

Richard Nixon Presidential Library  
 Contested Materials Collection  
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
44	21	6/25/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Harry Dent RE: "For Your Information" RE: memo from James H. Boyce RE: Copy of Louisiana Poll (3rd Congressional District). Telephone Survey Press Release and Survey of Voter Attitudes attached. 10pgs
44	21	10/13/1971	<input type="checkbox"/>	Campaign	Memo	To: Bob Haldeman From: Harry Dent RE: "For Your Information" RE: memo from Charles deGravelles regarding Louisiana statewide poll. Memo and June 24 - July 7, 1971, statewide poll attached. 20pgs
44	21	7/29/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: Forwarded memo on Louisiana poll that shows the President carrying the state (forwarded by Dent). Memo attached. 2pgs

THE WHITE HOUSE  
WASHINGTON

Date : June 25, 1972

To: H. R. HALDEMAN

FROM: HARRY DENT

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La  
POSS  
H.D.

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

For your information ✓ \_\_\_\_\_

Republican  
National  
Committee.

June 23, 1972

James H. Boyce, State Chairman  
Member for Louisiana  
38 Park Hills Drive  
Post Office Box 1949  
Baton Rouge, Louisiana 70821  
(504) 348-0265

Mr. Harry S. Dent  
Special Counsel to the President  
The White House  
Washington, D. C. 20500

Dear Harry:

Attached you will find a copy of the poll that we ran recently in the 3rd Congressional District and which I think will be of interest to you.

This is a District that we consider key as far as the forthcoming election is concerned since it is a combination of all types of voters.

Also attached is a copy of the press release issued concerning this. I will give you some play-back later.

FYI, Walker is one of the leading pollsters. Several gubernatorial candidates used nationally known pollsters such as Quails, etc., having Walker's firm's poll at the same time, and found that the results were the same; so, we decided that we could rely on the information he furnished.

Sincerely yours,



JHB:bc

Contact  
JAY STONE  
Executive Director  
FOR IMMEDIATE RELEASE

June 23, 1972

BATON ROUGE--A telephone survey of Louisiana's Third Congressional District shows that President Nixon and David Treen would carry the district by a substantial margin at this time, James H. Boyce, Chairman of the Republican State Central Committee, said today.

Boyce said the poll was made by Joe E. Walker Research Associates of New Orleans on June 12 and 13. Calls were made to 700 persons in the six-parish area of the Third District, he said.

"The President receives an extremely good report from this district with less than 10% expressing real dissatisfaction with his performance, while 58 per cent said they favored his re-election," Boyce said.

Boyce pointed out that the highest rating given Nixon in both the job he is doing and sentiment for his re-election came from Jefferson Parish, which has 37 per cent of the registered voters in the Third District. Only 7.1 per cent expressed dissatisfaction with Nixon and more than 61 per cent favored his re-election.

The President also fared well among voters in the second most populous parish, Lafourche. Only 12.7 per cent felt Nixon was not doing a good job and 58 per cent favored his re-election.

Boyce said the surveyors also ran a preference poll on the upcoming congressional race in the Third District.

Placing Republican David Treen up against three of the Democrats who have qualified, Boyce said the pollsters found Treen coming out ahead in the district.

At the time the poll was taken, Treen led State Senator Carl Bauer 40 to 21 per cent, with about 33 per cent being undecided by the district.

Treen outpolled former State Sen. George Oubre 38 per cent to 23, and Louis Watkins 32 per cent to 11.

Treen's strongest overall showing came in Jefferson Parish, Boyce pointed out. He led all other candidates by substantial margins in the preferential poll in that parish.

Boyce said "Any polls taken in the future by the Republican Party of Louisiana will again be released to the news media for their information and analysis."

-30-

EDITOR'S NOTE: A copy of the report as compiled by Joe E. Walker Research Associates is enclosed for your use. Please feel free to use any of the information contained herein.

NOTE TO ALL BROADCAST MEDIA: A one minute taped interview with Boyce is available by phoning Jay Stone in Baton Rouge at 275-3482 during the week-end and 348-0285 on Monday.



## I. Introduction

The survey reported herein was conducted by telephone on the afternoons and evenings of June 12 and 13. The sample plan called for completing 700 interviews in six parishes. The sample used was a modified area-probability model with random sampling in Iberia, Lafourche, St. Charles, St. Mary and Terrebonne parishes and a highly structured sample of the 8th, 10th and relevant portions of the 9th wards of Jefferson Parish. For one reason or another 20 interviews were voided by WRA, leaving a total usable sample of 680 interviews. That portion of St. Martin parish that is within the third district was excluded on the grounds that less than 1% of the district's voters reside there and those who do live in such close proximity to areas sampled in St. Mary parish that no statistically meaningful data would have been gained.

