>	8.1%
	Hubert Humphrey	<u>A</u>	14.6%
	Morris Udall	<u>B</u>	3.8%
	Birch Bayh	<u>C</u>	3.6%
	George McGovern	<u>D</u>	6.7%
	Frank Church	<u>E</u>	2.1%
	Others	<u>F</u>	4.4%
	Don't Know Any	<u>G</u>	9.0%
	Sargent Shriver	<u>H</u>	20.7%
	Rubin Askew	<u>J</u>	1.2%
	Nelson Rockefeller	<u>K</u>	6.7%

4. Of the people who are running for President, who do you favor at this time?  
Well, who are you leaning toward? [TAKE ONLY ONE]

	Gerald Ford	<u>1</u>	27.3%
	Ronald Reagan	<u>2</u>	8.6%
	George Wallace	<u>3</u>	13.8%
	Ted Kennedy	<u>4</u>	4.1%
	Henry "Scoop" Jackson	<u>5</u>	2.0%
	Jimmy Carter	<u>6</u>	2.0%
	Lloyd Bentsen	<u>7</u>	0.2%
	Edmund Muskie	<u>8</u>	0.3%
	Terry Sanford	<u>9</u>	0.5%
	Hubert Humphrey	<u>A</u>	2.1%
	Morris Udall	<u>B</u>	0.3%
	Birch Bayh	<u>C</u>	0.0%
	George McGovern	<u>D</u>	0.0%
	Frank Church	<u>E</u>	0.8%
[SPECIFY] _____	Others	<u>F</u>	1.8%
	No Opinion	<u>G</u>	36.2%

5. If Gerald Ford was running against Ronald Reagan for President, who would you favor? -- Well, who do you lean toward?

	Gerald Ford	<u>1</u>	45.2%
	Ronald Reagan	<u>2</u>	40.1%
	No Opinion	<u>3</u>	14.6%

6. If George Wallace was running against Gerald Ford for President, who would you favor? -- Well, who do you lean toward?

	George Wallace	<u>1</u>	40.8%
	Gerald Ford	<u>2</u>	51.6%
	No Opinion	<u>3</u>	7.6%

7. If George Wallace was running against Ronald Reagan for President, who would you favor? -- Well, who do you lean toward?

	George Wallace	<u>1</u>	40.3%
	Ronald Reagan	<u>2</u>	49.2%
	No Opinion	<u>3</u>	10.5%

8. If Jimmy Carter was running against George Wallace for President, who would you favor? -- Well, who do you lean toward?

	Jimmy Carter	<u>1</u>	29.4%
	George Wallace	<u>2</u>	51.3%
	No Opinion	<u>3</u>	19.2%

9. If Terry Sanford was running against George Wallace for President, who would you favor? -- Well, who do you lean toward?

	Terry Sanford	<u>1</u>	22.9%
	George Wallace	<u>2</u>	52.8%
	No Opinion	<u>3</u>	24.3%

10. Do you think it is currently possible for a Southerner to be President of the United States?

	Yes	<u>1</u>	78.6%
	No	<u>2</u>	17.8%
	Don't Know	<u>3</u>	3.6%

11. When Gerald Ford runs for President, would you prefer his Vice Presidential candidate to be Nelson Rockefeller or Ronald Reagan?

	Nelson Rockefeller	<u>1</u>	31.7%
	Ronald Reagan	<u>2</u>	55.4%
	No Opinion	<u>3</u>	12.9%

12. Overall, do you think Gerald Ford is doing a [READ LIST] job as President?

Very Good	<u>1</u>	10.2%
Good	<u>2</u>	32.7%
Fair	<u>3</u>	42.1%
Poor	<u>4</u>	12.8%
No Opinion	<u>5</u>	2.1%

13. How many United States Senators does your state have?

One	<u>1</u>	3.1%
Two	<u>2</u>	54.6%
Three	<u>3</u>	2.3%
Four	<u>4</u>	2.0%
Five or More	<u>5</u>	2.5%
Don't Know	<u>6</u>	35.5%

14. Do you feel it does any good to write a letter expressing your opinions to your elected representatives in Washington?

