

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>
46	4	8/1/1972	<input type="checkbox"/>	Campaign	Memo	Teeter's detailed analysis of the second wave of campaign polling compiled for Haldeman. 8 pgs.
46	4	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From David N. Parker, via Chapin, to Haldeman RE: scheduling campaign events for RN and the First Family. Handwritten notes added by Haldeman. 7 pgs.
46	4	5/19/1972	<input type="checkbox"/>	Campaign	Memo	From Parker, through Chapin, to Haldeman RE: campaign events for the First Family. Calendars included. 8 pgs.
46	4	6/26/1972	<input type="checkbox"/>	Campaign	Memo	From Richard F. McAdoo to Teeter RE: demographic information for the American military. Detailed figures attached. 5 pgs.
46	4	6/12/1972	<input type="checkbox"/>	Campaign	Memo	From Teeter to Mitchell RE: raising support for RN among "Spanish-Americans." 2 pgs.

[Item N-1]

Committee for the Re-election of the President

MEMORANDUM

August 1, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: ROBERT M. TEETER *Rmt*

SUBJECT: Second Wave Polling Results

This memorandum is to summarize the briefings I am giving the White House personnel you requested I meet with.

We are in relatively good shape against McGovern in terms of the sample ballots. We have broken the pattern of the President only getting 42-46% of the committed vote for the first time. In several of the priority states his committed vote is near or above 50%. We continue to have some problems in Missouri, Oregon, Wisconsin, and Washington although our situation has improved from the first wave. We have rated each of the states we polled A, B, C, D, and E. With A meaning we are in very good shape, B in relatively good shape, C that it is close, D we are in not too good shape, and E we are in bad shape.

Ratings

<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
Alabama	California	Michigan	Wisconsin	None
Connecticut	Maryland	Missouri		
Illinois	New Jersey	Oregon		
Ohio	New York	Washington		
Texas	Pennsylvania			

The President is doing very well for a Republican candidate with all three voting behavior groups. He is losing almost no Republicans, he has substantial leads with the ticket-splitters and is cutting into the Democrats at the 25-30% level. At this point he is doing significantly better among the ticket-splitters than he did in 1968.

Our data indicates that there are two basic groups of ticket-splitters with which we need to be concerned. The first group has been splitting their ticket for some time and in recent years have been splitting in favor of winning Republicans. They tend to be in the 25-50 age group, to be somewhat better educated than the average voter, to have slightly higher incomes than the average voter, in general they are from the upper middle class, and are typically suburbanites.

The second group are those who have only begun to split their ticket in the past few years and who have previously voted straight Democratic. Even though they are now clearly ticket-splitters and are available to us in this campaign, they will still probably vote for a majority of Democrats. Many of them split for Wallace in the last election and many switched from Wallace to Humphrey late in the campaign. This group is lower on the socio-economic scale than the first group and age is somewhat less of a factor. They are often (but not necessarily) Catholic, and in the large cities of the East and Midwest, often have ethnic backgrounds. They are essentially the blue collar working middle class.

Candidate Perception

The President is rated quite well on the three key personality dimensions -- trustworthiness, strength, and competence. He is rated higher on the trustworthy dimension now than he was in January and this is a scale on which we rarely see any movement for a well-known figure. However, there is no significant difference between the President and McGovern on the trust or strength dimensions. He gets his highest ratings by far on the competence dimension and has a large advantage over McGovern.

Several specific questions were asked concerning credibility and the results indicate that a significant number, though a minority, do not think the administration has been completely honest with them, particularly with regard to Vietnam. However, when viewed against the President's personal trustworthiness ratings I think that the problem is as much one of government not being credible as it is of the President himself not being credible. More importantly, I think this is a problem that can be at least partially solved by separating the President from it and then having him attack the problem. Although he hasn't gotten much credit for it, he appears to have done this to a degree by ordering the reviews of classification and secrecy procedures. Another possibility might be for him to attack the pork-barrelling practice of Congress adding non-related spending items to major appropriation bills if and when he vetoes some major spending bills.

The President however does get fairly low ratings on the amiability or friendliness dimensions. While he is seen as trustworthy, strong, and competent he is not seen as warm, friendly, etc. There is no indication, however, that this is detracting from his support. In contrast to 10-12 years ago, being dynamic or friendly is simply not viewed as being an important qualification for the Presidency. This is not to say, however, that higher ratings on these scales would not be of some assistance in attracting new votes.

The President is also seen to a degree as a one dimensional President. That is, in contrast to some past Presidents, he is viewed almost exclusively as one who is the chief of State, and the head of the

government rather than as the head or leader of an entire culture -- sports, the arts, life style, etc. In a sense he is viewed as a "professional" President, that is, one who is trained, experienced, competent, respected for his ability, and concerned with the official duties of his job full time. There is also no evidence that this is losing us any votes at all.

McGovern's perception is still being set at this time. Although most of the respondents could rate him on the various personality and issue scales, his various ratings were similar indicating that the knowledge of him is quite superficial.

Compared to the President, McGovern's ratings for trustworthiness, strength, and amiability were not significantly different from the President's but he was rated much less competent than the President. I would expect to see McGovern's personal image take much more definite shape in the next few weeks.

