

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>
12	17	12/31/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bob Marik. RE: The environmental issue as reported on by Ruckelshaus. 1 pg.
12	17	12/30/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The President's performance in New Hampshire with both Ashbrook and McCloskey running. 1 pg.
12	17	12/29/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Fred Malek. RE: Cabinet/Sub-Cabinet Meeting, and John Scali's performance. 1 pg.
12	17	12/16/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Lyn Nofziger to Haldeman. RE: The importance of ensuring that cabinet and sub-cabinet members do not make decisions that could be helpful to Democrats, or hurtful to Republicans. 1 pg.

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12	17	12/29/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Attached questions about Muskie's stances on certain issues. 3 pgs.
12	17	12/29/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Bob Marik. RE: The Muskie Weekly Summary, which shows that several authorities were critical of the Muskie water pollution bill. 1 pg.
12	17	12/24/1971	<input type="checkbox"/>	Campaign	Report	A detailed report on Senator Edmund Muskie's political positions on issues such as: Agriculture, Health Care, Pollution, and Foreign Policy. 6 pgs.
12	17	12/28/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Jeb Magruder. RE: Dent Issues Meeting/December 22. 1 pg.
12	17		<input checked="" type="checkbox"/>	White House Staff	Other Document	Indecipherable handwritten note. Dated December 22. 1 pg.

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12	17	12/15/1971	<input type="checkbox"/>	Campaign	Letter	From G. Allen Walker, Jr. to Gordon Strachan. RE: Mr. Walker's offer to design a campaign pin for Nixon's campaign for re-election in 1972. 1 pg.
12	17	12/28/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Allan Walker, and his inability to understand the lines of responsibility for the Campaign. 1 pg.
12	17	12/28/1971	<input type="checkbox"/>	Campaign	Letter	From Gordon Strachan to G. Allan Walker, Jr. RE: Mr. Walker's offer to utilize his "N" pin to designate Nixon supporters in the 1972 election. 1 pg.
12	17	12/28/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Ed McDaniel's usefulness to the Campaign. 1 pg.
12	17	12/27/1971	<input type="checkbox"/>	White House Staff	Memo	From John J. Caulfield to Haldeman. RE: Ed McDaniel, and a message that reads, "For your information." 1 pg.

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12	17	12/27/1971	<input type="checkbox"/>	Domestic Policy	Report	A report detailing Ed McDaniel's proposal for T.V. and Audio feeds for the 1972 surrogate candidates. 1 pg.
12	17	12/28/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The lack of youth activities or registration drives in California. 1 pg.
12	17	12/22/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The recent article in the National Journal entitled, "Teachers and Politics", in which it hints that the National Education Association is preparing to have influence in the 1972 election. 1 pg.
12	17	12/21/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The development of a Youth Speaking Corps as a means to capture the youth vote. 1 pg.
12	17	12/18/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The Citizens Committee Report, and the need to emphasize the "President", not simply "Nixon" alone. 1 pg.

<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>
12	17	12/18/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Larry Higby and Gordon Strachan to Jeb Magruder. RE: The need to increase the number of campus polls, and establish trial heats. 1 pg.
12	17	12/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: The Campaign Telephone Capability. 1 pg.
12	17		<input checked="" type="checkbox"/>	White House Staff	Memo	From HGK to unknown receiver. RE: Message that states, "Do you want me to pursue?" 1 pg.
12	17	12/7/1971	<input type="checkbox"/>	Domestic Policy	Letter	From Herbert G. Klein to Newey T. Trelegan. RE: The computer telephone polling and promotional system developed by Mr. Trelegan. 1 pg.
12	17	11/24/1971	<input type="checkbox"/>	Domestic Policy	Letter	From Newey T. Trelegan to Herbert Klein. RE: Cambell & Trelegan Inc., and its development of a computer based telephone polling machine that can place from sixty to a thousand calls at once. 1 pg.

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12	17	12/13/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to John N. Mitchell. RE: The final questionnaire's for the New Hampshire, Florida, and Wisconsin polls. 1 pg.
12	17		<input checked="" type="checkbox"/>	Domestic Policy	Other Document	Wisconsin Statewide Study that asks such questions as: Which of the following issues is the single most important problem facing the United States, and what are the important accomplishments/failures of the Nixon Administration? 25 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman

Box Number: 235

Folder: Strachan Chron M-Z December 1971

<u>Document</u>	<u>Disposition</u>
81	Return Private/Political STRACHAN TO MARIK re: "RUCKELSHAUS" 12/31/71
82	Retain Open
83	Return Private/Political STRACHAN TO MAGRUDER re: "ASHBROOK ANNOUNCEMENT" 12/30/71
84	Retain Open
85	Return Private/Political STRACHAN TO MALEK re: "CABINET/SUB-CABINET MEETING" 12/29/71
86	Return Private/Political STRACHAN TO MAGRUDER re: "QUESTIONS" 12/29/71
87	Return Private/Political STRACHAN TO MARIK re: "MUSKIE ISSUES" 12/29/71
88	Return Private/Political STRACHAN TO MAGRUDER re: "DENT ISSUES MEETING/DECEMBER 22" 12/28/71
89	Return Private/Political STRACHAN TO MAGRUDER re: "NEW HAMPSHIRE/ALLAN WALKER" 12/28/71
90	Return Private/Political STRACHAN TO MAGRUDER re: "ED MCDANIEL" 12/28/71
91	Return Private/Political STRACHAN TO MAGRUDER re: "YOUTH REGISTRATION/CALIFORNIA" 12/28/71
92	Retain Open
93	Return Private/Political STRACHAN TO MAGRUDER re: "TEACHERS AND POLITICS" 12/22/71
94	Return Private/Political STRACHAN TO MAGRUDER re: "YOUTH SPEAKING CORPS" 12/21/71
95	Retain Open
96	Return Private/Political STRACHAN TO MAGRUDER re: "CITIZENS COMMITTEE REPORT" 12/18/71
97	Return Private/Political STRACHAN TO MAGRUDER re: "CAMPUS POLLS" 12/18/71
98	Retain Open
99	Retain Open
100	Return Private/Political STRACHAN TO MAGRUDER re: "CAMPAIGN TELEPHONE CAPABILITY" 12/15/71
101	Return Private/Political STRACHAN TO MITCHELL re: "PRIMARY STATES POLL" 12/13/71
102	Retain Open
103	Retain Open
104	Return Private/Political STRACHAN TO MAGRUDER re: "DEMOCRATIC COMPUTER" 12/10/71

