

The original documents are located in Box 64, folder “February 9, 1972 - Attorney General - Pennsylvania 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

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February 9, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Pennsylvania Poll

The campaign poll results for Pennsylvania are attached.
The vendor's report is also included which will be useful
as an additional reference.

ROBERT M. TEETER

R.M.T.
by [Signature]

CONFIDENTIAL/EYES ONLY

Determined to be an
Administrative Marking

By [Signature] NARA, Date 12/30/09



In Pennsylvania in the two-way races the President is currently leading Humphrey by 6% and Kennedy by 5% but is running behind Muskie by 6%. Eight percent are undecided.

With Wallace on the ballot, the margin for Nixon over Humphrey and Kennedy decreases to 3%. The lead for Muskie over Nixon also declines to 3.6% which is the same margin by which Pennsylvania went Democratic in 1968. The undecided vote remains at 8% in all races.

On the Nixon/Muskie/Wallace ballot, the President is extremely weak in the City of Philadelphia where he obtains only 17% of the vote. He also runs poorly with young voters, blacks, union members, lower income families, and Catholic voters. There is a favorable tradeoff for the President on party voters--Nixon receives 16% of the Democrats while losing 9% of the Republicans to Muskie. On this ballot, the President trails Muskie with ticket-splitters receiving 40% compared to 45% who vote for Muskie.

The President's approval rating among all voters in Pennsylvania is 53%, with 35% disapproving. For those persons who voted for Muskie, the President's approval rate is significantly lower (32% approving and 58% disapproving). Similarly, with the undecided voters on the ballots, the approval rate is also significantly lower (36% approving and 44% disapproving). The statewide approval rate for the President's handling of Vietnam is 57% and 51% on the economy; however, for the Muskie voters, the approval rate on Vietnam is only 30% and 32% on the economy.

Awareness of the President's ability to handle issues between 96% to 98%. Muskie's awareness level is approximately 67% and Kennedy's is 82%. Relative to Muskie, the President is rated lowest on his handling of unemployment, drugs, crime and taxes.

The most important national issues are Vietnam, the economy, drugs and unemployment. On the state level the issues are taxes, unemployment, crime and local finances. Unemployment is mentioned by 15% which is significantly higher than other states. One-fifth of the voters in Philadelphia mention it as a problem.

In terms of issues, Wallace voters in this state are more similar to Muskie voters than to Nixon voters.

Senator Scott has an approval rate of 56% with 10% disapproving and 33% unable to answer. This is improved from May, 1970. For Senator Schweiker, 53% are unable to rate him. His approval rate is 42% with only 5% disapproving.

Governor Shapp's approval rate is 36% with 44% disapproving.

