

The original documents are located in Box 63, folder “10/24/75 - To Stu Spencer - Cost Estimates for Illinois, Massachusetts, and North Carolina Primary Studies” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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MARKET OPINION RESEARCH

TO: Stu Spencer
FROM: Bob Teeter
RE: Illinois, Massachusetts and North Carolina
DATE: October 24, 1975

The cost estimate for Illinois, assuming a sample of 500 probable Republican Primary voters and the questionnaire which will follow, is \$8,500. The estimate for both Massachusetts and North Carolina is \$7,200, assuming a sample of 400 registered Republicans and a questionnaire comparable to Illinois.

The per interview cost in Massachusetts and North Carolina is higher than any of the other Primary States because they have the lowest percentages of registered Republicans among the States (11.7% in Massachusetts and 14.8% in North Carolina).

We can have data on all three of these States in about two weeks and a full written report in three weeks.

