

Extent

266 folders, 11,038 pages

Summary

This collection consists of files concerning public opinion polls and the methods employed in conducting such surveys on a regular and consistent basis. Topics covered included the public's perception of the guilt or innocence of O.J. Simpson and the approval rating for President and Mrs. Clinton in the wake of the Whitewater scandal. The pollster, Stan Greenberg was responsible for creating polls of wide variety and was trusted by Clinton to gauge public opinion at key points in an election campaign. The records in this collection are composed of reports, memoranda, publications, lists, talking points, questionnaires, and polls.

Scope and Content Note

The materials in 2007-1467-F are a selective body of documents responsive to the topic of the FOIA. Researchers should consult the archivist about related materials. Containing a wealth of information dealing with public opinion polls and polling methods in the Clinton Administration, 2007-1467-F deals with a wide variety of topics ranging from political issues and favorability ratings for the First Lady and President Clinton to the O.J. Simpson trial and freedom of the press. There are polls by the Times Center for The People and The Press, Gallup Polls, Greenberg Research, Inc. Polls, polls taken by the magazines Time, Newsweek, and U.S. News and World Report, and all manner of polls for many U.S. states. In more than a few instances the methodology utilized by the pollsters is explained in meticulous detail. White House Office of Records Management (WHORM) Subject Files contain records with information items (including polling data) signed off by President Clinton. A researcher will find numbers from a poll showing the reaction of people in India after a visit by the Chief Executive, approval ratings attributed to all kinds of polls sent to him by his advisors, and facts that might be gleaned from a public opinion poll taken

in Bosnia. Voluminous and wide-ranging, the records of the Chief of Staff touch on such issues as health care, the 1996 elections, raising the minimum wage, and how television viewing and magazine reading influenced the public's perception of the guilt or innocence of O.J. Simpson. In the case of Deputy Chief of Staff Harold Ickes, prior to the 1996 campaign, four focus groups concentrated on the beliefs and feelings of women. The findings of these surveys showed that women were much stressed, worried constantly about their ability to make ends meet, couldn't view the current state of the country with anything but cynicism, and thought neither Republicans nor Democrats could be construed as allies. Comprising a sizable part of the collection, the records of the Health Care Task Force illustrate how public opinion rose and fell over the plan put forward by President Clinton. Polls from a variety of organizations are scattered throughout the papers. Attributed to the AARP (American Association for Retired Persons), Aetna, CBS, APPWP (Association of Private Pension and Welfare Plans), and Henry J. Kaiser Foundation, these surveys emphasize the changing attitudes of Americans. State polls are prominent in the records of the Political Affairs staff office. For instance, the files of Tom Epstein contain numerous issues of a periodical entitled The Field Poll, described as an "independent and non-partisan survey of public opinion" published in California. It deals with very specific issues, and on many occasions address the popularity of the First Lady and President Clinton in the state in the wake of particular events (Whitewater, for example).

Record Type

Textual

System of Arrangement

Records that were responsive to this request were found in these collection areas—Clinton Presidential Records: WHORM-Subject File-General and Clinton Presidential Records: White House Staff and Office Files. The White House Office of Records Management (WHORM) contain a variety of series created to organize and track documents and correspondence. The WHORM Subject File was compiled by the White House Office of Records Management and is a series of categories designated by a letter/number combination. Staff and Office Files were maintained at the folder level by staff members within their individual offices and document all levels of

administration activity. WHORM Files are processed at the document level; whereas, Staff and Office Files are processed at the folder level, that is, individual documents are not selected and removed from a folder for processing. While this method maintains folder integrity, it frequently results in the incidental processing of documents that are not wholly responsive to the subject area. FOIA 2007-1467-F includes WHORM records from these subject codes: CO054 El Salvador, Republic of CO077 India FE010-01 Access to Records - Documents FG001 President of the United States ND017 Weapons - Ordnance - Munitions PL Political Affairs PU001-07 Clippings to the President ST State Governments.

Access

Collection is open to all researchers. Access to Clinton Presidential Records is governed by the Presidential Records Act (PRA) (44 U.S.C. Chapter 22, as amended) and the Freedom of Information Act (FOIA) (5 U.S.C. 552, as amended) and therefore records may be restricted in whole or in part in accordance with legal exemptions.

Copyright

Documents in this collection that were prepared by officials of the United States government as part of their official duties are in the public domain. Researchers are advised to consult the copyright law of the United States (17 U.S.C. Chapter 1) which governs the making of photocopies or other reproductions of copyrighted material.

