

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>
14	8	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Democratic Convention Poll.8 pg.
14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Democratic Convention Poll, Polling Dates: July 19-20, 1972 Respondents: 1,038. 2 pg.
14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Survey. Handwritten notes attached. 2 pg.
14	8	7/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Gallup Surveys. Phone conversation with George Gallup attached. 5 pg.

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14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Ehrlichman and MacGregor meeting. 1 pg.
14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Wave II Campaign surveys-Teeter briefings for White House staff. 2 pg.
14	8	7/20/1972	<input type="checkbox"/>	Campaign	Memo	From: Dwight L. Chapin To: H.R. Haldeman RE: Polling information. 1 pg.
14	8	2/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Ron Ziegler RE: The campaign and surveys. 3 pg.
14	8	3/29/1972	<input type="checkbox"/>	Campaign	Memo	From: L. Higby To: Gordon Strachan RE: Ron Ziegler's access to polling information and the campaign committee. 2 pg.

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14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Wave II--National Survey and New York study. 1 pg.
14	8	7/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Assault strategy against McGovern campaign. 1 pg.
14	8	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Johnny Carson and Merv Griffin. 1 pg.
14	8	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Key State analysis with Wallace- Wave II survey results. 2 pg.

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Democratic Convention Poll
Polling Dates: July 19-20, 1972
Respondents: 1,038

Tom Benham wants to do two ORC press releases based on some of the results of the Democratic Convention Poll. He is seeking this authority unsolicited.

One release would be on the Amnesty Question:

"Some people have said that we should grant amnesty - that is, we should forgive any violations of the law - to those who left the country or took other illegal action to avoid serving in the armed services during the Vietnam War. Do you agree or disagree with the granting of amnesty to these people?"

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	23	65	12

The second release would be on the Death Penalty series:

"Do you favor the death penalty?"

<u>Polling Date</u>	<u>Favor</u>	<u>Oppose</u>	<u>N.O.</u>
O-Jul 19-20, '72	50	40	10

"Are you in favor of the death penalty for persons convicted of the following crimes:"

<u>Crime</u>	<u>Polling Date</u>	<u>Yes</u>
Murder of a Police Officer	O-Jul 19-20, '72	60
Kidnapping	O-Jul 19-20, '72	39
Hijacking of an airplane	O-Jul 19-20, '72	38

<u>Crime</u>	<u>Polling Date</u>	<u>Yes</u>
Any other crimes	O-Jul 19-20, '72	29
Against	O-Jul 19-20, '72	26
N.O.	O-Jul 19-20, '72	7

"The Supreme Court has recently ruled that capital punishment as now administered in the U.S. is unconstitutional. Do you agree or disagree with the ruling of the Supreme Court?"

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	32	56	12

"Do you think that the Supreme Court's decision to outlaw the death penalty will or will not result in more serious crimes in the U.S.?"

<u>Polling Date</u>	<u>Will Result</u>	<u>Will Not Result</u>	<u>N.O.</u>
O-Jul 19-20, '72	57	29	14

The sponsor of the poll would not be disclosed.

Recommendation:

That ORC release the Amnesty Question, but not release the Death Penalty questions.

_____ Approve (Release Amnesty, not Death Penalty)

_____ Disapprove

_____ Release nothing

_____ Release Amnesty and the Death Penalty Questions

_____ Release only the Death Penalty Questions

_____ Other

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

Discussion with George Gallup, Jr. today disclosed that:

1) On Thursday, July 27 Gallup's Release will show that the President's choice for Vice President corresponded with the rank and file Republican view. The polling dates were July 14-17. Agnew received "approximately 42%" of the Republicans' vote while Connally received 27%. (In May, Connally was at 10%, a "phenomenal rise" according to Gallup. Reagan receives 13% and the rest of the field is "far below that".);

2) This Sunday, July 29, Gallup "may" run a special report on the labor union vote. Several surveys will be consolidated. Mr. Gallup would not give me any preliminary conclusions;

3) John Davies, a much more responsive contact at Gallup, will return from vacation on August 1, so hopefully the information will be more easily obtainable;

4) George Gallup, Jr. did not talk with Don Rumsfeld last week to give him the trial heat figures early. Colson is complaining that you and the President were discussing the Gallup trial heat figures and that he had not been clued in, prior to the cruise on the Sequoia last Thursday, July 20.