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 235

105	Return	Private/Political	STRACHAN TO MAGRUDER re: "GOP LEADERSHIP CONFERENCE, MARCH 1-4"
106	Retain	Open	
107	Retain	Open	
108	Retain	Open	
109	Retain	Open	
110	Return	Private/Political	STRACHAN TO MAGRUDER re: "RALPH BUNJE" 12/2/71
111	Return	Private/Political	STRACHAN TO MAGRUDER re: "YOUTH MEETING IN CHICAGO 12/1/71"
112	Retain	Open	
113	Return	Private/Political	STRACHAN TO McDONOUGH re: "DEAR MR. McDONOUGH; YOUR LETTER OF DECEMBER THE 21ST HAS BEEN..." 12/26/71
114	Return	Private/Political	STRACHAN TO SLOAN re: "MUSKIE FUNDRAISING MAILING" 12/31/71
115	Retain	Open	
116	Return	Private/Political	STRACHAN TO TIMMONS re: "CONVENTION 1973" 12/29/71
117	Return	Private/Political	STRACHAN TO WALKER, JR. re: "DEAR ALLEN: THANKS FOR SENDING THE LAPEL "N" PIN AND THE FLAG." 12/28/71

December 31, 1971

MEMORANDUM FOR : BOB MARIK
FROM : GORDON STRACHAN
SUBJECT : Ruckelshaus

Another interesting story on Muskie and the environmental issue is the recent report that "Ruckelshaus is very loyal to RN but Muskie would keep him on." If this is really Muskie's position or he could be pushed to it, this would make the environment a much less potent issue for him. Just a thought.

GS:pmJeb Magruder

December 30, 1971

MEMORANDUM FOR : JEB MAGRUDER
FROM : GORDON STRACHAN
SUBJECT : Ashbrook Announcement

GOP Chairman Andrews of Ohio apparently did not receive the "line" on how the President will do in the New Hampshire primary with both Ashbrook and McCloskey in the race. If you or Harry Fleming will be contacting him soon, would you let me know?

Thank you.

Administratively Confidential

December 29, 1971

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Cabinet/Sub-Cabinet Meeting

I trust your Sub-Cabinet meeting went well. How was John Scali's performance?

The reason for the inquiry is Lyn Nofsiger's suggestion to Bob Haldeman that someone "warn Cabinet and Sub-Cabinet that the time has come to make sure they do not make decisions that could be helpful to Democrats or hurt Republicans". (Original memorandum attached.)

Nofsiger doesn't need an answer but you may want to use his suggestion in your meetings with Cabinet and Sub-Cabinet members.

GS:lm

Republican
National
Committee.

December 16, 1971

PERSONAL & CONFIDENTIAL

MEMORANDUM FOR BOB HALDEMAN

FROM LYN NOFZIGER *LN*

Two or three things have happened in the last week or so to make it clear to me that cabinet and sub-cabinet officers are more than ever in position to make decisions that in an election year would be politically harmful.

I urge that steps be taken to warn cabinet and sub-cabinet that the time has come to make sure that they do not make decisions that could be helpful to Democrats or hurtful to Republicans. This year, more than the past three, we should make sure that major announcements and decisions are made public by Republicans. I think the appropriate White House staff members should also be forewarned. My suggestion, of course, is that any cautioning be done orally--and frequently.

Burn this.

- Gifford - grantmanships
- Scali - cabinet + subcab mtg
-

December 29, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Questions

Attached are several interesting questions about Muskie's stands on certain issues. If you think they would be useful would you let me know the responses?

Thank you.

GS:lm

QUESTIONS FOR SENATOR MUSKIE:

Senator, you are known as "Mr. Clean" in the Senate but I have read stories that you supported actions that resulted in polluting a once-clear trout stream in your own State of Maine. Can you explain this apparent contradiction?

* * *

Senator, I understand you are pushing hard to build an oil refinery on the Coast of Maine even though this may mean land and air pollution. I also understand that it is possible that tankers bringing in the oil could pollute the water. Could you explain this?

* * *

Senator, you are supposed to be a close friend of Fred Vahising, the man who is polluting Prestile Stream in your State of Maine. Could you tell us how much you have received from him in the way of campaign contributions?

* * *

Senator Muskie, you have protested against President Nixon's use of television. Can you tell me why you never protested during the Kennedy and Johnson years?

* * *

Senator Muskie, you have never made your position clear on busing. Can you say if you favor busing for the purpose of eliminating de facto segregation in our schools?

* * *

QUESTIONS FOR SENATOR MUSKIE

Senator Muskie, there is a story going around that you have called the young men who have gone to Canada to avoid the draft patriots. Is this true?

* * *

December 29, 1971

MEMORANDUM FOR:

BOB MARIK

FROM:

GORDON STRACHAN

SUBJECT:

Muskie Issues

In the attached Muskie Weekly Summary from the RNC, the point is made that "(s)everal authorities were critical of the Muskie water pollution bill which calls for zero pollution by 1985".

It would be interesting to know what authorities, since many believe this will be one of Muskie's biggest issues.

GS:lm

SENATOR EDMUND S. MUSKIE

December 13 - December 19, 1971

SUMMARY

Agriculture	-Claiming the President has "turned his back" on farmers, Muskie called for anti-trust legislation to prevent big business from taking over agriculture. (p. 398)
Health Care	-Muskie outlined a 3-point program to improve health care. (p. 398)
Delaware	-A campaign organization has been set up, headed by Hoge T. Sutherland. (p. 400)
Massachusetts	-Some Kennedy supporters appear to be joining the Muskie camp. (p. 400)
Senator Thomas McIntyre (D -- N. H.)	-Has endorsed Muskie. (p.400)
Governor John Gilligan	-Reportedly will shift his position and endorse Muskie. (p.400)
Polls	-Muskie again leads other contenders in the Harris Survey, but trails the President in Gallup and California. (p.401)
Christian Science Monitor	-Survey indicates leaders in 22 states support Muskie or are leaning toward him. (p. 401)
Voting Scores	-Muskie has voted on only 59 percent of this year's roll call votes. (p. 402)

TRAVEL

Date	Place	Occasion
December 14	New York City	Occasion Unknown
December 15	New York City	Speech -- Ileitis and Colitis Foundation
December 16	New Hampshire and Massachusetts	Campaigning
December 17	Kansas City, Missouri	Speech -- National Farmers Organization
December 18 - 21	California	Campaigning

Muskie postponed a December 17 meeting with Philadelphia Mayor-elect Frank Rizzo, when a scheduled television appearance in that city was cancelled. Aides say the meeting will be held in January.

ON THE ISSUES

Domestic Affairs

Agriculture

In a speech in Kansas City, Muskie called for new antitrust legislation designed to prevent big business from monopolizing American agriculture.

Muskie also said the President "has turned his back on the American farmer" and called for a stronger system of collective bargaining for farmers.

AP, UPI
December 17, 1971

Health Care

Calling the nation's health services a "system of medical neglect," Muskie proposed a 3-point program to remedy the problem:

- 1) Federal incentives should be used to persuade medical schools to expand enrollments.
- 2) The nation should shift from a system dependent on individual doctors to one built on the concept of a health group composed of all medical professions.

Health Care (continued)

- 3) Federal bonuses should be used to encourage doctors to work in central cities and rural areas, and the use of paramedics should be expanded.

