

The original documents are located in Box 65, folder “June 10, 1972 - John N. Mitchell - Spanish-American Bloc” 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

June 12, 1972

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MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

FROM: ROBERT M. TEETER

SUBJECT: Spanish-American Bloc

A question has been raised as to how we determined that there is a high potential for improving the Nixon vote among Spanish-Americans.

Our first wave polling found that while the President was not attracting a high percentage of Spanish-American voters, he did run somewhat better than Republicans in the past. More importantly, both his ratings on the issues and personality scales were quite favorable. If we accept the idea that switching a person's vote is the last step in a series of attitude changes, it would appear that a significant number of Spanish-American voters are well on their way to completing this attitude change.

Another recent study of Spanish-American voters in four cities shows a great variance in Nixon's rate of approval for his handling the job as President.

	<u>Los Angeles</u>	<u>San Antonio</u>	<u>Chicago</u>	<u>New York</u>
Approval	29%	42%	31%	25%
Disapproval	71	57	69	75

The above results would tend to indicate that the attitudes of Spanish-Americans toward the President are flexible.

All of our data would seem to suggest that the President has much to gain from any overtures made to this voter bloc. With the upcoming state dinner for President Escheveria, it might be an appropriate time for the President to accept an invitation to visit Mexico in the near future. In the meantime, however, we should make every effort to publicize the state dinner to Spanish-Americans, particularly in California and Texas. Also, a presidential appearance in an area of large Spanish-American population would be helpful.

Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010



Appearances will be more productive if made now before the Democrat nominee is selected. As with most groups, every voter we can get committed now is one less that will be available to McGovern once he gets the nomination.

While we did not attempt to measure anti-Mexican bias, I am confident we can make some positive overtures without alienating others who might otherwise vote for the President.

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