



George Bush Presidential Library

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Robert M. Teeter Collection, 1979–1992

Extent

29.2 linear feet

Access

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Provenance

Gift of Robert M. Teeter, September 1998 & September 1999

Processed By

Staff Archivists, December 2007

Related Collections

Related collections at the George Bush Presidential Library may be found in the David Hoffman Collection, the George Bush Presidential Records (White House Chief of Staff—John Sununu Files; White House Office of Policy Development—Rae Nelson Files; White House Press Office—Marlin Fitzwater Files; White House Office of Public Affairs—Kristen Gear Files), and the George Bush Vice Presidential Records (Office of Operations, Administration, and Staff Secretary—Thomas Collamore Files)

To learn more about Teeter's work in the 1970s, 1980s, 1990s (during and post-George Bush presidency), and 2000s researchers will find materials at the Gerald R. Ford Presidential Library in their collection of Robert M. Teeter Papers.

Scope and Content

The Robert M. Teeter Collection consists of Market Opinion Research polling data that was gathered for the presidential primaries and campaigns involving George Bush. These include Bush's unsuccessful bid for the Republican presidential nomination in 1980, his election that same year and re-election in 1984 as

Ronald Reagan's Vice President, his election as President in 1988, and his unsuccessful re-election bid in 1992.

In addition, polling data related to issues of concern to the people of the United States are presented including the public's perceptions of the President's job performance, the general state of the Union, the economy, reactions to candidate/presidential speeches, crime, drugs, health care, and the Persian Gulf crisis and ensuing war.

Also present are studies of the media treatment of President Bush, debate preparation materials, reports on issues of local importance throughout the U.S., talking points for Republican operatives, and campaign trip schedules for President Bush and Vice President Quayle.

Biographical Note

A leader in survey research, Robert M. Teeter was involved in campaign strategies for Republican presidential, gubernatorial, and senatorial candidates for almost forty years. Teeter participated in the senior management of seven Republican presidential campaigns, from Richard M. Nixon in 1968 to the George H. W. Bush in 1992. Many of the research techniques he helped develop have become standard for today's political opinion researchers.

Teeter was born in Battle Creek, Michigan, in 1939 and grew up in Coldwater. He received his bachelor's degree from Albion College and his master's from Michigan State University. Teeter began his political career in the Midwest on the successful re-election campaign of Michigan Governor George Romney in 1964. In 1967, Teeter joined Detroit-based Market Opinion Research (MOR), one of the largest political research firms in the country. He directed the Political Research Division, rising to Executive Vice President in 1973 and President in 1979.

Teeter worked with George Bush in his attempt to secure the Republican presidential nomination during the 1980 presidential campaign. After it became apparent that Ronald Reagan would be nominated, 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 and founded Coldwater Corporation. His sole client was the George Bush for President Committee. Teeter worked full-time as a senior advisor and was responsible for polling, policy development, speech writing, message development, and communication. Following the 1988 election, Teeter was co-director of the Office for Presidential Transition, and he remained in Washington, D.C., through January 1989.

In early 1989, Teeter 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, and, although he maintained a few political clients, the company focused on business clients including the National Broadcasting Corporation and *The Wall Street Journal*, Ford Motor Company, Guardian Industries, and Verizon (and its predecessors). He also managed 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 Corporation to become National Chairman of George Bush's re-election campaign. Teeter had no official roles in the 1996 and 2000 presidential elections and his focus again shifted to his business clients. He was called on at times for informal campaign advice; for example, during the 2000 election, Teeter advised George W. Bush in his search for a Vice Presidential running mate.

Robert M. Teeter passed away of cancer June 13, 2004, in Ann Arbor, Michigan.

System of Arrangement

The Robert M. Teeter Collection is arranged into 24 series. Following is a list of the 24 series and their descriptions.

Boxes 1–2 1980 George Bush Presidential Campaign, 1979–1980. (7 linear inches)

State and region-wide polls conducted for George Bush's 1980 presidential campaign bid. Arranged by subject, and chronologically thereunder.

Boxes 2–4 1980 Ronald Reagan/George Bush Presidential Campaign, 1980. (7 linear inches)

Statewide polls conducted for the Ronald Reagan/George Bush 1980 campaign. Also included are November 1980 post-election campaign magazines.

Arranged by subject, and chronologically thereunder.

Box 4 1984 Ronald Reagan/George Bush Presidential Campaign, 1983. (0.05 linear inches)

A report, conducted for the National Republican Congressional Committee (NRCC), of voting in presidential elections from 1960 through 1980.

Arranged by subject.

Boxes 4–9 1988 Presidential Campaign, 1985–1988. (2 linear feet, 1 linear inch)

Various items from George Bush's 1988 campaign for President. Included are briefing, convention, and debate (presidential and vice-presidential) materials, as well as delegate selection information and advertising tests. In addition, there are several "RNC Monitors" and issue backgrounders.

Arranged by subject, and chronologically thereunder.

Boxes 9–10 1988 Presidential Campaign: National Polls, 1987–1988. (2 linear inches)

Several polls conducted on the national level for the Bush-Quayle campaign and by APN/KRC (American Political Network, Inc./KRC Research), as well as polls (which includes some state surveys) for the Republican primary contests.

Arranged by subject, and chronologically thereunder.

Boxes 10–31 1988 Presidential Campaign: State Polls (Statewides), 1987–1988. (9 linear feet)

Questionnaires conducted by the campaign (Bush-Quayle '88, George Bush for President, Inc., Republican National Committee, and Market Opinion Research) in the campaign's target/priority states. The questionnaires primarily consisted of numerous questions about the candidates, issues, and local or state public figures. This series consists of "regular" or "stand alone" statewides, where all of the interviews (somewhere between 400 and 800, depending on the state), are carried out over a period of 2 or 3 days.

Arranged by state, then by subject, and chronologically thereunder.

Boxes 31–32 1988 Presidential Campaign: State Polls (State Add-Ons), 1988. (7 linear inches)

Not having the budget to survey in all fifty states, Robert Teeter's group (Market Opinion Research or Market Strategies) would survey in the target/priority states (See "Statewides"), and then do "Add-Ons" in the other states where and when the candidates were doing a poll for their own campaign (Bush-Quayle '88). "Add-Ons" was the term used when the campaign would "add on" a question or two to someone else's statewide survey, and that question usually was just the ballot test.

Arranged by subject, and chronologically thereunder.

Boxes 32–35 **1988 Presidential Campaign: State Polls (Primaries), 1987–1988. (1 linear foot, 1 linear inch)**

Surveys conducted during the 1988 presidential campaign primary season. These include advertising tests and “post-New Hampshire” surveys.

Arranged by state, then by subject, and chronologically thereunder.

