

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Ehrlichman Suggestion Polling Information. 2 pgs.
14	13	8/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Polls - Wave III. 1 pg.
14	13	8/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Phone call to Ellsworth. 1 pg.
14	13	8/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Thank you Letters and Certificates for the campaign. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ray Price RE: Thank You Letters. 1 pg.
14	13	8/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign use of Mamie and Utica Films. 1 pg.
14	13		<input checked="" type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: T.V. Rating Comparison of Democrat and Republican Conventions. 2 pgs.
14	13	8/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Polls - Wave III. 1 pg.
14	13	8/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: McGovern/Shriver -- Press Reaction to Trips August 24. 5 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/23/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Demonstrations - RNC Convention. 3 pgs.
14	13	8/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: New York Financial Community for president Nixon. 1 pg.
14	13	8/18/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Opinion. 1 pg.
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Survey. 4 pgs.
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Surveys. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/14/1972	<input type="checkbox"/>	Campaign	Other Document	Phone Conversation between Gordon Strachan and John Davies regarding campaign. 3 pgs.
14	13	7/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Larry Higby To: Gordon Strachan RE: Gallup Index -- June '72. One page of handwritten notes attached. 2 pgs.
14	13	8/17/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Spock - California Ballot. 1 pg.
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Polls - Wave II Teeter Analyses. 3 pgs.
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: H.R. Haldeman RE: Vietnam/Amnesty/National Defense. 4 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: H.R. Haldeman RE: Abortion Memo. 2 pgs.
14	13	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Teeter's Abortion Memo. 1 pg.
14	13	8/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: H.R. Haldeman RE: Abortion. 2 pgs.
14	13	8/15/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: Roy Goodearle RE: Vice President'a Appearance. 3 pgs.
14	13	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: Gordon Strachan RE: Issue and Appearance Data from Second Wave Polling. 36 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	13	8/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: Clark MacGregor RE: Wave III Schedule. 2 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

Folder: Strachan HRH only Chron August 1972 Part II

<u>Document</u>	<u>Disposition</u>
53	Return Private/Political Memo Strachan to HRH 8/30/72
54	Retain Open
55	Return Private/Political Memo Strachan to HRH 8/29/72
56	Return Private/Political Memo Strachan to HRH 8/28/72
57	Return Private/Political Memo Strachan to HRH 8/28/72
58	Return Private/Political Memo Strachan/Snyder to HRH N.D.
59	Return Private/Political Memo Strachan to HRH 8/26/72
60	Return Private/Political Memo Strachan to HRH 8/24/72
61	Retain Open
62	Return Private/Political Memo Strachan to HRH 8/23/72
63	Return Private/Political Memo Strachan to HRH 8/22/72
64	Return Private/Political Memo Strachan to HRH 8/18/72
65	Return Private/Political Memo Strachan to HRH 8/17/72
66	Retain Open
67	Return Private/Political Memo Strachan to HRH 8/15/72
68	Return Private/Political Memo Strachan to HRH 8/15/72
69	Return Private/Political Memo Price to HRH 8/15/72
70	Retain Close Invasion of Privacy Memo Strachan to HRH 8/11/72
71	Return Private/Political Memo Strachan to HRH 8/11/72
72	Retain Open
73	Retain Open
74	Return Private/Political Handwritten notes "Line-drawl + distrib" M.D.

August 30, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Ehrlichman Suggestion
re: Polling Information

John Ehrlichman has suggested that "comprehensive and current polling results" be available on the plane as the President travels to various states this fall. He suggests either you have it on board or that Roy Morey obtain it from Teeter to be submitted to John Ehrlichman.

The current compilation of Wave I and Wave II campaign polls for all states and the national survey is in the two three ring binders you have in your office. These books could be carried as part of the regular campaign plane materials. An alternative would be to send with you only the 10 page summary of each state poll where the President will visit.

The state books will be updated with the Wave III materials on September 20. The state summaries will include all Wave I, II and III material so that trends since January 1972 can be noted.

When the Wave IV, "rolling wave," constant telephone polling system is established for the last six weeks of the campaign, the results will be given to you immediately, either by telephone to Higby or by dex. The timing of this information is crucial as advertising allocation decisions will have to be made quickly.

I would recommend against submitting "comprehensive and current polling results" other than Teeter, Gallup and Harris to the plane. Many newspaper

and candidate polls must be checked as to reliability of pollster, size of sample and interviewing method before deserving careful consideration.

As to the suggestion that Roy Morey work directly with Teetr, then analyze the material, then submit it to Ehrlichman, I believe the additional layer and resultant time delay would not be productive. You will have all the facts available and can review them personally with Ehrlichman as appropriate for interpretation.

Also, ORC will probably be doing private polls directly for you from time to time. For Ehrlichman to have the "comprehensive and current polling results" he should receive all of the ORC results. This would necessitate my reviewing with Morey our past polling practices and results so that the benefit of constant questions and trend would not be lost.

To change the current polling system to one reporting to Ehrlichman through Roy Morey for the next 69 days runs a high risk of slippage and poor performance.

GS:car

August 29, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Polls - Wave III

On August 20 you approved the schedule for the Campaign Polls -- Wave III suggested by Tector. He has now submitted the suggested questionnaires and list of states for your approval. MacGregor is not taking an active role in the evaluation of the questions and states so Tector is relying on you for direction.

Tector seeks approval on the questionnaires by Wednesday, August 30. The vendors would go in the field September 5 and the preliminary report would be available September 15. The national survey and all the state surveys would be in field personal interviews as distinguished from a telephone survey. The total cost of Wave III as proposed by Tector is \$200,000 -- \$40,000 under his 1701 budget. To add a state for a personal interview survey would cost approximately \$14-15,000, depending on the state and number of interviews required.

As to the substantive questions, Tector has included the detailed amnesty question (#15) at Ehrlichman's request. Ehrlichman recommended against measuring a mere change in the public's attitude about amnesty by using the Wave II question. The questions (#12-17) on inflation and taxes are included because of requests by Ehrlichman's staff (Engman and Morey). The questions on the Watergate incident (#25-27) are suggested by Tector.

Extra copies of the suggested questionnaire are attached should you want to discuss it with Ehrlichman and others in California. Since it is currently scheduled to be the last personal interview survey of the campaign, you may want to have it staffed thoroughly.

GS:jb:GS:LH:kb

THE WHITE HOUSE
WASHINGTON

Date: August 28, 1972

TO: LARRY HIGBY

FROM: GORDON STRACHAN

You mentioned in Florida that Bob would make this call to Ellsworth. Jeb will meet with him Wednesday morning before Ellsworth leaves the country for a few days.

Jeb urges that Bob make the call today or tomorrow to establish the project with Ellsworth before Jeb meets with him.

ADMINISTRATIVELY CONFIDENTIAL

August 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Thank You Letters and
Certificates for the Campaign

On Saturday, August 26, Ray Price and I discussed the request for thank you letters described in the August 25 memorandum attached. He asked that copies be forwarded to Roland Elliott and Lee Huebner, who is taking Gergen's place for one week. Huebner will do the staff work and Elliott will supervise the drafting.

The celebrities list prepared by Ray Caldiero has been delivered to Ray Price in California. Copies will be used here in Washington by Roland Elliott and Lee Huebner to prepare the appropriate letters as quickly as possible.

Discussion with Ray Price on Saturday, August 25 regarding the Presidential certificate to be sent to participants at the Convention resulted in the delegation of the project to Lee Huebner. He met this morning with Sandy Fox's office (Bill Gemell) to review the language. Only the name of the individual will be hand lettered to assure quick production. A mockup will be sent to you for approval, hopefully on the August 29 courier.

Magruder, Chapin, Malek, Moore, and Riets have been asked for suggested lists of recipients. Bill Timmons is unavailable until September 5, but Stan Anderson is compiling lists from Jon Foust and Bill Henkel and will review the final proposed GS/jb list on Wednesday, August 30.

ADMINISTRATIVELY CONFIDENTIAL

August 25, 1972

MEMORANDUM FOR:

RAY PRICE

FROM:

GORDON STRACHAN

The President wants to send letters to all of the seconders at the Convention; also other individuals at the Convention who played a key role. Would you talk with Dick Moore, who will be in California, to develop a list of those who should receive these letters as well as notations from Dick regarding their role so that the letters can be appropriately worded.

In addition, the President wants to send a "Presidential watch" to the seconders and Rockefeller with the note from the President. Steve Bull can acquire the "Presidential watches" for you.

Would you advise me of the status of this project on Monday, August 28?

You should also know that the President will be sending letters to all of the celebrities who attended the Convention and supported him. Ray Caldiero over at 1701 with Jeb Magruder is preparing a list of participation.

cc: Dave Gergen
Steve Bull

GS/jb
FU - 8/28

ADMINISTRATIVELY CONFIDENTIAL

August 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Use of Mamie
and Utica Films

Discussion with Peter Dailey on Friday, August 24 disclosed that he and his advertising people had not seen the Mamie videotape used Monday afternoon at the Convention. A copy has been obtained by Mark Goode and Dailey, Joanou, and Taylor will review it on Wednesday, August 30 and submit a recommendation.

Similarly, Mark Goode is obtaining the regular film crew coverage of Utica for possible editing and use for the campaign. When the processing of the film has been completed and Dailey, Joanou and Taylor have reviewed them this week, they will submit a proposal.

GS/jb

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDEN STRAEHAN
AL SNYDER

SUBJECT:

T.V. Rating Comparison of
Democrat and Republican
Conventions

The attached pages compare the T.V. Ratings of the Democrat and Republican Convention. All obtainable information is presented.

There are three pages for each session. The first contains the New York Overnights by the quarter-hour segments for the three networks and independent stations with the Democrats on the top half and Republicans on the bottom half of the page. The second contains the Los Angeles Overnights by half-hour segments with the same format. The New York Overnights are only available in quarter-hour segments, and the Los Angeles Overnights are only available in half-hour segments. The third page is the national projection from a seventy city summary. It shows the average rating for each network during common coverage. National projections are not available on a half-hour or quarter-hour basis.

The pages include all the information on New York and Los Angeles Overnights for the Democrats, and the New York Overnights for the Republicans. The Los Angeles Overnights for the Republicans will be available by 10 a.m. PDT on Monday. Also included are the national projections for the Republican Convention. The Los Angeles Overnights for the Republican Convention will be obtained from a Metromedia Vice President in Los Angeles hopefully at 10 a.m. PDT. Similarly the national projections for the Democrats Convention will be obtained from ABC in New York, hopefully at 10 a.m. PDT. These figures will be added to the attached pages.

The actual Nielsen ratings should be available the week of August 28 - September 1. They will be available in

The actual Nielsen ratings should be available the week of August 28 through September 1. They will be available in quarter-hour and half hour segments, but the average will be very close to the attached 70 city National projections.

The time and rating of three other major Presidential addresses were:

Southeast Asia Address: Monday, May 8, 1972, 9-9:17 p.m.
EDT 53.7

State of Union Address: Thursday, January 20, 1972, 12:30-
1:05 p.m. EDT 24.8

Wage - Price Freeze: Sunday August 15, 1971, 9-9:20 p.m.
EDT 40.2

August 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Polls - Wave III

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Extra copies of the suggested questionnaire are attached should you want to discuss it with Ehrlichman and others in California. Since it is currently scheduled to be the last personal interview survey of the campaign, you may want to have it staffed thoroughly.

ADMINISTRATIVELY CONFIDENTIAL

August 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

McGovern/Shriver -- Press
Reaction to Trips August 24

McGovern

The Parker Schedule of McGovern lists three events --
1) St. Paul Labor Reception; 2) address American Federation
of Teachers; and 3) address to VFW. Excerpts from the wires
include the following:

VFW -- AP

In contrast to the polite reception the American Legion gave
McGovern in Chicago Wednesday, the VFW greeted practically
all the Senator had to say with stony silence.

The 1,500 or so VFW delegates appeared stunned when cheering,
applause and whistles broke out in the spectators' gallery
as McGovern entered the Minneapolis auditorium.

Several hundred spectators were obviously McGovern supporters
who turned out to blunt whatever demonstration against
McGovern might have occurred from the Veterans, whose conven-
tion so far this week has been directed largely at denunciation
of those opposed to the Vietnam War.

There also was no response when he said that America is the
greatest nation in the world and "I would gladly give my life
for this country."

UPI -- none as of 5:45 EST

AFT -- AP

St. Paul, Minn. -- Sen. George McGovern today received cheers and applause, a \$250,000 campaign pledge and the first endorsement of a Presidential candidate by the American Teachers Federation in its 56-year history.

Several times during his talk to the AFT, of which he is a member, the Democratic Presidential candidate was halted by applause. Twice delegates gave him standing ovations lasting nearly a minute.

