

The original documents are located in Box 62, folder “Voter Self-Scaling” of the Robert M. Teeter Papers at the Gerald R. Ford Presidential Library.

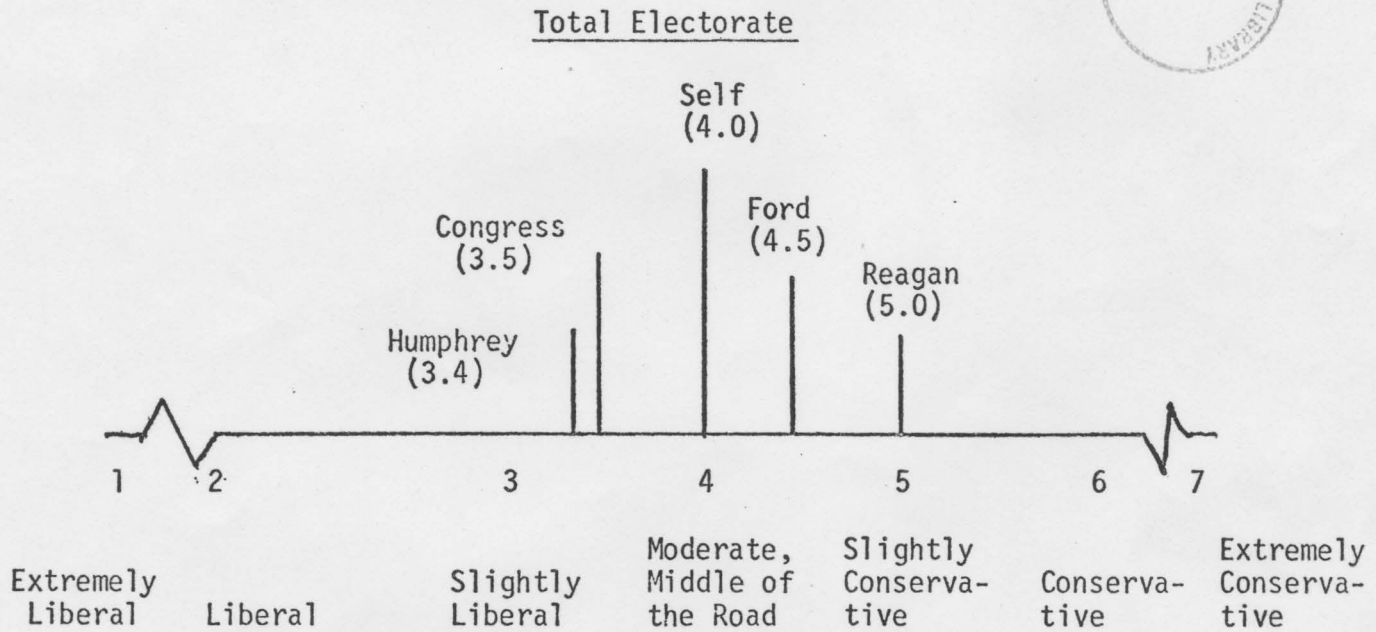
Copyright Notice

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 Robert and Elizabeth Teeter donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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

