

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	9	12/20/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Harry Dent RE: For Your Information RE: "Listening Post" Preliminary Survey Results, 12 December 1971. 2pgs
44	9		<input checked="" type="checkbox"/>	Campaign	Memo	To: Mort Allin From: Gordon Strachan RE: For Your Information RE: Los Angeles Times article from Dec 3, 1971, titled "Poll Finds Reversal: Shift Against Nixon's Vietnam Policy Seen." Article attached. 2pgs
44	9	12/6/1971	<input type="checkbox"/>	Campaign	Memo	To: Charles W. Colson From: Jon M. Huntsman RE: California Poll. 1pg
44	9	11/30/1971	<input type="checkbox"/>	Campaign	Memo	To: Jon Huntsman From: Bruce Kehrli RE: Comment on Polls showing trial heat results in the future. California political brief from November 24, 1971, attached. 2pgs
44	9	11/12/1971	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan From: Jeb Magruder RE: For Your Information RE: Summary of October "Listening Post" information for California from Thomas Reed. Survey Results and Issue Clusters Over Time: "Most Important State Problem" attached. 5pgs
44	9	11/10/1971	<input type="checkbox"/>	Campaign	Letter	To: H.R. Haldeman From: Thomas C. Reed RE: Summary of October "Listening Post" for California. Survey results and Issue Clusters Over Time: "Most Important State Problem" and "Most Important National Problem" attached. 4pgs

<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	9	10/12/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: L.A. and Orange County phone study that states Kennedy but not Muskie would win CA in a three way race. "Listening Post" data and Issue Clusters Over Time data attached. 7pgs
44	9	10/13/1971	<input type="checkbox"/>	Campaign	Memo	To: Bob Haldeman From: Harry Dent RE: For Your Information RE: September "Listening Post" survey results from Thomas C. Reed. Results and Issue Clusters attached. 5pgs

THE WHITE HOUSE  
WASHINGTON

*File  
Cal  
1001*

Date: December 20, 1978

TO: H. R. HALDEMAN

FROM: HARRY DENT

*ASDH  
need  
see*

Please handle \_\_\_\_\_

For your information  \_\_\_\_\_

# LISTENING POST

Preliminary Survey Results, 12 December 1971

1013 Telephone Interviews in Los Angeles and Orange Counties, November 1971

## 1. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats only)

	This Survey November	October	September	August
E. Muskie	31%	30%	34%	18%
E. Kennedy	27%	26%	29%	32%
H. Humphrey	15%	13%	8%	13%
G. McGovern	7%	10%	10%	8%
H. Jackson	6%	2%	2%	4%
J. Lindsay	2%	5%	5%	8%
All others	13%	12%	12%	19%

## 2. GENERAL ELECTION

To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	Yes	No	Depends	No Answer
This survey, November	27.3%	43.8%	26.4%	2.6%
October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

Head to Head:

	R. Nixon	E. Kennedy	G. Wallace	No Answer
Total, L.A. & Orange Co.	41.7%	39.4%	7.3%	11.6%
Republicans	84.0%	7.7%	3.7%	4.7%
Democrats	20.3%	60.4%	7.8%	11.5%
Independents	36.2%	31.0%	13.2%	19.5%
L. A. County only*	39.0%	42.5%	7.4%	11.1%
Orange County only	58.5%	20.5%	7.0%	14.0%
Total, L.A. & Orange Co., August survey	39.4%	44.0%	8.5%	8.0%

\*Los Angeles County is reasonably representative of California as a whole.

THE WHITE HOUSE  
WASHINGTON

*Cal  
Poll  
File*

FROM: MORT ALLIN

TO: Gordon Strachan

FYI

POLL FINDS REVERSAL

# Shift Against Nixon's Vietnam Policy Seen

SAN FRANCISCO (AP)—For the first time public opinion in California has turned against President Nixon's handling of the Vietnam war, the California Poll said Thursday.

A survey completed last month also shows that a majority favors faster troop withdrawal, and that more than two out of three Californians think the war will be a major issue in the 1972 presidential campaign, poll director Mervin D. Field reported.

Interviews with a cross-section of 1,007 Californians over the age of 18 revealed that 46% disapproved of Mr. Nixon's policies, 43% approved and 11% had no opinion, Field said.

In May, 1971, he said, those approving prevailed over opponents 45% to 44%, while in June, 1970, supporters prevailed 46% to 40%.

A total of 54% of Californians, including a majority of Democrats and a large minority of Republicans want U.S. troops to come home at a faster rate

than Nixon's timetable calls for, Field said.

Among Democrats, 59% want a speedier withdrawal, and 22% support the present pace, he said, while among Republicans, 45% want a quicker return and 44% agree with Nixon's plans.

Field said that 69% of those questioned believe the war will be a key issue in next year's Presidential race; 74% of the Democrats and 62% of the Republicans see it as a major factor, he said.

# Judge Files Suit to Test Election Law

State constitutional provisions requiring judges to take a leave of absence or resign upon becoming candidates for other public offices were challenged Thursday in a suit filed by Citrus Municipal Judge John M. Alex.

His Superior Court complaint was brought against the county and the Board of Supervisors. He asked that he be paid \$6,012.38 for the period between March 20 and June 3, 1970, when he took a leave of absence for an unsuccessful try for election as a Republican from the 24th Congressional District.

# Parlier Mayor to Face Trial

FRESNO (UPI) — Parlier Mayor Weldon Byram has been ordered to stand trial on arson charges in connection with a \$110,000 blaze at his grocery store last Sept. 2.

Municipal Judge Robert Barnard set Dec. 22 as the date for Superior Court arraignment after completion of a two-day preliminary hearing Wednesday.

The fire at the store during the early morning hours, climaxed a series of incidents in the racially troubled Fresno County farming community.

Byram and

*xerox - red tag to Gordon Strachan also xerox to Moray + xerox for poll file - also over for clip*

PRICES EFFECTIVE THRU SUN. DEC. 5

STEREO LP'S AND T

WESPAINE'S FROM WAR

- The Official "S" Album for 1971
- The Original TV Series 17 Ser
- Includes LP Re Picture Book 1

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"FIDDLE ROCK"

The original from United Deluxe 2 LP's

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UNITED ARTISTS RECORDS

8 TRACK 1 COMPARI

RABBI EDGAR F. MAGNIN, D.D.

FOUNDED 1882

**WILSHIRE BOULEVARD TEMPLE**  
Wilshire, Hobart and Harvard Boulevards • DU. 8-2401

SABBATH SERVICES—ALL ARE WELCOME

Evening Service—Friday, Dec. 3, at 8:15 P.M.  
**BISHOP GERALD KENNEDY**  
Bishop of the United Methodist Church

Morning Service—Saturday, Dec. 4, 10:30 A.M.  
**RABBI GOLDMARK**  
WILL SPEAK

Information regarding registration for the Edgar F. Magnin Religious School, membership and bus service may be obtained by calling the Temple Office.  
388-2401

VALLEY BETH SHALOM

שבת שלום

Friday Evening Services 8:15 P.M.

RABBI HAROLD M. SCHULWEIS discusses:

**THE PREJUDICE AGAINST THE OLD**  
Oneg Shabbat & Israeli dancing

Sabbath Morning Service 9:00 A.M.  
Torah Commentary & Group Study with Rabbi 10:00 A.M.