Boxes 35–38 **1988 Presidential Campaign: State Polls (Tracking—Rolling Averages), 1988. (1 linear foot, 1 linear inch)**

In a presidential campaign, there are two methods used to conduct statewide surveys, one of which is a “tracking” survey (See “Statewides” for the other method). A smaller number of interviews (100, 150, or 200) are conducted every day for several weeks—in other words, you “track” the campaign. Tracking surveys are usually conducted during the last several weeks of the campaign, starting in late September or early October, with interviews every day up to Election Day, or within a few days of the election. Because daily tracking surveys have such a small number of interviews, the research group (Market Opinion Research or Market Strategies) would rarely report the data results from just one day of interviewing. Rather, the daily results are combined and averaged over 3 days, giving a more stable result. The “rolling average” shows these 3-day results over several weeks. An example of how “rolling averages” were reported:

Column 1: 300 interviews from October 1st, 2nd, and 3rd

Column 2: 300 interviews from October 2nd, 3rd, and 4th

Column 3: 300 interviews from October 3rd, 4th, and 5th

In other words, each day the oldest daily 100 interviews were dropped and the newer 100 interviews were added in, all the while the average “rolls” through the weeks of interviewing. This method is very helpful in determining how a candidate’s ads are (or are not) impacting the campaign and how the candidate’s visits impact voters’ perceptions. (Tracking surveys are very popular now, and Robert Teeter came up with this idea in the 1970s, and worked out the details with another survey analyst, Fred Steeper, for its first use in the 1976 campaign.)

While many of the tracking—rolling averages surveys in this series are conducted at the end of the campaign, there are a few that fall earlier, presumably for the primaries in those respective states.

Arranged by subject, and chronologically thereunder.

Boxes 38–40 **1988 Presidential Campaign: Schedules, 1988. (7 linear inches)**

Schedules, schedule proposals, and master calendars of Vice President and Mrs. Bush, and Vice Presidential-candidate Dan Quayle. Also included is information on planning a Vice Presidential visit prepared by Craig Fuller, Vice President Bush’s Chief of Staff.

Arranged by subject and chronologically thereunder.

Box 40 **1988 Congressional and Senatorial Campaigns, 1988. (4 linear inches)**

A few surveys conducted for the 1988 congressional and senatorial campaigns of Newt Gingrich, John Danforth, John Heinz, and David Durenberger.

Arranged by subject and chronologically thereunder.

Boxes 41–42 **Americans Talk Security Surveys, 1987–1988. (7 linear inches)**

Americans Talk Security, founded in 1987 by Dr. Alan F. Kay, was a bipartisan public opinion research project, jointly conducted by Market Opinion Research, The Daniel Yankelovich Group, and Marttila & Kiley, that focused on national and international security. Some of the topics covered in this project included: U.S.-Soviet relations, U.S. foreign aid, public evaluation of Pentagon waste, future arms reduction agreements, post-Summit perceptions, U.S. drug problem, U.S. policy to Central America, and viewing the world on eve on Moscow Summit.

Arranged chronologically.

Box 42 **Gallup Polls, 1988. (0.5 linear inches)**

This series consists of surveys three and five of the Gallup Poll’s “The People, The Press, and

Politics," in which nationwide personal interview surveys commissioned by *The Times Mirror* were conducted to assess the American electorate.

Arranged chronologically.

Boxes 42–43 Rapid Response Polls, 1988. (4 linear inches)

These Rapid Response Polls were created by a network of volunteers in key states who provided feedback to senior Bush-Quayle managers and policy makers regarding local attitudes and reactions to election issues and events. They also monitored and reported on local media coverage of significant Bush-Quayle and Dukakis-Bentsen campaign activities and developments.

Arranged chronologically.

Box 43 1988 Presidential Transition, 1989. (0.5 linear inches)

Files prepared from George Bush's transition from Vice President to President, specifically consisting of a glossary and database of potential candidates for key positions within the administration.

Arranged by subject, and chronologically thereunder.

Boxes 43–45 Presidential Policies and Data, 1989–1992. (9 linear inches)

Data compiled of public opinions on a variety of policy issues, including the President's Drug Advisory Council, health care, crime, and the Persian Gulf War.

Arranged by subject, and chronologically thereunder.

Boxes 45–46 1990 Senatorial Campaign Data, 1989. (0.5 linear inches)

Data results from surveys conducted for Indiana Senator Dan Coats' campaign. The Senator had been appointed to Vice President Dan Quayle's vacated Senate seat in January 1989, and, in 1990, Coats filled the seat in his own right.

Arranged by subject, and chronologically thereunder.

Boxes 46–50 1990 State Census Data Prepared for the RNC and NRCC, 1991. (1 linear foot, 9 linear inches)

This series consists of state reports, prepared for the Republican National Committee and the National Republican Congressional Committee, which include maps based on congressional districts, population, and ethnic populations. There is also census information by county, ADI (Area of Dominant Influence), and congressional districts within each state report.

Arranged by subject.

Boxes 50–53 1992 Presidential Campaign, 1991–1992. (1 linear foot, 1 linear inch)

Various items from President Bush's 1992 re-election campaign, which include briefing and debate (presidential and vice-presidential) materials, as well as office fact sheets, presidential primary exit polling, and advertising tests. In addition, there are several October tracking verbatims and line of the day backgrounders.

Arranged by subject, and chronologically thereunder.

Boxes 53–56 1992 Presidential Campaign: State Polls, 1992. (1 linear foot, 1 linear inch)

Questionnaires conducted in the campaign's target/priority states. The questionnaires primarily consisted of numerous questions about the candidates, issues, and local or state public figures. This series consists of "regular" or "stand alone" statewides, where all of the interviews (somewhere between 400 and 800, depending on the state), are carried out over a period of 2 or 3 days. This does not appear to be as full a set as this collection's "1988 Presidential Campaign: State Polls (Statewides)" series.

Arranged by subject, and chronologically thereunder.

Boxes 56–57 1992 Presidential Campaign: Election Results and Analysis, 1992. (3 linear inches)

Surveys conducted by state to analyze the 1992 presidential campaign's election results.

Arranged by subject.

Boxes 57–73 **U.S. National Studies, 1980–1992. (7 linear feet)**

Similar to the state and national surveys conducted during the 1988 and 1992 presidential elections, these U.S. National Studies consist of questionnaires, data sets, and analysis on a wide scale of topics and issues, including the Persian Gulf War. Many of these were conducted for the Republican National Committee, and also include a couple with George Bush for President and post-debate data.

Arranged chronologically, and by subject thereunder.

Box 73 **Publications, 1980–1988. (1 linear inch)**

A few publications regarding shifting demographics, policy, and public attitudes toward enterprise, conducted for or put out by federal government organizations. These include the U.S. Chamber of Commerce, Bureau of the Census, and Post Office.

Arranged by subject.

Box 73 **Miscellaneous, 1979–1989. (1 linear inch)**

Surveys conducted for various state and regional areas, specifically Michigan and the Southeast.

Arranged by subject.

