

**The original documents are located in Box 64, folder “April 21, 1972 - John N. Mitchell - Use of the First Wave Polling Results” 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

April 21, 1972

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MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

FROM: ROBERT M. TEETER

SUBJECT: Use of the First Wave Polling Results

Our in-depth analysis of the first wave polling results has pointed up a problem in using this data. When the polls were taken in January, Muskie's image in terms of personality and issues was apparently fuzzy in the voters' minds. He was seen as a vague, faceless Democrat with neither any particular pluses or minuses of his own. However, the data on the President was well defined in voters' minds.

Because of the lack of definition in Muskie's image in January and partially because of the effect of the primaries, the data on the Democratic candidates should be used carefully.

I think between now and the California primary we should be primarily concerned with convincing people to vote for the President rather than worrying about the President's image vis-a-vis any particular Democrat. Moreover, I think this is smart strategy. Our second wave data will give us much more reliable data for that purpose.

Determined to be an  
Administrative Marking

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By  NARA, Date: 12/29/09

