

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>
44	8		<input checked="" type="checkbox"/>	Campaign	Memo	To: Gordon From: Thomas W. Benham RE: Information from the Lead of a San Francisco company about CA research organization (sent May 31). 1pg
44	8		<input checked="" type="checkbox"/>	Campaign	Newspaper	Article titled "Calif 6-4, Night LD" written by George Skelton. Discusses McGovern recorded upsurge in a major poll as he prepared to face Hubert Humphrey and three others. 1pg
44	8	5/12/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: R.H. Finch RE: For Your Information RE: Sacramento Report (April 1972) from Robert G. Beverly, Assemblyman, Forty-Sixth District. Report attached. 10pgs
44	8	5/19/1972	<input type="checkbox"/>	Campaign	Memo	To: Thomas W. Benham From: John M. Tyler RE: Best guess as to the people most likely to be doing political research in California. 3pgs
44	8	2/8/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: California poll that showed the President at 28% from Jan 10 and Tom Reed's recent poll showing the President at 32%. 1pg

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44	8	2/1/1972	<input type="checkbox"/>	Campaign	Letter	To: H.R. Haldeman From: Thomas C. Reed RE: Copy of the final monthly survey and arrangement for one Nixon-McCloskey-Ashbrook question of Republicans to be asked in January. 1pg
44	8	1/18/1972	<input type="checkbox"/>	Campaign	Report	Listening Post, Preliminary Survey Results, 1,049 Interviews in Los Angeles and Orange Counties, polling questions about the Republican and Democrat Presidential Primaries. 2pgs
44	8	1/13/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: California Poll. Thomas C. Reed business card, Listening Post Polling Results for December 12, 1971, and memo to: Gordon Strachan from: H.R. Haldeman RE: California Polls attached. 4pgs
44	8	2/9/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Bob Finch RE: "Thought the attached might interest you." 24th Congressional District polling data and articles titled "Poll Sees Finch Winning Congress Race" and "Finch, in Foothills, lauds Nixon's Work" attached. 4pgs
44	8	1/13/1972	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: California Poll. 3pgs
44	8		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unknown) RE: DMI for Tom Reed, and information about polling data. 1pg

<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>
44	8	12/23/1971	<input type="checkbox"/>	Campaign	Memo	To: Attorney General From: Jeb S. Magruber RE: recent California poll. Report titled "The California Poll" from the Independent and Impartial Statewide Survey of Public Opinion, released December 9, 1971, attached. 8pgs



May 31

Cal
Polls

Memorandum

Gordon: Here's some information
I received from the head of our
San Francisco company about
research organizations in California
that may be engaged in or
political research. It's not too
illuminating, but will give you Jack's
professional appraisal at any rate.

If we learn anything more, I'll pass
it on.

Tan

Thomas W. Benham

NIGHT LD

BY GEORGE SKELTON

LOS ANGELES (UPI)--GEORGE MCGOVERN RECORDED ANOTHER UPSURGE IN A MAJOR POLL SUNDAY AS HE PREPARED TO FACE HUBERT HUMPHREY AND THREE OTHERS WHO FORCED THEIR WAY ONTO THE PROGRAM IN THE FINAL NATIONALLY TELEVISED DEBATE BEFORE TUESDAY'S CRUCIAL CALIFORNIA PRIMARY.

A NEW CALIFORNIA POLL SHOWED MCGOVERN AND PRESIDENT NIXON RUNNING EVEN AT 41 PER CENT EACH IN THE STATE WHICH WILL OFFER THE LARGEST BLOC OF ELECTORAL VOTES IN THE NOVEMBER GENERAL ELECTION. HUMPHREY TRAILED NIXON BY 8 POINTS, 42-34.

HUMPHREY'S CAMPAIGN MANAGER, JACK CHESTNUT, MEANTIME APPEALED TO DEMOCRATIC NATIONAL CHAIRMAN LAWRENCE F. O'BRIEN TO "TAKE IMMEDIATE AND APPROPRIATE ACTION TO ENFORCE COMPLIANCE" WITH AN AGREEMENT ON MEDIA SPENDING HE CHARGED MCGOVERN IS VIOLATING IN CALIFORNIA. MCGOVERN HAS DENIED VIOLATING THE AGREEMENT.

THE THIRD TV DEBATE SUNDAY ON ABC'S ISSUES AND ANSWERS HAD FIVE PARTICIPANTS. IN ADDITION TO MCGOVERN AND HUMPHREY, SOLE PARTICIPANTS IN THE FIRST TWO DEBATES, THE FINAL ENCOUNTER INCLUDED LOS ANGELES MAYOR SAM YORTY, REP. SHIRLEY CHISHOLM OF NEW YORK AND RETIRED ARMY GEN. TAYLOR HARDIN, PERSONAL REPRESENTATIVE OF GOV. GEORGE WALLACE, A CALIFORNIA WRITE-IN CANDIDATE.

NEITHER HUMPHREY NOR MCGOVERN WAS PARTICULARLY HAPPY WITH THE NEW ADDITIONS. HUMPHREY SAID BEFORE THE SHOW THEY WOULD "OBVIOUSLY DILUTE THE PERFORMANCE." MCGOVERN REFUSED TO APPEAR WITH JUST HUMPHREY AND YORTY, DEMANDING THAT THE OTHERS ALSO BE INCLUDED.

ABC'S DECISION TO MAKE IT A FIVE-MEMBER DEBATE FOLLOWED A FEDERAL COURT ORDER FRIDAY THAT MRS. CHISHOLM BE GIVEN FREE EQUAL TIME IN VIEW OF HER EXCLUSION FROM THE OTHER DEBATES ON NBC AND CBS.

