

The original documents are located in Box 65, folder “July 25, 1972 - Dwight L. Chapin - Issue and Appearance Data From Second Wave Polling” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Committee for the Re-election of the President

MEMORANDUM

July 25, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: DWIGHT L. CHAPIN

THROUGH: GORDON C. STRACHAN

FROM: ROBERT M. TEETER

SUBJECT: Issue and Appearances Data
From Second Wave Polling

Attached are tables summarizing our relative strength, the importance of various issues and the President's rating on his handling of those issues in the states we surveyed in Wave II.

Each state has been given a rating of A thru E with A meaning the President is in excellent shape in that state, B meaning we are in moderately good shape, C that the state is very close, D that we are in fairly poor shape and E that we are in quite bad shape in that state. In addition each media market has been given a rating using the same scale.

The figures under the column designated Imp. (importance) are the percentage of voters in that state or media market which ranked that particular issue in the top three in terms of importance in deciding Presidential vote.

The second figures under the column designated RN are the percentage of voters who give the President a positive rating on his handling of that issue (top figure) and the percentage of the voters who rated him negatively (bottom figure).

That is, in the Mobile/Meridian area of Alabama the President is in excellent shape (A rating), 54% of the voters rank Vietnam as one of the top three issues in terms of its importance in the Presidential election, 74% rate the President positively in terms of his handling of the Vietnam issue and 23% rate him negatively.

Determined to be an
Administrative Marking

By CPG NARA, Date 2/8/2010



A statewide total column is included for each state and a summary sheet comparing each state to our national data is included.

The circled issues on the following pages are those issues which are of significantly greater concern to the voters of a specific area than they are to that state overall.

Using the ticket-splitter data we have available and the attached information my recommendation for the priority areas to visit and suggested issues for each of these visits within each of the states are listed below.

You should remember, however, that Vietnam is, by far, the number one issue in all of these states and in all of the regions within the states. For that reason we have included it only when it is significantly more important to a local area than it is overall. Had we included it, Vietnam would have been the top priority issue in all areas of all states. Furthermore this data does not address itself to the fact that an appearance by the President is a national event and the list of issues used to formulate this data did not include anything which would give emphasis to a visit which stressed a general campaign theme or "mood of the country" speech.

State Priorities

Top Priority

California
New York
Pennsylvania
New Jersey
Illinois

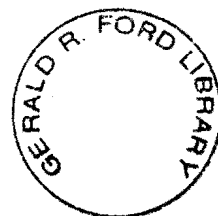
Second Priority

Ohio
Michigan
Connecticut
Maryland
Texas

Third Priority

Washington
Oregon
Missouri
Wisconsin

This data used in conjunction with the ticket-splitting maps we went over this morning should be of assistance to you in scheduling the President and the First Family. If you have any further questions, please let me know.



Alabama: Drugs
 Crime
 Taxes

Mobile: Crime
 Bussing

California: Unemployment
 Taxes
 Inflation

Los Angeles: Unemployment
 Inflation
 Taxes

San Diego: Crime
 National Defense

Sacramento/
Stockton: Unemployment
 Drugs

San Francisco: Vietnam
 Environment

Connecticut: Inflation
 Unemployment
 Taxes

Hartford: Crime
 Inflation

Fairfield
Co.: Drugs
 Crime

Illinois: Inflation
 Drugs

Chicago: Taxes
 Inflation

Rockford/
Davenport: Inflation



Illinois continued:

Outstate Areas:

Taxes
Inflation

NOTE: While there is no particular concern of population we need some effort in the outstate areas and a tour of them by someone would be useful.

New Jersey:

Taxes
Unemployment
Inflation

Northern

New Jersey:

Taxes
Inflation

Ohio:

Unemployment
Inflation
Drugs

Cleveland:

Unemployment
Inflation
Taxes

Cincinnati:

Inflation
Drugs
General Unrest

Toledo:

Crime
Environment

Oregon:

Taxes
Inflation
Environment

Portland:

Taxes
Inflation
Environment

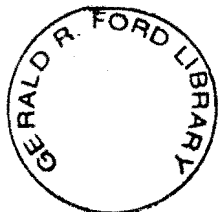
Pennsylvania:

Taxes
Drugs

Pittsburgh:

Taxes
Environment
Unemployment
Drugs

Philadelphia: Unemployment
Taxes



Maryland: Crime
 Drugs
 Inflation

Baltimore
Co.: Drugs
 Crime

Washington
Suburbs
(Mainly
Montgomery
Co.): Inflation
 Crime
 Environment

Michigan: Taxes
 Unemployment
 Drugs
 Bussing

Detroit
Suburbs: Bussing
 Taxes
 Crime
 General Unrest

Flint: Taxes
 Crime
 Unemployment
 Race

Grand Rapids: Unemployment
 Inflation
 Drugs
 Bussing

Missouri: Unemployment
 Taxes
 Inflation

St. Louis: Unemployment
 Crime
 Inflation

Kansas City: Inflation
 Taxes



Texas: Drugs
 Inflation
 Taxes

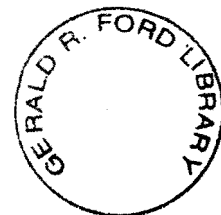
Houston: Drugs
 Inflation

Dallas: Drugs
 Crime
 Taxes

Austin: Environment
 Bussing
 Crime

Wisconsin: Taxes
 Inflation
 Unemployment

Milwaukee &
S.E.: Taxes
 Inflation
 Unemployment



NATIONAL STUDY RATING: A

	A		B		A		A		B		C		E		B		A		C		B		A		D						
	National R ¹	KN	Ala. Imp.	Ala. KN	Calif. Imp.	Calif. KN	Conn. Imp.	Conn. KN	Ill. Imp.	Ill. KN	Md. Imp.	Md. KN	Mich. Imp.	Mich. KN	Miss. Imp.	Miss. KN	N.J. Imp.	N.J. KN	Ohio Imp.	Ohio KN	Ore. Imp.	Ore. KN	Pa. Imp.	Pa. KN	Texas Imp.	Texas KN	Wis. Imp.	Wis. KN			
Vietnam	65 30		50 76 22	54 60 39	57 64 35	60 63 35	60 63 35	60 63 35	51 67 32	53 56 42	54 62 37	58 56 41	56 67 32	49 57 39	60 59 39	51 67 32	63 63 39														
Inflation	47 46		24 56 41	28 45 53	33 41 56	31 47 52	32 48 51	25 43 55	30 45 53	31 37 59	32 47 52	31 40 56	29 47 52	23 53 46	32 49 51	23 53 46	32 49 51														
Drugs	53 36		39 68 28	20 53 43	25 51 42	27 56 42	33 57 40	27 54 43	24 58 38	29 47 44	29 52 44	27 53 41	34 55 43	34 61 37	16 63 34																
Crime	56 36		31 62 35	20 53 43	24 48 47	25 52 45	37 50 48	25 45 52	30 51 47	20 43 52	27 50 48	24 49 46	24 50 48	24 49 46	24 50 48	25 53 45	16 63 34														
Unemployment	50 43		19 63 33	30 45 52	33 42 53	28 49 49	21 54 45	31 45 52	34 49 49	32 39 57	35 47 51	23 45 50	31 47 52	23 53 44	30 47 51																
Taxes	46 48		26 54 44	29 44 53	25 44 51	34 48 51	28 48 49	34 42 57	32 53 43	33 36 59	26 50 49	39 57 57	36 44 54	27 57 42	46 57																
Race	60 31		23 60 36	13 59 38	16 57 38	21 54 44	17 62 36	21 53 44	16 60 37	16 51 44	14 59 39	10 61 33	16 56 42	18 59 39	11 69 30																
Foreign Policy	81 11		11 81 13	18 78 20	17 79 15	16 78 21	10 81 17	9 80 17	13 80 17	13 74 20	14 82 16	13 72 23	11 83 15	18 80 18	16 84 13																
Environment	60 40		10 70 26	21 51 46	18 58 36	16 56 42	17 60 37	13 63 33	13 64 33	15 50 43	13 59 38	17 64 31	15 60 38	12 59 39	16 65 34																
General Unrest	57 33		9 55 20	15 48 49	12 53 41	11 52 47	9 60 37	19 57 41	13 58 39	11 43 49	13 55 42	14 48 46	11 53 45	13 57 41	39 39																
Welfare	52 39		13 65 32	13 53 44	13 47 46	9 52 41	12 55 42	14 50 47	15 57 41	15 42 52	13 54 46	15 45 50	11 55 44	12 55 42	17 50 45																
Health Care	69 21		8 80 16	10 63 32	7 64 28	9 68 30	9 68 29	8 69 28	9 70 27	9 60 33	8 67 30	10 62 32	9 72 26	10 70 27	7 74 24																
Nat'l. Defense	73 18		16 82 13	22 74 23	16 75 19	13 77 21	13 80 17	8 80 17	13 80 16	14 70 23	13 80 17	14 73 21	13 81 17	20 78 19	16 85 14																
Bussing	46 40		17 43 53	4 52 42	3 50 38	4 49 48	7 56 40	19 46 51	6 51 45	4 48 41	4 52 44	2 47 42	4 54 42	10 47 40																	

* June 16-26, 1972; 1,016 Interviews

** Because the National study was conducted by phone the scales are slightly different than the states. No questions ranking the issues by importance were asked.



