

**The original documents are located in Box 64, folder “March 6, 1972 - John N. Mitchell - National Poll Results” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20006  
(202) 333-0920

March 6, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

FROM:

ROBERT M. TEETER *Evans*

SUBJECT:

National Poll Results

Enclosed are the summary sheets for the National poll results. Oregon, Texas and Tennessee will be to you tomorrow. This will complete the first wave.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an  
Administrative Marking

By SD NARA, Date 12/30/09



January 3-20, 1972  
1,019 Interviews

National

Trial Heats

The President leads all Democrats nationwide with or without Wallace on the ballot. 1968: +.7%

	<u>Muskie</u>			<u>Kennedy</u>			<u>HHH</u>		
	52-42-6			51-40-9			54-40-6		
	46-37-11-6			46-37-10-7			48-35-12-5		
	<u>Rep.</u>			<u>T-S</u>			<u>Dem.</u>		
N	79	83	84	58	57	60	23	23	22
M-K-H	8	7	4	27	28	25	60	56	60
W	7	6	7	10	9	11	11	11	11
U	6	4	5	5	6	4	6	10	7

The President receives more of the Catholic vote than Muskie and Humphrey but ties Kennedy. The President also leads among new voters (18-24) except against Kennedy.

Approval

	<u>A.</u>		<u>D.</u>		<u>N.O.</u>
Job	54		35		11
Economy	49		38		13
Vietnam	55		38		7
Job/Agnew	46		34		20

Issues

Vietnam	31
Economy	16
Crime	6
Unemployment	8
Drugs	6

Muskie voters give the President the most negative comments on his handling of drugs and unemployment and the most positive comments on education, health care and national defense.



National  
 January 3-20, 1972  
 1,019 Interviews

A

	<u>Total</u>	<u>Republican</u>	<u>Ticket-Splitter</u>	<u>Democrat</u>
Nixon	46%	79%	58%	23%
Muskie	37	8	27	60
Wallace	11	7	10	11
Undecided	6	6	5	6
Nixon	48	84	60	22
Humphrey	35	4	25	60
Wallace	12	7	11	11
Undecided	5	5	4	7
Nixon	46	83	57	23
Kennedy	37	7	28	56
Wallace	10	6	9	11
Undecided	7	4	6	10
Nixon	52	85	65	26
Muskie	42	10	29	67
Undecided	6	5	6	7
Nixon	54	92	65	25
Humphrey	40	6	29	66
Undecided	6	2	6	9
Nixon	51	89	65	28
Kennedy	40	7	28	60
Undecided	9	4	7	12
Nixon	41	77	51	18
Muskie	28	5	20	49
Wallace	9	5	9	8
McCarthy	8	5	8	7
Chisholm	4	1	3	6
Undecided	10	7	9	12





National  
January 3-20, 1972  
1,019 Interviews

B

	<u>Nixon</u>	<u>Muskie</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	46%	37%	11%	6%	1,019
<u>Size of Residence</u>					
1M or more	41	44	11	4	433
500,000-1M	50	35	9	6	98
50,000-500,000	52	32	9	7	259
25,000-50,000	54	31	11	4	26
Rural & Small Towns	46	32	15	7	203
Central Cities	43	43	9	5	375
Suburban	48	35	12	5	415
Outstate Metro	47	31	15	7	229
<u>Region</u>					
East	44	44	6	6	243
North	49	38	8	5	281
South	45	32	19	4	327
West	48	35	10	7	168
<u>Age</u>					
18-24 years	41	37	20	2	147
25-34 years	45	46	7	2	216
35-44 years	45	37	14	4	176
45-54 years	46	39	9	6	171
55-64 years	48	30	12	10	136
65 years +	52	29	8	11	173
<u>Education</u>					
Less than high school	38	37	17	8	286
High school graduate	49	34	12	5	359
College	50	40	6	4	370
<u>Religion</u>					
Catholic	47	39	8	6	290
Protestant	51	30	14	5	609
Jewish	12	78	3	7	69
Other	36	51	9	4	47
<u>Race</u>					
White	48	34	12	6	941
Negro	11	81	3	5	64
Oriental	100	0	0	0	2
Mexican American	33	56	11	0	9
<u>Union</u>					
Yes	37	46	14	3	338
No	50	33	10	7	361
<u>Income</u>					
Less than \$5,000	41	36	13	10	179
\$5,000-10,000	44	39	12	5	308
\$10,000-15,000	46	38	14	2	234
\$15,000 +	52	38	5	5	221
<u>Sex</u>					
Male	47	35	12	6	509
Female	45	39	11	5	510



