

Richard Nixon Presidential Library
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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	13	6/17/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: "RNC Delaware Study." 1pg
44	13	8/27/1971	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan From: Jeb S. Magruder RE: "For Your Information." pertaining to Market Opinion Research's "Delaware Statewide Study (Volume I - Analysis)" (August, 1971). Study attached. 23pgs

June 17, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: RNC Delaware Study

Tom Evans has directed Ed DeBolt to spend \$35-40,000 studying the effect of selective media and campaign devices on voters. Canvass polling of test and control precincts will attempt to assess the impact of targeted approaches to voters by direct mail, telephone, and door-to-door personal persuasion. The test is described in some detail in the Draft Memorandum attached at Tab A. Magruder will advise the Attorney General of this project sometime next week.

Rose Woods sent you a memorandum on June 9 suggesting that a survey be conducted in Delaware. Her memorandum with backup is attached at Tab B. A suggested response to Rose Woods for your signature is attached at Tab C.

Attachments: Draft memorandum.
Memorandum from Rose Woods, dated June 9.
Suggested response to Rose Woods.

GS:elr

CITIZENS FOR THE RE-ELECTION OF THE PRESIDENT

August 27, 1971

FOR: GORDON STRACHAN

FROM: JEB S. MAGRUDER

For your information.

*File
Del
Polls*



DELAWARE STATEWIDE STUDY

(Volume I -- Analysis)

August, 1971

FOREWORD

The purpose of this study was to assess voter opinions on a broad range of national, state, county and city issues at a time between elections, July 1971. Additionally, the study identified perceptions of elected officials at national, state, county and city levels and tested the ballot strength of a number of potential 1972 candidates.

Study Design

Personal interviews using a structured questionnaire were conducted with a representative sample of 601 registered voters in the State of Delaware. Interviewing was done in the end of June and early July 1971 by professional interviewers under the direction of Market Opinion Research, Detroit. The sample was a probability-proportionate-to-size sample based on occupied dwelling units according to the 1970 U.S. Census figures for Delaware.

Sampling error on a sample of this size at the 95% confidence level is $\pm 4.1\%$. This means that when a figure is cited in the sample, the probability is 95 out of 100 that this figure is within $\pm 4.1\%$ of the true figure among registered voters in Delaware.

As a check on the sample, respondents' reported vote for President in 1968 was checked against actual figures for Delaware:

	<u>Actual Vote 1968</u>	<u>Respondents' Recall of Vote (Those Who Voted)</u>
	<u>100%</u>	<u>100%</u>
Nixon	45.1%	51.8%
Humphrey	41.8	41.3
Wallace	13.1	6.9

Although the figure for Nixon is slightly high and the figure for Wallace slightly low, over-time recall tends to move slightly toward the winner.

Comparison by census statistics for Delaware on race in the adult population showed the sample well within error limits:

	<u>Census</u>	<u>Sample</u>
	<u>100%</u>	<u>100%</u>
Negro/black	12.9%	11.0%
White and other	87.1	87.3
Not stated	--	1.7

For purposes of analysis the sample was divided:

Total	601	100%
<u>By Voting behavior at Past State and National Election</u>		
Republican	193	32.3%
Ticket Splitter	172	28.6
Democrat	194	32.1
Marginal	42	7.0
<u>By County</u>		
City of Wilmington	108	18.0
New Castle excluding Wilmington	313	52.1
Kent	87	14.5
Sussex	93	15.4
<u>By Age</u>		
29 and under	90	14.9
30 - 39	138	22.9
40 - 59	230	38.2
60 and over	136	22.6
<u>By Income</u>		
0 - \$4,999	96	16.0
\$5,000 - \$9,999	197	32.8
\$10,000 - \$14,999	142	23.6
\$15,000 and over	87	14.4
<u>By Education</u>		
Less than high school graduate	197	32.8
High school graduate	227	37.8
More than high school graduate	165	27.5
<u>By Date of Interview *</u>		
Before June 29, 1971	131	21.8
June 29 and after	470	78.2

* Note: It should be kept in mind that those interviews that were done before and after June 29 do not represent matched samples. The Governor's message to the legislature simply happened to occur in the middle of the interviewing. Because of this, the before-and-after interviews are compared to the total sample in terms of voting behavior following:

	<u>Total</u>	<u>Before 6/29</u>	<u>After 6/29</u>
	601		
Republican	32.3	29.8	32.8
Ticket splitter	28.6	29.8	28.4
Democratic	32.1	38.2	30.6
Marginal	7.0	2.2	8.3

ISSUES

National

The Asian War receives the most mention as the most important problem facing the nation at the present time, just as it did in a poll of Delaware voters last September. It is also named by the largest percentage as the "single most important problem." The war gets particularly high mention from young voters. The second ranked problem is cost of living and the economic structure, as it was last fall. Compared to last fall, there is a marked drop in the mention of racial integration, pollution/ecology, and youth unrest as important mentioned problems.

Most Important Problems Facing Our Nation

	Named as Important Problem (Multiple Answers Allowed)		Named as <u>Single</u> Most Important Problem	
	% Mention July 1971	% Mention Sept 1970	% Mention July 1971	% Mention Sept 1970
War/Asian conflict	61.6%*	60.8%	42.6%	38.5%
Cost of living/Economic structure	26.5	30.2	10.3	7.0
Drugs/Dope/Narcotics	25.0	18.2	9.3	5.8
Racial problems/Integration	16.3	27.7	5.2	11.5
Crime	12.0	17.2	2.3	5.0
Unemployment	11.5	--	3.8	--
Youth unrest/Generation gap	8.3	17.3	3.0	6.2
Pollution/Ecology/Smog/Overpopulation	8.3	26.0	1.8	9.0
Taxes	6.0	--	1.3	--
Administration/Leadership	5.5	--	2.3	--

All others less than 5% mention.

*75.6% mention among voters age 29 and under.

Voters were asked to rate nine selected national problems on a 0-10 scale on which the more important they considered the problem, the higher a rating they were to give it.

This measure is one of intensity and it is significant that, when the voters are rating the relative importance of a series of issues to them, both drugs and inflation move ahead of Vietnam. It is also significant that unemployment emerges only in middle of the list in Delaware when it is perceived as one of the most important issues nationwide.

When this data is analyzed in terms of voting groups, Republicans rate inflation as the most important problem while ticket splitters rate Vietnam as more important than inflation and equally as important as drugs.

Rate how important a problem each one is at this time?

10=extremely important, 0=extremely unimportant

	Voter Type				County			
	Total	Rep.	T-S	Dem.	Wil.	N.C.	Kent	Sussex
Drugs	9.0	8.8	9.0	9.5	9.1	9.1	8.9	9.0
Inflation/Cost of living	9.0	9.0	8.8	9.3	9.1	9.0	9.0	8.9
Vietnam	8.9	8.8	9.0	9.1	8.8	9.0	8.9	8.8
Crime	8.9	8.7	8.8	9.2	8.8	8.9	8.7	9.0
Unemployment	8.5	8.1	8.2	9.0	8.4	8.5	8.3	8.4
Air/Water pollution	8.0	7.9	7.8	8.3	7.3	8.3	8.1	7.8
Racial problems	7.9	7.7	7.8	8.4	8.0	7.5	7.5	8.1
Health care	7.7	7.1	7.7	8.4	8.1	7.8	7.4	7.2
Civil/Student unrest	7.5	7.1	7.3	8.3	7.3	7.6	7.5	7.6

Over half of all voters perceive the nation as worse off than it was two or three years ago, and this attitude is more prevalent among Democrats than among Republicans or ticket splitters. Only 16% think the nation is better off while 22% think it is in about the same shape.

Generally speaking, do you think the United States as a nation is better or worse off than it was two or three years ago?