Speech -- Ileitis and Colitis Federation
New York Times
December 16, 1971

Pollution

Several authorities were critical of the Muskie water pollution bill, which calls for zero-pollution by 1985.

EPA head William Ruckelshaus said the environment issue is a "tempting bauble for any aspiring politician," and added that the goal was impossible to reach.

UPI
December 17, 1971

The man expected to be Philadelphia's new Water Commissioner, Carmen Guarino, told reporters if the Muskie bill becomes law, there will be another increase in that city's water rates. In July, the average water bill was raised 45 percent. Guarino said the bill "doesn't make sense."

Philadelphia Inquirer
December 14, 1971

Foreign Policy

Dollar Devaluation

Muskie indicated he would support the President's efforts to devalue the dollar to achieve more favorable exchange rates.

AP
December 14, 1971

Latin America

A statement released by Muskie said the Administration's policy makes it appear "the United States has become blind and indifferent" towards Latin America.

Latin America (continued)

Muskie added the Alliance for Progress was "discarded. . .with no good substitute in sight." The Senator called for a new policy, "reconstructed from the shambles the Nixon administration has made of the Alliance."

(Muskie did not propose a more specific alternative.)

Undated Press Release

STAFF AND ORGANIZATION

Delaware

Hoge T. Sutherland, a DuPont Company attorney, will head up the Muskie drive in Delaware. He announced plans to set up headquarters in Wilmington, Kent, Sussex, and Newcastle Counties.

Massachusetts

K. Dun Gifford, former legislative assistant to Ted Kennedy, has joined the Massachusetts' Muskie steering committee.

House Speaker David Bartley was co-host for a Muskie breakfast in Boston. He indicated this does not represent an irrevocable commitment to Muskie. This is significant because Bartley has long been identified as a strong Kennedy supporter.

Michigan

Sander Levin, unsuccessful '70 gubernatorial candidate, will head the campaign in Michigan. This move places him out of contention for the senatorial contest.

New Hampshire

Senator Thomas McIntyre has endorsed Muskie. He will not actively campaign for Muskie because he is in a close race for reelection.

Ohio

Governor John Gilligan, reportedly uncomfortable in a favorite son

Ohio (continued)

role, is expected to endorse Muskie. There have been reports he will announce his support on December 22.

Wisconsin

Thirty state legislators have endorsed Muskie.

U. S. Representatives David Obey and Henry Reuss endorsed Muskie.

POLLS

Harris Survey -- Presidential Preference

Muskie has regained his lead in the Harris Survey among the Democratic contenders. Muskie leads Kennedy by one percentage point (22 percent -- 21 percent). The poll was conducted between October 28 and November 12.

Gallup Poll -- Trial Heats

In a poll conducted November 19 - 22, Muskie trails the President by three percentage points in the latest trial heat. (RMN - 44 percent, Muskie - 41 percent, Wallace - 10 percent)

California Poll -- Trial Heats

In a series of surveys conducted in November, Muskie trails the President by two percentage points in a three-way race with Wallace. (RMN - 42 percent, ESM - 40 percent)

In a four-way race (including McCarthy), Muskie trails the President by seven percentage points. (37 percent - 30 percent) In a four-way race (with Lindsay), Muskie trailed by eight points. (39 percent - 31 percent)

Christian Science Monitor -- Democratic Leaders

Reporters for the Monitor found that top Democrats in 22 states are either now behind Muskie or leaning in his direction. Those states included Arizona, California, Colorado, Idaho, Illinois, Iowa, Kansas, Maine, Michigan, Missouri, Montana, New York, New Hampshire, North Dakota, North Carolina, Ohio, Oregon, Rhode Island, Utah,

Christian Science Monitor (continued)

Vermont, Virginia and Wisconsin.

Christian Science Monitor
 December 13, 1971

Nebraska Poll

Muskie and Kennedy are sharing the lead (16 percent) as the presidential preference of Nebraska registered Democrats. The poll was conducted during the first week in December.

Omaha World Herald
 December 14, 1971

VOTING
 SCORES

Voting Participation

Roll Call Votes	Muskie Votes	Vote Participation Score*
Oct.-Nov. 171	75	44%
Jan.-Nov. 387	228	59%

Presidential Support

Roll Call Votes	Muskie Votes	Presidential Support Score **
Oct.-Nov. 23	6	21%
Jan.-Nov. 76	17	22%

Source: Congressional Quarterly Weekly Reports

* % of roll calls in which Senator Muskie voted "yea" or "nay."

** % of roll calls on which Senator Muskie voted in agreement with the President.

December 28, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Dent Issues Meeting/December 22

I thought the December 22 issues meeting was the best yet to be held. Harlow, Haig, Cole, Harper, and Garment all had excellent suggestions. It would be a shame to lose these ideas. Weren't you going to prepare minutes for the Attorney General with a carbon copy for Mr. Haldeman?

GS:ln

Dent, Harlow, Haig, Cole, Harper, Garment, 12/22
Magruder, Merrill, Goodenough, John Andrews, Bob Brown

Bruce Harlow believes P shld speak out
as c in chief on mil budget
before Mar 1 ahead of NH (Holt) + Fla.

NSC candid assessment - on way down
Harlow - Candor w/L BT record +
don't drift into 2nd ratism.

- primarily a response to Conser's,
Garment since gen'l populace can't be
pushed farther right by left, lib. Sen's
Dent - P has across the bd fr/ leadership
of Rep party.

Harlow - can't get a lecture on chastity
fr/a prostitute, Dems will be
hard pressed to use this to their advantage
- but prol. will be in undermining
the Rep party workers.

Haig - can't be too tricky on focusing
on some gras rather argue P
① realigning Western world thru
summitry and

stay
cool

② good Def budget - so focus
on Cong for cutting
③ if P goes to Moscow + Pelling
- play on accomp after

NEW HAMPSHIRE COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

New Hampshire Highway Hotel
Concord, New Hampshire 03301
Phone (603) 224-7411

Governor Lane Dwinell - Chairman
G. Allan Walker, Jr. - Executive Director

December 15, 1971

Mr. Gordon Straham
The White House
Washington, D. C.

Dear Gordon:

As you know, during the 1968 campaign, the small Nixon "N" that was worn by many Nixon supporters became very popular.

Recognizing that few presidents have been as closely identified with flag and country as President Nixon, I have attempted to design a pin that would be attractive, unique and yet appropriate. Hopefully, it would be an effective campaign pin and further establish this "identity".

If you agree that the enclosed pin achieves these objectives, I will have a limited number manufactured at my expense for distribution among my key New Hampshire people.

Sincerely,



G. Allan Walker, Jr.

GAW:ku

*P.S. Please bring this to the attention
of R.H.
Thanks,
A.W.*

December 28, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

New Hampshire/Allan Walker

Allan Walker is a pleasant, competent fellow and a personal friend. Unfortunately, as the attached letter indicates, he misunderstands the lines of responsibility for the Campaign. In terms of getting a specific answer to Walker, that should come from you or Peter Dailey I would guess.