The most important issues continue to be Vietnam and the economy, particularly inflation, both in terms of general concern and of importance in voting for the President. Taxes, drugs, personal safety are also important but definitely secondary to Vietnam and inflation. The minor issues such as abortion and marijuana do not appear to be affecting Presidential vote. The tendency to lump amnesty, abortion, and marijuana all together is not supported by the data. Amnesty is viewed as part of the Vietnam issues and therefore relatively important. Abortion is not seen as a major national problem and the voters are split almost equally on this question of liberalizing abortion statutes. Liberalization of the marijuana statutes is opposed by a substantial majority, but is not seen as an important issue in the Presidential election.

Bussing is seen as a moderately important problem in those local areas where it is a reality or there is a pending decision but is not at all an important issue outside of those areas. It is not a major national issue and while we may want to use it in those areas that have been directly affected, there is no reason for us to make it a national issue.

Unemployment is a moderately important issue but not one which is currently costing us any votes at this time. Very few people who are most subject to unemployment are potential Nixon voters. This will probably remain the case as long as it continues to decline. There appears to be a threshold at which unemployment becomes a major concern of large numbers of voters whether they are unemployed or not but below that level only those who are unemployed are immediately threatened are concerned. Undoubtedly this is also related to the trend of the unemployment statistics. The issue of more and better jobs has, however, always been an effective issue and even though unemployment per se is not a major concern, I don't think we should overlook the job issue.

The general issue of national defense is also seen as a moderately important issue but with varying attitudes about the specifics. There is support for the idea that a strong national defense is a means to peace. Yet a large majority think we should cut our armed forces. The reason for this is, however, a belief that there is great waste in the defense department, not that we don't need a strong national defense.

% Mention As One of Top
Three Problems Facing U.S.

Vietnam	57
Crime	14
Inflation	13
Drugs	13
Economy	12
Race	11
Unemployment	11
Environment	11
Poverty	9
Taxes	7
Bussing	5

There is some concern on the part of a large group of voters, many of them ours, or potentially ours, with the general issue of change and of the concentration of power in large institutions -- government, labor, business. This issue does not appear to be specific or to have taken shape yet but looks like one which could become of increasing importance. Any of our questions which even hinted at the need for change or the concentration of power issue got strong responses on the side of change and more concern for the individual citizen.

This appears to be particularly true with regard to large unions. More people blame them for inflation than blame business, or the President and Congress combined and other recent data indicates a real lack of sympathy with large or crippling strikes. With regard to business, the problem seems to be one of a lack of faith in the honesty or with being adequately concerned with either the customer's or the public's welfare.

Government is seen as too expensive, distant, inefficient, and simply ineffective. The citizenry simply does not think they are getting their moneys worth for their taxes. At the same time, however, they want and expect government to solve whatever problems they presumably think are important.

With just three exceptions the President's ratings on his handling of issues have held fairly constant and positive since January. Between January and June his ratings on the change issue increased significantly and his ratings on inflation and taxes dropped markedly. His rating on Vietnam remains high with 35% more people rating him positively than negatively.

McGovern's ratings are fairly positive but not very well defined as yet. This, however, may not change for the majority of the issues in the short time between now and the election.

ISSUE HANDLING

	<u>Nixon</u>		<u>McGovern</u>	
	<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
Vietnam	65%	30%	42%	26%
Inflation	47	46	41	42
General Unrest	57	33	43	20
Crime	56	36	46	17
Unemployment	50	43	43	20
Drugs	53	36	44	18
Taxes	46	48	40	24
Bussing	46	40	35	24
Health Care	69	21	50	12
National Defense	73	18	43	23
Environment	60	30	50	11
Racial Problems	60	31	43	20
Foreign Policy	81	11	40	22
Welfare	52	39	43	22

Conclusions

One of the unique things in this set of data is its consistency across the various states particularly with the perception of the President. His strong and weak points in terms of personal perception is very similar in all of the priority states. The major issue concerns are also fairly uniform across states but there is some significant variance in the importance of the secondary issues.

In the top priority states the President's pattern of support is very close to that which Republicans have won with before, that is to get 90-95% of the Republicans, 15-20% of the Democrats, and a large enough majority of the ticket-splitters to win.

Assuming we get 95% of the Republicans and 15% of the Democrats, the following table lists the percentages of the ticket-splitters we must get in each of the priority states to win a two-way race.

Minimum Percentage of Ticket-Splitters
Needed to Win State

California	70%
Connecticut	60
Illinois	60
Michigan	75
Missouri	75
New Jersey	60
New York	65
Ohio	55
Oregon	60
Pennsylvania	70
Washington	65
Wisconsin	70

Our first priority is to re-create what has been the proven winning coalition in those states before. This means we need to get majorities among those who have traditionally split their ticket. Our next priority should then be to go after the Democrats who have just begun to split their tickets. We also should go after those Democrats who have not yet split their tickets but are similar demographically to those who have. Past experience indicates that some campaign effort directed at these people will cause some new ticket-splitting.

In terms of issues we should concentrate on the major national issue Vietnam, the economy, taxes, drugs, and crime. These are the issues that are going to decide the most Presidential votes and it is to our advantage to keep the campaign directed to them and not on the minor issues of abortion and marijuana.

