

The original documents are located in Box 64, folder “May 17, 1972 - John N. Mitchell - California Corey Research” 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

May 17, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR:

THE HONORABLE JOHN N. MITCHELL

FROM:

ROBERT M. TEETER *R.M.T.*

SUBJECT:

California Corey Research

Cliff Miller has obtained a copy of the Muskie research conducted among California Democrats, and he asked that we summarize the data for you. Several trends are important for our campaign:

1. Vietnam significantly increased in importance from our studies conducted in January. 44% of the Democrats name it as the leading issue compared to 35% in January. Vietnam will undoubtedly increase in importance following the President's recent actions.

2. The President receives his highest ratings on:

	<u>Percentage Rating President's Handling Good</u>
National Defense	18%
Women's Rights	17
Vietnam	15
Law and Order	15
Drugs	14
Arms Control	12
Bussing	12
Arab-Israeli Conflict	11
Education	11

The President does better on handling drugs than has been indicated in our other studies. On handling of women's rights, arms control, and the Arab-Israeli conflict, the President rates comparatively well.

Determined to be an
Administrative MarkingBy *SD* NARA, Date *12/3/09*

The issues where the President receives his poorest ratings are:

	<u>Percentage Rating President's Handling Poor</u>
Inflation	62%
Taxes	60
Unemployment	58
Price Controls	58
Wage Controls	52
Reducing Tension	52
Aerospace Employment	51
Welfare	51
Making Government Responsive	50

This study shows a significant change in the inflation rating from favorable in January to the current unfavorable April position.

3. The Democratic primary shows an even race between McGovern and Humphrey at 31% each with Wallace and Muskie trailing at 10%.

4. Humphrey is generally perceived as better able to handle more issues than McGovern. Humphrey does better on economic issues while McGovern is rated highest on Vietnam.

BC: Cliff Miller

