

The original documents are located in Box 65, folder “August 2, 1972 - Richard Wirthlin, Frederick Currier, and Harry O'Neill - Wave III Cost Estimates” 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

August 2, 1972

MEMORANDUM FOR:

RICHARD WIRTHLIN
FREDERICK CURRIER
HARRY O'NEILL

FROM:

ROBERT M. TEETER

SUBJECT:

Wave III Cost Estimates

We are now working on our schedule for Wave III polls and I would like your cost estimates sometime before August 10.

Assume that we will be doing the same states as Wave II with the same sample sizes and that the interview will be not more than two pages or 10-12 questions with one ballot and not semantics. The timing, which is still under discussion, will be very tight. The alternatives are to start interviewing on August 25-26 or on September 6 and to turn the data around in not more than a week or 10 days. You should assume that the tab requirements will be approximately the same as Wave II although we will probably be able to knock out the automobile ownership and telephone runs.

I would also like your cost estimates for possible fast secret ballot studies, 1-2 day telephone studies and panel telephone studies for the same states to be done on short notice during the course of the campaign.

Thank you for your cooperation and I will be talking to you soon after I receive the quotes.