More important, however, is the problem of the lines of authority. I would imagine that you and Harry Flemming would have convinced your people in the field that decisions concerning the Campaign flow from the National Committee for the Re-Election of the President, not the White House.

A copy of my letter to Allan Walker is attached.

GS:lm

December 28, 1971

Dear Allan:

Thanks for sending the lapel "N" pin and the flag. I will enjoy wearing them proudly.

However, in terms of approval for the design for campaign use, the person who has the responsibility for approval is Jeb Magruder. I have referred your letter to him, but naturally kept the pin and flag.

I trust you had a pleasant Christmas. We all look forward to quite a year.

With best regards,

Sincerely,

Gordon Strachan

Mr. G. Allan Walker, Jr.
Executive Director
New Hampshire Committee for the
Re-Election of the President
New Hampshire Highway Hotel
Concord, New Hampshire 03301

GS:lm

December 28, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Ed McDaniel

You and I have discussed Ed McDaniel and his usefulness to the Campaign in the context of "direct" or "ask" Magruder to use him. Jack Caulfield concurs with several on the White House Staff that this man is good. I trust he will receive more than pro forma consideration.

cc: Jack Caulfield

GS:lm

THE WHITE HOUSE

WASHINGTON

Date 12/27/71

TO: H. R. HALDEMAN

FROM: JOHN J. CAULFIELD

SUBJECT: ED MC DANIEL

For your information.

12/27/71

SUBJECT: ED MC DANIEL - T.V. AND AUDIO FEEDS
FOR '72 SURROGATE CANDIDATES

Be advised that Ed Mc Daniel has been asked to pro forma submit a bid and proposal for T.V. and Audio feeds for '72 surrogate candidates in connection with Campaign '72. He has been in touch with DeVan Shumway of the White House staff in this regard. Ed believes the decision will be made from 1701 Pennsylvania Avenue.

While I am reluctant to inject myself into this area, I have done so because of Ed's proven competence in this field, his 1960 and 1968 performance, and his strong loyalty to the President.

I am not sure that those persons presently in decision making position are similarly aware. Hence this note to you for whatever action you deem advisable.

December 28, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Youth Registration/California

Last night Ken Riets indicated that no youth activities or registration drives were under way in California because the Campaign leadership questions had not been resolved in that state.

In a memorandum for the President received on December 23, the following statement by Jamie McLane is made: "A selective registration drive by the Party is under way now in San Diego in the 100 largest precincts."

You may want to have Riets and McLane meet and discuss this apparent inconsistency.

Just a thought.

cc: Charles W. Colson

December 22, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Teachers and Politics

In the most recent issue of National Journal, there is an article entitled "Teachers and Politics" in which it was suggested that the National Education Association is preparing to move in to power politics in the 1972 election. They are talking about having a political action committee similar to labor's. However, one's immediate reaction of impending disaster should be modified by the fact that the NEA's membership list splits right down the middle politically - 40% Republican, 40% Democratic, and 20% independent. It might be worth our while to take the 40% Republican (higher than the national average) and use this group to our advantage. If you think this idea has some merit, we should talk about it and figure out what sort of recommendation we should get together to get approval, and pick one man responsible if that approval is granted.

Just a thought.

GS:lm

December 21, 1971

MEMORANDUM FOR: MR. JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Youth Speaking Corps

I know you worked on this project when you were here on the staff, but the possibility of having a youth speaking corps has recently been reraised in connection with your plans with Ken Rietz for capturing the youth vote. Would you advise me of your plans?

Also, on page eight of your weekly report, polls from the University of Houston, Baylor, and Springwood High School indicate that Lindsay leads all other contenders for the Democratic nomination. Wouldn't it be valuable to get this sort of information out?

Just a thought.

GS:kkb:GS:dg

December 18, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Citizens Committee Report

In going back through task force reports, in the Citizens' proposal prepared for the Attorney General, I noticed that all the references are to Businessmen for Nixon, Lawyers for Nixon, Doctors for Nixon, etc. The primary purpose of Bob's suggestion that you accept "Re-Elect our President" was to emphasize the "President". Everything you do, including the naming of Citizens' groups, should do the same -- that is, emphasize the "President", not "Nixon" alone.

Would you cover this with all your people and advise me.

Thank you.

GS:dg

December 18, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12958, Section 1-2

By *Embrose* Date *1-18-80*

MEMORANDUM FOR:

MR. JEB MAGRUDER

FROM:

**L. HIGBY
GORDON STRACHAN**

We need to start cranking up the business of campus polls and encouraging them and begin building a program whereby we gradually increase the number of campus polls that we release.

For example, the President went to the University of Miami while in Key Biscayne last time and discovered they had held a trial heat poll there and that he won over all candidates. (Something I doubt the Campaign Committee is aware of.)

What we need to do here is start picking those campuses, large campuses, that we can win like the University of Miami and begin to organize trial heats on campus and build a program of releasing these trial heats.

On those campuses where we can't win, rather than doing trial heats, we should just do a general question about who do you want to see elected to the Presidency. This way we will still come out strong because of the large number of Democratic candidates and the feel at this time.

Will you please let us know what is happening on this program by January 3rd.

LH:kb

December 15, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Telephone Capability

Herb Klein sent Bob Haldeman the attached material regarding campaign telephone capability and as you can see, he is asking Bob whether or not he should pursue this man's offer. This obviously falls within your campaign structure, probably under Bob Marik. Would you determine whether you want to check this man's offer and advise Herb Klein?

GS:lm

THE WHITE HOUSE
WASHINGTON

December 13

Do you want me to
pursue?

HGK

THE WHITE HOUSE

WASHINGTON

December 7, 1971

Dear Mr. Trelegan:

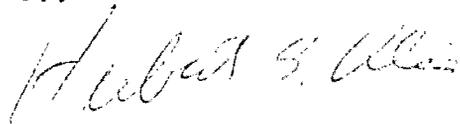
Thank you for your letter of November 24.

I do appreciate your courtesy in calling to my attention the capability of the computer telephone polling and promotional system which you have developed. While I can think of no immediate use to which my office might put it, I will certainly keep in mind its availability and capability.

Thank you again for writing.

With best wishes for the holidays and coming year,

Sincerely,



Herbert G. Klein
Director of Communications
for the Executive Branch

Mr. Newcy T. Trelegan
Vice President
Campbell and Trelegan, Inc.
24 Crescent Street
Waltham, Massachusetts 02154

Campbell & Trelegan, Inc.

24 CRESCENT STREET
WALTHAM, MASS. 02154
617-891-9310

November 24, 1971

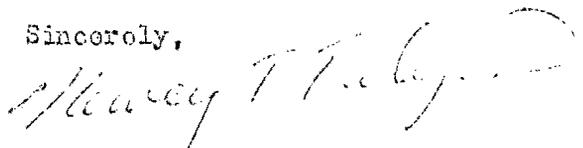
Mr. Herbert Klien
Director of Communications
The White House
Washington, D. C.