OVERALL RATING: A

June 13-26, 1972
804 Interviews

ALABAMA

	A Mobile/ Meridian		A Montgomery		A Dothan		A Columbus, Ga.		A Huntsville/ Chattanooga		A Birmingham		A Total	
	Imp.	RN	Imp.	FN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	FN
Vietnam	54	74 23	48	75 22	55	53 38	44	77 21	49	75 22	50	81 19	50	76 22
Inflation	27	50 48	14	62 32	22	47 43	27	58 38	24	55 42	26	58 41	24	56 41
Drugs	34	59 36	35	78 18	41	70 23	46	71 27	44	62 35	41	70 26	39	58 28
Crime	43	51 47	34	67 30	32	53 40	36	56 42	24	56 41	29	69 28	31	52 35
Unemployment	20	59 38	14	63 33	13	51 43	23	69 29	24	57 39	18	68 28	19	53 33
Taxes	16	41 55	33	63 33	30	49 45	20	50 48	18	60 38	28	55 44	26	54 44
Race	30	45 52	26	60 32	33	49 40	23	58 40	13	62 34	22	66 31	23	50 36
Foreign Policy	5	74 23	5	84 8	7	68 13	14	77 17	16	84 9	11	85 13	11	51 23
Environment	4	66 30	10	72 22	4	70 17	16	63 33	11	71 26	12	70 25	10	70 26
General Unrest	7	55 40	12	68 23	8	60 32	8	65 31	12	66 29	9	68 29	9	55 30
Welfare	11	58 38	16	73 23	8	47 45	10	60 35	15	64 33	12	68 29	13	55 32
Health Care	7	80 15	11	80 14	4	62 30	8	73 23	8	84 14	11	82 15	8	30 16
Nat'l. Defense	11	77 19	10	80 13	17	77 11	10	83 10	20	80 15	16	87 9	16	32 13
Bussing	28	27 71	14	59 37	10	36 57	12	31 67	17	41 55	15	48 47	17	43 53

ISSUES:

Vietnam
Drugs
Crime
Taxes
Inflation

ADI SPECIAL EMPHASIS ISSUES

Mobile/Meridian: Crime
Race
Bussing

Montgomery: Taxes

Dothan: Vietnam
Race

Columbus, Ga.: Drugs
Crime
Environment

Huntsville/
Chattanooga: Drugs
Crime
Foreign Policy



OVERALL RATING: B

CALIFORNIA

June 12-17, 1972
1,000 Interviews

	B San Diego		A Los Angeles		A Santa Barb/ Santa Maria		A Salinas/Monterey		A Fresno		D San Francisco		E Chico/Redding		D Sacramento/ Stockton		B Total	
	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN
Vietnam	58	53 47	52	64 35	42	70 30	57	67 33	54	70 30	61 49	49 49	54	50 44	55	61 38	54	60 39
Inflation	18	55 42	30	47 51	30	52 42	27	58 42	24	45 48	25	36 62	27	32 62	18	45 53	28	45 53
Drugs	23	63 34	20	54 42	24	70 30	30	55 39	24	33 55	15	46 48	27	38 53	26	59 36	20	53 43
Crime	33	58 38	18	57 40	21	45 52	18	42 45	24	45 45	17	47 47	15	44 47	23	52 45	20	53 43
Unemployment	18	56 42	29	47 50	36	45 55	30	45 52	18	55 45	29	39 58	34	32 59	47	42 56	30	45 52
Taxes	27	47 52	28	46 51	33	58 39	36	42 52	18	48 48	30	39 57	12	35 56	32	39 58	29	44 53
Race	10	61 38	11	62 36	12	64 36	12	61 36	15	70 24	14	51 44	30	62 32	16	55 42	13	59 38
Foreign Policy	14	81 19	20	79 20	27	91 9	15	85 15	12	88 9	15	71 25	15	68 24	17	79 17	18	78 20
Environment	14	53 42	23	48 49	15	61 39	21	67 27	15	70 30	25	50 46	12	56 38	14	55 42	21	51 46
General Unrest	19	34 63	15	52 44	12	52 45	12	45 48	9	67 30	17	41 56	9	35 56	14	50 47	15	48 49
Welfare	16	59 39	14	53 43	15	67 33	18	58 36	15	61 39	8	51 46	12	32 59	8	48 50	13	53 44
Health Care	13	66 33	10	66 29	0	70 27	3	73 27	21	64 33	11	58 37	12	50 38	13	61 38	10	63 32
Nat'l. Defense	32	70 28	20	76 22	30	76 24	18	88 9	27	79 18	21	70 27	15	56 38	14	80 18	22	74 23
Bussing	5	47 48	3	54 41	0	52 42	0	70 21	3	48 42	4	46 47	3	38 47	8	59 38	4	52 42