GS/jb

Story on Selection of VP Agnew ^{7/24}
Conn - moving up fast
This Thus.

82-14-17-Agnew - 42% of Rep's.

Conn - 27% of Rep's.

Rea 13

Rocke | virtually nothing

In field - 2 wks from

Full analysis of laborer
vote - Sun. Tentative

Geo Gal

472
7/17
ask
Lube
Hfy
Rems.

ADMINISTRATIVELY CONFIDENTIAL

July 11, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup Surveys

Discussion with George Gallup, Jr., this morning disclosed that:

- 1) On Sunday, July 16, the President's popularity will be released:

	<u>Approve</u>	<u>Disapprove</u>	<u>N.O.</u>
G - Jun 23-26	56	33	11

2) This Sunday's popularity release will contain some demographic information. The President's approval among Jews will be emphasized;

3) This will be the last Presidential popularity question between now and the election. Gallup's reasoning is that the trend becomes confused and the figures are confused with trial heats;

4) Gallup has just "gone into the field" with trial heat questions. The results will not be available until July 19-20. According to Gallup no trial heats were conducted on June 23-26.

5) The issue referendum which appeared today will be released again just prior to the GOP convention. Gallup claims the results have not been calculated.

GS/jb
H - FU - 7/17

PHONE CONVERSATION WITH GEORGE GALLUP, JR. -- July 11, 1972

G - Yes?

S - This is Gordon Strachan, sir.

G - Yes, how are you sir?

S - Just fine. I talk with John Davies from time to time and he mentioned that in his absence I might call you about some questions we have.

G - Fine.

S - Have you got a moment?

G - Yes sir.

S - I'm curious if you're going to run Presidential popularity -- if you've taken a poll on that recently?

G - We have and we're going to publish it right away actually for Sunday.

S - Can you tell me the results?

G - Yes, it's down slightly but only marginally from the previous one. The previous one was 60% approval.

S - So it's what?

G - It's still high. It's at about 56.

S - 56. Disapproval probably 37?

G - 33.

S - 33.

G - No opinion 11.

S - 11. What will the headline be? Any idea?

G - I have no idea. We've just been looking at the figures and we're going to analyze it by groups.

S - I see.

G - Particularly Jews.

S - Oh, that will be interesting.

G - Right.

S - What were the polling dates?

G - This particular one, let's see, June 23 through 26

S - June 23 through 26. Excellent. And that will be released Sunday.

G - That will be released Sunday, right.

S - Good. Did you also conduct trial heats at that time?

G - Trial heats? No, we did not. We didn't have any trial heats.

S - OK. We read with some considerable interest your first referendum release that came out for release today.

G - Oh yes, right.

S - Are you going to be releasing some more of those, the balance of the questions?

G - We'll be releasing, we'll have a release just before the GOP convention giving the view of the Republicans on the same issues.

S - Just on those three?

G - Pardon me? No, there are about six issues.

S - On all six.

G - That's right.

S - Do you have that tabulated now?

G - We don't actually. We quite frankly still have some ballots in particular areas to be collected.

S - OK. Anything else of interest?

G - Nothing at the moment, no. No, nothing at this particular moment.

S - All right. No big issues or polls on Vietnam or anything coming up, huh?

G - No. Not at the moment. We have a survey going out and we'll have, we won't be including the President's popularity on that but we will have the most important problems. Typically, we've stopped polling on the popularity during this period, between now and the election. Because it gets confused with the actual trial heat figures.

S - So there will be no popularity between now and the election?

G - Right, right. It causes confusion. The trend gets completely thrown off.

S - Yes, I see. But you will be conducting trial heats regularly.

G - Indeed we will, right. And we'll have one of those coming up right after the Democratic Convention.

S - So the survey is in the field now?

G - The survey is just going out, right.

S - OK. And so that will probably be released some time around July 25 or so.

G - That's correct. Well actually we hope to do it a little before that.

S - Oh. Maybe the 20th or 22nd, somewhere in there.

