

The original documents are located in Box 65, folder “October 5, 1972 - Clark MacGregor - Phone Polls (#1)” 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 5, 1972

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MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Phone Polls

The question has been raised as to why we are slipping slightly in the national polls but have either held steady or gained slightly in the priority state telephone polls ORC has done during the last week.

One reason for this difference may be that our leads were so large in the southern, prairie and mountain states that any shift to McGovern occurred there first. In several of these states our leads were 40-50% and McGovern was running far below the Democratic base vote.

Also, as I indicated to you earlier we have had a problem with ORC doing too large a proportion of their interviewing in the daytime on the first few phone polls. This clearly inflated the Michigan data and may have effected the others to a lesser degree. We have independent data on Los Angeles and Orange Counties which we have compared to the Los Angeles and Orange County portion of the ORC study and it is very close. The problem has been solved by requiring ORC to use more lines and do all their interviewing after 5:00p.m. The five states we are now doing should give us a more reliable comparison between our priority states and the national polls.

I have compared our Wave III national poll with the latest Harris, and the latest Gallup and while the demographic breaks do not always match up, it appears that our slippage has been fairly uniform across demographic groups. It appears to be just slightly greater among those groups that are traditionally Democratic (low income and education, Catholics, young voters) but the differences are not statistically significant.

Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010