ISSUES:

- Vietnam
- Unemployment
- Taxes
- Inflation
- National Defense

ADI SPECIAL EMPHASIS ISSUES

- San Diego: Crime
National Defense
- Santa Barbara/
Santa Maria: Unemployment
National Defense
Foreign Policy
- Salinas/
Monterey: Taxes
Drugs
Welfare
- San Francisco: Vietnam
- Chico/Redding: Unemployment
Race
Crime
- Sacramento/
Stockton: Unemployment
Drugs



OVERALL RATING: A

CONNECTICUT

June 11-20, 1972
615 Interviews

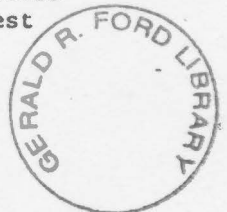
	A New York		A Hartford		A Providence		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	54	73 27	60	60 40	48	75 21	57	64 35
Inflation	25	45 52	36	39 60	32	52 45	33	41 56
Drugs	30	55 38	24	49 46	17	52 34	25	51 42
Crime	30	55 41	31	44 51	20	54 38	24	48 47
Unemployment	26	45 49	34	40 57	32	50 38	33	42 53
Taxes	27	48 46	25	42 55	27	52 38	25	44 51
Race	12	57 36	18	57 39	11	59 34	16	57 38
Foreign Policy	20	85 8	16	77 18	20	75 11	17	79 15
Environment	14	61 32	20	58 37	20	52 34	18	58 36
General Unrest	13	59 33	9	50 46	18	57 29	12	53 41
Welfare	14	48 46	11	46 48	11	52 38	13	47 46
Health Care	8	66 24	6	65 30	6	54 32	7	64 28
Nat'l. Defense	17	80 13	14	72 22	23	79 11	16	75 19
Bussing	5	50 39	3	51 38	5	45 39	3	50 38

ISSUES:

Vietnam
Inflation
Unemployment
Drugs
Taxes

ADJ. SPECIAL EMPHASIS ISSUES

New York: Drugs
Hartford: Crime
Providence: National Defense
General Unrest



OVERALL RATING: A

ILLINOIS

June 13-23, 1972
800 Interviews

	A Rockford/ Davenport		D St. Louis		A Paducah/ Springfield		A Chicago		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	65	72 26	63	56 40	51	74 24	59	59 39	60	63 35
Inflation	40	63 36	23	31 67	28	57 41	31	44 55	31	47 52
Drugs	20	69 26	30	54 41	38	64 33	26	52 47	27	56 42
Crime	23	63 35	29	47 51	20	59 35	24	50 49	25	52 45
Unemployment	25	72 28	35	39 60	24	60 38	29	44 54	28	49 49
Taxes	36	64 36	24	44 53	41	61 37	32	42 57	34	48 51
Race	13	74 26	29	49 50	19	62 35	21	50 48	21	54 44
Foreign Policy	24	90 10	10	67 31	13	84 11	16	75 24	16	78 21
Environment	14	79 21	14	54 44	11	70 26	16	49 49	16	56 42
General Unrest	13	67 33	15	43 53	15	64 33	10	48 51	11	52 47
Welfare	4	78 21	13	46 50	12	66 28	8	53 46	9	52 41
Health Care	6	83 15	3	54 40	6	81 15	10	64 35	9	68 30
Nat'l Defense	15	90 8	7	73 26	17	87 10	11	73 25	13	77 21
Bussing	3	54 40	5	37 57	4	53 43	3	49 49	4	49 48

