

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	3	1/25/1972	<input type="checkbox"/>	Campaign	Report	Polling questions and data regarding political affiliation, age, union membership, race, religion, income, and sex, from survey #69002, January 25-28, 1971. 10pgs
44	3	1/25/1971	<input type="checkbox"/>	Campaign	Report	Detailed statistics on State of the Union and Trial Heat Surveys, done by Chilton Research and Opinion Research Corporation, January 25-28, 1971, from Behavioral Research Associates President, David R. Derge. 14pgs
44	3	1/5/1971	<input type="checkbox"/>	Campaign	Report	Polling questions regarding President Nixon's television appearances, and other candidates. Detailed Statistics on Television Appearance of January 5-7, 1971, by Behavioral Research Associates President, David R. Derge, attached. 25pgs

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. 6. 7. 8.
		1.	2.	3.	4.	5.	
TOTAL PUBLIC	1020	23	13	36	14	9	
MEN	505	22	15	33	16	9	
WOMEN	515	23	11	40	12	9	
18 - 20 YEARS OF AGE	34	12	9	41	23	9	
21 - 29	232	18	11	36	21	9	
30 - 49	409	21	15	34	14	11	
50 AND OVER	343	29	13	39	8	7	
UNION FAMILIES	251	13	12	45	19	8	
NONUNION	769	26	14	34	12	9	
WHITE	921	24	14	34	14	10	
NONWHITE	95	11	1	62	16	4	
PROTESTANT	579	26	14	34	13	8	
CATHOLIC	270	16	14	44	16	7	
UNDER \$5,000 INCOME	172	27	9	47	6	6	
\$5,000 - \$15,000	593	19	13	38	16	9	
OVER \$15,000	183	29	20	26	14	9	
NOW REGISTERED	863	24	13	37	13	9	
WILL REGISTER	133	13	16	35	17	10	
REGISTERED OR WILL REGISTER	996	23	14	36	14	9	
DON'T REGISTER	24	16	0	42	0	21	
TOTAL REPUBLICAN	368	63	37	0	0	0	
LEAN REPUBLICAN	136	0	100	0	0	0	
TOTAL DEMOCRAT	512	0	0	73	27	0	
LEAN DEMOCRAT	140	0	0	0	100	0	
INDEPENDENT	92	0	0	0	0	100	
TOTAL CONSERVATIVE	509	30	18	30	10	8	
LEAN CONSERVATIVE	265	28	17	34	11	7	
TOTAL LIBERAL	321	14	8	50	20	7	
LEAN LIBERAL	151	16	10	42	21	9	
IN BETWEEN	128	14	12	29	14	18	
NIXON VOTERS	466	39	23	20	8	7	
HUMPHREY VOTERS	233	1	1	71	19	5	
WALLACE VOTERS	65	6	12	32	28	14	
NONVOTERS	189	16	7	40	16	12	
EAST	255	27	15	31	13	10	
MIDWEST	302	18	18	31	17	11	
SOUTH	307	18	10	45	13	8	
WEST	156	33	10	38	8	7	

INDEPENDENT
 UNDECIDED
 TOTAL REPUBLICAN
 TOTAL DEMOCRAT

69002
 Q 26-27
 Cont'd

6.	7.	8.
5	36	50
5	37	49
5	34	52
6	21	64
5	29	57
5	36	48
4	42	47
3	25	64
5	40	46
4	38	48
6	12	78
5	40	47
3	30	60
5	36	53
5	32	54
2	49	40
4	37	50
9	29	52
4	37	50
21	16	42
0	100	0
0	100	0
0	0	100
0	0	100
0	0	0
4	48	40
3	45	45
1	22	70
2	26	63
13	26	43
3	62	28
3	2	90
8	18	60
9	23	56
4	42	44
5	36	48
6	28	58
4	43	46

REGARDLESS OF THE POLITICAL PARTY YOU MIGHT FAVOR, DO YOU CONSIDER YOURSELF TO BE 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.
TOTAL PUBLIC	1020	24	26	17	15	12	6	6
MEN	505	26	24	17	15	12	6	6
WOMEN	515	22	28	16	15	13	6	6
16 - 20 YEARS OF AGE	34	15	17	35	18	9	6	3
21 - 29	232	21	21	27	16	12	3	4
30 - 49	409	25	30	13	15	13	4	4
50 AND OVER	343	26	25	11	13	14	11	6
UNION FAMILIES	251	20	29	17	14	16	4	4
NONUNION	769	25	25	17	15	11	7	5
WHITE	921	25	26	16	15	13	5	6
NONWHITE	95	13	23	28	13	13	10	3
PROTESTANT	579	27	27	12	15	13	6	6
CATHOLIC	270	23	26	20	14	12	5	4
UNDER \$5,000 INCOME	172	19	28	14	12	13	14	4
\$5,000 - \$15,000	593	23	26	18	16	14	3	6
OVER \$15,000	183	35	26	15	16	5	3	4
NOW REGISTERED	863	25	26	16	15	13	5	6
WILL REGISTER	133	19	28	19	14	12	8	4
REGISTERED OR WILL REGISTER	996	24	26	16	15	13	6	6
DON'T REGISTER	24	8	21	21	17	12	21	3
TOTAL REPUBLICAN	368	35	33	8	11	9	4	6
LEAN REPUBLICAN	136	35	34	8	11	12	0	6
TOTAL DEMOCRAT	512	16	23	25	19	11	6	6
LEAN DEMOCRAT	140	16	20	24	23	13	4	6
INDEPENDENT	92	23	21	10	15	25	6	6
TOTAL CONSERVATIVE	509	48	52	0	0	0	0	1
LEAN CONSERVATIVE	265	0	100	0	0	0	0	1
TOTAL LIBERAL	321	0	0	53	47	0	0	0
LEAN LIBERAL	151	0	0	0	100	0	0	0
IN BETWEEN	126	0	0	0	0	100	0	0
NIXON VOTERS	466	30	31	9	14	11	5	6
HUMPHREY VOTERS	233	15	22	30	19	9	5	6
WALLACE VOTERS	65	32	28	11	12	15	2	6
NONVOTERS	189	20	22	21	14	15	8	6
EAST	255	21	27	21	16	10	5	6
MIDWEST	302	22	26	15	15	17	5	6
SOUTH	307	24	26	16	12	14	8	6
WEST	156	31	22	15	17	8	7	6

REN
ED
ONSERVATIVE
IBEPAL

7.	8.
50	32
50	32
50	31
32	53
42	43
55	28
51	24
49	31
50	32
51	31
36	41
54	27
49	34
47	26
49	34
61	31
51	31
47	33
50	31
29	38
68	19
69	19
39	44
36	47
44	25
100	0
100	0
0	100
0	100
0	0
61	23
37	49
60	23
42	35
48	37
46	30
50	28
53	32

AGE

	PERCENTAGE BASE	---YEARS OF AGE---				NOT DETER- MINED
		18 TO 20	21 TO 29	30 TO 49	50 OR OVER	
TOTAL PUBLIC	1020	3	23	40	34	*
MEN	505	4	23	40	33	*
WOMEN	515	3	23	40	34	0
18 - 20 YEARS OF AGE	34	100	0	0	0	0
21 - 29	232	0	100	0	0	0
30 - 49	409	0	0	100	0	0
50 AND OVER	343	0	0	0	100	0
UNION FAMILIES	251	5	23	42	30	0
NONUNION	769	3	23	39	35	*
WHITE	921	3	22	40	35	*
NONWHITE	95	9	34	37	20	0
PROTESTANT	579	2	18	40	40	0
CATHOLIC	270	4	29	43	24	0
UNDER \$5,000 INCOME	172	3	17	16	64	0
\$5,000 - \$15,000	593	3	27	44	26	0
OVER \$15,000	183	4	16	52	28	0
NOW REGISTERED	863	1	20	42	37	*
WILL REGISTER	133	16	43	28	13	0
REGISTERED OR WILL REGISTER	996	3	23	40	34	*
DON'T REGISTER	24	4	33	42	21	0
TOTAL REPUBLICAN	368	2	18	41	39	0
LEAN REPUBLICAN	136	2	18	47	33	0
TOTAL DEMOCRAT	512	4	26	38	32	*
LEAN DEMOCRAT	140	6	35	39	20	0
INDEPENDENT	92	3	23	49	25	0
TOTAL CONSERVATIVE	509	2	20	44	34	0
LEAN CONSERVATIVE	265	2	19	46	33	0
TOTAL LIBERAL	321	6	31	36	27	*
LEAN LIBERAL	151	4	24	42	30	0
IN BETWEEN	128	2	21	40	37	0
NIXON VOTERS	466	*	15	46	39	*
HUMPHREY VOTERS	233	*	20	44	36	0
WALLACE VOTERS	65	0	20	46	34	0
NONVOTERS	189	16	47	23	14	0
EAST	255	5	22	38	34	1
MIDWEST	302	2	24	41	33	0
SOUTH	307	4	23	40	33	0
WEST	156	2	21	42	35	0

