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<th>Box Number</th>
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<th>Document Date</th>
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<th>Document Description</th>
</tr>
</thead>
</table>
### Presidential Materials Review Board

**Review on Contested Documents**

**Collection:** H. R. Haldeman  
**Box Number:** 236  
**Folder:** Strachan Chron-HRH only February 1972 Book II

<table>
<thead>
<tr>
<th>Document</th>
<th>Disposition</th>
<th>Details</th>
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<tbody>
<tr>
<td>284</td>
<td>Return Private/Political Memo, Strachan to HRH, 2/20/72.</td>
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<td>286</td>
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<td></td>
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<tr>
<td>290</td>
<td>Retain Open</td>
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</tr>
</tbody>
</table>
On February 10 you decided that Ken Cole should receive the issue sections of the national and state polls being conducted by Bob Teeter for the Campaign (original memorandum at Tab A).

While you were in China the interest in poll results on bussing increased tremendously. Members of the White House Staff and Domestic Council asked for results. The Attorney General asked Bob Teeter to prepare an analysis of the bussing issue based on the state polls that have been received. After discussion with Magruder, who, at the Attorney General's direction instructed Teeter to prepare the memorandum, I decided to give the bussing memorandum to Ken Cole (attached at Tab B). He told me that only he and John Ehrlichman would have access to the memorandum. Any information sought by Ed Morgan, Len Garment, or others involved with the bussing question would be given orally by Cole in his discretion.

Potentially the most sensitive aspect of the memorandum describes the President's current percentage of black vote, current margin vis-a-vis Muskie and Wallace, and the President's 1968 margin. Cole and I talked twice about the importance of keeping this material as "close" as possible. Cole again assured me that only he and John Ehrlichman had seen it and no one else would see it.

At the Committee Jeb Magruder, Bob Teeter, and Ted Garrish, who worked on the memorandum for Teeter, have copies. The Attorney General received his copy Monday morning (February 28th).
MEMORANDUM FOR: H.R. Haldeman
FROM: Gordon Strachan
SUBJECT: Campaign Surveys

Bob Teeter submitted the attached seven-page summary of the Pennsylvania poll conducted by MOR. In Teeter's mind this is the format agreed upon when you and the Attorney General met with him on January 31. Discussion with Teeter developed the following points for you to consider:

1) The Attorney General asked for the two pages on personality, but Teeter wonders whether you also want to receive them.
   - Yes, Haldeman receive personality pages
   - No, exclude personality material
   - Other

2) The Attorney General has not asked for a Presidential approval page with full demographics, but you may want to have that page added.
   - Yes, Haldeman receive Presidential popularity with full demographics
   - No, exclude popularity demographics
   - Other

3) Peter Dailey and Bob Marik will have direct access to all of Teeter's poll information except these summary memoranda and the trial heat results.

4) Jeb Magruder will have access to all of Teeter's polling information though it will be delivered to the Attorney General in the first instance.
5) Iowa, New Jersey, and North Carolina have also been received. The results are presented in the same format as the Pennsylvania results. The New Jersey polling information is attached. Larry has Iowa and North Carolina, as well as a special New Hampshire follow-up telephone poll.

6) The schedule for the receipt of the rest of the poll results is:
   - Ohio, Indiana, Missouri-----------------February 14
   - California, New York, Oregon, Virginia----February 21
   - Texas, Tennessee, Maryland, and National---February 28

7) Upon completion of this first wave, Teeter will begin projects that you discussed with him on January 31 in this order -- Presidential travel, the President's image, and the President's handling of the issues.

8) Ken Cole, on February 9, asked you by memorandum whether the Domestic Council staff could receive the results of these campaign polls. He wants only the material dealing with "domestic policy issues" and would personally limit the distribution of the results.

RECOMMENDATION:

That Ken Cole receive the issue sections of the National poll which will be available on February 28. You and the Attorney General would sign off on the text to be given to Cole.

AGREE

DISAGREE

[Signature]

[Signature]
SPECIAL SURVEYS
ON RACE AND SEGREGATING

In conducting our campaign polls during December and January, considerable data was collected on school desegregation, bussing and race relations. This memorandum will summarize and analyze the important political aspects of the data obtained.

