

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

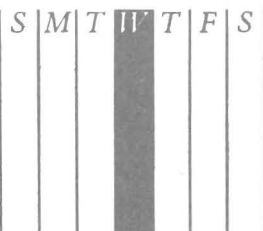
<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
41	6	11/1/1972	<input type="checkbox"/>	Campaign	Book	Copy of Sindlinger's Wednesday Report, News & Issues titled "Opinions on Opinion Polls." 8pgs
41	6		<input checked="" type="checkbox"/>	Campaign	Report	Sindlinger's Dimension Concept on Politics, Telephoned to TV Stations Each Tuesday & Friday, feat. Seven questions RE: election and voting. (reports attached). 20pgs
41	6	10/31/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Charles Colson RE: Sindlinger Information. Sindlinger trend lines might be of value. Telephone Survey attached. 2pgs
41	6		<input checked="" type="checkbox"/>	Campaign	Report	Special Telephone Report Forms RE: Sindlinger's 45 TV Station Political Network, starting Tuesday, October 31, calls for past seven days. 1pg
41	6	10/17/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Interviewing for Survey #57 and #58 from Tuesday through Monday - October 17-23, 1972, by Sindlinger & Company, Inc, of Swarthmore, Pennsylvania. 10pgs
41	6	10/23/1972	<input type="checkbox"/>	Campaign	Newsletter	Sindlinger's Daily Survey, 1972 Political Confidence Release #19, titled "McGovern Drops Sharply in East: Liberal Stronghold Leads National Decline For the Democrat." 10pgs

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41	6	10/27/1972	<input type="checkbox"/>	Campaign	Letter	To: Unknown From: Sindlinger & Company Marketing Opinion & Research RE: first of a series of pre-election reports for Sindlinger's 45 TV Station Political Network. 4pgs
41	6	10/24/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Dimension Interviewing Survey From Tuesday Through Thursday - October 24-26, 1972, from Sindlinger & Company. 1972 Election Survey. 2pgs
41	6	8/25/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Dimension Interviewing Survey From Friday through Thursday, August 25-October 26, 1972, from Sindlinger & Company. 1972 Election Survey. 2pgs
41	6	10/30/1972	<input type="checkbox"/>	Campaign	Report	Sindlinger's Daily Survey, 1972 Political Confidence Release #23, report titled "McGovern Scores Slight Gains in Campaign: But Nixon Clings to Wide Lead and Remains Above 50-Million Votes." 3pgs
41	6	10/26/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Dimension Interviewing Survey From Friday Through Thursday, October 20-26, 1972, from Sindlinger & Company. 1972 Election Survey. 2pgs
41	6	9/30/1972	<input type="checkbox"/>	Campaign	Book	Sindlinger's Saturday Report - Talk About, booklet titled "McGovern Continues to Make Poor Impression on U.S. Voters," focuses on data of those who are mostly critical of McGovern. 4pgs
41	6		<input checked="" type="checkbox"/>	Campaign	Report	Report of the Summary of Continuous and Daily Political Confidence Nationwide Interviewing, Sindlinger's Dimension Concept on Politics, telephones to TV stations each Tuesday & Friday. Features Sidlinger's seven dimensions of voting. 4pgs

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41	6	10/26/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: Sindlinger Poll. 1pg
41	6	10/23/1972	<input type="checkbox"/>	Campaign		
41	6	10/20/1972	<input type="checkbox"/>	Campaign	Newsletter	Sindlinger's Daily Survey, 1972 Political Confidence Release #17, titled "McGovern Pickup Dies Out: Democrat Slips Back After Eagleton Appearances and Peace Speech." 3pgs
41	6	10/20/1972	<input type="checkbox"/>	Campaign	Newsletter	Sindlinger's Daily Survey, 1972 Political Confidence Release #16 by Sindlinger & Company: Marketing & Opinion Research, titled "Nixon Piling Up Huge Lead in East: Normally Democratic Area Doubles Margins for President." 4pgs
41	6	10/20/1972	<input type="checkbox"/>	Campaign	Newsletter	Sindlinger's Daily Survey, 1972 Political Confidence Release #17, released by Sindlinger & Company: Marketing & Opinion Research, titled "McGovern Pickup Dies Out: Democrat Slips Back After Eagleton Appearances and Peace Speech." 3pgs
41	6	10/24/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: Sindlinger Poll. 1pg
41	6	10/7/1972	<input type="checkbox"/>	Campaign	Book	Sindlinger's Saturday Report, Political Confidence, released by Sindlinger & Company: Marketing & Opinion Research, titled "Number of Undecided Voters is Growing," feat. Survey #52, #53, #52-#53, #42-#53. 10pgs

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41	6		<input checked="" type="checkbox"/>	Campaign	Memo	To: Gordon From: Nixon RE: Sindlinger's Saturday Report, Political Confidence from 09/30/1972, titled "Campaign Analysis - 5 Weeks Prior: From a Horce Race To A Rout" & "McGovern Loses Through Eagleton Appearance." Booklet and reports attached. 17pgs
41	6	8/26/1972	<input type="checkbox"/>	Campaign	Book	Sindlinger's Saturday Report, Political Confidence, released by Sindlinger & Company: Marketing and Opinion Research, titled "What Is Coming in Future Reports in This Series." 8pgs
41	6	10/13/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Dimension Interviewing Survey From Friday Through Monday, October 13-16, 1972, released by Sidlinger & Company, 1972 Election Survey. 2pgs
41	6	10/17/1972	<input type="checkbox"/>	Campaign	Report	Telephone Report from Sindlinger & Company Television News Service RE: Data for First Choice For President, Registered and Plan to Vote in November, Registered and Plan to Vote, and First Time Voters Who Are Registered and Plan to Vote. 1pg
41	6		<input checked="" type="checkbox"/>	Campaign	Report	Summary of Continuous and Daily Political Confidence Nationwide Interviewing, Report of Sindlinger's Dimension Concept on Politics RE: Two Bi-Weekly Reports Telephone to TV Stations Each Tuesday & Friday. 2pgs
41	6	8/25/1972	<input type="checkbox"/>	Campaign	Report	Nationwide Dimension Interviewing from #42-55 Friday-Thursday, Aug. 25-October 12, 1972, feat. Sindlinger's Seven Dimensions, released by Sindlinger & Company, 1972 Election Survey. 2pgs

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41	6	8/25/1972	<input type="checkbox"/>	Campaign	Report	Sindlinger Data for August 25-October 9, 1972, Fifth Dimension - "Who self plan to vote for President in November," from Alabama, California, Connecticut, Florida, Illinois, Indiana, Michigan, New York, Ohio, Pennsylvania, Texas, Virginia. 1pg
41	6	8/25/1972	<input type="checkbox"/>	Campaign	Report	Dimension Interviewing from August 25-October 9, 1972 Election Survey #42-54 from Sindlinger & Company for states of Connecticut, New York, Pennsylvania, Illinois, Indiana, Michigan, Ohio, Alabama, Florida, Texas, Virginia, California. 24pgs
41	6	8/26/1972	<input type="checkbox"/>	Campaign	Book	Sindlinger's Saturday Report, Talk-About, released by Sindlinger & Company, Marketing & Opinion Research, titled "42 Days Of What Is Being Talked About." 8pgs



Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

Opinions On Opinion Polls

*They Do Not Influence Me. . .
Just Other People. . .*

An overwhelming number of Americans believe public opinion polls have **absolutely** no influence on their own voting habits but are not so sure about the influence of the polls upon other people and their friends.

Sindlinger & Company discovered this unique dichotomy of opinion by **sampling** 7,224 persons through its own method of continuous daily telephone surveys **during** a 21-day period from October 5-25 --- at the very height of the 1972 **presidential** campaign.

By top heavy majorities, Americans flatly informed Sindlinger interviewers **who conducted** this special "poll on the pollsters" that the voting trends reported by **public** opinion research firms had no bearing on their personal presidential choice **one way** or the other.

Yet when these same people were queried as to whether they believed **generally that** polls influence voting habits, the replies, together with the numerical segments of the 138,655,000 adult Americans they represent, were:

	<u>Percent</u>	<u>Number</u>
Agree	48.5	67,204,000
Disagree	44.3	61,429,000
No Opinion	7.2	10,023,000

When they were asked if the polls had some influence on them, the replies were:

No Influence	78.9	109,467,000
Has Influence	16.6	22,960,000
No Opinion	4.5	6,227,000

NOT A FINAL ISSUE

Survey Number . . .	51	52	53	54A	54B	54	55	56	57	58	59	60
Sample Size . . .	965	1,328	993	849	877	1,726	1,044	1,284	913	1,331	907	1745
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	Fri. - Oct. 13 Mon. - Oct. 16	Tue. -Oct. 17 Thurs.-Oct. 19	Fri. Oct. 20 Mon. Oct. 23	Tues. Oct. 24 Thurs. Oct. 26	10/26 10/30
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655
1. DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT												
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9 27,648	20.7 28,702	19.9 27,613	19.9 27,637	19.6
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,663	60.0 83,218	58.3 80,781	56.9 78,960	57.5 79,712	53.9 74,792	27.4
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8 30,225	22.4 30,994	22.5 31,330	26.1 35,227	23.1
2. DIMENSION #2...WHO THINK OTHERS WANT												
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7 27,329	19.8 27,460	18.0 25,022	18.7 25,900	17.3
Nixon.....	59.8 82,965	57.0 79,091	58.3 80,893	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	56.5 78,405	55.0 76,223	57.0 79,078	55.2 77,906	29.7
Undecided*.....	20.5 28,365	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	23.8 32,920	25.2 34,952	24.9 34,555	25.1 34,651	23.0
3. DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED												
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4 6,047	5.7 7,902	4.5 6,246	7.0 9,695	6.0
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,405	75.7 104,969	80.1 111,040	80.8 111,990	79.2 109,784	79.4 110,154	74.9 103,785	77.0
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,316	15.4 21,360	14.8 20,619	15.1 20,970	16.1 22,255	18.2 25,174	17.0
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4 80,995	59.5 82,461	59.4 82,406	58.2 80,746	59.3
4. DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT												
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	100.0 80,995	100.0 82,461	100.0 82,406	100.0 80,746	82,161
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3 16,418	20.4 16,856	20.5 16,671	19.5 15,718	15.6
Nixon.....	64.5 51,471	61.6 49,987	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1 54,322	63.5 52,393	64.3 53,027	67.1 48,703	60.4
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7 10,256	16.0 13,213	15.2 12,508	13.4 18,925	24.0
5. DIMENSION #5...WHO PLAN TO VOTE FOR												
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,239	22.4 18,698	24.6 20,455	19.9 16,566	22.3 18,036	21.5 17,763	23.5 19,378	20.1 16,302	22.1
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9 50,974	60.6 49,961	61.2 50,426	65.2 44,843	34.1
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,461	15.7 13,006	21.3 17,814	14.8 11,984	17.9 14,732	15.3 12,601	14.6 18,301	23.8
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	+40.6 +32,938	+39.1 +32,193	37.7 31,043	+35.1 +28,341	32.0
6. DIMENSION #6...DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT												
Base - Do Not Now Plan to Vote	100.0 58,893	100.0 57,533	100.0 57,555	100.0 55,657	100.0 55,310	100.0 55,460	100.0 53,262	100.0 57,650	100.0 56,194	100.0 56,249	100.0 57,503	56,494
SELF CHOICE												
McGovern.....	23.9 14,087	20.8 11,938	23.2 13,383	31.1 17,284	22.3 12,356	26.6 14,781	20.6 11,397	19.5 11,231	21.1 11,846	19.1 10,743	21.1 12,322	26.0
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 32,920	58.3 32,328	57.2 31,595	45.9 26,459	47.3 26,569	47.4 26,685	30.1 28,692	22.3
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,972	22.2 12,271	34.6 19,970	31.6 17,781	33.5 18,822	28.8 16,698	21.7
7. DIMENSION #7...FIRST TIME VOTERS & WHO PLAN TO VOTE FOR												
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2 17,169	20.6 17,010	20.5 16,874	18.3 14,768	15,891
McGovern.....	39.3 6,610	35.0 6,056	37.2 6,354	38.1 6,252	34.9 5,983	35.4 6,252	33.4 5,723	37.7 6,479	39.3 6,661	40.7 6,275	39.6 5,855	37.0
Nixon.....	54.7 9,159	52.1 8,672	52.0 8,831	53.4 9,147	55.2 9,502	54.3 9,328	59.6 10,215	54.7 9,394	54.5 9,269	54.9 9,269	56.2 8,317	33.8
Undecided*.....	6.0 1,001	12.3 2,055	10.9 1,836	8.6 1,463	10.1 1,738	9.3 1,603	7.0 1,198	7.5 1,296	6.2 1,061	4.3 730	4.2 617	5.0

61		62		63	
2064		2775		1030	
10/26		10/26-11/1		10/31-11/1	
10/31					
18.8		20.2		20.7	
60.4		58.8		61.7	
20.7		20.9		17.6	
16.5		17.6		18.2	
63.8		62.0		65.8	
19.7		20.4		16.0	
5.4		6.2		6.6	
77.0		77.4		78.1	
17.3		16.3		15.3	
59.4	82,292	58.7	81,450	57.9	80,244
15.5		16.4		17.8	
61.3		61.0		62.0	
23.2		22.6		20.2	
21.1		23.9		27.0	
56.8		55.7		57.0	
22.0		20.4		15.2	
35.7	29,357	31.8	57,205	30.0	58,411
23.7		25.6		24.8	
59.1		55.7		61.3	
17.1		18.6		13.9	
11.5	15,922	18.6	15,187	17.4	13,999
36.7		37.2		37.5	
57.8		57.9		57.7	
5.5		4.9		4.8	

SINDLINGER'S DIMENSION CONCEPT ON POLITICS

Survey Number . . .	59-A	59-B	59-C	59-D	59	60	61	62	63	64	
Sample Size	503	397	731	1,462	900	1,745	2064	2775	1030	1363	
Dates of Nationwide Interviewing . . .	Tues.-Oct. 24 Wed.-Oct. 25	Thurs.-Oct. 26 Hanoi Announcement	Thurs.-Oct. 26 Fri.-Oct. 27	Thurs.-Oct. 26 Sun.-Oct. 29	Tues.-Oct. 24 Thurs.Oct. 26	Thurs.-Oct. 26 Fri.-Oct. 30	10/26 10/31	10/26 11/1	10/31 11/1	10/31 11/2	
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	
1 DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT											
Base - All Adults 18 and older	100.0	132,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	
McGovern.....	21.5	29,824	17.9	24,856	19.2	26,603	20.5	28,462	19.9	27,637	18.8
Nixon.....	57.5	79,726	49.4	68,527	52.2	72,353	54.1	75,044	53.9	74,792	60.4
Undecided*.....	20.9	29,105	32.6	45,273	28.7	39,699	25.3	35,149	26.1	36,227	20.7
2 DIMENSION #2...WHO THINK OTHERS WANT											
McGovern.....	20.9	28,976	15.9	22,012	18.3	25,439	18.2	25,233	18.7	25,903	16.5
Nixon.....	57.9	80,305	54.0	74,837	54.2	75,207	55.4	76,852	56.2	77,900	63.8
Undecided*.....	21.1	29,374	30.2	41,806	27.4	38,010	26.3	46,570	25.1	34,851	19.7
3 DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED											
McGovern.....	8.7	12,119	4.8	6,626	6.4	8,898	6.3	8,718	7.0	9,695	6.0
Nixon.....	80.7	111,925	67.4	93,411	70.2	97,291	74.9	103,790	74.9	103,785	77.0
Undecided*.....	10.5	14,610	27.8	38,618	23.4	32,467	18.8	26,147	18.2	25,174	17.0
Registered and Plan to Vote in November	59.8	82,975	56.2	77,911	56.1	77,788	57.7	79,954	58.2	80,746	59.3
											82,292
4 DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT											
Base - Plan to Vote	100.0	82,975	100.0	77,911	100.0	77,788	100.0	79,954	100.0	80,746	100.0
McGovern.....	21.6	17,922	16.6	12,926	19.3	14,982	17.4	13,948	19.5	15,718	15.6
Nixon.....	61.1	50,738	51.6	40,214	53.9	41,949	56.1	44,869	57.1	46,103	60.4
Undecided*.....	17.2	13,415	31.8	24,771	26.8	20,857	25.5	21,137	23.4	18,925	24.0
* DIMENSION #5...WHO PLAN TO VOTE FOR											
McGovern.....	24.3	20,130	14.4	12,212	17.3	13,478	20.1	16,033	20.1	16,202	22.1
Nixon.....	57.8	47,990	51.6	40,176	57.7	40,982	54.2	43,351	55.2	44,543	54.5
Undecided*.....	17.9	14,854	34.0	26,523	30.0	23,328	25.7	20,569	24.8	20,001	23.4
Points and Number Nixon over McGovern	+33.5	+27,860	+37.2	+27,964	+40.4	+27,504	+34.1	+27,318	+35.1	+28,341	+32.4
											+26,619
											35.7
											29,357
5 DIMENSION #6...DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT											
Base - Do Not Now Plan to Vote	100.0	55,685	100.0	60,744	100.0	60,867	100.0	58,701	100.0	57,909	100.0
SELF CHOICE											
McGovern.....	21.4	11,901	19.6	11,929	19.1	11,621	24.7	14,514	21.1	12,222	26.0
Nixon.....	52.1	28,990	46.6	28,313	50.0	30,404	51.4	30,174	50.1	28,992	52.3
Undecided*.....	26.5	14,789	33.8	20,501	30.9	18,842	23.8	14,014	28.8	16,694	21.7
6 DIMENSION #7...FIRST TIME VOTERS & WHO PLAN TO VOTE FOR											
Base - First Time Voters	100.0	16,523	100.0	12,582	100.0	14,046	100.0	15,364	100.0	14,788	100.0
	19.9	16,523	16.1	12,582	18.1	14,046	19.2	15,364	18.3	14,788	19.3
McGovern.....	40.0	6,611	38.9	14,893	39.2	5,502	37.0	5,689	39.6	5,855	37.0
Nixon.....	54.9	9,077	58.4	7,344	54.1	7,598	57.4	8,822	56.2	8,317	58.0
Undecided*.....	5.1	835	2.7	345	6.7	947	5.6	853	4.2	617	5.0
											15,891
											15,922
											15,187
											13,999
											15,362
											36.7
											57.9
											17.1
											18.6
											21.7
											11.5
											18.6
											17.4
											37.2
											57.9
											4.9
											37.5
											57.7
											4.8
											35.8
											59.0
											5.3

H

Survey Number . . .	51	52	53	54A	54B	54	55	56	57	58	
Sample Size	965	1,328	983	849	877	1,726	1,044	1,284	913	1331	
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	Fri. - Oct. 13 Mon. - Oct. 16	Tue. -Oct. 17 Thurs.-Oct. 19	10/20 10/23	
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 138,655
1. WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT											
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9 27,648	20.7 28,702	19.9 27,648	19.9 27,648
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,665	60.0 83,218	58.3 80,781	56.9 78,960	58.3 80,781	56.9 78,960
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8 30,225	22.4 30,994	21.8 30,225	22.4 30,994
2. WHO THINK OTHERS WANT											
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7 27,329	19.8 27,480	19.7 27,329	19.8 27,480
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	56.5 78,405	55.0 76,223	59.5 82,461	56.5 78,405
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	23.8 32,920	25.2 34,952	21.5 29,836	23.8 32,920
3. WHO THINK WILL ACTUALLY BE ELECTED											
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4 6,047	5.7 7,902	4.5 6,255	4.4 6,047
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,405	75.7 104,969	80.1 111,040	80.8 111,990	79.2 109,784	80.1 111,040	80.8 111,990
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,316	15.4 21,360	14.8 20,619	15.1 20,970	15.4 21,360	14.8 20,619
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4 80,995	59.5 82,461	60.1 83,393	58.4 80,995
4. PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT											
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	100.0 80,995	100.0 82,461	100.0 83,393	100.0 80,995
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3 16,418	20.4 16,856	19.4 16,170	20.3 16,418
Nixon.....	64.5 51,471	61.6 49,987	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1 54,322	63.5 52,393	61.9 51,623	67.1 54,322
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7 10,256	16.0 13,213	18.7 15,599	12.7 10,256
5. WHO PLAN TO VOTE FOR											
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,698	24.6 20,455	19.9 16,566	22.3 18,036	21.5 17,768	19.9 16,566	22.3 18,036
Nixon.....	52.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9 50,974	60.6 49,961	58.8 49,013	62.9 50,974
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,461	15.7 13,006	21.3 17,814	14.8 11,984	17.9 14,732	21.3 17,814	14.8 11,984
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	+40.6 +32,938	+39.1 +32,193	+38.9 +32,447	+40.6 +32,938
6. DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT											
Base - Do Not Now Plan to Vote	100.0 58,898	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,310	100.0 55,480	100.0 55,262	100.0 57,660	100.0 56,194	100.0 55,262	100.0 57,660
SELF CHOICE											
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,356	26.6 14,781	20.6 11,397	19.5 11,231	21.1 11,846	20.6 11,397	19.5 11,231
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 32,920	58.3 32,328	57.2 31,595	45.9 26,459	47.3 26,568	57.2 31,595	45.9 26,459
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,372	22.2 12,271	34.6 19,970	31.6 17,781	22.2 12,271	34.6 19,970
7. FIRST TIME VOTERS & WHO											
PLAN TO VOTE FOR											
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2 17,169	20.6 17,010	20.5 17,136	21.2 17,169
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,988	36.4 6,252	33.4 5,723	37.7 6,479	39.3 6,683	33.4 5,723	37.7 6,479
Nixon.....	54.7 9,198	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,502	54.3 9,328	59.6 10,215	54.7 9,394	54.5 9,265	59.6 10,215	54.7 9,394
Undecided*.....	6.0 1,001	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,738	9.3 1,605	7.0 1,198	7.5 1,296	6.2 1,065	7.0 1,198	7.5 1,296

Survey Number . . .	51	52	53	54A	54B	54	55	56	57		
Sample Size	965	1,328	983	849	877	1,726	1,044	1,284	913		
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	Fri. - Oct. 13 Mon. - Oct. 16	10/17 10/19		
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 132,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000)	Percent Number (000)
1. DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT											
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9 27,648	20.7		
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,665	60.0 83,218	58.3 80,781	56.9		
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8 30,225	22.4		
2. DIMENSION #2...WHO THIN											
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7 27,329	19.8		
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	56.5 78,405	55.0		
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	23.8 32,920	25.2		
3. DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED											
McGovern.....	7.2 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4 6,047	5.7		
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,405	75.7 104,969	80.1 111,040	80.8 111,990	79.2		
Undecided*.....	17.5 24,504	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,516	15.4 21,300	14.8 20,619	15.1		
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4 80,995	59.5		
									82,461		
4. DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT											
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	100.0 80,995			
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3 16,413	20.4		
Nixon.....	64.5 51,471	61.6 49,587	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1 54,322	63.5		
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7 10,250	16.0		
* DIMENSION #5...WHO PLAN TO VOTE FOR											
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,698	24.6 20,455	19.9 16,566	22.3 18,036	21.5		
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9 50,974	60.6		
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,461	15.7 13,006	21.3 17,814	14.8 11,984	17.9		
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	+40.6 +32,938	39.1		
5. DIMENSION #6...DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT											
Base - Do Not Plan to Vote	100.0 52,692	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,310	100.0 55,480	100.0 55,252	100.0 57,060	56,000		
SELF CHOICE											
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,356	26.6 14,781	20.6 11,397	19.5 11,231	21.1		
Nixon.....	61.5 35,221	59.4 33,613	59.5 34,263	57.0 31,717	59.5 32,920	58.3 32,328	57.2 31,595	45.9 26,459	47.3		
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,372	22.2 12,271	34.6 19,970	31.6		
6. DIMENSION #7...IF FIRST TIME VOTERS & WHO PLAN TO VOTE FOR											
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2 17,169	17,010		
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,983	36.4 6,252	33.4 5,723	37.7 6,479	39.3		
Nixon.....	44.7 9,198	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,502	54.3 9,328	59.6 10,215	54.7 9,394	54.5		
Undecided*.....	6.0 1,001	12.3 2,055	10.9 1,855	8.6 1,468	10.1 1,735	9.3 1,605	7.0 1,198	7.5 1,296	6.2		

STANLEY'S DIMENSION CONCEPT ON POLITICS

Survey Number . . .	42 + 43	44 + 45	46 + 47	48 + 49	50 + 51	52 + 53	54 + 55	56 & 57	42-57
Sample Size	2,228	2,240	2,191	2,246	2,289	2,311	2,770	2197	18,472
Dates of Nationwide Interviewing . . .	FRI - Aug 25 THURS-Aug 31	FRI -Sept 1 THURS-Sept 7	FRI - Sept. 8 THURS - Sept. 14	FRI -Sept.15 THURS-Sept.21	FRI -Sept. 22 THURS-Sept. 28	FRI -Sept.29 THURS-Oct. 5	Fri. -Oct. 6 Thurs.-Oct. 12		8/25 - 10/19
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	
Base - All Adults 18 and older	100.0 136,329	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	
DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT									
McGovern.....	22.4 30,533	21.9 30,391	20.3 28,176	22.4 31,062	20.9 28,916	20.1 27,815	20.9 28,959	20.3 28,959	21.1 29,977
Nixon.....	55.9 76,238	57.0 79,029	59.7 82,758	62.0 85,962	62.6 86,793	60.7 84,133	61.1 84,741	61.1 84,741	59.7 82,758
Undecided*.....	21.7 29,558	21.1 29,235	20.0 27,721	15.6 21,631	16.5 22,946	19.3 26,704	18.0 24,956	18.0 24,956	19.2 26,000
DIMENSION #2...WHO THINK OTHERS WANT									
McGovern.....	22.4 30,593	22.2 30,826	19.8 27,481	20.6 28,540	19.0 26,380	18.9 26,257	19.8 27,523	19.8 27,523	20.3 28,176
Nixon.....	50.7 69,142	55.7 77,172	56.0 77,691	57.4 79,549	58.9 81,726	57.6 79,858	59.9 82,986	59.9 82,986	56.6 77,691
Undecided*.....	26.9 36,954	22.1 30,657	24.2 33,483	22.0 30,556	22.1 30,549	23.5 32,539	20.3 28,146	20.3 28,146	23.1 31,103
DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED									
McGovern.....	9.7 13,217	9.2 12,690	7.2 9,935	8.4 11,667	7.6 10,548	8.4 11,595	6.8 9,446	4.9 6,666	7.9 10,712
Nixon.....	66.5 90,856	65.7 91,127	69.8 96,347	72.2 100,104	74.4 103,109	75.2 104,280	77.3 107,239	80.1 109,109	72.8 100,104
Undecided*.....	23.7 32,266	25.1 34,838	23.0 31,873	19.4 26,824	18.0 24,998	16.5 22,780	15.8 21,970	14.9 20,225	19.4 26,000
Registered and Plan to Vote in November	57.0 77,709	56.5 78,290	55.0 76,217	56.0 77,623	57.1 79,133	58.5 81,106	60.0 83,254	58.9 81,602	57.4 79,650
DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT									
Base - Plan to Vote	100.0 77,709	100.0 78,290	100.0 76,217	100.0 77,623	100.0 79,133	100.0 81,106	100.0 83,254	100.0 81,602	100.0 79,650
McGovern.....	22.5 17,500	21.9 17,142	18.2 13,865	17.4 13,531	18.2 14,380	18.8 15,235	18.5 15,437	20.3 16,172	19.4 15,103
Nixon.....	59.4 43,007	59.5 46,590	62.8 47,827	63.9 49,609	64.4 50,925	62.0 50,247	63.3 52,690	65.6 53,103	62.3 47,827
Undecided*.....	21.1 16,402	18.6 14,558	19.0 14,525	18.7 14,483	17.4 13,828	19.1 15,623	18.1 15,126	14.1 11,325	18.2 14,720
* DIMENSION #5...WHO PLAN TO VOTE FOR									
McGovern.....	22.3 17,505	24.2 18,936	21.4 16,342	22.4 17,360	21.5 16,938	21.0 17,015	22.8 18,994	22.0 17,015	22.3 17,505
Nixon.....	55.7 43,326	57.8 45,232	59.6 45,422	61.7 47,876	62.1 49,181	60.5 49,046	59.4 49,421	61.9 52,690	59.8 47,876
Undecided*.....	21.4 16,584	18.0 14,122	19.0 14,453	15.9 12,387	16.4 12,954	18.5 15,045	17.8 14,839	16.1 12,690	17.9 14,720
Points and Number Nixon over McGovern	+32.0 +25,815	+33.6 +26,296	+38.2 +29,080	+39.3 +30,516	+40.6 +32,163	+39.5 +32,031	+36.6 +30,427	39.9 32,597	37.5 30,875
DIMENSION #6...DATE PLANS TO VOTE									
Base - Do Not Now Plan to Vote	100.0 58,620	100.0 60,355	100.0 62,438	100.0 61,032	100.0 59,522	100.0 57,549	100.0 55,401	57,053	59,005
SELF CHOICE									
McGovern.....	22.2 13,034	21.9 13,249	20.4 12,725	28.7 17,532	24.4 14,536	21.9 12,580	24.4 13,522	20.1 12,580	23.1 14,536
Nixon.....	55.3 32,430	53.7 32,439	57.7 36,006	59.6 36,554	60.3 35,867	58.9 33,890	57.9 32,050	46.5 28,103	56.3 35,867
Undecided*.....	22.5 13,156	24.4 14,677	22.2 13,757	11.7 7,146	15.3 9,119	19.3 11,078	17.7 9,829	33.4 24,970	20.6 13,156
DIMENSION #7...FIRST TIME VOTERS & NEW									
Base - First Time Voters	100.0 16,542	100.0 16,030	100.0 14,429	100.0 14,816	100.0 17,021	100.0 17,044	100.0 17,167	21.01 17,103	20.4 16,213
McGovern.....	35.0 5,546	37.5 6,004	37.2 5,373	35.4 5,245	33.8 6,003	36.3 6,182	35.2 6,049	36.4 6,049	36.7 6,049
Nixon.....	38.2 5,935	46.3 7,422	53.6 7,728	51.4 8,214	54.5 9,273	52.1 8,876	52.3 8,562	54.6 8,562	51.6 8,214
Undecided*.....	26.8 4,061	16.2 2,600	9.2 1,328	9.2 1,357	6.7 1,146	11.7 1,986	8.5 1,451	7.0 1,451	11.7 1,650

Survey Number	51	52	53	54A	54B	54	55	56
Sample Size	965	1,328	983	849	877	1,726	1,044	1284
Date of Nationwide Interview	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	10/13 10/16
Base - All Adults 18 and older	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	138,655
	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655	
1) DIMENSION 1... WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT								
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9
Nixon.....	53.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,665	60.0 83,218	58.0
Undecided.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8
2) DIMENSION 2... WHO THINK								
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	59.5
Undecided.....	20.5 28,366	24.4 33,768	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	20.8
3) DIMENSION 3... WHO THINK WILL ACTUALLY BE ELECTED								
McGovern.....	7.8 10,761	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,526	76.0 105,405	75.7 104,959	80.1 111,040	80.3
Undecided.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,316	15.4 21,360	14.8
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4
4) DIMENSION 4... PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT								
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3
Nixon.....	64.5 51,471	61.0 49,937	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1
Undecided.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7
* DIMENSION 5... WHO PLAN TO VOTE FOR								
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,698	24.6 20,455	19.9 16,566	22.3
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9
Undecided.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,461	15.7 13,006	21.3 17,814	14.8
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	40.6
5) DIMENSION 6... WHO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT								
Base - Do Not Now Plan to Vote	100.0 58,898	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,310	100.0 55,480	100.0 55,262	
SELF CHOICE								
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,356	26.6 14,781	20.6 11,397	19.5
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 32,920	58.3 32,328	57.2 31,595	45.9
Undecided.....	14.6 8,550	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,372	22.2 12,271	34.6
6) DIMENSION 7... FIRST TIME VOTERS & WHO PLAN TO VOTE FOR								
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2
Base - First Time Voters	100.0 16,809	100.0 17,023	100.0 17,071	100.0 17,141	100.0 17,227	100.0 17,185	100.0 17,136	17,169
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,988	35.4 6,252	33.4 5,723	37.7
Nixon.....	54.7 9,193	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,502	54.3 9,323	59.6 10,215	54.7
Undecided.....	6.0 1,001	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,738	9.3 1,605	7.0 1,198	7.5