Dear Mr. Klien:

Campbell & Trelegan, Inc. has designed a computer based telephone polling and promotional device which has the capability of placing from sixty to a thousand simultaneous telephone calls either locally, regionally, or nationally, or any mix thereof, putting forth a message and/or taking in information. For example, even the President's own voice could be used asking the opinion of the recipients of the call on various issues. That opinion would be recorded; in one instance, in the form of an instant national poll by topic or personality and in the other instance, to precipitate further communication with that individual in the form of a machine generated but personal appearing letter.

I would be very pleased to discuss this technique with you at any time. The system would be modified to your specific requirements and could be operational within 120 days.

Sincerely,



Newey E. Trelegan
Vice President

NETT/ban

ADMINISTRATIVELY CONFIDENTIAL

December 13, 1971

MEMORANDUM FOR:

HONORABLE JOHN N. MITCHELL
THE ATTORNEY GENERAL

FROM:

GORDON STRACHAN

SUBJECT:

Primary States Poli

Bob Yeater sent three copies of the final questionnaire for the New Hampshire, Florida, and Wisconsin poli. Bob Haldeman asked that I forward to you your copy.

GS:lm

WISCONSIN STATEWIDE STUDY

Hello, I'm Mrs. _____ from Market Opinion Research, a national research company with headquarters in Detroit. We are making a study of problems and political figures in Wisconsin.

No 1-4
State 5-6
Wave 7
Card 3
Area 9-12
Job 13-14

1. Are you now registered to vote here in Wisconsin?

- 2 Yes
- 1 No

(IF "YES", CONTINUE WITH INTERVIEW BEGINNING WITH QUESTION 2)

(IF "NO", ASK:)

a. Do you intend to register so you will be able to vote in the 1972 Presidential election?

- 2 Yes
- 1 No

Card 1

(IF "NO", TERMINATE INTERVIEW!)

(IF "YES", CONTINUE WITH INTERVIEW)

2. What do you think are the most important problems facing the United States as a nation at this time?

15-26

3. Which one of these do you think is the single most important problem facing the United States? (CIRCLE JUST ONE ABOVE)

27-38

4. Do you feel things in the country are generally going in the right direction today or do you feel things have pretty seriously gotten off on the wrong track?

- 39-2 Right direction
- 1 Wrong track
- 0 Don't know

a. Why do you feel that way? (PROBE) _____

40-63

b. Any other reasons? _____

5. Overall, do you think the United States as a nation is better off or worse off than it was three or four years ago?

- 64-3 Better off
- 1 Worse off
- 2 About the same
- 0 Don't know

a. Why do you say that? (PROBE) _____

65-76

77-83
B1k

6 Now, I'm going to mention several problems and issues to you and using this scale card (NAME OF SCALE CARD), I'd like you to rate how important of a problem each one is to you. (ROTATE)

- Inflation _____
- Racial problems _____
- Taxes _____
- Unemployment _____
- Vietnam _____
- Environment/Pollution _____
- Education _____
- Crime _____
- National defense _____
- Health care _____
- Drugs _____
- Bussing of school children _____
- General unrest in the country _____

Alpha
15-27

7. Do you approve or disapprove of the way Richard Nixon is handling his job as President?

- 28-2 Approve
- 1 Disapprove
- 0 Don't know

a. Why do you say that? (PROBE) _____

29-40

8. What do you think are the most important accomplishments of the Nixon Administration?

41-52

9. What do you think are the major failures of the Nixon Administration?

53-64

10. Do you approve or disapprove of the way President Nixon is handling the Vietnam situation?

- 65-2 Approve
- 1 Disapprove
- 0 Don't know

11. Do you feel that President Nixon's plan for withdrawal of U.S. troops from Vietnam brings our troops back too fast, too slow, or just about right?

- 66-3 Too fast
- 1 Too slow
- 2 About right
- 0 Don't know

12. Do you think that the United States should withdraw all its troops regardless of whether or not the North Vietnamese release our Prisoners of War or that we should keep some troops in Vietnam until all our Prisoners of War are released?

- 67-2 Withdraw troops regardless of POW
- 1 Keep some troops there
- 0 Don't know

13. As you probably know, we have had a continuing problem with inflation and unemployment recently. Do you think business, government, labor, or the consumers is most responsible for this problem?

- 68-3 Business
- 4 Government
- 2 Labor
- 1 Consumers
- 0 Don't know

14. Do you approve or disapprove of the way President Nixon is dealing with the economic conditions in this country?

- 69-2 Approve
- 1 Disapprove
- 0 Don't know

15. A proposal has been made to shift the major cost of public education from the property tax to the sales tax -- this would have the effect of lowering the property taxes and increasing prices. Would you be for or against this proposal?

- 70-2 For
- 1 Against
- 0 Don't know

16. Are you in favor or not in favor of racially integrated public schools?

- 71-2 In favor
- 1 Not in favor
- 0 Don't know

(IF "IN FAVOR", ASK:)

a. Are you in favor or not in favor of bussing public school students to achieve racially integrated public schools?

- 72-2 In favor
- 1 Not in favor
- 0 Don't know

17. If the federal court ruled that our school district had to bus students to get racial balance in the schools, would you be willing to have your child bussed if the bus ride took the following length of time?

	Willing	Not Willing	Don't Know
10 minute school bus ride	2	1	0
20 minute school bus ride	2	1	0
30 minute school bus ride	2	1	0
45 minute school bus ride	2	1	0

73
74
75

18. There has been a lot of talk about ecology and the environment lately. When you think about ecology and the environmental problems, what specific problems come to mind? (ASK OPEN ENDED - DO NOT PROMPT RESPONSE)

Card 3
1-14 as C1

- 15-1 Air pollution
- 16-1 Solid waste/Recycling
- 17-1 Population
- 18-1 Noise
- 19-1 Water pollution
- 20-1 Land use/Parks
- 21-1 Use of chemicals/Pesticides
- 22-1 Other: (SPECIFY) _____
- 25-1 Don't know

23-24

19. We have had a serious problem with drugs and narcotics in our country during the last few years. What do you think should be done to solve this problem? (PROBE)

26-37

20. Who do you think is most to blame for this problem? (ASK OPEN ENDED - DO NOT PROMPT RESPONSE)

- 38-1 Federal government
- 39-1 State government
- 40-1 Local government
- 41-1 Schools
- 42-1 Police
- 43-1 Courts
- 44-1 Parents
- 45-1 General moral deterioration
- 46-1 Youth/Students
- 47-1 Other: (SPECIFY) _____
- 50-1 Don't know

48-49

21. Who do you think should be most responsible for solving this problem -- Federal government, State government, Local government, schools, parents?