Yes	<u>1</u>	70.5%
No	<u>2</u>	22.9%
Don't Know	<u>3</u>	6.6%

15. Do you think the Federal Government cares about you?

Yes	<u>1</u>	58.9%
No	<u>2</u>	35.7%
Don't Know	<u>3</u>	5.4%

16. Overall, do you feel the Federal Government is doing a [READ LIST] job?

Very Good	<u>1</u>	3.8%
Good	<u>2</u>	21.1%
Fair	<u>3</u>	47.2%
Poor	<u>4</u>	25.7%
Don't Know	<u>5</u>	2.3%

17. Who do you think controls the Federal Government? \_\_\_\_\_

---

18. How many people in your household usually vote in NATIONAL elections?

---

**IF MORE THAN ONE USUALLY VOTES**

18a. Do all of you [READ LIST] vote for the same candidates?

Always	<u>1</u>
Most of the time	<u>2</u>
Some of the time	<u>3</u>
Seldom	<u>4</u>
Never	<u>5</u>
Don't Know/Refused	<u>6</u>

19. For statistical purposes, what would be your age?

18-24	<u>1</u>	7.1%
25-34	<u>2</u>	23.2%
35-44	<u>3</u>	18.7%
45-54	<u>4</u>	20.1%
55 +	<u>5</u>	30.3%
Refused	<u>6</u>	0.7%

THE WHITE HOUSE  
WASHINGTON

Dick Cheney



*[Handwritten signature]*

U.S. NATIONAL SURVEY

Prepared For:

The President Ford Committee

November/December, 1975  
Job no. 5696

THE WHITE HOUSE  
WASHINGTON

November 10, 1975

Dick Cheney -

The attached was returned in the  
President's outbox.

Jim Connor



THE WHITE HOUSE  
WASHINGTON

Dick Cheney

Can we get this  
pull from this article.