(* = PERCENT LESS THAN .5)

QUESTION 31
UNION MEMBERSHIP

69002

25-28
JANUARY 1971

	PERCENTAGE BASE	YES	NO
TOTAL PUBLIC	1020	25	75
MEN	505	26	74
WOMEN	515	23	77
18 - 20 YEARS OF AGE	34	35	65
21 - 29	232	25	75
30 - 49	409	26	74
50 AND OVER	343	22	78
UNION FAMILIES	251	100	0
NONUNION	769	0	100
WHITE	921	24	76
NONWHITE	95	32	68
PROTESTANT	579	25	75
CATHOLIC	270	30	70
UNDER \$5,000 INCOME	172	15	85
\$5,000 - \$15,000	593	31	69
OVER \$15,000	183	16	84
NOW REGISTERED	863	25	75
WILL REGISTER	133	26	74
REGISTERED OR WILL REGISTER	996	25	75
WON'T REGISTER	24	17	83
TOTAL REPUBLICAN	368	17	83
LEAN REPUBLICAN	136	22	78
TOTAL DEMOCRAT	512	31	69
LEAN DEMOCRAT	140	34	66
INDEPENDENT	92	23	77
TOTAL CONSERVATIVE	509	24	76
LEAN CONSERVATIVE	265	28	72
TOTAL LIBERAL	321	25	75
LEAN LIBERAL	151	24	76
IN BETWEEN	128	31	69
NIXON VOTERS	466	20	80
HUMPHREY VOTERS	233	30	70
WALLACE VOTERS	65	37	63
NONVOTERS	189	25	75
EAST	255	27	73
MIDWEST	302	33	67
SOUTH	307	19	81
WEST	156	17	83

0028

RACE

	PERCENTAGE BASE	1.	2.	3.	4.
TOTAL PUBLIC	1020	90	7	2	1
MEN	505	90	7	3	*
WOMEN	515	91	7	1	1
18 - 20 YEARS OF AGE	34	73	21	6	0
21 - 29	232	86	10	4	0
30 - 49	409	91	7	2	*
50 AND OVER	343	94	5	*	1
UNION FAMILIES	251	87	10	2	1
NONUNION	769	91	7	2	*
WHITE	921	100	0	0	0
NONWHITE	95	0	79	21	0
PROTESTANT	579	91	8	1	*
CATHOLIC	270	92	3	4	1
UNDER \$5,000 INCOME	172	81	18	1	0
\$5,000 - \$15,000	593	91	6	3	*
OVER \$15,000	183	97	2	1	0
NOW REGISTERED	863	91	7	2	*
WILL REGISTER	133	91	8	1	0
REGISTERED OR WILL REGISTER	996	91	7	2	*
DO NOT REGISTER	24	75	8	17	0
TOTAL REPUBLICAN	368	97	3	*	*
LEAN REPUBLICAN	136	98	1	0	1
TOTAL DEMOCRAT	512	85	12	3	*
LEAN DEMOCRAT	140	89	9	2	0
INDEPENDENT	92	96	3	1	0
TOTAL CONSERVATIVE	509	93	6	1	*
LEAN CONSERVATIVE	265	91	6	2	1
TOTAL LIBERAL	321	88	9	3	0
LEAN LIBERAL	151	92	5	3	0
IN BETWEEN	128	91	7	2	0
NIXON VOTERS	466	95	2	2	1
HUMPHREY VOTERS	233	79	19	2	*
WALLACE VOTERS	65	100	0	0	0
NONVOTERS	189	86	10	4	0
EAST	255	91	7	1	1
MIDWEST	302	92	7	1	*
SOUTH	307	88	10	2	*
WEST	156	91	3	6	0

(* = PERCENT LESS THAN .5)

RELIGION

- 1. PROTESTANT
- 2. CATHOLIC
- 3. JEWISH
- 4. OTHER
- 5. NONE
- 6. DON'T KNOW/REFUSED

	PERCENTAGE BASE	1.	2.	3.	4.	5.	6.
TOTAL PUBLIC	1020	57	26	3	8	4	2
WOMEN	505	57	24	4	7	6	2
18 - 20 YEARS OF AGE	515	56	29	2	9	3	1
21 - 29	34	41	29	9	12	6	3
30 - 49	232	46	33	4	8	7	2
50 AND OVER	409	56	29	2	9	3	1
NON-FAMILY	343	67	19	3	6	3	2
NON-FAMILY	251	58	33	1	5	2	1
NON-FAMILY	769	56	24	4	9	5	2
WHITE	921	57	27	3	7	4	2
NONWHITE	95	53	20	0	21	5	1
PROTESTANT	579	100	0	0	0	0	0
CATHOLIC	270	0	100	0	0	0	0
UNDER \$5,000 INCOME	172	61	16	2	14	5	2
\$5,000 - \$15,000	593	57	31	2	6	3	1
OVER \$15,000	183	58	22	8	8	3	1
ALREADY REGISTERED	863	57	27	3	7	4	2
WILL REGISTER	133	53	25	5	10	5	2
REGISTERED OR WILL REGISTER	996	57	26	3	8	4	2
DON'T REGISTER	24	46	25	0	21	8	0
TOTAL REPUBLICAN	368	63	22	3	8	3	1
LEAN REPUBLICAN	136	59	28	4	4	4	1
TOTAL DEMOCRAT	512	53	32	3	7	3	2
LEAN DEMOCRAT	140	53	30	3	7	3	4
INDEPENDENT	92	52	21	4	9	13	1
TOTAL CONSERVATIVE	509	62	26	2	6	3	1
LEAN CONSERVATIVE	265	60	26	3	6	4	1
TOTAL LIBERAL	321	48	29	5	9	6	3
LEAN LIBERAL	151	56	26	4	7	5	2
IN BETWEEN	128	58	26	1	10	3	2
NIXON VOTERS	466	62	26	2	6	3	1
MURPHY VOTERS	233	48	33	5	8	4	2
HALLACE VOTERS	65	72	20	0	6	2	0
NONVOTERS	189	54	21	3	13	7	2
EAST	255	40	42	7	5	4	2
MIDWEST	302	61	29	2	4	4	*
SOUTH	307	65	17	1	12	3	2
WEST	156	60	17	3	12	5	3

(* = PERCENT LESS THAN .5)

INCOME

	PERCENTAGE BASE	1.	2.	3.	4.	5.
TOTAL PUBLIC	1020	17	58	18	4	3
MEN	505	13	60	22	4	1
WOMEN	515	21	56	14	5	4
18 - 20 YEARS OF AGE	34	18	53	23	0	6
21 - 29	232	13	69	13	4	1
30 - 49	409	7	64	23	3	3
50 AND OVER	343	32	44	15	6	3
UNION FAMILIES	251	10	72	12	5	1
NONUNION	769	19	54	20	4	3
WHITE	921	15	59	19	4	3
NONWHITE	95	35	53	6	5	1
PROTESTANT	579	18	58	18	3	3
CATHOLIC	270	10	68	15	4	3
UNDER \$5,000 INCOME	172	100	0	0	0	0
\$5,000 - \$15,000	593	0	100	0	0	0
OVER \$15,000	183	0	0	100	0	0
NOW REGISTERED	863	16	58	19	5	2
WILL REGISTER	133	21	59	14	3	3
REGISTERED OR WILL REGISTER	996	16	58	18	5	3
DON'T REGISTER	24	38	46	4	4	8
TOTAL REPUBLICAN	368	17	53	24	3	3
LEAN REPUBLICAN	136	12	58	26	2	2
TOTAL DEMOCRAT	512	18	62	14	4	2
LEAN DEMOCRAT	140	7	65	19	4	5
INDEPENDENT	92	11	60	18	9	2
TOTAL CONSERVATIVE	509	16	57	22	3	2
LEAN CONSERVATIVE	265	18	58	18	3	3
TOTAL LIBERAL	321	14	63	17	4	2
LEAN LIBERAL	151	13	62	19	3	3
IN BETWEEN	128	18	63	7	9	3
NIXON VOTERS	466	13	58	23	3	3
HUMPHREY VOTERS	233	19	62	16	3	*
GALLACE VOTERS	65	18	62	14	3	3
NONVOTERS	189	23	54	13	5	5
EAST	255	15	56	21	6	2
MIDWEST	302	14	59	18	5	4
SOUTH	307	22	57	14	4	3
WEST	156	17	60	20	2	1