While the data on the President is generally optimistic there are two soft spots or potential problems that need attention. His ratings on inflation and taxes are poor and down sharply from January. These issues are closely related and important to Presidential vote.

We have some weakness in the general issues of change. A large majority think we need fairly drastic change and they do not see the President as being for this change. I think it is important that we show the President as an innovator and as one who is for responsible change as opposed to McGovern who is for radical and irresponsible change.

We should move as soon as possible to harden up these soft spots while they don't appear to be costing us any sizable groups of votes now, they are points at which we are vulnerable to attack. We should move before McGovern has a chance too.

There are several elements that I think should be present in the general thrust or image of the campaign. First, it should have a central idea or theme. We know from the first wave data that the President is viewed as a tactican and as one without a master plan or strategy for the country. A theme or central idea would give us the common thread with which to tie together all of his accomplishments and give the voters a reason to vote for the President.

Second, the campaign should show the breath and complexity of the President's accomplishments and proposals. One of the elements of his support is that he is doing a good job in a very difficult or impossible job. This would take advantage of that feeling.

Third, it should show the President as an innovator and for responsible change for the reasons discussed earlier.

Fourth, it should show him as being concerned about improving the lives of the citizens. We need to emphasize that the ultimate purpose behind all the President's trips, programs, and actions is to help our citizens enjoy better lives. We need to communicate how his program is going to help "you" not some special interest group or institution.

Fifth, we should emphasize those plus qualities which the President is seen as having and which are believable - knowledgeable, wise, competent - and not try to make him something he isn't.

The campaign should have the element of hope. The voters have got to believe that things are going to improve over the next four years with Richard Nixon as President or they have no reason to vote for him. They are not going to reward him for the past four years. One of the basic elements of the American attitude and of American politics has always been hope for better times. People don't like negativism.

We should work to the people's desire for a more calm, orderly, and peaceful life style. Even though we may be on the side of the majority, it does not serve our purpose to become strident or increase the acrimony in the country. One of the problems with the '70 campaign was that while people were against long hair hippies, marijuana, permissiveness, etc. what they were for was a return to a peaceful, orderly life style and while our campaign was on the majority side, we were seen as making the fight two sided but adding to the acrimony.

We now have a fairly large lead which will probably decline, at least partially. However, as long as we have a substantial lead it is to our advantage to keep things calm and on the high road. We should take as few chances as possible and not let it get close.

This is not to say, however, that we should not do anything to introduce some negatives on McGovern. We do need to have a fairly regular flow of negative material on him while his perception is being set but we should take full advantage of his own problems and let the press do as much of it as they will without our help. However, if McGovern's negative press does taper off, we should be very careful about how we attack him. We simply cannot take a chance of damaging the President's respect and trust which are not yet particularly deep or well set. Any attacks on McGovern should be directed at the extreme nature of his positions and not at him personally.

~~CONFIDENTIAL/EYES ONLY~~

34 101
THE WHITE HOUSE
WASHINGTON

July 21, 1972

MEMORANDUM FOR: H. R. HALDEMAN
VIA: DWIGHT L. CHAPIN
FROM: ~~DAVID N. PARKER~~
SUBJECT: Current Schedule Strategy

High Priority
Good

THE PRESIDENT

The schedule is developed with the most important factor being - news impact - with consideration given to its strategic and political value. It is the intent to only propose events (until the first of October at least) that are "Presidential" in nature: which reflect the role of firm leadership. Emphasis will be given to finding and proposing events that only the President can do.

It is expected that a healthy balance of 60% of the President's time being devoted to international affairs and 40% to domestic affairs is appropriate at this time. International events that have domestic overtones are most positive (i. e. trade) and domestic activities should focus on the major issues such as: PEACE, ECONOMY, (Inflation, Taxes), HEALTH, DRUGS, AND CRIME.

In no case will major news events be scheduled where there is a conflict if at all possible. Presently, one national newsworthy event is scheduled daily. It is proposed that, in addition to the major news event, which usually includes a press plan, that consideration be given to allow an additional press photo opportunity daily which would have regional impact, i. e. The Philadelphia Police Athletic League and the New York Subway Contracts Meeting. A national news story daily and a regional press photo story daily would not override each other and only regional events of significant political impact will be considered.

APPROVE H DISAPPROVE _____

To the degree we
can do it

In addition to press conferences and radio address opportunities, the President might have, at a minimum, the following schedule opportunities over the next four months:

MAJOR ANNOUNCEMENTS

AUGUST

~~Running Mate~~ *[Handwritten scribble]*
Italian Summit
Peace Talk Progress
Acceptance Speech
American Legion - Strong National Defense
Japanese Summit
Troop Withdrawals

SEPTEMBER

Labor Day Event
Busing Statement
Revenue Sharing Passage
Phase III: Economic Controls (or end of them)
Screw Worm Treaty Signing with Echeverria
in Texas *Ready a wall*
hang on.