*[Handwritten signature]*



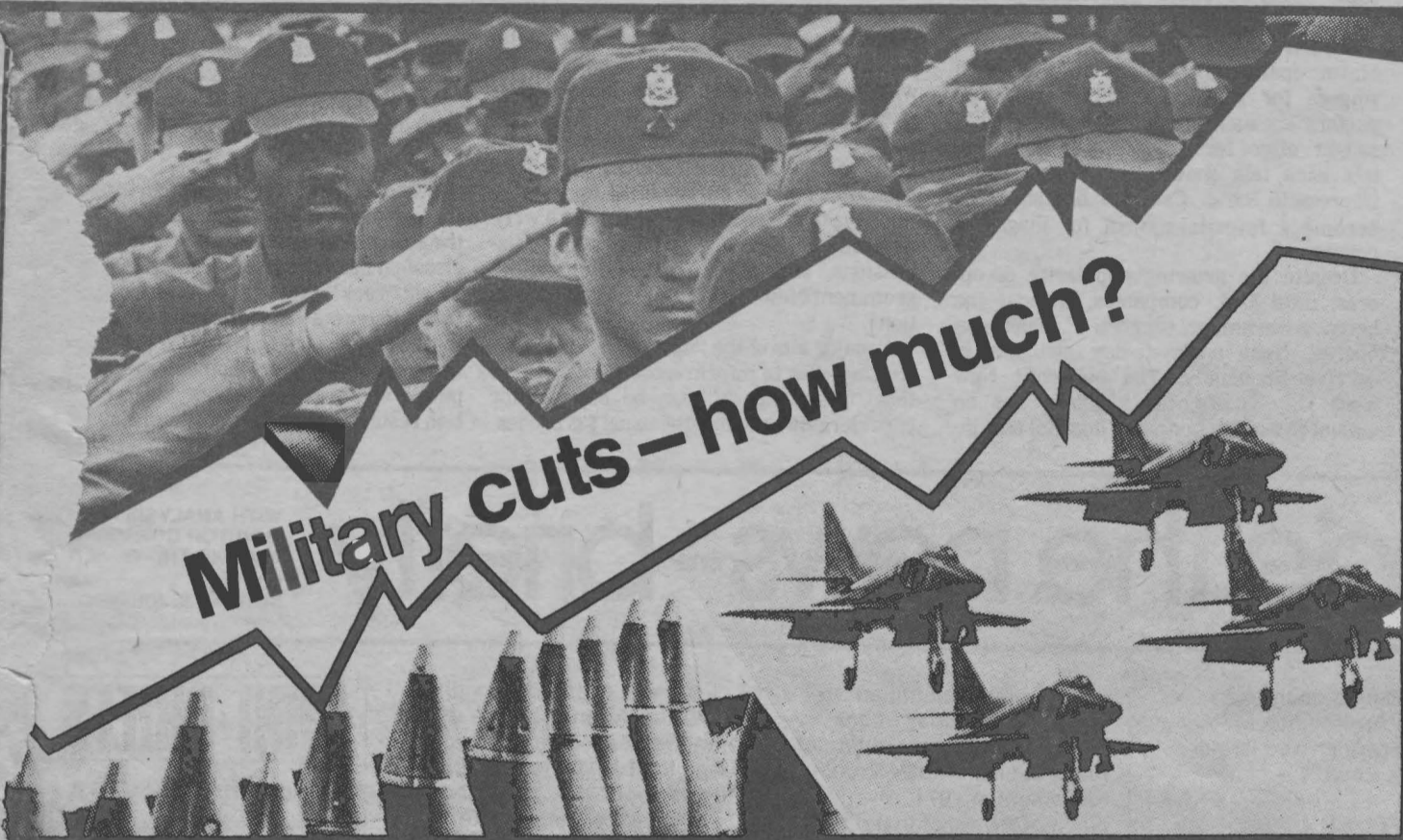


# THE CHRISTIAN SCIENCE MONITOR

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Monday, November 10, 1975

25¢



By Albert J. Forbes, staff artist

U.S. military costs — Can defense budget be 'flexible' enough to win approval of White House and Congress?

## Ford to allow Pentagon cuts?

By Guy Halverson  
Staff correspondent of  
The Christian Science Monitor

Washington

White House is quietly telling key congressmen that future Pentagon budget requests will be scaled down from past high levels — more in keeping with "actual" U.S. defense needs, sources here say.

Deputy Secretary of Defense William P. Clements Jr., acting Defense Secretary until Ronald H. Rumsfeld is confirmed by the Senate, met last week with members of the Senate Budget Committee, according to committee sources.

According to an aide for one senator on the

committee, Mr. Clements gave the distinct impression that the White House believes that former Defense Secretary James R. Schlesinger may have somewhat "overstated" the "case" for the fiscal 1976 budget and that future Pentagon requests would be more "accurate" as to actual U.S. defense needs.

According to the aides, Mr. Clements said that while no major new weapons system would be cut from the 1977 budget, the administration might be more "flexible on the matter of personnel" — implying some future reductions in troop strength.

U.S. forces (numbering 2.1 million) have already been slashed 40 percent since 1968 — a "bottom line" that Secretary Schlesinger

argues cannot be further lowered without seriously weakening the U.S. defense posture.

Meanwhile, the Senate this week is expected to approve an overall fiscal year 1976 defense appropriation bill of \$90.8 billion, some \$7.1 billion less than originally requested and one of the largest spending cuts for the Pentagon since 1945.

There are also strong indications, congressional sources say, that when the defense budget for 1977 is released by the White House next year, it will be far less than the \$104 billion budget that top defense budget officials had estimated would be necessary to maintain current troop levels.

★Please turn to Page 11

## Why Ford jumps into primaries

Worried by Reagan as Rockefeller watches

By Godfrey Sperling Jr.  
Staff correspondent of  
The Christian Science Monitor

Washington

President Ford, it is learned here, views the challenge of conservative Ronald Reagan with extreme seriousness and recognizes that Mr. Reagan could jump off to a strong start in the New Hampshire and Florida primaries.

Thus, it also is learned, his decision to enter his name in all 31 GOP primaries is designed to get in ahead of Mr. Reagan and set a tone for the primary races — that is, that the public should view them as a whole, and not be swayed by an early victory or two.

At the same time, it is assumed here that Mr. Ford will intensify his efforts personally in New Hampshire and in Florida, though he says he may not campaign personally in every primary.

Should he easily defeat Mr. Reagan in the early primaries, Mr. Ford also has left the door open to pro forma campaigns in later primaries by avoiding a commitment to take part in all of them himself.

In his hour-long NBC-TV appearance on "Meet the Press" Sunday, Mr. Ford underscored what he said was a responsibility of all candidates to the "sovereignty of the voters" to enter all contests and not "duck some."