Percentages of the district total registered vote for each parish compared to percentages of the sample drawn indicate minimal over or under sampling due to voided interviews.

<u>Parish</u>	<u>% Registered</u>	<u>% Polled (Rounded)</u>	<u>±</u>
Iberia	13.4	13	- .4
Jefferson	37.0	39	+ 2.0
Lafourche	15.7	16	+ .1
St. Charles	6.8	7	+ .2
St. Mary	13.3	13	- .3
Terrebonne	13.4	12	- 1.4

## II. The President

Respondents were asked three questions relative to President Nixon. First, they were asked, "In general, would you say President Nixon is doing a good job, a fair job or a poor job?" Table I reflects the district percentages giving each job rating.

Table I

### Nixon Job Rating in Third District

<u>Rating</u>	<u>Percentage</u>
Good	54.7%
Fair	32.5%

Poor	9.4%
No Opinion	3.4%
<hr/>	
N = 680	100.0%

The second question asked, "At this time, would you say you favor President Nixon's re-election or would you prefer someone else?" As indicated in Table II, the President is presently a solid choice among third district voters for re-election.

Table II

For or Against Re-Election of President Nixon

<u>Positions</u>	<u>Percentage</u>
For	58.3 %
Against	25.5 %
Undecided	16.2 %
<hr/>	
N = 680	100.0 %

Respondents who indicated that they were opposed to Nixon's re-election were asked, "Which, if any, of the other candidates now in the running might you support against Nixon?" Table III indicates the results on this probe.

Table III

Support for Potential Nixon Opponents

<u>Candidate</u>	<u>Percentage</u>
Wallace	41.6%
McGovern	13.8%
Humphrey	10.9%
Kennedy	1.1%
McClosky	1.1%
Undecided	31.5%
<hr/>	
N = 173	100.0%

A parish breakdown of Nixon's job rating and sentiment toward his re-election is given in Table IV: The reader is cautioned here that the sample in this survey was constructed to reflect district-wide attitudes, and the degree of reliability decreases as the unit of aggregation decreases. Jefferson parish results are an exception to this general rule since the Jefferson sample is itself a highly structured model of that portion of the district.

Table IV

Nixon Job Rating and Sentiment for Re-election by Parish

	JOB RATING				RE-ELECTION SENTIMENT			
	<u>N</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Op</u>	<u>For</u>	<u>Against</u>	<u>Undecided</u>
Jefferson	265	59.1	31.8	7.1	2.0	61.4	25.4	13.2
St. Charles	47	46.0	42.0	12.0	0.0	58.0	32.0	10.0
Lafourche	108	52.7	30.0	12.7	4.6	58.1	17.2	24.7
Terrebonne	82	45.5	44.3	6.3	3.9	53.1	36.7	10.2
St. Mary	89	54.4	26.6	11.1	7.9	57.7	26.6	15.7
Iberia	89	57.1	27.3	11.9	3.7	54.7	21.4	23.9
3rd District	680	54.7	32.5	9.4	3.4	58.3	25.5	16.2

III

Third District Democratic Candidates

In an attempt to assess the vote-getting potential of potential Democratic candidates in the third district, respondents were asked; "as you know, 3rd District U. S. Representative Pat Caffery is not going to run for re-election. Which, if any, of the following possible candidates for his seat might you vote for if the election were held today?" The results of this question are reported in Table V.

Table V

Voter preference for Democratic Hopefuls

<u>Candidate</u>	<u>Percentage</u>
Carl Stewart	11.9%
Oswald DeCuir	4.1%

George Oubre	13.5%
Louis Watkins	4.8%
3 other candidates who did not qualify	11.9%
Undecided	53.8%
<hr/>	
N=680	100.0%

#### IV

#### Republican Prospects in the Third District

The survey asked three questions directly related to Republican prospects in the third district. First, respondents were asked, "As you also know, all of Louisiana's U. S. Senators and Representatives are Democrats. Would you personally consider voting for a Republican for either Representative or Senator?" District-wide and Parish results of this question are reported in Table VI.