Survey Number . . .	42 + 43		44 + 45		46 + 47		48 + 49		50 + 51		52 + 53		54 + 55	
Sample Size	2,228		2,240		2,191		2,246		2,289		2,311		2,770	
Dates of Nationwide Interviewing	FRI - Aug 25 THURS - Aug 31		FRI - Sept 1 THURS - Sept 7		FRI - Sept. 8 THURS - Sept. 14		FRI - Sept. 15 THURS - Sept. 21		FRI - Sept. 22 THURS - Sept. 28		FRI - Sept. 29 THURS - Oct. 5		Fri. - Oct. 6 Thurs. - Oct. 12	
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
Base - All Adults 18 and older	100.0	136,329	100.0	139,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655
Ⓜ DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT														
McGovern.....	22.4	30,593	21.9	30,391	20.3	28,176	22.4	31,062	20.9	28,916	20.1	27,815	20.9	28,959
Nixon.....	55.9	76,238	57.0	79,029	59.7	82,758	62.0	85,962	62.6	86,793	60.7	84,138	61.1	84,741
Undecided*.....	21.7	29,558	21.1	29,235	20.0	27,721	15.6	21,631	16.5	22,946	19.3	26,704	18.0	24,956
Ⓞ DIMENSION #2...WHO THINK OTHERS WANT														
McGovern.....	22.4	30,593	22.2	30,826	19.8	27,481	20.6	28,540	19.0	25,380	18.9	26,257	19.8	27,523
Nixon.....	50.7	69,142	55.7	77,172	55.0	77,691	57.4	79,549	58.9	81,726	57.6	79,856	59.9	82,986
Undecided*.....	26.9	36,954	22.1	30,657	24.2	33,483	22.0	30,566	22.1	30,549	23.5	32,539	20.3	28,146
Ⓢ DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED														
McGovern.....	9.7	13,217	9.2	12,690	7.2	9,935	8.4	11,667	7.6	10,548	8.4	11,595	6.8	9,446
Nixon.....	66.6	90,856	65.7	91,127	69.8	96,847	72.2	100,104	74.4	103,109	75.2	104,280	77.3	107,239
Undecided*.....	23.7	32,256	25.1	34,838	23.0	31,873	19.4	26,804	18.0	24,998	16.5	22,780	15.8	21,970
Registered and Plan to Vote in November	57.0	77,709	55.5	78,290	55.0	76,217	56.0	77,623	57.1	79,133	58.5	81,106	60.0	83,254
Ⓜ DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT														
Base - Plan to Vote	100.0	77,709	100.0	78,290	100.0	76,217	100.0	77,623	100.0	79,133	100.0	81,106	100.0	83,254
McGovern.....	22.5	17,500	21.9	17,142	18.2	13,865	17.4	13,531	18.2	14,380	18.8	15,235	18.5	15,437
Nixon.....	55.4	43,807	59.5	46,590	62.8	47,827	63.9	49,609	64.4	50,925	62.0	50,247	63.3	52,690
Undecided*.....	21.1	16,402	18.6	14,558	19.0	14,525	18.7	14,483	17.4	13,823	19.1	15,623	18.1	15,126
* DIMENSION #5...WHO PLAN TO VOTE FOR														
McGovern.....	22.9	17,805	24.2	18,636	21.4	16,342	22.4	17,360	21.5	16,998	21.0	17,015	22.8	18,994
Nixon.....	55.7	43,320	57.8	45,232	59.6	45,422	61.7	47,876	62.1	49,181	60.5	49,046	59.4	49,421
Undecided*.....	21.4	16,684	18.0	14,122	19.0	14,453	15.9	12,387	16.4	12,954	18.5	15,045	17.8	14,839
Points and Number Nixon over McGovern	+32.8	+25,515	+33.6	+26,296	+38.2	+29,080	+39.3	+30,516	+40.6	+32,183	+39.5	+32,031	+36.6	+30,427
Ⓞ DIMENSION #6...DO NOT PLAN TO VOTE														
Base - Do Not Now Plan to Vote	100.0	58,620	100.0	60,365	100.0	62,438	100.0	61,032	100.0	59,522	100.0	57,549	100.0	55,401
SELF CHOICE														
McGovern.....	22.2	13,034	21.9	13,249	20.4	12,725	28.7	17,532	24.4	14,536	21.9	12,580	24.4	13,522
Nixon.....	55.3	32,430	53.7	32,439	57.7	36,006	59.6	35,354	60.3	35,867	58.9	33,890	57.9	32,050
Undecided*.....	22.5	13,156	24.4	14,677	22.2	13,707	11.7	7,146	15.3	9,119	19.3	11,078	17.7	9,829
Ⓢ DIMENSION #7...FIRST TIME VOTERS & WHO PLAN TO VOTE FOR														
Base - First Time Voters	20.0	15,542	20.5	16,030	18.9	14,429	19.1	14,816	21.5	17,021	21.0	17,044	20.6	17,167
Base - First Time Voters	100.0	15,542	100.0	16,030	100.0	14,429	100.0	14,816	100.0	17,021	100.0	17,044	100.0	17,167
McGovern.....	35.0	5,545	37.5	6,004	37.2	5,373	35.4	5,245	38.8	6,603	36.3	6,182	35.2	6,049
Nixon.....	38.2	5,935	46.3	7,426	53.6	7,728	55.4	8,214	54.5	9,273	52.1	8,876	56.3	9,668
Undecided*.....	26.8	4,061	16.2	2,600	9.2	1,328	9.2	1,356	6.7	1,145	11.7	1,986	8.5	1,451

Includes No Opinion, No Interest in Politics and Have Not Yet Made A Choice.

Survey Number . . .	51	52	53	54A	54B	54	55	56
Sample Size	965	1,328	983	849	877	1,726	1,044	1284
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	10/13 10/16
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	138,655
DIMENSION #1... WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT								
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9
Nixon.....	53.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,665	60.0 83,218	58.3
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8
DIMENSION #2... WHO THEY THINK WILL ACTUALLY BE ELECTED								
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7
Nixon.....	59.8 82,906	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	56.5
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	23.8
DIMENSION #3... WHO THEY THINK WILL ACTUALLY BE ELECTED								
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,405	75.7 104,969	80.1 111,040	80.8
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,316	15.4 21,360	14.8
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4
DIMENSION #4... PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT								
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3
Nixon.....	64.5 51,471	61.6 49,937	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7
* DIMENSION #5... WHO PLAN TO VOTE FOR								
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,698	24.6 20,455	19.9 16,566	22.3
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,561	17.3 14,461	15.7 13,006	21.3 17,814	14.8
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	40.6
DIMENSION #6... WHO DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT								
Base - Do Not Now Plan to Vote	100.0 58,608	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,310	100.0 55,480	100.0 55,262	
SELF CHOICE								
McGovern.....	23.9 14,087	20.9 11,988	23.2 13,383	31.1 17,284	22.3 12,256	26.6 14,781	20.6 11,397	19.5
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,283	57.0 31,717	59.5 32,920	58.3 32,323	57.2 31,595	45.9
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,372	22.2 12,271	34.6
DIMENSION #7... FIRST TIME VOTERS & WHO PLAN TO VOTE FOR								
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2
Base - First Time Voters	100.0 16,809	100.0 17,023	100.0 17,071	100.0 17,141	100.0 17,227	100.0 17,185	100.0 17,136	17,169
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,988	36.4 6,252	33.4 5,723	37.7
Nixon.....	54.7 9,198	52.1 8,872	52.0 8,821	53.4 9,147	55.2 9,502	54.3 9,328	58.6 10,215	54.7
Undecided*.....	6.0 1,091	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,738	9.3 1,605	7.0 1,198	7.5

Survey Number . . .	42 + 43		44 + 45		46 + 47		48 + 49		50 + 51		52 + 53		54 + 55	
Sample Size	2,228		2,240		2,191		2,246		2,209		2,311		2,770	
Dates of Nationwide Interviewing . . .	FRI - Aug 25 THURS - Aug 31		FRI - Sept 1 THURS - Sept 7		FRI - Sept. 8 THURS - Sept. 14		FRI - Sept. 15 THURS - Sept. 21		FRI - Sept. 22 THURS - Sept. 28		FRI - Sept. 29 THURS - Oct. 5		Fri. - Oct. 6 Thurs. - Oct. 12	
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
Base - All Adults 18 and older	100.0	136,329	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,653
◊ DIMENSION #1 . . . WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT														
McGovern	22.4	30,533	21.9	30,391	20.3	28,176	22.4	31,062	20.9	28,916	20.1	27,815	20.9	28,959
Nixon	55.9	76,238	57.0	79,029	59.7	82,758	62.0	85,962	62.6	86,793	60.7	84,138	61.1	84,741
Undecided*	21.7	29,558	21.1	29,235	20.0	27,721	15.6	21,631	15.5	22,946	19.3	26,704	18.0	24,956
◊ DIMENSION #2 . . . WHO THINK OTHERS WANT														
McGovern	22.4	30,593	22.2	30,825	19.8	27,481	20.6	28,540	19.0	26,380	18.9	26,257	19.8	27,523
Nixon	50.7	69,142	55.7	77,172	56.0	77,691	57.4	79,549	58.9	81,726	57.6	79,858	59.9	82,986
Undecided*	26.9	36,954	22.1	30,657	24.2	33,483	22.0	30,566	22.1	30,549	23.5	32,539	20.3	28,146
◊ DIMENSION #3 . . . WHO THINK WILL ACTUALLY BE ELECTED														
McGovern	9.7	13,217	9.2	12,690	7.2	9,935	8.4	11,667	7.6	10,548	8.4	11,595	6.8	9,446
Nixon	66.6	90,856	65.7	91,127	69.8	96,847	72.2	100,104	74.4	103,109	75.2	104,280	77.3	107,239
Undecided*	23.7	32,256	25.1	34,838	23.0	31,873	19.4	26,864	18.0	24,998	16.5	22,780	15.8	21,970
Registered and Plan to Vote in November	57.0	77,709	56.5	78,290	56.0	76,217	56.0	77,623	57.1	79,133	58.5	81,106	60.0	83,254
◊ DIMENSION #4 . . . PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT														
Base - Plan to Vote	100.0	77,709	100.0	78,290	100.0	76,217	100.0	77,623	100.0	79,133	100.0	81,106	100.0	83,254
McGovern	22.6	17,500	21.9	17,142	18.2	13,855	17.4	13,531	18.2	14,380	18.8	15,235	18.5	15,437
Nixon	56.4	43,807	59.5	46,590	62.8	47,827	63.9	49,609	64.4	50,925	62.0	50,247	63.3	52,699
Undecided*	21.1	16,402	18.6	14,553	19.0	14,525	18.7	14,483	17.4	13,828	19.1	15,623	18.1	15,126
* DIMENSION #5 . . . WHO PLAN TO VOTE FOR														
McGovern	22.9	17,008	24.2	18,933	21.4	16,342	22.4	17,360	21.5	16,998	21.0	17,015	22.8	18,994
Nixon	55.7	43,320	57.8	45,232	59.6	45,422	61.7	47,875	62.1	49,181	60.5	49,046	59.4	49,421
Undecided*	21.4	16,584	18.0	14,122	19.0	14,453	15.9	12,387	16.4	12,954	18.5	15,045	17.8	14,639
Points and Number Nixon over McGovern	+32.8	+25,515	+33.6	+26,296	+38.2	+29,080	+39.3	+30,515	+40.6	+32,183	+39.5	+32,031	+36.6	+30,427
◊ DIMENSION #6 . . . DO NOT PLAN TO VOTE														
Base - Do Not Now Plan to Vote	100.0	58,620	100.0	60,265	100.0	62,438	100.0	61,032	100.0	59,522	100.0	57,549	100.0	55,401
SELF CHOICE														
McGovern	22.2	13,034	21.9	13,249	20.4	12,723	28.7	17,532	24.4	14,536	21.9	12,580	24.4	13,322
Nixon	55.3	32,420	53.7	32,439	57.7	36,005	59.6	36,354	60.2	35,867	58.9	33,890	57.9	32,050
Undecided*	22.5	13,156	24.4	14,677	22.2	13,707	11.7	7,146	15.3	9,119	19.3	11,078	17.7	9,829
◊ DIMENSION #7 . . . FIRST TIME VOTERS & WHO PLAN TO VOTE FOR														
Base - First Time Voters	100.0	15,542	100.0	16,030	100.0	14,429	100.0	14,816	100.0	17,021	100.0	17,044	100.0	17,167
McGovern	35.0	5,546	37.5	6,004	37.2	5,373	35.4	5,245	38.8	6,603	35.3	6,182	35.2	6,049
Nixon	38.2	5,935	46.3	7,426	53.6	7,728	55.4	8,214	54.5	9,273	62.1	8,876	56.3	9,668
Undecided*	26.8	4,051	16.2	2,600	9.2	1,328	9.2	1,356	6.7	1,146	11.7	1,986	8.5	1,451

SHOHLINGER'S DIMENSION CONCEPT ON POLITICS

Survey Number	35		36		37		38		39		40		41		42		43		44		45	
Sample Size	4,103		2,257		1,224		1,809		2,255		1,295		969		1,326		902		1,251		929	
Dates of Nationwide Interviewing	FRI-July 14 WED-July 26		TUE-July 25 MON-July 31		TUE-Aug 1 FRI-Aug 4		SAT - Aug 5 THURS-Aug 10		FRI - Aug 11 THURS-Aug 17		FRI-Aug 18 MON-Aug 21		TUE - Aug 22 THURS-Aug 24		FRI-Aug 25 MON-Aug 28		TUES -Aug 29 THURS-Aug 31		FRI-Sept 1 MON-Sept 4		TUES -Sept. 5 THURS-Sept. 7	
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
Base - All Adults 18 and older	100.0	136,322	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	136,329	100.0	138,655
DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT																						
McGovern.....	28.6	38,942	28.2	38,452	23.4	31,841	22.9	31,259	24.1	32,854	23.0	31,362	21.8	29,698	22.8	31,055	21.8	19,776	22.1	30,077	21.7	30,125
Nixon.....	49.5	67,499	51.6	70,338	51.7	70,516	50.4	59,749	50.9	69,414	51.5	70,183	55.5	75,631	55.8	76,114	50.1	76,721	55.9	77,507	52.2	79,274
Undecided.....	21.9	29,883	20.2	27,599	24.9	33,972	26.7	36,321	25.0	34,051	25.5	34,784	22.7	31,000	21.4	29,160	22.1	30,132	21.0	29,745	21.1	29,256
DIMENSION #2...WHO THINK OTHERS WANT																						
McGovern.....	24.3	33,126	24.8	33,843	22.3	30,352	22.1	30,145	20.8	28,391	20.5	27,988	21.7	29,603	22.9	31,277	21.7	29,590	22.9	31,274	21.3	29,570
Nixon.....	50.9	69,374	54.1	73,722	51.8	70,555	48.6	66,271	49.6	67,678	50.4	68,730	50.6	68,988	50.4	68,684	51.2	69,785	55.3	75,331	54.2	77,573
Undecided.....	24.3	33,759	21.1	28,764	25.9	35,422	29.3	33,823	29.6	40,260	29.1	39,611	27.7	37,738	26.7	36,368	27.1	36,954	21.0	19,724	22.5	31,212
DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED																						
McGovern.....	25.2	34,399	24.8	33,813	11.9	16,169	10.2	13,857	9.8	13,422	9.7	13,156	9.2	12,521	10.0	13,674	9.2	12,547	3.4	12,750	8.9	12,350
Nixon.....	55.3	75,349	57.1	77,901	65.5	89,316	68.7	93,702	64.7	88,226	68.1	92,811	70.6	96,231	66.1	90,050	67.5	92,040	65.0	88,681	60.6	82,293
Undecided.....	19.5	26,591	18.1	24,615	22.6	30,754	21.1	28,770	25.5	34,681	22.2	30,362	20.2	27,577	33.9	32,605	23.3	31,742	25.6	31,938	24.5	34,012
Registered and Plan to Vote in November	56.0	76,404	58.1	79,266	56.7	77,246	54.2	73,841	56.6	77,210	55.4	75,481	57.2	77,965	56.9	77,639	57.1	77,808	55.6	77,175	56.3	78,027
DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT																						
Base - Plan to Vote	100.0	76,404	100.0	79,266	100.0	77,246	100.0	73,841	100.0	77,210	100.0	75,481	100.0	77,965	100.0	77,639	100.0	77,808	100.0	77,175	100.0	78,027
McGovern.....	41.6	31,692	40.6	32,297	27.6	21,318	23.5	17,264	24.9	19,248	24.4	18,421	22.4	17,458	23.0	17,894	21.7	15,919	22.7	17,552	20.8	16,249
Nixon.....	55.3	42,219	51.4	40,761	54.1	41,800	55.0	40,635	53.4	41,229	54.4	41,036	55.7	43,420	56.2	43,634	56.6	44,062	58.4	45,070	61.0	47,578
Undecided.....	3.2	2,493	8.0	6,298	18.3	14,128	21.5	15,842	21.7	16,734	21.2	16,024	21.9	17,087	20.8	16,111	21.7	16,827	16.9	14,583	18.2	14,201
DIMENSION #5...WHO PLAN TO VOTE FOR																						
McGovern.....	44.5	34,014	38.1	30,225	23.6	18,243	22.5	16,613	25.6	19,732	22.4	17,694	22.9	17,868	23.8	18,516	21.5	13,759	25.1	19,407	21.0	17,919
Nixon.....	52.1	39,792	50.2	39,799	54.6	42,206	51.5	39,049	52.8	40,737	52.3	39,461	55.1	42,963	55.4	43,002	56.3	43,780	57.6	44,488	57.9	45,203
Undecided.....	3.4	2,598	11.7	9,242	22.0	16,737	26.0	19,188	21.6	16,741	24.3	18,336	22.0	17,134	20.8	16,121	22.2	17,270	17.2	13,280	19.1	14,906
Points and Number Nixon over McGovern	+ 7.6	+ 5,778	+12.1	+ 9,574	+31.0	+23,363	+29.0	+21,427	+27.2	+21,005	+28.9	+21,777	+32.2	+25,095	+31.6	+24,486	+34.8	+27,022	+32.5	+25,081	+34.9	+27,265
DIMENSION #6...DO NOT PLAN TO VOTE																						
Base - Do Not Now Plan to Vote	100.0	59,925	100.0	57,063	100.0	59,083	100.0	62,488	100.0	59,119	100.0	60,848	100.0	58,364	100.0	58,690	100.0	58,521	100.0	59,154	100.0	60,628
SELF CHOICE	8.2	4,926	14.4	8,237	17.8	16,524	22.2	13,896	23.0	13,617	21.8	13,259	21.0	12,239	22.4	13,161	22.0	12,857	21.2	12,525	21.9	13,678
McGovern.....	46.2	17,797	53.5	30,539	48.6	28,718	45.0	28,113	47.7	29,186	48.8	29,676	55.2	32,211	55.3	32,481	55.2	32,359	54.9	32,467	51.3	31,696
Undecided.....	45.6	27,299	32.1	18,297	33.6	13,841	32.8	20,479	29.3	17,316	29.4	17,913	23.8	13,914	22.3	13,048	22.7	13,305	24.0	14,162	21.8	15,034
DIMENSION #7...FIRST TIME VOTERS																						
Base - First Time Voters							100.0	14,876	100.0	15,055	100.0	15,901	100.0	15,528	100.0	15,528	100.0	15,560	100.0	15,095	100.0	16,115
McGovern.....							45.6	6,784	44.0	6,527	27.5	4,379	36.4	5,656	33.0	5,133	37.5	6,466	31.4	6,031	31.4	6,031
Nixon.....							38.2	5,690	36.3	5,471	31.1	4,943	38.4	5,966	37.9	5,877	42.4	6,549	51.2	8,236	51.2	8,236
Undecided.....							16.2	2,402	19.7	2,957	42.4	6,579	25.2	3,895	29.7	4,569	21.1	3,155	17.4	3,128	17.4	3,128

SUMMARY OF CONTINUOUS AND DAILY POLITICAL CONFIDENCE NATIONWIDE INTERVIEWING

SENATOR'S DISCRETION CONCEPT ON POLITICS

Survey Number	42 & 43	44 & 45	46	47	48			
Number of Interviews	2,221	2,200	1,273	913	1,307			
Period of Nationwide Interviewing	FRI - Aug 25 THURS - Aug 31	FRI - Sept 1 THURS - Sept 7	9/8-9/11	9/12-9/14	9/15-9/18			
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)		
Age - All Adults 18 and older	100.0	105,323	100.0	103,855	100.0			
1) PERSON WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT								
McGovern	22.5	30,533	21.9	30,291	19.5	23.0		
Nixon	55.9	75,433	57.0	79,929	59.1	62.1		
Undecided	21.7	29,553	21.1	29,255	14.7	14.9		
2) PERSONS WHO THINK OTHERS WANT								
McGovern	22.4	30,573	22.2	30,025	20.0	21.1		
Nixon	50.7	67,142	53.7	77,172	55.5	57.5		
Undecided	26.9	35,954	22.1	31,657	17.7	21.4		
3) PERSONS WHO THINK WILL ACTUALLY BE ELECTED								
McGovern	9.7	13,017	9.2	12,699	7.6	8.7		
Nixon	65.6	96,855	63.7	91,127	69.2	71.6		
Undecided	23.7	32,255	25.1	34,833	18.2	19.7		
Registered and Plan to Vote by November	57.0	77,709	55.5	76,299	53.8	56.6	78.4	78.8 million
4) PERSONS WHO PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT								
Age - Plan to Vote	100.0	77,709	100.0	76,299	100.0			
McGovern	22.5	17,500	21.9	17,142	13.9	17.3		
Nixon	51.1	42,207	59.5	45,599	61.9	64.3		
Undecided	21.7	15,492	18.5	14,553	15.5	18.6		
5) PERSONS WHO PLAN TO VOTE FOR								
McGovern	22.9	17,305	24.2	18,935	20.9	23.6		
Nixon	53.7	42,320	57.8	45,202	59.3	61.8		
Undecided	21.4	15,584	18.0	14,122	18.2	14.6		
Belief and Number Who over McGovern	+32.8	+25,515	+33.6	+25,295	38.4	37.8	38.2	
6) PERSONS WHO DO NOT PLAN TO VOTE								
Age - Do Not Now Plan to Vote	100.0	53,520	100.0	50,355	100	59.8 million		
SELF CHOICE								
McGovern	22.2	13,024	21.9	13,219	20.2	30.9		
Nixon	55.3	32,139	53.7	32,439	53.3	59.0		
Undecided	22.5	13,153	21.4	11,677	18.6	10.1		
7) PERSONS WHO FIRST TIME VOTERS								
Age - First Time Voters	20.0	15,549	20.5	16,939		15.102 million	15.3 mil	
McGovern	100.0	15,549	100.0	16,939	100.0			
McGovern	55.0	5,615	37.5	6,604	36.7	37.5		
Nixon	39.2	5,733	63.9	7,423	53.1	54.9		
Undecided	21.8	4,197	15.7	2,907	10.1	7.6		

CLASSIFICATION CONCEPT ON POLITICS

(F) *Smiling*

Row Number	35	36	37	38	39	40	41	42	43	44	45
File Size	4,103	2,257	1,224	1,880	2,255	1,295	969	1,326	352	1,271	383
Date of Nationwide Polling	FRI-July 14 WED-July 25	TUE-July 25 MON-July 31	TUE-Aug 1 FRI-Aug 4	SAT - Aug 5 THURS-Aug 10	FRI - Aug 11 THURS-Aug 17	FRI-Aug 18 MON-Aug 21	TUE - Aug 22 THURS-Aug 24	FRI-Aug 25 MON-Aug 28	TUE - Aug 29 FRI-Aug 31	FRI-Sept 1 MON-Sept 4	TUE-Sept 5 THU-Sept 7
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)
Who All Adults prefer for President	100.0 136,327	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329
Who self want to be elected as next president	20.6 39,942	25.2 39,462	23.4 31,841	22.9 31,259	24.1 32,064	23.0 31,302	21.8 29,498	22.8 31,055	21.8 30,774	22.1 30,777	21.7 30,175
Who think others want	43.3 67,429	51.6 70,336	51.7 70,516	53.4 68,749	52.9 69,414	51.5 70,183	55.5 75,631	55.8 76,114	48.0 76,421	53.0 73,592	51.8 70,271
Who think others want	21.9 29,389	20.2 27,529	24.9 33,872	25.7 35,321	25.0 34,051	25.3 34,784	22.7 31,000	21.4 29,100	22.1 30,132	21.0 26,745	21.3 28,259
Who plan to vote and who self want for president											
Who plan to vote	100.0 76,404	100.0 73,266	100.0 77,846	100.0 73,811	100.0 77,219	100.0 75,481	100.0 77,265	100.0 77,639	100.0 77,001	100.0 77,174	100.0 73,017
Who self want for president	41.5 31,692	40.6 32,267	37.6 21,318	33.5 17,264	34.9 19,248	21.4 18,421	22.4 17,458	23.0 17,951	21.7 16,213	22.7 17,852	20.5 17,217
Who think others want	55.3 42,219	51.4 40,751	53.1 41,760	53.0 43,535	53.4 41,828	54.1 41,625	55.7 43,420	56.2 43,631	50.5 41,000	50.4 40,115	51.0 41,121
Who think others want	3.2 2,493	8.0 6,228	16.3 14,128	21.5 18,042	21.7 16,734	21.2 18,011	21.2 17,097	20.0 18,111	21.7 16,787	13.0 11,258	16.3 14,127
Who plan to vote for											
Who plan to vote	100.0 59,820	100.0 57,059	100.0 59,033	100.0 68,488	100.0 59,119	100.0 60,348	100.0 63,394	100.0 58,890	100.0 58,521	100.0 59,764	100.0 63,627
Who self want for president	45.2 27,030	44.4 25,237	41.1 20,821	33.2 17,536	33.0 18,017	21.4 18,691	22.9 17,800	23.0 18,456	21.4 16,285	22.1 16,107	21.0 17,215
Who think others want	48.1 27,757	53.5 32,423	48.6 28,711	43.0 28,513	47.7 23,546	47.0 22,673	49.2 24,211	48.3 23,071	45.0 22,000	45.0 21,000	44.0 20,000
Who think others want	45.0 27,030	42.1 25,237	43.8 20,821	32.0 17,536	29.2 18,016	24.5 18,691	22.0 17,800	20.8 18,456	22.2 17,200	17.3 16,107	17.0 17,215
Who are number one over McGovern	+ 7.6 + 5,776	+12.1 + 9,574	+31.0 +23,853	+29.0 +21,427	+27.2 +21,093	+23.5 +21,777	+30.2 +23,035	+31.6 +24,496	+34.8 +27,222	+32.5 +25,001	+24.9 +22,215
Who plan to vote	100.0 59,820	100.0 57,059	100.0 59,033	100.0 68,488	100.0 59,119	100.0 60,348	100.0 63,394	100.0 58,890	100.0 58,521	100.0 59,764	100.0 63,627
Who self want for president	45.2 27,030	44.4 25,237	41.1 20,821	33.2 17,536	33.0 18,017	21.4 18,691	22.9 17,800	23.0 18,456	21.4 16,285	22.1 16,107	21.0 17,215
Who think others want	48.1 27,757	53.5 32,423	48.6 28,711	43.0 28,513	47.7 23,546	47.0 22,673	49.2 24,211	48.3 23,071	45.0 22,000	45.0 21,000	44.0 20,000
Who think others want	45.0 27,030	42.1 25,237	43.8 20,821	32.0 17,536	29.2 18,016	24.5 18,691	22.0 17,800	20.8 18,456	22.2 17,200	17.3 16,107	17.0 17,215
Who are number one over McGovern	+ 7.6 + 5,776	+12.1 + 9,574	+31.0 +23,853	+29.0 +21,427	+27.2 +21,093	+23.5 +21,777	+30.2 +23,035	+31.6 +24,496	+34.8 +27,222	+32.5 +25,001	+24.9 +22,215

SUMMARY OF CONTINUOUS AND EARLY POLITICAL CONFIDENCE NATIONWIDE INTERVIEWING

QUESTIONER'S DEFINITION OF CONCEPT OF POLITICS

Survey Number	42 & 43	44 & 45	46	47	48	
Sample Size	2,122	2,211	1,273	918	1,307	
Date of Interview	8/1 - 8/12/51 10,450-10/31	8/11 - 8/21/51 10,311-10/27	9/8-9/11	9/12-9/14	9/15-9/19	
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
Q1 - ALL POLITICS	100.0	1,561.7	100.0	1,511.3	100.0	
Q2 - KNOW WHAT YOU MEAN BY POLITICS	22.4	34,557	21.7	33,334	19.5	21.5
Q3 - KNOW WHAT YOU MEAN BY POLITICS	54.0	83,233	53.4	81,026	59.1	59.5
Q4 - KNOW WHAT YOU MEAN BY POLITICS	21.7	33,552	21.1	32,035	14.7	18.0
Q5 - KNOW WHAT YOU MEAN BY POLITICS						23.0
Q6 - KNOW WHAT YOU MEAN BY POLITICS						62.1
Q7 - KNOW WHAT YOU MEAN BY POLITICS						14.9
Q8 - KNOW WHAT YOU MEAN BY POLITICS						
Q9 - KNOW WHAT YOU MEAN BY POLITICS						
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Q100 - KNOW WHAT YOU MEAN BY POLITICS						

Sindlinger Data
September 19, 1972

September 8 - 14 (Survey #46 and #47)
Sample Size 2191

Dimension #1

McGovern	20.3
Nixon	59.7
Undecided	20.0

Dimension #2

McGovern	19.8
Nixon	56.0
Undecided	24.2

Dimension #3

McGovern	7.2
Nixon	69.8
Undecided	23.0

(registered and plan to vote 55.0% 76,217,000)

Dimension #4

McGovern	18.2
Nixon	62.8
Undecided	19.0

Dimension #5

McGovern	21.4
Nixon	59.6
Undecided	19.0

(do not plan to vote 45.0% 62,438,000)

Dimension #6

McGovern	20.4
Nixon	57.7
Undecided	22.2

Dimension #7

McGovern	37.2
Nixon	53.6
Undecided	9.2

(10.4%, 14,429,000 first voters)

