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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MEMORANDUM

MEMORANDUM

October 6, 1972

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.