G - Let's see. The 20th, the 22nd.

S - The 20th is Thursday, maybe that Sunday?

G - Maybe even before that. We just don't know yet. It depends on when we get the material back. Possibly the middle of next week if we can get it that fast.

S - When would be convenient for you to have me check?

G - Well, if you would like to call perhaps Monday afternoon because we won't be getting the data, it won't come in until Sunday and we have it out until Monday. So by the afternoon we might have something that's near final.

S - OK. So I should call you then on Monday?

G - That will be swell.

S - Thank you very much, Mr. Gallup.

G - OK.

S - Good to talk with you.

G - Nice to talk with you.

S - Bye.

G - Bye, bye.

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Ehrlichman and MacGregor Meeting

Discussion with Fred Malek disclosed the following background on the Mardian situation:

- 1) MacGregor "canned" Mardian this morning;
- 2) The MacGregor decision was not reached hastily. He had met with Mardian three times to discuss his role in the campaign;
- 3) Mitchell favors Mardian's retention in the campaign. Mitchell has discussed the subject at least three times with Malek;
- 4) Malek believes MacGregor should prevail, i.e. - fire Mardian - unless there are some overriding considerations that MacGregor doesn't know about;
- 5) Mitchell is increasingly discouraged with MacGregor's performance. According to Malek, Mitchell does not think MacGregor is "heavy enough"; and
- 6) Malek believes you and Ehrlichman should not become involved.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Wave II Campaign Surveys -
Teeter Briefings for
White House Staff

As mentioned in my July 17 memorandum, members of the White House Staff are very anxious to receive some of the Wave II Campaign Survey results. The current situation is that MacGregor clears requests for access to polling information at 1701 and you must clear access for the White House Staff.

The same procedure used after Wave I could be used for White House Staff members now. That system is personal briefings by Bob Teeter emphasizing the areas the individual is interested in with no written material or specific figures released.

The following staff members could be briefed by Teeter this week:

	<u>App</u>	<u>Dis</u>
Buchanan (McGovern image and issue position)	---	---
Dent (Situation in South and individual candidates; i.e. Red Blount, position)	---	---
Siegler (General issue information)	---	---
Colson (General political and issue information)	---	---
Moore (McGovern image)	---	---
Ehrlichman/Cole/Harper (All issue information)	---	---

You have already approved a Chapin/Parker briefing on Key State/Issue information.

In addition, Malek called and asked me to check with you on having Teeter brief his Ten Political Coordinators. Although Malek only needs MacGregor's authority, he wanted to check with you.

_____ Yes, Teeter should brief Malek's Group.

_____ No, Teeter should not brief Malek's Group.

_____ Other.

GS/jb
FU - 7/28

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

High Priority

July 20, 1972

EYES ONLY

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN *DL*
SUBJECT: Polling Information

OK for briefing

The second wave polling information is being cited all over the place by those who have either seen or heard of it.

I understand you are still holding the information. It would be most helpful to have, as I mentioned to Gordon, in terms of directing the substantive thrust of the documentaries.

If you do not want to pass the material on, then perhaps you could brief me as to where we stand. Your analyses of the details as related to voting blocs, key states, and the President's image would be helpful.

Maybe you should brief a few of us working on the films, and on ideas and scheduling. For example, Safire, Moore, Scali, Colson (if he doesn't have it), Ziegler and ~~Timmons.~~

*DeLoach -
Dant*

Never
Sent

CA
R

April 12, 1972

NO
L
6/12
H
FCU
7/17

MEMORANDUM FOR:

RON ZIEGLER

FROM:

GORDON STRACHAN

SUBJECT:

The Campaign and Surveys

After our discussion regarding the best method to keep you informed about political developments, I reviewed recent material from the Committee to Re-Elect the President. I agree with your suggestion that I should give you an oral briefing at least weekly at your convenience.

