

The original documents are located in Box 65, folder “October 6, 1972 - Clark MacGregor - Maryland Phone Poll” 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:

Maryland Phone Poll

The Maryland data (attached) shows the President's margin of approximately 24% to be holding steady.

This is the first study completed by ORC using interviewing done exclusively after 4:00 P.M. which will provide a much more accurate measure of the President's strength.

The results of the corruption questions are also included. The responses indicate that this may be a problem for us. However, the already committed McGovern voters inflate the total negative responses. Therefore I do not think we should draw any conclusions or courses of action until we see the detailed data and more states. A significant share of the Maryland data comes from the Washington suburbs where the corruption issues have had more media coverage than in most other areas.

Determined to be an
Administrative Marking

By CPG NARA, Date 2/8/2010