In other political developments over the weekend:

• Mr. Ford, on the same TV appearance, sought to justify last week's Cabinet shake-up while admitting for the first time a "growing tension" involving Defense Secretary James

★Please turn to Page 5

## Wallace: what his options are

By John Dillin  
Staff correspondent of  
The Christian Science Monitor

Atlanta

Jorge Corley Wallace, keeping his political options open, plunges into his fourth and perhaps most important presidential campaign this week.

Eyed as a bane by many liberals and a hero by many conservatives, the tough little Alabama Governor enters the race as a Democrat — but with a sophisticated campaign organization that could quickly swing behind a third-party effort.

One of the political options Mr. Wallace has kept is a possible third-party bid — as worrisome a prospect to Republicans as to Democrats.

Aides say the Governor will announce his campaign at a Wednesday (Nov. 12) press conference, but his election organization —

★Please turn to Page 11

## Credits for elderly, child care included in House tax action

By David T. Cook  
Business and financial correspondent of  
The Christian Science Monitor

Washington

Emerging so-far unscathed from House committee action on tax cuts are liberalized credits for retired people, larger deductions for family moving expenses, a new tax credit for child care costs paid by working parents, and greater security for tax payers' bank records.

The bill, narrowly passed late last week by the House Ways and Means Committee, now goes to the Rules Committee, which is expected to decide whether to approve a plan to allow six specific amendments when the bill gets to the House floor (probably the week of Nov. 16).

Normally, tax legislation goes to the House floor under a rule which prohibits amendments. The Rules Committee is not required

to honor the Ways and Means request.

The decision to ask for permission to offer six amendments — which would tighten various tax loopholes — was made to soothe committee liberals who complained that the legislation's tax reforming aspects were gutted under pressure from lobbyists. In the committee's meeting last Tuesday some \$500 million in previously closed loopholes were reopened. Overall, the committee trimmed from \$2.6 billion to \$750 million its efforts to raise revenue by closing loopholes.

The amendment considered to have the best chance of passage would eliminate a provision in the bill allowing individuals to use capital losses — such as from the sale of stock — to offset for tax purposes profits they had made in the last three years. Only individuals with more than \$30,000 of losses would be allowed to use this tax reduction method.

★Please turn to Page 5

## Inside today...

### Hockey superstars traded

The trade involving Phil Esposito and Brad Park stunned the hockey world, and also spotlighted the drastic decline of erstwhile powers Boston and New York



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### Threat of fragmentation confronts free Angola 3

### What does Ford gain by letting New York default? 15

### 'Quality' public TV is showing up the networks 22

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Children	21	Home Forum	24,25





# ★ Why Ford decides to jump into primaries

Continued from Page 1

R. Schlesinger. He acted because he needed a "comfortable feeling" among his advisers, he said.

• A source close to Vice-President Nelson A. Rockefeller said that by withdrawing himself as a candidate for the No. 2 spot on the GOP ticket next year, Mr. Rockefeller had put himself into a "better" position. "Nothing has happened" as far as Mr. Rockefeller is concerned, the source said. The Vice-President might run for the White House himself if Mr. Reagan topples Mr. Ford — or he might be offered the No. 2 spot by Mr. Ford anyway, and accept it.

• Further evidence of significant Reagan strength within the GOP came in a poll by the National Observer. The 2,696 delegates to the 1972 GOP convention were polled; about one-third replied. Asked if Mr. Ford should be nominated next year, 63.7 percent of those

responding said yes, and 36.3 percent said no. Almost 89 percent of those who said no preferred Mr. Reagan.

On NBC-TV, Mr. Ford reversed a previous impression that he had acted completely alone in making his Cabinet shuffle. He said that "in one way or another" he got "advice," but that he had not asked for it. Whether this clarifies his earlier position remains to be seen.

Despite his recognition of the threat posed by Mr. Reagan, Mr. Ford is privately confident he can win in both New Hampshire and Florida, sources say. He believes GOP voters in those states will not want to split the party and lead to a certain Democratic victory in November.

Mr. Ford is seen as seeking to convey a confident attitude, rather than being on the defense against Mr. Reagan.

Speaking in Boston at the weekend, Mr. Ford pledged to fight in New Hampshire as

well as in Massachusetts, and to win. Massachusetts Republican leaders interpreted his remarks as anticipation of a tough challenge from Mr. Reagan.