MARKET OPINION RESEARCH

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

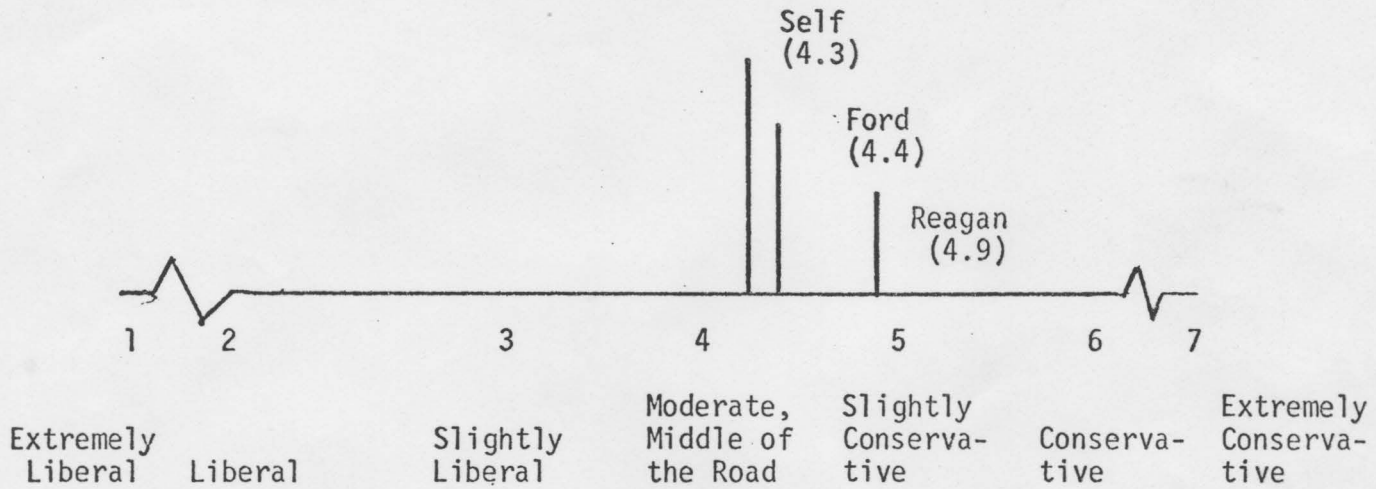
- a. Where would you place yourself on this scale, or haven't you thought much about this?
- b. Where would you place Congress?
- c. Where would you place Gerald Ford?
- d. Where would you place Hubert Humphrey?
- e. Where would you place Ronald Reagan?



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

- a. Where would you place yourself on this scale, or haven't you thought much about this?
- b. Where would you place Ronald Reagan?
- c. Where would you place Nelson Rockefeller?
- d. Where would you place Gerald Ford?

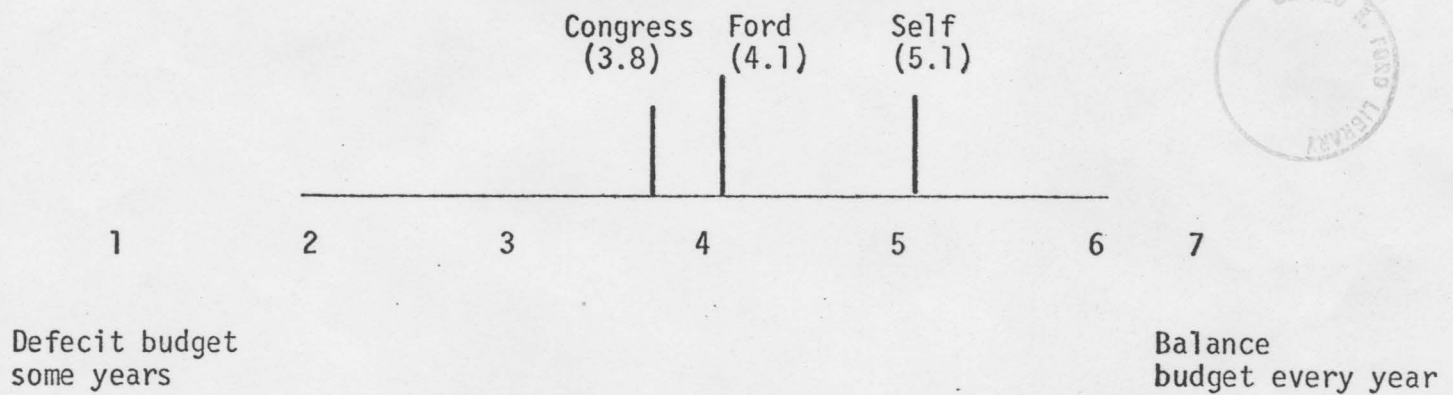
Republican Primary Voters



MARKET OPINION RESEARCH

Some people say that the federal government should be required to operate on a balanced budget every year. Others say that the government should be able to borrow and operate at a deficit in some years.

