The original documents are located in Box 66, folder “November 5, 1972 - Clark MacGregor - Final Newspaper Polls” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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MEMORANDUM

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

November 5, 1972

MEMORANDUM FOR:

THE HONORABLE CLARK MAC GREGOR

FROM:

ROBERT M. TEETER

SUBJECT:

Final Newspaper Polls

Listed below are the final results from the various newspaper polls from around the country.

CALIFORNIA Poll*
(Los Angeles Times)
October 30 - November 1, 1972
766 Telephone Interviews

Nixon 49
McGovern 35
Other 2
Undecided 14

COLORADO Poll
(Denver Post)
October 25 - November 2, 1972
1,334 Personal Interviews

Nixon 66
McGovern 26
Other 1
No Choice 7

ILLINOIS Poll*
(Chicago Tribune)
October 27 - 30, 1972
1,541 Telephone Interviews

Nixon 58
McGovern 30
Undecided 12
<table>
<thead>
<tr>
<th>Poll</th>
<th>Method</th>
<th>Date Range</th>
<th>Sample Size</th>
<th>Results</th>
</tr>
</thead>
</table>
| IOWA Poll*           | (Des Moines Register) | October 28 - 30, 1972| 889         | Nixon: 58, McGovern: 33, Other: 1,
|                      |                       |                      |             | Undecided: 8                      |
| MASSACHUSETTS Poll* | (Boston Globe)        | October 31 - November 2, 1972 | 700 | Nixon: 39, McGovern: 49,
|                      |                       |                      |             | Undecided: 12                     |
| MICHIGAN Poll        | (Detroit News)        | October 27 - 31, 1972| 1,000       | Nixon: 49, McGovern: 42, Other: 1,
|                      |                       |                      |             | Undecided: 8                      |
| MINNESOTA Poll*      | (Star Tribune)        | October 27 - 29, 1972| 701         | Nixon: 56, McGovern: 39,
|                      |                       |                      |             | Undecided: 5                      |
| OHIO Poll*           | (Cleveland Plain Dealer)| October 30 - November 3, 1972 | 1,200 | Nixon: 54, McGovern: 34,
|                      |                       |                      |             | Schmitz: 12, Hull: 5,
|                      |                       |                      |             | Undecided: 12                     |
WEST VIRGINIA Poll
(Charleston Gazette- private poll)
Forced undecided - no information available on method.

Nixon  59
McGovern  41

* In the past these polls have been statistically the most reliable.