MCGOVERN, THE FAVORITE IN CALIFORNIA'S PRIMARY WITH ITS BIG BLOC OF 271 DELEGATE VOTES, ALSO PICKED UP AN ADDITIONAL 10 DELEGATES IN OKLAHOMA AND THREE IN KENTUCKY SATURDAY, BRINGING HIS TOTAL TO MORE THAN A THIRD OF THE 1,509 NEEDED TO NOMINATE THE PRESIDENTIAL CANDIDATE AT THE DEMOCRATIC NATIONAL CONVENTION.

THREE OTHER PRIMARIES ALSO WILL BE HELD TUESDAY--NEW JERSEY'S WITH 109 DELEGATES, NEW MEXICO'S WITH 18 AND SOUTH DAKOTA'S WITH 17.

MCGOVERN AND HUMPHREY ARE BOTH ON THE BALLOT IN NEW JERSEY AND NEW MEXICO, BUT MCGOVERN IS UNOPPOSED IN HIS HOME STATE OF SOUTH DAKOTA.

THE NEW CALIFORNIA POLL SHOWED A SUBSTANTIAL GAIN FOR MCGOVERN COMPARED TO A PREVIOUS SURVEY MAY 1. IN THE EARLIER POLL HE TRAILED NIXON BY 43 TO 39 PER CENT AND IN FEBRUARY WAS EVEN FURTHER BACK AT 47-32 PER CENT.

HUMPHREY ALSO ROSE BY ONE PERCENTAGE POINT AFTER TRAILING NIXON A MONTH AGO BY 44-35.

THE PARTIALLY PARALYZED WALLACE, WAGING A CONCENTRATED CALIFORNIA CAMPAIGN THROUGH HIS WIFE, SON AND SUPPORTERS, RECORDED 9 PER CENT WHEN MATCHED WITH NIXON AND EITHER MCGOVERN OR HUMPHREY IN A THREE-WAY RACE.

HUMPHREY'S CAMPAIGN MANAGER CONTENTED IN A LETTER TO O'BRIEN THAT MCGOVERN HAD SPENT \$507,000 ON TELEVISION AND RADIO COMMERCIALS. DEMOCRATIC PRESIDENTIAL CONTENDERS HAD AGREED TO SPEND ONLY \$463,000 IN CALIFORNIA.

THE HUMPHREY STRATEGIST BASED HIS FIGURES ON INFORMATION HE SAID WAS RELEASED BY THE BROADCAST MEDIA.

MCGOVERN'S CAMPAIGN, MEANTIME, ANNOUNCED THAT MORE THAN 25,000 VOLUNTEERS WOULD PARTICIPATE TUESDAY IN "THE MOST EXTENSIVE GET-OUT-THE-VOTE PROGRAM IN THE HISTORY OF CALIFORNIA PRIMARY ELECTIONS."

UPI 06-04 02:58 PED

THE WHITE HOUSE
WASHINGTON

May 12, 1972

*(F) Cal
PDS*

TO: H. R. HALDEMAN

FROM: R. H. FINCH

FYI

Sacramento Report
from
Robert G. Beverly
ASSEMBLYMAN
FORTY-SIXTH DISTRICT

April 1972

Dear Friends:

I am pleased to have this opportunity to preview some of the major issues we face at the 1972 Session of the State Legislature.

Speaker of the Assembly Bob Moretti re-appointed me as Chairman of the Assembly Criminal Justice Committee, which handles all legislation dealing with criminal offenses, peace officers, firearms, drugs, criminal court procedure, correctional and rehabilitation facilities. I am also a member of the Finance and Insurance Committee, Constitutional Amendments Committee and the Local Government Committee.

COASTAL AND ENVIRONMENTAL PROTECTION

Coastal protection -- one of the top issues of conservationists and one especially important to the 46th Assembly District -- is before the Legislature again this year. The measures introduced to date seek to assure that any development along the coastal zone would be coordinated to prevent the loss of California's precious and irreplaceable resources. I am optimistic that a measure to preserve our coastline will be enacted this year.

In enacting such legislation, however, it is important that the private property interest in the coastal zone be protected as well. Local government must retain a strong voice in the development of any plans formulated for protection of the coastal zone.

CONSUMER PROTECTION

I introduced Assembly Bill 659 to give consumers who purchase products with warranties additional protection. My bill proposes that the transfer of goods from one person to another during the lifetime of an express or implied warranty shall not terminate that warranty. There is no reason the seller should not be made to stand behind his warranty even though the product is resold.

EDUCATIONAL FINANCING

In the light of the State Supreme Court's decision voiding the existing system of financing public education because it discriminates against low-wealth school districts, this subject will be a major issue at the current legislative session. Several measures have been introduced to change the entire scope of educational financing, and extensive committee studies are underway to insure an equitable and balanced program.

VOTING RECORD

I was honored recently by being rated as having one of the best voting records on major environmental measures introduced at the 1971 Session of the Legislature. Legislative Birdwatchers, Inc., a group of citizens who index the voting records of State Legislators on these important issues have rated me at 96% - second highest in the Assembly.

The Coalition for Clean Air also rated me as the only member of the Assembly having a 100% voting record on air pollution legislation at the 1970 legislative session.

REAPPORTIONMENT

The battle on reapportionment continues during the current legislative session. The California Supreme Court ruled that if the Legislature could not reach agreement on reapportionment this year, the Court would settle it by the 1974 election. The Court validated the new Congressional District boundaries, but the current Assembly and Senate Districts remain unchanged for the 1972 elections.

PROPERTY TAX RELIEF

Several measures have been introduced to increase the \$750 homeowners property tax exemption at the current session. A Constitutional Amendment was also introduced to limit real property taxes to 1% of the full cash value. Some form of property tax relief is urgently needed, and I will continue to support reasonable measures to lessen this burden.