Wednesday Evenings Adult Education 8:00 P.M.  
Families interested in Temple also may contact the office.  
15739 Ventura B. d., Encino 788-6000 or 872-1360

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 6, 1971

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By Erpuse Name, Date 5-23-80

CONFIDENTIAL

MEMORANDUM FOR: CHARLES W. COLSON  
FROM: JON M. HUNTSMAN *JMH*  
SUBJECT: California Poll

It was reported in the December 3, 1971 News Summary that a California poll reported that a majority of people feel the President is not pulling U.S. troops out of Southeast Asia fast enough and that the majority feel the war will be a key issue in the 1972 campaign.

It was requested that you advise the President which poll this is?

Please submit your report to the Office of the Staff Secretary.

Thank you.

✓  
cc: H. R. Haldeman  
Alexander P. Butterfield

CONFIDENTIAL

THE SANTA FE  
NEW MEXICO

DATE: Nov. 30, 1971

TO: JON HUNESMAN  
FROM: BRUCE KERRALL

The comment on Polls (26.69)  
should go to whomever does  
these briefs -- Timmons or Dent --  
so that they show trial heat  
results in the future.



CALIFORNIA POLITICAL BRIEF

November 24, 1971

1968 Presidential Race:

Nixon	3,467,664
Kemperey	3,244,318
Wallace	487,270

Presidential Prospects:

The President's strength in California is wavering, and the state remains in the doubtful column. According to polls done by the RN-pledged GOP delegation, in bellweather Los Angeles and Orange Counties, the President wipes out McCloskey with 78.4% of Republicans polled, to McCloskey's 5.8%. But in the general election only 28.6% said in October they would vote for the President, down from 28.9% the previous month. The economy takes the lead as the "most important state issue." Governor Reagan's firm support is a definite help with conservatives, but statewide, he is passing through a slump. Reagan and National Committeeman Tom Reed are moving to put together a strong California delegation pledged to the President. Pete Wilson's impressive victory as Mayor of San Diego will be a definite help come convention time.

*This is not a problem, generation to find fault with*

Governor:

Reagan's slump is thought to be temporary and normal. The California Supreme Court has stopped implementation of some of his welfare reforms.

Congressional:

California will gain five new seats. It is thought at least three of the seats will go to Southern California. A September poll has Californians rating Cranston and Tunney as doing a "fair to good job."

*It shows part of support from TV program.*

Party:

RN loyalists are working hard to keep the various volunteer GOP groups in line. Rightists are calling for opposition to the President, but the Reagan support muffles this somewhat.

- Chairman - Putnam Livermore -- 415/421-3430
- Nat'l. Committeeman - Thomas C. Reed -- 415/456-7310
- Nat'l. Committeewoman - Mrs. Eleanor R. Ring -- 714/435-4524

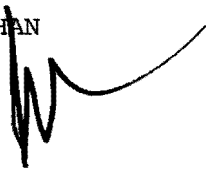
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

November 12, 1971

*File  
lol  
Poles*

FOR: GORDON STRACHAN

FROM: JEB MAGRUDER



For your information.

The California Delegation  
to the Republican National Convention of 1972  
pledged to the re-election of President Richard M. Nixon  
Governor Ronald Reagan, Chairman  
Thomas C. Reed, Vice Chairman

10 November 1971

Mr. Jeb S. Magruder  
Committee for the Reelection of the President  
1701 Pennsylvania Avenue, N.W., #272  
Washington, D. C.

Dear Jeb:

Enclosed is a summary of our October "Listening Post"  
information for California.

If there are particular points of interest to you  
which you would like to see included in these con-  
tinuing surveys, please let me know.

Very best regards,

  
Thomas C. Reed

TCR:st

Enclosures

*Sorry our various lines have crossed.  
I'll be in Washington next Dec 9-11.  
T.*



"LISTENING POST"

Preliminary Survey Results, 9 November, 1971

1,004 Telephone interviews in Los Angeles and Orange Counties, October 1971

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans Only)

"If the Republican Presidential Primary were held today, and the nominees were Pete McCloskey and Richard Nixon, for whom would you vote?"

	<u>This Survey</u> <u>October</u>	<u>September</u>	<u>August</u>	<u>May 1971</u> <u>Statewide</u>
Nixon	78.4%	80.4%	75.1%	74.4%
McCloskey	5.8%	7.2%	7.5%	7.7%
Undecided	15.8%	12.3%	17.4%	17.9%

Due to the consistency of the response, we do not plan to ask this question again until Spring. Next month we will attempt to evaluate the UROC challenge.

2. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats Only)

"Which Democrat would you personally like to see nominated for President?"

Only 33% respond. 67% have no choice at present. Of those who do respond:

	<u>This Survey</u> <u>October</u>	<u>September</u>	<u>August</u>
E. Muskie	30%	34%	18%
E. Kennedy	26%	29%	32%
H. Humphrey	13%	8%	13%
G. McGovern	10%	10%	8%
J. Lindsay	5%	5%	8%
H. Jackson	2%	2%	4%
All Others	12%	12%	19%

3. GENERAL ELECTION

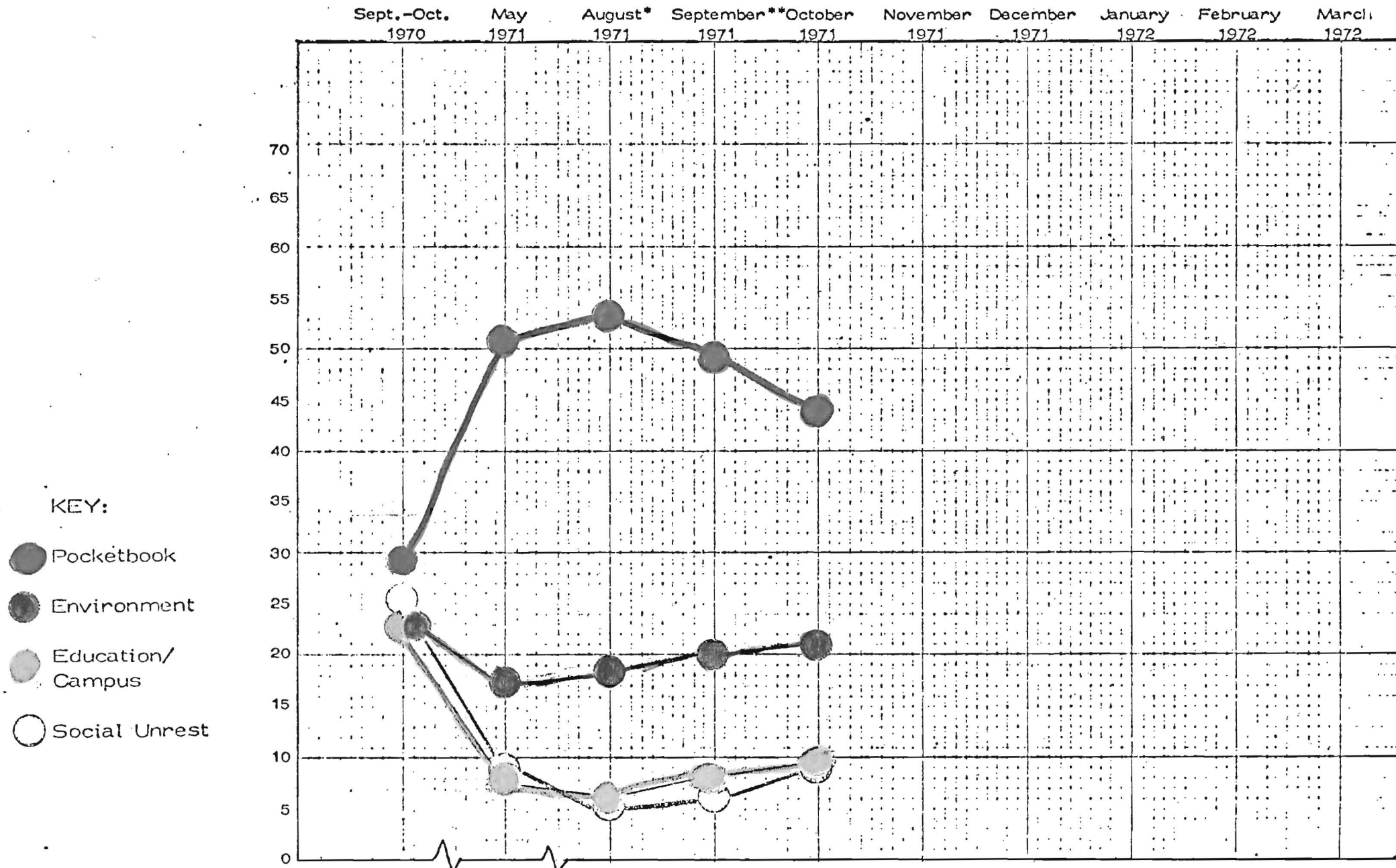
To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	<u>Yes</u>	<u>No</u>	<u>Depends</u>	<u>No Answer</u>
This Survey, October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