Endorsement of the South Dakota Senator came shortly after he left the Convention Hall in St. Paul to address the National Convention in Minneapolis of the Veterans of Foreign Wars, where he got a frosty reception.

Delegates at the Convention of the 300,000-member teacher organization rose to their feet to applaud McGovern when he said teachers should have the right to strike without facing a threat of jail.

He received another standing ovation when he said, "Teachers and other school employees must be guaranteed the right to strike."

AFT -- UPI

McGovern received a ringing endorsement from Sen. Hubert H. Humphrey, who told a reception for members of the American Federation of Teachers and union leaders at St. Paul, "Quit listening to all this doom and gloom stuff" and join in McGovern's campaign for the Presidency.

"The only thing that can defeat us is ourselves," Humphrey said. Acknowledging "We've had some disagreements" in the primary campaign, Humphrey, who lost the Democratic Presidential nomination to McGovern, said the important thing was to retire Nixon.

"To put it frankly, he's not your friend," Humphrey said.

McGovern said the central issue in the campaign was which sort of man the American people want to lead them: "An Administration that serves the forces of privilege and greed, or one which is in the best interests of the ordinary people of this country."

Miscellaneous -- Chicago/Minneapolis

UPI

While he was in Chicago, McGovern met with Mayor Richard Daley and at a news conference afterwards the Mayor again gave his grudging support to the Democratic nominee.

Later, when he arrived in Minneapolis, a crowd of several hundred -- including several who interrupted his talk shouting "What about Gay rights?" -- greeted him. He told them the GOP Convention was "The most manipulated, public relations oriented convention in the history of the country."

"... only the converted and gullible could believe the words we heard from Miami this week," he said in remarks prepared for the teachers convention.

Shriver

The Parker Schedule for Shriver shows three events -- 1) Cincinnati Executive Board, International Molders, AFL-CIO Press Conference; 2) Pittsburgh-Levenson Steel Co.; and 3) County Democratic Picnic. The wires include the following excerpts:

UPI - Cincinnati

Sargent Shriver characterized Presidential aide Henry Kissinger yesterday as a "Superman and Mighty Mouse all in one" who is frantically trying to end the Vietnam War before the November election.

Shriver, addressing a crowd of several thousand enthusiastic supporters in a brief rally at Fountain Square here, also attacked the Nixon Administration's economic record as the worst since the time of Herbert Hoover. Last night he attended a reception of local Democrats.

The Executive Board of the 80,000 member International Molders and Allied Workers Union voted today to endorse Democratic Presidential nominee George McGovern because "He has consistently championed the cause of the Union members."

Shriver (cont)

AP -- Cincinnati

Democratic Vice Presidential candidate Sargent Shriver today received the endorsement of a 75,000-member AFL-CIO union and called President Nixon the world's "No. 1 Warmaker."

Declaring he and George McGovern probably would be defeated in a landslide if the election were held now, Democratic Vice Presidential nominee Sargent Shriver has received little encouragement from two Deep South governors.

Ending the southern half of his second campaign trip with an Atlanta rally and a chat with farmers, Shriver headed into Ohio and the industrial North, where he again attacked President Nixon's Vietnam policies.

Democratic Vice Presidential candidate Sargent Shriver today received the endorsement of a 75,000-member AFL-CIO union and called President Nixon the world's "No. 1 Warmaker."

Miscellaneous

AP

A California Poll released today gives President Nixon an 8 per cent lead over Senator George McGovern in the fight for California's 45 electoral votes.

In the poll of 1,032 adults selected at random, Nixon captured virtually 9 out of 10 Republican votes and 25 per cent of the Democratic votes.

Pollster Mervin D. Field said Nixon's lead was particularly significant since Democratic registration in the state is at an all-time high -- 5.1 million -- and the Democratic registration plurality over Republicans is also at an all-time high -- 1.7 million. Another factor in Nixon's lead, Field said, was his strength among newly enfranchised 18-20 year-olds and among 21-24 year-olds who were too young to vote in 1968.

AP --

A newly formed national security committee for Sen. George McGovern has criticized Republican charges that the Democratic presidential candidate's plan to cut military spending is isolationistic and dangerous for America.

"A defense budget of \$50 billion to \$60 billion is anything but an isolationist budget," the committee co-chairman, former Asst. Secretary of Defense Paul C. Warnke, said Wednesday.

The CBS radio news at 5 p.m. EST opened with a voice tape of the President at Utica and a reference to the Chicago stop. The reporter noted the President was going on to San Diego on this first campaign swing.

After an ad, the announcer noted that Vice President Agnew had said that he was going to wipe away the old image and speak only of positive issues.

The announcer then noted that there was little reaction to McGovern by the FFW though the AFT was very friendly. The "ringing endorsement" from Humphrey followed.

The reporter noted the Shriver press conference quote that the President was the No. 1 Warmaker and that Shriver had received the endorsement of the Molders Union.

ADMINISTRATIVELY CONFIDENTIAL

August 23, 1972
4:15 pm

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Demonstrations - RNC Convention

The best available information from John Dean regarding demonstrators' activities tonight includes:

- 1) 2,000-2,500 are currently massed in Flamingo Park; total available demonstrators 3,000;
- 2) Demonstrators' reconnaissance teams (2-10) are surveying Convention Center and access routes;
- 3) The demonstrators' plan (subject to quick revision) is to concentrate on key intersections and to try to block entrances;
- 4) Some "trashing" by Attica Brigade and Zippies is expected;
- 5) There are "plenty of police" in area and the cooperation with local officials is now very good;
- 6) The local Judge upheld the order directing police to "enforce the law" (i.e. arrests will be made as needed);
- 7) Total arrests until 4 p.m. is 230; with \$250 bond imposed;
- 8) Washington Avenue has been conceded to the demonstrators. They would have to move against that fence to get within the Convention perimeter;
- 9) Maridian Avenue (rear access to the Convention) will be lined with buses from 17th to Dade. This should prevent demonstrators from delaying vehicular access to the Center;
- 10) Rain is expected.

Fred Fielding will be on the scene at the Octagon. Dean and Wilson will be at Security Command Post at the Doral. Fielding and Dean will be on Sierra.

Diagram attached.

Dade

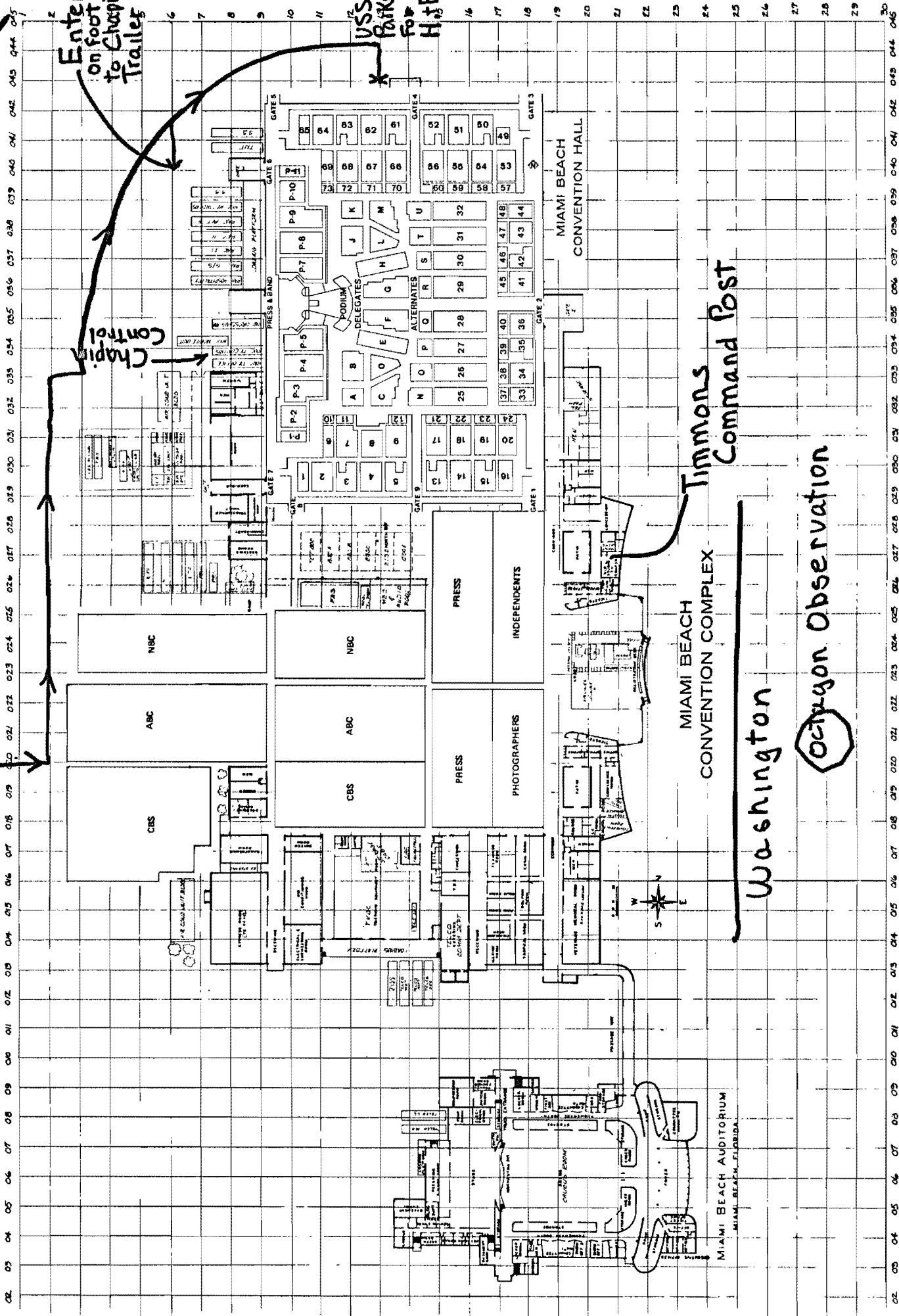
Meridian

Car Enter
Exit
Red VIP
Pass

Enter
on foot
to Chapin
Trailer

Chapin
Control

VSSS
Parking
for
HITE



Timmons
Command Post

MIAMI BEACH
CONVENTION COMPLEX

Washington

Octagon Observation

MIAMI BEACH AUDITORIUM
MIAMI BEACH, FLORIDA

ADMINISTRATIVELY CONFIDENTIAL

August 22, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

New York Financial Community
for President Nixon

Magruder reviewed your suggestions on Bob Ellsworth's New York Financial Community memorandum with Peter Flanigan and then Bob Ellsworth - pursuant to your request. Flanigan concurred with your views. In discussion with Ellsworth, Magruder learned that Bob Ellsworth is most anxious to have you call him personally to ask him to undertake this project. Apparently, there is some 1968 background explaining the request that you talk with Ellsworth personally. A Talking Paper based on the Ellsworth revisions of the memorandum is attached.

GS/jb

August 18, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : GORDON STRACHAN

The most recent Gallup Opinion Index is attached. Davies, at Gallup, thought you might be interested in the comparison of the Democrats platform and the rank and file views. You have seen some of the Gallup referendum material on page 6 - 9 which shows only Democratic views.

The selection of the Vice President candidate should be made by the voters (63%) instead of the current process (31%) according to a pre-Eagleton poll (Apr 28 - May 1) reported on page 10.

Gallup asked "In your opinion, which is most responsible for inflation - government, business or labor?" On page 11 the demographics are reported which show that 39% blame the Government, 20% blame Business, and 29% blame Labor, while 14% had no opinion on the polling dates Apr 21 - 24, 1972. Bob Teeter's Wave II asked a similar question - "Do you think business, labor unions, the President, Congress or the consumer is most responsible for rising prices and inflation?" The results were:

	<u>Bus</u>	<u>Un</u>	<u>P</u>	<u>Cong</u>	<u>Consum</u>
T - Jun 16-26 (National)	26	37	8	9	17

The Nixon-McGovern demographic material on page 4 will be included in the Gallup materials mentioned in (3) above.

The usual Demographic Comparison of the President's popularity is included.

GS:LH:pm

THE WHITE HOUSE

WASHINGTON

August 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Gallup Surveys

Discussion with John Davies today disclosed several interesting matters:

1) The Gallup Release on Friday, August 18, will be on the "confidence the voters have in the two major parties to deal with the key bread and butter issues of peace and prosperity." Gallup has "found that the Republican Party has closed the gap on both issues and, as a matter of fact, now holds a rather wide lead over the Democrats on the Party better able to keep the country out of war." The Republicans have "drawn even with the Democrats on the issue of prosperity - an issue that the Democrats have sort of dominated over the years." Davies says "this just lends additional evidence to the fact that the Republicans are in a very good position at this point in time in the campaign." Davies would not give me exact figures because "they can change." The last September, 1971 Gallup Release on the confidence of voters on Republicans and Democrats handling of peace and prosperity is attached at Tab A.