Table VI

#### Parish and District Percentages on Considering Voting for a Republican

<u>Parish</u>	<u>N</u>	<u>Response Percentage</u>			
		<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	
Jefferson	265	56.9%	23.2%	19.9%	(100%)
St. Charles	47	36.0%	32.0%	32.0%	(100%)
Lafourche	103	39.1%	36.3%	25.6%	(100%)
Terrebonne	82	45.5%	45.5%	9.0%	(100%)
St. Mary	89	48.8%	31.1%	20.1%	(100%)
Iberia	89	38.0%	39.2%	22.8%	(100%)
<hr/>					
3rd District	680	47.6%	31.6%	20.8%	(100%)

The second question asked related specifically to Treen's candidacy and was worded simply, "Do you think that David Treen would have much of a chance of winning the Third District Congressional seat?" Results of this measure are presented in Table VII.

Table VII

Percentages on Treen's Chance of Winning by Parish and District

<u>Parish</u>	<u>N</u>	<u>Response Percentage</u>		
		<u>Can Win</u>	<u>Can't Win</u>	<u>Not Sure</u>
Jefferson	265	43.0	19.1	37.9
St. Charles	47	28.0	22.0	50.0
Lafourche	108	27.2	28.1	43.7
Terrebonne	82	30.3	21.5	48.2
St. Mary	89	33.3	23.3	43.4
Iberia	89	27.3	23.8	48.9
<hr/>				
3rd District	680	34.7	23.6	41.7

The third question relative to Republican chances in the 3rd District consisted of pitting David Treen against three of the potential Democratic candidates. The results of these trial heats are reported in Table VIII. (A fourth potential, Joe Waites, was used but did not file.)

TABLE VIII

Treen Trial Heats by Parish and District

<u>Candidates</u>	<u>Jeff.</u>	<u>St. Chas.</u>	<u>Lafourche</u>	<u>Terreb.</u>	<u>St. Mary</u>	<u>Iberia</u>	<u>District</u>
Bauer	11.9	8.0	19.0	15.1	56.6	30.9	21.4
Treen	52.0	52.0	37.2	29.1	22.2	29.7	40.2
Undecided	36.1	40.0	43.8	55.8	21.2	39.4	38.4
-----							
Oulbe	19.8	42.0	30.0	15.1	14.4	30.9	23.2
Treen	44.9	36.0	26.3	30.3	47.7	32.1	38.3
Undecided	35.3	22.0	43.7	54.6	37.9	38.0	38.5
-----							
Watkins	11.6	2.0	17.2	24.0	6.6	21.4	13.8
Treen	48.6	56.0	33.6	26.5	50.0	33.3	42.5
Undecided	39.8	42.0	49.2	49.5	43.4	45.3	43.7
-----							
N	265	47	108	82	89	89	680

THE WHITE HOUSE  
WASHINGTON

*La  
Pols*

Date: October 13, 1971

TO: BOB HALDEMAN

FROM: HARRY DENT

*HD*

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

For your information \_\_\_\_\_ ✓



Republican  
National  
Committee.

*Maguire Don  
to be used*

October 8, 1971

Charles deGravelles, State Chairman  
Member for Louisiana  
99 Azalea Street  
Baton Rouge, Louisiana 70501  
(504) 235-5660

Mr. Harry Dent  
The White House  
Special Counsel to the President  
Washington, D. C.

Dear Harry:

During the months of June and July, a statewide poll was made at a reputed cost of \$25,000.00. This survey was made for the Lake Charles American Press, Station WDSU-TV, New Orleans, and a citizens group called the Coldwater Committee.

I managed to get my hands on this poll and Xeroxed the entire poll. I am enclosing pertinent parts of this survey that deal with national issues as well as a trial heat between President Nixon, Senator Muskie et al.

After you have studied this, please pass it on to anyone that you think it would benefit.

Sincerely,

Charles deGravelles

CdG:rp

Encl.

- cc: Senator Bob Dole, Chairman  
Republican National Committee
- cc: Mrs. Anne Armstrong, Co-Chairman
- cc: Mr. James Galbraith

This report presents results of a scientific survey of Louisiana public opinion conducted between June 24 and July 7, 1971. The survey is based on personal interviews with a statewide representative cross section of 1,000 registered voters.

The sample design allocated to regions of the state and parishes within regions their proportionate shares of the interviews in accordance with latest available registration figures. The interviews were distributed within parishes by random selection of sampling points, thus determining by probability method instead of human choice where the interviews were to be made.

The field work was conducted by resident Louisiana interviewers engaged, trained, and supervised by The Opiniometer Corporation, a subsidiary of our research firm. The completed interviews were checked for compliance with sample specifications and interviewing instructions, edited and coded, recorded on IBM cards, and tabulated in the data processing offices of our firm.