	Voter Type				County			
	Total	Rep.	T-S	Dem.	Wil.	N.C.	Kent	Sussex
Better off	16.0%	22.8%	12.2%	11.9%	8.3%	18.8%	17.2%	14.0%
Worse off	56.6	52.8	55.2	61.3	64.8	53.0	52.9	62.4
About the same	22.0	21.2	25.0	20.6	20.4	22.4	25.3	19.4
Don't know	5.5	3.1	7.6	6.2	6.5	5.8	4.6	4.3

Main reasons given among the 56.5% who think the nation is worse off are:

The 16% who think the nation is better off said:

War	29.7%
Inflation/Economy	17.4
Unemployment	13.2
Drugs in U.S. and Vietnam	12.1
Not enough money in circulation/Space expenditures	10.6
No crime control/Law enforcement	10.0
People's attitudes	10.6
U.S. image slipped in relation with other countries	8.2

War situation is better	39.6%
Economy improving/Coping with inflation	13.5
Country is holding its own	12.5
Young people facing problems/Less college demonstrations	8.3

Vietnam

Given three plans the U.S. could follow in dealing with the Vietnam situation, half of respondents choose: "Continue to withdraw troops but with no fixed deadline." In a second question as to whether some troops should remain until all P.O.W.s are released, there is extremely strong support for leaving some troops until the P.O.W.s are freed. This is particularly strong in Kent and Sussex Counties (79%) and among Republicans (71%).

Of the 3 different plans the U.S. could follow in dealing with Vietnam, which one do you prefer?

	<u>Voter Type</u>					<u>County</u>			
	<u>Total</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>	<u>Marq.</u>	<u>City. of Wilm.</u>	<u>Cty. N.C. less Wilm.</u>	<u>Kent</u>	<u>Sussex</u>
Withdraw all U.S. troops immediately	21.1%	17.1%	19.8%	24.7%	28.6%	27.8%	17.6%	21.8%	24.7%
Withdraw all U.S. troops by 12/31/71	21.6	21.2	27.3	18.0	16.7	20.4	22.0	27.6	16.1
Continue to withdraw troops but with no fixed deadline	50.7	56.5	48.8	47.9	45.2	37.0	54.6	47.1	57.0
Don't know	6.5	5.2	4.1	9.3	9.5	14.8	5.8	3.4	2.2

Which of the following two plans in dealing with Vietnam are you most in favor of?

	<u>Voter Type</u>					<u>County</u>			
	<u>Total</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>	<u>Marg.</u>	<u>City of Wilm.</u>	<u>Cty. N.C. less Wilm.</u>	<u>Kent</u>	<u>Sussex</u>
Retaining some forces in South Vietnam until all P.O.W.s are released	65.9%	71.0%	64.0%	63.4%	61.9%	54.6%	62.0%	79.3%	79.6%
Withdrawing all our troops regardless of P.O.W. situation	16.3	13.5	17.4	17.5	19.0	18.5	17.9	10.3	14.0
Don't know	17.8	15.5	18.6	19.1	19.0	26.9	20.1	10.3	6.5

Delaware Issues

According to the respondents surveyed, the most important problems facing Delaware are financial. This is a change from September 1970 when they named ecology and racial problems as the top two issues, and this change appears to be only partially as a result of the recent financial problems in Dover. Even among those interviewed before the Governor's special message to the General Assembly, finances and unnecessary spending were the most frequently mentioned problems. The frequency of mention of finances did, however, double after June 29, 1971. Prior to then it was mentioned by 21.4% as an important problem facing Delaware but after the 29th 42.1% mentioned it as an important state problem. None of the other issues mentioned appear to have been affected by this incident. As an issue, state finances are of much greater importance to Republicans (41%) and ticket splitters (45%) than Democrats (27%).

Personal

Financial problems including inflation, taxes, and the cost of living are the main problems facing Delaware voters and their families. Mention of finance-related issues far exceeds any other concerns and greatly outstrips personal concern about the war. Naming of financial problems is even higher among respondents in high income families than in those with the lowest incomes. Nearly one-fifth of respondents, however, say their family has no problems.

What are the most important problems you and your family are facing at the present time? (Multiple mentions allowed)

	Total Sample	Income			
		0 - \$4,999	\$5,000- \$10,000	\$10,000- \$14,999	\$15,000 and over
Inflation/Cost of living	28.5%	21.9%	28.9%	30.3%	40.2%
Finances/Money problems	20.6	18.8	24.4	22.5	17.2
Taxes	12.8	6.3	12.7	15.5	11.5
TOTAL FINANCIAL	61.9	47.0	66.0	68.3	68.9
Other Problems Named:					
Health	6.3	7.3	6.6	2.1	8.0
Unemployment	6.3	11.5	6.1	4.2	6.9
War/Vietnam	5.2	5.2	3.6	5.6	8.0
Drugs/Drug abuse	5.5	4.2	3.6	9.2	5.7
Education/Cut in education budget	5.0	1.0	1.5	9.9	9.2
Raising a family	4.3	1.0	5.6	2.8	4.6
Crime	4.8	5.2	3.0	7.7	3.4
None/No problems	18.5	29.2	16.8	14.8	12.6
Don't know	10.8	8.3	10.7	7.7	12.6

All others less than 3% mention.