(* = PERCENT LESS THAN .5)
0031

SEX

	PERCENTAGE BASE	MAN	WOMAN	NOT REPORTED
TOTAL PUBLIC	1020	50	50	0
MEN	505	100	0	0
WOMEN	515	0	100	0
18 - 20 YEARS OF AGE	34	53	47	0
21 - 29	232	50	50	0
30 - 49	409	49	51	0
50 AND OVER	343	49	51	0
UNION FAMILIES	251	52	48	0
NONUNION	769	49	51	0
WHITE	921	49	51	0
NONWHITE	95	54	46	0
PROTESTANT	579	50	50	0
CATHOLIC	270	44	56	0
UNDER \$5,000 INCOME	172	38	62	0
\$5,000 - \$15,000	593	51	49	0
OVER \$15,000	183	60	40	0
ALREADY REGISTERED	863	50	50	0
WILL REGISTER	133	49	51	0
REGISTERED OR WILL REGISTER	996	50	50	0
WON'T REGISTER	24	37	63	0
TOTAL REPUBLICAN	368	51	49	0
LEAN REPUBLICAN	136	57	43	0
TOTAL DEMOCRAT	512	48	52	0
LEAN DEMOCRAT	140	57	43	0
INDEPENDENT	92	52	48	0
TOTAL CONSERVATIVE	509	50	50	0
LEAN CONSERVATIVE	265	46	54	0
TOTAL LIBERAL	321	51	49	0
LEAN LIBERAL	151	49	51	0
IN BETWEEN	128	46	54	0
NIXON VOTERS	466	49	51	0
MURPHY VOTERS	233	55	45	0
HALLACE VOTERS	65	55	45	0
NONVOTERS	189	45	55	0
EAST	255	50	50	0
MIDWEST	302	49	51	0
SOUTH	307	50	50	0
WEST	156	49	51	0

0032

DETAILED STATISTICS
ON STATE OF THE UNION AND TRIAL HEAT SURVEYS
DONE BY
CHILTON RESEARCH AND OPINION RESEARCH CORPORATION
January 25-28, 1971

DAVID R. DERGE
PRESIDENT
BEHAVIORAL RESEARCH ASSOCIATES

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

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

	APPROVE		DISAPPROVE		DON'T KNOW			
	Chilton *	ORC *	Chilton	ORC	Chilton	ORC		
TOTAL	60	59	31	28	9	13		
Male	60	60	33	29	7	11		
Female	59	58	29	28	12	14		
AGE								
18-20	46	53	54	38	--	9		
21-29	56	52	38	39	6	9		
30-49	61	62	30	24	9	14		
50+	63	60	23	25	14	15		
RACE								
White	62	61	29	26	9	13		
Black	41	31	39	54	20	15		
Other								
LABOR UNION								
Yes	57	50	36	34	7	16		
No	61	62	29	27	10	11		
RELIGION								
Protestant	66	65	25	22	9	13		
Catholic	54	52	37	34	9	14		
Jewish	40		56		4			
REGION								
East	56	54	34	30	10	16		
Midwest	61	54	31	34	8	12		
South	61	67	26	21	13	12		
West	60	59	33	29	7	12		
INCOME								
--5,000	58	51	29	31	13	18		
5-15,000	61	61	31	27	8	12		
15,000+	59	67	35	27	6	6		
PARTY								
Democrat	44	42	47	47	9	11		
Republican	84	82	10	7	6	11		
Independent	60	60	21	28	19	12		
Other	60		17		23			
1968 VOTE								
Nixon	81	77	11	13	8	10		
Humphrey	33	33	60	51	7	16		
Wallace	58	51	29	34	13	15		
Don't Know	59		26		15			
Didn't Vote	47	48	43	37	10	15		
IDEOLOGY								
Liberal	50	49	43	40	7	11		
Conservative	70	67	24	22	6	11		
Other	53	55	22	27	25	18		

*SAMPLE SIZES: : CHILTON 1,024, OPINION RESEARCH CORPORATION (O.R.C.) 1,020

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

	APPROVE		DISAPPROVE		DON'T KNOW			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
TOTAL	47	49	40	35	13	16		
Male	50	51	42	35	8	14		
Female	45	48	39	35	16	17		
AGE								
18-20	27	29	68	62	5	9		
21-29	36	39	52	47	12	14		
30-49	52	52	37	31	11	17		
50+	52	54	33	30	15	16		
RACE								
White	49	53	39	32	12	15		
Black	27	18	52	63	21	19		
Other								
LABOR UNION								
Yes	43	46	47	37	10	17		
No	49	50	38	35	13	15		
RELIGION								
Protestant	52	53	34	29	14	18		
Catholic	45	47	46	39	9	14		
Jewish	16		80		4			
REGION								
East	46	44	43	40	11	16		
Midwest	43	50	46	34	11	16		
South	52	54	33	31	15	15		
West	48	49	41	35	11	16		
INCOME								
--5,000	41	39	39	38	20	23		
5-15,000	47	52	43	34	10	14		
15,000+	53	56	40	34	7	10		
PARTY								
Democrat	34	37	54	49	12	14		
Republican	67	65	25	18	8	17		
Independent	54	49	23	35	23	16		
Other	45		26		29			
1968 VOTE								
Nixon	67	63	25	22	8	15		
Humphrey	23	30	69	57	8	13		
Wallace	59	59	27	32	14	9		
Don't Know	41		33		26			
Didn't Vote	33	37	50	42	17	21		
IDEOLOGY								
Liberal	36	60	56	27	8	13		
Conservative	59	34	33	53	8	13		
Other	37	49	29	31	34	20		

DO YOU APPROVE OR DISAPPROVE OF THE WAY J. EDGAR HOOVER IS HANDLING HIS JOB AS DIRECTOR OF THE F. B. I. *2/25/68*

	APPROVE		DISAPPROVE		DON'T KNOW			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
TOTAL	63	65	18	15	19	20		
Male	67	69	20	17	13	14		
Female	59	61	16	13	25	26		
AGE								
18-20	59	47	27	29	14	24		
21-29	50	55	31	21	19	24		
30-49	69	71	14	14	17	15		
50+	65	67	12	11	23	22		
RACE								
White	65	67	17	13	18	20		
Black	48	44	24	33	28	23		
Other								
LABOR UNION								
Yes	64	69	18	11	18	20		
No	63	64	18	16	19	20		
RELIGION								
Protestant	69	70	14	11	17	19		
Catholic	62	63	20	17	18	20		
Jewish	40		40		20			
REGION								
East	61	58	20	20	19	22		
Midwest	63	69	17	12	20	19		
South	68	70	13	12	19	18		
West	57	58	24	21	19	21		
INCOME								
--5,000	57	55	15	16	28	29		
5-15,000	66	67	18	14	16	19		
15,000+	59	71	24	19	17	10		
PARTY								
Democrat	61	63	21	18	18	19		
Republican	67	70	14	11	19	19		
Independent	63	58	15	17	22	25		
Other	59		11		30			
1968 VOTE								
Nixon	70	71	14	11	16	18		
Humphrey	54	63	28	20	18	17		
Wallace	81	74	9	11	10	15		
Don't Know	69		2		29			
Didn't Vote	53	53	22	21	25	26		
IDEOLOGY								
Liberal	52	56	31	25	17	19		
Conservative	74	72	11	12	15	16		
Other	53	67	10	8	37	25		

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

	YES		NO		DON'T KNOW			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
TOTAL	55	49	36	41	9	10		
Male	57	53	36	40	7	7		
Female	53	44	37	42	10	14		
AGE								
18-20	58	56	41	32	1	12		
21-29	59	51	32	38	9	11		
30-49	51	47	42	44	7	9		
50+	58	48	31	42	11	10		
RACE								
White	55	47	37	42	8	11		
Black	57	64	29	31	14	5		
Other								
LABOR UNION								
Yes	61	50	31	41	8	9		
No	53	48	38	41	9	11		
RELIGION								
Protestant	55	46	37	43	8	11		
Catholic	55	51	40	40	5	9		
Jewish	60		28		12			
REGION								
East	58	56	34	37	8	7		
Midwest	56	50	34	36	10	14		
South	48	39	44	50	8	11		
West	63	52	30	41	7	7		
INCOME								
--5,000	56	48	31	42	13	10		
5-15,000	56	49	38	41	6	10		
15,000+	54	51	38	40	8	9		
PARTY								
Democrat	59	53	35	39	6	8		
Republican	51	44	40	44	9	12		
Independent	51	47	30	44	19	9		
Other	45		34		21			
1968 VOTE								
Nixon	52	48	40	43	8	9		
Humphrey	63	57	30	36	7	7		
Wallace	42	35	46	57	12	8		
Don't Know	46		39		15			
Didn't Vote	60	52	31	33	9	15		
IDEOLOGY								
Liberal	63	58	31	32	6	10		
Conservative	51	46	42	46	7	8		
Other	49	37	29	47	22	16		

DID YOU SEE PRESIDENT NIXON'S STATE OF THE UNION ADDRESS TO CONGRESS ON TELEVISION LAST FRIDAY NIGHT?