Primary objectives of the survey were:

1. To measure comparative standings of likely candidates for Governor in terms of statewide visibility, personal popularity, and voters' current preferences.
2. To gauge attitudes toward state government and related issues which make up the background climate in which campaigns for Governor and other state offices must be waged.

The findings are presented not as a forecast of what will happen but as a planning guide -- to help opinion leaders evaluate problems and opportunities faced by political personalities whom they may choose to support.

The report is divided into four sections:

1. Summary of Findings: An objective analysis of the results in terms of the principal objectives.
2. Statistical Tabulations: Detailed tabulations of responses to all questions asked in the survey by geographic regions and other selected breakdowns deemed to be most helpful in evaluating current Louisiana opinion.

3. The Survey Plan: An explanation of the sampling method followed by tabulations of characteristics of the resultant sample.
4. Appendix: Copies of the questionnaire and interviewing aids utilized in the conduct of the interviews, together with the instructions given to the interviewers.

...e would emphasize that this survey is limited to reflecting the political situation as of the time the interviews were conducted. The current situation, most particularly as it affects individual political personalities, may be significantly changed by the various campaigns and their treatment by influential media.

LOUIS, BOWLES AND GRACE, INC.  
Research and Management Consultants  
Dallas, Texas

CLASSIFICATION OF VOTERS BY POLITICAL PHILOSOPHY

"In politics, do you consider yourself as a liberal, a conservative, or a middle-of-roader?"

	All Voters by Regions Of State:			New Orleans Metro Area Voters	All Voters, Statewide
	North	South- west	South- east		
Liberal . . . . .	12%	13%	18%	22%	15%
Conservative. . . . .	42	28	29	26	32
Middle-of-roader. . . . .	32	44	40	42	39
Undecided . . . . .	<u>13</u>	<u>14</u>	<u>12</u>	<u>11</u>	<u>13</u>
	100%	100%	100%	100%	100%
Base - number of interviews . . . . .	277	243	480	266	1000

	White Voters Statewide by Socio-Economic Levels			All White Voters	All Black Voters
	Upper Third	Middle Third	Lower Third		
Liberal . . . . .	14%	12%	11%	12%	26%
Conservative. . . . .	41	29	33	35	25
Middle-of-roader. . . . .	40	47	36	41	33
Undecided . . . . .	<u>5</u>	<u>12</u>	<u>20</u>	<u>12</u>	<u>17</u>
	100%	100%	100%	100%	100%
Base - number of interviews . . . . .	260	260	260	780	220

"Do you classify yourself as a Democrat, a Republican, or an independent voter?"

	All Voters by Regions Of State:			New Orleans Metro Area Voters	All Voters, Statewide
	North	South- west	South- east		
Democrat. . . . .	70%	76%	73%	74%	73%
Republican. . . . .	5	6	5	5	5
Independent . . . . .	22	17	20	18	20
Unclassified. . . . .	<u>4</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
	100%	100%	100%	100%	100%
Base - number of interviews . . . . .	277	243	480	266	1000

	White Voters Statewide by Socio-Economic Levels			All White Voters	All Black Voters
	Upper Third	Middle Third	Lower Third		
Democrat. . . . .	64%	71%	73%	69%	85%
Republican. . . . .	9	5	2	5	4
Independent . . . . .	25	21	20	22	10
Unclassified. . . . .	<u>1</u>	<u>2</u>	<u>5</u>	<u>3</u>	<u>-</u>
	100%	100%	100%	100%	100%
Base - number of interviews . . . . .	260	260	260	780	220

V. Attitudes Toward President Nixon

Louisiana voters appear to be somewhat more satisfied than dissatisfied with the way President Nixon is handling his job as President:

"How satisfied are you with the way Richard Nixon has been handling his job as President -- would you say completely satisfied, generally satisfied, somewhat dissatisfied, or very dissatisfied?"

Completely satisfied . . .	12%
Generally satisfied . . .	<u>38</u>
	50%
Somewhat dissatisfied . . .	28
Very dissatisfied . . .	<u>14</u>
	42%
No opinion . . . . .	<u>8</u>
	100%

Black voters were found to be less satisfied (38%) than white voters (54%) and more dissatisfied (55%) than white voters (38%). (Page 3)

V. Attitudes Toward President Nixon, Continued

When voters who said they were completely or generally satisfied with Nixon's handling of his job were asked "What makes you feel that way about him?" the following answers were given most frequently:

Record in office . . . . .	32%
Vietnam war policy . . . . .	17
Efforts to fulfill campaign promises . . . . .	5
Honesty, integrity . . . . .	5