APRIL 1972

QUESTIONNAIRE

I am interested in your opinions on particular problems which might be solved by legislative action at the State level. Please complete, stamp and return this questionnaire to assist me to better represent you in Sacramento.

* * * * *

Detach Here

1. Would you favor a law to legalize prostitution?
Yes _____ No _____ Undecided _____

2. As an automobile owner, do you support the idea of required annual inspections of all vehicles to insure their safe operating condition and compliance with anti-pollution laws?
Yes _____ No _____ Undecided _____

3. Would you favor statewide lotteries for raising additional revenues to support local schools?
Yes _____ No _____ Undecided _____

4. Do you support the idea of state-controlled off-track betting as a means of increasing revenues?
Yes _____ No _____ Undecided _____

5. How would you assess the accomplishments of Governor Reagan's administration?
Good _____ Fair _____ Poor _____

6. Do you believe that the State should provide financial aid to private and parochial schools?
Yes _____ No _____ Undecided _____

7. Do you approve of heroin addicts being given methadone under a medically supervised maintenance program?
Yes _____ No _____ Undecided _____

8. Should our present abortion laws be liberalized?
Yes _____ No _____ Undecided _____

9. Present law provides for criminal penalties for certain kinds of sexual conduct between consenting adults in private. Would you favor a bill to eliminate these penalties?
Yes _____ No _____ Undecided _____

10. There has been much discussion regarding the penalties for using marijuana. Do you feel the penalties should: Remain unchanged _____ Be more severe _____ Be less severe _____

11. If you were voting for a successor to Governor Reagan today, who would you support among the following whose names are mentioned as possible candidates? (Listed alphabetically.)

Secretary of State Edmund G. Brown, Jr. _____
Presidential Aide Robert H. Finch _____
Controller Houston I. Flournoy _____
Minority Leader Bob Monagan _____
Speaker Bob Moretti _____
Senator George Moscone _____
Lt. Governor Ed Reinecke _____
Attorney General Evelle J. Younger _____
Other _____

Stamp

Assemblyman Robert G. Beverly
46th Assembly District Office
1611 South Pacific Coast Highway
Redondo Beach, California 90277

May 11

Bob Beverly has sent out 76,000 questionnaires to his district and 4800 returns are in.

Who would you like to be Governor in 1974?

Brown	440
Finch	845
Flournoy	55
Monagan	20
Moretti	174
Mosccone	42
Reinecke	523
Younger	<u>771</u>
	2870

1. Would you favor a law to legalize prostitution?

Yes	2339
No	2085
Undecided	<u>406</u>
	4830

2. Do you support annual inspection of all vehicles?

Yes	3252
No	1216
Undecided	<u>347</u>
	4815

3. Do you favor statewide lottery for revenues for schools?

Yes	3316
No	1235
Undecided	<u>291</u>
	4842

4. Do you support state controlled off-track betting?

Yes	3096
No	1343
Undecided	<u>386</u>
	4825

5. How would you assess accomplishments of RR?

Good	2133
Fair	1483
Poor	<u>1162</u>
	4778

6. Do you believe state should provide aid to private and Parichial schools?

Yes	1521
No	2853
Undecided	<u>433</u>
	4807

7. Do you approve of methodone treatment for addicts (heroin)?

Yes	3541
No	531
Undecided	<u>744</u>
	4816

8. Should the present abortion laws be liberalized?

Yes	2742
No	1619
Undecided	<u>456</u>
	4817

9. Would you favor a law to eliminate penalties for sexual conduct between consenting adults?

Yes	3012
No	1364
Undecided	<u>461</u>
	4837

10. Penalties for using marijuana -- do you feel the penalties should:

Remain unchanged	1109
More severe	1171
Less severe	<u>2336</u>
	4616

Additional questions for Assembly District poll

1. The California Supreme Court has abolished the death penalty in California. Do you agree?

yes

no

undecided

2. Should there be liberalization of the laws governing the dissemination of information and materials for prophylactic (birth control) purposes?

yes

no

undecided

Bagley Poll - May 9, 1972 (partial returns)

Who would you like to see as Governor in 1974?

	<u>Republican</u>	<u>Democrat</u>	<u>Non-Partisan</u>	<u>Total</u>
Brown	26	117	18	161
Finch	271	55	22	348
Flournoy	33	8	4	45
Moretti	9	30	3	42
Mosccone	15	62	8	85
Reinecke	228	33	9	270
Tunney	28	127	16	171
Younger	175	41	18	234
None	15	28	22	65
Undecided	<u>148</u>	<u>102</u>	<u>19</u>	<u>269</u>
	948	603	139	1690

OPINION RESEARCH CORPORATION

ORC West, Inc.: 425 Battery Street, San Francisco, California 94111
INTERNATIONAL HEADQUARTERS: PRINCETON, NEW JERSEY 08540

telephone: 415/433-1788

JOHN M. TYLER, Vice President
General Manager, ORC West, Inc.

May 19, 1972

Mr. Thomas W. Benham
President
Opinion Research Corporation
North Harrison Street
Princeton, New Jersey 08540

Dear Tom:

This memorandum is our best guess as to the people most likely to be doing political research in California. Some of it is based on information from Carolyn -- who has worked at Field, Communications Research Center and West Coast Community Surveys, and from Betty White who recently worked at Communications Research Center.

As you know, there are literally hundreds of "marketing research firms" in Los Angeles and the Bay Area. We do not have any information on most of the small shops.

As far as I know from talking with researchers who have done political research locally, it is generally not a very profitable segment of the business. Competition for political research assignments is often intense because of the public relations value they believe it gives them. Research houses are willing to cut their bids and often lose money on the work. In addition, unsuccessful candidates often are hard to pin down for payment after election time.

It is my guess that the great majority of political research being done for municipal and state level candidates for office is done by small research shops who are successful bidders on the basis of price. Further, it is probable that the research is assigned through public relations firms handling the candidates' campaigns.