OCTOBER

Nuclear Arms Limitation Treaty
Congressional Adjournment - Blast on
ineffectiveness
Announce USSR Leaders Visit date
Veterans Day Event ?
~~no~~ Address UN Opening Session *no*
Troop Withdrawal

CAMPAIGN ACTIVITIES

AUGUST

Platform
Convention
Acceptance
California Homecoming

SEPTEMBER

Kick-Off (?) *No!*
Midwest Rally
East Coast Rally ?

OCTOBER

Ticker Tape Parade/Motorcade
Columbus Day Event
Pulaski Day Event
Astrodome Rally
TV Speeches

WHITE HOUSE EVENTS

INTERNATIONAL

Italian Summit
Japanese Summit (in Hawaii)
Pompidou Speech (?) *what's that?*
International Narcotics Control Conference
U.S. - U.S.S.R. Trade Negotiations
CIEP
NSC
FIAB
Key Ambassadors (Political- get them out
to national foreign affairs forums)
Joint Chiefs of Staff

DOMESTIC

Cabinet
Domestic Council
Quadriad
CEA
Troika
Radio Addresses
Prominent Women Event
Elderly Event
Sign Older Americans Act
Medal of Honor Ceremony (Live) *No*
Cost of Living Council
Republican Governors
Chiefs of Police Crime Conference

Also, consideration should be given to the President making a dramatic trip to Capitol Hill to encourage Congress to speed his key legislative proposals.

develop a proposal

AREAS OF GEOGRAPHICAL CONCENTRATION

The issues that will have major regional impact around the country are probably centered on agriculture, busing, and elderly needs. Trip concepts will be developed to pay attention to each of these concerns. In addition, special ethnic interest events will be built around Columbus Day, Pulaski Day in October.

Based on our latest Key State List, and our latest polling information, the President should visit, at a minimum, the following places during the campaign:

- California
 - ✓ San Francisco - Environmental Event ?
 - ✓ Southern - Economy oriented event
 - ✓ Valley - Agricultural event
- New York
 - ✓ Suburban NYC - Economy
 - ✓ Albany-Syracuse - Jobs ?
 - ✓ Buffalo - Ethnic
- Pennsylvania
 - ✓ Philadelphia - Economy
 - ✓ Pittsburgh - Ethnic
- New Jersey - Economy and Peace
- Illinois
 - ✓ Cook County - Economy, Peace, Crime
 - ✓ Downstate - Economy, Agriculture
- Ohio - Peace, Economy, Agriculture, Environment
- Michigan - Busing, Economy, Jobs
- Connecticut - Ethnic, Economy *Why?*
- Maryland - Economy *Why?*
- Texas
 - ✓ Western - Agriculture
 - ✓ Houston - Economy
 - ✓ Dallas - Economy

*I really question
the whole
arrangement.
This will be
a really
awful
situation
and then
received
of me.*

FIRST FAMILY STRATEGY

To seize every possible opportunity to involve the First Family in creditable events in areas of major media concentration in order to capitalize on television. However, major media concentration is not the over-riding criteria for trips. Many activities will be planned outside of Key States and particularly in those areas where we would not want constituencies to feel neglected, and in those areas where it is not expected that the President will be able to visit. These areas would include:

Secondary Cities

- ✓ California
- ✓ New York
- ✓ Ohio
- ✓ Michigan

Pennsylvania
Illinois

Areas of Population Concentration of

- ✓ Catholic
- ✓ Polish
- ✓ Italian
- ✓ Irish
- ✓ Mexican-American
- ✓ Elderly

- Southern States
- Mountain States
- New England States

Primary
Secondary

Trip Format

Each stop will be centered around a good newsworthy and photographic event. They will be more political (and personal) than the President's events - many re-election events. Additionally, each opportunity to place the principal with the press and on local TV Talk Shows will be seized. Short photo opportunities with interesting local citizens and drop-bys at stalwart meetings and receptions will always be added when feasible.

Quotas

Mrs. Nixon

Between now and the convention, Mrs. Nixon will be asked to do at least one out-of-town trip per week. Each trip will consist of two events in one day, in two different States when possible. Each event will be designed to maximize TV exposure and personal contact and minimize the

necessity for speaking.

✓ Mrs. Nixon should concentrate on all areas of high Polish and Irish concentration in Key States.

Daughters

It is hoped that both Julie and Tricia, between now and the convention, will do six one-day trips. In September this should increase to six one-day trips and two three to four day trips (13 days). In October, their schedule should expand to travel up to 20 days. Their trip concepts will include heavy emphasis on elderly areas, and key Mexican-American communities. It is expected that the girls will do most of the trip swings into the areas that need attention but not Presidential attention. Each trip will be designed in such a way as to get them into a major media market and a secondary media market daily. The girls should concentrate on speaking on the health issue, vocational education, and drugs. *Excellent*

see the problem

No - we're overplaying that

David

With David going to sea on September 5th, he will probably only participate in 3 events between now and then:

Get them going on fr. gov. say think + Russia things

- ✓ Pre-Game Interview All Star Game
- Dedication of Mount Eisenhower - New Hampshire
- The Convention

Ed

After Ed's Bar Exams on July 29th, he has stated he will be available to participate in a number of events on behalf of the President.

✓ We do not have a clear reading as to the frequency of his events, however, we would expect that he would travel as much as Tricia would. Hopefully, he will travel independently of her.

