

The original documents are located in Box 65, folder “October 6, 1972 - Clark MacGregor - Kentucky and Texas 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 6, 1972

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MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
 FROM: ROBERT M. TEETER
 SUBJECT: Kentucky and Texas Polls

I just received data from polls that were done earlier this week in Kentucky and Texas for the Senatorial candidates. They were both done by DMI. I consider them to be very reliable.

KENTUCKY:
 910 Telephone Interviews
 9/28/72 to 10/2/72

<u>Presidential</u>		<u>Senatorial</u>	
Nixon	61%	Nunn	40%
McGovern	24	Huddleston	40
Undecided	15	Undecided	20

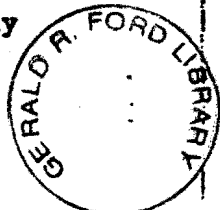
This is according to DMI the first time Nunn has been even with Huddleston.

TEXAS:
 1000 Telephone Interviews
 9/28/72 to 10/3/72

<u>Presidential (With Leaners)</u>		<u>Senatorial</u>	
Nixon	63%	Tower	53%
McGovern	22	Sanders	30
Other	7	Undecided	17
Undecided	9		

This study indicates there has been virtually no change in the Presidential race since Wave III, and that Tower has increased his margin markedly. However, DMI told me that when they switched from personal to telephone interviews in Texas, many rural Democrats went to undecided. This means the 17% undecided in the Senatorial race is disproportionately Democrats, and that while Tower has undoubtedly improved his position, he is not as far ahead as this data would indicate.

Determined to be an
 Administrative Marking



By CCG NARA, Date 2/8/2010