2) The Gallup Release for Sunday, August 20 will be the new trial heat figures from the poll conducted August 4-6. However, Davies gave me the usual line about "preliminary figures, unweighted data, etc;" but he did say "it looks as though the lead (G - Jul 14-17: 56 - 37 - 7) has held up, but to what extent, I don't know. It could be even greater - that's why I don't want to mention anything." He hopes to be able to give me the results on Friday, August 18 in spite of the Gallup Organization rule about not talking to either candidate's staff.

PARTY BEST FOR PEACE

Question: "Which political party do you think would be more likely to keep the U.S. out of World War III -- the Republican party or the Democratic party?"

	AUGUST 27 - 30, 1971				MID-JULY, 1971			
	Republican	Democratic	No	No	Republican	Democratic	No	No
	%	%	Difference	Opinion	%	%	%	%
NATIONAL	24	29	34	13	28	28	32	12
SEX								
Male	27	27	36	10				
Female	22	29	33	16				
RACE								
White	26	26	35	13				
Non-white	4	52	26	18				
EDUCATION								
College	30	24	36	10				
High School	22	31	33	14				
Grade School	22	30	32	16				
OCCUPATION								
Prof. & Bus.	28	23	36	13				
White Collar	32	29	28	11				
Farmers	30	40	24	6				
Manual	18	34	35	13				
AGE								
18 - 20 years	16	39	32	13				
21 - 29 years	26	30	34	10				
30 - 49 years	22	31	33	14				
50 & over	26	25	35	14				
RELIGION								
Protestant	28	27	33	12				
Catholic	19	32	33	16				
Jewish	X	X	X	X				
POLITICS								
Republican	59	6	27	8				
Democrat	9	51	29	11				
Independent	20	17	46	17				
REGION								
East	23	31	31	15				
Midwest	28	28	33	11				
South	23	30	32	15				
West	21	22	44	13				
INCOME								
\$15,000 & over	27	28	31	14				
\$10,000 - \$14,999	27	26	37	10				
\$ 7,000 - \$ 9,999	23	30	37	10				
\$ 5,000 - \$ 6,999	26	30	29	15				
\$ 3,000 - \$ 4,999	23	28	36	13				
Under \$3,000	17	33	32	18				
COMMUNITY SIZE								
1,000,000 & over	17	36	35	12				
500,000 - 999,999	27	27	33	13				
50,000 - 499,999	22	27	37	14				
2,500 - 49,999	26	24	35	15				
Under 2,500, Rural	28	28	32	12				

PARTY BEST FOR PROSPERITY

Question: "Looking ahead for the next few years, which political party -- the Republican or the Democratic -- do you think will do the better job of keeping the country prosperous?"

	AUGUST 27 - 30, 1971				MID-JULY, 1971			
	Republican	Democratic	No Difference	No Opinion	Republican	Democratic	No Difference	No Opinion
	%	%	%	%	%	%	%	%
NATIONAL	21	45	23	11	23	46	21	10
SEX								
Male	23	48	21	8				
Female	18	44	24	14				
RACE								
White	23	42	24	11				
Non-white	4	72	12	12				
EDUCATION								
College	28	38	24	10				
High School	19	47	22	12				
Grade School	17	50	22	11				
OCCUPATION								
Prof. & Bus.	28	40	22	10				
White Collar	29	44	19	8				
Farmers	18	53	16	13				
Manual	13	54	22	11				
AGE								
18 - 20 years	20	44	21	15				
21 - 29 years	20	47	22	11				
30 - 49 years	20	48	21	11				
50 & over	21	44	24	11				
RELIGION								
Protestant	23	42	24	11				
Catholic	17	51	19	13				
Jewish	X	X	X	X				
POLITICS								
Republican	60	9	21	10				
Democrat	4	74	14	8				
Independent	15	35	35	15				
REGION								
East	20	47	22	11				
Midwest	25	46	20	9				
South	18	48	21	13				
West	20	37	30	13				
INCOME								
\$15,000 & over	30	43	16	11				
\$10,000 - \$14,999	25	40	26	9				
\$ 7,000 - \$ 9,999	17	54	21	8				
\$ 5,000 - \$ 6,999	19	47	20	14				
\$ 3,000 - \$ 4,999	21	44	25	10				
Under \$3,000	10	47	27	16				
COMMUNITY SIZE								
1,000,000 & over	15	51	21	13				
500,000 - 999,999	28	41	22	9				
50,000 - 499,999	22	45	23	10				
2,500 - 49,999	20	43	23	14				
Under 2,500, Rural	21	45	23	11				

Pat

3) The detailed demographic comparison of Gallup Trial Heats between the President and McGovern from both released and previously private materials is being prepared by Davies' office but is not yet available.

Ret. at

The most recent Gallup Opinion Index is attached, ~~at Tab B~~. Davies thought you might be interested in the comparison of the Democrats platform and the rank and file views. You have seen some of the Gallup referendum material on page 6 - 9 which shows only Democratic views.

The selection of the Vice President candidate should be made by the voters (63%) instead of the current process (31%) according to a pre-Eagleton poll (Apr 28 - May 1) reported on page 10.

Gallup asked "In your opinion, which is most responsible for inflation - government, business or labor?" On page 11 the demographics are reported which show that 39% blame the Government, 20% blame Business, and 29% blame Labor, while 14% had no opinion on the polling dates Apr 21 - 24, 1972. Bob Teeter's Wave II asked a similar question - "Do you think business, labor unions, the President, Congress or the consumer is most responsible for rising prices and inflation." The results were:

	Bus	Uns	P	Cong	Consum
T - Jun 16-26	26	37	8	9	17
(National)					

The Nixon-McGovern demographic material on page 4 will be included in the Gallup materials mentioned in (3) above.

The usual Demographic Comparison of the President's popularity is included.

Do this material new to H.

August 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

Discussion with John Davies today disclosed several interesting matters:

1) The Gallup Release on Friday, August 18, will be on the "confidence the voters have in the two major parties to deal with the key bread and butter issues of peace and prosperity." Gallup has "found that the Republican Party has closed the gap on both issues and, as a matter of fact, now holds a rather wide lead over the Democrats on the Party better able to keep the country out of war." The Republicans have "drawn even with the Democrats on the issue of prosperity - an issue that the Democrats have sort of dominated over the years." Davies says "this just lends additional evidence to the fact that the Republicans are in a very good position at this point in time in the campaign." Davies would not give me exact figures because "they can change." The last September 1971 Gallup Release on the confidence of voters on Republicans and Democrats handling of peace and prosperity is attached at Tab A.

2) The Gallup Release for Sunday, August 20 will be the new trial heat figures from the poll conducted August 4-6. However, Davies gave me the usual line about "preliminary figures, unweighted data, etc;" but he did say "it looks as though the lead (G - Jul 14-17: 56 - 37 - 7) has held up, but to what extent, I don't know. It could be even greater - that's why I don't want to mention anything." He hopes to be able to give me the results on Friday, August 18 in spite of the Gallup Organization rule about not talking to either candidate's staff.

3) The detailed demographic comparison of Gallup Trial Heats between the President and McGovern from both released and previously private materials is being prepared by Davies' office but is not yet available.

4) The most recent Gallup Opinion Index is attached at Tab B. Davies thought you might be interested in the comparison of the Democrats platform and the rank and file views. You have seen some of the Gallup referendum material on page 6 - 9 which shows only Democratic views.

The selection of the Vice President candidate should be made by the voters (63%) instead of the current process (31%) according to a pre-Eagleton poll (Apr 28 - May 1) reported on page 10.

Gallup asked "In your opinion, which is most responsible for inflation - government, business or labor?" On page 11 the demographics are reported which show that 39% blame the Government, 20% blame Business, and 29% blame Labor, while 14% had no opinion on the polling dates Apr 21 - 24, 1972. Bob Teeter's Wave II asked a similar question - "Do you think business, labor unions, the President, Congress or the consumer is most responsible for rising prices and inflation."

The results were:

	Bus	Uns	P	Cong	Consum
T - Jun 16-26	26	37	8	9	17
(National)					

The Nixon-McGovern demographic material on page 4 will be included in the Gallup materials mentioned in (3) above.

The usual Demographic Comparison of the President's popularity is included.

GS:car

PHONE CONVERSATION WITH JOHN DAVIES -- Monday, August 14, 1972

G - Hi, John, how are you?

D - Hi, Gordon, how are you? Sorry ...

G - Oh, no problem at all. Do you have any results from that August 4-6 one yet?

D - Yes, we have some preliminary data that I can give you.

G - Oh, great.

D - Incidentally, thank you very much for that package. That was great. Great stuff.

G - Hope it wasn't too bulky there.

D - No, just terrific. Some of those things are magnificent.

G - But that is everything, so just feel free to throw away what you don't want to use.

D - Oh, I'll keep every bit of it. No, that's just the kind of stuff that -- of course we're heavy on campaign buttons here. But that material makes those posters and everything we're going to frame alot of those things. They're great.

G - Good. I'll keep all the rest of the stuff for you.

D - Oh, terrific. Now getting back to some of the things I have here.

I can't give you any information yet on the trial heat because we're still waiting for a full sample and I'd rather not give you unweighted data. It's - the change is so much that it looks as though the lead has held up, but to what extent I don't know.

G - OK.

D - It could be even greater - that's why I don't want to mention anything.

G - Yeah. OK.

D- I'll probably know better tomorrow.

G - All right. When do you expect to release it?

D - Uh, hopefully, Sunday.

G - OK.

D - Now, the story for the Thursday, no, Friday it is. For Friday will be the confidence the voters have in the two major parties to deal with the key bread and butter issues of peace and prosperity which of course is your campaign slogan this year. We've found that the Republican Party has closed the gap on both issues and as a matter of fact now holds a rather wide lead over the Democrats on the you know the Party better able to keep the country out of war.

G - Hey, that's interesting.

D - And drawn even with the Democrats on the issue of prosperity you know an issue that the Democrats have sort of dominated over the years. And this just lends additional evidence to the fact that the Republicans are in a very good position at this point in time in the campaign.

G - Gee, that's amazing. If we can only hold it.

D - Uh, once again, I shy away from giving you figures on that because those will change too, but I think that's basically all I can give you at this point.

G - OK. Well would it be convenient for me to call you tomorrow. I don't want to bug you on it.

D - At about 11 a.m. might be good.

G - OK. I'll call you then.

D - I'll be leaving around 12:30 for the day.

G - OK. I'll call you then.

D - OK, Gordon.

G - How are things?

D - Excellent.

G - Are you going to be going down to the Convention?

D - No, I don't think so. I'd like to but too many other things
in the way.

G - Understand.

D - There's a golf tournament on Sunday.

G - OK - that's great news, John.

D - OK, Gordon.

G - Talk to you tomorrow around 11.

D - Righto.

G - Thank you.

D - Bye.

G - Bye.

THE WHITE HOUSE

WASHINGTON

July 13, 1972

J-
Give me
this w/
next
Gallup
Opinion
Index

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY L
SUBJECT: Gallup Index -- June '72

Your note on the Gallup Index -- June '72 you sent to Haldeman read as follows: "In addition to the Presidential popularity in demographic appearance in this Gallup Opinion Index is demographics on Trial Heats as well as image information on McGovern, Humphrey, and Wallace."

Rather than just giving a brief summary, you should indicate:

1. The information;
2. What is in here that we've not seen before;
3. Any significant trends indicated.

The brief note could be done by anyone. The information put together as outlined above would be staffing it.

Ag 4-6

No info yet on Trl Heat
- unweighte
head has held up, could be
Hopefully up

Fri Release - confid that
voters have Peace +
Pros

Rep party closed gap
+ holds

- even on prosperity
- ahead on Peace.

ADMINISTRATIVELY CONFIDENTIAL

August 17, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Spock - California Ballot

A check with the California Secretary of State indicates four parties have qualified for ballot position -- Democrat, Republican, Peace and Freedom, and the American Independent Party. Only McGovern at this time is "certified" as the nominee of his Party. The Peace and Freedom Party will hold its state convention on August 26 and is expected to "certify" Spock and Hobson as its candidates. Although Spock was nominated by the Peoples Party nationally, his efforts assured ballot position for the Peace and Freedom Party in California. The Peace and Freedom Party is the California offshoot of the National Peoples Party.

The American Independent Party will hold its state convention on August 26 and is expected to "certify" Schmitz and Anderson.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

August 15, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Polls - Wave II
Teeter Analyses

Bob Teeter has submitted the last requested memorandum on the Wave II results. The subject is Vietnam, Amnesty, and National Defense (attached at Tab A). In response to your questions on the August 11 Abortion memorandum, Teeter submitted the material attached at Tab B.

You approved sending the state by state issue information to the Vice President on August 14. Teeter has also prepared the materials you requested showing the Vice President "his relative strength in various areas". This material is attached at Tab C. The question is whether this material is acceptable as presented to forward to the Vice President.

