

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|----------------------|--|
| 36 | 10 | 10/07/1968 | Memo | Rose Mary Woods to Haldeman re: discussion with Ev Hart about his leaking story of Nixon hitting him that resulted in an article. 3 pages. |
| 36 | 10 | 10/10/1968 | Other Document | Haldeman Handwritten note marked BB about George's conversation with LBJ about a meeting with favorable Democrats. 1 page. |
| 36 | 10 | 09/02/1968 | Memo | Nixon to Haldeman re: key themes to hit in these last few weeks before the election, with attached handwritten notes. 7 pages. |
| 36 | 10 | n.d. | Report | Detailed results of survey/poll, broken down by battleground states. 31 pages. |
| 36 | 10 | 07/20/1968 | Memo | Ziegler to Haldeman re: Information Office reorganization. 12 pages.. |
| 36 | 10 | n.d. | Report | Summary of discussions with possible choices for VP. 2 pages. |

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12356, Section 1.1
By RP NARS, Date 4/6/87

October 7, 1968

MEMORANDUM

TO: Bob Haldeman
FROM: Rose Mary Woods

Ev Hart called the New York office for me today and I returned the call from the plane while we were in Washington, D. C.

He said: "I wanted to call you about that thing that happened on Friday (the Pearson column). As far as the story is concerned -- it really happened.

"About three weeks ago I talked with a fellow that I know - he is a lawyer - an acquaintance - and we got into the usual conversation about what RN is really like. You know how people ask whether in private a person who is in public life beats his wife - or drinks too much -or what-have-you. I said there is nothing like that at all. I said there are probably one or two little instances - I quoted that one incident - never thinking that it was going any further than the guy I was talking to.

"Of course, what he or Pearson did was to take that little story and build a whole article about it.

"I was floored by the whole thing, particularly where they said I had been approached by one of his law partners. That

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was completely wrong. What happened there -- he asked me whether I was going to do any work for him this year. I said well a friend of mine was trying to arrange something with a lawyer but I didn't think I would work this year. I will not be because of personal reasons -- I am leaving later this afternoon to go into the hospital for about 10 days for an operation. But I did not tell him it was for personal reasons. So he just mixed that all up.

"But as to the story -- RN did hit me. (Here rmw said - who was in the studio? He said - just myself and some newspaper men - a couple of the newspapers carried it the next day.

"I was really mad because I had had a rib removed when I had had open heart surgery and that is where he hit me -- in the ribs. Ted Rogers was up in the control room watching this thing. The Boss apologized but I was so upset and the show was going to last four hours so I went up to Ted and said I am going on out to Los Angeles. I flew out with Jim Bassett instead of waiting to come with the group.

"I will tell you how upset I was about it -- the day after the election in Los Angeles most of us were asked to come by - I don't know but I believe we were getting little campaign gifts or something. I didn't go in and I didn't come back on the plane to Washington with you."

At this point rmw said -- what was the name of the lawyer? He said - "I would rather not say." rmw said -- well he probably made some money on that story. He said I don't think he would be after money - he makes good money and he lives at the UN PLAZA. He repeated that he had told him this three to three and one-half weeks ago. When he saw the column he realized that it must have been a set up.

We talked about his going into the hospital for a few minutes and then I said -- don't you really think you should tell me the name of the man -- he said Freidberg.

In case anyone else wants to talk with him -- I don't know why -- but he will be in University Hospital for the next ten days.

10/10

~~Confidential~~

(file)

BB - talked to Geo - he talked to LBJ
wants to make appt for Fortas
wants prom Repub - had long list
someone fav. to RN

Bill Rogers - Geo said no

I sd they're good pals.

Geo rec. Dewey -

determined to name somebody -
any sugg from RN -

Confidential

file

Memorandum to:

September 2, 1968

MEMORANDUM

TO: HAEDEMAN
FROM: RN

Re - Chot
E - M - FL - Keo
Kleat - Hillings

A-1

~~I have discussed with you the distribution of the memorandum.~~

RN wants to emphasize

A As we begin the first week of the campaign, it is essential that we maintain the initiative. This will be primarily the role of the candidate but now is the time for everybody in our organization, including Surrogates, other speakers and top staff who talk to press as well as politicians who talk to State and County Chairmen across the country to have the line and put it out as effectively as possible. Among the points that should be made are the following:

1) RN does The Come-back theme: This has an immense appeal and ~~I do~~ it not believe has adequately been covered in columns or the press. Find ways to get it out pointing up the obvious, that RN accomplished this despite the overwhelming opposition of the financial establishment and the press establishment and without huge financial resources, PR gimmicks etc.

2) The Calibre of the Nixon Team: RN as a picker of good men: This gives us the opportunity to point up the superb RN pre-Convention organization, that it has high intellectual quality, great morale and great loyalty. It will be recalled that one of Johnson's weaknesses is that very few ~~are~~ are people on his staff ~~are~~ are really

loyal to him, due to his personal abuse of them. *Apparently HHH has real staff problems, too.*

(A)

3) ~~In the same vein, The Youth of the RN organization: I have already indicated to~~
~~Haldeman devices that might get this story across.~~

4) The immense effect of the RN Acceptance Speech:
It probably had a greater effect in shifting votes than any acceptance speech in the last 25 years. Several have suggested that ^{*the story that*} RN prepared the speech on his own, and ~~that~~ did not "try it out" or reveal any of the content to anybody except his secretary, simply hasn't gotten across. ~~I think that~~ ^{*T*} This is a very impressive story to the average person who suspects that all politicians are simply ^{*parrotting*} ~~parodying~~ the lines ~~of their~~ ^{*ghosts*} their ghosts have written for them. ~~I would like to see~~ ^{*Should be*} this story gotten out broadly. Perhaps one way, ~~and a subsidiary direction~~ to bring this off, is that when we reprint copies of the Acceptance Speech to distribute to people, ~~that~~ a brief paragraph at the outset point out how it was prepared and also the immense effect that it had. ^{*Although*} ~~I realize that~~ many will say that we shouldn't build on events of the past, ~~but~~ let us not forget that Kennedy made mountains of yardage during the first two years of his presidency by referring to his Inaugural and having the press do likewise. ~~I don't think~~ ^{*not yet*} our people have done an adequate job ~~at all~~ in this respect as far as this speech

is concerned.

5) RN as Party Unifier: Even ^{several} ~~one~~ ^{the less favorable} of our ~~antagonistic~~ press men ~~I think it was either Snell of ABC or the Philadelphia Bulletin man, or possibly both~~ pointed out that the week when we were at Mission Bay plus the swing to the major states was probably one of the major political stories of our time and would have been covered as such had the Czech ~~Rev~~ Revolution not occurred in the same period. This story should be repeated over and over again - properly embellished - pointing out that RN fights hard but then is able to unify and bring the best men into the final organization. This will also give a good impression as to how RN will handle the presidency once the battle is over.

(B) In summary, ~~I think one of the major weaknesses~~ of our campaign in the past has been the tendency of our entire staff, and most of our supporters, simply to rely on RN's speeches and activities for our campaign success. We are doing better ^{this time} than we have previously, ~~this time~~ but ~~I~~ think we can take a leaf out of the Kennedy book and recognize that at least 50% of the credit for his win in 1960 and also for his immensely good press after the 1960 election was due to the fact that his staff and friends were constantly running their own campaigns in his behalf, and ~~not~~ not just waiting for him to carry the ball. ~~I want~~ This ~~must be~~ done at all levels -- on the campaign plane, from the Citizens group in Washington and from the Campaign Headquarters in New York ~~as well as by all of our state and local leaders.~~ ^{as well as by all of our state and local leaders.}

Of vital importance, is the point ~~I have emphasized~~
~~on several occasions,~~ that we must play the confident
line from now until November, regardless of what develop-
ments occur. We are on the offen sive and we must stay
on the offensive. ~~Agnew, for example, should quit defending~~
~~his Civil Rights record and go on the attack.~~ The Democrats
are demoralized, and we must keep them demoralized. We
should exude confidence, not cockiness, indicating that
we're going to run an all-out campaign and pour it on, but
that we do so knowing that we are ahead and that we plan
to stay ahead and extend our lead so that we can elect a
Republican House and a lot of Republican Senators as well.

It is important that all of our major speakers take this
line, and particularly important, that those who are on the
plane and talking with the ~~press~~ press, and ~~that~~ the local
politicos exude it. It is also important that those who
have contact with RN take this line and not come in ~~constantly~~
with long faces ^{any} every time something goes wrong. I,

~~incidentally, have in my file of notes on all the telephone
calls and memoranda that were written to me in the period
between Oregon and the Convention from members of our staff,
politicos around the country, telling us that we "had lost
momentum" and pointing out the horrible things that were
going to happen in Miami. This doesn't mean that these~~

~~thoughts should not be~~ advocated strongly where anybody believes them. It does mean, however, that when there isn't much I can do about the situation, there is no reason for bringing the stuff to me. And beyond that, what we have to remember is that confidence in and of itself breeds confidence. I don't want to see any hangdog expressions on anybody's face anytime between now and November 5.

#

(A)

Because we have such an outstanding group of young staff members in very key positions - this story should be easily and effectively promoted. Perhaps by emphasizing average age of Nixon staff, or the number of key men under 30, under 40 - or whatever such statistics might be most telling. Also individual or group features on the young stars of the team - i.e. Buchanan, Price, Anderson, Bell, Gavin, Hart etc in R+W; Chapin, Tiegle, Higby, Allan Woods, etc in tour operations; the young crew working with Mitchell, Flanigan, et al; and all the young people in the Citizens operation.

September 2, 1968

MEMORANDUM

TO: HALDEMAN

FROM: RN

RE: ~~Guidance of our people who are putting out the RN Line.~~

6) Perhaps most important of all -

B
~~I think there should be emphasis in addition to the other points I mentioned in a previous memorandum, on RN, "the man for the times." The Churchill analogy is probably appropriate. Churchill was "in the wilderness" as he put it during the '30s but was called back to lead his country in a period of crisis. What we must do is to knock down the idea that, by manipulation and because of political debts that were due RN, he was able to get the nomination. We've got to point out that he won the nomination because of his own strength and not just because of the weakness and confusion of his opponents.~~

With ~~further~~ reference to the Research Group, ^{particularly} ~~in this~~ ^{they} ~~instance~~ the group which are located in New York, should be ready with the materials to counter-attack on Hubert when he starts to crack us. Hubert's inconsistencies, big spending, and some of the personal vulnerabilities, ~~which George MacKinnon is aware of.~~ As a matter of fact, MacKinnon might be a very good man to quarterback this operation on an

file

"How much do you feel you know about Richard Nixon and what he stands for -- a great deal, a fair amount, or very little?"

| | <u>Great Deal</u> | <u>Fair Amount</u> | <u>Very Little</u> | <u>Nothing</u> | <u>No Opinion</u> |
|-----------------------------------|-------------------|--------------------|--------------------|----------------|-------------------|
| 8 Battleground States | 25% | 45 | 23 | 5 | 2 |
| 4 Southern States | 21% | 38 | 32 | 7 | 2 |
| Texas | 24% | 42 | 26 | 6 | 2 |
| California | 32% | 43 | 19 | 5 | 1 |
| Illinois | 23% | 46 | 22 | 7 | 2 |
| Michigan | 20% | 50 | 24 | 5 | 1 |
| Missouri | 21% | 44 | 27 | 6 | 2 |
| Ohio | 21% | 44 | 26 | 6 | 3 |
| New Jersey | 23% | 46 | 24 | 5 | 2 |
| Pennsylvania | 23% | 44 | 25 | 6 | 2 |
| Wisconsin | 22% | 47 | 26 | 3 | 2 |
| Strong Republican | 44% | 45 | 10 | 1 | * |
| Not very strong Republican | 24% | 53 | 20 | 2 | 1 |
| Independent leaning Republican | 31% | 54 | 12 | 2 | 1 |
| Independent | 22% | 46 | 26 | 4 | 2 |
| Independent leaning Democrat | 22% | 48 | 24 | 5 | 1 |
| Not very strong Democrat | 16% | 44 | 31 | 6 | 3 |
| Strong Democrat | 19% | 38 | 30 | 10 | 3 |
| Men | 29% | 44 | 20 | 5 | 2 |
| Women | 20% | 46 | 26 | 6 | 2 |
| White | 26% | 47 | 22 | 4 | 1 |
| Negro | 15% | 30 | 34 | 17 | 4 |
| Metro areas - central cities | 23% | 42 | 24 | 8 | 3 |
| Outside central cities | 27% | 46 | 21 | 5 | 1 |
| Outside metro areas | 22% | 47 | 26 | 3 | 2 |
| 21 - 25 years of age | 17% | 50 | 26 | 5 | 2 |
| 26 - 29 | 21% | 47 | 25 | 6 | 1 |
| 30 - 39 | 21% | 51 | 22 | 4 | 2 |
| 40 - 49 | 23% | 48 | 22 | 5 | 2 |
| 50 - 64 | 28% | 41 | 23 | 6 | 2 |
| 65 years and over | 32% | 37 | 23 | 6 | 2 |
| Under \$5,000 income | 22% | 38 | 29 | 9 | 2 |
| \$5,000 - \$9,999 | 22% | 46 | 25 | 5 | 2 |
| \$10,000 and over | 31% | 50 | 16 | 2 | 1 |
| High school incomplete or less | 19% | 38 | 32 | 9 | 2 |
| High school graduate | 22% | 50 | 22 | 4 | 2 |
| Some college or more | 35% | 49 | 13 | 2 | 1 |

*Less than $\frac{1}{2}\%$.

