

The original documents are located in Box 65, folder “October 12, 1972 - Clark MacGregor - Future 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

October 12, 1972

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MEMORANDUM FOR:

THE HONORABLE CLARK MAC GREGOR

FROM:

ROBERT M. TEETER *RM*

SUBJECT:

Future Polling

ORC will complete interviewing on California and New York tonight. Per your instructions yesterday we will do Michigan, West Virginia, Washington and New Hampshire beginning tomorrow which will carry us through the weekend. We will cover the major statewide races in all of these states,

Our interviewing has begun on Michigan and West Virginia. We have dropped the corruption questions as the data we received from seven states stabilized and there is no reason to believe it would be different in the next group of states. We have added questions on McGovern's Vietnam statement and bussing in Michigan. We will add questions on the economy in our Washington study.

We also should begin to consider what we want to do next week. There are three basic options:

1. Do another series of priority state polls. Even though these states have not shown any significant movement, they are the key to the election and the ones where McGovern is concentrating almost all of his effort. This means we would begin a series Monday or Tuesday consisting of Pennsylvania, Illinois, Ohio, New Jersey, California, New York and Michigan. This order would space all of them 8 to 10 days from when they were done previously.
2. Do the states where we are interested in the Senate race but do not have any reliable data. This would include Montana, North Carolina, Georgia and possibly Alabama, Virginia and New Mexico.
3. Do polls in several local areas which have concentrations of specific voting groups. This would give us data on some of the demographic groups that are important to us in key states.

Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010



We would do entire political jurisdictions so we could compare the results to previous election data. Among the areas we would consider doing --

- Massachusetts - Worchester/Framingham
Somerville
- New York - Rooney's Congressional District (Brooklyn Jewish)
Long Beach (Long Island Jewish)
Buffalo (Catholic)
Yonkers (Italian)
- New Jersey - Passaic
Jersey City
Morristown
- Pennsylvania - Philadelphia
Allegheny County
Washington County
Wilkes-Barre
- Ohio - Toledo
Minshall's Congressional District
(Suburban Cuyahoga County)
Akron
Youngstown
- Illinois - Suburban Cook County
Moline
Evanston
- California - Contra Costa County
San Jose
Hayward
Fresno
Torrance or Burbank

Recommendation: That we do another series of phone polls in the seven large priority states.

Approve _____ Disapprove _____

Comment:

Also as I have discussed with you previously last night I am concerned that our margins in the phone data we are getting from ORC are somewhat inflated. I can't prove this but my instinct and experience in these states is at least 3-5 points higher than it should be. MOR is doing a personal interview poll in Michigan for the Detroit News this week which should tell us whether or not this is a problem, and if so, to what degree it is a problem.



Regardless of this problem I think we should do two or three personal interview studies in the key states next week. In the interest of caution, I think we should have some personal interview data going into the last two weeks of the campaign. There is no question but what personal interview polls with secret sample ballots are more reliable than phone interviewing at its best.

Recommendation: That we do fast personal interview sample ballot studies in New York, California and Pennsylvania next week. (We would then eliminate these three states from our series of telephone polls.)

Approve _____ Disapprove _____

Comment:

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