Box 1 1980 George Bush Presidential Campaign

Bush Primary States, WAVE I – DATA/ Analysis January / February, 1980 [Alabama and Florida] [1]
Bush Primary States, WAVE I DATA/ Analysis January / February, 1980 [Illinois] [2]
Bush Primary States, WAVE I DATA/ Analysis January / February, 1980 [Massachusetts, South Carolina, and Vermont] [3]
Iowa Caucuses Executive Summary [1980] [Prepared for George Bush for President Committee]
New England Primary – Data (ca. 1980) [7/20-31/1979] [1]
New England Primary – Data (ca. 1980) [7/20-31/1979] [2]
New England [Primary] Recontact Study – Data – October, 1979 [Prepared for George Bush for President Committee]
New England Primary Study Analysis – August, 1979 [Prepared for George Bush for President Committee]

Box 2 1980 George Bush Presidential Campaign

Pennsylvania Primary – Analysis – April, 1980 [Prepared for George Bush for President Committee]
Pennsylvania Primary – Study – Data – March, 1980 [3/28/1980 - 4/1/1980] [Prepared for George Bush for President Committee]
[Telephone Poll Results to Determine Changes in Ballot Strengths – October 16-23, 1979] [New England – 2nd Poll]

1980 Ronald Reagan/George Bush Presidential Campaign

Michigan [Statewide] Presidential Study – Wave II – Data – 1980 [9/26-29/1980] [1]
Michigan [Statewide] Presidential Study – Wave II – Data – 1980 [9/26-29/1980] [2]
Michigan Statewide – Data – August, 1980 [Prepared for Reagan/Bush Committee] [1]
Michigan Statewide – Data – August, 1980 [Prepared for Reagan/Bush Committee] [2]
Miscellaneous Campaign Material [November 1980 Post-Election Magazines: Newsweek, U.S. News & World Report, and Time]

Box 3 1980 Ronald Reagan/George Bush Presidential Campaign

Ohio Statewide Data – August, 1980 [Presidential Studies WAVE I: 8/20-28/1980] [Prepared for Reagan/Bush Committee]
Ohio Statewide Presidential Study – WAVE II – Data – September, 1980 [8/20-28/1980] [Prepared for Reagan/Bush Committee]
Pennsylvania Statewide – Data – August, 1980 [Presidential WAVE I: 8/20-28/1980] [Prepared for Reagan/Bush Committee]
Pennsylvania Statewide – Presidential Study – WAVE II – Data – September, 1980 [9/12-15/1980] [Prepared for Ronald Reagan for President Committee]
Presidential Tracking – Final Summary – Graphs & Tables – Most Recent Data – IN, KY, MI [MO, OH, and PA] – [November] 1980 [Includes IN Gubernatorial and IN Statewide] [1]

Box 4 1980 Ronald Reagan/George Bush Presidential Campaign

Presidential Tracking – Final Summary – Graphs & Tables – Most Recent Data – IN, KY, MI – [November] 1980 [2]
Presidential Tracking – Final Summary – Graphs & Tables – Most Recent Data – MO, OH, PA, SC [and MI] – November, 1980 [MO Statewide, MO Gubernatorial, and MO Senatorial] [1]
Presidential Tracking – Final Summary – Graphs & Tables – Most Recent Data – MO, OH, PA, SC – November, 1980 [OH Congressional] [2]

1984 Ronald Reagan/George Bush Presidential Campaign

Voting Analysis – Arbitron ADI's – September, 1983 [Presidential Elections 1960-1980] [Prepared for the NRCC]

1988 Presidential Campaign

'88 Bush Promises
'88 Delegate Selection/'76, '80, '84 Vote [Prepared by Martin Plissner]
Ailes Communications, Inc. [Presidential Primaries 1988 – Suggested TV Campaigns – July 11, 1988]

[All States – Delegate Selection Information – 1988] [1]
[All States – Delegate Selection Information – 1988] [2]

Box 5 1988 Presidential Campaign

Briefing Materials, League of Women Voters Debate, Manchester, NH, February 14, 1988, Copy #8
Briefing on 1984-1986 Political Advertising Research Program – Prepared for the National Republican
 Senatorial Committee – March, 1987
Bush Ad Test – Executive Summary – October, 1988 [Perrysburg, Ohio] [Prepared for Bush-Quayle
 '88]
Bush Interactive Group Research System – September, 1988 [Prepared for Bush-Quayle '88]
Bush-Quayle '88 – Issue Background [1]
Bush-Quayle '88 – Issue Background [2]
Bush-Quayle '88 – Issue Background [3]

Box 6 1988 Presidential Campaign

Bush-Quayle '88 Past Record
Bush-Quayle '88 State Leadership List/Addresses
Bush-Quayle '88 Statements/Fact Sheets
Bush/Quayle Debate Book – September 17, 1988 – Copy: Robert Teeter [1]
Bush/Quayle Debate Book – September 17, 1988 – Copy: Robert Teeter [2]
Chicago [Illinois] Presidential Ad Test – Executive Summary – October, 1988 [Prepared for Bush-
 Quayle '88]
Convention Speech – Evaluation/Summary – August, 1988 [Prepared for George Bush for President]
Democrat National Convention Briefing Book – Prepared by Opposition Research – July 6, 1988
Environmental Briefing Book II – Boston Harbor Speech – August 31, 1988

Box 7 1988 Presidential Campaign

First Presidential Debate – 9/25/88 [Prepared for Bush-Quayle '88]
[The Fund for America's Future – Procedures, etc.] July 11, 1985 [PAC for George Bush's 1988
 Presidential Campaign]
[George Bush for President Campaign Budget Summary – August, 1987]
[“George Bush: Leadership on the Issues”] [1]
[“George Bush: Leadership on the Issues”] [2]
George Bush Line of the Day & Talking Points for Surrogates – New Orleans, 1988 (Bolton)
The Leadership Gap – November 25, 1986 [Analysis of George Bush for 1988 Campaign]
Livonia [Michigan] Ad Test – Summary of Results – September, 1988 [Prepared for Bush-Quayle '88]
Livonia [Michigan] Message Test – Executive Summary – July, 1988 [Prepared for George Bush for
 President]
Message Test #3
Perception Analyzer Results – October 28, 1987 [Prepared for George Bush for President]

Box 8 1988 Presidential Campaign

The Reagan Record [Prepared by White House Office of Public Affairs] [1]
The Reagan Record [Prepared by White House Office of Public Affairs] [2]
RNC/Bowman Report on State Finances and Political Operations – April, 1988 [Prepared for the RNC]
“RNC National Monitor: April, 1988, Volume 1 of 3, 699-02-168 4277-01”
“RNC National Monitor, April, 1988, Volume 2 of 3, 699-02-168 4277-01”
“RNC National Monitor, April, 1988, Volume 3 of 3, 699-02-168 4277-01”
RNC National Monitor: June 10-12, 1988; August 27-28, 1988 [Compiled by The Wirthlin Group]
Second Presidential Debate – October, 1988 [Prepared for George Bush for President]
Speeches – May 20 – June, 1988 [1]

Box 9 1988 Presidential Campaign

Speeches – May 20 – June, 1988 [2]
Timeline and Delegate Regulations
Vice Presidential Debate – October, 1988 [Prepared for George Bush for President]
The Week That Was/[The Week] To Come – November 4, 1988 [5/30/88 – 6/5/88 to 11/1-4/88]
The Williamsburg Charter Survey on Religion and Public Life: February 3, 1988 [Prepared by White House Office of Public Affairs]

1988 Presidential Campaign: National Polls

["Bush for President National Survey, October 1988"] [1]
["Bush for President National Survey, October 1988"] [2]
National APN [American Political Network, Inc.] / KRC [Research] Presidential Tracking Poll – 1988 [1]

Box 10 1988 Presidential Campaign: National Polls

National APN [American Political Network, Inc.] / KRC [Research] Presidential Tracking Poll – 1988 [2]
Republican Primary Polls [January 12, 1987] [1988 Republican Presidential Candidates in National and State Polls]

