

The original documents are located in Box 65, folder “July 22, 1972 - Gordon C. Strachan - Campaign 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

MEMORANDUM

July 22, 1972

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MEMORANDUM FOR: MR. GORDON C. STRACHAN
 FROM: ROBERT M. TEETER
 SUBJECT: Campaign Polling

This memorandum is in answer to your questions regarding our polling plans for the period from the convention through the election.

First, we are going to do a third wave of state polls soon after the Republican convention. They will be done either on the weekend of August 25-27 or September 1-3. They will consist of very short personal interviews and sample ballots which will give us hard ballot data on the priority states, an issue follow-up, a check on the effect of the two tickets, and a check on McGovern's perception.

Then we intend to establish a daily interviewing capability using WATS lines that will allow us to do 250-300 interviews each evening (except Sunday) and have the data by noon the following day. I think the key to the research for the last several weeks of the campaign is speed and flexibility. This capability will give us data within 24 hours of interviewing and the flexibility to implement almost any research design we might want to use. We will be able to do four or five state surveys each week, local metropolitan area studies, establish state or national panels similar to 1968, to do continuous revolving national studies by doing a region each night, or check special events or issues as the situation may arise. We have not locked in on any specific research design yet as during the next two weeks I plan to meet with the several individuals who will be using the research in the fall and develop a design that will best suit those needs. My inclination now is to do each of the priority states on a regular basis with the capability of dropping off for a day or two to do special studies. However, regardless of the specific research design this interviewing capability we have planned will allow us maximum flexibility.

We intend to have this system operational beginning September 25, although are considering advancing the commencement date to September 15 as the advertising people may need data earlier for buying purposes. It will run from commencement date through the election.

Determined to be an
 Administrative Marking

By CCG NARA, Date 2/8/2010



I have not contracted with any specific vendor yet but am considering ORC, MOR, and the possibility of establishing an in-house interviewing operation in Washington. Both MOR and ORC have the in-house capability to do the interviewing and both have additional lines in their offices which could be used for a short-term period if we wanted to increase the number of interviews over a specific day or two. We will develop detailed costs for this project and make a decision on a vendor by August 15.

We are also considering installing a small computer terminal in 1701 which would allow us to print out the data in Washington and to assess our entire data bank from all the waves of polling. We could tie in to both MOR and ORC's computers as they have identical data processing facilities and very similar software.

Finally should we find rapid shifting of attitudes or voting intentions, we will have the contingency capability of going into any of our priority states and doing fast personal interview studies in October. These could be completed by any of our three vendors in less than a week.

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