Handwritten signature

Year	36	37	38	39	40	41	42	43	44	45
Base	1,881	1,881	1,689	2,255	1,295	965	1,220	1,220	1,220	1,220
Percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Base - 1971	1,881	1,881	1,689	2,255	1,295	965	1,220	1,220	1,220	1,220
Actual	20.4	22.3	22.9	24.1	23.0	21.8	22.8	21.8	22.1	21.7
Target	21.7	21.9	26.7	25.0	25.5	22.7	21.4	23.1	21.0	21.1
Actual	30,352	30,352	30,145	26,391	27,585	29,503	31,977	29,590	21,274	21,274
Target	70,555	70,555	66,271	67,678	66,730	69,303	68,664	69,750	75,331	75,331
Actual	35,422	35,422	39,823	40,200	39,011	37,738	36,908	35,884	15,724	15,724
Target	11.9	11.9	10.2	9.9	9.7	12,421	10.9	9.9	9.4	9.4
Actual	35.5	35.5	60.7	64.7	68.1	96,231	66.1	67.1	65.3	66.4
Target	30,734	30,734	21.1	25.5	22.2	27,477	33.9	33.3	23.6	24.5
Actual	55.7	55.7	54.2	56.6	55.4	77,555	56.9	57.1	55.0	56.3
Target	77,246	77,246	73,641	77,210	75,481	77,555	77,639	77,306	77,375	78,037
Base	70,742	70,742	73,841	77,210	75,481	77,555	77,639	77,306	77,375	78,037
Actual	27.5	27.5	23.5	24.9	24.4	17,478	23.0	21.7	22.7	20.8
Target	41,620	41,620	40,635	41,226	41,030	43,423	45,631	44,302	45,640	46,536
Actual	16.3	16.3	21.5	21.7	21.2	17,067	20.6	21.7	18.9	18.2
Target	14,128	14,128	15,842	16,734	16,024	17,067	16,111	16,827	14,503	14,503
Base	18,243	18,243	16,613	19,732	17,694	17,694	18,610	16,758	19,467	19,467
Actual	42,290	42,290	38,040	40,737	39,451	42,533	43,002	41,580	43,435	43,435
Target	16,797	16,797	19,168	16,741	18,336	17,134	16,121	17,575	15,220	15,220
Actual	+31.0	+31.0	+29.0	+27.2	+22.9	+25,538	+31.0	+25.0	+32.5	+34.9
Target	+23,903	+23,903	+21,427	+21,005	+21,777	+25,538	+24,456	+27,922	+25,081	+27,039
Base	51,053	51,053	62,468	59,170	60,340	62,468	56,659	56,521	59,154	59,154
Actual	17.8	17.8	22.2	23.0	21.0	19,030	22.4	20.0	21.2	20.9
Target	25,718	25,718	26,113	28,106	19,809	19,030	19,101	18,837	18,568	18,568
Actual	33.4	33.4	32.8	33.5	29.4	19,314	25.5	28.7	23.0	24.8
Target	19,411	19,411	20,479	17,310	17,915	19,314	19,649	15,365	14,124	14,124
Base	57,409	57,409	62,468	59,170	60,340	62,468	56,659	56,521	59,154	59,154
Actual	15.7	15.7	22.2	23.0	21.0	15,491	22.4	20.0	21.2	20.9
Target	36,201	36,201	26,113	28,106	19,809	19,030	19,101	18,837	18,568	18,568
Actual	21.1	21.1	32.8	33.5	29.4	19,314	25.5	28.7	23.0	24.8
Target	19,411	19,411	20,479	17,310	17,915	19,314	19,649	15,365	14,124	14,124
Base	57,409	57,409	62,468	59,170	60,340	62,468	56,659	56,521	59,154	59,154
Actual	15.7	15.7	22.2	23.0	21.0	15,491	22.4	20.0	21.2	20.9
Target	36,201	36,201	26,113	28,106	19,809	19,030	19,101	18,837	18,568	18,568
Actual	21.1	21.1	32.8	33.5	29.4	19,314	25.5	28.7	23.0	24.8
Target	19,411	19,411	20,479	17,310	17,915	19,314	19,649	15,365	14,124	14,124

QUALIFIED PERSONNEL

QUALIFIED PERSONNEL

QUALIFIED PERSONNEL

QUALIFIED PERSONNEL

SUMMARY OF CONTINUOUS AND DAILY POLITICAL CONFIDENCE NATIONWIDE INTERVIEWING

STENDLINGER'S DIMENSION CONCEPT ON POLITICS

Survey Number . . .	42 & 43	44 & 45	46	47				
Sample Size . . .	2,228	2,240	1,273	918				
Dates of Nationwide Interviewing . . .	FRI - Aug 25 THURS-Aug 31	FRI - Sept 1 THURS-Sept 7	9/8-9/11	9/12-9/14				
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
Base - All Adults 18 and older	100.0	138,329	100.0	138,655	100.			
1 DIMENSION #1... WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT								
McGovern.....	22.4	30,533	21.9	30,331	19.5	21.5		
Nixon.....	55.9	75,833	57.6	79,323	59.1	60.5		
Undecided*.....	21.7	29,553	21.1	29,235	14.7	18.0		
2 DIMENSION #2... WHO THINK OTHERS WANT								
McGovern.....	22.4	30,593	22.2	30,825	20.0	19.6		
Nixon.....	50.7	69,142	55.7	77,172	56.5	55.4		
Undecided*.....	26.9	35,954	22.1	30,657	17.7	25.0		
3 DIMENSION #3... WHO THINK WILL ACTUALLY BE ELECTED								
McGovern.....	9.7	13,217	9.2	12,690	7.6	6.5		
Nixon.....	66.6	90,835	65.7	91,127	69.2	70.8		
Undecided*.....	23.7	32,255	25.1	34,835	18.2	22.7		
Registered and Plan to Vote in November	57.0	77,709	56.5	78,290	53.8	56.6	78	4million
4 DIMENSION #4... PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT								
Base - Plan to Vote	100.0	77,709	100.0	78,290	100.			
McGovern.....	22.5	17,500	21.9	17,142	18.8	17.3		
Nixon.....	53.1	43,307	59.5	46,590	62.4	63.3		
Undecided*.....	21.1	16,402	18.5	14,553	16.5	19.4		
5 DIMENSION #5... WHO PLAN TO VOTE FOR								
McGovern.....	22.0	17,305	24.2	18,936	20.9	22.2		
Nixon.....	55.7	43,320	57.8	45,232	59.3	60.0		
Undecided*.....	21.4	15,584	18.0	14,122	18.2	17.8		
Points and Number Nixon over McGovern	+32.3	+25,515	+33.6	+25,296	38.4	37.8		
6 DIMENSION #6... DO NOT PLAN TO VOTE								
Base - Do Not Now Plan to Vote	100.0	58,520	100.0	60,365	100			
SELF CHOICE								
McGovern.....	22.2	13,034	21.9	13,219	20.2	20.6		
Nixon.....	55.3	32,430	53.7	32,439	55.3	61.2		
Undecided*.....	22.5	13,156	24.4	14,677	18.8	18.2		
7 DIMENSION #7... FIRST TIME VOTERS								
Base - First Time Voters	20.0	15,542	20.5	16,030		15.102 million		
	100.0	15,542	100.0	16,030	100.			
McGovern.....	35.0	5,346	37.5	6,004	36.7	37.9		
Nixon.....	34.2	5,024	46.3	7,413	53.1	54.1		
Undecided*.....	23.9	3,651	16.2	2,501	10.1	8.0		

*Includes Do Not Know, No Interest in Politics and if we did not Make A Choice.

Survey Number	35	36A	Cumulative 35 thru 36A	37	38	39A	Cumulative 35 thru 39A	40	41	Cumulative 35 thru 41	42	43
Report Page Reference For Data By Sex	226, 227 in #16	270, 271	256, 258	272, 273 in #17	274, 275 in #17	284, 287 in #18	288, 289 in #18	in #19	in #19	in #19		
Sample Size	4,103	2,257	6,360	1,224	1,889	2,255	11,723	1,295				
Dates of Nationwide Interviewing	FRI - July 14 WED - July 26	TUE - July 25 MON - July 31	FRI - July 14 MON - July 31	TUE - August 1 FRI - August 4	SAT - August 5 THURS - August 10	FRI - August 11 THURS - August 17	FRI - July 14 THURS - August 17	FRI-August 18 MON-August 21	TUE-August 22 THURS-August 24	FRI- July 14 THURS-August 24	FRI-August 25 MON-August 28	29 31
Major Event	Eagleton Hires Re-nested July 25	Eagleton Withdrawal On July 31	While Eagleton Was VP Candidate	Search On For Vice President	Shriver is Now Vice President	Clark Reports On North Vietnam Visit	First 35 Days	Pre-Republican Convention		First 42 Days	Post-Republican Convention	
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)
DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT												
Base - All Adults 18 and older	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329	100.0 136,329
McGovern.....	28.6 38,942	28.2 38,462	28.4 38,770	23.4 31,841	22.9 31,259	24.1 32,864	26.2 35,698	23.0 31,382	21.8 29,698	25.6 34,836	22.3 31,055	21.8
Nixon.....	49.5 67,459	51.6 70,338	50.2 68,502	51.7 70,516	50.4 68,749	50.9 69,414	50.6 68,917	51.5 70,183	55.5 75,631	51.0 69,502	55.3 76,114	56.1
Undecided*.....	21.9 29,808	20.2 27,529	21.4 29,057	24.9 33,972	26.7 36,321	25.0 34,051	23.2 31,714	25.5 34,284	22.7 31,000	23.4 31,941	21.4 29,160	56.1
DIMENSION #2...WHO THINK OTHERS WANT												
McGovern.....	24.3 33,195	24.8 33,843	24.5 33,423	22.3 30,352	22.1 30,145	20.8 28,391	23.2 31,610	20.5 27,993	21.7 29,803	22.8 31,138	22.9 31,277	21.7
Nixon.....	50.9 69,374	54.1 73,722	52.0 70,912	51.8 70,555	49.6 66,271	49.6 67,678	51.0 69,504	50.4 68,730	50.6 68,868	50.9 69,303	50.4 68,684	51.2
Undecided*.....	24.8 33,759	21.1 28,764	23.5 31,994	25.9 35,422	29.3 39,323	29.6 40,260	25.8 35,215	29.1 39,611	27.7 37,738	26.3 35,798	26.7 36,528	51.2
DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED												
McGovern.....	25.2 34,389	24.8 33,813	25.1 34,184	11.9 16,169	10.2 13,857	9.8 13,422	18.4 25,040	9.7 13,156	9.2 12,521	16.9 23,076	10.0 13,674	9.2
Nixon.....	55.3 75,349	57.1 77,901	55.9 76,255	65.5 89,316	68.7 93,782	64.7 88,226	60.7 82,725	62.1 82,811	70.0 96,231	62.1 84,803	65.1 90,050	67.5
Undecided*.....	19.5 26,591	18.1 24,615	19.0 25,890	22.6 30,754	21.1 28,770	25.5 34,681	20.9 28,564	22.2 30,302	20.2 27,577	21.0 28,650	33.9 32,605	67.5
Registered and Plan to Vote in November	56.0 76,404	58.1 79,266	50.8 77,425	56.7 77,246	54.2 73,841	56.6 77,210	56.3 76,788	55.4 75,481	57.2 77,965	56.3 76,747	56.9 77,639	57.1
DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT												
Base - Plan to Vote	100.0 76,404	100.0 79,266	100.0 77,425	100.0 77,246	100.0 73,841	100.0 77,210	100.0 76,788	100.0 75,481	100.0 77,965	100.0 76,747	100.0 77,639	
McGovern.....	41.5 31,692	40.6 32,207	41.2 31,876	27.5 21,318	23.5 17,364	24.9 19,248	33.9 26,069	24.4 18,421	22.4 17,458	32.2 24,712	23.0 17,894	21.7
Nixon.....	55.3 42,219	51.4 40,761	53.9 41,720	54.1 41,800	55.0 40,635	53.4 41,228	54.0 41,452	54.4 41,938	55.7 43,470	54.1 41,552	56.2 43,634	56.6
Undecided.....	3.2 2,493	8.0 6,298	4.9 3,829	18.3 14,128	21.5 15,842	21.7 16,734	12.1 9,327	21.2 16,024	21.9 17,087	13.7 10,403	20.8 16,111	56.6
DIMENSION #5...WHO PLAN TO VOTE FOR												
McGovern.....	44.5 34,014	38.1 30,225	42.2 32,676	23.6 18,243	22.5 16,613	25.6 19,732	34.0 26,059	23.4 17,684	22.9 17,860	32.2 24,747	23.8 18,516	21.5
Nixon.....	52.1 39,792	50.2 39,799	51.4 39,815	54.6 42,206	51.5 38,040	52.8 40,737	52.0 39,952	52.3 39,461	55.1 42,963	52.3 40,116	55.4 43,002	56.3
Undecided*.....	3.4 2,598	11.7 9,242	6.4 4,934	22.0 16,797	26.0 19,188	21.6 16,741	14.0 10,653	24.3 18,336	22.0 17,134	15.5 11,684	20.8 16,121	56.3
Points and Number Nixon over McGovern..	+7.6 +5,776	+12.1 +9,574	+9.2 +7,139	+31.0 +23,963	+29.0 +21,427	+27.2 +21,005	+18.0 +13,853	+28.9 21,777	+32.2 +25,095	+20.1 +15,369	+31.6 +24,485	

SUMMARY OF CONTINUOUS AND DAILY POLITICAL CONFERENCE NATIONWIDE INTERVIEWING FROM JULY 14 THROUGH AUGUST 23, 1972 CONDUCTED BY SINDLINGER & COMPANY, INC. OF SWARTHMORE, PENNSYLVANIA 19081

SPACE FOR TV STATIONS TO FILL TELEPHONED FIGURES EACH TUESDAY AND FRIDAY

Survey Number	35	36A	Cumulative 35 thru 36A	37	38	35A	Cumulative 35 thru 39A	40	41	Cumulative 35 thru 41	42
Report Page Reference For Data By Sex	223, 227 in #16	270, 271	238, 239	272, 273	274, 275	285, 287 in #18					
Sample Size	4,103	2,257	6,360	1,224	1,889	2,255	11,728	1,295	969	13,992	
Dates of Nationwide Interviewing	FRI - July 14 WED - July 26	TUE - July 25 MON - July 31	FRI - July 14 MON - July 31	TUE - August 1 FRI - August 4	SAT - August 5 THURS - August 10	FRI - August 11 THURS - August 17	FRI - July 14 THURS - August 17	FRI - August 18 MON - August 21	TUE - August 22 THURS - August 24	FRI - July 14 THURS - August 24	FRI - August 25 MON - August 28
Major Event	Eagleton Illness Revealed July 25	Eagleton Withdrawn On July 31	While Eagleton Was VP Candidate	Search On For Vice President	Shriver Is Now Vice President	Clerk Reports On North Vietnam Visit	First 35 Days	Pre-Republican Convention	Republican Convention 21-23	First 42 Days	Post-Republican Convention
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)
DIMENSION #6... DO NOT PLAN TO VOTE											
Base - Do Not Now Plan to Vote Among All Adults	100.0 59,925	100.0 57,063	100.0 58,904	100.0 59,083	100.0 62,458	100.0 59,119	100.0 59,541	100.0 60,048	100.0 58,304	100.0 59,582	100.0 58,680
SELF CHOICE											
McGovern	8.2 4,928	14.4 8,237	11.7 6,894	17.8 10,524	22.2 13,895	23.0 13,617	16.3 9,689	21.8 13,209	21.0 12,239	17.1 10,202	22.4 13,161
Nixon	45.2 17,707	53.5 30,539	45.6 26,702	48.6 28,718	45.0 28,113	47.7 28,166	46.1 27,955	49.8 29,676	55.2 32,211	47.0 27,999	55.3 32,001
Undecided*	45.6 27,290	32.1 18,287	42.8 25,228	33.6 19,841	32.8 20,479	29.3 17,316	37.6 22,887	28.4 17,912	23.8 13,914	35.9 21,382	22.3 13,040
DIMENSION #7... FIRST TIME VOTERS											
A. Number of First Time Voters Who Have Choice or Are Considering Voting			17,497			14,876	16,289	17,148	17,202	16,880	17,184
B. Base - Total Self-Interviewed Who Plan to Vote in November			100.0 77,425			100.0 77,210	100.0 76,788	100.0 75,481	100.0 77,905	100.0 76,747	100.0 77,639
C. First Time Voters			18.6 14,421			19.3 14,876	16.8 14,455	19.9 15,035	20.4 15,901	19.1 14,611	20.0 15,528
D. Former Voters			81.4 63,004			80.7 62,334	81.2 62,333	80.1 60,426	79.6 62,004	80.9 62,136	80.6 62,111
C. Base - First Time Voters Who Plan to Vote For			100.0 14,421			100.0 14,876	100.0 14,455	100.0 15,035	100.0 15,901	100.0 14,611	100.0 15,528
McGovern			52.0 7,493			45.6 6,784	40.5 7,162	44.0 6,627	27.5 4,379	47.4 6,921	36.4 5,654
Nixon			34.1 4,913			38.2 5,660	39.2 5,235	39.3 5,471	31.1 4,943	35.0 5,238	38.4 5,964
Undecided*			13.9 2,015			16.2 2,402	18.3 2,058	16.7 2,557	42.4 6,579	17.6 2,452	25.2 3,900
D. Base - Former Voters Who Plan to Vote For			100.0 63,004			100.0 62,334	100.0 62,333	100.0 60,426	100.0 62,004	100.0 62,136	100.0 62,111
McGovern			40.0 25,183			20.8 12,548	24.7 16,837	18.3 11,057	21.7 13,489	26.7 17,020	20.7 12,860
Nixon			55.4 34,902			56.2 35,047	45.2 31,717	59.2 38,529	61.3 38,970	56.1 34,978	57.8 39,038
Undecided*			4.6 2,919			23.0 14,339	30.1 8,679	22.5 15,079	17.0 10,555	17.2 9,432	17.7 12,213

22.0

15,560

33.0

29.2

THE WHITE HOUSE
WASHINGTON

HIGH PRIORITY

F
Sindlinger

October 31, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON *CC*
SUBJECT: Sindlinger Information

I know you put no faith at all in Sindlinger's polls and maybe his techniques are not the best. On the other hand, he has a huge sample and is polling continuously. Hence, I would think his trend lines might be of some value. If they do, the attached shows that from October 23 to today we have suffered a precipitous and steady decline, not going to McGovern, but going to the undecided, a phenomenon that usually precedes a gain by the other fellow -- at least most pollsters say so.

Sindlinger says that most of the undecided are Democrats.

What is significant on the attached, in my opinion, is not the gap which is still large, but rather the decline for the President over the past 7 days. We had been, as you will see from the enclosed, hanging right around 60. Based on Surveys 59 and 60 we are now around 55.

Attachment

Survey Number . . .	51	52	53	54A	54B	54	55	56	57	58	59	60
Sample Size	965	1,328	983	849	877	1,726	1,044	1,284	913	1,331	900	1745
Dates of Nationwide Interviewing	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 9	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	Fri. - Oct. 13 Mon. - Oct. 16	Tue. -Oct. 17 Thurs.-Oct. 19	Fri. Oct. 20 Mon. Oct. 23	Tues. Oct. 24 Thurs. Oct. 26	10/26 10/30
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655
DIMENSION #1...WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT												
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,919	21.5 29,756	19.9 27,567	19.9 27,648	20.7 28,702	19.9 27,613	19.9 27,637	19.8
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,427	61.8 85,665	60.0 83,218	58.3 80,781	56.9 78,960	57.5 79,712	53.9 71,792	57.1
Undecided*.....	15.6 21,031	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,309	16.7 23,234	20.1 27,869	21.8 30,225	22.4 30,994	22.5 31,330	26.1 36,227	23.1
DIMENSION #2...WHO THINK OTHERS WANT												
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,730	20.3 28,191	19.0 26,358	19.7 27,329	19.8 27,480	18.0 25,022	18.7 25,903	17.3
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,093	60.1 83,371	59.5 82,461	56.5 78,405	55.0 76,223	57.0 79,078	56.2 77,900	59.7
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,832	19.5 27,093	21.5 29,836	23.8 32,920	25.2 34,952	24.9 34,555	25.1 34,851	23.0
DIMENSION #3...WHO THINK WILL ACTUALLY BE ELECTED												
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,024	8.2 11,370	4.5 6,255	4.4 6,047	5.7 7,902	4.5 6,246	7.0 9,695	6.0
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,405	75.7 104,969	80.1 111,040	80.8 111,990	79.2 109,784	79.4 110,154	74.9 103,785	77.0
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,226	16.1 22,316	15.4 21,360	14.8 20,619	15.1 20,970	16.1 22,255	18.2 25,174	17.0
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,345	60.0 83,175	60.1 83,393	58.4 80,995	59.5 82,461	59.4 82,406	58.2 80,746	59.3 82,161
DIMENSION #4...PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT												
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,345	100.0 83,175	100.0 83,393	100.0 80,995	100.0 82,461	100.0 82,406	100.0 80,746	
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,563	18.0 14,975	19.4 16,170	20.3 16,418	20.4 16,856	20.5 16,871	19.5 15,718	15.6
Nixon.....	64.5 51,471	61.6 49,987	62.4 50,599	64.0 53,160	64.2 53,508	64.1 53,337	61.9 51,623	67.1 54,322	63.5 52,393	64.3 53,027	57.1 46,103	60.4
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,274	17.8 14,863	18.7 15,599	12.7 10,256	16.0 13,213	15.2 12,508	23.4 18,925	24.0
* DIMENSION #5...WHO PLAN TO VOTE FOR												
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,698	24.6 20,455	19.9 16,566	22.3 18,036	21.5 17,768	23.5 19,378	20.1 16,202	22.1
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,185	59.8 49,715	58.8 49,013	62.9 50,974	60.6 49,961	61.2 50,426	55.2 44,543	54.1
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,461	15.7 13,006	21.3 17,814	14.8 11,984	17.9 14,732	15.3 12,601	24.8 20,001	23.8
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,487	+35.2 +29,260	+38.9 +32,447	+40.6 +32,938	+39.1 +32,193	37.7 31,048	+35.1 +28,341	32.0
DIMENSION #6...DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT												
Base - Do Not Now Plan to Vote	100.0 58,898	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,310	100.0 55,480	100.0 55,262	100.0 57,660	100.0 56,194	100.0 56,249	100.0 57,909	56,494
SELF CHOICE												
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,356	26.6 14,781	20.6 11,397	19.5 11,231	21.1 11,846	19.1 10,743	21.1 12,222	26.0
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 32,920	58.3 32,328	57.2 31,595	45.9 26,459	47.3 26,568	47.4 26,686	50.1 28,992	52.3
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,036	15.1 8,372	22.2 12,271	34.6 19,970	31.6 17,781	33.5 18,822	28.8 16,694	21.7
DIMENSION #7...FIRST TIME VOTERS & WHO PLAN TO VOTE FOR												
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,227	20.7 17,185	20.5 17,136	21.2 17,169	20.6 17,010	20.5 16,874	18.3 14,788	15,891
McGovern.....	39.3 6,670	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,988	36.4 6,252	33.4 5,723	37.7 6,479	39.3 6,683	40.7 6,875	39.6 5,855	37.0
Nixon.....	54.7 9,198	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,502	54.3 9,328	59.6 10,215	54.7 9,394	54.5 9,265	54.9 9,269	56.2 8,317	58.0
Undecided*.....	6.0 1,001	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,738	9.3 1,605	7.0 1,198	7.5 1,296	6.2 1,069	4.3 730	4.2 617	5.0

*Includes No Opinion, No Interest in Politics and Have Not Yet Made A Choice.

SPECIAL TELEPHONE REPORT FORMS

Sindlinger's 45 TV Station Political Network

NOTE: STARTING TUESDAY, OCTOBER 31, DAILY CALLS WILL BE FOR PAST 7 DAYS

Call Day		FRI	TUE	WED	THUR	FRI	MON	TUE
Date		10/27	10/31	11/1	11/2	11/3	11/6	11/7
Covers Interviewing		10/20-10/26	10/24-10/30	10/25-10/31	10/26-11/1	10/27-11/2	10/30-11/6	10/31-11/7
A. First Dimension <u>First Choice for President</u>								
MCGOVERN	1	19.9						
NIXON	2	56.1						
REGISTERED AND PLAN TO VOTE IN NOVEMBER	3	58.9						
E. Fifth Dimension <u>Registered and Plan to Vote</u>								
MCGOVERN	4	22.1						
NIXON	5	58.8						
F. First Time Voters <u>Registered and Plan to Vote</u>								
MCGOVERN	6	19.6						
NIXON	7	40.3						
NIXON	8	55.4						

NOTE: TO EXPEDITE CALLS, ONLY MCGOVERN AND NIXON FIGURES WILL BE TELEPHONED.
THE UNDECIDED FIGURE IS THE SUM OF MCGOVERN AND NIXON SUBTRACTED FROM 100.0%.

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
I. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
A. NO INTEREST IN POLITICS ALIEN/INVALID/ETC.....	189	8.4	11665	56	5.2	3471	133	11.4	8194
B. HAVE A POLITICAL PARTY PREFERENCE.....	2055	91.6	126990	1024	94.8	63473	1031	88.6	63517
C. SAY THEY VOTED IN 1968 PRESIDENTIAL ELECTION..	1158	51.6	71565	592	54.8	36695	566	48.6	34870
D. SAY THEY NOW ARE REG- ISTERED TO VOTE.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
2. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
E. WHEN WAS THE LAST TIME YOU RECALL VOTING IN ANY ELECTION OF ANY KIND, ANY WHERE?.....									
1. SAY NEVER VOTED IN ANY ELECTION OR DON'T REMEMBER.....	666	29.7	41151	319	29.5	19773	347	29.8	21378
2. GIVE A TIME FOR LAST TIME VOTED.....	1578	70.3	97504	761	70.5	47171	817	70.2	50333
F. BASE - GAVE A TIME WHEN LAST VOTED.....	1578	100.0	97504	761	100.0	47171	817	100.0	50333
WHEN LAST VOTED									
1. DURING PAST YEAR....	811	51.4	50112	393	51.6	24360	418	51.2	25752
2. TWO YEARS AGO.....	239	15.1	14767	115	15.1	7128	124	15.2	7639
3. THREE " "	38	2.4	2347	16	2.1	992	22	2.7	1355
4. FOUR " "	288	18.2	17794	136	17.9	8430	152	18.6	9364
5. FIVE " "	28	1.8	1728	8	1.1	496	20	2.4	1232
6. SIX " "	30	1.9	1853	11	1.4	682	19	2.3	1171
7. SEVEN " "	50	3.2	3089	22	2.9	1364	28	3.4	1725
8. EIGHT " "	42	2.7	2598	26	3.4	1612	16	2.0	986
9. NINE " "	20	1.3	1237	12	1.6	744	8	1.0	493
10. TEN OR MORE YRS.....	32	2.0	1980	22	2.9	1364	10	1.2	616

Over

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
G. VOTED IN 1968.....									
1. LAST TIME VOTED WAS IN 1968.....	288	12.8	17794	136	12.6	8430	152	13.1	9364
2. VOTED IN 1968 AND REPORT VOTED SINCE THEN.....	870	38.8	53770	456	42.2	26265	414	35.6	25505

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
H. BASE - REPORT VOTING IN 1968 ELECTION.....									
WHEN YOU VOTED FOUR YEARS AGO IN 1968 WHO DID YOU VOTE FOR?.....	1158	100.0	71565	592	100.0	36695	566	100.0	34870
1. WALLACE.....	153	13.2	9460	88	14.9	5455	65	11.5	4005
2. HUMPHREY.....	470	40.6	29042	227	38.3	14071	243	42.9	14971
3. NIXON.....	502	43.4	31027	265	44.8	16426	237	41.9	14601
4. REFUSED TO SAY.....	33	2.8	2038	12	2.0	744	21	3.7	1294

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
3. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
I. VOTER POTENTIAL....									
1. NOT INTERESTED IN POLITICS/CAN NOT VOTE/NEVER VOTED/NOT REGISTERED.....	628	28.0	38796	282	26.1	17480	346	29.7	21316
2. FIRST TIME PRESIDENTIAL VOTERS WHO SAY THEY ARE NOW REGISTERED AND PLAN TO VOTE ON NOVEMBER 7..	274	12.2	16929	129	11.9	7996	145	12.5	8933
3. TOTAL WHO SAY THEY ARE REGISTERED WHO ARE NOT FIRST TIME VOTERS.....	1342	59.8	82930	669	61.9	41468	673	57.8	41462
TOTAL VOTER POTENTIAL WHO REPORT THEY ARE NOW REGISTERED.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395
BASE - TOTAL VOTER POTENTIAL WHO ARE REGISTERED.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
1. FIRST TIME VOTERS..	274	17.0	16929	129	16.2	7996	145	17.7	8933
2. FORMER VOTERS.....	1342	83.0	82930	669	83.8	41468	673	82.3	41462

Over

Pre Election Summary #1
 POLITICAL CONFIDENCE
 Sindlinger & Company, Inc.
 of Swarthmore, Pennsylvania
 1972 Continuous Daily Election

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
J. FOR DIMENSION 4 & 5									
TOTAL WHO PLAN TO VOTE..	1334	59.4	82429	650	60.2	40290	684	58.8	42139
DO NOT PLAN TO VOTE....	910	40.6	56226	430	39.8	26654	480	41.2	29572
TOTAL REGISTERED.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395
K. BASE - TOTAL REGISTERED.	1616	100.0	99859	798	100.0	49464	818	100.0	50395
1. TOTAL PLAN TO VOTE..	1334	82.5	82430	650	81.5	40290	684	83.6	42140
2. DO NOT PLAN TO VOTE.	282	17.5	17429	148	18.5	9174	134	16.4	8255
L. BASE - TOTAL PLAN TO VOTE.	1334	100.0	82430	650	100.0	40290	684	100.0	42140
WHO PLAN TO VOTE --- FOR PRESIDENT:									
1. MCGOVERN									
FORMER VOTERS.....	193	14.5	11927	97	14.9	6013	96	14.0	5914
FIRST TIME VOTERS...	110	8.2	6796	52	8.0	3223	58	8.5	3573
TOTAL #5.....	303	22.7	18724	149	22.9	9236	154	22.5	9488
2. NIXON									
FORMER VOTERS.....	663	49.7	40971	331	50.9	20517	332	48.5	20454
FIRST TIME VOTERS.v.	150	11.2	9267	69	10.6	4277	81	11.8	4990
TOTAL #5.....	813	60.9	50238	400	61.5	24794	413	60.4	25444
3. UNDECIDED									
FORMER VOTERS.....	204	15.3	12604	93	14.3	5765	111	16.2	6839
FIRST TIME VOTERS...	14	1.1	866	8	1.2	496	6	.9	370
TOTAL #5.....	218	16.3	13468	101	15.5	6260	117	17.1	7208

Over

32512

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE - TOTAL REGISTERED.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
DEGREE OF CERTAINTY ON VOTING ON NOVEMBER 7.....									
1. VERY SURE.....	1142	70.7	70570	569	71.3	35269	573	70.0	35301
2. NOT SURE.....	192	11.9	11859	81	10.2	5021	111	13.6	6838
3. NO PLAN TO VOTE.....	282	17.5	17429	148	18.5	9174	134	16.4	8255
M. BASE - VERY SURE.....	1142	100.0	70570	569	100.0	35269	573	100.0	35301
PLAN TO VOTE FOR									
McGOVERN.....	289	25.3	17858	141	24.8	8740	148	25.8	9118
NIXON.....	794	69.5	49063	390	68.5	24174	404	70.5	24889
UNDECIDED.....	59	5.2	3649	38	6.7	2355	21	3.7	1294
N. BASE - NOT SURE.....	192	100.0	11859	81	100.0	5021	111	100.0	6838
PLAN TO VOTE FOR									
McGOVERN.....	14	7.3	866	8	9.9	496	6	5.4	370
NIXON.....	19	9.9	1174	10	12.3	620	9	8.1	554
UNDECIDED.....	159	82.8	9819	63	77.8	3905	96	86.5	5914

