

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>
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Kennedy Trial Heat, page 16. Report includes Total Public: Percentage Base, Total Nixon, Total Kennedy, and Undecided voters, and asks if the voters can identify Kennedy correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Kennedy-Wallace Trial Heat. Report includes Total Public: Percentage Base - 1) Nixon 2) Lean Nixon 3) Kennedy 4) Lean Kennedy 5) Wallace 6) Lean Wallace 7) Undecided, and asks if the voters can identify Kennedy correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Kennedy-Wallace Trial Heat, page 18. Report includes Total Public: Percentage Base, Total Nixon, Total Kennedy, Total Wallace, and Undecided voters, and asks if the voters can identify Kennedy correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Humphrey Trial Heat, page 19. Report includes Total Public: Percentage Base - 1) Nixon 2) Lean Nixon 3) Humphrey 4) Lean Humphrey 5) Undecided, and asks if the voter can identify Humphrey correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Humphrey Trial Heat, page 20. Report includes Total Public: Percentage Base, Total Nixon, Total Humphrey, and Undecided voters, and asks if the voters can identify Humphrey correctly. 1pg

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44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Kennedy-Wallace Trial Heat, page 21. Report includes Total Public: Percentage Base - 1) Nixon 2) Lean Nixon 3) Humphrey 4) Lean Humphrey 5) Wallace 6) Lean Wallace, and asks if the voter can identify Humphrey correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-Humphrey-Wallace Trial Heat. Report includes Total Public: Percentage Base, Total Nixon, Total Humphrey, Total Wallace, and Undecided voters, and asks if the voters can identify Humphrey correctly. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Polling question asking "In Politics As Of Today, Do You Consider Yourself a Democrat, Republican, Independent, or Something Else?" and responses. 1pg
44	2		<input checked="" type="checkbox"/>	Campaign	Report	Polling questions asking "Regardless of the Political Party You Might Favor, Do You Consider Yourself to be a Liberal, Conservative, or Somewhere in Between?" and responses. 1pg
44	2	1/25/1971	<input type="checkbox"/>	Campaign	Report	Polling questions 69002 asking about the handling of the Presidency by Richard Nixon, about President Nixon's State of the Union Address, and about the other candidates. Includes Opinon Survey Interview Questions, and polling data. 40pgs

NIXON-KENNEDY TRIAL HEAT

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	PERCENTAGE BASE	TOTAL NIXON	TOTAL KENNEDY	UNDECIDED
TOTAL PUBLIC	1019	48	43	9
MEN	474	52	40	8
WOMEN	545	45	45	10
18 - 20 YEARS OF AGE	67	35	59	6
21 - 29 YEARS	218	41	52	7
30 - 49 YEARS	421	47	44	9
50 YEARS AND OVER	313	54	34	12
8TH GRADE OR LESS	119	44	42	14
HIGH SCHOOL INCOMPLETE	150	37	51	12
HIGH SCHOOL GRADUATE	390	49	43	8
SOME COLLEGE	353	59	35	6
UNION FAMILIES	253	46	46	8
NONUNION FAMILIES	766	49	41	10
WHITE	905	54	37	9
NONWHITE	110	8	84	8
PROTESTANT	605	52	40	8
CATHOLIC	265	46	43	11
UNDER \$5,000 INCOME	167	43	46	11
\$5,000 - \$15,000	557	49	42	9
OVER \$15,000	202	52	44	4
NOW REGISTERED	819	51	40	9
WILL REGISTER	155	41	55	4
REGISTERED OR WILL REGISTER	974	49	42	9
WON'T REGISTER	45	30	47	23
TOTAL REPUBLICAN	321	82	16	2
LEAN REPUBLICAN	98	89	11	0
TOTAL DEMOCRAT	540	28	63	9
LEAN DEMOCRAT	161	30	60	10
INDEPENDENT	98	60	30	10
TOTAL CONSERVATIVE	453	64	30	6
LEAN CONSERVATIVE	242	54	40	6
TOTAL LIBERAL	349	37	57	6
LEAN LIBERAL	159	38	59	3
IN BETWEEN	142	42	48	10
NIXON VOTERS	398	73	21	6
HUFFREY VOTERS	226	20	73	7
WALLACE VOTERS	48	72	18	10
NONVOTERS	244	35	56	9
EAST	255	48	42	10
MIDWEST	279	45	46	9
SOUTH	319	54	39	7
WEST	166	40	46	14
IDENTIFY KENNEDY CORRECTLY				
NO REGISTERED	661	52	40	8
NO OR INTEND TO REGISTER	781	50	43	7

NIXON-KENNEDY-WALLACE TRIAL HEAT

1. Nixon 2. Lean Nixon 3. Kennedy 4. Lean Kennedy 5. Wallace  
6. Lean Wallace 7. Undecided

	PERCENTAGE BASE	1.	2.	3.	4.	5.	6.	7.
TOTAL PUBLIC	1019	40	2	37	1	12	*	8
MEN	474	43	*	35	1	14	1	6
WOMEN	545	36	2	39	1	11	*	11
18 - 20 YEARS OF AGE	67	25	0	57	0	13	0	5
21 - 29 YEARS	218	35	2	47	1	8	*	7
30 - 49 YEARS	421	40	1	37	2	12	0	8
50 YEARS AND OVER	313	43	2	29	1	14	1	10
8TH GRADE OR LESS	119	35	0	34	1	18	1	11
HIGH SCHOOL INCOMPLETE	150	28	2	48	0	11	1	10
HIGH SCHOOL GRADUATE	390	38	2	37	2	13	*	8
SOME COLLEGE	353	54	1	33	1	6	0	5
UNION FAMILIES	253	35	*	43	1	14	*	7
NONUNION FAMILIES	766	41	2	35	1	12	*	9
WHITE	905	44	1	31	1	14	1	8
NONWHITE	110	8	2	81	0	1	0	8
PROTESTANT	605	42	2	34	1	13	*	8
CATHOLIC	265	40	1	40	1	10	0	8
UNDER \$5,000 INCOME	167	33	2	39	1	15	1	9
\$5,000 - \$15,000	557	41	1	38	1	12	*	7
OVER \$15,000	202	48	*	39	1	6	0	6
NOW REGISTERED	819	41	2	35	1	13	*	8
WILL REGISTER	155	32	1	51	1	11	0	4
REGISTERED OR WILL REGISTER	974	40	1	37	1	12	1	8
WON'T REGISTER	45	30	0	41	0	6	0	23
TOTAL REPUBLICAN	321	77	1	12	0	6	*	4
LEAN REPUBLICAN	98	75	1	10	0	10	0	4
TOTAL DEMOCRAT	540	21	1	56	1	13	1	7
LEAN DEMOCRAT	161	24	*	54	1	14	0	7
INDEPENDENT	98	34	4	24	4	21	0	13
TOTAL CONSERVATIVE	453	53	2	26	*	15	*	4
LEAN CONSERVATIVE	242	48	*	34	*	14	1	3
TOTAL LIBERAL	349	30	*	54	1	8	0	7
LEAN LIBERAL	159	32	*	56	0	8	0	4
IN BETWEEN	142	31	2	36	3	15	2	11
NIXON VOTERS	398	65	2	16	1	8	1	7
HUMPHREY VOTERS	226	19	*	70	2	3	0	6
WALLACE VOTERS	48	10	0	11	0	76	3	0
NONVOTERS	244	29	*	48	2	11	0	10
EAST	255	42	2	37	1	7	*	11
MIDWEST	279	40	1	41	1	8	0	9
SOUTH	319	39	1	31	1	21	1	6
WEST	166	37	0	44	1	8	1	9
IDENTIFY KENNEDY CORRECTLY								
NOW REGISTERED	661	42	2	35	1	12	*	8
NOW OR INTEND TO REGISTER	781	0	2	38	1	12	*	7

(\* = PERCENT LESS THAN .5)

NIXON-KENNEDY-WALLACE TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL KENNEDY	TOTAL WALLACE	UNDECIDED
TOTAL PUBLIC	1019	42	38	12	8
MEN	474	43	36	15	6
WOMEN	545	38	40	11	11
18 - 20 YEARS OF AGE	67	25	57	13	5
21 - 29 YEARS	218	37	48	8	7
30 - 49 YEARS	421	41	39	12	8
50 YEARS AND OVER	313	45	30	15	10
8TH GRADE OR LESS	119	35	35	19	11
HIGH SCHOOL INCOMPLETE	150	30	48	12	10
HIGH SCHOOL GRADUATE	390	40	39	13	8
SOME COLLEGE	353	55	34	6	5
UNION FAMILIES	253	35	44	14	7
NONUNION FAMILIES	766	43	36	12	9
WHITE	905	45	32	15	8
NONWHITE	110	10	81	1	8
PROTESTANT	605	44	35	13	8
CATHOLIC	265	41	41	10	8
UNDER \$5,000 INCOME	167	35	40	16	9
\$5,000 - \$15,000	557	42	39	12	7
OVER \$15,000	202	48	40	6	6
NOW REGISTERED	819	43	36	13	8
WILL REGISTER	155	33	52	11	4
REGISTERED OR WILL REGISTER	974	41	38	13	8
WON'T REGISTER	45	30	41	6	23
TOTAL REPUBLICAN	321	78	12	6	4
LEAN REPUBLICAN	98	76	10	10	4
TOTAL DEMOCRAT	540	22	57	14	7
LEAN DEMOCRAT	161	24	55	14	7
INDEPENDENT	98	38	28	21	13
TOTAL CONSERVATIVE	453	55	26	15	4
LEAN CONSERVATIVE	242	48	34	15	3
TOTAL LIBERAL	349	30	55	8	7
LEAN LIBERAL	159	32	56	8	4
IN BETWEEN	142	33	39	17	11
NIXON VOTERS	398	67	17	9	7
HUMPHREY VOTERS	226	19	72	3	6
WALLACE VOTERS	48	10	11	79	0
NONVOTERS	244	29	50	11	10
EAST	255	44	38	7	11
MIDWEST	279	41	42	8	9
SOUTH	319	40	32	22	6
WEST	166	37	45	9	9
IDENTIFY KENNEDY CORRECTLY					
NOW REGISTERED	661	44	36	12	2
NOW OR INTEND TO REGISTER	781	42	39	12	7

(= PERCENT LESS THAN .5)

0013

NIXON-HUMPHREY TRIAL HEAT

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	1019	48	2	37	3	10
MEN	474	51	2	36	3	8
WOMEN	545	46	3	38	2	11
18 - 20 YEARS OF AGE	67	41	4	42	5	8
21 - 29 YEARS	218	43	4	41	2	10
30 - 49 YEARS	421	47	2	39	3	9
50 YEARS AND OVER	313	53	2	33	2	10
8TH GRADE OR LESS	119	49	1	38	2	10
HIGH SCHOOL INCOMPLETE	150	40	4	41	3	12
HIGH SCHOOL GRADUATE	390	48	3	37	2	10
SOME COLLEGE	353	54	3	34	3	6
UNION FAMILIES	253	43	2	44	3	8
NONUNION FAMILIES	766	50	3	35	2	10
WHITE	905	53	2	33	2	10
NONWHITE	110	17	2	72	2	7
PROTESTANT	605	52	3	34	2	9
CATHOLIC	265	45	1	41	2	11
UNDER \$5,000 INCOME	167	47	2	41	2	8
\$5,000 - \$15,000	557	49	2	37	2	10
OVER \$15,000	202	53	2	37	3	5
NOW REGISTERED	819	50	2	37	2	9
WILL REGISTER	155	48	4	37	2	9
REGISTERED OR WILL REGISTER	974	49	3	37	2	9
WON'T REGISTER	45	32	0	39	4	25
TOTAL REPUBLICAN	321	87	2	6	1	4
LEAN REPUBLICAN	98	92	3	3	1	1
TOTAL DEMOCRAT	540	30	2	57	3	8
LEAN DEMOCRAT	161	33	2	53	3	9
INDEPENDENT	98	46	6	30	3	15
TOTAL CONSERVATIVE	453	58	3	32	1	6
LEAN CONSERVATIVE	242	49	3	40	3	5
TOTAL LIBERAL	349	41	2	48	3	6
LEAN LIBERAL	159	44	4	48	1	3
IN BETWEEN	142	48	1	36	4	11
NIXON VOTERS	398	77	2	13	2	6
HUMPHREY VOTERS	226	11	*	83	3	3
WALLACE VOTERS	48	66	2	24	0	8
NONVOTERS	244	42	3	40	3	12
EAST	255	43	3	42	3	9
MIDWEST	279	45	3	41	2	9
SOUTH	319	58	2	30	2	8
WEST	166	42	1	40	2	15
IDENTIFY HUMPHREY CORRECTLY						
NOW REGISTERED	620	48	2	41	2	7
NOW OR INTEND TO REGISTER	730	47	2	41	2	8