- 51-1 Federal government
- 2 State government
- 3 Local government
- 4 Schools
- 5 Parents
- 0 Don't know

22. Now, I would like to read you some opinions people have expressed on a number of different issues. After I read each opinion statement, I'd like to have you tell me the answer on this card which best expresses your personal feelings about that particular opinion (HAND AGREE-DISAGREE CARD). Here's the first statement:

			Neither		
	Strongly		Agree		Strongly
	<u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Disagree</u>	<u>Disagree</u>

1. I think we should spend what ever we have to on our military capability to stay ahead of the Russians even if it means we have to spend less on domestic programs.

5 4 3 2 1

52

(Question 22 Continued)

Card 3

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither</u> <u>Agree</u> <u>Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>	
2. As a result of the President's new economic policy, I feel <u>more confident</u> about my future than I did last year.	5	4	3	2	1	53
3. I think that the treatment of blacks in our country has improved under the Nixon Administration during the past three years.	5	4	3	2	1	54
4. I think that, in trying to achieve equal opportunities for all racial minority groups, we are going too fast.	5	4	3	2	1	55
5. I think the Federal government should give financial aid to parochial schools if the money is not used for any religious purposes.	5	4	3	2	1	56
6. I think the Federal government should be responsible for providing complete health care services for everyone in our country.	5	4	3	2	1	57
7. I'd gladly pay more taxes or slightly higher prices if I knew that money would go to reduce pollution and help clean up our environment.	5	4	3	2	1	58
8. It's a mistake for President Nixon to visit Communist China.	5	4	3	2	1	59
9. School children should be bussed out of their neighborhoods if it is necessary to achieve racial balance in the schools.	5	4	3	2	1	60
10. In the long run the President's new economic policies and the wage/price freeze will benefit the working man.	5	4	3	2	1	61
11. The only way to stop the rising crime rate is to have more police and tougher law enforcement.	5	4	3	2	1	62
12. Keeping our economy strong is more important than worrying about pollution.	5	4	3	2	1	63
13. I think that keeping our military capability stronger than the Russians improves our chances for peace in the long run.	5	4	3	2	1	64

(Question 22 Continued)

Card 3

	Strongly		Neither		Strongly
	Agree	Agree	Agree	Disagree	Disagree
	<u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Disagree</u>	<u>Disagree</u>

14. I think that the government should give some financial aid to parochial schools so that all the parochial school students aren't dumped into our public school systems?

5 4 3 2 1

65

23. Now, I'd like you to think about Richard Nixon for a moment, not only as the President but as an individual. What two or three words do you think best describe Richard Nixon as a person?

66-77

24. With regard to President Nixon's accomplishments up to now, would you say he is -- better than most of our Presidents, about average, or not as good as most of our Presidents?

- 78-3 Better than most of our Presidents
- 2 About average
- 1 Not as good as most of our Presidents
- 0 Don't know

25. Which of the following statements on this card (HAND CARD FOR Q. 25) best describes how you feel about the information the Nixon administration gives the public?

- 79-3 Always frank and truthful with the public
- 2 Tries to make things seem more favorable than they really are
- 1 Holds back or slants information that would make the Administration look bad
- 0 Don't know

80 = Blk

26. Do you approve or disapprove of the way Spiro Agnew is handling his job as Vice President?

- 15-2 Approve
- 1 Disapprove
- 0 Don't know

Card 4
1-14 as C1

a. Why do you say that? (PROBE) _____

16-27

27. What is the first thing that comes to mind when you think of Edmund Muskie?

28-39

28. How much do you feel you know about Edmund Muskie and what he stands for -- a great deal, a fair amount, or very little?

- 40-3 Great deal
- 2 Fair amount
- 1 Very little
- 0 Don't know

29. What is the first thing that comes to mind when you think of Hubert Humphrey?

Card 4

41-52

30. How much do you feel you know about Hubert Humphrey and what he stands for -- a great deal, a fair amount, or very little?

- 53-3 Great deal
- 2 Fair amount
- 1 Very little
- 0 Don't know

31. What is the first thing that comes to mind when you think of George Wallace?

54-65

32. How much do you feel you know about George Wallace and what he stands for -- a great deal, a fair amount, or very little?

- 66-3 Great deal
- 2 Fair amount
- 1 Very little
- 0 Don't know

33. What is the first thing that comes to mind when you think of Edward Kennedy?

67-78

34. How much do you feel you know about Edward Kennedy and what he stands for -- a great deal, a fair amount, or very little?

- 79-3 Great deal
- 2 Fair amount
- 1 Very little
- 0 Don't know

80-B1k

35. Now, I'd like to mention several of the problems and issues we discussed earlier to you and as I mention each one, I'd like you to rate President Nixon on how well he is handling each one? (HAND ABILITY CARD) (ROTATE)

Card 5

1-14 as C1

	<u>Q. 35</u>	<u>Q. 36</u>
a. Inflation	_____	_____
b. Racial problems	_____	_____
c. Taxes	_____	_____
d. Unemployment	_____	_____
e. Vietnam	_____	_____
f. Environment	_____	_____
g. Education	_____	_____
h. Crime	_____	_____
i. National defense	_____	_____
j. Health care	_____	_____
k. Drugs	_____	_____
l. Bussing	_____	_____
m. General unrest in the country	_____	_____

Alpha
15-27

28= 1 M
2 K

Alpha
29-41

- 36. Now, I'd like to go through the list once more and have you rate Edmund Muskie on his ability to handle each one. (RECORD IN Q. 35 ON PAGE 7 IN RIGHT HAND COLUMN)
- 37. Here is a list of the issues we just discussed (HAND ISSUE CARD). When you decide how to vote for President next year, which one of these issues will be most important to you?

- 38. In which one of these areas do you think President Nixon has done his best job?

- 39. In which one of these areas do you think he has done his poorest job?

- 40. In which one of these areas do you think Senator Muskie would do the best job as President?

- 41. In which one do you think he would do his poorest job?

Alpha
42

Alpha
43

Alpha
44

Alpha
45

Alpha
46

GO TO GREEN SCALES

36. Now, I'd like to go through the list once more and have you rate Edward Kennedy on his ability to handle each one. (RECORD IN Q. 35 ON PAGE 7 IN RIGHT HAND COLUMN)
37. Here is a list of the issues we just discussed (HAND ISSUE CARD). When you decide how to vote for President next year, which one of these issues will be most important to you.
- _____
38. In which one of these areas do you think President Nixon has done his best job?
- _____
39. In which one of these areas do you think he has done his poorest job?
- _____
40. In which one of these areas do you think Senator Kennedy would do the best job as President?
- _____
41. In which one do you think he would do his poorest job?
- _____

GO TO GREEN SCALES

Card 5

Alpha
42

Alpha
43

Alpha
44

Alpha
45

Alpha
46

42. What do you think are the most important problems facing the State of Wisconsin at the present time?

1-14 as
C 1

15-26

43. Which one of these do you think is the single most important problem facing Wisconsin? (CIRCLE JUST ONE ABOVE)

27-38

44. Overall, do you think Wisconsin as a State is better off or worse off than it was three or four years ago?

- 39-3 Better off
- 1 Worse off
- 2 About the same
- 0 Don't know

45. Do you approve or disapprove of the way Pat Lucey is handling his job as Governor?

- 40-2 Approve
- 1 Disapprove
- 0 Don't know

46. Do you approve or disapprove of the way William Proxmire is handling his job as U.S. Senator?

- 41-2 Approve
- 1 Disapprove
- 0 Don't know

47. Do you approve or disapprove of the way Gaylord Nelson is handling his job as U.S. Senator?

- 42-2 Approve
- 1 Disapprove
- 0 Don't know

48. Now, I'm going to hand you seven sample general election ballots. These ballots each have one or more possible contests for some of the offices we will be voting on next year. I would like you to mark each one of the ballots just as you would if the election were being held today.