"How much do you feel you know about Hubert Humphrey and what he stands for -- a great deal, a fair amount, or very little?"

| | Great Deal | Fair Amount | Very Little | Nothing | No Opinion |
|--------------------------------|------------|-------------|-------------|---------|------------|
| 8 Battleground States | 13% | 45 | 36 | 4 | 2 |
| 4 Southern States | 15% | 40 | 37 | 6 | 2 |
| Texas | 16% | 43 | 34 | 5 | 2 |
| California | 14% | 47 | 34 | 4 | 1 |
| Illinois | 12% | 43 | 38 | 5 | 2 |
| Michigan | 12% | 44 | 39 | 4 | 1 |
| Missouri | 15% | 41 | 37 | 5 | 2 |
| Ohio | 11% | 44 | 37 | 5 | 3 |
| New Jersey | 11% | 48 | 34 | 5 | 2 |
| Pennsylvania | 13% | 45 | 35 | 5 | 2 |
| Wisconsin | 12% | 53 | 30 | 2 | 3 |
| Strong Republican | 14% | 46 | 34 | 5 | 1 |
| Not very strong Republican | 9% | 45 | 41 | 4 | 1 |
| Independent leaning Republican | 14% | 50 | 32 | 3 | 1 |
| Independent | 11% | 41 | 39 | 6 | 3 |
| Independent leaning Democrat | 13% | 51 | 31 | 4 | 1 |
| Not very strong Democrat | 8% | 44 | 42 | 4 | 2 |
| Strong Democrat | 18% | 44 | 31 | 5 | 2 |
| Men | 16% | 45 | 33 | 4 | 2 |
| Women | 9% | 45 | 39 | 5 | 2 |
| White | 12% | 47 | 35 | 4 | 2 |
| Negro | 13% | 40 | 36 | 8 | 3 |
| Metro areas - central cities | 16% | 44 | 33 | 5 | 2 |
| Outside central cities | 12% | 49 | 34 | 4 | 1 |
| Outside metro areas | 11% | 42 | 41 | 4 | 2 |
| 21 - 25 years of age | 8% | 44 | 42 | 5 | 1 |
| 26 - 29 | 9% | 49 | 39 | 3 | * |
| 30 - 39 | 10% | 50 | 35 | 3 | 2 |
| 40 - 49 | 13% | 49 | 33 | 3 | 2 |
| 50 - 64 | 16% | 43 | 34 | 5 | 2 |
| 65 years and over | 15% | 38 | 36 | 8 | 3 |
| Under \$5,000 income | 13% | 35 | 41 | 8 | 3 |
| \$5,000 - \$9,999 | 11% | 47 | 36 | 4 | 2 |
| \$10,000 and over | 15% | 53 | 29 | 2 | 1 |
| High school incomplete or less | 11% | 36 | 42 | 8 | 3 |
| High school graduate | 10% | 48 | 37 | 3 | 2 |
| Some college or more | 18% | 56 | 23 | 2 | 1 |

*Less than 1/2%.

"How much do you feel you know about George Wallace and what he stands for -- a great deal, a fair amount, or very little?"

| | <u>Great Deal</u> | <u>Fair Amount</u> | <u>Very Little</u> | <u>Nothing</u> | <u>No Opinion</u> |
|-----------------------------------|-------------------|--------------------|--------------------|----------------|-------------------|
| 8 Battleground States | 17% | 28 | 36 | 16 | 3 |
| 4 Southern States | 24% | 30 | 31 | 12 | 3 |
| Texas | 23% | 31 | 31 | 13 | 2 |
| California | 18% | 29 | 37 | 14 | 2 |
| Illinois | 15% | 30 | 35 | 18 | 2 |
| Michigan | 19% | 29 | 34 | 15 | 3 |
| Missouri | 17% | 27 | 36 | 17 | 3 |
| Ohio | 14% | 29 | 34 | 17 | 6 |
| New Jersey | 17% | 26 | 36 | 18 | 3 |
| Pennsylvania | 14% | 27 | 40 | 17 | 2 |
| Wisconsin | 14% | 29 | 40 | 13 | 4 |
| Strong Republican | 15% | 30 | 39 | 14 | 2 |
| Not very strong Republican | 12% | 32 | 40 | 15 | 1 |
| Independent leaning Republican | 22% | 32 | 32 | 11 | 3 |
| Independent | 20% | 29 | 33 | 15 | 3 |
| Independent leaning Democrat | 21% | 35 | 31 | 11 | 2 |
| Not very strong Democrat | 13% | 27 | 40 | 17 | 3 |
| Strong Democrat | 17% | 24 | 34 | 21 | 4 |
| Men | 19% | 29 | 35 | 14 | 3 |
| Women | 14% | 28 | 37 | 18 | 3 |
| White | 16% | 30 | 38 | 14 | 2 |
| Negro | 24% | 19 | 22 | 28 | 7 |
| Metro areas - central cities | 19% | 26 | 33 | 18 | 4 |
| Outside central cities | 16% | 30 | 37 | 15 | 2 |
| Outside metro areas | 14% | 27 | 40 | 16 | 3 |
| 21 - 25 years of age | 22% | 27 | 36 | 14 | 1 |
| 26 - 29 | 23% | 32 | 31 | 11 | 3 |
| 30 - 39 | 17% | 34 | 35 | 11 | 3 |
| 40 - 49 | 18% | 31 | 34 | 14 | 3 |
| 50 - 64 | 15% | 26 | 38 | 18 | 3 |
| 65 years and over | 9% | 20 | 42 | 26 | 3 |
| Under \$5,000 income | 12% | 20 | 39 | 25 | 4 |
| \$5,000 - \$9,999 | 17% | 27 | 38 | 15 | 3 |
| \$10,000 and over | 20% | 36 | 32 | 10 | 2 |
| High school incomplete or less | 12% | 21 | 39 | 24 | 4 |
| High school graduate | 16% | 31 | 37 | 13 | 3 |
| Some college or more | 23% | 35 | 32 | 8 | 2 |

"If Hubert Humphrey were elected President, do you think the policies of his administration would be very much like the policies of the Johnson Administration, a little bit different from the Johnson Administration, or quite a bit different?"

| | <u>Very Much Like</u> | <u>Little Bit Different</u> | <u>Quite a Bit Different</u> | <u>No Opinion</u> |
|-----------------------------------|-------------------------------|-------------------------------------|--------------------------------------|-----------------------|
| 8 Battleground States | 44% | 38 | 12 | 6 |
| 4 Southern States | 54% | 30 | 10 | 6 |
| Texas | 47% | 37 | 10 | 6 |
| California | 46% | 37 | 12 | 5 |
| Illinois | 44% | 39 | 11 | 6 |
| Michigan | 42% | 39 | 14 | 5 |
| Missouri | 44% | 38 | 12 | 6 |
| Ohio | 44% | 39 | 11 | 6 |
| New Jersey | 41% | 41 | 11 | 7 |
| Pennsylvania | 45% | 37 | 11 | 7 |
| Wisconsin | 42% | 41 | 13 | 4 |
| Strong Republican | 59% | 28 | 7 | 6 |
| Not very strong Republican | 53% | 35 | 7 | 5 |
| Independent leaning Republican | 52% | 36 | 8 | 4 |
| Independent | 45% | 35 | 12 | 8 |
| Independent leaning Democrat | 37% | 44 | 14 | 5 |
| Not very strong Democrat | 39% | 43 | 13 | 5 |
| Strong Democrat | 35% | 43 | 17 | 5 |
| Men | 48% | 36 | 11 | 5 |
| Women | 40% | 41 | 12 | 7 |
| White | 46% | 38 | 11 | 5 |
| Negro | 26% | 43 | 20 | 11 |
| Metro areas - central cities | 40% | 40 | 14 | 6 |
| Outside central cities | 46% | 39 | 10 | 5 |
| Outside metro areas | 46% | 36 | 12 | 6 |
| 21 - 25 years of age | 39% | 45 | 11 | 5 |
| 26 - 29 | 43% | 43 | 11 | 3 |
| 30 - 39 | 44% | 41 | 10 | 5 |
| 40 - 49 | 44% | 39 | 12 | 5 |
| 50 - 64 | 45% | 36 | 13 | 6 |
| 65 years and over | 46% | 32 | 13 | 9 |
| Under \$5,000 income | 44% | 33 | 14 | 9 |
| \$5,000 - \$9,999 | 43% | 40 | 12 | 5 |
| \$10,000 and over | 46% | 40 | 10 | 4 |
| High school incomplete or less | 42% | 36 | 14 | 8 |
| High school graduate | 46% | 38 | 11 | 5 |
| Some college or more | 45% | 41 | 10 | 4 |

"In your opinion, how much difference is there between Richard Nixon and Hubert Humphrey in what they stand for -- a great deal of different, some difference, little difference or no difference?"

| | Great Deal of Difference | Some Differ- ence | Little Differ- ence | No Differ- ence | No Opinion |
|-----------------------------------|--------------------------------|-------------------------|---------------------------|-----------------------|---------------|
| 8 Battleground States | 48% | 28 | 12 | 2 | 10 |
| 4 Southern States | 44% | 29 | 14 | 3 | 10 |
| Texas | 44% | 29 | 16 | 2 | 9 |
| California | 51% | 25 | 12 | 2 | 10 |
| Illinois | 50% | 27 | 13 | 1 | 9 |
| Michigan | 42% | 32 | 15 | 3 | 8 |
| Missouri | 46% | 25 | 14 | 3 | 12 |
| Ohio | 52% | 29 | 9 | 1 | 9 |
| New Jersey | 49% | 27 | 13 | 2 | 9 |
| Pennsylvania | 45% | 28 | 13 | 2 | 12 |
| Wisconsin | 40% | 36 | 14 | 2 | 8 |
| Strong Republican | 62% | 22 | 7 | 1 | 8 |
| Not very strong Republican | 45% | 33 | 12 | 1 | 9 |
| Independent leaning Republican | 47% | 32 | 13 | 1 | 7 |
| Independent | 39% | 30 | 14 | 4 | 13 |
| Independent leaning Democrat | 37% | 34 | 18 | 2 | 9 |
| Not very strong Democrat | 39% | 29 | 17 | 3 | 12 |
| Strong Democrat | 54% | 23 | 11 | 2 | 10 |
| Men | 49% | 27 | 14 | 2 | 8 |
| Women | 47% | 28 | 11 | 2 | 12 |
| White | 47% | 29 | 13 | 2 | 9 |
| Negro | 56% | 20 | 8 | 2 | 14 |
| Metro areas - central cities | 50% | 25 | 12 | 2 | 11 |
| Outside central cities | 48% | 29 | 12 | 2 | 9 |
| Outside metro areas | 45% | 29 | 14 | 2 | 10 |
| 21 - 25 years of age | 43% | 32 | 14 | 2 | 9 |
| 26 - 29 | 44% | 35 | 12 | 1 | 8 |
| 30 - 39 | 46% | 30 | 12 | 2 | 10 |
| 40 - 49 | 49% | 27 | 13 | 2 | 9 |
| 50 - 64 | 49% | 26 | 13 | 2 | 10 |
| 65 years and over | 53% | 21 | 11 | 2 | 13 |
| Under \$5,000 income | 48% | 24 | 12 | 3 | 13 |
| \$5,000 - \$9,999 | 48% | 28 | 13 | 2 | 9 |
| \$10,000 and over | 48% | 30 | 12 | 2 | 8 |
| High school incomplete or less | 50% | 23 | 13 | 2 | 12 |
| High school graduate | 45% | 31 | 12 | 2 | 10 |
| Some college or more | 48% | 31 | 13 | 2 | 6 |

"How much do you personally care who wins the Presidential election -- do you care a great deal, do you care somewhat, or don't you care very much who wins the election?"

| | <u>Great Deal</u> | <u>Somewhat</u> | <u>Don't Care Very Much</u> | <u>No Opinion</u> |
|--------------------------------|-------------------|-----------------|-----------------------------|-------------------|
| 8 Battleground States | 72% | 19 | 7 | 2 |
| 4 Southern States | 74% | 17 | 8 | 1 |
| Texas | 76% | 17 | 6 | 1 |
| California | 76% | 16 | 6 | 2 |
| Illinois | 71% | 20 | 7 | 2 |
| Michigan | 73% | 18 | 6 | 3 |
| Missouri | 72% | 17 | 9 | 2 |
| Ohio | 73% | 18 | 7 | 2 |
| New Jersey | 72% | 18 | 8 | 2 |
| Pennsylvania | 68% | 21 | 9 | 2 |
| Wisconsin | 68% | 22 | 9 | 1 |
| Strong Republican | 85% | 11 | 3 | 1 |
| Not very strong Republican | 67% | 24 | 8 | 1 |
| Independent leaning Republican | 76% | 18 | 5 | 1 |
| Independent | 67% | 21 | 9 | 3 |
| Independent leaning Democrat | 71% | 20 | 7 | 2 |
| Not very strong Democrat | 63% | 24 | 11 | 2 |
| Strong Democrat | 75% | 16 | 7 | 2 |
| Men | 73% | 18 | 7 | 2 |
| Women | 72% | 19 | 7 | 2 |
| White | 72% | 19 | 7 | 2 |
| Negro | 73% | 14 | 10 | 3 |
| Metro areas - central cities | 75% | 16 | 7 | 2 |
| Outside central cities | 73% | 19 | 6 | 2 |
| Outside metro areas | 67% | 22 | 9 | 2 |
| 21 - 25 years of age | 73% | 21 | 4 | 2 |
| 26 - 29 | 74% | 18 | 7 | 1 |
| 30 - 39 | 72% | 21 | 5 | 2 |
| 40 - 49 | 75% | 17 | 6 | 2 |
| 50 - 64 | 73% | 17 | 8 | 2 |
| 65 years and over | 67% | 19 | 12 | 2 |
| Under \$5,000 income | 65% | 20 | 13 | 2 |
| \$5,000 - \$9,999 | 73% | 19 | 6 | 2 |
| \$10,000 and over | 78% | 18 | 3 | 1 |
| High school incomplete or less | 66% | 20 | 12 | 2 |
| High school graduate | 72% | 21 | 6 | 1 |
| Some college or more | 82% | 14 | 3 | 1 |

"Have you definitely made up your mind which candidate you prefer for President, or is there a possibility that you may change your mind during the campaign?"

| | <u>Mind Made Up</u> | <u>May Change Mind</u> | <u>No Opinion</u> |
|-----------------------------------|-------------------------|----------------------------|-----------------------|
| 8 Battleground States | 45% | 49 | 6 |
| 4 Southern States | 54% | 40 | 6 |
| Texas | 51% | 42 | 7 |
| California | 46% | 49 | 5 |
| Illinois | 48% | 45 | 7 |
| Michigan | 39% | 56 | 5 |
| Missouri | 44% | 51 | 5 |
| Ohio | 46% | 48 | 6 |
| New Jersey | 44% | 50 | 6 |
| Pennsylvania | 47% | 46 | 7 |
| Wisconsin | 41% | 55 | 4 |
| Strong Republican | 67% | 29 | 4 |
| Not very strong Republican | 38% | 57 | 5 |
| Independent leaning Republican | 40% | 55 | 5 |
| Independent | 30% | 59 | 11 |
| Independent leaning Democrat | 32% | 61 | 7 |
| Not very strong Democrat | 29% | 64 | 7 |
| Strong Democrat | 57% | 39 | 4 |
| Men | 50% | 45 | 5 |
| Women | 41% | 53 | 6 |
| White | 44% | 50 | 6 |
| Negro | 56% | 36 | 8 |
| Metro areas - central cities | 51% | 43 | 6 |
| Outside central cities | 42% | 52 | 6 |
| Outside metro areas | 43% | 51 | 6 |
| 21 - 25 years of age | 38% | 57 | 5 |
| 26 - 29 | 40% | 57 | 3 |
| 30 - 39 | 41% | 53 | 6 |
| 40 - 49 | 43% | 51 | 6 |
| 50 - 64 | 48% | 46 | 6 |
| 65 years and over | 55% | 38 | 7 |
| Under \$5,000 income | 52% | 41 | 7 |
| \$5,000 - \$9,999 | 43% | 52 | 5 |
| \$10,000 and over | 42% | 53 | 5 |
| High school incomplete or less | 50% | 43 | 7 |
| High school graduate | 42% | 52 | 6 |
| Some college or more | 43% | 52 | 5 |

