

Richard Nixon Presidential Library
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45	1		<input checked="" type="checkbox"/>	Campaign	Report	Nevada Registered Voters Interviews, including Trial Heat, Nixon-Agnew Popularity, and the Importance of Electing a Senator Who Will Support the President. 1pg

F. RECOMMENDATIONS

This is a close election.

1. Apparently the Vice-President would do as well as the President and in some respects slightly better.
2. Specific targets should be the 1968 Nixon voters supporting Tydings (31%), the self-identifying Republicans supporting Tydings (20-25%), and the 1968 Wallace voters supporting Tydings (33%).
3. Female voters should receive special attention.
4. Trouble spots for Beall are those with less than \$5,000 income, Negroes, Jews, Catholics, and females.



forget them

III. Nevada -- 686 registered voters were interviewed.

A. Trial Heat

The trial heat for U.S. Senate was as follows (committed and leaners combined):

Cannon	59%
Raggio	31%
Undecided	10%

Cannon's strengths run throughout all population sub-groups.

B. Nixon-Agnew Popularity

The standard Gallup question on approval/disapproval produced the following data:

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
Nixon	57	30	13
Agnew	47	39	14

C. Importance of Electing a Senator Who Will Support the President

Respondents were asked how important they felt it would be for Nevada to elect a senator who will support President Nixon's policies in the U.S. Senate.

Results were as follows:

Very important	40%	<i>766</i>
Somewhat important	26%	
Not very important	13%	
Not important at all	16%	