Favor School Desegregation

Americans overwhelmingly support the principle of school desegregation.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>75</td>
<td>60</td>
<td>75</td>
<td>65</td>
<td>64</td>
<td>60</td>
<td>70</td>
<td>79</td>
<td>78</td>
<td>87</td>
</tr>
<tr>
<td>Oppose</td>
<td>20</td>
<td>14</td>
<td>19</td>
<td>30</td>
<td>14</td>
<td>37</td>
<td>25</td>
<td>37</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>No Response</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

Racially integrated public schools are favored by over two-thirds of every political and demographic group in the country except Wallace voters. Nixon voters and South voters favor integration by 78% and 66% respectively. 51% of the Wallace voters are opposed to school integration, compared to 40% in favor. Both white and black voters favor desegregation to approximately the same degree. Young voters, especially ages 25 to 34, who are parents of elementary age children, approve of school integration by 83%.

Oppose Bussing

There is no doubt that the American public is opposed to bussing to achieve a racial balance in schools.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>26</td>
<td>21</td>
<td>15</td>
<td>18</td>
<td>22</td>
<td>33</td>
<td>23</td>
<td>16</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Oppose</td>
<td>76</td>
<td>75</td>
<td>77</td>
<td>78</td>
<td>73</td>
<td>59</td>
<td>72</td>
<td>61</td>
<td>55</td>
<td>61</td>
</tr>
<tr>
<td>No Response</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>20</td>
<td>14</td>
</tr>
</tbody>
</table>
All political, geographic, and demographic groups except blacks are opposed to bussing by large margins. Those persons who voted for Nixon and Wallace are somewhat more opposed to bussing than Nordic voters.

Black voters hold a different view on bussing than their white counterparts.

<table>
<thead>
<tr>
<th>Reason</th>
<th>White Voters</th>
<th>Black Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>17%</td>
<td>60%</td>
</tr>
<tr>
<td>Oppose</td>
<td>79</td>
<td>38</td>
</tr>
<tr>
<td>No Response</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Other studies, however, have found a majority of blacks opposed to bussing but the opposition is not as strong as among whites. Black opposition also declines when bussing is perceived to be the only alternative for blacks to achieve equal educational opportunity. The key to black attitudes on bussing appears to be whether or not they believe they can get equal education in their own neighborhood schools now.

The blacks who believe they now have good schools in their areas tend to oppose bussing, but those who believe their schools are educationally inferior to others in the area are in favor of bussing as a means of securing equal education for their children. Whites also fully support equal education for blacks.

On the question of federal funds being used to provide for bussing, 76% were opposed to funds being used in this manner.

As expected, the acceptability of bussing depends partially on the length of ride.

<table>
<thead>
<tr>
<th>Percentage Accepting Bussing</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
<th>30 Minutes</th>
<th>45 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Voters</td>
<td>37-50%</td>
<td>26-60%</td>
<td>16-70%</td>
<td>9-83%</td>
</tr>
<tr>
<td>Ages 18-25</td>
<td>52-63%</td>
<td>39-56%</td>
<td>24-73%</td>
<td>13-64%</td>
</tr>
<tr>
<td>Ages 26-34</td>
<td>48-63%</td>
<td>32-63%</td>
<td>15-75%</td>
<td>11-84%</td>
</tr>
</tbody>
</table>

Younger voters (ages 18 to 25) are the most likely to be affected by bussing, in that they are the families with young children; and they are not as opposed to short bus rides as older voters.
Busing Not Just Racial Issue

Busing is not perceived as a particularly important national problem. Nationally, less than 1% voluntarily mention it as an important national problem. In fact, only 3% mention racial problems as an important national issue. However, local studies have shown that where busing has been a problem or the subject of a court order, the large majority of voters are strongly and intensely opposed. The highest mention of busing as a national problem is 8% in North Carolina.

On our recent surveys, voters were asked to rate 13 issues in terms of their importance to them personally, and busing received the lowest average rating of all issues tested—nationally and in all regions. In comparison, education was classified as an important by twice the number of voters as busing, especially those aged 18 to 35 years. The respondents were also asked which of these 13 issues would be most important to them in deciding how to vote for President and busing was mentioned as the most important factor by only 12 nationally.

President Lacking Credibility on Busing

Among those who are able to rate the candidates, the President received a much lower rating on his ability to handle busing than either Clinton or Kennedy. This is true nationally and in the South.

When voters were asked to select the president failure of the President from an issue list (including busing), 27% selected the busing answer. The same question was asked regarding the voters' expectations of the degree in which each would do the poorest job. Of those who were able to answer, 35% indicated busing. With Kennedy, busing received a 12% mention.

Potential Supreme Court

There may be a risk in the President rating as fairly strong anti-busing stand.