1. NIXON  
 2. LEAN NIXON  
 3. HUMPHREY  
 4. LEAN HUMPHREY  
 5. UNDECIDED

NIXON-HUMPHREY TRIAL HEAT

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	PERCENTAGE BASE	TOTAL NIXON	TOTAL HUMPHREY	UNDECIDED
TOTAL PUBLIC	1019	50	40	10
MEN	474	53	39	8
WOMEN	545	49	40	11
18 - 20 YEARS OF AGE	67	45	47	8
21 - 29 YEARS	218	47	43	10
30 - 49 YEARS	421	49	42	9
50 YEARS AND OVER	313	55	35	10
8TH GRADE OR LESS	119	50	40	10
HIGH SCHOOL INCOMPLETE	150	44	44	12
HIGH SCHOOL GRADUATE	390	51	39	10
SOME COLLEGE	353	57	37	6
UNION FAMILIES	253	45	47	8
NONUNION FAMILIES	766	53	37	10
WHITE	905	55	35	10
NONWHITE	110	19	74	7
PROTESTANT	605	55	36	9
CATHOLIC	265	46	43	11
UNDER \$5,000 INCOME	167	49	43	8
\$5,000 - \$15,000	557	51	39	10
OVER \$15,000	202	55	40	5
NOW REGISTERED	819	52	39	9
WILL REGISTER	155	52	39	9
REGISTERED OR WILL REGISTER	974	52	39	9
WON'T REGISTER	45	32	43	25
TOTAL REPUBLICAN	321	89	7	4
LEAN REPUBLICAN	98	95	4	1
TOTAL DEMOCRAT	540	32	60	8
LEAN DEMOCRAT	161	35	56	9
INDEPENDENT	98	52	33	15
TOTAL CONSERVATIVE	453	61	33	6
LEAN CONSERVATIVE	242	52	43	5
TOTAL LIBERAL	349	43	51	6
LEAN LIBERAL	159	48	49	3
IN BETWEEN	142	49	40	11
NIXON VOTERS	398	79	15	6
HUMPHREY VOTERS	226	11	86	3
WALLACE VOTERS	48	68	24	8
NONVOTERS	244	45	43	12
EAST	255	46	45	9
MIDWEST	279	48	43	9
SOUTH	319	60	32	8
WEST	166	43	42	15
IDENTIFY HUMPHREY CORRECTLY				
NOW REGISTERED	620	50	43	7
NOW OR INTEND TO REGISTER	730	49	43	8
( PERCENT LESS THAN .5)				

0020

1. NIXON 2. LEAN NIXON 3. HUMPHREY 4. LEAN HUMPHREY 5. WALLACE 6. LEAN WALLACE

NIXON-HUMPHREY-WALLACE TRIAL HEAT	PERCENTAGE BASE							
		1.	2.	3.	4.	5.	6.	7.
TOTAL PUBLIC	1019	43	1	34	1	13	1	7
MEN	474	45	*	32	2	15	1	5
WOMEN	545	41	1	36	2	11	0	9
18 - 20 YEARS OF AGE	67	43	0	37	3	14	0	3
21 - 29 YEARS	218	40	1	38	2	11	0	8
30 - 49 YEARS	421	42	*	36	1	14	0	7
50 YEARS AND OVER	313	45	2	29	1	13	2	8
8TH GRADE OR LESS	119	37	2	30	2	17	2	10
HIGH SCHOOL INCOMPLETE	150	39	1	34	3	15	0	8
HIGH SCHOOL GRADUATE	390	42	1	36	1	14	0	6
SOME COLLEGE	353	53	1	35	*	6	0	5
UNION FAMILIES	253	36	1	41	2	15	0	5
NONUNION FAMILIES	766	45	1	32	1	12	1	8
WHITE	905	46	1	29	2	14	1	7
NONWHITE	110	16	3	68	0	4	0	9
PROTESTANT	605	45	1	30	1	15	1	7
CATHOLIC	265	41	*	39	2	10	0	8
UNDER \$5,000 INCOME	167	40	1	34	3	12	3	7
\$5,000 - \$15,000	557	42	1	35	1	14	0	7
OVER \$15,000	202	50	0	37	1	8	0	4
NOW REGISTERED	819	43	1	34	1	13	1	7
WILL REGISTER	155	42	2	34	3	14	0	5
REGISTERED OR WILL REGISTER	974	43	1	34	1	13	1	7
WON'T REGISTER	45	29	0	36	5	10	0	20
TOTAL REPUBLICAN	321	83	1	4	0	6	0	6
LEAN REPUBLICAN	98	83	2	2	0	11	0	2
TOTAL DEMOCRAT	540	24	1	53	2	14	1	5
LEAN DEMOCRAT	161	25	1	51	5	13	1	4
INDEPENDENT	98	36	3	24	4	25	0	8
TOTAL CONSERVATIVE	453	51	2	26	1	16	*	4
LEAN CONSERVATIVE	242	45	1	32	0	16	1	5
TOTAL LIBERAL	349	38	*	47	1	8	0	6
LEAN LIBERAL	159	43	0	43	1	9	0	4
IN BETWEEN	142	40	1	34	0	13	3	9
NIXON VOTERS	398	72	2	12	*	9	1	4
HUMPHREY VOTERS	226	11	0	82	1	2	0	4
WALLACE VOTERS	48	12	2	8	0	78	0	0
NONVOTERS	244	39	*	34	2	15	0	10
EAST	255	41	1	42	1	7	0	8
MIDWEST	279	43	1	37	3	8	1	7
SOUTH	319	46	1	24	1	22	1	5
WEST	166	39	1	39	*	9	0	12
IDENTIFY HUMPHREY CORRECTLY								
NOW REGISTERED	620	42	1	39	*	12	*	6
W OR INTEND TO REGISTER	730	1	1	39	1	12	*	6

(\* = PERCENT LESS THAN .5)



NIXON-HUMPHREY-WALLACE TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL HUMPHREY	TOTAL WALLACE	UNDECIDED
TOTAL PUBLIC	1019	44	35	14	7
MEN	474	45	34	16	5
WOMEN	545	42	38	11	9
18 - 20 YEARS OF AGE	67	43	40	14	3
21 - 29 YEARS	218	41	40	11	8
30 - 49 YEARS	421	42	37	14	7
50 YEARS AND OVER	313	47	30	15	8
8TH GRADE OR LESS	119	39	32	19	10
HIGH SCHOOL INCOMPLETE	150	40	37	15	8
HIGH SCHOOL GRADUATE	390	43	37	14	6
SOME COLLEGE	353	54	35	6	5
UNION FAMILIES	253	37	43	15	5
NONUNION FAMILIES	766	46	33	13	8
WHITE	905	47	31	15	7
NONWHITE	110	19	68	4	9
PROTESTANT	605	46	31	16	7
CATHOLIC	265	41	41	10	8
UNDER \$5,000 INCOME	167	41	37	15	7
\$5,000 - \$15,000	557	43	36	14	7
OVER \$15,000	202	50	38	8	4
NOW REGISTERED	819	44	35	14	7
WILL REGISTER	155	44	37	14	5
REGISTERED OR WILL REGISTER	974	44	35	14	7
WON'T REGISTER	45	29	41	10	20
TOTAL REPUBLICAN	321	84	4	6	6
LEAN REPUBLICAN	98	85	2	11	2
TOTAL DEMOCRAT	540	25	55	15	5
LEAN DEMOCRAT	161	26	56	14	4
INDEPENDENT	98	39	28	25	8
TOTAL CONSERVATIVE	453	53	27	16	4
LEAN CONSERVATIVE	242	46	32	17	5
TOTAL LIBERAL	349	38	48	8	6
LEAN LIBERAL	159	43	44	9	4
IN BETWEEN	142	41	34	16	9
NIXON VOTERS	398	74	12	10	4
HUMPHREY VOTERS	226	11	83	2	4
WALLACE VOTERS	48	14	8	78	0
NONVOTERS	244	39	36	15	10
EAST	255	42	43	7	8
MIDWEST	279	44	40	9	7
SOUTH	319	47	25	23	5
WEST	166	40	39	9	12
IDENTIFY HUMPHREY CORRECTLY					
NON REGISTERED	620	43	39	12	6
NOW OR INTEND TO REGISTER	730	42	40	12	6

IN POLITICS AS OF TODAY, DO YOU CONSIDER YOURSELF A DEMOCRAT, REPUBLICAN, INDEPENDENT, OR SOMETHING ELSE?

	PERCENTAGE BASE	1. REPUBLICAN	2. LEAN REPUBLICAN	3. DEMOCRAT	4. LEAN DEMOCRAT	5. INDEPENDENT	6. UNDECIDED	7. TOTAL REPUBLICAN	8. TOTAL DEMOCRAT
TOTAL PUBLIC	1019	22	8	40	15	9	6	30	55
MEN	474	22	10	36	17	10	5	32	53
WOMEN	545	21	5	43	14	9	8	26	57
18 - 20 YEARS OF AGE	67	15	12	22	32	13	6	27	54
21 - 29 YEARS	218	15	7	38	22	12	6	22	60
30 - 49 YEARS	421	17	10	41	15	9	8	27	56
50 YEARS AND OVER	313	31	5	42	9	8	5	36	51
8TH GRADE OR LESS	119	21	3	54	8	8	6	24	62
HIGH SCHOOL INCOMPLETE	150	24	5	42	16	5	8	29	58
HIGH SCHOOL GRADUATE	390	20	7	36	19	11	7	27	55
SOME COLLEGE	353	23	16	30	16	11	4	39	46
UNION FAMILIES	253	18	8	43	19	6	6	26	62
NONUNION FAMILIES	766	23	8	39	14	10	6	31	53
WHITE	905	23	9	37	15	10	6	32	52
NONWHITE	110	8	2	64	13	4	9	10	77
PP STANT	605	25	8	39	13	9	6	33	52
C IC	265	14	8	46	17	8	7	22	63
UNDER \$5,000 INCOME	167	23	7	48	11	6	5	30	59
\$5,000 - \$15,000	557	21	8	39	17	9	6	29	56
OVER \$15,000	202	23	12	31	17	11	6	35	48
NOW REGISTERED	819	24	8	40	13	9	6	32	53
WILL REGISTER	155	11	9	35	25	16	4	20	60
REGISTERED OR WILL REGISTER	974	22	8	40	15	10	5	30	55
WON'T REGISTER	45	11	6	41	15	1	26	17	56
TOTAL REPUBLICAN	321	74	26	0	0	0	0	100	0
LEAN REPUBLICAN	98	0	100	0	0	0	0	100	0
TOTAL DEMOCRAT	540	0	0	72	28	0	0	0	100
LEAN DEMOCRAT	161	0	0	0	100	0	0	0	100
INDEPENDENT	98	0	0	0	0	100	0	0	0
TOTAL CONSERVATIVE	453	29	11	32	13	9	6	40	45
LEAN CONSERVATIVE	242	26	9	36	18	6	5	35	54
TOTAL LIBERAL	349	15	6	48	20	9	2	21	68
LEAN LIBERAL	159	15	6	47	19	11	2	21	66
IN BETWEEN	142	19	3	45	14	10	9	22	59
NIXON VOTERS	398	41	14	25	7	10	3	55	32
HUMPHREY VOTERS	226	3	2	69	18	4	4	5	87
WALLACE VOTERS	48	12	6	30	23	20	9	18	53
NO VOTERS	244	13	5	39	23	11	9	18	62
EAST	255	24	8	37	18	8	5	32	55
MIDWEST	279	24	7	34	17	10	8	31	51
SOUTH	319	18	8	47	13	9	5	26	60
WEST	166	22	8	38	14	10	8	30	52

REGARDLESS OF THE POLITICAL PARTY YOU MIGHT FAVOR, DO YOU CONSIDER YOURSELF TO BE A LIBERAL, CONSERVATIVE, OR SOMEWHERE IN BETWEEN?