	Yes - Saw TV		Yes - Saw or Heard Elsewhere		Don't Know			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
<u>TOTAL</u>	49	52		16		32		
Male	50	52		18		30		
Female	47	51		15		34		
<u>AGE</u>								
18-20	35	41		9		50		
21-29	38	38		17		45		
30-49	46	50		18		32		
50+	60	64		14		22		
<u>RACE</u>								
White	49	53		17		30		
Black	43	41		11		48		
Other								
<u>LABOR UNION</u>								
Yes	46	48		16		36		
No	50	53		16		31		
<u>RELIGION</u>								
Protestant	50	53		16		31		
Catholic	47	51		16		33		
Jewish	48							
<u>REGION</u>								
East	51	57		15		28		
Midwest	48	49		18		33		
South	47	53		17		30		
West	49	47		14		39		
<u>INCOME</u>								
--5,000	49	50		12		38		
5-15,000	46	51		15		34		
15,000+	57	54		26		20		
<u>PARTY</u>								
Democrat	48	48		15		37		
Republican	53	55		18		27		
Independent	41	58		18		24		
Other	40							
<u>1968 VOTE</u>								
Nixon	55	57		18		25		
Humphrey	50	50		19		31		
Wallace	50	52		11		37		
Don't Know	52							
Didn't Vote	36	39		13		48		
<u>IDEOLOGY</u>								
Liberal	49	53		16		31		
Conservative	51	52		19		29		
Other	42	49		7		44		

(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?

	Very Favorable		Somewhat Favorable		Somewhat Unfavorable		Very Unfavorable		Don't Know	
	Chilton	ORC	Chilton	ORC	Chilton	ORC	Chilton	ORC	Chilton	ORC
TOTAL	22	26	51	47	17	14	7	6	3	7
Male	23	25	51	49	16	13	6	6	4	7
Female	21	27	50	45	18	15	8	7	3	6
AGE										
18-20	3	17	67	47	22	18	6	-	2	18
21-29	12	14	52	52	22	17	10	7	4	10
30-49	21	23	53	50	17	14	6	8	3	5
50+	30	36	46	41	13	11	7	5	4	7
RACE										
White	22	27	52	47	16	14	7	5	3	7
Black	14	18	43	47	29	12	7	19	7	1
Other-										
LABOR UNION										
Yes	18	24	55	46	13	17	10	7	4	5
No	23	27	49	47	17	13	6	6	5	7
RELIGION										
Testant	26	28	49	49	14	11	7	5	4	7
Catholic	14	24	57	46	19	17	7	7	3	6
Jewish	18		53		24		5		-	
REGION										
East	22	32	53	44	15	14	6	7	4	3
Midwest	17	23	54	46	19	15	8	7	2	3
South	25	23	48	52	16	13	6	5	5	7
West	24	27	47	41	16	15	10	7	3	10
INCOME										
--5,000	28	31	41	42	18	16	5	5	8	5
5-15,000	19	23	53	52	16	13	8	6	4	6
15,000+	23	31	52	43	18	13	5	5	2	3
PARTY										
Democrat	15	15	46	45	26	22	10	10	3	3
Republican	32	39	55	51	5	6	3	1	5	3
Independent	16	24	63	44	14	11	5	12	2	9
Other	35		48		7		7		3	
1968 VOTE										
Nixon	35	36	52	48	8	8	2	3	3	5
Humphrey	9	14	44	45	32	21	11	12	4	6
Wallace	13	15	61	49	11	19	13	10	2	7
Don't Know	16		49		18		11		6	
Didn't Vote	10	18	52	44	22	21	11	5	5	12
IDEOLOGY										
Liberal	16	16	53	50	24	22	6	8	1	4
Conservative	27	31	52	49	11	9	7	5	3	6
Other	20	24	39	36	17	15	10	12	14	13

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?

	NIXON		MUSKIE		Don't Know			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
<u>TOTAL</u>	47	49	40	39	13	12		
Male	48	50	42	39	10	11		
Female	45	47	39	40	16	13		
<u>AGE</u>								
18-20	32	47	59	38	9	15		
21-29	43	47	48	44	9	9		
30-49	49	51	39	36	12	13		
50+	50	48	34	39	16	13		
<u>RACE</u>								
White	49	51	39	37	12	12		
Black	28	22	52	61	20	17		
Other-								
<u>LABOR UNION</u>								
Yes	43	42	47	46	10	12		
No	48	51	38	37	14	12		
<u>RELIGION</u>								
Protestant	55	53	33	35	12	12		
Catholic	37	45	52	44	11	11		
Jewish	20		72		8			
<u>REGION</u>								
East	48	45	43	42	9	13		
Midwest	45	45	41	43	14	12		
South	51	54	34	33	15	13		
West	43	52	45	39	12	9		
<u>INCOME</u>								
--5,000	48	41	35	42	17	17		
5-15,000	46	48	43	41	11	11		
15,000+	51	66	40	30	9	4		
<u>PARTY</u>								
Democrat	26	27	62	60	12	13		
Republican	80	82	13	12	7	6		
Independent	51	49	22	25	27	26		
Other	42		19		39			
<u>1968 VOTE</u>								
Nixon	72	74	20	19	8	7		
Humphrey	9	13	81	75	10	12		
Wallace	49	45	34	38	17	17		
Don't Know	38		38		24			
Didn't Vote	37	39	46	49	17	12		
<u>IDEOLOGY</u>								
Liberal	36	33	55	58	9	9		
Conservative	58	62	32	30	10	8		
Other	38	42	30	33	32	25		

NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, EDMUND MUSKIE AND GEORGE WALLACE AS A 3RD PARTY CANDIDATE. WHICH ONE WOULD VOTE FOR?

	NIXON		MUSKIE		WALLACE		Don't Know	
	Chilton	ORC	Chilton	ORC	Chilton	ORC	Chilton	ORC
<u>TOTAL</u>	42	43	36	36	13	13	9	8
Male	42	44	37	33	14	16	7	7
Female	42	43	35	36	12	11	11	10
<u>AGE</u>								
18-20	30	41	49	35	15	18	6	6
21-29	37	41	42	40	12	13	9	6
30-49	43	45	33	32	13	15	11	8
50+	45	44	33	35	13	11	9	10
<u>RACE</u>								
White	44	45	35	34	13	13	8	8
Black	27	24	47	56	11	10	15	10
Other								
<u>LABOR UNION</u>								
Yes	36	36	41	41	16	16	7	7
No	44	47	34	33	12	12	10	8
<u>RELIGION</u>								
Protestant	48	47	28	30	16	15	8	8
Catholic	34	41	48	40	10	11	8	8
Jewish	20		68		4		8	
<u>REGION</u>								
East	46	44	41	40	8	6	5	10
Midwest	43	41	37	39	9	13	11	7
South	38	43	28	28	24	20	10	9
West	41	50	41	36	9	9	9	5
<u>INCOME</u>								
--5,000	41	37	33	36	15	15	11	12
5-15,000	41	42	38	37	14	14	7	7
15,000+	48	62	37	27	7	9	8	2
<u>PARTY</u>								
Democrat	21	21	55	56	16	16	8	7
Republican	74	77	11	10	10	8	5	5
Independent	47	46	24	24	10	16	19	14
Other	36		17		9		38	
<u>1968 VOTE</u>								
Nixon	68	70	19	17	9	8	4	5
Humphrey	10	13	77	75	5	4	8	8
Wallace	17	8	10	15	63	74	10	3
Don't Know	34		36		12		18	
Didn't Vote	31	33	39	40	16	18	14	9
<u>IDEOLOGY</u>								
Liberal	34	30	52	55	8	9	6	6
Conservative	51	55	27	24	16	16	6	5
Other	33	37	26	32	16	14	25	17

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?

	NIXON		KENNEDY		DON'T KNOW			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
TOTAL	51	56	41	34	7	10		
Male	54	58	38	32	8	10		
Female	49	54	43	37	8	9		
AGE								
18-20	18	29	78	71	4	-		
21-29	43	49	50	45	7	6		
30-49	54	59	39	32	7	9		
50+	60	60	30	26	10	14		
RACE								
White	56	61	37	29	7	10		
Black	9	12	80	83	11	5		
Other								
LABOR UNION								
Yes	47	48	47	43	6	9		
No	54	59	38	31	8	10		
RELIGION								
Protestant	60	61	34	29	6	10		
Catholic	40	54	52	39	8	7		
Jewish	40		56		4			
REGION								
East	51	59	41	32	8	9		
Midwest	49	53	44	38	7	9		
South	55	56	39	34	6	10		
West	51	56	39	32	10	12		
INCOME								
--5,000	40	44	49	44	11	12		
5-15,000	53	56	42	35	5	9		
15,000+	62	74	31	21	7	5		
PARTY								
Democrat	31	33	61	56	8	11		
Republican	83	87	14	8	3	5		
Independent	60	62	28	22	12	16		
Other	45		26		29			
1968 VOTE								
Nixon	77	80	20	14	3	6		
Humphrey	22	27	68	61	10	12		
Wallace	59	48	25	44	16	8		
Don't Know	46		39		15			
Didn't Vote	33	38	59	53	8	9		
IDEOLOGY								
Liberal	39	42	54	50	7	8		
Conservative	65	68	31	25	4	7		
Other	40	50	40	32	20	18		

NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, EDWARD KENNEDY AND GEORGE WALLACE AS A 3RD PARTY CANDIDATE; WHICH ONE WOULD YOU VOTE FOR?