In the South, the problem is for the most part history, the President enjoys a very strong anti-busing stand.

The most test of it will probably be in the northern states. In those states where the Court is liberal, he is already viewed as anti-busing, which in fact is more than a President can do. However, the key to the Supreme Court is the public attitude, which is highly favorable to Kennedy. If the President, after taking the judicial position, does not stand firm on busing, he and his judgments may be very influential in a state such as New York, New Jersey, Pennsylvania, and others. The situation for Kennedy is different in local terms.
Conclusions

I think that several conclusions can be drawn from the data we have available.

-- Busing is not seen as a major national problem by any significant group of voters except in those local areas where it has become an important local issue by virtue of a court decision or local political campaign. However, once it does become a local issue, the large majority are strongly opposed and their opposition is very intense.

-- If asked specifically about the idea of busing students to achieve integration, a large majority of Americans in every region of the country are opposed by large margins.

-- A large majority of Americans are strongly in favor of equal education for all children. Most voters are in favor of integrated public schools but do not believe busing should be used to achieve this. Blacks are much more concerned with equal education than with integration or busing. Most whites see education as the primary long-range solution to the racial problems in our country.

-- The President currently has a credibility problem on this issue, particularly in those areas where it has become a major local issue. He receives low ratings for his ability to handle the problem, and while many people know he has said that he is against busing, they also know that he has been unable to stop it. This leads them to the conclusion that he is either not believable or that he is ineffective. Any further statements by the President will have to be accompanied by some definite action in order to be believable. This is particularly true in those areas where busing is a problem.

-- There is a definite danger of "overkill" on this issue.

There is a fine line between being against busing and being "anti-Negro" and the President needs to treat this subject with great care. As more Democratic style anti-busing positions, the President should be careful not to go as far in his opposition and be perceived as "anti-Negro" just to keep the lid on the busing issue.

The President is not in a position to get 55-70% of the black vote in several large northern states against busing. Presently, there is no particular intensity in black support for busing. Any position which is perceived to be "anti-Negro" could reduce the President's black support to 0%. Intensity black opposition in 1964, and its absence in 1968, were two major factors which he is now likely to win.
A position which is perceived to be anti-black could also give the press the opportunity to move the President's perception too far to the conservative end of the liberal-conservative spectrum. This could hurt the President's chances with significant numbers of white ticket-splitters or swing voters who tend to be moderate on the race question, very pro education, and who are now supporting the President on Vietnam, inflation, and other more important national issues.

It appears unlikely that this issue could produce any additional voters for the President. Rather, we should primarily be concerned with not losing any votes.

Recommendations

As the President has already taken a strong stand against busing and has some credibility problems with the issue, I think that he should either say nothing more or that he should reaffirm his stand but accompany it with some specific action. If his decision is to further oppose busing, I would suggest that it contain the following elements:

1. We should not endorse a constitutional amendment.
   
   His endorsement of a constitutional amendment would clearly be perceived as "anti-Negro" and it would seriously damage our chances of carrying several large northern states by intensifying black opposition and costing us the support of significant numbers of swing voters.

2. We should reaffirm his support for the principles of equal educational opportunity and integration.

3. We should recognize that many schools, particularly black schools, are not educationally inferior to others in their same school district or area.

4. We should strongly oppose busing as a means of remedying this situation.

5. We should propose legislative action which would the anti-busing provisions to a program which would give immediate special attention to schools which have no realistic prospect of being desegregated and would provide equal educational opportunity for all school children, white and black.

