

The original documents are located in Box 64, folder “April 27, 1972 - John N. Mitchell - California Telephone Poll” 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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April 27, 1972 •

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MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

FROM:

ROBERT M. TEETER *RMT*

SUBJECT:

California Telephone Poll

I have just received the results of the monthly telephone poll DMI conducts in Los Angeles and Orange County.

This poll consists of 1,000 telephone interviews with the current wave being done from approximately March 20 to April 3rd.

This data would indicate:

- 1) The President's committed vote held fairly constant from February to March and is 3.9% greater than it was in September 1971. Wallace's strength appears to be increasing.

	<u>Sept. 1971</u>	<u>Feb. 1972</u>	<u>March 1972</u>
Richard Nixon	39.6%	44.8%	43.5%
Edmund Muskie	36.5	36.7	34.9
George Wallace	7.8	6.8	9.1
Undecided	<u>16.1</u>	<u>11.7</u>	<u>12.5</u>
	100.0%	100.0%	100.0%

- 2) The President's ratings on handling the economy appears to be worsening.

	<u>Oct. 1971</u>	<u>Feb. 1972</u>	<u>March 1972</u>
Approve	62.3%	50.9%	49.5%
Disapprove	24.4	35.5	37.6
Don't know/ No opinion	13.3	13.6	12.9

Determined to be an Administrative Marking

By *SD* NARA, Date 12/3/89



3) Muskie's strength among Democrats is falling while Humphrey's and McGovern's is increasing by significant margins.

	<u>Sept.</u> <u>1971</u>	<u>Oct.</u> <u>1971</u>	<u>Nov.</u> <u>1971</u>	<u>Dec.</u> <u>1971</u>	<u>Feb.</u> <u>1972</u>	<u>March</u> <u>1972</u>
Kennedy	30%	28%	26%	24%	17%	12%
Muskie	26	33	31	29	32	25
Humphrey	10	10	14	17	21	27
McGovern	9	10	9	9	7	14

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