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Drugs

ADI SPECIAL EMPHASIS ISSUES

Rockford/Davenport: Vietnam
Inflation
Foreign Policy

St. Louis: Unemployment
Race

Paducah/Springfield: Taxes
Drugs



OVERALL RATING: B

MARYLAND

June 13-23, 1972
600 Interviews

	B		A		A		B	
	Baltimore Imp.	RN	Salisbury Imp.	RN	Washington Imp.	RN	Total Imp.	RN
Vietnam	47	66 33	58	58 42	55	70 29	51	67 32
Inflation	25	49 50	16	67 33	45	44 54	32	48 51
Drugs	40	52 45	50	74 26	22	62 34	33	57 40
Crime	40	44 55	16	53 47	36	61 37	37	50 48
Unemployment	22	53 46	12	75 20	19	52 46	21	54 45
Taxes	28	45 54	20	54 46	28	53 44	28	48 49
Race	21	60 30	20	75 25	14	63 34	17	62 36
Foreign Policy	11	77 19	12	83 17	11	86 12	10	81 17
Environment	14	60 36	12	92 8	24	55 43	17	60 37
General Unrest	9	59 30	8	67 29	10	62 35	9	60 37
Welfare	15	54 44	20	58 38	8	57 40	12	55 42
Health Care	10	70 27	12	75 25	7	65 31	9	68 29
National Defense	11	76 20	16	83 13	15	85 12	13	80 17
Bussing	7	58 39	16	62 38	7	53 43	7	56 40

ISSUES:

Vietnam
Crime
Drugs
Inflation
Taxes

ADI SPECIAL EMPHASIS ISSUES

Baltimore: Drugs

Salisbury: Vietnam
Drugs
Welfare
Bussing

Washington: Inflation
Environment



OVERALL RATING: C

MICHIGAN

June 13-30, 1972
800 Interviews

	D Detroit		A Lansing		B Flint-Saginaw Bay City		B Grand Rapids Kalamazoo/Chicago		C Traverse City		A Marquette Green Bay		C Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	52	53 46	50	59 38	60	58 37	48	65 34	68	51 43	74	67 33	53	52 42
Inflation	24	41 58	43	50 50	17	55 41	26	50 48	27	27 68	33	41 29	25	43 55
Drugs	30	49 49	19	74 26	19	53 41	26	61 33	25	59 35	10	74 26	27	54 43
Crime	27	44 54	29	48 52	29	42 54	23	48 48	6	43 51	20	52 48	25	43 52
Unemployment	33	41 57	22	58 42	26	53 41	28	53 45	41	27 65	33	63 33	31	43 52
Taxes	34	39 60	45	53 47	43	43 54	23	47 52	44	41 54	24	52 48	34	42 57
Race	21	50 47	31	58 42	23	61 34	19	55 40	7	46 49	10	67 30	21	53 42
Foreign Policy	9	80 19	6	91 9	7	82 11	8	77 17	11	70 24	17	89 11	9	82 17
Environment	11	63 34	6	75 25	17	56 39	20	68 28	7	59 35	21	44 44	13	63 33
General Unrest	23	56 43	6	73 27	13	55 42	18	59 37	7	41 51	3	70 26	19	57 42
Welfare	10	47 50	23	76 24	6	51 44	23	53 42	22	38 54	10	63 37	14	51 47
Health Care	9	65 18	0	72 16	9	77 16	7	77 19	5	70 22	0	85 15	8	65 23
Nat'l Defense	7	80 18	0	84 16	7	77 18	13	85 11	4	68 24	7	89 11	8	82 17
Bussing	23	43 55	6	66 31	13	45 47	18	53 42	7	43 51	3	49 56	19	46 52

ISSUES:

Vietnam
Taxes
Unemployment
Drugs
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