	NIXON		KENNEDY		WALLACE		DON'T KNOW	
	Chilton	ORC	Chilton	ORC	Chilton	ORC	Chilton	ORC
TOTAL	44	50	39	32	11	10	6	8
Male	45	50	37	30	12	12	6	8
Female	43	49	40	35	11	9	6	7
AGE								
18-20	18	20	70	65	9	15	3	-
21-29	38	44	47	42	10	10	5	4
30-49	44	51	38	31	11	12	7	6
50+	51	53	29	25	12	10	8	12
RACE								
White	47	53	35	28	13	11	5	8
Black	9	12	81	79	-	6	10	3
Other								
LABOR UNION								
Yes	37	39	45	41	13	14	5	6
No	47	53	36	29	11	10	6	8
RELIGION								
Protestant	51	53	31	27	13	12	5	8
Catholic	35	48	51	39	9	8	5	5
Jewish	36		56		-		8	
REGION								
East	47	55	41	32	6	5	6	8
Midwest	45	47	40	37	9	10	6	6
South	39	45	35	28	21	18	5	9
West	47	54	38	33	6	6	9	7
INCOME								
--5,000	35	40	46	40	11	11	8	9
5-15,000	44	47	41	34	11	12	4	7
15,000+	55	68	30	19	8	9	7	4
PARTY								
Democrat	24	27	58	53	13	13	5	7
Republican	76	83	12	8	8	6	4	3
Independent	50	50	30	22	10	13	10	15
Other	34		25		13		28	
1968 VOTE								
Nixon	71	75	19	13	7	7	3	5
Humphrey	21	25	69	62	3	4	7	9
Wallace	19	9	14	29	64	60	3	2
Don't Know	36		36		16		12	
Didn't Vote	27	32	55	45	10	15	8	8
IDEOLOGY								
Liberal	35	38	54	49	7	7	4	6
Conservative	55	60	27	23	14	12	4	5
Other	33	40	39	31	12	13	16	16

STILL TALKING ABOUT THE 1972 PRESIDENTIAL ELECTION, SUPPOSE THE CANDIDATES WERE RICHARD NIXON AND GEORGE MC GOVERN. WHICH ONE WOULD YOU VOTE FOR?

	NIXON		MC GOVERN		Don't Know			
	Chilton	ORC	Chilton	ORC	Chilton	ORC		
TOTAL	59	59	27	26	14	15		
Male	59	59	30	26	11	15		
Female	58	59	25	26	17	15		
AGE								
18-20	52	53	38	32	10	15		
21-29	58	61	28	29	14	10		
30-49	58	61	28	24	14	15		
50+	60	57	24	24	16	19		
RACE								
White	61	61	26	24	13	15		
Black	39	40	39	42	22	18		
Other								
LABOR UNION								
Yes	56	55	33	31	11	14		
No	60	61	25	24	15	15		
RELIGION								
Protestant	65	63	23	23	12	14		
Catholic	54	61	32	26	14	13		
Jewish	48		44		8			
REGION								
East	56	59	29	27	15	14		
Midwest	58	58	29	28	13	14		
South	61	61	24	23	15	16		
West	59	58	28	24	13	18		
INCOME								
--5,000	53	55	29	25	18	20		
5-15,000	60	59	28	27	12	14		
15,000+	62	70	28	22	10	8		
PARTY								
Democrat	42	42	43	40	15	18		
Republican	85	84	8	10	7	6		
Independent	60	58	15	16	25	26		
Other	55		9		36			
1968 VOTE								
Nixon	81	79	10	13	9	8		
Humphrey	31	31	56	48	13	21		
Wallace	56	58	31	31	13	11		
Don't Know	41		36		23			
Didn't Vote	49	52	32	31	19	17		
IDEOLOGY								
Liberal	49	50	40	37	11	13		
Conservative	71	70	21	20	8	10		
Other	45	52	18	23	37	25		

NOW, SUPPOSE THE CANDIDATES WERE RICHARD NIXON, GEORGE MC GOVERN AND GEORGE WALLACE AS A 3RD. PARTY CANDIDATE; WHICH ONE WOULD YOU VOTE FOR?

	NIXON		MC GOVERN		WALLACE		DON'T KNOW	
	Chilton	ORC	Chilton	ORC	Chilton	ORC	Chilton	ORC
TOTAL	52	55	24	22	13	12	11	11
Male	51	53	25	21	14	14	10	12
Female	53	56	23	22	12	11	12	11
AGE								
18-20	41	50	38	21	12	23	9	6
21-29	51	55	27	26	11	11	11	8
30-49	52	56	23	20	15	14	10	10
50+	55	53	22	21	12	10	11	16
RACE								
White	54	56	23	21	13	12	10	11
Black	41	39	35	37	8	10	16	14
Other								
LABOR UNION								
Yes	47	51	28	25	16	16	9	8
No	54	56	22	21	12	11	12	12
RELIGION								
Protestant	57	55	18	20	15	14	10	11
Catholic	48	60	31	21	10	10	11	9
Jewish	44		44		4		8	
REGION								
East	53	58	29	26	8	6	10	10
Midwest	53	54	26	25	10	11	11	10
South	49	50	16	17	24	21	11	12
West	55	55	26	22	7	9	12	14
INCOME								
--5,000	47	48	25	20	14	15	14	17
5-15,000	53	54	24	23	13	13	10	10
15,000+	58	68	27	18	8	8	7	6
PARTY								
Democrat	36	37	39	35	15	15	10	13
Republican	79	82	5	7	10	6	6	5
Independent	49	48	17	15	12	17	22	20
Other	47		9		11		33	
1968 VOTE								
Nixon	78	77	8	11	9	6	5	6
Humphrey	32	32	55	47	4	4	9	17
Wallace	19	14	9	11	63	74	9	1
Don't Know	37		27		16		20	
Didn't Vote	39	44	31	25	14	19	16	12
IDEOLOGY								
Liberal	44	46	39	35	8	9	9	10
Conservative	62	65	16	15	17	13	5	7
Other	42	46	14	18	14	14	30	22

CAN YOU TELL ME WHO THIS MAN IS AND WHAT HE DOES ... EDWARD KENNEDY?	1
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DETAILED STATISTICS
ON
TELEVISION APPEARANCE
OF
JANUARY 5-7, 1971

DAVID R. DERGE
PRESIDENT
BEHAVIORAL RESEARCH ASSOCIATES

STUDY #9582

QUESTIONPAGE NO.

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	PERCENTAGE BASE	RIGHT	WRONG	NO OPINION
<u>TOTAL</u>	993	91	3	6
<u>MALE</u>	490	92	3	5
<u>FEMALE</u>	503	90	2	8
<u>AGE 18-20</u>	61	92	2	6
21-29	203	92	2	6
30-49	366	92	3	5
50+	362	89	3	8
<u>RACE</u>				
White	894	92	2	6
Black	81	83	4	13
<u>LABOR UNION</u>				
• Yes	296	92	2	6
No	692	91	3	6
Not Determined	5	100		
<u>RELIGION</u>				
Protestant	631	90	3	7
Catholic	240	94	1	5
Jewish	12	100		
Other	50	88		12
<u>REGION</u>				
East	266	95	2	3
Midwest	288	90	2	8
South	271	88	4	8
West	168	92	2	6
<u>INCOME</u>				
-5,000	214	84	4	12
5-15,000	558	92	3	5
15,000+	178	95	2	3
Not Determined	43	91		9
<u>PARTY</u>				
Democrat	506	92	2	6
Republican	338	90	4	6
Independent	86	93	1	6
<u>IDEOLOGY</u>				
Liberal	332	93	2	5
Conservative	485	91	3	6
Not Determined	176	85	3	12

CAN YOU TELL ME WHO THIS MAN IS AND WHAT HE DOES ... RICHARD NIXON?

	PERCENTAGE BASE	RIGHT	WRONG	NO OPINION
TOTAL	993	98	0	2
MALE	490	98		2
FEMALE	503	98		2
AGE 18-20	61	100		
21-29	203	98	*	1
30-49	366	99		*
50+	362	97		3
RACE				
White	894	98		2
Black	81	99		1
LABOR UNION				
Yes	296	98		2
No	692	98	*	1
Not Determined	5	100		
RELIGION				
Protestant	631	98		2
Catholic	240	100		
Jewish	12	100		
Other	50	98		2
REGION				
East	266	100		
Midwest	288	98		2
South	271	97		3
West	168	98		2
INCOME				
-5,000	214	96	*	3
5-15,000	558	99		1
15,000+	178	100		
Not Determined	43	93		7
PARTY				
Democrat	506	98		2
Republican	338	99		1
Independent	86	98		2
IDEOLOGY				
Liberal	332	99		1
Conservative	485	99	*	*
Not Determined	176	95		5

* Less than 1%

CAN YOU TELL ME WHO THIS MAN IS AND WHAT HE DOES ... EDMUND MUSKIE?

