

Richard Nixon Presidential Library
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3	40	7/31/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to John Connally RE: the effective use of the Democrats for Nixon. 1 pg.
3	40	8/3/1972	<input type="checkbox"/>	Campaign	Other Document	Record of a conversation between Colson and Jen0 Paulucci RE: the Democrats for Nixon. 1 pg.
3	40	7/28/1972	<input type="checkbox"/>	Campaign	Other Document	Record of a conversation between Dick Howard and Al Sindlinger RE: polling information on the election. Handwritten information added by unknown. 5 pgs.

THE WHITE HOUSE
WASHINGTON



10:00 folder

July 31, 1972

MEMORANDUM FOR: HONORABLE JOHN CONNALLY
FROM: CHARLES COLSON

One problem we have (really not a problem but an opportunity) are the Democrats for Nixon groups that are springing up all over the country. It is a spontaneous thing. We got a call here Friday that there was a breakfast meeting of Democrats for Nixon political types in Baltimore on Sunday. Would we send someone? I decided Don Rodgers was the only person who could go. He is our in-house labor man and a Bronx Democrat. The attached is his report to me which you will probably find fascinating. Also attached is the brochure he talked from for which there was a real clamor, as you will see. Maybe you would want to think of something like this that could be distributed. Rodgers' last paragraph, of course, reflects the fact that he has no idea of what we are doing. He thinks he has discovered the wheel!

Conversation with Jenno Paulucci, August 3, 1972

P: Brecter...he owns a TV station out of Orlando and he wired me saying, "I have just wired to Hubert Humphrey as follows saying to Humphrey that he should take the Vice President candidacy because of the fact that he should be custodian for the others of us who don't agree with McGovern." So I wired Humphrey immediately, in fact I got the call while I was enroute in the airplane and he talked to my secretary and wires him saying saying I received a copy of Brecter's wire and I am violently opposed ~~because~~ to your becoming a lackey to McGovern and that's exactly the way I feel and...

C: That would be awful.

P: But I'll tell you something. I have ...I talked to your people Lee Vann and also I had D.J. Leary, who's an advance man for Hubert up the street there in Washington yesterday afternoon asking about this and he said that he has advised Hubert not to do it and then I got a call from Dwayne Andreas and Dwayne said, well, gee, if Hubert accepts the Vice Presidency then I can't help on the Democrats for Nixon and I said, well, yo're not serious are you? And he said, sure I am. So, I'm very very upset to the extent that as far as I'm concerned I'll even go stronger against McGovern and Humphrey if he takes it, because the only way he would take it I know is the fact that he's going to feel that this is the way thathe's going to pull the Party together and....

C: Gee, it's just the opposite.

P: Yea, well, the dumb son of a bit should have more respect for himself and his wife than that.

C: Yea, and you know the trouble with...is is that he knows better than anybody, as he Hubert, knows better than anybody, the Vice President has virtually no influence on the President. What McGovern would love to do is to use him.

P: That's what I'm saying.

C: And he would use him and get him in here and he wouldn't give him a....

P: He'd be a lackey worse than what he was with Lyndon Johnson.

C: Much worse, because he and Johnson were sympatico at least.

P: So I sincerely hope and pray that he doesn't do it, but you know, he's a funny guy. I told him to his face that he lacked balls and anybody that comes over and flatters a little bit, he's figuring he's going to be the elder statesman, he might

Conversation with Al Sindlinger, July 28, 1972

H: I'm calling because we've gotten your indication, or at least your poll. You must have released this to the Washington Post. That's the only way .. only place we can find it.

S: Wait until I tell you what happened. This is really funny. I don't know which of the candidates is nuts..more nuts. I got a call from this morning...well, first of all, the Washington Post called me yesterday and I gave them..I understand it got a bad story.

H: Well, it differs a little bit from what I think you told me. At least the story does.

S: I haven't really heard what the story said.

H: The headline is "Poll Indicates Sympathy for Senator Eagleton" and the first paragraph which tells the whole thing says.....""...and I must not have gotten that from you, at least you didn't imply that yesterday.

S: Well, when I talked to you I wasn't sure yet. I came to that conclusion after I saw what was happening. What's happening is incredible. Do you have a few minutes? Get yourself some paper. Now, I'm going to give you the date and then make a column which will be headed today, yesterday and the next column will be past week. Now, I'm tabulating this on a daily basis and went back and did it on a daily basis and I'm going to do this on a daily basis. This is in response to...you have the copy of the questionnaire don't you? No, I didn't give it to you. This is the question the last time talked about politics and those within the past week, what was discussed? The figures, I'm going to start with July 14. 68.8; ~~past week~~ 73.8. July 15 64.2; ~~past week~~ 71.6. July 16 46.1; ~~past week~~ 67.4; July 17 37.8; ~~past week~~ 63.3; July 18 37.5; ~~past week~~ 60.8; July 19 31.6; ~~past week~~ 58.5; July 20 26.5; past week 56.9. Now that's still pretty high.