In addition, I went through the First Wave of the Campaign Survey results to determine what excerpts would be useful to you. The access to these campaign surveys has been severely restricted and the figures and conclusions should not be referred to without the express approval of Bob or John Mitchell. The following points are of interest:

1. The people who approve of the President's handling of his job cite two factors. Specific personal qualities including the terms "trained, experienced, informed, honest, competent and safe" are frequently mentioned. The second factor cited by those who approve of President Nixon's performance in office is his series of activities to end the Vietnam conflict. Disapproval of the President's handling of his job is in a roughly inverse proportion to the respondent's age.

2. Asked about the accomplishments and failures of the Nixon Administration, five times as many people cite the handling of the Vietnam conflict as a major accomplishment of the Nixon Administration, as cite wage and price controls. Other positive accomplishments cited are efforts to control inflation and improved foreign relations. However, the handling of the Vietnam conflict is also the issue that draws the largest number of negative votes. Other weaknesses are inflation, unemployment and the wage/price freeze.

Chapman
to receive info
but not Z.

3. Only one fifth of all voters believe that the Administration is always frank and truthful with the public.

4. National defense, the handling of Vietnam, and the issue of inflation emerge as areas where we are more favorably regarded than the Democratic opposition candidates. We are weak in the areas of education, health care, racial problems, and the environment.

5. We receive criticism for handling some of the social and economic issues. We are especially vulnerable on handling of drugs, unemployment, busing of school children, crime, general unrest in the country, and taxes.

6. We need to instill a positive, upbeat impression in the public mind. Long term goals need to be emphasized. This is true in spite of the fact that more than one-third of the people believe the country is better off today than three or four years ago. Many believe there has been no change. Voters are not entirely satisfied with the current state of the country. The majority feel that things in the United States have gone off on the wrong track. Those that take this negative attitude point to a variety of perceived national ills, primarily: lack of or poor government leadership; the economy in general; Vietnam; and the crime rate. However, when asked to compare the current condition of the country with that of three or four years ago, about as many say that the country is better off today (34%) as believe it is worse off (38%). 24% believe there has been no change.

7. The economy is the number two issue, behind Vietnam. Opinions are greatly divided as to who is most responsible for inflation and unemployment. As many voters blame labor as government; business is also widely criticized, while very few blame the consumer.

8. More than three times as many people oppose as favor busing.

9. The responsibility for solving the drug problem is clear. Parents and the Federal Government share the responsibility. As the means for solving the drug problem in America, the following are suggested: crackdown on pushers, education of parents about the drug problems, stricter laws, and elimination of supply.

10. The highly publicized general problems of air and water pollution come readily to the public's mind when discussing ecology or the environment. Little mention is made of such things as conservation, noise or over population. The following specific statistics might be of interest to you:

(a) Most voters believe that more police and tougher law enforcement are the only ways to stop crime;

(b) Most voters would be willing to pay slightly higher taxes as long as the money would be used to reduce pollution and help to clean up the environment;

(c) Most voters believe that keeping our military capability stronger than the Russians improves chances for peace in the long run;

(d) Most voters believe that treatment of blacks has improved under the Nixon Administration;

(e) Most voters believe that the Federal Government should give financial aid to parochial schools if the money is not used for religious purposes.

THE WHITE HOUSE

WASHINGTON

March 29, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY *L*

Ron Ziegler raised with me two problems in your area that you ought to give some consideration to and then let's talk about it.

Teeter → z
Z needs info on regional summary 4 pgs
Is bid? Chapin 1 p sum etc
good

One concern is Ziegler's access to polling information. He naturally would like to know everything, but realizes this is not a feasible possibility. He does feel, however, and frankly I happen to agree with him, that it would be helpful for him to have access to some general polling information, such as how we are doing, and particularly issue information and the strategy surrounding the information, i. e., if he knew that drugs were a very important issue in the minds of the public and that our recognition in the area of drugs is very low, he could upon occasion, in briefings and private conversation, emphasize the President's commitment towards the drug program. This is only one example, and I'm sure there are some much better ones.

Z does?

No Teeter or written?

Anyway, he probably should have some sort of general access or poll briefing made available to him. Nothing, of course, on trial heats, etc.