We are presently trying to ascertain what subject areas Ed would like to speak out on. At this moment, crime and drugs appear to be highest on the list. Once we have developed appropriate recommendations for Ed, they will be submitted to him so that he can make a decision as to what issue or issues he wants to speak out on. At that time appropriate briefing papers and speeches will be developed and his schedule will be set.

Good

The Vice President

The Vice President should be given specific target assignments and issue assignments to strike out on throughout the campaign. He should be on the road constantly, hitting every Key State several times over and over again. Just before the election, he should do a final blitz into each area where he has a particularly strong appeal to really turn out the vote.

Right!

The Vice President should concentrate on his ethnic constituency, blue collar targets, conservative areas, and areas of high Wallace constituency.

Yes

The Vice President's schedule should be guided by someone who can insure that his schedule is properly coordinated with that of the President, the First Family, and other key surrogates.

Comments and advice are requested.

lls

[E-11 11-11]

THE WHITE HOUSE
WASHINGTON

~~CONFIDENTIAL~~

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By EMP NARS, Date 6-17-82
MEMORANDUM FOR:

May 19, 1972
8:40 a.m.

H. R. HALDEMAN

VIA:

DWIGHT L. CHAPIN

FROM:

DAVID N. PARKER

SUBJECT:

Schedule Operation -- First Family

Strategy

We will continue to seize every possible opportunity to involve the First Family in creditable events in areas of major media concentration in order to capitalize on television. However, major media concentration will not be the over-riding criteria.

We will involve the family in as many events as possible in key states, areas where constituencies have been neglected, and those areas in which it is not envisioned that the President will be able to visit, i. e., Idaho, New Mexico, Western Colorado, etc.

Further, those areas that the President indicated in his discussion with us on April 5th will also be given priority. Those areas are: the secondary cities of California, i. e., San Bernardino, Riverside, etc.; New York suburban; areas of high Polish concentration; the Mountain States; and the Southern States. The theory behind hitting the Southern States is that it is thought that the Democrats will probably write these states off, and by having the Family do events in the South "Nixon interest" will be shown to these constituencies, and the point would be driven home that the Democrats have, in fact, written them off.

Trip Formats

Each stop will be centered around a good newsworthy or photographic event. Additionally, a press availability will be offered along with an attempt to place the principal on a local TV talk show. Short photo opportunities with interesting local citizens and a drop-by at stalwarts meetings will be added whenever feasible.

Mrs. Nixon

Mrs. Nixon's schedule will continue to be handled between her and Connie. However, this office has developed a close working relationship with Connie's, and she will be depending on us to provide her with the bulk of schedule ideas that are designed to maximize the political impact of Mrs. Nixon's trips.

The advance and press follow-through of Mrs. Nixon's trips will continue to be handled by Connie's organization unless otherwise directed.

Between now and the Republican Convention, Mrs. Nixon will be scheduled for one out-of-town trip per week. Each trip will consist of two major events in one day, in two different states when possible. Each event will be designed to minimize the necessity for speaking engagements and maximize the opportunities for photographic exposure.

Dwight and I have worked out a pattern which will expose Mrs. Nixon to 15 states between now and the Convention. These state assignments along with some specific schedule proposals have been passed on to Connie, who will attempt to meet these quotas.

Connie has received explicit instructions from Mrs. Nixon that she is not interested in doing any travel for two weeks after the Soviet trip. Accordingly, the state assignments and events listed below are what Connie will be working toward between now and the Convention.

<u>Date</u>	<u>Location</u>	<u>Event</u>
3rd week of June	Columbia, Missouri	Dedicate a new Veterans Administration Hospital
	Houston, Texas	Remarks before the National Leadership Conference of the Future Business Leaders of America
4th week of June	Arlington, Virginia	Remarks before Alpha Phi International Fraternity

<u>Date</u>	<u>Location</u>	<u>Event</u>
4th week of June	Michigan Indiana	Events to be determined
1st week of July	California	Events to be determined
2nd week of July	Washington and Oregon	Events to be determined
3rd week of July	New York Connecticut	Events to be determined
4th week of July	Pennsylvania Delaware	Visit Lincoln College, Brandywine Museum, and Philadelphia Children's Center Events to be determined
1st week of August	Illinois Wisconsin	Events to be determined
2nd week of August	Maryland Ohio	Events to be determined
3rd week of August	Convention	

It is my feeling that with the present working relationship with Connie's operation, that as long as she meets the goals set forth above that we should not endeavor to move the responsibilities for the detailed scheduling from her operation.

Daughters

Scheduling

It is Parker's responsibility to insure that the overall strategy, which is worked out with Chapin, is carried out. Parker will serve as the primary liaison between the daughters, with Stuart and Jackie Low assisting on the press and press aspects of the schedule conception and implementation.

Advance

The daughters advance operation will fall under the overall responsibility of Mike Schrauth, with the primary responsibility to the tour desk officer (hopefully Bill Codus) directing the advancements in the actual implementation of each event. The various advancements working on assignments will work with Jackie Low to insure that the exposure expected out of each event is gotten, and Connie Stuart will direct the actual press arrangements.