With that preamble, here is what we would guess about some of the California firms:

. Field Research

Carolyn worked for Field a few years ago. At that time Merv was accepting no custom political research candidates for election in California, although he was working for candidates in other western states. His point of view was that accepting California

assignments would compromise the integrity and believability of his syndicated California Poll, which, as you know, has wide distribution in California newspapers and is widely quoted on radio and television news programs. Merv's personal political leanings are toward the Democratic Party.

. Communications Research Center

When Hugh Schwartz was running Communications Research Center, it was doing some work for candidates for the legislature and local mayoral and municipal office seekers. Candidates they have worked for are Senator John Tunney, Mayor Alioto and State Representative Phillip Burton. The current management is probably not actively seeking this kind of business since it was often unprofitable business.

. Public Response, Inc.

This is a very small, new research firm run by the aforementioned Hugh Schwartz. He personally is very interested in this type of research, and is most likely aggressively soliciting it. We do not know how much, if any, he is currently doing.

. Drossler Research Corporation

It is possible that Drossler is handling sub-contracting assignments from public relations firms.

. Haug Associates, Inc.

Haug's total research volume is probably about the same as Field Corporation and it is probable that they are involved in political research. Their Board of Directors includes many high placed, well-known California businessmen. It is likely that they are getting some assignments through these connections. I would guess their orientation is toward Republican candidates.

. MSI

MSI is a very profitable, high volume field and tab outfit headquartered in Los Angeles, which is run by Dick Hurlburt, an ex-Field employee Merv fired several years ago. It is likely that MSI is doing political research because of its low-cost structure and reputation for good field and tab work.

Mr. Thomas W. Benham
Page 3
May 19, 1972

. West Coast Community Surveys

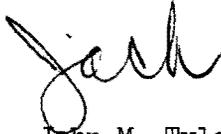
This firm is primarily known as a very high quality, expensive, interviewing service, with the bulk of its business coming from academia and governmentally funded assignments. It is doubtful that they are doing much of this kind of work because of their cost structure.

There has recently been a large-scale, state-wide survey dealing with attitudes toward the controversial Proposition 9 "The Pollution Initiative" which will appear on the June ballot. Although I do not know the research firm involved, it was chosen by Whittaker and Baxter, the public relations firm handling the opposition point of view to Proposition 9. My guess would be that the research was done by MSI.

That's about all we can piece together on the local political scene. I hope it is helpful.

Best regards,

OPINION RESEARCH CORPORATION (west)



John M. Tyler
Vice President, General Manager

JMT:bjw

THE WHITE HOUSE
WASHINGTON

February 8, 1972

*File
Calif
Poll*

TO: H. R. HALDEMAN

FROM: GORDON STRACHAN

On January 10 you asked about a California poll that showed the President at 28%. My January 13 memorandum responding is attached.

Tom Reed just sent you the last poll with this DMI question. It shows the President at 32%.

Attachment .

The California Delegation
to the Republican National Convention of 1972
pledged to the re-election of President Richard M. Nixon
Governor Ronald Reagan, Chairman
Thomas C. Reed, Vice Chairman

1 February 1972

Mr. H. R. Haldeman
The White House
Washington, D.C.

Dear Bob:

Enclosed is a copy of our final monthly survey. As the Delegation Organizing Committee cannot use information beyond this point, our participation now terminates.

I have arranged for one Nixon-McCloskey-Ashbrook question of Republicans to be carried in January. The results will be available before the Committee's final meeting.

Very best regards,



Thomas C. Reed

Enclosure
TCR:h

Post Office Box 371 • San Rafael, California 94902 • (415) 456-7310



LISTENING POST

PRELIMINARY SURVEY RESULTS, 18 JANUARY 1972

1,049 Telephone Interviews in Los Angeles and Orange Counties, December 1971

1. REPUBLICAN PRESIDENTIAL PRIMARY (Republicans only)

"Suppose you were voting for the group who will select the Republican presidential nominee -- which group of the following three would you favor: A group pledged to support Richard M. Nixon; a group pledged to support a candidate more conservative than Richard M. Nixon; or a group pledged to support a candidate more liberal than Richard M. Nixon?"

	More Liberal Group	Nixon Group	More Conservative Group	No Opinion
Los Angeles and Orange Counties	16%	58%	15%	11%
Los Angeles County only	17%	59%	14%	11%
Orange County only	14%	56%	18%	13%

2. DEMOCRAT PRESIDENTIAL PRIMARY (open ended question, asked of Democrats only)

"Which Democrat would you personally like to see nominated for President?"

	This Survey				
	Dec.	Nov.	Oct.	Sept.	Aug.
E. Muskie	28%	30%	30%	34%	18%
E. Kennedy	21%	26%	26%	29%	32%
H. Humphrey	19%	15%	13%	8%	13%
G. McGovern	11%	8%	10%	10%	8%
J. Lindsay	4%	2%	5%	5%	8%
H. Jackson	3%	5%	2%	2%	4%
All others	14%	14%	12%	12%	19%

3. GENERAL ELECTION

A. To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for reelection, would you vote for him?"

	Yes	No	Depends	No Answer
This survey, December	32.2%	40.6%	23.5%	3.7%
November	27.2%	43.8%	26.5%	2.7%
October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%
*Los Angeles County only				
Nov. and Dec.	28.4%	44.7%	23.6%	3.3%
Orange County only, Nov. and Dec.	35.9%	30.5%	30.8%	2.7%
Republicans only, L.A. & Orange, Nov. and Dec.				
	59.2%	10.9%	27.4%	2.5%

B. Head to head vs. Kennedy and Wallace

	Nixon	Kennedy	Wallace	No Opinion
*L.A. County, Nov. & Dec.	40%	41%	7%	12%
L.A. & Orange, Dec.	44%	37%	6%	13%
L.A. & Orange, Nov.	42%	39%	7%	12%
L.A. & Orange, Aug.	39%	44%	9%	8%

*Los Angeles County is reasonably representative of California as a whole.

