

The original documents are located in Box 65, folder “September 22, 1972 - Clark MacGregor - Updated Issues and Appearances Data” 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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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

MEMORANDUM

September 22, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR:

THE HONORABLE CLARK MacGREGOR

FROM:

ROBERT M. TEETER
TED J. GARRISH

SUBJECT:

Updated Issues and Appearances Data

Attached is a series of tables which summarizes the issue data, the current strength of the ticket, and the President's and Vice-President's areas of strength and weakness by local area in each of the priority states.

On each sheet, the state and each ADI ^{1/} is given a ticket rating which approximates how well the ticket is doing in each area. The letters refer to the following code:

Ticket Rating

- AAA = Ticket is running extremely well.
- AA = The ticket is strong but not as good as the AAA rating.
- A = We are in good shape now but slippage may cause some problems later.
- B = The President is slightly ahead.
- C = We are in a neck and neck race.
- D = We are behind.
- E = We are in very bad shape in the area.

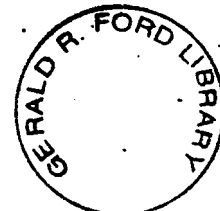
The approval code shows how well the President and Vice-President are perceived in handling their jobs. Each area is classified using the following codes:

- A = Areas where the candidate's favorable job approval substantially exceeds his disapproval ratings.
- B = Areas where the candidate receives more favorable job approval ratings than disapproval.

1/ ADI indicates Area of Dominant Influence for television media market.

Determined to be an
Administrative Marking

By CCB NARA, Date 2/8/2010



- C = Areas where approval and disapproval are relatively equal.
D = Areas where the disapproval ratings exceed the approval ratings.

The President's rating is listed before the slash and the Vice-President's rating is after. (e.g. Nixon/Agnew rating)

We have included issue information for each state and ADI. The numbers listed under the column "Imp." indicate the percentages of respondents who mention that issue as one of the top three in influencing how the voter would decide for President. Under the column labeled "RN", we have shown two figures for each issue. The top number is the percentage of the respondents rating the President's handling of the issue positively while the bottom number shows the percentage giving the President a negative rating on his handling of the issue. The issues which are circled indicate those issues in an ADI which are mentioned by 6% or more voters as important. Some special emphasis of that issue in the ADI would be helpful.

As you can see, the ratings shown are very optimistic. However, because our calculations involve television media markets the areas are very large. In several parts of these markets, there are areas where the President remains weak and that require special attention. They are:

- | | |
|-------------------|---|
| <u>California</u> | - Monterey
San Francisco
Sacramento
Stockton
Los Angeles
Salinas |
| <u>Illinois</u> | - Chicago |
| <u>Maryland</u> | - Baltimore |
| <u>Michigan</u> | - Detroit
Flint
Saginaw
Bay City |
| <u>Missouri</u> | - St. Louis
Kansas City |
| <u>New York</u> | - Manhattan
Buffalo
New York City
Syracuse
Rochester |
| <u>Ohio</u> | - Toledo
Cleveland
Akron
Canton
Lima |



Pennsylvania - Philadelphia
Pittsburgh

Texas - Houston
Corpus Christi

Wisconsin - Milwaukee
Madison
Racine/Kenosha/
Rock/Walworth Counties

The above list does not change our opinion that we should direct our efforts towards high ticket-splitting areas. However, as this group of polls has shown our strength appears to be at a very high level in most of the high ticket-splitting areas, which may be our maximum support. Therefore, most of our efforts in these areas should be directed at reinforcing our present support. At the same time our greatest potential to add votes is in the places where we are weakest now.