Asked which of their problems the government should help them solve, 30.8% of voters say "none/no problems." Those who think the government should help them name primarily financial problems--inflation/cost of living (22.3%), finances/money problems (16.3%) and taxes (9.3%). Named next is war/Vietnam with only 4.0%.

Despite this large concern about money, most respondents said their family was as well or better off as a year or two ago. This may indicate that even though many people have more money today than they did a year or two ago, continuing inflation and unemployment have made them apprehensive about the future. Expectedly, more of those with incomes over \$10,000 felt better off while more of those in the lowest income group felt worse off. Income groups are probably the main explanation of why Democrats and those in the City of Wilmington expressed more feeling of being worse off (23.2% and 28.7% respectively) than did the total sample (20.5%).

Overall, are you and your family better off, worse off or about in the same situation as you were a year or two years ago?

	Income				
	Total Sample	0 - \$4,999	\$5,000- \$10,000	\$10,000- \$14,999	\$15,000 and over
Better off	30.3%	17.7%	25.4%	47.9%	40.2%
About the same	46.4	44.8	48.2	38.7	47.1
Worse off	20.5	35.4	21.8	11.3	12.6
Don't know	2.8	2.1	4.6	2.1	--

PRESIDENT RICHARD M. NIXON

Ballot Strength

President Nixon was run on a series of secret ballots against Senator Muskie, Senator Humphrey, and Senator Kennedy both with and without George Wallace on the ballot as a third party candidate and with and without Vice President Agnew on the ballot. When the Vice President was included on the ballot with the President, Senator Jackson of Washington was run as the Democratic Vice Presidential candidate with each of the three Democratic presidential candidates.

Without Wallace on the ballot and without any Vice Presidential candidate the President runs slightly behind Kennedy (4%), virtually even with Humphrey and ahead of Muskie (8.8%). When Wallace is added to the ballot, the President runs even with Kennedy, slightly ahead of Humphrey (3%) and well ahead of Muskie (15%). In Delaware Wallace draws his support about equally from ticket splitters and Democrats but gets virtually no support from Republicans.

The introduction of Vice President Agnew as the President's running mate and of Henry Jackson as the Democratic candidate's running mate adds from 5% to 10% net to the President's vote against all of the potential Democratic candidates both with and without Wallace on the ballot.

The difference between Agnew being on the ballot and not being on the ballot is clearly with Republicans.

The President's committed vote with Republicans increases markedly when Agnew is added to the ticket while there is a negligible effect with ticket splitters and Democrats.

Perhaps the most significant finding in the presidential data is that there is an extremely high undecided vote, approaching 50% on several of the test ballots. This abnormally large undecided appears to be a true undecided as a number of the undecided voters were questioned in detail about their choice for President and the vast majority said that they didn't know whom they would vote for. Furthermore, many of them indicated that they were not very excited about any of the potential candidates. There were also indications that there is a low level of believability that any President can or will improve the situation in most of the major national issue areas.

