

The original documents are located in Box 63, folder “8/16/76 - To President Ford - Summary of Pre-Convention Poll on Potential Vice Presidential Choices” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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August 16, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: ROBERT TEETER *RT*

We conducted a national telephone poll on Thursday, Friday and Saturday evenings (8/12-8/14) to measure five Vice Presidential possibilities. The results are attached and several conclusions can be drawn.

General Election Implications

1. Carter has clearly been losing ground since the Democratic Convention. Some of this is normal and would be expected, but he has lost more than normal which indicates a portion of his support is soft and he has possibly made a mistake in staying in Plains as he has.

	Gallup (Immediately after Democratic Conv.)	Gallup (8/6- 8/9)	MOR/Teeter (8/12-8/14)
Carter:	62	56	48
Ford:	29	33	33
Undecided:	9	11	19

2. Our campaign is beginning to gain momentum and it is critical that the Convention end on the upswing so that we can continue



to gain momentum into the active campaign period this Fall. We cannot afford to lose whatever momentum we are beginning to pick up now.

3. There is every reason to believe that we can start the active campaign period after Labor Day no more than 12 to 15 points behind. Making up that ground will be tough, but is certainly within range.
4. 46% of the voters vote for you at least once out of five times they possibly could in the poll. This is essentially the same number who sometimes vote for Carter and means at this point we have as large a pool of potential voters to draw from as he does.

Vice Presidential Implications

1. 27% of the voters vote for you with at least one of the Vice Presidential choices, but do not vote for you with all five. This is a very large number of voters who appear to be affected by your Vice Presidential selection and includes 41% of those voters under 35 years of age. This number may be slightly exaggerated because of the news coverage surrounding your selection during the time we were interviewing.
2. You run the best with Baker, by small margins, in virtually every region and with every voter type. The only exception to this is you run slightly better with Reagan in the deep South.
3. The differences between the five candidates tested are not great. I think we can continue to assume you would run better alone than with any specific individual.
4. The only candidates who have a significant negative attached to them are Connally, Rockefeller and Reagan.



5. Ruckelshaus and Scranton appear to be the least known of the five tested.

Attachments