1988 Presidential Campaign: State Polls (Statewides)

1988 Presidential Election – Verbatims – Missouri & Ohio – April-August [Prepared for George Bush for President]
Arkansas Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
Arkansas Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Arkansas Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Arkansas Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
[Arkansas Statewide -] "A Survey of Voter Attitudes in the State of Arkansas – November 1, 1988"
California Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [1]

Box 11 1988 Presidential Campaign: State Polls (Statewides)

California Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [2]
California Statewide – Corrected Data – August, 1988 [Prepared for Bush-Quayle '88] [1]
California Statewide – Corrected Data – August, 1988 [Prepared for Bush-Quayle '88] [2]
California Statewide Study #3 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC]
California Statewide Study – Report – September, 1988 [Prepared for Bush-Quayle '88] [1]
California Statewide Study – Report – September, 1988 [Prepared for Bush-Quayle '88] [2]
California Statewide #4 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
California Statewide #4 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 12 1988 Presidential Campaign: State Polls (Statewides)

California Statewide #5 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
California Statewide #5 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
California Statewide #6 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
California Statewide #6 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
[California Statewide -] "Material Prepared for Bush for President – California Quorum August 19-21, 1988" [Compiled by The Wirthlin Group]
California Statewide Verbatims – October, 1988
Colorado Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88]

Box 13 1988 Presidential Campaign: State Polls (Statewides)

Bush-Quayle – Colorado – October, 1988 [Compiled by American Viewpoint, Inc.]
Colorado Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Colorado Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Colorado Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Colorado Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Bush-Quayle '88 – Colorado Statewide – November 2, 1988 [Compiled by American Viewpoint, Inc.]

Box 14 1988 Presidential Campaign: State Polls (Statewides)

Connecticut Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
Connecticut Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Connecticut Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Connecticut Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Connecticut Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Connecticut Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 15 1988 Presidential Campaign: State Polls (Statewides)

Connecticut Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Georgia Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88]
Bush-Quayle '88 – Georgia – October, 1988 [Compiled by American Viewpoint, Inc.]
Georgia Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Georgia Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Georgia Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Georgia Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 16 1988 Presidential Campaign: State Polls (Statewides)

Illinois Statewide – Analysis – December, 1987 [Prepared for George Bush for President, Inc.] [1]
Illinois Statewide – Analysis – December, 1987 [Prepared for George Bush for President, Inc.] [2]
Illinois Statewide – Data – December, 1987 [12/2-6/1987] [Prepared for George Bush for President, Inc.]
Illinois Statewide – Preliminary Data – December, 1987 [12/2-6/1987]
Illinois Statewide – Data – February 29 - March 1, 1988 [Prepared for George Bush for President] [1]
Illinois Statewide – Data – February 29 - March 1, 1988 [Prepared for George Bush for President] [2]
Illinois Statewide – Data – February 29 - March 1, 1988 [Prepared for George Bush for President] [3]
Illinois Statewide – Data – February 29 - March 1, 1988 [Prepared for George Bush for President] [4]

Box 17 1988 Presidential Campaign: State Polls (Statewides)

Illinois Statewide Study – Data – August, 1988 [Prepared for George Bush for President]
Illinois Statewide Study – Bush Data – September, 1988 [Prepared for Bush-Quayle '88]
Illinois Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Illinois Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Illinois Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [3]
Illinois Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [4]
Illinois Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Box 18 1988 Presidential Campaign: State Polls (Statewides)

Illinois Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Illinois Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [3]
Illinois Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [4]
Illinois Statewide #5 – Data – October, 1988 [Prepared for Bush-Quayle and the RNC]
Indiana Statewide #2 – Data – May, 1988 [Prepared for Indiana Republican State Committee]
Kentucky Statewide #1 – Corrected Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Box 19 1988 Presidential Campaign: State Polls (Statewides)

Kentucky Statewide #1 – Corrected Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Kentucky Statewide #2 – Corrected Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]

RNC]

Kentucky Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Kentucky Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Kentucky Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Bush-Quayle '88 – Kentucky Statewide – November 6, 1988 [Compiled by American Viewpoint, Inc.]
Louisiana Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]

Box 20 1988 Presidential Campaign: State Polls (Statewides)

Louisiana Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Louisiana Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Louisiana Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
[Louisiana Statewide -] A Survey of Voter Attitudes in the State of Louisiana – November 1, 1988
[Compiled by Tarrance and Associates for Bush/Quayle Committee Victory '88] [1]
[Louisiana Statewide -] A Survey of Voter Attitudes in the State of Louisiana – November 1, 1988
[Compiled by Tarrance and Associates for Bush/Quayle Committee Victory '88] [2]
Maine Statewide – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
Maine Statewide – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Maine Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Box 21 1988 Presidential Campaign: State Polls (Statewides)

Maine Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Michigan Statewide – Bush-Quayle '88 – September, 1988
Michigan Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Michigan Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Michigan Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Michigan Statewide #4 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 22 1988 Presidential Campaign: State Polls (Statewides)

Michigan Statewide #5 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Michigan Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Michigan Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Missouri Statewide Study – Data – August, 1988 [Prepared for George Bush for President] [1]
Missouri Statewide Study – Data – August, 1988 [Prepared for George Bush for President] [2]
Missouri Statewide Study – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [1]

Box 23 1988 Presidential Campaign: State Polls (Statewides)

Missouri Statewide Study – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Missouri Statewide #2 – Data – September, 1988 [1]
Missouri Statewide #2 – Data – September, 1988 [2]
Missouri Statewide #2 – Data – September, 1988 [3]
Missouri Statewide #2 – Data – September, 1988 [4]
New Hampshire [Primary] Statewide – Analysis – December, 1987 [Prepared for George Bush for President]
New Hampshire [Primary] Statewide – Data – December, 1987 [Prepared for George Bush for President] [1]

Box 24 1988 Presidential Campaign: State Polls (Statewides)

New Hampshire [Primary] Statewide – Data – December, 1987 [Prepared for George Bush for President] [2]
New Jersey Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [1]
New Jersey Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [2]
New Jersey Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
New Jersey Statewide #2 – Data – September, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 25 1988 Presidential Campaign: State Polls (Statewides)

New Mexico Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88]
New Mexico Statewide Study – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
New Mexico Statewide Study – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
North Carolina Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
North Carolina Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
North Carolina Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Box 26 1988 Presidential Campaign: State Polls (Statewides)

North Carolina Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and RNC] [2]
Ohio Statewide – Verbatims [Volunteered Reasons for Supporting Vice President George Bush and Governor Dukakis] – May, 1988 [Prepared for George Bush for President, Inc.]
Ohio Statewide Study #4 – Bush Data – August, 1988 [Prepared for Bush-Quayle '88] [1]
Ohio Statewide Study #4 – Bush Data – August, 1988 [Prepared for Bush-Quayle '88] [2]
Ohio Statewide #5 – Bush Data – September, 1988 [Prepared for Bush-Quayle '88]
Pennsylvania Statewide Study – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
Pennsylvania Statewide Study – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Pennsylvania Statewide Study #2 – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [1]

Box 27 1988 Presidential Campaign: State Polls (Statewides)