There was no head-to-head question this month. Nixon-Kennedy-Wallace will be available next month.

4. ISSUES: Graphic presentations on the "Most Important Problem Facing the State (Nation)" are attached.

# ISSUE CLUSTERS OVER TIME: "Most Important State Problem"

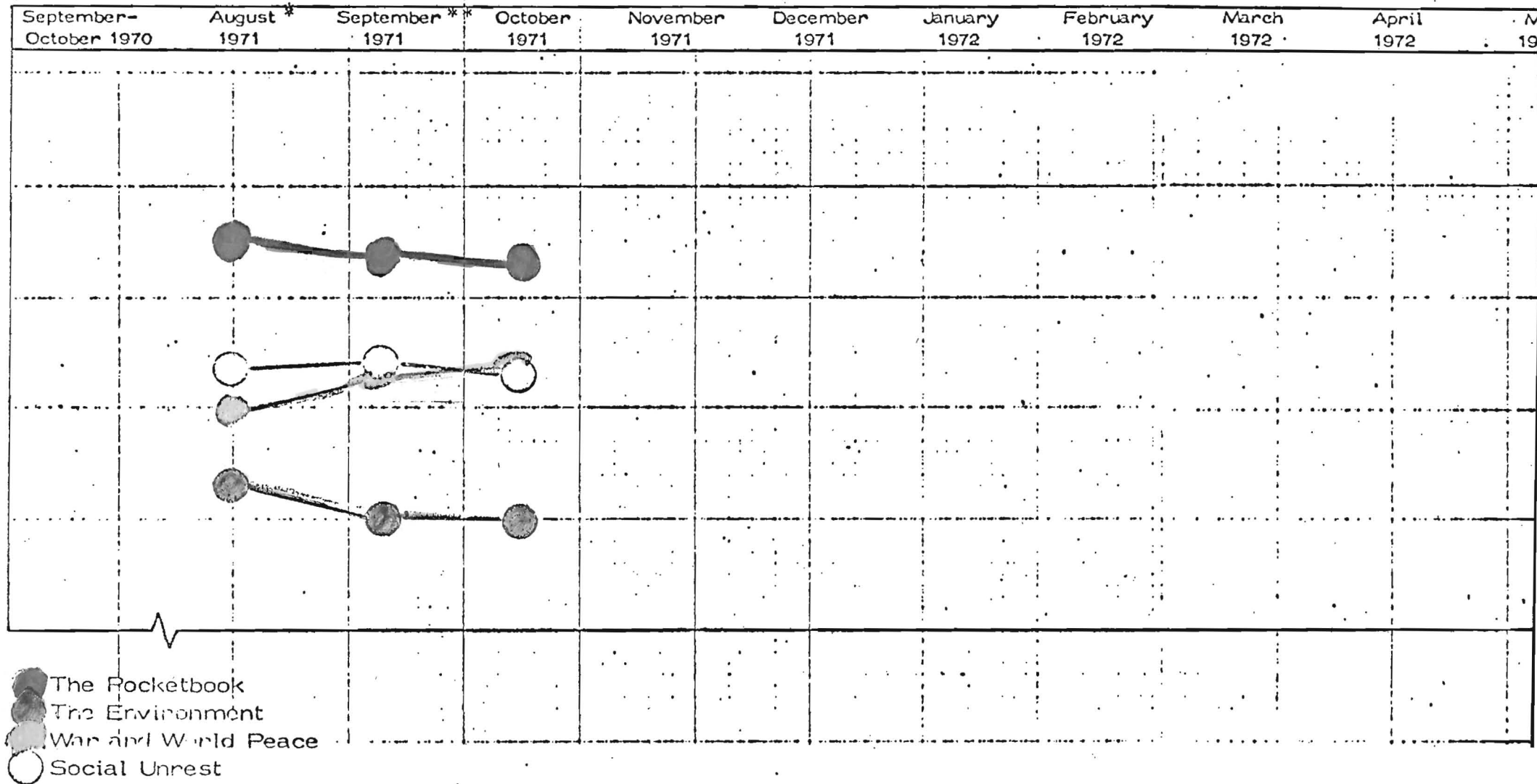


\* August observations only

\*\* Percentages for September and each month thereafter are based on a two-month moving average of the current month plus the one prior to it (e.g., "September" shows moving average of August and September; "October" will show September and October, etc.).

# ISSUE CLUSTERS OVER TIME

"Most Important National Problem"



\* August observations only

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The California Delegation  
to the Republican National Convention of 1972  
pledged to the re-election of President Richard M. Nixon  
Governor Ronald Reagan, Chairman  
Thomas C. Reed, Vice Chairman

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Cal  
Poll

10 November 1971

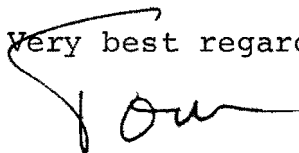
Mr. H. Robert Haldeman  
Assistant to the President  
The White House  
Washington, D. C.

Dear Bob:

Enclosed is a summary of our October "Listening Post"  
information for California.

If there are particular points of interest to you  
which you would like to see included in these con-  
tinuing surveys, please let me know.

Very best regards,



Thomas C. Reed

TCR:st

Enclosures

Post Office Box 371 • San Rafael, California 94902 • (415) 456-7310



"LISTENING POST"  
Preliminary Survey Results, 9 November, 1971

1,004 Telephone interviews in Los Angeles and Orange Counties, October 1971

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans Only)

"If the Republican Presidential Primary were held today, and the nominees were Pete McCloskey and Richard Nixon, for whom would you vote?"

	<u>This Survey</u> <u>October</u>	<u>September</u>	<u>August</u>	<u>May 1971</u> <u>Statewide</u>
Nixon	78.4%	80.4%	75.1%	74.4%
McCloskey	5.8%	7.2%	7.5%	7.7%
Undecided	15.8%	12.3%	17.4%	17.9%

Due to the consistency of the response, we do not plan to ask this question again until Spring. Next month we will attempt to evaluate the UROC challenge.

2. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats Only)

"Which Democrat would you personally like to see nominated for President?"

Only 33% respond. 67% have no choice at present. Of those who do respond:

	<u>This Survey</u> <u>October</u>	<u>September</u>	<u>August</u>
E. Muskie	30%	34%	18%
E. Kennedy	26%	29%	32%
H. Humphrey	13%	8%	13%
G. McGovern	10%	10%	8%
J. Lindsay	5%	5%	8%
H. Jackson	2%	2%	4%
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3. GENERAL ELECTION

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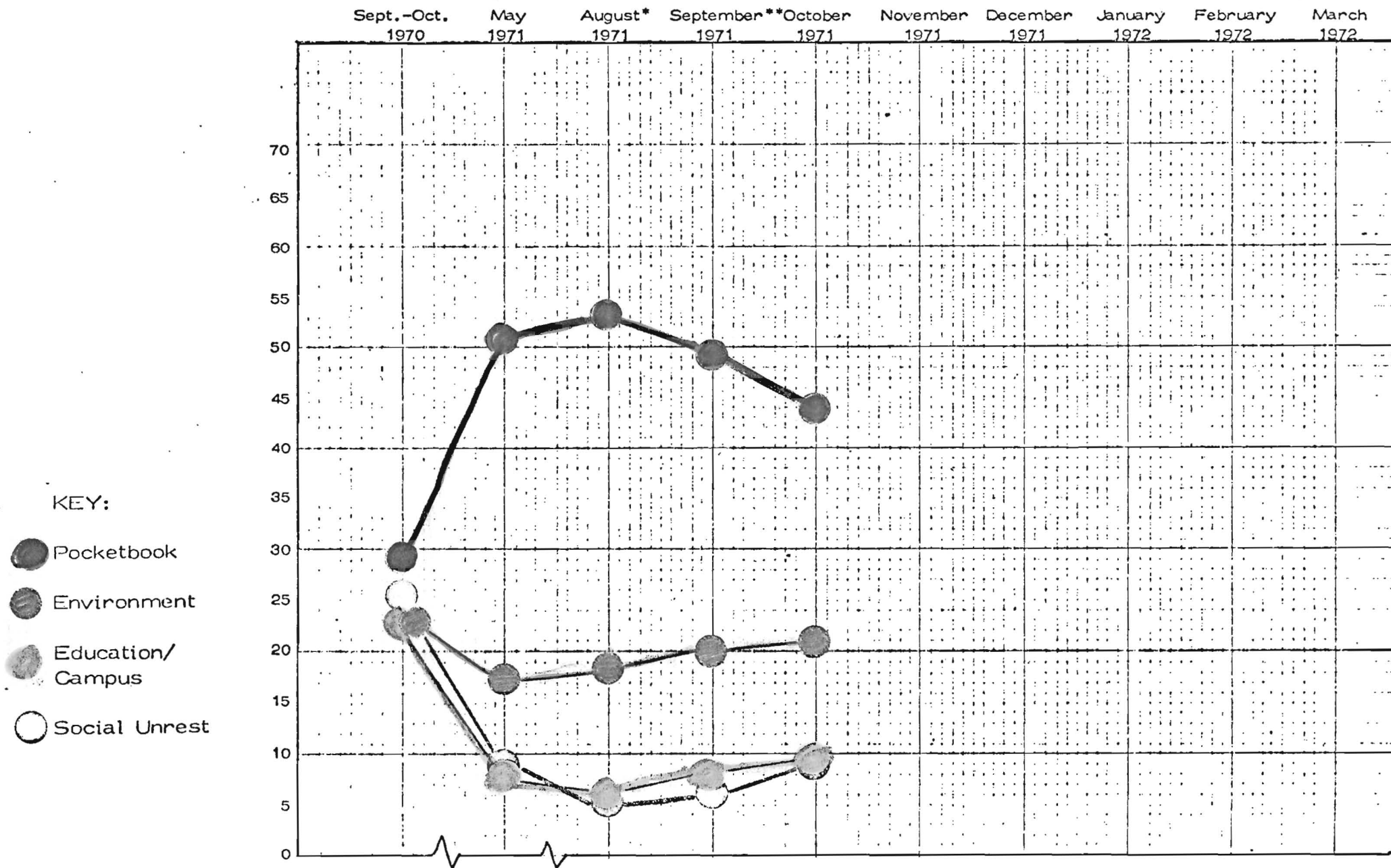
	<u>Yes</u>	<u>No</u>	<u>Depends</u>	<u>No Answer</u>
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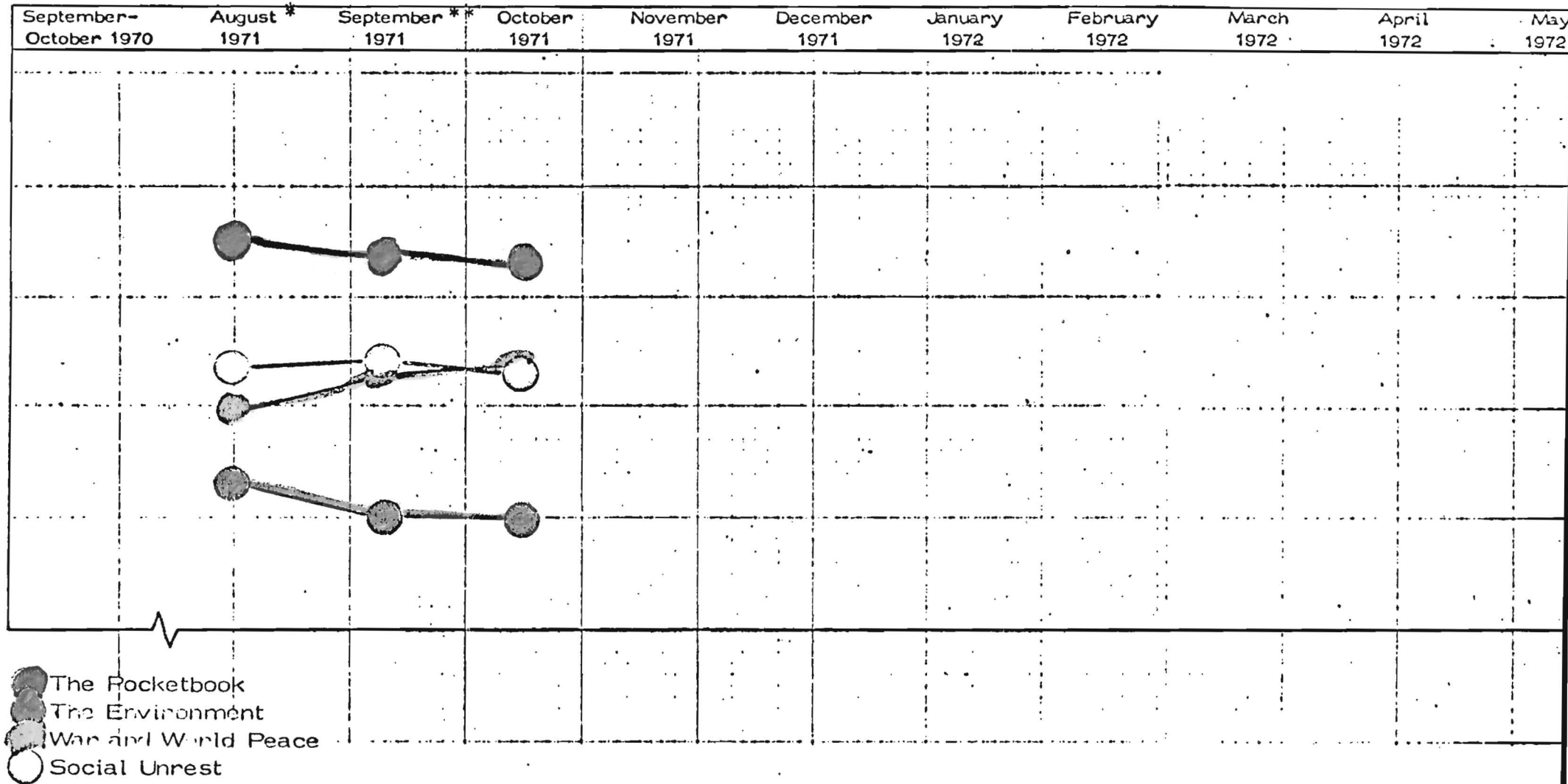
# ISSUE CLUSTERS OVER TIME: "Most Important State Problem"