6. His approach should have the advantage of satisfying the majority who are opposed to busing, and at the same time, protect us with the blacks and moderates with whom we are primarily concerned with high quality education. The data clearly indicates that many blacks would support anti-busing even if they believed they were going to get equally good schools in their own neighborhoods.
<table>
<thead>
<tr>
<th>STATE</th>
<th>1968 MARGIN</th>
<th>CURRENT MARGIN (N/M/Y)</th>
<th>PERCENTAGE BLK. SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td></td>
<td>+ 9%</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>+ 3%</td>
<td>- 6%</td>
<td>11%</td>
</tr>
<tr>
<td>Florida</td>
<td>+ 9%</td>
<td>+17%</td>
<td>33%</td>
</tr>
<tr>
<td>Illinois</td>
<td>+ 3%</td>
<td>+ 7%</td>
<td>2%</td>
</tr>
<tr>
<td>Indiana</td>
<td>+12%</td>
<td>+ 8%</td>
<td>4%</td>
</tr>
<tr>
<td>Iowa</td>
<td>+12%</td>
<td>+10%</td>
<td>*</td>
</tr>
<tr>
<td>Kentucky</td>
<td>+ 6%</td>
<td>+16%</td>
<td>38%**</td>
</tr>
<tr>
<td>Maryland</td>
<td>- 2%</td>
<td>- 1%</td>
<td>17%</td>
</tr>
<tr>
<td>Missouri</td>
<td>+ 1%</td>
<td>- 8%</td>
<td>4%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>+ 8%</td>
<td>+12%</td>
<td>25%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>+ 5%</td>
<td>+10%</td>
<td>*</td>
</tr>
<tr>
<td>New Jersey</td>
<td>+ 2%</td>
<td>+11%</td>
<td>21%</td>
</tr>
<tr>
<td>New York</td>
<td>- 5%</td>
<td>- 1%</td>
<td>23%</td>
</tr>
<tr>
<td>Ohio</td>
<td>+ 2%</td>
<td>+ 9%</td>
<td>19%</td>
</tr>
<tr>
<td>Oregon</td>
<td>+ 6%</td>
<td>+ 3%</td>
<td>*</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>- 6%</td>
<td>- 4%</td>
<td>10%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>± 6%</td>
<td>+11%</td>
<td>20%</td>
</tr>
<tr>
<td>Texas</td>
<td>- 1%</td>
<td>- 2%</td>
<td>8%</td>
</tr>
<tr>
<td>Virginia</td>
<td>+10%</td>
<td>+15%</td>
<td>15%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>+ 6%</td>
<td>- 8%</td>
<td>3%</td>
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* Sample Size Too Small
** Based on 22 Reps due to Sample
MEMORANDUM FOR: H.R. Haldeman
FROM: Gordon Strachan
SUBJECT: New Hampshire Youth Coordinator/Alleged Haldeman Telephone Call

The February 28th news summary refers to a Sunday POST (February 27th) article on the New Hampshire Campaign (attachments at Tab A). The article emphasizes the youth activities for the President. The President's New Hampshire Youth Coordinator, Mike Scully, works for Ken Rietz. Jeb Magruder and Ken Rietz granted Scully authority to talk about the youth activities. Magruder received a "blank" memorandum (orally explained to Magruder as being from the President) that the campaign should win some mock elections (copy attached at Tab B). I have talked with Magruder and Rietz several times about the importance of winning mock elections. This New Hampshire college mock election was the first that Rietz thought we could win and publicize if there were an all out effort (memorandum attached at Tab C regarding the New Hampshire mock election). Rietz personally went to New Hampshire to emphasize to his youth campaigners the importance of this election.

On the day of the election I called Magruder and Rietz at 1:30 p.m. to find out how the voting was going. Rietz called his New Hampshire contacts and said he had just had a call from Mr. Haldeman and wanted to know the results. My telephone call to Rietz and Magruder served as the basis of the statement in the newspaper. Rietz and Magruder admit they inappropriately used your name but Rietz felt he needed the extra "clout" to push his people in New Hampshire.

The Attorney General was also quite anxious to receive the results and Magruder called him at 2:30 p.m., one-half hour after the polls closed with the results. The Attorney General referred to the results that evening in a story that was picked up by the POST on February 11.

The net result is that I should have instructed Rietz more carefully never to use your name for "clout". Rietz and Magruder and I talked about this on Sunday when the POST story appeared.
The mock election at Dartmouth, scheduled for February 28, was cancelled because the President would have lost. He would have lost because the Muskie students are in a very rough battle with the McGovern students over fraudulent polls. The result of this battle would have been maximum *cumulative* and no assurance that the President would win.
The following is the missing page 6 of China News Summary
No. 28: Wires, Saturday pm and early Sunday D.C. papers and Saturday night specials:

When Muskie got to the Newsweek piece reprinted by the Union Leader on Mrs. Muskie's dirty jokes, smoking and drinking remarks, he broke down and wept. Several times, applause came as he sought to compose himself. Loeb responded that his paper had said nothing itself on Mrs. Muskie and Newsweek says it has no complaint from Muskie's camp when the article first appeared.

Also p. 1 in Post: Miss. Gov. Waller buys some more time as he seeks to put together a bi-racial delegation to the Dem. Convention; Thurmond receives credit from Veteran civil rights leaders in S.C. for securing grants which help blacks; Mansfield and Scott summon entire Senate for Tuesday attempt to defeat Griffin's measure.

