

**The original documents are located in Box 64, folder “February 15, 1972 - Attorney General - Ohio Poll Analysis” 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

February 15, 1972

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MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Ohio Poll Analysis

Enclosed is my analysis of the poll results from Ohio. Accompanying this report is the vendor's report.

ROBERT M. TEETER

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Administrative Marking

By SD NARA, Date 12/30/09



The President is currently running ahead of all three of the Democrats tested in Ohio. He leads Muskie by 5% and Humphrey and Kennedy by over 10% in the two-way races.

Wallace's presence on the ballot clearly benefits the President against Muskie increasing his margin by 3%. Against Humphrey and Kennedy, however, a Wallace candidacy decreases the President's margin by about 3%. The addition of a liberal minor-party candidate works greatly to the President's advantage, increasing his lead over Muskie to 12%.

While the President's support follows traditional Republican lines for the most part, a few significant trends are apparent - he runs well with union households, particularly against Muskie, he has large leads with ticket-splitters in all races, he gets three times as many Democrats as he loses Republicans, and he carries all of the regions of the state except the Northeast where he loses by only 2-4%.

Fifty-five percent of the Ohio electorate approve of the way the President is handling his job compared to 35% who disapprove and 10% who have no opinion. Even in the traditional Democratic Northeastern region, the President's approval is only slightly below 50%.

The President's efforts to end the war and inflation are seen as his major accomplishments and while these same issues are mentioned as his main failures, the level of mention is much lower. Specific approval of his handling of both Vietnam and the economy are both over 50%. Unemployment is also viewed as a major Nixon failure by a significant number of voters.

Awareness and knowledge of Muskie is quite low but positive, while Humphrey and Kennedy's awareness is high but their perceptions mixed. When the President is compared to Muskie and Kennedy in terms of their ability to handle a number of specific issues, he is rated as more able to handle all of the issues except unemployment where he gets more negative than positive ratings and drugs and bussing. Personally he is seen as more competent than the three Democrats, about equal to them in terms of trustworthiness and strength, but significantly less friendly or amiable.

Vietnam and the economic issues are the major concerns in Ohio with concern over the economy being about equally split between inflation and unemployment. Crime and drugs are also a concern to a large number of voters.

As expected taxes are the number one state issue, followed by unemployment, money for schools and pollution. Unemployment is of particular concern in the Cleveland and Cincinnati areas, while the environment is of particular concern in the Toledo and to a lesser degree in Cleveland.



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Ohio  
January 4-22, 1972  
797 Interviews

Governor Gilligan and the Republican legislature are both in serious trouble over the recently passed state income tax. The Governor's approval rating is only 32% with 51% disapproving and the legislature's is 20% with 33% disapproving. Both of these are down dramatically over the last several months. Both Senators Saxbe and Taft enjoy relatively high approval ratings.

As Congressman Ashbrook is from Ohio, we checked his candidacy with Ohio primary voters and found he would get 7% of the primary vote to the President's 83% at this time.

