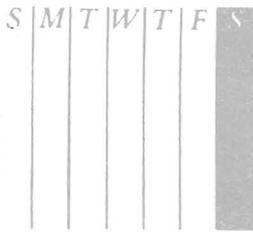


Richard Nixon Presidential Library  
 Contested Materials Collection  
 Folder List

| <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>   |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 41                | 7                    | 7/15/1972            | <input type="checkbox"/> | Campaign       | Book                 | Copy of Sindlinger's Saturday Report, Political Confidence, #13, released by Sindlinger & Company: Marketing & Opinion Research, titled "Public Opinion Guideline: The 1972 Democratic Convention." 22pgs                 |
| 41                | 7                    | 7/7/1972             | <input type="checkbox"/> | Campaign       | Memo                 | To: Alexander P. Butterfield From: Gordon Strachan RE: Celebrities  |
| 41                | 7                    | 2/10/1972            | <input type="checkbox"/> | Campaign       | Memo                 | To: Larry Higby From: Gordon Strachan RE: Memo to: Gordon Strachan From: W. Richard Howard RE: Sindlinger poll showing "nobody could beat RN if the elections were held today." 3pgs                                      |
| 41                | 7                    | 2/2/1972             | <input type="checkbox"/> | Campaign       | Newspaper            | Article from Columbus Dispatch by The Associated Press titled "Poll Predicts Nixon Victory."  |
| 41                | 7                    | 7/25/1972            | <input type="checkbox"/> | Campaign       | Memo                 | To: Clark MacGregor From: Charles Colson RE: Sindlinger Poll Data. Poll Data from July 24, 1972 attached. 3pgs  |
| 41                | 7                    | 8/14/1972            | <input type="checkbox"/> | Campaign       | Memo                 | To: Chuck Colson From: Gordon Strachan RE: Teeter's analysis of the Sindlinger survey on voter apath. Memo To: H.R. Haldeman From: Robert M. Teeter RE: Turnout and Interest in Election and State Reports attached. 8pgs |

| <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>  |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 41                | 7                    | 8/30/1972            | <input type="checkbox"/> | Campaign       | Memo                 | To: Gordon Strachan From: Dick Howard<br>RE: For Your Information RE: Sindlinger's Saturday Report - Talk About. "42 Days of What Is Being Talked About" issue #5 booklet attached. 9pgs       |
| 41                | 7                    | 8/26/1972            | <input type="checkbox"/> | Campaign       | Book                 | Sindlinger's Saturday Report, Political Confidence, SPC #19, released by Sindlinger & Company: Marketing & Opinion Research, titled "What Is Coming In Future Reports In This Series." 8pgs    |
| 41                | 7                    | 7/14/1972            | <input type="checkbox"/> | Campaign       | Report               | Summary of Continuous and Daily Political Confidence Nationwide interviews from July 14 through August 28, 1972, by Sindlinger & Company, Inc, feat seven dimensions of voting. 4pgs           |
| 41                | 7                    | 7/14/1972            | <input type="checkbox"/> | Campaign       | Report               | Summary of Continuous and Daily Political Confidence Nationwide interviews from July 14 through August 24, 1972, by Sindlinger & Company, Inc, feat seven dimensions of voting. 4pgs           |
| 41                | 7                    | 8/25/1972            | <input type="checkbox"/> | Campaign       | Report               | Summary of Continuous and Daily Political Confidence Nationwide interviews from August 25 through Monday, August 28, 1972, by Sindlinger & Company, Inc, feat seven dimensions of voting. 4pgs |



Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

## Public Opinion Guideline: The 1972 Democratic Convention

To prepare for this Public Opinion Guideline for the 1972 Democratic Convention, Sindlinger & Company has been conducting nationwide political interviewing for one year since July 8, 1971.

Since February 10th of this year, interviewing has been on a daily and continuous basis. For this presentation, data are based upon the past 40 days (May 31-July 9) just prior to the opening of the Democratic Convention today in Miami.

During the 40-day period --- six separate surveys with the same question sequences have been utilized with a total sample size of 12,568 U.S. adults (18 years & older) within 48 states, selected at random on a very scientific basis. The same sample technique is used for Sindlinger's Weekly Economic Service.

Of the total sample of 12,568 nationwide interviews, 2,219 were conducted prior to the June 6th primaries, and 10,349 after the primaries, covering the past 33 days. Data are reported separately for back survey periods --- 33 in total since last July.

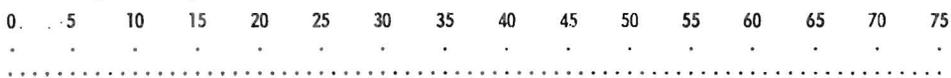
Presented here are summary guidelines for the 1972 Democratic Convention based upon the largest scientific public opinion sampling ever conducted prior to a political convention. . .10,349 for the 33 days prior to July 10, 1972.

- ...This special Saturday POLITICAL CONFIDENCE report is in seven parts.
- ...Refer to the back page for table of contents reference.
- ...This issue was especially prepared for the Janeway Seminar in New York on July 20, 1972.

### ● I. . . Almost every other adult thinks McGovern will be nominated by the Democrats

For most of the past 33 days — about half of all U.S. adults think the Democrats will nominate McGovern at their convention.

Based upon July 6-9 nationwide interviews —



**53.5%** think McGovern will be nominated

The copy on this page was prepared for a 10 A.M. press conference on July 10th where nationwide interviewing through July 9th was included.

(5)

(F)  
Celebrities

ADMINISTRATIVELY CONFIDENTIAL

July 7, 1972

MEMORANDUM FOR:

ALEXANDER P. BUTTERFIELD

FROM:

GORDON STRACHAN

SUBJECT:

Celebrities

You may be interested in reviewing Higby's comments on the Caldiero memo on Celebrities. I reviewed the comments with Ray today and indicated to him that we considered him the one man responsible for Celebrities and that these were merely suggestions for his consideration and implementation. The matter which I did not cover with him appears on Page 3 - that is, Larry's comments to get him out from under Porter and working for Magruder directly. I covered this matter with Magruder personally today and Caldiero will now report directly to Magruder and not through Porter.

I have covered with Caldiero your role regarding Celebrities and the relationship with Taft Schreiber.

I would appreciate your comments on the Caldiero memorandum so that we can get the Celebrities project in an agreed upon form for implementation.

GS/jb

Where's the report for H  
TO H  
7/21  
L.

THE WHITE HOUSE  
WASHINGTON

Date: 2/10

TO: LARRY HIGBY  
FROM: GORDON STRACHAN

Per your request.

The actual figures appear on the  
page marked with a paper clip.

THE WHITE HOUSE  
WASHINGTON

February 7, 1972

*File  
Cindleya*

MEMORANDUM FOR GORDON STRACHAN

FROM: W. RICHARD HOWARD

FOR YOUR INFORMATION

G FU  
2/11/71  
[Handwritten signature]

POLITICS

A Sindlinger poll shows "nobody could beat RN" if the elections were held today. RN received 48.6% of the vote, Muskie, 13.9%; HHH 7.1% and EMK, 7%. L

Refuting speculation he might run for Congress, Bob Finch said he won't return to California until "after RN is re-elected." ... AP says demonstrators at the GOP convention will find San Diego puts "on a friendly front -- and 7,000 police." Picketing will be permitted. Mayor Wilson said the city will be a gracious host, but "will be ready for trouble."

~~AS  
Defendant~~

In a report in Monitor, CQ says that for the second consecutive year Southern MC's supported RN more often than any other part of the country. Support was bi-partisan, says CQ, but Southern Dems were the only regional group of that party that went along with RN a majority of the time. 8 Senate Dems. supporting RN were Southerners, all with clout, while the most frequent GOP opponent was Hatfield, who differed with RN on 55% of the votes -- the 1st time a GOP solon has opposed RN over half the time. Cong. supported RN in '71 about as often as in the 1st two years, with RN winning 75% of votes in '71, compared to 77% in '70 and 74% in '69.

Gov. Evans on CBS AM News said RN has his support, is in good shape, and only an international blow-up or decline in the economy could hurt him. Evans thinks neither are likely. Evans doesn't oppose VP Agnew and doesn't expect a change on the ticket. Evans also said the Admin is still for welfare reform and he denied his enthusiasm for the concept has declined. Details are always a problem in bills, said the Gov.

Mundt will be asked to yield some of his last major vestiges of office to open three good attention-getting Committee seats for GOP Senators facing re-election. Mundt's surprised aides said the GOP caucus move hadn't been discussed with the Senator to their knowledg

To GS-F41

File  
Candler

RESULTS CONTRAST WITH EARLY FIGURES

# Poll Predicts Nixon Victory

By The Associated Press

A national opinion poll says if an election were held today President Nixon would be re-elected by a narrow margin.

Sindlinger Co. Inc. of Swarthmore, Pa., said it polled 954 men and 1,035 women across the country after Nixon's Jan. 25 disclosure of his latest peace initiatives.

NEARLY two-thirds of those interviewed said they believed the President was doing his best to end the war, and 50.6 per cent said they would vote to re-elect him now. Only 6.7 per cent said they opposed Nixon; 24.9 per cent were undecided and 7.7 per cent said they did not vote.

Albert Sindlinger, president of the polling firm, said the figures released Tuesday contrast with a similar poll last July that showed only

26.7 per cent favored re-election of the President.

When put up against a full field of possible contenders, Nixon polled 48.6 per cent with Sen. Edmund S. Muskie of Maine leading Democratic hopefuls with 13.9 per cent, followed by Sen. Hubert H. Humphrey of Minnesota, 7.1 per cent; Sen. Edward M. Kennedy of Massachusetts, 7 per cent; and Gov. George C. Wallace of Alabama and Mayor John V. Lindsay of New York, 2.4 per cent each. Other candidates and potential candidates received only a fraction of 1 per cent each.

MEANWHILE, SEN. Kennedy's office said the Massachusetts Democrat would withdraw his name from the April 4 Wisconsin presidential primary ballot. Kennedy, who insists he is not a candidate, was among 13 Democrats and three Republicans whose names were placed on the ballot by a bipartisan nominating committee.

Those listed may have their names removed if they file disclaimers by Feb. 29. Kennedy earlier removed his name from the Massachusetts and Florida primary ballots.