Recommendations:

 Yes, send Teeter material to Vice President.

 No, Teeter prepare less detailed material.

 Other.

Bob Teeter has also prepared materials for Dave Parker showing the President's and Vice President's approval

ratings by region. This information is attached at Tab C. The question is whether these "specific figures" should be released to Chapin/Parker.

Recommendation:

_____ Yes, forward to Parker.

_____ No, have Teeter revise material to delete "specific figures".

_____ Other.

Teeter has submitted the memorandum attached at Tab D requesting authority to conduct Wave III, the post-Convention brief questionnaire, trial heat poll in Key States, on September 6-9. The results would be available September 16. Questionnaire approval and the selection of the exact list of states would be made on August 28.

Recommendation:

That Teeter's suggested schedule for Wave III be approved.

Approve _____ Disapprove _____ Comments _____

Finally, Teeter wonders whether you want to discuss the Wave II information with him. He is available at your convenience though he had planned on going to California on Thursday, August 17 to brief Nofsiger on the Wave II results in California. The discussion would last no more than one hour.

Recommendation:

_____ Schedule Teeter to brief Haldeman on Friday, August 18.

_____ Re-schedule Teeter discussion.

_____ No need for Teeter discussion of Wave II at this time.

_____ Other.

GS/jb

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 15, 1972

CONFIDENTIAL/EYES ONLY

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Empire NARS, Date 1-14-82

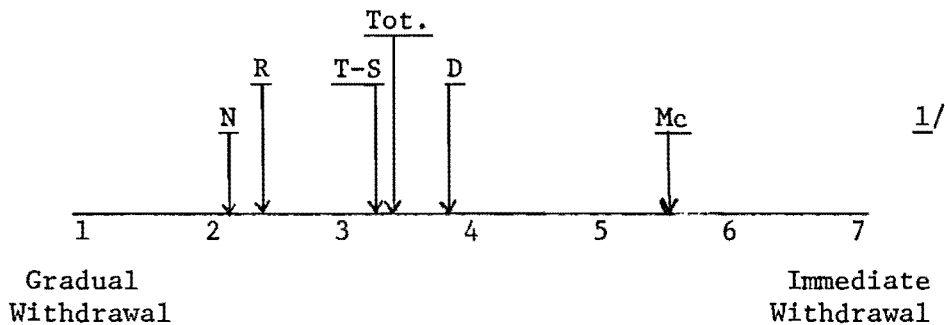
MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ROBERT M. TEETER
SUBJECT: Vietnam/Amnesty/National Defense

This memorandum will outline the results of the second wave campaign polls as they pertain to Vietnam, amnesty, and national defense.

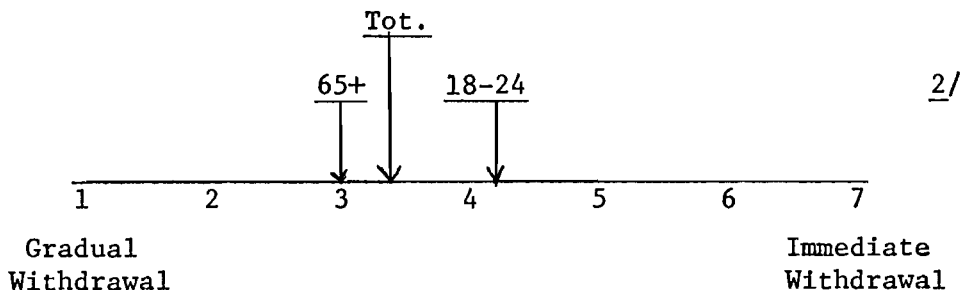
As we have noted in other memoranda, Vietnam is by far the single most important national issue in every geographical region of the country and with every demographic group. It is also the issue which has the most effect in determining how someone will vote for President.

Overall, the President receives an excellent rating on his ability to handle the Vietnam situation. Sixty-five percent give him positive ratings compared to 30% who rate him negatively. McGovern does not do as well with 42% rating him positively and 26% negatively.

On the question of troop withdrawal from Vietnam, more voters lean toward a gradual withdrawal from Vietnam than favor immediate withdrawal as shown below. Age is the only demographic factor which has much effect on how an individual voter would feel.



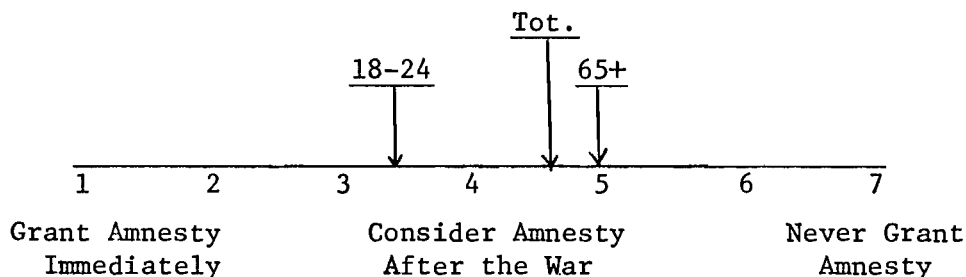
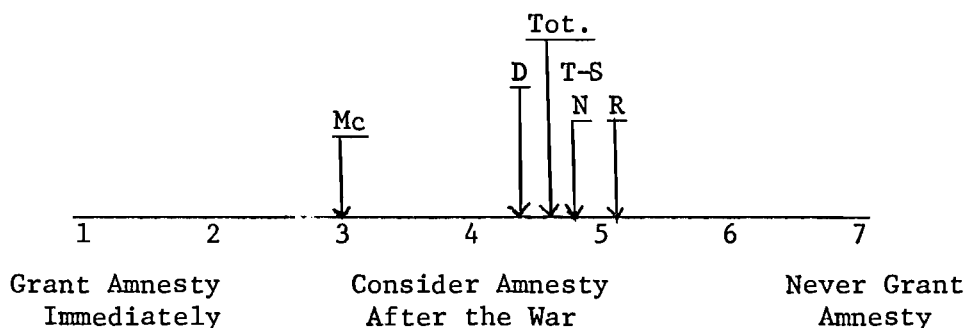
- 1/ Tot. = Total Voters
T-S = Ticket-Splitters
R = Republicans
D = Democrats
N = Total Rating Nixon
Mc = Total Rating McGovern



The Presidential candidates are seen as having opposite views on the question of withdrawal; however, while the voters are in between the two candidates, they see the President's position as closer to their own view than McGovern's.

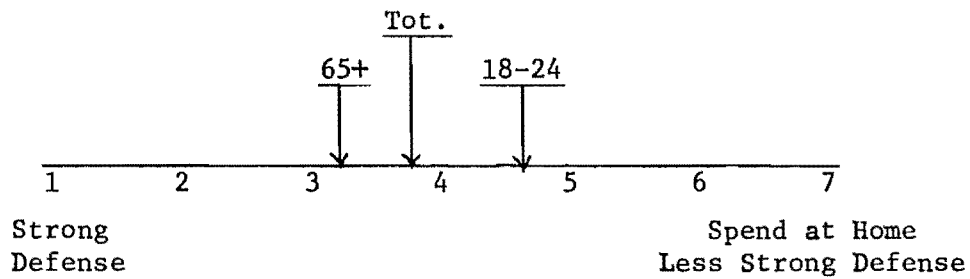
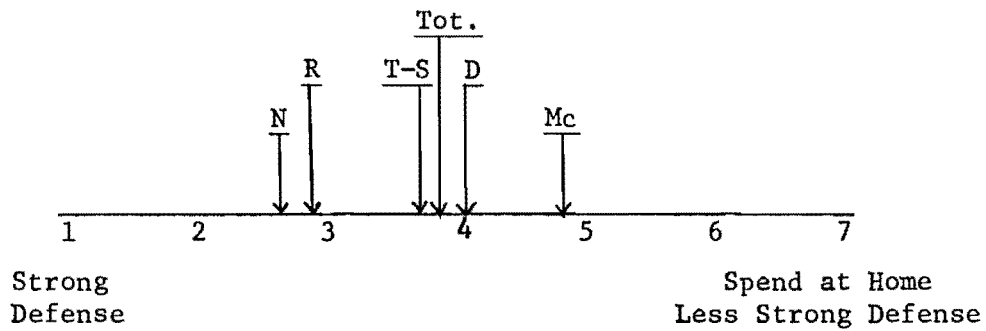
I think the data on amnesty is very significant. There is a high correlation between the amnesty question and the responses on Vietnam. Apparently, amnesty has become a "code word" for a set of opinions which correspond directly to beliefs about Vietnam withdrawal. It appears that it is becoming an integral part of the Vietnam issue rather than an independent issue.

On amnesty, the President is perceived as having a position identical to that held by the public. McGovern's perceived position, on the other hand, is quite removed from the position of the voters. Age is the only variable having a large effect on the opinions regarding amnesty.



2/ Tot. = Total Voters
 65+ = Voters 65 years & over
 18-24 = Voters 18-24 years old

On the question of national defense the voters are fairly evenly split between those favoring a strong defense versus those favoring that we reorder our priorities and spend domestically even though it means a less strong national defense. Although they lean to the side of a strong defense, the voters place themselves about equidistance between Nixon and McGovern. Again age is important in the voter's position.



Thirty-seven percent of the voters think we should spend less on national defense while 39% think we should continue to spend about what we are now. However, of the 37% who feel we should spend less, 71% hold this opinion because they believe the Defense Department wastes tax dollars rather than because they believe we need less military strength.

Conclusions

1. Vietnam is by far the single most important issue in determining Presidential vote.
2. The President's handling of Vietnam is the single most important factor contributing to the President's high approval ratings and increased committed support. A large majority of voters are in favor of total withdrawal from Vietnam (not necessarily immediately) and perceive of the President withdrawing from Vietnam as fast as possible. To insure continued acceptance of our withdrawal plans we should continue to emphasize that very few or no American combat troops remain and that withdrawal of our air and sea support is conditional only on the release of our prisoners. Although voters want a reduction

in our involvement, they favor retention of some forces in Vietnam until the prisoners are released. We should not allow this issue to become clouded or fuzzy. We should make absolutely sure that the voters understand that the difference between the President's position and McGovern's position is that the President is going to withdraw totally after the prisoners are released while McGovern would withdraw immediately and hope the prisoners would be released.

3. Attitudes toward the President and ultimately the Nixon vote are more highly correlated with whether or not voters think he has done a good job of handling the Vietnam problem than anything else, except past voting behavior. This is truly the gut issue in the campaign.

4. As the President is seen handling the Vietnam situation well and as we have a definite advantage over McGovern on this issue, we should continue to emphasize Vietnam. We should be careful not to overstate our accomplishments because a substantial proportion of voters do not believe we have been completely truthful and forthright about Vietnam. Young voters are especially sensitive to this.

5. While the President's perceived position on amnesty is right in line with the voters, amnesty is probably going to become a more important issue during the campaign and the President will have to address himself to it more specifically than he has. His position should be just as it is now perceived to be, fairly hard but allowing for amnesty under some conditions after the war is over. These conditions might include amnesty for C.O.'s and draft dodgers but require public service. While we did not measure it directly, I suspect there is some difference of attitudes for the C.O.'s and draft dodgers versus deserters. This is an issue we should check carefully in Wave Three and continue to follow.

The President should be very careful on handling the defense spending and reordering of priorities issues. There appears to be some ground for McGovern to gain on this issue. Many voters find the "reordering of priorities" and "doing more at home" appeals very attractive, particularly when their concern over high taxes is rising.

There are two points we should emphasize with regards to national defense. First, whenever the President discusses it he should explain and emphasize that a strong national defense is a means to peace not just that it is a means for us to be the strongest nation in the world or to prevent us from becoming a second-rate power. There is strong support for the idea that a strong national defense is in fact a means to peace and we should always tie defense spending to that idea.

Secondly, some public hard-nosed action directed at duplication and waste in the Defense Department would be most useful along with more publicity of the Administration's actions to make the Defense Department more efficient. Regardless of whatever actions we may have taken, there is continued wide-spread suspicion of the military industrial complex.

CONFIDENTIAL/EYES ONLY

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 15, 1972

CONFIDENTIAL/EYES ONLY

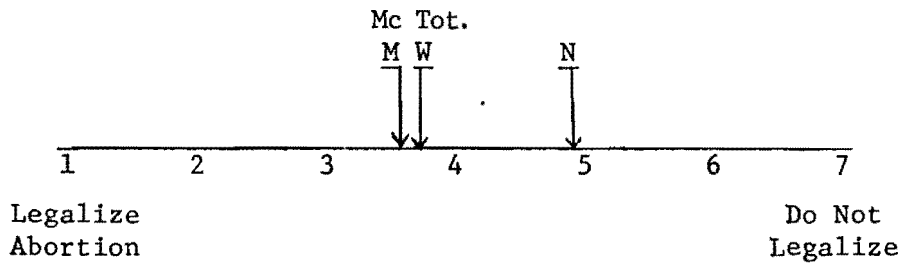
DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065 Section 6-102
By Empair Date 1-14-80

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ROBERT M. TEETER
SUBJECT: Abortion Memo

This is in response to your further inquiry concerning our memorandum on abortion.