His second problem is in the area of being plugged in on what's happening generally over at the Committee. He has Bruce Whelihan set up to act as his liaison in this regard, but most of the emphasis will be primarily in the area of press. He wonders if it wouldn't be possible for you and Bruce to talk once or twice a week to get some sort of general briefing. This might be a good idea, a better idea even, however, might be for you and Ziegler to meet occasionally and go through things. It would certainly increase your access and stature and probably you can be more sure of what the type of information was that was being relayed to Ziegler.

- cc press releases - meet w/ Miller

G + Z - polls, is + strategy

I a well - G directly to u / Z to call me

Anyway, give this some thought, jott down some notes, and let's talk about it tomorrow.

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Wave II -- National Survey
and New York Study

The National Survey part of Wave II was conducted by telephone June 16-26. The National Survey is not a sum of the individual states' surveys plus an over-sample. Hence, the two-week delay in New York results to await the effect of McGovern's primary campaign in New York did not delay the results of the National Survey.

You have already received the New York trial heat results for RN-McGovern (49-42-9). The trial heats with Wallace and the entire New York survey results are scheduled to arrive July 28, according to Tester.

GS/jb
H-FU-7/28

ADMINISTRATIVELY CONFIDENTIAL

July 24, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

Buchanan is asking for the job of setting up and implementing the Assault Strategy against McGovern. As Buchanan's book indicates, he has done all the hard background research work. Instead of a memorandum from you giving Buchanan the assignment, I suggest you write him this note on his July 23 memorandum:

"Excellent, Pat. Set the group up and consider yourself Chairman. Let me know if you run into any snags."

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 21, 1972

MEMORANDUM FOR:

H. R. HALDEMAN
(For the Record)
GORDON STRACHAN

FROM:

SUBJECT:

Johnny Carson and
Merv Griffin

The Ray Caldiero memorandum describing the Celebrities and Athletes does not address itself to the question of whether Johnny Carson and Merv Griffin are involved in the Celebrities for the President program.

At Ed McMahon's request in 1969 Johnny Carson accepted the invitation to be the Master of Ceremonies at the Inaugural. He did not show up. Carson's former wife is committed to the President and has told Mrs. Norman Taurog that although Johnny Carson is a Democrat and inclined toward the President, the policy of NBC is to require him to be neutral. Taft Schreiber is nevertheless working on Johnny Carson through his business partner, Sonny Werblin, and the producer of the Carson show, Freddie DeCordova, who is a Republican.

Merv Griffin is a Republican and definitely for the President. However, he cannot become visibly involved because of the neutral position of his show. However, Ray Caldiero and Mrs. Taurog have arranged with Merv Griffin to schedule celebrities supporting the President into the show.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 22, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Key State Analysis with
Wallace - Wave II Survey
Results

You reviewed the MacGregor Strategy Meeting determination of Key States on July 12. This memorandum reviews the Key States in light of the July 19 legal analysis of Wallace's ballot position in various states. The poll figures are from Wave II of the Campaign Surveys.

In the 10 Key States - California, New York, Pennsylvania, New Jersey, Illinois, Texas, Michigan, Ohio, Maryland and Connecticut - the President's margin over McGovern is cut by 1 to 6 if Wallace is in the race.

WAVE II

		<u>N</u>	<u>McG</u>	<u>Un</u>	<u>N</u>	<u>McG</u>	<u>W</u>	<u>Un</u>
CALIF.	-3	48	42	11	42	39	11	8
N.Y.					Results will be available 7/28			
PENNA.	-3	49	42	9	42	38	12	8
N.J.	-2	49	42	9	41	36	16	7
ILL.	-5	56	35	10	47	31	12	10
TEXAS	-6	54	35	11	42	29	22	7
MICH.	-3	45	45	100	33	36	23	8
OHIO	-4	56	38	6	47	33	15	6
MD.	-1	52	42	6	44	35	16	4
CONN.	-2	53	37	10	47	33	10	10

The only state lost as a result of Wallace's entry is Michigan. However, as the Wallace ballot position chart indicates, George Wallace is precluded from being on the ballot as a third party candidate because he ran in the Democratic Primary.

In Maryland, where Wallace cuts the President's lead from 10 to 9 points and in Pennsylvania, where Wallace cuts the President's lead from 7 to 4 points, Wallace is precluded from appearing on the November ballot as a third party candidate.

