

The original documents are located in Box 65, folder “September 7, 1972 - David Parker - Presidential and Vice Presidential Approval Ratings” 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

September 7, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: DAVID PARKER
THROUGH: THE HONORABLE CLARK MacGREGOR
FROM: ROBERT TEETER
SUBJECT: Presidential and Vice Presidential
Approval Ratings

Attached are job approval ratings for the President and the Vice President. The letter ratings have been determined by calculating the difference between approve and disapprove responses. In other words, an "A" rating represents an area in which there is the greatest difference between approve/disapprove responses and a "D" rating is where there is the least difference.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
Administrative Marking

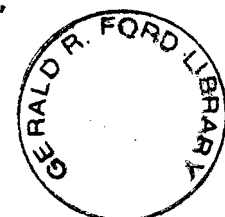
By ACG NARA, Date 2/8/2010



ALABAMA

Approval Ratings

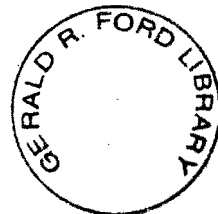
	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	A
<u>ADI</u>		
Mobile	A	A
Montgomery	A	A
Dothan	B	A
Columbus, Ga.	A	A
Huntsville	A	B
Birmingham	A	A



CALIFORNIA

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	C
<u>ADI</u>		
San Diego	C	B
Los Angeles	A	B
Santa Barbara/Marin	A	B
Salinas/Monterey	A	C
Fresno	A	B
San Francisco	D	D
Chico-Redding	D	D
Sacramento/Stockton	A	C



CONNECTICUT

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	C
<u>ADI</u>		
New York	A	B
Hartford/New Haven	A	C
Providence	A	A



ILLINOIS

Approval Ratings

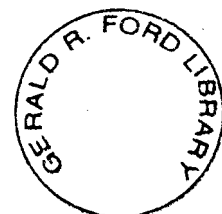
	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	C
<u>ADI</u>		
Rockford/Davenport	A	A
St. Louis	C	D
Paducah/Springfield	A	A
Chicago	B	C



MARYLAND

Approval Ratings

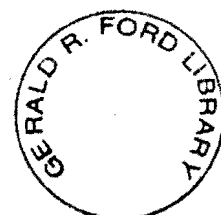
	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	A
<u>ADI</u>		
Baltimore	A	A
Salisbury	A	A
Washington, D.C.	A	A



MICHIGAN

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	D
<u>ADI</u>		
Detroit	C	D
Lansing	A	A
Flint	A	B
Grand Rapids	B	B
Traverse City	B	B
Marquette	A	B



MISSOURI

Approval Ratings

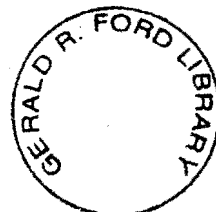
	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	C
<u>ADI</u>		
St. Louis	D	D
Paducah/Springfield	A	B
Columbia/Quincy	A	B
St. Joseph/Kansas	A	B



NEW JERSEY

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	B
<u>ADI</u>		
Philadelphia	A	B
New York	D	B



NEW YORK

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	C
<u>ADI</u>		
Buffalo	B	C
Rochester	A	A
Elmira	A	A
Syracuse	D	C
Utica	A	D
Albany/Schenectady	A	A
Watertown/Carthage	A	A
New York	B	D



OHIO

Approval Ratings

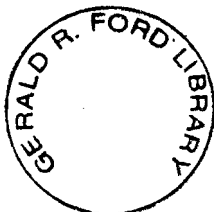
	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	B
<u>ADI</u>		
Toledo	A	A
Dayton	A	D
Cincinnati	A	A
Columbus	A	A
Cleveland	A	C
Youngstown	A	A



OREGON

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	C
<u>ADI</u>		
Bosie	A	B
Medford	A	B
Eugene	C	D
Spokane	B	D
Portland	B	B



PENNSYLVANIA

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	C
<u>ADI</u>		
Erie	A	B
Pittsburgh	A	C
Harrisburg	A	A
Philadelphia	D	D
Scranton	A	A



TEXAS

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	D
<u>ADI</u>		
Corpus Christi	D	D
Houston	B	D
Beaumont/Pt. Arthur	A	A
Shrevport/Texarkana	A	B
Austin	A	D
Waco/Tempel	B	B
Dallas/Ft. worth	A	C
Odessa/Midland	A	D
San Antonio	C	D
El Paso	A	D
Abilene/Sweetwater	C	D
Lubbock	A	A
Amarillo	A	D

NOTE: A very high proportion of the electorate in Texas did not have an opinion on the Vice President's handling of his job.



WASHINGTON

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	B	D
<u>ADI</u>		
Bellingham	A	C
Spokane	B	D
Yakima	B	D
Portland	B	C
Seattle/Tacoma	C	D



WISCONSIN

Approval Ratings

	<u>Nixon</u>	<u>Agnew</u>
Statewide	A	C
<u>ADI</u>		
Minneapolis	A	B
Madison	B	D
Chicago	C	C
Green Bay	A	B