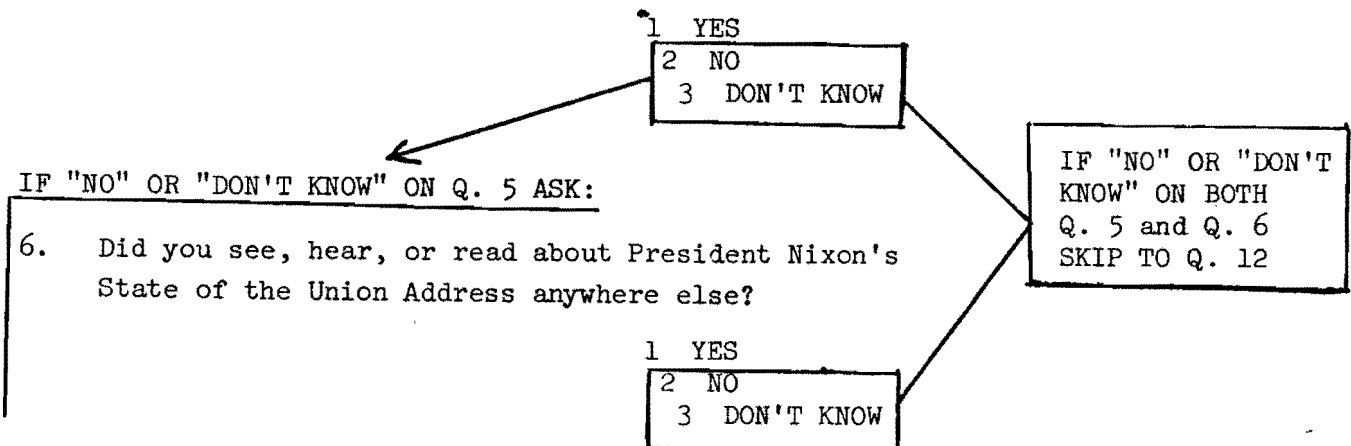
	PERCENTAGE BASE	1. CONSERVATIVE 2. LEAN CONSERVATIVE 3. LIBERAL 4. LEAN LIBERAL				5. IN BETWEEN 6. UNDECIDED 7. TOTAL CONSERVATIVE 8. TOTAL LIBERAL			
		1.	2.	3.	4.	5.	6.	7.	8.
TOTAL PUBLIC	1019	20	24	17	15	15	9	44	32
MEN	474	22	23	22	16	12	5	45	38
WOMEN	545	17	26	13	15	17	12	43	28
18 - 20 YEARS OF AGE	67	8	30	30	17	15	0	38	47
21 - 29 YEARS	218	15	21	25	18	14	7	36	43
30 - 49 YEARS	421	21	25	12	17	17	8	46	29
50 YEARS AND OVER	313	22	25	16	11	13	13	47	27
8TH GRADE OR LESS	119	16	28	13	12	17	14	44	25
HIGH SCHOOL INCOMPLETE	150	19	24	12	17	14	14	43	29
HIGH SCHOOL GRADUATE	390	20	25	17	17	14	7	45	34
SOME COLLEGE	353	23	21	25	15	14	2	44	40
UNION FAMILIES	253	19	21	19	18	15	8	40	37
NONUNION FAMILIES	766	20	26	17	14	14	9	46	31
WHITE	905	21	25	17	15	14	8	46	32
NONWHITE	110	13	19	20	18	16	14	32	38
TESTANT	605	21	24	13	16	16	10	45	29
HOLIC	265	19	28	20	14	11	8	47	34
UNDER \$5,000 INCOME	167	17	24	13	14	16	16	41	27
\$5,000 - \$15,000	557	22	26	17	14	15	6	48	31
OVER \$15,000	202	19	18	27	22	11	3	37	49
NOW REGISTERED	819	22	24	16	14	15	9	46	30
WILL REGISTER	155	14	22	21	25	14	4	36	46
REGISTERED OR WILL REGISTER	974	20	24	17	15	15	9	44	32
WON'T REGISTER	45	8	29	19	14	10	20	37	33
TOTAL REPUBLICAN	321	32	29	12	11	11	5	61	23
LEAN REPUBLICAN	98	39	27	11	12	7	4	66	23
TOTAL DEMOCRAT	540	12	24	22	18	15	9	36	40
LEAN DEMOCRAT	161	8	29	24	19	13	7	37	43
INDEPENDENT	98	26	17	13	19	15	10	43	32
TOTAL CONSERVATIVE	453	45	55	0	0	0	0	100	0
LEAN CONSERVATIVE	242	0	100	0	0	0	0	100	0
TOTAL LIBERAL	349	0	0	53	47	0	0	0	100
LEAN LIBERAL	159	0	0	0	100	0	0	0	100
IN BETWEEN	142	0	0	0	0	100	0	0	0
NIXON VOTERS	398	31	29	12	10	12	6	60	22
HUMPHREY VOTERS	226	11	18	28	20	15	8	29	48
WALLACE VOTERS	48	26	34	10	12	14	4	60	22
NONVOTERS	244	8	24	19	22	18	9	32	41
EAST	255	20	23	19	16	15	7	43	35
MIDWEST	279	18	30	18	14	12	8	48	32
SOUTH	319	27	22	15	15	16	9	45	37
W.S.	166	1	21	18	16	15	15	36	34

Question:	Page
DO YOU APPROVE OR DISAPPROVE OF THE WAY RICHARD NIXON IS HANDLING HIS JOB AS PRESIDENT?	1
DO YOU APPROVE OR DISAPPROVE OF THE WAY SPIRO AGNEW IS HANDLING HIS JOB AS VICE PRESIDENT?	2
DO YOU APPROVE OR DISAPPROVE OF THE WAY J. EDGAR HOOVER IS HANDLING HIS JOB AS DIRECTOR OF THE F. B. I. ?	3
THERE HAS BEEN SOME CRITICISM OF THE FACT THAT MR. HOOVER CONTINUES IN OFFICE ALTHOUGH HE IS 75 YEARS OLD. DO YOU THINK HE SHOULD RETIRE OR NOT?	4
DID YOU SEE PRESIDENT NIXON'S STATE OF THE UNION ADDRESS TO CONGRESS ON TELEVISION LAST FRIDAY NIGHT?	5
(IF "YES" TO QUESTION 5) IN GENERAL, HOW WOULD YOU RATE YOUR REACTION TO WHAT PRESIDENT NIXON SAID -- VERY FAVORABLE, SOMEWHAT FAVORABLE, SOMEWHAT UNFAVORABLE, OR VERY UNFAVORABLE?	6
IN 1972 THERE WILL BE ANOTHER PRESIDENTIAL ELECTION. SUPPOSE THIS ELECTION WERE BEING HELD TODAY AND THE CANDIDATES WERE RICHARD NIXON AND EDMUND MUSKIE, WHICH ONE WOULD YOU VOTE FOR?	7
NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, EDMUND MUSKIE AND GEORGE WALLACE AS A 3RD PARTY CANDIDATE. WHICH ONE WOULD VOTE FOR?	8
STILL TALKING ABOUT THE 1972 PRESIDENTIAL ELECTION, SUPPOSE THIS ELECTION WERE BEING HELD TODAY AND THE CANDIDATES WERE RICHARD NIXON AND EDWARD KENNEDY. WHICH ONE WOULD YOU VOTE FOR?	9
NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, EDWARD KENNEDY AND GEORGE WALLACE AS A 3RD PARTY CANDIDATE: WHICH ONE WOULD YOU VOTE FOR?	10
STILL TALKING ABOUT THE 1972 PRESIDENTIAL ELECTION, SUPPOSE THE CANDIDATES WERE RICHARD NIXON AND GEORGE MC GOVERN. WHICH ONE WOULD YOU VOTE FOR?	11
NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, GEORGE MC GOVERN AND GEORGE WALLACE AS A 3RD PARTY CANDIDATE: WHICH ONE WOULD YOU VOTE FOR?	12

OPINION SURVEY

I'm \_\_\_\_\_, and I'm working on a survey about current issues being made for Opinion Research Corporation of Princeton, New Jersey. I'd like very much to have your opinion.

1. Do you approve or disapprove of the way Richard Nixon is handling his job as President?  
1 APPROVE  
2 DISAPPROVE  
3 DON'T KNOW
2. Do you approve or disapprove of the way Spiro Agnew is handling his job as Vice President?  
1 APPROVE  
2 DISAPPROVE  
3 DON'T KNOW
3. Do you approve or disapprove of the way J. Edgar Hoover is handling his job as Director of the Federal Bureau of Investigation?  
1 APPROVE  
2 DISAPPROVE  
3 DON'T KNOW
4. There has been some criticism of the fact that Mr. Hoover continues in office, although he is 75 years old. Do you think he should retire or not?  
1 RETIRE  
2 NOT RETIRE  
3 DON'T KNOW
5. Did you see President Nixon's State of the Union Address to Congress on television last Friday night?



7. In general, how do you rate your reaction to what President Nixon said in his State of the Union Address? (READ CHOICES BELOW EXCEPT "NO OPINION")

- 1 VERY FAVORABLE
- 2 SOMEWHAT FAVORABLE
- 3 SOMEWHAT UNFAVORABLE
- 4 VERY UNFAVORABLE
- 5 NO OPINION

8. What do you consider the most important point in President Nixon's State of the Union Address?

IF ANY ANSWER ON Q. 8 ASK:

9. Why do you think this was the most important point?

10. What, if anything, about President Nixon's State of the Union Address did you not like?

IF ANY ANSWER ON Q. 10 ASK:

11. Why is that?

ASK EVERYBODY.

12. In 1972 there will be another presidential election. If this election were being held today and the candidates were Richard Nixon and Edmund Muskie, which one would you vote for?

- 1 RICHARD NIXON
- 2 EDMUND MUSKIE
- 3 NEITHER
- 4 DON'T KNOW OR UNDECIDED

IF "NEITHER" OR "UNDECIDED" ON Q. 12 ASK:

13. Would you say that you lean more toward Richard Nixon or more toward Edmund Muskie?

- 1 RICHARD NIXON
- 2 EDMUND MUSKIE
- 3 DON'T KNOW OR UNDECIDED

14. Now suppose the candidates were Richard Nixon, Edmund Muskie and George Wallace as a third party candidate. Which one would you vote for?

- 1 RICHARD NIXON
- 2 EDMUND MUSKIE
- 3 GEORGE WALLACE
- 4 NONE
- 5 DON'T KNOW OR UNDECIDED

IF "NONE" OR "UNDECIDED" ON Q. 14 ASK:

15. Would you say that you lean more toward Richard Nixon, more toward Edmund Muskie, or more toward George Wallace?

- 1 RICHARD NIXON
- 2 EDMUND MUSKIE
- 3 GEORGE WALLACE
- 4 DON'T KNOW OR UNDECIDED

16. Still talking about the 1972 presidential election, suppose this election were being held today and the candidates were Richard Nixon and Edward Kennedy. Which one would you vote for?

