

The original documents are located in Box 64, folder “November 28, 1971 - Attorney General - 1972 Campaign Polling” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

November 28, 1971

MEMORANDUM

~~CONFIDENTIAL~~

MEMORANDUM FOR THE ATTORNEY GENERAL

FROM ROBERT M. TEETER

SUBJECT: 1972 CAMPAIGN POLLING

The purpose of this memorandum is to give you a status report on our planning for the first wave of polls.

Vendors/Design/Cost

I have met with each of the vendors and they have all submitted proposed questionnaires, design specifications and cost estimates.

A draft questionnaire (Tab A), a proposed list of state assignments, and budget figures for each of the states (Tab B) we intend to poll have been developed.

You should note and be advised of the fact that ORC's cost estimates are considerably higher than those of either DMI or MOR for the same states. I have brought this up with Tom Benham and hope to be able to lower our costs for the ORC states.

Recommendation

That you approve the state assignments of the vendors, the sample sizes, and cost estimates for the first wave as detailed in Tab B. We will have to give the vendors some flexibility in these costs (not more than 5%) as they do not have a final questionnaire and both ORC and DMI are going into new interviewing territory.

Approve _____ Disapprove _____ Comment _____

Timing

After talking to the vendors it is apparent to me that we cannot finalize a questionnaire, pre-test it, and give the vendors enough time to get the interviewing done before December 15. As it is

Determined to be an Administrative Marking

By SO NARA, Date 12/29/05



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By SD NARA, Date 12/30/09

impossible to get good interviewing during the holidays, I think we would be well-advised to delay all but the early-primary state polls until after the first of the year.

The vendors who are going to be working in new states need some additional time to get current census maps for sampling purposes. Also, information on state issues and candidates has been a little slow in coming in and this will give us an additional week to collect it and work out any joint arrangements we want to make with the States.

We should not, however, have any trouble in getting the interviewing in the three early-primary states done before the 15th which will give us data by the end of the year.

I have discussed the possibility of sharing costs with a few of the state chairmen who I know well and most are very interested. For example, I have made a tentative agreement with John Andrews to split the cost of the Ohio poll fifty-fifty which is a savings of \$9,000 for the Committee. If we are going to negotiate this type of arrangement with other states, we should decide now which states and with whom we are willing to work jointly.

Recommendation

That we begin the New Hampshire, Florida, and Wisconsin polls immediately so as to have data back by the end of December. Then we finalize the arrangements for the remaining fifteen statewide polls and national oversample so that interviewing can begin on January 3 and that data will be available by the end of January.

Approve _____ Disapprove _____ Comment _____

Questionnaire

We plan to revise this questionnaire this weekend, add the primary questions and begin the three primary state polls immediately. I will have a finalized questionnaire with state questions for the other states for your approval by December 17.



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Three forms of the questionnaire are currently being field tested.

Recommendation

That you approve this questionnaire with possible minor revisions for use with the primary add-ons in New Hampshire, Florida, and Wisconsin.

Approve _____ Disapprove _____ Comment _____