NATIONAL TICKET RATING: AA
 APPROVAL RATING N/A: A/A

Ticket Rating Approval Rating N/A	AA A/A National		AAA A/A Alabama		A A/B Calif.		AAA A/A Conn.		AA A/A Illinois		AA A/A Maryland		A B/C Michigan		AA A/A Missouri		AA A/B N. J.		A A/C New York		AA A/A Ohio		AAA A/A Texas		A A/B Wisconsin			
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN		
Vietnam	52	69 30	49	83 15	55	64 35	61	77 22	61	70 28	51	75 25	56	62 37	54	74 24	56	72 26	63	68 31	53	73 26	63	73 26	55	76 22	59	72 27
Inflation	41	53 43	38	66 32	41	51 47	48	57 39	49	58 40	43	59 39	37	53 46	43	60 39	42	53 44	46	52 46	46	56 43	41	59 40	47	61 37	47	57 43
Crime	44	52 43	36	65 33	35	54 43	34	56 37	37	56 41	58	58 40	33	49 50	40	60 38	44	48 46	37	52 46	40	55 43	35	61 38	34	59 38	27	62 36
Unemployment	29	53 42	29	70 28	39	50 48	44	45 48	33	55 43	28	55 43	41	43 56	34	58 39	33	46 48	38	45 53	34	54 44	39	53 46	33	59 38	36	55 45
Drugs	40	46 48	41	60 38	30	50 46	36	49 42	27	53 45	38	55 43	34	43 54	32	58 39	42	43 51	38	49 48	33	54 43	32	52 46	32	56 40	28	57 42
Taxes	34	51 43	32	60 38	38	45 52	35	53 42	37	50 48	30	55 44	37	46 53	32	58 40	36	44 52	33	43 55	37	54 44	43	53 46	27	57 40	58	42 57
Buving	9	53 36	19	56 43	4	56 37	3	57 28	5	59 38	8	60 37	20	52 46	9	58 36	4	54 32	5	58 37	8	61 36	7	61 35	12	53 43	6	61 34
Health Care	11	65 29	12	82 16	13	61 33	9	66 25	9	72 25	11	74 22	7	65 31	14	73 22	10	63 26	8	67 29	12	70 28	8	75 23	7	71 23	9	77 22
National Defense	17	73 20	19	83 15	21	75 22	16	77 14	18	80 18	15	84 13	13	73 25	22	81 17	13	77 18	14	79 18	19	81 17	15	84 14	23	80 17	18	82 17
Race Problems	21	63 33	22	69 29	21	63 34	15	70 24	19	62 36	18	66 32	19	55 43	17	67 31	18	59 36	16	60 38	19	65 33	16	67 31	21	63 35	13	72 27



State Ticket Rating: AAA
Approval Rating N/A: A/A

Ticket Rating
Approval Rating N/A
ADI

	AA A/A		AAA A/A		AAA A/A		AAA A/A		AAA A/A		AAA A/A			
	Mobile- Pensacola/ Meridian		Montgomery		Dothan		Columbus, Georgia		Huntsville- Decatur- Florence/ Chattanooga- Atlanta, Georgia		Birmingham		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	49	77 23	35	85 10	29	88 10	45	96 4	(65)	81 18	50	84 15	49	83 15
Inflation	(47)	59 39	32	61 33	16	65 33	21	83 15	41	64 35	41	68 30	38	66 32
Crime	36	58 41	37	71 24	37	71 29	36	72 16	27	66 33	(41)	63 34	36	65 33
Unemployment	29	62 35	23	73 22	30	71 29	17	87 11	(36)	68 33	27	72 27	29	70 28
Drugs	36	58 41	30	67 28	(52)	58 42	43	62 36	44	62 38	43	58 40	41	60 38
Taxes	(38)	56 43	(43)	56 39	33	46 32	30	74 26	36	58 43	24	65 34	32	60 38
Busing	21	41 58	21	61 33	(29)	56 42	(32)	51 47	11	63 38	18	57 42	19	56 43
Health Care	5	75 23	(20)	78 16	(25)	75 25	14	94 6	10	86 12	12	84 14	12	82 16
National Defense	18	83 16	(28)	85 7	20	75 23	(24)	94 2	13	79 20	19	84 14	19	83 15
Race Problems	22	66 34	20	71 25	20	56 44	(37)	79 19	17	74 25	23	68 30	22	69 29

ISSUES:

Vietnam
Drugs
Inflation
Crime
Taxes

ADI SPECIAL EMPHASIS ISSUES

Mobile-
Pensacola/
Meridian:

Montgomery:

Dothan:

Huntsville-
Decatur-
Florence/
Chattanooga-
Atlanta,
Georgia:

Birmingham:

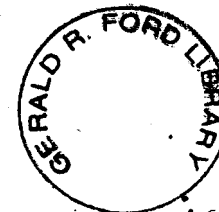
Inflation
Taxes

Taxes
National Defense
Health Care

Drugs
Busing
National Defense

Vietnam
Unemployment

Crime



State Ticket Rating: A
Approval Rating N/A: A/B

Ticket Rating Approval Rating N/A ADI	AA A/A		A A/B		AA A/A Santa Barbara/ Santa Maria		E C/D Salinas Monterey		AAA A/A Fresno		C C/D San Francisco		E D/D Chico/ Redding		C C/D Sacramento/ Stockton		A A/B Total	
	San Diego		Los Angeles															
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	(61)	70 30	56	68 31	42	82 18	(61)	61 36	58	79 21	58	54 44	44	65 35	47	58 41	55	64 35
Inflation	45	59 39	41	53 43	33	46 52	33	46 55	27	46 42	42	48 51	(47)	56 44	39	42 56	41	51 47
Crime	31	68 30	37	53 44	(42)	55 42	33	42 52	(46)	55 33	28	55 43	38	38 59	32	53 46	35	54 43
Unemployment	35	59 41	38	54 45	(46)	52 49	42	58 42	18	67 30	42	46 52	(47)	35 65	40	30 68	39	50 48
Drugs	(38)	55 42	28	53 43	(42)	58 36	30	52 46	(52)	52 42	28	45 49	27	41 59	23	44 55	30	50 49
Taxes	23	48 50	40	48 49	30	52 46	39	36 64	(49)	64 36	37	42 55	38	27 71	42	30 67	38	45 52
Busing	8	63 38	4	58 36	(12)	64 27	0	30 58	(12)	49 27	2	56 37	3	41 56	6	52 42	4	56 37
Health Care	8	75 22	12	62 33	15	67 27	(18)	61 19	12	79 9	14	56 36	(18)	44 44	(23)	62 35	13	61 33
National Defense	25	86 14	21	75 22	24	91 9	21	70 27	21	85 9	21	71 26	6	68 24	21	74 23	21	75 22
Race Problems	(27)	69 28	20	64 34	12	67 30	21	55 42	6	79 12	(27)	59 37	24	50 44	15	67 32	21	63 34

ISSUES:

Vietnam
Inflation
Unemployment
Taxes
Crime

ADI SPECIAL EMPHASIS ISSUES

San Diego: Vietnam
Drugs
Race Problems

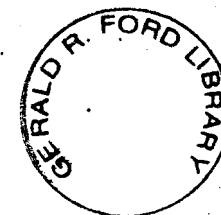
Santa Barbara/
Santa Maria: Unemployment
Crime
Drugs
Busing

Salinas/
Monterey: Vietnam
Health Care

Fresno: Drugs
Taxes
Crime
Busing

San Francisco: Race Problems
Chico/Redding: Inflation
Unemployment
Health Care

Sacramento/
Stockton: Health Care



State Ticket Rating: AAA
Approval Rating N/A: A/A

Connecticut
September 5-11, 1972
612 Interviews

Ticket Rating Approval Rating N/A ADI	AAA A/A		AAA A/A		AAA A/A		AAA A/A	
	New York		Hartford/ New Haven		Providence		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	56	76 21	60	76 23	(80)	81 18	61	77 22
Inflation	45	56 36	51	56 41	30	59 40	48	57 39
Crime	(43)	50 40	31	60 33	28	37 48	34	56 37
Unemployment	37	46 44	45	46 50	(54)	46 42	44	45 48
Drugs	39	45 46	33	50 41	(42)	48 38	36	49 42
Taxes	30	50 43	36	54 43	39	54 36	35	53 42
Busing	3	54 33	2	60 27	0	49 21	3	57 28
Health Care	8	60 25	9	69 23	6	54 36	9	66 25
National Defense	(21)	74 14	12	81 13	18	69 23	16	77 14
Race Problems	17	67 26	16	71 24	2	61 23	15	70 24