- 1 RICHARD NIXON
- 2 EDWARD KENNEDY
- 3 NEITHER
- 4 DON'T KNOW OR UNDECIDED

IF "NEITHER" OR "UNDECIDED" ON Q. 16 ASK:

17. Would you say that you lean more toward Richard Nixon or more toward Edward Kennedy?

- 1 RICHARD NIXON
- 2 EDWARD KENNEDY
- 3 DON'T KNOW OR UNDECIDED

18. Now suppose the candidates were Richard Nixon, Edward Kennedy, and George Wallace as a third party candidate. Which one would you vote for?

- 1 RICHARD NIXON
- 2 EDWARD KENNEDY
- 3 GEORGE WALLACE
- 4 NONE
- 5 DON'T KNOW OR UNDECIDED

IF "NONE" OR "UNDECIDED" ON Q. 18 ASK:

19. Would you say that you lean more toward Richard Nixon or more toward Edward Kennedy or more toward George Wallace?

- 1 RICHARD NIXON
- 2 EDWARD KENNEDY
- 3 GEORGE WALLACE
- 4 DON'T KNOW OR UNDECIDED

20. Still talking about the 1972 presidential election, suppose the candidates were Richard Nixon and George McGovern. Which one would you vote for?

- 1 RICHARD NIXON
- 2 GEORGE McGOVERN
- 3 NEITHER
- 4 DON'T KNOW OR UNDECIDED

IF "NEITHER" OR "UNDECIDED" ON Q. 20 ASK:

21. Would you say that you lean more toward Richard Nixon or more toward George McGovern?

- 1 RICHARD NIXON
- 2 GEORGE McGOVERN
- 3 DON'T KNOW OR UNDECIDED

22. Now suppose the candidates were Richard Nixon, George McGovern, and George Wallace as a third party candidate. Which one would you vote for?

- 1 RICHARD NIXON
- 2 GEORGE McGOVERN
- 3 GEORGE WALLACE
- 4 NONE
- 5 DON'T KNOW OR UNDECIDED

IF "NONE" OR "UNDECIDED" ON Q. 22 ASK:

22A. Would you say that you lean more toward Richard Nixon or more toward George McGovern, or more toward George Wallace?

- 1 RICHARD NIXON
- 2 GEORGE McGOVERN
- 3 GOERGE WALLACE
- 4 DON'T KNOW OR UNDECIDED



23. Are you now registered to vote?

- 1 YES
- 2 NO
- 3 DON'T KNOW

IF "NO" OR "DON'T KNOW" ON Q.23, ASK:

24. Do you intend to register for the 1972 presidential election?

- 1 YES
- 2 NO
- 3 DON'T KNOW

25. Who did you vote for in the 1968 presidential election?

- 1 RICHARD NIXON
- 2 HUBERT HUMPHREY
- 3 GEORGE WALLACE
- 4 OTHER
- 5 DON'T RECALL
- 6 DIDN'T VOTE

26. In politics as of today, do you consider yourself a Democrat, Republican, Independent, or something else?

- 1 DEMOCRAT
- 2 REPUBLICAN
- 3 INDEPENDENT
- 4 DON'T KNOW/UNDECIDED
- 5 SOMETHING ELSE

IF "INDEPENDENT" OR "UNDECIDED" ON Q.26, ASK:

27. As of today, do you lean more toward the Democratic party or more toward the Republican party?

- 1 DEMOCRATIC
- 2 REPUBLICAN
- 3 DON'T KNOW OR UNDECIDED

28. Regardless of the political party you might favor, do you consider yourself to be a liberal, conservative, or somewhere in between?

- 1 LIBERAL
- 2 CONSERVATIVE
- 3 SOMEWHERE IN BETWEEN
- 4 DON'T KNOW/UNDECIDED

IF "SOMEWHERE IN BETWEEN," "DON'T KNOW/UNDECIDED" ON Q.28, ASK:

29. Do you lean more toward the liberal side, or more toward the conservative side?

- 1 LIBERAL
- 2 CONSERVATIVE
- 3 DON'T KNOW/UNDECIDED

30. In which of these age groups are you?  
(READ CHOICES TO RESPONDENT.)

- 1 18 to 20
- 2 21 - 29
- 3 30 - 49
- 4 50 OR OVER
- 5 NOT DETERMINED

31. Do you or does anyone in your household belong to a labor union?

- 1 YES
- 2 NO
- 3 DON'T KNOW

32. Are you white, Negro, or some other race?

- 1 WHITE
- 2 NEGRO
- 3 SOME OTHER RACE
- 4 NOT DETERMINED

33. What is your religious preference?  
(READ CHOICES TO RESPONDENT.)

- 1 PROTESTANT
- 2 CATHOLIC
- 3 JEWISH
- 4 OTHER
- 5 NONE
- 6 REFUSE OR DON'T KNOW

34. Finally, so that we can group all answers, what is your total annual family income before taxes: under \$5,000, \$5,000 to \$15,000, or over \$15,000?

- 1 UNDER \$5,000
- 2 \$5,000 to \$15,000
- 3 OVER \$15,000
- 4 REFUSED
- 5 DON'T KNOW

35. 1 MAN  
2 WOMAN

Interviewer name \_\_\_\_\_ Date \_\_\_\_\_

Location number \_\_\_\_\_

Time interview completed \_\_\_\_\_

25-28

QUESTION 1

69002

JANUARY 1971

DO YOU APPROVE OR DISAPPROVE OF THE WAY RICHARD NIXON IS HANDLING HIS JOB AS PRESIDENT?

*Interview table*  
*1/25-40/1/71*

	PERCENTAGE BASE	APPROVE	DISAPPROVE	DON'T KNOW
TOTAL PUBLIC	1020	59	28	13
MEN	505	60	29	11
WOMEN	515	58	28	14
18 - 20 YEARS OF AGE	34	53	38	9
21 - 29	232	52	39	9
30 - 49	409	62	24	14
50 AND OVER	343	60	25	15
UNION FAMILIES	251	50	34	16
NONUNION	769	62	27	11
WHITE	921	61	26	13
NONWHITE	95	31	54	15
PROTESTANT	579	65	22	13
CATHOLIC	270	52	34	14
UNDER \$5,000 INCOME	172	51	31	18
\$5,000 - \$15,000	593	61	27	12
OVER \$15,000	183	67	27	6
NOW REGISTERED	863	59	28	13
DID NOT REGISTER	135	55	32	13
REGISTERED OR WILL REGISTER	996	59	28	13
WON'T REGISTER	24	54	29	17
TEND TO BE REPUBLICAN	368	82	7	11
LEAN REPUBLICAN	136	82	7	11
TOTAL DEMOCRAT	512	42	45	13
LEAN DEMOCRAT	140	42	47	11
INDEPENDENT	92	60	26	12
TOTAL CONSERVATIVE	509	67	22	11
LEAN CONSERVATIVE	265	65	24	11
TOTAL LIBERAL	321	49	40	11
LEAN LIBERAL	151	54	36	10
IN BETWEEN	128	55	27	18
NIXON VOTERS	466	77	13	10
McKENNA VOTERS	233	33	51	16
MULLAGE VOTERS	65	51	34	15
NONVOTERS	189	48	37	15
EAST	255	54	30	16
MIDWEST	302	54	34	12
SOUTH	307	67	21	12
WEST	156	59	29	12

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## QUESTION 2

69002

25-28  
JANUARY 1971

DO YOU APPROVE OR DISAPPROVE OF THE WAY SPIRO AGNEW IS HANDLING HIS JOB AS VICE PRE

	PERCENTAGE BASE	APPROVE	DISAPPROVE	DON'T KNOW
TOTAL PUBLIC	1020	49	35	16
MEN	505	51	35	14
WOMEN	515	48	35	17
18 - 20 YEARS OF AGE	34	29	62	9
21 - 29	232	39	47	14
30 - 49	409	52	31	17
50 AND OVER	343	54	30	16
UNION FAMILIES	251	46	37	17
NONUNION	769	50	35	15
WHITE	921	53	32	15
NONWHITE	95	18	63	19
PROTESTANT	579	53	29	18
CATHOLIC	270	47	39	14
UNDER \$5,000 INCOME	172	39	38	23
\$5,000 - \$15,000	593	52	34	14
OVER \$15,000	183	56	34	10
NOW REGISTERED	863	51	34	15
WILL REGISTER	133	38	41	21
REGISTERED OR WILL REGISTER	996	50	35	15
WON'T REGISTER	24	38	29	33
TOTAL REPUBLICAN	368	65	18	17
LEAN REPUBLICAN	136	67	14	19
TOTAL DEMOCRAT	512	37	49	14
LEAN DEMOCRAT	140	35	51	14
INDEPENDENT	92	49	35	16
TOTAL CONSERVATIVE	509	60	27	13
LEAN CONSERVATIVE	265	56	30	14
TOTAL LIBERAL	321	34	53	13
LEAN LIBERAL	151	34	50	16
IN BETWEEN	128	49	31	20
NIXON VOTERS	466	63	22	15
HUMPHREY VOTERS	233	30	57	13
WALLACE VOTERS	65	59	32	9
NONVOTERS	189	37	42	21
EAST	255	44	40	16
MIDWEST	302	50	34	16
SOUTH	307	54	31	15
WEST	156	49	35	16

0002

DO YOU APPROVE OR DISAPPROVE OF THE WAY J. EDGAR HOOVER IS HANDLING HIS JOB AS DIRECTOR OF THE FEDERAL BUREAU OF INVESTIGATION

	PERCENTAGE BASE	APPROVE	DISAPPROVE	DON'T KNOW
TOTAL PUBLIC	1020	65	15	20
MEN	505	69	17	14
WOMEN	515	61	13	26
18 - 20 YEARS OF AGE	34	47	29	24
21 - 29	232	55	21	24
30 - 49	409	71	14	15
50 AND OVER	343	67	11	22
UNION FAMILIES	251	69	11	20
NONUNION	769	64	16	20
WHITE	921	67	13	20
NONWHITE	95	44	33	23
PROTESTANT	579	70	11	19
CATHOLIC	270	63	17	20
UNDER \$5,000 INCOME	172	55	16	29
\$5,000 - \$15,000	593	67	14	19
OVER \$15,000	183	71	19	10
ALREADY REGISTERED	863	66	15	19
DON'T REGISTER	133	60	17	23
REGISTERED OR WILL REGISTER	996	66	15	19
DON'T REGISTER	24	46	12	42
TOTAL REPUBLICAN	368	70	11	19
LEAN REPUBLICAN	136	69	13	18
TOTAL DEMOCRAT	512	63	18	19
LEAN DEMOCRAT	140	64	22	14
INDEPENDENT	92	58	17	25
TOTAL CONSERVATIVE	509	72	12	16
LEAN CONSERVATIVE	265	71	12	17
TOTAL LIBERAL	321	56	25	19
LEAN LIBERAL	151	58	18	24
IN BETWEEN	128	67	8	25
NIXON VOTERS	466	71	11	18
MURPHY VOTERS	233	63	20	17
WALLACE VOTERS	65	74	11	15
NONVOTERS	189	53	21	26
EAST	255	58	20	22
MIDWEST	302	69	12	19
SOUTH	307	70	12	18
WEST	156	58	21	21

## QUESTION 4

69002

25-28  
JANUARY 1971

THERE HAS BEEN SOME CRITICISM OF THE FACT THAT MR. HOOVER CONTINUES IN OFFICE, ALTHOUGH HE IS 75 YEARS OLD. DO YOU THINK HE SHOULD RETIRE OR NOT

