

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	14		<input checked="" type="checkbox"/>	Campaign	Report	Florida Demographics, Recent Election Results, and Maps of Congressional Districts, Counties, and Selected Cities. 3pgs
44	14	6/18/1970	<input type="checkbox"/>	Campaign	Letter	To: Herbert G. Klein From: Irwin J. Premack RE: Effect that the 16 to 20 year old age groups would have in the 1972 political campaigns, if the voting age were lowered to 18, and Survey No. 849 Questions and Results. 14pgs

FLORIDA
(17 Electoral Votes)

*File
Fla
Polls*

DEMOGRAPHICS

Central and Southern Florida represents part of what Kevin Phillips has called the Sun Belt, a series of relatively new urban-suburban regions, fast-growing because of continuing migration since World War II. These areas are concentrated in Florida (retirement communities, aerospace), Texas (aerospace, electronics, petroleum, natural gas) and California (aerospace and other high technology). They are generally high income, middle class, conservative communities and not structured along the established ethnic patterns of the Northwestern urban areas. In 1968, the President built up a large majority in the Florida Sun Belt, and was able to handily overcome deficits in Miami (heavily Jewish and Latin American) and the north (part of the Deep South and carried by Wallace).

RECENT ELECTION RESULTS*

President	Republican	Democrat	<u>A.I.P.</u>
1968	887 (41%)	677 (31%)	624 (28%)
1964	906 (49%)	949 (51%)	
1960	795 (52%)	749 (48%)	

Statewide Congressional Vote

1970	569 (45%)	681 (55%)
1968	758 (43%)	1012 (57%)
1966	369 (35%)	680 (65%)
1964	421 (30%)	992 (70%)

1968 Presidential Primary (Delegate Slate)

<u>Republican</u>	<u>Democrat</u>
No Preference 51	Smathers 236
	McCarthy 147
	No Preference 128

*Figures in thousands

*/ - 76% of Fla voters regis Dem
- 24% R³ Mail*

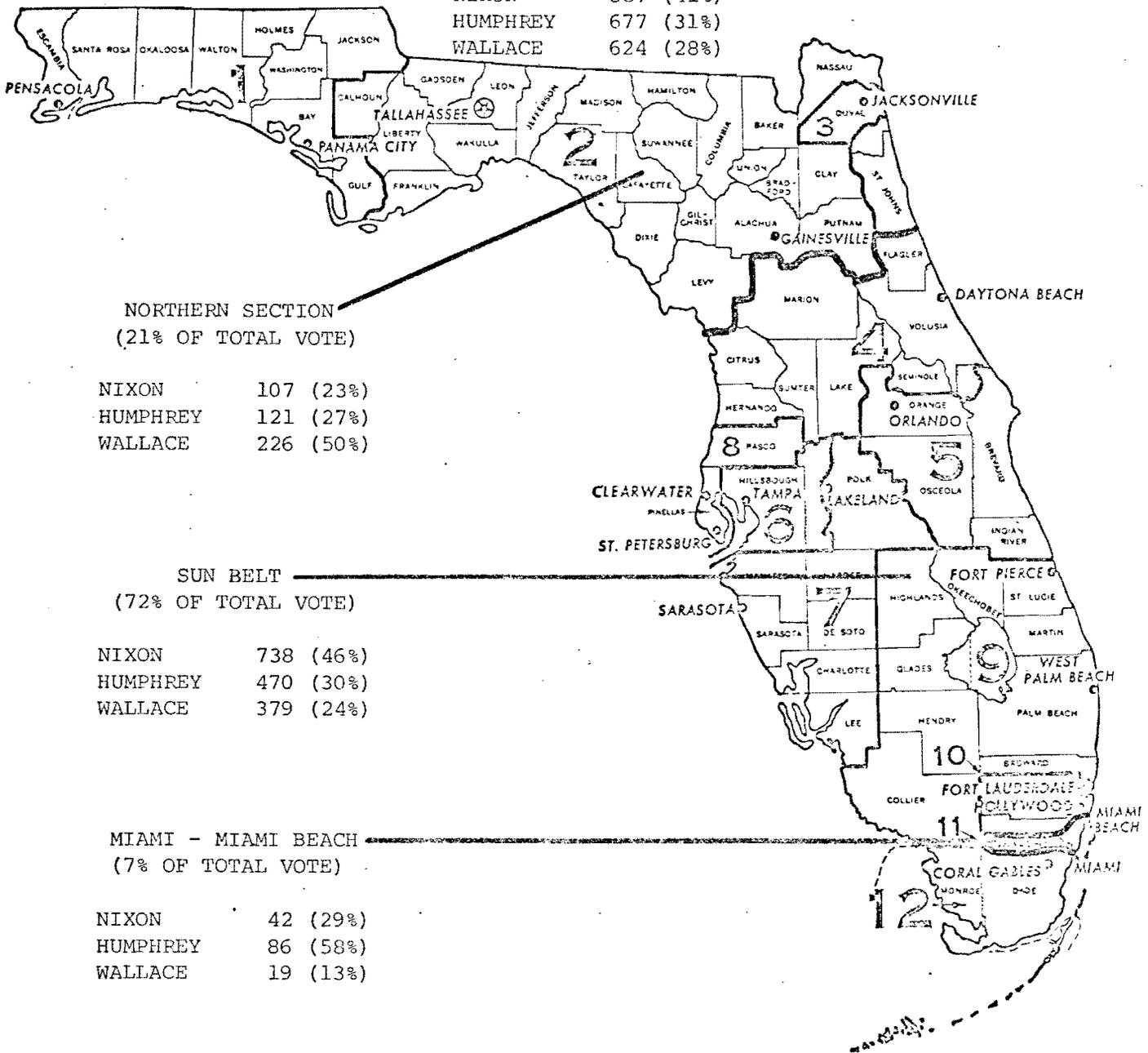
Map of Congressional Districts, Counties, and Selected Cities