32510

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
O. BASE - UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE IF WILL VOTE.....	159	100.0	9819	63	100.0	3905	96	100.0	5914
FIRST CHOICE FOR PRESIDENT FROM DIMENSION #1.....									
1. McGOVERN.....	107	67.3	6607	42	65.7	2603	65	67.7	4004
2. NIXON.....	41	25.8	2532	15	23.8	930	26	27.1	1602
3. UNDECIDED.....	11	6.9	680	6	9.5	372	5	5.2	308
PARTY PREFERENCE.....									
1. DEMOCRAT.....	142	89.3	8768	53	84.1	3285	89	92.7	5483
2. REPUBLICAN.....	2	1.3	124	2	3.2	124		.0	
3. INDEPENDENT.....	15	9.4	927	8	12.7	496	7	7.3	431
1968 VOTING PATTERN.....									
DID NOT VOTE.....	12	7.5	741	5	7.9	310	7	7.3	431
VOTED IN 1968.....	147	92.5	9078	58	92.1	3595	89	92.7	5483
BASE - VOTED IN 1968.....	147	100.0	9078	58	100.0	3595	89	100.0	5483
SAY THEY VOTED FOR:									
1. WALLACE.....	11	7.5	680	6	10.3	372	5	5.6	308
2. HUMPHREY.....	133	90.5	8212	50	86.2	3099	83	93.3	5113
3. NIXON.....	2	1.4	124	2	3.4	124		.0	
4. REFUSED TO SAY.....	1	.7	62		.0		1	1.1	62

32492

Over

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
P. BASE - REGISTERED AND DO NOT PLAN TO VOTE ON NOVEMBER 7.....	282	100.0	17429	148	100.0	9174	134	100.0	8255
PARTY PREFERENCE									
1. DEMOCRAT.....	216	76.6	13350	116	78.4	7190	100	74.6	6160
2. REPUBLICAN.....	12	4.3	742	7	4.7	434	5	3.7	303
3. INDEPENDENT.....	45	16.0	2781	22	14.9	1364	23	17.2	1417
4. NO INTEREST.....	9	3.2	556	3	2.0	186	6	4.5	370
1968 VOTING PATTERN									
1. DID NOT VOTE.....	57	20.2	3523	29	19.6	1798	28	20.9	1725
2. REPORTED VOTING IN 1968.	225	79.8	13906	119	80.4	7376	106	79.1	6530
BASE - REPORTED VOTING IN 1968.....									
225	100.0	13906	119	100.0	7376	106	100.0	6530	
REPORTED VOTING FOR									
1. WALLACE.....	15	6.7	927	8	6.7	496	7	6.6	411
2. HUMPHREY.....	177	78.7	10939	94	79.0	5826	83	78.3	5113
3. NIXON.....	27	12.0	1669	15	12.6	930	12	11.3	739
4. REFUSED TO SAY.....	6	2.7	370	2	1.7	124	4	3.8	246

MAXIMUM SUPPOSITION --- ALL REGISTERED WILL VOTE

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
Q. BASE - ALL REGISTERED VOTERS.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
MCGOVERN									
1. FROM VERY SURE WILL VOTE.....	289	17.9	17858	141	17.7	8740	148	18.1	9118
2. FROM NOT SURE WILL VOTE.....	14	.9	866	3	1.0	496	6	.7	370
3. FROM UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE WILL VOTE BUT SAY THEY VOTED FOR HUMPHREY IN 1968.....	133	8.2	8212	50	6.3	3099	83	10.1	5113
4. FROM DO NOT PLAN TO VOTE BUT SAY THEY VOTED FOR HUMPHREY IN 1968.....	177	11.0	10940	94	11.8	5827	83	10.1	5113
TOTAL 1-2-3-4.....	613	37.9	37876	293	36.7	18162	320	39.1	19714
NIXON									
1. FROM VERY SURE WILL VOTE.....	794	49.1	49063	390	48.9	24174	404	49.4	24889
2. FROM NOT SURE WILL VOTE.....	19	1.2	1174	10	1.3	620	9	1.1	554
3. FROM UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE WILL VOTE BUT SAY NIXON IS THEIR FIRST CHOICE FOR PRESIDENT.....	41	2.5	2532	15	1.9	930	26	3.2	1602
4. FROM DO NOT PLAN TO VOTE BUT SAY THEY VOTED FOR NIXON IN 1968.....	27	1.7	1669	15	1.9	930	12	1.5	739
TOTAL 1-2-3-4.....	881	54.5	54439	430	53.9	26654	451	55.1	27785
TOTAL LEFT OVER.....	122	7.6	7545	75	9.4	4649	47	5.7	2896

Pre Election Summary #1
 POLITICAL CONFIDENCE
 Sindlinger & Company, Inc.
 of Swarthmore, Pennsylvania
 1972 Continuous Daily Election

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
I. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
A. NO INTEREST IN POLITICS ALIEN/INVALID/ETC.....	189	8.4	11665	56	5.2	3471	133	11.4	8194
B. HAVE A POLITICAL PARTY PREFERENCE.....	2055	91.6	126990	1024	94.8	63473	1031	88.6	63517
C. SAY THEY VOTED IN 1968 PRESIDENTIAL ELECTION..	1158	51.6	71565	592	54.8	36695	566	48.6	34870
D. SAY THEY NOW ARE REG- ISTERED TO VOTE.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
2. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
E. WHEN WAS THE LAST TIME YOU RECALL VOTING IN ANY ELECTION OF ANY KIND, ANY WHERE?.....									
1. SAY NEVER VOTED IN ANY ELECTION OR DON'T REMEMBER.....	666	29.7	41151	319	29.5	19773	347	29.8	21378
2. GIVE A TIME FOR LAST TIME VOTED.....	1578	70.3	97504	761	70.5	47171	817	70.2	50333
F. BASE - GAVE A TIME WHEN LAST VOTED.....	1578	100.0	97504	761	100.0	47171	817	100.0	50333
WHEN LAST VOTED									
1. DURING PAST YEAR....	811	51.4	50112	393	51.6	24360	418	51.2	25752
2. TWO YEARS AGO.....	239	15.1	14767	115	15.1	7128	124	15.2	7639
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4. FOUR " "	288	18.2	17794	136	17.9	8430	152	18.6	9364
5. FIVE " "	28	1.8	1728	8	1.1	496	20	2.4	1232
6. SIX " "	30	1.9	1853	11	1.4	682	19	2.3	1171
7. SEVEN " "	50	3.2	3089	22	2.9	1364	28	3.4	1725
8. EIGHT " "	42	2.7	2598	26	3.4	1612	16	2.0	986
9. NINE " "	20	1.3	1237	12	1.6	744	8	1.0	493
10. TEN OR MORE YRS.....	32	2.0	1980	22	2.9	1364	10	1.2	616

Over

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
G. VOTED IN 1968.....									
1. LAST TIME VOTED WAS IN 1968.....	263	12.8	17794	136	12.6	8430	152	13.1	9364
2. VOTED IN 1968 AND REPORT VOTED SINCE THEN.....	870	38.8	53770	456	42.2	28265	414	35.6	25505

H. BASE - REPORT VOTING IN 1968 ELECTION.....									
WHEN YOU VOTED FOUR YEARS AGO IN 1968 WHO DID YOU VOTE FOR?									
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
1. WALLACE.....	153	13.2	9460	88	14.9	5455	65	11.5	4005
2. HUMPHREY.....	470	40.6	29042	227	38.3	14071	243	42.9	14971
3. NIXON.....	502	43.4	31027	265	44.6	16426	237	41.9	14601
4. REFUSED TO SAY.....	33	2.8	2038	12	2.0	744	21	3.7	1294

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
3. BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
I. VOTER POTENTIAL.....									
1. NOT INTERESTED IN POLITICS/CAN NOT VOTE/NEVER VOTED/NOT REGISTERED.....	628	28.0	33796	282	26.1	17480	346	29.7	21316
2. FIRST TIME PRESIDENTIAL VOTERS WHO SAY THEY ARE NOW REGISTERED AND PLAN TO VOTE ON NOVEMBER 7..	274	12.2	16929	129	11.9	7996	145	12.5	8933
3. TOTAL WHO SAY THEY ARE REGISTERED WHO ARE NOT FIRST TIME VOTERS.....	1342	59.8	82930	669	61.9	41468	673	57.8	41462
TOTAL VOTER POTENTIAL WHO REPORT THEY ARE NOW REGISTERED.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395
BASE - TOTAL VOTER POTENTIAL WHO ARE REGISTERED.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
1. FIRST TIME VOTERS..	274	17.0	16929	129	16.2	7996	145	17.7	8933
2. FORMER VOTERS.....	1342	83.0	82930	669	83.8	41468	673	82.3	41462

Over

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj.	Sample	%	Proj.	Sample	%	Proj.
BASE - ALL ADULTS IN 48 STATES 18 YEARS & OLDER.....									
THE TOTAL SAMPLE.....	2244	100.0	138655	1080	100.0	66944	1164	100.0	71711
J. FOR DIMENSION 4 & 5									
TOTAL WHO PLAN TO VOTE..	1334	59.4	82429	650	60.2	40290	684	58.8	42139
DO NOT PLAN TO VOTE....	910	40.6	56226	430	39.8	26654	480	41.2	29572
TOTAL REGISTERED.....	1616	72.0	99859	798	73.9	49464	818	70.3	50395
K. BASE - TOTAL REGISTERED.	1616	100.0	99859	798	100.0	49464	818	100.0	50395
1. TOTAL PLAN TO VOTE..	1334	82.5	82430	650	81.5	40290	684	83.6	42140
2. DO NOT PLAN TO VOTE.	282	17.5	17429	148	18.5	9174	134	16.4	8255
L. BASE - TOTAL PLAN TO VOTE..	1334	100.0	82430	650	100.0	40290	684	100.0	42140
WHO PLAN TO VOTE --- FOR PRESIDENT:									
1. MCGOVERN									
FORMER VOTERS.....	193	14.5	11927	97	14.9	6013	96	14.0	5914
FIRST TIME VOTERS...	110	8.2	6796	52	8.0	3223	58	8.5	3573
TOTAL #5.....	303	22.7	18724	149	22.9	9236	154	22.5	9488
2. NIXON									
FORMER VOTERS.....	663	49.7	40971	331	50.9	20517	332	48.5	20454
FIRST TIME VOTERS..v.	150	11.2	9267	69	10.6	4277	81	11.8	4990
TOTAL #5.....	813	60.9	50238	400	61.5	24794	413	60.4	25444
3. UNDECIDED									
FORMER VOTERS.....	204	15.3	12604	93	14.3	5765	111	16.2	6839
FIRST TIME VOTERS...	14	1.1	866	8	1.2	496	6	.9	370
TOTAL #5.....	218	16.3	13468	101	15.5	6260	117	17.1	7208

Over

32512

Pre Election Summary #1
 POLITICAL CONFIDENCE
 Sindlinger & Company, Inc.
 of Swarthmore, Pennsylvania
 1972 Continuous Daily Election

Nationwide Interviewing for Survey #57 and #58 From Tuesday through Monday --- October 17 - 23, 1972

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE - TOTAL REGISTERED.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
DEGREE OF CERTAINTY ON VOTING ON NOVEMBER 7.....									
1. VERY SURE.....	1142	70.7	70570	569	71.3	35269	573	70.0	35301
2. NOT SURE.....	192	11.9	11859	81	10.2	5021	111	13.6	6838
3. NO PLAN TO VOTE.....	282	17.5	17429	148	18.5	9174	134	16.4	8255
M. BASE - VERY SURE.....	1142	100.0	70570	569	100.0	35269	573	100.0	35301
PLAN TO VOTE FOR									
McGOVERN.....	289	25.3	17858	141	24.8	8740	148	25.8	9118
NIXON.....	794	69.5	49063	390	68.5	24174	404	70.5	24889
UNDECIDED.....	59	5.2	3649	38	6.7	2355	21	3.7	1294
N. BASE - NOT SURE.....	192	100.0	11859	81	100.0	5021	111	100.0	6838
PLAN TO VOTE FOR									
MCGOVERN.....	14	7.3	866	8	9.9	496	6	5.4	370
NIXON.....	19	9.9	1174	10	12.3	620	9	8.1	554
UNDECIDED.....	159	82.8	9819	63	77.8	3905	96	86.5	5914

32510

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
O. BASE - UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE IF WILL VOTE.....	159	100.0	9819	63	100.0	3905	96	100.0	5914
FIRST CHOICE FOR PRESIDENT FROM DIMENSION #1.....									
1. McGOVERN.....	107	67.3	6607	42	65.7	2603	65	67.7	4004
2. NIXON.....	41	25.8	2532	15	23.8	930	26	27.1	1602
3. UNDECIDED.....	11	6.9	680	6	9.5	372	5	5.2	308
PARTY PREFERENCE.....									
1. DEMOCRAT.....	142	89.3	8768	53	84.1	3285	89	92.7	5483
2. REPUBLICAN.....	2	1.3	124	2	3.2	124		.0	
3. INDEPENDENT.....	15	9.4	927	8	12.7	496	7	7.3	431
1968 VOTING PATTERN.....									
DID NOT VOTE.....	12	7.5	741	5	7.9	310	7	7.3	431
VOTED IN 1968.....	147	92.5	9078	58	92.1	3595	89	92.7	5483
BASE - VOTED IN 1968.....	147	100.0	9078	58	100.0	3595	89	100.0	5483
SAY THEY VOTED FOR:									
1. WALLACE.....	11	7.5	680	6	10.3	372	5	5.6	308
2. HUMPHREY.....	133	90.5	8212	50	86.2	3099	83	93.3	5113
3. NIXON.....	2	1.4	124	2	3.4	124		.0	
4. REFUSED TO SAY.....	1	.7	62		.0		1	1.1	62

32492

Over

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
P. BASE - REGISTERED AND DO NOT PLAN TO VOTE ON NOVEMBER 7.....	282	100.0	17429	148	100.0	9174	134	100.0	8255
PARTY PREFERENCE									
1. DEMOCRAT.....	216	76.6	13350	116	78.4	7190	100	74.6	6160
2. REPUBLICAN.....	12	4.3	742	7	4.7	434	5	3.7	303
3. INDEPENDENT.....	45	16.0	2781	22	14.9	1364	23	17.2	1477
4. NO INTEREST.....	9	3.2	556	3	2.0	186	6	4.5	370
1968 VOTING PATTERN									
1. DID NOT VOTE.....	57	20.2	3523	29	19.6	1798	28	20.9	1725
2. REPORTED VOTING IN 1968.....	225	79.8	13906	119	80.4	7376	106	79.1	6530
BASE - REPORTED VOTING IN 1968.....									
225	100.0	13906	119	100.0	7376	106	100.0	6530	
REPORTED VOTING FOR									
1. WALLACE.....	15	6.7	927	8	6.7	496	7	6.6	431
2. HUMPHREY.....	177	78.7	10939	94	79.0	5826	83	78.3	5113
3. NIXON.....	27	12.0	1669	15	12.6	930	12	11.3	739
4. REFUSED TO SAY.....	6	2.7	370	2	1.7	124	4	3.8	246

MAXIMUM SUPPOSITION --- ALL REGISTERED WILL VOTE

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
Q. BASE - ALL REGISTERED VOTERS.....	1616	100.0	99859	798	100.0	49464	818	100.0	50395
MCGOVERN									
1. FROM VERY SURE WILL VOTE.....	289	17.9	17858	141	17.7	8740	148	18.1	9118
2. FROM NOT SURE WILL VOTE.....	14	.9	866	3	1.0	496	6	.7	370
3. FROM UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE WILL VOTE BUT SAY THEY VOTED FOR HUMPHREY IN 1968.....	133	8.2	8212	50	6.3	3099	83	10.1	5113
4. FROM DO NOT PLAN TO VOTE BUT SAY THEY VOTED FOR HUMPHREY IN 1968.....	177	11.0	10940	94	11.8	5827	83	10.1	5113
TOTAL 1-2-3-4.....	613	37.9	37876	293	36.7	18162	320	39.1	19714
NIXON									
1. FROM VERY SURE WILL VOTE.....	794	49.1	49063	390	48.9	24174	404	49.4	24889
2. FROM NOT SURE WILL VOTE.....	19	1.2	1174	10	1.3	620	9	1.1	554
3. FROM UNDECIDED AS TO WHO WILL VOTE FOR AND NOT SURE WILL VOTE BUT SAY NIXON IS THEIR FIRST CHOICE FOR PRESIDENT.....	41	2.5	2532	15	1.9	930	26	3.2	1602
4. FROM DO NOT PLAN TO VOTE BUT SAY THEY VOTED FOR NIXON IN 1968.....	27	1.7	1669	15	1.9	930	12	1.5	739
TOTAL 1-2-3-4.....	881	54.5	54439	430	53.9	26654	451	55.1	27785
TOTAL LEFT OVER.....	122	7.6	7545	75	9.4	4649	47	5.7	2896



Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

October 27, 1972

SPECIAL TO SINDLINGER'S 45 TV STATION POLITICAL NETWORK

This is the first of a series of pre-election reports for our TV network...post election summary will also come after November 7.

This is to alert you to the following computer print-outs by sex of respondent... for your study and use:

D...Our sample is now showing about 100-million as registered voters.

E...Of the 138.6-million adults in the United States (48 contiguous states):
about 30 percent or 41.2-million have never voted
about 70 percent or 97.5-million gave a time when last voted.

F...Shows when the sample report last voting in any election.

H...Shows that the sample for this period (October 17-23) projects 71,565,000 as voting in 1968.

This question validates the accuracy of the sample.

I...Breaks down all adults into their voter potential.

The first time voter size is just under 17-million--not the 25-million that some said it would be.

...Of all Registered Voters:

17.0 percent or 16,929,000 are first time voters

83.0 percent or 82,930,000 are former voters.

- more -

J...Shows that among all U.S. adults:

59.4 percent plan to vote on November 7

40.6 percent do not plan to vote

72.0 percent are registered to vote.

K...Shows that 82.5 percent or about 82-million now plan to vote--this is very low in terms of previous years.

L...Is a breakout of our Dimension #5--who plan to vote for.

Based upon October 17-23 nationwide interviewing:

...18.7-million plan to vote for McGovern. Over one in three of McGovern's firm support was from new first time voters.

...50-million appears to be the figure Nixon can count upon on November 7.

...13.4-million who plan to vote--still are undecided--but as later data shows--nearly all of these are Democrats, former Humphrey voters.

HOW BIG WILL THE VOTE BE?

This is the key unanswered question.

M...Shows 71 percent of those who plan to vote or about 70.6-million--respond that they are very sure they will vote.

25.3 percent or about 18-million are for McGovern

69.5 percent or about 49-million are for Nixon

only 5.2 percent are undecided.

N...About 12 percent or near 12-million who say they plan to vote but are not sure they will vote--are still very much undecided on their choice--this projects to near 10-million.

The next data show that most of these are Democrats--who voted for Humphrey in 1968.

O...Presents further interesting data on this undecided group.

On their first choice for President--Dimension #1...this undecided group, who plan to vote, lean heavily toward McGovern--about 9 in 10 of them say they are Democrats--most voted in 1968--and 9 in 10 of them say they voted for Humphrey--most are blue collar workers, in states with the largest electoral votes.

What these undecideds will do on Election Day--in California, Illinois, Michigan, Ohio, New York, Pennsylvania, and in Massachusetts--is a key to the election.

If they vote--they are likely to vote straight Democratic.

P...Here we have about 17.4-million registered voters who now plan to be included out of the 1972 election.

76.6 percent or 13.4-million are Democratic

79.8 percent or 13.9-million voted in 1968

10.9-million of these Democrats (79 percent) voted for Humphrey--but now do not want McGovern.

Q...A MAXIMUM SUPPOSITION

The following outlines a maximum supposition--based upon the assumption that all registered voters will go out and vote--this assumption is wrong because less than 90 percent of the registered voters have ever voted.

But--among all Registered Voters--this is the maximum McGovern can expect:

1. 17.9 percent or 17.8-million are sure to vote for him.
2. 0.9 percent or .9-million are most likely to vote for him.
3. 8.2 percent or 8.2-million are Democrats who voted for Humphrey in 1968 and are still undecided if they will vote or how they will vote--most are Hawks and do not like McGovern's stand on the war.

- more -

Their first choice for President is Nixon--but they are torn--How can a good Democrat vote for a Republican?

4. 11.0 percent or 10.9-million do not now plan to vote at all in November but they voted in 1968 for Humphrey.

Above, 3. and 4. total 19.1-million (or 61 percent of Humphrey's 1968 vote) who are torn with McGovern as their candidate. If, by chance, they would all go out and vote straight Democratic--and most of them reside in California, Michigan, Ohio, Illinois, Pennsylvania, New York, Connecticut, New Jersey, and Massachusetts--with high electoral votes.

Then, 1., 2., 3., 4. above--would give McGovern 37.9 percent or 37,876,000 votes, in high electoral states.

For Nixon:

1. 49.1 percent or 49.1-million are very sure they will vote for Nixon.
2. 0.9 percent or 1.2-million are most likely to vote for him.
3. 2.5 percent or 2.5-million are undecided if they will vote or who they will vote for--but their first choice is Nixon.
4. 1.7 percent or 1.7-million say they do not plan to vote--don't like Nixon but voted for him in 1968--they are all Republicans and some might vote.

If you add 1., 2., 3., 4. above, then--

54.5 percent or 54,439,000 would be Nixon's maximum vote.

This leaves--

7.6 percent or 7.5-million unaccounted for.

MORE ON THIS WILL FOLLOW.

#58-59 Friday-Thursday, Oct. 20-26, 1972

POLITICAL CONFIDENCE
SINDLINGER & COMPANY
1972 ELECTION SURVEY

NATIONWIDE DIMENSION INTERVIEWING
FROM FRIDAY THROUGH THURSDAY --- OCTOBER 20-26, 1972

TABLE I #58-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	2231	100.0	138655	1064	100.0	66944	1167	100.0	71711
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■ A. FIRST DIMENSION --- WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	444	19.9	27616	227	21.3	14282	217	18.6	13334
2. NIXON.....	1250	56.1	77725	622	58.5	39135	628	53.8	38590
3. OTHER.....	6	.3	375	4	.4	252	2	.2	123
4. DO NOT KNOW YET....	404	18.1	25050	153	14.4	9626	251	21.5	15424
5. NO OPINION.....	127	5.7	7889	58	5.5	3649	69	5.9	4240

● B. SECOND DIMENSION --- WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	408	18.3	25382	212	19.9	13338	196	16.8	12044
2. NIXON.....	1264	56.7	78592	627	58.9	39449	637	54.6	39143
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	453	20.3	28094	176	16.5	11073	277	23.7	17021
5. NO OPINION.....	106	4.7	6586	49	4.6	3083	57	4.9	3503

◆ C. THIRD DIMENSION --- WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	123	5.5	7638	54	5.1	3398	69	5.9	4240
2. NIXON.....	1730	77.6	107587	872	82.0	54864	858	73.5	52723
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	317	14.2	19632	104	9.8	6543	213	18.3	13089
5. NO OPINION.....	61	2.7	3798	34	3.2	2139	27	2.3	1659

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	1315	58.9	81737	634	59.6	39890	681	58.4	41847
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER.....	1315	100.0	81737	634	100.0	39890	681	100.0	41847
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WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	264	20.1	16403	123	19.4	7739	141	20.7	8664
2. NIXON.....	808	61.5	50230	394	62.1	24790	414	60.8	25440
3. OTHER.....	4	.3	249	2	.3	126	2	.3	123
4. DO NOT KNOW YET....	205	15.6	12731	91	14.4	5726	114	16.7	7005
5. NO OPINION.....	34	2.6	2124	24	3.8	1510	10	1.5	614

Over

#58-59 Oct. 20-26, 1972 (continued)

TABLE I # 58-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	2231	100.0	138655	1064	100.0	66944	1167	100.0	71711
PLAN TO VOTE.....	1315	58.9	81737	634	59.6	39890	681	58.4	41847

*E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	291	22.1	18095	145	22.9	9123	146	21.4	8972
2. NIXON.....	773	58.8	48052	376	59.3	23657	397	58.3	24395
3. OTHER.....	4	.3	249	2	.3	126	2	.3	123
4. DO NOT KNOW YET....	217	16.5	13467	90	14.2	5663	127	18.6	7804
5. NO OPINION.....	30	2.3	1874	21	3.3	1321	9	1.3	553

*F. SIXTH DIMENSION

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	2231	100.0	138655	1064	100.0	66944	1167	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	916	41.1	56918	430	40.4	27054	486	41.6	29864
BASE--NO PLAN TO VOTE IN NOVEMBER.....	916	100.0	56918	430	100.0	27054	486	100.0	29864

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT--DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	182	19.9	11336	104	24.2	6543	78	16.0	4793
2. NIXON.....	444	48.5	27618	228	53.0	14345	216	44.4	13273
3. OTHER.....	2	.2	126	2	.5	126		.0	
4. DO NOT KNOW YET....	193	21.0	11951	62	14.4	3901	131	27.0	8050
5. NO OPINION.....	95	10.3	5887	34	7.9	2139	61	12.6	3748

*G. SEVENTH DIMENSION

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	2231	100.0	138655	1064	100.0	66944	1167	100.0	71711
NEW FIRST VOTERS.....	258	11.6	16032	121	11.4	7613	137	11.7	8419
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>	258	100.0	16032	121	100.0	7613	137	100.0	8419
1. McGOVERN.....	104	40.3	6463	49	40.5	3083	55	40.1	3380
2. NIXON.....	143	55.4	8885	66	54.5	4153	77	56.2	4732
3. DO NOT KNOW WHO WILL VOTE FOR.....	11	4.3	685	6	5.0	378	5	3.6	307

Over

#59 Tuesday-Friday, Oct. 24-26, 1972

POLITICAL CONFIDENCE
SINDLINGER & COMPANY
1972 ELECTION SURVEY

NATIONWIDE DIMENSION INTERVIEWING
FROM TUESDAY THROUGH THURSDAY --- OCTOBER 24-26, 1972

TABLE I #59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	900	100.0	138655	426	100.0	66944	474	100.0	71711
A. FIRST DIMENSION ---									
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	179	19.9	27637	95	22.3	14929	84	17.7	12708
2. NIXON.....	485	53.9	74792	242	56.8	38029	243	51.3	36763
3. OTHER.....	6	.7	932	4	.9	629	2	.4	303
4. DO NOT KNOW YET....	137	15.1	20950	38	8.9	5972	99	20.9	14978
5. NO OPINION.....	93	10.3	14345	47	11.0	7386	46	9.7	6959
B. SECOND DIMENSION ---									
<u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	168	18.7	25903	83	19.5	13043	85	17.9	12860
2. NIXON.....	505	56.2	77900	256	60.1	40229	249	52.5	37671
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	153	16.9	23445	51	12.0	8014	102	21.5	15431
5. NO OPINION.....	74	8.2	11406	36	8.5	5657	38	8.0	5749
C. THIRD DIMENSION ---									
<u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	63	7.0	9695	28	6.6	4400	35	7.4	5295
2. NIXON.....	673	74.9	103785	336	78.9	52801	337	71.1	50984
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	132	14.6	20216	42	9.9	6600	90	19.0	13616
5. NO OPINION.....	32	3.6	4958	20	4.7	3143	12	2.5	1815
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	524	58.2	80746	251	58.9	39444	273	57.6	41302
D. FOURTH DIMENSION---									
BASE--PLAN TO VOTE IN NOVEMBER.....	524	100.0	80746	251	100.0	39444	273	100.0	41302
<u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	102	19.5	15718	49	19.5	7700	53	19.4	8018
2. NIXON.....	299	57.1	46103	148	59.0	23258	151	55.3	22845
3. OTHER.....	4	.8	617	2	.8	314	2	.7	303
4. DO NOT KNOW YET....	97	18.4	14886	36	14.3	5657	61	22.3	9229
5. NO OPINION.....	22	4.2	3422	16	6.4	2514	6	2.2	908

Over

#59 Oct. 24-26, 1972 (continued)

TABLE I #59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	900	100.0	138655	426	100.0	66944	474	100.0	71711
PLAN TO VOTE.....	524	58.2	80746	251	58.9	39444	273	57.6	41302

*E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	105	20.1	16202	54	21.5	8486	51	18.7	7716
2. NIXON.....	289	55.2	44543	140	55.8	22001	149	54.6	22542
3. OTHER.....	4	.8	617	2	.8	314	2	.7	303
4. DO NOT KNOW YET....	108	20.5	16579	41	16.3	6443	67	24.5	10136
5. NO OPINION.....	18	3.5	2805	14	5.6	2200	4	1.5	605

♣ F. SIXTH DIMENSION

	Sample	TOTAL %	Proj. (000)	Sample	MALE %	Proj. (000)	Sample	FEMALE %	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	900	100.0	138655	426	100.0	66944	474	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	376	41.8	57909	175	41.1	27500	201	42.4	30409
BASE--NO PLAN TO VOTE IN NOVEMBER.....	376	100.0	57909	175	100.0	27500	201	100.0	30409
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY-- BUT--DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	79	21.1	12222	46	26.3	7229	33	16.4	4993
2. NIXON.....	188	50.1	28992	94	53.7	14771	94	46.8	14221
3. OTHER.....	2	.5	314	2	1.1	314		.0	
4. DO NOT KNOW YET....	34	8.9	5155	2	1.1	314	32	15.9	4841
5. NO OPINION.....	73	19.4	11225	31	17.7	4871	42	20.9	6354

♠ G. SEVENTH DIMENSION

	Sample	TOTAL %	Proj. (000)	Sample	MALE %	Proj. (000)	Sample	FEMALE %	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	900	100.0	138655	426	100.0	66944	474	100.0	71711
NEW FIRST VOTERS.....	96	10.7	14788	45	10.6	7072	51	10.8	7716
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER-- AND PLAN TO VOTE IN NOVEMBER.....</u>	96	100.0	14788	45	100.0	7072	51	100.0	7716
1. McGOVERN.....	38	39.6	5855	18	40.0	2829	20	39.2	3026
2. NIXON.....	54	56.2	8317	25	55.6	3929	29	56.9	4388
3. DO NOT KNOW WHO WILL VOTE FOR.....	4	4.2	617	2	4.4	314	2	3.9	303

Over

#42-59 Friday-Thursday, Aug. 25-Oct. 26, 1972

POLITICAL CONFIDENCE
SINDLINGER & COMPANY
1972 ELECTION SURVEY

NATIONWIDE DIMENSION INTERVIEWING
FROM FRIDAY THROUGH THURSDAY --- AUGUST 25 - OCTOBER 26, 1972

TABLE I #42-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 20703 100.0 138655 9938 100.0 66944 10765 100.0 71711

■ A. FIRST DIMENSION --- WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	4346	21.0	29114	2181	21.9	14692	2165	20.1	14422
2. NIXON.....	12267	59.3	82176	6142	61.8	41374	6125	56.9	40802
3. OTHER.....	15	.1	101	8	.1	54	7	.1	47
4. DO NOT KNOW YET....	3031	14.6	20281	1201	12.1	8090	1830	17.0	12191
5. NO OPINION.....	1044	5.0	6985	406	4.1	2735	638	5.9	4250

● B. SECOND DIMENSION --- WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	4158	20.1	27860	2154	21.7	14510	2004	18.6	13350
2. NIXON.....	11721	56.6	78519	5890	59.3	39676	5831	54.2	38843
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	3814	18.4	25519	1499	15.1	10098	2315	21.5	15421
5. NO OPINION.....	1010	4.9	6758	395	4.0	2661	615	5.7	4097

◆ C. THIRD DIMENSION --- WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	1554	7.5	10405	716	7.2	4823	838	7.8	5582
2. NIXON.....	15176	73.3	101689	7956	80.1	53593	7220	67.1	48096
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	3173	15.3	21210	971	9.8	6541	2202	20.5	14669
5. NO OPINION.....	800	3.9	5351	295	3.0	1987	505	4.7	3364

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	11925	57.6	79876	5853	58.9	39427	6072	56.4	40449
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 11925 100.0 79876 5853 100.0 39427 6072 100.0 40449

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	2327	19.5	15590	1180	20.2	7949	1147	18.9	7641
2. NIXON.....	7413	62.2	49665	3784	64.7	25490	3629	59.8	24175
3. OTHER.....	6	.1	40	4	.1	27	2	.0	13
4. DO NOT KNOW YET....	1843	15.4	12332	736	12.6	4958	1107	18.2	7374
5. NO OPINION.....	336	2.8	2250	149	2.5	1004	187	3.1	1246

#42-59 Aug. 25-Oct. 26, 1972 (continued)

TABLE I #42-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	20703	100.0	138655	9938	100.0	66944	10765	100.0	71711
PLAN TO VOTE.....	11925	57.6	79876	5853	58.9	39427	6072	56.4	40449

***E. FIFTH DIMENSION---**

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	2654	22.3	17783	1381	23.6	9303	1273	21.0	8480
2. NIXON.....	7121	59.7	47707	3620	61.8	24385	3501	57.7	23322
3. OTHER.....	6	.1	40	4	.1	27	2	.0	13
4. DO NOT KNOW YET....	1917	16.1	12826	749	12.8	5045	1168	19.2	7781
5. NO OPINION.....	227	1.9	1520	99	1.7	667	128	2.1	853

***F. SIXTH DIMENSION**

TABLE I #42-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	20703	100.0	138655	9938	100.0	66944	10765	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	8778	42.4	58779	4085	41.1	27517	4693	43.6	31262
BASE--NO PLAN TO VOTE IN NOVEMBER.....	8778	100.0	58779	4085	100.0	27517	4693	100.0	31262

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	1996	22.7	13370	986	24.1	6642	1010	21.5	6728
2. NIXON.....	4873	55.5	32638	2365	57.9	15931	2508	53.4	16707
3. OTHER.....	9	.1	60	4	.1	27	5	.1	33
4. DO NOT KNOW YET....	1183	13.5	7915	468	11.5	3152	715	15.2	4763
5. NO OPINION.....	717	8.2	4796	262	6.4	1765	455	9.7	3031

***G. SEVENTH DIMENSION**

TABLE I #42-59	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	20703	100.0	138655	9938	100.0	66944	10765	100.0	71711
NEW FIRST VOTERS.....	2418	11.7	16194	1157	11.6	7794	1261	11.7	8400

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	897	37.1	6007	419	36.2	2823	478	37.9	3184
2. NIXON.....	1257	52.0	8420	618	53.4	4163	639	50.7	4257
3. DO NOT KNOW WHO WILL VOTE FOR.....	264	10.9	1767	120	10.4	808	144	11.4	959



S M T W T F S
NEWS

SINDLINGER'S DAILY SURVEY

1972 POLITICAL CONFIDENCE Release #23

This Release Covers Nationwide Political Interviewing

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

All 1972 Sindlinger **POLITICAL CONFIDENCE** and **POLITICAL TALK-ABOUT** data from continuous and daily interviewing (from July 14 through Election Day) will be first released to the Sindlinger TV Spot Network with a 72-Hour First Exclusive for one TV station in each market, which now numbers 45 stations as listed at the end of this release. For this Spot TV Network, data are telephoned to each TV station each Tuesday and Friday to update the previous nationwide interviewing.

