

The original documents are located in Box 64, folder “April 7, 1972 - John N. Mitchell - South Carolina Poll Results” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

April 7, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

FROM:

ROBERT M. TEETER *Evans*

SUBJECT:

South Carolina Poll Results

Enclosed is a summary on South Carolina. Because the poll was not conducted for us there are a number of discrepancies between it and our standard format.

Note that only Muskie and Kennedy were run against the President and Wallace was only included with Muskie. Humphrey's strength was not measured at all.

Central Surveys also did not have a behavioral ticket-splitting category and no demographics. Only the Nixon/Muskie/Wallace ballot was run by party identification.

The President's approval rating for the economy and Vietnam were not reported. His overall job approval was measured and is included on the summary sheet.

Multiple mentions were allowed on the issue questions. As a result, the percentages are moderately inflated. However, they still compare fairly closely with our own nationwide poll.

Senator Thurmond was the only state figure measured. Central Surveys did the poll for him.

The report does not have sufficient data to make up our standard demographic, personality attributes or issue handling tables.

However, as we receive these uncontracted polls we will put them into our standard format for addition to our own state by state collection.

Determined to be an
Administrative Marking

By SD NARA, Date 12/29/09



South Carolina

Trial Heats

The President leads Muskie and Kennedy by substantial margins.
 1968: +5.8%

	<u>Muskie</u> 59-27-14 44-20-24-12	<u>Kennedy</u> 57-31-12	
	<u>Rep.</u>	<u>Ind.</u>	<u>Dem.</u>
N	70	26	41
M	4	37	5
W	18	23	37
U	8	14	17

Central Surveys reported no demographic data.

Approval

	<u>A.</u>		<u>D.</u>		<u>N.O.</u>	
	<u>S.C.</u>	<u>Nat'l</u>	<u>S.C.</u>	<u>Nat'l</u>	<u>S.C.</u>	<u>Nat'l</u>
Job	61	54	27	35	12	12

Issues

	<u>S.C.</u>	<u>Nat'l</u>
Vietnam	39	31
Inflation	21	16
Race/Integration	17	3
Economy	16	16
Unemployment	10	8

The President was rated best on his handling of Vietnam, inflation and race.

State

	<u>A.</u>	<u>D.</u>	<u>N.O.</u>
Sen. Thurmond	61	19	20