H: What's the question again exactly worded? ~~WXX~~

S: When was the last time you recall having any conversation or discussion with anyone at home or away from home where you talked about politics or anything about the current election campaign? Then, if the ...and we coded today, yesterday (which we combined) ~~and~~, 3 to 7 days ago, a week to a month ago, over a month ago, never and don't know. Now among those people who have replied today or yesterday or within the past seven days, what was discussed? Anything else? Now when

anything comes up like Agnew or Connally or the Eagleton thing now, we asked them was this discussion of a positive nature or a negative nature.

H: Now, the numbers you are giving me are the answers yes.

S: July 21 25.2; past week 47.4. July 22 9.8; past week 44.5. July 23 27.2; past week 41.7. July 24 36.5; past week 46.9. July 25 52.4; past week 56.9. July 26 68.6; past week 79.5. And 66.7 was about Eagleton which is about 91 million. July 27 73.7; past week 82.5 -- 68.7 was about Eagleton which is about 94 million. And yesterday's interviewing (68.7) about 60% is sympathy and about 30% is very negative. But when I read you some other figures you will see what is happening. So that is what I gave the Washington Post yesterday.

H: Okay, that's sympathy vote for Eagleton. How are you getting the negative reaction towards McGovern and then how do you get in that line that you told me yesterday that the President's position is being favorably looked upon?

S: Now, I should have sent you these forms, but I forgot it. These are the five dimensions, now. The first dimension is the... self, who would you want most elected President if the election were going to be held today? The response to that was ... this was July 14 through 26. And the total sample is 4103.

McGovern 28.6

Nixon 49.5

Other 2% (almost all Wallace)

Dont'know 10.2

No Opinion 9.7

Who do you think most other people want as their President?

(Dimension #2)

McGovern 24.3

Nixon 50.9

Other x 0

Dont' know 18.8

No Opinion 5.9

Dimension #3: Who do you think will actually be elected in November?

McGovern 25.2

Nixon 55.3

Don't know 16.1

No opinion 3.4

Now based on yesterday's interviewing by itself and this sample size is too small to draw any conclusions from.

(Dimension #3)

Nixon ~~h~~ comes up to about 73 on males and about 63 on females and McGovern is going to be about 19 or 20.

H: And that basically is what you gave to the Washington Post.

S: I didn't give them the figures.

H: Well, the very kindly left out the positive response for the President.

S: That's interesting because I made that point. I made that point.

H: Well, it's very strong sympathy for Eagleton and a negative reaction towards McGovern but they very carefully word it so that there is nothing positive for the President about it, which I guess is okay.

S: Well, it doesn't affect the public though. Now here the 4th Dimension: and this is based on the plan to vote X and I don't have the percentages but I have the projected numbers. This is cross tabulation of the 76,404//////////first dimension by those who plan to vote.

McGovern 41.5
Nixon 55.3
Don't know 2.4
No opinion 0.9

5th Dimension -- Plan to vote and who self plans to vote for?
The difference between these are people who are saying I want Nixon to be elected, but I don't plan to vote for him or I won't vote for a Republican.

McGonver 44.5
Nixon 52.1
Don't know 2.5
No Opinion 0.9

Now those two dimensions are going to shift radically.

H: Well, that helps explain a little more than the Washington Post explained it.

S: They left off all the positive aspects?

H: That's interesting watching that reaction, especially the amount people are talking about now.

S: I got this call from Bennett this morning on the Washington Post story and he wanted some clarification which I repeated. Bennett is Eagleton's assistant in Washington. So he transmitted it to Eagleton and I understand he was at a press conference and I said, you know, you're not a client so, for God's sakes, don't quote me. Eagleton, the ass, not only quotes me, but gives out our telephone number and we've got all our incoming lines all jammed up.

H: Is that right? Well, he's coming on very strong stating that he's going to hold.

S: Well, I think he should stay in there for your sake.

H: We do too. We're on the same track again.

S: Just a little strategy. Eagleton called me this morning and wanted to know what ~~he~~ I thought he should do. I said, well, fight it out and I don't want anyone else on there. I don't want Wilbur Mills on there.

H: Okay, I wanted to get that.

S: I had lunch with Wilbur last Thursday and he..I told you what he said...

H: Yes....

S: I told Colson and he is so goddamned mad that he can't even think straight. This would be the choice.

H: Well, so maybe he will hold on.

S: You see, the thing that is going to help him is Anderson yesterday. That was below the belt and people recognize that. And he's got a minority group of insane and drunkies that would elect any President.

H: That's well put. Okay, I have to get this all down now so I can explain it. Pretty clear.

S: One more second. The purpose of the 5 dimensions -- the first one is to get the overall popularity of everybody. The second one is to measure the influence of word of mouth. The third one is to say, how does it look? And the fourth is a cross tab of the 1st question by plan to vote so we can see who those people are that would like to have the President elected but won't vote for him. Now, historically the fourth

dimension has been the most accurate. We were off 167,000 votes four years ago.

H: Good, Al, I've got a lot of stuff here. Let me get it down so we can explain it. Thanks very much for your time.