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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

November 2, 1972

Determined to be an Administrative Marking

By SD NARA, Date 2/8/10

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MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR  
 FROM: ROBERT M. TEETER *RM*  
 SUBJECT: North Carolina

The President received 40%, Humphrey 29%, and Wallace 31% of the vote in North Carolina in 1968. The President did best in the western part of the state and poorest in the eastern tide-water area.

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Margin</u>
<u>Statewide</u>	40%	29%	31%	+11
Mecklenberg (Charlotte)	52	30	19	+22
Guilford (Greensboro)	46	30	23	+16
Forsyth (Winston-Salem)	47	30	23	+17
Wake (Raleigh)	43	31	26	+12
Buncombe (Asheville)	44	31	25	+13

All the polls show the President substantially in the lead.

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Margin</u>
Early Sept. - DeVries	67%	14%	19%	+53
10/20 - Helms	61	18	22	+43



Helms is now in the lead having been behind in early September.

	<u>Helms</u>	<u>Galifianakis</u>	<u>Undecided</u>	<u>Margin</u>
Early Sept. - DeVries	33%	35%	32%	- 2
10/20 - Helms	42	36	22	+ 6
10/25 - DeVries	42	31	27	+11

Helms' pattern of support is the same as the President but at a lower level. The President's large lead is mainly attributable to the very high numbers (53%) of Democrats who are voting for him. In the most recent survey done for Helms a significant number of Democrats stated they were voting for Helms because they were also voting for the President. The closer the relationship in the voter's mind between the President and Helms the better Helms will do.

The issues in North Carolina are similar to the rest of the South. The leading state issue is bussing. Vietnam, the economy and taxes in that order are the most important national issues.