Presidential Ballots

	<u>Total</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>	<u>Wilm.</u>	<u>N.C.</u>	<u>Kent</u>	<u>Sussex</u>
Nixon	33.0%	65.3%	30.1%	5.4%	29.1%	33.3%	34.9%	34.8%
Muskie	24.2	10.9	28.8	33.0	34.5	22.2	25.6	17.4
Undecided	42.8	23.8	41.1	61.6	36.4	44.4	39.5	47.8
Nixon	34.0	63.4	35.6	6.3	30.9	34.0	41.9	30.4
Muskie	19.9	9.9	20.5	27.7	30.9	16.7	23.3	15.2
Wallace	3.9	2.0	5.5	4.5	--	2.5	9.3	8.7
Undecided	42.2	24.8	38.4	61.6	38.2	46.9	25.6	45.7
Nixon-Agnew	38.0	75.0	32.3	8.5	20.8	46.4	40.9	27.7
Muskie-Jordan	25.4	13.0	25.3	40.2	47.2	15.2	34.1	25.5
Undecided	36.6	12.0	42.4	51.2	32.1	38.4	25.0	46.8
Nixon-Agnew	36.3	67.4	35.4	8.5	22.6	43.7	34.1	29.8
Muskie-Jackson	23.7	13.0	20.2	40.2	45.3	15.2	27.3	23.4
Wallace-LeMay	6.8	5.4	8.1	6.1	3.8	4.6	9.1	14.9
Undecided	33.2	14.1	36.4	45.1	28.3	36.4	29.5	31.9
Richard Nixon	23.5	43.6	27.4	4.5	21.8	22.2	32.6	21.7
Hubert Humphrey	24.5	11.9	17.8	40.2	34.5	24.7	23.3	13.0
Undecided	52.0	44.6	54.8	55.4	43.6	53.1	44.2	65.2
Nixon	23.5	42.6	27.4	4.5	20.0	23.5	30.2	21.7
Humphrey	20.9	10.9	13.7	33.9	36.4	19.8	16.3	10.9
Wallace	2.3	--	4.1	3.6	--	1.2	7.0	4.3
Undecided	53.3	46.5	54.8	58.0	43.6	55.6	46.5	63.0
Nixon-Agnew	31.2	58.7	30.3	6.1	18.9	37.7	25.0	29.8
Humphrey-Jackson	21.7	5.4	24.2	39.0	35.8	20.5	13.6	17.0
Undecided	47.1	35.9	45.5	54.9	45.3	41.7	61.4	53.2
Nixon-Agnew	28.1	51.1	30.3	3.7	22.6	32.5	22.7	25.5
Humphrey-Jackson	19.7	5.4	21.2	35.4	35.8	19.2	15.9	6.4
Wallace-LeMay	3.7	4.3	4.0	2.4	1.9	2.6	2.3	10.6
Undecided	48.5	39.1	44.4	58.5	39.6	45.7	59.1	57.4
Richard Nixon	23.5	44.6	26.0	4.5	18.2	24.7	23.3	26.1
Edward Kennedy	27.5	11.9	20.5	43.8	45.5	19.8	34.9	26.1
Undecided	49.0	43.6	53.4	51.8	36.4	55.6	41.9	47.8
Nixon	23.9	41.6	31.5	4.5	18.2	25.3	25.6	23.9
Kennedy	22.9	10.9	13.7	37.5	45.5	15.4	23.3	21.7
Wallace	2.3	--	4.1	3.6	--	1.9	7.0	2.2
Undecided	51.0	47.5	50.7	54.5	36.4	57.4	44.2	52.2
Nixon-Agnew	30.8	55.4	32.3	7.3	22.6	37.7	25.0	23.4
Kennedy-Jackson	22.0	8.7	27.3	29.3	47.2	13.9	13.6	27.7
Undecided	47.1	35.9	40.4	63.4	30.2	48.3	61.4	48.9
Nixon-Agnew	29.2	51.1	30.3	8.5	24.5	34.4	27.3	19.1
Kennedy-Jackson	19.3	7.6	21.2	26.8	43.4	11.3	15.9	21.3
Wallace-LeMay	4.1	4.3	5.1	2.4	1.9	2.6	2.3	12.8
Undecided	47.5	37.0	43.4	62.2	30.2	51.7	54.5	46.8

Perceptions of President Nixon

The percentage of Delaware voters who approve of the way President Nixon is handling his job currently runs 56.2%, while 32.3% disapprove and 11.5% have no opinion. Ticket splitters are close to the sample average, while Republicans and Democrats are expectedly widely spread. While this is a quite favorable rating, it is down slightly from the September 1970 Delaware poll. At that time the President's approval rating was 62.3% and his disapproval 25.0%.

Do you approve or disapprove of the way President Nixon is handling his job?