	PERCENTAGE BASE	RIGHT	WRONG	NO OPINION
<u>TOTAL</u>	993	70	10	20
<u>MALE</u>	490	77	9	14
<u>FEMALE</u>	503	62	11	27
<u>AGE</u> 18-20	61	57	20	23
21-29	203	71	5	24
30-49	366	71	10	19
50+	362	69	12	19
<u>RACE</u>				
White	894	72	10	18
Black	81	51	19	30
<u>LABOR UNION</u>				
Yes	296	68	13	19
No	692	70	9	21
Not Determined	5	60		40
<u>RELIGION</u>				
Protestant	631	68	10	22
Catholic	240	71	13	16
Jewish	12	92	8	
Other	50	70	12	18
<u>REGION</u>				
East	266	74	12	14
Midwest	288	68	8	24
South	271	66	12	22
West	168	70	8	22
<u>INCOME</u>				
-5,000	214	56	15	29
5-15,000	558	72	10	18
15,000+	178	80	8	12
Not Determined	43	65	2	33
<u>PARTY</u>				
Democrat	506	68	13	19
Republican	338	72	8	20
Independent	86	74	9	17
<u>IDEOLOGY</u>				
Liberal	332	73	11	16
Conservative	485	73	10	17
Not Determined	176	55	11	34

CAN YOU TELL ME WHO THIS MAN IS AND WHAT HE DOES ... HUBERT HUMPHREY?

	PERCENTAGE BASE	RIGHT	WRONG	NO OPINION
TOTAL	993	87	3	10
MALE	490	89	3	8
FEMALE	503	85	3	12
AGE 18-20	61	79	7	14
21-29	203	89	3	8
30-49	366	88	2	10
50+	362	86	3	11
RACE				
White	894	88	2	10
Black	81	83	6	11
LABOR UNION				
Yes	296	86	3	11
No	692	87	3	10
Not Determined	5	80	20	
RELIGION				
Protestant	631	85	3	12
Catholic	240	91	2	7
Jewish	12	100		
Other	50	82	6	12
REGION				
East	266	91	2	7
Midwest	288	86	4	10
South	271	82	4	14
West	168	90	2	8
INCOME				
-5,000	214	84	3	13
5-15,000	558	88	3	9
15,000+	178	91		9
Not Determined	43	74	12	14
PARTY				
Democrat	506	88	3	9
Republican	338	86	2	12
Independent	86	87	5	8
IDEOLOGY				
Liberal	332	87	3	10
Conservative	485	89	2	9
Not Determined	176	82	4	14

HAVE YOU SEEN, READ, OR HEARD ABOUT PRESIDENT NIXON'S
CONVERSATION WITH NEWSMEN ON TELEVISION LAST MONDAY NIGHT?

	PERCENTAGE BASE	YES	NO	NO OPINION
TOTAL	993	66	34	0
MALE	490	66	34	
FEMALE	503	65	35	
<u>AGE</u> 18-20	61	56	44	
21-29	203	64	35	1
30-49	366	64	36	
50+	362	70	30	
<u>RACE</u>				
White	894	66	34	
Black	81	63	37	
<u>LABOR UNION</u>				
Yes	296	60	39	1
No	692	68	32	
Not Determined	5	60	40	
<u>RELIGION</u>				
Protestant	631	66	34	
Catholic	240	60	39	1
Jewish	12	92	8	
Other	50	70	30	
<u>REGION</u>				
East	266	63	37	
Midwest	288	67	32	*
South	271	70	29	*
West	168	60	40	
<u>INCOME</u>				
-5,000	214	67	33	
5-15,000	558	65	34	*
15,000+	178	69	30	*
Not Determined	43	47	53	
<u>PARTY</u>				
Democrat	506	66	33	*
Republican	338	67	33	
Independent	86	62	37	1
<u>IDEOLOGY</u>				
Liberal	332	66	33	*
Conservative	485	69	30	*
Not Determined	176	53	46	*

* Less than 1%

HOW WOULD YOU RATE YOUR REACTION TO WHAT THE PRESIDENT SAID?

	PERCENTAGE BASE	VERY FAVORABLE	SOMEWHAT FAVORABLE	SOMEWHAT UNFAVORABLE	VERY UNFAVORABLE	NO OPINION
TOTAL	650	27	47	12	6	8
MALE	323	30	42	14	6	8
FEMALE	327	24	52	10	6	8
AGE 18-20	34	24	50	18	6	2
21-29	129	16	55	16	5	8
30-49	235	23	55	12	5	5
50+	252	38	35	9	7	11
RACE						
White	589	27	48	11	5	9
Black	51	29	37	22	12	
LABOR UNION						
Yes	177	22	50	11	9	8
No	470	29	46	13	5	7
Not Determined	3	33			33	34
RELIGION						
Protestant	414	30	46	9	6	9
Catholic	144	22	50	17	5	6
Jewish	11	27	36	27		10
Other	35	14	63	6	3	14
REGION						
East	167	22	43	19	7	9
Midwest	193	25	53	8	7	7
South	190	33	43	10	4	10
West	100	28	49	13	5	5
INCOME						
-5,000	143	38	33	11	8	10
5-15,000	364	22	54	11	5	8
15,000+	123	27	46	17	6	4
Not Determined	20	45	20	5	10	20
PARTY						
Democrat	334	18	47	18	10	7
Republican	227	41	51	3		5
Independent	53	30	34	13	4	19
IDEOLOGY						
Liberal	220	19	46	22	8	5
Conservative	336	32	49	8	5	6
Not Determined	94	28	40	3	4	25

DO YOU BELIEVE THE PRESIDENT'S TELEVISION PROGRAM WITH THESE NEWSMEN WAS LIVE AND UNREHEARSED, OR NOT?

	PERCENTAGE BASE	LIVE AND UNREHEARSED	NOT LIVE & UNREHEARSED	NO OPINION
TOTAL	650	73	17	10
MALE	323	74	17	9
FEMALE	327	71	17	12
AGE				
18-20	34	74	21	5
21-29	129	71	17	12
30-49	235	72	17	11
50+	252	74	15	11
RACE				
White	589	72	17	11
Black	51	80	16	4
LABOR UNION				
Yes	177	69	18	13
No	470	74	16	10
Not Determined	3	67	33	
RELIGION				
Protestant	414	73	16	11
Catholic	144	68	22	10
Jewish	11	82	9	9
Other	35	80	9	11
REGION				
East	165	70	20	10
Midwest	193	71	20	9
South	190	76	12	12
West	100	75	14	11
INCOME				
-5,000	143	74	14	12
5-15,000	364	71	17	12
15,000+	123	77	19	4
Not Determined	20	60	10	30
PARTY				
Democrat	334	70	19	11
Republican	227	79	14	7
Independent	53	64	17	19
IDEOLOGY				
Liberal	220	73	20	7
Conservative	336	75	16	9
Not Determined	94	65	13	22

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

	PERCENTAGE BASE	APPROVE	DISAPPROVE	NO OPINION
TOTAL	993	66	25	9
MALE	490	68	24	8
FEMALE	503	63	26	11
AGE 18-20	61	64	31	5
21-29	203	66	27	7
30-49	366	64	25	11
50+	362	68	23	9
RACE				
White	894	67	24	9
Black	81	51	40	9
LABOR UNION				
Yes	296	58	32	10
No	692	69	22	9
Not Determined	5	40	40	20
RELIGION				
Protestant	631	71	21	8
Catholic	240	58	32	10
Jewish	12	42	50	8
Other	50	62	28	10
REGION				
East	266	61	29	10
Midwest	288	66	25	9
South	271	70	21	9
West	168	66	28	6
INCOME				
-5,000	214	66	25	9
5-15,000	558	65	26	9
15,000+	178	69	25	6
Not Determined	43	61	16	23
PARTY				
Democrat	506	51	40	9
Republican	338	89	5	6
Independent	86	63	14	23
IDEOLOGY				
Liberal	332	55	40	5
Conservative	485	74	18	8
Not Determined	176	63	17	20