RELEASE SCHEDULE:

For Sindlinger's TV Spot Network---Release Upon Receipt.

For Non-TV Network Media---The release date for the following is **AFTER 6 PM** on October 30, 1972.



MCGOVERN SCORES SLIGHT GAINS IN CAMPAIGN

But Nixon Clings To Wide Lead And Remains Above 50-Million Votes

President Nixon surrendered only a sliver of his whopping lead last weekend in the face of slight gains by Democratic presidential candidate George McGovern, reports Sindlinger & Company of Swarthmore, Pennsylvania.

The nationwide public opinion research organization, which gathers its findings through continuous daily telephone surveys of Americans from a random sample of all parts of the 48 contiguous states, said Nixon wound up only slightly behind his campaign highs in total votes and plurality which had been amassed the previous week. Nixon, in the October 20-23 period, remained above the 50-million mark in votes --a figure never reached by any prior presidential candidate--and his lead held at nearly 38 points with just two weeks left until the November election.

In the October 20-23 period, the standings of the two candidates among an esti-

- more -

mated 82,406,000 persons who plan to vote November 7 (based on a sample of 1,331) were:

	<u>Percent</u>	<u>Number</u>
McGovern.....	23.5	19,373,000
Nixon.....	61.2	50,426,000
Undecided.....	15.3	12,601,000
Points and Number Nixon over McGovern.....	37.7	31,048,000

In the week of October 13-19, the preferences among 81,602,000 estimated voters (based on a sample of 2,197) were:

McGovern.....	22.0	17,923,000
Nixon.....	61.9	50,551,000
Undecided.....	16.1	13,127,000
Points and Number Nixon over McGovern.....	39.9	32,628,000

Albert E. Sindlinger, president of Sindlinger & Company, noted that McGovern gained principally by cutting down the list of undecideds and hardly disturbed the ranks of those committed to Nixon.

"McGovern must be expected to gain at this point, so late in the campaign, because incumbents always start to fall back long before this," Sindlinger said.

"Most unusual, however, is that McGovern is not pulling much away from Nixon and, in fact, Nixon last week reached campaign peaks when he should have been giving up something. One thing bolstering the president, recent interviewing is showing, is Henry Kissinger's negotiating and the possibilities that peace in Vietnam may be closer than ever."

McGovern also managed to regain some lost stature among 18 to 24 year old voters, Sindlinger reported. In the October 20-23 period, the standings among these first time voters was:

	<u>Percent</u>	<u>Number</u>
McGovern.....	40.7	6,875,000
Nixon.....	54.9	9,269,000
Undecided.....	4.3	730,000

Sindlinger & Company has been measuring the presidential campaign since July 14 through continuous daily telephone surveys, amounting to a total of over 34,000 different Americans in all parts of the 48 contiguous states. The presidential preference results are gathered as part of the organization's continuous studies to determine consumer confidence in the economy and how the consumer will affect the economy with his spending plans. Sindlinger & Company is the only public opinion research organization to conduct continuous telephone surveys of both the economy and politics, interrelate its data and release findings immediately. The sample for each weekly report is over 2,200.

SINDLINGER DIMENSION CONCEPT ON POLITICS
 NATIONWIDE CONTINUOUS DAILY INTERVIEWING
 FIFTH DIMENSION

Among Registered and Plan To Vote:

<u>Survey Dates</u>	<u>McGovern</u>	<u>Nixon</u>	<u>Undecided</u>	<u>Nixon Spread</u>	<u>Sample Size</u>
Jul 14-26	44.5	52.1	3.4	7.6	4,103
Aug 11-17	25.6	52.8	21.6	27.2	2,255
Aug 25-31	22.9	55.7	21.4	32.8	2,228
Sep 1-7	24.2	57.8	18.0	33.6	2,240
Sep 8-14	21.4	59.6	19.0	38.2	2,191
Sep 15-21	22.4	61.7	15.9	39.3	2,246
Sep 22-28	21.5	62.1	16.4	40.6	2,286
Sep 29-Oct 5	21.0	60.5	18.5	39.5	2,311
Oct 6-12	22.8	59.4	17.8	36.6	2,770
Oct 13-19	22.0	61.9	16.1	39.9	2,197
Oct 20-23	23.5	61.2	15.3	37.7	1,331

The Sindlinger Political TV Network

ALBUQUERQUE, N.M.	KOAT-TV 7	NEW HAVEN, CONN	WTNH 8
ALTOONA, PA.	WFRG-TV 10	NEW ORLEANS, LA	WDSU-TV 6
AMARILLO, TEX.	KGNC-TV 4	NEW YORK, N.Y.	WNEW 5
BINGHAMTOM, N.Y.	WNB-TV 12	OKLAHOMA CITY, OKLA . .	KWTV 9
BOSTON, MASS	WNAC-TV 7	ORLANDO, FLA	WFTV 9
BUFFALO, N.Y.	WKBW-TV 7	PHILADELPHIA, PA	WPVI-TV 6
CHARLESTON, W. VA.	WCBS-TV 8	PORTLAND, ORE	KATU 2
CHICAGO, ILL	WGN-TV 9	PORTSMOUTH, VA	WAVY-TV 10
DENVER, COLO	KOA-TV 4	PROVIDENCE, R.I.	WPRI-TV 12
DULUTH, MINN	KDAL-TV 10	ROANOKE, VA	WSLS-TV 10
DURHAM, N.C.	WTVD 11	SACRAMENTO, CALIF	KCRA-TV 3
FLINT, MICH.	WJRT-TV 12	SEATTLE, WA	KOMO-TV 4
FORT WAYNE, IND.	WKJG-TV 35	SHREVEPORT, LA	KTAL-TV 6
FRESNO, CALIF.	KFSN-TV 30	SPARTANBURG, S.C.	WSPA-TV 7
HOUSTON, TEX.	KTRK-TV 13	SPOKANE, WA	KREM-TV 2
JACKSONVILLE, FLA. . . .	WTLV 12	SPRINGFIELD, MO	KYTV 3
KNOXVILLE, TENN.	WATE 6	TAMPA, FLA	WFLA-TV 8
LINCOLN, NEB	KOLN 10	TOLEDO, OHIO	WTOL 11
MEMPHIS, TENN	WMC-TV 5	TOPEKA, KAS	WIBW-TV 13
MILWAUKEE, WIS	WISN-TV 12	TULSA, OKLA	KTEW 2
MINNEAPOLIS, MINN	KSTP-TV 5	WASHINGTON, D.C.	WMAL-TV 7
MOBILE, ALA	WKRG-TV 5	WICHITA, KAN	KTVH-TV 12
		WILKES BARRE, PA	WNBP-TV 16

SINDLINGER'S DIMENSION CONCEPT ON POLITICS

Telephoned

Survey Number . . .	51	52	53	54A	54B
Sample Size	965	1,328	983	849	877
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. Monday Oct. 9
Base - All Adults 18 and older	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,655	Percent Number (000) 100.0 138,65
■ DIMENSION #1 . . . WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT					
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,91
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,42
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,30
● DIMENSION #2 . . . WHO THINK OTHERS WANT					
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,73
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,09
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,83
◆ DIMENSION #3 . . . WHO THINK WILL ACTUALLY BE ELECTED					
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,02
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,40
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,22
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,34
▶ DIMENSION #4 . . . PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT					
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,34
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,56
Nixon.....	64.5 51,471	61.6 49,987	62.4 50,599	64.0 53,160	64.2 53,56
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,27
* DIMENSION #5 . . . WHO PLAN TO VOTE FOR					
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,65
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,18
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,46
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,46
♣ DIMENSION #6 . . . DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT					
Base - Do Not Now Plan to Vote	100.0 58,898	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,34
SELF CHOICE					
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,34
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 32,94
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,00
♠ DIMENSION #7 . . . FIRST TIME VOTERS & WHO					
PLAN TO VOTE FOR					
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,24
Base - First Time Voters	100.0 16,809	100.0 17,023	100.0 17,071	100.0 17,141	100.0 17,24
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 5,94
Nixon.....	54.7 9,198	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,54
Undecided*.....	6.0 1,001	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,76

*Includes No Opinion, No Interest in Politics and Have Not Yet Made A Choice.

SINDLINGER & COMPANY, INC.

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

**ES THE TWO BI-WEEKLY REPORTS EACH WEEK ---
to TV Stations Each Tuesday & Friday**

	54 1,726		55 1,044		56 1,284		57 913		58 1,331		59 900	
	Friday Oct. 6 Monday Oct. 9		Tues. -Oct.10 Thurs.-Oct.12		Fri. - Oct. 13 Mon. - Oct. 16		Tue. -Oct. 17 Thurs.-Oct. 19		Fri. Oct. 20 Mon. Oct. 23		Tues. Oct. 24 Thurs. Oct. 26	
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
5	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655
9	21.5	29,756	19.9	27,567	19.9	27,648	20.7	28,702	19.9	27,613	19.9	27,637
7	61.8	85,665	60.0	83,218	58.3	80,781	56.9	78,960	57.5	79,712	53.9	74,792
9	16.7	23,234	20.1	27,869	21.8	30,225	22.4	30,994	22.5	31,330	26.1	36,227
0	20.3	28,191	19.0	26,358	19.7	27,329	19.8	27,480	18.0	25,022	18.7	25,903
3	60.1	83,371	59.5	82,461	56.5	78,405	55.0	76,223	57.0	79,078	56.2	77,900
2	19.5	27,093	21.5	29,836	23.8	32,920	25.2	34,952	24.9	34,555	25.1	34,851
4	8.2	11,370	4.5	6,255	4.4	6,047	5.7	7,902	4.5	6,246	7.0	9,695
5	75.7	104,969	80.1	111,040	80.8	111,990	79.2	109,784	79.4	110,154	74.9	103,785
6	16.1	22,316	15.4	21,360	14.8	20,619	15.1	20,970	16.1	22,255	18.2	25,174
5	60.0	83,175	60.1	83,393	58.4	80,995	59.5	82,461	59.4	82,406	58.2	80,746
5	100.0	83,175	100.0	83,393	100.0	80,995	100.0	82,461	100.0	82,406	100.0	80,746
3	18.0	14,975	19.4	16,170	20.3	16,418	20.4	16,856	20.5	16,871	19.5	15,718
8	64.1	53,337	61.9	51,623	67.1	54,322	63.5	52,393	64.3	53,027	57.1	46,103
4	17.8	14,863	18.7	15,599	12.7	10,256	16.0	13,213	15.2	12,508	23.4	18,925
8	24.6	20,455	19.9	16,566	22.3	18,036	21.5	17,768	23.5	19,378	20.1	16,202
5	59.8	49,715	58.8	49,013	62.9	50,974	60.6	49,961	61.2	50,426	55.2	44,543
1	15.7	13,006	21.3	17,814	14.8	11,984	17.9	14,732	15.3	12,601	24.8	20,001
7	+35.2	+29,260	+38.9	+32,447	+40.6	+32,938	+39.1	+32,193	37.7	31,048	+35.1	+28,341
0	100.0	55,480	100.0	55,262	100.0	57,660	100.0	56,194	100.0	56,249	100.0	57,909
6	26.6	14,781	20.6	11,397	19.5	11,231	21.1	11,846	19.1	10,743	21.1	12,222
0	58.3	32,328	57.2	31,595	45.9	26,459	47.3	26,568	47.4	26,686	50.1	28,992
6	15.1	8,372	22.2	12,271	34.6	19,970	31.6	17,781	33.5	18,822	28.8	16,694
7	20.7	17,185	20.5	17,136	21.2	17,169	20.6	17,010	20.5	16,874	18.3	14,788
7	100.0	17,185	100.0	17,136	100.0	17,169	100.0	17,010	100.0	16,874	100.0	14,788
8	36.4	6,252	33.4	5,723	37.7	6,479	39.3	6,683	40.7	6,875	39.6	5,855
02	54.3	9,328	59.6	10,215	54.7	9,394	54.5	9,265	54.9	9,269	56.2	8,317
8	9.3	1,605	7.0	1,198	7.5	1,296	6.2	1,065	4.3	730	4.2	617

SUMMARY OF CONTINUOUS AND DAILY POLITICAL CONFIDENCE NATIONWIDE INTERVIEWING

SINDLINGER'S DIMENSION CONCEPT ON POLITICS

Survey Number . . .	42 + 43	44 + 45	46 + 47	48 + 49	50 + 51
Sample Size	2,228	2,240	2,191	2,246	2,289
Dates of Nationwide Interviewing	FRI - Aug 25 THURS-Aug 31	FRI -Sept 1 THURS-Sept 7	FRI - Sept. 8 THURS - Sept. 14	FRI -Sept.15 THURS-Sept.21	FRI -Sept. 22 THURS-Sept. 28
	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)
Base - All Adults 18 and older	100.0 136,329	100.0 138,655	100.0 138,655	100.0 138,655	100.0 138,655
■ DIMENSION #1. . .WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT					
McGovern.....	22.4 30,533	21.9 30,391	20.3 28,176	22.4 31,062	20.9 28,958
Nixon.....	55.9 76,238	57.0 79,029	59.7 82,758	62.0 85,962	62.6 86,711
Undecided*.....	21.7 29,558	21.1 29,235	20.0 27,721	15.6 21,631	16.5 22,986
● DIMENSION #2. . .WHO THINK OTHERS WANT					
McGovern.....	22.4 30,593	22.2 30,826	19.8 27,481	20.6 28,540	19.0 26,311
Nixon.....	50.7 69,142	55.7 77,172	56.0 77,691	57.4 79,549	58.9 81,711
Undecided*.....	26.9 36,954	22.1 30,657	24.2 33,483	22.0 30,566	22.1 30,554
◆ DIMENSION #3. . .WHO THINK WILL ACTUALLY BE ELECTED					
McGovern.....	7.7 10,211	9.2 12,690	7.2 9,935	8.4 11,667	7.6 10,511
Nixon.....	66.6 90,096	65.7 91,127	69.8 96,847	72.2 100,104	74.4 103,111
Undecided*.....	23.7 32,298	25.1 34,838	23.0 31,873	19.4 26,884	18.0 24,986
Registered and Plan to Vote in November	57.0 77,709	56.5 78,290	55.0 76,217	56.0 77,623	57.1 79,111
▶ DIMENSION #4. . .PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT					
Base - Plan to Vote	100.0 77,709	100.0 78,290	100.0 76,217	100.0 77,623	100.0 79,111
McGovern.....	22.5 17,500	21.9 17,142	18.2 13,865	17.4 13,531	18.2 14,311
Nixon.....	56.4 43,807	59.5 46,590	62.8 47,827	63.9 49,609	64.4 50,911
Undecided*.....	21.1 16,402	18.6 14,558	19.0 14,525	18.7 14,483	17.4 13,888
* DIMENSION #5. . .WHO PLAN TO VOTE FOR					
McGovern.....	22.9 17,805	24.2 18,936	21.4 16,342	22.4 17,360	21.5 16,911
Nixon.....	55.7 43,320	57.8 45,232	59.6 45,422	61.7 47,876	62.1 49,111
Undecided*.....	21.4 16,584	18.0 14,122	19.0 14,453	15.9 12,387	16.4 12,911
Points and Number Nixon over McGovern	+32.8 +25,515	+33.6 +26,296	+38.2 +29,080	+39.3 +30,516	+40.6 +32,111
♣ DIMENSION #6. . .DO NOT PLAN TO VOTE					
Base - Do Not Now Plan to Vote	100.0 58,620	100.0 60,365	100.0 62,438	100.0 61,032	100.0 59,511
SELF CHOICE					
McGovern.....	22.2 13,034	21.9 13,249	20.4 12,725	28.7 17,532	24.4 14,531
Nixon.....	55.3 32,430	53.7 32,439	57.7 36,006	59.6 36,354	60.3 35,861
Undecided*.....	22.5 13,156	24.4 14,677	22.2 13,707	11.7 7,146	15.3 9,111
♠ DIMENSION #7. . .FIRST TIME VOTERS & WHO PLAN TO VOTE FOR					
Base - First Time Voters	100.0 15,542	100.0 16,030	100.0 14,429	100.0 14,816	100.0 17,021
McGovern.....	35.0 5,546	37.5 6,004	37.2 5,373	35.4 5,245	38.8 6,601
Nixon.....	38.2 5,935	46.3 7,426	53.6 7,728	55.4 8,214	54.5 9,271
Undecided*.....	26.8 4,061	16.2 2,600	9.2 1,328	9.2 1,356	6.7 1,141

*Includes No Opinion, No Interest in Politics and Have Not Yet Made A Choice.

	52 + 53 2,311		54 + 55 2,770		56 + 57 2,197		58 + 59 2,231			
	FRI -Sept. 29 THURS-Oct. 5		Fri. -Oct. 6 Thurs.-Oct. 12		Fri. -Oct. 13 Thurs.-Oct. 19		Fri. Oct. 20 Thurs. Oct. 26			
	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)
55	100.0	138,655	100.0	138,655	100.0	138,655	100.0	138,655		
16	20.1	27,815	20.9	28,959	20.3	28,084	19.9	27,616		
93	60.7	84,138	61.1	84,741	57.7	80,023	56.1	77,725		
46	19.3	26,704	18.0	24,956	22.0	30,547	24.1	33,314		
80	18.9	26,257	19.8	27,523	19.8	27,389	18.3	25,382		
26	57.6	79,858	59.9	82,986	55.9	77,499	56.7	78,592		
49	23.5	32,539	20.3	28,146	24.4	33,766	25.0	34,680		
48	8.4	11,595	6.8	9,446	4.9	6,816	5.5	7,638		
09	75.2	104,280	77.3	107,239	80.1	111,074	77.6	107,587		
98	16.5	22,780	15.8	21,970	14.9	20,765	16.9	23,430		
33	58.5	81,106	60.0	83,254	58.9	81,602	58.9	81,737		
33	100.0	81,106	100.0	83,254	100.0	81,602	100.0	81,737		
30	18.8	15,235	18.5	15,437	20.3	16,597	20.1	16,403		
25	62.0	50,247	63.3	52,690	65.6	53,517	61.5	50,203		
28	19.1	15,623	18.1	15,126	14.1	11,486	18.5	15,104		
98	21.0	17,015	22.8	18,994	22.0	17,923	22.1	18,095		
31	60.5	49,046	59.4	49,421	61.9	50,551	58.8	48,052		
54	18.5	15,045	17.8	14,839	16.1	13,127	19.1	15,590		
33	+39.5	+32,031	+36.6	+30,427	+39.9	+32,628	+36.7	+29,957		
2	100.0	57,549	100.0	55,401	100.0	57,035	100.0	56,918		
6	21.9	12,580	24.4	13,522	20.1	11,487	19.9	11,336		
7	58.9	33,890	57.9	32,050	46.5	26,507	48.5	27,618		
9	19.3	11,078	17.7	9,829	33.4	19,061	31.5	17,964		
1	21.0	17,044	20.6	17,167	21.0	17,103	19.6	16,032		
1	100.0	17,044	100.0	17,167	100.0	17,103	100.0	16,032		
3	36.3	6,182	35.2	6,049	38.4	6,564	40.3	6,463		
3	52.1	8,876	56.3	9,668	54.6	9,340	55.4	8,885		
5	11.7	1,986	8.5	1,451	7.0	1,199	4.3	685		



S M T W T F S

SINDLINGER'S SATURDAY REPORT

TALK-ABOUT

September 30, 1972

Issue TA - #10

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

McGovern Continues To Make Poor Impression On U.S. Voters

Democrat Attacked for Position Shifts, Poor Choice of Issues

Senator George McGovern is emerging in the public's mind as a quixotic candidate with shaky credibility, a poor grasp of major issues and widespread unpopularity within his own party.

At the same time, President Nixon is gaining the image of a businesslike chief executive who is doing a relatively good job on such key issues as the economy, foreign affairs, and the Vietnam War. Even many of those who dislike the president can't put their fingers on specifically why.

These findings, which illustrate the difficulties McGovern is facing in his uphill battle to capture the presidency, were detected by Sindlinger & Company in its continuous daily telephone surveys.

In asking consumers when they last talked about politics, Sindlinger is finding interest in the campaign remaining at a low ebb.

THOSE WHO TALK ARE MOSTLY CRITICAL

But those who were talking were mostly critical of McGovern. The biggest single grouping, 43.9 percent, or 19,053,000, had negative comments on the Democrats compared to just 4.6 percent, or 1,979,000 with praiseworthy commentary. On the other side, Nixon was drawing a positive reaction from 26.8 percent, or 11,615,000, while anti-Nixon comments came from just 4.4 percent, or 1,907,000.

Chiefly arousing ire against McGovern, respondents said, were his campaign promises, his continuous shifting of positions, and his choice of issues for fighting the campaign. Of the total adult population of 138.6-million, 32.2 percent, or 44,691,000 persons,

(continued over)

THE WHITE HOUSE
WASHINGTON

(F)
Sind

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Sindlinger Poll

Dick Howard called with the Sindlinger data:

	<u>RN</u>	<u>McG</u>	<u>Un</u>	<u>Spread</u>
S-Oct 20-23, '72	61.2	23.5	15.3	37.7

The drop from the previous result

	<u>RN</u>	<u>McG</u>	<u>Un</u>	
S-Oct 17-19, '72	60.6	21.5	17.9	39.1

is less than 2%.

CRF



S M T W T F S

NEWS

SINDLINGER'S DAILY SURVEY

1972 POLITICAL CONFIDENCE Release #19

This Release Covers Nationwide Political Interviewing

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

All 1972 Sindlinger POLITICAL CONFIDENCE and POLITICAL TALK-ABOUT data from continuous and daily interviewing (from July 14 through Election Day) will be first released to the Sindlinger TV Spot Network with a 72-Hour First Exclusive for one TV station in each market, which now numbers 45 stations as listed at the end of this release. For this Spot TV Network, data are telephoned to each TV station each Tuesday and Friday to update the previous nationwide interviewing.

RELEASE SCHEDULE:

For Sindlinger's TV Spot Network---Release Upon Receipt.

For Non-TV Network Media---The release date for the following is AFTER 6 PM on October 23, 1972.



McGOVERN DROPS SHARPLY IN EAST



Liberal Stronghold Leads National Decline For The Democrat

A massive collapse of Senator George McGovern's strength in the populous and normally Democratic northeast has led the way to a nationwide weakening of his presidential campaign between early September and early October.

Sindlinger & Company of Swarthmore, Pennsylvania, opinion research organization that conducts continuous daily telephone surveys on the campaign and reports its findings immediately, said between September 7 and October 9, President Nixon's lead in the East had more than doubled. In the earlier going, Nixon held an edge of 20.9 points which had been enlarged to 43 points by October 9.

The East was not alone in adding to Nixon's strength, since the Midwest, South, and far West also delivered more strongly for the president in October. But, in the East, dominated by big industrial states which have generally voted Democratic the last three presidential elections, the gains were the most dramatic for the chief executive.

On a national basis, the standings of the two candidates as of October 9 among those who planned to vote November 7 (based on a sample of 8,689) were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	22.5	17,799,000
Nixon.....	59.6	47,161,000
Undecided.....	17.9	14,152,000
Points and Number		
Nixon over McGovern.....	37.1	29,362,000

- more -

As of September 7, the national standings among those who planned to vote (based on a sample of 15,231) were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	30.1	23,565,000
Nixon.....	53.4	41,742,000
Undecided.....	16.5	12,908,000
Points and Number		
Nixon over McGovern.....	23.3	18,177,000

The presidential preferences among those who plan to vote is one of "seven dimensions," measured by Sindlinger & Company in gathering its findings on the presidential campaign. Among the other "dimensions" are the youth vote, the first choices for president among all adults, voters and non-voters, and predictions on who interviewee thinks will win and who he thinks his friends and family want to win.

In this way, Sindlinger takes a complete reading from all angles measuring both the voting trends as well as the psychological and human factors affecting the campaign.

Among those who planned to vote as of October 9, the president continued to hold his widest margin in the South, but the East, with the big showing last month, pulled into second place not far behind. As a result, both regions were outdistancing the president's national showing in turning out for him. The Midwest, which also rolled up a substantially wider margin, and the West, where California alone held the president's gain to much more modest proportions, trailed the national Nixon margin.

The regional breakdowns at both points included:

East

October 9 (based on a sample of 4,204):

	<u>Percentage</u>	<u>Number</u>
McGovern.....	19.3	4,319,000
Nixon.....	62.3	13,937,000
Undecided.....	18.4	4,099,000
Points and Number		
Nixon over McGovern.....	43.0	9,618,000

September 7 (based on a sample of 5,267):

McGovern.....	31.9	7,596,000
Nixon.....	52.8	12,562,000
Undecided.....	15.3	3,629,000
Points and Number		
Nixon over McGovern.....	20.9	4,966,000

South

October 9 (based on a sample of 3,669):

	<u>Percentage</u>	<u>Number</u>
McGovern.....	18.7	3,632,000
Nixon.....	66.4	12,868,000
Undecided.....	14.9	2,880,000
Points and Number		
Nixon over McGovern.....	47.7	9,236,000

September 7 (based on a sample of 4,384):

McGovern.....	21.8	4,266,000
Nixon.....	59.4	11,644,000
Undecided.....	18.8	3,701,000
Points and Number		
Nixon over McGovern.....	37.6	7,378,000

Midwest

October 9 (based on a sample of 4,653):

	<u>Percentage</u>	<u>Number</u>
McGovern.....	24.0	5,406,000
Nixon.....	56.2	12,679,000
Undecided.....	19.9	4,471,000
Points and Number		
Nixon over McGovern.....	32.2	7,273,000

September 7 (based on a sample of 5,744):

McGovern.....	32.4	6,654,000
Nixon.....	50.0	10,273,000
Undecided.....	17.6	3,610,000
Points and Number		
Nixon over McGovern.....	17.6	3,619,000

West

October 9 (based on a sample of 2,705):

	<u>Percentage</u>	<u>Number</u>
McGovern.....	30.0	4,443,000
Nixon.....	51.8	7,678,000
Undecided.....	16.4	2,437,000
Points and Number		
Nixon over McGovern.....	21.8	3,235,000

September 7 (based on a sample of 3,065):

McGovern.....	35.3	5,047,000
Nixon.....	51.4	7,338,000
Undecided.....	13.3	1,894,000
Points and Number		
Nixon over McGovern.....	16.1	2,291,000

The big states, many of which either lean Democratic or have enough Democratic strength to normally make them key battlegrounds, are to a great degree responsible for the Nixon leads.

A minor exception is the East where Nixon holds comfortable leads in such places as New York, Connecticut, and Pennsylvania; yet they are smaller margins than in the region as a whole. By contrast, in the Midwest and South most of the key states are delivering in almost the same portion as the entire region.