Provenance

Official records of William Jefferson Clinton's presidency are housed at the Clinton Presidential Library and administered by the National Archives and Records Administration (NARA) under the provisions of the Presidential Records Act (PRA).

Processed by

Staff Archivist, 2013. Previously restricted materials are added as they are released.

Last Modified Date

2015-09-14

Container List

The following is a list of documents and folders processed in response to 2007-1467-F:

Box 1

Clinton Presidential Records: WHORM: Subject File

Category Case Number

CO054 061699

CO077 425427

FE010-01 067551CU

FG001 113613SS

121698SS

127703SS

147008SS

230921SS

426007

ND017 247142

PL 042528SS

110976SS

118051SS

218129SS

PU001-07 093007SS

108041

134480SS

261269SS

401526

401530

ST 041239SS

112483SS

Clinton Presidential Records: White House Staff and Office Files
Advance Office

1998 Exit Polls & Election Results [OA/ID 24157]

Chief of Staff

Gergen, David

Polls [loose] [OA/ID 2805]

Public Opinion Polls [1] [OA/ID 2805]

Public Opinion Polls [2] [OA/ID 2805]

Public Opinion Polls [3] [OA/ID 2805]

Public Opinion Polls [4] [OA/ID 2805]

Greenstone, Jodi

Health Care Polls [OA/ID 4351]

Box 2

Ickes, Harold

[Democratic National Committee] [1]: Polls - DNC [Democratic National Committee]-
Work [OA/ID 9178]

Polls - Health [1] [OA/ID 8103]

Polls - Health [2] [OA/ID 8103]

Polls - Health [3] [OA/ID 8103]

Polls - Political [OA/ID 9159]

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Polls - 1996 Elections [8] [OA/ID 9184]

1994 Elections - Polls - Political [OA/ID 9186]

Stephanopoulos, George

Clinton Polls/Articles [OA/ID 8028]

Convention Poll [OA/ID 14501]

Field Poll [OA/ID 6049]
Penn & Schoen Associates (Polls) [OA/ID 7046]
Penn & Schoen Polls [OA/ID 6918]
Polls [OA/ID 6919]
Polls [OA/ID 8030]
Polls [OA/ID 8034]
Polls/Questionnaires [1] [OA/ID 6409]
Polls/Questionnaires [2] [OA/ID 6409]
Polls/Questionnaires [3] [OA/ID 6409]
Polls/Questionnaires [4] [OA/ID 6409]
[Presentation of Neuro-Personality Poll to Message Meeting] [spiral, loose]
[OA/ID 5846]
Survey/Public Opinion – Entitlements & Federal Deficit/Concord Coalition
[OA/ID 5761]
Communications
Baer, Don
Brown University Polls [OA/ID 10133]
Job Approval Greenberg – Polling, 4/6/95 [OA/ID 10133]
LA Times Polls, 3/10/95 [OA/ID 10133]
Marist Institute – Polls, 3/7/95 [OA/ID 10133]
San Francisco Mayoral Polls [OA/ID 10133]
Polling Reports [OA/ID 10135]
Polls [OA/ID 10135]
Costello, Brenda
District of Columbia Polls [OA/ID 17328]
Horowitz, Russell
Republican Quotes on Gas Tax, Newspaper Articles, & Polls [1] [OA/ID 6418]
Republican Quotes on Gas Tax, Newspaper Articles, & Polls [2] [OA/ID 6418]
Clinton Presidential Records: White House Staff and Office Files (continued)
Walker, Ann
Monthly Polling Report, Oct.-Dec. – Reagan & Bush Approval Polls [OA/ID 10458]
Box 4
Polls [1] [OA/ID 10460]
Polls [2] [OA/ID 10460]
Polls [3] [OA/ID 10460]
Polls [4] [OA/ID 10460]

Polls [5] [OA/ID 10460]

Polls - March-April 1994 [OA/ID 11805]

Polls, 1997 - Jan. 1997 [OA/ID 11805]

Program on International Policy Issues - New Polls on U.S. Attitude Towards Haiti - Think Again on Haiti (Articles) [OA/ID 10490]

Public Opinion Poll [OA/ID 12968]

Vote Studies: Clinton Prevails on Capitol Hill Despite Poor Showing in Polls [OA/ID 12965]

Correspondence

Van Auken, Kelly

Comment Line/Polls Comparison: 1998 [OA/ID 10816]

Council of Economic Advisors

O'Donnell, Tom

Public Opinion Polls [OA/ID 24242]

Council on Environmental Quality

Polling Data [OA/ID 41276]