Pennsylvania Statewide Study #2 – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Pennsylvania Statewide Study #2 – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [3]
Pennsylvania Statewide Study #2 – Bush Data – September, 1988 [Prepared for Bush-Quayle '88] [4]
Pennsylvania Statewide #5 – Bush Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Pennsylvania Statewide #5 – Bush Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Pennsylvania Statewide #6 – Data – November, 1988 [Prepared for Bush-Quayle '88 and the RNC]
South Dakota Statewide [Study] – Data & Analysis – January, 1988 [Prepared for George Bush for President, Inc.] [1]

Box 28 1988 Presidential Campaign: State Polls (Statewides)

South Dakota [Statewide] Study – Data & Analysis – January, 1988 [Prepared for George Bush for President, Inc.] [2]
South Dakota Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
South Dakota Statewide – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Tennessee Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]
Tennessee Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]
Tennessee Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Tennessee Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 29 1988 Presidential Campaign: State Polls (Statewides)

Tennessee Statewide – Bush Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Tennessee Statewide – Bush Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Texas Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [1]
Texas Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [2]
Texas Statewide Study – Data – August, 1988 [Prepared for Bush-Quayle '88] [3]
Vermont Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88]
Washington Statewide Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [1]

Box 30 1988 Presidential Campaign: State Polls (Statewides)

Washington Statewide – Study – Data – September, 1988 [Prepared for Bush-Quayle '88] [2]

Washington Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Washington Statewide #2 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Washington Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
Washington Statewide #3 – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

Box 31 1988 Presidential Campaign: State Polls (Statewides)

Wisconsin Statewide #1 – 5/24-6/3 [May-June, 1988]

1988 Presidential Campaign: State Polls (State Add-Ons)

GBFP [George Bush for President] Primary – Summary & State Add-ons
State Add-ons – Alabama – Idaho [Alabama – California] [September 21 – October 28, 1988]
[Prepared for Bush-Quayle '88 Survey Research Group] [1]
State Add-ons – Alabama – Idaho [Colorado – Idaho] [October 3 – November 2, 1988] [Prepared for
Bush-Quayle '88 Survey Research Group] [2]
State Add-ons – Illinois – Montana [Illinois – Massachusetts] [October 1-29, 1988] [Prepared for
Bush-Quayle '88 Survey Research Group for Robert Teeter] [1]

Box 32 1988 Presidential Campaign: State Polls (State Add-Ons)

State Add-ons – Illinois – Montana [Michigan - Montana] [October 2 – November 8, 1988] [Prepared
for Bush-Quayle '88 Survey Research Group for Robert Teeter] [2]
State Add-ons – Nebraska – Rhode Island [Nebraska – North Dakota] [September 30 – October 21,
1988] [Prepared for Bush-Quayle '88 Survey Research Group] [1]
State Add-ons – Nebraska – Rhode Island [Ohio – Rhode Island] [September 23 – November 2,
1988] [Prepared for Bush-Quayle '88 Survey Research Group] [2]
State Add-ons – South Carolina – Wyoming [September 22 – November 2, 1988] [Prepared for Bush-
Quayle '88 Survey Research Group]

1988 Presidential Campaign: State Polls (Primaries)

Florida Primary - Analysis – Bush – January, 1988 [1]

Box 33 1988 Presidential Campaign: State Polls (Primaries)

Florida Primary - Analysis – Bush – January, 1988 [2]
Florida Statewide Primary – Data – January, 1988 [“Market Opinion Research Florida Survey Initial
Conclusions”]
Florida Primary – Data – February, 1988 [1]
Florida Primary – Data – February, 1988 [2]
Georgia Primary – Data – February, 1988 [1]
Georgia Primary – Data – February, 1988 [2]
Illinois Primary – Data – February 29-March 1, 1988
Illinois Primary #2 – Data – March, 1988 [1]
Illinois Primary #2 – Data – March, 1988 [2]
Iowa Focus Group – Firing Line Debate – October 28, 1987 [Perception Analyzer Results from Des
Moines Focus Group – 1988 Republican Candidate Debate Firing Line Program Prepared for
George Bush for President, Inc.]
Iowa Primary Study – Data – November, 1987 [11/14-15/1987]

Box 34 1988 Presidential Campaign: State Polls (Primaries)

Iowa Republican Primary – Analysis – November, 1987 [Prepared for George Bush for President] [1]
Iowa Republican Primary – Analysis – November, 1987 [Prepared for George Bush for President] [2]
Iowa Republican Primary – Data – November, 1987
Massachusetts Primary – Voter Ad Test - Analysis – January, 1988 [Prepared for Ailes
Communications by Market Opinion Research] [1]
Massachusetts Primary – Voter Ad Test - Analysis – January, 1988 [Prepared for Ailes
Communications by Market Opinion Research] [2]

Missouri Focus Group Report – Analysis – November, 1987 [Prepared for George Bush for President]
Missouri Primary – Data – February, 1988 [Prepared for George Bush for President] [1]
Missouri Primary – Data – February, 1988 [Prepared for George Bush for President] [2]
New Hampshire Primary – Analysis – December, 1987 [Prepared for George Bush for President]
South Carolina Primary – Data – February, 1988 [Prepared for George Bush for President, Inc.]
South Dakota Primary #2 – Data – February, 1988 [Prepared for George Bush for President, Inc.] [1]
South Dakota Primary #2 – Data – February, 1988 [Prepared for George Bush for President, Inc.] [2]

Box 35 1988 Presidential Campaign: State Polls (Primaries)

South Dakota Primary #2 – Post New Hampshire – February, 1988 [Prepared for George Bush for President, Inc.] [1]
South Dakota Primary #2 – Post New Hampshire – February, 1988 [Prepared for George Bush for President, Inc.] [2]
Tennessee Primary – Data – February, 1988 [Prepared for George Bush for President, Inc.] [1]
Tennessee Primary – Data – February, 1988 [Prepared for George Bush for President, Inc.] [2]
Vermont Primary – Data – February, 1988 [Prepared for George Bush for President, Inc.] [1]
Vermont Primary – Data – February, 1988 [Prepared for George Bush for President, Inc.] [2]
Wisconsin Primary – Data – March, 1988 [Prepared for George Bush for President, Inc.] [1]
Wisconsin Primary – Data – March, 1988 [Prepared for George Bush for President, Inc.] [2]

1988 Presidential Campaign: State Polls (Tracking – Rolling Averages)

Arkansas Tracking Study – Data – February, 1988 [Prepared for George Bush for President] [1]
Arkansas Tracking Study – Data – February, 1988 [Prepared for George Bush for President] [2]
A Tracking Survey of Voter Attitudes in the State of California – Bush-Quayle '88 Campaign – October, 1988 [November 3-5, 1988] [Compiled by The Wirthlin Group] [1]

Box 36 1988 Presidential Campaign: State Polls (Tracking – Rolling Averages)