Meanwhile, the source close to Mr. Rockefeller says:

"Nothing has happened as far as Rocky is concerned — except his position is better. And he knows it. He worked out all the details. A brilliant move. It's from him, and he knew its full implication."

"See how it goes," the informant went on. "To the President, it has to look as though Rocky is falling all over himself to fight off Reagan and the right wing. And, of course, it has some of this effect."

"He does this — and yet he is still there. He still is the Vice-President."

"If I were Donald Rumsfeld, I would stay awake nights worrying about what Rockefeller might say about him. Rocky is much more

his own man now. And he's going to speak up. You can be sure of that.

"He'll have some things to say about Rumsfeld. At the right time. Maybe a little while till things quiet about. And he'll have some things to say about [Howard] Bo Callaway, too. You wait and see. Anyway, they both better be worried about it."

This informant emphasized Mr. Rockefeller's poise and confidence at this time — and how happy he is over his decision. He portrayed a Vice-President who saw himself gaining not losing ground politically — and completely certain that this was true.

The Reagan strength in the Observer poll is significant because the 1972 delegates could offer a valid test of Republican Party members' current sentiment nationwide.

Many of these same delegates will be elected to the 1976 convention; even new ones are almost certain to be chosen by essentially the same party faithful who chose delegates four years earlier.

## ★ Credits for elderly included in tax action

Continued from Page 1

If this provision of the bill is not repealed, it would result in a \$15-million rebate check from the government to Texas businessman H. Ross Perot, the Wall Street Journal reported Friday. Mr. Perot made campaign contributions to 12 Ways and Means Committee members, 10 of whom voted for the provision which would give him the largest tax break for one person in U.S. history.

The bill also would extend and enlarge the reduced income tax withholding rates which went into effect last May.

Without congressional action, the 1975 tax reduction will expire Dec. 31 and higher payroll withholding rates would go into effect Jan. 1, 1976.

Other amendments which made narrow committee approval of the bill possible include restoration of restrictions on real estate tax shelters, tightening of the minimum tax on individuals who use tax shelters, shortening of the grace period before tougher tax provisions hit U.S. exporters, and imposition of taxes on foreign individuals who invest in U.S. securities.

The House bill also faces a challenge from committee conservatives who want a roll call vote on the floor of the House on a plan to tie the House panel's tax cut to a cut in federal spending. President Ford has said he would veto any tax bill which did not include such a commitment to cut spending.

The Ways and Means bill would increase the tax credit available to individuals over 65. Under the bill, a tax credit of 15 percent of income from pensions, rent, or interest could be taken off the tax bill up to \$2,500 limit for individuals and a \$3,750 limit for couples. The ceiling would be reduced by \$1 for every \$2 that the individual taxpayers' income exceeded \$7,500 or a couple's income exceeded \$10,000.

The committee's bill also would increase allowable job related moving expense deductions from \$2,500 to \$3,000 and allowable house hunting expense deductions from \$500 to \$1,000.

## Australian hamburger aimed at the record books

Perth, Australia

A giant hamburger cooked up here, measuring nine feet across and containing the beef of three steers, is being claimed as the world's biggest.

Weighing 1,100 pounds, the mammoth snack includes 5.5 gallons of tomato sauce and is more than twice as big as the record "burger" listed in Britain's Guinness Book of World Records, according to the Australian Meat Board, which made it for the 1975 Perth Royal Agricultural Show.



50-Piece Set  
Pistol-Handled  
Flatware of 1776...

THE PURCHASE OF A LIFETIME **Only \$22.95**

**50 PIECE SET... PISTOL-HANDLED FLATWARE OF 1776... Reproduced as authentic replicas in satin finish stainless**

**NOT \$44.95! NOT \$34.95! ONLY \$22.95!**

Your home can reflect the candlelight appeal and gracious atmosphere of Early American Colonial elegance when you grace your table with this incredibly beautiful service. Through a special purchase, we can offer you the famous Pistol-Handled Flatware with all its stunning Colonial simplicity in magnificent, satin finish stainless steel at just a fraction of what you would pay for luxurious Sterling Silver. Each and every piece is a masterpiece of authenticity—an exquisite replica of the famous Paul Revere settings that highlighted many a candlelit Colonial dinner. The knives are the genuine hollow pistol grip handles; the forks are the graceful 3-tined design. And the entire 50-Piece Set is made of modern stainless steel, to give you years of carefree service.