In addition to Kennedy, Democratic candidates named in Wisconsin are Muskie, Humphrey, Wallace, Lindsay, Sens. George McGovern of South Dakota, Henry M. Jackson of Washington, Vance Hartke of Indiana, former Sen. Eugene J. McCarthy of Minnesota, Mayor Sam Yorty of Los Angeles and Reps. Shirley Chisholm of New York, Wilbur D. Mills of Arkansas and Patsy Mink of Hawaii.

MILLS, THOUGH often mentioned as a possible contender, has not announced his candidacy, and Mrs. Mink's supporters have taken steps to enter her in the Oregon primary, although

she has not formally declared her candidacy.

Nixon and his challengers, Reps. Paul N. McCloskey Jr. of California and John M. Ashbrook of Ohio, are listed on the GOP ballot.

Activities of the candidates Tuesday included:

JACKSON — Speaking to the Tiger Bay political club in Miami, Sen. Jackson said the Democratic party should lead "a taxpayers' revolt" against a federal tax system that leaves millionaires tax-free while wage-earners carry the burden.

He called the Nixon administration's consideration of a value-added tax — "a sales tax in disguise" — "absurd when closing major income tax loopholes could produce \$20 billion in new revenues." The suggested value-added tax is designed to produce \$16 billion.

MUSKIE — The Maine senator said listening to teenagers in a Fort Lauderdale, Fla., drug rehabilitation center tell him how they kicked the habit gave him "the warmest, most encouraging feeling I have had for a long, long time."

"What you are learning," Muskie told the young people, "is something we have to learn throughout this country — something we've forgotten. There is something

missing in family life, in school life and in community life. You can't legislate this problem."

HUMPHREY — The Minnesota senator visited cigar factories and restaurants in Latin and Negro areas of Tampa, Fla., handing out pens and collecting cigars. At a news conference, he called the value-added tax "another tax, and that's not going to solve the problem."

LINDSAY — Mayor Charles Evers of Fayette, Miss., has launched a campaign to send pro-Lindsay delegates from Mississippi to the Democratic National Convention in July. Lindsay's New York campaign office announced.

YORTY — The conservative mayor continued his campaign through New Hampshire, telling voters the government must use its taxes to support local programs rather than using deficit spending which he said results in inflated prices.

HARTKE — The senator called President Nixon's latest peace proposal "the same one LBJ proposed" and said he could foresee the possibility of "a new Dunkirk — the sudden withdrawal of all our troops without our prisoners

## Man Held In Lieu Of \$30,000 Bond

John Carl Farley, 21, of 3090 Bellwood Ct., Apt. 4, was arrested at his home about noon Tuesday on charges of burglary, grand larceny and breaking and entering.

FARLEY WAS held in City Prison in lieu of \$30,000 bond authorized by Municipal Court Judge G. W. Fais. He is scheduled for arraignment Wednesday.

He is accused of burglarizing the Charles McFadden home at 405 N. Virginia Lee Rd. on Jan. 29 and stealing \$767 worth of stereo gear.

FARLEY IS also charged with breaking into the Virginia McMillian apartment at 3032 Bellwood Ct. on Jan. 28.

## Three Receive Liquor Permits

The Ohio Department of Liquor Control has issued permits to Ocean's II, at 131 E. Gay St., the Cat Man Restaurant at 31 W. Long St. and the Japanese Steak House at 270 E. Town St. to serve drinks on Sundays from 1 p.m. to midnight. Director Richard E. Guggenheim reported.

OPEN

# LAY

# Sears

## REMEMBER YOUR VALENTINE WITH A PERSONAL GREETING

In The





## EMMY CELEBRATES BIRTHDAY

was happy birthday for Emmy, first offspring of old-famous Colo, at the Columbus Zoo Tuesday. At Robert Kondik, zoo curator, presents the 3-year-old with her own cake, banana, of course, with orange

flavor icing. Etiquette notwithstanding, Emmy samples the goodies from the floor of the zoo's nursery. (Dispatch Photos)

returned." He spoke to high school audience in rd, N.H.

five-day swing through New Hampshire in Hanover, where he said Nixon's peace plan "really can't do the job" because the proposal for free

elections wouldn't sufficiently guarantee the safety of opposition candidates.

ASHBROOK — The conservative challenger an-

nounced in Washington he will launch a five-day campaign through Florida with a news conference in Tallahassee Tuesday.

COOSKEY — The liberal-republican wound up a

SUNDAYS 12 to 5 P.M. — WEEKDAYS 9:30 A.M. to 9:30 P.M.

# Y-AWAY SALE

*A Small Deposit Will Hold Your Selection Until May 1st*



*H. R. Haldeman*

*✓*  
*(F)*  
*H*  
*Sindlinger*

July 25, 1972

MEMORANDUM FOR: CLARK MACGREGOR  
FROM: CHARLES COLSON  
SUBJECT: Sindlinger Poll Data

Attached is some Sindlinger data which is very interesting. It is a detailed analysis of what appeared in Saturday morning's News Summary. I asked for it because the News Summary report was very confusing. This is startling. Of those who want Nixon to be elected, less than 60% plan to vote. Of those who want McGovern elected, 90% intend to vote.

This data could indicate several things according to Sindlinger: 1) our people are complacent, 2) a lot of Democrats "want" us to be elected but simply are not going to bother to vote or will express their protest to McGovern by not voting, 3) or a combination of both.

Sindlinger believes with careful analysis that a profile can be drawn of those who do not plan to vote but who want Nixon elected. According to Sindlinger they should be our target voters.

If you would like this pursued, let me know.

Sindlinger made one final point that I thought was very interesting. The percentage of those who own stock who are supporting McGovern is higher than the national average. At some point Sindlinger believes they will be faced with a very difficult decision to either support McGovern on the war issue or vote according to their own pocketbooks. He believes there can be a sizeable defection in this group from McGovern as the campaign progresses.

SINDLINGER DATA

July 24, 1972

QUESTION #7:

Speaking for yourself ---do you want McGovern or Nixon to be elected in November?

|            | <u>Sample</u> | <u>Percent</u> | <u>Projection</u> |
|------------|---------------|----------------|-------------------|
| McGovern   | 512           | 27.1           | 36,965,000        |
| Nixon      | 947           | 50.2           | 68,437,000        |
| Undecided  | 296           | 15.5           | 21,166,000        |
| No Opinion | 135           | 7.2            | 9,761,000         |

QUESTION #10:

Do you, yourself, NOW plan to vote in November?

|                   | <u>Sample</u> | <u>Percent</u> | <u>Projection</u> |
|-------------------|---------------|----------------|-------------------|
| Yes               | 1053          | 55.7           | 75,991,000        |
| No                | 539           | 28.4           | 38,718,000        |
| Don't know/Undec. | 159           | 8.4            | 11,515,000        |
| No Opinion        | 139           | 7.5            | 10,105,000        |

10 a.

If yes (1053), and you say you will vote for ---?

|            |     |      |            |
|------------|-----|------|------------|
| McGovern   | 464 | 44.1 | 33,495,000 |
| Nixon      | 558 | 53.0 | 40,273,000 |
| Undecided  | 25  | 2.3  | 1,774,000  |
| No Opinion | 6   | 0.6  | 449,000    |

Of those in Question #7 who want McGovern to be elected:

|   |     |      |            |
|---|-----|------|------------|
| Registered/Plan to<br>vote for McGovern | 464 | 90.7 | 33,477,000 |
| Do not plan to vote                     | 20  | 3.9  | 1,445,000  |
| Undecided on plan<br>to vote            | 28  | 5.4  | 1,992,000  |

Of those in Question #7 who want Nixon to be elected:

|                                      |     |      |                                 |
|--------------------------------------|-----|------|---------------------------------|
| Registered/Plan to vote<br>for Nixon | 558 | 58.8 | 40,266,000                      |
| Do not plan to vote                  | 279 | 29.6 | 20,244,000 (Democrats and Inds) |
| Undecided on plan to<br>vote         | 110 | 11.6 | 7,922,000                       |

Notes:

--total base McGovern has is running about 34,000,000 --- 21 million of that base are doves.

--average for stockownership in the United States is about 29-30% of all adults owning stock

--among 20 million doves 1) primarily in metropolitan areas in suburbs, higher than average educated, much higher average income and stock ownership is near 40%.

THE WHITE HOUSE  
WASHINGTON

#M  
8/20

(4)

Date: 8/14  
Chuck Colson

FROM: GORDON STRACHAN

Bob asked me to send  
you Bob Teeter's ANALYSIS  
of the Sindlinger survey  
on voter apathy.

(note to CWC was  
typed)

Committee for the Re-election of the President

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

MEMORANDUM E.O. 12065, Section 6-102 August 11, 1972

By Empire NARS, Date 5-22-80

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: ROBERT M. TEETER

SUBJECT: Turnout and Interest in Election

As requested this memorandum will outline our early conclusions on the question of turnout for the November election, and will evaluate some of the Sindlinger findings on this subject.

Generally speaking we think it is impossible to accurately measure turnout so early in the election. We believe that the data will be much more reliable after the conventions and closer to election day. Data on turnout taken from surveys is usually not reliable until six to eight weeks before an election. The volatile nature of public events such as the Eagleton affair may cause this to be particularly true this election year.

Our second wave of campaign polls does not bear out the same conclusion reached by Sindlinger. In all of the states surveyed except Michigan, New Jersey, and Pennsylvania, Nixon voters are slightly more interested in having their candidate win and slightly more Nixon voters indicate they will definitely vote. This is in line with traditional Republican voting patterns. That is, Republicans turn out at a higher rate than Democrats. In Michigan, New Jersey and Pennsylvania interest in the Presidential candidates and the probability for voting by Nixon and McGovern voters is about equal. The figures for all states surveyed are attached.