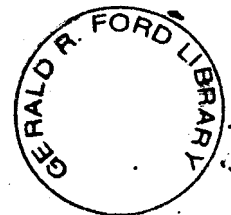
ISSUES:

Vietnam
Inflation
Unemployment
Drugs
Taxes

ADI SPECIAL EMPHASIS ISSUES

New York: Crime
National Defense

Providence: Vietnam
Unemployment
Drugs



State Ticket Rating: AA
Approval Rating N/A: A/A

Illinois
September 5-13, 1972
797 Interviews

Ticket Rating
Approval Rating N/A
ADI

AAA
A/A

AAA
A/A

AAA
A/A

A
A/A

AA
A/A

	Davenport- Rock Island Moline/ Rockford		St. Louis		Springfield- Decatur- Champaign/ Peoria/Paducah- Cape Girardeau- Harrisburg/ Evansville		Chicago		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	57	80 14	(74)	69 28	62	72 27	61	68 31	61	70 28
Inflation	49	61 33	42	57 41	48	68 30	49	54 44	49	58 40
Crime	39	67 29	37	51 48	35	65 33	36	53 45	37	56 41
Unemployment	23	66 29	15	54 44	28	64 35	37	51 47	33	55 43
Drugs	(34)	53 38	(34)	44 54	(37)	59 39	23	52 36	27	53 45
Taxes	31	62 33	(54)	36 62	39	56 41	37	48 50	37	50 48
Busing	8	66 25	5	46 52	5	57 39	4	60 37	5	59 38
Health Care	7	84 11	5	59 39	7	79 17	11	69 29	9	72 25
National Defense	22	90 5	8	62 34	22	83 14	18	79 19	18	80 18
Race Problems	15	78 16	21	44 54	16	68 30	20	59 38	19	62 36

ISSUES:

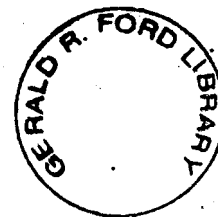
Vietnam
Inflation
Crime
Taxes
Unemployment

ADI SPECIAL EMPHASIS ISSUES

Davenport-Rock Island
Moline/Rockford: Drugs

St. Louis: Vietnam
Taxes
Drugs

Springfield-Decatur-
Champaign/Peoria/
Paducah-Cape Girardeau-
Harrisburg/Evansville: Drugs



State Ticket Rating: AA
Approval Rating N/A: A/A

Maryland
September 5-8, 1972
600 Interviews

Ticket Rating Approval Rating N/A ADI	AA A/A		AAA A/A		AA A/A		AA A/A	
	Baltimore		Salisbury		Washington, D.C.		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	50	74 26	54	88 13	(56)	75 24	51	75 25
Inflation	44	58 41	29	71 29	40	60 38	43	59 39
Crime	59	52 46	50	67 33	55	65 32	58	58 40
Unemployment	30	54 44	(38)	67 29	25	56 42	28	55 43
Drugs	35	51 47	(55)	63 38	37	59 38	38	55 43
Taxes	(35)	52 47	12	71 29	24	57 41	30	55 44
Busing	3	61 36	4	58 42	(16)	59 38	8	60 37
Health Care	9	75 22	(16)	79 17	9	72 23	11	74 22
National Defense	15	84 14	(21)	92 8	15	85 12	15	84 13
Race Problems	19	65 33	20	71 29	18	66 30	18	66 32

ISSUES:

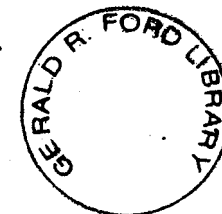
Crime
Vietnam
Inflation
Drugs
Taxes

ADI SPECIAL EMPHASIS ISSUES

Baltimore: Taxes

Salisbury: Drugs
Unemployment
National Defense
Health Care

Washington, D.C.: Vietnam
Busing



Michigan
September 5-7, 1972
804 Interviews

State Ticket Ratings: A
Approval Rating N/A: B/C

Ticket Rating
Approval Rating N/A
ADI

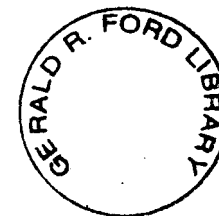
	C C/D		AAA A/A		B C/D		AAA A/A		AAA A/C		AAA A/B		A B/C	
	Detroit		Lansing		Flint-Saginaw- Bay City		Grand Rapids- Kalamazoo/ Chicago		Traverse City- Cadillac		Marquette/ Green Bay		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	53	56 43	56	71 25	58	64 36	51	74 25	(67)	71 27	63	88 13	56	62 37
Inflation	32	44 55	40	54 46	40	58 42	39	68 30	(58)	75 25	32	56 44	37	53 46
Crime	33	42 56	28	52 48	37	46 51	34	61 39	15	71 29	4	69 31	33	49 50
Unemployment	43	38 61	34	54 46	34	44 56	43	50 49	45	58 42	(50)	44 56	41	43 56
Drugs	32	37 60	37	46 54	35	45 53	38	51 47	27	61 37	(44)	69 31	34	43 54
Taxes	32	41 58	25	48 52	(45)	47 52	41	52 45	(49)	63 34	62	50 50	37	46 53
Busing	(27)	49 50	20	38 63	12	52 45	12	62 35	9	63 37	0	81 19	20	52 46
Health Care	7	61 34	(12)	75 25	9	64 33	5	76 21	5	71 29	(19)	56 44	7	65 31
National Defense	11	68 29	(26)	77 23	6	67 31	(18)	84 16	10	85 14	6	88 13	13	73 25
Race Problems	21	49 49	20	54 46	(25)	55 42	20	73 26	4	59 41	0	81 19	19	55 43

ISSUES:

Vietnam
Unemployment
Inflation
Taxes
Drugs

ADI SPECIAL EMPHASIS ISSUES

Detroit:	Busing	Grand Rapids-Kalamazoo/ Chicago:	National Defense
Lansing:	National Defense Health Care	Traverse City-Cadillac:	Vietnam Inflation Taxes
Flint-Saginaw- Bay City:	Taxes Race Problems	Marquette/Green Bay:	Unemployment Drugs Health Care



State Ticket Rating: AA
 Approval Rating N/A: A/A

Missouri
 September 5-7, 1972
 800 Interviews

Ticket Rating Approval Rating N/A ADI	A A/B		AA A/A		AAA A/A		AA A/A		AA A/A	
	St. Louis		Springfield/ Paducah-Cape Girardeau- Harrisburg/ Joplin-Pitts- burgh/Memphis		Columbia- Jefferson City/Quincy- Hannibal		Kansas City/ St. Joseph		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	51	75 24	(59)	71 27	51	75 19	56	75 24	54	74 24
Inflation	41	59 40	(48)	58 38	(51)	61 36	39	62 37	43	60 39
Crime	(52)	55 43	36	61 36	39	65 33	39	62 35	40	60 38
Unemployment	(43)	50 49	28	66 29	24	64 32	33	61 36	34	58 39
Drugs	28	54 45	36	60 37	34	59 39	34	64 33	32	58 39
Taxes	28	58 40	(37)	54 43	(46)	67 30	27	55 41	32	58 40
Busing	11	59 37	8	56 37	6	62 29	6	56 36	9	58 36
Health Care	15	72 23	11	74 21	14	76 21	16	71 24	14	73 22
National Defense	21	78 21	20	81 16	22	86 12	25	81 16	22	81 17
Race Problems	20	63 36	11	71 25	12	73 25	21	68 30	17	67 31

ISSUES:

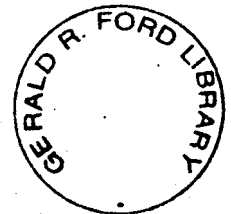
Vietnam
 Inflation
 Crime
 Unemployment
 Drugs
 Taxes

ADI SPECIAL EMPHASIS ISSUES

St. Louis: Crime
 Unemployment

Springfield/
 Paducah-Cape
 Girardeau-
 Harrisburg/
 Joplin-Pitts-
 burgh/Memphis: Vietnam
 Inflation
 Taxes

