

**The original documents are located in Box 66, folder “October 26, 1972 - Clark MacGregor - 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

October 26, 1972

MEMORANDUM

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Polling

Gordon Strachan has asked for my thoughts on polling between now and the election.

First, I think that the slight slippage we have observed during the last few weeks accompanied by some McGovern gain will continue and probably accelerate during the last 10 days. There are in most of the major states three or four times as many undecided Democrats and ticket-splitters as Republicans.

The arguments against doing any polling this weekend are that we do not have the ability to act on the data as the time is past, that we could make any significant adjustments in the allocation of any of our resources — scheduling, advertising or organization.

The arguments for doing some polling this weekend are:

- That it would give us some "peace of mind" data and minimize the apprehension or panic that might set in the first of the week.
- It would serve as a safety measure to make sure that the movement to McGovern is not accelerating at a rate that would jeopardize our chances of carrying the major states.
- It would give us a current measure of the Vietnam situation and impact of the peace discussions.
- It would allow us to get some trend data on the corruption issue and see if the coverage of the Post stories and McGovern's charges had any significant effect.

If we decide to poll I think that the interviewing should be done on Saturday and Sunday with the data available late Monday. Data will be available on Thursday and Friday from several state public polls that will be published Sunday. We should do phone samples of 500 in Michigan, California and possibly Illinois or Wisconsin. We



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would use the same questionnaire as we used in previous telephone polls including the corruption questions with the addition of questions on Vietnam. The areas I think we should cover with regard to Vietnam are: Could we have made the same settlement we are making earlier?, Is the President using Vietnam peace for political purposes?, Are we allowing Thieu to dictate our actions and has the President switched to what has been essentially the McGovern position?

If we do these polls, it will cost us \$4-5,000 per state and we would use ORC.

Recommendation: That we poll at least two of the four states mentioned above over this weekend.

If this recommendation is approved, I will have a questionnaire for you later today.

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

Comments \_\_\_\_\_

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