In the East, the October 9 standings, by states, were:

Connecticut

	<u>Percentage</u>	<u>Number</u>
McGovern.....	30.7	392,000
Nixon.....	55.0	701,000
Undecided.....	14.2	181,000
Points and Number		
Nixon over McGovern.....	24.3	309,000

New York

McGovern.....	37.7	2,657,000
Nixon.....	50.4	3,548,000
Undecided.....	11.9	837,000
Points and Number		
Nixon over McGovern.....	12.7	891,000

Pennsylvania

McGovern.....	22.1	1,091,000
Nixon.....	61.6	3,034,000
Undecided.....	16.3	803,000
Points and Number		
Nixon over McGovern.....	39.5	1,943,000

In the South, the October 9 standings, by states, were:

Alabama

	<u>Percentage</u>	<u>Number</u>
McGovern.....	15.1	200,000
Nixon.....	66.9	884,000
Undecided.....	17.8	236,000
Points and Number		
Nixon over McGovern.....	51.8	684,000

- more -

Florida

McGovern.....	21.7	756,000
Nixon.....	68.4	2,384,000
Undecided.....	10.0	346,000
Points and Number		
Nixon over McGovern.....	46.7	1,628,000

Texas

McGovern.....	23.0	954,000
Nixon.....	67.1	2,786,000
Undecided.....	9.9	410,000
Points and Number		
Nixon over McGovern.....	44.1	832,000

Virginia

McGovern.....	22.6	356,000
Nixon.....	65.7	1,067,000
Undecided.....	11.7	190,000
Points and Number		
Nixon over McGovern.....	43.1	701,000

In the Midwest, the October 9 standings, by states, were:

Illinois

	<u>Percentage</u>	<u>Number</u>
McGovern.....	28.9	1,318,000
Nixon.....	57.8	2,640,000
Undecided.....	13.3	609,000
Points and Number		
Nixon over McGovern.....	28.9	1,322,000

Indiana

McGovern.....	31.7	629,000
Nixon.....	57.3	1,137,000
Undecided.....	11.0	218,000
Points and Number		
Nixon over McGovern.....	25.6	508,000

Michigan

McGovern.....	25.7	940,000
Nixon.....	61.4	2,249,000
Undecided.....	13.0	474,000
Points and Number		
Nixon over McGovern.....	35.7	1,309,000

Ohio

McGovern.....	26.7	1,346,000
Nixon.....	55.3	2,786,000
Undecided.....	18.0	903,000
Points and Number		
Nixon over McGovern.....	28.6	1,440,000

The regional and state breakdown in the East, Midwest, and South shows some unusual patterns.

In general, McGovern is running better in the key states than in the region as a whole by drawing larger percentages of the vote within the big states. At the same time, outside of the East, Nixon is drawing roughly the same percentage of the vote in the key states as in the region as a whole, while his pluralities in the key states are substantially to slightly below the regionwide norms. One reason for this is that the number of undecideds in the key states trails the rate of uncertainty within their regions.

A most unusual illustration of this pattern is California and the West. This is the state where McGovern is doing the best among all big states and yet the president's edge in his native state is just a shade ahead of the region as a whole where McGovern is faring quite poorly.

The October 9 standings in California were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	38.4	3,578,000
Nixon.....	54.9	5,120,000
Undecided.....	6.7	619,000
Points and Number		
Nixon over McGovern.....	16.5	1,542,000

For the other ten states in the West, the standings, for October 9, were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	15.7	865,000
Nixon.....	46.5	2,558,000
Undecided.....	37.8	2,082,000

A principal reason for the Nixon gains was the almost complete turnaround in the youth vote. Once the unchallenged province, the 18-24 category gave Nixon a majority in each of the four regions by October 9. A month before, McGovern led in every region but the Midwest.

Probably the most pronounced turnaround was in the East. On October 9, the standings among the youth in this region were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	36.5	1,711,000
Nixon.....	53.6	2,514,000
Undecided.....	9.9	464,000

On September 7, the breakdown among youth in the East was:

McGovern.....	49.8	2,635,000
Nixon.....	35.3	1,870,000
Undecided.....	14.9	791,000

McGovern has seen an even wider lead among youth evaporate in the West. The October 9 breakdown in the West, among youth, was:

McGovern.....	44.4	1,541,000
Nixon.....	45.4	1,577,000
Undecided.....	10.3	356,000

On September 7, McGovern led this way:

McGovern.....	53.2	1,499,000
Nixon.....	31.5	887,000
Undecided.....	15.3	433,000

Yet, McGovern's strength remained firm among the youth in California and apparently helped keep him in the race in the nation's most populous state. The Democrat led among first time voters this way:

McGovern.....	54.2	1,312,000
Nixon.....	43.2	1,047,000
Undecided.....	2.5	64,000

But New York was a near wipe out for McGovern among the youth. On October 9, Nixon led in the second largest state, which once was considered to have a plethora of young votes for McGovern, in this manner:

McGovern.....	40.6	546,000
Nixon.....	51.3	691,000
Undecided.....	8.1	109,000

In every one of the other key states, Nixon has taken a sizeable lead among the first time voters.

Although McGovern's deepest actual losses were in the East, the heaviest psychological blows to his status were delivered in the West. This is determined by asking the interviewee who he or she thinks will win the election.

As of October 9 the forecasts among all 23,046,000 adults in the West were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	9.4	2,321,000
Nixon.....	66.0	16,249,000
Undecided.....	18.9	4,657,000

On September 7, the answers to the same question among Westerners were:

McGovern.....	29.5	6,804,000
Nixon.....	46.1	10,618,000
Undecided.....	24.4	5,624,000

In California, only 10.2 percent believe McGovern can win, according to the latest reading; while in New York only 6.7 percent and in Pennsylvania just 5.7 percent have any confidence in a McGovern triumph. Florida, with only 4 percent predicting a McGovern victory, is low among the key states.

On a regional basis, McGovern has slipped in this category in the East, Midwest, and South, as well as the West.

Another question asked by Sindlinger of all interviewees is their first choice for president, whether they plan to vote or not. The query is designed to take a general reading of the public including all 138,655,000 American adults.

An unusual finding here is that while McGovern has slipped in the South and Midwest, he has just about held his own in the West and held fast in the South, although President Nixon added even greater strength in the latter area to widen the bulge.

The October 9 picture in the West was:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	30.0	7,397,000
Nixon.....	47.8	11,778,000
Undecided.....	16.2	3,982,000

On September 7 the standings were:

McGovern.....	31.3	7,217,000
Nixon.....	46.2	10,644,000
Undecided.....	22.5	5,185,000

The October 9 picture in the South was:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	17.3	5,782,000
Nixon.....	68.9	22,993,000
Undecided.....	9.4	3,129,000

On September 7 it was:

McGovern.....	17.3	5,692,000
Nixon.....	58.9	19,414,000
Undecided.....	23.8	7,828,000

McGovern also suffered a sharp setback in the questioning of the interviewees on who they thought their friends and relatives wanted to be elected. This is a question designed to measure the influences of closely allied people on each other. On September 7, Nixon and McGovern were running close in the West, but by October 9 the standings looked like this:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	29.8	7,333,000
Nixon.....	44.2	10,897,000
Undecided.....	20.0	4,935,000

On September 7 this was the pattern:

McGovern.....	36.3	8,359,000
Nixon.....	39.2	9,029,000
Undecided.....	24.5	5,658,000

In the East, McGovern managed a slight increase to 18.7 percent from 18.3 percent, but Nixon was climbing to 57.5 percent from 54 percent.

Sindlinger also asks interviewees who their first choice for president is as distinguished from who they will vote for. This is to test how many people will not break party ranks even though they may silently prefer the candidate of the opposition.

In this category, McGovern's heaviest losses have been in the East and Midwest. He went to 18.2 percent from 31.9 percent in the East with Nixon rising to 61.7 percent from 54.5 percent. In the Midwest, it was McGovern to 16.8 percent from 32.4 percent and Nixon to 59.5 percent from 50.0 percent.

McGovern managed to moderate the loss in the West, falling to 26.5 percent from 35.3 percent while Nixon was inching ahead to 55.2 percent from 54.2 percent.

In another dimension, Sindlinger breaks out the preference of those adults who have determined not to vote November 7. Although it's not worth much, unless these people register and vote, Nixon for the most part has held the preference among this group, and he, by and large, increased his lead between early September and early October.

An exception was in the West where McGovern cut the margin by adding more strength than Nixon. The October 9 showing was:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	34.0	3,396,000
Nixon.....	37.3	3,665,000
Undecided.....	17.5	1,717,000

- more -

On September 7, the answers to the same question in the West were:

McGovern.....	25.1	2,199,000
Nixon.....	33.1	2,902,000
Undecided.....	41.8	3,666,000

Another irony was in the East where McGovern slipped a bit but Nixon soared. The comparison:

October 9:

McGovern.....	20.6	3,280,000
Nixon.....	63.5	10,109,000
Undecided.....	7.2	1,143,000

September 7:

McGovern.....	22.6	3,573,000
Nixon.....	43.5	6,862,000
Undecided.....	33.9	5,354,000

The Sindlinger Political TV Network

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S M T W T F S
NEWS

SINDLINGER'S DAILY SURVEY

1972 POLITICAL CONFIDENCE Release #17

This Release Covers Nationwide Political Interviewing

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

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McGOVERN PICKUP DIES OUT

Democrat Slips Back After Eagleton Appearances And Peace Speech

Senator George McGovern's presidential campaign took a double-barreled blow last week after he made campaign appearances in Missouri with Senator Thomas J. Eagleton and restated his Vietnam peace program in a national television address. Sindlinger & Company of Swarthmore, Pennsylvania, reported an adverse voter reaction to the two events which set McGovern back in presidential preference findings and interrupted a brief period of success in shaving President Nixon's wide lead.

The nationwide public opinion research organization which conducts its surveys through continuous daily telephone calls to all parts of the United States and reports its findings immediately, detected the new McGovern slippage for the October 10-12 period.

Among the estimated 83,393,000 who plan to vote November 7, the standings for this period (based on a sample of 1,044) were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	19.9	16,566,000
Nixon.....	58.8	49,013,000
Undecided.....	21.3	17,814,000
Points and Number		
Nixon over McGovern.....	38.9	32,447,000

- more -

For the previous survey period, from October 6-9, the standings (based on a sample of 1,726) were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	24.6	20,455,000
Nixon.....	59.8	49,715,000
Undecided.....	15.7	13,006,000
Points and Number Nixon over McGovern.....	35.2	29,260,000

Albert E. Sindlinger, Sindlinger & Company president, said the new McGovern decline began to set in after his joint appearances with former running mate Eagleton on October 7 and accelerated after the restatement of the peace program October 9.

"The appearances with Eagleton aroused a lot of old resentments and hurt McGovern," says Sindlinger. "His position was hurt even more by the reaction to the peace program which called for a quick pullout from Vietnam without providing for the prisoners still held in the North."

Another unusual facet of the McGovern loss, said Sindlinger, is that rather than help Nixon his defectors have generated a unique increase in the number of undecideds at this late stage of the campaign. Nixon, he noted, actually has slipped a bit on his own which is not unusual for an incumbent only four weeks from Election Day.

Nevertheless, the October 6-9 showing by McGovern represented the continuation of a mid-October long pickup and helped him show a gain for the full week of October 6-12.

The standings for the week (based on a sample of 2,770) were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	22.8	18,994,000
Nixon.....	59.4	49,421,000
Undecided.....	17.8	14,839,000
Points and Number Nixon over McGovern.....	36.6	30,427,000

In the September 29-October 5 period, the standings were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	21.0	17,015,000
Nixon.....	60.5	49,046,000
Undecided.....	18.5	15,045,000
Points and Number Nixon over McGovern.....	39.5	32,031,000

Sindlinger & Company, which is the only public opinion research organization to conduct daily telephone surveys and immediately report findings, gathers data through some 2,200 calls a week to all part of the contiguous United States. It conducts economic and political surveys at the same time and is the only organization that interrelates its data.

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S M T W T F S
NEWS

SINDLINGER'S DAILY SURVEY

1972 POLITICAL CONFIDENCE Release #16

This Release Covers Nationwide Political Interviewing

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

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RELEASE SCHEDULE:

For Sindlinger's TV Spot Network---Release Upon Receipt.

For Non-TV Network Media---The release date for the following is AFTER 6 PM on October 20, 1972.

NIXON PILING UP HUGE LEAD IN EAST

Normally Democratic Area Doubles Margins for President

President Nixon has scored a massive breakthrough in the populous and normally Democratic Northeastern United States the past month by doubling his majorities in that region and seriously damaging the presidential hopes of Democratic candidate George McGovern.

The East, reports Sindlinger & Company of Swarthmore, Pennsylvania, was just one of the four principal regions in which the president picked up strength, but his gains there were the most dramatic on a sectional basis between early September and early October. There also was a substantial gain for Nixon in the Midwest and more moderate sized additions to the margins in the West and South. The South still gives the president his widest margin.

- more -

As of October 9, the preference among those who planned to vote November 7 in the East was:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	19.3	4,319,000
Nixon.....	62.3	13,937,000
Undecided.....	16.3	3,645,000
Points and Number Nixon over McGovern.....	43.0	9,618,000

The September 7 standings in the East were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	31.9	7,596,000
Nixon.....	52.8	12,562,000
Undecided.....	15.3	3,629,000
Points and Number Nixon over McGovern.....	20.9	4,966,000

Other regional standings include:

	<u>Midwest</u>	
	<u>Percentage</u>	<u>Number</u>
October 9:		
McGovern.....	24.0	5,406,000
Nixon.....	56.2	12,679,000
Undecided.....	19.9	4,471,000
Points and Number Nixon over McGovern.....	32.2	7,273,000

	<u>Percentage</u>	<u>Number</u>
September 7:		
McGovern.....	32.4	6,654,000
Nixon.....	50.0	10,273,000
Undecided.....	17.6	3,610,000
Points and Number Nixon over McGovern.....	17.6	3,619,000

	<u>South</u>	
October 9:	<u>Percentage</u>	<u>Number</u>
McGovern.....	18.7	3,632,000
Nixon.....	66.4	12,868,000
Undecided.....	14.9	2,880,000
Points and Number Nixon over McGovern.....	47.7	9,236,000

September 7:	<u>Percentage</u>	<u>Number</u>
McGovern.....	21.8	4,266,000
Nixon.....	59.4	11,644,000
Undecided.....	18.8	3,701,000
Points and Number Nixon over McGovern.....	37.6	7,378,000

	<u>West</u>	
October 9:	<u>Percentage</u>	<u>Number</u>
McGovern.....	30.0	4,443,000
Nixon.....	51.8	7,678,000
Undecided.....	16.4	2,437,000
Points and Number Nixon over McGovern.....	21.8	3,235,000

September 7:	<u>Percentage</u>	<u>Number</u>
McGovern.....	35.3	5,047,000
Nixon.....	51.4	7,338,000
Undecided.....	13.3	1,894,000
Points and Number Nixon over McGovern.....	16.1	2,291,000

Albert E. Sindlinger, president of Sindlinger & Company, said Nixon has been able to do so well in the East by adding to traditionally Republican areas comfortable leads in such states as New York, Connecticut, and Pennsylvania which have gone

Democratic the last three presidential elections. Nixon leads 55 percent to 30.7 percent in Connecticut and 50.4 percent to 37.7 percent in New York, but Pennsylvania is the president's banner state, giving him 61.6 percent to 22.1 percent for McGovern.

California, almost single-handedly, is keeping McGovern within striking distance in the West, although Nixon still holds a huge lead. McGovern fares the best of any big states in California with Nixon leading by 54.9 percent to 38.4 percent.

However, it is the youth vote which is forming the backbone of McGovern's strength in the nation's most populous state. The Democrat leads in the 18-24 category in California by 54.2 percent to 43.2 percent. Thus California's youth bloc is the only one among the nation's big states still giving McGovern an edge in a preserve that once was thought to be his without challenge.

Sindlinger & Company gathers regional data in the course of its continuous daily telephone surveys, amounting to over 2,200 calls a week among persons in all parts of the 48 contiguous states. It is the only public opinion research organization to collect economic and political data simultaneously, interrelate the findings, and release them immediately.

The Sindlinger Political TV Network.

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SINDLINGER'S DAILY SURVEY

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MOBILE, ALA	WKRQ-TV 5	WICHITA, KAN	KTVH-TV 12
		WILKES BARRE, PA	WNEP-TV 16

~~ADMINISTRATIVELY CONFIDENTIAL~~

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Sindlinger Poll

Dick Howard called with the Sindlinger data:

	<u>RN</u>	<u>McG</u>	<u>Un</u>
S-Oct 20-23, '72	61.2	23.5	15.3

The drop from the previous result

	<u>RN</u>	<u>McG</u>	<u>Un</u>
S-Oct 17-19, '72	60.6	21.5	17.9

is less than 2%.

GS/jb



S M T W T F S

POLITICAL CONFIDENCE

October 7, 1972

SPC - #25

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

How Political Confidence Between Easy-To-Reach
Adults Differs From The Hard-To-Reach
..... see page 424

Number of Undecided Voters is Growing

Increase Helps McGovern Trim President's Wide Lead

Senator George McGovern appears to be benefiting somewhat from a surprising increase in the number of undecided voters plus a long-expected rise in the number of persons planning to vote with 35 days left in the presidential election.

The net result, says Sindlinger & Company of Swarthmore, Pennsylvania, is that McGovern managed to chip away at the edge of President Nixon's huge lead in the week of September 29-October 5. However, the public opinion research firm's continuous daily telephone surveys, which amount to more than 2,200 calls a week, still produced the president's second widest weekly margin in terms of both percentage and plurality.

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7 Dimension Political Confidence

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Gordon

L

F41

P
signed

- Dick -



S M T W T F S

SINDLINGER'S SATURDAY REPORT

POLITICAL CONFIDENCE

September 30, 1972

SPC #24

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

1972 Campaign Analysis - 5 Weeks Prior From A Horse Race To A Rout

In a little more than two months, the 1972 presidential election has changed from a potentially tight horse race into a probable rout.

Where Democrat George McGovern was, when he accepted his party's nomination, a sturdy challenger with an excellent chance to defeat President Nixon, he now is a distant underdog struggling to muster at least a respectable vote. Where Nixon was at one time vulnerable, he now has moved out to an overwhelming lead and is gathering renewed strength at a time when incumbents historically have lost ground.

The key factor in the reversal of the McGovern fortunes was the Eagleton affair in late July and early August which chopped McGovern's strength almost in half. Rather than regroup and recover lost ground, McGovern has, until the most recent days, seen his vote generally erode even further.

DAILY STUDIES NOW TOTAL OVER 25,000

Sindlinger & Company of Swarthmore, Pennsylvania, the nation's only public opinion research firm to conduct daily telephone surveys of Americans in the 48 contiguous states and report its findings immediately, has traced this trend day-by-day since July 14, or just after McGovern was nominated. By September 28 a total of 25,186 have been interviewed.

IT WAS TIGHT IN JULY

"During July, it was shaping up as a very tight race," says Albert E. Sindlinger, president of the organization which has been surveying presidential elections with extraordinarily accurate results since 1956.

(continued over)

See back page for Table of Contents

TELEPHONE REPORT

SINDLINGER & COMPANY TELEVISION NEWS SERVICE

	#	10/6-10/12						
A. <u>First Dimension</u> <u>First Choice For President</u>								
MCGOVERN	1	20.9						
NIXON	2	61.1						
OTHER	3	18.0						
REGISTERED AND PLAN TO VOTE IN NOVEMBER	4	60.0						
E. <u>Fifth Dimension</u> <u>Registered and Plan to Vote</u>								
MCGOVERN	5	22.8						
NIXON	6	59.4						
OTHER	7	17.8						
F. <u>First Time Voters</u> <u>Registered and Plan to Vote</u>								
MCGOVERN	8	20.6						
NIXON	9	35.2						
OTHER	10	56.3						
	11	8.5						

TABLE I #54 & 55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 2770 100.0 138655 1313 100.0 66944 1457 100.0 71711

■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO
SEE ELECTED PRESIDENT
IF THE ELECTION WERE
BEING HELD TODAY.

1. McGOVERN.....	578	20.9	28959	289	22.0	14735	289	19.8	14224
2. NIXON.....	1692	61.1	84741	828	63.1	42216	864	59.3	42525
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	421	15.2	21025	172	13.1	8770	249	17.1	12255
5. NO OPINION.....	79	2.8	3931	24	1.8	1224	55	3.8	2707

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER
PEOPLE WANT AS THEIR
NEXT PRESIDENT.

1. McGOVERN.....	549	19.8	27523	284	21.6	14480	265	18.2	13043
2. NIXON.....	1657	59.9	82986	810	61.7	41298	847	58.1	41688
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	482	17.4	24064	193	14.7	9840	289	19.8	14224
5. NO OPINION.....	82	2.9	4082	26	2.0	1326	56	3.8	2756

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY
BE ELECTED IN NOVEMBER.

1. McGOVERN.....	189	6.8	9446	81	6.2	4130	108	7.4	5316
2. NIXON.....	2140	77.3	107239	1082	82.4	55166	1058	72.6	52073
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	374	13.4	18628	125	9.5	6373	249	17.1	12255
5. NO OPINION.....	67	2.4	3342	25	1.9	1275	42	2.9	2067

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	1663	60.0	83254	795	60.5	40533	868	59.6	42721
--	------	------	-------	-----	------	-------	-----	------	-------

▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 1663 100.0 83254 795 100.0 40533 868 100.0 42721

WHO SELF MOST WANT TO
SEE ELECTED IF ELECTION
WERE HELD TODAY AMONG
ADULTS---FIRST
DIMENSION---WHO ARE
REGISTERED AND PLAN TO
VOTE IN NOVEMBER.

1. McGOVERN.....	308	18.5	15437	157	19.7	8005	151	17.4	7432
2. NIXON.....	1052	63.3	52690	517	65.0	26359	535	61.6	26331
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	281	16.8	14024	110	13.8	5608	171	19.7	8416
5. NO OPINION.....	22	1.3	1102	11	1.4	561	11	1.3	541

Over

#54-55 Oct. 6-12, 1972 (continued)

TABLE I #54 & 55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	2770	100.0	138655	1313	100.0	66944	1457	100.0	71711
PLAN TO VOTE.....	1663	60.0	83254	795	60.5	40533	868	59.6	42721

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	379	22.8	18994	193	24.3	9840	186	21.4	9154
2. NIXON.....	987	59.4	49421	477	60.0	24320	510	58.8	25101
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	270	16.2	13483	110	13.8	5608	160	18.4	7875
5. NO OPINION.....	27	1.6	1356	15	1.9	765	12	1.4	591

♣ F. SIXTH DIMENSION

TABLE I #54 & 55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	2770	100.0	138655	1313	100.0	66944	1457	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	1107	40.0	55401	518	39.5	26411	589	40.4	28990
BASE--NO PLAN TO VOTE IN NOVEMBER.....	1107	100.0	55401	518	100.0	26411	589	100.0	28990

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	270	24.4	13522	132	25.5	6730	138	23.4	6792
2. NIXON.....	640	57.9	32050	311	60.0	15857	329	55.9	16193
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	140	12.6	7000	62	12.0	3161	78	13.2	3839
5. NO OPINION.....	57	5.1	2829	13	2.5	663	44	7.5	2166

♠ G. SEVENTH DIMENSION

TABLE I #54 & 55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	2770	100.0	138655	1313	100.0	66944	1457	100.0	71711
NEW FIRST VOTERS.....	343	12.4	17167	161	12.3	8209	182	12.5	8958

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	121	35.2	6049	53	32.9	2702	68	37.4	3347
2. NIXON.....	193	56.3	9668	95	59.0	4844	98	53.8	4824
3. DO NOT KNOW WHO WILL VOTE FOR.....	29	8.5	1451	13	8.1	663	16	8.8	788

Over

#55 Tuesday-Thursday - Oct. 10-12, 1972

POLITICAL CONFIDENCE
SINDLINGER & COMPANY
1972 ELECTION SURVEY

NATIONWIDE DIMENSION INTERVIEWING
FROM TUESDAY THROUGH THURSDAY --- OCTOBER 10-12, 1972

TABLE I #55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1044	100.0	138655	515	100.0	66944	529	100.0	71711
A. FIRST DIMENSION ---									
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	208	19.9	27567	113	21.9	14689	95	18.0	12878
2. NIXON.....	627	60.0	83218	319	61.9	41466	308	58.2	41752
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	181	17.4	24118	75	14.6	9749	106	20.0	14369
5. NO OPINION.....	28	2.7	3751	8	1.6	1040	20	3.8	2711
B. SECOND DIMENSION ---									
<u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	199	19.0	26358	111	21.6	14429	88	16.6	11929
2. NIXON.....	621	59.5	82461	309	60.0	40166	312	59.0	42295
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	191	18.3	25424	84	16.3	10919	107	20.2	14505
5. NO OPINION.....	33	3.2	4412	11	2.1	1430	22	4.2	2982
C. THIRD DIMENSION ---									
<u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	47	4.5	6255	21	4.1	2730	26	4.9	3525
2. NIXON.....	837	80.1	111040	435	84.5	56545	402	76.0	54495
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	137	13.2	18298	49	9.5	6369	88	16.6	11929
5. NO OPINION.....	23	2.2	3062	10	1.9	1300	13	2.5	1762
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	628	60.1	83393	312	60.6	40556	316	59.7	42837
D. FOURTH DIMENSION---									
BASE--PLAN TO VOTE IN NOVEMBER.....	628	100.0	83393	312	100.0	40556	316	100.0	42837
<u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	122	19.4	16170	66	21.2	8579	56	17.7	7591
2. NIXON.....	389	61.9	51623	199	63.8	25867	190	60.1	25756
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	110	17.6	14672	43	13.8	5589	67	21.2	9083
5. NO OPINION.....	7	1.1	927	4	1.3	520	3	.9	407

Over

#55 Oct. 10-12, 1972 (continued)

TABLE 1 #55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1044	100.0	138655	515	100.0	66944	529	100.0	71711
PLAN TO VOTE.....	628	60.1	83393	312	60.6	40556	316	59.7	42837

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	125	19.9	16566	68	21.8	8839	57	18.0	7727
2. NIXON.....	369	58.8	49013	181	58.0	23528	188	59.5	25485
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	123	19.6	16356	57	18.3	7409	66	20.9	8947
5. NO OPINION.....	11	1.7	1458	6	1.9	780	5	1.6	678

♣ F. SIXTH DIMENSION

TABLE 1 #55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1044	100.0	138655	515	100.0	66944	529	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	416	39.9	55262	203	39.4	26388	213	40.3	28874
BASE--NO PLAN TO VOTE IN NOVEMBER.....	416	100.0	55262	203	100.0	26388	213	100.0	28874
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	86	20.6	11397	47	23.2	6110	39	18.3	5287
2. NIXON.....	238	57.2	31595	120	59.1	15599	118	55.4	15996
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	71	17.1	9447	32	15.8	4160	39	18.3	5287
5. NO OPINION.....	21	5.1	2824	4	2.0	520	17	8.0	2304

♠ G. SEVENTH DIMENSION

TABLE 1 #55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1044	100.0	138655	515	100.0	66944	529	100.0	71711
NEW FIRST VOTERS.....	129	12.4	17136	63	12.2	8189	66	12.5	8947
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>									
1. McGOVERN.....	43	33.4	5723	19	30.2	2470	24	36.4	3253
2. NIXON.....	77	59.6	10215	40	63.5	5199	37	56.1	5016
3. DO NOT KNOW WHO WILL VOTE FOR.....	9	7.0	1198	4	6.3	520	5	7.6	678

Over



S M T W T F S
NEWS

SINDLINGER'S DAILY SURVEY

1972 POLITICAL CONFIDENCE Release #15

This Release Covers Nationwide Political Interviewing

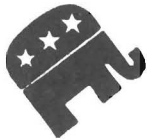
Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

All 1972 Sindlinger **POLITICAL CONFIDENCE** and **POLITICAL TALK-ABOUT** data from continuous and daily interviewing (from July 14 through Election Day) will be first released to the Sindlinger TV Spot Network with a 72-Hour First Exclusive for one TV station in each market, which now numbers 45 stations as listed at the end of this release. For this Spot TV Network, data are telephoned to each TV station each Tuesday and Friday to update the previous nationwide interviewing.

RELEASE SCHEDULE:

For Sindlinger's TV Spot Network---Release Upon Receipt.

For Non-TV Network Media---The release date for the following is **AFTER 6 PM on October 16, 1972.**



McGOVERN LOSES THROUGH EAGLETON APPEARANCES

Joint Campaigning Revives Animosities Over Dropping of Missourian



Senator George McGovern's attempts to assuage disenchanted former supporters by campaigning with former running mate Thomas J. Eagleton has backfired, concludes Sindlinger & Company of Swarthmore, Pennsylvania.

Albert E. Sindlinger, president of the public opinion research organization, says instead of giving the appearance of unity, the McGovern-Eagleton appearances in Missouri last weekend actually set back the Democrat's drive to overtake President Nixon in the 1972 presidential election. Sindlinger says the joint campaigning in Eagleton's home state only aggravated old wounds and stirred old animosities still lingering from early August when Eagleton was dropped as vice presidential candidate.

Sindlinger based his assessment on close examination of the findings from his continuous daily telephone surveys of voters in all parts of the United

- more -

States from October 6-9. The results showed McGovern gaining ground prior to the late Saturday afternoon appearances, which were given wide television exposure on 6 p.m. to 7 p.m. newscasts, and then dropping back thereafter.

For purposes of the assessment, Sindlinger divided the four days of interviews, which sampled 1,726 persons, into two segments. One covered Friday and Saturday until 7 p.m. The other ran from 7 p.m. Saturday through Monday.

For the first segment, the standings among persons who planned to vote November 7 based on a sample of 849 were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	26.8	22,269,000
Nixon.....	59.3	49,228,000
Undecided.....	13.9	11,501,000
Points and Number Nixon over McGovern.....	32.5	26,959,000

The second section, based on a sample of 877, showed these results:

McGovern.....	22.4	18,698,000
Nixon.....	60.2	50,185,000
Undecided.....	17.3	14,461,000
Points and Number Nixon over McGovern.....	37.8	31,487,000

"McGovern was rolling along picking up strength until his appearances with Eagleton were displayed across the country on the television screen," Sindlinger says. "I can only conclude that Eagleton had been given a raw deal and in reality worked against McGovern."

Sindlinger previously had pointed out that McGovern was close to Nixon in his surveys shortly after being nominated in mid-July but plunged sharply after Eagleton was dropped in the controversy over his prior mental problems.

Despite the Saturday night through Monday slump, McGovern, on the strength of his Friday-Saturday showing managed an overall gain for the full four days. The standings were:

	<u>Percentage</u>	<u>Number</u>
McGovern.....	24.6	20,455,000
Nixon.....	59.8	49,715,000
Undecided.....	15.7	13,006,000
Points and Number Nixon over McGovern.....	35.2	29,260,000

For the October 3-5 period, based on a sample of 983, the standings were:

McGovern.....	22.2	18,023,000
Nixon.....	61.0	49,471,000
Undecided.....	16.8	13,597,000
Points and Number Nixon over McGovern.....	38.8	31,448,000

Sindlinger also reported that the number of people planning to vote still is rising and in the October 6-9 period reached 60 percent of the nation's 138,655,000 adults for the first time. The 83,175,000 prospective voters compared with 81,090,000, or 58.5 percent, for the October 3-5 surveys.

Sindlinger & Company gathers its findings by continuous daily telephone surveys totaling more than 2,200 a week to all parts of the United States. It is the only public opinion research organization that uses this technique to survey both economic and political trends, interrelate its data, and report findings immediately.