From our aggregated figures of all states studied, the President runs better than McGovern with those who will definitely vote and those who care very much about their candidate being elected. With those who have little interest in the election, McGovern leads the President by a slight margin.

| <u>Interest in Election</u>              | <u>Candidate</u> |                 |                  | <u>1 /</u>     |
|--|------------------|-----------------|------------------|----------------|
|  | <u>Nixon</u>     | <u>McGovern</u> | <u>Undecided</u> | <u>Total</u>   |
| Definitely Vote -<br>Care Very Much      | 52%              | 39%             | 9%               | 100%<br>(4732) |
| Definitely Not Vote -<br>Don't Care Much | 42               | 45              | 13               | 100%<br>(478)  |
| Total                                    | 50               | 41              | 9                | 100%<br>(3255) |

Conclusions

Our data does not confirm the Sindlinger finding but it may simply be too early for an accurate measure of the effect of turnout. It is generally accepted by the press and political pros, however, that McGovern's support is narrower and has much more intense interest in their desire to have McGovern elected. This intensity may be due to the small size of the McGovern base of support. The Sindlinger finding is not evident in the data and our surveys show that exactly the opposite may be true. It may be somewhat in error because of his sampling method. The Sindlinger sample includes all adults while our surveys were only conducted with registered voters except in the case of those aged 18 to 24 where we interviewed persons intending to register. The different samples could account for the great disparity between our data and Sindlinger's finding.

~~CONFIDENTIAL/EYES ONLY~~

1 / Figures taken from the aggregated state surveys.

( ) Indicates sample size.

## ATTACHMENT

|                   | <u>Presidential Vote</u> |                 |
|-------------------|--------------------------|-----------------|
|                   | <u>Nixon</u>             | <u>McGovern</u> |
| ALABAMA           |                          |                 |
| Care very much    | 88%                      | 80%             |
| Care somewhat     | 8                        | 14              |
| Don't care much   | 3                        | 4               |
| Don't care at all | 1                        | 1               |
|                   | } <u>1/</u>              |                 |
| Definitely vote   | 90%                      | 82%             |
| Probably vote     | 8                        | 14              |
| May vote          | 1                        | 3               |
| Probably not vote | *                        | 0               |
| Will not vote     | *                        | 1               |
| CALIFORNIA        |                          |                 |
| Care very much    | 81%                      | 77%             |
| Care somewhat     | 14                       | 18              |
| Don't care much   | 2                        | 3               |
| Don't care at all | 0                        | 1               |
| Definitely vote   | 94%                      | 91%             |
| Probably vote     | 4                        | 6               |
| May vote          | 2                        | 2               |
| Probably not vote | *                        | 1               |
| Will not vote     | *                        | 1               |
| CONNECTICUT       |                          |                 |
| Care very much    | 81%                      | 81%             |
| Care somewhat     | 17                       | 15              |
| Don't care much   | 1                        | 4               |
| Don't care at all | 1                        | *               |
| Definitely vote   | 93%                      | 87%             |
| Probably vote     | 5                        | 8               |
| May vote          | *                        | 3               |
| Probably not vote | *                        | 1               |
| Will not vote     | 1                        | 1               |

1/ Interest in having candidate of choice elected

Presidential Vote

|                   | <u>Nixon</u> | <u>McGovern</u> |
|-------------------|--------------|-----------------|
| ILLINOIS          |              |                 |
| Care very much    | 79%          | 70%             |
| Care somewhat     | 18           | 21              |
| Don't care much   | 3            | 5               |
| Don't care at all | 1            | 1               |
| Definitely vote   | 90%          | 88%             |
| Probably vote     | 8            | 9               |
| May vote          | 1            | 2               |
| Probably not vote | *            | 1               |
| Will not vote     | 0            | *               |
| INDIANA           |              |                 |
| Care very much    | 79%          | 64%             |
| Care somewhat     | 16           | 23              |
| Don't care much   | 4            | 9               |
| Don't care at all | 1            | 3               |
| Definitely vote   | 86%          | 80%             |
| Probably vote     | 12           | 15              |
| May vote          | 2            | 3               |
| Probably not vote | *            | *               |
| Will not vote     | 0            | 0               |
| MARYLAND          |              |                 |
| Care very much    | 83%          | 74%             |
| Care somewhat     | 12           | 21              |
| Don't care much   | 4            | 3               |
| Don't care at all | 1            | 2               |
| Definitely vote   | 86%          | 85%             |
| Probably vote     | 12           | 11              |
| May vote          | 1            | 2               |
| Probably not vote | 0            | *               |
| Will not vote     | 1            | 0               |

Presidential Vote

| MISSOURI          | <u>Nixon</u> | <u>McGovern</u> |
|-------------------|--------------|-----------------|
| Care very much    | 82%          | 79%             |
| Care somewhat     | 15           | 15              |
| Don't care much   | 2            | 5               |
| Don't care at all | 0            | 1               |
| Definitely vote   | 87%          | 84%             |
| Probably vote     | 10           | 11              |
| May vote          | 3            | 3               |
| Probably not vote | 0            | 1               |
| Will not vote     | *            | 0               |
|                   |              |                 |
| NEW YORK          |              |                 |
| Care very much    | 80%          | 76%             |
| Care somewhat     | 13           | 18              |
| Don't care much   | 4            | 4               |
| Don't care at all | 1            | 2               |
| Definitely vote   | 89%          | 81%             |
| Probably vote     | 6            | 13              |
| May vote          | 4            | 3               |
| Probably not vote | 0            | *               |
| Will not vote     | *            | 1               |
|                   |              |                 |
| OHIO              |              |                 |
| Care very much    | 78%          | 72%             |
| Care somewhat     | 18           | 21              |
| Don't care much   | 2            | 5               |
| Don't care at all | *            | *               |
| Definitely vote   | 92%          | 82%             |
| Probably vote     | 7            | 15              |
| May vote          | 1            | 3               |
| Probably not vote | 1            | 0               |
| Will not vote     | 0            | *               |

Presidential Vote

| PENNSYLVANIA      | <u>Nixon</u> | <u>McGovern</u> |
|-------------------|--------------|-----------------|
| Care very much    | 81%          | 79%             |
| Care somewhat     | 14           | 15              |
| Don't care much   | 3            | 4               |
| Don't care at all | 2            | 2               |
| Definitely vote   | 88%          | 88%             |
| Probably vote     | 9            | 9               |
| May vote          | 2            | 3               |
| Probably not vote | 1            | *               |
| Will not vote     | 1            | 0               |
|                   |              |                 |
| NEW JERSEY        |              |                 |
| Care very much    | 78%          | 71%             |
| Care somewhat     | 16           | 22              |
| Don't care much   | 3            | 2               |
| Don't care at all | 2            | 3               |
| Definitely vote   | 86%          | 86%             |
| Probably vote     | 11           | 10              |
| May vote          | 2            | 2               |
| Probably not vote | *            | 1               |
| Will not vote     | *            | 1               |
|                   |              |                 |
| MICHIGAN          |              |                 |
| Care very much    | 74%          | 79%             |
| Care somewhat     | 20           | 17              |
| Don't care much   | 6            | 2               |
| Don't care at all | 1            | 1               |
| Definitely vote   | 89%          | 88%             |
| Probably vote     | 9            | 8               |
| May vote          | 2            | 2               |
| Probably not vote | *            | 1               |
| Will not vote     | 0            | 0               |

Presidential Vote

| OREGON            | Nixon | McGovern |
|-------------------|-------|----------|
| Care very much    | 83%   | 81%      |
| Care somewhat     | 13    | 15       |
| Don't care much   | 2     | 3        |
| Don't care at all | 1     | *        |
| Definitely vote   | 94%   | 91%      |
| Probably vote     | 4     | 7        |
| May vote          | *     | 1        |
| Probably not vote | *     | *        |
| Will not vote     | *     | *        |
| <br>              |       |          |
| TEXAS             |       |          |
| Care very much    | 80%   | 73%      |
| Care somewhat     | 15    | 20       |
| Don't care much   | 2     | 3        |
| Don't care at all | *     | 1        |
| Definitely vote   | 81%   | 80%      |
| Probably vote     | 14    | 12       |
| May vote          | 3     | 4        |
| Probably not vote | 0     | 1        |
| Will not vote     | 0     | 0        |
| <br>              |       |          |
| WASHINGTON        |       |          |
| Care very much    | 85%   | 75%      |
| Care somewhat     | 11    | 17       |
| Don't care much   | 2     | 5        |
| Don't care at all | *     | 1        |
| Definitely vote   | 91%   | 85%      |
| Probably vote     | 5     | 13       |
| May vote          | 2     | 1        |
| Probably not vote | *     | 1        |
| Will not vote     | 2     | 0        |

THE WHITE HOUSE  
WASHINGTON

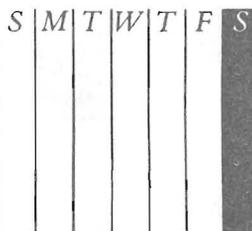
August 30, 1972

(K)  
*Sandberg*

FOR: GORDON STRACHAN

FROM: DICK HOWARD

FYI



TALK-ABOUT

August 26, 1972

Issue TA - #5

Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

42 Days OF What Is Being Talked About

During the first forty-two days since July 14 when the question sequence was added to all Sindlinger basic client interviewing for this weekly report series, 13,992 adults 18 years and older were asked when they last talked about politics. Of these, 8,553 or 61 percent replied that they had talked about politics at some time during the week prior to being interviewed.

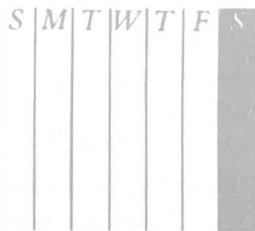
Each day's past week talk-about is broken down to the day of the week of past talk-about. These data are part of this report series, as shown by the daily tabulations in each issue. Thus, as the chart on page 44 shows, the number of adults that talk about politics daily varies by events and by day of week. Based upon the first six weeks for this report series . . . Sunday is also a day of rest for political talk-about.

VOLUME OF TALK-ABOUT

Each day when a male or female respondent reports that he/she has talked about politics during the week prior to interview--our interviewers record the date of this last political talk-about so that talk-about subjects can be tied in with major events as shown on the back page.

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II. 15 days from July 19-August 2, including the Eagleton Affair period . . . . . " 36
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IV. 7 days from August 11-17 . . . . . " 38
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Harvard & Yale Avenues, Swarthmore, Pennsylvania, 19081 215/544-8260

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## What Is Coming In Future Reports In This Series

Nationwide daily and continuous 7 Dimension interviewing for this 1972 Political Confidence report series started on July 14, the final day of the Democratic Convention in Miami.

For the first 42 days of this election campaign through August 25, following the close of the Republican convention, also in Miami, a total of 13,992 adults 18 years and older have been interviewed for this 7 Dimension report series, an average of 333 daily.