**LIMITED SUPPLY AVAILABLE AT THIS VERY SPECIAL LOW, LOW PRICE**

Don't be disappointed! Take advantage of this amazing low price while our supplies last. Order now and we'll send you the complete service for 8 including 8 Pistol Grip Hollow Handle Knives; 8 Dinner Forks; 8 Salad Forks; 8 Soup Spoons; 16 Teaspoons PLUS a SPECIAL FREE GIFT of a matching Butter Knife and Sugar Spoon—50 pieces in all. The entire set is yours for just \$22.95 on full money back guarantee if you are not absolutely delighted. But don't delay. Due to the rising cost of quality stainless steel, the price of this set will be increased in the very near future. Take advantage of our truly low price while current supplies last. Mail coupon today!



**Complete Luxury Service For 8  
50 PIECE SET ONLY \$22.95**  
While Supplies Last

**CROWN-CASTLE Ltd., Dept. PGX-370**  
51 Bank Street, Stamford, Conn. 06901  
Please send me the Stainless Steel Pistol Grip Flatware I have checked below on full Money Back Guarantee if I am not absolutely delighted.  
(Please add \$2.00 postage and handling with each order.)

**Check Quantity Desired**

<input type="checkbox"/> Service For 8 (50-Piece Set)	\$22.95
<input type="checkbox"/> Service For 12 (74-Piece Set)	33.95
<input type="checkbox"/> Service For 16 (100-Piece Set)	44.95

Enclosed is \$ \_\_\_\_\_

Charge my  BankAmericard  Master Charge  
 American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_ (Please Print Clearly)  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

--- Conn. Residents Add 7% Sales Tax ---

THE WHITE HOUSE  
WASHINGTON

Dick Cheney

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very interesting

# BARBARA WALTERS

January 5

Dear Mr. Cheney:

I understand you wanted to see the NBC  
News Poll. Here it is.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barbara Walters', written in a cursive style.

June 1, 1976

MEMORANDUM FOR: FOSTER CHANOCK

FROM: DICK CHENEY

Attached is a poll from the Columbus Dispatch in Ohio which shows the President doing better than Reagan against all comers.

That ought to be factored into the paper you're working on.

Attachment

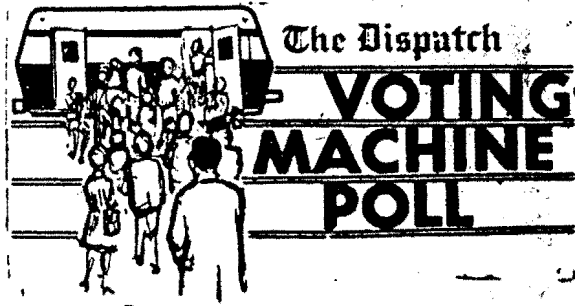


THE WHITE HOUSE  
WASHINGTON

Dick Cheney

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info.



## Wallace Chances Figured Slightest

Alabama Gov. George Wallace is the least favored of six Democratic presidential candidates, a Dispatch Voting Machine Poll pairing of Wallace with President Ford and Republican challenger Ronald Reagan shows.

After two days of a four-day poll at the Beechmont Mall in Cincinnati, Wallace had received 27 votes to 91 for Ford and 26 votes to 91 for Reagan. The other five Democratic candidates were more successful in the pairings. Complete results follow.

	Ford	Carter
If Ford faces Carter in November, for whom will you vote?	67	55
	Reagan	Carter
If Reagan faces Carter in November, for whom will you vote? .....	59	61
	Ford	Humphrey
If Ford faces Humphrey in November, for whom will you vote? .....	79	43
	Reagan	Humphrey
If Reagan faces Humphrey in November, for whom will you vote? .....	74	50
	Ford	Jackson
If Ford faces Jackson in November, for whom will you vote? .....	83	35
	Reagan	Jackson
If Reagan faces Jackson in November, for whom will you vote? .....	75	42
	Ford	Church
If Ford faces Church in November, for whom will you vote? .....	77	44
	Reagan	Church
If Reagan faces Church in November, for whom will you vote? .....	72	47
	Ford	Wallace
If Ford faces Wallace in November, for whom will you vote? .....	91	27
	Reagan	Wallace
If Reagan faces Wallace in November, for whom will you vote? .....	91	26
	Ford	Udall
If Ford faces Udall in November, for whom will you vote? .....	78	42
	Reagan	Udall
If Reagan faces Udall in No-		