These four categories account for about six-tenths of all responses given, and no other item was mentioned by more than one voter in every twenty-five (4%). About one voter in six (17%) was unable to give a reason for his satisfaction. (Pages 4-7)

On the other hand, when the same question was posed to voters who had said they are somewhat dissatisfied or very dissatisfied with Nixon's performance, about nine in ten (93%) were able to give at least one reason for feeling as they do. The following reasons were advanced most often:

Vietnam war policy . . . . .	45%
Failure to fulfill campaign promises . . . . .	11
Recession -- unemployment . . . . .	11
Failure to stabilize national economy . . . . .	9
Welfare program . . . . .	7
Racial policies . . . . .	7
Lack of leadership ability . . . . .	5

These comments account for about three-fourths of all the criticisms leveled at Nixon for his handling of his job, and no other criticism was volunteered by more than one voter in twenty-five (4%). (Pages 10-12)

V. Attitudes Toward President Nixon, Continued

Given the relatively close balance in satisfaction and dissatisfaction with the performance of the President, it is not surprising that survey evidence reveals Nixon's political position among Louisiana voters is somewhat tenuous:

"Suppose a presidential election were being held today, and you had these three choices: Richard Nixon as the Republican, Edmund Muskie as the Democrat, and George Wallace as the independent. Which one would you like to see win -- Nixon, Muskie, or Wallace?"

Nixon . . .	30%
Wallace . . .	28
Muskie. . .	19
Undecided .	<u>23</u>
	100%

Avowed Democrats divided about evenly between Nixon (25%), Muskie (24%), and Wallace (27%); while Republicans largely favored Nixon (71%), as might be expected; and independent voters mostly split between Nixon (37%) and Wallace (34%), with Muskie (8%) showing very little support among the independents. Indeed, only among black voters (46%) was there concentrated support for Muskie. (Page 42)

ATTITUDES TOWARD NIXON'S PERFORMANCE AS PRESIDENT

"How satisfied are you with the way Richard Nixon has been handling his job as President -- would you say completely satisfied, generally satisfied, somewhat dissatisfied, or very dissatisfied?"

	All Voters by Regions Of State:				New Orleans Metro Area Voters	All Voters, Statewide
	North	South- west	South- east			
Completely satisfied. . . . .	13%	11%	13%	13%	12%	
Generally satisfied . . . . .	37	41	38	38	38	
Somewhat dissatisfied . . . . .	30	33	24	24	28	
Very dissatisfied . . . . .	13	12	16	16	14	
No opinion. . . . .	<u>8</u>	<u>4</u>	<u>9</u>	<u>9</u>	<u>8</u>	
	100%	100%	100%	100%	100%	
Base - number of interviews . . . . .	277	243	480	266	1000	

	White Voters Statewide by Socio-Economic Levels			All White Voters	All Black Voters
	Upper Third	Middle Third	Lower Third		
Completely satisfied. . . . .	11%	10%	14%	12%	15%
Generally satisfied . . . . .	46	43	38	42	23
Somewhat dissatisfied . . . . .	28	25	23	25	37
Very dissatisfied . . . . .	10	16	13	13	18
No opinion. . . . .	<u>5</u>	<u>7</u>	<u>12</u>	<u>8</u>	<u>6</u>
	100%	100%	100%	100%	100%
Base - number of interviews . . .	260	260	260	780	220

PREFERENCES IN NIXON-MUSKIE-WALLACE PRESIDENTIAL TRIAL HEAT

"Suppose a presidential election were being held today, and you had these three choices: Richard Nixon as the Republican, Edmund Muskie as the Democrat, and George Wallace as the independent. Which one would you like to see win -- Nixon, Muskie, or Wallace?"

	All Voters by Regions				All Voters, Statewide
	Of State:			New Orleans Metro Area Voters	
	North	South-west	South-east		
Nixon . . . . .	27%	31%	31%	35%	30%
Muskie. . . . .	11	21	23	26	19
Wallace . . . . .	36	21	27	23	28
Undecided . . . . .	26	27	19	16	23
	100%	100%	100%	100%	100%
Base - number of interviews. . . . .	277	243	480	266	1000

	White Voters Statewide			All White Voters	All Black Voters
	by Socio-Economic Levels				
	Upper Third	Middle Third	Lower Third		
Nixon . . . . .	43%	33%	22%	33%	21%
Muskie. . . . .	13	13	8	11	46
Wallace . . . . .	26	33	47	35	2
Undecided . . . . .	18	21	24	21	30
	100%	100%	100%	100%	100%
Base - number of interviews . . . . .	260	260	260	780	220

	By Political Party Affiliations:			
	Demo-crats	Repub-licans	Inde-pendents	Unclas-sified
Nixon . . . . .	25%	71%	37%	29%
Muskie. . . . .	24	4	8	-
Wallace . . . . .	27	10	34	42
Undecided . . . . .	24	16	21	29
	100%	100%	100%	100%
Base - number of interviews . . . . .	730	51	195	24

"What makes you feel that way about him? Anything else?"

