

The original documents are located in Box 65, folder “July 3, 1972 - Clark MacGregor - Second Wave Polling Results” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Committee for the Re-election of the President

MEMORANDUM

July 3, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Second Wave Polling Results

Attached are the sample ballot results from the second wave polling. The interviewing for this polling was all done between June 14 and June 25. I have noted differences in the two Nixon/Humphrey races from the first wave where applicable. We did not measure McGovern in the first wave which was done in December and January.

I will have the results from the National poll later today or tomorrow morning, the New York data in about ten days, and the Indiana data in about three weeks. The New York and Indiana polls were delayed to begin after the primary in New York and the State Nominating Convention in Indiana.

Generally these results are very optimistic and indicate that the President has improved his position since January. I think it is particularly significant that his committed vote is above or very near 50% in the two-way races against McGovern in the top priority states. This, as I am sure you are aware, has been a problem in the past.

While our situation has improved, we still appear to have some problems in Missouri, Oregon, Wisconsin, and Washington.

Also I just got an advance report of a telephone poll taken by Becker Research for the Boston Globe in Massachusetts which will be published tomorrow. It shows McGovern with 47%, Nixon with 44%, and 9% undecided. This is obviously a most optimistic result.

We will have the complete data from this second wave polling by July 15.

I will be happy to discuss these figures and the first wave data at your convenience.

Note: I will be giving these results to Gordon Strachan of Mr. Haldeman's office on the telephone at 5 o'clock, Pacific Time, this evening.

Determined to be an
Administrative Marking

~~CONFIDENTIAL/EYES ONLY~~

By CCG NARA, Date 2/8/2010





MARKET OPINION RESEARCH

BALLOT SUMMARY OF STATES

	<u>U.S.</u>			<u>ALABAMA</u> ¹			<u>CALIFORNIA</u>			<u>CONNECTICUT</u>			<u>INDIANA</u>			<u>ILLINOIS</u>			<u>MARYLAND</u>		
	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>
Nixon	54	58	+ 4	47	65	+18	47	47	0	--	56	---	53			--	56	---	49	58	+ 9
Humphrey	40	31	- 9	18	20	+ 2	40	40	0	--	32	---	38			--	34	---	45	35	- 9
Undecided	6	11	+ 5	35	14	-21	13	13	0	--	12	---	9			--	11	---	5	6	+ 1
Nixon	48	44	- 4	29	34	+ 5	44	42	- 2	--	50	---	47			45	42	+ 3	44	43	- 4
Humphrey	35	25	-10	14	15	+ 1	37	35	- 2	--	27	---	33			36	28	- 8	43	29	-14
Wallace	12	21	+ 9	35	43	+ 7	6	13	+ 7	--	13	---	11			7	15	+ 8	8	17	+ 9
Undecided	5	10	+ 5	21	9	-12	13	11	- 2	--	11	---	8			12	10	- 2	5	6	+ 1
Nixon	--	52	---	--	63	---	--	48	---	--	54	---	--			--	56	---	--	52	---
McGovern	--	32	---	--	23	---	--	42	---	--	37	---	--			--	35	---	--	42	---
Undecided	--	16	---	--	14	---	--	11	---	--	10	---	--			--	10	---	--	6	---
Nixon	--	43	---	--	35	---	--	42	---	--	47	---	--			--	47	---	--	44	---
McGovern	--	27	---	--	15	---	--	39	---	--	33	---	--			--	31	---	--	35	---
Wallace	--	21	---	--	43	---	--	11	---	--	10	---	--			--	12	---	--	16	---
Undecided	--	9	---	--	7	---	--	8	---	--	10	---	--			--	10	---	--	4	---

1 First wave figures from a survey for Winton Blount, June, 1971.

NOTE: Due to rounding not all columns add to 100%



MARKET OPINION RESEARCH

BALLOT SUMMARY OF STATES

	<u>MICHIGAN</u> ¹			<u>MISSOURI</u>			<u>NEW JERSEY</u>			<u>NEW YORK</u>			<u>OHIO</u>			<u>OREGON</u>			<u>PENNSYLVANIA</u>		
	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>
Nixon	---	49	---	43	48	+ 5	54	52	- 2	50			53	58	+ 5	48	50	+ 2	49	49	0
Humphrey	---	39	---	45	42	- 3	36	38	+ 2	40			40	37	- 3	38	31	- 7	43	41	- 2
Undecided	---	12	---	12	10	- 2	10	10	0	10			8	5	- 3	13	19	+ 6	8	10	+ 2
Nixon	---	36	---	37	37	0	49	44	- 5	47			48	50	+ 2	43	44	+ 1	44	43	- 1
Humphrey	---	30	---	40	35	- 5	33	30	- 3	39			38	30	- 8	36	24	-12	41	35	- 6
Wallace	---	24	---	12	20	+ 8	8	18	+10	5			8	15	+ 7	9	18	+ 9	8	13	+ 5
Undecided	---	11	---	11	8	- 3	10	9	- 1	9			7	5	- 2	12	15	+ 3	8	9	+ 1
Nixon	---	45	---	---	44	---	---	49	---	---			---	56	---	---	42	---	---	49	---
McGovern	---	45	---	---	46	---	---	42	---	---			---	38	---	---	45	---	---	42	---
Undecided	---	10	---	---	10	---	---	9	---	---			---	6	---	---	13	---	---	9	---
Nixon	---	33	---	---	35	---	---	41	---	---			---	47	---	---	37	---	---	42	---
McGovern	---	36	---	---	37	---	---	36	---	---			---	33	---	---	39	---	---	33	---
Wallace	---	23	---	---	20	---	---	16	---	---			---	15	---	---	15	---	---	12	---
Undecided	---	8	---	---	8	---	---	8	---	---			---	6	---	---	10	---	---	8	---

1 First wave figures from a survey for Robert Griffin, February, 1972 with Muskie, not Humphrey, as opponent.

NOTE: Due to rounding not all columns add to 100%

<u>MICHIGAN</u>	<u>1W</u>	<u>MICHIGAN</u>	<u>1W</u>
Nixon	41	Nixon	38
Muskie	42	Muskie	40
Undecided	17	Wallace	7
		Undecided	15



MARKET OPINION RESEARCH

BALLOT SUMMARY OF STATES

	<u>WASHINGTON</u>			<u>WISCONSIN</u>			<u>TEXAS</u>		
	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>	<u>1W</u>	<u>2W</u>	<u>+/-</u>
Nixon	--	45	----	46	56	+10	49	55	+ 6
Humphrey	--	39	----	46	35	-11	40	35	- 5
Undecided	--	16	----	7	9	+2	11	10	- 1
Nixon	--	38	----	44	48	+ 4	42	43	+ 1
Humphrey	--	32	----	42	31	-11	36	28	- 8
Wallace	--	17	----	8	12	+ 4	12	22	+10
Undecided	--	13	----	7	9	+ 2	11	7	- 4
Nixon	--	41	----	--	44	----	--	54	----
McGovern	--	45	----	--	52	----	--	35	----
Undecided	--	13	----	--	5	----	--	11	----
Nixon	--	34	----	--	39	----	--	42	----
McGovern	--	39	----	--	47	----	--	29	----
Wallace	--	16	----	--	10	----	--	22	----
Undecided	--	12	----	--	4	----	--	7	----

NOTE: Due to rounding not all columns add to 100%.