

The original documents are located in Box 65, folder “October 3, 1972 - Clark MacGregor - Gallup and Harris Sample and Filter Procedures” 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

October 3, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE CLARK MacGREGOR

FROM: ROBERT M. TEETER

SUBJECT: Gallup and Harris Sample and Filter Procedures

Gordon Strachan asked me to check on the sample and filtering procedure for the Gallup and Harris surveys and if they have changed them as we get closer to the election.

Gallup's primary sample unites are based on a universe of all adult citizens 18 years of age and over. He then filters for registered voters and interviews only registered voters for his political surveys. His head to head data is collected by using the oral question and a leaner follow up for the undecided. His published results are a combination of these.

He does not cut his data by likely voters or turnout.

He has not varied these procedures at all throughout this year but may report both likely voters and all voters in his last one or two polls which will both be done after October 15.

Harris interviews only what he considers likely voters. In order to qualify as a likely voter a respondent must have voted in 1968-70, be registered to vote in 1972 or be between 18-24 years of age.

He also included leaners in his published data and has not yet weighed for probably turnout but will closer to the election.

Harris says he has not varied this technique throughout this year.

Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010

