

Richard Nixon Presidential Library
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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>
44	11	5/25/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Gordon Strachan RE: RNC survey on Cap Weinberger's chances of defeating Alioto in the San Francisco mayoralty race. Memo from Dent and RNC survey (05/17/1971) to analyze problems involved in defeating Alioto attached. 4pgs
44	11	3/4/1971	<input type="checkbox"/>	Campaign	Report	The California Poll report, released by Field Research Corporation, Release #706, titled "Reagan's Voter Popularity Slips," written by Marvin D. Field. 5pgs
44	11	7/11/1970	<input type="checkbox"/>	Campaign	Report	Derge Telephone Survey Polling Questions on the approval or disapproval of Nixon's handling of the Presidency for Northern California and Southern California. 4pgs

THE WHITE HOUSE
WASHINGTON

Date May 25, 1971

NOTE TO: H. R. HALDEMAN

FROM: GORDON STRACHAN

Dent forwarded this RNC survey on
Cap Weinberger's chances of
defeating Alioto in the San
Francisco mayoralty race.

His chances don't look too good.
Weinberger has received this
information.

G

Date: May 21, 1971

TO: BOB HALDEMAN

FROM: HARRY DENT

HD

Please handle _____

For your information _____



Republican
National
Committee.

*Falls
Calif*

Thomas C. Reed
Member for California
Executive Committee
Republican National Committee
P. O. Box 371
San Rafael, California 94902
415) 456-7310

May 17, 1971

Dear General Mitchell:

During the period April 26 through 27, my office undertook a survey in the City and County of San Francisco to analyze the problems involved in defeating Joseph Alioto's bid for reelection as Mayor. I thought you might be interested in some of the results.

As far as the mayoralty is concerned, we found the voters of San Francisco to be pretty unconcerned about Alioto's Mafia and kickback scandals. As a possible opponent, Cap Weinberger stands a reasonable chance, given adequate money and support. It would certainly be an uphill struggle, however. We have furnished him with a full report.

As part of the survey, we looked at President Nixon's "coattail strength" to see how a member of the President's staff might take advantage of those coattails. There were two questions, as follows:

1. "How would you rate the job Nixon is doing as President?"

	This survey, S.F., April 1971			Statewide, Oct. 1970
	All voters	Republicans	Democrats	
Excellent	9%	21%	4%	14%
Good	26%	40%	19%	36%
Fair	33%	24%	37%	34%
Poor	28%	12%	35%	14%
No opinion	4%	4%	5%	2%

2. "If the election for President were held today, and Richard Nixon were running for reelection, would you vote for him?"

	This survey, S.F., April 1971			Total, of those Committed	1968 S.F. Vote Results
	Rep.	Dem.	Total		
Yes	49%	8%	21%	31%	33.6% Nixon
No	19%	59%	46%	69%	59.2% Humphrey
Depends on opponent	28%	28%	28%	-	6.3% Wallace
Don't know	5%	5%	5%	-	0% Nixon

We also looked at the April 24 anti-war march and rally in San Francisco --at which Joseph Alioto appeared. The violence in Washington had not yet erupted. The question was phrased to be pro-demonstrators:

"Demonstrations against the war in Vietnam generally do more good than harm."

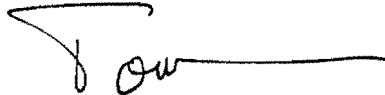
Agree: 42%

Disagree: 49%

No opinion: 9%

If we can be of further assistance, please do not hesitate to call.

Very best regards,



Thomas C. Reed

The Honorable John N. Mitchell
Attorney General of the United States
Justice Department
Washington, D.C.

cc: ✓ Mr. Harry S. Dent
Mr. Lyn Nofziger
Mr. Robert H. Finch

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Release # 706

For release THURSDAY, MARCH 4, 1971

REAGAN'S VOTER POPULARITY
SLIPS

by Mervin D. Field

IMPORTANT: Contract for this service is subject to revocation if publication or broadcast takes place before release date or if contents of report are divulged to persons outside of subscriber staff prior to release time.