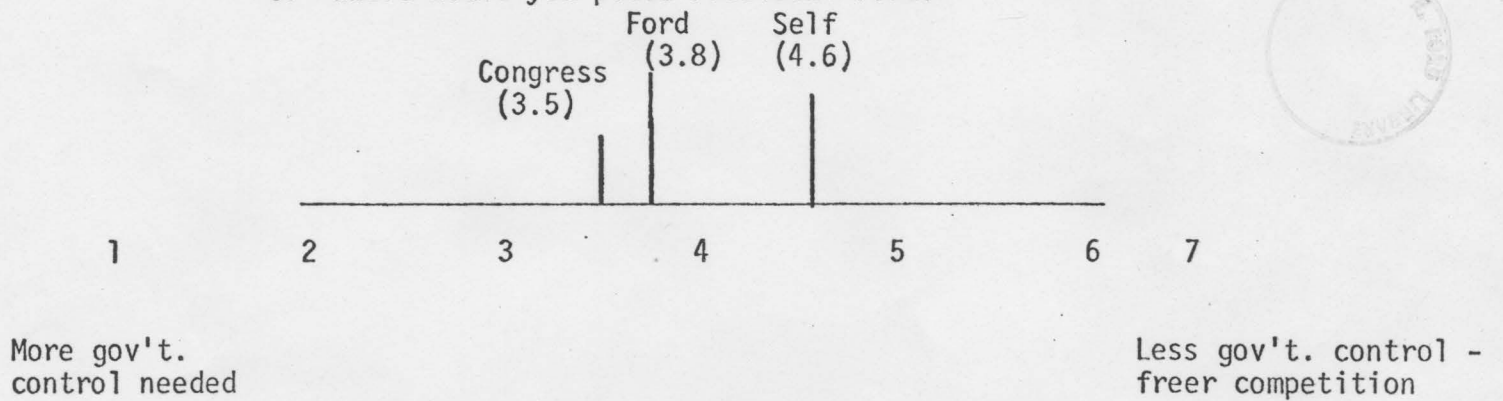
- a. Where would you place yourself on this scale, or haven't you thought much about this?
- b. Where would you place Congress?
- c. Where would you place President Ford?



MARKET OPINION RESEARCH

Thinking about our economic system again, some people have told us that they think we need more government control of business to protect the consumer. Others think that too much government control is part of the problem and that less government control and freer competition would benefit the consumer.

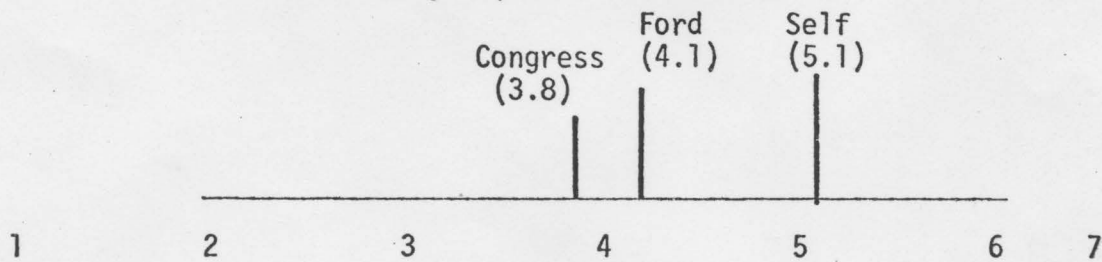
- a. Where would you place yourself on this scale, haven't you thought much about this?
- b. Where would you place Congress?
- c. Where would you place President Ford?



MARKET OPINION RESEARCH

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

- a. Where would you place yourself on this scale or haven't you thought much about this?
- b. Where would you place Congress?
- c. Where would you place President Ford?



Eliminate causes,
poverty/rehabilitation

Stricter enforcement/
mandatory sentences

MARKET OPINION RESEARCH

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

- a. Where would you place yourself on this scale or haven't you thought much about this?
- b. Where would you place Ronald Reagan?
- c. Where would you place Gerald Ford?