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

January 13, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

California Poll

You asked what the California poll was (supposedly ours) that showed 28% for the re-election of Nixon.

Decision Making Information, one of the three pollsters working for the Campaign Committee through Bob Teeter, conducts a monthly poll in Los Angeles and Orange County. Tom Reed, the Republican National Committeeman for California, purchased the following question in November:

"Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	<u>Yes</u>	<u>No</u>	<u>Depends</u>	<u>No Answer</u>
This survey - November	27.3%	43.8%	26.4%	2.6%

The full results are attached.

Tom Reed sends the poll results to the Attorney General. Harry Dent occasionally receives copies and forwards them to you. Since you have indicated previously that you did not want to see individual state polls, they have not been forwarded to you.

Lyn Nofziger told me that when he saw these results in December he instructed Tom Reed not to ask that question again. It was not asked in the December or January DMI poll.

When Bob Teeter called DMI to check on whether this 27.3% result was the only result close to the 28% figure you mentioned, DMI was surprised his inquiry came so late. Apparently the results have been known in California since the middle of December.

Mort Allin has not seen any press coverage of this poll.

THOMAS C. REED
MEMBER
REPUBLICAN NATIONAL COMMITTEE

503 D STREET, ROOM 3
NATIONAL COMMITTEEMAN FOR CALIF. SAN RAFAEL, CALIF.
MEMBER OF THE EXECUTIVE COMMITTEE 94901
REPUBLICAN NATIONAL COMMITTEE (415) 456-7310

LISTENING POST

*File
Cal poll*

Preliminary Survey Results, 12 December 1971
1013 Telephone Interviews in Los Angeles and Orange Counties, November 1971

1. DEMOCRAT PRESIDENTIAL PRIMARY (Democrats only)

	This Survey			
	November	October	September	August
E. Muskie	31%	30%	34%	18%
E. Kennedy	27%	26%	29%	32%
H. Humphrey	15%	13%	8%	13%
G. McGovern	7%	10%	10%	8%
H. Jackson	6%	2%	2%	4%
J. Lindsay	2%	5%	5%	8%
All others	13%	12%	12%	19%

2. GENERAL ELECTION

To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	Yes	No	Depends	No
				Answer
This survey, November	27.3%	43.8%	26.4%	2.6%
October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%
Head to Head:				
	R. Nixon	E. Kennedy	G. Wallace	No
				Answer
Total, L.A. & Orange Co.	41.7%	39.4%	7.3%	11.6%
Republicans	84.0%	7.7%	3.7%	4.7%
Democrats	20.3%	60.4%	7.8%	11.5%
Independents	36.2%	31.0%	13.2%	19.5%
L. A. County only*	<u>39.0%</u>	<u>42.5%</u>	7.4%	11.1%
Orange County only	58.5%	20.5%	7.0%	14.0%
Total, L.A. & Orange Co.,				
August survey	39.4%	44.0%	8.5%	8.0%

*Los Angeles County is reasonably representative of California as a whole.



on what?
constant

THE WHITE HOUSE

WASHINGTON

January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: H. R. HALDEMAN *HR*

Find out, please, what the California poll was, (supposedly ours) that showed 28% for the reelection of Nixon.

This is one that was reported recently and I am sure it was a listing of the whole field or something like that, but I'd like to know precisely what the method was on it and what the actual results were.

Mort Allin - nothing.

Rob Teeter -

*lyr Nof - Tom Reed, Nat'l Comm. on Cal Commission
Series of tracking polls in LA Cntes
- cancelled per Lynn Holmes Tuttle
Gen'l Elec.
- now if elec.*

*DMT -
- Not in press but cc RH, AG*

THE WHITE HOUSE
WASHINGTON

February 9, 1970

TO: H. R. HALDEMAN

Thought the attached might
be of interest to you.

Bob Finch

Bob Finch
Counsellor to the President

File

*see
H
see*

24th CONGRESSIONAL DISTRICT

600 Interviewed

Republican only:

Finch	49.5
Richardson	27.6
Don't know	22.9
Finch	61.9
McColl	11.1
Don't know	27.0
Finch	49.8
Richardson	24.4
McColl	4.1
Don't know	21.7

Most important issues - (open end--
more than 100%

Taxes/Fiscal/Property Tax Relief	21.2
Local improvements (traffic, freeways)	19.2
Education/Bussing	14.7
Crime	11.2
Pollution/Ecology	8.2
Racial	2.3
Quality of government	1.8

Democrats and Republicans:

Finch	54.0
Binkley	19.5
Don't know	26.5
Richardson	41.0
Binkley	20.0
Don't know	39.0

Matched With Richardson, McColl, Binkley

How Close Finch, Leaving Congress Race

By BERT WERRMAN
Staff Writer

When it is all over, Peter Finch would win both the primary and general election races in the 20th Congressional District. If he decides to enter the contest, a poll taken last week on Tuesday.

The poll, taken by Opinion Research, shows Finch leading Richardson of Arcadia or Bill McColl of West Covina in the June 6 primary.

It shows him defeating Democrat John Binkley, who announced Tuesday he will seek the post being vacated by Rep. H. Allen Smith, R-Glendale, in November.

More than 600 voters were interviewed at their homes throughout the district, an Opinion Research spokesman said.

The spokesman for the firm, which conducts political polls throughout the state, indicated

the figure was more than the president is re-elected." He has usual number of persons interviewed in a congressional district poll.