A Tracking Survey of Voter Attitudes in the State of California – Bush-Quayle '88 Campaign – October, 1988 [November 3-5, 1988] [Compiled by The Wirthlin Group] [2]
A Tracking Survey of Voter Attitudes in the State of California – Cumulative Twelve-Day Crosstabulations – October, 1988 [Compiled by The Wirthlin Group] [1]
A Tracking Survey of Voter Attitudes in the State of California – Cumulative Twelve-Day Crosstabulations – October, 1988 [Compiled by The Wirthlin Group] [2]
Illinois Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Indiana Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [1]
Indiana Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [2]
Michigan Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Minnesota Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [1]
Minnesota Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [2]
Missouri Tracking – Data - (3/2-3) – March, 1988 [Prepared for George Bush for President] [1]
Missouri Tracking – Data - (3/2-3) – March, 1988 [Prepared for George Bush for President] [2]
Missouri Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]

Box 37 1988 Presidential Campaign: State Polls (Tracking – Rolling Averages)

Missouri Tracking – Rolling Average Data - October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]
Missouri Tracking – Verbatims – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
New Jersey Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [1]
New Jersey Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC] [2]

New Jersey Tracking – Verbatims – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
North Carolina Tracking Study – Data – February, 1988 [Prepared for George Bush for President, Inc.] [1]
North Carolina Tracking Study – Data – February, 1988 [Prepared for George Bush for President, Inc.] [2]
North Carolina Tracking Data – (3/1-3) – March, 1988 [Prepared for George Bush for President, Inc.] [1]
North Carolina Tracking Data – (3/1-3) – March, 1988 [Prepared for George Bush for President, Inc.] [2]
Ohio Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Ohio Tracking – Verbatims – October, 1988 [Prepared for Bush-Quayle '88 and the RNC]
Oklahoma Tracking – Data - February, 1988 [Prepared for George Bush for President, Inc.] [1]
Oklahoma Tracking – Data - February, 1988 [Prepared for George Bush for President, Inc.] [2]
Rhode Island Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [1]
Rhode Island Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [2]
South Carolina Tracking – Data – February, 1988 [Prepared for George Bush for President, Inc.]

Box 38 1988 Presidential Campaign: State Polls (Tracking – Rolling Averages)

South Carolina Tracking – Data – (2/26-27) – February, 1988 [Prepared for George Bush for President, Inc.]
South Carolina Tracking – Data – (2/29) – February, 1988 [Prepared for George Bush for President, Inc.]
South Carolina Tracking – Data – (2/29-3/1) – [February-March, 1988] [Prepared for George Bush for President, Inc.]
Wisconsin Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [1]
Wisconsin Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle '88] [2]

1988 Presidential Campaign: Schedules

Office of the VP Master Calendar – July, 1988 – November, 1988
Office of the VP Master Calendar – August, 1988 – November, 1988
Planning a VP Visit – Craig Fuller (ca. 1988)
Quayle Line by Lines – August 23, 1988 – November 8, 1988 [1]
Quayle Line by Lines – August 23, 1988 – November 8, 1988 [2]

Box 39 1988 Presidential Campaign: Schedules

Quayle Line by Lines – August 23, 1988 – November 8, 1988 [3]
Schedule Proposals
V.P. & Mrs. Bush Line by Lines – August 16, 1988 – September 18, 1988 [1]
V.P. & Mrs. Bush Line by Lines – August 16, 1988 – September 18, 1988 [2]
V.P. & Mrs. Bush Line by Lines – August 16, 1988 – September 18, 1988 [3]

Box 40 1988 Presidential Campaign: Schedules

V.P. & Mrs. Bush Line by Lines – August 16, 1988 – September 18, 1988 [4]

1988 Congressional and Senatorial Campaigns

Georgia 6th C.D. Study – Analysis – March, 1988 [Prepared for “Friends of Newt Gingrich”]
Georgia 6th C.D. Study – Data and Summary Tables – July, 1988 [Prepared for “Friends of Newt Gingrich”]
Minnesota Statewide – Analysis – April, 1988 [Prepared for David Durenberger Volunteer Committee and the National Republican Senatorial Committee]
Missouri Statewide – Data – April, 1988 [Prepared for the National Republican Senatorial Committee and John Danforth for Senate Committee]
Pennsylvania Statewide #3 – Data – March, 1988 [Prepared for People for John Heinz and the National Republican Senatorial Committee] [1]

Pennsylvania Statewide #3 – Data – March, 1988 [Prepared for People for John Heinz and the National Republican Senatorial Committee] [2]

Box 41 Americans Talk Security Surveys

- [Americans Talk Security:] A Survey of American Voters: Attitudes Concerning National Security Issues – October, 1987 [Compiled by Marttila & Kiley]
- Americans Talk Security – Compendium of Poll Findings on the National Security Issue – December, 1987 [Compiled by The Dan Yankelovich Group, Inc.]
- [Americans Talk Security – Compendium of Poll Findings on the National Security Issue – December 1987:] National Security Issues – Public Polls – December, 1987 [Compiled by The Daniel Yankelovich Group, Inc.]
- Americans Talk Security – National Survey #2 – January, 1988 [Compiled by Market Opinion Research] [1]
- Americans Talk Security – National Survey #2 – January, 1988 [Compiled by Market Opinion Research] [2]
- Americans Talk Security – National Survey #3 – March, 1988 [Compiled by The Daniel Yankelovich Group, Inc.]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #3 – March, 1988 [Compiled by The Daniel Yankelovich Group, Inc.]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #4 – April, 1988 [Compiled by Marttila & Kiley]

Box 42 Americans Talk Security Surveys

- Americans Talk Security - A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #5 – May, 1988 [Compiled by Market Opinion Research]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #6 – June, 1988 [Compiled by Marttila & Kiley]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #7 – July, 1988 [Compiled by The Daniel Yankelovich Group, Inc.]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #8 – September, 1988 [Compiled by Marttila & Kiley]
- Americans Talk Security – A Series of Surveys of American Voters: Attitudes Concerning National Security Issues – National Survey #12 – January, 1989 [Compiled by Market Opinion Research]

Gallup Polls

- Gallup Poll – “The People, The Press, & Politics” – Survey III – June, 1988
- Gallup Poll – “The People, The Press, & Politics” – Survey V – Pre-Election Typology Survey – September, 1988

Rapid Response Polls

- Rapid Response – September 15, 1988 [1]

Box 43 Rapids Response Polls

- Rapid Response – September 15, 1988 [2]
- Rapid Response – September 15, 1988 [3]
- [Rapid Response – October-November, 1988] [1]
- [Rapid Response – October-November, 1988] [2]
- [Rapid Response – October-November, 1988] [3]

1988 Presidential Transition

- Glossary of Candidates for Key Positions – 1/17/1989
- Presidential Transition Key Positions Database – 1/25/1989

Presidential Policies and Data

Briefing Book – Policy Opinions

Box 44 Presidential Policies and Data

Drug Council

Drug Council: President's Drug Advisory Council – January 30, 1991

Drug Council: President's Drug Advisory Council

Drug Focus Groups – June & November: Drug Focus Groups – June 12, 1990

Drug Free America

Drug Free America: Burke/ Drug Free America

Drug Free America/President's Drug Advisory Council [1]

Drug Free America/President's Drug Advisory Council [2]

Box 45 Presidential Policies and Data

Drug Project/Moss – Focus Groups/Moss: Drug Project/Moss

Drug Project/Moss – Focus Groups/Moss: Focus Groups (Moss)