Card 6

49. Now, as you probably know, there will be a Presidential Primary election here in Wisconsin next spring. Do you intend to vote in the Republican primary election for President in April of 1972?

- 43-2 Yes
- 1 No
- 0 Don't know

(IF "NO" OR "DON'T KNOW", SKIP TO Q. 55 AND CONTINUE INTERVIEW)

(IF "YES", CONTINUE WITH QUESTION 50)

50. Would you prefer to have President Nixon run unopposed or have someone run against him in the Wisconsin Primary?

- 44-2 Unopposed
- 1 Someone else
- 0 Don't know

(IF "SOMEONE ELSE", ASK:)

a. Would you prefer that who ever runs against President Nixon be more liberal or more conservative than he is?

- 45-2 More liberal
- 1 More conservative
- 0 Don't know

51. Is there anyone in particular you would like to see run in the Republican Primary other than President Nixon?

46-47

52. Can you tell me who Pete McCloskey is?

- 48-2 Yes
- 1 No
- 0 Don't know

(IF "YES", ASK:)

a. What is the first thing that comes to your mind when you think of Pete McCloskey?

49-58

b. What else? (PROBE)

59-68

c. How much do you feel you know about Pete McCloskey and what he stands for -- a great deal, a fair amount, or very little?

- 69-3 Great deal
- 2 Fair amount
- 1 Very little
- 0 Don't know

70-80
B1k

53. Pete McCloskey is a Republican Congressman from California who is considered to be more liberal than President Nixon. If the Primary election were being held today and Pete McCloskey and Richard Nixon were the candidates, would you be voting for McCloskey or Nixon?

Card 7
1-14 as
C 1

- 15-2 Nixon
- 1 McCloskey
- 0 Don't know

a. Why do you say that? (PROBE) _____

16-27

54. John Ashbrook is a Republican Congressman from Ohio who is considered to be more conservative than President Nixon. If the Primary election were being held today and John Ashbrook, Pete McCloskey and Richard Nixon were the candidates, would you be voting for Ashbrook, McCloskey or Nixon?

- 28-3 Nixon
- 2 Ashbrook
- 1 McCloskey
- 0 Don't know

a. Why do you say that? (PROBE) _____

29-40

41-80 Blk

55. In the last general election in which you voted, which answer on this card (HAND POLITICAL CARD) best describes how you voted for state and local offices such as Governor and Senator?

Card 5

- 47-1 Straight Democratic
- 2 Mostly Democratic
- 3 A few more Democrats than Republicans
- 4 About equally for both parties
- 5 A few more Republicans than Democrats
- 6 Mostly Republican
- 7 Straight Republican
- 0 Don't know

56. Generally speaking, in politics as of today do you consider yourself a Republican, Democrat or what?

- 48-3 Republican
- 1 Democrat
- 2 Independent
- 0 Don't know/Neither

(IF "INDEPENDENT OR DON'T KNOW/NEITHER", ASK:)

a. Which way do you lean?

- 49-2 Republican
- 1 Democrat
- 0 Don't know

57. For whom did you vote for President in 1958?

- 50-4 Nixon
- 2 Humphrey
- 3 Wallace
- 1 Didn't vote
- 0 Don't know

58. For whom did you vote for Governor in 1970?

- 51-3 Olson
- 2 Lucey
- 1 Didn't vote
- 0 Don't know

59. For whom did you vote for Senator in 1970?

- 52-3 Nelson
- 2 Erickson
- 1 Didn't vote
- 0 Don't know

Now a few questions for statistical purposes?

60. What is your occupation? _____

53-54

a. (IF RESPONDENT IS NOT HEAD OF HOUSEHOLD) What is the occupation of the head of this household? _____

55-56

61. What is your approximate age? (SHOW AGE CARD)

- 57-58-01 18-20 years
- 02 21-24 years
- 03 25-39 years
- 04 30-34 years
- 05 35-39 years
- 06 40-44 years
- 07 45-49 years
- 08 50-54 years
- 09 55-59 years
- 10 60-64 years
- 11 65 and over
- 00 Refused

62. What is the last grade of school you completed?

- 59-1 Grade school or less (Grades 1-8)
- 2 Some high school
- 3 Graduated high school (Grades 9-12)
- 4 Vocational/Technical school
- 5 Some college
- 6 Graduated college
- 7 Post graduate work
- 0 Refused

63. What is your religion?

- 60-1 Roman Catholic
- 2 Portestant
- 3 Jewish
- 4 Other: (SPECIFY) _____

64. (BY OBSERVATION) National origin of respondent?

- 61-4 White
- 3 Negro
- 2 Oriental
- 1 Mexican-American

65. In what country was your grandfather born, that is your father's father?

- 62-63- 01 Austria
- 02 Czechoslovakia
- 03 Denmark
- 04 England
- 05 Estonia
- 06 France
- 07 Germany
- 08 Hungary
- 09 Ireland
- 10 Italy
- 11 Latvia
- 12 Mexico
- 13 Netherlands
- 14 Norway
- 15 Poland
- 16 Portugal
- 17 Rumania
- 18 Russia
- 19 Spain
- 20 Sweden
- 21 Ukraine
- 22 United States
- 23 Yugoslavia
- 24 Other: (SPECIFY) _____

66. Are you a labor union member?

- 64- 2 Yes
- 1 No

(IF "NO", ASK:)

a. Is any member of your immediate family a union member?

- 65- 2 Yes
- 1 No

67. (BY OBSERVATION) Sex:

- 66- 2 Male
- 1 Female

68. (SHOW INCOME CARD) Which classification includes your TOTAL FAMILY INCOME in 1971 before taxes?

- 67- 1 0-\$2,999
- 2 \$3,000-\$4,999
- 3 \$5,000-\$5,999
- 4 \$6,000-\$6,999
- 5 \$7,000-\$9,999
- 6 \$10,000-\$14,999
- 7 \$15,000-\$24,999
- 8 \$25,000 and over
- 0 Refused

Respondent's Name: _____

Respondent's Street Address: _____

City or Town: _____ State: _____ Zip: _____

Area Code: _____ Telephone Number: _____

NOTE: We always need telephone number for validation purposes.