Finch, in Sylmar Tuesday for a ceremony turning over to the county portions of the land destroyed San Fernando Veterans Administration Hospital, told a news service reporter he would return to California "after the

usual number of persons interviewed in a congressional district poll. Finch, in Sylmar Tuesday for a ceremony turning over to the county portions of the land destroyed San Fernando Veterans Administration Hospital, told a news service reporter he would return to California "after the

Egypt Talks Of War

Associated Press

Egyptian Premier Aziz Sidky talked of war Tuesday while in Jerusalem, the Israeli Cabinet prepared to accept a U.S.-sponsored peace plan designed to reopen the Suez Canal.

"With the power and arms we have, Egypt is able to start and win the battle to regain the land lost in 1967," Sidky told a gathering of Egyptian workers in Alexandria, Tuesday.

He has scheduled a news conference Thursday in Pasadena to announce his decision whether or not to run in the 20th District primary.

Richardson hasn't yet disclosed his decision and McColl and Binkley have both announced they will run.

The pollsters first matched Finch against Richardson, then

McColl, and then both and submitted their names to Republican voters. Finch and then Richardson were each placed against Binkley in a poll of both Republicans and Democrats.

Results of the poll were:
Republicans only:
Finch 49.5
Richardson 27.6
Don't Know 22.9
Finch 61.9
McColl 11.1
Don't Know 27.0

Finch 49.8
Richardson 24.4
McColl 64.1
Don't know 21.7

Republicans and Democrats:
Finch 54.0
Binkley 19.5
Don't know 26.5

Richardson 41.0
Binkley 29.0
Don't know 30.0

Finch, in Rockwell, Tells of His Work

By CAROLE McKELVEY

^{Staff Writer}
Robert Finch strongly supported the domestic and foreign policies of President Nixon as he spoke to members of the Sunland-Tujunga community Tuesday night.

During a short speech Finch touched on topics as varied as Vietnam, value-added tax, ending the draft, reorganizing the budget, and the need for more medical doctors in the nation.

Finch said the President, while not being able to "bring us all together" as he had hoped, had returned a spirit of civility to the country.

"We look to the next decade with a great sense of optimism," Finch said.

"We have been stabilized. We are not coming apart.

"There were some of us in the late 60's who thought the country might have lost its sense of rational — that an era of violence had taken over.

"We must now determine where we are going, who we are," he said. "This is really the watershed point in our history."

Finch mentioned briefly his period as secretary of HEW, saying he thought he had done a good job.

He said that while at HEW he managed to cut the payroll by the phasing out of certain jobs.

"We cut it from \$120,000 to \$165,000."

Finch said the government is trying to reorganize the budget. "But it is hard to make government responsive," he said. "We have too much in the government of overpromise and underdelivery."

"We are trying some revolutionary proposals. We are confronted by an urban crisis in the area of schools. In the past we have relied too much on the property tax. Two commissions are now working on possible solutions to this problem. The President will be answering this area soon, he said.

Finch said one of the changes being looked at is a so-called value-added tax. "This tax would apply to each transaction any item goes through from manufacturer to buyer," he said. "It may be worth discussing to relieve soaring property taxes.

Finch said local governments are tied down by the current system which requires government approval

for matching fund projects.

"We hope with revenue sharing that Los Angeles County, for example, will be able to carry out projects unfettered.

He charged that the Congress is holding up the President's innovative programs.

"Whether we can get a clear hearing on such things as revenue sharing in a Presidential election year is doubtful," Finch said.

He said the war is "obviously winding down.

"When we came into office," he said, "there were 559,000 of our men in Vietnam. May 1 of this year we will have de-escalated to 65,000 people. It cannot be disputed that we are ending the war."

Finch said the winding down of the war is helping to cause the unemployment problems now faced on the domestic front. "No one wants unemployment. And the President has taken a bold route to break down the economic problems.

"The inter-relationship between the Vietnam War and the unemployment is quite apparent," he said. "We have released 2.2 million men onto the job market from the military and defense industry. And they all have to find jobs," Finch said.

"We have passed the worst part, however, we have bitten the bullet on the economy," he said.

During the question period Los Angeles City Councilman Louis R. Nowell appealed to Finch to ask the President to find a way to let local government have more say over its programs.

"Please take the message back," Nowell said, "that we would rather do it ourself."

Seated at the head table with Finch were members of the local service clubs who sponsored the event. They included Mr. and Mrs. Harry McGregor representing Kiwanis; Mr. and Mrs. Kenny Houge, Rotary; and Mr. and Mrs. Bud Rasmussen, Lions. Supervisor Warren Dorn, Nowell, and Mr. and Mrs. Wellington Love of John Harmer's office were also present.

Master of ceremonies was businessman Clark Drane. The invocation was given by the Rev. Kenneth Monson, Tujunga First Christian Church.

Administratively Confidential

January 13, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

California Poll

You asked what the California poll was (supposedly ours) that showed 28% for the re-election of Nixon.

Decision Making Information, one of the three pollsters working for the Campaign Committee through Bob Teeter, conducts a monthly poll in Los Angeles and Orange County. Tom Reed, the Republican National Committeeman for California, purchased the following question in November:

"Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	<u>Yes</u>	<u>No</u>	<u>Depends</u>	<u>No Answer</u>
This survey - November	27.3%	43.8%	26.4%	2.6%

full results are attached.

Tom Reed sends the poll results to the Attorney General. Harry Dent occasionally receives copies and forwards them to you. Since you have indicated previously that you did not want to see individual state polls, they have not been forwarded to you.

Lyn Nofziger told me that when he saw these results in December he instructed Tom Reed not to ask that question again. It was not asked in the December or January DMI poll.

When Bob Teeter called DMI to check on whether this 27.3% result was the only result close to the 28% figure you mentioned, DMI was surprised his inquiry came so late. Apparently the results have been known in California since the middle of December.

Mort Allin has not seen any press coverage of this poll.