Health Policy Issues – June, 1989

Issues in Health Care – RNC Survey – Research – December, 1991

Persian Gulf – Focus Group Report – Young & Rubicam

Public Attitudes on Crime Issues – RNC Survey – Research – December, 1991

Report to the President on the U.S. National Survey of Public Opinion – Conducted May 15-17, 1989

RNC Nationals – Persian Gulf Trends [March, 1991]

1990 Senatorial Campaign Data

Indiana Statewide [Dan Coats Campaign] – Analysis Report – August, 1989 [Prepared by MOR]

Box 46 1990 Senatorial Campaign Data

Indiana Statewide [Dan Coats Campaign] – Data – July, 1989 [National Republican Senatorial Committee]

1990 State Census Data Prepared for the RNC and NRCC

Alabama 1990 Census Data – February 13, 1991

Alaska 1990 Census Data – September 6, 1991

Arizona 1990 Census Data – March 8, 1991

Arkansas 1990 Census Data – January 28, 1991

Colorado 1990 Census Data – May 30, 1991

Connecticut 1990 Census Data – June 4, 1991

Delaware 1990 Census Data – June 19, 1991

Florida 1990 Census Data – March 18, 1991

Georgia 1990 Census Data – March 5, 1991

Hawaii 1990 Census Data – September 4, 1991

Idaho 1990 Census Data – September 6, 1991

Illinois 1990 Census Data – February 13, 1991

Box 47 1990 State Census Data Prepared for the RNC and NRCC

Indiana 1990 Census Data – February 8, 1991

Iowa 1990 Census Data – August 25, 1991

Kansas 1990 Census Data – August 25, 1991

Kentucky 1990 Census Data – May 22, 1991

Louisiana 1990 Census Data – February 1, 1991

Maine 1990 Census Data – August 30, 1991

Maryland 1990 Census Data – February 22, 1991

Massachusetts 1990 Census Data – March 8, 1991

Michigan 1990 Census Data – March 5, 1991

Minnesota 1990 Census Data – June 10, 1991

Mississippi 1990 Census Data – February 1, 1991

Box 48 1990 State Census Data Prepared for the RNC and NRCC

Missouri 1990 Census Data – February 11, 1991
Montana 1990 Census Data – June 21, 1991
Nebraska 1990 Census Data – August 25, 1991
Nevada 1990 Census Data – August 30, 1991
New Hampshire 1990 Census Data – August 30, 1991
New Jersey 1990 Census Data – January 25, 1991
New Mexico 1990 Census Data – April 16, 1991
New York 1990 Census Data – March 4, 1991
North Carolina 1990 Census Data – February 21, 1991
North Dakota 1990 Census Data – August 28, 1991
Ohio 1990 Census Data – February 20, 1991
Oklahoma 1990 Census Data – July 3, 1991
Oregon 1990 Census Data – February 19, 1991

Box 49 1990 State Census Data Prepared for the RNC and NRCC

Pennsylvania 1990 Census Data – February 20, 1991 [1]
Pennsylvania 1990 Census Data – February 20, 1991 [2]
Rhode Island 1990 Census Data – September 5, 1991
South Carolina 1990 Census Data – April 9, 1991
South Dakota 1990 Census Data – September 5, 1991
Tennessee 1990 Census Data – August 28, 1991
Texas 1990 Census Data – February 7, 1991
Utah 1990 Census Data – September 4, 1991
Virginia 1990 Census Data – January 25, 1991
Vermont 1990 Census Data – July 2, 1991
Washington 1990 Census Data – June 20, 1991

Box 50 1990 State Census Data Prepared for the RNC and NRCC

Wisconsin 1990 Census Data – February 27, 1991
West Virginia 1990 Census Data – September 3, 1991
Wyoming 1990 Census Data – July 3, 1991

1992 Presidential Campaign

1992 Debates Briefing
Briefing Book – Political Perceptions
Briefing Materials for Debate Spokespersons – October 9, 1992
Bush Administration Record & Bush-Quayle '92 Issues – Office Fact Sheets

Box 51 1992 Presidential Campaign

Line of the Day Backgrounder, etc. – Book Two [1]
Line of the Day Backgrounder, etc. - Book Two [2]
Line of the Day Backgrounder, etc. - Book Two [3]
National P.A. Group – State of the Union – January 28, 1992
October Tracking Verbatims [for National Tracking Survey October 17-20, 1992] 10-92 [1]

Box 52 1992 Presidential Campaign

October Tracking Verbatims [for National Tracking Survey October 17-20, 1992] 10-92 [2]
October Tracking Verbatims [for National Tracking Survey October 17-20, 1992] 10-92 [3]
Presidential Primary Exit Polling [1992]
Print Media Favorability Ratings – 10/92
Regional Radio Ads [1]

Regional Radio Ads [2]

Box 53 1992 Presidential Campaign

Sununu Speeches

TV/Print Ads & Media Markets

1992 Presidential Campaign: State Polls

1992 MVA – by ADI and County – 5/15/92 [Prepared by the RNC]

[Binder:] Statewide Polls – Alabama – Montana [Alabama – D.C.] ca. 1992 [1]

[Binder:] Statewide Polls – Alabama – Montana [Florida - Kentucky] ca. 1992 [2]

[Binder:] Statewide Polls – Alabama – Montana [Louisiana - Montana] ca. 1992 [3]

Box 54 1992 Presidential Campaign: State Polls

[Binder:] Statewide Polls – Nebraska – Wyoming [Nebraska – North Dakota] ca. 1992 [1]

[Binder:] Statewide Polls – Nebraska – Wyoming [Ohio - Tennessee] ca. 1992 [2]

[Binder:] Statewide Polls – Nebraska – Wyoming [Texas – Wyoming] ca. 1992 [3]

Georgia Statewide #1 – February 19-20, 1992 [Georgia Primary Survey] [Prepared by Market Strategies, Inc.]

Georgia Statewide #2 – February 26-27, 1992 [Georgia Primary Survey & Georgia Quick Summary] [Prepared by Market Strategies, Inc.]

Kentucky – 1992 MVA Analysis [Prepared by RNC Political Division]

Louisiana – 1992 MVA Analysis [Prepared by RNC Political Division]

Louisiana [and Mississippi] Statewide #1 – February 29-March 1, 1992

Michigan Statewide #1 – March 4-5, 1992

Box 55 1992 Presidential Campaign: State Polls

Michigan Statewide #2 – Recontact – March 14-15, 1992

Mississippi Statewide #1 – February 29-March 1, 1992

New Hampshire Recontact – February 14, 1992

New Hampshire - Primary Survey – Data – February 3, 1992

New Hampshire Statewide – February 11, 1992

New Hampshire Statewide – February 11-12, 1992

New Hampshire Statewide – February 13, 1992

New Hampshire Tracking – February 15-16, 1992

Ohio Statewide – NRSC Data – January, 1992

Oklahoma Statewide #1 – March 2, 1992

Box 56 1992 Presidential Campaign: State Polls

Pennsylvania - 1992 MVA Analysis [Prepared by RNC Political Division]

South Carolina Primary Statewide – February 24, 1992

1992 Presidential Campaign: Election Results and Analysis

Vote Analysis by State – [Alabama – Maryland] ca. 1992 [1]

Vote Analysis by State – [Massachusetts – Pennsylvania] ca. 1992 [2]