(12 Districts)

(1968 VOTE TOTALS IN THOUSANDS)

STATEWIDE RESULTS

NIXON	887 (41%)
HUMPHREY	677 (31%)
WALLACE	624 (28%)



NORTHERN SECTION
(21% OF TOTAL VOTE)

NIXON	107 (23%)
HUMPHREY	121 (27%)
WALLACE	226 (50%)

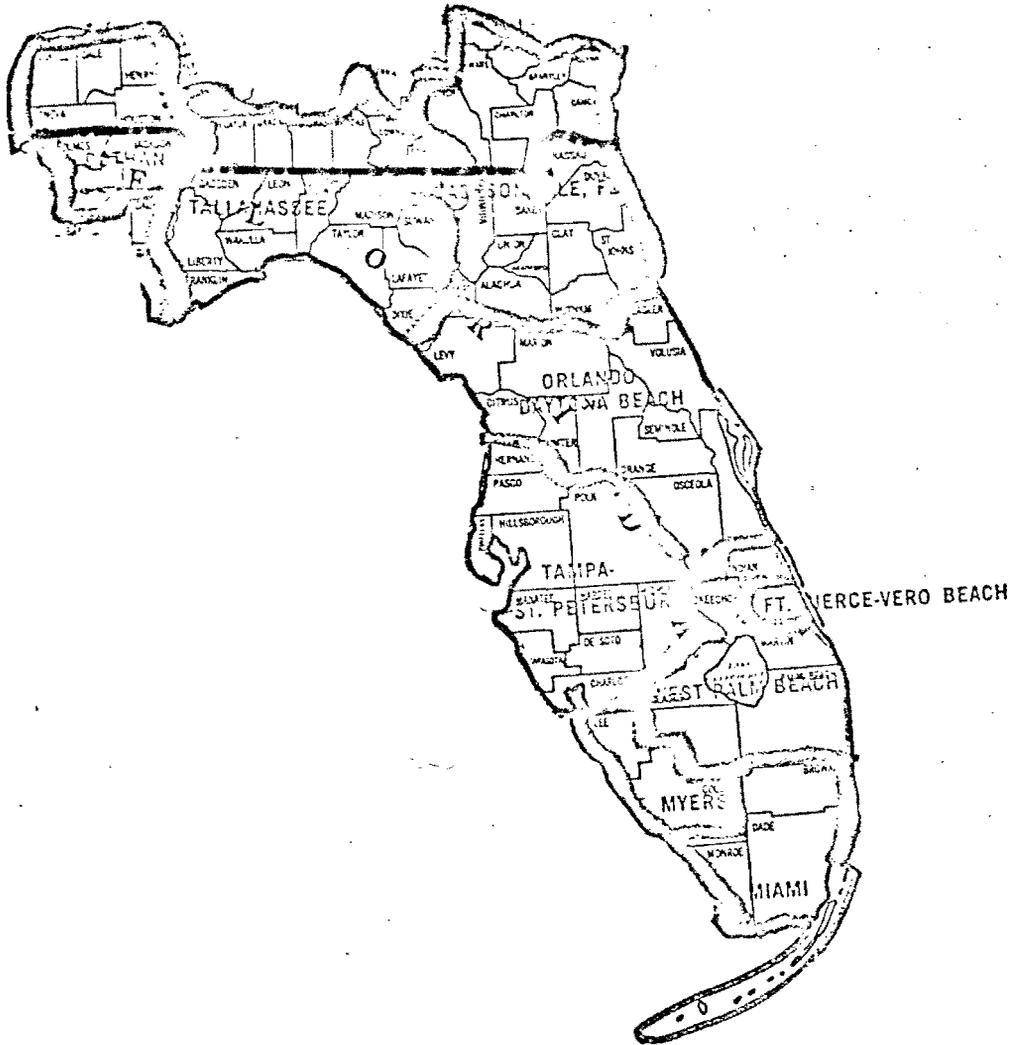
SUN BELT
(72% OF TOTAL VOTE)

NIXON	738 (46%)
HUMPHREY	470 (30%)
WALLACE	379 (24%)

MIAMI - MIAMI BEACH
(7% OF TOTAL VOTE)

NIXON	42 (29%)
HUMPHREY	86 (58%)
WALLACE	19 (13%)

FLORIDA



Media Markets Covering Florida

- Dothan (partially included in state)
- Ft. Myers
- ~ Jacksonville (partially included in state)
- ~ Miami
- Panama City
- * Mobile-Pensacola (partially included in state)
- ~ Orlando-Daytona Beach
- Tallahassee (partially included in state)
- ~ Tampa-St. Petersburg
- ~ West Palm Beach



PREMACK & ASSOCIATES, INC.
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File
Premack
10/10/70
File

June 18, 1970

The Honorable Herbert G. Klein
Director of Communications
for the Executive Branch
The White House
Washington, D. C.

Dear Mr. Klein:

As you may recall from our last meeting in your office, we discussed the effect that the 16 to 20 year old age groups would have in the 1972 political campaigns, if the voting age were lowered to 18 and they all became voters. There are those who hypothesize that they will tend to be very liberal in the broad sense of the word, but it is conceivable that the actual situation may be quite different. I submit that there are other factors:

1. Not all 18 to 21 year olds are college students.
2. Not all necessarily are high school graduates.
3. Many of these youths may, in a sense, be reacting against student unrest.
4. Many of these young people may have been affected adversely, in their frame of reference, by integration, school busing, etc.
5. It is also conceivable that there is a need for pride, expressed in the desire to have heroes and be on the side of a military victory.

June 18, 1970

-2-

Mr. H. Klein

Frankly, all research is based on an hypothesis which we either try to prove or disprove. We do not know the answer. We doubt whether anyone else does.

I am endeavoring to get various newspapers in Florida - the Orlando Sentinel, the Jacksonville Times Union, and the Miami News - to cooperate on a broad-based research project probing these concepts, and adding to this research other questions which will prove newsworthy.