Steele, Will

DNC [Democratic National Committee] Poll (Takings) [OA/ID 41284]

Polling Information (Takings) [1] [OA/ID 41284]

Polling Information (Takings) [2] [OA/ID 41284]

Polling Information (Takings) [3] [OA/ID 41284]

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Polling Information (Takings) [4] [OA/ID 41284]

Counsel's Office

Political Issues/Poll '95 [OA/ID CF 859]

Craig, Greg

Polling Data [1] [OA/ID 23652]

Polling Data [2] [OA/ID 23652]

Lindsey, Bruce

Baseball Strike - Letters/Comments/Polls [1] [OA/ID 24792]

Baseball Strike - Letters/Comments/Polls [2] [OA/ID 24792]

Baseball Strike - Letters/Comments/Polls [3] [OA/ID 24792]

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Podesta, John

Polls [OA/ID CF 461]

Polls [1] [OA/ID CF 465]

Polls [2] [OA/ID CF 465]

Sherburne, Jane

White House: Polls [1] [OA/ID CF 406]

White House: Polls [2] [OA/ID CF 406]

White House: Polls [3] [OA/ID CF 406]

Box 6

[Whitewater Binder] Polling Memo, August 24, 1995 [1] [OA/ID CF 425]

[Whitewater Binder] Polling Memo, August 24, 1995 [2] [OA/ID CF 425]

[Whitewater Binder] Polling Memo, August 24, 1995 [3] [OA/ID CF 425]

[Whitewater Binder] Polling Memo, August 24, 1995 [4] [OA/ID CF 425]

Domestic Policy Council

Benos, Deanne

Subject Files

Gun Polls [OA/ID 103563]

Dailard, Cynthia

Tobacco - Polls [OA/ID 12975]

Drye, Elizabeth

Tobacco - Polls [OA/ID 13020]

Kagan, Elena

DPC [Domestic Policy Council] - Polls [1] [OA/ID 103353]

DPC [Domestic Policy Council] - Polls [2] [OA/ID 103353]

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Education - Hart Poll [OA/ID 103357]

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Tobacco - Settlement Polls [OA/ID 103391]

Klein, Jennifer

Polls [OA/ID 10856]

Liu, Eric

Crime - State Gun Polls [OA/ID 16239]

Reed, Bruce

Education

A Polls [OA/ID 101930]

Tobacco

Polls [OA/ID 102972]

Welfare Reform

Polls [OA/ID 101078]

Clinton Presidential Records: White House Staff and Office Files (continued)

Rice, Cynthia

Tobacco - Price - Polls [OA/ID 15440]

Tanden, Neena

Subject Files

Child Care - Polls [OA/ID 103063]

Weinstein, Paul

Various Polls [OA/ID 21547]

First Lady's Office

First Lady's Press Office

Misc. Subject Files

Polls [OA/ID 9465]

Sagawa, Shirley

YMCA Poll [OA/ID 24267]

YMCA Poll [OA/ID 24340]

Verveer, Melanne

Polls [OA/ID 6204]

Health Care Task Force

Polls - 1 of 3 [OA/ID 3591]

Polls - 1 of 3 - AARP [American Association for Retired Persons] [1] [OA/ID 3591]

Polls - 1 of 3 - AARP [American Association for Retired Persons] [2] [OA/ID 3591]

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Polls - 1 of 3 - Aetna [OA/ID 3591]

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Polls - 3 of 3 - National Institute for Health Care Management [1] [OA/ID 3591]

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Polls, Statistics [1] [OA/ID 4715]

Polls, Statistics [2] [OA/ID 4715]

Polls, Statistics [3] [OA/ID 4715]

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Legislative Affairs

Newell, Felton

Polls [OA/ID 5279]

National AIDS Policy Office

Summers, Todd

Issues - Needle Exchange - Polls [OA/ID 21080]

National Economic Council

Haacke, Carl

Trade, Polls, Wages [1] [OA/ID 15355]

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National Security Council

Global Affairs

Sheehan, Michael

PK [Peacekeeping] - Polling [1] [OA/ID 645]

PK [Peacekeeping] - Polling [2] [OA/ID 645]

Inter-American Affairs

Hanley, Tim

Haiti - 1998 Presentation of Polling Results [OA/ID 3342]

Legislative Affairs

Rosner, Jeremy

Polling [OA/ID 3]

Press

Gobush, Matthew

Bosnia Polling [OA/ID 3302]

Bosnia Polling, December 1997 [OA/ID 3302]

CTBT [Comprehensive Test Ban Treaty] Polling, September 25, 1997 [OA/ID 3293]

