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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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February 3, 1972

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MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Arkansas

As you will recall, Arkansas was not one of the states included in our first wave of polls. This report is based upon partial but accurate data from a survey done for Governor Rockefeller.

Robert M. Teeter

*Evans*

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Ballots. The President leads all Democrat contenders in a two way race by large margins ranging from 10% over Muskie to 26% over Kennedy. He leads Humphrey by 24%. When Wallace is on the ticket, the President maintains his lead over Muskie (actually increasing it to 19%) and Humphrey. However, he falls 3% behind Kennedy. It appears that those Democrats who would vote for Nixon in a Nixon/Kennedy race would vote Wallace in a Nixon/Kennedy/Wallace situation. Nixon only picks up 21% of the Democrat vote in the Nixon/Kennedy/Wallace race compared with 46% in the two way race. Kennedy increases his share of the Republican vote from 16% to 30% in this three-way situation. Wallace receives 7% of the Republican vote, 20.5% Democrat and 17% Independent. In the Nixon/ Muskie/ Wallace race, Wallace receives 7% of the Republican vote, 23% of the Democrat and 23% of the Independent.

No demographic data was available with the Arkansas poll.

Awareness and Perception. Fifty-two percent of the Arkansas electorate approve of the way President Nixon is handling his job as President. Republicans approve by 67% and Democrats by 47%.

Issues. The war in Vietnam (29%), inflation (8%), drugs (7%), lack of moral and spiritual values (6%) and the general economy (6%) were mentioned as the most important problems facing the U.S. at the present time. Democrats tend to be more concerned than Republicans with world peace and pocketbook issues but less concerned with perserving order and social values. Significantly, of those people who said they would not vote for Nixon, the pocketbook issues receive twice the mention as among those who would vote for Nixon.

State Issues. Inflation/wages (10%), poor education (8%), unemployment (8%), the need for prison reform (6%), high taxes (6%), the economy generally (5%) and the need for roads (5%) were mentioned as the most important problems facing Arkansas. Unemployment is mentioned as the most important problem facing local areas.

Conclusions.

- Although the data is sketchy, the President is firmly out front. The one exception is when he runs against Kennedy, with Wallace on the ticket.
- In the Nixon/Kennedy/Wallace situation the President trails in the first and second Congressional Districts.
- Wallace does not affect Nixon to the same degree against Muskie and Humphrey as he does against Kennedy.



## Arkansas

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>Total</u>
Nixon	66.7%	32.5%	43.3%	38
Muskie	16.7	33.7	20.0	28
Nixon	62.5	40.3	46.4	44
Humphrey	25.0	22.1	14.3	20
Nixon	66.7	46.4	52.4	49
Kennedy	16.7	26.1	19.0	23
Nixon	67.9	29.7	46.6	41
Muskie	14.3	27.7	13.7	22
Wallace	7.1	23.6	22.9	20
Nixon	72.6	28.7	47.7	41
Humphrey	13.1	33.6	13.8	25
Wallace	9.5	22.8	22.3	20
Nixon	59.0	21.1	41.5	33
Kennedy	30.1	42.4	26.9	36
Wallace	7.2	20.5	16.9	17