Columbia-
 Jefferson
 City/Quincy-
 Hannibal: Inflation
 Taxes



State Ticket Rating: AA
 Approval Rating N/A: A/B

New Jersey
 September 9-11, 1972
 800 Interviews

Ticket Rating Approval Rating N/A ADI	AA A/B Philadelphia		AA A/A New York		AA A/B Total	
	Imp.	RN	Imp.	RN	Imp.	RN
	Vietnam	55	74 26	57	72 27	56
Inflation	33	54 44	45	53 43	42	53 44
Crime	47	52 44	45	47 48	44	48 46
Unemployment	25	46 49	37	45 48	33	46 48
Drugs	45	45 51	40	43 51	42	43 51
Taxes	43	47 51	33	43 52	36	44 52
Busing	5	54 38	5	55 29	4	54 32
Health Care	10	67 22	9	62 29	10	63 26
National Defense	14	77 16	13	77 19	13	77 18
Race Problems	20	59 37	17	58 36	18	59 36

ISSUES:

Vietnam
 Crime
 Inflation
 Drugs
 Taxes

ADI SPECIAL EMPHASIS ISSUES

Philadelphia: Taxes



State Ticket Ratings: A
Approval Rating N/A: A/C

New York
September 5-9, 1972
1,000 Interviews

Ticket Rating
Approval Rating N/A
ADI

	B A/A		A A/A		AAA A/A		A A/D		AA A/A		AAA A/A		AAA A/A		A B/D		A A/C	
	Buffalo		Rochester		Elmira		Syracuse		Utica		Albany/ Schenectady		Watertown/ Carthage		New York		Total	
	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM
Vietnam	60	75 25	59	84 16	65	78 23	(71)	64 32	35	88 13	67	75 25	59	76 24	64	64 35	63	68 31
Inflation	37	49 48	43	59 39	50	63 38	29	61 36	38	60 38	32	63 35	46	56 44	49	49 50	46	52 46
Crime	28	63 36	36	66 32	35	60 40	36	54 46	28	73 20	37	62 36	22	66 34	39	46 52	37	52 46
Unemployment	(48)	40 60	34	57 43	40	43 58	(50)	54 46	(58)	50 59	36	53 42	(44)	49 51	35	43 55	38	45 53
Drugs	25	69 50	41	57 39	25	50 50	21	61 36	35	70 28	38	61 37	32	59 42	41	42 53	38	49 48
Taxes	36	34 66	(39)	43 55	(43)	45 53	36	50 50	(40)	48 48	(38)	42 57	(54)	56 44	29	42 55	33	43 55
Busing	(17)	64 33	5	52 32	3	68 33	4	50 43	(13)	53 30	2	69 26	2	78 29	5	55 40	5	58 37
Health Care	9	79 19	2	68 25	(13)	80 20	4	71 21	(18)	70 23	6	65 31	(17)	85 15	8	64 33	8	67 29
National Defense	(22)	88 12	16	89 9	13	93 8	(21)	64 29	(23)	83 3	(21)	83 14	15	90 7	12	75 22	14	79 28
Race Problems	17	75 24	14	75 23	15	75 25	(29)	71 25	13	70 25	17	64 35	10	71 29	17	54 44	16	60 38

ISSUES:

Vietnam
Inflation
Unemployment
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Buffalo: Unemployment
National Defense
Busing

