

The original documents are located in Box 64, folder “January 31, 1972 - Attorney General - First Wave Polling Results” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

January 31, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: First Wave Polling Results

We will begin receiving the remainder of the first wave polling reports from the polling companies this week and be receiving all other reports during the next three weeks. This will involve a large volume of data and I would like to handle the reporting of this data to you in the following manner.

1. I have asked the companies for preliminary tabulations of the ballot data and will have a state-by-state (with the possible exception of Texas, Tennessee, and Virginia) summary of the seven trial heats we measured by Tuesday, February 8th.
2. As I get the analyses and data from the polling companies, I will prepare a summary memo with my conclusions and what I think are the implications on our campaign for that state. I will send you (and Haldeman) these memos and a copy of the polling companies' analysis according to the following schedule below. I will not include the data but will have it here to answer any questions.

By February 7th

Iowa
North Carolina
New Jersey
Pennsylvania
Arkansas (added onto Rockefeller poll)

By February 14th

Ohio
Indiana
Missouri

~~CONFIDENTIAL~~

Determined to be an
Administrative Marking

By 60 NARA, Date 12/30/09



~~CONFIDENTIAL~~

First Wave Polling Results
January 31, 1972
Page 2

By February 21st	Virginia New York California Oregon
By February 28th	Maryland Texas Tennessee National oversample

It is possible that we will receive the data from the companies a little earlier than they are committed for and, if so, we will be able to accelerate our delivery schedule to you by a few days. I will also keep you advised of any delay in their delivery schedule to us.

3. Once we have all the data we intend to do more comparative analyses of the various states, some aggregate analyses of types of voters, and more statistical analysis. This will allow us to develop additional memos relating to a re-evaluation of target states, specific state campaigns, and several specific topics such as the President's image, the various issues, the opponents and their images, and the relationship to these and voting behavior. The companies are submitting decks of IBM cards with their reports and I will do this analysis at my office in Detroit where I have a computer available with adequate programming capability and security procedure.

The final item which needs your consideration is the dissemination of the information. As expected, I have had numerous requests for data intermittently and up to now have only reacted to other peoples' programs or ideas based on the data. From my experience during the past few weeks, three people seem to have some definite needs for information -- Bob Marik, for the preparation of campaign plans and direct mail; Pete Dailey for the preparation of advertising; and Harry Dent. I attend meetings frequently where the data we have should influence decisions that are made and I think it is important that I be able to discuss our findings with them or that we set up a procedure to get the data to them.

ROBERT M. TEETER

CONFIDENTIAL