Voters Completely or  
Generally Satisfied  
Whites Blacks Total

<p><u>Record in office:</u> he's the best President we've had in a long time -- really trying to help our country; doing all he can for our nation; has done the best he could under the circumstances -- he inherited a lot of problems; has been the best President since Thomas Jefferson; no Democrat in Washington could do the job that he is doing; a very good President; doing a great job considering what he had to face; he has had so many pieces to try to put together that others left undone; the way he's conducted himself in office -- quite a job for one man; no major crisis since he has been President; trying hard to clean up the mess left by Johnson; has done well in both domestic and world affairs; etc. . . .</p>	<p>34% .      22%      32%</p>
<p><u>Vietnam War policy:</u> he seems to be working to end the war; trying to get the troops out of Vietnam; doing more about Vietnam than anyone else; doing the best he can to close the war; trying to calm down Vietnam and get more home; trying to get our boys back safely and in an honorable way; doing more to end the war than President Johnson; he inherited some bad problems -- primarily Johnson's decision to have "guns and butter"; think he will do his best to end the war; etc. . . . .</p>	<p>17      18      17</p>
<p><u>Efforts to fulfill campaign promises:</u> he is fulfilling his campaign promises; has tried to live up to his commitments; has tried very hard to live up to his promises; has attempted to do what he said he would do; stuck as closely to his promises as possible; 90% of what he says, he lives up to; etc. . . . .</p>	<p>6      1      5</p>

Voters Completely or  
Generally Satisfied  
Whites Blacks Total

<u>Honesty, integrity:</u> he is honest; honest and sincere in his job; trying real hard to fill the office honorably; I admire his sincerity and integrity; tries to be fair and honest; an honest man of the highest integrity; a Christian President; etc. . . . .	6%	1%	5%
<u>Other personal attributes:</u> a dedicated man; a God-fearing man; like him and all of his family; he is intelligent; tolerant and patient; well-informed; very conscientious; kind and forthright; understanding; considerate; mature; levelheaded; etc. . . . .	4	5	4
<u>Administrative ability:</u> like the way he handles problems; does things the way he should; very understanding on all issues; thinks matters through before acting; his actions are logical; a man that knows what he is doing; makes his own decisions and acts on them; he is his own man; etc. . . . .	4	2	4
<u>Doing the best he can with a Democratic Congress:</u> trying to do a conscientious job with a hostile Congress; does the best he can with so many against him; if he had more help from Congress, he could do a better job; doing well considering most of Congress is against him; doing a good job considering the support he gets; etc. . . . .	5	1	4
<u>Racial policies:</u> has handled the racial situation fairly well; tried his best to deal with Negroes; is straightening up integration; has made an honest effort to stop bussing; etc. . . . .	3	4	3
<u>Welfare program:</u> we have enough welfare aid; the welfare program is better than we had; the poor receive welfare and food stamps; he is concerned about poor people; he gives us an old-age pension; like the way he has taken care of the poor and aged; etc. . . . .	1	9	3

	Voters Completely or Generally Satisfied		
	Whites	Blacks	Total
<u>Welfare reform -- guaranteed income plan:</u> doing what he can to improve the welfare plan; like the welfare reform bill he is trying to pass; has some good long-range plans for advancing levels of poverty to a living income; he is trying to put the people to work who are able to work; has a new program for better pay for families who are disabled; etc. . . . .	2%	1%	2%
<u>Increased social security benefits:</u> I am pleased he increased our social security checks; raised social security payments; he has given us more social security; etc. . . . .	1	6	2
<u>Foreign policies (other than Vietnam):</u> he made peaceful relations in Europe; he is straightening out foreign affairs -- putting a better face on nationally with the Russians; like his foreign policies; etc. . . . .	2	2	2
<u>Interested in the people -- keeps them informed:</u> trying to do his best for the people; trying to do all he can for the poor people in the ghettos; he stands up for the people; he lets the people know when and why he is doing something; etc. . . . .	1	2	1
<u>Fiscal/tax policies:</u> he cuts out money for unnecessary programs; trying to balance the budget; he surprised me as a Republican -- he's not too tight with the budget; his policy on taxes leans more favorably toward the taxpayer; has tried to cut taxes; etc. . . . .	1	2	1
<u>Efforts to stabilize the economy:</u> seems to have stabilized things; trying to bring prices down; etc. . . . .	1	-	1
<u>Conservative:</u> he is a conservative; more conservative; etc. . . . .	1	-	1
<u>Other reasons for approving:</u> like his policy on law and order; has benefited government workers; allowing the young people more voice; like the way he has handled the news media; like the way he did the draft; has helped working conditions; like his stand on the drug situation; allowing eighteen-year olds to vote; etc. . . . .	2	1	2