Press Follow-through

Jackie Low will be responsible for seeing to it that the press follow-through plan, which will be developed in advance of each event, is implemented at the conclusion of each event. Connie Stuart will continue to provide the synopsis of the press accounts of each event, and they in turn will be passed on to Haldeman via Parker.

Quotas

It is expected that both Julie and Tricia will do four one-day trips per month, and two two-day trips per month. The four one-day trips per month should take them into six states at a minimum, and the two two-day trips should take them into four states. This would total out to ten states per month between now and the election.

The attached composite schedule specifies the date, event, and state assignments for each girl between now and the election.

Additionally, we are developing a plan and will attempt to place each of the girls on the major syndicated TV and radio talk shows between now and the Convention, in hopes of having those shows run in August and September.

Besides doing a creditable event in each area visited and a TV show, various other color events will be added on in each city, depending on the opportunity. These events include presentations of Presidential Environmental Merit Awards, reproductions of the Cancer Bill, presentations of Eye on Nixon to Red Cross Chapter presidents, and Right to Read program certificates.

David

David will be scheduled, when possible, in every event where the Eisenhower name is dominant. The Navy has given David the okay to participate in family-oriented activities as long as they are not political. Accordingly, David will be asked to dedicate Eisenhower hospitals, Eisenhower schools, and participate in Eisenhower tributes. Presently, I have lined out events for David's participation in Texas, Michigan, Georgia, and two in Pennsylvania. Hopefully, he will be able to do one event per month up to the Convention and then two per month thereafter.

Ed

After his graduation on June 15th, Ed has stated that he will be available to participate in a number of events. At this time I do not have a clear reading as to how many events he will participate in monthly. Tricia has stated that he will be spending a great deal of his time during the summer studying for his bar examinations. Accordingly, I envision that he would only be available for a couple of events per month. If this is in fact the case, we will be generating events primarily centered around youth activities for his participation; i. e., the Vocational Industrial Clubs of America meeting in Roanoke, Virginia, in mid-July, etc. I would expect that Tricia will control the amount of events he will do.

Operationally, I believe that the above scheduling and appropriate coordination can be carried out within the present staffing assignments. However, if it appears that we will have difficulties meeting the above requirements, I will holler.

COMPOSITE SCHEDULE FOR GIRLS

June 1972

May 19, 1972

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 RNandPN return	2	3
4	5	6	7 T. Deaf Tour	8	9 J. Denver TV Women's Clubs T. Perth Amboy NJ nursing home	10 J. Ozark River- ways, Missouri Arkansas
11 T. Albany TV Uncle Sam mall Troy	12 J. Recording for Blind T&E anniver- sary	13	14 FLAG DAY J. Baltimore TV Rural Electric tour	15 T. Cox gradua- tion	16 J. Louisville TV Whitney Young jqb corps center	17 T. Salisbury, Md. Hosp. Dedication
18 FATHER'S DAY T. Allentown Boys Club	19	20 J. Winter Haven Florida Citrus farmers T. Boston Museum	21 J. Conn-Aged Conn. River	22	23	24 J. Polish Festi- val, Hamtramack, Mich. T. Fire Island, NY Seashore
25	26 J. Needlepoint lunch	27	28 J. NERC-Cincin- nati TV	29 J. Quad Cities TV Franciscan Hosp Wisconsin	30 T. IULAC conv. Beaumont. Texas	

July 1972

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 T. Calif.
2 T. Calif.	3 J. Key Clubs Internatl, D. C. T. Calif.	4 INDEPENDENCE DAY J. CoolidgeCent. Vermont J. FreedomFest. Indiana T. Stars&Stripes Oklahoma City	5	6	7	8 150 anniv. New- field, NY T. 100 anniv. Colo. Sprgs.
9	10 Ed-VICA-Roan- oke, Virginia	11	12 J. FFA-Dallas	13 FHA-L.A.	14 J. Calif. T. Illinois Interlochen, Mich.	15 J. Calif. T. IOP, Seattle
16 T. Nixon reunion Stayton, Oregon KlamathFalls, Ore.	17 T. Calif.	18	19	20 J. Neil Armstrong Museum, Ohio I akewood, Chic	21	22 J. Personal T. FrontierDays Cheyenne
23 WatkinsGlen, NY PN-Toastmistr. Miami	24 J. FederalHall Phila.	25 J. MonmouthCty NJ GirlScout	26 T. Maryland	27 T. Waterbury, Conn.	28	29
30	31					

August 1972

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 T. Bilingual ed. NJ	2 J. KC airport, Mo. T. Fly-in, Oshkosh Wisc. State Fair	3 J. Arkansas dedicate Texas Guadalupe Park	4 J. New Mexico Arizona	5 J. Calif.
6 J. Calif.	7 J. Calif.	8 J. SanBernardino Mall, Calif.	9	10 T-H. Hoover birth, W. Branch, Iowa Ohio	11 J. Trade Fair Seattle-Idaho T. MichiganRed Cross, BattleCr	12
13 T. JuniorAch. Bloomington, Ind.	14	15 J. Conn. Older Americans Nixon Day	16 J. NJ	17	18	19
20 J. Florida T. Florida	21	22	23	24	25	26
27	28	29	30	31		

[Item 11-3]

Committee for the Re-election of the President

MEMORANDUM

June 26, 1972

MEMORANDUM FOR: MR. ROBERT TEETER

FROM: RICHARD F. McADOO 

SUBJECT: Military Voters

Per our discussion, here is the demographic information on members of the military in the 19 - 24 age group. No statistics are available on family income brackets at the time of service entry.