The Sindlinger Political TV Network

ALBUQUERQUE, N.M. . .	KOAT-TV 7	NEW HAVEN, CONN . . .	WTNH 8
ALTOONA, PA.	WFBG-TV 10	NEW ORLEANS, LA . . .	WDSU-TV 6
AMARILLO, TEX.	KGNC-TV 4	NEW YORK, N.Y.	WNEW 5
BINGHAMTON, N.Y. . . .	WNBF-TV 12	OKLAHOMA CITY, OKLA .	KWTW 9
BOSTON, MASS	WNAC-TV 7	ORLANDO, FLA	WFTV 9
BUFFALO, N.Y.	WKBW-TV 7	PHILADELPHIA, PA . . .	WPVI-TV 6
CHARLESTON, W. VA. . .	WCHS-TV 8	PORTLAND, ORE	KATU 2
CHICAGO, ILL	WGN-TV 9	PORTSMOUTH, VA	WAVY-TV 10
DENVER, COLO	KOA-TV 4	PROVIDENCE, R.I. . . .	WPRI-TV 12
DULUTH, MINN	KDAL-TV 10	ROANOKE, VA	WSLS-TV 10
DURHAM, N.C.	WTVD 11	SACRAMENTO, CALIF . . .	KCRA-TV 3
FLINT, MICH.	WJRT-TV 12	SEATTLE, WA	KOMO-TV 4
FORT WAYNE, IND.	WKJG-TV 35	SHREVEPORT, LA	KTAL-TV 6
FRESNO, CALIF.	KFSN-TV 30	SPARTANBURG, S.C. . . .	WSPA-TV 7
HOUSTON, TEX	KTRK-TV 13	SPOKANE, WA	KREM-TV 2
JACKSONVILLE, FLA. .	WTLV 12	SPRINGFIELD, MO	KYTV 3
KNOXVILLE, TENN. . . .	WATE 6	TAMPA, FLA	WFLA-TV 8
LINCOLN, NEB	KOLN 10	TOLEDO, OHIO	WTOL 11
MEMPHIS, TENN	WMC-TV 5	TOPEKA, KAS	WIBW-TV 13
MILWAUKEE, WIS	WISN-TV 12	TULSA, OKLA	KTEW 2
MINNEAPOLIS, MINN . . .	KSTP-TV 5	WASHINGTON, D.C. . . .	WMAL-TV 7
MOBILE, ALA	WKRG-TV 5	WICHITA, KAN	KTVH-TV 12
		WILKES BARRE, PA	WNEP-TV 16



POLITICAL CONFIDENCE

August 26, 1972

SPC #19

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

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What Is Coming In Future Reports In This Series

Nationwide daily and continuous 7 Dimension interviewing for this 1972 Political Confidence report series started on July 14, the final day of the Democratic Convention in Miami.

For the first 42 days of this election campaign through August 25, following the close of the Republican convention, also in Miami, a total of 13,992 adults 18 years and older have been interviewed for this 7 Dimension report series, an average of 333 daily.

From now to election eve, the daily average will continue at about this rate.

Daily interviews are tabulated and presented in this weekly report series on the following basis:

- I. For each Friday through Monday for Tuesday reporting on our TV Spot Network, with key data telephoned each Tuesday (now to 36 stations).
- II. For each Tuesday through Thursday, for Friday reporting.
- III. Also each Friday, the past week's data are combined (Friday through Thursday) for telephoning to the TV Spot Network.
- IV. And each Friday the past week's data are added to the previous week's data for cumulative reporting.

(continued on back page) 293

TABLE I #56	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1284	100.0	138655	619	100.0	66944	665	100.0	71711

■ A. FIRST DIMENSION --- WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	256	19.9	27648	137	22.1	14816	119	17.9	12832
2. NIXON.....	748	58.3	80781	381	61.6	41205	367	55.2	39576
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	240	18.7	25908	89	14.4	9625	151	22.7	16283
5. NO OPINION.....	40	3.1	4317	12	1.9	1298	28	4.2	3019

● B. SECOND DIMENSION --- WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	253	19.7	27329	151	24.4	16330	102	15.3	10999
2. NIXON.....	726	56.5	78405	371	59.9	40123	355	53.4	38282
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	273	21.3	29465	84	13.6	9084	189	28.4	20381
5. NO OPINION.....	32	2.5	3455	13	2.1	1406	19	2.9	2049

◆ C. THIRD DIMENSION --- WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	56	4.4	6047	25	4.0	2704	31	4.7	3343
2. NIXON.....	1037	80.8	111990	524	84.7	56670	513	77.1	55320
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	165	12.8	17811	58	9.4	6273	107	16.1	11538
5. NO OPINION.....	26	2.0	2808	12	1.9	1298	14	2.1	1510

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	750	58.4	80995	376	60.7	40664	374	56.2	40331
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER.....	750	100.0	80995	376	100.0	40664	374	100.0	40331
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WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	152	20.3	16418	85	22.6	9193	67	17.9	7225
2. NIXON.....	503	67.1	54322	255	67.8	27578	248	66.3	26744
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	78	10.4	8420	27	7.2	2920	51	13.6	5500
5. NO OPINION.....	17	2.3	1836	9	2.4	973	8	2.1	863

Over

#56 Oct. 13-16, 1972 (continued)

TABLE I #56	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1284	100.0	138655	619	100.0	66944	665	100.0	71711
PLAN TO VOTE.....	750	58.4	80995	376	60.7	40664	374	56.2	40331

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	167	22.3	18036	90	23.9	9733	77	20.6	8303
2. NIXON.....	472	62.9	50974	241	64.1	26064	231	61.8	24910
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	98	13.1	10580	38	10.1	4110	60	16.0	6470
5. NO OPINION.....	13	1.7	1404	7	1.9	757	6	1.6	647

♣ F. SIXTH DIMENSION

	Sample	TOTAL %	Proj. (000)	Sample	MALE %	Proj. (000)	Sample	FEMALE %	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1284	100.0	138655	619	100.0	66944	665	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	534	41.6	57660	243	39.3	26280	291	43.8	31380
BASE--NO PLAN TO VOTE IN NOVEMBER.....	534	100.0	57660	243	100.0	26280	291	100.0	31380
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	104	19.5	11231	52	21.4	5624	52	17.9	5607
2. NIXON.....	245	45.9	26459	126	51.9	13627	119	40.9	12832
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	162	30.3	17489	62	25.5	6705	100	34.4	10784
5. NO OPINION.....	23	4.3	2481	3	1.2	324	20	6.9	2157

♠ G. SEVENTH DIMENSION

	Sample	TOTAL %	Proj. (000)	Sample	MALE %	Proj. (000)	Sample	FEMALE %	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1284	100.0	138655	619	100.0	66944	665	100.0	71711
NEW FIRST VOTERS.....	159	12.4	17169	73	11.8	7895	86	12.9	9274
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>	159	100.0	17169	73	100.0	7895	86	100.0	9274
1. McGOVERN.....	60	37.7	6479	27	37.0	2920	33	38.4	3559
2. NIXON.....	87	54.7	9394	39	53.4	4218	48	55.8	5176
3. DO NOT KNOW WHO WILL VOTE FOR.....	12	7.5	1296	7	9.6	757	5	5.8	539

Over

SINDLINGER & COMPANY TELEVISION NEWS SERVICE

	#	10/15 - 10/16						
A. First Dimension <u>First Choice For President</u>								
MCGOVERN	1	19.9						
NIXON	2	58.3						
OTHER	3	21.8						
REGISTERED AND PLAN TO VOTE IN NOVEMBER	4	58.4						
E. Fifth Dimension <u>Registered and Plan to Vote</u>								
MCGOVERN	5	22.3						
NIXON	6	62.9						
OTHER	7	14.8						
F. First Time Voters <u>Registered and Plan to Vote</u>								
MCGOVERN	8	21.2						
NIXON	9	37.7						
OTHER	10	54.7						
	11	7.6						

For Your Use:



SUMMARY OF CONTINUOUS AND DAILY POLITICAL CONFIDENCE NATIONWIDE INTERVIEWING **THIS SUMMARY**

SINDLINGER'S DIMENSION CONCEPT ON POLITICS

Telephone

Survey Number . . .	51	52	53	54A	54B
Sample Size	965	1,328	983	849	877
Dates of Nationwide Interviewing . . .	TUE -Sept. 26 THURS-Sept. 28	FRI Sept. 29 MON Oct. 2	TUE -Oct. 3 THURS-Oct. 5	Friday Oct. 6 7 Pm Sat. Oct. 7	7 PM Sat. Oct. 7 Monday Oct. 8
Base - All Adults 18 and older	Percent 100.0 Number 138,655	Percent 100.0 Number 138,655	Percent 100.0 Number 138,655	Percent 100.0 Number 138,655	Percent 100.0 Number 138,655
■ DIMENSION #1. .WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT					
McGovern.....	21.2 29,332	19.9 27,544	20.3 28,181	23.6 32,686	19.4 26,686
Nixon.....	63.2 87,692	60.3 83,600	61.2 84,862	61.2 84,876	62.3 86,686
Undecided*.....	15.6 21,631	19.7 27,510	18.5 25,612	15.3 21,092	18.3 25,686
● DIMENSION #2. .WHO THINK SHOULD BE ELECTED					
McGovern.....	19.7 27,323	18.6 25,776	19.4 26,904	20.7 28,666	20.0 27,686
Nixon.....	59.8 82,966	57.0 79,091	58.3 80,898	59.6 82,624	60.6 84,686
Undecided*.....	20.5 28,366	24.4 33,788	22.3 30,853	19.7 27,364	19.3 26,686
◆ DIMENSION #3. .WHO THINK WILL ACTUALLY BE ELECTED					
McGovern.....	7.8 10,781	8.3 11,496	8.5 11,729	8.5 11,728	8.0 11,728
Nixon.....	74.7 103,570	75.2 104,212	75.3 104,374	75.4 104,520	76.0 105,520
Undecided*.....	17.5 24,304	16.5 22,947	16.3 22,552	16.1 22,407	16.0 22,407
Registered and Plan to Vote in November	57.5 79,757	58.5 81,117	58.5 81,090	59.9 82,998	60.1 83,098
▶ DIMENSION #4. .PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT					
Base - Plan to Vote	100.0 79,757	100.0 81,117	100.0 81,090	100.0 82,998	100.0 83,098
McGovern.....	19.1 15,246	19.2 15,556	18.2 14,798	18.6 15,401	17.5 14,798
Nixon.....	64.5 51,471	61.6 49,987	62.4 50,599	64.0 53,160	64.2 53,160
Undecided*.....	16.4 13,040	19.2 15,574	19.3 15,693	17.4 14,437	18.3 15,574
* DIMENSION #5. .WHO PLAN TO VOTE FOR					
McGovern.....	22.9 18,280	20.1 16,269	22.2 18,023	26.8 22,269	22.4 18,280
Nixon.....	62.7 50,045	60.1 48,732	61.0 49,471	59.3 49,228	60.2 50,045
Undecided*.....	14.4 11,432	19.9 16,116	16.8 13,597	13.9 11,501	17.3 14,432
Points and Number Nixon over McGovern	+39.8 +31,765	+40.0 +32,463	+38.8 +31,448	+32.5 +26,959	+37.8 +31,765
♣ DIMENSION #6. .DO NOT PLAN TO VOTE & WHO SELF WANT FOR PRESIDENT					
Base - Do Not Now Plan to Vote	100.0 58,898	100.0 57,538	100.0 57,565	100.0 55,657	100.0 55,657
SELF CHOICE					
McGovern.....	23.9 14,087	20.8 11,988	23.2 13,383	31.1 17,284	22.3 12,087
Nixon.....	61.5 36,221	58.4 33,613	59.5 34,263	57.0 31,717	59.5 36,221
Undecided*.....	14.6 8,590	20.7 11,938	17.2 9,919	12.0 6,656	18.1 10,087
♠ DIMENSION #7. .FIRST TIME VOTERS & WHO PLAN TO VOTE FOR					
Base - First Time Voters	21.1 16,809	21.0 17,023	21.1 17,071	20.7 17,141	20.7 17,141
McGovern.....	39.3 6,610	35.6 6,056	37.2 6,354	38.1 6,252	34.8 6,610
Nixon.....	54.7 9,198	52.1 8,872	52.0 8,881	53.4 9,147	55.2 9,198
Undecided*.....	6.0 1,001	12.3 2,095	10.9 1,836	8.6 1,468	10.1 1,001

*Includes No Opinion, No Interest in Politics and Have Not Yet Made A Choice.

SINDLINGER & COMPANY, INC.

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

ZES THE TWO BI-WEEKLY REPORTS EACH WEEK ---
ed to TV Stations Each Tuesday & Friday

(F) (M)
 GMD

	54 1,726	55 1,044	56 1,284			
	Friday Oct. 6 Monday Oct. 9	Tues. -Oct.10 Thurs.-Oct.12	Fri. - Oct. 13 Mon. - Oct. 16			
ber (0)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)	Percent Number (000)
,655	100.0 138,655	100.0 138,655	100.0 138,655			
,919	21.5 29,756	19.9 27,567	19.9 27,648			
,427	61.8 85,665	60.0 83,218	58.3 80,781			
,309	16.7 23,234	20.1 27,869	21.8 30,225			
,730	20.3 28,191	19.0 26,358	19.7 27,329			
,093	60.1 83,371	59.5 82,461	56.5 78,405			
,832	19.5 27,093	21.5 29,836	23.8 32,920			
,024	8.2 11,370	4.5 6,255	4.4 6,047			
,405	75.7 104,969	80.1 111,040	80.8 111,990			
,226	16.1 22,316	15.4 21,360	14.8 20,619			
,345	60.0 83,175	60.1 83,393	58.4 80,995			
,345	100.0 83,175	100.0 83,393	100.0 80,995			
,563	18.0 14,975	19.4 16,170	20.3 16,418			
,508	64.1 53,337	61.9 51,623	67.1 54,322			
,274	17.8 14,863	18.7 15,599	12.7 10,256			
,698	24.6 20,455	19.9 16,566	22.3 18,036			
,185	59.8 49,715	58.8 49,013	62.9 50,974			
,461	15.7 13,006	21.3 17,814	14.8 11,984			
,487	+35.2 +29,260	+38.9 +32,447	+40.6 +32,938			
,310	100.0 55,480	100.0 55,262	100.0 57,660			
,356	26.6 14,781	20.6 11,397	19.5 11,231			
,920	58.3 32,328	57.2 31,595	45.9 26,459			
,036	15.1 8,372	22.2 12,271	34.6 19,970			
,227	20.7 17,185	20.5 17,136	21.2 17,169			
,227	100.0 17,185	100.0 17,136	100.0 17,169			
,988	36.4 6,252	33.4 5,723	37.7 6,479			
,502	54.3 9,328	59.6 10,215	54.7 9,394			
,738	9.3 1,605	7.0 1,198	7.5 1,296			

#42-55 Friday-Thursday, Aug. 25-Oct. 12, 1972

POLITICAL CONFIDENCE
SINDLINGER & COMPANY
1972 ELECTION SURVEY

NATIONWIDE DIMENSION INTERVIEWING
FROM FRIDAY THROUGH THURSDAY --- AUGUST 25 - OCTOBER 12, 1972

TABLE I #42-55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	16275	100.0	138655	7813	100.0	66944	8462	100.0	71711
A. FIRST DIMENSION --- <u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	3457	21.2	29458	1724	22.1	14772	1733	20.5	14686
2. NIXON.....	9749	59.9	83075	4874	62.4	41762	4875	57.6	41313
3. OTHER.....	6	.0	51	4	.1	34	2	.0	17
4. DO NOT KNOW YET....	2214	13.6	18846	883	11.3	7566	1331	15.7	11280
5. NO OPINION.....	849	5.2	7225	328	4.2	2810	521	6.2	4415
B. SECOND DIMENSION --- <u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	3316	20.4	28260	1693	21.7	14506	1623	19.2	13754
2. NIXON.....	9229	56.7	78646	4631	59.3	39680	4598	54.3	38966
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	2883	17.7	24541	1165	14.9	9982	1718	20.3	14559
5. NO OPINION.....	847	5.2	7208	324	4.1	2776	523	6.2	4432
C. THIRD DIMENSION --- <u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	1323	8.1	11270	618	7.9	5295	705	8.3	5975
2. NIXON.....	11686	71.8	99613	6189	79.2	53029	5497	65.0	46584
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	2574	15.8	21885	767	9.8	6572	1807	21.4	15313
5. NO OPINION.....	692	4.2	5887	239	3.1	2048	453	5.4	3839
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	9317	57.3	79385	4576	58.6	39208	4741	56.0	40177
D. FOURTH DIMENSION--- BASE--PLAN TO VOTE IN NOVEMBER..... 9317 100.0 79385 4576 100.0 39208 4741 100.0 40177 <u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS--FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	1800	19.3	15339	916	20.0	7848	884	18.6	7491
2. NIXON.....	5757	61.8	49065	2966	64.8	25413	2791	58.9	23652
3. OTHER.....	2	.0	17	2	.0	17		.0	
4. DO NOT KNOW YET....	1484	15.9	12630	581	12.7	4978	903	19.0	7652
5. NO OPINION.....	274	2.9	2332	111	2.4	951	163	3.4	1381

Over

#42-55 Aug. 25-Oct. 12, 1972

TABLE I #42-55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	16275	100.0	138654	7813	100.0	66944	8462	100.0	71710
PLAN TO VOTE.....	9317	57.3	79385	4576	58.6	39208	4741	56.0	40177

*E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	2079	22.3	17720	1088	23.8	9322	991	20.9	8398
2. NIXON.....	5547	59.6	47274	2839	62.0	24325	2708	57.1	22949
3. OTHER.....	2	.0	17	2	.0	17		.0	
4. DO NOT KNOW YET....	1514	16.2	12885	581	12.7	4978	933	19.7	7907
5. NO OPINION.....	175	1.9	1489	66	1.4	565	109	2.3	924

♣ F. SIXTH DIMENSION

TABLE I #42-55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	16275	100.0	138655	7813	100.0	66944	8462	100.0	71711
DO NOT PLAN TO VOTE IN NOVEMBER.....	6958	42.7	59270	3237	41.4	27736	3721	44.0	31534
BASE--NO PLAN TO VOTE IN NOVEMBER.....	6958	100.0	59270	3237	100.0	27736	3721	100.0	31534

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	1632	23.5	13905	793	24.5	6795	839	22.5	7110
2. NIXON.....	4009	57.6	34155	1915	59.2	16409	2094	56.3	17746
3. OTHER.....	4	.1	34	2	.1	17	2	.1	17
4. DO NOT KNOW YET....	731	10.5	6223	305	9.4	2613	426	11.4	3610
5. NO OPINION.....	582	8.4	4953	222	6.9	1902	360	9.7	3051

♣ G. SEVENTH DIMENSION

TABLE I #42-55	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	16275	100.0	138655	7813	100.0	66944	8462	100.0	71711
NEW FIRST VOTERS.....	1889	11.6	16094	910	11.6	7797	979	11.6	8297

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	689	36.5	5869	322	35.4	2759	367	37.5	3110
2. NIXON.....	966	51.1	8232	485	53.3	4156	481	49.1	4076
3. DO NOT KNOW WHO WILL VOTE FOR.....	234	12.4	1993	103	11.3	883	131	13.4	1110

Over

SINDLINGER DATA

August 25 - October 9, 1972

Fifth Dimension -- "Who self plan to vote for President in November l Among adults who are registered and qualified and plan to vote in November. "

H

<u>STATE</u>	<u>SAMPLE</u>	<u>NIXON</u>	<u>MCGOVERN</u>	<u>UNDECIDED</u>
Alabama	250	66.9	15.1	17.8
California	1594	54.9	38.4	6.7
Connecticut	234	55.0	30.7	14.2
Florida	630	68.4	21.7	10.0
Illinois	857	57.8	28.9	13.3
Indiana	364	57.3	31.7	11.0
Michigan	688	61.4	25.7	13.0
New York	1426	50.4	37.7	11.9
Ohio	936	55.3	26.7	18.0
Pennsylvania	896	61.6	22.1	16.3
Texas	782	67.1	23.0	10.0
Virginia	307	65.7	22.6	11.7

g. Stachan

POLITICAL CONFIDENCE **#42-54 CONNECTICUT Aug. 25-Oct. 9, 1972**
 SINDLINGER & COMPANY DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
 1972 ELECTION SURVEY STATE OF CONNECTICUT

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 234 100.0 2131 124 100.0 1137 110 100.0 994

■ A. FIRST DIMENSION --- WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	62	26.5	564	32	25.8	293	30	27.3	271
2. NIXON.....	147	62.8	1339	83	66.9	761	64	58.2	578
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	16	6.8	145	5	4.0	46	11	10.0	99
5. NO OPINION.....	9	3.8	82	4	3.2	37	5	4.5	45

● B. SECOND DIMENSION --- WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	69	29.5	628	36	29.0	330	33	30.0	298
2. NIXON.....	142	60.7	1293	77	62.1	706	65	59.1	587
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	16	6.8	145	8	6.5	73	8	7.3	72
5. NO OPINION.....	7	3.0	64	3	2.4	28	4	3.6	36

◆ C. THIRD DIMENSION --- WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	21	9.0	191	11	8.9	101	10	9.1	90
2. NIXON.....	172	73.5	1567	93	75.0	853	79	71.8	714
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	30	12.9	274	15	12.1	138	15	13.6	136
5. NO OPINION.....	11	4.7	100	5	4.0	46	6	5.5	54

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	140	59.8	1275	74	59.7	679	66	60.0	596
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 140 100.0 1275 74 100.0 679 66 100.0 596

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	48	34.4	438	30	40.5	275	18	27.3	163
2. NIXON.....	77	55.0	701	39	52.7	358	38	57.6	343
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	11	7.8	100	3	4.1	28	8	12.1	72
5. NO OPINION.....	4	2.8	36	2	2.7	18	2	3.0	18

Over

#42-54 CONNECTICUT (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	234	100.0	2131	124	100.0	1137	110	100.0	994
PLAN TO VOTE.....	140	59.8	1275	74	59.7	679	66	60.0	596

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	43	30.7	392	27	36.5	248	16	24.2	144
2. NIXON.....	77	55.0	701	41	55.4	376	36	54.5	325
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	15	10.7	136	4	5.4	37	11	16.7	99
5. NO OPINION.....	5	3.5	45	2	2.7	18	3	4.5	27

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	234	100.0	2131	124	100.0	1137	110	100.0	994
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DO NOT PLAN TO VOTE IN NOVEMBER.....	94	40.2	856	50	40.3	458	44	40.0	398
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BASE--NO PLAN TO VOTE IN NOVEMBER.....	94	100.0	856	50	100.0	458	44	100.0	398
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WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	14	14.8	127	2	4.0	18	12	27.3	109
2. NIXON.....	70	74.5	638	44	88.0	403	26	59.1	235
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	5	5.3	45	2	4.0	18	3	6.8	27
5. NO OPINION.....	5	5.3	45	2	4.0	18	3	6.8	27

♣ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	234	100.0	2131	124	100.0	1137	110	100.0	994
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NEW FIRST VOTERS.....	25	10.7	227	13	10.5	119	12	10.9	108
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NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	9	36.1	82	5	38.5	46	4	33.3	36
2. NIXON.....	12	48.0	109	6	46.2	55	6	50.0	54
3. DO NOT KNOW WHO WILL VOTE FOR.....	4	15.9	36	2	15.4	18	2	16.7	18

Over

POLITICAL CONFIDENCE **#42-54 NEW YORK Aug. 25-Oct. 9, 1972**
 SINDLINGER & COMPANY DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
 1972 ELECTION SURVEY STATE OF NEW YORK

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 1426 100.0 12974 627 100.0 5751 799 100.0 7223

■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	519	36.4	4722	228	36.4	2091	291	36.4	2631
2. NIXON.....	771	54.1	7014	339	54.1	3109	432	54.1	3905
3. OTHER.....	1	.1	9	1	.2	9		.0	
4. DO NOT KNOW YET....	76	5.3	692	34	5.4	312	42	5.3	380
5. NO OPINION.....	59	4.1	536	25	4.0	229	34	4.3	307

● B. SECOND DIMENSION ---
WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	530	37.2	4823	243	38.8	2229	287	35.9	2594
2. NIXON.....	760	53.3	6915	336	53.6	3082	424	53.1	3833
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	74	5.2	671	19	3.0	174	55	6.9	497
5. NO OPINION.....	62	4.3	564	29	4.6	266	33	4.1	298

◆ C. THIRD DIMENSION ---
WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	96	6.7	873	39	6.2	358	57	7.1	515
2. NIXON.....	1017	71.3	9254	461	73.5	4228	556	69.6	5026
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	268	18.8	2437	108	17.2	991	160	20.0	1446
5. NO OPINION.....	45	3.2	409	19	3.0	174	26	3.3	235
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	774	54.3	7043	348	55.5	3192	426	53.3	3851

▶ D. FOURTH DIMENSION---
 BASE--PLAN TO VOTE IN NOVEMBER..... 774 100.0 7043 348 100.0 3192 426 100.0 3851

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	262	33.8	2384	116	33.3	1064	146	34.3	1320
2. NIXON.....	444	57.3	4039	193	55.5	1770	251	58.9	2269
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	48	6.2	438	29	8.3	266	19	4.5	172
5. NO OPINION.....	20	2.6	182	10	2.9	92	10	2.3	90

Over

#42-54 NEW YORK (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1426	100.0	12974	627	100.0	5751	799	100.0	7223
PLAN TO VOTE.....	774	54.3	7043	348	55.5	3192	426	53.3	3851

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	292	37.7	2657	131	37.6	1202	161	37.8	1455
2. NIXON.....	390	50.4	3548	168	48.3	1541	222	52.1	2007
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	77	10.0	701	42	12.1	385	35	8.2	316
5. NO OPINION.....	15	1.9	136	7	2.0	64	8	1.9	72

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1426	100.0	12974	627	100.0	5751	799	100.0	7223
DO NOT PLAN TO VOTE IN NOVEMBER.....	652	45.7	5931	279	44.5	2559	373	46.7	3372
BASE--NO PLAN TO VOTE IN NOVEMBER.....	652	100.0	5931	279	100.0	2559	373	100.0	3372
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	257	39.4	2338	112	40.1	1027	145	38.9	1311
2. NIXON.....	327	50.2	2975	146	52.3	1339	181	48.5	1636
3. OTHER.....	1	.2	9	1	.4	9		.0	
4. DO NOT KNOW YET....	28	4.3	254	5	1.8	46	23	6.2	208
5. NO OPINION.....	39	6.0	355	15	5.4	138	24	6.4	217

♠ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1426	100.0	12974	627	100.0	5751	799	100.0	7223
NEW FIRST VOTERS.....	148	10.4	1346	66	10.5	605	82	10.3	741
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>									
1. McGOVERN.....	60	40.6	546	29	43.9	266	31	37.8	280
2. NIXON.....	76	51.3	691	30	45.5	275	46	56.1	416
3. DO NOT KNOW WHO WILL VOTE FOR.....	12	8.1	109	7	10.6	64	5	6.1	45

Over

POLITICAL CONFIDENCE **#42-54 PENNSYLVANIA Aug. 25-Oct. 9, 1972**
 SINDLINGER & COMPANY DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
 1972 ELECTION SURVEY STATE OF PENNSYLVANIA

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	896	100.0	8159	444	100.0	4073	452	100.0	4086
A. FIRST DIMENSION --- <u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	159	17.7	1447	74	16.7	679	85	18.8	768
2. NIXON.....	533	59.5	4857	288	64.9	2642	245	54.2	2215
3. OTHER.....	2	.2	18	2	.5	18		.0	
4. DO NOT KNOW YET....	147	16.4	1337	55	12.4	505	92	20.4	832
5. NO OPINION.....	55	6.1	500	25	5.6	229	30	6.6	271
B. SECOND DIMENSION --- <u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	174	19.4	1585	85	19.1	780	89	19.7	805
2. NIXON.....	499	55.7	4546	266	59.9	2440	233	51.5	2106
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	165	18.4	1500	66	14.9	605	99	21.9	895
5. NO OPINION.....	58	6.5	528	27	6.1	248	31	6.9	280
C. THIRD DIMENSION --- <u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	51	5.7	463	19	4.3	174	32	7.1	289
2. NIXON.....	661	73.8	6025	368	82.9	3376	293	64.8	2649
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	164	18.2	1489	48	10.8	440	116	25.7	1049
5. NO OPINION.....	20	2.2	182	9	2.0	83	11	2.4	99
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	541	60.4	4928	281	63.3	2578	260	57.5	2350
D. FOURTH DIMENSION--- BASE--PLAN TO VOTE IN NOVEMBER.....	541	100.0	4928	281	100.0	2578	260	100.0	2350
<u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	106	19.6	964	46	16.4	422	60	23.1	542
2. NIXON.....	354	65.4	3225	188	66.9	1725	166	63.8	1500
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	68	12.6	620	43	15.3	394	25	9.6	226
5. NO OPINION.....	13	2.4	118	4	1.4	37	9	3.5	81

Over

#42-54 PENNSYLVANIA (continued)

TABLE I # 42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	896	100.0	8159	444	100.0	4073	452	100.0	4086
PLAN TO VOTE.....	541	60.4	4928	281	63.3	2578	260	57.5	2350

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	120	22.1	1091	46	16.4	422	74	28.5	669
2. NIXON.....	333	61.6	3034	179	63.7	1642	154	59.2	1392
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	77	14.3	703	53	18.9	486	24	9.2	217
5. NO OPINION.....	11	2.0	100	3	1.1	28	8	3.1	72

♣ F. SIXTH DIMENSION

TABLE 1 # 42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	896	100.0	8159	444	100.0	4073	452	100.0	4086
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DO NOT PLAN TO VOTE IN NOVEMBER.....	355	39.6	3231	163	36.7	1495	192	42.5	1736
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BASE--NO PLAN TO VOTE IN NOVEMBER.....	355	100.0	3231	163	100.0	1495	192	100.0	1736
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WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	53	14.9	483	28	17.2	257	25	13.0	226
2. NIXON.....	179	50.5	1631	100	61.3	917	79	41.1	714
3. OTHER.....	2	.6	18	2	1.2	18		.0	
4. DO NOT KNOW YET....	79	22.2	716	12	7.4	110	67	34.9	606
5. NO OPINION.....	42	11.9	383	21	12.9	193	21	10.9	190

♠ G. SEVENTH DIMENSION

TABLE 1 #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	896	100.0	8159	444	100.0	4073	452	100.0	4086
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NEW FIRST VOTERS.....	95	10.6	865	45	10.1	413	50	11.1	452
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NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	30	31.6	273	11	24.4	101	19	38.0	172
2. NIXON.....	56	59.0	510	29	64.4	266	27	54.0	244
3. DO NOT KNOW WHO WILL VOTE FOR.....	9	9.5	82	5	11.1	46	4	8.0	36

Over

POLITICAL CONFIDENCE **#42-54 ILLINOIS Aug. 25-Oct. 1972**
 SINDLINGER & COMPANY DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
 1972 ELECTION SURVEY STATE OF ILLINOIS

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 857 100.0 7795 358 100.0 3284 499 100.0 4511

■ A. FIRST DIMENSION --- WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	219	25.6	1992	92	25.7	844	127	25.5	1148
2. NIXON.....	506	59.1	4603	214	59.8	1963	292	58.5	2640
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	96	11.2	873	39	10.9	358	57	11.4	515
5. NO OPINION.....	36	4.2	327	13	3.6	119	23	4.6	208

● B. SECOND DIMENSION --- WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	238	27.8	2166	107	29.9	982	131	26.3	1184
2. NIXON.....	523	61.0	4757	221	61.7	2027	302	60.5	2730
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	64	7.5	581	20	5.6	183	44	8.8	398
5. NO OPINION.....	32	3.7	291	10	2.8	92	22	4.4	199

◆ C. THIRD DIMENSION --- WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	69	8.1	628	29	8.1	266	40	8.0	362
2. NIXON.....	621	72.5	5653	295	82.4	2706	326	65.3	2947
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	131	15.2	1187	22	6.1	202	109	21.8	985
5. NO OPINION.....	36	4.2	327	12	3.4	110	24	4.8	217
REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	502	58.6	4567	213	59.5	1954	289	57.9	2613

▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 502 100.0 4567 213 100.0 1954 289 100.0 2613