	<u>Voter Type</u>				<u>County</u>			
	<u>Sample</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>	<u>City of Wilm.</u>	<u>Cty. N.C. less Wilm.</u>	<u>Kent</u>	<u>Sussex</u>
Approve	56.2%	77.2%	55.8%	36.1%	38.9%	61.7%	56.3%	58.1%
Disapprove	32.3	16.6	33.1	47.9	38.0	30.4	33.3	31.2
Don't know	11.5	6.2	11.0	16.0	23.1	8.0	10.3	10.8

The reasons given by the more than half who approve are:

Doing what he can/Trying to do a good job	44.4%
Improving Vietnam War	15.7
Inherited problems/Left with a mess	6.5
Little cooperation from Congress	6.5
Good as any man/Been a good President	6.8
Sincere/Honest	5.9

All others less than 5% mention

The one-third who disapprove say:

War policies/Not acting fast enough	22.7%
Doing a poor job	17.0
Unemployment/Unemployment caused by foreign trade	9.8
Hasn't provided dynamic leadership	7.2
Talks a lot but doesn't come to the point	7.2
Inflation/Not facing our economic situation	6.7
Dishonest/Insincere	7.2
Not for the common man	7.7

All others less than 5% mention -

Asked in what area Nixon has done his best job, the highest and only significant mention is "Vietnam" (34.3%). Nothing else gets even 5% mention. In the 3-4% group are "increase in social security," "air pollution," "foreign affairs," "makes people feel secure," "health care/medicare."

Asked in what area Nixon has done his poorest job and the highest mention is "not controlling inflation" (19.8%). Next comes "Vietnam" (16.8%), "unemployment" (10.0%) and "racial disorders" (6.5%).

Separate questions were asked about each of a list of issues as to whether President Nixon's actions on the issue caused the situation to become better or worse. A majority perceive he has improved the situation by his actions on Vietnam, health care, air/water pollution, civil/student unrest. More perceive that he has made the situation better than see it as made worse with regard to racial problems. The perception that his actions

have made situations worse rather than better is in the area of drugs, crime, unemployment, and inflation/cost of living.

Interestingly, Republicans, ticket splitters, and Democrats all agree, although to different degrees, on the areas which the President's actions have improved or worsened the problem.

While income or education do not discriminate in this data, age is an important variable. In those areas where the President is perceived as having improved the situation, younger voters tend to approve of his actions at a rate greater than the total sample. Conversely, on those issues that the President is perceived as having done a poor job, older voters (60 and over) are much more negative than the total sample. This is particularly true of the unemployment, crime, and drugs.

Did President Nixon's actions in these areas cause the situation to become better or worse?

	<u>Voter Type</u>					<u>County</u>			
	<u>Total</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>	<u>Marq.</u>	<u>City of Wilm</u>	<u>City N.C. less Wilm.</u>	<u>Kent</u>	<u>Sussex</u>
<u>Vietnam</u>									
Better	60.1%	77.2%	57.0%	45.4%	61.9%	47.2%	63.6%	57.5%	65.6%
Worse	28.0	15.5	29.7	39.2	26.2	44.4	20.1	34.5	29.0
Don't know	12.0	7.3	13.4	15.5	11.9	8.3	16.3	8.0	5.4
<u>Health Care</u>									
Better	58.4	65.3	62.2	49.5	52.4	52.8	52.7	71.3	72.0
Worse	24.6	17.1	23.8	32.5	26.2	32.4	25.9	18.4	17.2
Don't know	17.0	17.6	14.0	18.0	21.4	14.8	21.4	10.3	10.8
<u>Air/Water Pollution</u>									
Better	58.2	67.9	57.6	50.5	52.4	46.3	59.4	62.1	64.5
Worse	27.1	19.7	28.5	32.0	33.3	38.9	22.4	25.3	31.2
Don't know	14.6	12.4	14.0	17.5	14.3	14.8	18.2	12.6	4.3
<u>Civil/Student Unrest</u>									
Better	51.2	57.5	51.2	47.4	40.5	48.1	54.6	49.4	45.2
Worse	34.8	28.5	36.6	38.7	38.1	41.7	28.4	36.8	46.2
Don't know	14.0	14.0	12.2	13.9	21.4	10.2	16.9	13.8	8.6
<u>Racial Problems</u>									
Better	47.9	57.5	44.8	42.8	40.5	38.0	46.6	57.5	54.8
Worse	38.3	28.0	43.0	42.8	45.2	51.9	34.5	36.8	36.6
Don't know	13.8	14.5	12.2	14.4	14.3	10.2	18.8	5.7	8.6
<u>Drugs</u>									
Better	34.3	36.8	31.4	33.0	40.5	33.3	38.0	34.5	22.6
Worse	51.2	49.2	53.5	52.1	47.6	58.3	40.6	56.3	74.2
Don't know	14.5	14.0	15.1	14.9	11.9	8.3	21.4	9.2	3.2
<u>Crime</u>									
Better	32.8	43.5	27.9	24.2	42.9	25.9	32.6	47.1	28.0
Worse	50.2	38.3	52.9	60.3	47.6	62.0	42.8	47.1	64.5
Don't know	17.0	18.1	19.2	15.5	9.5	12.0	24.6	5.7	7.5
<u>Unemployment</u>									
Better	22.6	29.0	22.1	17.5	19.0	14.8	20.8	35.6	25.8
Worse	62.2	52.8	65.1	68.6	64.3	75.0	59.4	58.6	60.2
Don't know	15.1	18.1	12.8	13.9	16.7	10.2	19.8	5.7	14.0
<u>Inflation/Cost of Living</u>									
Better	14.0	23.8	9.9	7.2	16.7	13.9	16.0	11.5	9.7
Worse	75.2	62.2	83.1	81.4	73.8	80.6	68.7	85.1	81.7
Don't know	10.8	14.0	7.0	11.3	9.5	5.6	15.3	3.4	8.6