File Cal polls

LISTENING POST

THOMAS C. REED
MEMBER
REPUBLICAN NATIONAL COMMITTEE

Survey Results, 12 December 1971
Los Angeles and Orange Counties, November 1971

503 D STREET, ROOM 3
SAN RAFAEL, CALIF. 94901
(415) 456-7310
COMMITTEEMAN FOR CALIF. THE EXECUTIVE COMMITTEE
SAN NATIONAL COMMITTEE

PRIMARY (Democrats only)

	This Survey			
	November	October	September	August
E. Muskie	31%	30%	34%	18%
E. Kennedy	27%	26%	29%	32%
H. Humphrey	15%	13%	8%	13%
G. McGovern	7%	10%	10%	8%
H. Jackson	6%	2%	2%	4%
J. Lindsay	2%	5%	5%	8%
All others	13%	12%	12%	19%

2. GENERAL ELECTION

To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	Yes	No	Depends	No Answer
	This survey, November	27.3%	43.8%	26.4%
October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

on what? (pointing to 'Depends' column)

constant (bracketed around 'No' and 'Depends' columns)

Head to Head:

	R. Nixon	E. Kennedy	G. Wallace	No Answer
Total, L.A. & Orange Co.	41.7%	39.4%	7.3%	11.6%
Republicans	84.0%	7.7%	3.7%	4.7%
Democrats	20.3%	60.4%	7.8%	11.5%
Independents	36.2%	31.0%	13.2%	19.5%
L. A. County only*	39.0%	42.5%	7.4%	11.1%
Orange County only	58.5%	20.5%	7.0%	14.0%
Total, L.A. & Orange Co., August survey	39.4%	44.0%	8.5%	8.0%

*Los Angeles County is reasonably representative of California as a whole.

THE WHITE HOUSE
WASHINGTON

January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: H. R. HALDEMAN *HR*

Find out, please, what the California poll was, (supposedly ours) that showed 28% for the reelection of Nixon.

This is one that was reported recently and I am sure it was a listing of the whole field or something like that, but I'd like to know precisely what the method was on it and what the actual results were.

Mort Allin - nothing.

Bob Teeter -

*Lygn Nof - Tom Reed, Nat'l Comm. Or/Cal Commissioner
Series of tracking polls in L.A. Contes
- cancelled per Lygn Holmes Tuttle
Gen'l Elec.
- now it ele.*

*DMT -
- Not in press but cc RH, AG*

Teele

O M I for Tom Reed

1000 calls in LA Orange cnty

- now if the elec for P. were held today an RR were running for Re-Ele, would you vote for him?

Pollings
Notes
Oct.

- Tom Reed asked O M I to get absolute RR cor

29% yes for sure

41% not vote for sure

31% depends

101

- That A G had the poll Thanks

- conduct poll every mo,
unique?

File
Cal
Polls

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

December 23, 1971

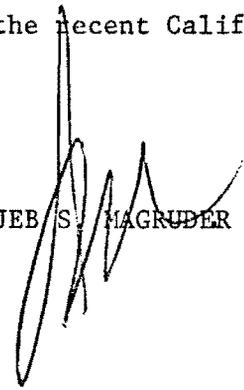
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DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By ~~SP/MAJ~~ NARS, Date ~~5-23-80~~

MEMORANDUM FOR THE ATTORNEY GENERAL

The attached information from the recent California Poll may be of interest to you.

JEB S. MAGRUDER



Attachment

~~CONFIDENTIAL~~

THE PRESIDENT AND NATIONAL STATEWIDE SURVEY OF PUBLIC OPINION
ESTABLISHED AND OPERATED BY FIELD RESEARCH CORPORATION SINCE 1913

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Release #737

For release THURSDAY, DECEMBER 9, 1971

LARGE POTENTIAL FOURTH PARTY
VOTE; PRESENCE WOULD HURT
DEMOCRATS

by Mervin D. Field

IMPORTANT: Contract for this service is subject to re-
vocation if publication or broadcast takes place before
release date or if contents of report are divulged to
persons outside of subscriber staff prior to release time.

Rumblings of a possible fourth party movement are being heard across the land and it is quite possible that next year voters in many states will have a ballot choice of four national presidential tickets.

Within the past fortnight about 200 delegates representing about 23 states attended a fourth party organizing convention in Texas. Naming itself the People's Party, the delegates debated a party platform and reviewed the candidate field for likely 1972 presidential and vice-presidential standard bearers.

Initial support for this fourth party movement comes from a variety of disaffected groups, such as militant young voters, blacks, browns, women's libbers, consumerists, and anti-war activists. While they may lack unity on some policies and issues, their common ground is their dissatisfaction with the present social and political system. They see little difference between the two major parties, and abhor George Wallace. In conventional political description they are liberal, and if they did not form a fourth party, most of them would

shelby vote Democratic or the least of ...

probably vote Democratic as the least of several evils.

This is what disturbs Democratic strategists as they view next year's presidential campaign. They fear that fourth party votes will mean defeat for the party and the re-election of Republican President Richard Nixon.

Last May, and again last month, the California Poll measured public sentiment toward a fourth party movement in this state for president.

The survey's results indicate that there is large potential vote for a fourth party in this state. The amount depends on who heads the Democratic party ticket and who runs on the fourth party ticket.

The survey also shows why Democrats have cause for worry: a fourth party candidate draws more votes from Democratic than from Republican ranks.

In this latest test The California Poll tested the current popularity of two men as possible fourth party candidates: ex-Senator Eugene McCarthy and New York Mayor John Lindsay. In each test Nixon was listed as the GOP candidate and George Wallace as the AIP candidate. Democratic candidates were rotated in order on these simulated ballots.

(MORE)

The California Poll was conducted by the University of California at Berkeley, and the results are being published in the Berkeley Daily Gazette. The poll was conducted by the University of California at Berkeley, and the results are being published in the Berkeley Daily Gazette.

