

Richard Nixon Presidential Library
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46	45	5/4/1971	<input type="checkbox"/>	Campaign	Memo	From Colson to Haldeman RE: poll results from Lou Harris. Handwritten results attached. 4 pgs.

THE WHITE HOUSE

WASHINGTON

EYES ONLY

May 4, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON *WC*
SUBJECT: Harris Poll

The Lou Harris seduction is now complete; I will fill you in on the details at your convenience. There are certain things which I have agreed to do, relatively painless.

Lou has agreed to act as a consultant, give us figures in advance, discuss results and releases with us.

He told me that he was not completely satisfied with the poll results which he got on April 12-15 which showed the President at 46% positive, 53% negative, 1% not sure. He, therefore, ordered his people in the field to poll again between the 18th and 25th of April. They came up with a 47% positive, 50% negative, 3% not sure. This will contrast with the March figures (not heretofore published) of 41% positive, 56% negative and 3% undecided, and is the best result we have had since January (48-50-2) and the same as November (47-50-3).

I have the complete results of the latest survey including the trial heats (copy attached). As you will see, we still fair badly against Muskie but well against McGovern and Humphrey. Harris suggests that we study those groups in which Muskie does significantly better than either McGovern or Humphrey in order to counter him in those areas (for example, higher income and professional groups). He also feels that the Muskie strength is not enduring and that it results from his being relatively non-controversial in the public eye, a condition that he feels will not last.

We discussed the forthcoming release of these figures and at least based on what Harris said, it will be written as a rather bullish report of the President regaining personal popularity.

I would like to fill you in on the other specifics. I got the attached chart on the condition that its confidentiality would be absolutely protected.

MAY - 21188 (1508) APR 12-15

PRESIDENTIAL FAIRINGS

Nation	NIXON-MUSKIE				NIXON-MUSKIE					NIXON-MUSKIE				REAGAN-MUSKIE										
	12-29	30-19	50+	8th gr.	12-29	30-19	50+	8th gr.	12-29	30-19	50+	8th gr.	12-29	30-19	50+	8th gr.								
E	33	53	5	7	10	55	5	47	36	9	9	71	48	7	7	36	45	5	12	2	23	64	6	17
MW	41	45	10	7	44	50	6	47	38	11	4	42	43	11	4	34	40	9	14	3	24	56	9	6
S	36	41	21	2	40	46	7	41	33	22	4	33	35	23	4	35	38	20	5	2	23	49	23	5
W	45	47	5	3	47	48	5	50	33	17	3	48	41	7	4	42	38	5	13	2	34	57	3	6
Cities	33	56	6	5	36	57	7	39	46	9	6	32	55	8	4	28	44	6	14	3	21	66	6	7
Suburbs	47	44	10	2	49	47	4	53	33	11	3	49	36	11	4	40	37	10	12	1	24	57	9	5
Towns	40	44	12	4	46	48	6	49	29	16	6	47	37	15	4	38	39	12	8	3	25	53	13	6
Rural	43	38	14	3	50	43	7	48	20	18	7	43	34	19	4	40	34	15	8	3	24	56	13	7
18-29	35	43	13	4	40	54	6	40	42	13	3	38	44	14	4	32	39	13	13	3	20	60	14	6
30-49	39	49	10	2	43	54	3	49	35	13	3	43	41	12	4	35	44	9	11	1	28	60	9	3
50+	45	42	10	3	50	44	6	49	34	12	5	44	41	11	4	42	41	9	6	2	24	54	9	8
8th gr.	37	43	13	5	46	46	8	41	35	18	6	38	42	16	4	37	42	13	4	4	21	51	19	9
H.S.	33	45	13	4	43	50	7	44	37	16	6	38	43	15	4	35	40	12	10	3	25	54	13	7
Colo.	42	51	6	1	46	51	8	51	41	7	1	49	39	8	4	38	41	6	14	5	31	61	5	3
Med	39	47	12	2	45	50	5	47	35	15	3	42	41	13	4	36	41	11	11	1	27	57	12	4
Women	39	46	10	5	43	50	7	45	37	12	6	42	42	12	4	34	40	9	11	4	26	56	10	8
Black	20	64	3	13	23	64	13	24	55	5	16	13	81	2	4	16	55	3	13	10	11	70	7	2
White	42	44	12	2	47	48	5	49	33	15	3	46	36	14	4	38	39	11	10	2	29	54	12	6
Under 18	37	45	14	4	44	49	7	41	37	16	6	36	46	14	4	36	40	12	9	3	21	54	16	9
18-29	36	47	13	4	41	52	7	44	35	16	5	35	46	15	4	33	42	13	9	3	27	52	14	7
30-49	42	43	9	1	45	51	4	47	38	13	2	45	39	12	4	39	40	8	13	-	30	59	8	3
50+	46	47	6	1	52	44	-	57	26	6	1	55	34	7	4	41	41	6	12	-	24	64	5	2
Catholic	39	51	7	3	42	54	4	49	35	10	4	43	44	9	4	36	48	6	8	2	23	65	6	6
Protestant	73	19	3	-	77	21	2	76	14	9	1	74	13	9	4	63	15	8	8	1	48	36	9	7
Lutheran	21	67	10	2	24	72	4	30	52	15	3	21	63	12	4	19	61	9	10	1	12	84	11	5
Methodist	40	41	16	3	47	45	8	48	32	15	5	43	35	13	4	34	34	15	14	3	31	50	14	5
Other	13	35	1	1	13	86	1	23	68	6	3	9	86	1	4	10	79	1	10	-	9	89	1	1
Used AMN	73	23	3	1	77	22	1	81	14	5	-	82	10	4	4	68	19	3	9	1	46	42	6	6
Used GAO	20	18	62	-	43	44	13	17	15	64	1	19	2	75	4	14	16	64	6	-	24	19	57	-
Union	36	43	13	3	40	55	5	41	38	16	5	34	48	14	4	31	45	10	11	3	24	59	13	4

Apr 12-15 (1619 used) 2120P

NIXON OVER-ALL

18. NIXON RATING OVER-ALL

16. BEHIND NIXON RATING

70% HEARD PRESIDENT APRIL 12

Total Public

