

**The original documents are located in Box 65, folder “July 11, 1972 - Clark MacGregor - Polling Data Clearance” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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## Committee for the Re-election of the President

MEMORANDUM

July 11, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER *RM*

SUBJECT: Polling Data Clearance

As we are just finishing the second wave polling, I need your approval to distribute the data to those who need it for their particular activity.

In the past the following people received all of our survey reports and had access to the data books, although they were kept in my office.

Pete Dailey  
 Arthur Finkelstein  
 Fred La Rue  
 Jeb Magruder  
 Fred Malek  
 Bob Marik  
 Cliff Miller  
 Gordon Strachen

The voting block people were furnished with special books on their particular groups which included only the Presidential approval rating and the issue material for that particular group.

I met with Dwight Chapin and Dave Parker to brief them on specific areas of the country in terms of the President's strengths and weaknesses and issues of special interest in those areas.

The issue data was made available to Ed Harper and Roy Morey of the Domestic Council.

Determined to be an  
 Administrative Marking

By CCG NARA, Date 2/8/2010



Finally Mr. Mitchell had agreed that I should meet with each of our state political coordinators for our top priority states and brief them fully on the data for their state. We would avoid, however, giving them exact ballot figures or giving them anything in writing.

As requests from individuals other than covered by this memorandum arise, our operating guideline has been, and I think it should continue to be, that you clear any additional requests from the campaign staff or state organizations and that Mr. Haldeman clear any requests from the White House staff.

Recommendation:

That you approve the above procedure for the dissemination of the second wave polling data.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comments: \_\_\_\_\_

