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.

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

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

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.

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.

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.

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.

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.
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.

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.

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.

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.


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.


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.


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.


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.
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.

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]
[Telephone Poll Results to Determine Changes in Ballot Strengths – October 16-23, 1979] [New England - 2nd Poll]

1980 Ronald Reagan/ George Bush Presidential Campaign

Box 3  1980 Ronald Reagan/ George Bush Presidential Campaign
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 – MO, OH, PA, SC – November, 1980 [OH Congressional] [2]

1984 Ronald Reagan/ George Bush Presidential Campaign

1988 Presidential Campaign
‘88 Bush Promises
‘88 Delegate Selection’/76, ’80, ‘84 Vote [Prepared by Martin Plissner]
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-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
 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]
 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 Line of the Day & Talking Points for Surrogates – New Orleans, 1988 (Bolton)
 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 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]

1988 Presidential Campaign: National Polls
["Bush for President National Survey, October 1988"] [1]
["Bush for President National Survey, October 1988"] [2]

Box 10 1988 Presidential Campaign: National Polls

Republican Primary Polls [January 12, 1987] [1988 Republican Presidential Candidates in National and State Polls]

1988 Presidential Campaign: State Polls (Statewides)
1988 Presidential Election – Verbatim – 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]
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 #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 Verbatim – 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]
Box 20 1988 Presidential Campaign: State Polls (Statewides)
Louisiana Statewide Study – Data – September, 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]
[Compiled by Tarrance and Associates for Bush/Quayle Committee Victory '88] [1]
[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 – Data – October, 1988 [Prepared for Bush-Quayle ‘88 and the RNC] [1]

Box 21 1988 Presidential Campaign: State Polls (Statewides)
Michigan Statewide – Bush-Quayle ‘88 – September, 1988
Michigan Statewide #2 – 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] [1]

Box 22 1988 Presidential Campaign: State Polls (Statewides)
Michigan Statewide #5 – Data – October, 1988 [Prepared for Bush-Quayle ‘88 and the RNC]
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 #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]

Box 24 1988 Presidential Campaign: State Polls (Statewides)
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] [1]
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 Study - 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 #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] [3]
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]

Box 28  1988 Presidential Campaign: State Polls (Statewides)
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 #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]
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]

Box 30  1988 Presidential Campaign: State Polls (Statewides)
Washington Statewide #2 – 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] [1]

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]

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

1988 Presidential Campaign: State Polls (Primaries)

Box 33 1988 Presidential Campaign: State Polls (Primaries)
Florida Primary – Data – February, 1988 [1]
Georgia Primary – Data – February, 1988 [1]
Illinois Primary – Data – February 29-March 1, 1988
Illinois Primary #2 – Data – March, 1988 [1]

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
Box 35  
**1988 Presidential Campaign: State Polls (Primaries)**
- Vermont Primary - Data - February, 1988 [Prepared for George Bush for President, Inc.] [1]

Box 36  
**1988 Presidential Campaign: State Polls (Tracking - Rolling Averages)**
- A Tracking Survey of Voter Attitudes in the State of California – Cumulative Twelve-Day Crosstabulations – October, 1988 [Compiled by The Wirthlin Group] [1]
- Missouri Tracking – Data - (3/2-3) – March, 1988 [Prepared for George Bush for President] [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 – Verbatims – October, 1988 [Prepared for Bush-Quayle ’88 and the RNC]
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]
Rhode Island Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle ’88] [1]
South Carolina Tracking – Data – February, 1988 [Prepared for George Bush for President, Inc.]

Box 38  1988 Presidential Campaign: State Polls (Tracking - Rolling Averages)
Wisconsin Tracking – Rolling Average – Data – October, 1988 [Prepared for Bush-Quayle ’88] [1]

1988 Presidential Campaign: Schedules
Office of the VP Master Calendar – August, 1988 – November, 1988
Planning a VP Visit – Craig Fuller (ca. 1988)

Box 39  1988 Presidential Campaign: Schedules
Schedule Proposals

Box 40  1988 Presidential Campaign: Schedules

1988 Congressional and Senatorial Campaigns
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]
Box 41  Americans Talk Security Surveys
Americans Talk Security - National Survey #3 – March, 1988 [Compiled by The Daniel Yankelovich Group, Inc.]

Box 42  Americans Talk Security Surveys

Gallup Polls

Rapid Response Polls
Rapid Response – September 15, 1988 [1]

Box 43  Rapids Response Polls
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
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
Persian Gulf – Focus Group Report – Young & Rubicam
Report to the President on the U.S. National Survey of Public Opinion – Conducted May 15-17, 1989

1990 Senatorial Campaign Data

Box 46  1990 Senatorial Campaign Data

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
Florida 1990 Census Data – March 18, 1991
Georgia 1990 Census Data – March 5, 1991
Idaho 1990 Census Data – September 6, 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
Kentucky 1990 Census Data – May 22, 1991
Louisiana 1990 Census Data – February 1, 1991
Maine 1990 Census Data – August 30, 1991
Massachusetts 1990 Census Data – March 8, 1991
Michigan 1990 Census Data – March 5, 1991
Minnesota 1990 Census Data – September 6, 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
Nebraska 1990 Census Data – August 25, 1991
Nevada 1990 Census Data – August 30, 1991
New Hampshire 1990 Census Data – August 30, 1991
New Mexico 1990 Census Data – April 16, 1991
North Dakota 1990 Census Data – August 28, 1991
Ohio 1990 Census Data – February 20, 1991
Oregon 1990 Census Data – February 19, 1991

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

**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

**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

**Box 52** 1992 Presidential Campaign
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]

**Box 54  1992 Presidential Campaign: State Polls**
- 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**

**Box 57  1992 Presidential Campaign: Election Results and Analysis**

**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

Box 58  U.S. National Studies
U.S. National Study – Data – September, 1987
U.S. National Study #2 – Data – May, 1988 [1]

Box 59  U.S. National Studies
U.S. National Survey – May 27-29, 1988

Box 60  U.S. National Studies
U.S. National Study #3 – July, 1988 – Horizontal Percentages
U.S. National Study #4 – 1988 [1]

Box 61  U.S. National Studies
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

Box 62  U.S. National Studies
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]

Box 63  U.S. National Studies
U.S. National Study #7 – Analysis – September, 1988
U.S. National Study #7 – Data – September, 1988 [1]
U.S. National Study #7 – Summary – September, 1988
U.S. National Study #7 – Verbatims – September, 1988

Box 64  U.S. National Studies
Box 65  U.S. National Studies
U.S. National Report #2 – Data – April, 1989 [1]
U.S. National #3 – October, 1989

Box 66  U.S. National Studies
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]

Box 68  U.S. National Studies
RNC U.S. National #10 – October 17-18, 1990
RNC U.S. National #11 – October 26-31, 1990

Box 69  U.S. National Studies
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]
Box 70  U.S. National Studies
U.S. National Data [#14], Prepared for: Coldwater Corporation – December 11-17, 1991
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 – Verbatims – May 11-17, 1992
U.S. National #19 – Verbatims – July 6-8, 1992
U.S. National Survey #21 – Data - August 13, 1992

Box 72  U.S. National Studies
U.S. National Survey #22 – Data - August 29-September 1, 1992 [1]
U.S. National Survey #22 – Data - August 29-September 1, 1992 [3]

Box 73  U.S. National Studies

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May National Survey of 1,000 Adults for RNC – May 19, 1989 [Compiled by The Wirthlin Group]
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