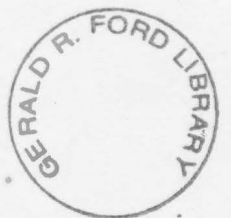
Lansing: Taxes
Inflation
Race
Welfare

Flint-Saginaw-Bay City: Vietnam
Taxes

Grand Rapids-Kalamazoo/
Chicago: Welfare
Environment
National Defense

Traverse City: Vietnam
Taxes
Unemployment
Welfare

Marquette-Green Bay: Vietnam
Inflation
Environment
Foreign Policy



OVERALL RATING: E

MISSOURI

June 13-24, 1972
800 Interviews

	L St. Louis		C Paducah/ Springfield		A Columbia/ Quincy		D St. Joseph/ Kansas City		E Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	56 44	56	64 32	51	70 28	50	64 34	54	62 37
Inflation	29	40 59	27	47 49	29	57 42	33	44 54	30	45 53
Drugs	22	58 39	26	57 35	32	54 40	23	59 38	24	58 38
Crime	35	47 52	25	52 43	22	52 48	29	56 43	30	51 47
Unemployment	41	39 60	30	55 43	26	59 39	31	55 44	34	49 49
Taxes	22	50 49	46	51 46	32	62 34	33	55 44	32	53 45
Race	20	50 49	12	64 30	13	68 30	16	68 30	16	60 37
Foreign Policy	13	79 20	10	74 21	17	87 12	12	84 11	13	80 17
Environment	12	58 40	7	69 27	15	68 31	15	67 30	13	64 33
General Unrest	12	52 46	16	61 35	14	68 32	13	59 38	13	58 39
Welfare	14	54 46	17	56 40	16	68 32	12	57 42	15	57 41
Health Care	8	64 33	7	70 24	16	77 21	12	76 22	9	70 27
Nat'l. Defense	12	85 13	10	72 22	17	86 13	16	78 18	13	80 16
Bussing	7	47 50	9	50 43	2	58 37	4	55 41	6	51 45

Paducah/Springfield also includes Spring./Paducah-Cape Girardeau-
Harrisburg/Joplin-Pittsburg/Memphis

ISSUES:

Vietnam
Unemployment
Taxes
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

St. Louis:

Unemployment
Crime

Paducah/Springfield/
Harrisburg/Joplin/Memphis:

Taxes

Columbia/Quincy:

Drugs
Health Care



OVERALL RATING: B

NEW JERSEY

June 11-20, 1972
823 Interviews

	C Philadelphia		B New York City		B Total	
	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	60	56 40	58	56 41	58	56 41
Inflation	27	42 50	33	35 62	31	37 59
Drugs	24	47 42	31	47 44	29	47 44
Crime	18	46 46	21	42 54	20	43 52
Unemployment	33	43 52	32	37 58	32	39 57
Taxes	33	36 57	35	36 59	33	36 59
Race	15	51 43	16	51 45	16	51 44
Foreign Policy	12	72 23	12	75 19	13	74 20
Environment	13	54 38	14	49 45	15	50 43
General Unrest	13	40 50	10	44 49	11	43 49
Welfare	15	48 46	14	40 54	15	42 52
Health Care	12	57 35	7	62 32	9	60 33
Nat'l. Defense	16	67 25	13	71 22	14	70 23
Bussing	3	45 43	4	49 40	4	48 41

ISSUES:

Vietnam
Taxes
Unemployment
Inflation
Drugs



OVERALL RATING: A

OHIO

June 13-27, 1972
800 Interviews

	A Toledo/Lima		A Dayton		A Cincinnati		A Columbus Parkersburg		B Cleveland Akron Canton		A Youngstown/ Pittsburgh		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
	Vietnam	49	75 24	51	60 39	58	69 31	57	72 27	53	63 36	67	70 28	56
Inflation	25	59 40	42	44 56	38	50 50	29	57 42	33	38 60	33	45 53	32	47 52
Drugs	31	58 38	32	53 48	29	50 48	30	58 39	24	50 45	51	48 44	29	52 44
Crime	32	51 45	21	48 50	26	55 45	29	53 44	27	46 51	25	50 47	27	50 48
Unemployment	21	54 43	45	44 56	37	51 48	31	61 38	37	37 61	31	55 42	35	47 51
Taxes	25	61 39	18	55 44	21	52 48	31	60 37	29	41 57	24	41 55	26	50 49
Race	17	65 35	16	61 39	13	65 34	14	65 33	14	54 44	17	48 48	14	59 39
Foreign Policy	15	80 14	16	88 13	15	90 10	13	81 17	15	80 16	13	70 27	14	82 16
Environment	24	70 28	11	68 33	10	66 32	11	59 37	14	51 44	8	56 38	13	59 38
General Unrest	13	69 31	11	50 49	19	63 35	13	57 36	14	49 47	7	55 44	13	55 42
Welfare	15	51 48	13	55 44	9	57 43	18	55 44	13	52 44	12	53 44	13	54 44
Health Care	10	69 28	4	69 28	6	77 21	4	64 31	10	67 32	8	55 42	8	67 30
National Defense	19	85 13	9	79 20	13	83 17	15	77 19	14	80 17	12	83 14	13	80 17
Bussing	6	55 43	4	48 51	4	62 37	1	50 44	3	50 45	5	53 44	4	52 44