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# ISSUE CLUSTERS OVER TIME

"Most Important National Problem"



\* August observations only

\*\* Percentages for September and each month thereafter are based on a two-month moving average of the current month plus the one prior to it (e.g., "September" shows moving average of August and September; "October" will show September and October, etc.).

*File*  
THE WHITE HOUSE  
WASHINGTON

*Cal Polls* Date: 10-12-71

TO:

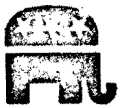
H.R. HALDEMAN

FROM:

GORDON STRACHAN

Although you don't usually want to see state polls, this L.A. and Orange County telephone study by DMI is interesting in that Kennedy but not Muskie would win California in a three way race.

The most important state and national problem is the pocket-book, while the second most important state problem is the environment.



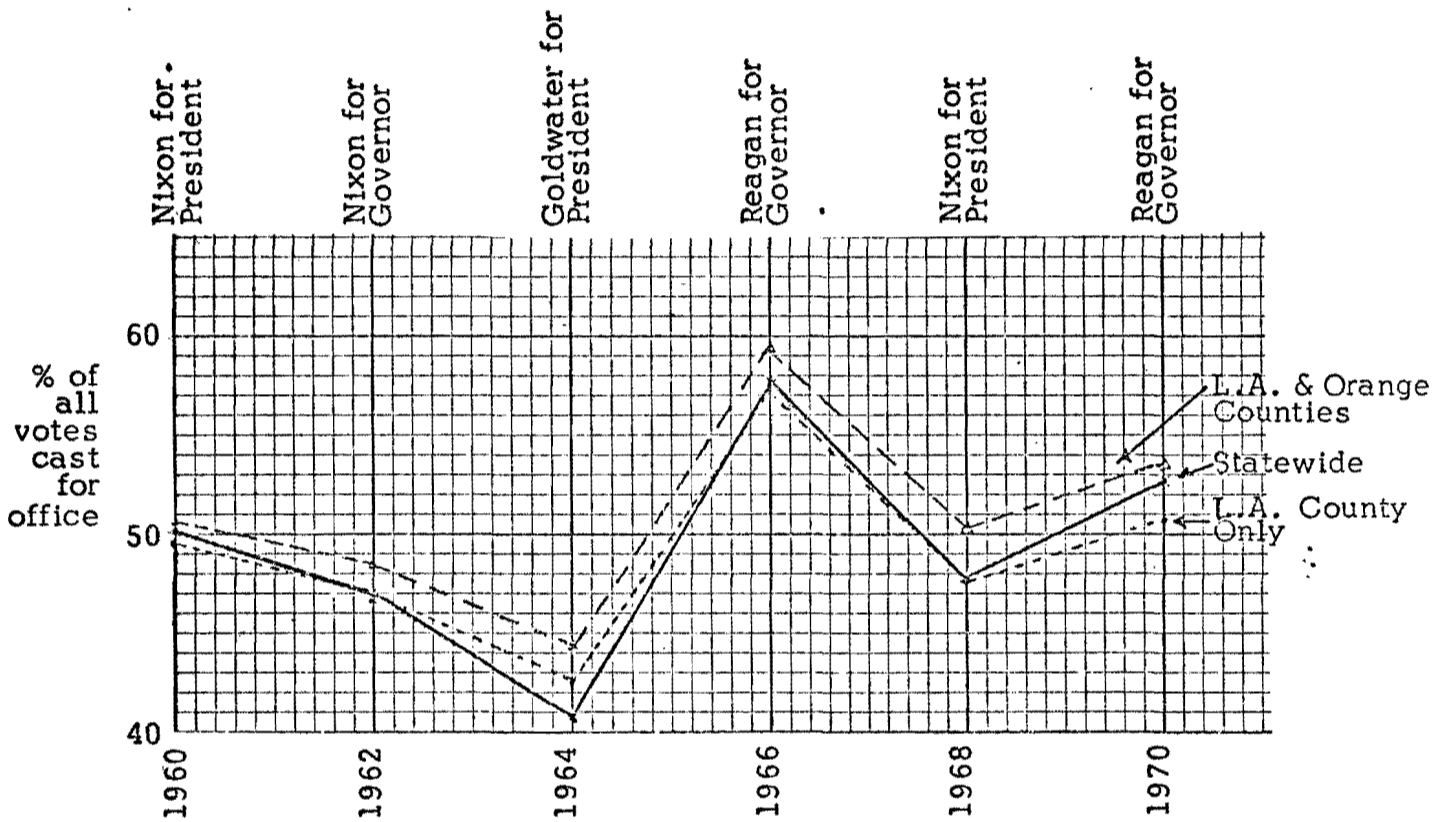
# Republican National Committee

Thomas C. Reed  
Member for California  
Executive Committee  
Republican National Committee  
P. O. Box 371  
San Rafael, California 94902  
(415) 456-7310

"Listening Post" consists of 1,000 telephone interviews monthly in Los Angeles and Orange Counties. Respondents are those over 18, whether registered to vote or not.

Voting patterns during the 1960's indicate that if one knows the vote results in Los Angeles and Orange Counties, he also knows the upper and lower bounds of all statewide results. In particular, Nixon or Reagan, when running for President or Governor, never did better statewide than their percentage of the total vote in Los Angeles and Orange combined, and never did worse than their percentage in Los Angeles alone.

The 1964 Goldwater presidential election involved a north-south split, but even so, the rule was approximately correct. The chart below illustrates this result.



Since President Nixon and Governor Reagan will be the principal political figures in California in 1972, it seems reasonable to save costs by tracking only in Los Angeles and Orange Counties and extrapolating statewide implications.

The polling organization for "Listening Post" is DMI. The project contract continues monthly through May 1972, with a final pre-primary report on 1 June, five days before the primary.

"LISTENING POST"  
Preliminary Survey Results, 21 September 1971

EXHIBIT B

1,000 telephone interviews in Los Angeles and Orange Counties 10 August-30 August 1971 (5 days before and 15 days after the 15 August presidential economic statement).

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans only)

"If the Republican Presidential Primary were held today, and the nominees were Pete McCloskey and Richard Nixon, for whom would you vote?"

	This Survey	May 1971 Statewide
Nixon	75.1%	74.4%
McCloskey	7.5%	7.7%
Undecided	17.4%	17.9%

2. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats only)

"Which Democrat would you personally like to see nominated for President?"