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

	PERCENTAGE BASE	APPROVE	DISAPPROVE	NO OPINION
<u>TOTAL</u>	993	49	36	15
<u>MALE</u>	490	52	38	10
<u>FEMALE</u>	503	46	34	20
<u>AGE</u> 18-20	61	43	51	6
21-29	203	49	41	10
30-49	366	48	35	17
50+	362	51	33	16
<u>RACE</u>				
White	894	50	35	15
Black	81	36	54	10
<u>LABOR UNION</u>				
Yes	296	49	40	11
No	692	49	35	16
Not Determined	5	60		40
<u>RELIGION</u>				
Protestant	631	53	32	15
Catholic	240	43	43	14
Jewish	12	17	75	8
Other	50	46	38	16
<u>REGION</u>				
East	266	45	42	13
Midwest	288	51	33	16
South	271	49	33	18
West	168	51	39	10
<u>INCOME</u>				
-5,000	214	45	33	22
5-15,000	558	49	39	12
15,000+	178	55	34	11
Not Determined	43	40	26	34
<u>PARTY</u>				
Democrat	506	38	49	13
Republican	338	68	20	12
Independent	86	37	34	29
<u>IDEOLOGY</u>				
Liberal	332	42	50	8
Conservative	485	57	30	13
Not Determined	176	42	27	31

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF EDMUND MUSKIE WERE THE DEMOCRATIC CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	MUSKIE	NO OPINION
TOTAL	993	49	42	9
MALE	490	52	41	7
FEMALE	503	47	43	10
AGE 18-20	61	54	43	3
21-29	203	47	47	6
30-49	366	48	42	10
50+	362	51	39	10
RACE				
White	894	52	39	9
Black	81	26	72	2
LABOR UNION				
Yes	296	45	48	7
No	692	52	40	8
Not Determined	5	20	40	40
RELIGION				
Protestant	631	57	35	8
Catholic	240	39	54	7
Jewish	12	8	83	9
Other	50	36	50	14
REGION				
East	266	44	49	7
Midwest	288	50	38	12
South	271	53	38	9
West	168	51	44	5
INCOME				
-5,000	214	48	44	8
5-15,000	558	50	42	8
15,000+	178	55	40	5
Not Determined	43	30	37	33
PARTY				
Democrat	506	24	68	8
Republican	338	86	10	4
Independent	86	51	30	19
IDEOLOGY				
Liberal	332	38	58	4
Conservative	485	58	33	9
Not Determined	176	47	36	17

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND
 IF EDMUND MUSKIE WERE THE DEMOCRATIC CANDIDATE,
 WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	MUSKIE	NO OPINION
TOTAL	562	49	44	7
MALE	306	50	43	7
FEMALE	256	48	46	6
AGE 18-20	3	67	33	
21-29	107	46	50	4
30-49	229	49	45	6
50+	222	51	41	8
RACE				
White	523	51	42	7
Black	33	21	79	
LABOR UNION				
• Yes	162	43	53	4
No	399	52	41	7
Not Determined	1			100
RELIGION				
Protestant	351	58	36	6
Catholic	140	35	61	4
Jewish	8	13	75	12
Other	28	39	57	4
REGION				
East	160	41	53	6
Midwest	159	50	40	10
South	149	53	41	6
West	94	54	43	3
INCOME				
-5,000	98	46	47	7
5-15,000	321	48	46	6
15,000+	120	58	38	4
Not Determined	23	39	44	17
PARTY				
Democrat	280	22	72	6
Republican	205	83	12	5
Independent	49	55	31	14
IDEOLOGY				
Liberal	187	33	63	4
Conservative	294	59	35	6
Not Determined	81	52	37	11

~~REGISTERED TO VOTE~~

~~Are & Will~~

311

~~49~~ ~~44~~

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IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF EDMUND MUSKIE WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AGAIN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	MUSKIE	WALLACE	NO OPINION
TOTAL	993	44	38	12	6
MALE	490	47	38	11	4
FEMALE	503	42	38	12	8
AGE 18-20	61	46	41	13	
21-29	203	40	41	14	5
30-49	366	43	39	12	6
50+	362	47	35	10	8
RACE					
White	894	46	36	12	6
Black	81	26	65	6	3
LABOR UNION					
Yes	296	37	43	15	5
No	692	48	36	10	6
Not Determined	5	20		60	20
RELIGION					
Protestant	631	51	30	14	5
Catholic	240	33	52	8	7
Jewish	12	8	83		9
Other	50	34	48	10	8
REGION					
East	266	39	47	8	6
Midwest	288	48	33	12	7
South	271	43	32	18	7
West	168	48	41	7	4
INCOME					
-5,000	214	43	36	15	6
5-15,000	558	44	38	12	6
15,000+	178	52	39	6	3
Not Determined	43	26	37	14	23
PARTY					
Democrat	506	21	62	12	5
Republican	338	77	8	12	3
Independent	86	52	28	8	12
IDEOLOGY					
Liberal	332	33	58	6	3
Conservative	485	52	29	13	6
Not Determined	176	43	28	19	10

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF EDMUND MUSKIE WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AGAIN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	MUSKIE	WALLACE	NO OPINION
TOTAL	562	44	42	10	4
MALE	306	45	40	11	4
FEMALE	256	42	44	9	5
AGE 18-20	3	67	33		
21-29	107	38	48	12	2
30-49	229	45	42	9	4
50+	222	45	39	9	7
RACE					
White	523	46	39	10	5
Black	33	15	82	3	
LABOR UNION					
Yes	162	35	46	15	4
No	399	47	40	7	6
Not Determined	1			100	
RELIGION					
Protestant	351	51	33	11	5
Catholic	140	31	56	8	5
Jewish	8	13	75		12
Other	28	29	61	10	
REGION					
East	160	39	50	5	6
Midwest	159	46	37	12	5
South	149	42	37	14	7
West	94	49	42	6	3
INCOME					
-5,000	98	39	42	13	6
5-15,000	321	42	43	11	4
15,000+	120	55	38	3	4
Not Determined	23	30	39	17	14
PARTY					
Democrat	280	18	67	11	4
Republican	205	77	11	8	4
Independent	49	55	31	6	8
IDEOLOGY					
Liberal	187	29	63	5	3
Conservative	294	52	31	11	6
Not Determined	81	46	31	16	7

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND
 IF EDWARD KENNEDY WERE THE DEMOCRATIC CANDIDATE,
 WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	KENNEDY	NO OPINION
TOTAL	993	52	43	5
MALE	490	53	43	4
FEMALE	503	51	43	6
<u>AGE 18-20</u>	61	26	74	
21-29	203	46	49	5
30-49	366	55	39	6
50+	362	56	38	6
<u>RACE</u>				
White	894	56	39	5
Black	81	12	84	4
<u>LABOR UNION</u>				
Yes	296	45	51	4
No	692	55	40	5
Not Determined	5	20	60	20
<u>RELIGION</u>				
Protestant	631	58	38	4
Catholic	240	41	55	4
Jewish	12	50	42	8
Other	50	36	54	10
<u>REGION</u>				
East	266	47	47	6
Midwest	288	54	40	6
South	271	54	41	5
West	168	53	44	3
<u>INCOME</u>				
-5,000	214	44	52	4
5-15,000	558	54	42	4
15,000+	178	60	36	4
Not Determined	43	40	42	18
<u>PARTY</u>				
Democrat	506	28	68	4
Republican	338	85	14	1
Independent	86	59	24	17
<u>IDEOLOGY</u>				
Liberal	332	39	58	3
Conservative	485	63	34	3
Not Determined	176	47	40	13

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND
IF EDWARD KENNEDY WERE THE DEMOCRATIC CANDIDATE,
WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	KENNEDY	NO OPINION
TOTAL	713	53	42	5
MALE	350	54	41	5
FEMALE	363	53	42	5
<u>AGE</u> 18-20	7		100	
21-29	136	48	49	3
30-49	291	56	39	5
50+	278	55	39	6
<u>RACE</u>				
White	653	57	38	5
Black	51	6	90	4
<u>LABOR UNION</u>				
Yes	212	48	48	4
No	498	56	39	5
Not Determined	3	33	33	34
<u>RELIGION</u>				
Protestant	450	58	37	5
Catholic	181	46	50	4
Jewish	9	44	44	12
Other	34	44	53	3
<u>REGION</u>				
East	197	49	45	6
Midwest	208	53	41	6
South	186	56	40	4
West	122	57	40	3
<u>INCOME</u>				
-5,000	145	43	52	5
5-15,000	400	54	42	4
15,000+	138	66	30	4
Not Determined	30	40	40	20
<u>PARTY</u>				
Democrat	372	28	67	5
Republican	244	88	11	1
Independent	60	63	22	15
<u>IDEOLOGY</u>				
Liberal	232	41	57	2
Conservative	360	63	33	4
Not Determined	121	50	37	13

