

The original documents are located in Box 65, folder “September 20, 1972 - Clark MacGregor - Telephone Polling” 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

September 20, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR:

THE HONORABLE CLARK MacGREGOR

FROM:

ROBERT M. TEETER *RMT*

SUBJECT:

Telephone Polling

Having now had a chance to look at the Wave III data I think we now have two options for our telephone polling which is scheduled to start next week. We will need to make a decision on which of these designs we want to use next week by Thursday, September 21 in order to begin on Monday.

They are:

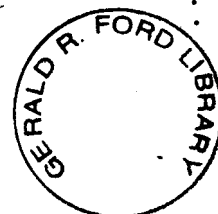
1) To have ORC use the phone polling capability to do 4-6 statewide telephone polls using probability samples of 500-600. If we did this I would recommend we do New York, California, Michigan, Pennsylvania and Missouri in that order. It would take two days to do each of these meaning we would have data on New York next Wednesday and five states done in 8-9 days.

Once these were completed we could then do panels from Wave III in any states which we saw significant movement, panel the ORC phone polls, repeat the same cycle of states using probability samples, or do additional state polls either in our priority states or where we are interested in local races.

2) We could delay the start of our daily phone interviewing one week and do panels in 4-5 states. If we decide on this design, I recommend we do the panels in New York, California, Michigan, and either Pennsylvania or Illinois. These panels would be done by the same companies who did the Wave III polling in these states.

Determined to be an
Administrative Marking

By MG NARA, Date 2/8/2010



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In either case the basic questionnaire will be short and designed to identify any changes in current voting intent or in the issue structure. It will, of course, be possible to add or delete questions on specific issues or events at any time. We will also have the ability to do quick national polls over 1-2 days to check any specific issues or developments in the campaign.

RECOMMENDATION:

That we proceed with option one and have ORC begin a series of state-wide telephone polls in the states listed above on Monday.

Approve _____ Disapprove _____ Comment: _____

