

The original documents are located in Box 64, folder “January 3, 1972 - H. R. Haldeman - 1972 Campaign Plan” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Handwritten notes:
The late one telephone

January 3, 1972

MEMORANDUM

TO: R. H. HALDEMAN
FROM: ROBERT M. TEETER
RE: 1972 Campaign Polling Plan

Our polling program for the 1972 Election is divided fundamentally into two basic areas.

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The major area is a series of national and statewide polls in the target states. The first of these waves is currently underway and consists of 19 statewide polls and a national study.

We are polling both those states which in our judgement are potential target states for the general election and the early primary states. The three early primary states -- New Hampshire, Florida and Wisconsin are near completion now and I will have complete reports on them early next week. The interviewing for the remaining states and for the national will begin this weekend and we will have preliminary data for them early in February, and final written reports in mid February. The states, sample sizes and the time schedule for the entire first wave is as follows:

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These studies will basically measure current voting preferences, awareness of the candidates, and the issues.





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We will/finalize the states or the exact timing of the second and thrid waves until after this initial wave is completed but it is anticipated that we will do follow up phone studies in the Primary states during the Spring and that the second major wave of studies will be done immediately after the last Primary. The starting date for those studies would be approximately June 10 - 15 with data available July 10-15.

The third major wave would be done immediately following the two conventions and would consist of brief personal interview studies which would take about 10 days to complete.

We then plan to set up a national telephone interviewing capability on September 25 which will allow us to do daily tracking studies both national and in target states through the election.

The most important ~~problem~~ characteristic of this plan is its flexibility which will allow us to continuously re-evaluate and adjust our list of target states and compaigns within those states.

The second major area of the polling program will be a series of special projects which are not yet completely defined. Included in this area, however will be such things as a young voter study, advertising and theme testing, minority study and some other research projects such as the multi-dimensional scaling and cluster analysis tests we recently did in Illinois.