

The original documents are located in Box 64, folder “February 16, 1972 - Attorney General - Florida Follow-Up Study” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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February 16, 1972

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MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Florida Follow-up Study

I received this morning a telephone report on our follow-up study in Florida. The interviewing was done from February 11 to the 15 by ORC. They conducted two hundred and one (201) personal interviews with Republican respondents from our earlier poll and two hundred and eight (208) interviews with new respondents. All four hundred and nine (409) were filtered for intention to vote in the Republican Presidential Primary.

There does not appear to have been any significant change in the relative position of the President in Florida although he did lose a few percentage points to the undecided column. Ashbrook has increased his committed vote from 1% to 4% and McCloskey from 3% to 4%. Neither of these changes are statistically significant but as in New Hampshire, I would expect both of them to pick up some strength as they continue in the state. Also, I understand that Ashbrook has done several mailings during the past week or two.

There was no significant change in the President's approval rating or in the issue questions. McCloskey's awareness has increased from 25% to 47% and Ashbrook's which we did not measure on the first poll is 43%.

ROBERT M. TEETER



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Determined to be an
Administrative Marking

By SM NARA, Date 12/30/09



FLORIDA

	<u>Feb.</u>	<u>Dec.</u>
Nixon	81%	86%
McCloskey	4	3
Ashbrook	4	3
Undecided	11	8
Base	409	

Panel interviews 201

	<u>Feb.</u>	<u>Dec.</u>
Nixon	87%	92%
McCloskey	4	3
Ashbrook	4	1
Undecided	6	4

New respondents only 208

<u>Dec.</u>
74%
4
5
17