Rochester: Taxes

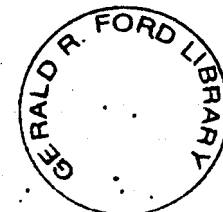
Elmira: Taxes
Health Care

Syracuse: Vietnam
Unemployment
Race Problems
National Defense

Utica: Unemployment
Taxes
National Defense
Health Care
Busing

Albany/
Schenectady: Taxes
National Defense

Watertown/
Carthage: Taxes
Unemployment
Health Care



State Ticket Rating: AA
Approval Rating N/A: A/A

Ticket Rating Approval Rating N/A ADI	B		AA		AAA		AA		A A/B		AA A/A		AA A/A	
	Toledo/Lima		Dayton		Cincinnati		Columbus/ Parkersburg		Cleveland/ Akron/ Canton		Youngstown/ Wheeling/ Steubenville/ Pittsburgh		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	47	63 35	(75)	66 31	52	81 19	50	79 20	50	69 29	49	77 23	53	73 26
Inflation	42	56 42	40	61 36	(55)	53 46	49	67 32	42	49 49	50	62 39	46	56 43
Crime	39	55 45	26	51 48	33	62 38	(46)	68 29	(45)	46 52	34	59 41	40	55 43
Unemployment	33	46 53	(46)	54 45	24	66 34	21	63 36	(40)	47 50	36	55 44	34	34 44
Drugs	28	41 58	28	51 44	31	55 43	(38)	68 30	34	47 48	37	66 34	33	54 43
Taxes	35	50 46	33	66 33	34	66 34	35	65 34	38	44 53	(43)	42 56	37	54 44
Busing	11	54 45	9	64 31	7	69 31	10	65 32	7	56 38	8	59 36	8	62 36
Health Care	(17)	67 31	10	70 26	9	80 20	10	79 19	13	60 36	7	75 23	12	70 28
National Defense	(24)	78 19	15	74 25	(27)	88 12	20	86 12	16	77 18	17	83 17	19	81 17
Race Problems	(74)	64 36	(24)	58 39	21	72 28	16	72 28	13	62 35	19	59 39	19	65 33

ISSUES:

Vietnam
Inflation
Crime
Taxes
Unemployment

ADI SPECIAL EMPHASIS ISSUES

Toledo/
Lima: National Defense
Race Problems
Health Care

Dayton: Vietnam
Unemployment
Race Problems

Cincinnati: Inflation
National Defense

Columbus/
Parkersburg: Crime
Drugs

Cleveland/
Akron/
Canton: Crime
Unemployment

Youngstown/
Wheeling/
Steubenville/
Pittsburgh: Taxes



State Ticket Rating: AA
Approval Rating N/A: A/A

Pennsylvania
September 3-14, 1972
800 Interviews

Ticket Rating Approval Rating N/A ADI	AAA A/A		AAA A/A		AAA A/A		A A/C		AA A/A		AA A/A	
	Johnstown- Altoona/Erie		Pittsburgh/ Youngstown		Harrisburg/ York-Lancaster- Lebanon/ Hagerstown		Philadelphia		Wilkes Barre/ Scranton/ Binghamton		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	48	83 17	59	78 22	57	80 15	65	65 35	(78)	79 17	63	73 26
Inflation	43	73 27	45	57 42	40	69 29	40	55 44	37	58 35	41	59 40
Crime	(41)	59 41	27	70 28	34	65 32	(42)	51 48	(40)	79 17	35	61 38
Unemployment	26	70 30	(45)	52 48	30	66 31	30	45 54	27	73 25	39	53 46
Drugs	(47)	56 44	32	58 39	(37)	56 39	29	46 53	(38)	56 38	32	52 46
Taxes	43	66 34	42	49 50	(53)	58 39	42	52 47	38	58 42	43	53 46
Busing	9	77 22	8	58 38	10	70 24	5	58 40	0	54 21	7	61 35
Health Care	11	88 11	9	74 24	3	73 22	7	73 25	(18)	73 21	8	75 23
National Defense	17	94 6	15	83 16	19	85 13	15	83 15	6	83 8	15	84 14
Race Problems	17	86 14	16	66 33	15	80 17	17	60 39	12	73 19	16	67 31