From now to election eve, the daily average will continue at about this rate.

Daily interviews are tabulated and presented in this weekly report series on the following basis:

- I. For each Friday through Monday for Tuesday reporting on our TV Spot Network, with key data telephoned each Tuesday (now to 36 stations).
- II. For each Tuesday through Thursday, for Friday reporting.
- III. Also each Friday, the past week's data are combined (Friday through Thursday) for telephoning to the TV Spot Network.
- IV. And each Friday the past week's data are added to the previous week's data for cumulative reporting.

(continued on back page) 293

**SINDLINGER'S DIMENSION CONCEPT ON POLITICS**

| Survey Number . . . . .   | 35                                     | 36A                              | Cumulative<br>35 thru 36A          | 37                                 | 38                                   |
|---|--|----------------------------------|------------------------------------|------------------------------------|--------------------------------------|
| Report Page Reference<br>For Data By Sex . . . . .                      | 226, 227 in #16                        | 270, 271                         | 238, 239                           | 272, 273 in #17                    | 274, 275 in #17                      |
| Sample Size . . . . .   | 4,103                                  | 2,257                            | 6,360                              | 1,224                              | 1,889                                |
| Dates of Nationwide<br>Interviewing . . . . .                           | FRI -- July 14<br>WED -- July 26       | TUE -- July 25<br>MON -- July 31 | FRI -- July 14<br>MON -- July 31   | TUE -- August 1<br>FRI -- August 4 | SAT -- August 5<br>THURS-- August 10 |
| Major Event . . . . .   | Eagleton Illness Re-<br>vealed July 25 | Eagleton Withdrawl<br>On July 31 | While Eagleton Was<br>VP Candidate | Search On For Vice<br>President    | Shriver Is Now Vice<br>President     |
|   | Percent Number<br>(000)                | Percent Number<br>(000)          | Percent Number<br>(000)            | Percent Number<br>(000)            | Percent Number<br>(000)              |
| <b>■ DIMENSION #1. . .WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT</b> |  |                                  |                                    |                                    |                                      |
| Base - All Adults<br>18 and older . . . . .                             | 100.0 136,329                          | 100.0 136,329                    | 100.0 136,329                      | 100.0 136,329                      | 100.0 136,329                        |
| McGovern. . . . .   | 28.6 38,942                            | 28.2 38,462                      | 28.4 38,770                        | 23.4 31,841                        | 22.9 31,259                          |
| Nixon. . . . .  | 49.5 67,499                            | 51.6 70,338                      | 50.2 68,502                        | 51.7 70,516                        | 50.4 68,749                          |
| Undecided*. . . . .   | 21.9 29,888                            | 20.2 27,529                      | 21.4 29,057                        | 24.9 33,972                        | 26.7 36,321                          |
| <b>● DIMENSION #2. . .WHO THINK OTHERS WANT</b>                         |  |                                  |                                    |                                    |                                      |
| McGovern. . . . .   | 24.3 33,196                            | 24.8 33,843                      | 24.5 33,423                        | 22.3 30,352                        | 22.1 30,145                          |
| Nixon. . . . .  | 50.9 69,374                            | 54.1 73,722                      | 52.0 70,912                        | 51.8 70,555                        | 48.6 66,271                          |
| Undecided*. . . . .   | 24.8 33,759                            | 21.1 28,764                      | 23.5 31,994                        | 25.9 35,422                        | 29.3 39,823                          |
| <b>◆ DIMENSION #3. . .WHO THINK WILL ACTUALLY BE ELECTED</b>            |  |                                  |                                    |                                    |                                      |
| McGovern. . . . .   | 25.2 34,389                            | 24.8 33,813                      | 25.1 34,184                        | 11.9 16,169                        | 10.2 13,857                          |
| Nixon. . . . .  | 55.3 75,349                            | 57.1 77,901                      | 55.9 76,255                        | 65.5 89,316                        | 68.7 93,702                          |
| Undecided*. . . . .   | 19.5 26,591                            | 18.1 24,615                      | 19.0 25,890                        | 22.6 30,754                        | 21.1 28,770                          |
| Registered and Plan<br>to Vote in November..                            | 56.0 76,404                            | 58.1 79,266                      | 56.8 77,425                        | 56.7 77,246                        | 54.2 73,841                          |
| <b>▶ DIMENSION #4. . .PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT</b>  |  |                                  |                                    |                                    |                                      |
| Base - Plan to Vote   | 100.0 76,404                           | 100.0 79,266                     | 100.0 77,425                       | 100.0 77,246                       | 100.0 73,841                         |
| McGovern. . . . .   | 41.5 31,692                            | 40.6 32,207                      | 41.2 31,876                        | 27.6 21,318                        | 23.5 17,364                          |
| Nixon. . . . .  | 55.3 42,219                            | 51.4 40,761                      | 53.9 41,720                        | 54.1 41,800                        | 55.0 40,635                          |
| Undecided. . . . .  | 3.2 2,493                              | 8.0 6,298                        | 4.9 3,829                          | 18.3 14,128                        | 21.5 15,842                          |
| <b>* DIMENSION #5. . .WHO PLAN TO VOTE FOR</b>                          |  |                                  |                                    |                                    |                                      |
| McGovern. . . . .   | 44.5 34,014                            | 38.1 30,225                      | 42.2 32,676                        | 23.6 18,243                        | 22.5 16,613                          |
| Nixon. . . . .  | 52.1 39,792                            | 50.2 39,799                      | 51.4 39,815                        | 54.6 42,206                        | 51.5 38,040                          |
| Undecided*. . . . .   | 3.4 2,598                              | 11.7 9,242                       | 6.4 4,934                          | 22.0 16,797                        | 26.0 19,188                          |
| Points and Number<br>Nixon over McGovern..                              | +7.6 +5,778                            | +12.1 +9,574                     | +9.2 +7,139                        | +31.0 +23,963                      | +29.0 +21,427                        |

This is a Copyright Report with a 72 Hour Exclusive for One TV Station In Each  
SINDLINGER & COMPANY, INC. --- Harvard and Yale Avenues in

ICAL CONFIDENCE NATIONWIDE  
 UST 24, 1972 CONDUCTED BY  
 RE, PENNSYLVANIA 19081

SPACE FOR TV STATIONS TO FILL  
 TELEPHONED FIGURES EACH TUESDAY AND FRIDAY

| 39A                                     |                 | Cumulative<br>35 thru 39A         |                 | 40<br>in #19                   |                 | 41<br>in #19                     |                 | Cumulative<br>35 thru 41<br>in #19 |                 | 42                             |                 |
|---|-----------------|-----------------------------------|-----------------|--------------------------------|-----------------|----------------------------------|-----------------|------------------------------------|-----------------|--------------------------------|-----------------|
| 286, 287 in #18                         |                 | 288, 289 in #18                   |                 |                                |                 |                                  |                 |                                    |                 |                                |                 |
| 2,255                                   |                 | 11,728                            |                 | 1,295                          |                 |                                  |                 |                                    |                 |                                |                 |
| FRI - August 11<br>THURS- August 17     |                 | FRI - July 14<br>THURS- August 17 |                 | FRI-August 18<br>MON-August 21 |                 | TUE-August 22<br>THURS-August 24 |                 | FRI- July 14<br>THURS-August 24    |                 | FRI-August 25<br>MON-August 28 |                 |
| Clark Reports On<br>North Vietnam Visit |                 | First 35 Days                     |                 | Pre-Republican<br>Convention   |                 |                                  |                 | First 42 Days                      |                 | Post-Republican<br>Convention  |                 |
| Percent                                 | Number<br>(000) | Percent                           | Number<br>(000) | Percent                        | Number<br>(000) | Percent                          | Number<br>(000) | Percent                            | Number<br>(000) | Percent                        | Number<br>(000) |
| 100.0                                   | 136,329         | 100.0                             | 136,239         | 100.0                          | 136,329         | 100.0                            | 136,329         | 100.0                              | 136,329         | 100.0                          |                 |
| 24.1                                    | 32,864          | 26.2                              | 35,698          | 23.0                           | 31,362          | 21.8                             | 29,698          | 25.6                               | 34,886          |                                | 22.8            |
| 50.9                                    | 69,414          | 50.6                              | 68,917          | 51.5                           | 70,183          | 55.5                             | 75,631          | 51.0                               | 69,502          |                                | 55.8            |
| 25.0                                    | 34,051          | 23.2                              | 31,714          | 25.5                           | 34,784          | 22.7                             | 31,000          | 23.4                               | 31,941          |                                | 21.4            |
| 20.8                                    | 28,391          | 23.2                              | 31,610          | 20.5                           | 27,988          | 21.7                             | 29,603          | 22.8                               | 31,138          |                                | 22.9            |
| 49.6                                    | 67,678          | 51.0                              | 69,504          | 50.4                           | 68,730          | 50.6                             | 68,988          | 50.9                               | 69,393          |                                | 50.4            |
| 29.6                                    | 40,260          | 25.8                              | 35,215          | 29.1                           | 39,611          | 27.7                             | 37,738          | 26.3                               | 35,798          |                                | 26.7            |
| 9.8                                     | 13,422          | 18.4                              | 25,040          | 9.7                            | 13,156          | 9.2                              | 12,521          | 16.9                               | 23,076          |                                | 10.0            |
| 64.7                                    | 88,226          | 60.7                              | 82,725          | 68.1                           | 92,817          | 70.6                             | 96,231          | 62.1                               | 84,603          |                                | 66.1            |
| 25.5                                    | 34,681          | 20.9                              | 28,564          | 22.2                           | 30,362          | 20.2                             | 27,577          | 21.0                               | 28,650          |                                | 33.9            |
| 56.6                                    | 77,210          | 56.3                              | 76,788          | 55.4                           | 75,481          | 57.2                             | 77,965          | 56.3                               | 76,747          |                                | 56.9            |
| 100.0                                   | 77,210          | 100.0                             | 76,788          | 100.0                          | 75,481          | 100.0                            | 77,965          | 100.0                              | 76,747          | 100.0                          |                 |
| 24.9                                    | 19,248          | 33.9                              | 26,009          | 24.4                           | 18,421          | 22.4                             | 17,458          | 32.2                               | 24,712          |                                | 23.0            |
| 53.4                                    | 41,228          | 54.0                              | 41,452          | 54.4                           | 41,036          | 55.7                             | 43,420          | 54.1                               | 41,552          |                                | 56.2            |
| 21.7                                    | 16,734          | 12.1                              | 9,327           | 21.2                           | 16,024          | 21.9                             | 17,087          | 13.7                               | 10,483          |                                | 20.8            |
| 25.6                                    | 19,732          | 34.0                              | 26,099          | 23.4                           | 17,684          | 22.9                             | 17,868          | 32.2                               | 24,747          |                                | 23.8            |
| 52.8                                    | 40,737          | 52.0                              | 39,952          | 52.3                           | 39,461          | 55.1                             | 42,963          | 52.3                               | 40,116          |                                | 55.4            |
| 21.6                                    | 16,741          | 14.0                              | 13,853          | 24.3                           | 18,336          | 22.0                             | 17,134          | 15.5                               | 11,884          |                                | 20.8            |
| +27.2                                   | +21,005         | +18.0                             | +13,853         | +28.9                          | 21,777          | +32.2                            | +25,095         | +20.1                              | +15,369         |                                |                 |