	PERCENTAGE BASE	RETIRE	NOT RETIRE	DON'T KNOW
TOTAL PUBLIC	1020	49	41	10
MEN	505	53	40	7
WOMEN	515	44	42	14
18 - 20 YEARS OF AGE	34	56	32	12
21 - 29	232	51	38	11
30 - 49	409	47	44	9
50 AND OVER	343	48	42	10
UNION FAMILIES	251	50	41	9
NONUNION	769	48	41	11
WHITE	921	47	42	11
NONWHITE	95	64	31	5
PROTESTANT	579	46	43	11
CATHOLIC	270	51	40	9
UNDER \$5,000 INCOME	172	48	42	10
\$5,000 - \$15,000	593	49	41	10
OVER \$15,000	183	51	40	9
NOW REGISTERED	863	48	42	10
WILL REGISTER	133	50	36	14
REGISTERED OR WILL REGISTER	996	49	41	10
WON'T REGISTER	24	46	37	17
TOTAL REPUBLICAN	368	44	44	12
LEAN REPUBLICAN	136	44	44	12
TOTAL DEMOCRAT	512	53	39	8
LEAN DEMOCRAT	140	54	39	7
INDEPENDENT	92	47	44	9
TOTAL CONSERVATIVE	509	46	46	8
LEAN CONSERVATIVE	265	50	43	7
TOTAL LIBERAL	321	58	32	10
LEAN LIBERAL	151	61	25	14
IN BETWEEN	128	37	47	16
NIXON VOTERS	466	48	43	9
HUFPHREY VOTERS	233	57	36	7
WALLACE VOTERS	65	35	57	8
NONVOTERS	189	52	33	15
EAST	295	56	37	7
MIDWEST	302	50	36	14
SOUTH	307	39	50	11
WEST	156	52	41	7

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QUESTION 5 &amp; 6

69002

JANUARY 1971

DID YOU SEE, HEAR, OR READ ABOUT PRESIDENT NIXON'S STATE OF THE UNION ADDRESS TO CONGRESS LAST FRIDAY NIGHT

	PERCENTAGE BASE	SAW TV	SAW OR HEARD ELSEWHERE	DIDN'T SEE OR HEAR
TOTAL PUBLIC	1020	52	16	32
MEN	505	52	18	30
WOMEN	515	51	15	34
18 - 20 YEARS OF AGE	34	41	9	50
21 - 29	232	38	17	45
30 - 49	409	50	18	32
50 AND OVER	343	64	14	22
UNION FAMILIES	251	48	16	36
NONUNION	769	53	16	31
WHITE	921	53	17	30
NONWHITE	95	41	11	48
PROTESTANT	579	53	16	31
CATHOLIC	270	51	16	33
UNDER \$5,000 INCOME	172	50	12	38
\$5,000 - \$15,000	593	51	15	34
OVER \$15,000	183	54	26	20
NOW REGISTERED	863	55	17	28
WILL REGISTER	133	34	13	53
REGISTERED OR WILL REGISTER	996	52	16	32
WON'T REGISTER	24	33	13	54
TOTAL REPUBLICAN	368	55	18	27
LEAN REPUBLICAN	136	54	16	30
TOTAL DEMOCRAT	512	48	15	37
LEAN DEMOCRAT	140	48	16	36
INDEPENDENT	92	58	18	24
TOTAL CONSERVATIVE	509	52	19	29
LEAN CONSERVATIVE	265	49	20	31
TOTAL LIBERAL	321	53	16	31
LEAN LIBERAL	151	54	17	29
IN BETWEEN	128	49	7	44
NIXON VOTERS	466	57	18	25
HUMPHREY VOTERS	233	50	19	31
HALLAGE VOTERS	65	52	11	37
NONVOTERS	189	39	13	48
EAST	255	57	15	28
MIDWEST	302	49	18	33
SOUTH	307	53	17	30
WEST	156	47	14	39

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QUESTION 7

69002

25-28  
JANUARY 1971

REACTION TO PRESIDENT NIXON'S STATE OF THE UNION ADDRESS

- 1. VERY FAVORABLE
- 2. SOMEWHAT FAVORABLE
- 3. SOMEWHAT UNFAVORABLE
- 4. VERY UNFAVORABLE
- 5. NO OPINION
- 6. FAVORABLE
- 7. UNFAVORABLE

PERCENTAGE  
BASE

		1.	2.	3.	4.	5.
TOTAL PUBLIC	694	26	47	14	6	7
MEN	352	25	49	13	6	7
WOMEN	342	27	45	15	7	6
18 - 20 YEARS OF AGE	17	17	47	18	0	18
21 - 29	127	14	52	17	7	10
30 - 49	280	23	50	14	8	5
50 AND OVER	268	36	41	11	5	7
UNION FAMILIES	161	24	46	17	7	6
NONUNION	533	27	47	13	6	7
WHITE	641	27	47	14	5	7
NONWHITE	49	18	47	12	19	4
PROTESTANT	402	28	49	11	5	7
CATHOLIC	180	24	46	17	7	6
UNDER \$5,000 INCOME	106	31	42	16	5	6
\$5,000 - \$15,000	394	23	52	13	6	6
OVER \$15,000	146	31	43	13	5	8
NOW REGISTERED	621	26	47	14	7	6
WILL REGISTER	62	26	47	13	0	14
REGISTERED OR WILL REGISTER	683	26	47	14	6	7
WON'T REGISTER	11	37	27	9	9	18
TOTAL REPUBLICAN	270	39	51	6	1	3
LEAN REPUBLICAN	96	33	59	6	0	2
TOTAL DEMOCRAT	324	15	45	22	10	8
LEAN DEMOCRAT	89	12	39	21	14	14
INDEPENDENT	70	24	44	11	12	9
TOTAL CONSERVATIVE	364	31	49	9	5	6
LEAN CONSERVATIVE	184	31	50	9	5	5
TOTAL LIBERAL	222	16	50	22	8	4
LEAN LIBERAL	107	17	51	25	4	3
IN BETWEEN	72	24	36	15	12	13
NIXON VOTERS	350	36	48	8	3	5
HUMPHREY VOTERS	160	14	45	21	12	8
WALLACE VOTERS	41	15	49	19	10	7
NONVOTERS	98	18	44	21	5	12
EAST	183	32	44	14	7	3
MIDWEST	202	23	46	15	7	9
SOUTH	214	23	52	13	5	7
WEST	95	27	41	15	7	10

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69002  
Q7  
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6.	7.
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73	20
64	18
90	7
92	6
60	32
51	35
68	23
80	14
81	14
66	30
68	29
60	27
84	11
59	33
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62	26
76	21
69	22
75	18
68	22

MOST IMPORTANT POINT IN PRESIDENT NIXON'S STATE OF THE UNION ADDRESS

- 1. CANCER RESEARCH/HEALTH
  - 2. WELFARE
  - 3. REVENUE SHARING
  - 4. VIETNAM
  - 5. COMMUNICATION WITH LIBERIA
  - 6. CONGRESS
  - 7. PEACE
- (CONTINUED ON THE FOLLOWING PAGE)

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	694	4	17	15	7	*
MEN	352	3	16	19	7	1
WOMEN	342	5	18	10	6	*
18 - 20 YEARS OF AGE	17	0	12	6	18	6
21 - 29	127	6	13	9	9	1
30 - 49	280	4	17	17	7	*
50 AND OVER	268	3	19	15	5	0
UNION FAMILIES	161	5	19	10	6	1
NONUNION	533	4	16	16	7	*
WHITE	641	4	17	15	7	*
NONWHITE	49	2	16	14	8	0
PROTESTANT	402	1	17	14	8	*
CATHOLIC	180	9	19	15	6	1
UNDER \$5,000 INCOME	106	3	17	9	5	0
\$5,000 - \$15,000	394	5	18	13	8	1
OVER \$15,000	146	2	16	23	5	0
NOW REGISTERED	621	4	18	15	7	*
WILL REGISTER	62	3	10	16	10	3
REGISTERED OR WILL REGISTER	683	4	17	15	7	*
WON'T REGISTER	11	0	0	0	0	0
TOTAL REPUBLICAN	270	4	18	17	8	0
LEAN REPUBLICAN	96	2	19	23	6	0
TOTAL DEMOCRAT	324	4	17	13	6	1
LEAN DEMOCRAT	89	4	13	16	9	0
INDEPENDENT	70	4	14	16	4	0
TOTAL CONSERVATIVE	364	4	17	16	7	0
LEAN CONSERVATIVE	184	3	21	15	10	0
TOTAL LIBERAL	222	5	17	13	7	1
LEAN LIBERAL	107	4	14	17	10	0
IN BETWEEN	72	3	18	8	7	0
NIXON VOTERS	350	3	19	18	7	*
HUMPHREY VOTERS	160	5	16	15	5	0
WALLACE VOTERS	41	5	20	10	12	0
NONVOTERS	98	4	11	9	10	2
EAST	183	7	22	16	4	1
MIDWEST	202	3	16	15	7	*
SOUTH	214	2	13	12	8	*
WEST	95	4	17	16	7	0

(\* = PERCENT LESS THAN .5)  
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Q8-9  
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1	1
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1	0

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QUESTION 8 & 9 (CONT'D)

69002

JANUARY 1971

MOST IMPORTANT POINT IN PRESIDENT NIXON'S STATE OF THE UNION ADDRESS

- 8. REFORM OF FEDERAL GOVERNMENT
- 9. STATE OF THE ECONOMY
- 10. IT WAS ALL GOOD
- 11. NONE
- 12. OTHER ANSWERS
- 13. DON'T KNOW/NO ANSWER

	PERCENTAGE BASE	8.	9.	10.	11.	12.	13.
TOTAL PUBLIC	694	8	4	4	7	6	35
MEN	352	11	6	3	7	6	29
WOMEN	342	5	2	4	8	6	41
18 - 20 YEARS OF AGE	17	0	0	0	6	0	47
21 - 29	127	14	5	2	7	4	36
30 - 49	280	6	4	4	8	6	32
50 AND OVER	268	7	4	5	6	7	37
UNION FAMILIES	161	5	3	3	8	6	41
NONUNION	533	9	5	4	7	6	33
WHITE	641	8	4	4	7	6	35
NONWHITE	49	8	4	2	10	4	37
PROTESTANT	402	8	4	3	6	7	38
CATHOLIC	180	7	2	4	8	4	30
UNDER \$5,000 INCOME	106	5	1	2	8	4	54
\$5,000 - \$15,000	394	9	3	5	7	5	34
OVER \$15,000	146	10	8	3	5	10	23
NO REGISTERED	621	8	5	4	7	6	34
WILL REGISTER	62	6	0	3	10	2	40
REGISTERED OR WILL REGISTER	683	8	4	4	7	6	34
WON'T REGISTER	11	0	0	0	9	18	73
TOTAL REPUBLICAN	270	11	4	6	4	5	32
LEAN REPUBLICAN	96	14	4	5	4	4	27
TOTAL DEMOCRAT	324	7	4	2	9	6	36
LEAN DEMOCRAT	89	10	6	0	10	9	31
INDEPENDENT	70	4	7	0	9	13	36
TOTAL CONSERVATIVE	364	9	4	4	6	5	34
LEAN CONSERVATIVE	184	9	4	4	6	6	32
TOTAL LIBERAL	222	9	5	3	8	6	35
LEAN LIBERAL	107	6	5	1	5	9	36
IN BETWEEN	72	3	3	6	14	8	33
NIXON VOTERS	350	10	5	5	5	6	29
HUMPHREY VOTERS	160	6	5	3	10	6	34
WALLACE VOTERS	41	7	0	2	7	2	44
NONVOTERS	98	6	1	2	9	5	44
EAST	183	8	5	6	7	3	26
MIDWEST	202	8	4	3	8	9	35
SOUTH	214	8	2	3	7	6	43
WEST	95	8	6	2	9	4	31

0008

WHAT, IF ANYTHING, ABOUT PRESIDENT NIXON'S STATE OF THE UNION ADDRESS DID YOU NOT LIKE?