In New Jersey, where Wallace cuts the President's lead from 7 to 5 points, Wallace is already qualified on the general election ballot as a candidate of the American Party.

In the remaining Key States, California, Connecticut, Illinois, New York, Ohio and Texas, Wallace could obtain ballot position by convention, certification or petition. Each of these legal steps involves varying degrees of difficulty. As the chart indicates, Wallace could obtain nearly automatic ballot position in California, Connecticut and Ohio. Illinois and New York would be more difficult and Texas would be quite hard for Wallace to get on the general election ballot as a third party candidate.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

July 21, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Democratic Convention Poll

Clark MacGregor told Bob Teeter to prepare questions and be ready to conduct a post-Democratic Convention poll. As my July 19 memorandum indicated, I had been telling Teeter that the decision to conduct the poll was still pending. The question is whether you want to release any of the material to MacGregor/Teeter or advise them that no poll is to be conducted.

_____ Advise MacGregor/Teeter no poll.

_____ Advise MacGregor/Teeter that poll was conducted.

A suggested list of questions and results to be given to MacGregor/Teeter is attached. The matters excluded are trial heats with Agnew and Eagleton, the death penalty questions, and the first amnesty question (#10).

GS/jb

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

<u>Polling Date</u>	<u>A</u>	<u>D</u>	<u>N.O.</u>	<u>Date Reisd.</u>
<u>1972</u>				
H-Dec 28- Jan 4	49	47	4	
T-Jan 3-20	54	35	11	
G-Jan 7- 9	49	39	12	1/20
O-Jan 26-27	<u>54</u>	<u>36</u>	<u>10</u>	
G-Feb 4- 7	53	36	11	2/17
H-Feb 8-15	55	44	1	2/28
O-Mar 3- 5	<u>59</u>	<u>28</u>	<u>13</u>	
G-Mar 3- 5	56	32	12	3/9
O-Mar 18-19	<u>54</u>	<u>35</u>	<u>11</u>	
G-Mar 24-27	53	37	10	4/13
O-Apr 27-29	<u>52</u>	<u>35</u>	<u>13</u>	
O-May 9-10	<u>57</u>	<u>33</u>	<u>10</u>	
H-May 9-10	52	46	2	
G-May 26-29	61	32	7	6/4
H-Jun 10-15	56	42	2	
G-Jun 16-19	60	32	8	6/25
G-Jun 23-26	56	33	11	7/16
O-Jul 19-20	<u>58</u>	<u>31</u>	<u>11</u>	

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

<u>Polling Date</u>	<u>A</u>	<u>D</u>	<u>N.O.</u>
<u>1971</u>			
O-Aug 21-22	<u>47</u>	<u>40</u>	<u>13</u>
G-Sep 3-16	42		
H-Sep	44	54	2
H-Oct 28- Nov 10	41	55	4
O-Nov 19-21	<u>50</u>	<u>39</u>	<u>11</u>
<u>1972</u>			
H-Dec 28- Jan 4	40	54	6
T-Jan 3-20	55	38	7
O-Jan 26-27	<u>54</u>	<u>38</u>	<u>8</u>
G-Feb 4- 6	51	39	10
H-Feb 8-15	41	56	3
O-Mar 3- 5	<u>53</u>	<u>36</u>	<u>11</u>
G-Apr 21-24	48	44	8
O-Apr 27-29	<u>47</u>	<u>44</u>	<u>9</u>
O-May 9-10	<u>52</u>	<u>38</u>	<u>10</u>
H-May 9-10	37	59	4
G-May 26-29	53	38	9
H-Jun 10-15	42	55	3
O-Jul 19-20	<u>55</u>	<u>35</u>	<u>10</u>

3. If the 1972 Presidential election were being held today and the candidates were Richard Nixon and George McGovern, which one would you vote for - Nixon or McGovern?