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF EDWARD KENNEDY WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	KENNEDY	WALLACE	NO OPINION
<u>TOTAL</u>	993	46	40	10	4
<u>MALE</u>	490	49	39	9	3
<u>FEMALE</u>	503	44	41	11	4
<u>AGE</u> 18-20	61	26	64	10	
21-29	203	41	47	10	2
30-49	366	49	37	10	4
50+	362	50	35	9	6
<u>RACE</u>					
White	894	49	36	10	5
Black	81	11	80	5	4
<u>LABOR UNION</u>					
Yes	296	37	48	12	3
No	692	50	37	8	5
Not Determined	5	20		40	40
<u>RELIGION</u>					
Protestant	631	49	35	12	4
Catholic	240	38	54	5	3
Jewish	12	67	25		8
Other	50	34	50	8	8
<u>REGION</u>					
East	266	44	47	5	4
Midwest	288	49	37	11	3
South	271	44	35	16	5
West	168	48	44	5	3
<u>INCOME</u>					
-5,000	214	36	48	12	4
5-15,000	558	48	38	11	3
15,000+	178	55	38	5	2
Not Determined	43	37	33	7	23
<u>PARTY</u>					
Democrat	506	24	63	11	2
Republican	338	77	12	9	2
Independent	86	59	23	7	11
<u>IDEOLOGY</u>					
Liberal	332	36	55	6	3
Conservative	485	56	31	11	2
Not Determined	176	38	36	14	12

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF EDWARD KENNEDY WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	KENNEDY	WALLACE	NO OPINION
TOTAL	713	48	39	9	4
MALE	350	50	37	9	4
FEMALE	363	46	41	9	4
AGE 18-20	7	14	72	14	
21-29	136	44	46	9	1
30-49	291	49	37	10	4
50+	278	50	37	9	4
RACE					
White	653	51	35	10	4
Black	51	8	84	6	2
LABOR UNION					
Yes	212	39	45	14	2
No	498	52	36	7	5
Not Determined	3			33	67
RELIGION					
Protestant	450	51	34	11	4
Catholic	181	41	50	6	3
Jewish	9	67	22		11
Other	34	41	47	9	3
REGION					
East	197	46	45	5	4
Midwest	208	50	37	11	2
South	186	47	34	16	3
West	122	52	40	5	3
INCOME					
-5,000	145	37	49	11	3
5-15,000	400	49	38	11	2
15,000+	138	60	33	4	3
Not Determined	30	40	27	10	3
PARTY					
Democrat	372	24	63	10	3
Republican	244	81	9	8	2
Independent	60	60	22	8	10
IDEOLOGY					
Liberal	232	38	54	6	2
Conservative	360	57	31	10	2
Not Determined	121	41	33	14	12

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF HUBERT HUMPHREY WERE THE DEMOCRATIC CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	HUMPHREY	NO OPINION
TOTAL	993	57	38	5
MALE	490	60	35	5
FEMALE	503	54	40	6
AGE 18-20	61	61	38	1
21-29	203	60	36	4
30-49	366	54	39	7
50+	362	56	39	5
RACE				
White	894	61	33	6
Black	81	14	83	3
LABOR UNION				
Yes	296	50	47	3
No	692	60	34	6
Not Determined	5	20	60	20
RELIGION				
Protestant	631	63	33	4
Catholic	240	44	50	6
Jewish	12	17	75	8
Other	50	44	50	6
REGION				
East	266	49	43	8
Midwest	288	60	35	5
South	271	61	34	5
West	168	57	41	2
INCOME				
-5,000	214	52	44	4
5-15,000	558	57	38	5
15,000+	178	64	32	4
Not Determined	43	40	35	25
PARTY				
Democrat	506	34	62	4
Republican	338	90	9	1
Independent	86	56	27	17
IDEOLOGY				
Liberal	332	46	50	4
Conservative	485	66	30	4
Not Determined	176	50	36	14

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND
 IF HUBERT HUMPHREY WERE THE DEMOCRATIC CANDIDATE,
 WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	HUMPHREY	NO OPINION
TOTAL	687	57	38	5
MALE	343	62	34	4
FEMALE	344	53	42	5
AGE 18-20	5	20	60	20
21-29	135	66	33	1
30-49	278	55	40	5
50+	269	57	39	4
RACE				
White	626	62	34	4
Black	53	13	85	2
LABOR UNION				
Yes	201	50	48	2
No	484	61	34	5
Not Determined	2		100	
RELIGION				
Protestant	427	64	33	3
Catholic	178	47	47	6
Jewish	9	22	67	11
Other	34	44	53	3
REGION				
East	191	50	42	8
Midwest	201	62	33	5
South	174	62	36	2
West	121	56	41	3
INCOME				
-5,000	143	52	43	5
5-15,000	384	57	39	4
15,000+	134	65	32	3
Not Determined	26	46	31	23
PARTY				
Democrat	359	34	62	4
Republican	236	91	8	1
Independent	55	62	24	14
IDEOLOGY				
Liberal	221	44	53	3
Conservative	350	68	28	4
Not Determined	116	50	39	11

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF HUBERT HUMPHREY WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AGAIN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN?

	PERCENTAGE BASE	NIXON	HUMPHREY	WALLACE	NO OPINION
TOTAL	993	50	35	10	5
MALE	490	53	32	11	4
FEMALE	503	47	37	10	6
AGE					
18-20	61	49	30	20	1
21-29	203	52	33	11	4
30-49	366	48	37	10	5
50+	362	51	34	9	6
RACE					
White	894	54	30	11	5
Black	81	12	79	5	4
LABOR UNION					
Yes	296	42	42	14	2
No	692	54	32	9	5
Not Determined	5	20	40	20	20
RELIGION					
Protestant	631	54	29	13	4
Catholic	240	42	47	7	4
Jewish	12	17	75		8
Other	50	42	42	10	6
REGION					
East	266	47	41	6	6
Midwest	288	54	31	11	4
South	271	48	29	19	4
West	168	52	40	4	4
INCOME					
-5,000	214	45	35	14	6
5-15,000	558	50	36	11	3
15,000+	178	59	32	6	3
Not Determined	43	30	35	12	23
PARTY					
Democrat	506	27	57	12	4
Republican	338	82	7	9	2
Independent	86	57	23	7	13
IDEOLOGY					
Liberal	332	42	48	7	3
Conservative	485	58	27	12	3
Not Determined	176	43	31	13	13

IF RICHARD NIXON WERE THE REPUBLICAN CANDIDATE, AND IF HUBERT HUMPHREY WERE THE DEMOCRATIC CANDIDATE, AND GEORGE WALLACE RAN AGAIN AS A THIRD PARTY CANDIDATE, WHICH WOULD YOU LIKE TO SEE WIN? (GALLUP SCREEN)

	PERCENTAGE BASE	NIXON	HUMPHREY	WALLACE	NO OPINION
TOTAL	687	51	36	9	4
MALE	343	55	32	9	4
FEMALE	344	47	41	8	4
AGE 18-20	5		60	20	20
21-29	135	58	31	9	2
30-49	278	48	40	9	3
50+	269	52	35	9	4
RACE					
White	626	55	32	10	3
Black	53	13	83	2	2
LABOR UNION					
Yes	201	42	43	13	2
No	484	55	33	7	5
Not Determined	2		100		
RELIGION					
Protestant	427	56	31	10	3
Catholic	178	43	47	6	4
Jewish	9	22	67		11
Other	34	44	44	12	
REGION					
East	191	48	42	6	4
Midwest	201	56	30	10	4
South	174	51	33	14	2
West	121	50	42	5	3
INCOME					
-5,000	143	46	37	12	5
5-15,000	384	51	37	9	3
15,000+	134	60	34	4	2
Not Determined	26	35	31	12	22
PARTY					
Democrat	359	27	60	10	3
Republican	236	84	7	8	1
Independent	55	64	20	6	10
IDEOLOGY					
Liberal	221	40	54	4	2
Conservative	350	61	25	12	2
Not Determined	116	43	35	10	12

PARTY

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

	PERCENTAGE BASE	DEMOCRAT	REPUBLICAN	INDEPENDENT	OTHER	NO OPINION
TOTAL	993	51	34	9	3	3
MALE	490	52	32	10	3	3
FEMALE	503	50	36	7	3	4
AGE 18-20	61	49	31	7	8	4
21-29	203	52	32	9	4	3
30-49	366	52	33	10	2	3
50+	362	50	37	8	2	3
RACE						
White	894	48	37	9	3	3
Black	81	83	7	7		3
LABOR UNION						
Yes	296	63	26	7	2	2
No	692	46	38	9	3	4
Not Determined	5	40	20	40		
RELIGION						
Protestant	631	46	42	8	2	2
Catholic	240	65	19	9	3	4
Jewish	12	58	17	25		
Other	50	56	26	6	8	4
REGION						
East	266	54	27	12	4	3
Midwest	288	46	39	9	2	4
South	271	53	34	6	3	4
West	168	51	36	7	2	4
INCOME						
-5,000	214	53	36	6	2	3
5-15,000	558	53	32	8	3	4
15,000+	178	44	40	11	3	2
Not Determined	43	37	21	16	9	17
PARTY						
Democrat	506	100				
Republican	338		100			
Independent	86			100		
IDEOLOGY						
Liberal	332	64	25	6	3	2
Conservative	485	43	44	9	2	2
Not Determined	176	48	26	13	5	8