	This Survey	Statewide "Field" Poll Published 9/8/71
E. Kennedy	32.3%	37.0%
E. Muskie	17.5%	19.0%
H. Humphrey	13.1%	13.0%

3. GENERAL ELECTION

A. Nixon-Kennedy-Wallace: "Now suppose the election for President were held today and the candidates were Richard Nixon, Republican; Ted Kennedy, Democrat; George Wallace, American Independent; how would you vote:

	Nixon	Kennedy	Wallace	No Answer
Total	39.4%	44.0%	8.5%	8.0%
Republicans	75.1%	12.0%	7.5%	5.4%
Democrats	19.8%	61.4%	8.8%	10.0%
Age 18-24	25.2%	65.4%	4.9%	5.5%
Age 25-34	34.1%	50.6%	8.6%	6.7%
Spanish surname	22.3%	61.7%	8.5%	7.4%

"LISTENING POST" Preliminary Survey Results, 21 September 1971

B. To measure a base level of support: "Now if the election for President were held today and Richard Nixon were running for reelection, would you vote for him?"

	Yes	No	Depends	No answer
Total	30.4%	43.5%	17.6%	8.5%
Republicans	58.8%	16.6%	19.1%	5.5%
Democrats	14.3%	60.8%	17.9%	7.0%

4. MOST IMPORTANT PROBLEMS:

National:

Economic (inflation, unemployment, etc.)	35%
Vietnam, war and peace	20%
Environment	12%

State of California:

Economic	55%(!)
(Unemployment 20%	
Too much Welfare 19%	
Taxes 10%	
Inflation <u>6%</u> )	
Environment	14%

"LISTENING POST"  
Preliminary Survey Results, 8 October 1971

1,000 Telephone interviews in Los Angeles and Orange Counties,  
September 1971

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans only)

"If the Republican Presidential Primary were held today, and the nominees were Pete McCloskey and Richard Nixon, for whom would you vote?"

	This Survey September	August	May 1971 Statewide
Nixon	80.4%	75.1%	74.4%
McCloskey	7.2%	7.5%	7.7%
Undecided	12.3%	17.4%	17.9%

2. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats only)

"Which Democrat would you personally like to see nominated for President?"

	This Survey September	August
E. Muskie	34.0%	18.0%
E. Kennedy	29.0%	32.0%
G. McGovern	10.0%	8.0%
H. Humphrey	8.0%	13.0%
J. Lindsay	5.0%	8.0%
B. Bayh	2.0%	2.0%
H. Jackson	2.0%	4.0%
All Others	10.0%	17.0%

3. GENERAL ELECTION

A. Nixon-Muskie-Wallace: "Now suppose the election for President were held today and the candidates were Richard Nixon, Republican; Edmund Muskie, Democrat; George Wallace, American Independent; how would you vote?"

	Nixon	Muskie	Wallace	No Answer
Total	39.6%	36.5%	7.8%	16.1%
L.A. County only	38.0%	39.0%	6.6%	16.5%
Republicans	79.2%	7.8%	4.4%	8.6%
Democrats	19.4%	63.0%	8.4%	9.2%
Independents	27.4%	40.3%	21.0%	11.3%

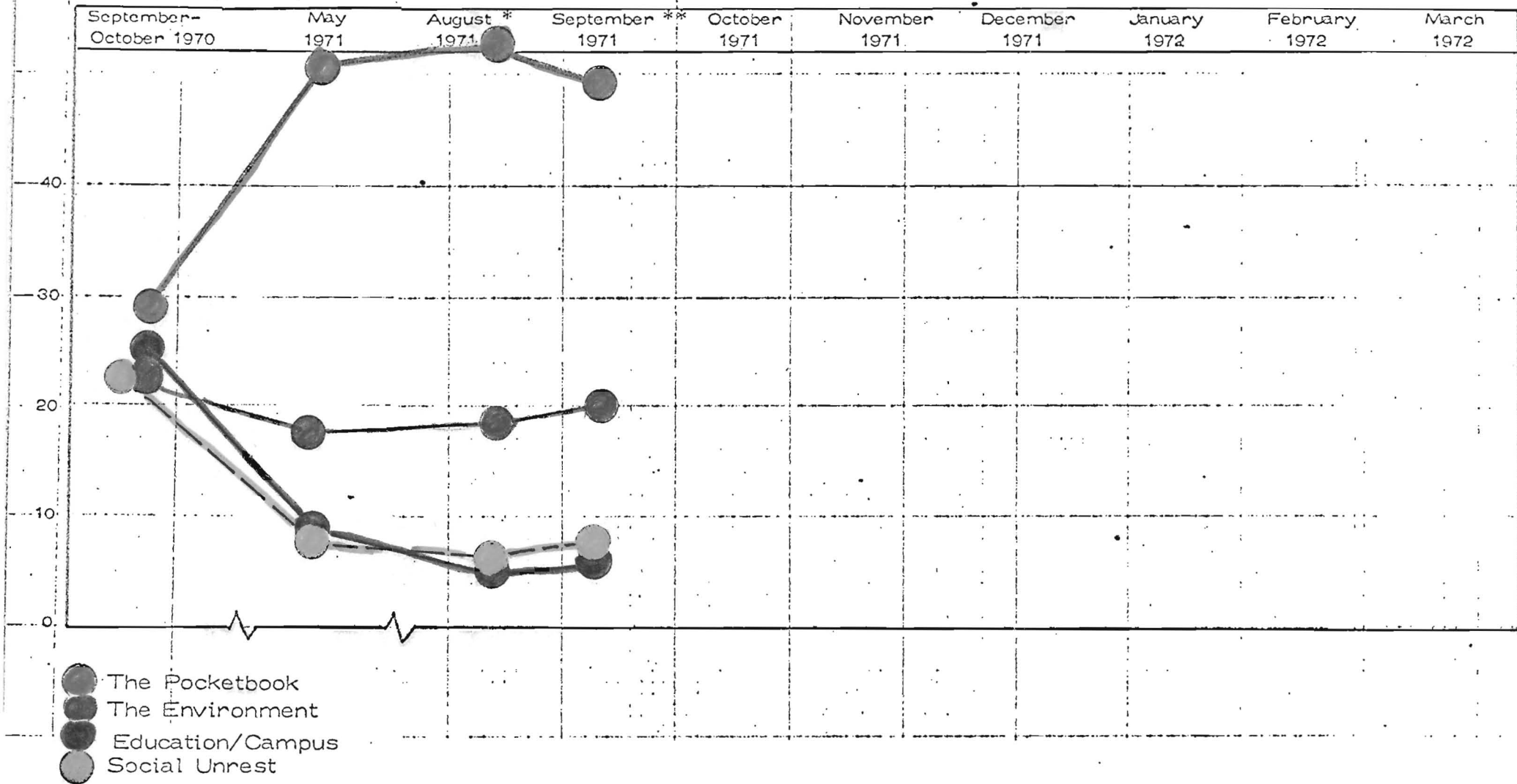
B. To measure a base level of support: "Now if the election for President were held today and Richard Nixon were running for reelection, would you vote for him?"

	Yes	No	Depends	No Answer
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

Graphic Presentation on "Most Important Problem Facing State or Nation" is attached.

