

The original documents are located in Box 65, folder “October 18, 1972 - Clark MacGregor - Phone Polls” 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 18, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
FROM: ROBERT M. TEETER
SUBJECT: Phone Polls

Attached is the telephone poll data for California, Michigan and West Virginia. Also attached are the flash reports for Washington and Pennsylvania.

The California data has been reweighted according to our specifications and should replace the data you received on October 4. This reweighting has reduced our margin from 19% to 13% which is close to the field poll published yesterday.

The Michigan data has also been reweighted. The reweighting did not, however, change the data which shows us with a 23-25% margin. The Detroit News poll, however, which is a very reliable personal interview survey done by MOR at exactly the same time as the telephone poll gives us a 13% lead. The demographic breakdowns from it are also attached. I recommend that we use the personal interview data for making any decisions.

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Determined to be an
Administrative Marking

By CCB NARA, Date 2/8/2010

