The original documents are located in Box 65, folder "September 21, 1972 - Clark MacGregor - Telephone Polling" of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 21, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR:

THE HONORABLE CLARK MacGREGOR

FROM:

ROBERT M. TEEER

SUBJECT:

Telephone Polling

Attached is a draft of the base questionnaire I recommend we use in the series of statewide telephone polls we are starting Monday. In addition to this basic interview we will, of course, have the ability to add issue questions as the need arises to check some specific issue or something unique to one of the states.

You should also be aware that we are limiting our interviews to registered voters Monday, as registration closes in most states during the next week or two. This may cause some slight variance in our samples from Wave III but one which we anticipate and can measure. We will begin the polls on Monday with New York followed by California, Michigan and Pennsylvania.

RECOMMENDATION:

That you approve this base questionnaire for use beginning Monday September 25. I will need to finalize this questionnaire tomorrow in order to begin New York Monday.

				•
Approve	Disapprove	Comment:	 	

Determined to be an Administrative Marking

By 16 NARA, Date 2/8/2010



Hello, I'm Mrs from, a national research company of problems and political figures in the country today and we a few questions.	y. We are making a study ould like to ask you.
1. Are you registered to vote in the Presidential election in	
IF "YES", CONTINUE INTERVIEW WITH QUESTION 2	2 NO
IF "NO", TERMINATE INTERVIEW	
2. What do you think are the most important problems facing the United States as a nation at this time?	·
	• • • • • • • • • • • • • • • • • • • •
3. Do you approve or disapprove of the way Richard Nixom is handling his job as	1 APPROVE 2 DISAPPROVE
President?	3 DON'T KNOW
ROTATE QUESTIONS 4 & 5	
4. How would you rate Richard Nixon in terms of his ability	
to handle the job of President?	2 FAIRLY ABLE 3 NOT VERY ABLE
	4 NOT AT ALL ABLE
	O DON'T KNOW
5. How would you rate George McGovern in terms of his	1 VERY ABLE
ability to handle the job of President?	2 FAIRLY ABLE
	3 NOT VERY ABLE
• •	4 NOT AT ALL ABLE
	0 DON'T KNOW
6. If the election for President were held today, would you	1 RICHARD NIXON .
be voting for Richard Nixon, the Republican or George	2 GEORGE MC GOVERN
McGovern the Democrat? (ROTATE NAMES)	3 UNDECIDED
IF NIXON OR MCGOVERN, ASK:	
a. Why would you be voting for him?	₩
a. with mount how he sorring for time.	P. 4.
b. As of today will you definitely vote,	1 DEFINITELY VOTE
probably vote but still thinking about it,	2 PROBABLY VOTE BUT
or are you undecided but leaning toward ?	STILL THINKING ABOUT IT
	3 UNDECIDED BUT LEANING TOWARD.
	• •



c. Is there anything that you can think of that might cause you to change your mind?

IF "UNDECIDED" IN QUESTION 6, ASK: (INSERT STATE RACES WHERE APPROPRIATE)

- d. As of today, do you lean towards McGovern or Nixon?
- 7. In the election this fall will you definitely vote, probably vote, may or may not vote, probably not vote, or definitely not vote?
- 8. In the last general election in which you voted, which answer best describes how you voted for state and local offices such as Governor and Senator?

9. What is your age?

10. What is the <u>last grade</u> of school you completed?

- 1 MC GOVERN
- 2 NIXON
- 3 UNDECIDED
- 1 DEFINITELY VOTE
- 2 PROBABLY VOTE
- 3 MAY OR MAY NOT VOTE
- · 4 PROBABLY NOT VOTE
 - 5 DEFINITELY NOT VOTE
 - 6 DON'T KNOW
 - 1 STRAIGHT DEMOCRAT
 - 2 MOSTLY DEMOCRAT
 - 3 A FEW MORE DEMOCRATS THAN REPUBLICANS...
 - 4 ABOUT EQUALLY FOR BOTH
 PARTIES
 - 5 A FEW MORE REPUBLICANS THAN DEMOCRATS
 - 6 MOSTLY REPUBLICAN
 - STRAIGHT REPUBLICAN
 - 8 NEVER VOTED
 - 9 DON'T KNOW
- 01 17-20 YEARS
- 02 21-24 YEARS
- 03 25-29 YEARS
- 04 30-34 YEARS
- 05 35-39 YEARS
- 06 40-44 YEARS
- 07 45-49 YEARS 08 50-54 YEARS
- 08 50-54 YEARS 09 55-59 YEARS
- 10 60-64 YEARS
- 11 65 AND OVER
- 2 REFUSED
- 1 GRADE SCHOOL OR LESS (GRADES 1-8)
- 2 SOME HIGH SCHOOL
- GRADUATED HIGH SCHOOL (GRADE 12)
- 4 , VOCATIONAL/TECHNICAL SCHOOL
- 5 SOME COLLEGE
- 6 GRADUATED COLLEGE
- 7 POST GRADUATE WORK
- 8 REFUSED



11. What is your religion?

12. Are you a labor union member?

IF "NO", ASK:

a. Is any member of your immediate family a union member?

13. Which classification included your TOTAL FAMILY INCOME in 1971 before taxes?

1 ROMAN CATHOLIC
2 PROTESTANT
3 JEWISH
4 OTHER (SPECIFY)

1 YES
2 NO

1 YES
2 NO

1 0-\$2,999
2 \$3,000-\$4,999
3 \$5,000-\$5,999

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