1. NOTHING/LIKED IT
  2. HIS MEDICAL PROPOSALS
  3. DIDN'T MENTION VIETNAM
  4. DIDN'T MENTION FOREIGN POLICY
  5. TYPICAL POLITICIAN'S SPEECH
- (CONTINUED ON THE FOLLOWING TABLE)

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	694	36	1	6	2	4
MEN	352	36	1	5	3	5
WOMEN	342	36	1	8	1	4
18 - 20 YEARS OF AGE	17	41	6	6	0	6
21 - 29	127	26	1	5	5	5
30 - 49	280	33	*	5	2	4
50 AND OVER	268	44	1	8	1	4
UNION FAMILIES	161	37	1	5	2	4
NONUNION	533	36	1	7	2	5
WHITE	641	37	1	7	2	4
NONWHITE	49	31	0	0	0	6
PROTESTANT	402	39	*	6	1	3
CATHOLIC	180	37	1	5	2	6
UNDER \$5,000 INCOME	106	38	1	8	2	3
\$5,000 - \$15,000	394	38	1	7	2	5
OVER \$15,000	146	33	1	6	3	4
NOW REGISTERED	621	37	1	7	2	4
WILL REGISTER	62	27	2	2	3	3
REGISTERED OR WILL REGISTER	683	36	1	6	2	4
WON'T REGISTER	11	36	0	9	0	18
TOTAL REPUBLICAN	270	46	1	7	2	1
LEAN REPUBLICAN	96	41	0	6	3	3
TOTAL DEMOCRAT	324	30	*	6	2	6
LEAN DEMOCRAT	89	26	0	4	3	7
INDEPENDENT	70	27	0	10	1	6
TOTAL CONSERVATIVE	364	41	1	6	1	2
LEAN CONSERVATIVE	184	43	1	6	2	2
TOTAL LIBERAL	222	26	*	6	4	7
LEAN LIBERAL	107	27	0	4	3	6
IN BETWEEN	72	40	0	11	1	8
NIXON VOTERS	350	43	1	7	2	2
HUMPHREY VOTERS	160	28	0	8	2	7
WALLACE VOTERS	41	22	2	5	0	5
NONVOTERS	98	32	2	4	4	6
EAST	183	43	1	3	2	5
MIDWEST	202	32	1	5	2	5
SOUTH	214	33	1	8	1	2
WEST	95	38	0	12	3	4

(\* = PERCENT LESS THAN .5)

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IF ANYTHING, ABOUT PRESIDENT NIXON'S STATE OF THE UNION ADDRESS DID YOU NOT LI

- 6. THE GENERALITIES/VAGUENESS
- 7. DIDN'T LIKE GOAL NO. 5 (REVENUE SHAR
- 8. PROMISED TOO MUCH
- 9. UNPLEASANT
- 10. OTHER ANSWERS
- 11. DON'T KNOW/NO ANSWER

	PERCENTAGE BASE	6.	7.	8.	9.	10.	11.
PUBLIC	694	9	4	5	3	10	28
	352	11	5	7	3	13	24
	342	7	2	4	3	7	33
5 YEARS OF AGE	17	18	6	0	0	6	29
	127	10	2	3	4	12	40
OVER	280	10	3	7	4	10	30
	268	6	6	6	3	10	21
FAMILIES	161	6	5	3	2	10	30
ION	533	10	3	6	4	10	28
	641	9	4	5	3	9	29
ITE	49	12	2	8	6	18	31
TANT	402	8	4	5	3	9	28
IC	180	8	3	6	3	11	28
1,000 INCOME	106	2	4	4	2	9	32
15,000	394	8	4	4	3	9	28
25,000	146	14	2	9	3	14	26
REGISTERED	621	9	4	6	3	10	27
REGISTER	62	8	3	3	3	8	44
ED OR WILL REGISTER	683	9	4	5	3	10	28
REGISTER	11	0	0	9	0	0	27
REPUBLICAN	270	5	4	4	4	7	24
REPUBLICAN	96	8	4	7	4	6	27
DEMOCRAT	324	11	4	7	3	12	30
DEMOCRAT	89	13	6	8	4	11	28
INDEPENDENT	70	10	3	6	6	11	30
CONSERVATIVE	364	8	4	5	3	7	27
CONSERVATIVE	184	9	2	5	3	5	30
LIBERAL	222	12	5	6	3	14	31
LIBERAL	107	13	7	8	4	14	31
UNKNOWN	72	7	3	6	4	10	18
NON-VOTERS	350	8	4	4	4	8	25
NON-VOTERS	160	11	4	10	3	15	28
NON-VOTERS	41	2	7	7	2	17	37
NON-VOTERS	98	9	2	4	4	8	33
	183	9	4	7	1	10	23
	202	6	2	7	6	10	33
	214	8	5	3	3	9	32
	95	15	3	5	3	12	18

QUESTION 12 &amp; 13

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## IXON-MUSKIE TRIAL HEAT

	PERCENTAGE BASE	1. NIXON 2. LEAN NIXON 3. MUSKIE 4. LEAN MUSKIE 5. UNDECIDED				
		1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	43	6	35	4	12
MEN	505	45	5	35	4	11
WOMEN	515	41	6	36	4	13
18 - 20 YEARS OF AGE	34	35	12	38	0	15
21 - 29	232	43	4	40	4	9
30 - 49	409	44	7	32	4	13
50 AND OVER	343	44	4	35	4	13
UNION FAMILIES	251	36	6	39	7	12
NONUNION	769	46	5	34	3	12
WHITE	921	46	5	34	3	12
NONWHITE	95	15	7	53	8	17
PROTESTANT	579	48	5	31	4	12
CATHOLIC	270	39	6	40	4	11
UNDER \$5,000 INCOME	172	35	6	38	4	17
\$5,000 - \$15,000	593	42	6	38	3	11
OVER \$15,000	183	61	5	26	4	4
DON'T REGISTER	863	44	5	35	4	12
WILL REGISTER	133	44	8	38	2	8
REGISTERED OR WILL REGISTER	996	44	5	35	4	12
WON'T REGISTER	24	29	4	33	13	21
TOTAL REPUBLICAN	368	76	6	10	2	6
LEAN REPUBLICAN	136	80	7	7	1	5
TOTAL DEMOCRAT	512	20	5	57	5	13
LEAN DEMOCRAT	140	21	6	54	6	13
INDEPENDENT	92	45	4	18	7	26
TOTAL CONSERVATIVE	509	57	5	26	4	8
LEAN CONSERVATIVE	265	53	7	27	5	8
TOTAL LIBERAL	321	27	6	53	5	9
LEAN LIBERAL	151	27	10	51	5	7
IN BETWEEN	128	36	6	31	2	25
NIXON VOTERS	466	67	7	17	2	7
HUMPHREY VOTERS	233	9	4	70	5	12
WALLACE VOTERS	65	40	5	29	9	17
NONVOTERS	189	35	4	45	4	12
EAST	255	38	7	39	3	13
MIDWEST	302	41	4	38	5	12
SOUTH	307	48	6	30	3	13
WEST	156	47	5	34	5	9

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NIXON-MUSKIE TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL MUSKIE	UNDECIDED
TOTAL PUBLIC	1020	49	39	12
MEN	505	50	39	11
WOMEN	515	47	40	13
18 - 20 YEARS OF AGE	34	47	38	15
21 - 29	232	47	44	9
30 - 49	409	51	36	13
50 AND OVER	343	48	39	13
UNION FAMILIES	251	42	46	12
NONUNION	769	51	37	12
WHITE	921	51	37	12
NONWHITE	95	22	61	17
PROTESTANT	579	53	35	12
CATHOLIC	270	45	44	11
UNDER \$5,000 INCOME	172	41	42	17
\$5,000 - \$15,000	593	48	41	11
OVER \$15,000	183	66	30	4
NOW REGISTERED	863	49	39	12
WILL REGISTER	133	52	40	8
REGISTERED OR WILL REGISTER	996	49	39	12
WILL NOT REGISTER	24	33	46	21
TOTAL REPUBLICAN	368	82	12	6
LEAN REPUBLICAN	136	87	8	5
TOTAL DEMOCRAT	512	25	62	13
LEAN DEMOCRAT	140	27	60	13
INDEPENDENT	92	49	25	26
TOTAL CONSERVATIVE	509	62	30	8
LEAN CONSERVATIVE	265	60	32	8
TOTAL LIBERAL	321	33	58	9
LEAN LIBERAL	151	37	56	7
IN BETWEEN	128	42	33	25
NIXON VOTERS	466	74	19	7
HUMPHREY VOTERS	233	13	75	12
WALLACE VOTERS	65	45	38	17
NONVOTERS	189	39	49	12
EAST	255	45	42	13
MIDWEST	302	45	43	12
SOUTH	307	54	33	13
WEST	156	52	39	9



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Q14-15  
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1	7
*	9
1	5

## NIXON-MUSKIE-WALLACE TRIAL HEAT

	PERCENTAGE BASE	1.	2.	3.	4.	5.
		1. NIXON 2. LEAN NIXON 3. MUSKIE 4. LEAN MUSKIE 5. WALLACE 6. LEAN WALLACE 7. UNDECIDED				
TOTAL PUBLIC	1020	41	2	35	1	12
MEN	505	41	3	33	*	15
WOMEN	515	41	2	35	1	10
18 - 20 YEARS OF AGE	34	32	9	35	0	18
21 - 29	232	40	1	39	1	13
30 - 49	409	43	2	31	1	13
50 AND OVER	343	41	3	35	*	11
UNION FAMILIES	251	34	2	40	1	15
NONUNION	769	44	3	33	*	11
WHITE	921	43	2	33	1	13
NONWHITE	95	22	2	55	1	7
PROTESTANT	579	44	3	30	*	14
CATHOLIC	270	40	1	38	2	10
UNDER \$5,000 INCOME	172	35	2	36	0	14
\$5,000 - \$15,000	593	39	3	36	1	13
OVER \$15,000	183	60	2	27	0	9
NOW REGISTERED	863	42	2	34	1	12
WILL REGISTER	133	39	4	35	0	17
REGISTERED OR WILL REGISTER	996	41	2	35	1	12
WON'T REGISTER	24	42	0	33	0	17
TOTAL REPUBLICAN	368	74	3	10	*	7
LEAN REPUBLICAN	136	74	4	8	0	10
TOTAL DEMOCRAT	512	19	2	55	1	15
LEAN DEMOCRAT	140	15	4	52	0	21
INDEPENDENT	92	45	1	24	0	15
TOTAL CONSERVATIVE	509	53	2	24	*	15
LEAN CONSERVATIVE	265	50	3	27	0	15
TOTAL LIBERAL	321	28	2	55	0	9
LEAN LIBERAL	151	29	4	53	0	8
IN BETWEEN	128	34	3	29	3	13
NIXON VOTERS	466	67	3	17	*	7
HUMPHREY VOTERS	233	12	1	73	2	3
WALLACE VOTERS	65	6	2	15	0	74
NONVOTERS	189	30	3	40	0	17
EAST	255	42	2	39	1	6
MIDWEST	302	39	2	38	1	12
SOUTH	307	40	3	27	1	20
WEST	156	47	3	36	0	8

(\* = PERCENT LESS THAN .5)