Market  
 Swarthmore, Pennsylvania 19081 --- 215 --- Ki. 4-8260

| Survey Number .....   | 35                                     | 36A                              | Cumulative<br>35 thru 36A          | 37                               | 38                                  | 3      |
|---|--|----------------------------------|------------------------------------|----------------------------------|-------------------------------------|--------|
| Report Page Reference<br>For Data By Sex .....  | 226, 227 in #16                        | 270, 271                         | 238, 239                           | 272, 273                         | 274, 275                            | 21     |
| Sample Size .....   | 4,103                                  | 2,257                            | 6,360                              | 1,224                            | 1,889                               | 2      |
| Dates of Nationwide<br>Interviewing .....   | FRI - July 14<br>WED - July 26         | TUE - July 25<br>MON - July 31   | FRI - July 14<br>MON - July 31     | TUE - August 1<br>FRI - August 4 | SAT - August 5<br>THURS - August 10 | F<br>1 |
| Major Event .....   | Eagleton Illness Re-<br>vealed July 25 | Eagleton Withdrawl<br>On July 31 | While Eagleton Was<br>VP Candidate | Search On For Vice<br>President  | Shriver Is Now Vice<br>President    | C<br>M |
|   | Percent Number<br>(000)                | Percent Number<br>(000)          | Percent Number<br>(000)            | Percent Number<br>(000)          | Percent Number<br>(000)             |        |
| <b>♣ DIMENSION #6. . . DO NOT PLAN TO VOTE</b>  |  |                                  |                                    |                                  |                                     |        |
| Base - Do Not Now<br>Plan to Vote Among<br>All Adults.....                                | 100.0 59,925                           | 100.0 57,063                     | 100.0 58,904                       | 100.0 59,083                     | 100.0 62,488                        |        |
| SELF CHOICE   |  |                                  |                                    |                                  |                                     |        |
| McGovern.....   | 8.2 4,928                              | 14.4 8,237                       | 11.7 6,894                         | 17.8 10,524                      | 22.2 13,896                         |        |
| Nixon.....  | 46.2 17,707                            | 53.5 30,539                      | 45.5 26,782                        | 48.6 28,718                      | 45.0 28,113                         |        |
| Undecided*.....   | 45.6 27,290                            | 32.1 18,287                      | 42.8 25,228                        | 33.6 19,841                      | 32.8 20,479                         |        |
| <b>♠ DIMENSION #7. . . FIRST TIME VOTERS</b>  |  |                                  |                                    |                                  |                                     |        |
| A. Number of First<br>Time Voters Who<br>Have Choice or<br>Are Considering<br>Voting..... |  |                                  | 17,497                             |                                  |                                     |        |
| B. Base - Total<br>Self-Interviewed<br>Who Plan to Vote<br>in November.....               |  |                                  | 100.0 77,425                       |                                  |                                     |        |
| C. First Time Voters.   |  |                                  | 18.6 14,421                        |                                  |                                     |        |
| D. Former Voters...   |  |                                  | 81.4 63,004                        |                                  |                                     |        |
| C. Base - First Time<br>Voters Who Plan<br>to Vote For....                                |  |                                  | 100.0 14,421                       |                                  |                                     |        |
| McGovern.....   |  |                                  | 52.0 7,493                         |                                  |                                     |        |
| Nixon.....  |  |                                  | 34.1 4,913                         |                                  |                                     |        |
| Undecided*.....   |  |                                  | 13.9 2,015                         |                                  |                                     |        |
| D. Base - Former<br>Voters Who Plan<br>To Vote For....                                    |  |                                  | 100.0 63,004                       |                                  |                                     |        |
| McGovern.....   |  |                                  | 40.0 25,183                        |                                  |                                     |        |
| Nixon.....  |  |                                  | 55.4 34,902                        |                                  |                                     |        |
| Undecided*.....   |  |                                  | 4.6 2,919                          |                                  |                                     |        |

This is a Copyright Report with a 72 Hour Exclusive for One TV Station In Each Market  
SINDLINGER & COMPANY, INC. --- Harvard and Yale Avenues in Swarthmore, Penn

*(F)*  
*Gendley*

| 9A                                     |                 | Cumulative<br>35 thru 39A          |                 | 40                             |                 | 41                               |                 | Cumulative<br>35 thru 41        |                 | 42                             |                 |
|--|-----------------|------------------------------------|-----------------|--------------------------------|-----------------|----------------------------------|-----------------|---------------------------------|-----------------|--------------------------------|-----------------|
| 6, 287 in #18                          |                 | 11,728                             |                 | 1,295                          |                 | 969                              |                 | 13,992                          |                 |                                |                 |
| 255                                    |                 |                                    |                 |                                |                 |                                  |                 |                                 |                 |                                |                 |
| FRI - August 11<br>THURS - August 17   |                 | FRI - July 14<br>THURS - August 17 |                 | FRI-August 18<br>MON-August 21 |                 | TUE-August 22<br>THURS-August 24 |                 | FRI- July 14<br>THURS-August 24 |                 | FRI-August 25<br>MON-August 28 |                 |
| Mark Reports On<br>North Vietnam Visit |                 | First 35 Days                      |                 | Pre-Republican<br>Convention   |                 | Republican<br>Convention 21-23   |                 | First 42 Days                   |                 | Post-Republican<br>Convention  |                 |
| Percent                                | Number<br>(000) | Percent                            | Number<br>(000) | Percent                        | Number<br>(000) | Percent                          | Number<br>(000) | Percent                         | Number<br>(000) | Percent                        | Number<br>(000) |
| 100.0                                  | 59,119          | 100.0                              | 59,541          | 100.0                          | 60,848          | 100.0                            | 58,364          | 100.0                           | 59,582          | 100.0                          |                 |
| 23.0                                   | 13,617          | 16.3                               | 9,689           | 21.8                           | 13,259          | 21.0                             | 12,239          | 17.1                            | 10,202          | 22.4                           |                 |
| 47.7                                   | 28,186          | 46.1                               | 27,465          | 48.8                           | 29,676          | 55.2                             | 32,211          | 47.0                            | 27,998          | 55.3                           |                 |
| 29.3                                   | 17,316          | 37.6                               | 22,387          | 29.4                           | 17,913          | 23.8                             | 13,914          | 35.9                            | 21,382          | 22.3                           |                 |
|  | 14,876          |                                    | 16,289          |                                | 17,148          |                                  | 17,202          |                                 | 16,880          |                                | 17,184          |
| 100.0                                  | 77,210          | 100.0                              | 76,788          | 100.0                          | 75,481          | 100.0                            | 77,965          | 100.0                           | 76,747          | 100.0                          | 77,639          |
| 19.3                                   | 14,876          | 18.8                               | 14,455          | 19.9                           | 15,055          | 20.4                             | 15,901          | 19.1                            | 14,611          | 20.0                           |                 |
| 80.7                                   | 62,334          | 81.2                               | 62,333          | 80.1                           | 60,426          | 79.6                             | 62,064          | 80.9                            | 62,136          | 80.0                           |                 |
| 100.0                                  | 14,876          | 100.0                              | 14,455          | 100.0                          | 15,055          | 100.0                            | 15,901          | 100.0                           | 14,611          | 100.0                          |                 |
| 45.6                                   | 6,784           | 49.5                               | 7,162           | 44.0                           | 6,627           | 27.5                             | 4,379           | 47.4                            | 6,921           | 36.4                           |                 |
| 38.2                                   | 5,690           | 36.2                               | 5,235           | 36.3                           | 5,471           | 31.1                             | 4,943           | 35.8                            | 5,238           | 38.4                           |                 |
| 16.2                                   | 2,402           | 14.3                               | 2,058           | 19.7                           | 2,957           | 42.4                             | 6,579           | 16.8                            | 2,452           | 25.2                           |                 |
| 100.0                                  | 62,334          | 100.0                              | 62,333          | 100.0                          | 60,426          | 100.0                            | 62,064          | 100.0                           | 62,136          | 100.0                          |                 |
| 20.8                                   | 12,948          | 24.7                               | 18,937          | 18.3                           | 11,057          | 21.7                             | 13,489          | 28.7                            | 17,826          | 20.7                           |                 |
| 56.2                                   | 35,047          | 45.2                               | 34,717          | 56.2                           | 33,990          | 61.3                             | 38,020          | 56.1                            | 34,878          | 59.6                           |                 |
| 23.0                                   | 14,339          | 30.1                               | 8,679           | 25.5                           | 15,379          | 17.0                             | 10,555          | 15.2                            | 9,432           | 19.7                           |                 |