Governor Ronald Reagan's popularity with California voters is down considerably since last year, due apparently to dissatisfaction with his cuts in the Medi-Cal budget and his advocacy of cutbacks in welfare.

The California Poll makes periodic surveys to measure how California voters rate the job being done by the incumbent governor. Last year, The California Poll found almost twice as many voters who would say they believed Governor Reagan was doing a "good job" as claimed he was doing a "poor job." This year, the number of "poor job" ratings is almost equal to the "good job" ratings. Below are shown the findings of this survey compared with two other measures taken at approximately this same time in 1969 and 1970.

	Think Reagan is doing --		
	<u>GOOD JOB</u>	<u>FAIR JOB</u>	<u>POOR JOB</u>
February 1971	32%	35	28
February 1970	39%	36	19
February 1969	42%	36	15

While the largest single complaint about the Governor's performance is high taxes, this has always been a leading item of disapproval. What is new this year is the large number who fault him for cutting back on the Medi-Cal program and on welfare.

There also appears to be a small but growing body of critical comment about Reagan's lack of understanding for the needs of education and his budget cutbacks in educational funds.

Where in 1969 and 1970 somewhat more than one-half of the public (56% and 59%) cited one or more things Reagan had done which they disapproved of, today two out of three (67%) people offer a critical comment.

(MORE)

	February 1971	February 1970	February 1969
Things Governor Reagan has done that public DISAPPROVES of:			
Has not reduced taxes, has raised taxes; no tax relief for property owners, has raised property tax	22%	20%	14%
Cutbacks in Medi-Cal, medical help for poor, needy, aged	21	1	3
Welfare cutbacks, reduction of aid to needy, pensioners	18	6	3
Education, lack of understanding of needs, poor handling of system	9	3	6
Cutbacks in educational funds, cut money for institutions	9	9	5
Mental health cuts	6	9	10
Nothing unfavorable mentioned	33	41	44
(partial table - no other single disapproval comment exceeded 4%)			

Symptomatic of greater disapproval, today, just 54 percent of the public can think of something favorable to credit the Governor with. (In 1969, 70 percent could do this, and in 1970, 64 percent would do so.)

While the Governor has lost favor in some quarters for his stand on welfare budget cuts, he also gains support from many others for this same reason. Approval of the Governor for firm handling of campus disorders has greatly diminished in frequency of mentions this year -- probably reflecting both relatively less campus activity than before, and a shift in the Governor's primary attention from the colleges to other matters.

	February 1971	February 1970	February 1969
This Governor Reagan has done that public APPROVES of:			
Welfare cutbacks, reform	28%	4%	3%
Firm handling of riots at universities, colleges	13	22	50
Efforts to cut government expenditures, balance the budget	13	14	17
Nothing favorable mentioned	46	36	30
(partial table - no other single approval comment exceeded 5%)			

What things that Governor Reagan has done since he has been in office do you especially (approve) (disapprove) of?

	Feb. 1971	Feb. 1970	Feb. 1969
<u>Approve of:</u>			
Welfare cutbacks, reform	28%	4%	3%
Firm handling of riots at universities, colleges	13	22	50
Efforts to cut government expenditures, balance the budget	13	14	17
Kept taxes down (general)	5	-	-
Stand on educational system	4	-	-
Tax refund, tax relief for home owners	4	-	5
Interest in ecology, environment, trying to fight pollution	2	5	-
Firm stand on crime, law and order	2	3	1
Cuts in government jobs, elimination of unnecessary employees	2	1	2
Outspoken, says what he thinks, sincere	2	3	3
Reform of Medi-Cal	2	-	-
Proposal to charge tuition at state universities	1	5	3
Approve withholding tax stand	1	-	-
Doing a good job; approve of everything he has done	4	3	1
Miscellaneous approval mentions	9	11	8
Nothing favorable mentioned	46	36	30

(Adds to more than 100% because some people cited more than one thing they approved of)