Unprecedented slashing of Holton budget request ($136 M of $5.2 B) and analysis of what's happened to intellectuals and their overinflated hopes and capacities to influence the Gov't close out p. 1.

P. 2 features RN's NH effort -- its biggest asset is RN in China; its "biggest surprise" is the strength of the youth for Nixon operation which has mobilized as many weekend volunteers as McGovern, and in New Hampshire college's mock election, RN received 32 percent, Muskie 28 percent, McGovern 15 percent. Note by RN Youth Coordinator of the President's interest in the vote as seen by an HRH call even before results were in... Gallup says it's 43-42 RN over Muskie with 10 percent for Wallace, 47-39 RN over EMK.

Becker poll in Mass. gives Muskie 46 percent, HHH 15 percent, McGovern 11 percent, Lindsay 8 percent... Muskie is featured interviewee in Outlook's continuing series on candidates. He says his peace proposal -- set date for end of all US actions -- hasn't been made. He says RN's wasn't new and had been rejected before. Muskie feels Saigon should start acting as if there could be an end to US aid -- that is US public's attitude. The interview closes with Muskie saying he doesn't have a formula to handle the backgrounder controversy. He could have answered similarly on questions on busing, the economy, and disclosure of contributors. Of interest is his denial of "Trust Muskie" slogan. Credibility is an issue -- but "I don't really think that as a man I'm more trustworthy than other men."

####
N. H. Drive Kept Rolling
For Absent President

By Mary Burwell
Washington Post-Watergate

MANCHESTER, N. H., Feb. 26—Up to last Tuesday, there were no TV spots, no billboards, no radio ads here pushing President Nixon's candidacy for reelection. There were, of course, the multitudinous hours of television coverage of the President in China, the kind of publicity that no other candidate could buy.

It has been, in the words of Mr. Nixon's New Hampshire campaign, a lackluster but not lackluster campaign. Perhaps the biggest surprise in the Nixon campaign is the size of the vote for Nixon this time around.

Some of it can be attributed to two factors: the New Hampshire directors who have been consulting on New Hampshire. Mike Slade, a candidate from California, worked hard for Sen. Lloyd Bentsen (D. Texas) from June until the last day, then stood on the job of the New Hampshire director in New Hampshire.

His predecessor is Ted Wertenbaker, graduated from the University of New Hampshire and worked for a California candidate until returning to New Hampshire last fall.

The largest voter in America is the man aged 35 to 44, according to those in New Hampshire who have watched the campaign. The 18-year-olds and the 55-year-olds are less enthusiastic. The Nixon vote is the largest in this campaign. But he thinks a fair number of those who have will go to Nixon.

Slade says he doubts that there is such a thing as a youth bloc vote and that a mock election conducted by the student government of the New Hampshire College in Manchester.

President Nixon received 32 per cent of the vote, Sen. Edmund Muskie, 28 per cent, Sen. George McGovern, 18 per cent, and others getting six per cent or less.

"Day was the President ever interested in you? Do the President ever understand what you are thinking? Do you have a real relationship with the President?"

"Yes, he cares. He was speaking out of our soft spot in the middle of the line. When he was talking in New Hampshire, he was talking about the President."
So the goal of the Nixon campaign is to keep his interest, take advantage of the President's image as a statesman and ward off any feeling of neglect New Hampshire voters may have since the President has taken himself out of active campaigning until after the Republican National Convention in August and will make no personal appearances here.

To reach these goals the campaign has been organized into an effort that consists of:

* A volunteer telephone canvass that aims at reaching almost all of the 116,000 registered Republican voters in the state.

* A well-planned Youth for Nixon effort to get the vote of youth people.

Visits by nearly a dozen "surrogates"—cabinet members, congressmen, senators and agency heads who come to the state to speak for the President.

A media campaign with some radio spots, TV spots and newspaper ads has just begun. It will intensify up to primary day and will feature, according to Sias, endorsements of the President by others.

The climax of the surrogate appearances in the state will be March 3 with an "Agit, Agitation Day Rally" for the President.

Gov. Rockefeller will be the keynote speaker, radio and TV star Art Linkletter will be master of ceremonies. At least 14 cabinet officers, governors, congressmen and senators will also attend the rally.

It is reported that Vice President Spiro Agnew and movie star John Wayne will also be at the rally.

The New Hampshire Committee for the Re-election of the President, headed by former New Hampshire Gov. Lane Delano, with main headquarters in Concord, New Hampshire, handles most of the operations.