**SINDLINGER'S DIMENSION CONCEPT ON POLITICS**

| Survey Number . . . . .   | 35                                     | 36A                              | Cumulative<br>35 thru 36A          | 37                               | 38                                  |
|---|--|----------------------------------|------------------------------------|----------------------------------|-------------------------------------|
| Report Page Reference<br>For Data By Sex . . . . .                      | 226, 227 in #16                        | 270, 271                         | 238, 239                           | 272, 273 in #17                  | 274, 275 in #17                     |
| Sample Size . . . . .   | 4,103                                  | 2,257                            | 6,360                              | 1,224                            | 1,889                               |
| Dates of Nationwide<br>Interviewing . . . . .                           | FRI - July 14<br>WED - July 26         | TUE - July 25<br>MON - July 31   | FRI - July 14<br>MON - July 31     | TUE - August 1<br>FRI - August 4 | SAT - August 5<br>THURS - August 10 |
| Major Event . . . . .   | Eagleton Illness Re-<br>vealed July 25 | Eagleton Withdrawl<br>On July 31 | While Eagleton Was<br>VP Candidate | Search On For Vice<br>President  | Shriver Is Now Vice<br>President    |
|   | Percent Number<br>(000)                | Percent Number<br>(000)          | Percent Number<br>(000)            | Percent Number<br>(000)          | Percent Number<br>(000)             |
| <b>■ DIMENSION #1. . .WHO SELF WANT TO BE ELECTED AS NEXT PRESIDENT</b> |  |                                  |                                    |                                  |                                     |
| Base - All Adults<br>18 and older                                       | 100.0 136,329                          | 100.0 136,329                    | 100.0 136,329                      | 100.0 136,329                    | 100.0 136,329                       |
| McGovern . . . . .  | 28.6 38,942                            | 28.2 38,462                      | 28.4 38,770                        | 23.4 31,841                      | 22.9 31,259                         |
| Nixon . . . . .   | 49.5 67,499                            | 51.6 70,338                      | 50.2 68,502                        | 51.7 70,516                      | 50.4 68,749                         |
| Undecided* . . . . .  | 21.9 29,888                            | 20.2 27,529                      | 21.4 29,057                        | 24.9 33,972                      | 26.7 36,321                         |
| <b>● DIMENSION #2. . .WHO THINK OTHERS WANT</b>                         |  |                                  |                                    |                                  |                                     |
| McGovern . . . . .  | 24.3 33,196                            | 24.8 33,843                      | 24.5 33,423                        | 22.3 30,352                      | 22.1 30,145                         |
| Nixon . . . . .   | 50.9 69,374                            | 54.1 73,722                      | 52.0 70,912                        | 51.8 70,555                      | 48.6 66,271                         |
| Undecided* . . . . .  | 24.8 33,759                            | 21.1 28,764                      | 23.5 31,994                        | 25.9 35,422                      | 29.3 39,823                         |
| <b>◆ DIMENSION #3. . .WHO THINK WILL ACTUALLY BE ELECTED</b>            |  |                                  |                                    |                                  |                                     |
| McGovern . . . . .  | 25.2 34,389                            | 24.8 33,813                      | 25.1 34,184                        | 11.9 16,169                      | 10.2 13,857                         |
| Nixon . . . . .   | 55.3 75,349                            | 57.1 77,901                      | 55.9 76,255                        | 65.5 89,316                      | 68.7 93,702                         |
| Undecided* . . . . .  | 19.5 26,591                            | 18.1 24,615                      | 19.0 25,890                        | 22.6 30,754                      | 21.1 28,770                         |
| Registered and Plan<br>to Vote in November                              | 56.0 76,404                            | 58.1 79,266                      | 56.8 77,425                        | 56.7 77,246                      | 54.2 73,841                         |
| <b>▶ DIMENSION #4. . .PLAN TO VOTE AND WHO SELF WANT FOR PRESIDENT</b>  |  |                                  |                                    |                                  |                                     |
| Base - Plan to Vote   | 100.0 76,404                           | 100.0 79,266                     | 100.0 77,425                       | 100.0 77,246                     | 100.0 73,841                        |
| McGovern . . . . .  | 41.5 31,692                            | 40.6 32,207                      | 41.2 31,876                        | 27.6 21,318                      | 23.5 17,364                         |
| Nixon . . . . .   | 55.3 42,219                            | 51.4 40,761                      | 53.9 41,720                        | 54.1 41,800                      | 55.0 40,635                         |
| Undecided . . . . .   | 3.2 2,493                              | 8.0 6,298                        | 4.9 3,829                          | 18.3 14,128                      | 21.5 15,842                         |
| <b>* DIMENSION #5. . .WHO PLAN TO VOTE FOR</b>                          |  |                                  |                                    |                                  |                                     |
| McGovern . . . . .  | 44.5 34,014                            | 38.1 30,225                      | 42.2 32,676                        | 23.6 18,243                      | 22.5 16,613                         |
| Nixon . . . . .   | 52.1 39,792                            | 50.2 39,799                      | 51.4 39,815                        | 54.6 42,206                      | 51.5 38,040                         |
| Undecided* . . . . .  | 3.4 2,598                              | 11.7 9,242                       | 6.4 4,934                          | 22.0 16,797                      | 26.0 19,188                         |
| Points and Number<br>Nixon over McGovern . .                            | +7.6 +5,778                            | +12.1 +9,574                     | +9.2 +7,139                        | +31.0 +23,963                    | +29.0 +21,427                       |

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| 39A                                     |                 | Cumulative<br>35 thru 39A          |                 | 40<br>in #19                   |                 | 41<br>in #19                     |                 | Cumulative<br>35 thru 41<br>in #19 |                 | 42                             |                 |
|---|-----------------|------------------------------------|-----------------|--------------------------------|-----------------|----------------------------------|-----------------|------------------------------------|-----------------|--------------------------------|-----------------|
| 286, 287 in #18                         |                 | 288, 289 in #18                    |                 |                                |                 |                                  |                 |                                    |                 |                                |                 |
| 2,255                                   |                 | 11,728                             |                 | 1,295                          |                 |                                  |                 |                                    |                 |                                |                 |
| FRI - August 11<br>THURS - August 17    |                 | FRI - July 14<br>THURS - August 17 |                 | FRI-August 18<br>MON-August 21 |                 | TUE-August 22<br>THURS-August 24 |                 | FRI- July 14<br>THURS-August 24    |                 | FRI-August 25<br>MON-August 28 |                 |
| Clark Reports On<br>North Vietnam Visit |                 | First 35 Days                      |                 | Pre-Republican<br>Convention   |                 |                                  |                 | First 42 Days                      |                 | Post-Republican<br>Convention  |                 |
| Percent                                 | Number<br>(000) | Percent                            | Number<br>(000) | Percent                        | Number<br>(000) | Percent                          | Number<br>(000) | Percent                            | Number<br>(000) | Percent                        | Number<br>(000) |
| 100.0                                   | 136,329         | 100.0                              | 136,239         | 100.0                          | 136,329         | 100.0                            | 136,329         | 100.0                              | 136,329         | 100.0                          | 136,329         |
| 24.1                                    | 32,864          | 26.2                               | 35,698          | 23.0                           | 31,362          | 21.8                             | 29,698          | 25.6                               | 34,886          | 22.8                           | 31,055          |
| 50.9                                    | 69,414          | 50.6                               | 68,917          | 51.5                           | 70,183          | 55.5                             | 75,631          | 51.0                               | 69,502          | 55.8                           | 76,114          |
| 25.0                                    | 34,051          | 23.2                               | 31,714          | 25.5                           | 34,784          | 22.7                             | 31,000          | 23.4                               | 31,941          | 21.4                           | 29,160          |
| 20.8                                    | 28,391          | 23.2                               | 31,610          | 20.5                           | 27,988          | 21.7                             | 29,603          | 22.8                               | 31,138          | 22.9                           | 31,277          |
| 49.6                                    | 67,678          | 51.0                               | 69,504          | 50.4                           | 68,730          | 50.6                             | 68,988          | 50.9                               | 69,393          | 50.4                           | 68,684          |
| 29.6                                    | 40,260          | 25.8                               | 35,215          | 29.1                           | 39,611          | 27.7                             | 37,738          | 26.3                               | 35,798          | 26.7                           | 36,368          |
| 9.8                                     | 13,422          | 18.4                               | 25,040          | 9.7                            | 13,156          | 9.2                              | 12,521          | 16.9                               | 23,076          | 10.0                           | 13,674          |
| 64.7                                    | 88,226          | 60.7                               | 82,725          | 68.1                           | 92,811          | 70.6                             | 96,231          | 62.1                               | 84,603          | 66.1                           | 90,050          |
| 25.5                                    | 34,681          | 20.9                               | 28,564          | 22.2                           | 30,362          | 20.2                             | 27,577          | 21.0                               | 28,650          | 33.9                           | 32,605          |
| 56.6                                    | 77,210          | 56.3                               | 76,788          | 55.4                           | 75,481          | 57.2                             | 77,965          | 56.3                               | 76,747          | 56.9                           | 77,639          |
| 100.0                                   | 77,210          | 100.0                              | 76,788          | 100.0                          | 75,481          | 100.0                            | 77,965          | 100.0                              | 76,747          | 100.0                          | 77,639          |
| 24.9                                    | 19,248          | 33.9                               | 26,009          | 24.4                           | 18,421          | 22.4                             | 17,458          | 32.2                               | 24,712          | 23.0                           | 17,894          |
| 53.4                                    | 41,228          | 54.0                               | 41,452          | 54.4                           | 41,036          | 55.7                             | 43,420          | 54.1                               | 41,552          | 56.2                           | 43,634          |
| 21.7                                    | 16,734          | 12.1                               | 9,327           | 21.2                           | 16,024          | 21.9                             | 17,087          | 13.7                               | 10,483          | 20.8                           | 16,111          |
| 25.6                                    | 19,732          | 34.0                               | 26,099          | 23.4                           | 17,684          | 22.9                             | 17,868          | 32.2                               | 24,747          | 23.8                           | 18,516          |
| 52.8                                    | 40,737          | 52.0                               | 39,952          | 52.3                           | 39,461          | 55.1                             | 42,963          | 52.3                               | 40,116          | 55.4                           | 43,002          |
| 21.6                                    | 16,741          | 14.0                               | 13,853          | 24.3                           | 18,336          | 22.0                             | 17,134          | 15.5                               | 11,884          | 20.8                           | 16,121          |
| +27.2                                   | +21,005         | +18.0                              | +13,853         | +28.9                          | 21,777          | +32.2                            | +25,095         | +20.1                              | +15,369         | +31.6                          | +24,486         |

