

Richard Nixon Presidential Library
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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>
6	86	3/23/1971	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: soon to be released Gallup Poll. 2 pgs.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 23, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN 

Following are the final Gallup figures which will be released either this coming Sunday or a week from Thursday.

50% Approve
37% Disapprove
13% No Opinion

This breaks down as follows:

	<u>APPROVE</u>	<u>DISAPPROVE</u>	<u>NO OPINION</u>
EAST	49%	39%	12%
MIDWEST	46%	38%	16%
SOUTH	56%	32%	12%
WEST	47%	41%	12%

Gallup gave me the trial heat information which they consider to be the most confidential information they have. It comes out as follows:

NIXON	43%	NIXON	46%
MUSKIE	39%	HUMPHREY	36%
WALLACE	12%	WALLACE	12%

2.

NIXON	46%
KENNEDY	38%
WALLACE	11%

When they release this story, they will do the trial heats as the main part of the story with Presidential popularity secondary.