<u>Polling Date</u>	<u>NIXON</u>	<u>McGOVERN</u>	<u>N.O.</u>
<u>1971</u>			
O-Jan 26-28	59	26	15
O-Apr 12-13	56	28	16
<u>1972</u>			
H-Feb 28- Mar 7	59	32	9
H-Apr 1- 7	54	34	12
G-Apr 28- May 1	49	39	12
H-May 9-10	48	41	11
G-May 26-29	53	34	13
H-Jun 7-12	54	38	8
G-Jun 16-19	53	37	10
H-	55	35	10
G-Jul 14-17	56	37	7
O-Jul 19-20	54	27	19

4. Now suppose the candidates were Richard Nixon, George McGovern and George Wallace as a third party candidate, which one would you vote for - Nixon, McGovern or Wallace?

<u>Polling Date</u>	<u>NIXON</u>	<u>McGOVERN</u>	<u>WALLACE</u>	<u>N.O.</u>
<u>1971</u>				
O-Jan 26-28	55	22	12	11
H-Feb 22-27	45	34	12	9
O-Apr 12-13	49	24	15	12
H-Apr 18-25	46	36	13	5
H-Aug 24-27	48	33	13	6
G-Nov 19-22	49	33	12	6
H-Nov 1-12	49	31	12	8
<u>1972</u>				
G-Feb 4- 7	49	34	11	6
H-Feb 28- Mar 7	53	28	13	6
H-Apr 1- 7	47	29	16	8
G-Apr 15-16	46	31	15	8
G-Apr 21-24	45	32	16	7
G-Apr 28- May 1	43	35	15	7
H-May 9-10	40	35	17	8
G-May 26-29	43	30	19	8
H-Jun 7-12	45	33	16	6
G-Jun 16-19	45	32	18	5
H-	45	31	16	8
G-Jul 14-17	46	32	18	4
O-Jul 19-20	42	25	21	12

5. What is the first thing that comes to your mind when you think of George McGovern?

6. Do you agree or disagree with the following proposals made by Senator George McGovern:

- a) We should withdraw all our troops from Indochina immediately and then take on faith that the North Vietnamese will release our POWs;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	30	62	8

- b) The Government should give \$1,000 a year to every man, woman and child in the U.S. and pay for this by increasing taxes for everyone earning more than \$12,000 a year;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	16	76	8

- c) Marijuana should be legalized and controlled along the same lines as alcohol;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	25	70	5

- d) There should be no legal restrictions on abortion in the U.S. It should be a matter solely between the woman and her doctor;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	60	33	7

6. (cont.)

- e) We should grant unconditional amnesty to those who left the country or went to prison to avoid the draft;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	20	70	10

- f) We should cut our defense budget by \$32 billion even if it puts us behind the Soviet Union in military strength;

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	19	66	15

- g) Busing school children is essential to achieve racial integration.

<u>Polling Date</u>	<u>Agree</u>	<u>Disagree</u>	<u>N.O.</u>
O-Jul 19-20, '72	18	74	8

7. How much of the Democratic National Convention did you watch on TV (read choices to respondents):

<u>Polling Date</u>	<u>Response</u>	<u>%</u>
O-Jul 19-20, '72	Watched all or almost all	21
	Watched more than 2 hrs each day	11
	Watched 1-2 hours each day	22
	Watched less than 1 hour each day	13
	Watched very little	22
	Didn't watch at all	11

8. In general, how do you rate your reaction to George McGovern's acceptance speech at the Democratic National Convention - very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, didn't hear it?

<u>Polling Date</u>	<u>VF</u>	<u>SF</u>	<u>SU</u>	<u>VU</u>	<u>Didn't Hear It</u>
O-Jul 19-20, '72	9	18	9	7	57

9. Did the Democratic National Convention make you more likely or less likely to vote for George McGovern?

<u>Polling Date</u>	<u>More Likely</u>	<u>Less Likely</u>	<u>N.O.</u>
O-Jul 19-20, '72	28	38	34

10. Do you feel that you and people like yourself were really represented at the Democratic National Convention or not?

<u>Polling Date</u>	<u>Yes</u>	<u>No</u>	<u>N.O.</u>
O-Jul 19-20, '72	41	42	17

11. Did the Democratic National Convention reflect a real change in American politics or was it politics as usual?

<u>Polling Date</u>	<u>Real Change</u>	<u>Politics As Usual</u>	<u>N.O.</u>
O-Jul 19-20, '72	35	52	13