| Survey Number .....   | 35                                     | 36A                              | Cumulative<br>35 thru 36A          | 37                               | 38                                  | 39A         |
|---|--|----------------------------------|------------------------------------|----------------------------------|-------------------------------------|-------------|
| Report Page Reference<br>For Data By Sex .....  | 226, 227 in # 16                       | 270, 271                         | 238, 239                           | 272, 273                         | 274, 275                            | 286,        |
| Sample Size .....   | 4,103                                  | 2,257                            | 6,360                              | 1,224                            | 1,889                               | 2,21        |
| Dates of Nationwide<br>Interviewing .....   | FRI - July 14<br>WED - July 26         | TUE - July 25<br>MON - July 31   | FRI - July 14<br>MON - July 31     | TUE - August 1<br>FRI - August 4 | SAT - August 5<br>THURS - August 10 | FRI<br>THI  |
| Major Event .....   | Eagleton Illness Re-<br>vealed July 25 | Eagleton Withdrawl<br>On July 31 | While Eagleton Was<br>VP Candidate | Search On For Vice<br>President  | Shriver Is Now Vice<br>President    | Clai<br>Nor |
|   | Percent Number<br>(000)                | Percent Number<br>(000)          | Percent Number<br>(000)            | Percent Number<br>(000)          | Percent Number<br>(000)             | Pe          |
| <b>♣ DIMENSION #6. . . DO NOT PLAN TO VOTE</b>  |  |                                  |                                    |                                  |                                     |             |
| Base - Do Not Now<br>Plan to Vote Among<br>All Adults.....                                | 100.0 59,925                           | 100.0 57,063                     | 100.0 58,904                       | 100.0 59,083                     | 100.0 62,488                        | 11          |
| SELF CHOICE   |  |                                  |                                    |                                  |                                     |             |
| McGovern.....   | 8.2 4,928                              | 14.4 8,237                       | 11.7 6,894                         | 17.8 10,524                      | 22.2 13,896                         | ;           |
| Nixon.....  | 46.2 17,707                            | 53.5 30,539                      | 45.5 26,782                        | 48.6 28,718                      | 45.0 28,113                         | ;           |
| Undecided*.....   | 45.6 27,290                            | 32.1 18,287                      | 42.8 25,228                        | 33.6 19,841                      | 32.8 20,479                         | ;           |
| <b>♣ DIMENSION #7. . . FIRST TIME VOTERS</b>  |  |                                  |                                    |                                  |                                     |             |
| A. Number of First<br>Time Voters Who<br>Have Choice or<br>Are Considering<br>Voting..... |  |                                  | 17,497                             |                                  |                                     | —           |
| B Base - Total<br>Self-Interviewed<br>Who Plan to Vote<br>in November.....                |  |                                  | 100.0 77,425                       |                                  |                                     | 1           |
| C. First Time Voters.   |  |                                  | 18.6 14,421                        |                                  |                                     |             |
| D. Former Voters...   |  |                                  | 81.4 63,004                        |                                  |                                     |             |
| C. Base - First Time<br>Voters Who Plan<br>to Vote For....                                |  |                                  | 100.0 14,421                       |                                  |                                     | 1           |
| McGovern.....   |  |                                  | 52.0 7,493                         |                                  |                                     |             |
| Nixon.....  |  |                                  | 34.1 4,913                         |                                  |                                     |             |
| Undecided*.....   |  |                                  | 13.9 2,015                         |                                  |                                     |             |
| D. Base - Former<br>Voters Who Plan<br>To Vote For....                                    |  |                                  | 100.0 63,004                       |                                  |                                     | 1           |
| McGovern.....   |  |                                  | 40.0 25,183                        |                                  |                                     |             |
| Nixon.....  |  |                                  | 55.4 34,902                        |                                  |                                     |             |
| Undecided*.....   |  |                                  | 4.6 2,919                          |                                  |                                     |             |

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SINDLINGER & COMPANY, INC. --- Harvard and Yale Avenues in Swarthmore, Pennsy.

CONFIDENCE NATIONWIDE  
 1972 CONDUCTED BY  
 PENNSYLVANIA 19081

SPACE FOR TV STATIONS TO FILL  
 TELEPHONED FIGURES EACH TUESDAY AND FRIDAY

|                                  |                 | Cumulative<br>35 thru 39A           |                 | 40                             | 41                               | Cumulative<br>35 thru 41        |                 | 42                             |                 |         |                 |
|----------------------------------|-----------------|-------------------------------------|-----------------|--------------------------------|----------------------------------|---------------------------------|-----------------|--------------------------------|-----------------|---------|-----------------|
| 287 in #18                       |                 |                                     |                 |                                |                                  |                                 |                 |                                |                 |         |                 |
| 5                                |                 | 11,728                              |                 | 1,295                          | 969                              | 13,992                          |                 |                                |                 |         |                 |
| -- August 11<br>FRS-- August 17  |                 | FRI -- July 14<br>THURS-- August 17 |                 | FRI-August 18<br>MON-August 21 | TUE-August 22<br>THURS-August 24 | FRI- July 14<br>THURS-August 24 |                 | FRI-August 25<br>MON-August 28 |                 |         |                 |
| k Reports On<br>th Vietnam Visit |                 | First 35 Days                       |                 | Pre-Republican<br>Convention   | Republican<br>Convention 21-23   | First 42 Days                   |                 | Post-Republican<br>Convention  |                 |         |                 |
| Percent                          | Number<br>(000) | Percent                             | Number<br>(000) | Percent                        | Number<br>(000)                  | Percent                         | Number<br>(000) | Percent                        | Number<br>(000) | Percent | Number<br>(000) |
| 100.0                            | 59,119          | 100.0                               | 59,541          | 100.0                          | 60,848                           | 100.0                           | 58,364          | 100.0                          | 59,582          | 100.0   | 58,690          |
| 13.0                             | 13,617          | 16.3                                | 9,689           | 21.8                           | 13,259                           | 21.0                            | 12,239          | 17.1                           | 10,202          | 22.4    | 13,161          |
| 17.7                             | 28,186          | 46.1                                | 27,465          | 48.8                           | 29,676                           | 56.2                            | 32,211          | 47.0                           | 27,998          | 55.3    | 32,481          |
| 19.3                             | 17,316          | 37.6                                | 22,387          | 29.4                           | 17,913                           | 23.8                            | 13,914          | 35.9                           | 21,382          | 22.3    | 13,048          |
| 14,876                           |                 | 16,289                              |                 | 17,148                         |                                  | 17,202                          |                 | 16,880                         |                 | 17,184  |                 |
| 100.0                            | 77,210          | 100.0                               | 76,788          | 100.0                          | 75,481                           | 100.0                           | 77,965          | 100.0                          | 76,747          | 100.0   | 77,639          |
| 19.3                             | 14,876          | 18.8                                | 14,455          | 19.9                           | 15,055                           | 20.4                            | 15,901          | 19.1                           | 14,611          | 20.0    | 15,528          |
| 80.7                             | 62,334          | 81.2                                | 62,333          | 80.1                           | 60,426                           | 79.6                            | 62,064          | 80.9                           | 62,136          | 88.6    | 62,111          |
| 100.0                            | 14,876          | 100.0                               | 14,455          | 100.0                          | 15,055                           | 100.0                           | 15,901          | 100.0                          | 14,611          | 100.0   | 15,528          |
| 45.6                             | 6,784           | 49.5                                | 7,162           | 44.0                           | 6,627                            | 27.5                            | 4,379           | 47.4                           | 6,921           | 36.4    | 5,656           |
| 38.2                             | 5,690           | 36.2                                | 5,235           | 36.3                           | 5,471                            | 31.1                            | 4,943           | 35.8                           | 5,238           | 38.4    | 5,964           |
| 16.2                             | 2,402           | 14.3                                | 2,058           | 19.7                           | 2,957                            | 42.4                            | 6,579           | 16.8                           | 2,452           | 25.2    | 3,908           |
| 100.0                            | 62,334          | 100.0                               | 62,333          | 100.0                          | 60,426                           | 100.0                           | 62,064          | 100.0                          | 62,136          | 100.0   | 62,111          |
| 20.8                             | 12,948          | 24.7                                | 18,937          | 18.3                           | 11,057                           | 21.7                            | 13,489          | 28.7                           | 17,826          | 20.7    | 12,860          |
| 56.2                             | 35,047          | 45.2                                | 34,717          | 56.2                           | 33,990                           | 61.3                            | 38,020          | 56.1                           | 34,878          | 59.6    | 39,038          |
| 23.0                             | 14,339          | 30.1                                | 8,679           | 25.5                           | 15,379                           | 17.0                            | 10,555          | 15.2                           | 9,432           | 19.7    | 12,213          |

|                    |    |     |       |    |     |      |    |     |      |
|--------------------|----|-----|-------|----|-----|------|----|-----|------|
| 5. NO OPINION..... | 98 | 7.4 | 10058 | 36 | 5.7 | 3732 | 92 | 9.0 | 6620 |
|--------------------|----|-----|-------|----|-----|------|----|-----|------|

|  |     |      |       |     |      |       |     |      |       |
|--|-----|------|-------|-----|------|-------|-----|------|-------|
| REGISTERED AND PLAN TO VOTE IN NOVEMBER..... | 755 | 56.9 | 77639 | 371 | 58.5 | 38458 | 384 | 55.5 | 39181 |
|--|-----|------|-------|-----|------|-------|-----|------|-------|

▶ D. FOURTH DIMENSION---

|                                     |     |       |       |     |       |       |     |       |       |
|-------------------------------------|-----|-------|-------|-----|-------|-------|-----|-------|-------|
| BASE--PLAN TO VOTE IN NOVEMBER..... | 755 | 100.0 | 77639 | 371 | 100.0 | 38458 | 384 | 100.0 | 39181 |
|-------------------------------------|-----|-------|-------|-----|-------|-------|-----|-------|-------|

WHO SELF MOST WANT TO SEE ELECTED IF ELECTION WERE HELD TODAY AMONG ADULTS---FIRST DIMENSION---WHO ARE REGISTERED AND PLAN TO VOTE IN NOVEMBER.

|                        |     |      |       |     |      |       |     |      |       |
|------------------------|-----|------|-------|-----|------|-------|-----|------|-------|
| 1. McGOVERN.....       | 174 | 23.0 | 17894 | 86  | 23.2 | 8915  | 88  | 22.9 | 8979  |
| 2. NIXON.....          | 424 | 56.2 | 43634 | 228 | 61.5 | 23635 | 196 | 51.0 | 19999 |
| 3. OTHER.....          |     | .0   |       |     | .0   |       |     | .0   |       |
| 4. DO NOT KNOW YET.... | 107 | 14.1 | 10974 | 35  | 9.4  | 3628  | 72  | 18.8 | 7346  |
| 5. NO OPINION.....     | 50  | 6.6  | 5138  | 22  | 5.9  | 2281  | 28  | 7.3  | 2857  |