The California Poll was conducted by the University of California at Berkeley, and the results are being published in the Berkeley Daily Gazette. The poll was conducted by the University of California at Berkeley, and the results are being published in the Berkeley Daily Gazette.

While neither McCarthy nor Lindsay "wins" in these tests as fourth party candidates, results show that McCarthy has much more support than Lindsay. Nevertheless, in all cases except one, the appearance of a fourth party still leaves Nixon with substantial pluralities. The exception is when Senator Edward Kennedy is the Democratic candidate. His appeal appears able to stem the defection of some nominal Democratic votes to a fourth party, leaving him at least as strong as Nixon.

In the table below are shown the current candidate popularity standings when Kennedy, Muskie, or Humphrey is the Democratic candidate and McCarthy or Lindsay are fourth party candidates. For comparison purposes, previously published three party results are also shown.

<u>Three Party</u>		<u>4 Parties (McCarthy)</u>		<u>4 Parties (Lindsay)</u>	
Nixon	42%	Nixon	37%	Nixon	39%
Muskie	40	Muskie	30	Muskie	31
Wallace	10	Wallace	7	Wallace	7
Don't know	8	McCarthy	20	Lindsay	18
		Don't know	6	Don't know	5
Nixon	42%	Nixon	35%	Nixon	35%
Kennedy	45	Kennedy	36	Kennedy	41
Wallace	9	Wallace	6	Wallace	5
Don't know	4	McCarthy	18	Lindsay	15
		Don't know	5	Don't know	4
Nixon	46%	Nixon	38%	Nixon	36%
Humphrey	35	Humphrey	25	Humphrey	30
Wallace	10	Wallace	7	Wallace	7
Don't know	9	McCarthy	23	Lindsay	22
		Don't know	7	Don't know	5

When less prominent presidential contenders such as Senators George McGovern, Henry Jackson, Mayor Sam Yorty, Congressman Wilbur Mills and Congresswoman Shirley Chisholm, are listed in the Democratic

slot, Nixon's pluralities become even greater than when Kennedy, Muskie, and Humphrey are listed.

From this evidence, it would seem that if fourth party movement had as its motivating force the desire to change the status quo, it would instead accomplish the opposite -- the election of Richard Nixon. But this is only one way of looking at the situation. The dissidents who would rally around a fourth party banner see in this exercise an opportunity to demonstrate just how powerful they are and expect that even if they don't poll a plurality of votes, they can influence the major parties and their candidates. A significant share of the popular vote, even though it brought no electoral college votes, would also be encouragement for more organization and a better showing in 1976.

More immediate, however, there is the prospect that a fourth party headed by a credible candidate and given a determined effort between now and next November, might just possibly result in winning a state such as California, Illinois, New York. The electoral votes from just one of these states, together with whatever electoral college votes George Wallace got in the South, might be enough to deny either the Republican or Democratic party an outright victory in November. Then, when the House of Representatives subsequently convened to select a President, the congressmen whose districts polled substantial fourth party votes would be under considerable pressure to select a man who would be acceptable to fourth party voters.

(MORE)

<u>Three Party</u>		<u>4 Parties (McCarthy)</u>		<u>4 Parties (Lindsay)</u>	
Nixon	47%	Nixon	40%	Nixon	38%
Jackson	21	Jackson	13	Jackson	12
Wallace	11	Wallace	8	Wallace	7
Don't know	20	McCarthy	29	Lindsay	27
		Don't know	10	Don't know	16
Nixon	45%	Nixon	33%	Nixon	39%
McGovern	33	McGovern	25	McGovern	22
Wallace	10	Wallace	8	Wallace	7
Don't know	13	McCarthy	21	Lindsay	19
		Don't know	9	Don't know	13
Nixon	54%	Nixon	40%	Nixon	39%
Yorty	17	Yorty	11	Yorty	14
Wallace	9	Wallace	6	Wallace	6
Don't know	20	McCarthy	33	Lindsay	30
		Don't know	10	Don't know	11
Nixon	49%	Nixon	39%	Nixon	41%
Mills	19	Mills	9	Mills	11
Wallace	11	Wallace	8	Wallace	7
Don't know	20	McCarthy	31	Lindsay	26
		Don't know	13	Don't know	15
Nixon	50%	Nixon	41%	Nixon	41%
Chisholm	19	Chisholm	8	Chisholm	8
Wallace	11	Wallace	8	Wallace	8
Don't know	19	McCarthy	30	Lindsay	29
		Don't know	13	Don't know	14

THE DEPARTMENT AND MUNICIPAL STATE OF CALIFORNIA
ESTABLISHED AND ORIGINATED BY THE PUBLIC UTILITIES CORPORATION SINCE 1943

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213 6776

INFORMATION ABOUT THIS SURVEY

Dates of interviewing: November 1 - 13, 1971

Population covered by this survey: Representative cross-section of California adult public

Sample design: The survey interviews are selected in accordance with a probability sample design which provides for random (i.e., non-judgmental) selection of households. Assignments in a particular place are done in clusters with randomly drawn addresses as starting points for each cluster of interviews. For this survey, 240 clusters throughout the state were selected. Each cluster consisted of a set of consecutive households beginning with the designated starting household. Interviewers made up to three calls on every listed address in an attempt to complete an interview. One adult per household was selected for interview on a systematic basis to provide a balance by sex and age. Interviewing was conducted during late afternoon and evening on weekdays and all day on the week-end. The sample is designed to be self-weighted on all variables of interest, such as area of state, degree of urbanization, political party affiliation, and socio-economic status. Whenever imbalances in key variables occur in the sample due to sampling variability or other factors, corrective weights are applied during the data processing stage to return the sample to proper proportion.