Finally, 40.6% of voters think a change of national administration would be good for the country, 32.9% think it would be bad and 26.5% are undecided. Not unexpectedly, party past voting behavior identifies who thinks it would be good to change (18.1% of Republicans, 55.7% of Democrats and 48.3% of ticket splitters) and who thinks it would be bad (56.0% of Republicans, 18.6% of Democrats and 26.7% of ticket splitters).

The number of voters who think that a change of administration would be good for the country is greatest, predictably with young voters (46.7%), and decreases as age increases. The number who think a change would be bad remains fairly constant among the various demographic groups.

VICE PRESIDENT AGNEW

In Delaware 47.9% of voters approve of the way Vice President Agnew is handling his job and 28.0% disapprove. He has majority approval from both Republicans (67.9%) and ticket splitters (53.5%). By areas he has 38.9% approval in the City of Wilmington, 50.2% in New Castle outside the city, 54.0% in Kent and 45.2% in Sussex Counties. His disapproval is higher than the overall 28% only with Democrats (38.1%) and in the City of Wilmington.

Over half of those who approve of Agnew do so because he "says what he thinks/speaks his mind" (55.2%). Next highest mentions are "does his best" (12.8%) and "makes people think/interested in people" (6.9%).

One-fifth of those who disapprove of him do so because he "talks too much/loud mouth" (19.6%). Other reasons are: "should use discretion/no tact" (10.1%), "not doing anything" (15.5%), "don't like him" (11.9%) and "attitude towards the press/fights with press" (6.5%).

Two further questions were asked concerning the Vice President's attacks on the press and the believability of the media. Over half of those surveyed think Vice President Agnew's attacks on the press have been justified.

Have Vice President Agnew's attacks on the press been justified or not?

	<u>Total Sample</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Justified	53.4%	68.4%	59.9%	35.6%
Not justified	21.3	19.2	21.5	23.7
Don't know	25.3	12.4	18.6	40.7

Asked their own perception of the accuracy of the information they receive in newspapers, on radio and TV, most respondents see it as about half accurate and half inaccurate. This was similar among all voting behavior groups and in the various areas of the state.

How accurate is the information you receive in newspapers, on radio and TV?

Mostly accurate	22.3%
About half accurate/Half inaccurate	60.6
Mostly inaccurate	8.3
Don't know	8.8

Forty-two percent (42%) of Delaware voters (57.0% of Republicans, 45.9% of ticket splitters, and 26.3% of Democrats) think President Nixon should keep Vice President Agnew as his running mate for 1972. Twenty-six percent (26%) say he should not, and the remaining 31.9% "don't know".

There are no major differences from the sample as a whole in any of the demographic breaks on this question.