Table II shows regional and state groupings for 19 - 24 year olds at the time of their entry into the service.

I'd appreciate thoughts as to whether we should attempt to influence these people or limit our efforts solely to officers and senior career enlisted men.

Since we must make preliminary strategy decisions by July 1, I'd appreciate it if you could provide a "first cut" opinion by week's end.

Thanks!

cc: Mr. Frederic Malek

	<u>Army</u>		<u>Navy</u>		<u>Marine Corps</u>		<u>Air Force</u>	
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
Total Population	916,539	100.0	472,467	100.0	183,210	100.0	608,027	100.0
<u>Age</u>								
19-24	663,360	72.4	291,738	61.7	141,690	77.3	310,248	51.0
<u>Race</u>								
Caucasian	580,906	87.6	275,866	94.6	126,034	89.0	271,267	87.4
Negro	82,454	12.4	15,872	5.4	15,656	11.0	38,981	12.6
<u>Educational Level</u>								
0-8	23,852	3.6	2,573	0.9	3,639	2.6	712	0.2
9-11	156,509	23.6	31,782	10.9	47,314	33.4	16,377	5.3
12	355,231	53.6	212,512	72.8	77,528	54.7	260,049	83.8
13-15	99,532	15.0	41,620	14.3	12,051	8.5	26,376	8.5
16-18	28,236	4.2	3,251	1.1	1,158	.8	6,734	2.2
<u>Marital Status</u>								
Married	a)		a)		22,562	15.9	99,552	32.3
Single					119,128	84.1	208,733	67.7
<u>Entry Source</u>								
Enlistee	370,562	55.9						
Inductee	292,798	44.1						

a) Not available

Table 11
Enlisted Male Inventory as of 30 June 1971

Home State	Army		Navy		Marine Corps		Air Force	
	Number	%	Number	%	Number	%	Number	%
<u>New England</u>								
Total	26,620	4.1	13,055	4.5	7,473	5.4	27,480	6.
Conn	5,733	.9	2,783	1.0	2,088	1.5	5,434	1.
Maine	3,890	.6	1,967	.7	816	.6	3,021	0.
Mass	11,329	1.7	5,444	1.9	3,191	2.3	13,306	3.
NH	2,462	.4	1,233	.4	555	.4	1,970	.
RI	2,290	.4	812	.3	482	.3	2,813	.
VT	916	.1	816	.3	341	.2	936	.
<u>Middle Atlantic</u>								
Total	81,907	12.6	31,564	10.8	21,207	15.3	68,478	15.
NJ	13,150	2.0	1,839	.6	3,627	2.6	10,325	2.
NY	37,605	5.8	12,983	4.5	8,967	6.5	31,417	7.
Penn	31,152	4.8	16,742	5.7	8,613	6.2	26,736	6.
<u>East North Central</u>								
Total	139,931	21.5	55,126	18.9	30,776	22.1	77,457	17.
Ill	38,014	5.8	13,291	4.6	7,436	5.3	17,718	3.
Ind	17,470	2.7	7,606	2.6	4,510	3.2	11,269	2.
Mich	32,031	4.9	12,354	4.2	6,724	4.8	15,561	3.
Ohio	36,969	5.7	15,624	5.4	8,895	6.4	24,566	5.
Wisc	15,447	2.4	6,251	2.1	3,211	2.3	8,343	1.
<u>West North Central</u>								
Total	61,496	9.4	35,699	12.3	11,502	8.3	33,031	7.
Iowa	9,896	1.5	6,578	2.3	2,099	1.5	5,164	1.
Kan	5,101	.8	5,337	1.8	1,346	1.0	5,006	1.
Minn	14,266	2.2	8,476	2.9	2,796	2.0	6,131	1.
Mo	20,970	3.2	8,410	2.9	3,375	2.4	11,116	2.
Neb	5,266	.8	3,465	1.2	952	.7	3,067	.7
ND	3,140	.5	1,562	.5	526	.4	1,130	.3
SD	2,857	.4	1,871	.6	408	.3	1,417	.3
<u>South Atlantic</u>								
Total	108,661	16.7	36,857	12.7	20,299	14.6	77,353	17.9
Del	1,374	.2	746	.3	427	.3	1,122	.3
Fla	21,123	3.2	8,603	3.0	4,313	3.1	21,660	5.0
Ga	17,392	2.7	5,384	1.8	2,750	2.0	10,791	2.5
Md	12,300	1.9	5,080	1.7	2,948	2.1	7,311	1.7
NC	20,182	3.1	5,310	1.8	3,327	2.4	12,043	2.8
SC	10,132	1.6	3,127	1.1	1,692	1.2	7,251	1.7
Va	17,009	2.6	5,234	1.8	2,937	2.1	10,626	2.4
DC	1,516	.2	455	.2	524	.4	2,069	.5
WV	7,633	1.2	2,918	1.0	1,381	1.0	4,480	1.0