Voters Completely or  
Generally Satisfied

	<u>Whites</u>	<u>Blacks</u>	<u>Total</u>
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<u>General approval:</u> I'm all for him; seems O.K.; doing as well as anyone else could; like him fine; he is not hurting anyone; just like what he is doing; etc. . . . .	11%	19%	13%
No reason expressed . . . . .	<u>17</u>	<u>16</u>	<u>17</u>
	119%	112%	119%
Base - number of interviews . . . . .	422	85	507

"What makes you feel that way about him? Anything else?"

Voters Somewhat or  
Very Dissatisfied  
Whites Blacks Total

<p><u>Vietnam War policy:</u> he hasn't stopped the war in Vietnam; he is hedging on his commitments concerning the war; he should not have this nation involved in a war; should pull the troops out like he promised; at the end of ten years someone should do something about this war, and he is our President; hasn't returned our boys from Vietnam; hasn't kept his campaign promises to end the war; his main platform was to get out -- he hasn't done that yet; Nixon lied to the people when he said he would end the war; dodging the issue of stopping the war; he's playing politics with the war; either pull out or fight to win; he could end the war; he hasn't won the war; he could get all those boys out; should end this war and get our prisoners returned; etc..</p>	47%	39%	45%
<p><u>Failure to fulfill campaign promises:</u> he has not fulfilled his promises; promised so many things that he couldn't accomplish; some of the things he promised and left out; made too many promises; his platform called for so many things that he hasn't done; makes promises that he doesn't keep; etc..</p>	11	13	11
<p><u>Recession -- unemployment:</u> the recession we are in; he has caused a depression; when the Republicans get in office, we always have a depression; there is so much unemployment since Nixon has been in office; the unemployment situation is getting worse; the job situation is pathetic; lots of jobs have been cut; have had a hard time getting a job since Nixon has been in office; there is not any work; has made the job situation worse; needs to help the poor people -- we need jobs; need to provide more work for youth; my husband has spent 23 years in service and can't find a job; he is putting too many people out of work; etc..</p>	9	17	11

Voters Somewhat or  
Very Dissatisfied  
Whites Blacks ...

Failure to stabilize national economy: he is messing up the economy -- prices getting out of hand; prices continue to go higher; the cost of living is skyrocketing; an ordinary wage does not buy necessities; since he has been in office, the prices have almost doubled; there should be a control on rising prices; the law of economics should be left to themselves rather than manipulated by the government; hasn't kept food prices down; retired people can hardly make it; etc. . . . . 9% 8%

Welfare program: spending too much money on welfare -- some people could work for it; his welfare policies -- help the poor and needy instead of the undeserving; hasn't helped the poor people as much as some people think; has ignored the poor with all this cutback in the poverty program; doesn't have the interest of the poor at heart; don't like his comments on nursing homes; hasn't done anything to better the poor; the food stamp program -- those who need it can't get it; could do more for the aged who are not well enough to work; my pension is only \$54.00; etc. . . . . 5 12 7

Racial policies: don't like his stand on integration; hasn't done as much as he should about integration; the fight for equal rights seems to have slowed down; seems he's not doing much for the Negro; don't like the way he talked about the Negro; don't think he is fair toward black people; unequal treatment of the North and South on the integration problem; too much for the black people; trying to integrate too fast; etc. . . . . 7 8 7