8 BATTLEGROUND STATES

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Nixon Could Do Best</u> | <u>Humphrey Could Do Best</u> | <u>Points Difference</u> |
|-----------------------------|--------------------------------------|----------------------------|-------------------------------|--------------------------|
| 57% | Vietnam | 23% | 15% | + 8 |
| 56 | Crime and violence | 14 | 11 | + 3 |
| 46 | Riots | 10 | 8 | |
| 46 | Taxes | 12 | 7 | + 5 |
| 39 | Cost of living | 9 | 7 | |
| 35 | Civil rights | 9 | 21 | -12 |
| 32 | Government spending | 20 | 8 | +12 |
| 30 | Poverty | 7 | 17 | -10 |
| 19 | Respect for U. S. in the world | 15 | 8 | + 7 |
| 17 | Dissatisfactions of youth | 4 | 6 | |
| 16 | Educational opportunities | 7 | 13 | - 6 |
| 16 | Unemployment | 5 | 12 | - 7 |
| 15 | Gold drain/devaluation of dollar | 8 | 3 | + 5 |
| 15 | Medical care for aged | 4 | 12 | - 8 |
| 11 | Concentration of power in Washington | 7 | 5 | |
| 10 | Open housing | 3 | 12 | - 9 |
| 9 | Farm problems | 6 | 10 | - 4 |
| 8 | Communist China | 5 | 3 | |
| 6 | Influence of special interest groups | 5 | 5 | |
| 5 | Rebuilding cities | 3 | 7 | - 4 |
| 5 | Russia | 7 | 4 | + 3 |
| | None; no opinion | 53 | 52 | |

(Total public - 8 states)

4 SOUTHERN STATES

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Nixon Could Do Best</u> | <u>Humphrey Could Do Best</u> | <u>Points Difference</u> |
|-----------------------------|--------------------------------------|----------------------------|-------------------------------|--------------------------|
| 55% | Crime and violence | 12% | 8% | + 4 |
| 53 | Vietnam | 19 | 10 | + 9 |
| 47 | Taxes | 10 | 5 | + 5 |
| 46 | Riots | 9 | 6 | + 3 |
| 44 | Cost of living | 8 | 7 | |
| 41 | Civil rights | 8 | 14 | - 6 |
| 30 | Government spending | 15 | 5 | +10 |
| 25 | Poverty | 4 | 13 | - 9 |
| 18 | Respect for U. S. in the world | 12 | 6 | +16 |
| 17 | Medical care for aged | 3 | 9 | - 3 |
| 15 | Dissatisfactions of youth | 4 | 5 | |
| 15 | Educational opportunities | 5 | 10 | - 5 |
| 15 | Concentration of power in Washington | 5 | 4 | |
| 14 | Unemployment | 4 | 9 | - 5 |
| 11 | Gold drain/devaluation of dollar | 6 | 3 | + 3 |
| 10 | Open housing | 3 | 8 | - 5 |
| 9 | Farm problems | 4 | 6 | |
| 8 | Communist China | 5 | 2 | + 3 |
| 5 | Russia | 6 | 3 | + 3 |
| 5 | Influence of special interest groups | 4 | 3 | |
| 3 | Rebuilding cities | 3 | 5 | |
| | None; no opinion | 63 | 64 | |

(Total public - 4 states)

TEXAS

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Nixon Could Do Best</u> | <u>Humphrey Could Do Best</u> | <u>Points Difference</u> |
|-------------------------------------|--------------------------------------|------------------------------------|---------------------------------------|------------------------------|
| 57% | Crime and violence | 11% | 10% | |
| 55 | Vietnam | 18 | 13 | + 5 |
| 45 | Riots | 9 | 8 | |
| 39 | Taxes | 9 | 7 | |
| 39 | Cost of living | 8 | 8 | |
| 37 | Civil rights | 7 | 17 | -10 |
| 36 | Government spending | 19 | 7 | +12 |
| 25 | Poverty | 6 | 14 | - 8 |
| 18 | Respect for U. S. in the world | 12 | 9 | + 3 |
| 18 | Gold drain/devaluation of dollar | 7 | 4 | + 3 |
| 17 | Concentration of power in Washington | 6 | 4 | |
| 17 | Dissatisfactions of youth | 3 | 7 | - 4 |
| 16 | Medical care for aged | 3 | 12 | - 9 |
| 16 | Unemployment | 4 | 14 | -10 |
| 16 | Educational opportunities | 6 | 14 | - 8 |
| 11 | Farm problems | 4 | 9 | - 5 |
| 9 | Communist China | 3 | 3 | |
| 8 | Influence of special interest groups | 3 | 4 | |
| 7 | Open housing | 1 | 8 | - 7 |
| 6 | Russia | 5 | 4 | |
| 4 | Rebuilding cities | 1 | 7 | - 6 |
| | None; no opinion | 61 | 56 | |

(Total public - Texas)

8 BATTLEGROUND STATES

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Administration is doing ...</u> | | <u>Points Difference</u> |
|-------------------------------------|--------------------------------------|------------------------------------|------------------------|------------------------------|
| | | <u>Best Job</u> | <u>Poorest Job</u> | |
| 57% | Vietnam | 6% | 42% | -36 |
| 56 | Crime and violence | 6 | 35 | -29 |
| 46 | Riots | 5 | 31 | -26 |
| 46 | Taxes | 3 | 35 | -32 |
| 39 | Cost of living | 3 | 33 | -30 |
| 35 | Civil rights | 20 | 17 | + 3 |
| 32 | Government spending | 7 | 34 | -27 |
| 30 | Poverty | 12 | 19 | - 7 |
| 19 | Respect for U. S. in the world | 6 | 22 | -16 |
| 17 | Dissatisfactions of youth | 4 | 13 | - 9 |
| 16 | Educational opportunities | 33 | 6 | +27 |
| 16 | Unemployment | 25 | 9 | +16 |
| 15 | Gold drain/devaluation of dollar | 9 | 15 | - 6 |
| 15 | Medical care for aged | 50 | 5 | +45 |
| 11 | Concentration of power in Washington | 7 | 9 | |
| 10 | Open housing | 23 | 6 | +17 |
| 9 | Farm problems | 10 | 13 | - 3 |
| 8 | Communist China | 2 | 8 | - 6 |
| 6 | Influence of special interest groups | 5 | 7 | |
| 5 | Rebuilding cities | 20 | 6 | +14 |
| 5 | Russia | 9 | 5 | |
| | None; no opinion | 24 | 17 | |

(Total public - 8 states)

4 SOUTHERN STATES

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Administration is doing ...</u> | | <u>Points Difference</u> |
|-------------------------------------|--------------------------------------|------------------------------------|------------------------|------------------------------|
| | | <u>Best Job</u> | <u>Poorest Job</u> | |
| 55% | Crime and violence | 5% | 35% | -30 |
| 53 | Vietnam | 6 | 36 | -30 |
| 47 | Taxes | 5 | 33 | -28 |
| 46 | Riots | 4 | 35 | -31 |
| 44 | Cost of living | 3 | 33 | -30 |
| 41 | Civil rights | 14 | 24 | -10 |
| 30 | Government spending | 5 | 30 | -25 |
| 25 | Poverty | 15 | 16 | |
| 18 | Respect for U. S. in the world | 4 | 17 | -13 |
| 17 | Medical care for aged | 51 | 4 | +47 |
| 15 | Dissatisfactions of youth | 4 | 11 | -7 |
| 15 | Educational opportunities | 30 | 6 | +24 |
| 15 | Concentration of power in Washington | 6 | 10 | -4 |
| 14 | Unemployment | 23 | 7 | +16 |
| 11 | Gold drain/devaluation of dollar | 6 | 11 | -5 |
| 10 | Open housing | 16 | 7 | +9 |
| 9 | Farm problems | 10 | 11 | |
| 8 | Communist China | 2 | 6 | -4 |
| 5 | Russia | 7 | 4 | +3 |
| 5 | Influence of special interest groups | 4 | 6 | |
| 3 | Rebuilding cities | 12 | 5 | +7 |
| | None; no opinion | 29 | 20 | |

(Total public - 4 states)

TEXAS

| <u>Most Concerned About</u> | <u>Issues</u> | <u>Administration is doing ...</u> | | <u>Points Difference</u> |
|-------------------------------------|--------------------------------------|------------------------------------|------------------------|------------------------------|
| | | <u>Best Job</u> | <u>Poorest Job</u> | |
| 57% | Crime and violence | 6% | 36% | -30 |
| 55 | Vietnam | 10 | 32 | -22 |
| 45 | Riots | 4 | 36 | -32 |
| 39 | Taxes | 4 | 29 | -25 |
| 39 | Cost of living | 3 | 31 | -28 |
| 37 | Civil rights | 19 | 21 | |
| 36 | Government spending | 7 | 36 | -29 |
| 25 | Poverty | 16 | 15 | |
| 18 | Respect for U. S. in the world | 5 | 18 | -13 |
| 18 | Gold drain/devaluation of dollar | 7 | 16 | -9 |
| 17 | Concentration of power in Washington | 6 | 12 | -6 |
| 17 | Dissatisfactions of youth | 3 | 12 | -9 |
| 16 | Medical care for aged | 58 | 4 | +54 |
| 16 | Unemployment | 31 | 6 | +25 |
| 16 | Educational opportunities | 38 | 4 | +34 |
| 11 | Farm problems | 8 | 14 | -6 |
| 9 | Communist China | 2 | 8 | -6 |
| 8 | Influence of special interest groups | 5 | 8 | -3 |
| 7 | Open housing | 18 | 6 | +12 |
| 6 | Russia | 7 | 5 | |
| 4 | Rebuilding cities | 17 | 6 | +11 |
| | None; no opinion | 21 | 21 | |

(Total public - Texas)

PERSONALLY MOST CONCERNED ABOUT ...

- | | |
|------------------------------|--|
| 1. Farm problems | 7. Concentration of power in Washington |
| 2. Taxes | 8. Crime and violence |
| 3. Educational opportunities | 9. Russia |
| 4. Riots | 10. Gold drain and devaluation of the dollar |
| 5. Communist China | 11. Unemployment |
| 6. The cost of living | |

| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>9</u> | <u>10</u> | <u>11</u> |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| 8 Battleground States | 9% | 46 | 16 | 46 | 8 | 39 | 11 | 56 | 5 | 15 | 16 |
| 4 Southern States | 9% | 47 | 15 | 46 | 8 | 44 | 15 | 55 | 5 | 11 | 14 |
| Texas | 11% | 39 | 16 | 45 | 9 | 39 | 17 | 57 | 6 | 18 | 16 |
| California | 7% | 43 | 15 | 48 | 10 | 33 | 13 | 55 | 6 | 19 | 20 |
| Illinois | 14% | 51 | 19 | 42 | 8 | 41 | 9 | 54 | 4 | 15 | 15 |
| Michigan | 11% | 47 | 15 | 47 | 8 | 37 | 13 | 61 | 3 | 12 | 11 |
| Missouri | 14% | 36 | 15 | 39 | 9 | 36 | 14 | 60 | 5 | 15 | 16 |
| Ohio | 8% | 43 | 16 | 50 | 6 | 43 | 10 | 57 | 5 | 13 | 15 |
| New Jersey | 3% | 47 | 18 | 47 | 9 | 39 | 7 | 59 | 6 | 14 | 14 |
| Pennsylvania | 6% | 52 | 15 | 44 | 7 | 43 | 10 | 55 | 4 | 14 | 14 |
| Wisconsin | 14% | 52 | 9 | 39 | 7 | 42 | 12 | 53 | 5 | 14 | 11 |
| Strong Republican | 12% | 50 | 10 | 45 | 8 | 40 | 21 | 61 | 7 | 22 | 9 |
| Not very strong Republican | 9% | 48 | 13 | 45 | 8 | 37 | 15 | 59 | 4 | 17 | 11 |
| Independent leaning Republican | 8% | 45 | 12 | 45 | 9 | 38 | 19 | 60 | 5 | 22 | 10 |
| Independent | 9% | 47 | 16 | 47 | 8 | 37 | 11 | 57 | 5 | 14 | 13 |
| Independent leaning Democrat | 9% | 45 | 18 | 46 | 9 | 34 | 9 | 56 | 4 | 15 | 15 |
| Not very strong Democrat | 8% | 46 | 16 | 48 | 9 | 38 | 7 | 54 | 3 | 11 | 16 |
| Strong Democrat | 7% | 44 | 21 | 45 | 7 | 41 | 4 | 54 | 5 | 11 | 24 |
| Men | 10% | 47 | 15 | 45 | 8 | 37 | 13 | 54 | 5 | 17 | 15 |
| Women | 8% | 46 | 17 | 46 | 8 | 40 | 9 | 58 | 4 | 13 | 16 |
| White | 9% | 47 | 13 | 47 | 8 | 38 | 12 | 57 | 5 | 16 | 13 |
| Negro | 5% | 41 | 33 | 37 | 4 | 46 | 3 | 51 | 3 | 7 | 34 |
| Metro areas - central cities | 5% | 44 | 20 | 43 | 7 | 39 | 9 | 57 | 4 | 13 | 20 |
| Outside central cities | 7% | 45 | 15 | 47 | 9 | 37 | 12 | 58 | 6 | 17 | 14 |
| Outside metro areas | 17% | 52 | 11 | 47 | 7 | 42 | 11 | 53 | 3 | 14 | 12 |
| 21 - 25 years of age | 6% | 41 | 20 | 43 | 11 | 33 | 9 | 51 | 2 | 15 | 18 |
| 26 - 29 | 6% | 41 | 20 | 45 | 11 | 39 | 10 | 55 | 3 | 12 | 18 |
| 30 - 39 | 8% | 49 | 17 | 45 | 7 | 40 | 11 | 57 | 4 | 15 | 17 |
| 40 - 49 | 8% | 50 | 17 | 46 | 8 | 38 | 11 | 56 | 5 | 15 | 15 |
| 50 - 64 | 10% | 48 | 13 | 47 | 7 | 40 | 11 | 58 | 5 | 14 | 15 |
| 65 years and over | 12% | 42 | 13 | 47 | 8 | 39 | 12 | 57 | 8 | 18 | 13 |
| Under \$5,000 income | 10% | 42 | 15 | 47 | 7 | 43 | 7 | 56 | 6 | 13 | 20 |
| \$5,000 - \$9,999 | 8% | 50 | 15 | 46 | 8 | 40 | 11 | 56 | 4 | 13 | 16 |
| \$10,000 and over | 8% | 44 | 17 | 44 | 9 | 33 | 14 | 58 | 4 | 19 | 11 |
| High school incomplete or less | 11% | 50 | 15 | 49 | 8 | 43 | 7 | 54 | 5 | 12 | 20 |
| High school graduate | 7% | 49 | 15 | 46 | 8 | 39 | 10 | 57 | 4 | 14 | 13 |
| Some college or more | 8% | 38 | 19 | 40 | 9 | 32 | 17 | 59 | 5 | 21 | 12 |