As the following table shows, men have slightly more liberal attitudes about abortion than do women, and men's attitudes are closer to the McGovern position than women. Although this is true, it is our judgment that abortion is a more important issue to women than men.

Views on Abortion ^{1/}



In answer to your further question the following tables show the increases in Catholic vote from the first wave. The change in the Catholic vote corresponds closely to the total change which has occurred in most states since the first wave except in Indiana and Ohio:

1/

- Tot = Total Voters
- M = Male Voters
- W = Female Voters
- N = Total Rating Nixon
- Mc = Total Rating McGovern

PERCENTAGE COMMITTED NIXON VOTE

<u>State</u>	<u>Total</u>			<u>Catholic</u>		
	<u>Wave I^{2/}</u>	<u>Wave II^{3/}</u>	<u>Change</u>	<u>Wave I^{2/}</u>	<u>Wave II^{3/}</u>	<u>Change</u>
California	42%	48%	+ 6%	36%	42%	+ 6%
Indiana	47	54	+ 7	31	51	+20
Maryland	47	52	+ 5	49	56	+ 7
Missouri	39	44	+ 5	37	43	+ 6
New Jersey	49	49	+ 0	52	50	- 2
New York	46	49	+ 3	54	53	- 1
Ohio	49	56	+ 7	37	51	+14
Oregon	45	42	- 3	27	23	- 4
Pennsylvania	43	49	+ 6	32	42	+10
Texas	44	54	+10	39	41	+ 2
Wisconsin	41	44	+ 3	29	33	+ 4

^{2/} Nixon/Muskie/Undecided Ballot

^{3/} Nixon/McGovern/Undecided Ballot

CONFIDENTIAL/EYES ONLY

MS
THE WHITE HOUSE
WASHINGTON

Date: 8/11/72

TO:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

Copies of Teeter's abortion memorandum should be sent to Ehrlichman, Buchanan and Flanigan.

7
G → Teeter
8/14

Committee for the Re-election of the President

MEMORANDUM

August 11, 1972

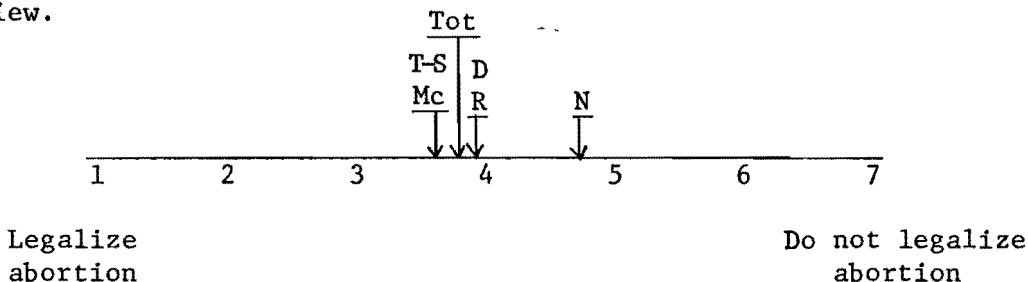
CONFIDENTIAL/EYES ONLY

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958 Section 6-102
By Empire PERS, Date 1-14-80

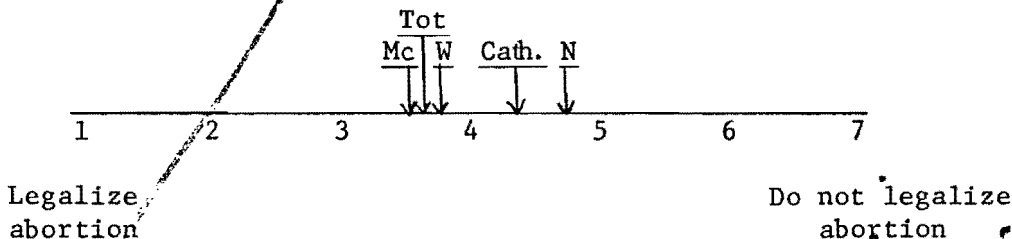
MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ROBERT M. TEETER
SUBJECT: Abortion

As requested, this memorandum will outline the results of the second wave of campaign polls as it relates to abortion.

The President's perceived position on abortion is somewhat removed from the view held by the total electorate. On the other hand, McGovern's position is in the center of the public view.



As shown in the above chart, the President's current position indicates there is some possibility of losing some votes on this issue. This is especially true with women voters who position McGovern much closer to their own view than Nixon. The notion that Catholic voters are overwhelmingly opposed to abortion is not borne out by this data. Forty-eight percent of the Catholics are opposed to abortion while 41% would leave the matter to be decided by a woman and her doctor. The Nixon position is somewhat closer to all Catholic voters than the McGovern position, while McGovern is more in line with women.



That's not a valid conclusion. Men are 'more close' to McG. than women are. Right?

The argument has been made that those who are opposed to abortion, particularly Catholics, are much more intense in their feelings on the issue and that it is more of a vote determining issue with them than it is with the pro-abortion people. While we did not measure this directly, the data indicates that this conclusion is not accurate.

The idea that the President's increased support among Catholics results directly from his abortion stand is also not supported by the data. Catholic support of the President appears to have been growing for some time and was also strong in January prior to his letter to Cardinal Cooke.

Conclusions

The data leads us to the following conclusions:

1. The President's position is certainly not going to attract any new voters and may be in fact costing him some support he might otherwise have, particularly among women.

2. While more Catholics are opposed to liberalized abortion than support it, the margin is close.

3. My recommendation is that the President avoid this issue if possible unless it becomes absolutely necessary. If it does become necessary, I think he should take the position that it is a matter to be decided by each state and not reiterate his personal position. The alternative to this would be for him to moderate his stand which might help him with women and younger voters, but not soften it to a point where he jeopardizes his advantage with some Catholics.

How much has P. gained w/ this since Jan?

Never!

This is a matter of personal belief — of commitment.

Committee for the Re-election of the President

MEMORANDUM

August 15, 1972

DRAFT

MEMORANDUM FOR: ROY GOODEARLE
FROM: ROBERT M. TEETER
SUBJECT: Vice President's Appearances

Attached is a memorandum written to Dwight Chapin which summarizes the issue data from our Wave II poll by local area. Also attached is a summary of the Vice President's approval rating by local area. Each area is classified A,B,C,D, and E, with A meaning the Vice President's approval rating is substantially over his national approval rating, B, that it is somewhat over his national approval rating, C meaning that it is very close, D that it is somewhat under and E that it is substantially under. We will be furnishing you additional data after the 3rd Wave of polling which will be done in early September.

<u>Alabama</u>	C
Mobile	A
Montgomery	B
Dothan	C
Columbus, Ga.	A
Huntsville	C
Birmingham	C

<u>California</u>	C
San Diego	C
Los Angeles	C
Santa Barbara/ Marin	C
Salinas/Monterey	E
Fresno	C
San Francisco	E
Chico/Redding	E
Sacramento/ Stockton	D

<u>Connecticut</u>	C
New York	C
Hartford/New Haven	C
Providence	B

<u>Illinois</u>	C
Rockford/Davenport	C
St. Louis	E
Paduch/Springfield	C
Chicago	D

<u>Maryland</u>	B
Baltimore	B
Salisbury	A
Washington	B

<u>Michigan</u>	D
Detroit	E
Lansing	C
Flint	C
Grand Rapids	C
Traverse City	D
Marquette	C

<u>Missouri</u>	C
St. Louis	E
Paducah/ Springfield	C
Columbia/Quincy	C
St. Joseph, Ka.	C

<u>New Jersey</u>	C
Philadelphia	C
New York	C

<u>New York</u>	C
Buffalo	C
Rochester	A
Elmira	A
Syracuse	E
Utica	E
Albany/ Schenectady	A
Watertown/ Carthage	C
New York	D

<u>Ohio</u>	C
Toledo	C
Dayton	C
Cincinnati	A
Columbus	A
Cleveland	C
Youngstown	A

Oregon D
Bosie C
Medford C
Eugene E
Spokane E
Portland C

Washington D
Bellingham D
Spokane E
Yakima D
Portland C
Seattle/Tacoma D

Pennsylvania C
Erie B
Pittsburgh C
Harrisburg B
Philadelphia E
Scranton A

Wisconsin D
Minneapolis C
Madison D
Chicago D
Green Bay C

Texas D
Corpus Christi E
Houston D
Beaumont/
Pt. Arthur A
Shrevport/
Texarkana C
Waco/Temple C
Austin D
Dallas/Ft.
Worth C
Odessa/Midland E
San Antonio E
El Paso E
Abilene/
Sweetwater E
Lubbock C
Amarillo E

Committee for the Re-election of the President

MEMORANDUM

July 25, 1972

CONFIDENTIAL

DETERMINED TO BE AN

ADMINISTRATIVE MARKING

E.O. 12065, Section 2-102

By *Empire* DWIGHT L. CHAPIN Date 7-14-80

MEMORANDUM FOR:

THROUGH:

FROM:

SUBJECT:

GORDON C. STRACILAN

ROBERT M. TEETER

Issue and Appearances Data
From Second Wave Polling

Attached are tables summarizing our relative strength, the importance of various issues and the President's rating on his handling of those issues in the states we surveyed in Wave II.

Each state has been given a rating of A thru E with A meaning the President is in excellent shape in that state, B meaning we are in moderately good shape, C that the state is very close, D that we are in fairly poor shape and E that we are in quite bad shape in that state. In addition each media market has been given a rating using the same scale.

The figures under the column designated Imp. (importance) are the percentage of voters in that state or media market which ranked that particular issue in the top three in terms of importance in deciding Presidential vote.

The second figures under the column designated RN are the percentage of voters who give the President a positive rating on his handling of that issue (top figure) and the percentage of the voters who rated him negatively (bottom figure).

That is, in the Mobile/Meridian area of Alabama the President is in excellent shape (A rating), 54% of the voters rank Vietnam as one of the top three issues in terms of its importance in the Presidential election, 74% rate the President positively in terms of his handling of the Vietnam issue and 23% rate him negatively.

A statewide total column is included for each state and a summary sheet comparing each state to our national data is included.

The circled issues on the following pages are those issues which are of significantly greater concern to the voters of a specific area than they are to that state overall.

Using the ticket-splitter data we have available and the attached information my recommendation for the priority areas to visit and suggested issues for each of these visits within each of the states are listed below.

You should remember, however, that Vietnam is, by far, the number one issue in all of these states and in all of the regions within the states. For that reason we have included it only when it is significantly more important to a local area than it is overall. Had we included it, Vietnam would have been the top priority issue in all areas of all states. Furthermore this data does not address itself to the fact that an appearance by the President is a national event and the list of issues used to formulate this data did not include anything which would give emphasis to a visit which stressed a general campaign theme or "mood of the country" speech.

State Priorities

Top Priority

California
New York
Pennsylvania
New Jersey
Illinois

Second Priority

Ohio
Michigan
Connecticut
Maryland
Texas

Third Priority

Washington
Oregon
Missouri
Wisconsin

This data used in conjunction with the ticket-splitting maps we went over this morning should be of assistance to you in scheduling the President and the First Family. If you have any further questions, please let me know.

Alabama: · Drugs
 · Crime
 Taxes

Mobile: Crime
 Bussing

California: Unemployment
 Taxes
 Inflation

Los Angeles: Unemployment
 Inflation
 Taxes

San Diego: Crime
 National Defense

Sacramento/
Stockton: Unemployment
 Drugs

San Francisco:
 Vietnam
 Environment

Connecticut: Inflation
 Unemployment
 Taxes

Hartford: Crime
 Inflation

Fairfield
Co.: Drugs
 Crime

Illinois: Inflation
 Drugs

Chicago: Taxes
 Inflation

Rockford/
Davenport: Inflation

Illinois continued:

Outstate Areas:

Taxes
Inflation

NOTE: While there is no particular concern of population we need some effort in the outstate areas and a tour of them by someone would be useful.