ISSUES:

Vietnam
Unemployment
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Toledo/Lima:

Crime
Environment
National Defense

Dayton:

Vietnam
Unemployment
Inflation

Cincinnati:

Inflation
General Unrest

Columbus/Parkersburg:

Taxes
Welfare

Youngstown/Pittsburgh:

Vietnam
Drugs



OVERALL RATING: C

OREGON

June 12-17, 1972
600 Interviews

	E		D		C	
	Eugene		Portland		Total	
	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	60	52 48	50	56 39	49	57 39
Inflation	30	38 63	30	41 53	31	40 56
Drugs	20	50 46	28	52 40	27	53 41
Crime	18	50 45	25	48 46	24	49 46
Unemployment	17	49 49	24	44 50	23	45 50
Taxes	50	39 58	32	39 56	39	39 57
Race	7	55 43	10	61 31	10	61 33
Foreign Policy	12	69 28	13	72 21	13	72 23
Environment	24	57 41	16	62 31	17	64 31
General Unrest	12	50 48	15	46 47	14	48 46
Welfare	16	43 57	13	45 48	15	45 50
Health Care	8	66 30	10	58 35	10	62 32
Nat'l Defense	12	74 23	15	71 21	14	73 21
Bussing	2	49 40	2	45 43	2	47 42

ISSUES:

Vietnam
Taxes
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Eugene: Vietnam
Taxes
Environment



OVERALL RATING: B

PENNSYLVANIA

June 13-27, 1972
800 Interviews

	A Johnstown/ Altoona/Erie		B Pittsburgh/ Youngstown		A Harrisburg/ York/Lancaster/ Lebanon/Hagerstown		D Philadelphia		A Wilkes-Barre- Scranton/ Binghamton		B Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	49	79 21	60	65 34	65	69 27	62	48 51	46	70 28	60	59 39
Inflation	29	60 38	29	39 60	19	61 37	29	44 55	25	60 40	29	47 52
Drugs	32	73 25	32	49 47	44	65 32	30	51 48	46	68 32	34	55 43
Crime	29	54 44	17	46 53	27	61 36	26	46 52	23	62 38	24	50 49
Unemployment	19	62 37	33	41 58	13	63 36	36	42 56	39	64 36	31	47 52
Taxes	32	54 43	41	41 58	36	60 38	31	39 59	41	57 43	36	44 54
Race	14	75 21	14	56 43	10	66 31	18	46 53	10	85 15	16	56 42
Foreign Policy	15	94 6	11	85 14	14	89 9	8	79 20	15	83 17	11	83 15
Environment	10	76 22	21	51 47	17	63 34	12	59 39	12	89 11	15	60 38
General Unrest	20	67 30	10	49 48	11	60 37	10	50 49	8	62 34	11	53 45
Welfare	15	59 41	7	50 48	19	61 38	11	54 45	4	77 23	11	55 44
Health Care	12	83 14	7	67 30	7	78 18	10	70 29	12	87 11	9	72 26
Nat'l. Defense	26	90 6	15	81 18	9	85 11	9	77 21	14	89 11	13	81 17
Bussing	3	71 22	4	44 51	2	58 38	4	54 44	2	77 21	4	54 42

ISSUES:

Vietnam
Taxes
Drugs
Unemployment
Inflation

ADI SPECIAL EMPHASIS ISSUES

Johnstown/Altoona/Erie:

Crime
National Defense
General Unrest

Pittsburgh/Youngstown:

Taxes
Environment

Harrisburg/York/Lancaster/
Lebanon/Hagerstown:

Vietnam
Drugs
Welfare

Philadelphia:

Unemployment

Wilkes-Barre-Scranton/
Binghamton:

Drugs
Unemployment
Taxes



June 12-17, 1972
1,000 Interviews

OVERALL RATINGS: A

TEXAS

	Corpus Christi		Houston		Beaumont/ Pt. Arthur		Shreveport/ Tomball		Austin		Waco/Temple		Dallas/ Ft. Worth		Odessa/ Midland		San Antonio		El Paso		Abilene/ Sweetwater		Lubbock		Amarillo		Total	
	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM	Imp.	SM
Vietnam	55	34	49	58	57	82	77	64	58	67	47	61	48	75	53	61	57	72	27	62	67	64	38	78	50	72	51	67
Inflation	35	21	26	50	27	58	28	44	22	67	14	42	25	54	26	42	36	49	27	38	61	61	25	61	25	53	28	53
Drugs	38	38	34	60	30	55	22	72	17	61	33	50	30	64	48	58	21	54	10	62	17	67	17	61	17	69	34	37
Crime	21	38	23	47	24	55	19	69	28	61	25	39	29	58	24	50	22	58	20	48	3	61	30	51	20	47	25	53
Unemployment	28	21	24	51	21	52	26	58	6	64	25	47	24	59	14	44	32	42	24	52	12	63	17	57	15	69	23	53
Taxes	35	36	22	52	27	67	20	61	11	49	30	53	26	64	36	53	21	50	55	62	50	58	27	51	34	58	27	57
Race	3	45	16	51	18	70	20	69	25	58	23	47	16	67	9	54	25	49	10	59	25	64	24	68	20	58	18	59
Foreign Policy	16	39	22	76	12	85	22	84	24	92	20	69	16	84	24	81	17	83	10	83	12	67	15	83	15	86	18	80
Environment	7	34	15	48	3	79	6	67	28	64	15	56	12	61	3	69	8	68	34	45	6	67	14	75	6	69	12	59
General Interest	3	38	13	52	12	58	12	69	8	47	12	53	13	59	22	44	73	40	52	11	61	15	74	6	69	13	57	
Welfare	6	31	11	46	9	61	9	64	19	50	16	47	11	66	9	56	14	54	7	52	9	58	12	50	6	72	12	55
Health Care	17	46	13	59	9	70	6	92	9	72	3	64	10	75	6	75	11	68	13	72	3	67	6	78	78	16	70	
Nat'l. Defense	21	52	18	74	31	88	31	81	28	83	22	78	19	81	25	75	21	83	3	79	10	72	19	78	17	86	20	78
Bussing	10	31	7	41	15	45	6	58	15	42	9	61	15	47	3	47	4	53	9	52	3	58	12	51	3	53	10	47

ADJ SPECIAL EMPHASIS ISSUES

ISSUES:

Vietnam
Drugs
Inflation
Taxes
Unemployment

Corpus Christi:

Inflation
Taxes
Unemployment
Health Care

San Antonio:

Vietnam
Inflation
Unemployment
Race

Beaumont/Pt. Arthur:

Vietnam
National Defense
Bussing

El Paso:

Taxes
Environment
General Interest

Shreveport/Tomball:

Vietnam
National Defense

Abilene/Sweetwater:

Vietnam
Inflation
Taxes
Race
National Defense

Austin:

Vietnam
Environment
Race
Foreign Policy
Welfare
Bussing

Lubbock:

Drugs
Crime
Race

Waco/Temple:

Race

Amarillo:

Drugs
Taxes
Health Care

Dallas/Ft. Worth:

Bussing

Odessa/Midland:

Drugs
Taxes
National Defense
Foreign Policy
General Interest



	A		E		E		B		D	
	Minneapolis		Madison/ Rockford		Chicago/ Milwaukee		Green Bay/ Wausau Rhinelander		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	59 33	61	61 37	63	53 45	58	69 31	63	59 39
Inflation	31	52 46	37	47 53	31	45 55	31	55 45	32	49 51
Drugs	19	65 27	21	59 36	12	59 38	18	71 28	16	63 34
Crime	23	59 40	13	64 34	15	50 47	18	59 40	16	56 42
Unemployment	19	56 42	29	47 52	36	38 60	25	58 41	30	47 51
Taxes	56	37 60	36	43 55	45	39 61	43	50 48	46	42 57
Race	8	67 28	10	76 24	14	64 35	8	76 23	11	69 30
Foreign Policy	13	82 15	11	87 12	15	84 14	18	90 10	16	86 13
Environment	11	67 31	19	71 28	18	57 41	14	73 27	16	65 34
General Unrest	10	61 38	15	58 40	9	58 41	12	63 35	11	60 39
Welfare	18	49 49	16	52 45	18	47 53	15	56 43	17	50 49
Health Care	9	75 21	2	76 24	6	69 28	8	82 17	7	74 24
Nat'l Defense	17	86 12	20	86 13	12	82 17	19	88 11	16	85 14
Bussing	6	62 29	4	67 29	3	52 42	2	68 29	4	60 35

Minneapolis also includes Minneapolis/St. Paul-
La Crosse/Eau Claire-Dubuque

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Welfare

ADI SPECIAL EMPHASIS ISSUES

Minneapolis: Taxes
Crime

Madison/Rockford: Inflation
Drugs

Chicago/Milwaukee: Unemployment