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QUESTION 14 & 15 (CONT'D)  
 NIXON-MUSKIE-WALLACE TRIAL HEAT

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25-28  
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	PERCENTAGE BASE	TOTAL NIXON	TOTAL MUSKIE
TOTAL PUBLIC	1020	43	36
MEN	505	44	33
WOMEN	515	43	36
18 - 20 YEARS OF AGE	34	41	35
21 - 29	232	41	40
30 - 49	409	45	32
50 AND OVER	343	44	35
UNION FAMILIES	251	36	41
NONUNION	769	47	33
WHITE	921	45	34
NONWHITE	95	24	56
PROTESTANT	579	47	30
CATHOLIC	270	41	40
UNDER \$5,000 INCOME	172	37	36
\$5,000 - \$15,000	593	42	37
OVER \$15,000	183	62	27
NOW REGISTERED	863	44	35
WILL REGISTER	133	43	35
REGISTERED OR WILL REGISTER	996	43	36
WON'T REGISTER	24	42	33
TOTAL REPUBLICAN	368	77	10
LEAN REPUBLICAN	136	78	8
TOTAL DEMOCRAT	512	21	56
LEAN DEMOCRAT	140	19	52
INDEPENDENT	92	46	24
TOTAL CONSERVATIVE	509	55	24
LEAN CONSERVATIVE	265	53	27
TOTAL LIBERAL	321	30	55
LEAN LIBERAL	151	33	53
IN BETWEEN	128	37	32
NIXON VOTERS	466	70	17
HUMPHREY VOTERS	233	13	75
WALLACE VOTERS	65	8	15
NONVOTERS	189	33	40
EAST	255	44	40
MIDWEST	302	41	39
SOUTH	307	43	28
WEST	156	50	36

(\* = PERCENT LESS THAN .5)

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Q14-15  
cont'd

TOTAL WALLACE	UNDECIDED
13	8
16	7
11	10
18	6
13	6
15	8
11	10
16	7
12	8
13	8
10	10
15	8
11	8
15	12
14	7
9	2
13	8
17	5
13	8
17	8
8	5
10	4
16	7
22	7
16	14
16	5
16	4
9	6
9	5
14	17
8	5
4	8
74	3
18	9
6	10
13	7
20	9
9	5

## NIXON-KENNEDY TRIAL HEAT

	PERCENTAGE BASE	1. NIXON 2. LEAN NIXON 3. KENNEDY 4. LEAN KENNEDY 5. UNDECIDED				
		1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	53	3	31	3	10
MEN	505	55	3	29	3	10
WOMEN	515	52	2	33	4	9
18 - 20 YEARS OF AGE	34	29	0	68	3	0
21 - 29	232	46	3	42	3	6
30 - 49	409	56	3	28	4	9
50 AND OVER	343	57	3	23	3	14
UNION FAMILIES	251	45	3	39	4	9
NONUNION	769	56	3	28	3	10
WHITE	921	58	3	26	3	10
NONWHITE	95	12	0	81	2	5
PROTESTANT	579	58	3	26	3	10
CATHOLIC	270	52	2	37	2	7
UNDER \$5,000 INCOME	172	43	1	41	3	12
\$5,000 - \$15,000	593	52	4	32	3	9
OVER \$15,000	183	72	2	17	4	5
NOW REGISTERED	863	55	3	29	3	10
WILL REGISTER	133	46	2	40	4	8
REGISTERED OR WILL REGISTER	996	53	3	31	3	10
WON'T REGISTER	24	33	0	46	8	13
TOTAL REPUBLICAN	368	84	3	7	1	5
LEAN REPUBLICAN	136	84	3	7	1	5
TOTAL DEMOCRAT	512	30	3	51	5	11
LEAN DEMOCRAT	140	33	4	50	4	9
INDEPENDENT	92	61	1	20	2	16
TOTAL CONSERVATIVE	509	65	3	23	2	7
LEAN CONSERVATIVE	265	60	3	26	4	7
TOTAL LIBERAL	321	39	3	44	6	8
LEAN LIBERAL	151	44	4	39	6	7
IN BETWEEN	128	49	1	30	2	18
NIXON VOTERS	466	78	2	12	2	6
HUMPHREY VOTERS	233	24	3	55	6	12
WALLACE VOTERS	65	43	5	41	3	8
NONVOTERS	189	36	2	48	5	9
EAST	255	58	1	28	4	9
MIDWEST	302	51	2	34	4	9
SOUTH	307	52	4	33	1	10
WEST	156	51	5	27	5	12

0015

## NIXON-KENNEDY TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL KENNEDY	UNDECIDED
TOTAL PUBLIC	1020	56	34	10
MEN	505	58	32	10
WOMEN	515	54	37	9
18 - 20 YEARS OF AGE	34	29	71	0
21 - 29	232	49	45	6
30 - 49	409	59	32	9
50 AND OVER	343	60	26	14
UNION FAMILIES	251	48	43	9
NONUNION	769	59	31	10
WHITE	921	61	29	10
NONWHITE	95	12	83	5
PROTESTANT	579	61	29	10
CATHOLIC	270	54	39	7
UNDER \$5,000 INCOME	172	44	44	12
\$5,000 - \$15,000	593	56	35	9
OVER \$15,000	183	74	21	5
ALREADY REGISTERED	863	58	32	10
WILL REGISTER	133	48	44	8
REGISTERED OR WILL REGISTER	996	56	34	10
WON'T REGISTER	24	33	54	13
TOTAL REPUBLICAN	368	87	8	5
LEAN REPUBLICAN	136	87	8	5
TOTAL DEMOCRAT	512	33	56	11
LEAN DEMOCRAT	140	37	54	9
INDEPENDENT	92	62	22	16
TOTAL CONSERVATIVE	509	68	25	7
LEAN CONSERVATIVE	265	63	30	7
TOTAL LIBERAL	321	42	50	8
LEAN LIBERAL	151	48	45	7
IN BETWEEN	128	50	32	18
NIXON VOTERS	466	80	14	6
HUMPHREY VOTERS	233	27	61	12
WALLACE VOTERS	65	48	44	8
NONVOTERS	189	38	53	9
EAST	255	59	32	9
MIDWEST	302	53	38	9
SOUTH	307	56	34	10
WEST	156	56	32	12

69002  
Q18-19  
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6.	7.
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0	0
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1	6
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1	6
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*	8
1	3
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*	5
0	9
1	7
0	4
1	8
0	8
*	8
0	4
*	3
1	3
*	3
0	7
1	5
*	15
*	5
*	3
1	6
1	16
1	3
0	2
2	8
1	8
0	8
1	8
*	9
0	7

(ON-KENNEDY-WALLACE TRIAL HEAT

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	48	2	31	1	10
MEN	505	48	2	28	2	12
WOMEN	515	47	2	34	1	9
18 - 20 YEARS OF AGE	34	20	0	65	0	15
21 - 29	232	41	3	40	2	10
30 - 49	409	50	1	29	2	11
50 AND OVER	343	51	2	24	1	10
UNION FAMILIES	251	38	1	39	2	13
NONUNION	769	51	2	28	1	10
WHITE	921	51	2	26	2	11
NONWHITE	95	11	1	78	1	5
PROTESTANT	579	51	2	26	1	12
CATHOLIC	270	47	1	38	1	8
UNDER \$5,000 INCOME	172	39	1	39	1	11
\$5,000 - \$15,000	593	45	2	32	2	11
OVER \$15,000	183	67	1	17	2	9
...JW REGISTERED	863	50	1	30	1	9
WILL REGISTER	133	37	4	34	2	17
REGISTERED OR WILL REGISTER	996	48	2	31	1	10
WON'T REGISTER	24	33	0	46	0	17
TOTAL REPUBLICAN	368	81	2	8	*	6
LEAN REPUBLICAN	136	80	1	7	1	7
TOTAL DEMOCRAT	512	25	2	51	2	13
LEAN DEMOCRAT	140	26	1	48	1	19
INDEPENDENT	92	48	2	20	2	12
TOTAL CONSERVATIVE	509	59	1	22	1	12
LEAN CONSERVATIVE	265	55	2	27	1	12
TOTAL LIBERAL	321	35	3	46	3	7
LEAN LIBERAL	151	41	2	41	1	7
IN BETWEEN	128	39	1	30	1	12
NIXON VOTERS	466	74	1	12	1	6
HUMPHREY VOTERS	233	24	1	59	3	4
WALLACE VOTERS	65	9	0	29	0	58
NONVOTERS	189	29	3	43	2	14
EAST	255	53	2	31	1	5
MIDWEST	302	46	1	36	1	9
SOUTH	307	43	2	27	1	18
WEST	156	51	3	30	3	6

(\* = PERCENT LESS THAN .5)  
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## NIXON-KENNEDY-WALLACE TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL KENNEDY	W
TOTAL PUBLIC	1020	50	32	
MEN	505	50	30	
WOMEN	515	49	35	
18 - 20 YEARS OF AGE	34	20	65	
21 - 29	232	44	42	
30 - 49	409	51	31	
50 AND OVER	343	53	25	
UNION FAMILIES	251	39	41	
NONUNION	769	53	29	
WHITE	921	53	28	
NONWHITE	95	12	79	
PROTESTANT	579	53	27	
CATHOLIC	270	48	39	
UNDER \$5,000 INCOME	172	40	40	
\$5,000 - \$15,000	593	47	34	
OVER \$15,000	183	68	19	
NOW REGISTERED	863	51	31	
WILL REGISTER	133	41	36	
REGISTERED OR WILL REGISTER	996	50	32	
WON'T REGISTER	24	33	46	
TOTAL REPUBLICAN	368	83	8	
LEAN REPUBLICAN	136	81	8	
TOTAL DEMOCRAT	512	27	53	
LEAN DEMOCRAT	140	27	49	
INDEPENDENT	92	50	22	
TOTAL CONSERVATIVE	509	60	23	
LEAN CONSERVATIVE	265	57	28	
TOTAL LIBERAL	321	38	49	
LEAN LIBERAL	151	43	42	
IN BETWEEN	128	40	31	
NIXON VOTERS	466	75	13	
HUMPHREY VOTERS	233	25	62	
WALLACE VOTERS	65	9	29	
NONVOTERS	189	32	45	
EAST	255	55	32	
MIDWEST	302	47	37	
SOUTH	307	45	28	
WEST	156	54	33	

(\* = PERCENT LESS THAN .5)

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Q18-19  
Cont'd

TOTAL ALLAGE	UNDECIDED
10	8
12	8
9	7
15	0
10	4
12	6
10	12
14	6
10	8
11	8
6	3
12	8
8	5
11	9
12	7
9	4
10	8
17	6
10	8
17	4
6	3
8	3
13	7
19	5
13	15
12	5
12	3
7	6
8	7
13	16
7	5
4	9
60	2
15	8
5	8
10	6
18	9
6	7

## NIXON-MCGOVERN TRIAL HEAT

	PERCENTAGE BASE	1. NIXON 2. LEAN NIXON 3. MCGOVERN 4. LEAN MCGOVERN 5. UNDECIDED				
		1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	54	5	23	3	15
MEN	505	55	4	23	3	15
WOMEN	515	53	6	23	3	15
18 - 20 YEARS OF AGE	34	47	6	23	9	15
21 - 29	232	56	5	26	3	10
30 - 49	409	56	5	21	3	15
50 AND OVER	343	52	5	22	2	19
UNION FAMILIES	251	49	6	24	7	14
NONUNION	769	56	5	22	2	15
WHITE	921	56	5	22	2	15
NONWHITE	95	33	7	35	7	18
PROTESTANT	579	56	7	21	2	14
CATHOLIC	270	57	4	23	3	13
UNDER \$5,000 INCOME	172	47	8	24	1	20
\$5,000 - \$15,000	593	54	5	24	3	14
OVER \$15,000	183	67	3	21	1	8
NOW REGISTERED	863	54	5	23	3	15
WILL REGISTER	133	57	6	24	3	10
REGISTERED OR WILL REGISTER	996	54	5	23	3	15
WON'T REGISTER	24	46	4	21	0	29
TOTAL REPUBLICAN	368	79	5	9	1	6
LEAN REPUBLICAN	136	78	7	11	1	3
TOTAL DEMOCRAT	512	37	5	36	4	18
LEAN DEMOCRAT	140	36	5	37	3	19
INDEPENDENT	92	50	8	13	3	26
TOTAL CONSERVATIVE	509	64	6	18	2	10
LEAN CONSERVATIVE	265	61	7	20	2	10
TOTAL LIBERAL	321	45	5	34	3	13
LEAN LIBERAL	151	49	4	32	2	13
IN BETWEEN	128	48	4	18	5	25
NIXON VOTERS	466	74	5	12	1	8
HUMPHREY VOTERS	233	27	4	42	6	21
WALLACE VOTERS	65	49	9	28	3	11
NONVOTERS	189	46	6	26	5	17
EAST	255	55	4	25	2	14
MIDWEST	302	51	7	24	4	14
SOUTH	307	55	6	20	3	16
WEST	156	56	2	22	2	18

