

The original documents are located in Box 65, folder “June 13, 1972 - Donald Mosiman and Robert Marik - Maryland Past Voting Analysis” 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

June 13, 1972

MEMORANDUM FOR: MR. DONALD MOSIMAN
DR. ROBERT MARIK

FROM: DAN EVANS, JR. *[Signature]*

SUBJECT: Maryland Past Voting Analysis

Accompanying this memo is a copy of the printout for the Maryland Past Voting Analysis.

Ticket-splitting in Maryland in 1970 was very substantial, exceeding ticket-splitting in most other states we have analyzed to date. The high ticket-splitting counties are, in order of contribution to 1968 Presidential vote:

Baltimore	St. Marys
Ann Arundel	Talbot
Washington	Worcester
Allegheny	Somerset
Frederick	Garrett
Carroll	Kent
Howard	Caroline
Wicomico	Queen Anns
Charles	Calvert
Dorchester	

In each of these counties the President trailed Senator Bell's 1970 percents by significant margins, in some cases ranging up to 20%. The President won all of these counties with the exception of the smallest, Calvert but can be expected to increase his margin. This can be best achieved through persuasive, issue oriented, direct mail and telephoning. In addition to trying to affect the ticket-splitters in this manner, because of the large numbers of behavioral Republicans in these counties, turnout and registration can be increased to the President's advantage.

The low ticket-splitting counties are:

Baltimore City
Montgomery
Prince Georges
Harford

The President lost Baltimore City and Montgomery. In 1970 Senator Bell improved only marginally on the Republican percentage in Baltimore, and was slightly behind the President's 1968 deficit in Montgomery County. Baltimore City follows much the same behavioral



Republican pattern as Philadelphia. In other words, the President cannot go much lower and through selective registration and get out the vote, his absolute percentage can be increased. A further analysis of the attached precinct results for Baltimore City will indicate in what areas of the city this can be done.

Because of the bulk of the printout for the precincts in the metropolitan areas of Maryland, the more complete analysis of the data will not be finished for several days. When it is, we will have a ranking by several categories of all of the Maryland counties and their respective precincts. This will include a list of all Wards/Counties/Precincts the President won, all Wards/Counties/Precincts the President lost by less than 5%, no win areas, and all areas the President lost by less than 5% and Ticket-splitting was greater than the state average.

cc: R. M. Teeter
Bob Morgan
Tom Slivinski
Rick Fore
Dick Shriver