<u>Disapprove of:</u>			
Has not reduced taxes, has raised taxes; no tax relief for property owners, has raised property tax	22%	20%	14%
Cutbacks in Medi-Cal, medical help for poor, needy, aged	21	1	3
Welfare cutbacks, reduction of aid to needy, pensioners	18	6	3
Education, lack of understanding of needs, poor handling of system	9	3	6
Cutbacks in educational funds, cut money for institutions	9	9	5
Mental health cuts	6	9	10
Unemployment, cuts in jobs	4	2	1
Bad budgeting	4	-	-
Should crack down more on college rioters, demonstrators	4	3	6
For big business, wealthy, not for poor, little man	4	-	-
Not interested in ecology, environment, pollution	4	3	-
Has not kept campaign promises, doesn't carry out programs	3	4	3
Opposed withholding tax	3	-	2
Handling of CRLA	3	-	-
Not strict enough on welfare	2	-	-
Proposal to charge tuition at state universities	1	5	5
General - doing a poor job, disapprove of everything he has done	2	1	1
Miscellaneous disapproval comments	14	10	8
Nothing unfavorable mentioned	33	41	44

(Adds to more than 100% because some people cited more than one thing they disapproved of)

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INFORMATION ABOUT THIS SURVEY

- Dates of interviewing:** January 27 - February 7, 1971
- Population covered by this survey:** Representative cross-section of California adult public.
- Number of interviews:** This report is based on a sample of 984.
- Sample design:** The survey interviews are selected in accordance with a probability sample design which provides for random (i.e., non-judgmental) selection of households. Assignments in a particular place are done in clusters with randomly drawn addresses as starting points for each cluster of interviews. For this survey, 240 clusters throughout the state were selected. Each cluster consisted of a set of consecutive households beginning with the designated starting household. Interviewers made up to three calls on every listed address in an attempt to complete an interview. One adult per household was selected for interview on a systematic basis to provide a balance by sex and age. Interviewing was conducted during late afternoon and evening on weekdays and all day on the week-end. The sample is designed to be self-weighted on all variables of interest, such as area of state, degree of urbanization, political party affiliation, and socio-economic status. Whenever imbalances in key variables occur in the sample due to sampling variability or other factors, corrective weights are applied during the data processing stage to return the sample to proper proportion.
- Wording of the questions on which this report is based:**
- "Do you feel that Governor Reagan is doing a good job, a fair job, or a poor job as Governor of California?"
- "What things that Governor Reagan has done since he has been in office do you especially approve of?"
- "What things that Governor Reagan has done since he has been in office do you especially disapprove of?"

See reverse side for answers to some typical questions about the Poll

NOTE TO EDITORS: Following are answers to some questions frequently asked about The California Poll. These may be helpful for your own background or to answer questions put to you about The Poll. Any or all of this may be published at your option.

QUESTIONS AND ANSWERS ABOUT THE CALIFORNIA POLL

- Q.** Who runs The California Poll?
- A.** The California Poll is owned and operated by Field Research Corporation, an independent national public opinion and marketing research agency with headquarters in San Francisco. The Poll was founded in 1946 and has been published continuously since that time. The Poll is non-partisan.
- Q.** Who pays for the surveys conducted by The California Poll?
- A.** The cost of operating The California Poll is underwritten by 13 newspapers and four television stations in California. Each one pays an annual fee for exclusive publication or broadcast rights in its area. The Poll does not accept fees from any candidates, political parties, or individuals who have any interest in the data being published. Its sole purpose is to report public opinion objectively and accurately.
- Q.** How are The California Poll's surveys conducted?
- A.** The surveys are made by means of personal interviews conducted by trained interviewers using printed questionnaires. Survey respondents are selected by scientific methods to assure that an accurate cross section of adults in all walks of life throughout the state and representing all shades of political belief are included in their proper proportion in the sample.
- Q.** Are the same people interviewed in each survey?
- A.** No. Fresh samples of respondents are drawn for each survey. (Panels of respondents re-interviewed at intervals are also a valid and valuable research technique for certain special purposes, but they are seldom used for surveys of the type conducted by The California Poll.)
- Q.** How are the samples selected and how many people are interviewed?
- A.** Samples are drawn by probability sampling methods which give each household in the state an equal chance of being called on for an interview. Within households, the interviewers select adult respondents to fit sex and age quotas to match the state population as a whole. Samples vary in size between 500 and 1000 respondents per survey.
- Q.** Do people give honest answers to surveys of this type?
- A.** In countless surveys of this type we have found that people are remarkably candid in talking to our interviewers, and wherever we have an opportunity to test the validity of their answers (for example, in an election) there is good evidence that they have actually given us their true opinions. We recognize that without public confidence surveys of this kind would be impossible and so we guarantee each respondent complete anonymity. After a percentage of the interviews have been validated by supervisors, the data are compiled only as statistical summaries. Names of survey respondents are never released for sales or political use.
- Q.** Are sample surveys of this type accurate?
- A.** Time after time it has been demonstrated that carefully designed samples of this size are very reliable. Wherever the results can be checked against known data, they have proved to be accurate with relatively narrow tolerance limits. For example, a survey of 1000 respondents typically will be accurate within plus or minus approximately 4.5 percentage points, and a survey of 500 respondents has a tolerance range of about 6.7 percentage points. Thousands of such surveys are done each year for business and government and great reliance is put on their findings.