Vote Analysis by State – [Rhode Island – Wyoming] ca. 1992 [3]

Vote Analysis by State – Alabama – Mississippi [Alabama – Indiana] ca. 1992 [1]

Vote Analysis by State – Alabama – Mississippi [Iowa – Mississippi] ca. 1992 [2]

Box 57 1992 Presidential Campaign: Election Results and Analysis

Vote Analysis by State – Missouri – Foreign [Missouri – South Carolina] ca. 1992 [1]

Vote Analysis by State – Missouri – Foreign [South Dakota – Foreign] ca. 1992 [2]

U.S. National Studies

U.S. National Data – June, 1980

U.S. National #2 – Analysis/Report – November, 1985

U.S. National Study – Analysis – March, 1987

U.S. National Study – Data – March, 1987 [1]
U.S. National Study – Data – March, 1987 [2]

Box 58 U.S. National Studies

U.S. National Study – [Analysis] Data – September, 1987
U.S. National Study – Data – September, 1987
U.S. National – [Analysis] Data – November, 1987
U.S. National Study – Electability Issue – March, 1988 [1]
U.S. National Study – Electability Issue – March, 1988 [2]
U.S. National Study – General Election Report – March, 1988
U.S. National Study – GBFP [George Bush for President] Data – May, 1988
U.S. National Study #2 – Data – May, 1988 [1]

Box 59 U.S. National Studies

U.S. National Study #2 – Data – May, 1988 [2]
U.S. National Survey – May 27-29, 1988
U.S. National Study #3 – Data – July, 1988 [1]
U.S. National Study #3 – Data – July, 1988 [2]
U.S. National Study #3 - Data – July, 1988 [3]

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U.S. National Study #3 – Data – July, 1988 [4]
U.S. National Study #3 – July, 1988 – Horizontal Percentages
U.S. National Study #3 – Report – July, 1988 [1]
U.S. National Study #3 – Report – July, 1988 [2]
U.S. National Study #4 – 1988 [1]
U.S. National Study #4 – 1988 [2]

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U.S. National Study #4 – 1988 [3]
U.S. National Study #4 – Data – August, 1988 [1]
U.S. National Study #4 – Data – August, 1988 [2]
U.S. National Study #4 – Data – August, 1988 [3]
U.S. National Study #4 – Report – August, 1988
U.S. National Study #4 – Verbatims – August, 1988

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U.S. National Study #5 – Data – August, 1988 [1]
U.S. National Study #5 – Data – August, 1988 [2]
U.S. National Study #5 – Data – August, 1988 [3]
U.S. National Study #5 – Data – August, 1988 [4]
U.S. National Study #5 – Report – August, 1988 [1]

Box 63 U.S. National Studies

U.S. National Study #5 – Report – August, 1988 [2]
[U.S.] Post Debate National #6 – Data – September, 1988
U.S. National Study #7 – Analysis – September, 1988
U.S. National Study #7 – Data – September, 1988 [1]
U.S. National Study #7 – Data – September, 1988 [2]
U.S. National Study #7 – Summary – September, 1988
U.S. National Study #7 – Verbatims – September, 1988

Box 64 U.S. National Studies

U.S. National Tracking – Rolling Average Data – October, 1988 [1]
U.S. National Tracking – Rolling Average Data – October, 1988 [2]
U.S. National Tracking – Verbatims – October, 1988
[U.S.] National Tracking Verbatims – October 30, 1988
U.S. National Post Election Report – December, 1988
U.S. National Data Study #1 – January, 1989
U.S. National Data Study #1 – Verbatims - January, 1989
U.S. National Report #2 – April, 1989

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U.S. National Report #2 – Data – April, 1989 [1]
U.S. National Report #2 – Data – April, 1989 [2]
U.S. National #3 – October, 1989
U.S. National #3 – Data – October, 1989 [1]
U.S. National #3 – Data – October, 1989 [2]
U.S. National #3 – Data – October, 1989 [3]
U.S. National #3 – Data – October, 1989 [4]

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U.S. National #3 – Data - October, 1989 [5]
U.S. National #4 – Data – March, 1990 [1]
U.S. National #4 – Data – March, 1990 [2]
U.S. National #4 – Data & Summary – March, 1990 [1]
U.S. National #4 – Data & Summary – March, 1990 [2]
U.S. National #4 – Data & Summary – March, 1990 [3]
U.S. National #4 – Summary of Results – May 2, 1990
U.S. National #5 – Data – May, 1990

Box 67 U.S. National Studies

U.S. National #6 – Data/Q Results – June, 1990
U.S. National #7 – June 29, 1990
RNC U.S. National #8 – Data & Tables – October 4-7, 1990 [1]
RNC U.S. National #8 – Data & Tables – October 4-7, 1990 [2]
RNC U.S. National #9 – Data & Tables – October 13-14, 1990 [1]
RNC U.S. National #9 – Data & Tables – October 13-14, 1990 [2]

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RNC U.S. National #10 – October 17-18, 1990
RNC U.S. National #11 – October 26-31, 1990
RNC National Survey – Summary – October, 1990 [1]
RNC National Survey – Summary – October, 1990 [2]
U.S. National Survey – Data – December 7-12, 1990 [1]
U.S. National Survey – Data – December 7-12, 1990 [2]

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U.S. National Survey – Summary Results – December 7-12, 1990
[U.S. National Survey – January 4-12, 1990 and January 4-12, 1991]
U.S. National #1 – Data – January 4-12, 1991 [1]
U.S. National #1 – Data – January 4-12, 1991 [2]
U.S. National Tracking – Data & Summary – January 16-February 27, 1991 [Report on Public Opinion During the Persian Gulf War]
U.S. Nationals – Trended Data Tables [November, 1988 – March, 1991]

Box 70 U.S. National Studies

U.S. National Data [#14], Prepared for: Coldwater Corporation – December 11-17, 1991
U.S. National Survey #15 – December 14-22, 1991
U.S. National – Trended Data Tables – RNC Survey Research – January 7, 1992 [1]
U.S. National – Trended Data Tables – RNC Survey Research – January 7, 1992 [2]
U.S. National [#16] – Data – January 29-30, 1992
U.S. National #17 – February 22-26, 1992

Box 71 U.S. National Studies

U.S. National #18 – Data – May 11-17, 1992 [1]
U.S. National #18 – Data – May 11-17, 1992 [2]
U.S. National #18 – Verbatims – May 11-17, 1992
U.S. National #19 – Data – July 6-8, 1992 [1]
U.S. National #19 – Data – July 6-8, 1992 [2]
U.S. National #19 – Verbatims – July 6-8, 1992
U.S. National Survey #21 – Data - August 13, 1992

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U.S. National Survey #22 – Data – August 29-September 1, 1992 [1]
U.S. National Survey #22 – Data – August 29-September 1, 1992 [2]
U.S. National Survey #22 – Data – August 29-September 1, 1992 [3]
U.S. National #23 – September 26-28, 1992 [1]
U.S. National #23 – September 26-28, 1992 [2]
U.S. National #23 – September 26-28, 1992 [3]

Box 73 U.S. National Studies

U.S. National #24 – Data – October 21-22, 1992 [1]
U.S. National #24 – Data – October 21-22, 1992 [2]

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