PERSONALLY MOST CONCERNED ABOUT ... (Cont'd)

| | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | None or No Opinion |
|--|-----|----|----|----|----|----|----|----|----|----|-----------------------|
| 12. Dissatisfactions of youth | | | | | | | | | | | |
| 13. Civil rights | | | | | | | | | | | |
| 14. Vietnam | | | | | | | | | | | |
| 15. Government spending | | | | | | | | | | | |
| 16. Respect for the U.S. in the world | | | | | | | | | | | |
| 17. Rebuilding cities | | | | | | | | | | | |
| 18. The influence of special interest groups | | | | | | | | | | | |
| 19. Poverty | | | | | | | | | | | |
| 20. Open housing | | | | | | | | | | | |
| 21. Medical care for the aged | | | | | | | | | | | |
| 8 Battleground States | 17% | 35 | 57 | 32 | 19 | 5 | 6 | 30 | 10 | 15 | 4 |
| 4 Southern States | 15% | 41 | 53 | 30 | 18 | 3 | 5 | 25 | 10 | 17 | 6 |
| Texas | 17% | 37 | 55 | 36 | 18 | 4 | 8 | 25 | 7 | 16 | 5 |
| California | 22% | 33 | 57 | 33 | 21 | 5 | 8 | 35 | 7 | 14 | 3 |
| Illinois | 16% | 39 | 53 | 31 | 18 | 4 | 5 | 30 | 17 | 15 | 4 |
| Michigan | 17% | 32 | 57 | 34 | 18 | 7 | 6 | 26 | 11 | 15 | 4 |
| Missouri | 19% | 37 | 52 | 33 | 22 | 7 | 6 | 28 | 8 | 19 | 4 |
| Ohio | 15% | 38 | 56 | 34 | 20 | 5 | 6 | 28 | 10 | 15 | 5 |
| New Jersey | 16% | 37 | 60 | 26 | 20 | 8 | 7 | 30 | 8 | 18 | 4 |
| Pennsylvania | 15% | 33 | 61 | 29 | 17 | 5 | 6 | 31 | 7 | 15 | 4 |
| Wisconsin | 16% | 33 | 55 | 39 | 18 | 4 | 6 | 25 | 9 | 16 | 4 |
| Strong Republican | 15% | 27 | 56 | 46 | 22 | 4 | 7 | 21 | 7 | 12 | 4 |
| Not very strong Republican | 18% | 33 | 59 | 40 | 21 | 3 | 5 | 26 | 6 | 10 | 3 |
| Independent leaning Republican | 16% | 33 | 58 | 40 | 20 | 4 | 10 | 24 | 8 | 8 | 4 |
| Independent | 17% | 37 | 55 | 37 | 18 | 6 | 6 | 28 | 11 | 14 | 4 |
| Independent leaning Democrat | 17% | 39 | 62 | 27 | 18 | 7 | 9 | 35 | 10 | 13 | 3 |
| Not very strong Democrat | 21% | 37 | 58 | 26 | 19 | 5 | 5 | 35 | 8 | 18 | 3 |
| Strong Democrat | 17% | 37 | 55 | 21 | 18 | 7 | 5 | 37 | 14 | 22 | 4 |
| Men | 16% | 35 | 53 | 36 | 20 | 6 | 8 | 27 | 10 | 15 | 4 |
| Women | 19% | 35 | 61 | 28 | 19 | 4 | 5 | 34 | 9 | 15 | 3 |
| White | 18% | 32 | 58 | 34 | 20 | 5 | 7 | 28 | 7 | 15 | 4 |
| Negro | 13% | 58 | 46 | 14 | 9 | 10 | 3 | 47 | 30 | 17 | 4 |
| Metro areas - central cities | 18% | 38 | 54 | 27 | 18 | 8 | 6 | 34 | 14 | 16 | 4 |
| Outside central cities | 18% | 36 | 60 | 32 | 20 | 4 | 7 | 31 | 9 | 14 | 3 |
| Outside metro areas | 16% | 29 | 56 | 37 | 18 | 3 | 5 | 24 | 6 | 16 | 5 |
| 21 - 25 years of age | 15% | 48 | 72 | 25 | 19 | 6 | 5 | 40 | 10 | 6 | 3 |
| 26 - 29 | 13% | 44 | 63 | 26 | 13 | 5 | 4 | 39 | 10 | 8 | 3 |
| 30 - 39 | 17% | 40 | 59 | 30 | 16 | 4 | 6 | 32 | 10 | 10 | 3 |
| 40 - 49 | 19% | 34 | 57 | 30 | 22 | 5 | 7 | 30 | 9 | 11 | 4 |
| 50 - 64 | 18% | 31 | 53 | 35 | 21 | 6 | 7 | 26 | 9 | 18 | 4 |
| 65 years and over | 19% | 24 | 47 | 39 | 21 | 5 | 7 | 25 | 10 | 32 | 5 |
| Under \$5,000 income | 18% | 29 | 51 | 29 | 17 | 6 | 5 | 30 | 12 | 26 | 5 |
| \$5,000 - \$9,999 | 16% | 36 | 57 | 31 | 19 | 4 | 6 | 30 | 9 | 13 | 4 |
| \$10,000 and over | 19% | 38 | 61 | 35 | 21 | 6 | 9 | 31 | 8 | 9 | 3 |
| High school incomplete or less | 16% | 30 | 51 | 28 | 18 | 5 | 5 | 29 | 11 | 23 | 5 |
| High school graduate | 17% | 35 | 61 | 32 | 20 | 3 | 6 | 30 | 9 | 12 | 3 |
| Some college or more | 20% | 41 | 60 | 37 | 21 | 8 | 9 | 33 | 8 | 8 | 2 |

ADMINISTRATION DOING THE BEST JOB ON ...

| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>9</u> | <u>10</u> | <u>11</u> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| 1. Farm problems | | | | | | | | | | | |
| 2. Taxes | | | | | | | | | | | |
| 3. Educational opportunities | | | | | | | | | | | |
| 4. Riots | | | | | | | | | | | |
| 5. Communist China | | | | | | | | | | | |
| 6. The cost of living | | | | | | | | | | | |
| 7. Concentration of power in Washington | | | | | | | | | | | |
| 8. Crime and violence | | | | | | | | | | | |
| 9. Russia | | | | | | | | | | | |
| 10. Gold drain and devaluation of the dollar | | | | | | | | | | | |
| 11. Unemployment | | | | | | | | | | | |
| 8 Battleground States | 10% | 3 | 33 | 5 | 2 | 3 | 7 | 6 | 9 | 9 | 25 |
| 4 Southern States | 10% | 5 | 30 | 4 | 2 | 3 | 6 | 5 | 7 | 6 | 23 |
| Texas | 8% | 4 | 38 | 4 | 2 | 3 | 6 | 6 | 7 | 7 | 31 |
| California | 9% | 4 | 31 | 4 | 2 | 3 | 8 | 8 | 9 | 8 | 20 |
| Illinois | 9% | 3 | 31 | 6 | 2 | 2 | 6 | 7 | 8 | 7 | 24 |
| Michigan | 8% | 3 | 35 | 7 | 2 | 3 | 7 | 7 | 10 | 10 | 30 |
| Missouri | 8% | 4 | 36 | 6 | 2 | 4 | 5 | 6 | 8 | 7 | 26 |
| Ohio | 10% | 3 | 32 | 4 | 1 | 3 | 6 | 4 | 7 | 9 | 27 |
| New Jersey | 9% | 4 | 32 | 6 | 2 | 2 | 6 | 5 | 10 | 11 | 24 |
| Pennsylvania | 12% | 3 | 35 | 4 | 2 | 3 | 6 | 6 | 10 | 9 | 26 |
| Wisconsin | 9% | 2 | 40 | 6 | 1 | 2 | 7 | 6 | 10 | 11 | 29 |
| Strong Republican | 8% | 2 | 32 | 3 | 1 | 3 | 9 | 4 | 7 | 6 | 20 |
| Not very strong Republican | 9% | 4 | 33 | 3 | 1 | 2 | 6 | 5 | 10 | 11 | 27 |
| Independent leaning Republican | 10% | 3 | 35 | 4 | 1 | 2 | 9 | 5 | 9 | 9 | 24 |
| Independent | 9% | 3 | 31 | 5 | 3 | 2 | 6 | 5 | 9 | 8 | 22 |
| Independent leaning Democrat | 9% | 5 | 37 | 5 | 2 | 3 | 7 | 6 | 12 | 10 | 29 |
| Not very strong Democrat | 9% | 3 | 32 | 6 | 2 | 3 | 6 | 6 | 8 | 9 | 26 |
| Strong Democrat | 11% | 4 | 34 | 8 | 3 | 4 | 5 | 10 | 9 | 9 | 25 |
| Men | 11% | 4 | 33 | 5 | 2 | 3 | 7 | 6 | 11 | 9 | 25 |
| Women | 8% | 3 | 33 | 6 | 2 | 3 | 6 | 6 | 7 | 8 | 24 |
| White | 9% | 3 | 33 | 5 | 2 | 3 | 7 | 6 | 9 | 9 | 25 |
| Negro | 12% | 4 | 35 | 10 | 3 | 3 | 7 | 8 | 6 | 6 | 25 |
| Metro areas - central cities | 10% | 4 | 31 | 7 | 2 | 3 | 7 | 8 | 9 | 9 | 25 |
| Outside central cities | 9% | 3 | 33 | 4 | 2 | 3 | 7 | 6 | 9 | 9 | 25 |
| Outside metro areas | 9% | 3 | 36 | 5 | 2 | 2 | 7 | 5 | 8 | 8 | 23 |
| 21 - 25 years of age | 10% | 4 | 38 | 6 | 2 | 3 | 7 | 10 | 11 | 9 | 28 |
| 26 - 29 | 9% | 4 | 35 | 5 | 3 | 3 | 7 | 7 | 11 | 10 | 31 |
| 30 - 39 | 9% | 3 | 34 | 5 | 2 | 2 | 8 | 5 | 9 | 10 | 26 |
| 40 - 49 | 9% | 4 | 34 | 5 | 2 | 3 | 6 | 7 | 8 | 9 | 24 |
| 50 - 64 | 10% | 3 | 32 | 5 | 2 | 3 | 7 | 6 | 9 | 8 | 23 |
| 65 years and over | 9% | 3 | 29 | 4 | 1 | 3 | 5 | 4 | 7 | 6 | 21 |
| Under \$5,000 income | 9% | 3 | 31 | 5 | 2 | 3 | 6 | 7 | 6 | 6 | 20 |
| \$5,000 - \$9,999 | 11% | 3 | 34 | 5 | 2 | 3 | 7 | 6 | 9 | 9 | 26 |
| \$10,000 and over | 9% | 4 | 33 | 5 | 2 | 2 | 8 | 6 | 11 | 11 | 27 |
| High school incomplete or less | 10% | 3 | 31 | 6 | 2 | 4 | 5 | 8 | 7 | 7 | 21 |
| High school graduate | 10% | 3 | 33 | 5 | 2 | 2 | 7 | 6 | 8 | 9 | 27 |
| Some college or more | 9% | 5 | 36 | 3 | 2 | 2 | 9 | 5 | 13 | 12 | 27 |

ADMINISTRATION DOING THE BEST JOB ON ... (Cont'd)

| | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
|--|----|----|----|----|----|----|----|----|----|----|----|----|
| 12. Dissatisfactions of youth | | | | | | | | | | | | |
| 13. Civil rights | | | | | | | | | | | | |
| 14. Vietnam | | | | | | | | | | | | |
| 15. Government spending | | | | | | | | | | | | |
| 16. Respect for the U.S. in the world | | | | | | | | | | | | |
| 17. Rebuilding cities | | | | | | | | | | | | |
| 18. The influence of special interest groups | | | | | | | | | | | | |
| 19. Poverty | | | | | | | | | | | | |
| 20. Open housing | | | | | | | | | | | | |
| 21. Medical care for the aged | | | | | | | | | | | | |
| 22. None | | | | | | | | | | | | |
| 23. No opinion | | | | | | | | | | | | |
| 8 Battleground States | 4% | 20 | 6 | 7 | 6 | 20 | 5 | 12 | 23 | 50 | 11 | 13 |
| 4 Southern States | 4% | 14 | 6 | 5 | 4 | 12 | 4 | 15 | 16 | 51 | 13 | 16 |
| Texas | 3% | 19 | 10 | 7 | 5 | 17 | 5 | 16 | 18 | 58 | 8 | 13 |
| California | 3% | 21 | 6 | 7 | 6 | 16 | 5 | 12 | 22 | 48 | 13 | 14 |
| Illinois | 6% | 19 | 6 | 6 | 6 | 20 | 5 | 11 | 24 | 47 | 13 | 12 |
| Michigan | 3% | 23 | 7 | 10 | 6 | 20 | 5 | 16 | 26 | 48 | 9 | 12 |
| Missouri | 4% | 21 | 6 | 5 | 5 | 20 | 5 | 14 | 22 | 50 | 11 | 14 |
| Ohio | 4% | 17 | 4 | 7 | 5 | 23 | 5 | 11 | 21 | 50 | 11 | 14 |
| New Jersey | 3% | 19 | 7 | 8 | 5 | 16 | 5 | 13 | 22 | 50 | 11 | 13 |
| Pennsylvania | 3% | 18 | 7 | 7 | 7 | 26 | 6 | 12 | 23 | 56 | 10 | 12 |
| Wisconsin | 4% | 21 | 7 | 6 | 7 | 20 | 5 | 12 | 26 | 57 | 8 | 10 |
| Strong Republican | 2% | 15 | 3 | 7 | 5 | 17 | 6 | 9 | 21 | 48 | 17 | 13 |
| Not very strong Republican | 2% | 19 | 5 | 7 | 4 | 20 | 5 | 11 | 23 | 52 | 11 | 13 |
| Independent leaning Republican | 3% | 21 | 6 | 6 | 4 | 20 | 5 | 12 | 24 | 52 | 13 | 12 |
| Independent | 4% | 18 | 5 | 6 | 3 | 19 | 5 | 11 | 20 | 50 | 14 | 14 |
| Independent leaning Democrat | 4% | 22 | 8 | 8 | 5 | 21 | 5 | 13 | 26 | 55 | 9 | 9 |
| Not very strong Democrat | 4% | 20 | 7 | 6 | 7 | 22 | 6 | 13 | 23 | 50 | 10 | 12 |
| Strong Democrat | 5% | 23 | 8 | 9 | 8 | 22 | 4 | 14 | 25 | 50 | 7 | 13 |
| Men | 3% | 21 | 7 | 7 | 6 | 19 | 5 | 12 | 24 | 49 | 12 | 11 |
| Women | 4% | 19 | 5 | 7 | 5 | 21 | 5 | 12 | 22 | 51 | 10 | 14 |
| White | 3% | 19 | 6 | 7 | 6 | 20 | 5 | 12 | 22 | 51 | 12 | 13 |
| Negro | 9% | 25 | 6 | 9 | 6 | 24 | 5 | 13 | 29 | 46 | 8 | 13 |
| Metro areas - central cities | 5% | 21 | 6 | 8 | 7 | 22 | 6 | 13 | 25 | 49 | 11 | 12 |
| Outside central cities | 3% | 21 | 6 | 6 | 5 | 20 | 5 | 12 | 24 | 51 | 11 | 12 |
| Outside metro areas | 3% | 16 | 6 | 7 | 6 | 18 | 4 | 11 | 19 | 50 | 11 | 15 |
| 21 - 25 years of age | 6% | 20 | 5 | 7 | 4 | 22 | 6 | 11 | 28 | 55 | 9 | 10 |
| 26 - 29 | 4% | 20 | 7 | 7 | 6 | 23 | 5 | 12 | 27 | 51 | 9 | 10 |
| 30 - 39 | 3% | 22 | 7 | 8 | 5 | 20 | 5 | 14 | 26 | 51 | 10 | 11 |
| 40 - 49 | 3% | 22 | 6 | 8 | 7 | 20 | 6 | 12 | 23 | 53 | 11 | 11 |
| 50 - 64 | 4% | 20 | 6 | 7 | 5 | 20 | 5 | 12 | 21 | 48 | 12 | 15 |
| 65 years and over | 3% | 15 | 4 | 6 | 7 | 17 | 4 | 12 | 17 | 47 | 13 | 17 |
| Under \$5,000 income | 4% | 16 | 6 | 7 | 7 | 20 | 4 | 13 | 18 | 46 | 12 | 17 |
| \$5,000 - \$9,999 | 5% | 20 | 6 | 7 | 6 | 21 | 5 | 11 | 25 | 50 | 11 | 12 |
| \$10,000 and over | 2% | 24 | 6 | 8 | 5 | 19 | 6 | 13 | 25 | 55 | 11 | 9 |
| High school incomplete or less | 4% | 17 | 6 | 7 | 8 | 20 | 5 | 12 | 19 | 46 | 12 | 16 |
| High school graduate | 4% | 19 | 7 | 7 | 5 | 22 | 5 | 13 | 25 | 51 | 10 | 12 |
| Some college or more | 3% | 24 | 5 | 7 | 3 | 19 | 6 | 12 | 26 | 56 | 11 | 9 |

ADMINISTRATION HAS DONE POOREST JOB ON ...

- | | |
|------------------------------|--|
| 1. Farm problems | 7. Concentration of power in Washington |
| 2. Taxes | 8. Crime and violence |
| 3. Educational opportunities | 9. Russia |
| 4. Riots | 10. Gold drain and devaluation of the dollar |
| 5. Communist China | 11. Unemployment |
| 6. The cost of living | |

| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>9</u> | <u>10</u> | <u>11</u> |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| 8 Battleground States | 13% | 35 | 6 | 31 | 8 | 33 | 9 | 35 | 5 | 15 | 9 |
| 4 Southern States | 11% | 33 | 6 | 35 | 6 | 33 | 10 | 35 | 4 | 11 | 7 |
| Texas | 14% | 29 | 4 | 36 | 8 | 31 | 12 | 36 | 5 | 16 | 6 |
| California | 11% | 33 | 6 | 31 | 8 | 30 | 11 | 33 | 7 | 18 | 11 |
| Illinois | 15% | 36 | 5 | 31 | 9 | 34 | 7 | 31 | 6 | 15 | 9 |
| Michigan | 18% | 40 | 6 | 27 | 9 | 34 | 9 | 37 | 4 | 14 | 7 |
| Missouri | 16% | 27 | 4 | 32 | 8 | 28 | 7 | 36 | 5 | 15 | 7 |
| Ohio | 12% | 31 | 4 | 35 | 7 | 33 | 10 | 38 | 5 | 13 | 8 |
| New Jersey | 8% | 37 | 7 | 32 | 8 | 36 | 7 | 39 | 5 | 13 | 9 |
| Pennsylvania | 10% | 37 | 6 | 34 | 7 | 35 | 6 | 36 | 4 | 13 | 8 |
| Wisconsin | 18% | 39 | 4 | 27 | 7 | 34 | 9 | 33 | 5 | 14 | 7 |
| Strong Republican | 14% | 36 | 3 | 35 | 7 | 33 | 14 | 38 | 6 | 19 | 7 |
| Not very strong Republican | 12% | 32 | 5 | 34 | 6 | 33 | 9 | 37 | 4 | 16 | 6 |
| Independent leaning Republican | 16% | 37 | 5 | 34 | 11 | 33 | 12 | 44 | 6 | 19 | 8 |
| Independent | 12% | 36 | 5 | 32 | 8 | 32 | 7 | 34 | 5 | 16 | 8 |
| Independent leaning Democrat | 15% | 33 | 8 | 30 | 11 | 31 | 9 | 35 | 6 | 16 | 11 |
| Not very strong Democrat | 13% | 35 | 5 | 31 | 8 | 31 | 7 | 33 | 5 | 13 | 9 |
| Strong Democrat | 11% | 35 | 6 | 29 | 7 | 35 | 6 | 32 | 5 | 12 | 11 |
| Men | 14% | 35 | 6 | 34 | 9 | 33 | 10 | 36 | 6 | 16 | 10 |
| Women | 11% | 35 | 5 | 29 | 7 | 33 | 7 | 34 | 5 | 13 | 8 |
| White | 13% | 34 | 5 | 33 | 8 | 32 | 9 | 36 | 5 | 15 | 8 |
| Negro | 7% | 42 | 10 | 22 | 7 | 38 | 6 | 30 | 6 | 11 | 19 |
| Metro areas - central cities | 10% | 35 | 7 | 30 | 9 | 34 | 9 | 35 | 6 | 14 | 11 |
| Outside central cities | 12% | 34 | 5 | 31 | 8 | 32 | 9 | 35 | 6 | 16 | 8 |
| Outside metro areas | 18% | 37 | 4 | 35 | 7 | 34 | 8 | 36 | 4 | 14 | 7 |
| 21 - 25 years of age | 10% | 38 | 7 | 29 | 11 | 28 | 8 | 31 | 3 | 15 | 11 |
| 26 - 29 | 14% | 36 | 6 | 33 | 7 | 34 | 6 | 35 | 4 | 15 | 12 |
| 30 - 39 | 13% | 37 | 6 | 31 | 9 | 34 | 8 | 36 | 6 | 15 | 8 |
| 40 - 49 | 13% | 37 | 6 | 31 | 10 | 35 | 9 | 35 | 6 | 15 | 8 |
| 50 - 64 | 13% | 34 | 5 | 32 | 6 | 33 | 9 | 35 | 6 | 16 | 8 |
| 65 years and over | 14% | 28 | 4 | 32 | 6 | 31 | 10 | 35 | 4 | 13 | 8 |
| Under \$5,000 income | 12% | 32 | 5 | 30 | 6 | 33 | 7 | 34 | 5 | 13 | 11 |
| \$5,000 - \$9,999 | 13% | 38 | 6 | 32 | 8 | 33 | 8 | 34 | 5 | 14 | 9 |
| \$10,000 and over | 13% | 34 | 6 | 32 | 10 | 33 | 10 | 38 | 6 | 18 | 7 |
| High school incomplete or less | 14% | 35 | 5 | 31 | 7 | 33 | 7 | 33 | 5 | 12 | 11 |
| High school graduate | 12% | 37 | 6 | 32 | 8 | 34 | 8 | 35 | 5 | 13 | 8 |
| Some college or more | 12% | 33 | 6 | 31 | 10 | 32 | 11 | 38 | 5 | 21 | 7 |

ADMINISTRATION HAS DONE POOREST JOB ON ... (Cont'd)

| | <u>12</u> | <u>13</u> | <u>14</u> | <u>15</u> | <u>16</u> | <u>17</u> | <u>18</u> | <u>19</u> | <u>20</u> | <u>21</u> | <u>22</u> | <u>23</u> |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 12. Dissatisfactions of youth | | | | | | | | | | | | |
| 13. Civil rights | | | | | | | | | | | | |
| 14. Vietnam | | | | | | | | | | | | |
| 15. Government spending | | | | | | | | | | | | |
| 16. Respect for the U.S. in the world | | | | | | | | | | | | |
| 17. Rebuilding cities | | | | | | | | | | | | |
| 18. The influence of special interest groups | | | | | | | | | | | | |
| 19. Poverty | | | | | | | | | | | | |
| 20. Open housing | | | | | | | | | | | | |
| 21. Medical care for the aged | | | | | | | | | | | | |
| 22. None | | | | | | | | | | | | |
| 23. No opinion | | | | | | | | | | | | |
| 8 Battleground States | 13% | 17 | 42 | 34 | 22 | 6 | 7 | 19 | 6 | 5 | 2 | 15 |
| 4 Southern States | 11% | 24 | 36 | 30 | 17 | 5 | 6 | 16 | 7 | 4 | 1 | 19 |
| Texas | 12% | 21 | 32 | 36 | 18 | 6 | 8 | 15 | 6 | 4 | 2 | 19 |
| California | 16% | 18 | 44 | 34 | 27 | 6 | 8 | 23 | 7 | 6 | 1 | 13 |
| Illinois | 13% | 15 | 39 | 32 | 20 | 4 | 6 | 19 | 8 | 6 | 2 | 17 |
| Michigan | 12% | 16 | 40 | 37 | 23 | 6 | 7 | 17 | 7 | 6 | 1 | 14 |
| Missouri | 12% | 19 | 41 | 32 | 22 | 6 | 5 | 20 | 5 | 5 | 2 | 15 |
| Ohio | 10% | 20 | 44 | 37 | 21 | 5 | 6 | 15 | 6 | 7 | 2 | 16 |
| New Jersey | 12% | 16 | 40 | 28 | 22 | 9 | 8 | 17 | 5 | 5 | 2 | 15 |
| Pennsylvania | 13% | 16 | 41 | 31 | 19 | 4 | 8 | 20 | 4 | 3 | 2 | 14 |
| Wisconsin | 15% | 16 | 38 | 42 | 23 | 5 | 7 | 17 | 6 | 5 | 1 | 12 |
| Strong Republican | 14% | 15 | 45 | 42 | 26 | 4 | 7 | 16 | 5 | 5 | 1 | 13 |
| Not very strong Republican | 13% | 16 | 44 | 36 | 24 | 4 | 7 | 18 | 5 | 4 | 2 | 15 |
| Independent leaning Republican | 12% | 18 | 45 | 40 | 29 | 5 | 8 | 19 | 6 | 4 | 0 | 13 |
| Independent | 13% | 19 | 43 | 34 | 23 | 5 | 8 | 18 | 5 | 4 | 1 | 15 |
| Independent leaning Democrat | 14% | 19 | 43 | 36 | 26 | 9 | 10 | 23 | 6 | 6 | 1 | 12 |
| Not very strong Democrat | 14% | 19 | 41 | 31 | 22 | 5 | 7 | 20 | 6 | 5 | 2 | 14 |
| Strong Democrat | 13% | 17 | 36 | 27 | 18 | 7 | 7 | 20 | 8 | 7 | 3 | 17 |
| Men | 13% | 18 | 41 | 36 | 23 | 7 | 8 | 19 | 6 | 6 | 2 | 13 |
| Women | 14% | 17 | 42 | 31 | 22 | 5 | 6 | 20 | 6 | 5 | 2 | 16 |
| White | 14% | 16 | 42 | 36 | 24 | 5 | 7 | 18 | 5 | 5 | 1 | 14 |
| Negro | 11% | 25 | 39 | 20 | 11 | 10 | 6 | 28 | 15 | 6 | 3 | 17 |
| Metro areas - central cities | 15% | 18 | 41 | 30 | 21 | 7 | 7 | 20 | 9 | 6 | 2 | 14 |
| Outside central cities | 13% | 17 | 43 | 36 | 25 | 5 | 8 | 19 | 5 | 5 | 1 | 14 |
| Outside metro areas | 11% | 16 | 39 | 34 | 20 | 4 | 6 | 17 | 5 | 5 | 2 | 16 |
| 21 - 25 years of age | 14% | 26 | 53 | 35 | 28 | 7 | 5 | 26 | 8 | 4 | 1 | 8 |
| 26 - 29 | 12% | 23 | 50 | 34 | 22 | 5 | 6 | 23 | 5 | 4 | 2 | 9 |
| 30 - 39 | 13% | 19 | 47 | 34 | 26 | 5 | 7 | 20 | 5 | 5 | 1 | 11 |
| 40 - 49 | 14% | 17 | 39 | 35 | 24 | 5 | 7 | 18 | 7 | 5 | 1 | 14 |
| 50 - 64 | 14% | 15 | 38 | 33 | 22 | 6 | 9 | 17 | 6 | 6 | 2 | 17 |
| 65 years and over | 12% | 11 | 34 | 31 | 15 | 6 | 6 | 17 | 7 | 6 | 3 | 22 |
| Under \$5,000 income | 13% | 14 | 37 | 26 | 15 | 5 | 5 | 19 | 8 | 6 | 3 | 21 |
| \$5,000 - \$9,999 | 12% | 19 | 43 | 35 | 22 | 6 | 7 | 19 | 6 | 6 | 2 | 14 |
| \$10,000 and over | 16% | 17 | 43 | 39 | 29 | 7 | 9 | 20 | 5 | 5 | 1 | 10 |
| High school incomplete or less | 11% | 17 | 37 | 29 | 16 | 5 | 5 | 18 | 7 | 6 | 2 | 20 |
| High school graduate | 14% | 19 | 42 | 34 | 24 | 5 | 6 | 19 | 6 | 5 | 2 | 13 |
| Some college or more | 15% | 16 | 47 | 40 | 31 | 7 | 11 | 21 | 5 | 4 | 1 | 8 |

NIXON COULD DO BEST JOB OF HANDLING ...