The telephone survey was organized by Nancy Braas, a Minnesota with the National Committee for the Re-election of the President in D.C.

Volunteers mostly housewives—work out of eight headquarters scattered around the state. They work from two (WellsBORO) to 16 (Manchester) phones manned twelve hours a day (from 9 a.m. to 9 p.m.).

Working from voter registration lists they call those in their districts listed as Republicans and ask, "In the primary election can President Nixon count on your support?" Computerized file cards are then marked, for Mr. Nixon, against and undecided. If they are against, they are asked whether they will support Ashbrook or MeCloskey. If they are undecided, they are asked which of a number of issues are bothering them—Vietnam, the economy, the environment, drugs, foreign policy, crime and health care. The issue is then checked, they are sent literature on the issue. All undecideds are called back again.

A get-out-the-vote drive will be launched from the phone centers a few days before the election.
January 11, 1972

ADMINISTRATION CONFERENCE

MEMORANDUM FOR: JED MAGRUDER

FROM: [Signature]

SUBJECT: Campaign Activities

What is happening with our effort to start to get good total heat polls out of colleges and high schools.

We need to try to develop an effort here on both coasts, particularly going for some high school support in New Hampshire so we don't get all negative stories.

It is ridiculous to let the McGovern people get the kind of story they got out of the one High school poll which was obviously a highly favorable one.

Perhaps we should try one high school in New Hampshire and maybe one college in New Hampshire and the overall effort has some results there. And if we decide those out of each one of those a majority of people. If that effort is completed, get several other schools doing the same thing and get some polls out on them.

On another subject, we now need to see if there is a maximum interest developed in the Democratic primary and try to get all the media attention for our cause instead of as the Republicans.

One last we should be aware is because of the lack of significant competition in the Republican primary, we don't expect any large volunteer effort.

Lifts

[Signature]
MEMORANDUM FOR: H.R. Haldeman
FROM: Gordon Strachan
SUBJECT: New Hampshire Mock Election

The Committee to Re-Elect the President conducted a mock election at New Hampshire College in Manchester, New Hampshire today. Sample ballots were given to 150 students (total enrollment 550). The results were:

- Nixon: 320
- Hashke: 283
- McGovern: 152
- Ed Cole (Local): 68
- Humphrey: 38
- Lindsay: 35
- Jackson: 35
- Anderson: 33
- Murtke: 16
- Zesty: 16

At the direction of Jeb Magruder and Ken Rietz, Van Sherrard and Ken Ricketts, the New Hampshire PR Director for the Committee to Re-Elect the President, are handling publicity in Washington and New Hampshire respectively.

GS:1m
February 25, 1972

H.R. Haldeman

GORDON STRACHAN

Post China Poll

Discussion with Bob Teeter and Tom Benham about the possibility of conducting a poll after the President returns from the People's Republic of China developed the following comments:

1) Teeter and Benham recommend against a poll because so little could be learned;

2) Any popularity or trial heat measurement would record a "temporary blip";

3) Harris recently (February 23rd) released a poll indicating overwhelming public support for the President's trip. The next Harris popularity poll will appear March 2 (55-44-1). Gallup is planning on conducting a poll immediately after the President returns from China (Colson is trying to get Rumsfeld to call for the information). These developments might mean that any publicity attempt by release of an ORC poll would be muted. Nevertheless, if a poll were to be conducted, suggested questions have been prepared. In addition to these questions, Teeter suggests some questions on Mrs. Nixon's performance on the trip and the standards trial heats. Pending questions suggested by you and Larry are:

A. "Do you approve or disapprove of President Nixon's meetings to reduce international tensions in Peking with the Chinese leaders?"

B. "Do you approve or disapprove of President Nixon's plan to meet the Soviet leaders in Moscow for negotiations to reduce international tensions?"

C. "In your opinion how successful has the Nixon Administration been in dealing with Congress. Very successful; somewhat successful; somewhat unsuccessful; very unsuccessful?"
D. "Do you feel you would trust Senator Muskie more than you would trust President Nixon?"

As to the timing of the poll, both Benham and Teeter recommend that the interviews be conducted Wednesday and Thursday for results on Friday. In light of Herb Klein's announcement of a possible Presidential report to the nation on the China trip, it might be valuable to wait until after the President's speech.

Recommend:

That a post China poll not be conducted on March 1-2.

Agree _______________________ Disagree ___________________

Comment_________________________________________________