# ISSUE CLUSTERS OVER TIME

"Most Important State Problem"



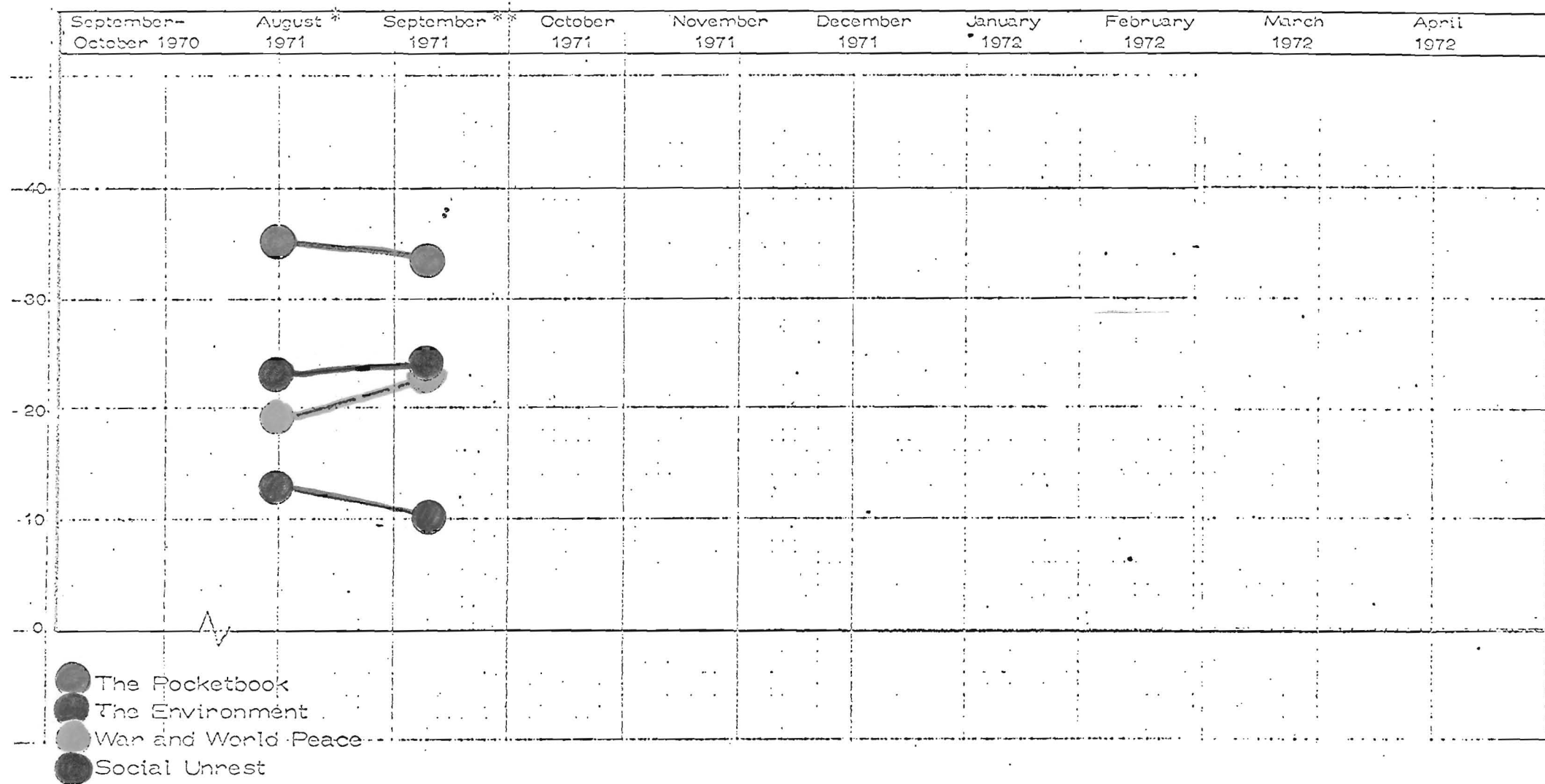
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# ISSUE CLUSTERS OVER TIME

"Most Important National Problem"



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THE WHITE HOUSE  
WASHINGTON

*File  
Cal  
Roll*

**Date:** October 13, 1971

**TO:** BOB HALDEMAN

**FROM:** HARRY DENT

*HD*

Please handle \_\_\_\_\_

For your information ✓

*# read  
10/11*

Republican  
National  
Committee.

*Inexpensive  
Independent*

8 October 1971

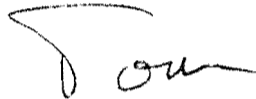
Thomas C. Reed  
Member for California  
Executive Committee  
Republican National Committee  
P.O. Box 371  
Rafael, California 94902  
(415) 456-7310

Mr. Harry S. Dent  
The White House  
Washington, D.C.

Dear Harry:

Enclosed are the results of our September "Listening Post"  
survey. I thought you might find them of interest.

Very best regards,



Thomas C. Reed

Enclosure  
TCR:h

"LISTENING POST"

Preliminary Survey Results, 8 October 1971

1,000 Telephone interviews in Los Angeles and Orange Counties,  
September 1971

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans only)

"If the Republican Presidential Primary were held today, and the nominees were Pete McCloskey and Richard Nixon, for whom would you vote?"

	This Survey September	August	May 1971 Statewide
Nixon	80.4%	75.1%	74.4%
McCloskey	7.2%	7.5%	7.7%
Undecided	12.3%	17.4%	17.9%

2. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats only)

"Which Democrat would you personally like to see nominated for President?"

	This Survey September	August
E. Muskie	34.0%	18.0%
E. Kennedy	29.0%	32.0%
G. McGovern	10.0%	8.0%
H. Humphrey	8.0%	13.0%
J. Lindsay	5.0%	8.0%
B. Bayh	2.0%	2.0%
H. Jackson	2.0%	4.0%
All Others	10.0%	17.0%

3. GENERAL ELECTION

A. Nixon-Muskie-Wallace: "Now suppose the election for President were held today and the candidates were Richard Nixon, Republican; Edmund Muskie, Democrat; George Wallace, American Independent; how would you vote?"

	Nixon	Muskie	Wallace	No Answer
Total	39.6%	36.5%	7.8%	16.1%
L.A. County only	38.0%	39.0%	6.6%	16.5%
Republicans	79.2%	7.8%	4.4%	8.6%
Democrats	19.4%	63.0%	8.4%	9.2%
Independents	27.4%	40.3%	21.0%	11.3%