1. Farm problems
2. Taxes
3. Educational opportunities
4. Riots
5. Communist China
6. The cost of living

7. Concentration of power in Washington
8. Crime and violence
9. Russia
10. Gold drain and devaluation of the dollar
11. Unemployment

| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>9</u> | <u>10</u> | <u>11</u> |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| 8 Battleground States | 6% | 12 | 7 | 10 | 5 | 9 | 7 | 14 | 7 | 8 | 5 |
| 4 Southern States | 4% | 10 | 5 | 9 | 5 | 8 | 5 | 12 | 6 | 6 | 4 |
| Texas | 4% | 9 | 6 | 9 | 3 | 8 | 6 | 11 | 5 | 7 | 4 |
| California | 6% | 13 | 8 | 10 | 7 | 8 | 9 | 16 | 8 | 10 | 6 |
| Illinois | 7% | 12 | 6 | 8 | 5 | 10 | 7 | 14 | 7 | 9 | 4 |
| Michigan | 6% | 13 | 8 | 9 | 5 | 11 | 8 | 16 | 7 | 9 | 5 |
| Missouri | 6% | 10 | 5 | 10 | 4 | 9 | 8 | 14 | 7 | 8 | 6 |
| Ohio | 5% | 11 | 6 | 10 | 4 | 10 | 7 | 13 | 5 | 8 | 5 |
| New Jersey | 5% | 14 | 6 | 13 | 5 | 10 | 7 | 17 | 7 | 7 | 5 |
| Pennsylvania | 5% | 11 | 6 | 11 | 3 | 10 | 6 | 12 | 6 | 7 | 5 |
| Wisconsin | 6% | 14 | 7 | 10 | 5 | 8 | 8 | 14 | 6 | 7 | 4 |
| Strong Republican | 9% | 27 | 11 | 21 | 9 | 19 | 13 | 29 | 15 | 17 | 9 |
| Not very strong Republican | 6% | 14 | 6 | 13 | 6 | 12 | 8 | 19 | 7 | 10 | 4 |
| Independent leaning Republican | 8% | 19 | 9 | 15 | 9 | 13 | 11 | 23 | 12 | 13 | 8 |
| Independent | 5% | 10 | 5 | 10 | 3 | 9 | 6 | 13 | 6 | 6 | 5 |
| Independent leaning Democrat | 4% | 9 | 8 | 7 | 3 | 8 | 8 | 9 | 5 | 8 | 4 |
| Not very strong Democrat | 5% | 9 | 6 | 8 | 4 | 6 | 5 | 8 | 4 | 5 | 4 |
| Strong Democrat | 5% | 5 | 4 | 4 | 3 | 4 | 4 | 7 | 3 | 4 | 3 |
| Men | 7% | 14 | 6 | 12 | 6 | 10 | 9 | 17 | 8 | 11 | 5 |
| Women | 5% | 11 | 7 | 9 | 4 | 8 | 6 | 12 | 5 | 6 | 5 |
| White | 6% | 13 | 7 | 11 | 5 | 10 | 8 | 16 | 7 | 9 | 5 |
| Negro | 4% | 5 | 5 | 2 | 3 | 3 | 4 | 5 | 3 | 4 | 3 |
| Metro areas - central cities | 6% | 11 | 7 | 9 | 5 | 9 | 7 | 13 | 6 | 8 | 4 |
| Outside central cities | 6% | 14 | 7 | 11 | 6 | 10 | 8 | 16 | 8 | 10 | 6 |
| Outside metro areas | 6% | 12 | 6 | 10 | 4 | 9 | 7 | 13 | 6 | 7 | 5 |
| 21 - 25 years of age | 6% | 14 | 8 | 9 | 5 | 7 | 8 | 13 | 5 | 7 | 7 |
| 26 - 29 | 6% | 13 | 7 | 8 | 4 | 10 | 5 | 11 | 5 | 7 | 6 |
| 30 - 39 | 6% | 12 | 6 | 9 | 5 | 10 | 8 | 14 | 5 | 8 | 5 |
| 40 - 49 | 6% | 12 | 7 | 10 | 5 | 9 | 9 | 15 | 7 | 8 | 5 |
| 50 - 64 | 6% | 13 | 6 | 11 | 6 | 10 | 7 | 16 | 8 | 10 | 4 |
| 65 years and over | 6% | 12 | 6 | 11 | 5 | 10 | 7 | 16 | 8 | 8 | 6 |
| Under \$5,000 income | 5% | 11 | 6 | 10 | 4 | 9 | 6 | 12 | 5 | 5 | 5 |
| \$5,000 - \$9,999 | 6% | 12 | 6 | 10 | 5 | 8 | 7 | 13 | 7 | 7 | 5 |
| \$10,000 and over | 6% | 15 | 8 | 11 | 6 | 11 | 10 | 19 | 8 | 12 | 5 |
| High school incomplete or less | 6% | 10 | 6 | 10 | 4 | 9 | 5 | 11 | 5 | 6 | 5 |
| High school graduate | 5% | 12 | 7 | 10 | 5 | 8 | 7 | 14 | 6 | 7 | 5 |
| Some college or more | 7% | 16 | 7 | 11 | 7 | 11 | 11 | 19 | 10 | 13 | 5 |

NIXON COULD DO BEST JOB OF HANDLING ... (Cont'd)

- 12. Dissatisfactions of youth
- 13. Civil rights
- 14. Vietnam
- 15. Government spending
- 16. Respect for the U.S. in the world
- 17. Rebuilding cities

- 18. The influence of special interest groups
- 19. Poverty
- 20. Open housing
- 21. Medical care for the aged
- 22. None
- 23. No opinion

| | <u>12</u> | <u>13</u> | <u>14</u> | <u>15</u> | <u>16</u> | <u>17</u> | <u>18</u> | <u>19</u> | <u>20</u> | <u>21</u> | <u>22</u> | <u>23</u> |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 8 Battleground States | 4% | 9 | 23 | 20 | 15 | 3 | 5 | 7 | 3 | 4 | 15 | 38 |
| 4 Southern States | 4% | 8 | 19 | 15 | 12 | 3 | 4 | 4 | 3 | 3 | 16 | 47 |
| Texas | 3% | 7 | 18 | 19 | 12 | 1 | 3 | 6 | 1 | 3 | 16 | 45 |
| California | 5% | 9 | 24 | 21 | 16 | 4 | 5 | 7 | 3 | 4 | 17 | 35 |
| Illinois | 4% | 9 | 25 | 22 | 14 | 2 | 4 | 7 | 4 | 4 | 16 | 38 |
| Michigan | 4% | 11 | 24 | 21 | 14 | 4 | 5 | 8 | 4 | 5 | 14 | 36 |
| Missouri | 4% | 9 | 20 | 20 | 15 | 3 | 6 | 7 | 3 | 4 | 14 | 42 |
| Ohio | 5% | 9 | 21 | 20 | 13 | 3 | 4 | 6 | 2 | 4 | 18 | 39 |
| New Jersey | 4% | 9 | 23 | 18 | 16 | 4 | 5 | 8 | 5 | 5 | 13 | 41 |
| Pennsylvania | 5% | 10 | 23 | 18 | 15 | 3 | 4 | 7 | 3 | 3 | 15 | 40 |
| Wisconsin | 5% | 10 | 23 | 21 | 16 | 3 | 4 | 6 | 3 | 3 | 9 | 39 |
| Strong Republican | 9% | 16 | 45 | 39 | 31 | 5 | 7 | 13 | 6 | 6 | 3 | 23 |
| Not very strong Republican | 4% | 12 | 34 | 26 | 22 | 2 | 4 | 9 | 2 | 4 | 7 | 34 |
| Independent leaning Republican | 6% | 13 | 35 | 31 | 25 | 5 | 6 | 9 | 4 | 4 | 6 | 28 |
| Independent | 5% | 10 | 20 | 14 | 12 | 3 | 3 | 7 | 2 | 4 | 17 | 43 |
| Independent leaning Democrat | 4% | 7 | 14 | 15 | 12 | 3 | 5 | 7 | 4 | 5 | 21 | 36 |
| Not very strong Democrat | 3% | 7 | 15 | 14 | 9 | 3 | 4 | 5 | 3 | 3 | 18 | 45 |
| Strong Democrat | 2% | 5 | 11 | 10 | 5 | 2 | 4 | 4 | 2 | 3 | 26 | 45 |
| Men | 4% | 10 | 24 | 23 | 17 | 4 | 5 | 7 | 4 | 4 | 17 | 33 |
| Women | 4% | 8 | 22 | 17 | 13 | 3 | 4 | 7 | 3 | 3 | 14 | 43 |
| White | 5% | 10 | 25 | 22 | 16 | 3 | 5 | 7 | 3 | 4 | 13 | 37 |
| Negro | 1% | 3 | 9 | 9 | 4 | 3 | 3 | 4 | 3 | 4 | 31 | 44 |
| Metro areas - central cities | 3% | 8 | 18 | 17 | 12 | 4 | 5 | 6 | 3 | 4 | 21 | 38 |
| Outside central cities | 5% | 10 | 25 | 22 | 17 | 3 | 5 | 7 | 3 | 4 | 13 | 36 |
| Outside metro areas | 4% | 9 | 25 | 20 | 15 | 3 | 3 | 7 | 3 | 4 | 11 | 41 |
| 21 - 25 years of age | 4% | 12 | 26 | 16 | 15 | 3 | 4 | 10 | 3 | 3 | 17 | 33 |
| 26 - 29 | 3% | 10 | 23 | 18 | 11 | 3 | 4 | 9 | 3 | 5 | 16 | 35 |
| 30 - 39 | 5% | 9 | 25 | 19 | 15 | 4 | 4 | 7 | 4 | 4 | 17 | 35 |
| 40 - 49 | 4% | 9 | 23 | 22 | 16 | 3 | 5 | 6 | 2 | 4 | 15 | 38 |
| 50 - 64 | 5% | 9 | 22 | 21 | 17 | 3 | 5 | 6 | 3 | 3 | 15 | 40 |
| 65 years and over | 5% | 8 | 22 | 21 | 14 | 4 | 4 | 7 | 4 | 5 | 13 | 44 |
| Under \$5,000 income | 4% | 8 | 20 | 15 | 10 | 3 | 4 | 6 | 3 | 4 | 17 | 45 |
| \$5,000 - \$9,999 | 4% | 9 | 23 | 19 | 14 | 3 | 4 | 7 | 3 | 4 | 16 | 37 |
| \$10,000 and over | 5% | 11 | 27 | 26 | 20 | 3 | 5 | 7 | 3 | 4 | 13 | 32 |
| High school incomplete or less | 4% | 8 | 20 | 15 | 10 | 3 | 4 | 6 | 3 | 5 | 18 | 44 |
| High school graduate | 5% | 10 | 26 | 20 | 15 | 3 | 5 | 8 | 3 | 3 | 15 | 37 |
| Some college or more | 5% | 10 | 25 | 28 | 22 | 3 | 5 | 7 | 3 | 4 | 12 | 31 |

HUMPHREY COULD DO BEST JOB OF HANDLING ...

- | | |
|------------------------------|--|
| 1. Farm problems | 7. Concentration of power in Washington |
| 2. Taxes | 8. Crime and violence |
| 3. Educational opportunities | 9. Russia |
| 4. Riots | 10. Gold drain and devaluation of the dollar |
| 5. Communist China | 11. Unemployment |
| 6. The cost of living | |

| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> | <u>9</u> | <u>10</u> | <u>11</u> |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| 8 Battleground States | 10% | 7 | 13 | 8 | 3 | 7 | 5 | 11 | 4 | 3 | 12 |
| 4 Southern States | 6% | 5 | 10 | 6 | 2 | 7 | 4 | 8 | 3 | 3 | 9 |
| Texas | 9% | 7 | 14 | 8 | 3 | 8 | 4 | 10 | 4 | 4 | 14 |
| California | 11% | 7 | 13 | 8 | 3 | 6 | 5 | 9 | 4 | 4 | 14 |
| Illinois | 8% | 8 | 12 | 8 | 3 | 9 | 4 | 12 | 3 | 3 | 13 |
| Michigan | 11% | 8 | 14 | 8 | 3 | 6 | 5 | 13 | 4 | 4 | 12 |
| Missouri | 12% | 7 | 13 | 9 | 3 | 6 | 5 | 12 | 3 | 4 | 12 |
| Ohio | 7% | 7 | 13 | 9 | 3 | 7 | 4 | 9 | 3 | 3 | 11 |
| New Jersey | 9% | 7 | 14 | 9 | 3 | 7 | 6 | 13 | 5 | 4 | 11 |
| Pennsylvania | 9% | 6 | 12 | 9 | 2 | 9 | 4 | 10 | 3 | 3 | 12 |
| Wisconsin | 15% | 7 | 11 | 7 | 2 | 6 | 3 | 11 | 4 | 2 | 12 |
| Strong Republican | 6% | 3 | 8 | 4 | 1 | 3 | 5 | 4 | 1 | 1 | 6 |
| Not very strong Republican | 8% | 2 | 9 | 4 | 2 | 3 | 4 | 5 | 3 | 3 | 9 |
| Independent leaning Republican | 10% | 4 | 12 | 3 | 2 | 4 | 3 | 6 | 2 | 1 | 10 |
| Independent | 7% | 4 | 9 | 6 | 3 | 4 | 3 | 8 | 2 | 3 | 7 |
| Independent leaning Democrat | 14% | 7 | 16 | 8 | 2 | 7 | 4 | 14 | 4 | 4 | 15 |
| Not very strong Democrat | 10% | 8 | 12 | 8 | 3 | 6 | 4 | 12 | 3 | 3 | 13 |
| Strong Democrat | 13% | 14 | 19 | 16 | 6 | 14 | 6 | 19 | 7 | 6 | 20 |
| Men | 11% | 7 | 13 | 9 | 3 | 7 | 5 | 11 | 4 | 4 | 14 |
| Women | 9% | 7 | 12 | 8 | 2 | 7 | 4 | 11 | 3 | 3 | 11 |
| White | 10% | 6 | 12 | 7 | 3 | 6 | 4 | 9 | 3 | 3 | 11 |
| Negro | 10% | 15 | 22 | 18 | 6 | 17 | 6 | 22 | 7 | 6 | 22 |
| Metro areas - central cities | 11% | 10 | 15 | 12 | 4 | 11 | 5 | 14 | 5 | 4 | 16 |
| Outside central cities | 10% | 6 | 13 | 7 | 3 | 6 | 4 | 10 | 3 | 3 | 12 |
| Outside metro areas | 9% | 5 | 10 | 6 | 2 | 5 | 4 | 7 | 2 | 3 | 8 |
| 21 - 25 years of age | 10% | 7 | 14 | 8 | 2 | 7 | 5 | 13 | 3 | 4 | 14 |
| 26 - 29 | 12% | 7 | 16 | 8 | 5 | 7 | 3 | 12 | 4 | 4 | 15 |
| 30 - 39 | 10% | 8 | 15 | 8 | 2 | 7 | 5 | 12 | 3 | 3 | 14 |
| 40 - 49 | 11% | 7 | 13 | 8 | 3 | 6 | 6 | 10 | 4 | 4 | 13 |
| 50 - 64 | 10% | 7 | 12 | 9 | 4 | 8 | 5 | 10 | 4 | 4 | 12 |
| 65 years and over | 9% | 6 | 9 | 8 | 2 | 6 | 4 | 10 | 2 | 3 | 8 |
| Under \$5,000 income | 8% | 9 | 12 | 9 | 3 | 9 | 5 | 11 | 4 | 4 | 11 |
| \$5,000 - \$9,999 | 10% | 8 | 13 | 9 | 3 | 8 | 5 | 12 | 4 | 3 | 13 |
| \$10,000 and over | 11% | 5 | 14 | 6 | 2 | 5 | 4 | 10 | 3 | 3 | 13 |
| High school incomplete or less | 8% | 9 | 12 | 10 | 4 | 10 | 5 | 12 | 4 | 4 | 12 |
| High school graduate | 10% | 7 | 12 | 8 | 3 | 7 | 4 | 10 | 3 | 3 | 11 |
| Some college or more | 12% | 5 | 15 | 6 | 3 | 4 | 4 | 10 | 3 | 3 | 15 |