68-80
Blank

INTERVIEWER: Inform respondent about possible follow-up interviews, using this statement:

"This survey in which you have just taken part is a part of a nationwide experiment to gather information about people's reaction to the election, the Presidential candidates, and the campaign. Between now and the election in November, we may wish to talk to you again, but next time the interview would be much shorter. We would like to have your telephone number and perhaps conduct this interview over the telephone. As I said, it will only take a few minutes. It will undoubtedly be a couple of weeks before we would call you."

I have re-read this completed questionnaire and certify that all questions requiring answers have been recorded in the respondent's exact words, and that all boxes and spaces requiring an "X", a number, or a letter are filled in. This bona fide interview has been obtained according to quota and all interviewing specifications.

INTERVIEWER'S SIGNATURE: _____ DATE: _____

12-9-71

SECRET BALLOT A

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICAN

DEMOCRAT

PRESIDENT

[] Richard M. Nixon

[] Edmund S. Muskie

Job #1646

SECRET BALLOT B

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICAN

DEMOCRAT

PRESIDENT

[] Richard M. Nixon

[] Hubert H. Humphrey

Job #1646

SECRET BALLOT C

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICAN

DEMOCRAT

PRESIDENT

[] Richard M. Nixon

[] Edward M. Kennedy

SECRET BALLOT D

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICANDEMOCRATAMERICAN INDEPENDENTPRESIDENT Richard M. Nixon Edmund S. Muskie George C. Wallace-----
Job #1646SECRET BALLOT E

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICANDEMOCRATAMERICAN INDEPENDENTPRESIDENT Richard M. Nixon Hubert H. Humphrey George C. Wallace-----
Job #1646SECRET BALLOT F

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICANDEMOCRATAMERICAN INDEPENDENTPRESIDENT Richard M. Nixon Edward M. Kennedy George C. Wallace

SECRET BALLOT G

If you had to decide today, how would you vote between the candidates in the following election situation?

REPUBLICANDEMOCRATAMERICAN INDEPENDENTPRESIDENT

Richard M. Nixon Edmund S. Muskie George C. Wallace

INDEPENDENTINDEPENDENT Eugene J. McCarthy Shirley Chisholm

SC 10 1961

... will be judging two candidates in several ways.

We will be judging two candidates in several ways.

Let's take the liberal-conservative rating below as an example. There are three spaces on each side of the box which is exactly in the middle. If you feel the candidate is very liberal or extremely liberal, choose one of the spaces that is the word liberal, and mark the space with an X. If you feel the candidate is neither conservative nor liberal, mark the middle box with an X. Use the conservative spaces in the same way.

Move quickly down a page. You should do a page in about one minute.

Now let's start with yourself as the example. Rate yourself on this scale.

YOURSELF

Liberal ----- X ----- Conservative

*** PLEASE TURN PAGE ***

SCALE SHEET
RICHARD NIXON

warm	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	cold
experienced	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	inexperienced
closed-minded	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	open-minded
trained	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	untrained
bold	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	timid
dishonest	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	honest
introverted	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	extroverted
safe	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	dangerous
uninformed	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	informed
meek	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	aggressive
just	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	unjust
incompetent	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	competent
frank	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	reserved
sense of humor	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	lacks humor
old-fashioned	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	up-to-date
tense	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	relaxed
tough	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	soft
liberal	_____	:	_____	:	_____	<input type="checkbox"/>	_____	:	_____	:	_____	conservative

SCALE SHEET
EDMUND HUSKIE

warm	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	cold
experienced	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	inexperienced
closed-minded	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	open-minded
trained	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	untrained
bold	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	timid
dishonest	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	honest
introverted	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	extroverted
safe	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	dangerous
uninformed	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	informed
meek	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	aggressive
just	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	unjust
incompetent	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	competent
frank	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	reserved
sense of humor	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	lacks humor
old-fashioned	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	up-to-date
tense	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	relaxed
tough	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	soft
liberal	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	conservative

SCALE SHEET
ROBERT R. STANLEY

warm	:	:	<input type="checkbox"/>	:	:	cold
experienced	:	:	<input type="checkbox"/>	:	:	inexperienced
closed-minded	:	:	<input type="checkbox"/>	:	:	open-minded
trained	:	:	<input type="checkbox"/>	:	:	untrained
bold	:	:	<input type="checkbox"/>	:	:	timid
dishonest	:	:	<input type="checkbox"/>	:	:	honest
introverted	:	:	<input type="checkbox"/>	:	:	extroverted
safe	:	:	<input type="checkbox"/>	:	:	dangerous
uninformed	:	:	<input type="checkbox"/>	:	:	informed
meek	:	:	<input type="checkbox"/>	:	:	aggressive
just	:	:	<input type="checkbox"/>	:	:	unjust
incompetent	:	:	<input type="checkbox"/>	:	:	competent
frank	:	:	<input type="checkbox"/>	:	:	reserved
sense of humor	:	:	<input type="checkbox"/>	:	:	lacks humor
old-fashioned	:	:	<input type="checkbox"/>	:	:	up-to-date
tense	:	:	<input type="checkbox"/>	:	:	relaxed
tough	:	:	<input type="checkbox"/>	:	:	soft
liberal	:	:	<input type="checkbox"/>	:	:	conservative

SCALE SHEET
EDWARD KENNEDY

warm	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	cold
experienced	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	inexperienced
closed-minded	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	open-minded
trained	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	untrained
bold	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	timid
dishonest	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	honest
introverted	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	extroverted
safe	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	dangerous
uninformed	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	informed
meek	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	aggressive
just	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	unjust
incompetent	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	competent
frank	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	reserved
sense of humor	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	Lacks humor
old-fashioned	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	up-to-date
tense	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	relaxed
tough	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	soft
liberal	_____	:	_____	:	<input type="checkbox"/>	:	_____	:	_____	conservative

IMPORTANCE CARD

a. EXTREMELY IMPORTANT

b. VERY IMPORTANT

c. FAIRLY IMPORTANT

d. NOT VERY IMPORTANT

e. NOT AT ALL IMPORTANT

ABILITY CARD

a. EXTREMELY WELL

b. VERY WELL

c. FAIRLY WELL

d. NOT VERY WELL

e. NOT AT ALL WELL

ISSUE CARD

- a. INFLATION
- b. RACIAL PROBLEMS
- c. TAXES
- d. UNEMPLOYMENT
- e. VIETNAM
- f. ENVIRONMENT
- g. EDUCATION
- h. CRIME
- i. NATIONAL DEFENSE
- j. HEALTH CARE
- k. DRUGS
- l. BUSSING
- m. GENERAL UNREST IN
THE COUNTRY

CARD FOR QUESTION 25

ALWAYS FRANK AND TRUTHFUL WITH THE
PUBLIC

TRIES TO MAKE THINGS SEEM MORE FAVORABLE
THAN THEY REALLY ARE

HOLDS BACK OR SLANTS INFORMATION THAT
WOULD MAKE THE ADMINISTRATION LOOK
BAD