

The original documents are located in Box 63, folder “12/9/75 - To Bo Callaway - NBC Poll” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Bob T.
told to Bo

November 26, 1975

MEMORANDUM FOR; STU SPENCER
FROM; BO CALLAWAY

Bo

Stu:

I still haven't heard anything from Bob Teeter on the NBC poll. I think we've already missed a big opportunity. Is there anything that I can do to follow up on this or make it move faster?



MEMORANDUM

To: Bo Callaway

From: Robert Teeter *Teeter*

Date: December 9, 1975

For the record. After looking over the data from the NBC Poll and talking to Bud Lewis who conducted it, I think there are three reasons for the discrepancy between the earlier Gallup data.

- 1) The question was different. The NBC Poll asked who Republicans preferred to have as the nominee and the Gallup Poll asked who they would vote for.
- 2) The Republican sample was very small -- only 256 out of a total sample of 1,066. This incidentally, was not mentioned on the air.
- 3) By far the most significant reason is the method of filtering Republicans they used. They only accepted registered Republicans into their sample which systematically excluded Republicans in all those states who do not have party registration, many of which are undoubtedly strong Ford states (Michigan, Illinois).

This undoubtedly was a mistake and I am sure Lewis recognizes it. However, as a result of my conversations with him, our relations are pretty good and I think the best course of action is to maintain a relationship with him rather than attack them publicly.