	Ford	Jackson
If Ford faces Jackson in November, for whom will you vote? .....	83	35
	Reagan	Jackson
If Reagan faces Jackson in November, for whom will you vote? .....	75	42
	Ford	Church
If Ford faces Church in November, for whom will you vote? .....	77	44
	Reagan	Church
If Reagan faces Church in November, for whom will you vote? .....	72	47
	Ford	Wallace
If Ford faces Wallace in November, for whom will you vote? .....	91	27
	Reagan	Wallace
If Reagan faces Wallace in November, for whom will you vote? .....	91	26
	Ford	Udall
If Ford faces Udall in November, for whom will you vote? .....	78	42
	Reagan	Udall
If Reagan faces Udall in November, for whom will you vote? .....	75	46
	YES	NO
Should the governor and lieutenant governor be elected as a team? .....	71	49
Do you approve of the way Rhodes is handling his job? .....	71	49
Do you approve of the way your legislators are handling their jobs? .....	36	83

**DEMOCRATS**

**REPUBLICANS**

Whom should your party nominate for president?

Whom should your party nominate for president?

- Edmund Brown Jr. . . . . 9
- Jimmy Carter . . . . . 18
- Frank Church . . . . . 5
- John Glenn . . . . . 0
- Fred Harris . . . . . 0
- Hubert Humphrey . . . . . 10
- Henry Jackson . . . . . 0
- Edward Kennedy . . . . . 1
- Edmund Muskie . . . . . 2
- Morris Udall . . . . . 2
- George Wallace . . . . . 3

- Gerald Ford . . . . . 28
  - Ronald Reagan . . . . . 24
- Whom should your party nominate for vice president?
- Howard Baker . . . . . 6
  - Christopher Bond . . . . . 0
  - John Connally . . . . . 17
  - Melvin Laird . . . . . 4
  - Charles Percy . . . . . 4
  - Ronald Reagan . . . . . 12
  - Elliot Richardson . . . . . 6
  - Donald Rumsfeld . . . . . 0

**INDEPENDENTS**

Whom should your party nominate for U.S. senator?

Whom should the Democrats nominate for president?

- Richard Kay . . . . . 1
- H. Metzenbaum . . . . . 21
- James Nolan . . . . . 1
- James Stanton . . . . . 13

- Edmund Brown Jr. . . . . 7
- Jimmy Carter . . . . . 12
- Frank Church . . . . . 1
- John Glenn . . . . . 1
- Fred Harris . . . . . 3
- Hubert Humphrey . . . . . 1
- Henry Jackson . . . . . 0
- Edward Kennedy . . . . . 1
- Edmund Muskie . . . . . 0
- Morris Udall . . . . . 0
- George Wallace . . . . . 3

If these candidates seek delegates in the June 8 Ohio primary, for whom will you vote?

- Jimmy Carter . . . . . 22
- Frank Church . . . . . 5
- Gertrude Donahey . . . . . 2
- Henry Jackson . . . . . 3
- Morris Udall . . . . . 11
- George Wallace . . . . . 4

Whom should the Republicans nominate for president?

- Gerald Ford . . . . . 16
- Ronald Reagan . . . . . 10





THE WHITE HOUSE

WASHINGTON

October 5, 1976

*Please  
Dex  
JM*

MEMORANDUM FOR: DICK CHENEY  
THRU: JACK MARSH *JM*  
MAX FRIEDERSDORF *M.F.*  
FROM: CHARLES LEPPERT, JR. *CLJ.*  
SUBJECT: Rep. Keith Sebelius (R. - Kansas)

Rep. Keith Sebelius says that a recent poll taken at the Kansas State Fair from September 18 to 26, 1976, showed the following results:

	<u>September 18</u>	<u>September 26</u>
Ford	50%	45%
Carter	45%	37%
Undecided	5%	18%
Sebelius	70%	60%
Opponent	21%	27%
Undecided	9%	13%



*[Original in folder "Butz, Earl" in box 16]*