New Jersey:

Taxes
Unemployment
Inflation

Northern

New Jersey:

Taxes
Inflation

Ohio:

Unemployment
Inflation
Drugs

Cleveland:

Unemployment
Inflation
Taxes

Cincinnati:

Inflation
Drugs
General Unrest

Toledo:

Crime
Environment

Oregon:

Taxes
Inflation
Environment

Portland:

Taxes
Inflation
Environment

Pennsylvania:

Taxes
Drugs

Pittsburgh:

Taxes
Environment
Unemployment
Drugs

Philadelphia:

Unemployment
Taxes

Maryland: Crime
Drugs
Inflation

Baltimore
Co.: Drugs
Crime

Washington
Suburbs
(Mainly
Montgomery
Co.): Inflation
Crime
Environment

Michigan: Taxes
Unemployment
Drugs
Bussing

Detroit
Suburbs: Bussing
Taxes
Crime
General Unrest

Flint: Taxes
Crime
Unemployment
Race

Grand Rapids: Unemployment
Inflation
Drugs
Bussing

Missouri: Unemployment
Taxes
Inflation

St. Louis: Unemployment
Crime
Inflation

Kansas City: Inflation
Taxes

<u>Texas:</u>	Drugs Inflation Taxes
Houston:	Drugs Inflation
Dallas:	Drugs Crime Taxes
Austin:	Environment Bussing Crime
<u>Wisconsin:</u>	Taxes Inflation Unemployment
Milwaukee & S.E.:	Taxes Inflation Unemployment

NATIONAL STUDY RATING: A

	A		B		A		A		B		C		E		B		A		C		B		A		D		
	National ^a Imp.	Imp.	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	Imp.	SN	
Vietnam	65 39	50 27	76 41	60 39	57 35	64 35	60 35	63 35	51 32	67 32	53 42	56 42	54 37	62 37	58 41	56 41	56 32	67 32	49 39	57 39	60 39	59 39	51 32	67 32	63 35	55 35	
Inflation	47 46	24 41	56 41	28 51	45 33	41 36	31 47	47 52	32 51	48 51	25 55	43 55	30 53	45 53	31 59	37 59	32 52	47 52	31 56	40 56	29 52	47 52	28 52	53 46	32 49	49 51	
Drugs	53 36	39 28	68 28	53 43	51 42	27 42	56 42	33 40	57 40	27 43	54 43	24 38	59 38	29 44	47 44	29 44	52 44	27 41	53 41	34 43	55 43	34 43	24 37	61 37	16 34	63 34	
Crime	56 36	31 35	62 35	20 43	53 47	24 47	48 47	25 45	52 48	37 48	50 48	25 45	45 47	30 47	51 52	20 43	43 52	27 48	50 46	24 49	50 49	25 49	53 45	16 36	56 42		
Unemployment	59 43	19 33	63 33	30 52	45 33	42 53	28 49	49 45	21 45	54 45	31 52	45 52	34 49	49 57	32 57	39 57	35 51	47 51	23 50	45 50	31 52	47 52	23 44	53 44	30 51	47 51	
Taxes	46 48	26 44	54 44	29 51	45 51	25 51	44 51	34 51	48 51	28 49	48 49	34 57	42 57	32 45	53 59	33 59	36 59	26 49	50 59	39 57	37 56	34 54	27 42	57 42	46 57	42 57	
Race	69 31	23 36	60 36	13 35	59 38	16 38	57 38	21 44	54 36	17 36	62 44	21 44	53 37	16 46	60 44	16 44	51 44	14 39	59 39	10 33	61 33	16 42	56 42	18 39	59 39	11 39	69 39
Foreign Policy	61 11	11 13	81 13	18 20	78 17	79 15	16 16	78 21	10 17	81 17	9 17	80 17	13 17	20 17	13 20	74 20	14 20	82 16	13 23	72 23	11 15	83 15	18 16	50 16	16 16	86 13	
Environment	60 49	10 26	70 26	21 46	51 36	18 36	58 42	16 42	56 37	17 37	60 33	13 33	63 33	13 33	61 33	15 43	50 43	13 38	59 38	17 31	64 46	15 38	60 38	12 39	59 36	65 36	
General Unrest	57 33	9 29	75 29	15 49	48 41	12 41	53 41	11 47	52 37	9 37	60 41	19 39	57 41	13 39	58 49	11 49	43 42	13 42	55 44	14 46	48 46	11 53	53 41	13 41	57 41	60 39	
Welfare	52 39	13 32	65 32	13 44	53 44	13 46	47 46	9 41	52 41	12 42	55 47	14 47	50 47	15 41	57 41	15 52	42 52	13 44	54 50	15 50	45 46	11 46	55 46	12 47	55 47	50 45	
Health Care	63 21	8 16	69 16	10 32	63 32	7 28	64 28	9 30	68 29	8 29	69 28	9 27	70 27	9 33	60 33	8 33	67 30	10 32	62 32	9 32	72 26	10 26	70 27	7 27	74 24		
Nat'l. Defense	73 18	16 13	82 13	22 23	74 19	16 19	75 21	13 21	77 21	13 17	80 17	8 17	80 16	13 16	20 23	14 23	70 17	13 21	80 21	14 17	73 17	13 17	81 17	20 19	78 16	65 14	
Bussing	46 40	17 53	43 53	4 42	52 38	3 38	50 48	4 48	49 48	7 40	56 40	19 51	46 51	6 45	51 41	4 41	48 44	4 44	52 42	7 42	47 42	4 42	54 42	10 50	27 50	60 35	

^a June 16-26, 1972; 1,016 Interviews

^b Because the National study was conducted by phone the scales are slightly different than the states. No questions ranking the issues by importance were asked.

OVERALL RATING: A

June 13-26, 1972
804 Interviews

ALABAMA

	A Mobile/ Meridian		A Montgomery		A Dothan		A Columbus, Ga.		A Huntsville/ Chattanooga		A Birmingham		A Total	
	Imp.	EN	Imp.	EN	Imp.	EN	Imp.	EN	Imp.	EN	Imp.	EN	Imp.	EN
Vietnam	54	74 23	48	75 22	55	53 38	44	77 21	49	75 22	50	81 19	50	76 22
Inflation	27	50 48	14	62 32	22	47 43	27	58 38	24	55 42	26	58 41	24	56 41
Drugs	34	59 36	35	78 18	41	70 23	46	71 27	44	62 35	41	70 26	39	58 28
Crime	43	51 47	34	67 30	32	53 40	36	56 42	24	56 41	29	69 28	31	62 35
Unemployment	20	59 38	14	63 33	13	51 43	23	69 29	24	57 39	18	68 28	19	63 33
Taxes	16	41 55	33	63 33	30	49 45	20	50 48	18	60 38	28	55 44	26	54 44
Race	30	45 52	26	60 32	33	49 40	23	58 40	13	62 34	22	66 31	23	60 38
Foreign Policy	5	74 23	5	84 8	7	68 13	14	77 17	16	84 9	11	85 13	11	81 23
Environment	4	66 30	10	72 22	4	70 17	16	63 33	11	71 26	12	70 25	10	66 28
General Unrest	7	55 40	12	68 23	8	60 32	8	65 31	12	66 29	9	68 29	9	65 30
Welfare	11	58 38	16	73 23	8	47 45	10	60 35	15	64 33	12	68 29	13	63 31
Health Care	7	80 15	11	80 14	4	62 30	8	73 23	8	84 14	11	82 15	8	80 16
Nat'l. Defense	11	77 19	10	80 13	17	77 11	10	83 10	20	80 15	16	87 9	16	81 21
Bussing	28	27 71	14	59 37	10	36 57	12	31 67	17	41 55	15	48 47	17	41 51

ISSUES:

Vietnam
Drugs
Crime
Taxes
Inflation

ADI SPECIAL EMPHASIS ISSUES

Mobile/Meridian: Crime
Race
Bussing

Montgomery: Taxes

Dothan: Vietnam
Race

Columbus, Ga.: Drugs
Crime
Environment

Huntsville/
Chattanooga: Drugs
Crime
Foreign Policy

OVERALL RATING: B

CALIFORNIA

June 12-17, 1972
1,052 Interviews

	B San Diego		A Los Angeles		A Santa Barb/ Santa Maria		A Salinas/Monterey		A Fresno		D San Francisco		E Chico/Rodding		D Sacramento/ Stockton		B Total	
	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES	Imp.	ES
Vietnam	58	53	52	64	42	70	57	67	54	70	61	49	54	50	55	61	54	60
	47	47	35	35	30	30	33	33	30	30	49	49	44	44	38	38	39	39
Inflation	18	55	30	47	30	52	27	58	24	45	25	36	27	32	18	45	28	45
	42	42	51	51	42	42	42	42	46	62	62	62	62	53	53	53	53	53
Drugs	23	63	20	54	24	70	30	55	24	33	15	46	27	38	26	59	20	53
	34	34	42	42	30	30	39	39	55	48	48	48	53	53	36	36	43	43
Crime	33	58	18	57	21	45	18	42	24	45	17	47	15	44	23	52	20	53
	38	38	40	40	52	52	45	45	45	45	47	47	47	47	45	45	43	43
Unemployment	18	56	29	47	36	45	30	45	18	55	29	39	54	32	47	42	30	45
	42	42	50	50	55	55	52	52	45	45	58	58	59	59	56	56	52	52
Taxes	27	47	28	46	33	58	36	42	18	48	30	39	12	35	32	39	29	44
	52	52	51	51	39	39	52	52	48	48	57	57	56	56	58	58	53	53
Race	10	61	11	62	12	64	12	61	15	70	14	51	30	62	16	55	13	59
	38	38	36	36	36	36	36	36	24	24	44	44	32	32	42	42	38	38
Foreign Policy	14	81	20	79	27	91	15	85	12	88	15	71	15	68	17	79	18	78
	19	19	20	20	9	9	15	15	9	9	25	25	24	24	17	17	20	20
Environment	14	53	23	48	15	61	21	67	15	70	25	50	12	56	14	55	21	51
	42	42	49	49	39	39	27	27	30	30	46	46	38	38	42	42	46	46
General Unrest	19	34	15	52	12	52	12	45	9	67	17	41	9	35	14	50	15	48
	63	63	44	44	45	45	48	48	30	30	56	56	56	56	47	47	49	49
Welfare	16	59	14	53	15	67	18	58	15	61	8	51	12	32	8	48	13	53
	39	39	43	43	33	33	36	36	39	39	46	46	59	59	56	56	44	44
Health Care	13	66	10	66	0	70	3	73	21	64	11	58	12	50	13	61	10	63
	33	33	29	29	27	27	27	27	33	33	37	37	38	38	38	38	32	32
Nat'l. Defense	32	70	20	76	30	76	18	88	27	79	21	70	15	56	14	60	22	74
	28	28	22	22	24	24	9	9	18	18	27	27	38	38	18	18	23	23
Bussing	5	47	3	54	0	52	0	70	3	48	4	46	3	38	8	59	4	52
	48	48	41	41	42	42	21	21	42	42	47	47	47	47	38	38	42	42

ISSUES:

- Vietnam
- Unemployment
- Taxes
- Inflation
- National Defense

ADI SPECIAL EMPHASIS ISSUES

- San Diego: Crime, National Defense
- Santa Barbara/Santa Maria: Unemployment, National Defense, Foreign Policy
- Salinas/Monterey: Taxes, Drugs, Welfare
- San Francisco: Vietnam
- Chico/Rodding: Unemployment, Race, Crime
- Sacramento/Stockton: Unemployment, Drugs

OVERALL RATING: A

CONNECTICUT

June 11-20, 1972
615 Interviews

	A New York		A Hartford		A Providence		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	54	73 27	60	60 40	48	75 21	57	64 35
Inflation	25	45 52	36	39 60	32	52 45	33	41 56
Drugs	30	55 38	24	49 46	17	52 34	25	51 42
Crime	30	55 41	31	44 51	20	54 38	24	48 47
Unemployment	26	45 49	34	40 57	32	50 38	33	42 53
Taxes	27	48 46	25	42 55	27	52 38	25	44 51
Race	12	57 36	18	57 39	11	59 34	16	57 33
Foreign Policy	20	85 8	16	77 18	20	75 11	17	79 15
Environment	14	61 32	20	58 37	20	52 34	18	58 36
General Unrest	13	59 33	9	50 46	18	57 29	12	53 41
Welfare	14	48 46	11	46 48	11	52 38	13	47 46
Health Care	8	66 24	6	65 30	6	54 32	7	64 28
Nat'l. Defense	17	80 13	14	72 22	23	79 11	16	75 19
Bussing	5	50 39	3	51 38	5	45 39	3	50 38

ISSUES:

Vietnam
Inflation
Unemployment
Drugs
Taxes

ADL SPECIAL EMPHASIS ISSUES

New York: Drugs
Hartford: Crime
Providence: National Defense
General Unrest

OVERALL RATING: A

ILLINOIS

June 13-23, 1972
800 Interviews

	A		D		A		A		A	
	Rockford/ Davenport		St. Louis		Paducah/ Springfield		Chicago		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	65	72 26	63	56 40	51	74 24	59	59 39	60	63 35
Inflation	40	63 36	23	31 67	28	57 41	31	44 55	31	47 52
Drugs	20	69 26	30	54 41	38	64 33	26	52 47	27	56 42
Crime	23	63 35	29	47 51	20	59 35	24	50 49	25	52 45
Unemployment	25	72 28	35	39 60	24	60 38	29	44 54	28	49 49
Taxes	36	64 36	24	44 53	41	61 37	32	42 57	34	48 51
Race	13	74 26	29	49 50	19	62 35	21	50 48	21	52 44
Foreign Policy	24	90 10	10	67 31	13	84 11	16	75 24	16	78 21
Environment	14	79 21	14	54 44	11	70 26	16	49 49	16	56 42
General Unrest	13	67 33	15	43 53	15	64 33	10	48 51	11	52 47
Welfare	4	78 21	13	46 50	12	66 28	8	53 46	9	52 41
Health Care	6	83 15	3	54 40	6	81 15	10	64 35	9	68 30
Nat'l Defense	15	90 8	7	73 26	17	87 10	11	73 25	13	77 21
Bussing	3	54 40	5	37 57	4	53 43	3	49 49	4	49 48

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Drugs

ADI SPECIAL EMPHASIS ISSUES

Rockford/Davenport: Vietnam
Inflation
Foreign Policy

St. Louis: Unemployment
Race

Paducah/Springfield: Taxes
Drugs

OVERALL RATING: B

MARYLAND

June 13-23, 1972
600 Interviews

	B		A		A		B	
	Baltimore Imp.	RN	Salisbury Imp.	RN	Washington Imp.	RN	Total Imp.	RN
Vietnam	47	66 33	58	58 42	55	70 29	51	67 32
Inflation	25	49 50	16	67 33	45	44 54	32	48 51
Drugs	40	52 45	50	74 26	22	62 34	33	57 40
Crime	40	44 55	16	53 47	36	61 37	37	50 48
Unemployment	22	53 46	12	75 20	19	52 46	21	54 45
Taxes	28	45 54	20	54 46	28	53 44	28	48 49
Race	21	60 30	20	75 25	14	63 34	17	62 36
Foreign Policy	11	77 19	12	83 17	11	86 12	10	81 17
Environment	14	60 36	12	92 8	24	55 43	17	60 37
General Unrest	9	59 30	8	67 29	10	62 35	9	60 37
Welfare	15	54 44	20	58 38	8	57 40	12	55 42
Health Care	10	70 27	12	75 25	7	65 31	9	68 29
National Defense	11	76 20	16	83 13	15	85 12	13	80 17
Bussing	7	58 39	16	62 38	7	53 43	7	56 40

ISSUES:

Vietnam
Crime
Drugs
Inflation
Taxes

ADI SPECIAL EMPHASIS ISSUES

Baltimore: Drugs
Salisbury: Vietnam
Drugs
Welfare
Bussing
Washington: Inflation
Environment

OVERALL RATING: C

MICHIGAN

June 13-30, 1972
809 Interviews

	D Detroit		A Lansing		B Flint-Saginaw Bay City		B Grand Rapids Kalamazoo/Chicago		C Traverse City		A Marquette Green Bay		C Total	
	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN	Imp.	FN
Vietnam	52	53 46	50	59 38	60	58 37	48	65 34	68	51 43	74	67 33	53	51 42
Inflation	24	41 58	43	50 50	17	55 41	26	50 48	27	27 68	33	41 29	25	43 53
Drugs	30	49 49	19	74 26	19	53 41	26	61 33	25	59 35	10	74 26	27	51 43
Crime	27	44 54	29	48 52	29	42 54	23	48 48	6	43 51	20	52 48	25	43 52
Unemployment	33	41 57	22	58 42	26	53 41	28	53 45	41	27 65	33	63 33	31	43 52
Taxes	34	39 60	45	53 47	43	43 54	23	47 52	44	41 54	24	52 48	34	42 52
Race	21	50 47	31	58 42	23	61 34	19	55 40	7	46 49	10	67 30	21	52 44
Foreign Policy	9	80 19	6	91 9	7	82 11	8	77 17	11	70 24	17	89 11	9	82 17
Environment	11	63 34	6	75 25	17	56 39	20	68 28	7	59 35	21	44 44	13	63 32
General Unrest	23	56 43	6	73 27	13	55 42	18	59 37	7	41 51	3	70 26	19	57 42
Welfare	10	47 50	23	76 24	6	51 44	23	53 42	22	38 54	10	63 37	14	52 47
Health Care	9	65 18	0	72 16	9	77 16	7	77 19	5	70 22	0	85 15	8	69 23
Nat'l Defense	7	80 18	0	84 16	7	77 18	13	85 11	4	68 24	7	89 11	8	82 17
Bussing	23	43 55	6	66 31	13	45 47	18	53 42	7	43 51	3	49 56	19	43 52

ISSUES:

Vietnam
Taxes
Unemployment
Drugs
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

Lansing:

Taxes
Inflation
Race
Welfare

Flint-Saginaw-Bay City:

Vietnam
Taxes

Grand Rapids-Kalamazoo/Chicago:

Welfare
Environment
National Defense

Traverse City:

Vietnam
Taxes
Unemployment
Welfare

Marquette-Green Bay:

Vietnam
Inflation
Environment
Foreign Policy

	E St. Louis		C Paducah/ Springfield		A Columbia/ Quincy		D St. Joseph/ Kansas City		E Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	56 44	56	64 32	51	70 28	50	64 34	54	62 37
Inflation	29	40 59	27	47 49	29	57 42	33	44 54	30	45 53
Drugs	22	58 39	26	57 35	32	54 40	23	59 38	24	58 38
Crime	35	47 52	25	52 43	22	52 48	29	56 43	30	51 47
Unemployment	41	39 60	30	55 43	26	59 39	31	55 44	34	49 49
Taxes	22	50 49	46	51 46	32	62 34	33	55 44	32	53 45
Race	20	50 49	12	64 30	13	68 30	16	68 30	16	60 37
Foreign Policy	13	79 20	10	74 21	17	87 12	12	84 11	13	80 17
Environment	12	58 40	7	69 27	15	68 31	15	67 30	13	64 33
General Unrest	12	52 46	16	61 35	14	68 32	13	59 38	13	58 39
Welfare	14	54 46	17	56 40	16	68 32	12	57 42	15	57 41
Health Care	8	64 33	7	70 24	16	77 21	12	76 22	9	70 27
Nat'l. Defense	12	85 13	10	72 22	17	86 13	16	78 18	13	80 16
Bussing	7	47 50	9	50 43	2	58 37	4	55 41	6	51 45

Paducah/Springfield also includes Spring./Paducah-Cape Girardeau-
Harrisburg/Joplin-Pittsburg/Memphis

ISSUES:

Vietnam
Unemployment
Taxes
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

St. Louis:

Paducah/Springfield/
Harrisburg/Joplin/Memphis:

Columbia/Quincy:

Unemployment
Crime

Taxes

Drugs
Health Care

OVERALL RATING: B

NEW JERSEY

June 11-20, 1972
823 Interviews

	<u>C</u>		<u>B</u>		<u>B</u>	
	<u>Philadelphia</u>		<u>New York City</u>		<u>Total</u>	
	<u>Imp.</u>	<u>RN</u>	<u>Imp.</u>	<u>RN</u>	<u>Imp.</u>	<u>RN</u>
Vietnam	60	56 40	58	56 41	58	56 41
Inflation	27	42 50	33	35 62	31	37 59
Drugs	24	47 42	31	47 44	29	47 44
Crime	18	46 46	21	42 54	20	43 52
Unemployment	33	43 52	32	37 58	32	39 57
Taxes	33	36 57	35	36 59	33	36 59
Race	15	51 43	16	51 45	16	51 44
Foreign Policy	12	72 23	12	75 19	13	74 20
Environment	13	54 38	14	49 45	15	50 43
General Unrest	13	40 50	10	44 49	11	43 49
Welfare	15	48 46	14	40 54	15	42 52
Health Care	12	57 35	7	62 32	9	60 33
Nat'l. Defense	16	67 25	13	71 22	14	70 23
Bussing	3	45 43	4	49 40	4	48 41

ISSUES:

Vietnam
Taxes
Unemployment
Inflation
Drugs

OVERALL RATING: A

OHIO

June 13-27, 1977
BCO Interviews

	A Toledo/Lima		A Dayton		A Cincinnati		A Columbus Parkersburg		B Cleveland Akron Canton		A Youngstown/ Pittsburgh		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	49	75 24	51	60 39	58	59 31	57	72 27	53	63 36	67	70 28	56	67 32
Inflation	25	59 40	42	44 56	38	50 50	29	57 42	33	38 60	33	45 53	32	47 52
Drugs	31	58 38	32	53 48	29	50 -8	30	58 39	24	50 45	51	48 44	29	52 44
Crime	32	51 45	21	48 50	26	55 -5	29	53 44	27	46 51	25	50 47	27	50 48
Unemployment	21	54 43	45	44 56	37	51 -8	31	61 38	37	37 61	31	55 42	35	47 51
Taxes	25	61 39	18	55 44	21	52 -8	31	60 37	29	41 57	24	41 55	26	50 49
Race	17	65 35	16	61 39	13	65 34	14	65 33	14	54 44	17	48 48	14	59 39
Foreign Policy	15	80 14	16	83 13	15	90 10	13	81 17	15	80 16	13	70 27	14	82 16
Environment	24	70 28	11	68 33	10	66 32	11	59 37	14	51 44	8	56 38	13	59 38
General Unrest	13	69 31	11	50 49	19	63 35	13	57 36	14	49 47	7	55 44	13	55 42
Welfare	15	51 48	13	55 44	9	57 43	18	55 44	13	52 44	12	53 44	13	54 44
Health Care	10	69 28	4	69 28	6	77 21	4	64 31	10	67 32	8	55 42	8	67 30
National Defense	19	85 13	9	79 20	13	83 17	15	77 19	14	80 17	12	83 14	13	80 17
Bussing	6	55 43	4	48 51	4	62 37	1	50 44	3	50 45	5	53 44	4	52 44

ISSUES:

Vietnam
Unemployment
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Toledo/Lima:

Crime
Environment
National Defense

Dayton:

Vietnam
Unemployment
Inflation

Cincinnati:

Inflation
General Unrest

Columbus/Parkersburg:

Taxes
Welfare

Youngstown/Pittsburgh:

Vietnam
Drugs

	E		D		C	
	Eugene		Portland		Total	
	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	60	52 48	50	56 39	49	57 39
Inflation	30	38 63	30	41 53	31	40 56
Drugs	20	50 46	28	52 40	27	53 41
Crime	18	50 45	25	48 46	24	49 46
Unemployment	17	49 49	24	44 50	23	45 50
Taxes	50	39 58	32	39 56	39	39 57
Race	7	55 43	10	61 31	10	61 33
Foreign Policy	12	69 28	13	72 21	13	72 23
Environment	24	57 41	16	62 31	17	64 31
General Unrest	12	50 48	15	46 47	14	48 46
Welfare	16	43 57	13	45 48	15	45 50
Health Care	8	66 30	10	58 35	10	62 32
Nat'l Defense	12	74 23	15	71 21	14	73 21
Bussing	2	49 40	2	45 43	2	47 42

ISSUES:

Vietnam
Taxes
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Eugene: Vietnam
Taxes
Environment

OVERALL RATING: B

PENNSYLVANIA

June 13-27, 1972
600 Interviews

	A Johnstown/ Altoona/Erie		B Pittsburgh/ Youngstown		A Harrisburg/ York/Lancaster/ Lebanon/Hagerstown		D Philadelphia		A Wilkes-Barre- Scranton/ Binghamton		B Total	
	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN
Vietnam	49	79 21	60	65 34	65	69 27	62	48 51	46	70 28	60	59 39
Inflation	29	60 38	29	39 60	19	61 37	29	44 55	25	60 40	29	47 52
Drugs	32	73 25	32	49 47	44	65 32	30	51 48	46	68 32	34	55 43
Crime	29	54 44	17	46 53	27	61 36	26	46 52	23	62 38	24	50 49
Unemployment	19	62 37	33	41 58	13	63 36	36	42 56	39	64 36	31	47 52
Taxes	32	54 43	41	41 58	36	60 38	31	39 59	41	57 43	36	44 54
Race	14	75 21	14	56 43	10	66 31	18	46 53	10	85 15	16	56 42
Foreign Policy	15	94 6	11	85 14	14	89 9	8	79 20	15	83 17	11	83 15
Environment	10	76 22	21	51 47	17	63 34	12	59 39	12	89 11	15	60 38
General Unrest	20	67 30	10	49 48	11	60 37	10	50 49	8	62 34	11	53 45
Welfare	15	59 41	7	50 48	19	61 38	11	54 45	4	77 23	11	55 44
Health Care	12	83 14	7	67 30	7	78 18	10	70 29	12	87 11	9	72 26
Nat'l. Defense	26	90 6	15	81 18	9	85 11	9	77 21	14	89 11	13	81 17
Bussing	3	71 22	4	44 51	2	58 38	4	54 44	2	77 21	4	54 42

