

The original documents are located in Box 66, folder “November 2, 1972 - Clark MacGregor - Oklahoma” 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

November 2, 1972

Determined to be an Administrative Marking

By SP NARA, Date 2/8/10

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR
 FROM: ROBERT M. TEETER
 SUBJECT: Oklahoma

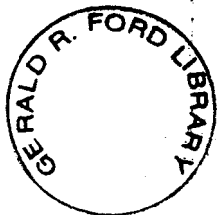
The President received 48% of the vote in 1968, Humphrey 32% and Wallace 20%. The President ran extremely well in Oklahoma City and even better in Tulsa.

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Margin</u>
<u>Statewide</u>	48%	32%	20%	+16
Oklahoma Co.	50	32	18	+18
Tulsa Co.	57	23	20	+34
Garfield Co. (Enid)	62	25	13	+37

Oklahoma over the past several decades has moved from solidly Democrat to an increasingly Republican state. The state now overwhelmingly supports the President but Bartlett still faces an uphill battle. Bartlett's gain has come from Edmondson's committed vote. This is encouraging and if the movement keeps up the election will be very close.

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Margin</u>
8/5 - DMI	64%	16%	20%	+48
10/13 - DMI	64	15	21	+49

	<u>Bartlett</u>	<u>Edmondson</u>	<u>Undecided</u>	<u>Margin</u>
8/1 - DMI	32%	50%	18%	-18
10/13 - DMI	42	47	11	- 5



While Edmondson has received moderately high COPE and ADA ratings in the 92nd Congress, he has claimed to be more conservative than Bartlett. Our polls show that those voters who believe Edmondson to be the more conservative tend to vote for him. These same people also vote for the President. On the positive side, those Democrats who think Bartlett is more conservative will vote for him. Because of the President's overwhelming popularity in Oklahoma, his visit will surely help Bartlett. The closer Bartlett is identified with the President the better he will do. The visit will be particularly helpful in making Bartlett appear to be more conservative and pick up the conservative Democrat vote the President is receiving. Edmondson has avoided identification with McGovern. Edmondson has also voted to override several of the President's vetoes.

The major issues in Oklahoma besides Vietnam are bussing, education and high taxes. Like many former Governors, Bartlett receives the blame for taxes whether there has been an increase or not. Bussing and education are related issues and are considered the most important local problems. Bussing is very important in Oklahoma city which has a bussing program. Tulsa is concerned with quality of education and Bartlett has been labeled as anti-education. This, again, appears to be the result of his having been Governor.

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