The project was fielded this afternoon in the Orlando area and will be extended as soon as we can get commitments from the other papers. We will break the interview segments into Caucasian, Non-Caucasian, and Latin American, as well as to break the sample up by region of the state.

If this project should prove interesting and if funding could be raised, it could be very significant on a national scale. I am including a questionnaire with this letter and would like to get together with you regarding this research project and the New York study already completed.

Best personal regards.

Yours sincerely,

PREMACK & ASSOCIATES, INC.


Irwin J. Premack
President

IJP/mcp
Enclosure



23. Do you personally believe pre-marital sex is wrong?

Yes _____

No _____

Don't Know _____

No Reply _____

24. Do you believe birth control pills should be readily available to anyone, like aspirins?

Yes _____

No _____

Don't Know _____

No Reply _____

25. Do you think you would object if a person of a different race bought a house next door to where you live?

Yes _____

No _____

Don't Know _____

No Reply _____

26. Do you believe your neighbors would object?

Yes _____

No _____

Don't Know _____

No Reply _____

27. Do you feel abortion should be legalized?

Yes _____

No _____

Don't Know _____

No Reply _____

28. Do you intend to vote when you are legally able?

Yes _____

No _____

Depends _____

Don't Know _____

No Reply _____

17. Do you believe Gov. Kirk was right or wrong to veto the new state budget?

Right _____

Wrong _____

Don't Know _____

No Reply _____

18. Do you believe people should tend to be more conservative or more liberal in their political attitudes?

Conservative _____

Liberal _____

Don't Know _____

No Reply _____

19. Do you approve or disapprove of President Nixon sending troops into Cambodia?

Approve _____

Disapprove _____

Don't Know _____

No Reply _____

20. Do you feel marijuana should be legalized?

Yes _____

No _____

Don't Know _____

No Reply _____

21. Have you ever tried marijuana?

Yes _____

No _____

Don't Know _____

No Reply _____

22. If you wanted marijuana today, would you know where to get it?

Yes _____

No _____

No Reply _____

14. If the general election were held today for Governor of Florida, for whom would you tend to vote: Dade County Mayor Chuck Hall (D), State Senator "Skip" Bafalis (R), Attorney General Earl Faircloth (D), Gov. Claude Kirk (R), State Senator John Mathews (D), Jack Eckerd (R), State Senator Rubin Askew (D), or someone else?

Chuck Hall _____

"Skip" Bafalis _____

Atty. Gen. Earl Faircloth _____

Gov. Claude Kirk _____

State Senator John Mathews _____

Jack Eckerd _____

Rubin Askew _____

Other (Write-In) _____

Don't Know _____

No Reply _____

15. If the general election were held today for the U.S. Senate in Florida, for whom would you tend to vote: Harrold Carswell, Farris Bryant, Bill Cramer, Lawton Chiles, Fred Schultz, or someone else?

Harrold Carswell _____

Farris Bryant _____

Bill Cramer _____

Lawton Chiles _____

Fred Schultz _____

Other (Write-In) _____

Don't Know _____

No Reply _____

16. Do you tend to approve or disapprove of Gov. Kirk's approach to school busing?

Approve _____

Disapprove _____

Don't Know _____

No Reply _____

10. Who do you feel was primarily responsible for the Kent State shootings, the troops, the students, or both?

Troops _____

Students _____

Both _____

Don't Know _____

No Reply _____

11. Do you feel that President Nixon is, in general, doing a good, fair, or poor job?

Good _____

Fair _____

Poor _____

Don't Know _____

No Reply _____

12. Do you feel that we should pull out of Vietnam, keep our men there until there is a peace treaty, or resume the bombing of North Vietnam and go for an all out victory?