HUMPHREY COULD DO BEST JOB OF HANDLING ... (Cont'd)

| | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
|--|----|----|----|----|----|----|----|----|----|----|----|----|
| 12. Dissatisfactions of youth | | | | | | | | | | | | |
| 13. Civil rights | | | | | | | | | | | | |
| 14. Vietnam | | | | | | | | | | | | |
| 15. Government spending | | | | | | | | | | | | |
| 16. Respect for the U.S. in the world | | | | | | | | | | | | |
| 17. Rebuilding cities | | | | | | | | | | | | |
| 18. The influence of special interest groups | | | | | | | | | | | | |
| 19. Poverty | | | | | | | | | | | | |
| 20. Open housing | | | | | | | | | | | | |
| 21. Medical care for the aged | | | | | | | | | | | | |
| 22. None | | | | | | | | | | | | |
| 23. No opinion | | | | | | | | | | | | |
| 8 Battleground States | 6% | 21 | 15 | 8 | 8 | 7 | 5 | 17 | 12 | 12 | 14 | 38 |
| 4 Southern States | 5% | 14 | 10 | 5 | 6 | 5 | 3 | 13 | 8 | 9 | 22 | 42 |
| Texas | 7% | 17 | 13 | 7 | 9 | 7 | 4 | 14 | 8 | 12 | 17 | 39 |
| California | 6% | 23 | 15 | 8 | 10 | 8 | 5 | 17 | 13 | 13 | 14 | 35 |
| Illinois | 6% | 21 | 16 | 9 | 6 | 6 | 4 | 18 | 13 | 11 | 15 | 39 |
| Michigan | 8% | 22 | 17 | 9 | 9 | 9 | 5 | 20 | 14 | 13 | 13 | 34 |
| Missouri | 8% | 20 | 14 | 8 | 8 | 7 | 5 | 18 | 10 | 13 | 14 | 37 |
| Ohio | 7% | 22 | 15 | 10 | 8 | 7 | 4 | 15 | 11 | 11 | 16 | 39 |
| New Jersey | 8% | 23 | 15 | 9 | 10 | 9 | 6 | 18 | 13 | 15 | 12 | 39 |
| Pennsylvania | 5% | 18 | 14 | 6 | 8 | 6 | 4 | 17 | 9 | 8 | 13 | 40 |
| Wisconsin | 6% | 17 | 15 | 7 | 7 | 6 | 3 | 15 | 12 | 11 | 10 | 40 |
| Strong Republican | 5% | 12 | 5 | 5 | 3 | 5 | 5 | 10 | 8 | 8 | 26 | 42 |
| Not very strong Republican | 5% | 16 | 7 | 3 | 6 | 6 | 5 | 12 | 9 | 8 | 16 | 46 |
| Independent leaning Republican | 6% | 22 | 6 | 6 | 6 | 8 | 4 | 16 | 15 | 10 | 20 | 35 |
| Independent | 5% | 15 | 12 | 7 | 5 | 6 | 4 | 13 | 10 | 9 | 18 | 43 |
| Independent leaning Democrat | 6% | 26 | 19 | 10 | 11 | 11 | 4 | 20 | 13 | 13 | 11 | 31 |
| Not very strong Democrat | 6% | 24 | 19 | 8 | 10 | 6 | 3 | 17 | 11 | 11 | 10 | 37 |
| Strong Democrat | 8% | 29 | 27 | 14 | 14 | 10 | 6 | 26 | 15 | 17 | 6 | 30 |
| Men | 7% | 22 | 14 | 9 | 9 | 10 | 5 | 19 | 14 | 14 | 16 | 33 |
| Women | 6% | 20 | 16 | 8 | 8 | 5 | 4 | 16 | 9 | 10 | 12 | 42 |
| White | 6% | 19 | 13 | 8 | 8 | 7 | 4 | 16 | 10 | 11 | 15 | 39 |
| Negro | 9% | 38 | 25 | 12 | 11 | 13 | 6 | 30 | 25 | 15 | 4 | 30 |
| Metro areas - central cities | 7% | 26 | 20 | 10 | 11 | 9 | 5 | 22 | 16 | 14 | 12 | 33 |
| Outside central cities | 7% | 21 | 14 | 8 | 8 | 8 | 4 | 17 | 11 | 11 | 14 | 36 |
| Outside metro areas | 4% | 14 | 11 | 7 | 6 | 5 | 4 | 11 | 7 | 9 | 15 | 46 |
| 21 - 25 years of age | 7% | 27 | 19 | 8 | 8 | 10 | 5 | 23 | 16 | 12 | 13 | 27 |
| 26 - 29 | 7% | 27 | 19 | 7 | 9 | 8 | 6 | 22 | 14 | 14 | 11 | 31 |
| 30 - 39 | 7% | 25 | 17 | 8 | 8 | 7 | 5 | 19 | 13 | 13 | 13 | 33 |
| 40 - 49 | 6% | 23 | 15 | 9 | 9 | 8 | 4 | 17 | 12 | 11 | 13 | 36 |
| 50 - 64 | 6% | 19 | 14 | 9 | 9 | 8 | 5 | 16 | 12 | 11 | 15 | 41 |
| 65 years and over | 5% | 12 | 11 | 7 | 7 | 5 | 3 | 12 | 7 | 10 | 16 | 49 |
| Under \$5,000 income | 5% | 16 | 14 | 9 | 7 | 6 | 5 | 14 | 9 | 11 | 13 | 46 |
| \$5,000 - \$9,999 | 6% | 22 | 18 | 9 | 9 | 7 | 4 | 18 | 12 | 11 | 14 | 36 |
| \$10,000 and over | 7% | 25 | 12 | 8 | 9 | 9 | 5 | 20 | 13 | 13 | 14 | 32 |
| High school incomplete or less | 6% | 17 | 17 | 10 | 8 | 7 | 4 | 16 | 10 | 11 | 13 | 43 |
| High school graduate | 6% | 21 | 16 | 8 | 9 | 6 | 4 | 16 | 10 | 11 | 14 | 38 |
| Some college or more | 8% | 28 | 11 | 6 | 9 | 11 | 6 | 21 | 16 | 14 | 15 | 29 |

Q 14. What are some of the reasons why you favor _____ for President (Asked only of those favoring the particular candidate)
 (This becomes a test of why committed voter likes his candidate).

| | 8 B. G. States | | | 4 Southern States | | | Texas | | |
|---------------------------------------|----------------|------------|-----------|-------------------|------------|-----------|---------|------------|-----------|
| | Nixon % | Humphrey % | Wallace % | Nixon % | Humphrey % | Wallace % | Nixon % | Humphrey % | Wallace % |
| Experienced, | 31 | 23 | 4 | 35 | 29 | 2 | 25 | 30 | 5 |
| His personal characteristics | 25 | 17 | 30 | 16 | 15 | 31 | 26 | 18 | 25 |
| He is a Democrat/Republican | 12 | 24 | - | 9 | 27 | 1 | 9 | 32 | 0 |
| His policies/platform | 10 | 8 | 15 | 9 | 5 | 19 | 11 | 12 | 29 |
| His Vietnam stand | 10 | 6 | 4 | 9 | 5 | 4 | 7 | 6 | 4 |
| He is good public servant | 8 | 7 | 12 | 7 | 7 | 17 | 12 | 7 | 7 |
| We need a change | 8 | - | 7 | 11 | - | 6 | 18 | 1 | 8 |
| By choice of elimination | 8 | 13 | 7 | 4 | 6 | 2 | 4 | 5 | 4 |
| Knowledge of world affairs | 8 | 2 | - | 8 | 1 | - | 6 | 5 | 1 |
| He is a liberal/conservative | 5 | 3 | - | 6 | 1 | 1 | 8 | 3 | 3 |
| I just like him | 3 | 4 | 2 | 3 | 3 | 2 | 8 | 8 | 3 |
| Knowledge of domestic affairs | 3 | 2 | - | 2 | 2 | 2 | 2 | 2 | 1 |
| Stand on civil rights/racial problems | 3 | 6 | 26 | 2 | 7 | 27 | 2 | 4 | 24 |
| Stand on state;s rights | 1 | - | 10 | 1 | - | 19 | 1 | - | 18 |
| Hearsay evidence | 1 | 1 | 1 | 3 | 1 | 2 | 2 | - | 3 |
| Stand on poverty | 1 | 4 | 2 | 1 | 5 | 3 | 2 | 3 | 7 |
| Closely allied with Present Admin. | - | 7 | - | - | 8 | - | 1 | 11 | - |
| Nothing in particular | | | | | | | | | |

(16)

Q. 24. Is there anything particular about that would make you want to vote for him for President? (Asked of all respondents regardless of preference)

| | 8 B. G. States | | 4 Southern St. | | Texas | |
|--|----------------|----------|----------------|----------|-------|----------|
| | Nixon | Humphrey | Nixon | Humphrey | Nixon | Humphrey |
| | % | % | % | % | % | % |
| Experienced.. | 14 | 14 | 13 | 11 | 14 | 13 |
| His personal characteristics | 13 | 13 | 9 | 10 | 15 | 13 |
| He is a good public servant | 4 | 5 | 4 | 3 | 5 | 5 |
| His policies/platform | 4 | 3 | 3 | 3 | 4 | 5 |
| His stand on Vietnam | 4 | 2 | 3 | 1 | 4 | 3 |
| Knowledge of world affairs | 3 | 1 | 4 | 1 | 2 | 1 |
| He is a Democrat/Republican | 3 | 5 | 2 | 7 | 2 | 10 |
| We need a change | 2 | - | 2 | - | 2 | 1 |
| He is a liberal/conservative | 2 | 1 | 2 | 1 | 3 | 1 |
| Closely allied with present administration | - | 3 | - | 2 | - | 5 |
| By choice of elimination | 1 | 1 | 2 | 1 | 3 | 2 |
| Knowledge of domestic affairs | 1 | 1 | 1 | 1 | 1 | 1 |
| Stand on civilrights/racial problems | 1 | 3 | 1 | 2 | 1 | 1 |
| I just like him | 1 | 1 | 1 | - | 1 | 1 |
| Stand on state's rights | - | -- | 1 | - | - | - |
| Hearsay evidence | - | - | 1 | - | - | - |
| Stand on poverty | - | 2 | - | 2 | - | 1 |
| Nothing in particular | 50 | 47 | 48 | 56 | 47 | 45 |

Q 25. Is there anything particular about _____ that would make you want to vote against him for President? (Asked of all respondents regardless of preference).

| | <u>8 B. G. States</u> | | <u>4 Southern St.</u> | | <u>Texas</u> | |
|--|-----------------------|---------------|-----------------------|---------------|--------------|---------------|
| | Nixon % | Humphrey % | Nixon % | Humphrey % | Nixon % | Humphrey % |
| His personal characteristics | 19 | 13 | 13 | 13 | 15 | 15 |
| He is a Democrat/Republican | 4 | 3 | 6 | 2 | 6 | 1 |
| He is a loser | 6 | - | 4 | - | 6 | - |
| I just dislike him | 4 | 2 | 3 | 4 | 2 | 3 |
| Dislike Vietnam stand | 3 | 4 | 3 | 4 | 3 | 2 |
| He is too liberal/conservative | | 2 | 1 | 3 | 2 | 4 |
| Past performance does not make him an attractive candidate | 2 | 1 | 1 | 2 | 1 | 1 |
| It depends on who is running (would prefer someone else of same party) | 2 | 1 | 1 | 1 | 3 | 1 |
| Dislike his policies/platform | 2 | 2 | 1 | 2 | 3 | 2 |
| Dislike stand on issue of power | 2 | 1 | 1 | 1 | 2 | 1 |
| Leans toward socialism | - | 1 | - | 1 | 1 | 3 |
| Dislike his foreign policy stands | 1 | 1 | - | 1 | 1 | 1 |
| Too closely associated with Johnson Administration | - | 12 | - | 12 | - | 11 |
| Nothing in particular | 49 | 49 | 55 | 47 | 50 | 51 |

(28)