Fast Track Polling, August 1997 [1] [OA/ID 3303]

Clinton Presidential Records: White House Staff and Office Files (continued)

Fast Track Polling, August 1997 [2] [OA/ID 3303]

Iraq - Polling, February 1998 [OA/ID 3108]

Latin America - Polling [OA/ID 3107]

NATO Enlargement Polling [OA/ID 3302]

Russia/Ukraine/Eurasian Affairs

Gaiti, Toby

Russia - Public Opinion Polls [OA/ID 68]

Pascual, Carlos

CIA Polling, 1999 [OA/ID 2815]

Speechwriting

Boorstin, Robert

Immigration - Editorial, Op-Ed, & Polls - Tracking Report, 7/93 [OA/ID 414]

Mideast - Polls [OA/ID 415]

New Direction - Polling [OA/ID 413]

New Direction - White House Telephone Polls [OA/ID 413]

Russia/U.S. Opinion Polls [OA/ID 415]

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Simon, Steven

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Baggett, Joan

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Baggett, Joan/Burns, Tara
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Crime Polls [OA/ID 3828]
Greenberg Polls [1] [OA/ID 6053]
Greenberg Polls [2] [OA/ID 6053]
[Greenberg Research, June Public Poll Summary, June 28, 1995] [loose] [OA/ID 6053]
Hart Polls [OA/ID 6053]
Poll [1] [OA/ID 6053]
Poll [2] [OA/ID 6053]
[1994 Election Exit Polls Analysis] [loose] [OA/ID 6053]
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California Polls, 1994 [1] [OA/ID 6465]
California Polls, 1994 [2] [OA/ID 6465]
California Polls, 1994 [3] [OA/ID 6465]
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California Polls, 1994 [7] [OA/ID 6465]
Epstein, T./Dunn, D./Wofford, D.
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Polls - Kentucky [OA/ID 10669]
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Gallup Poll Breakfast at Mess [OA/ID 23993]
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Press Secretary

Health Care Reform Polls, Nov. 1994 [OA/ID 14262]

Health Care Reform Polls, 11/94 [OA/ID 14262]

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Chitester, Ken

News Analysis Files

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Myers, Dee Dee

Polls [OA/ID 4482]

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Public Liaison

Echaveste, Maria

Bilingual Education - UNZ [Initiative] - Polls [1] [OA/ID 13015]

Bilingual Education - UNZ [Initiative] - Polls [2] [OA/ID 13015]

Polls [OA/ID 11822]

Herman, Alexis

CBS Poll [OA/ID CF 218]

Peter Hart & Bob Teeter Poll [OA/ID CF 218]

Herman, Alexis/Moy, Ruby

Marist Institute of Public Opinion Poll [OA/ID 5263]

Memo from Joe Goode re African-American Focus Group & DNC Polls [OA/ID 6659]

Box 13

P: Polling [OA/ID 7662]

Lux, Mike

'92 Exit Polling Analysis [OA/ID 5094]

Nuccio, Richard

Cuban Affairs

CID [Interdisciplinary Development Consultants, Inc.] - Gallup Poll (Draft):
Analysis & Implications [OA/ID CF 827]

Potter, Julian

California Polls [OA/ID 16149]

Politics/Polls [OA/ID 18040]

Scott, Maria

California Field Polls [OA/ID 8411]

Valdez, Suzanna

[Cuban Accordion Folder]: Polls [OA/ID 6448]

[National Hispanic Poll - 1994] [loose] [OA/ID 5340]

Woolley, Barbara

Health Polls [OA/ID 8242]

Speechwriting

Curiel, Carolyn

Crime Polls [1] [OA/ID 10991]

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Polls [OA/ID 10994]

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Edmonds, Terry

Public Opinion [Polls] [OA/ID 24673]

Waldman, Michael

Polls [OA/ID 14439]

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Polls [OA/ID 14458]

Polls [OA/ID 14458]

Polls [OA/ID 14459]

Polls, 1998-1999 [OA/ID 14459]

[Reemployment Act] Polls/Surveys [OA/ID 13658]

[State of the Union, 1999] Polls [1] [OA/ID 14424]

[State of the Union, 1999] Polls [2] [OA/ID 14424]

Strategic Planning: Polling Data [OA/ID 13659]

Women's Initiative and Outreach

Brown, L.

Women & the 1996 Elections - Studies & Polls - Manual [1] [OA/ID 21960]

Women & the 1996 Elections - Studies & Polls - Manual [2] [OA/ID 21960]

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