- OVER -

POLITICAL CONFIDENCE  
 SINDLINGER & COMPANY  
 1972 ELECTION SURVEY #42

NATIONWIDE DIMENSION INTERVIEWING FROM FRIDAY, AUGUST 25-MONDAY, AUGUST 28, 1972

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| TABLE 1   | TOTAL  |       |                | MALE   |       |                | FEMALE |       |                |
|---|--------|-------|----------------|--------|-------|----------------|--------|-------|----------------|
|   | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) |
| BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER....  | 1326   | 100.0 | 136329         | 634    | 100.0 | 65721          | 692    | 100.0 | 70608          |
| ■ A. FIRST DIMENSION ---<br><u>WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY.</u> |        |       |                |        |       |                |        |       |                |
| 1. McGOVERN.....  | 302    | 22.8  | 31055          | 148    | 23.3  | 15342          | 154    | 22.3  | 15713          |
| 2. NIXON.....   | 740    | 55.8  | 76114          | 374    | 59.0  | 38769          | 366    | 52.9  | 37345          |
| 3. OTHER.....   | 2      | .2    | 207            | 2      | .3    | 207            |        | .0    |                |
| 4. DO NOT KNOW YET....  | 173    | 13.0  | 17756          | 64     | 10.1  | 6634           | 109    | 15.8  | 11122          |
| 5. NO OPINION.....  | 109    | 8.2   | 11196          | 46     | 7.3   | 4768           | 63     | 9.1   | 6428           |
| ● B. SECOND DIMENSION ---<br><u>WHO THINK MOST OTHER PEOPLE WANT AS THEIR NEXT PRESIDENT.</u>                         |        |       |                |        |       |                |        |       |                |
| 1. McGOVERN.....  | 304    | 22.9  | 31277          | 159    | 25.1  | 16482          | 145    | 21.0  | 14795          |
| 2. NIXON.....   | 668    | 50.4  | 68684          | 323    | 50.9  | 33482          | 345    | 49.9  | 35202          |
| 3. OTHER.....   |        | .0    |                |        | .0    |                |        | .0    |                |
| 4. DO NOT KNOW YET....  | 218    | 16.4  | 22393          | 92     | 14.5  | 9537           | 126    | 18.2  | 12856          |
| 5. NO OPINION.....  | 136    | 10.3  | 13975          | 60     | 9.5   | 6220           | 76     | 11.0  | 7755           |
| ◆ C. THIRD DIMENSION ---<br><u>WHO THINK WILL ACTUALLY BE ELECTED IN NOVEMBER.</u>                                    |        |       |                |        |       |                |        |       |                |
| 1. McGOVERN.....  | 133    | 10.0  | 13674          | 64     | 10.1  | 6634           | 69     | 10.0  | 7040           |
| 2. NIXON.....   | 875    | 66.1  | 90050          | 473    | 74.6  | 49032          | 402    | 58.1  | 41018          |
| 3. OTHER.....   |        | .0    |                |        | .0    |                |        | .0    |                |
| 4. DO NOT KNOW YET....  | 220    | 16.5  | 22547          | 61     | 9.6   | 6323           | 159    | 23.0  | 16224          |

|                        |    |      |      |    |      |      |    |      |      |
|------------------------|----|------|------|----|------|------|----|------|------|
| 4. DO NOT KNOW YET.... | 66 | 11.6 | 6781 | 29 | 11.0 | 3006 | 37 | 12.0 | 3775 |
| 5. NO OPINION.....     | 59 | 10.3 | 6059 | 24 | 9.1  | 2488 | 35 | 11.4 | 3571 |

♠ G. SEVENTH DIMENSION

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| TABLE 1 #42   | TOTAL  |       |                | MALE   |       |                | FEMALE |       |                |
|---|--------|-------|----------------|--------|-------|----------------|--------|-------|----------------|
|   | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) |
| BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER  | 1326   | 100.0 | 136329         | 634    | 100.0 | 65721          | 692    | 100.0 | 70608          |
| NEW FIRST VOTERS.....   | 151    | 11.4  | 15528          | 74     | 11.7  | 7671           | 77     | 11.1  | 7857           |
| NEW FIRST TIME VOTERS WHO ARE REGISTERED OR PLAN TO REGISTER--- AND PLAN TO VOTE IN NOVEMBER..... | 151    | 100.0 | 15528          | 74     | 100.0 | 7671           | 77     | 100.0 | 7857           |
| 1. McGOVERN.....  | 55     | 36.4  | 5656           | 27     | 36.5  | 2799           | 28     | 36.4  | 2857           |
| 2. NIXON.....   | 58     | 38.4  | 5964           | 28     | 37.8  | 2903           | 30     | 39.0  | 3061           |
| 3. DO NOT KNOW WHO WILL VOTE FOR.....   | 38     | 25.2  | 3909           | 19     | 25.7  | 1970           | 19     | 24.7  | 1939           |

- OVER -

SINDLINGER & COMPANY TELEVISION POLITICAL NETWORK

|                    |         |                    |         |                    |         |
|--------------------|---------|--------------------|---------|--------------------|---------|
| Albuquerque, N.M.  | KOAT-TV | Houston, Tex...    | KTRK-TV | Providence, R.I... | WPRI-TV |
| Altoona, Pa....    | WFBG-TV | Jacksonville, Fla. | WTLV    | Romoke, Va....     | WSLS-TV |
| Amarillo, Tex....  | KGNC-TV | Milwaukee, Wis...  | WISN-TV | Sacramento, Cal... | KCRA-TV |
| Binghamton, N.Y.   | WNBZ-TV | Minneapolis, Minn. | KSTP-TV | Seattle, Wash....  | KOMO-TV |
| Buffalo, N.Y....   | WKBW-TV | Mobile, Ala....    | WKRG-TV | Shreveport, La...  | KTAL-TV |
| Charleston, W.Va.  | WCNS-TV | New Haven, Conn.   | WTNH    | Spokane, Wash...   | KREM-TV |
| Chicago, Ill....   | WGN-TV  | New Orleans, La... | WDSU-TV | Springfield, Mo... | KYTV    |
| Denver, Colo....   | KOA-TV  | New York, N.Y....  | WNEW    | Tampa, Fla....     | WFLA-TV |
| Duluth, Minn....   | KDAL-TV | Orlando, Fla....   | WFTV    | Toledo, Ohio....   | WTOL    |
| Durham, N.C....    | WTVD    | Philadelphia, Pa.  | WPVI-TV | Topeka, Kan....    | WIBW-TV |
| Fort Wayne, Ind... | WKJG-TV | Portland, Ore...   | KATU    | Tulsa, Okla....    | KTEW    |
| Fresno, Calif...   | KFSN-TV | Portsmouth, Va...  | WAVY-TV | Washington, D.C.   | WMAL-TV |
| Boston, Mass...    | WNAC-TV |                    |         | Wilkes Barre, Pa.  | WNEP-TV |

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| TABLE 1 #42                                       | TOTAL  |       |                | MALE   |       |                | FEMALE |       |                |
|---|--------|-------|----------------|--------|-------|----------------|--------|-------|----------------|
|   | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) |
| BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER... | 1326   | 100.0 | 136329         | 634    | 100.0 | 65721          | 692    | 100.0 | 70608          |
| PLAN TO VOTE.....                                 | 755    | 56.9  | 77639          | 371    | 58.5  | 38458          | 384    | 55.5  | 39181          |

\*E. FIFTH DIMENSION---

WHO SELF PLAN TO VOTE FOR PRESIDENT IN NOVEMBER---AMONG ADULTS WHO ARE REGISTERED AND QUALIFIED AND PLAN TO VOTE IN NOVEMBER.....

|                       |       |       |       |       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 755                   | 100.0 | 77639 | 371   | 100.0 | 38458 | 384   | 100.0 | 39181 |       |
| 1. McGOVERN.....      | 180   | 23.8  | 18516 | 92    | 24.8  | 9537  | 88    | 22.9  | 8979  |
| 2. NIXON.....         | 418   | 55.4  | 43002 | 216   | 58.2  | 22391 | 202   | 52.6  | 20611 |
| 3. OTHER.....         |       | .0    |       |       | .0    |       |       | .0    |       |
| 4. DO NOT KNOW YET... | 139   | 18.4  | 14277 | 58    | 15.6  | 6012  | 81    | 21.1  | 8265  |
| 5. NO OPINION.....    | 18    | 2.4   | 1844  | 5     | 1.3   | 518   | 13    | 3.4   | 1326  |

♣ F. SIXTH DIMENSION

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| TABLE 1 #42  | TOTAL  |       |                | MALE   |       |                | FEMALE |       |                |
|--|--------|-------|----------------|--------|-------|----------------|--------|-------|----------------|
|  | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) | Sample | %     | Proj.<br>(000) |
| BASE--ALL ADULTS IN 48 STATES 18 YEARS & OLDER   | 1326   | 100.0 | 136329         | 634    | 100.0 | 65721          | 692    | 100.0 | 70608          |
| DO NOT PLAN TO VOTE IN NOVEMBER.....   | 571    | 43.1  | 58690          | 263    | 41.5  | 27263          | 308    | 44.5  | 31427          |
| BASE--NO PLAN TO VOTE IN NOVEMBER.....   | 571    | 100.0 | 58690          | 263    | 100.0 | 27263          | 308    | 100.0 | 31427          |
| WHO SELF MOST WANT TO SEE ELECTED PRESIDENT IF THE ELECTION WERE BEING HELD TODAY--- BUT---DO NOT PLAN TO VOTE/DO NOT VOTE |        |       |                |        |       |                |        |       |                |
| 1. McGOVERN.....   | 128    | 22.4  | 13161          | 62     | 23.6  | 6427           | 66     | 21.4  | 6734           |
| 2. NIXON.....  | 316    | 55.3  | 32481          | 146    | 55.5  | 15135          | 170    | 55.2  | 17346          |
| 3. OTHER.....  | 2      | .4    | 207            | 2      | .8    | 207            |        | .0    |                |

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