40 A I'm going to mention several of the areas of concern on the list, and for each one I'd like to know about what you think should be done about it. VIETNAM

| | 8 B. G. States % | 4 Southern St. % | Texas % |
|--|---------------------|---------------------|------------|
| Pull out completely/retreat with honor | 24 | 22 | 21 |
| Fight/bomb/make it an all out war | 21 | 18 | 21 |
| The war should be stopped | 20 | 19 | 20 |
| End war through negotiation | 14 | 14 | 13 |
| U.S. has no commitment to fight war | 13 | 10 | 9 |
| We must stop killing our men | 12 | 10 | 9 |
| Fulfill our commitment | 10 | 5 | 11 |
| We must win the war | 5 | 10 | 9 |
| Deescalate/pull out gradually | 5 | 3 | 3 |
| Give more authority to military personnel/less interference from politicians | 2 | 1 | 2 |
| Decrease spending on war | 2 | 1 | 1 |
| Of great concern, but don't know what to do about it | 2 | 2 | 3 |

40 C. I'm going to mention several of the areas of concern on the list, and for each one I'd like to know what you think should be done about it. CRIME AND VIOLENCE

| | 8 B. G. States % | 4 Southern St. % | Texas % |
|---|---------------------|---------------------|------------|
| Give stricter penalties | 24 | 23 | 26 |
| Enforce the law | 20 | 22 | 23 |
| Give police more power | 13 | 13 | 11 |
| Make stricter laws | 11 | 7 | 11 |
| Pass gun control law | 8 | 6 | 5 |
| Make courts less lenient | 8 | 6 | 9 |
| Should be stopped; don't know how | 7 | 9 | 1 |
| Increase size of police force | 5 | 4 | 4 |
| Improve caliber of police force | 4 | 3 | 5 |
| Children need more guidance | 4 | 3 | 5 |
| Improve educational system | 3 | 2 | 3 |
| Provide more employment | 3 | 1 | 2 |
| Improve housing/living conditions for low income people | 3 | 1 | 1 |
| Deal with social/moral problems | 2 | 2 | 1 |
| Gun control is <u>not</u> the answer | 2 | 3 | 1 |
| Too much TV publicity | 2 | 1 | 1 |
| Mental, psychiatric care for criminals | 1 | 1 | 1 |
| Religion | 1 | 2 | - |
| Cannot be stopped: it's human nature | 1 | 1 | 1 |
| Handled satisfactorily now | 1 | 1 | 1 |

40 B. I'm going to mention several of the areas of concern on the list, and for each one, I'd like to know what you think should be done about it. RIOTS

| | 8 B. G. States % | 4 Southern St. % | Texas % |
|---|---------------------|---------------------|------------|
| Stronger law enforcement/more police authority | 32 | 34 | 35 |
| Alleviate causes of riots | 15 | 9 | 8 |
| Use drastic measures/shoot | 13 | 15 | 17 |
| Give stricter penalties | 13 | 14 | 16 |
| Should be stopped | 10 | 14 | 11 |
| Try to settle problems peacefully through communication | 6 | 6 | 5 |
| Teach discipline/respect | 5 | 1 | 2 |
| Give it less publicity | 1 | 1 | 1 |
| It is communist inspired | 1 | 1 | 1 |
| Stop giving handouts/make them work | 1 | 1 | 1 |
| Banish rioters | 1 | 1 | 1 |
| Cannot be stopped | 1 | - | 1 |
| Improve police/civilian relationships | - | - | - |

40 D. I'm going to mention several of the ⁽²⁶⁾ areas of concern on the list, and for each one I'd like to know what you think should be done about it. COST OF LIVING

| | <u>8 B. B. States</u> % | <u>4 Southern St.</u> % | <u>Texas</u> % |
|---|----------------------------|----------------------------|-------------------|
| Cost of living needs to be lowered | 20 | 17 | 23 |
| Control/reduce prices | 18 | 17 | 16 |
| Hold down wage increases | 10 | 5 | 7 |
| Cut down government spending | 7 | 7 | 8 |
| Reduce/don't raise taxes | 7 | 9 | 6 |
| Control unions/strikes | 5 | 2 | 2 |
| Nothing can be done about it | 5 | 3 | 2 |
| Cut down foreign aid | 4 | 3 | 4 |
| End war in Vietnam | 4 | 3 | 3 |
| Raise wages | 4 | 8 | 7 |
| Less regulation on farmers | 3 | 2 | 4 |
| It is satisfactory now | 3 | 2 | 4 |
| Curb inflation | 2 | 3 | 1 |
| Discourage buying on credit | 1 | 1 | 2 |
| Reduce welfare spending | 1 | 2 | 2 |

Confidential File.

July 20, 1968

MEMORANDUM TO: HRH

FROM: RZ

RE: INFORMATION OFFICE

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12356, Section 1.1
By RZP NARS, Date 4/6/87

~~CONFIDENTIAL~~

The major problem today with the Information Office is that the problems that existed several months ago with the department still exist.

It is difficult to pin-point dramatic examples to illustrate "what's wrong?" Generally, however, the problems are:

1. Lack of organization.
2. Lack of experienced people.
3. Lack of adequate administrative direction.
4. In some cases, the filling of job functions with people who simply cannot perform.

It is my sincere and firm opinion that if things in the Information Department are not fixed -- and soon -- the candidate and the campaign organization will face these problems in the coming months.

1. Deterioration of Press Relations focusing attention on the historical RN/PRESS thing.

2. Poor dissemination of "the campaign line" and candidate positions - particularly to special groups. (Farm statement to Farmers; Economic statement to Financial and Business groups, etc.)
3. Failure to fully capitalize on the campaigning efforts of PN, the Nixon Girls and David E.
4. And finally, under the "umbrella" of organization -- a failure to keep adequate records on releases, photos, statements -- for evaluation during campaign.

Again, the root of the problem is organization and administration. Right now the Information Office is too general in nature,

When HK arrived on the scene he faced the expected Personal Problems. McKinlay bucked hard to retain administrative control of the entire department He was successful. The Result -- The only change was the addition of a superstructure that has even further confused and bogged down the operation; bringing about justified lack of confidence in the department from Schedule, Research and Campaign Management.

Here are some "specifics" that have lead to the above conclusions:

(1) NEWS MEDIA MAILING LIST

The current list is outdated, inadequate and lacks organization. Little is being done to correct the situation. Most disturbing is the failure to understand the need for a well constructed, flexible list.

The current list was compiled over the past three years for specialized "Primary" purposes and is not acceptable for a National Presidential Campaign.

For example:

If RN would ask, today, for immediate delivery of the top 50 political columns in the country -- they could not be delivered.

If RN would ask, today, for immediate delivery of the top editorial writers in the country, they could not be delivered.

If such a request would come, all "hell" would break loose and it would take from 24 to 48 hours to provide it.

Currently, the Information Department is using PR Aid's list for mailing news releases. No one in the Information Office as of Friday night at 6:00 p.m. has reviewed the PR Aids list:

If RN would request some evening at 5:30 p.m. that a statement be produced and mailed that evening to a specialized media group, PR Aids could not be used -- they close at 5:00 p.m. -- and will only remain open with one to two hours advance notice. As there are no pre-run envelopes in the Information Office, the only way the request could be met would be by a haphazard, quick typing job compiled from addresses from Standard Rate and Data or Editor and Publisher -- neither of which contain such things as Washington Bureau Chiefs or Key Political Writers.

(2) At this point there is no one concerned with producing schedule stories for PN, the Girls and David E. or coordinating with the schedule department for development of press coverage. Machelle Weiss has been assigned to coordinate the Girls' activities, but she fully admits lack of action at this point. The question is, is she the one for the job? I don't think so!

- (3) HK simply has not been available to administer and structure the department. This has resulted in Arch McKinlay communicating with HK by memo for answers to current problems -- and these stack up at an unbelievable rate, Arch complains.

- (4) There is only superficial coordination between the New York Information Office and the Citizens organization in Washington and the Regional Washington Office. . . . Ask Lew Helm or Alan Woods about this!

- (5) The The Personnel Chart worked out by Herb and Arch calls for the hiring of 11 new people -- There is no place to put them. Little, if any, planning has been given to such things as more office space for the Department.

Tom Sedlar will report to work in the next few days after adequate advance notice. As of Friday, at 6:00 p. m., no thought was given as to where he will sit nor to the installation of a phone. . . . Result, more confusion and lack of organization when he comes in.

- (6) We are the only news operation, I think, in the country that does not have a high speed mimeograph machine.
- (7) The phone system throughout the office is incredible Many lines for two weeks only light up -- they don't ring. No concern is voiced -- it just goes on. In this area, there is no systematic method of "fielding" press inquiries. If HK is not in nor RZ, the caller must call back or accept inadequate answers. This has resulted in complaints from local media in every city I've been in, in the last few weeks.
- (8) Where is the RN Statement Release Paper?
I could go on listing these "little things". However, it is the compilation of these that allows the problem to be summarized:

We have an Information Department that contains inexperienced people who serve in "Generals'" roles without proper direction and structure.

FURTHER:

The campaign as of today does not have a professional functioning News Bureau!

SOLUTION:

I McKinlay Operation: Director of Campaign Services

It is my opinion, as it was that of others several months ago, that Arch McKinlay is in the wrong job. He's had six months to organize and effect operation and it has not happened. Therefore, he should not continue as Administrator of the entire Information Office!

McKinlay is a dedicated, hard worker who can achieve good results in certain areas. This being the case, McKinlay and his group of inexperienced young ladies should be spun off into a Campaign Services Department, totally separate from the News Bureau.

The Responsibilities of this group could include:

- Daily News Reports
- TV Monitoring
- Special Campaign Projects

- Volunteer Administration
- Campaign Material Control and Distribution
- Collateral Material Development and
Coordination
- Assistance with maintaining Mailing List and
getting out Mailings to volunteer groups or
specialized media groups.
- Special Campaign Material layouts.....
Badges, Button, Stationery, etc.

THIS SPECIAL SERVICE GROUP SHOULD BE MOVED BACK
TO THE FIRST FLOOR OF 450 PARK -- LEAVING ROOM FOR
THE YET TO BE ESTABLISHED NEWS BUREAU.

II. Establish a "NEWS BUREAU":

The functions of the "News Bureau" would be:

1. Fully disseminate campaign news and positions to
general and specialized media group.
2. Develop campaign feature color stories and schedule
stories.

3. Coordinate and handle all news media requests for interviews and request for answer to Publication Questionnaires.
4. Maintain and coordinate News Media Mailing List.
5. Exploit and work with Minority Press.
6. Coordinate news activities of PN, The Girls and David E., including the release of schedule information, working with local media contacts to set up interviews and press receptions.
7. Maintain complete and accurate records of news releases -- in quantities. Keep files on newspaper editorial positions and columnists.
8. Maintain complete Press Request files.
9. Develop news re: Senators, Party Leaders, Sports Groups, etc.
10. Coordinate Phone Beeper Service for Radio Exposure and statements by RN and Party Leaders.
11. Coordinate closely with Travel-Press operation.

IN ORDER TO ACCOMPLISH THE ABOVE, COMPETENT "PRO'S" ARE NEEDED AND MUST PERFORM UNDER CLEAR DIRECTION.

STAFF

A. DIRECTOR OF NEWS BUREAU:

Should be a mature, capable Administrator and Newsman. Probably now holds the job of Senior Editor or Editor of Major National Publication.

B. HEAD WRITER:

Should be "seasoned" writer, capable of supervising output of two additional men in developing all campaign stories other than the candidate's statements.

C. TWO WRITERS.

D. MINORITY PRESS DIRECTOR

Works only with Minority Press -- feeding stories, evaluating Editorial Positions, etc. (Mike Monroe type.)

SCHEDULE DEPARTMENT LIAISON

Should be solid young man - Rod Odle type - who will keep News Bureau totally current on schedule changes and development. Also, will coordinate forwarding of schedule to traveling party. This person could "field" many of the media calls regarding schedule and interview requests.

E. MAGAZINE MAN/NY - PRESS CONTACT

Would handle magazine story development and contact with NY Bureaus and coordination of NY and Washington Nixon News Bureaus.

F. PRODUCTION AND MAILING SUPERVISOR

Would be responsible for Production of releases, maintaining Media List -- and coordination of list if outside house is used. Also under his direction would fall the responsibility for maintaining release files and information data book.

Man for this job could currently hold job with direct mail house.

G. DATA AND RECORD ASSISTANT

Compile and maintain newspaper editorial positions, columnist opinions, political writers' stories, including AP-UPI feed - work in evaluating; this person would work closely with Agnes.

Should be Research Assistant type.

H. COORDINATOR OF WOMEN'S PRESS RELATIONS

Would handle Press chores and coordination of Press efforts on behalf of PR and Girls.

Jan McCoy, Ginger Sevell - type needed here.

I. TRAVEL DESK OPERATION

- Arrangements Communication
- Press Billing
- On-Road Liaison

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12356, Section 1.1
By RJP NARS, Date 4/6/87

~~Confidential~~ LM
file

Further confirmation on the Percy situation. Len Hall worked on him all last week and finally convinced him that he had no chance of being VP on our ticket. Then they go on the bit about they will beat you on the first ballot - then Reagan will go up on the second and then Rocky on the third (but Len tells them (his victims) that he does not have much hope that Rocky will get it and then on the 4th or 5th ballot Rockefeller will throw his support to Percy.

Their future plans -- Monday they will publish (possibly Tuesday) the polls they have taken exclusive of the South which will, of course, show Rocky doing very well.

They are working extremely hard on Agnew and Romney --- they do not think Rhodes will do anything until he gets to the convention -- Len Hall is on the telephone daily - sometimes more than once a day trying to get Agnew to commit himself and come out -- their hope is that they can get Agnew for say - Wednesday and then Romney for Friday just before they go into the convention. Then follow this up with their blitz of the Miami area with newspaper and radio TV advertisements.

They feel that the great mistake that Nixon made has been his silence in the last three weeks -- has allowed them to get all the press coverage and TV -- that anything RN has done has been scant and has not gotten much coverage and they have been able to make ~~xxxxxxxxxxxx~~ hay out of it.

They are extremely optimistic now that they can stop Nixon from getting it on the first ballot.

They are working hard on Dirksen -- Len Hall again is the one doing the work. They feel they can get Dirksen to stay neutral -- the story is that Dirksen is exceedingly angry about the Fortas thing and he told the Rocky people privately that he has been disgusted with Nixon's stand on that - he has apparently promised LBJ to get this through and it is embarrassing to him not to be able to do it.

Rita asked if we couldn't just deplore the filibuster -- I said I did not think we should but would pass the suggestion on.

They say Dirksen is not ready yet to come out and say "I am for Richard Nixon." He may stay neutral and they feel that will be a victory if they ~~could-keep-him-neutral-until-that-time---~~ could keep him neutral until the convention opens.

They are working on him mighty hard.

Len is on the telephone all day long talks constantly to all these people they are trying to swing - apparently Hinman is not doing much of this now -- mostly Len Hall.