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Crime

ADI SPECIAL EMPHASIS ISSUES

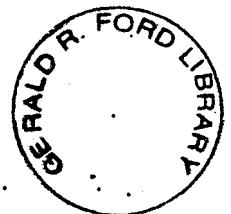
Johnstown-Altoona/Erie: Drugs
Crime

Pittsburgh/Youngstown: Unemployment

Harrisburg/York-
Lancaster-Lebanon/
Hagerstown: Taxes
Drugs

Philadelphia: Crime

Wilkes Barre/Scranton/
Binghamton: Vietnam
Crime
Drugs
Health Care



	AA A/C	B C/D	AAA A/A	AAA A/A	AAA A/B	AAA A/A	AAA A/A Dallas/ Fort Worth	AAA A/B Odessa/ Midland	AA A/A San Antonio	AAA A/A El Paso	AAA A/A Abilene/ Sweetwater	AAA A/A Lubbock	AAA A/B Amarillo	AAA A/A
	Corpus Christi	Houston	Brownport/ Pt. Arthur	Shreveport/ Tomball	Austin	Waco/Temple								
	Jan. 78	Jan. 77	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78	Jan. 78
Vietnam	(61) 57 30	(61) 69 29	54 81 19	41 79 14	59 72 26	(66) 79 17	48 79 19	41 76 21	48 84 16	43 78 22	(62) 76 21	55 83 17	(65) 83 17	-55 76 22
Inflation	43 30 57	(59) 53 45	(65) 62 39	(59) 62 31	45 72 24	48 69 31	40 64 31	(55) 79 21	31 66 32	35 61 35	31 45 52	38 64 63	(52) 69 31	47 41 37
Crime	26 39 48	19 56 41	15 62 39	34 55 35	38 59 36	(61) 48 41	(60) 67 29	(55) 66 35	(39) 50 48	(43) 57 44	38 48 48	(48) 69 39	34 45 59	24 39 33
Unemployment	17 39 48	(53) 51 47	23 73 23	10 62 24	(59) 72 28	21 59 41	22 66 31	(58) 72 28	(39) 57 44	30 65 35	(32) 66 31	22 55 23	24 52 48	33 59 26
Drugs	30 35 52	22 55 44	(38) 46 50	21 45 17	34 53 38	(65) 52 45	34 66 31	31 62 38	(64) 36 38	(48) 65 35	(32) 41 55	35 69 31	(62) 36 62	32 56 40
Taxes	22 44 44	24 49 46	(35) 46 34	31 55 35	10 62 31	14 69 31	31 66 31	(42) 62 36	(56) 47 52	26 48 48	21 69 31	24 39 38	28 59 41	27 49 40
Busing	9 44 44	8 52 43	15 58 42	(24) 41 32	7 31 66	(17) 48 41	(17) 51 44	14 45 52	10 63 31	4 70 26	(17) 55 45	3 69 29	10 48 52	12 53 43
Health Care	4 61 22	10 59 38	0 61 12	10 72 17	10 64 31	10 72 14	7 73 19	10 93 7	(13) 74 24	4 74 17	0 83 17	3 85 16	0 53 10	7 71 23
National Defense	9 70 17	14 71 25	27 89 12	(28) 83 7	(34) 83 14	17 90 7	(32) 80 16	0 86 14	26 81 19	(39) 91 4	(24) 79 17	(31) 86 12	(28) 93 7	23 60 17
Race Problems	17 44 44	19 56 42	(27) 62 39	(31) 66 28	24 59 41	17 62 31	23 67 30	21 66 35	16 63 34	(26) 83 17	17 72 24	(29) 72 28	14 59 41	11 63 35

Issues:

ARE SPECIAL EMPHASIS ISSUES

Vietnam
Inflation
Crime
Unemployment
Drugs

Corpus Christi: Vietnam
Houston: Vietnam
Inflation
Unemployment
Brownport/
Pt. Arthur: Inflation
Drugs
Taxes
Race Problems
Shreveport/
Tomball: Inflation
Race Problems
National Defense
Busing
Austin: Unemployment
National Defense

Waco/Temple: Vietnam
Drugs
Crime
Busing
Dallas/Fort Worth: Crime
National Defense
Busing
Odessa/Midland: Inflation
Crime
Taxes
Unemployment
San Antonio: Drugs
Crime
National Defense
Race Problems

El Paso: Drugs
Crime
National Defense
Race Problems
Abilene/
Sweetwater: Vietnam
Unemployment
Drugs
National Defense
Busing
Lubbock: Crime
National Defense
Race Problems
Amarillo: Vietnam
Inflation
Drugs
National Defense

