

The original documents are located in Box 64, folder “February 15, 1972 - Attorney General - Missouri 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

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February 15, 1972

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MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: Missouri Poll Analysis

Attached is my analysis of the campaign poll conducted in Missouri. The vendor's report is included under separate cover.

ROBERT M. TEETER

R.M.T.
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The President is trailing Muskie by 9.8%, Kennedy by 2.9% and Humphrey by 2.6% on the two-way ballots. There are a significant number of undecided voters in each of these races (12%).

On the three-way ballots, Wallace helps the President against Muskie, but hurts him against Humphrey and Kennedy. Muskie's lead drops from 10% to 8% while Humphrey's lead increases to 4% and Kennedy's to 6%. Wallace receives 12-13% depending on the particular race. A significant 11% are still undecided in this race.

The only groups which give the President a winning margin over Muskie in the two-way races are Republicans, ticket-splitters, college educated and those with \$15,000 or higher incomes. On the Nixon/Muskie/Wallace ballot, the President trails Muskie in the major metropolitan areas and outstate. The Kansas City metropolitan area is the weakest area for Nixon.

Awareness of the President's ability to handle issues ranges from 97% to 99%, compared to approximately 65% for Muskie and 85% for Kennedy. These awareness levels for Muskie and Kennedy are substantially greater than the national average.

With Muskie voters, the President is weakest on his ability to handle unemployment, drugs, bussing and general unrest. On each of these issues, the President receives a high negative response, in comparison to the ratings given to Muskie. Voters in Missouri support Wallace because of economic, "populist" issues and not for reasons of race.

Bussing does not appear to be an important issue in terms of voting in Missouri. Considering only those persons who are able to rate the candidates, both Muskie and Kennedy receive more favorable ratings on bussing than the President. The favorable rating for Muskie on bussing is 70% and Kennedy receives 69% favorable response. Nixon's rating is substantially lower at 49% favorable. This does not indicate that the President should adopt the position taken by Muskie or Kennedy, but rather that the President's current position is only being favorably received by half of the voters in Missouri.

The President's approval rating among all voters is 46%, with 42% disapproving. This is a significant decline from his rating in 1970 and is also considerably lower than the national average. The decline is particularly pronounced with ticket-splitters and voters 65 years and older. The principal reasons given for disapproval are Vietnam (16%), and the economy (15%). These reasons were especially prevalent with older voters.

The leading national issues in Missouri are Vietnam, the economy, unemployment and crime. The economy and rising prices were of more concern to higher income voters. Unemployment was mentioned twice as often by black voters. Undecided voters mentioned race relations, drugs, and moral decay slightly more often than older groups.

Unemployment is the leading state issue, especially among blacks and voters between 35 and 44 years. Education is the second most important state problem and of special concern in the Kansas City area. High taxes and crime are the next most important state issues.



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Missouri

January 5-25, 1972

800 Interviews

In the gubernatorial race, Bond would narrowly defeat either Morris or Blackwell, while King would lose by a substantial margin against these same opponents. Bond should easily defeat King in the Primary.

The approval rate for Democratic Governor Warren Hearnes is 49% with 34% disapproving. Senator Stuart Symington has an approval rate of 65% with 16% disapproving. The approval rate for Thomas Eagleton is 59% with 12% disapproving.