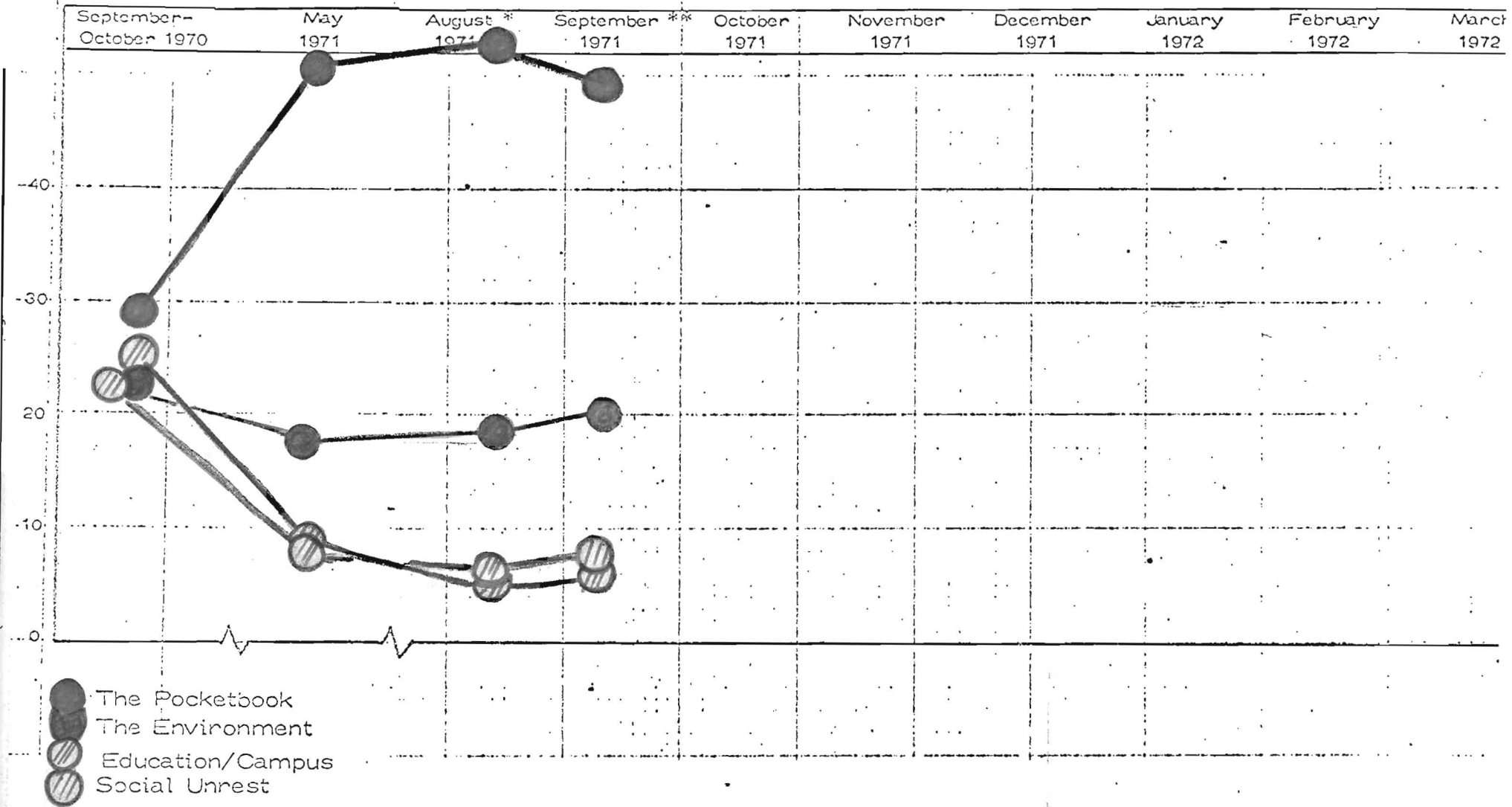
B. To measure a base level of support: "Now if the election for President were held today and Richard Nixon were running for reelection, would you vote for him?"

	Yes	No	Depends	No Answer
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

Graphic Presentation on "Most Important Problem Facing State or Nation" is attached.

# ISSUE CLUSTERS OVER TIME

"Most Important State Problem"

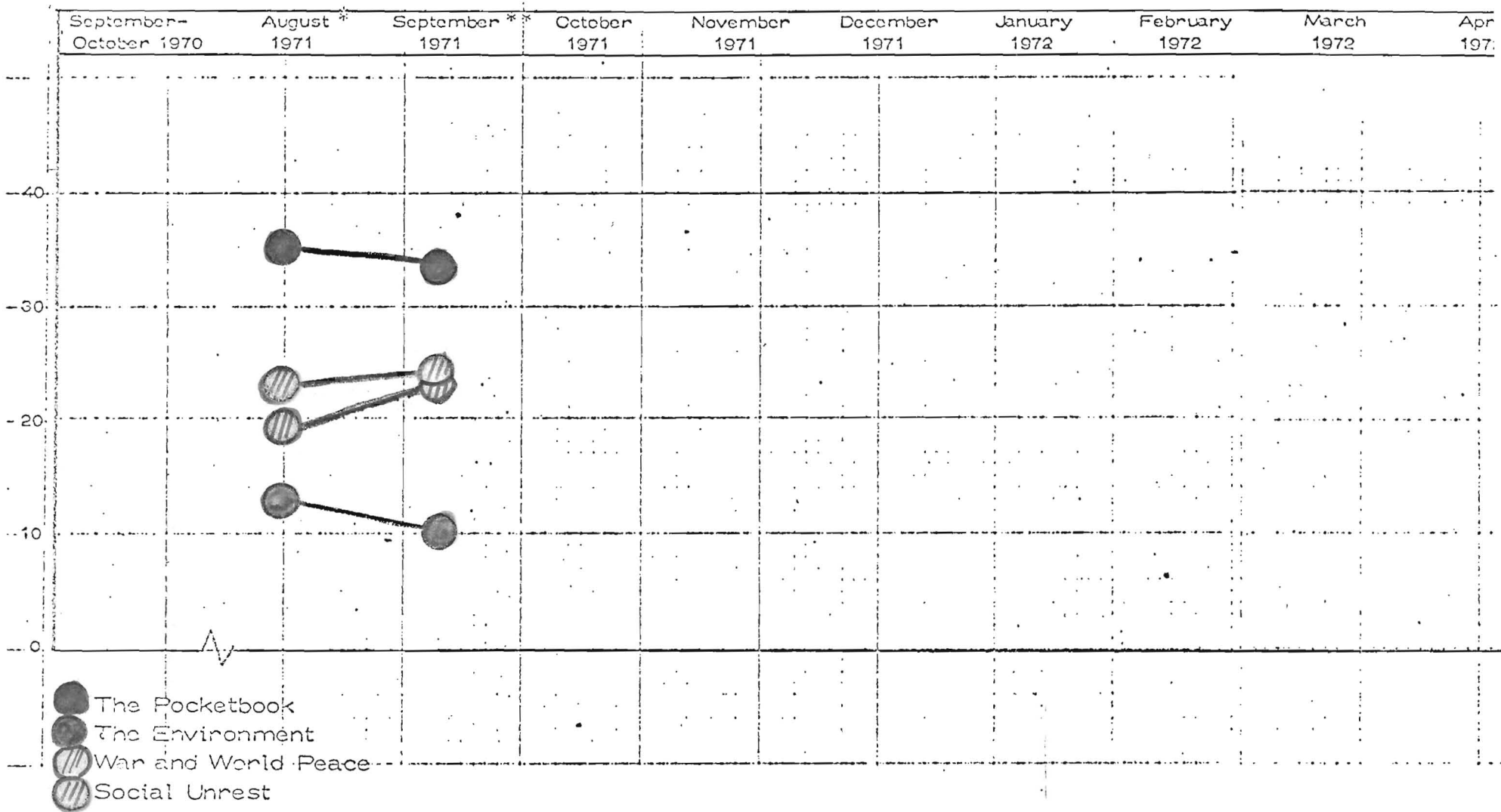


\* August observations only

\*\* Percentages for September and each month thereafter are based on a two-month moving average of the current month plus the one prior to it (e.g., "September" shows moving average of August and September; "October" will show September and October, etc.).

ISSUE CLUSTERS OVER TIME

"Most Important National Problem"



\* August observations only

\*\* Percentages for September and each month thereafter are based on a two-month moving average of the current month plus the one prior to it (e.g., "September" shows moving average of August and September; "October" will show September and October, etc.).