ISSUES:

Vietnam
Taxes
Drugs
Unemployment
Inflation

ADI SPECIAL EMPHASIS ISSUES

Johnstown/Altoona/Erie:

Crime
National Defense
General Unrest

Pittsburgh/Youngstown:

Taxes
Environment

Harrisburg/York/Lancaster/
Lebanon/Hagerstown:

Vietnam
Drugs
Welfare

Philadelphia:

Unemployment

Wilkes-Barre-Scranton/
Binghamton:

Drugs
Unemployment
Taxes

OVERALL RATINGS: A

TEXAS

June 12-17, 1972
1,600 Interviews

	C Corpus Christi		D Houston		A Brownsville/Port Arthur		A Shreveport/Texasarkana		A Austin		A Waco/Temple		A Dallas/Ft. Worth		A Odessa/Midland		A San Antonio		A El Paso		B Abilene/Sweetwater		A Lubbock		A Amarillo		A Total	
	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN	Int.	KN
Vietnam	53	35	49	38	51	32	57	64	51	67	47	61	48	75	53	61	57	77	27	62	67	64	34	78	50	72	51	67
Inflation	58	71	36	50	27	58	38	64	22	67	14	42	25	56	26	47	26	49	27	38	61	61	25	61	25	53	28	53
Drugs	38	39	34	60	30	55	22	72	37	61	33	30	30	64	48	39	22	54	10	62	17	67	47	69	57	36	61	
Crime	21	38	23	47	24	55	19	49	28	61	23	39	29	58	24	50	22	38	20	48	3	61	30	31	20	47	25	
Unemployment	23	71	24	51	21	52	26	58	8	64	25	47	24	59	14	44	32	42	24	52	12	61	17	57	15	68	23	
Taxes	35	24	22	52	27	67	30	61	11	49	30	53	24	64	36	47	21	50	35	62	50	59	27	31	35	27	57	
Race	3	43	14	51	18	70	20	69	73	58	23	30	14	67	8	56	25	51	10	59	25	65	25	65	20	38	18	
Foreign Policy	14	39	22	26	22	45	27	86	22	92	20	49	16	84	24	61	17	85	10	83	12	67	15	83	15	86	18	
Environment	7	34	15	48	3	79	6	67	28	64	15	36	12	61	3	69	8	65	32	45	6	67	14	75	6	69		
General Interest	3	18	13	52	12	58	12	69	8	47	12	53	13	58	23	57	12	59	23	38	11	61	15	74	6	69		
Welfare	6	31	11	46	9	62	9	61	19	50	16	47	11	66	3	39	14	56	7	52	9	58	12	50	6	72		
Health Care	17	16	13	59	9	70	6	92	9	72	3	64	30	25	6	75	11	68	13	72	3	67	6	78	26	83		
Nat'l. Defense	21	32	14	74	31	88	31	61	28	83	22	78	19	81	25	75	21	89	3	79	25	72	18	78	17	86	20	
Bussing	10	31	2	41	15	45	6	58	15	42	9	61	15	47	3	47	4	53	9	52	3	58	12	51	3	53		

ISSUES:

AND SPECIAL EMPHASIS ISSUES

Vietnam
Drugs
Inflation
Taxes
Unemployment

Corpus Christi:

Inflation
Taxes
Unemployment
Health Care

San Antonio:

Vietnam
Inflation
Unemployment
Race

Lebanon/Pt. Arthur:

Vietnam
National Defense
Bussing

El Paso:

Texas
Environment
General Interest

Shreveport/Texasarkana:

Vietnam
National Defense

Abilene/Sweetwater:

Vietnam
Inflation
Taxes
Race
National Defense

Austin:

Vietnam
Environment
Race
Foreign Policy
Welfare
Bussing

Lubbock:

Drugs
Crime
Race

Waco/Temple:

Race

Amarillo:

Drugs
Taxes
Health Care

Dallas/Ft. Worth:

Bussing

Odessa/Midland:

Drugs
Taxes
National Defense
Foreign Policy
General Interest

	A		E		E		B		D	
	Minneapolis		Madison/ Rockford		Chicago/ Milwaukee		Green Bay/ Wausau Rhinelander		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	59 33	61	61 37	63	53 45	58	69 31	63	59 39
Inflation	31	52 46	37	47 53	31	45 55	31	55 45	32	49 51
Drugs	19	65 27	21	59 36	12	59 38	18	71 28	16	63 34
Crime	23	59 40	13	64 34	15	50 47	18	59 40	16	56 42
Unemployment	19	56 42	29	47 52	36	38 60	25	58 41	30	47 51
Taxes	56	37 60	36	43 55	45	39 61	43	50 48	46	42 57
Race	8	67 28	10	76 24	14	64 35	8	76 23	11	69 30
Foreign Policy	13	82 15	11	87 12	15	84 14	18	90 10	16	86 13
Environment	11	67 31	19	71 28	18	57 41	14	73 27	16	65 34
General Unrest	10	61 38	15	58 40	9	58 41	12	63 35	11	60 39
Welfare	18	49 49	16	52 45	18	47 53	15	56 43	17	50 49
Health Care	9	75 21	2	76 24	6	69 28	8	82 17	7	74 24
Nat'l Defense	17	86 12	20	86 13	12	82 17	19	88 11	16	85 14
Bussing	6	62 29	4	67 29	3	52 42	2	68 29	4	60 35

Minneapolis also includes Minneapolis/St. Paul-
La Crosse/Eau Claire-Dubuque

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Welfare

ADI SPECIAL EMPHASIS ISSUES

Minneapolis: Taxes
Crime
Madison/Rockford: Inflation
Drugs
Chicago/Milwaukee: Unemployment

Committee for the Re-election of the President

MEMORANDUM

August 15, 1972

DRAFT

MEMORANDUM FOR:

DAVID PARKER

FROM:

ROBERT M. TEETER

SUBJECT:

The President's Strength

The areas of the President's greatest strength can be found in my June 25th Memorandum to Dwight Chapin. They are those areas which are designated A.

We have only limited data on the Vice President and it is attached.

ALABAMA

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't Know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	66	47	21	17	12	36
<u>ADI</u>						
Mobile	66	63	23	16	10	21
Montgomery	69	51	13	13	17	36
Dothan	53	47	34	19	13	34
Columbus, Ga.	71	54	23	15	6	31
Huntsville	66	38	21	22	14	40
Birmingham	66	43	21	15	13	41

CALIFORNIA

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	51	38	36	32	13	29
<u>ADI</u>						
San Diego	50	45	4	34	9	20
Los Angeles	55	42	33	31	12	27
Santa Barbara/Marin	61	42	39	30	-	27
Salinas/Monterey	59	27	29	24	18	48
Fresno	67	39	27	27	6	33
San Francisco	42	32	43	39	15	29
Chico-Redding	24	29	53	29	24	41
Sacramento/Stockton	52	35	32	29	17	36

CONNECTICUT

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	60	42	27	33	13	25
<u>ADI</u>						
New York	66	48	24	31	10	21
Hartford/New Haven	58	38	30	36	12	26
Providence	64	52	16	21	20	27

ILLINOIS

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	57	38	33	37	10	25
<u>ADI</u>						
Rockford/Davenport	71	44	21	21	8	35
St. Louis	44	31	39	49	17	20
Paducah/Springfield	68	47	24	24	8	29
Chicago	54	36	37	42	10	22

MARYLAND

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	59	52	33	27	8	20
<u>ADI</u>						
Baltimore	56	52	35	27	8	21
Salisbury	58	73	35	8	8	19
Washington, D.C.	62	50	30	30	8	20

MICHIGAN

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	53	33	40	33	7	33
<u>ADI</u>						
Detroit	51	28	43	38	6	34
Lansing	58	48	35	23	6	29
Flint	57	40	34	22	9	37
Grand Rapids	56	41	39	27	4	31
Traverse City	49	37	37	20	12	44
Marquette	60	47	23	33	16	20

MISSOURI

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	54	38	38	32	8	30
<u>ADI</u>						
St. Louis	45	30	50	39	5	31
Paducah/Springfield	58	43	29	29	13	28
Columbia/Quincy	67	45	24	26	9	29
St. Joseph/Kansas	58	42	36	28	6	30

NEW JERSEY

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	50	43	35	31	15	26
<u>ADI</u>						
Philadelphia	53	39	33	27	14	34
New York	33	45	36	32	15	23

NEW YORK

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	53	39	35	34	13	27
<u>ADI</u>						
Buffalo	54	39	37	31	8	30
Rochester	70	55	18	25	12	20
Elmira	70	70	28	15	3	15
Syracuse	46	32	46	25	7	43
Utica	63	20	20	20	18	60
Albany/Schenectady	63	57	22	27	15	16
Watertown/Carthage	66	44	7	17	27	39
New York	49	35	39	39	12	26

OHIO

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	60	47	30	30	10	24
<u>ADI</u>						
Toledo	59	44	33	21	9	35
Dayton	60	40	35	40	6	20
Cincinnati	63	54	24	23	12	23
Columbus	69	55	23	24	8	21
Cleveland	55	41	32	35	12	25
Youngstown	58	56	38	27	5	17

OREGON

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	51	37	36	30	13	34
<u>ADI</u>						
Bosie	63	42	34	29	3	29
Medford	52	41	32	25	16	34
Eugene	44	28	40	32	17	40
Spokane	56	28	39	28	6	44
Portland	51	39	35	29	14	32

PENNSYLVANIA

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't Know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	56	39	35	37	8	24
<u>ADI</u>						
Erie	71	52	21	37	8	11
Pittsburgh	59	40	31	34	10	26
Harrisburg	67	51	23	23	10	27
Philadelphia	46	30	46	45	8	25
Scranton	74	55	26	19	-	26

TEXAS

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	60	36	30	36	10	28
<u>ADI</u>						
Corpus Christi	45	31	52	45	3	24
Houston	53	36	39	40	8	24
Beaumont/Pt. Arthur	73	61	18	33	9	6
Shrevport/Texarkana	81	47	11	28	8	25
Austin	67	36	19	39	14	25
Waco/Temple	50	42	39	25	11	33
Dallas/Ft. Worth	66	38	25	36	9	25
Odessa/Midland	44	17	22	42	33	42
San Antonio	47	29	41	31	11	40
El Paso	66	17	17	31	17	52
Abilene/Sweetwater	44	25	39	47	16	28
Lubbock	79	46	14	24	7	31
Amarillo	72	28	17	28	11	44

WASHINGTON

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	49	33	39	33	12	33
<u>ADI</u>						
Bellingham	50	33	28	28	22	39
Spokane	49	32	36	34	15	33
Yakima	50	33	38	33	13	33
Portland	48	38	33	29	19	33
Seattle/Tacoma	50	33	41	34	9	33

WISCONSIN

	<u>Approve</u>		<u>Disapprove</u>		<u>Don't know</u>	
	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>	<u>Nixon</u>	<u>Agnew</u>
Statewide	58	37	38	28	3	35
<u>ADI</u>						
Minneapolis	67	41	30	25	3	34
Madison	55	34	42	36	2	30
Chicago	52	34	44	29	4	36
Green Bay	66	41	30	22	4	36

Committee for the Re-election of the President

MEMORANDUM

August 7, 1972

CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By emprise NARS, Date 1-14-80

MEMORANDUM FOR:

THE HONORABLE CLARK MacGREGOR

FROM:

ROBERT M. TEETER

SUBJECT:

Wave III Schedule

Because we will want to turn the Wave III data around as fast as possible we should decide on at least a tentative time schedule sometime soon so the individual polling companies can make their plans. Wave III will consist of very short interviews and sample ballots done in the priority states. We do not need to make a final decision on the exact list of states until later although it would be helpful to let them know if we are going to add any states that we have not done before.

Our plan will be to do the field work over two or three days and have the data delivered within a week to ten days after field start. This presents us with a slight problem as the logical weekend to do the interviewing is Labor Day weekend on which it is simply impossible to get good interviews as too many people are away from home. Therefore, our alternatives are to do the field work on the weekend of August 25-27 which is immediately after the Convention or to do them from September 6 to 9 which is immediately after Labor Day.

I recommend doing it in the September 6-9 period which would give us data not later than September 16. The reasons for this are:

- 1) The August period is too soon after the Convention.
- 2) There are too many people away on vacations the last part of August who will all be back home after Labor Day.
- 3) People simply seem to be more settled and thinking more seriously about the election after Labor Day than before.

- 4) This will give us a very hard reading of our exact situation at the beginning of the final campaign period and allow us to revise our priority state list immediately prior to the implementation of most of our campaign effort.

Recommendation:

That we tentatively plan on the following Wave III schedule.
Questionnaire approval, August 28. Field start, September 6.
Report delivery September 16.

Approve _____ Disapprove _____ Comments _____

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