

**The original documents are located in Box 65, folder “July 31, 1972 - Clark MacGregor - Panel Interview Results” 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 31, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MacGREGOR  
 FROM: ROBERT M. TEETER *RMT*  
 SUBJECT: Panel Interview Results

As you know, we paneled (re-interviewed) approximately 50% of the respondents from our Wave I national poll as part of our Wave II national study.

Attached is a table which shows the direction and amount of vote switching between January and June. As Muskie was the strongest Democratic candidate at that time, the most meaningful comparisons are between the January Nixon-Muskie race and the June Nixon-McGovern race. The distribution of the Wallace and Kennedy votes in the Nixon-McGovern race is also interesting.

The President retains significantly more of his January support than any of the Democrats, picks up as much or more of the undecided vote as McGovern and gets more of the Wallace vote than McGovern.

He loses 12% of his January support to McGovern but picks up 19% of the January Muskie support. Moreover, the January undecided vote splits 51% for Nixon, 23% for McGovern, with 26% remaining undecided.

The January Wallace vote now splits 40% for Nixon, 37% for McGovern, and 21% undecided on the two-way ballot. On the three-way ballot 64% stays with Wallace, 13% goes to Nixon, and 14% to McGovern.

It is also interesting that he gets 25% of the January Kennedy vote to McGovern's 58%. This is a further indication that Kennedy appeals to a unique coalition which is not transferable to any other Democrat.

During this period the President clearly gained more than he lost and he did not lose any specific group of supporters. This period was more of a shaking down period and the switching away from the President has no pattern and appears to be simply a random switching.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an  
 Administrative Marking

By CCG NARA, Date 3/8/2010



Wave II Trial Heats

				Q22			Q23				
		Un weight- ed	Weight- ed	Nixon	McGovern	Undecided	Nixon	McGovern	Wallace	Undecided	
TOTAL U.S. VOTERS		508	513	50	33	17	44	28	19	9	
Wave I Ballots	A	NIXON	271	262	77	12	11	64	11	21	4
		MUSKIE	211	224	19	60	21	20	49	17	14
		UND	26	27	51	23	26	37	25	29	9
	B	NIXON	292	276	77	13	10	63	11	21	5
		HUMPHREY	194	216	18	58	24	20	49	17	14
		UND	22	21	29	40	31	22	42	27	9
	C	NIXON	286	261	74	13	13	64	13	18	5
		KENNEDY	188	220	25	58	17	20	46	22	12
		UND	34	32	29	29	42	32	29	17	22
	D	NIXON	243	228	79	10	11	73	11	12	4
		MUSKIE	192	199	21	59	20	22	52	12	14
		WALLACE	56	68	42	37	21	13	14	64	9
		UND	17	18	49	29	22	28	31	28	13
	E	NIXON	266	246	80	12	8	71	12	12	5
		HUMPHREY	175	185	16	61	23	17	52	14	17
		WALLACE	50	59	45	28	27	13	14	71	2
		UND	17	22	27	50	23	34	52	7	7
	F	NIXON	256	233	77	12	11	71	13	11	5
		KENNEDY	179	202	24	58	18	23	49	16	12
		WALLACE	45	52	42	29	29	5	11	75	9
		UND	28	27	34	35	31	33	37	14	16
	G	NIXON	216	202	85	8	7	75	9	13	3
		MUSKIE	140	151	21	58	21	24	51	14	11
		WALLACE	42	51	41	33	26	16	16	66	2
		McCARTHY	48	42	33	47	20	29	39	18	14
		CHISHOLM	16	18	6	49	45	9	37	9	45
		UND	46	50	37	44	19	29	35	19	17