[See reverse side for specific information about the current survey.]

NORTHERN CALIFORNIA

Do you approve or disapprove of the way Richard Nixon is handling his job as President?

<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>No. Called</u>
58%	27%	15%	117

MEN

59	27	14	56
----	----	----	----

WOMEN

57	26	17	61
----	----	----	----

Did You See the President's Television Interview?

	<u>YES</u>	<u>NO</u>
Total	27%	73%
Men	32	68
Women	23	77

How Do You Feel the President Handled the Interview?

<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>No. Called</u>
25%	25%	22%	25%	3%	32

Do You Agree or Disagree with most of what President Nixon said?

<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>	<u>No. Called</u>
47%	44%	9%	32

Suppose Vice President Agnew came into your area and campaigned for a Congressional candidate, would this make you more likely to vote for that candidate, less likely, or would it make no difference?

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>No. Called</u>
12 %	26%	50%	12 %	117
<u>MEN</u>				
9%	30%	47%	14%	56
<u>WOMEN</u>				
15%	21%	52%	12%	61

Suppose President Nixon came into your area and campaigned for a Congressional candidate, would this make you more likely to vote for that candidate, less likely, or would it make no difference?

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Dont Know</u>	<u>No. Called</u>
15%	16%	56%	13%	117
<u>MEN</u>				
12%	20%	57%	11%	56
<u>WOMEN</u>				
18%	13%	54%	15%	61



SOUTHERN CALIFORNIA

Do You Approve or Disapprove of the way Richard Nixon is handling his job as President?

<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>No. Called</u>
59%	27%	14%	157
<u>MEN</u>			
60%	30%	10%	88
<u>WOMEN</u>			
58%	24%	18%	69

Did you see the President's Television Interview?

	<u>YES</u>	<u>NO</u>	<u>No. Called</u>
Total	34%	66%	157
Men	32%	68%	88
Women	38%	62%	69

How do you feel the President Handled the Interview?

<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>No. Called</u>
41%	34%	11%	4%	4%	54

Do You Agree or Disagree with most of what the President said?

<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>	<u>No. Called</u>
69%	19%	11%	54%

Suppose Vice President Agnew came into your area and campaigned for a Congressional candidate, would this make you more likely to vote for that candidate, less likely, or would it make no difference?

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>No. Called</u>
12%	22%	59%	7%	157
<u>MEN</u>				
11%	22%	61%	6%	88
<u>WOMEN</u>				
12%	23%	56%	9%	69

Suppose President Nixon came into your area and campaigned for a Congressional candidate, would this make you more likely to vote for that candidate, less likely, or would it make no difference?

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>No. Called</u>
15%	16%	60%	9%	157
<u>MEN</u>				
14%	16%	63%	7%	88
<u>WOMEN</u>				
16%	16%	56%	12%	69