Home State	Army		Navy		Marine Corps		Air Force	
	Number	%	Number	%	Number	%	Number	%
<u>East South Central</u>								
Total	51,792	8.0	15,083	5.2	8,167	5.9	30,342	7.0
Ala	14,301	2.2	3,881	1.3	2,475	1.8	9,122	2.1
Ky	13,880	2.1	3,577	1.2	1,871	1.3	6,774	1.6
Miss	7,763	1.2	2,585	.9	1,150	.8	4,343	1.0
Tenn	15,848	2.4	5,040	1.7	2,671	1.9	10,103	2.3
<u>West South Central</u>								
Total	71,642	11.0	40,365	13.9	15,489	11.1	50,152	11.5
Ark	7,564	1.2	5,566	1.9	1,575	1.1	4,701	1.1
La	14,172	2.2	8,797	3.0	2,917	2.1	8,519	2.0
Okla	9,963	1.5	7,776	2.7	2,199	1.6	7,118	1.6
Texas	39,943	6.1	18,226	6.3	8,798	6.3	29,814	6.8
<u>Mountain</u>								
Total	30,144	4.6	22,220	7.6	7,412	5.3	17,945	4.2
Ariz	6,612	1.0	3,070	1.1	1,860	1.3	4,275	1.0
Colo	8,120	1.2	5,300	1.8	1,426	1.0	4,913	1.1
Idaho	2,310	.4	1,919	.7	617	.4	1,664	.4
Mont	2,986	.5	5,842	2.0	711	.5	1,226	.3
Nev	1,153	.2	683	.2	546	.4	872	.2
NM	4,312	.7	2,556	.9	1,202	.9	2,446	.6
Utah	3,544	.5	1,835	.6	803	.6	1,853	.4
Wyo	1,107	.2	1,015	.3	247	.2	696	.2
<u>Pacific</u>								
Total	75,748	12.1	41,379	14.2	16,690	12.0	54,372	12.4
Aka	a)		829	.3	107	.1	349	.1
Calif	59,441	9.1	27,688	9.5	11,857	8.5	38,140	8.7
Haw	a)		559	.2	286	.2	2,653	.6
Ore	8,149	1.3	5,432	1.9	2,139	1.5	4,962	1.1
Wash	11,158	1.7	6,871	2.4	2,301	1.7	8,268	1.9

a) Not available

COAST GUARD ENLISTED POPULATION

(May 31, 1972)

1. Total Strength: 31,181

2. Age Group 18-24: 19,462 (62.4% of total)

3. Race:

Caucasian	89.7% of 18-24 group
Negro	6.9% of 18-24 group
Oriental	3.4% of 18-24 group

4. Education Level:

Completed Grade School	8% of 18-24 group
Some High School	4% of 18-24 group
Completed High School	63% of 18-24 group
Some College	24% of 18-24 group
Completed College	1% of 18-24 group

5. Marital Status:

Married	31.8% of 18-24 group
Single	68.2% of 18-24 group

6. Home Region:

New England	13% of 18-24 group
Middle Atlantic	18% of 18-24 group
South Atlantic	16% of 18-24 group
South and Western South	9% of 18-24 group
Great Lakes	11% of 18-24 group
Great Plains and Mountains	9% of 18-24 group
Pacific	17% of 18-24 group

[Item N-4]

Committee for the Re-election of the President

MEMORANDUM

June 12, 1972
DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By emp NAB, Date 6-12-72

~~CONFIDENTIAL~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: ROBERT M. TEETER
SUBJECT: Spanish-American Bloc

A question has been raised as to how we determined that there is a high potential for improving the Nixon vote among Spanish-Americans.

Our first wave polling found that while the President was not attracting a high percentage of Spanish-American voters, he did run somewhat better than Republicans in the past. More importantly, both his ratings on the issues and personality scales were quite favorable. If we accept the idea that switching a person's vote is the last step in a series of attitude changes, it would appear that a significant number of Spanish-American voters are well on their way to completing this attitude change.

Another recent study of Spanish-American voters in four cities shows a great variance in Nixon's rate of approval for his handling the job as President.

	<u>Los Angeles</u>	<u>San Antonio</u>	<u>Chicago</u>	<u>New York</u>
Approval	29%	48%	31%	25%
Disapproval	71	57	69	75

The above results would tend to indicate that the attitudes of Spanish-Americans toward the President are flexible.

All of our data would seem to suggest that the President has much to gain from any overtures made to this voter bloc. With the upcoming state dinner for President Escheveria, it might be an appropriate time for the President to accept an invitation to visit Mexico in the near future. In the meantime, however, we should make every effort to publicize the state dinner to Spanish-Americans, particularly in California and Texas. Also, a presidential appearance in an area of large Spanish-American population would be helpful.

Appearances will be more productive if made now before the Democrat nominee is selected. As with most groups, every voter we can get committed now is one less that will be available to McGovern once he gets the nomination.

While we did not attempt to measure anti-Mexican bias, I am confident we can make some positive overtures without alienating others who might otherwise vote for the President.

~~CONFIDENTIAL~~