MEMORANDUM

MEMORANDUM FOR: THE HONORABLE WILLIAM D. RUCKELSHAUS
FROM: ROBERT N. TEETER
SUBJECT: Public Perception of the President's Ability to Handle Environment/Pollution

June 20, 1972

We have recently completed an area by area analysis of the public perception of President's ability to handle pollution problems. In doing so we have compiled a list of priority areas where the President is viewed poorly in his ability to handle this problem. Whatever publicity your government agency could produce for each geographic area would aid in improving the President's image on this issue and also would eventually help in improving the President's voting strength. Personal appearances in the priority areas by surrogate speakers would be beneficial. Van Shumway of our press section could assist you in obtaining additional publicity.

Various criteria were used in selecting the priority areas. First, we considered those areas where the President's ratings were significantly poorer than the national average. Second, we limited our list to those areas where we felt additional effort would improve the President's voting strength, giving special weight to those states with large electoral votes.

The State of California deserves special attention. In virtually all geographic regions of California the President receives poor environment/pollution ratings. It would seem appropriate for a special effort to be made in this state.

Our initial research of the President's advertising has shown that voters in large metropolitan areas do not identify with pollution problems which do not touch them on a daily basis. Promotions would be of most benefit if they related to local problems. Our national studies did show, however, that elimination of air and water pollution are the major concerns in the environmental area.

If we can be of further assistance, please call.

Determined to be an Administrative Marking

By: NARA, Date: 2/18/2016
SPECIAL AREA PRIORITIES, TO IMPROVE PERCEPTION OF THE PRESIDENT IN HANDLING POLLUTION/ENVIRONMENT

1. California
2. New York City and suburbs
3. Philadelphia Metro
4. Cleveland Metro
5. St. Louis Metro
6. Baltimore Metro
7. Mid and East Texas (Including Austin and Houston)
8. Portland Metro
9. Milwaukee Metro
10. Toledo Metro
11. Pittsburgh Metro

\[1/\] Emphasis should be in the population centers, particularly Los Angeles and San Francisco.