QUESTION 20 & 21 (CONT'D)  
 NIXON-MCGOVERN TRIAL HEAT

69002

20-a  
 JANUARY 1971

	PERCENTAGE BASE	TOTAL NIXON	TOTAL MCGOVERN	UNDECIDED
TOTAL PUBLIC	1020	59	26	15
MEN	505	59	26	15
WOMEN	515	59	26	15
18 - 20 YEARS OF AGE	34	53	32	15
21 - 29	232	61	29	10
30 - 49	409	61	24	15
50 AND OVER	343	57	24	19
UNION FAMILIES	251	55	31	14
NONUNION	769	61	24	15
WHITE	921	61	24	15
NONWHITE	95	40	42	18
PROTESTANT	579	63	23	14
CATHOLIC	270	61	26	13
UNDER \$5,000 INCOME	172	55	25	20
\$5,000 - \$15,000	593	59	27	14
OVER \$15,000	183	70	22	8
NOW REGISTERED	863	59	26	15
WILL REGISTER	133	63	27	10
REGISTERED OR WILL REGISTER	996	59	26	15
WON'T REGISTER	24	50	21	29
TOTAL REPUBLICAN	368	84	10	6
LEAN REPUBLICAN	136	85	12	3
TOTAL DEMOCRAT	512	42	40	18
LEAN DEMOCRAT	140	41	40	19
INDEPENDENT	92	58	16	26
TOTAL CONSERVATIVE	509	70	20	10
LEAN CONSERVATIVE	265	68	22	10
TOTAL LIBERAL	321	50	37	13
LEAN LIBERAL	151	53	34	13
IN BETWEEN	128	52	23	25
NIXON VOTERS	466	79	13	8
HUMPHREY VOTERS	233	31	48	21
WALLACE VOTERS	65	58	31	11
NONVOTERS	189	52	31	17
EAST	255	59	27	14
MIDWEST	302	58	28	14
SOUTH	307	61	23	16
WEST	156	58	24	18

0020

NIXON-MCGOVERN-WALLACE TRIAL HEAT

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	53	2	21	1	12
MEN	505	52	1	20	1	13
WOMEN	515	54	2	21	1	11
18 - 20 YEARS OF AGE	34	50	0	18	3	23
21 - 29	232	53	2	25	1	10
30 - 49	409	54	2	19	1	14
50 AND OVER	343	51	2	20	1	10
UNION FAMILIES	251	48	3	24	1	16
NONUNION	769	54	2	20	1	11
WHITE	921	54	2	20	1	12
NONWHITE	95	36	3	33	4	10
PROTESTANT	579	53	2	19	1	13
CATHOLIC	270	58	2	20	1	10
UNDER \$5,000 INCOME	172	46	2	19	1	14
\$5,000 - \$15,000	593	52	2	22	1	12
OVER \$15,000	183	68	*	17	1	8
NOW REGISTERED	863	53	2	21	1	11
WILL REGISTER	133	49	4	19	1	19
REGISTERED OR WILL REGISTER	996	53	2	21	1	12
DON'T REGISTER	24	46	0	12	4	17
TOTAL REPUBLICAN	368	80	2	7	*	6
LEAN REPUBLICAN	136	80	1	8	1	7
TOTAL DEMOCRAT	512	35	2	33	2	15
LEAN DEMOCRAT	140	32	2	34	2	20
INDEPENDENT	92	46	2	14	1	15
TOTAL CONSERVATIVE	509	63	2	15	*	13
LEAN CONSERVATIVE	265	60	2	16	1	14
TOTAL LIBERAL	321	44	2	34	1	9
LEAN LIBERAL	151	45	1	35	0	10
IN BETWEEN	128	45	1	16	2	14
NIXON VOTERS	466	75	2	11	*	6
HUMPHREY VOTERS	233	29	3	45	2	4
WALLACE VOTERS	65	14	0	11	0	74
NONVOTERS	189	42	2	23	2	18
EAST	255	56	2	24	2	6
MIDWEST	302	52	2	24	1	10
SOUTH	307	49	1	16	1	21
WEST	156	54	1	21	1	8

(\* = PERCENT LESS THAN .5)  
0021

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Q22-22A  
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6.	7.
*	11
1	12
0	11
0	6
1	8
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*	16
*	8
*	12
*	11
0	14
1	11
0	9
1	17
1	10
0	6
*	12
0	8
*	11
4	17
0	5
0	3
*	13
0	10
2	20
*	7
0	7
*	10
1	8
0	22
*	6
0	17
0	1
1	12
0	10
1	10
0	12
1	14

## NIXON-MCGOVERN-WALLACE TRIAL HEAT

	PERCENTAGE BASE	TOTAL NIXON	TOTAL MCGOVERN
TOTAL PUBLIC	1020	55	22
MEN	505	53	21
WOMEN	515	56	22
18 - 20 YEARS OF AGE	34	50	21
21 - 29	232	55	26
30 - 49	409	56	20
50 AND OVER	343	53	21
UNION FAMILIES	251	51	25
NONUNION	769	56	21
WHITE	921	56	21
NONWHITE	95	39	37
PROTESTANT	579	55	20
CATHOLIC	270	60	21
UNDER \$5,000 INCOME	172	48	20
\$5,000 - \$15,000	593	54	23
OVER \$15,000	183	68	18
WILL REGISTER	863	55	22
WON'T REGISTER	133	53	20
REGISTERED OR WILL REGISTER	996	55	22
WON'T REGISTER	24	46	16
TOTAL REPUBLICAN	368	82	7
LEAN REPUBLICAN	136	81	9
TOTAL DEMOCRAT	512	37	35
LEAN DEMOCRAT	140	34	36
INDEPENDENT	92	48	15
TOTAL CONSERVATIVE	509	65	15
LEAN CONSERVATIVE	265	62	17
TOTAL LIBERAL	321	46	35
LEAN LIBERAL	151	46	35
IN BETWEEN	128	46	18
NIXON VOTERS	466	77	11
HUMPHREY VOTERS	233	32	47
WALLACE VOTERS	65	14	11
NONVOTERS	189	44	25
EAST	255	58	26
MIDWEST	302	54	25
SOUTH	307	50	17
WEST	156	55	22

(\* = PERCENT LESS THAN .5)

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Q22-22A  
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TOTAL WALLACE	UNDECIDED
12	11
14	12
11	11
23	6
11	8
14	10
10	16
16	8
11	12
12	11
10	14
14	11
10	9
15	17
13	10
8	6
11	12
19	8
12	11
21	17
6	5
7	3
15	13
20	10
17	20
13	7
14	7
9	10
11	8
14	22
6	6
4	17
74	1
19	12
6	10
11	10
21	12
9	14



REGISTRATION

	PERCENTAGE BASE	NOW REGISTERED	WILL REGISTER	WON'T REGISTER
TOTAL PUBLIC	1020	85	13	2
MEN	505	85	13	2
WOMEN	515	84	13	3
18 - 20 YEARS OF AGE	34	32	65	3
21 - 29	232	72	25	3
30 - 49	409	89	9	2
50 AND OVER	343	94	5	1
UNION FAMILIES	251	85	13	2
NONUNION	769	84	13	3
WHITE	921	85	13	2
NONWHITE	95	81	13	6
PROTESTANT	579	86	12	2
CATHOLIC	270	86	12	2
UNDER \$5,000 INCOME	172	79	16	5
\$5,000 - \$15,000	593	85	13	2
OVER \$15,000	183	90	10	*
NOW REGISTERED	863	100	0	0
WILL REGISTER	133	0	100	0
REGISTERED OR WILL REGISTER	996	87	13	0
WON'T REGISTER	24	0	0	100
TOTAL REPUBLICAN	368	88	11	1
LEAN REPUBLICAN	136	85	15	0
TOTAL DEMOCRAT	512	85	13	2
LEAN DEMOCRAT	140	84	16	0
INDEPENDENT	92	80	14	6
TOTAL CONSERVATIVE	509	86	12	2
LEAN CONSERVATIVE	265	84	14	2
TOTAL LIBERAL	321	83	14	3
LEAN LIBERAL	151	85	12	3
IN BETWEEN	128	85	13	2
NIXON VOTERS	466	94	6	*
HUMPHREY VOTERS	233	97	3	0
WALLACE VOTERS	65	98	2	0
NONVOTERS	189	40	50	10
EAST	255	82	14	4
MIDWEST	302	87	12	1
SOUTH	307	83	15	2
WEST	156	86	11	3

(\* = PERCENT LESS THAN .5)

0023

WHO DID YOU VOTE FOR IN THE 1968 PRESIDENTIAL ELECTION

- 1. NIXON
- 2. HUMPHREY
- 3. WALLACE
- 4. OTHER
- 5. DON'T RECALL
- 6. DIDN'T VOTE
- 7. NOT REPORTED

	PERCENTAGE BASE	1.	2	3.	4.	5.
TOTAL PUBLIC	1020	46	23	6	1	2
MEN	505	45	25	7	1	1
WOMEN	515	46	21	6	1	3
18 - 20 YEARS OF AGE	34	3	3	0	0	0
21 - 29	232	29	20	6	1	2
30 - 49	409	52	25	7	1	2
50 AND OVER	343	53	24	7	1	3
UNION FAMILIES	251	36	28	10	0	2
NONUNION	769	49	21	5	1	3
WHITE	921	48	20	7	1	2
NONWHITE	95	20	52	0	0	1
PROTESTANT	579	50	19	8	1	2
CATHOLIC	270	45	29	5	*	2
UNDER \$5,000 INCOME	172	37	26	7	*	3
\$5,000 - \$15,000	593	45	24	7	1	3
OVER \$15,000	183	59	20	5	*	1
NOW REGISTERED	863	51	26	7	1	3
WILL REGISTER	133	19	6	1	0	1
REGISTERED OR WILL REGISTER	996	47	23	7	1	2
WON'T REGISTER	24	4	0	0	0	4
TOTAL REPUBLICAN	368	79	1	3	1	2
LEAN REPUBLICAN	136	79	1	6	0	2
TOTAL DEMOCRAT	512	25	41	7	1	2
LEAN DEMOCRAT	140	26	32	13	1	2
INDEPENDENT	92	37	12	10	1	6
TOTAL CONSERVATIVE	509	55	17	8	1	2
LEAN CONSERVATIVE	265	54	19	7	*	2
TOTAL LIBERAL	321	34	36	5	*	2
LEAN LIBERAL	151	44	29	5	1	2
IN BETWEEN	128	39	16	8	2	4
NIXON VOTERS	466	100	0	0	0	0
HUMPHREY VOTERS	233	0	100	0	0	0
WALLACE VOTERS	65	0	0	100	0	0
NONVOTERS	189	0	0	0	0	0
FAST	255	48	26	1	1	2
MIDWEST	302	44	24	6	1	2
SOUTH	307	40	20	14	1	3
WEST	156	56	21	*	1	2

(\* = PERCENT LESS THAN .5)  
0024

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6.	7.
19	3
17	4
20	3
88	6
38	4
11	2
8	4
19	5
18	3
18	4
27	0
18	2
15	4
26	1
17	3
13	2
9	3
71	2
17	3
79	13
12	2
10	2
21	3
22	4
25	9
15	2
16	2
21	2
17	2
22	9
0	0
0	0
0	0
100	0
18	4
20	3
19	3
17	3