National  
January 3-20, 1972  
1,019 Interviews

C

RATINGS ON ABILITY  
TO HANDLE ISSUES

<u>Issue</u>	<u>Current Voting</u>	<u>Percentage Rating Nixon</u>		<u>Percentage Rating Muskie</u>	
		<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
Drugs	Total	38%	55%	33%	13%
	Muskie	23	71	46	8
	Nixon	53	42	28	16
Unemployment	Total	42	54	34	13
	Muskie	23	74	48	6
	Nixon	60	36	26	19
Bussing	Total	37	53	26	18
	Muskie	30	59	40	10
	Nixon	49	41	20	21
Crime	Total	46	50	34	14
	Muskie	34	63	58	8
	Nixon	61	35	26	18
Unrest	Total	52	43	34	15
	Muskie	35	59	51	7
	Nixon	76	21	24	21
Environment	Total	56	37	38	10
	Muskie	41	51	54	4
	Nixon	70	25	30	13
Taxes	Total	56	40	30	17
	Muskie	42	55	42	11
	Nixon	71	25	22	21
Inflation	Total	64	33	30	16
	Muskie	44	52	46	8
	Nixon	85	13	21	22
Race	Total	62	35	35	14
	Muskie	46	50	50	6
	Nixon	80	17	28	17
Vietnam	Total	67	31	32	17
	Muskie	47	51	51	8
	Nixon	88	11	20	25
Education	Total	64	29	37	10
	Muskie	52	43	53	5
	Nixon	78	16	29	13
Health Care	Total	67	27	37	10
	Muskie	56	39	50	6
	Nixon	78	16	31	12
Defense	Total	75	20	33	15
	Muskie	67	28	48	7
	Nixon	87	10	24	21



National  
January 3-20, 1972  
1,019 Interviews

D

PERSONALITY ATTRIBUTES

	<u>Percentage Rating Nixon</u>			<u>Percentage Rating Muskie</u>		
	<u>Muskie Voters</u>	<u>Nixon Voters</u>	<u>Total Voters</u>	<u>Total Voters</u>	<u>Muskie Voters</u>	<u>Nixon Voters</u>
Cold	53%	16%	33%	10%	3%	15%
Neutral	20	21	21	29	25	31
Warm	24	61	44	41	54	31
Inexperienced	17	3	10	12	5	20
Neutral	14	6	10	25	22	26
Experienced	65	90	78	43	57	31
Closed Minded	49	16	32	11	7	16
Neutral	19	17	18	27	21	29
Open Minded	28	65	47	42	54	32
Untrained	13	2	9	14	10	16
Neutral	13	9	10	25	22	26
Trained	70	88	78	41	51	36
Timid	24	10	16	8	10	8
Neutral	25	20	23	31	24	32
Bold	48	68	58	41	48	36
Dishonest	31	5	16	3	2	4
Neutral	23	10	18	29	18	36
Honest	43	83	63	47	61	36
Introverted	35	24	28	12	12	12
Neutral	31	33	34	37	35	34
Extroverted	28	40	33	30	34	32
Dangerous	28	4	15	7	2	12
Neutral	25	16	21	33	25	36
Safe	43	78	61	39	54	28
Uninformed	21	6	13	10	5	13
Neutral	14	7	11	23	16	26
Informed	61	85	73	48	61	39



National  
January 3-20, 1972  
1,019 Interviews

D (Cont'd.)

	<u>Percentage Rating Nixon</u>			<u>Percentage Rating Muskie</u>		
	<u>Muskie Voters</u>	<u>Nixon Voters</u>	<u>Total Voters</u>	<u>Total Voters</u>	<u>Muskie Voters</u>	<u>Nixon Voters</u>
Meek	10%	22%	15%	8%	6%	9%
Neutral	21	23	23	32	31	31
Aggressive	68	51	59	40	44	38
Unjust	33	5	28	4	0	5
Neutral	22	13	19	31	21	36
Just	40	81	60	44	59	36
Incompetent	30	5	16	5	2	7
Neutral	21	8	16	28	21	32
Competent	45	86	65	46	60	37
Reserved	52	31	39	11	7	15
Neutral	19	17	20	31	23	32
Frank	24	50	38	37	51	29
Lacks humor	46	19	30	11	4	18
Neutral	17	19	19	31	28	30
Sense of humor	33	61	48	38	48	30
Old fashioned	36	19	25	12	6	15
Neutral	29	24	27	33	28	35
Up-to-date	31	55	44	35	49	27
Relaxed	52	31	40	14	7	19
Neutral	21	20	21	31	27	32
Tense	23	47	36	34	47	26
Soft	28	17	23	11	7	13
Neutral	32	30	32	41	36	42
Tough	36	51	42	27	38	21
Liberal	11	15	14	35	41	37
Neutral	23	29	28	31	24	31
Conservative	61	55	55	13	17	8





National  
January 3-20, 1972  
1,019 Interviews

E

Job Approval Demographics

	<u>Approve</u>	<u>Disapprove</u>	<u>N.O.</u>
18-24	45%	46%	9%
25-34	52	36	12
35-44	57	33	10
45-54	53	36	11
55-64	60	30	10
65 +	60	27	13
Less than HS	47	41	12
HS Grad.	55	32	13
College	60	31	9
Catholic	56	34	10
Protestant	58	31	11
Jewish	27	61	12
Other	49	42	9
White	57	32	11
Negro	16	72	12
Union	44	46	10
Non-Union	60	29	11
Less than 5,000	51	35	14
5-10,000	51	38	11
10-15,000	55	34	11
15,000 +	60	32	8
Republican	83	13	4
T-S	67	23	10
Democrat	34	52	14
Marginal	45	41	14