

The original documents are located in Box 65, folder “September 26, 1972 - John C. Whitaker - Environment Polling Data” 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 26, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. JOHN C. WHITAKER

FROM: TED J. GARRISH

SUBJECT: Environment Polling Data

As requested, the attached tables summarize our most recent data on the environment issue. This was taken from several statewide polls done in June. Environment questions were not included on our recent September polls.

The column labeled "Importance" shows the percentage of voters who mention environment as one of our top three national problems. The column labeled "Handling" shows the percentage of voters in each area which give the President positive and negative ratings on his handling of the environment issue.

In addition to the state figures shown in total, I have also broken down the state into important geographical areas. Further I have listed the data for the 18 to 24 year old voters in each state. This voter bloc gives more importance to environmental problems than does any other demographic group.

For your information I have also enclosed a similar type memorandum sent to Bill Ruckelshaus in June. It was data similar to the attachment from which we compiled the Ruckelshaus memo. If you have any further questions, please call. Bob Teeter would also be happy to discuss this matter with you further if you desire.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
Administrative Marking

By MLG NARA, Date 2/8/2010



**RATINGS ON IMPORTANCE OF ENVIRONMENT
AND THE PRESIDENT'S HANDLING
OF THE ENVIRONMENT ISSUE**

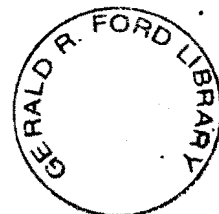
<u>California</u>	<u>IMPORTANCE</u>	<u>HANDLING</u>	
		<u>Pos.</u>	<u>Neg.</u>
Shasta/Sonoma	22%	53%	43%
Alameda	23	50	46
Sacramento	14	60	38
Monterey/Santa Barbara	18	64	33
Los Angeles	19	47	49
Orange County	30	51	48
18-24 Years	45	41	56
Total	21	51	46
 <u>Connecticut</u>			
Urban	19	56	39
Rural Northern	32	57	39
Eastern Shore	18	63	29
Suburban New York	14	61	32
18-24 Years	39	49	48
Total	18	58	36
 <u>Illinois</u>			
Chicago	15	38	61
Cook County	21	61	39
22-24 C.D.	15	60	36
Other	13	67	31
18-24 Years	26	47	53
Total	16	56	42
 <u>Maryland</u>			
Baltimore	13	64	31
Baltimore Suburbs	17	59	38
Montgomery County	29	58	41
Prince Georges Cty.	20	53	47
Other	15	64	34
18-24 Years	29	45	54
Total	17	60	37



	<u>IMPORTANCE</u>	<u>HANDLING</u>	
		<u>Pos.</u>	<u>Neg.</u>
<u>Michigan</u>			
Detroit	67	54	43
Wayne County	17	64	32
Oakland County	13	67	28
Macomb County	6	67	33
Outstate	16	66	30
18-24 Years	24	62	30
Total	13	62	38
<u>Missouri</u>			
St. Louis City	8	56	43
St. Louis Suburbs	18	60	38
Jackson County	16	65	33
Outstate	10	69	28
18-24 Years	36	53	46
Total	13	64	33
<u>New Jersey</u>			
Western	13	51	44
Inner Urban Ring	13	45	48
Suburban Ring	19	57	41
Southern	10	56	34
18-24 Years	22	40	52
Total	15	50	43
<u>New York</u>			
Suffolk/Nassau	17	51	48
Manhattan	14	36	60
Bronx/Queens/Kings	10	37	61
Westchester/Putnam	13	51	47
Ulster/Oneida	16	65	32
Erie	17	52	48
Albany/Monroe	10	61	38
18-24 Years	22	44	56
Total	14	50	48



	<u>IMPORTANCE</u>	<u>HANDLING</u>	
		<u>Pos.</u>	<u>Neg.</u>
<u>Ohio</u>			
North & East	13%	51%	44%
Northwest	19	69	29
Southwest	9	63	36
Central & Southeast	12	65	32
18-24 Years	20	55	44
Total	13	59	38
<u>Oregon</u>			
C.D. 1	12	62	29
C.D. 2	15	65	30
C.D. 3	21	62	31
C.D. 4	20	66	32
18-24 Years	40	46	51
Total	17	64	31
<u>Pennsylvania</u>			
Philadelphia	12	47	50
Philadelphia Suburbs	17	66	33
Allegheny County	26	52	46
Southwest	19	52	42
Anthracite Area	13	79	21
Other	12	67	32
18-24 Years	29	49	50
Total	15	60	38
<u>Texas</u>			
South Texas	8	54	46
Panhandle	6	65	31
West Texas	20	67	30
Houston	15	48	51
Dallas/Ft. Worth	13	59	39
Mid Texas	13	60	37
East Texas	9	69	39
18-24 Years	16	50	49
Total	12	59	39



<u>Washington</u>	<u>IMPORTANCE</u>	<u>HANDLING</u>	
		<u>Pos.</u>	<u>Neg.</u>
Seattle	15%	60%	38%
Tacoma	24	57	41
Spokane	8	73	25
18-24 Years	32	53	47
Total	17	61	36
<u>Wisconsin</u>			
Milwaukee	48	49	48
Milwaukee Suburbs	40	59	40
Racine/Kenosha/Rock/Walworth	37	62	37
Dane County	30	68	30
Other	28	71	28
18-24 Years	31	50	49
Total	16	65	34

