

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>
53	49	3/8/1973	<input type="checkbox"/>	Campaign	Memo	From Bush to Nixon RE: "Recent Cambridge Opinion Studies Data" 2pg

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [Doc 7]	Memo	From Bush to RN, Re: "Recent Cambridge Opinion Studies Data"	3-8-73	C
N-2 [Doc 8]	Memo	From Ash to RN: Re: Consumer Protection Agency Legislation	4-14-73	C
N-3 [Doc 6]	Memo	From Ash to RN: Re: Consumer Protection Agency Legislation	6-26-73	C

FILE GROUP TITLE

STAFF SECRETARY

BOX NUMBER

~~141~~ 141

FOLDER TITLE

RN Material [Visitors, Consumers, information, 1972-74]

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: Staff Secretary
Box Number: 141

Folder: RN Materials [Visitors, Consumer Information, 1972 - 1974]

<u>Document</u>	<u>Disposition</u>
7	Return Private/Political
8	Retain Open
9	Retain Open



Republican National Committee.

March 8, 1973

THE PRESIDENT HAS SEEN...

Information Only

George Bush, Chairman

FOR: THE PRESIDENT
VIA: H. R. HALDEMAN
FROM: GEORGE BUSH
SUBJECT: Recent Cambridge Opinion Studies Data

Using highly complex computer technologies, a broad sample, and personal interviews (45 minutes minimum), Cambridge had been trying to find out what element has the largest single influence on influencing support for or away from any candidate.

The element that heads all others is Home Ownership.

A man's views on things are all changed once he is a homeowner. (Busing, environment, taxes, police - all relate to homeownership.)

Use of this Data

If a candidate needs a coalition crossing party lines or liberal vs. conservative views - he should look to homeownership.

For example: In Queens, homeowners in little "row houses" had a different viewpoint on many issues from the renter next door in an identical house.

"Homeownership" cuts across race, across rural-urban, across party, across economic lines.

I asked Tully Plesser for examples of other such elements. He cited as a poor second, "Household with teenage children." This is a strong element crossing party, etc., but not close to homeownership.

Miscellaneous

This firm has done some New York Polling:

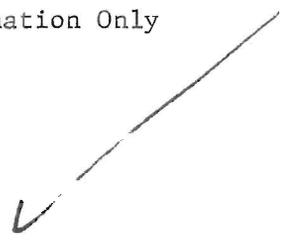
On job approval: Javits 76% Buckley 49%

Even in Westchester, Javits is very high -- Buckley stays at 49%.

Preservation Copy

Handwritten note: That's the smartest thing in the world

Handwritten note: N-1



In Connecticut - Weicker has much higher favorables than Buckley down in N. Y. The pollster feels this is because Buckley has not latched onto an issue or issues in the public's mind.

Preservation Copy