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	142	28.3	1291	60	28.2	550	82	28.4	741
2. NIXON.....	301	60.0	2738	129	60.6	1183	172	59.5	1555
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	50	9.9	454	20	9.4	183	30	10.4	271
5. NO OPINION.....	9	1.8	82	4	1.9	37	5	1.7	45

Over

#42-54 ILLINOIS (continued)

TABLE I # 42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	857	100.0	7795	358	100.0	3284	499	100.0	4511
PLAN TO VOTE.....	502	58.6	4567	213	59.5	1954	289	57.9	2613

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	145	28.9	1318	54	25.4	495	91	31.5	823
2. NIXON.....	290	57.8	2640	132	62.0	1211	158	54.7	1429
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	57	11.3	518	23	10.8	211	34	11.8	307
5. NO OPINION.....	10	2.0	91	4	1.9	37	6	2.1	54

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	857	100.0	7795	358	100.0	3284	499	100.0	4511
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DO NOT PLAN TO VOTE IN NOVEMBER.....	355	41.4	3228	145	40.5	1330	210	42.1	1898
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BASE--NO PLAN TO VOTE IN NOVEMBER.....	355	100.0	3228	145	100.0	1330	210	100.0	1898
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WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	77	21.7	701	32	22.1	294	45	21.4	407
2. NIXON.....	205	57.8	1865	85	58.6	780	120	57.1	1085
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	46	12.9	418	19	13.1	174	27	12.9	244
5. NO OPINION.....	27	7.6	246	9	6.2	83	18	8.6	163

♣ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	857	100.0	7795	358	100.0	3284	499	100.0	4511
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NEW FIRST VOTERS.....	93	10.9	846	38	10.6	349	55	11.0	497
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NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....	93	100.0	846	38	100.0	349	55	100.0	497
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1. McGOVERN.....	30	32.3	273	12	31.6	110	18	32.7	163
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2. NIXON.....	57	61.2	518	24	63.2	220	33	60.0	298
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3. DO NOT KNOW WHO WILL VOTE FOR.....	6	6.4	54	2	5.3	18	4	7.3	36
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Over

TABLE I #42-54

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	364	100.0	3313	165	100.0	1514	199	100.0	1799
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■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	122	33.5	1111	62	37.6	569	60	30.2	542
2. NIXON.....	199	54.6	1810	88	53.3	807	111	55.8	1003
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	32	8.8	291	11	6.7	101	21	10.6	190
5. NO OPINION.....	11	3.0	100	4	2.4	37	7	3.5	63

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	117	32.1	1065	53	32.1	486	64	32.2	579
2. NIXON.....	210	57.7	1911	92	55.8	844	118	59.3	1067
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	28	7.7	255	17	10.3	156	11	5.5	99
5. NO OPINION.....	9	2.5	82	3	1.8	28	6	3.0	54

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	31	8.5	282	13	7.9	119	18	9.0	163
2. NIXON.....	208	57.3	1898	131	79.4	1202	77	38.7	696
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	39	10.7	355	19	11.5	174	20	10.1	181
5. NO OPINION.....	6	1.6	54	2	1.2	18	4	2.0	36

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	218	59.9	1984	99	60.0	908	119	59.8	1076
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER.....	218	100.0	1984	99	100.0	908	119	100.0	1076
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WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS--FIRST DIMENSION--WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	58	26.6	528	28	28.3	257	30	25.2	271
2. NIXON.....	136	62.3	1237	59	59.6	541	77	64.7	696
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	18	8.3	164	10	10.1	92	8	6.7	72
5. NO OPINION.....	6	2.7	54	2	2.0	18	4	3.4	36

Over

#42-54 INDIANA (continued)

TABLE I # 42-54	TOTAL			MALE			FEMALE		
	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	364	100.0	3313	165	100.0	1514	199	100.0	1799
PLAN TO VOTE.....	218	59.9	1984	99	60.0	908	119	59.8	1076

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

218	100.0	1984	99	100.0	908	119	100.0	1076	
1. McGOVERN.....	69	31.7	629	33	33.3	303	36	30.3	326
2. NIXON.....	125	57.3	1137	54	54.5	495	71	59.7	642
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	19	8.7	173	10	10.1	92	9	7.6	81
5. NO OPINION.....	5	2.3	45	2	2.0	18	3	2.5	27

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	364	100.0	3313	165	100.0	1514	199	100.0	1799
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DO NOT PLAN TO VOTE IN NOVEMBER.....	146	40.1	1329	66	40.0	606	80	40.2	723
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BASE--NO PLAN TO VOTE IN NOVEMBER.....	146	100.0	1329	66	100.0	606	80	100.0	723
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WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT--DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	64	43.9	583	34	51.5	312	30	37.5	271
2. NIXON.....	63	43.1	573	29	43.9	266	34	42.5	307
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	14	9.5	126	1	1.5	9	13	16.3	117
5. NO OPINION.....	5	3.4	45	2	3.0	18	3	3.8	27

♠ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)	Sample	% %	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	364	100.0	3313	165	100.0	1514	199	100.0	1799
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NEW FIRST VOTERS.....	37	10.2	337	17	10.3	156	20	10.1	181
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NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

37	100.0	337	17	100.0	156	20	100.0	181	
1. McGOVERN.....	16	43.3	146	6	35.3	55	10	50.0	91
2. NIXON.....	19	51.3	173	11	64.7	101	8	40.0	72
3. DO NOT KNOW WHO WILL VOTE FOR.....	2	5.3	18		.0		2	10.0	18

Over

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 688 100.0 6269 370 100.0 3394 318 100.0 2875

■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	196	28.5	1788	122	33.0	1119	74	23.3	669
2. NIXON.....	390	56.7	3554	215	58.1	1972	175	55.0	1582
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	79	11.4	717	25	6.8	229	54	17.0	488
5. NO OPINION.....	23	3.3	209	8	2.2	73	15	4.7	136

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	169	24.6	1542	112	30.3	1027	57	17.9	515
2. NIXON.....	431	62.6	3926	225	60.8	2064	206	64.8	1862
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	65	9.4	591	24	6.5	220	41	12.9	371
5. NO OPINION.....	23	3.3	210	9	2.4	83	14	4.4	127

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	80	11.6	730	54	14.6	495	26	8.2	235
2. NIXON.....	530	77.0	4830	287	77.6	2633	243	76.4	2197
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	60	8.7	546	22	5.9	202	38	11.9	344
5. NO OPINION.....	18	2.6	163	7	1.9	64	11	3.5	99

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	402	58.4	3662	211	57.0	1935	191	60.1	1727
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 402 100.0 3662 211 100.0 1935 191 100.0 1727

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	87	21.7	794	57	27.0	523	30	15.7	271
2. NIXON.....	273	67.9	2486	135	64.0	1238	138	72.3	1248
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	34	8.5	310	16	7.6	147	18	9.4	163
5. NO OPINION.....	8	2.0	73	3	1.4	28	5	2.6	45

Over

#42-54 MICHIGAN (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	688	100.0	6269	370	100.0	3394	318	100.0	2875
PLAN TO VOTE.....	402	58.4	3662	211	57.0	1935	191	60.1	1727
* E. FIFTH DIMENSION---									
<u>WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....</u>									
	402	100.0	3662	211	100.0	1935	191	100.0	1727
1. McGOVERN.....	103	25.7	940	64	30.3	587	39	20.4	353
2. NIXON.....	247	61.4	2249	115	54.5	1055	132	69.1	1194
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	46	11.5	420	30	14.2	275	16	8.4	145
5. NO OPINION.....	6	1.5	54	2	.9	18	4	2.1	36
♣ F. SIXTH DIMENSION									

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	688	100.0	6269	370	100.0	3394	318	100.0	2875
DO NOT PLAN TO VOTE IN NOVEMBER.....	286	41.6	2607	159	43.0	1459	127	39.9	1148
BASE--NO PLAN TO VOTE IN NOVEMBER.....	286	100.0	2607	159	100.0	1459	127	100.0	1148
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	109	38.1	994	65	40.9	596	44	34.6	398
2. NIXON.....	117	41.0	1068	80	50.3	734	37	29.1	334
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	45	15.7	408	9	5.7	83	36	28.3	325
5. NO OPINION.....	15	5.2	136	5	3.1	46	10	7.9	90
♣ G. SEVENTH DIMENSION									

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	688	100.0	6269	370	100.0	3394	318	100.0	2875
NEW FIRST VOTERS.....	93	13.5	847	49	13.2	449	44	13.8	398
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>									
	93	100.0	847	49	100.0	449	44	100.0	398
1. McGOVERN.....	39	42.0	356	23	46.9	211	16	36.4	145
2. NIXON.....	47	50.5	428	22	44.9	202	25	56.8	226
3. DO NOT KNOW WHO WILL VOTE FOR.....	7	7.6	64	4	8.2	37	3	6.8	27

Over

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	936	100.0	8520	437	100.0	4009	499	100.0	4511
■ A. FIRST DIMENSION --- <u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	277	29.6	2519	111	25.4	1018	166	33.3	1501
2. NIXON.....	554	59.2	5043	256	58.6	2349	298	59.7	2694
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	74	7.9	677	58	13.3	532	16	3.2	145
5. NO OPINION.....	31	3.3	282	12	2.7	110	19	3.8	172
● B. SECOND DIMENSION --- <u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	211	22.5	1921	95	21.7	872	116	23.2	1049
2. NIXON.....	558	59.6	5080	267	61.1	2449	291	58.3	2631
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	138	14.7	1256	62	14.2	569	76	15.2	687
5. NO OPINION.....	29	3.1	264	13	3.0	119	16	3.2	145
◆ C. THIRD DIMENSION --- <u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	76	8.1	691	28	6.4	257	48	9.6	434
2. NIXON.....	691	73.9	6293	347	79.4	3183	344	68.9	3110
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	145	15.5	1318	52	11.9	477	93	18.6	841
5. NO OPINION.....	24	2.6	219	10	2.3	92	14	2.8	127
<div style="border: 1px solid black; padding: 2px;"> REGISTERED AND PLAN TO VOTE IN NOVEMBER..... </div>									
	553	59.1	5034	257	58.8	2358	296	59.3	2676
▶ D. FOURTH DIMENSION--- BASE--PLAN TO VOTE IN NOVEMBER.....									
	553	100.0	5034	257	100.0	2358	296	100.0	2676
<u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	131	23.7	1191	50	19.5	459	81	27.4	732
2. NIXON.....	365	66.0	3322	165	64.2	1514	200	67.6	1808
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	44	8.0	402	36	14.0	330	8	2.7	72
5. NO OPINION.....	13	2.3	118	6	2.3	55	7	2.4	63

Over

#42-54 OHIO (continued)

TABLE I #42-54

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	936	100.0	8520	437	100.0	4009	499	100.0	4511
PLAN TO VOTE.....	553	59.1	5034	257	58.8	2358	296	59.3	2676

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER--AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

553	100.0	5034	257	100.0	2358	296	100.0	2676	
1. McGOVERN.....	148	26.7	1346	56	21.8	514	92	31.1	832
2. NIXON.....	306	55.3	2786	141	54.9	1294	165	55.7	1492
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	88	16.0	803	55	21.4	505	33	11.1	298
5. NO OPINION.....	11	2.0	100	5	1.9	46	6	2.0	54

♣ F. SIXTH DIMENSION

TABLE I #42-54

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	936	100.0	8520	437	100.0	4009	499	100.0	4511
DO NOT PLAN TO VOTE IN NOVEMBER.....	383	40.9	3486	180	41.2	1651	203	40.7	1835
BASE--NO PLAN TO VOTE IN NOVEMBER.....	383	100.0	3486	180	100.0	1651	203	100.0	1835

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY-- BUT--DO NOT PLAN TO VOTE/DO NOT VOTE

146	38.1	1328	61	33.9	560	85	41.9	768	
2. NIXON.....	189	49.4	1721	91	50.6	835	98	48.3	886
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	30	7.9	274	22	12.2	202	8	3.9	72
5. NO OPINION.....	18	4.7	163	6	3.3	55	12	5.9	108

♣ G. SEVENTH DIMENSION

TABLE I #42-54

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	936	100.0	8520	437	100.0	4009	499	100.0	4511
NEW FIRST VOTERS.....	120	12.8	1092	54	12.4	495	66	13.2	597

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER-- AND PLAN TO VOTE IN NOVEMBER.....

120	100.0	1092	54	100.0	495	66	100.0	597	
1. McGOVERN.....	47	39.1	427	20	37.0	183	27	40.9	244
2. NIXON.....	65	54.2	592	31	57.4	284	34	51.5	308
3. DO NOT KNOW WHO WILL VOTE FOR.....	8	6.6	72	3	5.6	27	5	7.6	45

Over

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	250	100.0	2277	130	100.0	1192	120	100.0	1085
■ A. FIRST DIMENSION --- <u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u>									
1. McGOVERN.....	41	16.4	374	21	16.2	193	20	16.7	181
2. NIXON.....	166	66.4	1512	88	67.7	807	78	65.0	705
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	30	12.0	274	16	12.3	147	14	11.7	127
5. NO OPINION.....	13	5.2	118	5	3.8	46	8	6.7	72
● B. SECOND DIMENSION --- <u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>									
1. McGOVERN.....	34	13.6	310	16	12.3	147	18	15.0	163
2. NIXON.....	173	69.3	1577	100	76.9	917	73	60.8	660
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	25	10.0	227	8	6.2	73	17	14.2	154
5. NO OPINION.....	18	7.2	164	6	4.6	55	12	10.0	109
◆ C. THIRD DIMENSION --- <u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>									
1. McGOVERN.....	20	8.0	182	12	9.2	110	8	6.7	72
2. NIXON.....	194	77.6	1768	107	82.3	981	87	72.5	787
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	23	9.2	209	7	5.4	64	16	13.3	145
5. NO OPINION.....	13	5.2	118	4	3.1	37	9	7.5	81
<div style="border: 1px solid black; padding: 2px;"> REGISTERED AND PLAN TO VOTE IN NOVEMBER..... </div>									
	145	58.0	1321	78	60.0	715	67	55.8	606
▶ D. FOURTH DIMENSION--- BASE--PLAN TO VOTE IN NOVEMBER.....									
	145	100.0	1321	78	100.0	715	67	100.0	606
<u>WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.</u>									
1. McGOVERN.....	19	13.1	173	10	12.8	92	9	13.4	81
2. NIXON.....	105	72.4	957	60	76.9	550	45	67.2	407
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	17	11.7	154	6	7.7	55	11	16.4	99
5. NO OPINION.....	4	2.7	36	2	2.6	18	2	3.0	18

Over

#42-54 ALABAMA (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	250	100.0	2277	130	100.0	1192	120	100.0	1085
PLAN TO VOTE.....	145	58.0	1321	78	60.0	715	67	55.8	606

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
1. McGOVERN.....	22	15.1	200	13	16.7	119	9	13.4	81
2. NIXON.....	97	66.9	884	55	70.5	504	42	62.7	380
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	22	15.1	200	8	10.3	73	14	20.9	127
5. NO OPINION.....	4	2.7	36	2	2.6	18	2	3.0	18

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	250	100.0	2277	130	100.0	1192	120	100.0	1085
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DO NOT PLAN TO VOTE IN NOVEMBER.....	105	42.0	956	52	40.0	477	53	44.2	479
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BASE--NO PLAN TO VOTE IN NOVEMBER.....	105	100.0	956	52	100.0	477	53	100.0	479
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WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	22	20.9	200	11	21.2	101	11	20.8	99
2. NIXON.....	61	58.1	555	28	53.8	257	33	62.3	298
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	13	12.4	119	10	19.2	92	3	5.7	27
5. NO OPINION.....	9	8.6	82	3	5.8	28	6	11.3	54

♠ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	250	100.0	2277	130	100.0	1192	120	100.0	1085
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NEW FIRST VOTERS.....	23	9.2	210	11	8.5	101	12	10.0	109
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NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	5	21.9	46	3	27.3	28	2	16.7	18
2. NIXON.....	13	56.7	119	6	54.5	55	7	58.3	64
3. DO NOT KNOW WHO WILL VOTE FOR.....	5	21.4	45	2	18.2	18	3	25.0	27

Over

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 630 100.0 5733 283 100.0 2596 347 100.0 3137

■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	114	18.1	1039	63	22.3	578	51	14.7	461
2. NIXON.....	455	72.2	4139	196	69.3	1798	259	74.6	2341
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	42	6.7	382	18	6.4	165	24	6.9	217
5. NO OPINION.....	19	3.0	173	6	2.1	55	13	3.7	118

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	95	15.1	866	51	18.0	468	44	12.7	398
2. NIXON.....	468	74.3	4258	205	72.4	1880	263	75.8	2378
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	38	6.0	345	12	4.2	110	26	7.5	235
5. NO OPINION.....	29	4.6	265	15	5.3	138	14	4.0	127

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	25	4.0	228	10	3.5	92	15	4.3	136
2. NIXON.....	542	86.0	4932	245	86.6	2247	297	85.6	2685
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	36	5.7	327	14	4.9	128	22	6.3	199
5. NO OPINION.....	27	4.3	246	14	4.9	128	13	3.7	118

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	383	60.8	3485	174	61.5	1596	209	60.2	1889
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 383 100.0 3485 174 100.0 1596 209 100.0 1889

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	76	19.9	692	36	20.7	330	40	19.1	362
2. NIXON.....	273	71.2	2483	118	67.8	1082	155	74.2	1401
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	24	6.3	218	14	8.0	128	10	4.8	90
5. NO OPINION.....	10	2.6	91	6	3.4	55	4	1.9	36

Over

#42-54 FLORIDA (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	630	100.0	5733	283	100.0	2596	347	100.0	3137
PLAN TO VOTE.....	383	60.8	3485	174	61.5	1596	209	60.2	1889

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	83	21.7	756	39	22.4	358	44	21.1	398
2. NIXON.....	262	68.4	2384	114	65.5	1046	148	70.8	1338
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	29	7.6	264	17	9.8	156	12	5.7	108
5. NO OPINION.....	9	2.4	82	4	2.3	37	5	2.4	45

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	630	100.0	5733	283	100.0	2596	347	100.0	3137
DO NOT PLAN TO VOTE IN NOVEMBER.....	247	39.2	2248	109	38.5	1000	138	39.8	1248
BASE--NO PLAN TO VOTE IN NOVEMBER.....	247	100.0	2248	109	100.0	1000	138	100.0	1248
<u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE</u>									
1. McGOVERN.....	38	15.4	347	27	24.8	248	11	8.0	99
2. NIXON.....	182	73.7	1657	78	71.6	716	104	75.4	941
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	18	7.3	164	4	3.7	37	14	10.1	127
5. NO OPINION.....	9	3.6	81		.0		9	6.5	81

♠ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	630	100.0	5733	283	100.0	2596	347	100.0	3137
NEW FIRST VOTERS.....	86	13.6	782	35	12.4	321	51	14.7	461
<u>NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....</u>	86	100.0	782	35	100.0	321	51	100.0	461
1. McGOVERN.....	24	27.9	218	8	22.9	73	16	31.4	145
2. NIXON.....	55	63.9	500	24	68.6	220	31	60.8	280
3. DO NOT KNOW WHO WILL VOTE FOR.....	7	8.2	64	3	8.6	28	4	7.8	36

Over

POLITICAL CONFIDENCE **#42-54 TEXAS Aug. 25-Oct. 9, 1972**
 SINDLINGER & COMPANY DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
 1972 ELECTION SURVEY STATE OF TEXAS

TABLE I #42-54

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 782 100.0 7117 366 100.0 3357 416 100.0 3760

■ A. FIRST DIMENSION ---
 WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	131	16.8	1193	65	17.8	596	66	15.9	597
2. NIXON.....	539	68.9	4907	264	72.1	2421	275	66.1	2486
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	80	10.2	726	26	7.1	238	54	13.0	488
5. NO OPINION.....	32	4.1	291	11	3.0	101	21	5.0	190

● B. SECOND DIMENSION ---
 WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	134	17.2	1221	74	20.2	679	60	14.4	542
2. NIXON.....	533	68.2	4852	254	69.4	2330	279	67.1	2522
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	83	10.6	754	28	7.7	257	55	13.2	497
5. NO OPINION.....	32	4.1	291	10	2.7	92	22	5.3	199

◆ C. THIRD DIMENSION ---
 WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	75	9.6	683	36	9.8	330	39	9.4	353
2. NIXON.....	612	78.3	5572	303	82.8	2779	309	74.3	2793
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	69	8.8	626	19	5.2	174	50	12.0	452
5. NO OPINION.....	26	3.3	236	8	2.2	73	18	4.3	163

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	456	58.3	4150	214	58.5	1963	242	58.2	2187
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▶ D. FOURTH DIMENSION ---
 BASE--PLAN TO VOTE IN NOVEMBER..... 456 100.0 4150 214 100.0 1963 242 100.0 2187

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	89	19.5	810	38	17.8	349	51	21.1	461
2. NIXON.....	315	69.1	2867	149	69.6	1367	166	68.6	1500
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	42	9.2	383	22	10.3	202	20	8.3	181
5. NO OPINION.....	10	2.2	91	5	2.3	46	5	2.1	45

Over

#42-54 TEXAS (continued)

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	782	100.0	7117	366	100.0	3357	416	100.0	3760
PLAN TO VOTE.....	456	58.3	4150	214	58.5	1963	242	58.2	2187

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

.....	456	100.0	4150	214	100.0	1963	242	100.0	2187
1. McGOVERN.....	105	23.0	954	42	19.6	385	63	26.0	569
2. NIXON.....	306	67.1	2786	149	69.6	1367	157	64.9	1419
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	35	7.7	319	19	8.9	174	16	6.6	145
5. NO OPINION.....	10	2.2	91	4	1.9	37	6	2.5	54

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	782	100.0	7117	366	100.0	3357	416	100.0	3760
DO NOT PLAN TO VOTE IN NOVEMBER.....	326	41.7	2967	152	41.5	1394	174	41.8	1573
BASE--NO PLAN TO VOTE IN NOVEMBER.....	326	100.0	2967	152	100.0	1394	174	100.0	1573

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	42	12.9	384	27	17.8	248	15	8.6	136
2. NIXON.....	224	68.8	2040	115	75.7	1055	109	62.6	985
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	38	11.6	344	4	2.6	37	34	19.5	307
5. NO OPINION.....	22	6.7	200	6	3.9	55	16	9.2	145

♣ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	782	100.0	7117	366	100.0	3357	416	100.0	3760
NEW FIRST VOTERS.....	89	11.4	810	41	11.2	376	48	11.5	434

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

.....	89	100.0	810	41	100.0	376	48	100.0	434
1. McGOVERN.....	26	29.3	237	10	24.4	92	16	33.3	145
2. NIXON.....	57	64.1	519	28	68.3	257	29	60.4	262
3. DO NOT KNOW WHO WILL VOTE FOR.....	6	6.8	55	3	7.3	28	3	6.3	27

Over

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER.... 307 100.0 2798 165 100.0 1514 142 100.0 1284

■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	74	24.1	675	46	27.9	422	28	19.7	253
2. NIXON.....	185	60.2	1685	93	56.4	853	92	64.8	832
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	23	7.5	209	14	8.5	128	9	6.3	81
5. NO OPINION.....	25	8.1	228	12	7.3	110	13	9.2	118

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	72	23.4	656	41	24.8	376	31	21.8	280
2. NIXON.....	182	59.3	1659	96	58.2	881	86	60.6	778
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	26	8.5	237	12	7.3	110	14	9.9	127
5. NO OPINION.....	27	8.8	246	16	9.7	147	11	7.7	99

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	21	6.9	192	16	9.7	147	5	3.5	45
2. NIXON.....	243	79.1	2214	124	75.2	1138	119	83.8	1076
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	25	8.1	228	15	9.1	138	10	7.0	90
5. NO OPINION.....	18	5.9	164	10	6.1	92	8	5.6	72

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	178	58.0	1623	94	57.0	863	84	59.2	760
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER..... 178 100.0 1623 94 100.0 863 84 100.0 760

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	34	19.2	311	22	23.4	202	12	14.3	109
2. NIXON.....	127	71.3	1158	64	68.1	588	63	75.0	570
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	11	6.2	100	6	6.4	55	5	6.0	45
5. NO OPINION.....	6	3.3	54	2	2.1	18	4	4.8	36

Over

#42-54 VIRGINIA (continued)

TABLE I #42-54	TOTAL	MALE	FEMALE
	Sample % Proj.	Sample % Proj.	Sample % Proj.
	(000)	(000)	(000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	307	100.0	2798	165	100.0	1514	142	100.0	1284
PLAN TO VOTE.....	178	58.0	1623	94	57.0	863	84	59.2	760

*E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

	178	100.0	1623	94	100.0	863	84	100.0	760
1. McGOVERN.....	40	22.6	366	25	26.6	230	15	17.9	136
2. NIXON.....	117	65.7	1067	59	62.8	542	58	69.0	525
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	15	8.4	136	8	8.5	73	7	8.3	63
5. NO OPINION.....	6	3.3	54	2	2.1	18	4	4.8	36

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL	MALE	FEMALE
	Sample % Proj.	Sample % Proj.	Sample % Proj.
	(000)	(000)	(000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	307	100.0	2798	165	100.0	1514	142	100.0	1284
DO NOT PLAN TO VOTE IN NOVEMBER.....	129	42.0	1175	71	43.0	651	58	40.8	524
BASE--NO PLAN TO VOTE IN NOVEMBER.....	129	100.0	1175	71	100.0	651	58	100.0	524

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	40	31.1	365	24	33.8	220	16	27.6	145
2. NIXON.....	58	44.9	528	29	40.8	266	29	50.0	262
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	12	9.3	109	8	11.3	73	4	6.9	36
5. NO OPINION.....	19	14.7	173	10	14.1	92	9	15.5	81

♣ G. SEVENTH DIMENSION

TABLE I #42-54	TOTAL	MALE	FEMALE
	Sample % Proj.	Sample % Proj.	Sample % Proj.
	(000)	(000)	(000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	307	100.0	2798	165	100.0	1514	142	100.0	1284
NEW FIRST VOTERS.....	29	9.5	265	16	9.7	147	13	9.2	118

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	11	37.7	100	6	37.5	55	5	38.5	45
2. NIXON.....	17	58.9	156	10	62.5	92	7	53.8	64
3. DO NOT KNOW WHO WILL VOTE FOR.....	1	3.4	9		.0		1	7.7	9

Over

POLITICAL CONFIDENCE #42-54 CALIFORNIA Aug. 25-Oct. 9, 1972

SINDLINGER & COMPANY
1972 ELECTION SURVEY

DIMENSION INTERVIEWING FROM AUGUST 25 - OCTOBER 9, 1972
STATE OF CALIFORNIA

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1594	100.0	14516	803	100.0	7366	791	100.0	7150
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■ A. FIRST DIMENSION ---
WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.

1. McGOVERN.....	561	35.2	5108	279	34.7	2559	282	35.7	2549
2. NIXON.....	829	52.0	7553	443	55.2	4064	386	48.8	3489
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	148	9.3	1346	57	7.1	523	91	11.5	823
5. NO OPINION.....	56	3.5	509	24	3.0	220	32	4.0	289

● B. SECOND DIMENSION ---

WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.

1. McGOVERN.....	654	41.0	5955	321	40.0	2945	333	42.1	3010
2. NIXON.....	764	47.9	6959	391	48.7	3587	373	47.2	3372
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	118	7.4	1076	69	8.6	633	49	6.2	443
5. NO OPINION.....	58	3.6	527	22	2.7	202	36	4.6	325

◆ C. THIRD DIMENSION ---

WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.

1. McGOVERN.....	162	10.2	1476	89	11.1	816	73	9.2	660
2. NIXON.....	1234	77.4	11239	631	78.6	5788	603	76.2	5451
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	153	9.6	1392	63	7.8	578	90	11.4	814
5. NO OPINION.....	45	2.8	409	20	2.5	183	25	3.2	226

REGISTERED AND PLAN TO VOTE IN NOVEMBER.....	1023	64.2	9318	524	65.3	4807	499	63.1	4511
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▶ D. FOURTH DIMENSION---

BASE--PLAN TO VOTE IN NOVEMBER.....	1023	100.0	9318	524	100.0	4807	499	100.0	4511
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WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS--FIRST DIMENSION--WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

1. McGOVERN.....	328	32.1	2987	159	30.3	1459	169	33.9	1528
2. NIXON.....	527	51.6	4804	299	57.1	2743	228	45.7	2061
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	130	12.7	1181	48	9.2	440	82	16.4	741
5. NO OPINION.....	38	3.7	346	18	3.4	165	20	4.0	181

Over

#42-54 CALIFORNIA (continued)

TABLE I # 42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....	1594	100.0	14516	803	100.0	7366	791	100.0	7150
PLAN TO VOTE.....	1023	64.2	9318	524	65.3	4807	499	63.1	4511

* E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	393	38.4	3578	192	36.6	1761	201	40.3	1817
2. NIXON.....	562	54.9	5120	296	56.5	2715	266	53.3	2405
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	54	5.3	492	30	5.7	275	24	4.8	217
5. NO OPINION.....	14	1.4	127	6	1.1	55	8	1.6	72

♣ F. SIXTH DIMENSION

TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1594	100.0	14516	803	100.0	7366	791	100.0	7150
DO NOT PLAN TO VOTE IN NOVEMBER.....	571	35.8	5198	279	34.7	2559	292	36.9	2639
BASE--NO PLAN TO VOTE IN NOVEMBER.....	571	100.0	5198	279	100.0	2559	292	100.0	2639

WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE

1. McGOVERN.....	233	40.8	2122	120	43.0	1101	113	38.7	1021
2. NIXON.....	302	52.9	2749	144	51.6	1321	158	54.1	1428
3. OTHER.....		.0			.0			.0	
4. DO NOT KNOW YET....	18	3.2	164	9	3.2	83	9	3.1	81
5. NO OPINION.....	18	3.1	163	6	2.2	55	12	4.1	108

♠ G. SEVENTH DIMENSION

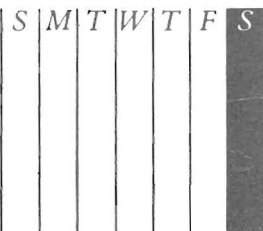
TABLE I #42-54	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)

BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER	1594	100.0	14516	803	100.0	7366	791	100.0	7150
NEW FIRST VOTERS.....	266	16.7	2422	134	16.7	1229	132	16.7	1193

NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER.....

1. McGOVERN.....	144	54.2	1312	75	56.0	688	69	52.3	624
2. NIXON.....	115	43.2	1047	56	41.8	514	59	44.7	533
3. DO NOT KNOW WHO WILL VOTE FOR.....	7	2.6	64	3	2.2	28	4	3.0	36

Over



TALK-ABOUT

August 26, 1972

Issue TA - #5

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

42 Days OF What Is Being Talked About

During the first forty-two days since July 14 when the question sequence was added to all Sindlinger basic client interviewing for this weekly report series, 13,992 adults 18 years and older were asked when they last talked about politics. Of these, 8,553 or 61 percent replied that they had talked about politics at some time during the week prior to being interviewed.

Each day's past weektalk-about is broken down to the day of the week of pasttalk-about. These data are part of this report series, as shown by the daily tabulations in each issue. Thus, as the chart on page 44 shows, the number of adults that talk about politics daily varies by events and by day of week. Based upon the first six weeks for this report series . . . Sunday is also a day of rest for political talk-about.

VOLUME OF TALK-ABOUT

Each day when a male or female respondent reports that he/she has talked about politics during the week prior to interview---our interviewers record the date of this last political talk-about so that talk-about subjects can be tied in with major events as shown on the back page.

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