Voters Somewhat or  
 Very Dissatisfied  
Whites Blacks Total

<u>Lacks leadership ability:</u> not as good a leader as he should be -- seems weak to me; easily influenced by other people; I thought he would be a stronger President; hasn't given us a definite answer on any problem that comes up; some of the tactics he's using to handle the government just don't measure up; moves too slowly -- doesn't act fast enough; makes a lot of double-talk; wishy-washy; contradicts himself; he lacks force; etc. . . . .	6%	2%	5%
<u>Record in office:</u> has done nothing outstanding since he has been in office; could do more if he stayed in Washington -- travels too much; so many things he could have done that he hasn't done; not running the country as it should be; don't agree with things that he has done; hasn't proved himself to be the kind of person to attend to our country's affairs; etc. . . . .	4	4	4
<u>Integration of schools:</u> too forceful on integration of schools -- especially the bussing; has made a mess of our schools; bussing arrangement in public schools; wish he would stop pushing bussing of children to have racial balance in schools; we like our schools the way they were -- now all the teachers and pupils are dissatisfied; he said he wasn't going to bus the children but he did -- too much discrimination against the South concerning school integration; etc. . . . .	5	3	4
<u>Lacks integrity -- politically motivated:</u> don't think he is honest; never did fully trust him; he's a politician -- doesn't tell people the truth; he has double-crossed the public; too secretive; two-faced; etc. . . . .	4	1	4
<u>Inability to obtain Congressional support:</u> his hands are tied by Congress; not allowed to do anything because of Congress; no cooperation from Congress; might have done better but Congress has been against everything he tried to do; not informing Congress on important issues; not trying to listen to or help his Congress; etc. . . . .	3	1	2

REASONS FOR EXPRESSIONS OF DISSATISFACTION WITH NIXON, Continued

	Voters Somewhat or Very Dissatisfied		
	Whites	Blacks	Total
<u>Views toward organized labor:</u> he is against organized labor; he's against the unions; I don't think the President should be against better pay for the working man when public officials make more than they know what to do with; etc. . . . .	2%	1%	2%
<u>Breakdown of law and order:</u> he should take a firm stand against riots; too slow in taking action against riots; should enact stricter laws; etc. . . . .	3	-	2
<u>Foreign policies (other than Vietnam):</u> don't like the way he is handling loans to foreign countries; his foreign posture is not to my liking; should take a firm stand on foreign policies; he's letting American ships go under foreign flags; sending troops to other foreign countries to start more wars; dictating of foreign policy by persons other than cabinet; etc. . . . .	3	-	2
<u>Fiscal policies:</u> wasting money; he's not right with the budget; spends too much money on the wrong things; has the federal government operating on a deficit; etc. . . . .	2	-	2
<u>Tax policies:</u> high taxes; too many taxes; etc. . . . .	1	3	1
<u>Housing program:</u> don't like the 235 Housing Program -- the average man can't qualify and yet can't afford the other; not solving the urban crisis -- need more and better housing; etc. . . . .	1	1	1
<u>Choice of appointments:</u> Supreme Court appointment not too good; he's letting too many bums take over; don't like some of his appointments; etc. . . . .	1	-	1
<u>Education program:</u> he cut the amount given for education; should have less federal control over our schools; etc. . . . .	1	-	-

	Voters Somewhat or Very Dissatisfied		
	Whites	Blacks	Total
<u>Other reasons for disapproving:</u> not taking care of medicare; lack of security of government business; he should sign a pardon for William Calley; doesn't belong to the party; should take measures to stop rock festivals; doing nothing on pollution bills; he listens too much to the unions; should eliminate the lottery; the Pentagon Papers; etc. . . . .	3%	1%	2%
<u>General disapproval:</u> dislike everything in general that he has done; don't like him well enough to vote for him; not doing too much -- need better man; not the man for the job; I did expect more of him; etc. . . . .	6	5	6
No reason expressed . . . . .	6	8	7
	139%	127%	135%
Base - number of interviews . . . . .	297	121	418

*File*  
*la*  
*poll* ✓

THE WHITE HOUSE  
WASHINGTON

Date 7-29-71

NOTE TO: H. R. HALDEMAN

FROM: GORDON STRACHAN

Dent forwarded a memorandum on a Louisiana poll that shows the President would carry the state with 30% to Wallace's 28%, to Muskie's 19%, and 23% undecided.

50% of the people in Louisiana approve the President.

MEMORANDUM

July 27, 1971

TO: Honorable John Mitchell  
H. R. Haldeman ✓

FROM: Harry Dent 

A Dallas firm had just completed a poll of Louisiana voters, touching on some statewide races and the Presidency. The poll, taken by Louis, Boles, Grace, Inc., was commissioned by the Baton Rouge Morning Advocate, the Lake Charles American Press, WDSU-TV, New Orleans, and the "Coldwater Committee," a group of wealthy Louisianans who search out strong candidates to back financially.

The poll findings were as follows:

1. 50% are satisfied with RN's handling of the Presidency; with 42% dissatisfied and 8% undecided.
2. If Presidential election were today, RN would carry the state with 30% (23% in 1968), trailed by Wallace at 28% (he won in 1968 with 48%), and Muskie at 19%, with 23% undecided.