Pull out _____

Stay _____

All out victory _____

Don't Know _____

No Reply _____

13. Do you feel that the Nixon's administration's approach to ending the war in Vietnam has been reasonably effective?

Yes _____

No _____

Don't Know _____

No Reply _____

5. Do you believe Parochial schools should receive state or Federal funds?

Yes _____

No _____

Don't Know _____

No Reply _____

6. In general, do you favor sex education classes in the elementary schools?

Yes _____

No _____

Don't Know _____

No Reply _____

7. In general, do you favor sex education classes in the high schools?

Yes _____

No _____

Don't Know _____

No Reply _____

8. Do you feel that pupil and faculty integration of the public schools is working?

Yes _____

No _____

In only some places _____

Don't Know _____

No Reply _____

9. Do you believe that student riots are justified?

Yes _____

No _____

Depends _____

Don't Know _____

No Reply _____

Location _____ Interviewer _____
City _____ County _____ Date _____ Time _____
Nationality _____ Race _____

We are conducting a research survey and do not need your name or address. May I ask you a few questions?

1. How old are you?

16 to 20 incl. _____

Other(TERMINATE) _____

It is possible that the voting age will be lowered nationally to 18 by 1972, allowing you to vote. Therefore, I would like your opinion on the following questions:

2. Are you a student or are you finished with school?

Student _____

Non-student _____

Undecided _____

No Reply _____

3. Do you favor lowering the drinking age to 18?

Yes _____

No _____

Don't Know _____

No Reply _____

4. Do you favor the taxing of church owned property, not utilized for religious purposes?

Yes _____

No _____

Don't Know _____

No Reply _____

TOTALS

10. Who do you feel were primarily responsible for the Kent State shootings, the troops, the students, or both?

<u>Answer</u>	<u>Raw</u>	<u>Sample</u>	<u>Response</u>
Both	877	48.61%	49.13%
Troops	503	27.88	28.18
Students	253	14.02	14.17
Others*	33	1.83	1.85
Don't Know	119	6.60	6.67
No Reply	19	1.05	-
	<hr/>	<hr/>	<hr/>
	1804	100.0	100.0

*Others

W. Rhodes(5) Outsiders(5) Administration(4) Neither(3) College President(3)
M.D.S.(2) Communists(2) Planned agitators(2) President(2) Accident(2)
Newspapers - Society - Nixon.



TOTALS

12. Do you feel that we should pull out of Vietnam, keep our men there until there is a peace treaty, or resume the bombing of North Vietnam and go for an all-out victory?

<u>Answer</u>	<u>Raw</u>	<u>Sample</u>	<u>Response</u>
Pull out	831	46.06%	46.53%
All-out victory	543	30.10	30.40
Stay	364	20.18	20.38
Don't Know	48	2.66	2.69
No Reply	18	1.00	-
	<hr/>	<hr/>	<hr/>
	1804	100.0	100.0



TOTALS

18. Do you believe people should tend to be more conservative or more liberal in their political attitudes?

<u>Answer</u>	<u>Raw</u>	<u>Sample</u>	<u>Response</u>
Liberal	1167	64.69%	66.61%
Conservative	483	26.77	27.57
Don't Know	102	5.65	5.82
No Reply	52	2.88	-
	<hr/>	<hr/>	<hr/>
	1804	100.0	100.0



TOTALS

19. Do you approve or disapprove of President Nixon sending troops into Cambodia?

<u>Answer</u>	<u>Raw</u>	<u>Sample</u>	<u>Response</u>
Disapprove	1023	56.71%	57.93%
Approve	690	38.25	39.07
Don't Know	53	2.94	3.00
No Reply	38	2.11	-
	<hr/>	<hr/>	<hr/>
	1804	100.0	100.0



TOTALS

28. Do you intend to vote when you are legally able?

<u>Answer</u>	<u>Raw</u>	<u>Sample</u>	<u>Response</u>
Yes	1629	90.30%	92.24%
No	98	5.43	5.55
Depends	27	1.50	1.53
Don't Know	12	.67	.68
No Reply	38	2.11	-
	<hr/>	<hr/>	<hr/>
	1804	100.0	100.0

MIAMI AREA TOPICS

